

BILLBOARD MUSIC WEEK

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

GOODY 'PLUS 2' REACTION VARIED

'Plus 2' Gets Wait And See Action

By LEE ZHITO

HOLLYWOOD — Jim Conkling's 'Plus 2' innovation (BMW, August 28), aimed at stimulating singles sales, last week stirred industry reaction here ranging from "it's ingenious" to "it won't work." All who commented, however, agreed on one point: Conkling and Warner Bros. Records, the firm he heads, deserve credit for attempting to find a solution to one of the industry's knottiest problems, the waning singles business.

Conkling's "Plus 2" plan, as exclusively reported in last week's BMW, offers the singles buyer a bonus track on each side by the same artist for the same price. Idea is to give the consumer more for his money without cutting the price of singles, thereby protecting the dealers' mark-up while attempting to create singles sales excitement. Conkling said his label will go on a full "Plus 2" policy starting with its September release, and called upon other labels to join him in an industry-wide effort to bring back the singles business.

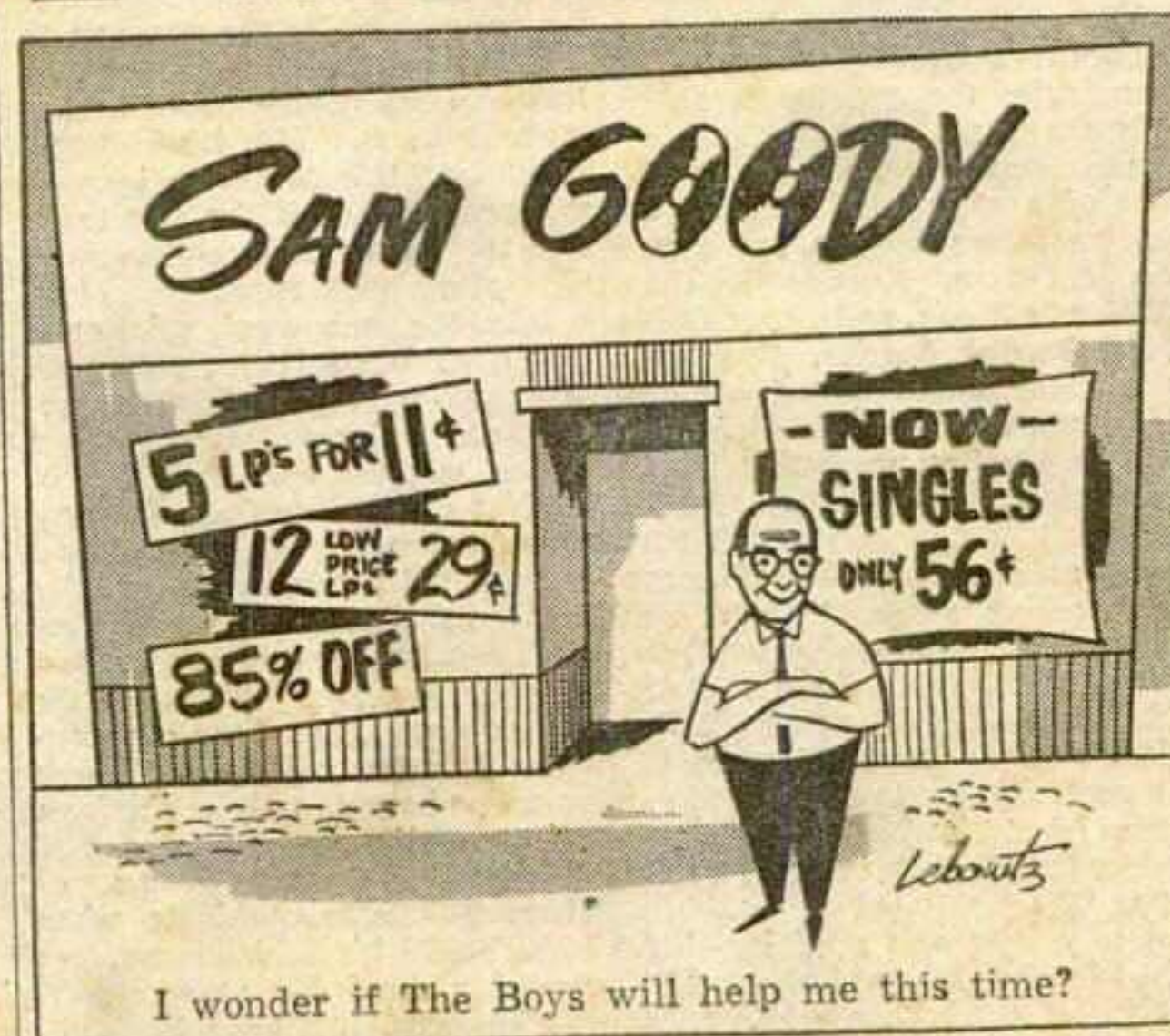
Wait and See

BMW found most Coast-based manufacturers in no hurry to jump aboard Warner's "Plus" bandwagon. Nearly everyone said his firm will "wait and see," and if the plan proves itself by virtue of WB's increased singles sales, only then will others come to Conkling's support. Many of those on the wait and see side indicated their personal belief that the "Plus 2" approach was not the answer to dwindling singles sales.

Said Lloyd Dunn, Capitol Records' marketing vice-president:

"We haven't given any thought to trying the "Plus 2" plan, but we are extremely interested in what has been done, and will watch its developments with keen interest. Any new and creative thinking that can be applied to single records should be welcomed by the entire industry."

Said Challenge Records' President Joe Johnson (whose label [Continued on page 37](#))



I wonder if The Boys will help me this time?

Juke Box Ops Cool To Plan

CHICAGO—Warner Bros.' new "Plus 2" plan of adding a short bonus selection to each side of a 45 r.p.m. single has lifted a lot of eyebrows in the juke box business.

Operators are frankly surprised by the move and the reaction to just what effect, if any, it will have on the juke box business is mixed.

A spot check of operators here in Chicago has drawn comments everywhere from, "It's just a watered-down version of the old

[Continued on page 47](#)

Cross-Country Price Comment Round-Up

N.Y.C. Scene 'Yeas' & 'Nays'

By REN GREVATT

NEW YORK — Sam Goody's decision to drop the price of singles to 56 cents, announced late last week, has caused a flurry of conversation, long distance phone calls and in some quarters more vociferous reactions ranging from "bravo" to "a curse on Goody's house" in the trade. A number of the reactions have come from as far away as the West Coast, where a local New York situation would ordinarily be expected to have little effect.

Goody himself has received a number of phone calls with such questions being posed as "What do you think you're doing?" and "So where are you getting the records from?" Despite the trade furor, Goody reported that consumer reaction was relatively mild. [Continued on page 8](#)

Midwest Dealers See No Effects

CHICAGO—Sam Goody's price slash on singles is an attempt to squeeze out his competition and will not necessarily have an effect outside the New York area, according to some dealers here. Others took a more serious view.

All questioned the wisdom of Goody's move in view of the profit loss, but added it reflects the stubborn attitude of the manufacturers who refused to recognize a growing business trend that emphasizes small profit on large volume.

One Chicago dealer noted that singles prices have stubbornly remained 60 cents at the distributor level and 98 cents at the consumer level, even though the record market currently is flooded with product. He said singles prices eventually will have to drop with the manufacturers and distributors taking the initiative in lowering prices. A Cleveland dealer said his store re- [Continued on page 8](#)

Coast Tags It 'Local Action'

HOLLYWOOD — Record industry leaders here last week shrugged off Sam Goody's singles price cut in New York (BMW, August 28) as a local brush fire that couldn't spread, and therefore paid it little heed. One thorn that did find its mark among some here concerned the fact that Goody was able to buy singles at a price obviously better than dealers elsewhere.

Said Society of Record Dealers (SORD) President Howard Jud- [Continued on page 8](#)

Dot Expects \$5 Million Fall Sales Program Take

Randy Wood Foresees \$2 Million Gain Over 1960 Figure Through Incentives

HOLLYWOOD — Dot Records expects to ring up \$5,000,000 in sales during September, the month of its 1961 Fall Catalog Program. The sales prediction, figured at the manufacturer's price level, was made to BMW by Dot President Randy Wood. It exceeds by some \$2,000,000 the sales harvest reaped by Dot during last year's Fall Program.

Dot's 1961 sales plan closely parallels its offer of a year ago including its precedent setting "six months to pay" benefit and tops the previous deal with the addition of a special discount. (Last year's offer excluded a price-break.) The complete 1961 plan is as follows:

Complete 1961 Plan

(1) Dealers are being offered the complete Dot catalog of LP's and EP's, including its current releases; (2) their purchases will be protected by a full 100 per cent guarantee for return or exchange at the conclusion of the dated billing period (merchandise purchased under the plan cannot be returned until March 15, with the exception of Christmas product which will

be accepted anytime before December 25); (3) dealers will receive a 10 per cent discount (buy nine albums, get one free); (4) six months dated billing calls for payments in installments of 1/6th of [Continued on page 3](#)

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Paid Circulation This Issue, 21,428

Distrib Weiss Claims Business Booming; Competing Racks Cut Some Disk Prices

HOLLYWOOD—Milton Weiss, the Los Angeles distributor who recently stopped selling one-stops ("they're in direct competition with us"), last week claimed his sales were soaring as two of the area's leading one-stops caught his top sellers in a price-cutting cross-fire.

As BMW exclusively revealed (August 14 issue), Weiss had informed all one-stops that his Milton's Phono Record Company (distributor for Chess, Dooto, Duke, Sue, V-Tone) "will not knowingly sell to anyone who resells to other stores."

This action, he said, was prompted by the fact that one-stops are increasingly cutting into the distributors' realm by servicing retailers.

Last week, Weiss told BMW that his one-stop freeze-out is paying off handsomely. "I've had at

least 35 dealers come into my place who had been buying at one-stops. I hadn't seen them in a long time, but now they're back. Each one of these are customers we can sell other records besides only the hot ones. The distributor sells, but the one-stop is only an order taker. My business is now four times what it was before.

"I can't say all of this is due to my getting customers who used to go to the one-stops, because we happen to have a stronger line-up of hot sellers now than we had before. However, I'm confident that a lot of the business increase is due to the fact that we have a chance on selling the dealer, rather than letting the one-stop feed him only the hits."

This rosy report came in the face of a price cut leveled at his leading sellers by the area's two top one-stops, Sammy Ricklin's California Music, and Harry Dale's Dale Record Service. California Music, the West's largest one-stop operation, circularized dealers during the previous week that it had on special sale (from August 21-31, inclusive) such Milton's Phono items as Ike and Tina Turner's brisk selling single, "Won't You Forgive Me" on the Sue label, reduced to 50 cents (from the distributors' usual 60 cents); Bobby Bland's "Two Steps From Blues" LP on Duke, cut to \$2.15, and the Chess label's "Moms Mabley's" LP reduced to \$2.15 (both cut from the usual \$2.47).

Harry Dale was notifying dealers that the Dooto line of LP's which list at \$4.98, will be slashed to \$2.50 at the one-stop. Thus, the one-stops sought to prove to Weiss that his freeze-out action did not deny them his lines, but they were able to obtain his merchandise at a sufficiently low price to permit them to undercut the distributor himself.

California Music's Ricklin told BMW: "Our business with his (Weiss) merchandise has been especially good. We wish him all the luck with his endeavor. I don't feel he's in a position to take such a drastic step. I admire his courage in making this move, but I feel the premise upon which he bases his action is wrong."

Ricklin added that he's opposed to bringing in transshipped merchandise, but if a distributor decides to cut off his source of supply, there is no alternative. He pointed out that he has traditionally stuck by the local distributors despite the fact that their lines may be available "at a price" outside the area.

Dale told BMW that since

Weiss' one-stop crackdown his operation has not felt the pinch. He said he has other sources of supply, and if Weiss refuses to sell him, he's only losing those sales to another supplier.

Although some one-stops have written to Weiss' manufacturers complaining about the freeze-out, the distributor insists he has not felt any pressure from his lines. "Every one of my manufacturers has felt that I can present their merchandise in stores and not have to be dependent on one-stops to move their product," Weiss said. "They are not fools. They know it's impossible for the one-stop to sell their merchandise properly. At least two one-stops have written my manufacturers. The labels know I'm taking this course to increase my business, and if I'm able to do this, they know theirs will increase right along with mine."

Has the one-stops' price war hurt him? Weiss insists, not at all. "I've never expected such tremendous dealer support. I've had dealers call me and order '25 of the best selling records you've got,' without even naming them. You'll be surprised how many calls we've had from dealers who said they don't care if they can save by buying from a one-stop. It seems the dealers don't like to see a powerhouse beat out a little guy." This quotation brought only smiles from the one-stops.

Other distributors, some of whom nodded approvingly when Weiss made his initial move, are observing the fracas at a respectable distance, but none has indicated he will join Weiss. Some are openly siding with the one-stops, pointing out that "it's much better business to sell a Sammy Ricklin who has unlimited credit with us, than to take a chance with extending credit to a raft of little dealers."

OTIS' STATUS IS CLARIFIED

NEW YORK—In a story in last week's BMW, regarding the formation of the new firm, Sunset Management, it was stated, "Sunset's interests also include (Clyde) Otis' small interest in the management of Brook Benton." This week Benton clarified his status with the statement that while "Mr. Otis retains a small interest in him, his active manager continues to be Mr. Dave Dreyer," and that Sunset Enterprises is not authorized to act for him (Benton).

RECORDS FIGURE HIGH ON TEEN GIRLS' XMAS GIFT GIVING, GETTING LIST

NEW YORK—Teen-aged girls (13-19) rate records high on their Christmas gift lists—both for "getting" and "giving"—according to Seventeen magazine's study of the December, 1960, holiday gift scene. Last Christmas 2,020,000 of Seventeen's young readers received records as gifts, with three out of four girls receiving records they had requested.

A comparison of the mag's 1960 Christmas gift survey with a study of the same market made in 1957 shows that 39.6 per cent of the teen-aged girls surveyed received records as gifts in 1960 as compared to only 19.6 in 1957.

On the other hand, the study indicates that phono manufacturers should step up promotion selling the idea that phonos make good Christmas gifts for teens. In 1957 8.6 per cent received record players as gifts, whereas in 1960 this percentage dropped even lower to 5.2 per cent.

In 1957, 82 per cent of the girls who received phonos had requested record players as a gift. The following two years, this figure dropped sharply, but rose again to 64.2 per cent in 1960.

More teen-fems are buying records as gifts for their fathers and brothers—14 per cent in 1960 as compared to 4 per cent in 1957. However, the study also shows fewer of the teen-agers are giving records as Christmas gifts to girl and boy friends.

According to the 1960 study, Seventeen's 5,100,000 average-issue readers spend a total of \$169,786,000 on Christmas gifts and receive, among their gifts in return, \$58,007,502 in cash to spend as they please. Of this sum, \$34,746,000 is spent on gifts for themselves, with 15.6 per cent going for records.

Tagged "The Christmas Gift Story," the 1960 study is the fourth in a continuing survey of Seventeen's readers.

36% of U. S. AM Stations Carry C.&W.

NEW YORK—Some 36 per cent of the nation's 3,327 AM radio stations are carrying from "under two hours" to "full-time" country music programming, according to a survey of program directors made by the Country Music Association, national organization fostering country and western music. Survey was recommended to the CMA's board of directors at their first quarterly meeting by John Sippel of BMW and was compiled by Mrs. Jo Walker, executive secretary of the group. Survey elicited a very heavy response from radio station execs with over 50 per cent of the stations reporting back, even though over 17 per cent of the response indicated that no real country programming was done.

The actual response of stations carrying country music, based upon number of stations and daily programming time devoted to country and western, breaks down as follows:

Daily Programming Time	Total Number of Stations
Full time	81
8 to 10 hours	31
6 to 7 hours	60
4 to 5 hours	189
2 to 3 hours	423
Under 2 hours	425
Total	1,209

BUY BRITISH!

English Artists Hit Popularity at Home

By DON WEDGE

LONDON — The British disk industry last week set up a new record for its own contribution to the nations' best-seller list. No less than 21 platters out of 31 included in the "New Musical Express" listing (see page 19) were of local origin. In most cases the compositions concerned were British, too. This is the highest proportion ever achieved since the music weekly compiled the first British best-sellers list in 1952. It is also clear that records enjoying highest sales are of local origin — U. S. Bonds' Top Rank release "Quarter to Three" (at No. 8) is the only American-made disk in the Top 10.

Much of the swing to British domination of the singles chart can be attributed to new artists. Major find is probably Helen Shapiro (Columbia) who topped the chart with a British song, "You

Don't Know." Still only 14 years old, it is her second record, the previous one was also a hit. John Leyton's "Johnny Remember Me" (Continued on page 4)

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Vol. 73

Schein Col. Int. GM Post

NEW YORK — Harvey Schein has been appointed to the newly created post of general manager of Columbia Records International. He will supervise Columbia's relations with its licensees in Western Europe and other areas of the world.

Columbia's subsidiaries in Canada and Australia and Columbia's domestic operations relating to International activities will also report to Schein. The label's domestic operations execs (working in the international area) include Nat Shapiro, director of international artist and repertoire and creative services; Latin-American co-ordinator Peter Rosaly; Operations Director Arnold Berry and Promotion-Merchandising Services Manager Stanley West.

Schein, who joined Columbia in 1958, has served as general attorney, and during the past year has also been responsible for international planning and acquisition activities, as well as co-ordination of operational services to overseas subsidiaries and licensees.

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EDITORIAL

C.&W. Exposure

A survey of country music programming (see separate story) indicates that 36 per cent of the nation's 3,327 AM outlets devote time to this major segment of our musical culture.

One must assume that the exposure facilities are present. One can also assume that the extensive exposure time reflects a listener demand for c.&w.

Why, then, has the pure country music market diminished to the point where a good c.&w. record often sells in disappointingly low quantities?

Perhaps the answer lies in the failure of manufacturers and distributors—and their contact staffs—to properly promote country music. Certainly the failure is not with radio. The broadcasters continue to have faith in the material.

From a dollars and cents standpoint, it would be wise to very seriously consider the results and implications of the survey and act upon them. What is necessary here is new enthusiasm and drive on the part of many diskeries and record men who have apparently lost sight of a lucrative field while pursuing the pop mirage.

In conclusion, we may point out that the maintenance of the vitality of the country field is important in an even larger context; that is, much of the health of the broad pop business is dependent upon fresh inspiration deriving from the roots—from the artists and songs of the heartland.

Jazzmen, Singers Tred the Boards For TV Dramas

NEW YORK — The histrionic talents of six jazz musicians, two femme singers and two KDKA, Pittsburgh, disk jockeys will be exhibited in two upcoming CBS-TV dramatic shows this fall.

Ethel Waters, Coleman Hawkins, Roy Eldridge, Jo Jones, bass player Fred O'Neal, and guitarist Bill Gunn will appear in "Goodnight, Sweet Blues," an episode in the CBS-TV series "Route 66."

Deejays Randy Hall and Bob Tracey of KDKA will appear in another "Route 66" show which was filmed in Pittsburgh. Bobby Troup and Connie Towers will be featured in the September 30 edition of "Perry Mason" on CBS-TV.

Eldridge, Jones and Troup will switch instruments for their respective telecasts. Trumpeter Eldridge will appear as a drummer; drummer Jones will play a trumpet man, and pianist Troup will play drums in his role as Bongo White. Special musical arrangements for the Mason show, "The Case of the Missing Melody," include a jazz version of the traditional "Wedding March" penned by guitarist Barney Kessel.

Super Market Toy Rack Firm Files Chapter 11

Leading New York Distributors Involved In Proceedings; Hassle Over Procedure

NEW YORK — Super Market Toys, Inc., one of the larger rack jobbing firms here, with reportedly more than 500 locations between this city and Philadelphia, last week became the fourth company of its kind in recent weeks to enter bankruptcy. The firm voluntarily filed a petition for an arrangement under Chapter 11 of the Federal Bankruptcy laws.

A number of record distributors have been burned by this latest rack failure, according to incomplete information now available to the New York Credit and Financial Management Association, at whose 23d Street offices a creditors' meeting took place Thursday afternoon (31).

Distributors Involved

Among the record distributor creditors listed in preliminary schedules were Alpha, \$15,546; Action, \$5,400; Superior, \$4,700; Portem, \$4,300; Columbia, \$3,700;

King, \$2,800; Malverne, \$1,300; Mercury, \$900 and London, \$500. A number of others were also believed involved, including Chips Distributors of Philadelphia, for approximately \$5,000.

Super Market Toys, Inc., listed liabilities of \$651,534 as against assets of \$184,000. A companion firm, Super Market Housewares, Inc., also filed a petition for bankruptcy, listing liabilities of \$340,218 as against assets of \$245,000. The Toy firm is the one which was deeply involved in records, listing a number of Grand Union supermarkets among its principal accounts.

Procedure Hassle

There is a considerable hassle now going on between the creditors of the two different but jointly owned firms, with some wishing the proceedings to be carried on separately, while others prefer a consolidation. At the moment, the referee in bankruptcy has directed attorneys to prepare an order for consolidation of the actions, which will be returnable Wednesday (6) at a hearing. Meanwhile, accountants are going through the books of both firms.

The companies are currently both operating under court order in the status of "debtor in possession." This status is expected to be maintained for at least two weeks. Within the past month important rack firms in Los Angeles, Boston and Framingham, Mass., have also gone under.

Diskeries Seeking Hot Answers

By JUNE BUNDY and PAUL ACKERMAN

NEW YORK—An old-fashioned tune race is shaping up in the singles record field this month, and promotional efforts by the labels and publishers involved should be stepped up considerably in coming weeks.

Three of the songs are European imports, pointing up the increasing trend towards the development of a one-world disk market. There are 10 different versions of "Wooden Heart" (five of them answer songs) on the market representing three different publishers. Famous Music has lined up 10 singles to date on "Moon River," (theme from the new Audrey Hepburn movie "Breakfast at Tiffany's" and "Well I Ask You" (published by Hollins, Inc., here and Essex Music Ltd.,

in England) has been sliced by four different labels.

There are three different versions out on "The Way You Look Tonight" and three different waxings of "You're the Reason"—three are on the BMW charts.

Other tunes which have two or more versions currently on the market — and more scheduled — are "Berlin Melody," "I Like It Like That," "The Little Dog That Cried," "Rocco's Theme," "Come September" and various treatments of Debussy's "Clair de Lune."

No Presley Version

The most fascinating — and involved — tune race is that which has evolved on "Wooden Heart," based on an old German folk song. The tune—a big hit for Elvis Presley in Europe—was never released as a single here.

Joe Dowell's version (No. 1 on BMW's "Hot 100" last week) on Smash Records is the big one Stateside. Gus Backus waxing on Fono-Graf (a hit abroad) made the charts, but dropped off a few weeks ago. The tune has also been made by Li'l Wally and the Har-

mony Boys on Jay Jay (a BMW Polka "spotlight" this week), and Dave Kennedy on Cuca.

Now the girls are taking over with five answer-songs out this month. Two of them, "You Don't Have a Wooden Heart" by Bobbi Martin on Coral, and "I Know That Your Heart's Not Made of Wood" by Terri Dean on Madison, are BMW "Spotlights" this week.

Other fem answer-songs include "I Too Have a Wooden Heart" by Rhea Renee on Sara Records. "I Know That Your Heart's Not Made of Wood" by Marie Ann on Epic, and "You Don't Have a Wooden Heart" by Linda Hall on Cuca. Most of the disks feature multi-lingual vocals in English and German.

Elvis Presley's firm, Gladys (a Hill & Range, ASCAP subsidiary), is credited on the Dowell, Backus and Kennedy versions of "Wooden Heart," with writers listed as Wise, Weisman, Twomey and Kaempfert. "I Know That Your Heart's Not Made of Wood" is published by Wemar, BMI, with J. Brandon and K. Miller as writers. Li'l Wally's

polka version is published by Jay Jay Music. Linda Hall's "You Don't Have a Wooden Heart" is published by Lindy Music. Rhea Renee's "I Too Have a Wooden Heart" lists Cuca Music as publisher with the canary herself as writer.

"Moon River" probably has as many different versions on the market as any recent film theme. The platters include singles treatments by Henry Mancini on RCA Victor (a BMW "Disk Jockey Programing Spotlight" this week), Carmen Cavallaro, Decca; Fuller Brothers, Challenge; Calvin Jackson, Reprise; Hollyridge Strings, Capitol; Jerry Butler, Vee Jay; Mantovani, London; June Valli, Mercury; Richard Hayman, Mercury, and the Clebanoff Strings, Mercury. The tune was written by Mancini and Johnny Mercer.

"Well I Ask You," a big hit in England and Australia by Eddie Kane, has been waxed here by Kay Starr, Capitol; Bobby Vinton, Epic, and Tony Rossini, Sun. All three of the U. S. versions were recent BMW "Spotlights." The Kane original has also been released in the U. S. on the London label, and more U. S. versions are in the works.

The three different versions of "The Way You Look Tonight" (the Jerome Kern standard) were recorded by the Lettermen, on Capitol (No. 93 on "Hot 100" this week), Tab Hunter on Dot, and the Jarmels on Laurie. Tune is the flip side of the Jarmels' current hit (No. 24) "A Little Bit of Soap."

"You're the Reason" is represented on the "Hot 100" and "Bubbling" this week by three different disks — Bobby Edwards on Crest (No. 85), Joe South on Fairlane, (No. 87) and Hank Locklin, RCA Victor (No. 110). Chris Kenner's "I Like It Like That" (No. 22) has a chart companion this week in the Bobbettes' answer song "I Don't Like It Like That," (No. 90).

The first two versions of "Berlin Melody" (penned by Europe's Heino Gaze and published by Symphony House) were released in the U. S. this week by Billy Vaughn on Dot, and the Kurt Edelhagen ork on Decca. "Rocco's Theme," the Italian movie tune, has been cut here to date by Vinnie Monte on Jubilee and Moe Koffman on Gold Eagle.

STATION DIGS ALIEN SOUND

RICHMOND, Va.—In an effort to come up with a "different" sound, station WLEE, here, has made arrangements whereby key record manufacturers in six different countries (Norway, Canada, Mexico, Great Britain, France and Italy) send top foreign wax for airing by the station's deejays. The foreign disks are blended with U. S. pop disks and the result, according to general manager Harvey L. Hudson, is that WLEE has "a sound which cannot be duplicated by any other station in the U. S."

Among foreign disks introduced by WLEE in recent weeks were "Have a Drink on Me" by Lonnie Donegan (from Canada and Great Britain), the original version of "La Pachanga" (Mexico) and "A Scottish Soldier" by British star Andy Stewart. "Soldier" was later leased by U. S. manufacturer, Warwick Records.

The station is now trying to set up similar disk-import arrangements with diskeries in New Zealand, Australia, Belgium, Denmark, Germany and Iceland.

Dot Expects \$5 Million Sales Take

• Continued from page 1

the total order, starting October 15. Program is in effect from September 1 through September 30.

Wood pioneered the departure from the industry's traditional 90-day billing plan a year ago and extended credit to a full six months as a means of achieving prolonged product exposure at the retail level. He has maintained that one of the industry's prime problems has been that record releases do not enjoy sufficient exposure to consumers. Dealers, Wood said, concerned that they might get stuck with slow-moving merchandise, tend to shoot back product before it has had a chance to prove its market strength.

Dot's six-month dated billing plan plus full guaranteed return provides that the dealer keep the merchandise for a half year. This assures Dot that its wares will be in stock and on display at the dealer level until March 15 and will automatically enhance the product's sales potential.

Wood's theory ("A dealer can't sell what he doesn't have in stock") was proved a year ago to the

tune of more than \$3,000,000 in sales when Dot first introduced its half-year dated billing plan. According to Wood, Dot's returns for last year's fall program averaged less than 5 per cent, proving that the six-month exposure of product at the dealer level paid off in sales.

Wood expects to top last year's peak with an additional \$2,000,000 in sales, and bases his rosey prediction on the facts that Dot's catalog is fatter by an additional 100 titles (now numbers 380 albums), and that the label today is considerably hotter in its over-all sales and disk attractions than it was a year ago. At this time, Wood said, Dot's Lawrence Welk has emerged as a top-selling artist far above his sales a year ago, Billy Vaughn is maintaining his sales strength, and Pat Boone, who slipped somewhat last year, has returned as a chart-rider. Proof of Dot's mounting sales power, Wood said, is the fact that "our sales at this time are more than 30 per cent ahead of where they were just a year ago."

MGM in Indie Distrib Scene With Astaire

NEW YORK — MGM Records has signed a pact to distribute the new Choreo label of Fred Astaire. This marks MGM's first move in the direction of indie label distribution. Initial release will be "An Evening With Fred Astaire," composed of segs of the audio tracks of Astaire's two highly successful taped TV outings. This is expected in November.

Meanwhile, Broadway star, Carol Lawrence, soon to be seen in the legit musical, "Subways Are for Sleeping," is now recording her first album for Choreo. Also signed for the diskery is the Elliot Brothers ork.

Jocks File Suit Against Station

HOLLYWOOD — Six striking deejays last week filed suit in Superior Court here for \$1,200,000 damages, charging defamation of character and invasion of privacy, against the owners of KFWB, the Crowell-Collier Broadcasting Company.

The complaint charges that the station distributed handbills featuring the striking jockeys photos "together with a picture of Alfred E. Newman," a featured character of Mad magazine, commonly identified as depicting a person of low or moronic intelligence."

The deejays, each of whom is suing for \$100,000 general damages and \$100,000 punitive damages, are Earl McDaniel, Elliot Field, Cleve Hermann, Joe Yocam, Gary Owens, and Ted Quillan.

Home Market Purchases Instrumental In 6 Mos. British Disk Production High

LONDON — British disk manufacturers' product in the first half of the year was worth more than ever before in a similar period. The value was \$19.5 million, \$1.4 million or 8 per cent more than the same six months last year — the previous highest. The gain was entirely in the home market. Exports were down 16 per cent on the previous year and at \$3.7 million was the lowest recorded since statistics were first published in 1957.

Production of 8.1 million LP's was also the highest ever recorded, being 20 per cent more than in the first six months of 1957. They have not contributed to the general turnover to the same extent, however, despite some increases in prices to dealers. The introduction of low price albums in the last two years has tended to diminish the net gain. The lower price range has been estimated to cover 22 per cent of home sales this year.

No statistics are available of singles sales, only a general classification of 45 r.p.m. production being given covering EP's also. Combined production of 78's and 45's, however, totaled 27.3 million. This was 7 per cent more than last year, but 12 per cent less than the 31.1 million peak of 1957.

Which disks contributed to the 1961 singles sales? Individual manufacturers are reticent on sales figures of all types, but it is clear to see which artists have the most pull in the field. Derek Johnson of New Musical Express sur-

vayed the paper's best selling record chart, carried weekly in *BMW*, for the first half of the year. Each No. 1 received 30 points, 29 to No. 2 and so on down to 1 point for No. 30.

He found that Elvis Presley (RCA) had resumed the championship. In the first six months of 1961, Presley was the only artist to figure in the chart every week. He totaled 916 points, 335 ahead of the runner-up, British teen-age idol Cliff Richard (Columbia).

Richard's accompanying group, the Shadows (Columbia), a major attraction in its own right, gained 519 points to come in a close third. It shares the same a.&r. manager, Norrie Paramor, as Richard. British artists occupied six out of the first 10 places, the other four being Matt Monro, Ada Faith, the Temperance Seven (all Parlophone) and the Allison's (Fontana) with 374, 365, 355 and 314 points respectively.

Top vocal team, however, was the Everly Brothers (Warner), placing fourth with 488 points. Top solo instrumentalist was Duane Eddy (London) whose 341 points placed him ninth. The leading 10 places were completed by Bobby Vee, the outstanding American newcomer, who amassed 365 points for seventh place.

The compilation shows a divergence of taste between British and American disk buyers. Johnny Mathis (Fontana), for instance, collected one point to share 88th (bottom) place. Bobby Darin (London)

was 22d with 212 points. Ricky Nelson (London) missing altogether last year, polled 145 points for 34th place and Brenda Lee (London) was down to 48th place with 91 points. Frank Sinatra (Capitol only here) collected a meager 16 points for 70th place, while Connie Francis (MGM) has a modest — for her — 15th placing with 250 points.

Successes here and not in the U. S. included Gene Vincent (Capitol) with 21 points, the late Buddy Holly totaled five and Jerry Lee Lewis (London) gained 144.

British artists did slightly better in the first six months compared with the same period of 1960. Between them they gained 46 per cent of the total points as against 43 per cent.

Pye Records Bringing American R.&B., Jazz Series to England

LONDON — Pye Records launches its second major label of the year tomorrow (5). Called Pye-Jazz, it draws largely on American material from its affiliates as well as British waxings by contract artists. Also issued the same day is the first set of rhythm and blues singles to be issued and exploited as such in this country.

Pye-Jazz kicks off with nine LP's, and EP and a single. The catalogs of Chess, Checker and Argo, labels with which Pye set long-term deals earlier in the year, provides five albums, "Listen," by the Ahmad Jamal Quintet, Al Carey's "The Thinking Man's Trombone," "Bo Diddley Is a Gunslinger," "Muddy Waters at Newport," and Lorez Alexandria's "Sing No Sad Songs for Me." Colpix supplied Nina Simone's "Forbidden Fruit."

Parties in four main cities were scheduled to interest jockeys, jazz promoters and critics in the new series.

The r.&b. singles, hailed as a companion line to the jazz releases, are all from Chess-Checker sources, issued on the existing Pye-International mark. Five disks chosen to debut the series are Chuck Berry's "I'm Talking About You," "Little Baby" by Howlin' Wolf, the Ideals' "Knee Socks," "After Marriage Blues," by Tiny Topsy and the Vibrations' "The Watus."

Both the jazz label and the r.&b. series are seen as further expansionary moves by the Pye concern. Several deals are now being discussed with U. S. labels which will still further extend the scope covered by the firm.

Deejays, Chart Reflect Oldie Pull

By JUNE BUNDY

NEW YORK — Nostalgia continues to exert a strong audience pull on radio, TV and in the recording field with 15 oldies on *BMW*'s "Hot 100" chart this week.

Disk jockeys across the country are cashing in on the nostalgia trend with a variety of programming specials and gimmicks featuring "oldie" themes.

For example, last month station WKST, New Castle, Pa., saluted New Castle's annual Old Timer's Day by staging a "Dance Along" at Cascade Park, where the event took place. Tune line-up included the "Bunny Hug," "Indiana Hop," "Turkey Trot" and other dance fad-songs of the 'twenties.

Bill Terry, KING, Seattle, observed V.J. Day (August 14, 1945) last month by programming "Music of the War Years" — featuring disks by Bing Crosby, the Andrews Sisters, Jo Stafford, Glenn Miller, etc. Tunes included "Rosie the Riveter," "Praise the Lord and Pass the Ammunition," "Der Fuehrer's Face," "White Cliffs of Dover" and "Coming In On a Wing and a Prayer." Buzz Lawrence followed Terry and kept the theme alive by concentrating heavy play on Glenn Miller "original" recordings.

Backwards Chorus

Station WJBF-TV, Augusta, Ga., is featuring old hit records in a "Turnabout Tunes" contest conducted by Lay's Potato Chips, which sponsors the station's "Top 10 Dance Party" show. Old hit disks are played with part of the chorus aired backwards. Viewers are asked to identify the songs. First prize will be a \$100 shopping spree at a local market.

Station WERE, Cleveland, last week started a 10-day "Spectacular," featuring 2,000 of the most popular and requested recent oldies and up-dated standards culled both from singles and LP's.

"Golden Record" segments on shows which otherwise feature current hits are becoming increasingly popular. One of the newest is featured by Bruce Morrow, who joined WABC last week in the 10

p.m.-midnight time slot. The feature is tagged "Solid Gold" and features top hits of the past.

Even young college station broadcasters are getting in the oldies act. Timothy Brooks, record director of WDCR, the Dartmouth College station in Hanover, N. H., produces a show tagged "Pick of the Past," which spotlights original versions of old pop hits—1919 to 1955—interwoven with commentary on news and musical trends of the various eras.

The 19-year-old Brooks reports that he is having difficulty in collecting data about those "long-gone eras." He says he particularly needs data on Kay Kyser, the development of the c.&w. and r.&b. fields, the 1920's, 1930's, World War II, Glenn Miller and Paul Whiteman. Brooks notes that disk programming for the oldie show is culled from the station's library which dates back to the 1940's, with album collections of memorable old recordings and 78 r.p.m. collector's items borrowed from listeners.

Hot Oldies

The "Hot 100" chart this week includes 15 recognizable pop oldies, plus a flock of rhythm and blues revivals, which are making it big in the pop market today. The oldies include Connie Francis' "Together," "Amor" by Ben E. King, Lonnie Donegan's "Does Your Chewing Gum Lose Its Flavor," the Platters' "I'll Never Smile Again," Brook Benton's "Frankie and Johnny," Don Shirley's "Water Boy," the Sensations' "Music, Music, Music," "You Must Have Been a Beautiful Baby" by Bobby Darin, Duane Eddy's "My Blue Heaven," the Belmonts' "Don't Get Around Much Anymore," "Juke Box Saturday Night" by Nino and the Ebb Tides, the Cletones' "I Love You for Sentimental Reasons," the Lettermen's "The Way You Look Tonight," and Ella Fitzgerald's "Mr. Paganini."

Network TV, which has always relied on oldies and standards, will place even more emphasis on musical nostalgia during the coming fall and winter season. Upcoming specials include a salute to the late Flo Ziegfeld, "The Lerner and Loewe Notebook," a musical biography of composer Harold Arlen, and "Sounds of the 60's," wherein Andre Previn and some of the nation's top disk names will "examine the sound of the music" in this decade.

English Artists Hit Popularity

• Continued from page 2

(Top Rank), began life with one of the biggest publicity campaigns ever mounted for a single centered around the singer's appearance five days ahead of release in a high TAM-rated drama series. Third newcomer is Eden Kane (Decca), a product of the newly formed Audio Enterprise indie production organization headed by Michael Barclay. His hit, "Well I Ask Ya," has been issued in the U. S. on London and covered by Kay Starr (Capitol), Bobby Vinton (Epic) and Tony Rossini (Sun).

Lower down the chart is a bevy of talent which has emerged as hit makers this year. This group includes the Temperance Seven (Parlophone), with "Pasadena" at No. 14, making the most unusual sound—a deliberate and dedicated recreation of the music of the 'twenties; the Brook Brothers, a Pye vocal duo with its third hit of the year in "Ain't Gonna Wash"; Kenny Ball, a traditional jazz band leader and singer, is also a Pye artist with a third success of the year in "Someday." Pye's boom also shows with Al Saxon's successful revival of "There I've Said It Again" (No. 30) on the subsidiary Piccadilly label.

Well-established British artists currently figuring in the charts are headed by Shirley Bassey (Columbia) with "Reach for the Stars" (No. 3), originally a German song with an English lyric written for the singer by her recording manager, Norman Newell. Petula Clark (Pye), began the year with the English hit version of "Sailor" and is now back again with "Romeo"—another continental hit with English lyrics. Cliff Richard (Columbia), for three years Britain's outstanding teen-age idol, maintains his position with "A Girl Like You" (No. 7), while Lonnie Donegan (Pye) maintains his almost unbroken run of every release a hit for the past six years with his version of the current U. S. success "Michael" entering at No. 21. The only straight cover of an American success — though this is done with

a different treatment — is Tommy Steele's "Writing on the Wall" for Decca (No. 25).

Noteworthy, too, is veteran dance-band leader Joe Loss' chart entry with a cha-cha version of "Wheels" long after the String-A-Longs' original has dissipated from the scene.

EMI group dominates the top of the chart with seven out of the Top 10, leaving the Decca group two and Pye one. The Decca labels have the edge in the whole chart, however, with 13 of the 31 listings. EMI has 12 and Pye the remaining six. Philips has no entries.

One consolation for Americans looking longingly at the British scene, which they once dominated, is Del Shannon's "Runaway" (London). Though this week at No. 30, it has held a chart-placing for 19 weeks — three longer than its nearest rival, Britisher Billy Fury's "Half Way to Paradise" (Decca).

COMING SEPTEMBER 18

The 9th Edition of the

BILLBOARD
MUSIC WEEK

SPOTLIGHT ON RECORD PROGRAMMING

FEATURING TODAY'S TOP RECORD TALENT

... The special 8 1/2 x 11 slick-stock supplement of interest to all record buying and exploitation elements of the music-record industry, and featuring ... over 200 biographical, record and talent-buying facts on each of the best selling record personalities.

Additional features of interest are designed to assist in ... disk jockey programming ... dealer and operator buying and selling ... and talent buying for personal appearances, television, and motion pictures—in the U. S. and overseas.

COMING IN THE SEPTEMBER 18 ISSUE

(Advertising Deadline: September 8)

Pappy Dailey Inks U.A. C.&W. Pact

NEW YORK—Veteran country and western recording man H. W. (Pappy) Dailey has signed to head up United Artists Records' c.&w. artist and repertoire department.

Dailey will headquarter in Houston—his longtime base—and be in charge of all future c.&w. products on the UA label. His first UA release will be an album, "Country Hits," featuring George Jones, Perk Williams, Jimmy Blakely, Leon Payne, Johnny Mathis (not the Columbia star), Bill Mack, Claude Grey, Eddie Noack, Herby Remington, James O'Gwynn, Jape Richardson (the late Big Bopper) and Carl Sauceman.

A pioneer in the c.&w. field, Dailey was active in the operation of the original Starday label. He also has handled his own label, D Records, and a disk distributorship in the Texas territory.



IT'S STARTING TO ROLL

KENNY CHANDLER

"DRUMS"

UA 342

THE RECORD THAT STARTED IN THE SOUTH AND NOW WINNING THE NORTH!

"SOMETIME"

GENE THOMAS

UA 338

HERE'S A NEW GIRL MAKING LOTS OF NOISE ON THE RECORD SCENE

JOYCE DAVIS "STOP GIVING YOUR MAN AWAY!"



UA 339

JUST RELEASED - STARTING TO GO!

MARV JOHNSON

"OH MARY"

FLIP SIDE: "SHOW ME"

UA 359

TWO INSTRUMENTAL WINNERS

DON COSTA

"THESE THINGS REMAIN"

FLIP SIDE:

"LA LA LA"

UA 349

AL CAIOLA

"AUTUMN IN CHEYENNE"

FLIP SIDE:

"SPEAK LOW"

UA 347

UNITED ARTISTS RECORDS



729 SEVENTH AVE., NEW YORK 19, N. Y.

This One



HRWY-81R-4JRS

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AN OPEN LETTER TO THE INDUSTRY

In the past year, to the best of our knowledge, only one single has hit a million: Elvis Presley's "Are You Lonesome Tonight?" Actually, there have been several No. 1 singles in the past few months that have not even hit half-a-million sales! We're all concerned about the badly sagging sales of singles. Everyone realizes our industry needs singles sales. They're vital to our business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the industry a revolutionary new concept in singles. We call it the



What "PLUS 2" means is this. Customers get not only the usual two new songs per single, but also the two "Oldies" (past hits of the artists)—all for the same price as an ordinary single. One single with 4 songs for the price of 2.

Everyone gets more from this:

CONSUMER: *Gets two more songs for the same price. And when the consumer catches on to the value, and sales go up...and up...and then...*

DEALERS: *Get more sales at today's normal discount structure...*

RADIO: *Gets more readily-available material for varied air play...*

DISTRIBUTORS: *Get more sales at today's normal discount structure...*

JUKE BOXES: *Get more plays...*

MUSIC PUBLISHERS AND COMPOSERS: *Get more royalties, plus more hits turned into standards...*

ONE STOPS: *Get more sales at today's normal discount structure...*

RACK JOBBERS: *Get more sales at today's normal discount structure...*

AFM AND MUSICIANS: *Get more contributions to the Trust Fund, plus more potential employment...*

AFTRA AND SINGERS: *Get more contributions to the Welfare and Pension Fund, plus more potential employment...*

RECORDING ARTISTS: *Get more royalties, plus more exposure of their hits, plus more stature built through standardizing their Oldies...*

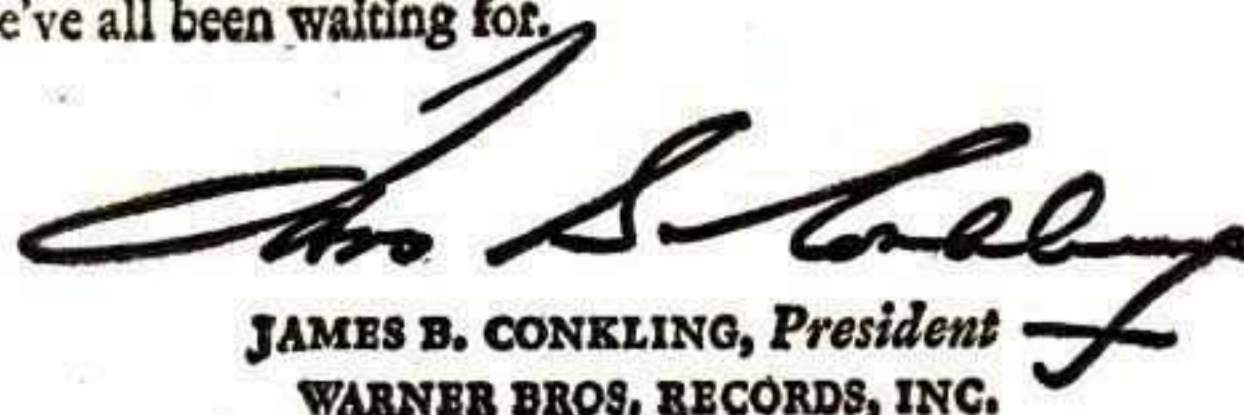
RECORD COMPANIES: *Get more sales...*

Warner Bros. Records is behind the "PLUS 2" concept 100%... with ads, promotion, merchandising aids. We're in for the long-term push. We invite... we urge other manufacturers (many of whom can benefit more than us because of their greater store of "Oldies") to join in this project to reactivate and stimulate the singles business.

There is a future to the singles business.

Everyone will benefit.

The "PLUS 2" SINGLE may well be the revolution we've all been waiting for.


JAMES B. CONKLING, President
WARNER BROS. RECORDS, INC.

THE EVERLY BROTHERS

INTRODUCE THE FIRST

PLUS 2 SINGLE

DON'T BLAME ME (WB #5501)

MUSKRAT

PLUS 2 RECENT SMASHES

WALK RIGHT BACK (It sold over 600,000)

LUCILLE (It sold over 1,000,000)



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FOLK TALENT & TUNES

By BILL SACHS

Matt Pelkonen, co-writer of "Vagabond Waltz," already on 12 labels, the latest on Jaro and Todd by Pee Wee King, is in Memorial Hospital, Cloquet, Minn., recovering from a serious illness. During the recent U. S. Trade Fair in Helsinki, Finland, the Frozer Music Company, Helsinki, producer of Decca records in Finland, chose two of Pelkonen's songs, "Elfie the Elf" and "Dutch Garden Schottische," to be recorded for the Christmas trade, with lyrics translated into Finnish and Swedish. . . . Bill Anderson hops to San Antonio September 17 to play the benefit for Mrs. Jimmy Rodgers. . . . Roger Miller shows his wares in Oregon September 11-17.

The Wil-Helm Agency, new Nashville talent office, has placed Loretta Lynn with Decca Records. Her initial session is scheduled for the Bradley Studio, Nashville, September 9, with Owen Bradley directing. Miss Lynn has been a feature on "Grand Ole Opry" the last 10 weeks. . . . Buck Owens is set for San Angelo, Tex., September 20; Lubbock, Tex., 21, and Tulsa, Okla., 23. . . . Don Pierce, Starday Records chief, reports

Coast Tags It 'Local Action'

• Continued from page 1

kins Sr.: "It's a local situation, and because Goody is buying even under wholesale, I can't see how it can spread. Unless someone is guilty of flagrant price discrimination, it can't last long. I feel sorry for the New York boys, but they'll weather the price war. It's senseless on Goody's part, because a hit will sell without cutting the price, and singles the customers don't want won't move even if you discount the price."

Price Is No Object

Clyde Wallich, head of the three Music City stores, said: "Even if he (Goody) were here, it wouldn't make any difference to me. Either they want a record or they don't. Price is no object. Discounting, we have found, means far less on singles than on albums. I don't see how he sells records for far less than the retailer pays for them, unless he has a pipeline to the pressing plant."

California Music's Sammy Ricklin, this area's leading one-stop, dismissed the Goody situation with: "He (Goody) is only trying to create publicity for himself. He never did much in singles, they never meant anything to him, and they won't even with his discount. He's just trying to stir a little turmoil which he loves to do from time to time. It won't last."

Capitol Records Marketing Vice-President Lloyd Dunn observed: "I personally do not feel that cutting price is the answer, particularly, if it approaches the point where the profit is taken out of it for all concerned. I've never had anyone complain about the price of single hits—and the rest of them, buyers don't seem to want."

Challenge Records' Joe Johnson: "If the hit is that good, they will find the money. He's kidding himself cutting price."

Local N. Y. Battle

Jimmy Johnson, head of Disneyland and Vista Records, found: "It is a localized New York battle, but still, it's a measure of the weakness of the singles market."

Liberty President Al Bennett said "Goody is using his singles price-cutting as an advertising gimmick. It's nothing new. Singles have been used before as loss leaders. I don't increase his volume."

that his firm's Country Music Spectacular Package Goods Sale has proved such a success that it couldn't catch up with orders until last week. As a result, the sale has been extended to September 15, Pierce says.

Following their engagement at the Kentucky State Fair, Louisville, September 12-16, Leon McAuliff and His Cimarron Boys play the Cotillion Ballroom, Wichita, Kan., September 20; Panama City, Fla., 21; Elgin Air Force Base, Florida, 22; Pensacola, Fla., 23; Cimarron Ballroom, Tulsa, Okla., 27. The crew makes another tour for Harry (Hap) Peebles, Wichita, Kan., promoter, early in October, and October 13-14 stops off at Forbes Air Force Base, Topeka, Kan. Don Thompson, manager of the McAuliff band and head of Cimarron Records, reports that the firm is producing a McAuliff album for ABC-Paramount, with release due around the middle of October. The album will be titled "Cozy Inn," same as McAuliff's newest single release on the Cimarron label. Thompson recently made arrangements with ABC-Paramount to distribute the Cimarron line.

Mike Higashi, of Tokyo, who recently guested on "Grand Ole Opry," has returned to the Japanese capital carrying with him four blue grass recordings made at the Starday Sound Studios, Nashville, with Japanese-American vocals. The recordings will be released in Japan by RCA Nippon, Top Rank affiliate which represents Starday in Japan.

Midwest Dealers See No Effects

• Continued from page 1

tains 35 per cent of the record business in his area despite neighboring discounters. He stated this was due to his willingness to obtain any record requested, from a full line of singles and LP's to a number of demonstration phonographs available for customer use.

Little Al Speaks

Al Temaner, Little Al's retail and one-stop stores, Chicago, added that he has no need to discount singles in his retail stores. "If a person knows where he can get a record when he wants it, he doesn't mind paying a little extra," he said.

Maurice Alpert, Met Music, Chicago, commented that Goody's move probably was necessitated by his present position. He noted that a comparable discount on LP's by Goody eight years before initially hurt other dealers, but eventually all began to discount some on albums. Alpert added that Goody was right in stating that discounters using records as a come-on were hurting the business and the reputation of record retailers.

A Detroit dealer, however, said problems definitely would arise if large chain stores, headquartered in the East, followed Goody's example. He worriedly noted that retail dealers must absorb the loss of selling 45's at 56 cents when they pay approximately 60 cents per single to the distributor.

Discounters Quoted

Midwest discounters queried on the price slash agreed with dealers in its having little effect on their market at the present time.

A spokesman for Polk Bros., large discount chain, said their stores carried singles only to accommodate customers. But where as they now sell 45's for 75 cents, they would lower to meet the prices of other discounters, even at a loss. Another discounter stated that

N.Y.C. Scene 'Yea's & 'Nays'

• Continued from page 1

The new price on singles—all labels—is being extensively advertised in the local press, with the price offered to those who "bring the ad in with them." Of course if they ask for the price we'll give it to them even without the ad," said Goody.

Let Sam Have Fun

Meanwhile, other discounter outlets saw the situation as primarily a "Goody-Korvette" affair. "We're just sitting back for the moment and watching the show," said Stanley Stone, disk buyer for S. Klein, budget-priced department stores, where great disk bargains are often available. "I'm not worried about the 56-cent price that Goody has, but what Korvette will do to meet him. They'll probably drop it to 52 cents. It could be a real battle and we'll go to 52 cents if we have to, but that doesn't mean we'll like it. For the moment we'll let Sam have his fun and see what happens."

John Reeves, disk buyer for R. H. Macy department stores, noted: "We frankly don't feel Sam is an important factor in the singles field. Still, this may spark a whole flock of events. We have nothing planned yet. It's too early. We'll look around town and see what some of the others are doing first. But we intend to be competitive. Frankly, I wish the manufacturers would drop the price themselves and save us all some headaches."

Goody Hailed

Lou Shapiro, of Music Center, Jersey City, and secretary-treasurer of SORD, hailed Goody for his statement (BMW August 28) regarding discount merchandising practices of some stores here, which will advertise a specific item at a slashed price and will only have a couple of copies on hand when the customers come in. "It's about time somebody recognized what these people are doing. Goody is right. These stores will advertise an item just as a come-on. I've shopped them too. Just try and buy that advertised item. As far as singles go, I wouldn't even try to compete. I've got a good, neighborhood trade and Goody isn't close enough to bother me."

Korvette Cuts to 59 Cents

Meanwhile Korvette, early last week, dropped to 66 cents. Later the price dropped again—to 59 cents. At one point, an interesting friendly exchange occurred in Goody's 49th Street store, when David Rothfeld, Korvette disk buyer, paid a "shopping" call. Goody, spotting his competitor, shouted hoarsely, "Hold it, hold it!" and then remarked, "Dave, what can you find here that you can't find in your own store, except more customers?" Rothfeld took the ribbing with good nature and departed.

May Open One-Stop

Goody told BMW that he will drop the price immediately at his Paramus and Westchester stores with Green Acres (Long Island) to follow shortly. As far as the Philadelphia store is concerned, he plans the price drop there "shortly, probably next week. We have to determine exactly what their law is in Pennsylvania regarding selling at a certain minimum percentage of your cost. As soon as we find out, we'll go ahead."

"Let these guys keep on cutting to compete. We'll still show them. Frankly, if I have to, I'll open my own one-stop and sell the records for 39 cents," Goody said.

discount chains located in New York and Chicago represent two entirely separate markets. With the advent of Eastern-based discount stores in Chicago, however, the record picture could easily witness a drastic drop in Midwest singles prices.

MUSIC AS WRITTEN

New York

The International Record Men's Club will hold its first luncheon meeting September 21 in New York. Leonard G. Wood, of EMI, London, will be guest speaker. To attend the lunch, contact Gene Moretti, of MGM Records, or Sidney Shemel, of United Artists. . . . Don Costa is penning the score for a musical version of "A Midsummer Night's Dream." . . . Lou Krefetz heads the Baltimore-Washington branch of Trans-America, the distribution firm for Morty Craft's Warwick-Seven Arts labels. . . . Cozy Cole has signed with Charlie Parker Records. . . . Tommy Zang opens at the Village Barn, New York, next week. . . . The Four Coins have signed with United Artists. . . . Movie actor James McArthur has been signed by the Triodex label. . . . Johnny Mathis set a box-office record at the Forest Hills Stadium here two weeks ago, when he drew 14,000 for a gross of \$59,000.

Mickey Gensler, of the Spinning Disk Record Shop, New York, recently became the father of a son, Howard Miles. . . . Stephen Neiman has joined the Shakespeare Recording Society. . . . Stan Getz, Jackie Cain and Roy Kral are now at the Village Vanguard here. . . . Johnny Denato is the new a.&r. head at the Pio label, a recently established New York diskery. . . . Clyde McCoy has joined Mercury Records. . . . Pete Fabri, head of marketing and sales at Bel Canto Stereo, Columbus, Ohio, is sending son Jeffrey to Marmion Academy, Joliet, Ill. The boy has a four-year scholarship. Bob Rolontz

Chicago

CHICAGO

Decca-Coral moves its distributorship to plush, new ground-floor quarters on Record Row in September. . . . Chicagoan Hal Tate is having his tune, "Peyton Place," rerecorded this week. It'll be on a new label, Vav-Ray, headed by Stuard Bialek and Ray Vavrin. . . . Travis and Bob's "Spider and the Fly," on Mercury, is being covered by Coral. . . . "Night Train," the old Harmonicat tune, has just been issued on Mercury by Richard Hayman and His Orchestra, and word is that Columbia plans to rework the side. . . . George Gerkin, Capitol district sales manager, is back from an Alaskan whale-fishing vacation. . . . Morrie Lathowers, Capitol promo man, and his wife Shelby have a new daughter. Her name's Germaine.

The Toshiko-Mariano Quartet, finishing at Birdhouse here, has two LP's on tap for the Candid label. . . . Geula Gill and the Oranim Zaber, authentic Israeli folk singers at the Gate of Horn, have a pair of albums coming on Elektra. . . . The Harold Harris Trio, house group at the Playboy Club, had its first Vee Jay LP, "Here's Harold," released last week. Harris wrote four of the album numbers, titling one after his wife. . . . Jay Fanning, Acme Records, was in town last week to promote his single, "Your Girl," and for an appearance on the Jim Lounsbury television show. Fanning continues eastward on his promo tour and is scheduled to appear in Baltimore and Washington before heading through the South. Nick Biro.

Cincinnati

Record promotion man Tom Moore, formerly with the local Decca distributing firm and more recently with Is Nathan's Hit Record Distributing here, last week joined Mel Herman's State Records Distributors, with headquarters here. . . . Larry Vincent, head of his own indie label, Pearl Records, with headquarters in Covington, Ky., guested on the Ruth Lyons "50-50 Club" via WLW-T and Crosley Broadcasting's four-city TV network Wednesday (30). Vincent is in his ninth year as singing pianist in the Cocktail Lounge at Beverly Hills, Southgate, Ky. Prior to that, he worked in a similar capacity for seven years at the former Jimmy Brink's Lookout House, Covington, Ky.

With ducats scaled from \$2 to \$2.75, a show featuring Ricky Nelson and emceed by Candy Candido, attracted a scant 2,500 to Cincinnati Gardens Friday night (25). . . . Dody Stevens occupies the headline slot at the Greater Carthage Fair here September 14-15. . . . H. I. Miranda, head of Miranda Records, Lexington, Ky., last week signed Sunset Distributors, Los Angeles, and Pan American Record Supply Company, Denver, to handle distribution on Arthur Lee Simpkins' new album, "Let's Go to Beverly." . . . Dick Clark conducted a teen-age fashion show and record hop at Coney Island's Moonlite Gardens Tuesday afternoon (29) in a promotion tie with Pogue's, one of the town's leading department stores. At night, Dick emceed a show on the park's Mall, accompanied by Bill Johnson, of WKRC; Decca artist Carl Dobkins Jr. and the Matadors. Bill Sachs.

Nashville

Del Wood was at the Bradley Studio Saturday (2) to etch her first piano stylings for Mercury. Also in for Mercury was Don Schroeder, and thrush Toni Arden comes in Tuesday (5) to wax for the label. . . . Fem country artist Loretta Lynn cuts her first session for Decca, under Owen Bradley's direction, September 8. Loretta is under exclusive management of the Wil-Helm Agency here. . . . Webb Pierce is due at the Bradley Studio for Decca sessions this week along with Jimmy Newman. . . . Arnold Bennett is booked in at Bradley's for a session for Cotton Records Tuesday (5). . . . Carl Smith cut Columbia dates at Bradley's last week under Don Law's direction, and Stonewall Jackson is skedded for dates for the label this week.

Marijohn Wilkin, recently hospitalized, happily by-passed surgery and is out and about again. . . . Floyd Cramer's new single, out this week for RCA Victor, features two sides penned by the artist, "Your Last Goodbye" and "Hang On." . . . Jim Reeves will etch for RCA Victor Tuesday (5) and then fly back out to Billings, Mont., Wednesday (6). Wife Mary will make the return trip West with Jim. . . . Ernest Tubb and his group will vacation after winding up their current tour September 10. Pat Twitty.

THE VOICE THAT SELLS!

ADAM WADE

... WITH A GREAT NEW FALL SMASH

... A SWINGIN' SIDE

**L
I
N
D
A**

... A BEAUTIFUL RHYTHM BALLAD

**TONIGHT
I WON'T
BE
THERE**

COED 556



OPENING
COPACABANA
NEW YORK CITY
SEPT. 7

WITH THE COUNTRY JOCKEYS

By **BILL SACHS**

Neal Bunch, of Country Music Promotions, Route 1, Box 544, Suffolk, Va., is back on the job after a 10-day vacation during which he visited briefly with Art Barrett, who with Eddie Matherly spins the country wax at WKCW, Warrenton, Va. Bunch says he still has available sample copies of Connie Hall's latest on Decca, "Fools Like Me" b.w. "I'm as Lonely as Anyone Can Be"; "Willow Tree" b.w. "Open the Book," by Ferlin Husky (Capitol); "I Went Out of My Way" b.w. "I've Got Some," by Roy Drusky (Decca); "What'll I Do, Call the Zoo," by Darrell McCall on Capitol, and Faron Young's new one, "Back Track." Put your request on your station's letterhead.

"I've just heard what I think is by far the most commercial jingle package ever offered to any radio station that programs country music for an hour to full-time operations," typewrites Slick Norris, of P.O. Box 653, Highlands, Tex. Slick says he'll be happy to pass on the information to any station manager who is interested. . . . Station WZST, Tampa, full-time country music station which has been on the air since March, is reported sorely in need of records. Same goes for XEAU, Chula Vista, Calif., which recently revived its full-time country format. . . . Another

LABEL-DEEJAY PROMOTIONS

By **NIKI KALISH**

SING-LONG FOLLOW-UP: The winner of the KDKA, Pittsburgh, "Sing-Along" contest is the Sullivan Trio from Duquesne, Pa. As promised, the group is set to have a trip to New York complete with audition recording sessions at three major labels: Columbia, Capitol and RCA Victor. The group took top honors in the finals held last week as part of the station's day at a local amusement park. Other prizes were awarded, including a stereo hi-fi set.

PILLS, PILLS, PILLS: Mercury Records reports that their recent promotion of sending pills to deejays plugging the Ray Stevens' release of "Jeremiah Peabody's Poly Unsaturated Quick Dissolving Fast Acting Pleasant Tasting Green and Purple Pills" has produced more mail comment and comic response from deejays across the country than any other promotion in the firm's history. The jockeys have been writing to Mercury promotion men and to the label's home office describing the results of taking the green and purple candy pills sent them. According to Mercury, the fancied ailments which were cured and the hodge-podge of ailments caused by taking the pills would make an illness catalog of today's diseases completely obsolete.

who needs record service from virtually every label is Don Smith, program director at WEYE, P.O. Box 550, Sanford, N. C. WEYE programs c.&w. music four hours a day.

PROGRAMMING PANEL

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

THE QUESTION:
Which is your favorite vocal group and why?

THE ANSWERS:

JERRY BRIGHT

CKY, Manitoba, B. C.

The Flamingos and the Four Freshmen. In music radio programming there are two basic concepts — 1. current pops; 2. oldies. The Flamingos represent pops, not only for their recording capabilities, but also because they "entertain well" in person. This ability, although many managers of record stars hate to admit it, is the chief factor in bringing in the most bread, and a group "solid" status in showbiz. The Freshmen are chosen for the same reason to represent the "flip side" of the programming fence.

GARY CROWELL
CKBC, Bathurst, N. B.

The Four Preps. It's my opinion they reached their present status through ability to get to the audience. Versatility is another scintillating factor in this success story too. This, with their fresh style and choice of music which has universal appeal, their genuine effort with timing that is better than average, warrants a foursome of top-notch entertainers. Anywhere good taste prevails, the playing of their disks involves no payola.

ROGER MILLER

WWOW, Conneaut, O.

The Four Freshmen. I have been a fan for about five years. I know they aren't the same original Four Freshmen today, but they still maintain the same sound. I especially enjoy Ross Barbour when he does the Leroy bit. I only wish they would come out with a single. I believe they would get a lot more plays, and I know they would be No. 1.

GENE KAYE

WAAT, Trenton, N. J.

The Four Freshmen. Although their name suggests it, they do not attend an institution. They have, rather, become one. Why? They are great showmen and comics. Each member of the quartet plays at least one instrument and plays it well. On albums they really sell. They use their voices as instruments. Jazz honors, hit singles, ballads or swinging in person, they make the cash register sing.

VOX JOX

By **JUNE BUNDY**

Joe Niagara leaves KBIG, Hollywood, this month, when the outlet moves its transmitter to Catalina Island. The jock is negotiating with two other Hollywood studios and "a deal should be finalized soon." . . . Dan Daniel, formerly with WDGY, Minneapolis, has joined WMCA, New York, succeeding Burt Sherwood in the 1-6 a.m. time slot. The six foot, five inch jock, a Texan, at one time was a pro-basketball star with the Minneapolis Lakers. . . . Larry Gar, WLBG, Laurens, S. C., is moving his hour-long "Coca-Cola Hi-Fi Club" show to Saturday mornings, starting September 16.

Buddy Holiday, WCKR, Miami, has added a new character to his show—a Chinese weatherman, tagged "Unusual Lee Wong." Holiday plays Wong, as well as Grandpappy and Ersel Trepp on the program. . . . Norm Castle now pilots the weekend stint at KALL, Salt Lake City. All of Castle's show segs carry a "royalty" theme—"The Kings and Queens of Song," the "Royal Weather," etc. . . . Los Angeles deejay Dick Whittinghill will play a Hollywood movie columnist in Jerry Lewis' new movie, "The Errand Boy." . . . Ted (Sweet Daddy) Atkins has left KUDL, Kansas City, Mo., to join KIMN, Denver.

Pat Reynolds is the first gal deejay at WJMM, Lewisburg, Tenn. She emcees a morning seg. . . . Station KIDA, Des Moines, Ia., recently purchased by Star Broadcasting Inc., has completed revamping its deejay programming. Larry Fischer is new program director and also handles the 2-6 p.m. time period. Veteran spinner Don Bell is in the 6:30-9:30 a.m. spot. Other new staffers include Mike Carter and Dean McLain. . . . "The Beautiful Sound of Music" is the new programming theme at WCKY, Cincinnati. . . . Roy Aycock, formerly with WVEC, Hampton, Va., has moved to WBCI, Williamsburg, Va., as program director. Station WBCI underwent a complete programming revision, as of September 1, according to Aycock, and is now "hitting hard at up-tempo, swinging sounds without rock and roll." Aycock adds "We could use music—any and all except rock."

TEXAS: New jocks at KONO, San Antonio, include Ron McKay, Don Green, Bob Travis, George Cooper, Howard Edwards, and Ed Dunn. . . . Carey Deckard, WOAI, San Antonio, is currently on a tour of duty with the Air Force Reserve. . . . Ben Laurie, ex-KONO, San Antonio, and KLIF, Dallas, has joined the Marine Corps.

Paul Williams has taken over the all-night show on KNUZ, Houston. . . . Ed Dunn, KONO, San Antonio, was the only Texas jock selected to sub for vacationing Dick Clark on his ABC network TV "American Bandstand" program last month. . . . Ken Rogers upped from news director at KITE, San Antonio, to program director post. . . . Bob McLeod has replaced Red Jones as program director at KILT, Houston. Other new staffers at KILT include Dick Lamb and Dave Moore; while fem deejay Randi Rambo has left the outlet. . . . New staffers at KQUE-FM, Houston, is Mike Hale from Canada.

Houston's first new AM radio station in over 10 years—KODA—started regular programming last month. The station's deejay line-up includes Bill Crable, Frank Benedict, Jerry Dale, Don LeBlanc and Ron Schmidt. . . . Bill Edwards and Steve Sadler have left KXYZ, Houston. . . . Nick Ramsey, host on "Carnival of Music" (WFAA, Dallas) for the past five years, has joined KVIL, Dallas. He will continue to write and co-emcee (with Norvek Slater) the 30-minute radio show "Master Control," which is aired over 180 U. S. stations (including WBAP, Fort Worth, Tex.) and 204 Armed Forces outlets.

YESTERYEAR'S HITS

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

POP—5 Years Ago

SEPTEMBER 8, 1956

1. Hound Dog/Don't Be Cruel, Elvis Presley, RCA Victor
2. My Prayer, Platters, Mercury
3. What Ever Will Be Will Be, Doris Day, Columbia
4. Flying Saucer, Buchanan and Goodman, Luniverse
5. Canadian Sunset, Hugo Winterhalter, RCA Victor
6. Allegheny Moon, Patil Page, Mercury
7. Tonight You Belong to Me, Patience and Prudence, Liberty
8. Be Bop A Lula, Gene Vincent, Capitol
9. Song for a Summer Night, Mitch Miller, Columbia
10. Honky Tonk (Part II), Bill Doggett, King

POP—10 Years Ago

SEPTEMBER 8, 1951

1. Because of You, Tony Bennett, Columbia
2. Come On-A My House, Rosemary Clooney, Columbia
3. Loveliest Night of the Year, Mario Lanza, RCA Victor
4. I Got Ideas, Tony Martin, RCA Victor
5. World Is Waiting for the Sunrise, Les Paul and Mary Ford, Capitol
6. Sweet Violets, Dinah Shore, Capitol
7. Cold, Cold Heart, Tony Bennett, Columbia
8. Too Young, Nat King Cole, Capitol
9. Whispering, Les Paul, Capitol
10. Jezebel, Frankie Laine, Columbia

RHYTHM & BLUES—5 Years Ago—SEPTEMBER 8, 1956

- Honky Tonk (Part II), Bill Doggett, King
My Prayer, Platters, Mercury
Fever, Little Willie John, King
Let the Good Times Roll, Shirley and Lee, Aladdin
When My Dreamboat Comes Home, Fats Domino, Imperial

- Rip It Up, Little Richard, Specialty
In the Still of the Night, Five Satins, Ember
I Gotta Get Myself a Woman, Drifters, Atlantic
One Kiss Leads to Another, Coasters, Atco
Love, Love, Love, Clovers, Atlantic

ARTISTS' BIOGRAPHIES

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



BARRY MANN

This young artist began his professional career as a songwriter, achieving success with such songs as "Footsteps," recorded by Steve Lawrence; "The Way of a Clown," sung by Teddy Randazzo, and "Time Machine," recorded by Dante and the Evergreens.

Barry Mann was discovered to have singing talent by Al Nevins and Don Kirshner as they listened to many of the demo disks that Mann had arranged and performed. They signed him to a contract and his hit debut disk on ABC-Paramount, titled "Who Put the Bomp (In the Bomp, Bomp, Bomp)," scoring well on the Hot 100, proves him a success as an artist as well.

Nineteen-year-old Barry Mann graduated from high school in Brooklyn and began to write both words and music for original songs in his early teens. At first he decided to study architecture at Pratt Institute, but he soon moved on to a musical career. Mann's ambitions include becoming an actor and writing for Broadway shows and motion pictures. He is managed by Nevins-Kirshner Associates.

DICK AND DEEDEE

Dick, age 19, and Deedee, age 18, have become a hot duo for Liberty Records as their debut disk, "The Mountain's High," rapidly moves up on the Hot 100. Dick St. John had recorded singly, but not with much success. In an attempt to make a hit disk, Dick called on Deedee, who he has known since junior high school days, to supply the needed female touch. They cut a song tagged "I Want Someone," which they penned together. Dick wrote "The Mountain's High" to solve the problem for the flip side. It was the flip side that made it, breaking first in San Francisco and spreading rapidly through the rest of the country. The disk soon hit the Hot 100.



Both Dick and Deedee will return to school this fall and between studies will release another single and an album. They are currently on a tour of Texas with other disk stars, plugging their hit. The duo is managed by the Wilder Brothers.

EVERYTHING'S COMING UP HITS!



PATTI PAGE

"Broken Heart And A Pillow Filled With Tears"

MERCURY 71870

RUSTY DRAPER
"Signed, Sealed And Delivered"
71854

JOHNNY PRESTON
"Let Them Talk"
71865

BILLY ECKSTINE
"It Isn't Fair"
71861

LEROY VAN DYKE
"Walk On By"
71834



**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-phono dealers. A different price group is published in this chart each week.

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

**PHONOS LISTING BETWEEN
\$401 AND \$500**

Position This Issue	Position 6/5/61 Issue	Brand	% of Total Points
1	1	Magnavox	54.3
2	4	Stromberg-Carlson	19.6
3	3	Zenith	8.7
4	—	Silvertone	4.3
4	2	Fisher	4.3
		Others	8.8

NEW DEALER PRODUCTS

Tape Recorder Size of Camera



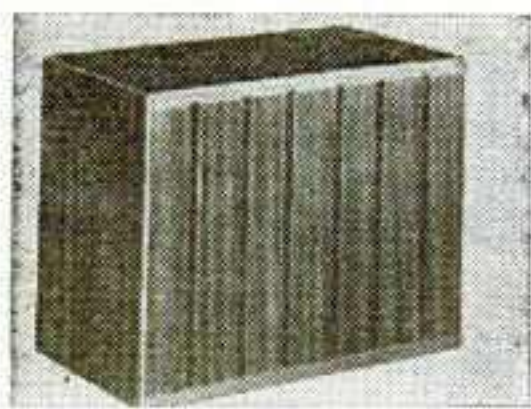
Telectro has introduced a transistorized, battery-operated, portable tape recorder, Model MR 511. The new unit weighs under seven pounds and is no bigger than a folding camera. It operates on a penlight-battery power supply. Suggested list price is \$129.95. Using an adaptor, it can also work on regular house current.

Tiny Tempest Transistor

Bulova Watch Company has brought out the tiny Tempest radio. Almost watch-like in size, the unit also features a cork-lined simulated leather gift package which can double as a cigaret or jewelry box. The unit, which lists at \$39.95, employs a six-transistor circuit.

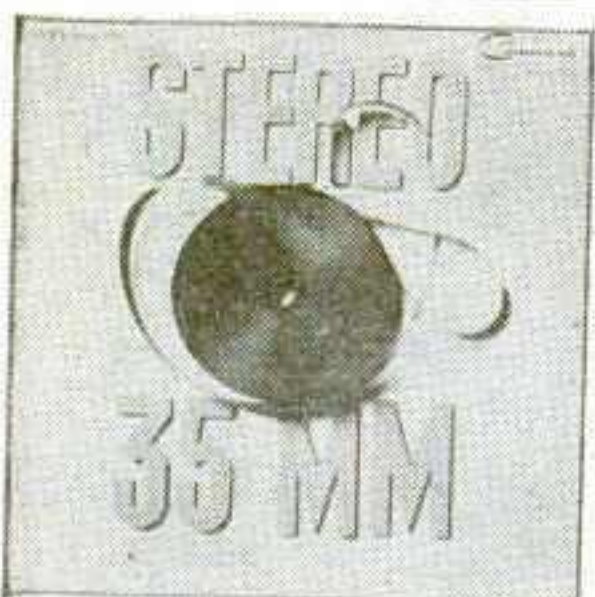


Compact Speaker Without Grill



Utah Electronics is the manufacturer of this compact speaker which has no grill. The unit, Model SH-3, features a random width, wood paneling design to eliminate the need for a grill cloth. The unit, which may be used on a bookshelf or hung on a wall, measures 8 by 10 1/4 by 6 3/8 inches.

ALBUM COVER OF THE WEEK



STEREO 35 MM—Enoch Light and His Orchestra, Command RS 8266 SD. This striking cover announces a new sound series on the Command label. Cover was designed by S. Neil Fujita, Art director, Charles E. Murphy. Timely item for window or counter displays.



THE YOUNG LIONS—Various Artists, Vee Jay LP 3013. Eye-catching cover in full color on a black background with white and pink lettering. It's an attractive item for jazz counter displays.

**Reds Don't Halt
Berlin Trade Fair**

WEST BERLIN—Despite Communist threats to the city and the sealing off of East Berlin, West Berlin has just held its largest radio, television and phonograph exhibition ever.

The exhibition, held from August 25 to September 3, went off without a hitch in spite of the political tension which settled over the city in the wake of Communist East Germany's terror.

There were 150 exhibitors, among them 42 from the United States, in the 13 halls and the Philips pavilion. Some 20,000 sq. meters of space were filled with exhibits.

Every major U. S. and European diskery was represented. The disk industry presented daily programs featuring the appearance of top pop artists.

German radio stations established studios on the fair grounds from which live broadcasts and television programs dramatizing special features of the exhibition were transmitted.

It was the first such exhibition held in Berlin in 22 years. The fair was first held here in 1924 and then regularly until 1939.

Attendance was around 200,000 fewer than had been estimated since East Germans were unable to attend due to the East Berlin seal-off.

**Bel Canto Plans
No Policy Change**

COLUMBUS, Ohio — Over-all marketing policies of the Bell Canto Recording Division of Thompson Ramo Wooldridge, will remain unchanged in the wake of the recent resignation of Bel Canto's founder, Russ Malloy. Bel Canto, formerly a West Coast firm, was sold by Malloy to the Bell Sound Division of TRW two years ago. At the time, Malloy remained in charge of the tape firm.

Pete Fabri, now the outfit's national sales chief, is expected to take on increased management responsibilities under Kenen Bishop, president of Bell Sound, who is now in charge of all TRW consumer products. Five direct factory reps have also been named to the Bel Canto field force to bolster sales in key markets.

These include Shelly Tirk, Mid-Atlantic district; Hal Keller, Eastern regional sales; Al Allison, Midwest area sales; Jack Krusman, New England district sales; and Warren Gray, Western district sales.

**Request Issuing
Largest Output**

NEW YORK—Request Records is marketing its biggest specialty album output to date this fall. Many of the new packages were recorded by the label's prey Hans J. Lengsfelder during his recent trip abroad.

The new albums include a "Forty Favorite Melody" series, recorded with large orchestras (48 to 55 men) in their native locales. The series covers Scottish, Irish, Jewish, Polish, Ukrainian, Greek and Czechoslovakian music, with 40 tunes in each album.

Other LP's are two new albums in Request's "Cocktail Hour" series—"Cocktail Hour on the Range" and "Cocktail Hour With Mozart"; two gypsy band packages, and a polka LP. New vocal albums feature a Lithuanian LP, Viennese wine garden songs, German student songs by a German student choir, and three sets featuring well-known Portuguese performers.

DISK DEALS FOR DEALERS

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

CONCERT-DISC—Limited time only. Started June 23, 1961. Dealer is offered two LP's for the price of one. Five new releases all packaged "piggy-back" style.

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

DECCA—Expires September 15, 1961. Started July 19, 1961. On a minimum order of any combination of LP's, EP's, Tape or the Vocalion line totaling \$100, the dealer is allowed a 10 per cent discount on the total purchase. Chain stores are also eligible. See page 3, July 31 issue, for details.

LONDON—Expires September 15, 1961. Started August 14, 1961. "Phase 4 Stereo." One free LP for every six purchased. Program covers 12 "Phase 4 Stereo" and "Sound 4 Mono" LP series. See page 4, August 21 issue, for details.

TIME—Expires September 15, 1961. Started August 1, 1961. Entire Time Records series 2000 catalog available on a buy-four-get-one-free basis. Plan includes new releases.

COLUMBIA—Expires September 16, 1961. Started July 10, 1961. Ten per cent discount on new LP releases in addition to complete catalog. See page 1, July 31 issue, for details.

EPIC—Expires September 16, 1961. Started July 10, 1961. "Fall Merchandising Plan." Fifteen per cent discount on all new LP releases for August and September, plus the catalog. See page 1, July 31 issue, for details.

LIBERTY—Expires September 22, 1961. Started August 1, 1961. Label is offering 10 per cent discount on entire catalog, plus new releases on all LP's except The Chipmunks. See page 3, July 24 issue, for details.

WARNER BROS.—Expires September 22, 1961. Started July 24, 1961. Label is offering a 15 per cent bonus to dealers covering new releases and catalog. See page 3, July 31 issue, for details.

ROULETTE—Expires September 24, 1961. Started August 1, 1961. Qualified dealers are offered 15 per cent discount on all LP's including new releases. See page 4, August 7 issue, for details.

ANGEL—Expires September 30, 1961. Started August 14, 1961. Fall program. Dealers qualify by purchasing minimum of 30 LP's. Three parts: New releases and 100 specified titles offered at 20 per cent; 200 specified titles offered at 15 per cent; balance of catalog offered at 20 per cent. Deferred shipping available. See page 3, August 21 issue, for details.

ARGO-CHESS-CHECKER—Expires September 30, 1961. Started August 28, 1961. Straight 10 per cent discount on entire LP library, including six new releases.

CAEDMON—Expires September 30, 1961. Started September 1, 1961. One free LP for every 10 purchased is offered to distributors. Program covers complete catalog.

CAPITOL—Expires September 30, 1961. Started August 14, 1961. Fall program. Dealers qualify by minimum order of 50 LP's. Twelve per cent special discount instead of normal 2 per cent cash discount on all purchases plus special co-operative advertising allowance equal to 3 per cent of program purchases. See page 3, August 21 issue, for details.

DELMAR—Expires September 30, 1961. Started August 28, 1961. Distributors are offered one free LP for every four purchased. Applies to August and September releases.

ELEKTRA—Expires September 30, 1961. Started August 22, 1961. Fall plan. Label is offering one free LP for every seven purchased. Program includes complete catalog plus three new releases which includes Ed McCurdy's "The Treasure Chest of American Folk Song," a two record bonus pak priced at \$4.98.

KAPP-MEDALLION—Expires September 30, 1961. Started August 1, 1961. Ten per cent discount on all Kapp new releases plus catalog; 15 per cent discount on all Medallion new releases plus catalog. See page 2, July 31 issue, for details.

MONITOR—Expires September 30, 1961. Started August 1, 1961. Ten per cent bonus on all MF, MC and MR series. Additional 10 per cent discount on MC series.

REQUEST—Expires September 30, 1961. Started July 31, 1961. For every purchase of 10 Request LP's the dealer may exchange at no charge three LP's of any other label, stereo or mono. LP's purchased under the program may be exchanged through December 31.

VANGUARD-BACH GUILD—Expires September 30, 1961. Started September 1, 1961. Fifteen per cent discount on all series except the 9000 Series, including low-price demonstration records.

VEE JAY—Expires September 30, 1961. Started August 28, 1961. One free copy of "Exodus to Jazz" by Eddie Harris for every five purchased.

PRESTIGE—Expires October 8, 1961. Started August 28, 1961. Dealer is offered two LP's free for every 10 purchased. Program covers International, Bluesville and Swingville series plus new releases.

ABC-PARAMOUNT—Expires October 20, 1961. Started July 17, 1961. "Fall LP Program." Distributors are offered 12 1/2 per cent discount on all LP purchases. Program covers complete catalogs and new releases on ABC Paramount, Impulse and Chancellor labels. See page 8, July 3 issue, for details.

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

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

AUDIO FIDELITY—No expiration date. Started August 1, 1961. One free album for every five purchased on entire catalog, all series included.

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

RIVERSIDE—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pre-Pak, a browser box containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 49, February 6 issue, for details.

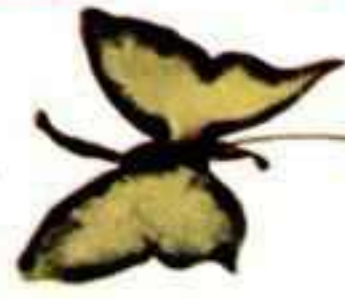
TIME—No expiration date. Started April 1, 1961. Dealer is offered one LP free for every six purchased. Program covers complete catalog.

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

KANDY—No expiration date. Started July 17, 1961. Label is offering seven LP's for the price of six. Applies to Johnson's "Organ With a Beat" series. Same type of deal offered on singles.

WONDERLAND—No expiration date. Started August 23, 1961. Dealer gets 26 albums for the price of 24. Key numbers in catalog available in two pre-paks. Label is Riverside's children's line.

THE NEW AND THE GREAT ENTERTAIN ON RCA VICTOR



THE WORLD'S
NEWEST
ARTISTS ARE
DOING SOME-
THING GREAT!



THE WORLD'S
GREATEST
ARTISTS ARE
DOING SOME-
THING NEW!



SC-2539. Highlights from... From the sensational...
 SP-2400. Ray Ellis Plays The... Twenty current top hits...
 SC-2568. Charles Munch, Symphony: Ravel, Daphnis And... complete suite in a perfect...

(25) LM/LSC-2562. Van Cliburn: Beethoven "Emperor" Concerto, Fritz Reiner, Chicago Symphony. Concert favorite performed by two outstanding artists.
 (26) LM/LSC 2515. Robert Shaw Chorale: The Immortal Victor Herbert. The best Herbert melodies, with full concert orchestra.
 (27) LM/LSC-2561. Highlights From "La Traviata." Best-loved arias from the Verdi opera. Moffo, Merrill, Tucker, and other reigning vocalists.

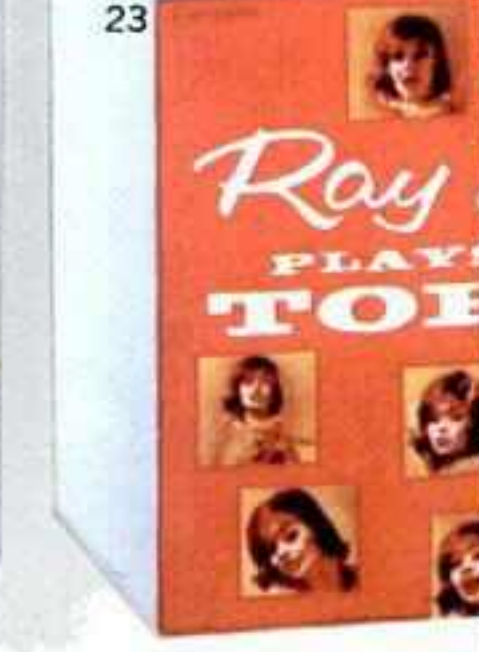
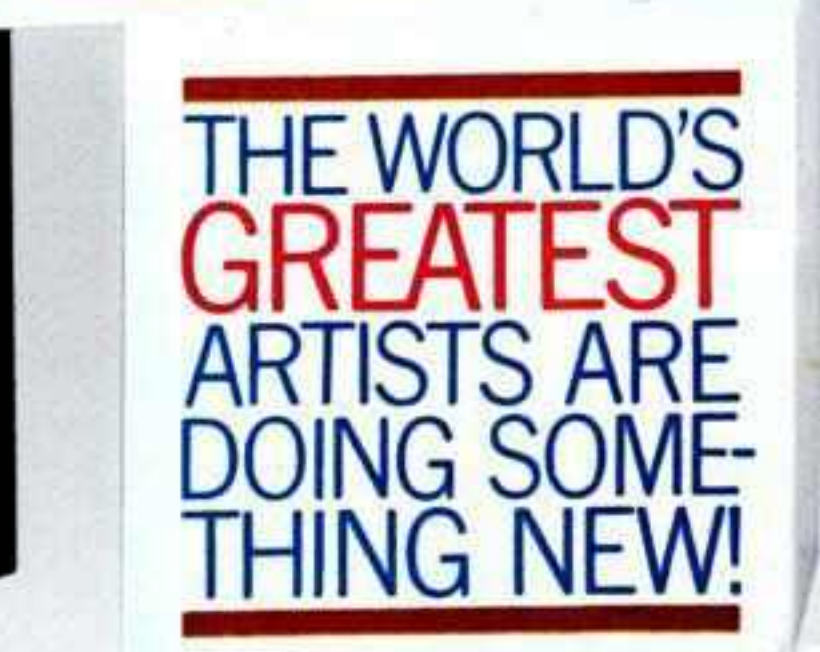
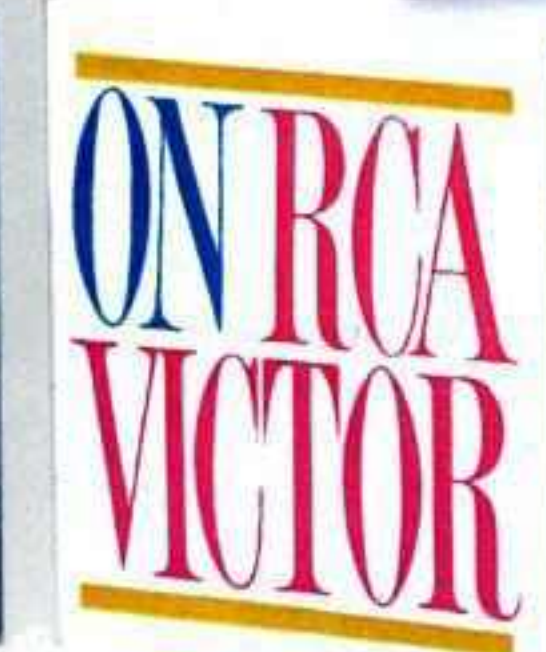
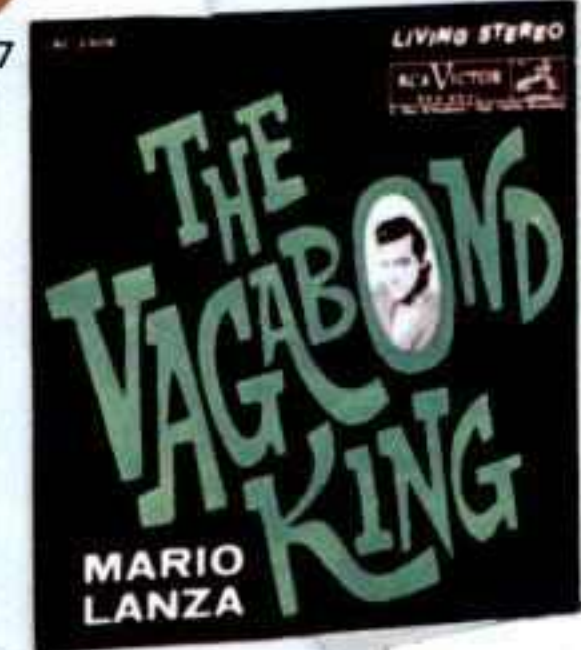
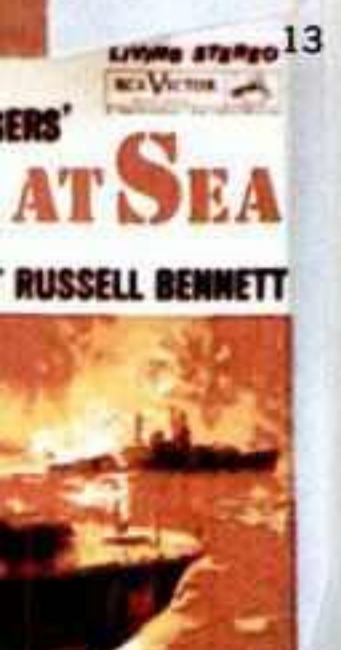
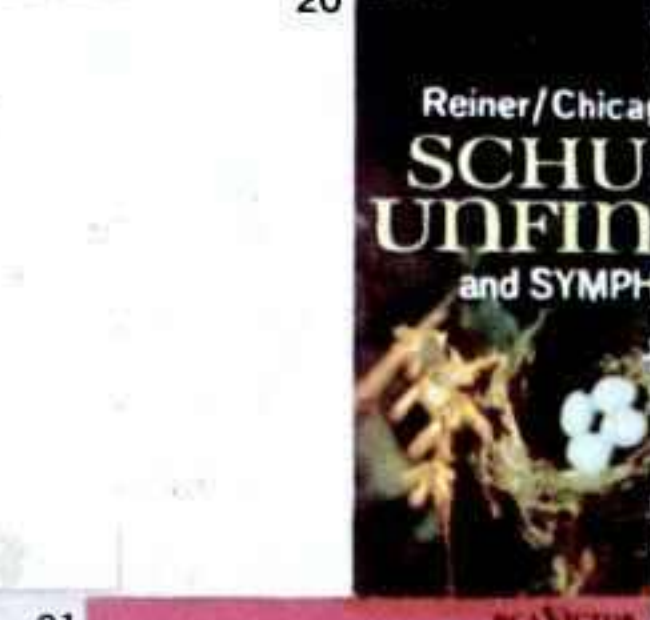
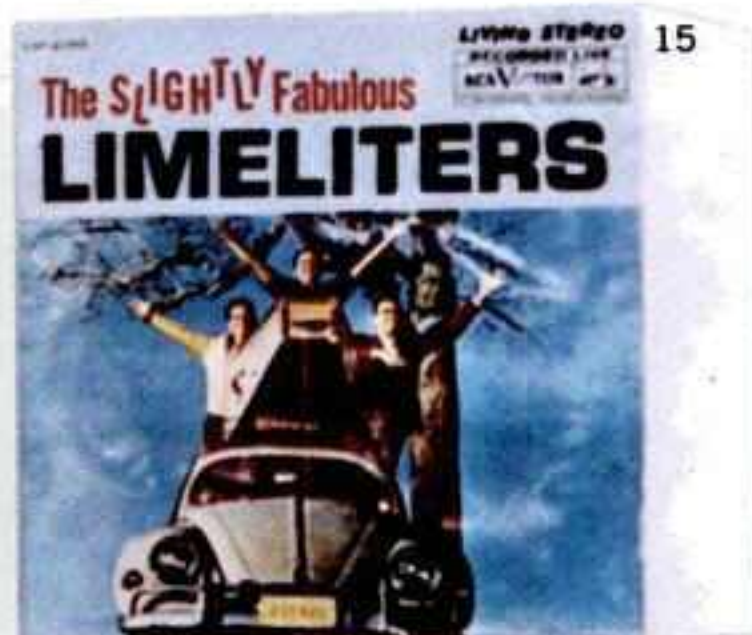
(28) LSA-2414. Leo Addeo Orchestra: Paradise Regained. Spectacular sound and motion on Hawaiian themes. Hula skirts your eyes can follow!
 (29) LPM/LSP-2354. Al (He's The King) Hirt. The blaziest horn ever. I Love Paris, Jazz Me Blues, Three Little Words, others.
 (30) LPM/LSP-2391. Della Reese: Special Delivery. Explosive! Won'cha Come Home, Bill Bailey, Someday, Sweetheart, You Made Me Love You, others.

(31) LPM/LSP-2373. George Hamilton IV: To You And Yours (From Me And Mine). A teen star in his first RCA Victor album. Country music... for all!
 (32) LM/LSC-2574. Classical Edition: 60 Years Of Music America Loves Best, Vol. III. Toscanini, Caruso, Horowitz, others. Just \$1.98!* Limited time only.
 (33) LPM/LSP-2335. Dave Gardner: Ain't That Weird? A new irreverent ramble by that hot comic of "Rejoice, Dear Hearts!" and "Kick Thy Own Self."

(34) LM/LSC-6156. The Flying Dutchman (Complete). London. Tozzi, Rysanek, Elias. Met. Opera Selection. "Staged" for sound and stereo excitement!
 (35) LOP-1509. Pop Edition: 60 Years Of Music America Loves Best, Vol. III. Belafonte, Sinatra, Miller, Goodman, others! Just \$1.98!* Limited time only.
 *Manufacturer's Nationally Advertised Price—Optional with Dealer.



THE NEW & THE GREAT ENTERTAIN



(16) LPM/LSP-2368. The Norman Luboff Choir: *You're My Girl*. All about love! Star Eyes, Younger Than Springtime, Object of My Affection, others.

(17) LM/LSC-2509. Mario Lanza: *The Vagabond King*. New release! One of Mario Lanza's last and one of his greatest performances.

(18) LD/LDS-2560. Julian Bream: *The Golden Age of English Lute Music*. Julian Bream re-creates a true Elizabethan sound. Novel and delightful!

NEW STARS...GREAT STARS IN 35 ALL-NEW ALBUMS!

RCA Victor's new albums for fall, feature the top names—favorites and new stars—in the world of entertainment!

(19) LPM/LSP-2390. Perry Como: *Sing To Me, Mr. C*. Six smooth medleys, 18 songs! Includes *So in Love*, *Gigi*, *Thank Heaven for Little Girls*.

(20) LM/LSC-2516. Fritz Reiner, Chicago Symphony: *Schubert, Symphony No. 8 ("Unfinished")* and *Symphony No. 5*. Perennial best sellers!

(21) LD/LDS-2554. Artur Schnabel: *Chopin, Sonatas Nos. 2 and 3*. The greatest Chopin player of our time offers two historic performances.

(22) LM/LSC-2517. Fritz Reiner, Chicago Symphony: *"Turandot."* Complete recording by Reiner, Tebaldi, Bjorner.

(23) LPM/LSC-2518. Ray Charles: *Play Toe*. Top Twenty interpreted and recorded by Ray Charles. Features the es...

(24) LM/LSC-2519. Boston Symphony: *Chloe*. The reading! With...

"NEW & GREAT" AD

RCA VICTOR'S GREAT FALL RELEASE!

There's a great new excitement sweeping through the record world! It comes from RCA Victor, and it's exploding in 35 brand-new albums for fall! America's favorite stars are here in stunning new albums. Dazzling new talent discoveries are offering their specialties.

You've been hearing, and selling, RCA Victor's exciting single, "The Mime's Theme." Now . . . meet "Mr. Mime" himself, featured in all the "New & Great" advertising and promotion.

You—and the entire nation—are going to see a lot of him in the weeks to come!

LAVISH IN-STORE DISPLAYS!

Your distributor has a complete display kit for you, brimful of eye-catching point-of-sale materials. It features life-size "Mime" figures, and the excitement of motion! Kit also includes 12-page color supplement, special "60 Years" streamers and browser cards. Also, ask about the new Stereo Action Merchandiser.

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EASEL-BACK
COUNTER CARDS
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WINDOW DISPLAY
(Life size)



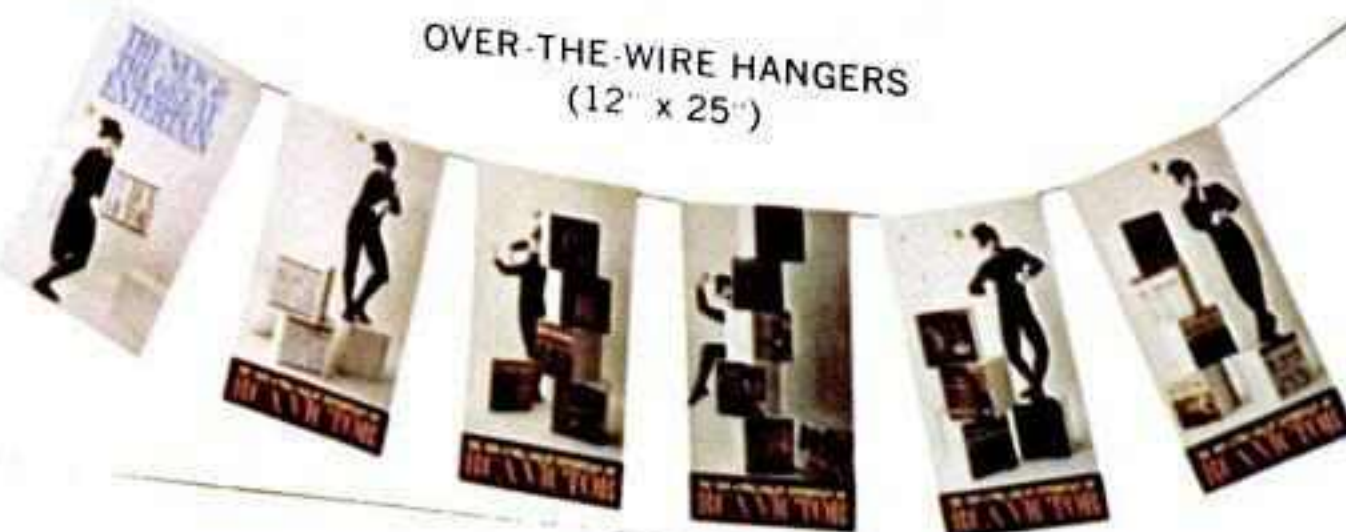
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Call your distributor now and order the great new albums shown on the next page

BILLBOARD MUSIC WEEK

HITS OF THE WORLD



Europe

BRITAIN

(Courtesy New Musical Express, London)

- This Last Week Week
- 1 2 YOU DON'T KNOW—Helen Shapiro (Columbia)
 - 2 1 JOHNNY REMEMBER ME—John Leyton (Top Rank)
 - 3 5 REACH FOR THE STARS—Shirley Bassey (Columbia)
 - 4 6 ROMEO—Petula Clark (Pye)
 - 5 3 WELL, I ASK YOU—Eden Kane (Decca)
 - 6 4 HALFWAY TO PARADISE—Billy Fury (Decca)
 - 7 8 A GIRL LIKE YOU—Cliff Richard (Columbia)
 - 8 7 QUARTER TO THREE—U. S. Bonds (Top Rank)
 - 9 16 THAT'S MY HOME—Acker Bilk (Columbia)
 - 10 13 TIME—Craig Douglas (Top Rank)
 - 11 12 CLIMB EVERY MOUNTAIN—Shirley Bassey (Columbia)
 - 12 11 YOU ALWAYS HURT THE ONE YOU LOVE—Clarence Henry (Pye Int.)
 - 13 9 HELLO MARY LOU—Ricky Nelson (London)
 - 14 15 PASADENA—Temperance Seven (Parlophone)
 - 15 10 DON'T YOU KNOW IT—Adam Faith (Parlophone)
 - 16 17 CUPID—Sam Cooke (RCA)
 - 17 20 HOW MANY TEARS—Bobby Vee (London)
 - 18 18 TEMPTATION—Everly Brothers (Warner Bros.)
 - 19 22 AIN'T GONNA WASH FOR A WEEK—Brook Brothers (Pye)
 - 20 — GIRLS—Johnny Burnette (London)
 - 21 — MICHAEL—Lonnie Donegan (Pye)
 - 22 — SOMEDAY—Kenny Ball (Pye)
 - 23 14 BABY, I DON'T CARE—Buddy Holly (Coral)
 - 24 18 MARCHETA—Karl Denver (Decca)
 - 25 29 WHAT KIND OF FOOL AM I?—Anthony Newley (Decca)
 - 26 25 WRITING ON THE WALL—Tommy Steele (Decca)
 - 27 — SAY IT WITH FLOWERS—Dorothy Squires (Columbia)
 - 28 23 WEEK-END—Eddie Cochran (London)
 - 29 — WHEELS CHA CHA—Joe Loss (HMV)
 - 30 — THERE, I'VE SAID IT AGAIN—Al Saxon (Piccadilly)
 - 30 21 RUNAWAY—Del Shannon (London)

ITALY

(Courtesy Musica e Dischi, Milan)

- This Last Week Week
- 1 1 LEGATA A UN GRANELLO DI SABBIA—Nico Fidenco (RCA)
 - 2 2 RIVIERA—Umberto Bindi (Ricordi)
 - 3 3 NON ESISTE L'AMOR—Adriano Celentano (Jolly)
 - 4 14 LA NOVIA—Tony Dallara (Music)
 - 5 4 IL MONDO DI SUZIE WONG—Nico Fidenco (RCA)
 - 6 7 I MAGNIFICI SETTE—Al Caiola (UA); Felix Slatkin (London)
 - 7 6 CHITARRA ROMANA—Connie Francis (MGM)
 - 8 8 NON DIMENTICAR LE MIE PAROLE—Caterina Valente (Decca)
 - 9 5 TU SAI/VILLAGGIO SUL FIUME—Pino Donaggio (Columbia)
 - 10 — DANCE ON LITTLE GIRL—Paul Anka (Columbia)
 - 11 9 PISCATORE 'E PUSILLECO—Peppino Di Capri (Calsch)
 - 12 — ESAGERATA—Neil Sedaka (RCA)
 - 13 13 PONY TIME—Chubby Checker (Galleria del Corso); Don Covay (Top Rank)
 - 14 — GLI INNAMORATI SONO SEMPRE SOLI—Gino Paoli (Ricordi)
 - 15 — PERA MATURA—Pin Donaggio (Columbia)

DENMARK

(Courtesy Quann's Musikbureau, Copenhagen)

- This Last Week Week
- 1 I'VE TOLD EVERY LITTLE STAR—Gitta (HMV); Linda Scott (Sonet)
 - 2 NAR JEG STAR VED EN BAR—Harry Felbert (Sonet)
 - 3 HELLO MARY LOU—Ricky Nelson (California)
 - 4 WHEELS—String-A-Longs (London)
 - 5 DU FORSTAR INGENTING—Siw Malmkvist (Metronome)
 - 6 TONIGHT MY LOVE, TONIGHT—Paul Anka (ABC-Paramount)
 - 7 A GIRL LIKE YOU—Cliff Richard (Columbia)
 - 8 NORTH TO ALASKA—Johnny Horton (Philips)
 - 9 BLUE MOON—The Marcels (Colpix)
 - 10 PEPE—Jorgen Ingmann (Metronome)

GERMANY

(Courtesy Automaten-Markt, Braunschweig)

- This Last Week Week
- 1 2 HELLO, MARY LOU—Jan and Kjeld (Ariola), Ricky Nelson (London), Ricky Boys (Philips)
 - 2 3 CORINNA, CORINNA—Peter Bell (Fontana), Ray Peterson (Heliodor)
 - 3 1 SCHONER FREMDE MANN (Someone Else's Boy)—Connie Francis (MGM)
 - 4 4 ZUCKERPUPPE—Bill Ramsey (Polydor)
 - 5 5 AM SONNTAG WILL MEIN SUSSER MIT MIR SEGEL'N GEHN—Old Merry Tale Jazz Band (Brunswick)
 - 6 7 DER SHERIFF VON ARKAN-SAS IST 'NE LADY—Caterina Valente (Decca)
 - 7 6 I BIN A STILLER ZECHER—Gus Backus (Polydor)
 - 8 8 HUH-A-HO (Wheels)—Trio Kolenka (Philips)
 - 9 12 MORGEN BIST DU ALLE SORGEN LOS (Little Lonely One)—James Brothers (Polydor)
 - 10 9 IRENA—Rocco Granata (Columbia)
 - 11 17 LA PALOMA—Freddy (Polydor)
 - 12 10 SO LEBEN WIR—Der flotte Franz und seine Bierbrummer (Ariola)
 - 13 20 EIN ENGEL OHNE FLUGEL (I Can See an Angel)—Detlef Engel (Telefunken)
 - 14 11 WHEELS—Billy Vaughn (London), String-A-Longs (London)
 - 15 16 MEIN VATER WAR EIN COW-BOY—Conny (Electrola)
 - 16 18 ANNA—Jorgen Ingmann (Metronome)
 - 17 13 UBER ALLE SIEBEN MEERE—Lolita (Polydor)
 - 18 15 WEIL DU MEINE GROSSE LIEBE BIST—Gerd Botzcher, Detlef Engel (Decca)
 - 19 21 HAFENLICHT (Harbour Lights)—Bruce Low (Ariola)
 - 20 14 BABYSITTER BOOGIE—Ralf Bendix (Columbia), Buzz Clifford (Philips)

SWEDEN

(Courtesy Show Business, Stockholm)

- This Last Week Week
- 1 3 DEN SISTE MOHIKANEN/PETER OCH FRIDA—Lille Gerhard (Karussell)
 - 2 2 PUTTI PUTTI—Jaye Epae (Mercury)
 - 3 1 I'VE TOLD EVERY LITTLE STAR—Linda Scott (Sonet)
 - 4 5 EN GANG SKALL VI ATER MOTAS—Thory Bernhards (Polydor)
 - 5 4 FLAMING STAR/SURRENDER—Elvis Presley (RCA)
 - 6 7 KARA MOR—Göingflickorna (Joker)
 - 7 8 TRAVELIN' MAN/HELLO, MARY LOU—Ricky Nelson (California)
 - 8 6 DO WHAT YOU WANT—Damita Jo (Mercury)
 - 9 13 I'VE TOLD EVERY LITTLE STAR/DO WHAT YOU WANT—Gitta (HMV)
 - 10 11 AH MARIA, JAG VILL HEM/SUCU SUCU—The Moon Keys (Karussell)

SPAIN

(Courtesy Discomania, Madrid)

- This Last Week Week
- 1 1 TONIGHT MY LOVE, TONIGHT—Paul Anka (ABC-Hispavox)
 - 2 2 LA NOVIA—Antonio Prieto (RCA)
 - 3 3 EXODUS—Duo Dinamico (La Voz de su Amo)
 - 4 5 QUISIERA SER—Duo Dinamico (La Voz de su Amo)
 - 5 6 ENAMORADA—Joe Guardiaola (La Voz de su Amo)
 - 6 4 BLUE MOON—The Marcels (Colpix-Discophon)
 - 7 7 POEYRY IN MOTION—Duo Dinamico (La Voz de su Amo)
 - 8 — WHEELS—The String-A-Longs (London)
 - 9 8 MY HOME TOWN—Paul Anka (ABC-Hispavox)
 - 10 9 DANCE ON LITTLE GIRL—Paul Anka (ABC-Hispavox)

NORWAY

(Courtesy Verdens Gang, Oslo)

- This Last Week Week
- 1 1 HELLO MARY LOU—Ricky Nelson (California)
 - 2 2 GREENFIELDS—Brothers Four (Philips)
 - 3 3 A GIRL LIKE YOU—Cliff Richard (Columbia)
 - 4 9 MOODY RIVER—Pat Boone (Dot)
 - 5 4 SUCU SUCU—The Moon Keys (Triola)
 - 6 5 BUT I DO—Clarence Henry (Pye)
 - 7 6 BABY SITTING BOOGIE—Buzz Clifford (Philips)
 - 8 7 PEPE—Jorgen Ingmann (Metronome)
 - 9 10 ROMEO—Petula Clark (Pye)
 - 10 8 SURRENDER—Elvis Presley (RCA)

FLEMISH BELGIUM

(Courtesy Juke Box Magazine)

- This Last Week Week
- 1 2 HELLO, MARY LOU/TRAVELIN' MAN—Ricky Nelson (Imperial)
 - 2 5 OCH, WAS IK MAAR—Johnny Hoes (Philips)
 - 3 3 DANCE ON, LITTLE GIRL—Paul Anka (ABC-Paramount)
 - 4 1 WHEELS—The String-A-Longs (London)
 - 5 6 RUNAWAY—Del Shannon (London)
 - 6 10 ZARINA—Rex Gildo (Electrola)
 - 7 — ROMEO—Petula Clark (Vogue)
 - 8 — BRIGITTE BAROT—Roberto Seto (Vogue), Jorge Veiga (Barclay)
 - 9 4 I FEEL SO BAD/WILD IN THE COUNTRY—Elvis Presley (RCA)
 - 10 — DUM DUM—Brenda Lee (Brunswick)

HOLLAND

(Courtesy Platennieuws, Amersfoort)

- This Last Week Week
- 1 1 HELLO, MARY LOU—Ricky Nelson (Imperial)
 - 2 3 TEMPTATION—The Everly Brothers (Warner Bros.)
 - 3 2 RUNAWAY—Del Shannon (London)
 - 4 6 I FEEL SO BAD—Elvis Presley (RCA)
 - 5 4 OCH, WAS IK MAAR—Johnny Hoes (Philips)
 - 6 8 TONIGHT MY LOVE, TONIGHT—Paul Anka (ABC-Paramount)
 - 7 7 I'M BREAKING IN A BRAND NEW BROKEN HEART—Connie Francis (MGM)
 - 8 5 WHEELS—String-A-Longs (London)
 - 9 9 NON, JE NE REGRETTE RIEN—Edith Piaf (Columbia)
 - 10 10 ARE YOU SURE—The Allisons (Fontana)

The Americas

PHILIPPINES

- This Last Week Week
- 1 3 MOODY RIVER—Pat Boone (Dot)
 - 2 4 PORTRAIT OF MY LOVE—Steve Lawrence (United Artists)
 - 3 1 I'VE TOLD EVERY LITTLE STAR—Linda Scott (Vertex)
 - 4 2 NOTHING EVER CHANGES MY LOVE FOR YOU—Neil Sedaka (RCA Victor)
 - 5 6 YOU ARE EVERYTHING TO ME—Johnny Mathis (Columbia)
 - 6 5 TAKE GOOD CARE OF HER—Adam Wade (Grand)
 - 7 8 TWISTIN' AT THE HOP—Chubby Checker (Era)
 - 8 7 I'M GONNA KNOCK ON YOUR DOOR—Eddie Hodges (Cadence)
 - 9 — IN TIME—Steve Lawrence (United Artists)
 - 10 — FIRST TASTE OF LOVE—Ben E. King (Capitol)

MEXICO

(Courtesy Audiomusica, Mexico)

- This Last Week Week
- 1 3 ESCANDALO—M. A. Muniz (RCA); Javier Solis (Columbia)
 - 2 1 AGUJETAS, COLOR DE ROSA—Los Hooligans (Columbia)
 - 3 4 ENORME DISTANCIA—J. A. Jimenez (RCA)
 - 4 2 PRESUMIDA—Los Teen Tops (Columbia)
 - 5 5 CAMINO OSCURO—M. A. Muniz (RCA)
 - 6 — SUSPENSO INFERNAL—Los Dandys (RCA)
 - 7 8 RUEDAS (Wheels)—Billy Vaughn (Dot)
 - 8 7 Y...—Javier Solis (Columbia)
 - 9 6 HACIENDOTE EL AMOR—Los Locos del Rimo (Disma)
 - 10 9 LUCES DE NUEVA YORK—Sonora Santanera (Columbia)

Asia & Pacific

JAPAN

(Courtesy Ultramatic Tokyo)

- This Last Week Week
- 1 3 KIMI KOISHI—Frank Nagai (Victor)
 - 2 4 MOLIENDO CAFE—Hugo Blanco (Polydor)
 - 3 1 CALENDAR GIRL—Neil Sedaka (Victor)
 - 4 — SUCU SUCU—The Peanutz (King); Ping Ping (Kapp)
 - 5 2 LONELY SOLDIER BOY—Johnny Deerfield (Capitol)
 - 6 5 BROKEN PROMISES—Kitamura Eiji (King); Kobayashi Akira (Columbia)
 - 7 8 KUTSUKAKE TOKUJO—Hashi Yukio (Victor)

HOLLAND

Meets Hail New Season

By Hemmy J. S. WAPPEROM
Editor "Platennieuws"
P.O. Box 43, Amersfoort

September 1 was a very important date in Holland. The new record season started with the opening of the big radio, TV and record exposition "Firato" at the new RAI building, Amsterdam. On the same day there was the Bovema dealer meeting which is being followed today (4) by the Phonogram "Dealer Dag."

Some particulars I can already report. There's the announcement of the "Basis Five" release by Capitol Holland; five LP's by Pee Wee Hunt, Peggy Lee, Nat King Cole, Frank Sinatra, and "The Voices of Hope." Around these five records, Capitol's label manager Cees Sundepool will build up an important singles and EP repertoire.

Fontana just released the LP "Brubeck and Rushing."

At the Gooiland Theater in Holland's Radio City Phonogram's "D" day was held. Five new golden records were distributed to Ria Valk ("Tommy Uit Tennessee"), Johnny Hoes ("Och, Was Ik Maar"), Zangeres Zonder Naam ("Ach Vaderlief"), De Mastrechtse Staar ("Pelgrimskoor"), and the complete Dutch cast from the LP "My Fair Lady."

Fontana's teen-age star Ria Valk has made a brand-new EP, and an LP also introduced on the "Dealer Day." In the first four days the EP has racked up substantial sales.

AUSTRIA

Big Promo Push For Ray Conniff

By FRED ZILLER
Mollwaldplatz 1, Vienna

Polydor in Vienna has moved to Mariahilferstrasse 127, Vienna 6. . . . The Vienna Philips company moved part of its record department and the delivery section to Neubaugasse 11, Vienna 7.

"Ein neuer Klang begeistert die Welt" (A New Sound Inspires the World) is the title of a new Ray Conniff album, covering top tunes of several other Conniff LP's. It is a low-priced album for 99 Austrian schillings for which the Philips company started a special promotion in this country supported by big ads in the daily press, 30 top movies and special decoration for 80 big dealers in Austrian cities and a "Ray Conniff Music Stand" at the Vienna Fair.

Just Released

Already a potential hit is the newest pure-German Connie Francis disk "Einmal komm ich wieder" (I Will Come Again) by Werner Scharfenberger with flipside "Immer und Uberall" (Always and Everywhere) by Erwin Hallentz on the MGM label. . . . Another potential hit seems to be the German version of the Yiddish Traditional "Havah Nagila" sung by Peter Kraus under the title "Farah von Haifa" on the Polydor label. . . . Once a film hit, the Austrian tune "Mariandl" by Hans Lang and Kurt Nachmann, quite modernized by teen-age idol Conny Froboess on the Electrola label.

AUSTRALIA

Ban Lawrence's 'Clair De Lune'

By GEORGE HILDER
19 Todman Ave., Sydney

The Australian Record Company has announced that "Claire De Lune" by Steve Lawrence will not be released in Australia because it is an adaption of the Debussy work which is still in copyright. In order to issue the flip side "In Time" A.R.C. will re-release "Portrait of My Love," which was previously released on the E.M.I. London label before A.R.C. secured the

franchise to release United Artist disks.

George Greeley, Warner Bros. recording star is in Australia, to appear on the M.C.A. TV show, "Revue 61." Not having enough time to press Greeley's LP, "World-Renowned Popular Piano Concertos," A.R.C. has released the complete American imported disk.

Disk jockeys here have been giving a lot of airplay to the Four Preps' "More Money for You and Me" track from the album "The Four Preps on Campus." Interest has been so widespread that E.M.I. will release the single of this track before the album is issued late in September.

Joe Halford of Castle Music has acquired the Pepe Music catalog, which among others has Gary (U. S.) Bonds' two big hits of the moment, "Quarter to Three" and "School Is Out." He also expects big things from the new Slim Dusty disk "Boomerang," which now becomes available on the local market following its successful U. K. release. Other Castle Music titles which are featured strongly in interstate charts are Connie Francis' "Too Many Rules," George Karen's "Ain't Gotta Girl" and Grade Wickers' "Wild Colonial Boy."

Cliff Richard and the Shadows depart from London October 14, arriving in Sydney October 16. Their first concert will be performed at the Sydney Stadium October 20. They then tour all the capital cities in Australia, returning to England November 14.

Most recording companies in Sydney are releasing disks from the musical "The Sound of Music." A.R.C. is releasing the original Broadway cast LP with Mary Martin. Festival has the two-disk volume, "The Best of the Trapp Family Singers," from Decca. The World Record club has produced its own LP in London, for exclusive release in Australia. E.M.I. is content with an EP while Mercury is toying with a Patti Page selection from the show. However, the opinion of the record trade is that the Coronet C.B.S. Columbia disk is the one which will be most in demand.

To coincide with the re-release of "Gone With the Wind" as a Christmas attraction in Sydney, E.M.I. is issuing a new version of the theme "My Own True Love" by Felix Slatkin on London from the Liberty label.

London Records has acquired the rights from the Instant label for Chris Kenner's "I Like It Like That" and Roy Orbison's disk from Monument, "Crying" and "Candy Man."

PUERTO RICO

Record Men Saying Hello

By TONY CONTRERAS
26 Gertrudis St., Santurce

J. Humara, head of Discuba-Puchito Records of Miami and Cuba, visiting his dealers in Puerto Rico and from here he goes to Caracas, Venezuela.

Jose Pages, of Distribuidora Nacional de Discos of Caracas, where they press the Kubanay, Gema and Velvet labels, in Puerto Rico on his way to Venezuela.

Al Santiago, the man that put Alegre Records on the map, calling on his many Puerto Rico dealers and arranging for visit by Pacheco and his band during the winter season here.

Federico Pagani, one of the men most responsible for the charanga-pachanga craze, also appearing with Al Santiago on dj Alfred D. Herger's bandstand show "Teen-Agers Matinee" over local station WKBM-TV.

GERMANY

Flood of 'Parrish' Theme Disks Hit Market With Film's Debut

By JIMMY JUNGERMANN
102 Ismaninger Street, Munich 27

The music from the Warner Bros. pic "Paris," composed by Max Steiner, is available on the German market. The WB label offers George Greeley with "Lucy's Theme" and "Allison's Theme," Hans Georg Arlt plays "Lucy's Theme" on Ariola, and Helmut Zacharias plays the same theme on Polydor. The German publisher of the "Parrish" music is Rolf Budde in Berlin.

Publishing

Five of the most popular German teen-age stars recorded hits of the Edition Montana Publishing Company in Munich. Gus Backus

sings "Was Ist Los Mit Der Frau" on Polydor, Peter Kraus sings "Ich Habe Alles" on Polydor, Rex Gildo is on Electrola with "Dream Girl," Gerd Bottcher on Teldec with "Tina Lou," and Ted Herold on Polydor with "Tausend Illusionen."

Munich's Alfons Bauer sold one million zither records in the States and in Germany. He got the Silver Dog sponsored from HMV-Electrola for the feat.

New Label

Bella Musica starts the "Funkler Records" label with a program featuring Ahmad Jamal, Joe Melson, Clarence (Frogman) Henry, Etta and Harvey, and Riley Hampton.

Jazz Scene

The Minstrels, a modern jazz group from New York, started their German tour in the jazz cellar of Stuttgart, West Germany. . . . The Anglo-Swedish Jazz Five played in the Tarantel in Munich.

BELGIUM

Jukes Have New Sinatra Single

By JAN TORFS

Stuivenbergvaart 37, Mechelen

Strange things are happening in Belgium now with Frank Sinatra's record "Granada." Although the record is not available at the dealers, one can find it on nearly every juke box in the country. Antwerp juke box operators are responsible for this kind of business-making and directly import the record from the States in order to put it on their machines. Record houses and record dealers are unable to take measurements against it, because the Reprise label has not yet a regular representation in Belgium, and so, any one may import the label. The trouble is that these juke box operators refuse to sell the record to the dealers.

A few months ago, Dudley Manners of the So Deska records, again was in Brussels where he recorded five songs and leased the masters to Ronnex Records. A. Van Hoogten of Ronnex reported that in the next week these five songs will come off the press. They will be released in mono as well as in stereo and the titles are: "Karana," "Si Bello," "If I Should Go Away," played by Vic Barrell and the Continental band, and "Moshi, Moshi Anone," "Dream of Love," sung and played by the Juke Box Cavaliers.

Petula Clark is on Belgian top-seller list with her fine interpretation of "Romeo." Although the record is of German origin "Salome," it's Petula's English version that hit the charts. Honestly, we did not expect it so soon among the best sellers, and more; immediately at No. 7. We spoke last week of that other new craze: "Brigitte Bardot." This record, too, did not have to wait very long, and made its appearance on the list directly at No. 8.

ITALY

2 VENICE FILM FESTIVAL DISKS MAY MAKE GRADE

By SAMPL STEINMAN
Piazza S. Anselmo 1, Rome

At least two recordings have come out of the current Venice Film Festival that may obtain considerable attention in the months ahead. One is the original guitar music composed and played by Narciso Yepes for France's "The Girl With the Golden Eyes." The second is "Love and War," which is heard via the voice of France's Charles Aznavour in "Thou Shalt Not Ever Kill." While most of the other film music in the festival is background, these numbers have been the standouts in the first half of the event.

TV, summer outdoor spots, and other public appearance places have been playing host to a considerable number of U. S. recording names, including Eartha Kitt, the Platters and the Four Freshmen. Georgia Gibbs has been on tour in Italy but only for vacation purposes.

Connie Francis, whose records have been topping the Italian best-seller lists since her spring tour of Italy, is returning September 10 for additional personal appearances and more TV shows. Her songs in Italian have been particularly successful here. Sammy Davis Jr. is being sought for a starring role in a forthcoming Roman film production with Sophia Loren, "The

By MARIO DE LUIGI
Editor, Musica e Dischi, Milan

Gian Costello, Pathe Records singer, won first place of the 24 songs presented in the finale at the "Premio Garda della Canzone" (Garda Prize for Songs) or "Garda d'oro" with his interpretation of "Amico Fiume." . . . At the Festival of Saint Vincent "Una Canzone per l'Europa" (A Song of Europe), Luciano Virgili won the first prize for Italy with his interpretation of "Finestra accesa."

Lady From Monza," to be directed by Luchino Visconti.

Domenico Modugno, Della Scala and Paolo Penelli will finally take off with their much-delayed Garinei and Giovannini musical, "Rinaldo on the Battlefield," at the Italian '61 Exposition Theatre in Turin on September 14. . . . Franco Nebbia, who has switched from RCA to Carosello, is emceeing the Venice Excelsior Lido show which stars Elio Mauro. Nebbia's first two sides for his new label are his own compositions, "Your Letters" and "Days of Silence."

Millionaire Mayor Achille Lauro of Naples refuses to let the Ninth Neapolitan Song Festival die and has underwritten the event for September 16, 17 and 18 with participants to include some of the year's outstanding stars such as Nico Fidenco, Gianni Meccia, Pino Donaggio and Ornella Vanoni, along with established names on the order of Betty Curtis, Renato Rascel, Johnny Dorelli, Marino Barreto and Gegé Di Giacomo.

Second Jazz Festival will take place at St. Vincent Casino October 7 and 8.

HONG KONG

'Chatterley' Trial on Wax

By CARL MYATT
44 Mt. Kellet Rd., the Peak

The first in the series of albums on the Pye-Plus "Nonesuch" label released in the Far East came on the Hong Kong market last week. This is a new venture in the recording of the spoken word. The first six LP's include an album entitled "Poetry of Lorca." The voice of Marius Goring is heard backed by the flamenco guitar of Jose Motos. In another, "The Trial of Lady Chatterley" is a dramatized, two-record reconstruction of the historic Old Bailey trial.

In town last week for a brief visit were William Lazarow, treasurer of Cadence Records, and Andrew Anka, father of Paul Anka. They stopped here during the course of a business-cum-pleasure trip having already visited Japan. They were then going on to Manila. It is understood that Mr. Anka Sr. was making arrangements for his son's Far Eastern and Australasian tour.

JAPAN

U. S. Stars Top Non-Locals

By TEN KATTORI
Yokohama Correspondent

In the first six months of this year, American songs has taken the place of European material which had dominated on pop front here last year.

Non-local ten hits for the first six months are in order of sales.

Of the eight American titles listed among the non-local ten hits five are of r.&r. rhythm, which has firmly taken root here. Japanese versions of Ricky Nelson's "Travelin' Man" have been made available by King, Teichiku, Columbia and Toshiba and lost no

time in jumping on the best selling chart when released last month. His last hit here was "Honey Comb."

King Records has added the "Impulse" label to its line. Included in the August initial release are two LP's, each featuring Gil Evans and Quincy Jones. At the same time the same diskery will also kick off the distribution of Portuguese Alborá repertoire, which will be introduced here in the firm's International Series line. The Japanese diskery has been distributing ABC-Paramount, Mercury, London and Telefunken as well.

DENMARK

Cliff Richard Scores With Danish Crowds

By PAUL BACH
Breda 184, Kgs. Lyngby, Copenhagen

Cliff Richard, who is very popular in Denmark made his Danish debut at the Radio Merkur City, a concert hall owned by the only commercial radio station in Denmark Radio Merkur. Cliff gave four shows, and had an enormous success.

Ella Fitzgerald, who is popular in all Scandinavia, has spent a few weeks in Copenhagen. She is looking for an apartment in this town, since she would like to live here and arrange all her European tours from Denmark. Ella's current hit in Denmark is "Mack the Knife" and arrangements have been made for release of Miss Fitzgerald's latest single recording "Mr. Paganini."

Nina and Frederik will no longer perform together on stage or records. However, they both plan to stay in show business, and Nina has just recorded a new song from a Danish picture "One Out of Many," produced by Frederik. The song, which is featured in the film, was also composed by Frederik. Its title is "April Fools." It is being released by Metronome Records.

Visitors

Helen Shapiro, Great Britain's youngest singer, has just been to Copenhagen to make two television films for the program "Pladeparade" (Record-Hop). . . . Ping Ping, artist from Belgium, who's recording of Sucu Sucu" has been the best-seller of the summer of 1961, has just been to Copenhagen on a

(Continued on page 22)

musica e dischi

ITALY'S MUSIC MAGAZINE
PUBLISHED BY MARIO DE LUIGI

The monthly magazine that prints all releases of all Italian phonograph record manufacturers in all speeds, 16-33-45-78.

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Musica e Dischi is indispensable for sellers and collectors—an invaluable guide for those in the music industry.

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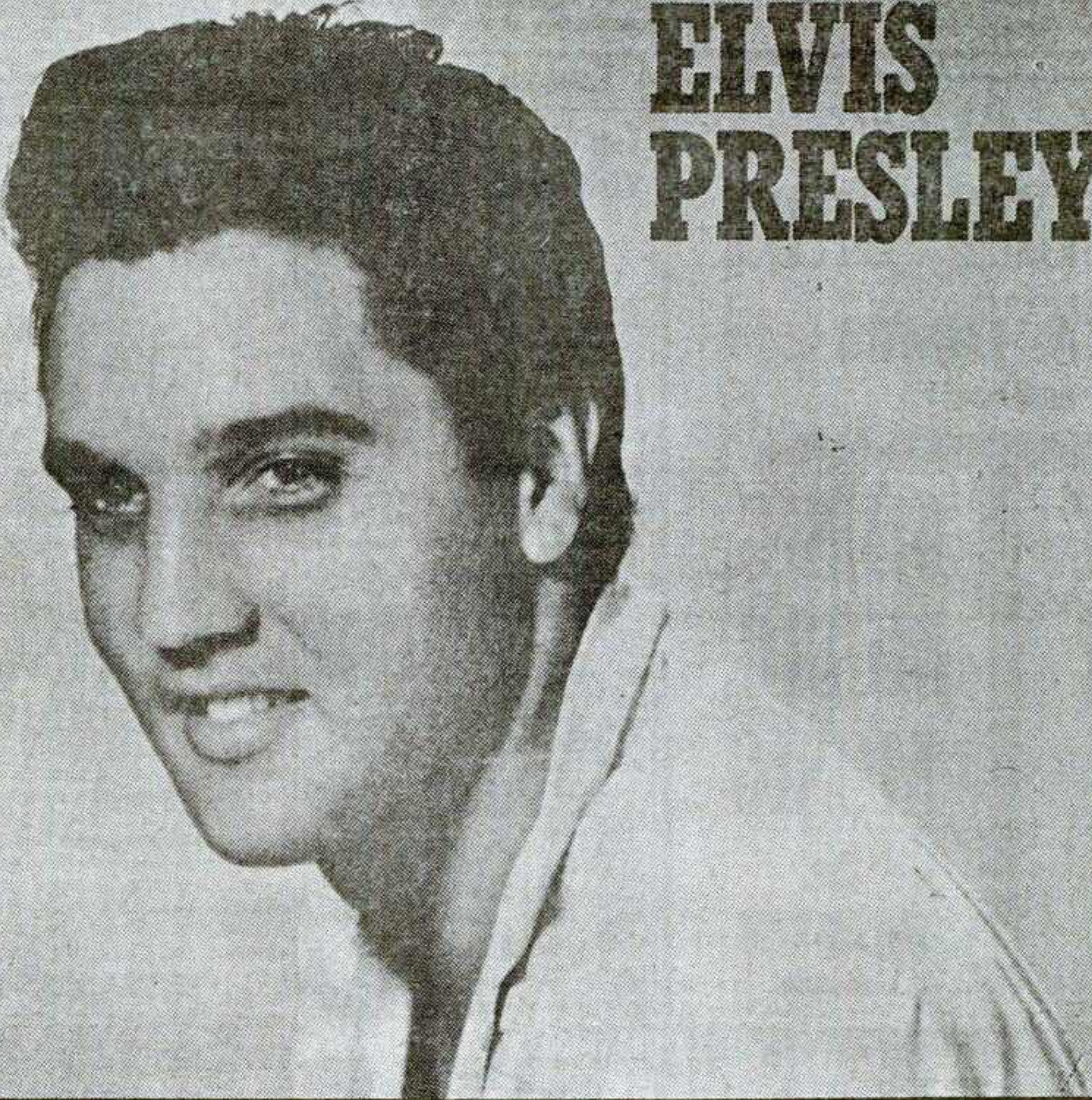
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MEXICO

Mexican Visit For Lieberson

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

Goddard Lieberson, president of Columbia Records, is expected in Mexico September 23 and will stay about a week. He will remake in stereo (for the series "Legacy") the album "A Program of Mexican Music," which Carlos Chavez recorded in New York in 1940 for Columbia. The stereo version will be done at the Fine Arts Palace, with a small orchestra of typical instruments. Chavez will conduct again and Columbia's Andre Theoux will be in command of sound.

Later on in the year, Herrera de la Fuente, permanent conductor of the National Symphony, will record a series of four LP's, which will present a panorama of Mexican symphonic music. The series will be a co-production of the Cultural Division of the Foreign Ministry and Musart Records (WMI).

RCA issued last week the first 20 LP's of their new Camden catalog. At a list price of 30 pesos (\$2.40), the Mexican Camden line will offer chiefly a collectors series of great recordings by outstanding Mexican and Latin American popular performers of the past.

Gene Moretti, export sales manager of MGM, personally delivered to his representative Coro Records, for immediate release, the tapes of several recordings by Connie Francis in Spanish. They are the LP "Connie Sings Spanish and Latin American Favorites" and the single "Too Many Rules" and "Someone Else." Moretti left Mexico for South America in order to organize distribution of the Verve label.

NEW ZEALAND

Top U.S. Artists Visiting Anzacs

By FRED GEBBIE
Box 2443, Auckland, N. Z.

Big talent line-ups due here shortly include Fabian, the Everly Brothers, Cliff Richard, Lonnie Donegan and Ruth Wallis. The first two will be brought out by Miller Associates and the latter three come through the R. J. Kerridge organization. Any record companies interested in having their artists appear on TV here can send out (care of this box number) any film clips featuring such artists, they would appear on the highly successful "Studio Two Show" if suitable. Anybody interested can write.

HMV is well represented on all top-selling charts and hit parades here, with at least 75 per cent of all hits riding at present. Their big single releases this week include Donny Brooks' "Memphis," the Piltown Men doing "Fossil Rock," Sheb Wooley's "Skin Tight," Pin Striped, Purple Peddle Pushers plus Ricky Nelson's BMW climber, "Hello Mary Lou." . . . Allied has some big Top Rank sides on this week's release including Craig Douglas' "Time," Andy Stewart's "The Battle's O'er" and Chubby Checker doing "Let's Twist Again." . . . Mercury has a new one by Damita Jo, "I'll Be There" and Patti Page singing "You'll Answer to Me."

Danish Newsnotes

• Continued from page 20

short visit to promote his latest recording, "Marianna," already released by Sonet Records.

Dario Campeotto, who's version of "Angelique" made him an overnight star in Scandinavia, has just had a new recording released from the Danish movie "Peter's Baby," in French.

BRITAIN

Shirley Bassey Hits to Form First U.A. United States Singles Release

By DON WEDGE
News Editor, New Musical Express

United Artists' tie with EMI disks this spring has brought the label disks by Britain's outstanding female singer, Shirley Bassey, for the American market. First release will be "Reach for the Stars," currently No. 3 on the British chart, b-w her previous hit here, a revival of "You'll Never Know" which rose to No. 5. Formerly with Philips, Bassey has been with EMI-Columbia for two years. At first, her disks were leased to MGM for the U. S. She is due in New York September 6 to prepare for a cabaret booking at the Persian Room of the Hotel Plaza.

Visitors Here

Pye's American representative Irving Chezar is in London, as has been his custom at this time of year; in addition to talks with the label, he also visited Paris. . . . Warwick Records' Morty Craft was in London for a week before moving on the Continent. . . . Another caller was Ivan Mogull while songwriters Ralph Blaine, Wade Barnes and Jule Styne were also expected. . . . The Australian Record Company's Bill Smith was scheduled for talks with Warner Bros.' international chief Bobby Weiss, back in London after a licensee meeting in Berlin.

Publisher Business

The Performing Right Society has warned promoters of Bingo—which has this year attained the status of a new national cult, cutting into many show business fields—of their responsibilities to be licensed before using copyright music. A special Bingo tariff has been established—\$0.09 per session per 100 seats capacity. This agreement is now working with several of the large organizers, including the Mecca dance hall chain and the major movie circuits, but in many cases it replaces revenue which would have derived from the conventional use of such venues.

Disk Business

American Decca is releasing a disk made here by Stubby Kaye, "My Wife's a Striptease Dancer." Produced by Michael Barclay's Audio Enterprise firm, it was issued here by Polydor. . . . The Highwaymen's "Michael" was covered by a top British artist, Lonnie Donegan, for Pye and rush-released (it is in the British chart at No. 21 after only a week); HMV with its strongest UA disk yet immediately mounted a major campaign on the American version despite the weight of previously scheduled releases. . . . Pye's release last week also included two covers of current Hot 100 disks—"Who Put the Bomp" (waxed by the Viscounts) and "Little Bit of Soap" (Jimmy Justice). . . . A current Pye success, the Brook Brothers' "Ain't Gonna Wash" (now No. 19) is an up-tempo version of a number waxed by Eddie Hodges, issued here four months ago. . . . EMI is planning to step up its sponsored Radio Luxembourg shows to at least an hour a day. . . . Philips issued a "double-album"—two LP's by the Andre Kostelanetz ork with pianist Leonid Hambro for \$5.74, the cost of a top-range LP. . . . DGG issued dealers with a "stockpile" list focussing attention on most demanded classical albums held in bulk in London. . . . Singles moving towards the charts include Bobby Angelo's "Baby Sittin'" on HMV and "I'm a Fool to Care" by Joe Barry (Mercury).

Talent

After British TV special which netted a guest spot by Bing Crosby, Peggy Lee discussing an offer to return annually for three years, one show a year. . . . Tour being set up by Irving Feld for Duane Eddy and Clarence Henry in November.

. . . Gene Vincent, a major ballroom attraction, was taken ill and returned to America. . . . U. S. television bids for Andy Stewart may materialize early October between British commitments. . . . Lonnie Donegan also sought following his "Chewing Gum" U. S. success, has an even tighter schedule but will accept if dates can be arranged while traveling to or from Australia in the fall. . . . Decca's Mark Wynter returns to Australia in October for station G-TV following his success there in the spring—fastest return of any British singer.

New Singles

The release of the "Do Re Mi" score brought a flood of titles. Max Bygraves (Decca) had "What's New at the Zoo," and another of the British show's cast, Steve Arlen (HMV) waxed "Make Someone Happy" b-w "I Know About Love." "Make Someone Happy" was also issued by Perry Como (RCA). . . . Pye - International scheduled the Sensations' "Music, Music, Music" (from Argo). . . . Decca group issues last week included four U. S. chart sides on London—Del Shannon: "Hats Off to Larry" (from Big Top); Timi Yuro: "Hurt" (Liberty); the Rondells: "Backbeat" (Amy), and Roy Orbison: "Cryin'" (Monument).

NORWAY

WB Discusses Fall Issue Plans

By ESPEN ERIKSEN

Verdens Gang, Akersgaten 34, Oslo
Warner Bros. International Director, Robert Weiss whose head office is in Paris, recently visited Norway to discuss the record company's plans for the fall. Warner Bros. Records are represented in Norway by firm Egil Monn Iversen A-S, and a spokesman told BMW this week that Warner Bros. expects to have sales success with the music from their movie "Parrish." In Norway the music will be issued on both LP, EP and single records.

Jorg.-Fr. Ellertsen of Monn Iversen spent this weekend with other Warner people in Berlin on their big annual sales convention. While the representatives from the Continent met in Berlin, the English-speaking men met in London at the same time.

Jazz Scarce

The more you search Norwegian record companies files, the more surprised you get at the fact that Norway is an underdeveloped country when it comes to jazz records from before the war, a columnist writes in Oslo newspaper Verdens Gang this week. You can get almost all the jazz records you want with music from 'twenties, 'forties and 'fifties—but jazz records by Jimmy Lunceford, Chick Webb, Cab Calloway, Fletcher Henderson and Benny Carter are much too scarce.

Norwegian Export

Ray Adams and Jan Hoiland, two Norwegian singers who are searching for international fame with new records in the United Kingdom these days, are both having faith in the future, especially after Radio Luxembourg started playing their renditions of "Hear My Song, Violetta" (Ray Adams on Pye), and "The Little White Cloud That Cried" (Jan Hoiland on Parlophone). Adams this week moved up to No. 15 on the Norwegian Hit Parade.

But he is not, as BMW's London correspondent Don Wedge claims born in U. S. A.! (Jack Dailey, Metronome — and Jan Rohde, Columbia—were though).

Q



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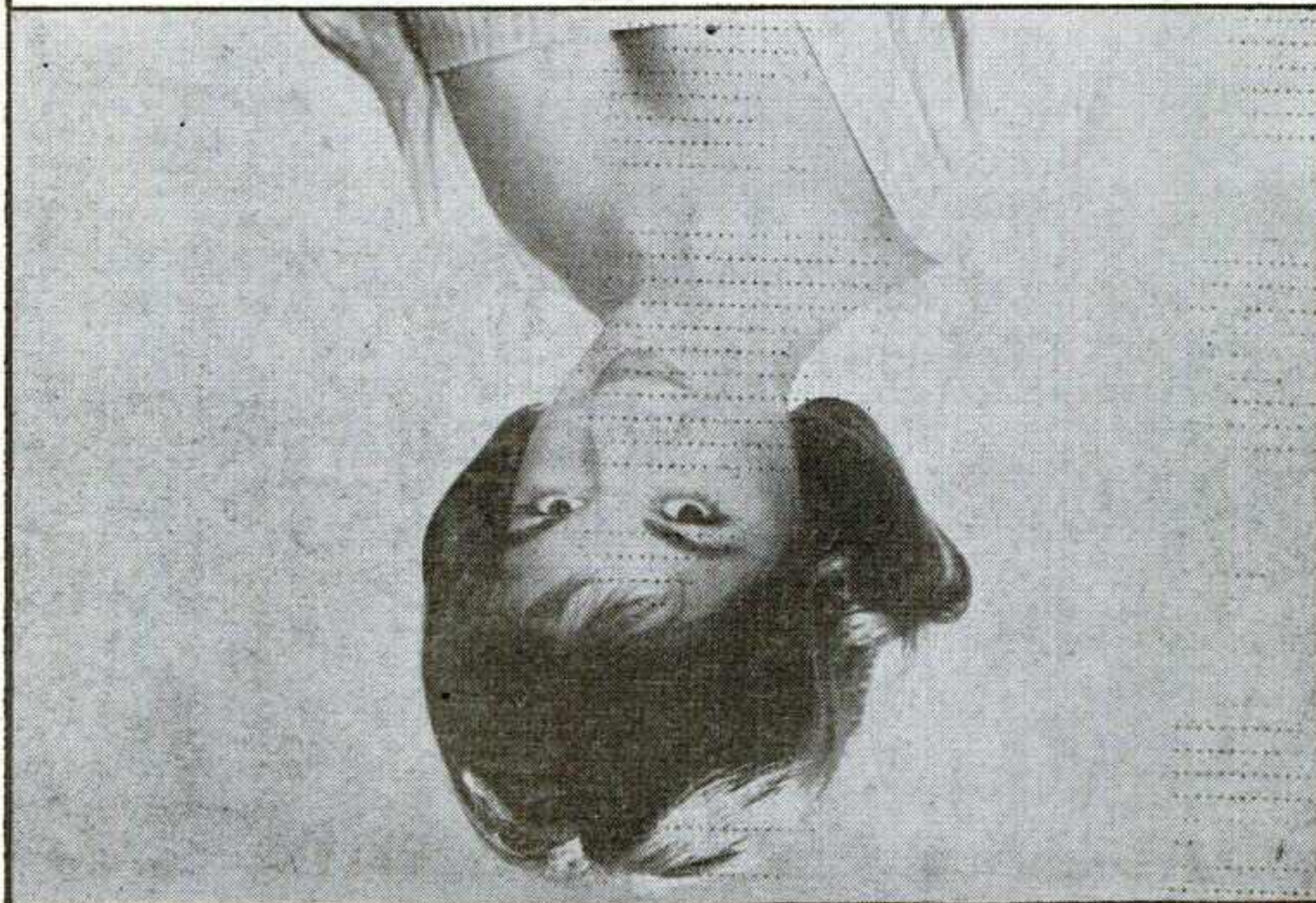
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DREAMBOAT

HE'S MY

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MGM Records
The Starpower Label



Q

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. Those LP's listed in bold face and capital letters are on the charts nine weeks or less.

VOCAL LP's

Title (Label)	(Stereo) Mono Top LP Rank	Male Vocalists
All the Way (Cap)	(27) 37	
Paul Anka Sings His Big 15 (ABC)	22	
Belafonte at Carnegie Hall (RCA)	(24) 30	
Belafonte Returns to Carnegie Hall (RCA)	130	
Brook Benton Golden Hits (Mer)	83	
Bobby's Biggest Hits (Cameo)	136	
● COME SWING WITH ME (CAP)	(25) 16	
Bobby Darin Story (Atco)	21	
Dedicated to You (ABC)	53	
Heavenly (Col)	105	
Buddy Holly Story (Cor)	77	
Johnny Horton's Greatest Hits (Col)	44	
Hymns (Cap)	94	
I'll Buy You a Star (Col)	72	
It's Pony Time (Park)	126	
Johnny's Greatest Hits (Col)	59	
Johnny's Moods (Col)	98	
● JUMP UP CALYPSO (RCA)	(49) 55	
● MOODY RIVER (DOT)	(42) 34	
● MOST POPULAR GUITAR (RCA)	138	
Nice 'n' Easy (Cap)	86	
● PORTRAIT OF JOHNNY (COL)	(30) 35	
● PORTRAIT OF MY LOVE (UA)	111	
Rick Is 21 (Imp)	11	
Ring-A-Ding Ding (Rep)	(17) 9	
● SINATRA SWINGS (REP)	(15) 15	
Sinatra's Swingin' Session (Cap)	123	
● SOMETHING FOR EVERYBODY (RCA)	(14) 1	
Touch of Your Lips (Cap)	142	
Twist (Park)	119	
Warm (Col)	137	

Female Vocalists

● ALL THE WAY (DEC)	93
● AT LAST (ARGO)	116
Connie Francis at the Copa (MGM)	141
Connie's Greatest Hits (MGM)	65
Emotions (Dec)	25
● JUDY AT CARNEGIE HALL (CAP)	(3) 2
Brenda Lee (Dec)	66
More Greatest Hits (MGM)	71
Roar'n' 20's (WB)	82
This Is Brenda (Dec)	81

Duos and Groups

Another Smash (Dol)	99
Best Music On/Off Campus (Col)	139
Encore of Golden Hits (Mer)	32
● FOUR PREPS ON CAMPUS, THE (CAP)	(50) 36
From the Hungry I (Cap)	68
● GOIN' PLACES (CAP)	(11) 4
Hawaii (CA)	143
Here We Go Again (Cap)	76
Kingston Trio (Cap)	49
Kingston Trio at Large (Cap)	70
● LIMELITERS (ELEKTRA)	118
Make Way (Cap)	(41) 31
Sold Out (Cap)	108
String Along (Cap)	79
Tonight in Person (RCA)	(47) 20

Choruses

Happy Times Sing Along With Mitch (Col)	(40) 78
Memories Sing Along With Mitch (Col)	100
Mitch's Greatest Hits (Col)	132
More Sing Along With Mitch (Col)	64
Party Sing Along With Mitch (Col)	146
Saturday Night Sing Along With Mitch (Col)	90
Sentimental Sing Along With Mitch (Col)	112
Sing Along With Mitch (Col)	(28) 26
Still More Sing Along With Mitch (Col)	63
TV Sing Along With Mitch (Col)	(19) 13

Mixed Voices

Oldies But Goodies (OS)	50
● OLDIES BUT GOODIES, VOL. III (OS)	41

COMEDY LP's

Button-Down Mind of Bob Newhart (WB)	38
Button-Down Mind Strikes Back (WB)	46
Stan Freberg Presents the U. S. A. (Cap)	67
Here's Jonathan (Ver)	56
In Living Black and White (Colpix)	47
Inside Shelley Berman (Ver)	61
● JOSE JIMENEZ AT THE HUNGRY I (Kapp)	28
Kick Thy Own Self (RCA)	107
Knockers Up (Jub)	14
Moms Mabley at the U.N. (Chs)	51
● MANNA OVERBOARD (Dec)	45
Sinational (Jub)	33
Woody Woodbury Looks at Love and Life (Stereodd)	134

() Positions in parentheses indicate relative sales strength of stereo LP's.

INSTRUMENTAL LP's

Title (Label)	(Stereo) Mono Top LP Rank
---------------	---------------------------

Mood and Dance

Mood and Dance	
Best of the Popular Piano Concertos (WB)	133
Blue Hawaii (Dot)	110
Calcutta (Dot)	(6) 23
● EBB TIDE AND OTHER INSTRUMENTAL FAVORITES (DEC)	(31) 131
Italia Mia (Lon)	(20) 29
Memories Are Made of This (Col)	(37) 109
Orange Blossom Special and Wheels (Dot)	(21) 40
● PIANO FORTE (RCA)	(34) 124
Sail Along Sil'ry Moon (Dot)	147
Say It With Music (Col)	(48) 148
Songs to Remember (Lon)	89
Stars for a Summer Night (Col)	(1) 8
Temptation (Kapp)	120
Till (Kapp)	144
Wanderland by Night (Dec)	104
● YELLOW BIRD (LIFE)	(16) 39
● YELLOW BIRD (DOT)	(5) 10

Jazz

● RAY CHARLES AND BETTY CARTER (ABC)	117
Dreamstreet (ABC)	115
Exodus to Jazz (VJ)	(13) 7
Pete Fountain's New Orleans (Cor)	75
● GENIUS AFTER HOURS (ATL)	91
Genius Hits the Road (ABC)	114
Genius of Ray Charles (Ail)	140
Genius Plus Soul Equals Jazz (Imp)	(29) 27
● AL HIRT, THE GREATEST HORN IN THE WORLD (RCA)	(33) 92
● TIME OUT (COL)	(36) 57
● WHAT'D I SAY (ATL)	91

Teen Beat

● DANCE TILL A QUARTER TO THREE (LeGrand)	6
● GIRLS, GIRLS, GIRLS (Jamie)	95
● ON THE REBOUND (RCA)	73
Walk, Don't Run (Dol)	127
● SPANISH HARLEM (Atco)	103

Percussion and Sound

● DYNAMICA (RCA)	(43) —
Persuasive Percussion, Vol. 1 (Com)	(9) —
Persuasive Percussion, Vol. 3 (Com)	(44) —
Provocative Percussion, Vol. 1 (Com)	(23) —
SHOW MUSIC	

SHOW MUSIC

Original Cast

Bye Bye Birdie (Col)	87
Camelot (Col)	(2) 5
Carnival (MGM)	(10) 24
● DONNYBROOK (Kapp)	58
Fiorella (Cap)	135
Flower Drum Song (Col)	113
Gypsy (Col)	84
Music Man (Cap)	(39) 128
My Fair Lady (Col)	(18) 48
The Sound of Music (Col)	(7) 17
South Pacific (Col)	52
Unsinkable Molly Brown (Cap)	(35) 62
West Side Story (Col)	(45) 54
Wildcat (RCA)	(46) 60

Sound Track

The Alamo (Col)	106
Ben-Hur (MGM)	85
Exodus (RCA)	(8) 19
G.I. Blues (RCA)	(26) 18
Gigi (MGM)	97
Gone With the Wind (Cam)	80
King and I (Cap)	69
Never on Sunday (UA)	(4) 3
Oklahoma! (Cap)	125
Porgy and Bess (Col)	127
South Pacific (RCA)	(22) 42

Music From Musicals, Films and TV

Film Encores (Lon)	102
Gone With the Wind (WB)	88
Great Motion Picture Themes (UA)	(12) 12
Mr. Lucky (RCA)	101
Music From Exodus and Other Great Themes (Lon)	(38) 43
Peter Gunn (RCA)	145
● THEME FROM CARNIVAL AND OTHER GREAT BROADWAY HITS (Lon)	(32) 74

CLASSICAL & SEMI-CLASSICAL LP's

The Lord's Prayer (Col)	121
Sixty Years of Music America Loves Best, Vol. II (RCA)	122
● SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. III (RED SEAL) (RCA)	149
● SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. III (BLACK SEAL) (RCA)	150

Reviews of New Albums

The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

SEPTEMBER IN THE RAIN



Dinah Washington, Mercury SR 60638 (Stereo & Monaural)—Dinah Washington's expressive vocal style and appealing phrasing is effectively showcased on a group of nostalgic standards. The tunes—all prime jockey wax—include the title theme, "This Heart of Mine," "I've Got My Love to Keep Me Warm," "Without a Song" and other equally moving ballads.

HOLD ON...IT'S DEE CLARK



Vee Jay LP 1037—Dee Clark has been hot in the singles field for some time now, and this package should appeal to his fans. In addition to Clark's best-selling single "Raindrops," the LP includes "Cupid," "Portrait of My Love," and other teen-appeal themes. Clark is in showmanly vocal form.

BREAKFAST AT TIFFANY'S



Henry Mancini, RCA Victor LPM-2362—Here's the original score for the upcoming Paramount pic "Breakfast at Tiffany's," composed and conducted by Mancini. There's plenty of excitement about this flick and about at least one of the themes, "Moon River," which appears on these tracks. In addition, the remainder of the score shows imagination and listenability. Audrey Hepburn, star of the film, looks bewitching on the cover of the package.

Low Priced Pop

LIVING STRINGS AND LIVING VOICES IN MUSIC OF GEORGE GERSHWIN



Camden CAS-675 (Stereo & Monaural)—RCA Camden has brought together on this release its highly successful Living Strings and Living Voices groups, which previously have recorded separately. The union of forces produces highly attractive performances of 10 of the most popular Gershwin tunes, including "The Man I Love," "Embraceable You," "Summertime," "Foggy Day" and "Someone to Watch Over Me." Pleasurable easy listening that should prove one of the strongest sellers of the series.

Classical

BEETHOVEN: CONCERTO NO. 4 IN G MAJOR



Glenn Gould; New York Philharmonic (Bernstein), Columbia MS 6262 (Stereo & Monaural)—Together with maestro Leonard Bernstein, pianist Gould, who has garnered such high acclaim in the concert halls, provides an outstanding reading of this work. Although there are numerous recordings of the fourth concerto, this rendition offers the performance quality and name value that can mean lots of business for dealers. Good action can be expected.

Jazz

MILES DAVIS IN PERSON FRIDAY (AND SATURDAY) NIGHT AT THE BLACKHAWK, SAN FRANCISCO (VOL. I & II)



Columbia CS 8469 & CS 8470 (Stereo & Monaural)—Two stimulating jazz LP's from one of today's leading jazz performers and top jazz sellers. In each of the albums, which are packaged independently, Miles is caught in action at San Francisco's Blackhawk night club. He is surrounded, in normal working conditions, by his regular quintet and this swinging little group gives him the proper, relaxing backdrop for his trumpet improvisations. A refreshing change from the rather elaborate studio productions he has been involved in recently at Columbia. The sets are filled with long takes of very few tunes—only 12 in all, between the two albums. These tunes are filled with some of the finest Miles Davis blowing recorded in some time.

Country & Western

GEORGE JONES GREATEST HITS



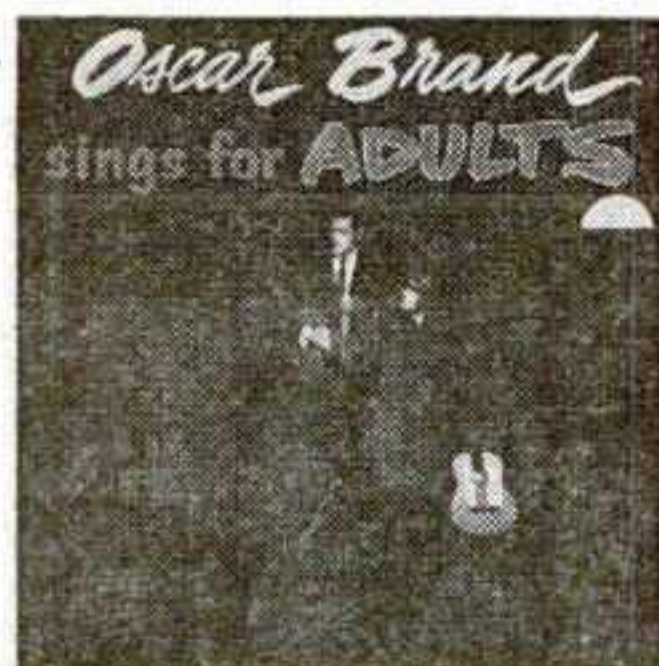
Mercury SR 60621 (Stereo & Monaural)—A powerful country package, well-recorded. Jones sings "Tender Years," "White Lightning," "You Gotta Be My Baby" and "Why, Baby, Why." Deejays as well as dealers in c.&w. will find this a mover.

(Continued on page 41)

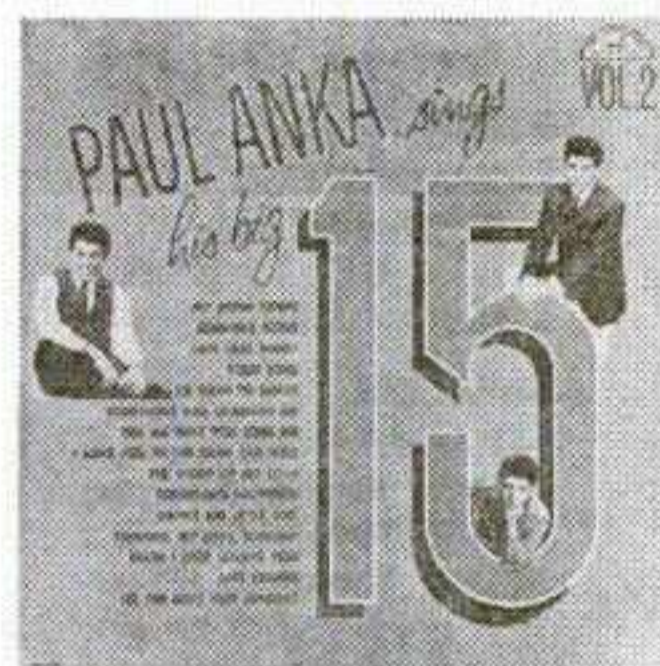
DEALERS ACCLAIM THESE OUTSTANDING RELEASES THE HOTTEST OF THE NEW HOT MONEY-MAKING ALBUMS FOR THE FALL SELLING SEASON



RAY CHARLES & BETTY CARTER
ABC-385 (Mono) ABCS-385 (Stereo)



**OSCAR BRAND
SINGS FOR ADULTS**
ABC-388 (Mono) ABCS-388 (Stereo)



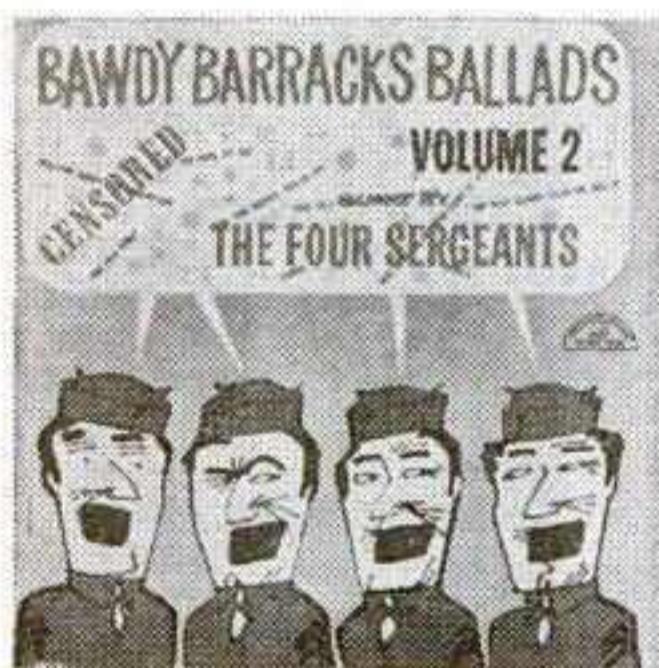
**PAUL ANKA
SINGS HIS BIG 15 (VOL. 2)**
ABC-390 (Mono) ABCS-390 (Stereo)



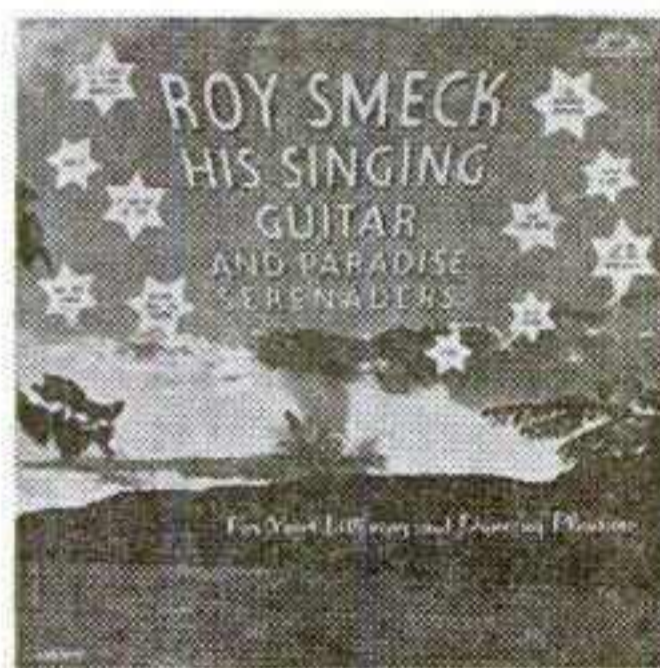
**LLOYD PRICE:
COOKIN'**
ABC-382 (Mono) ABCS-382 (Stereo)



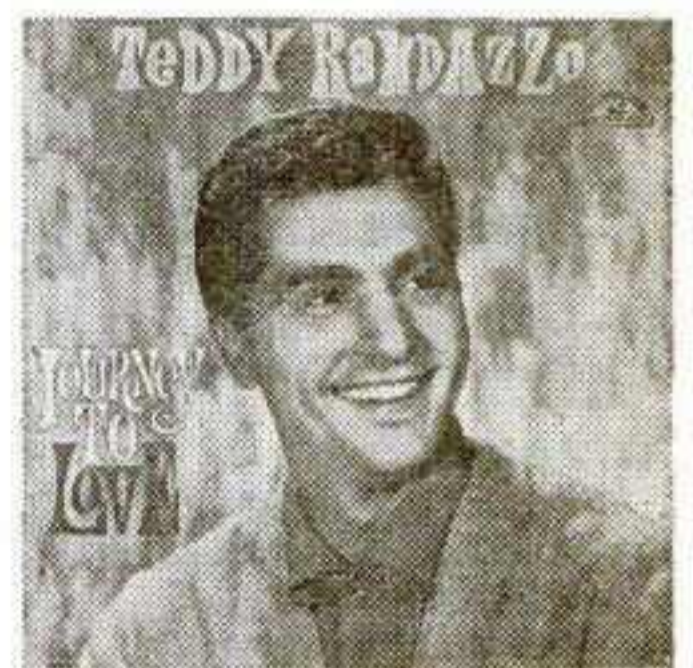
**LES DJINNS:
60 FRENCH GIRLS SING ENCORE**
ABC-368 (Mono) ABCS-368 (Stereo)



**FOUR SERGEANTS:
BAWDY BARRACKS BALLADS VOL. 2**
ABC-381 (Mono) ABCS-381 (Stereo)



**ROY SMECK:
HIS SINGING GUITAR
AND PARADISE SERENADERS**
ABC-379 (Mono) ABCS-379 (Stereo)



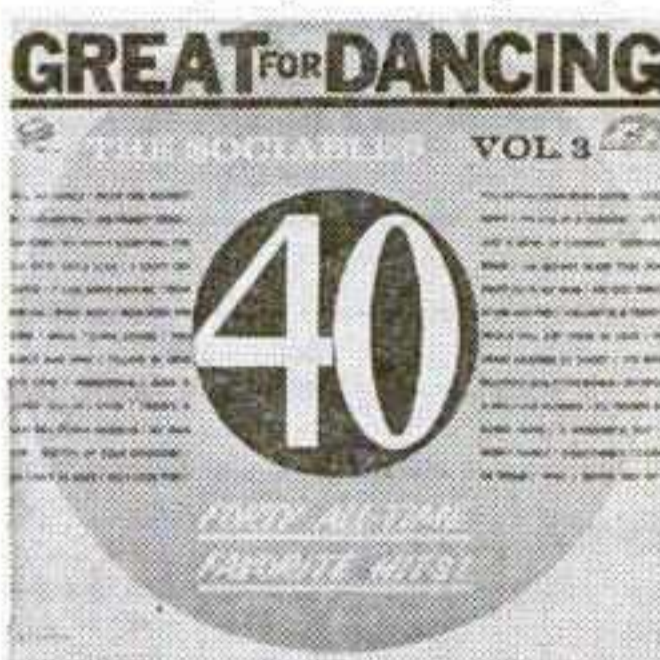
**TEDDY RANDAZZO:
JOURNEY TO LOVE**
ABC-352 (Mono) ABCS-352 (Stereo)



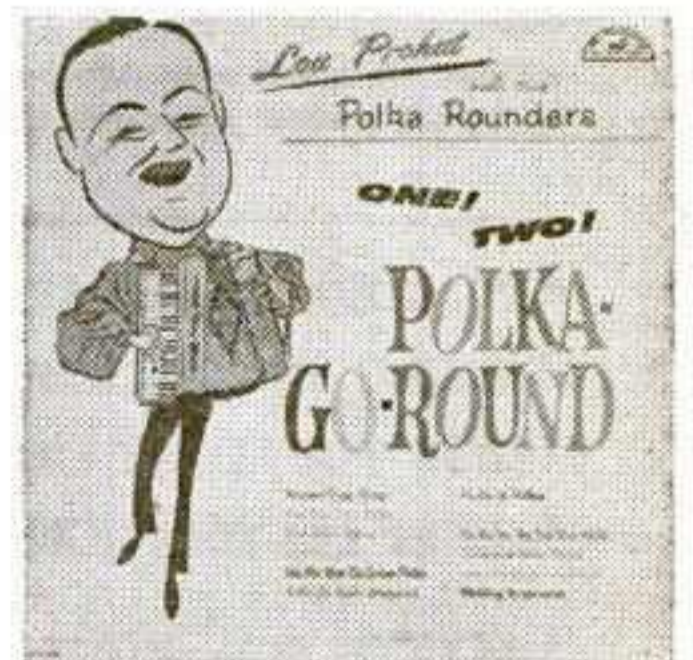
**FRANK CAMMARATA:
THE GOLDEN TOUCH
PLAYS 26 GOLDEN FAVORITES**
ABC-377 (Mono) ABCS-377 (Stereo)



**EDDIE CALVERT:
LATIN CARNIVAL**
ABC-384 (Mono) ABCS-384 (Stereo)



**THE SOCIABLES:
GREAT FOR DANCING VOL. 3**
ABC-376 (Mono) ABCS-376 (Stereo)



**LOU PROHUT:
ONE! TWO! POLKA-GO-ROUND**
ABC-372 (Mono) ABCS-372 (Stereo)

ABC-PARAMOUNT



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.

- | | |
|--|---|
| <p>NEW YORK
—HIT THE ROAD JACK
Ray Charles, ABC-Paramount</p> <p>CHICAGO
—THE U-T
Harry and the Marvels, ABC-Paramount</p> <p>LOS ANGELES
—TAKE FIVE
Dave Brubeck, Columbia</p> <p>PHILADELPHIA
—HIT THE ROAD JACK
Ray Charles, ABC-Paramount</p> <p>DETROIT
—PLEASE, MR. POSTMAN
Marvelettes, Tamla
—YA YA
Lee Dorsey, Fury</p> <p>BOSTON
—I UNDERSTAND (JUST HOW YOU FEEL)
G-Clefs, Terrace</p> <p>SAN FRANCISCO
—TAKE FIVE
Dave Brubeck, Columbia
—TAKE MY LOVE
Little Willie John, King</p> <p>PITTSBURGH
—TAKE FIVE
Dave Brubeck, Columbia</p> <p>ST. LOUIS
—TAKE FIVE
Dave Brubeck, Columbia
—GINHOUSE BLUES
Nina Simone, Colpix
—LATE DATE
Parkays, ABC-Paramount</p> <p>CLEVELAND
—DONALD, WHERE'S YOUR TROUSERS
Andy Stewart, Warwick
—BRISTOL STOMP
Dovells, Parkway</p> | <p>BUFFALO
—DONALD, WHERE'S YOUR TROUSERS
Andy Stewart, Warwick
—OLD SLEWFOOT
Johnny Horton, Columbia
—WELL I ASK YA
Eden Kane, London</p> <p>BALTIMORE
—IMPOSSIBLE
Gloria Lynne, Everest
—SATIN DOLL
Billy Maxted, K&H</p> <p>CINCINNATI
—RIDERS IN THE SKY
Lawrence Welk, Dot</p> <p>SEATTLE
—SHAKE SHAKE SHERRY
Redwoods, Epic
—LET'S GET TOGETHER
Hayley Mills, Vista</p> <p>MILWAUKEE
—I LOVE HOW YOU LOVE ME
Paris Sisters, Gregmark
—THIS TIME
Troy Shondell, Liberty</p> <p>NEW ORLEANS
—LATE DATE
Parkays, ABC-Paramount</p> <p>NEWARK
—BRISTOL STOMP
Dovells, Parkway</p> <p>MIAMI
—WELL I ASK YA
Kay Starr, Capitol</p> <p>HOUSTON
—I'M ASKING FORGIVENESS
C. L. and the Pictures, Sabra</p> <p>DALLAS-FORT WORTH
—(HE'S) THE GREAT IMPOSTOR
Fleetwoods, Dolton</p> <p>MINNEAPOLIS-ST. PAUL
—FOOT STOMPIN' (Part 1)
Flares, Felsted</p> |
|--|---|

BEST BUYS IN RECORDS

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

POP

- *BIG COLD WIND, PAT BOONE (Gil, BMI) Dot 16244
- LOVER'S ISLAND, BLUEJAYS (Code-Figure, BMI) Milestone 2008
- *BLESS YOU, TONY ORLANDO (Aldon, BMI) Epic 9452
- *KISSIN' ON THE PHONE, PAUL ANKA (Brighton-Flanka, ASCAP) ABC-Paramount 10239
- *MEXICO, BOB MOORE (Acuff-Rose, BMI) Monument 446
- *ONE-TRACK MIND, BOBBY LEWIS (Lescay, BMI) Beltone 1012
- LOOK IN MY EYES, CHANTELS (Bea-Junior, BMI) Carlton 555

C&W

- HELLO FOOL, RALPH EMERY (Pamper, BMI) Liberty 55352
- *WALK ON BY, LEROY VAN DYKE (Lowery, BMI) Mercury 71834

R&B

- I WAKE UP CRYING, CHUCK JACKSON (Belinda, CAPAC) Wand 110

Reviews of New Singles

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

Pop

SAM COOKE



FEEL IT (Kags, BMI) (1:55)—**IT'S ALL RIGHT** (Kags, BMI) (2:35)—Cooke is in fine vocal form on both sides of this potential two-sided hit. "Feel It" is a bouncy rhythm rocker with a showmanly reading by the singer. Flip, a poignant rockaballad with gospel flavor, is sung with warmth and heart. **RCA Victor 7927**

DION



RUNAWAY GIRL (Just and Mubon, BMI) (2:27)—**RUN-AROUND SUE** (Just and Mubon, BMI) (2:40)—Dion wraps up "Runaway Girl"—a pretty ballad—in a plaintive, tender vocal treatment, reminiscent of his earlier hits. "Runaround Sue" is a swinging rocker with hand-clapping beat. Both sides are strong. **Laurie 3110**

THE EVERLY BROTHERS



DON'T BLAME ME (Robbins, ASCAP) (2:16)—**MUSKRAT** (American, BMI) (2:14)—The boys contribute a soulful vocal on "Don't Blame Me," the dreamy oldie. Flip is a catchy folk-flavored ditty, featuring showmanly warbling by the brothers. This is the first record in the label's new "plus two oldies" series, wherein edited segments of an artists' old hits are included as a bonus. The Everlys' hits "Walk Right Back" and "Lucille" are featured here. **Warner Bros. 5501**

DEL SHANNON



SO LONG BABY (Vicki-McLaughlin, BMI) (2:03)—Shannon has an impressive disk in this hard-charging rocker, which he sings with authority and drive to an effective backing. Flip is "The Answer to Everything" (Dolfi-Balmac, ASCAP) (2:35). **Big Top 3083**

THE VELVETS



LAUGH (Acuff-Rose, BMI) (2:20)—Here's an infectious side, with strong appeal for pop and r.&b. markets. The lead singer and group warble in standout style on an appealing melody. Flip is "Lana" (Acuff-Rose, BMI) (2:20) **Monument 448**

BILLY VAUGHN



THEME FROM COME SEPTEMBER (Adaris Music, BMI) (2:27) — **BERLIN MELODY** (Symphony House, ASCAP) (2:26) — Vaughn has two strong instrumental items here. The first is the picture theme which should prove to be an important exposure tie-in, while the flip is a bright melody with a catchy Continental touch. Both are set to samba beats. **Dot 16119**

JAMES MacARTHUR



(THE STORY OF) THE IN-BETWEEN YEARS (PARTS I & II) (December, BMI) (2:53, 2:59)—The young movie star, son of Helen Hayes, contributes a moving narration of teen problems that's bound to have a powerful effect on the youngsters. Both sides also have plaintive vocal stints by Johnny Power. **Triodex 112**

BOBBI MARTIN



(YOU DON'T HAVE A) WOODEN HEART (Gladys Music, ASCAP) (2:00)—This is a fine vocal effort for the thrush. Tune, of course, is an answer to the current chart item, and follows the same melodic line in English and German. Flip is "Why Should I Cry" (4 Star Sales, BMI) (2:58). **Coral 62285**

TERRI DEAN



(I KNOW THAT) YOUR HEART'S NOT MADE OF WOOD (Wemar, BMI) (1:40)—Still another answer to the Joe Dowell hit. This one's sung in both English and German and follows similar melodic patterns to the chart item. The flip is "Lover Boy" (Agatha, BMI) (2:10). **Madison 167**

THE DEAXVILLE TRIO



SHENANDOAH (Benell, BMI) (2:56)—The trio sings this old favorite—folk style—in soft harmony. Boys accompany themselves on stringed instruments. The side is from the group's "On Campus" LP. The flip is "Blue Skies" (Irving Berlin Music, BMI) (1:40). **Jubilee 5404**

(Continued on page 39)

150 Best Selling

MONAURAL LP's

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

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

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	SOMETHING FOR EVERYBODY Elvis Presley, RCA Victor LPM 2370	9
2	17	JUDY AT CARNEGIE HALL Judy Garland, Capitol WBO 1569	6
3	3	NEVER ON SUNDAY Sound Track, United Artists UAL 4070	33
4	12	GOIN' PLACES Kingston Trio, Capitol T 1564	10
5	7	CAMELOT Original Cast, Columbia KOL 5620	33
6	16	DANCE TILL A QUARTER TO THREE Gary (U. S.) Bonds, LeGrand LLP 3001	5
7	2	EXODUS TO JAZZ Eddie Harris, Vee Jay 3016	15
8	4	STARS FOR A SUMMER NIGHT Various Artists, Columbia PM 1	14
9	11	RING-A-DING DING Frank Sinatra, Reprise R 1001	19
10	40	YELLOW BIRD Lawrence Welk, Dot DLP 3389	4
11	8	RICK IS 21 Ricky Nelson, Imperial LP 9152	15
12	10	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAL 3122	32
13	6	TV SING ALONG WITH MITCH Mitch Miller, Columbia CL 1628	14
14	9	KNOCKERS UP Rusty Warren, Jubilee JLP 2029	44
15	50	SINATRA SWINGS Frank Sinatra, Reprise R 1002	4
16	51	COME SWING WITH ME Frank Sinatra, Capitol W 1594	4
17	13	THE SOUND OF MUSIC Original Cast, Columbia KOL 5450	90
18	14	G. I. BLUES Elvis Presley, RCA Victor LPM 2256	45
19	5	EXODUS Sound Track, RCA Victor LOC 1058	34
20	20	TONIGHT IN PERSON Linnelliers, RCA Victor LPM 2272	28
21	25	BOBBY DARIN STORY Atco 131	16
22	21	PAUL ANKA SINGS HIS BIG 15 ABC-Paramount ABC 323	62
23	19	CALCUTTA Lawrence Welk, Dot DLP 3359	32
24	15	CARNIVAL Original Cast, MGM E 3946	15
25	30	EMOTIONS Brenda Lee, Decca DL 4104	18
26	18	SING ALONG WITH MITCH Mitch Miller, Columbia CL 1160	164
27	22	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse A-2	24
28	27	JOSE JIMENEZ AT THE HUNGRY I Bill Dana, Kapp KL 3238	8
29	23	ITALIA MIA Mantovani, London LL 3239	15
30	44	BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LOC 6006	96
31	32	MAKE WAY Kingston Trio, Capitol T 1474	28
32	24	ENCORE OF GOLDEN HITS Platters, Mercury MG 20472	78
33	36	SINSAATIONAL Rusty Warren, Jubilee JGM 2034	16
34	38	MOODY RIVER Pat Boone, Dot DLP 3384	8
35	100	PORTRAIT OF JOHNNY Johnny Mathis, Columbia CL 1644	2
36	53	THE FOUR PREPS ON CAMPUS Capitol T 1566	3
37	42	ALL THE WAY Frank Sinatra, Capitol W 1538	21
38	49	BUTTON-DOWN MIND OF BOB NEWHART Warner Bros. W 1379	69
39	29	YELLOW BIRD (PERCUSSION SPECTACULAR) Arthur Lyman, Life LP 1004	7
40	39	ORANGE BLOSSOM SPECIAL AND WHEELS Billy Vaughn, Dot DLP 3366	19
41	52	OLDIES BUT GOODIES, VOL. III Various Artists, Original Sound 3004	4
42	46	SOUTH PACIFIC Sound Track, RCA Victor LOC 1032	180
43	28	MUSIC FROM EXODUS AND OTHER GREAT THEMES Mantovani, London LL 3231	38
44	26	JOHNNY HORTON'S GREATEST HITS Columbia CL 1896	28
45	107	MANNA OVERBOARD Charlie Manna, Decca DL 4159	7
46	37	BUTTON-DOWN MIND STRIKES BACK Bob Newhart, Warner Bros. W 1392	43
47	34	IN LIVING BLACK AND WHITE Dick Gregory, Colpix CP 417	14
48	31	MY FAIR LADY Original Cast, Columbia OL 5090	283
49	33	KINGSTON TRIO Capitol T 996	146
50	35	OLDIES BUT GOODIES, VOL. I Various Artists, Original Sound 5001	101
51	45	MOMS MABLEY AT THE UN Chess 1452	19

This Week	Last Week	Title, Artist, Label	Wks. on Chart
52	83	SOUTH PACIFIC Original Cast, Columbia OL 4180	378
53	43	DEDICATED TO YOU Ray Charles, ABC-Paramount ABC 335	27
54	57	WEST SIDE STORY Original Cast, Columbia OL 5230	48
55	128	JUMP UP CALYPSO Harry Belafonte, RCA Victor LPM 2388	2
56	72	HERE'S JONATHAN Jonathan Winters, Verve MG V 15023	15
57	60	TIME OUT Dave Brubeck, Columbia CL 1397	36
58	62	DONNYBROOK Original Cast, Kapp KDL 8500	6
59	41	JOHNNY'S GREATEST HITS Johnny Mathis, Columbia CL 1132	175
60	74	WILDCAT Original Cast, RCA Victor LOC 1060	33
61	47	INSIDE SHELLEY BERMAN Verve MG V 15003	124
62	48	UNSINKABLE MOLLY BROWN Original Cast, Capitol WAO 1509	37
63	55	STILL MORE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1232	107
64	54	MORE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1243	133
65	56	CONNIE'S GREATEST HITS Connie Francis, MGM E 3793	57
66	58	BRENDA LEE Decca DL 4039	55
67	59	STAN FREDERICK PRESENTS THE UNITED STATES OF AMERICA, VOL. I Capitol W 1573	10
68	97	FROM THE HUNGRY I Kingston Trio, Capitol T 1107	134
69	61	KING AND I Sound Track, Capitol W 740	244
70	75	KINGSTON TRIO AT LARGE Capitol T 1199	114
71	76	MORE GREATEST HITS Connie Francis, MGM E 3942	10
72	80	I'LL BUY YOU A STAR Johnny Mathis, Columbia CL 1623	17
73	70	ON THE REBOUND Floyd Cramer, RCA Victor LPM 2259	4
74	88	THEME FROM CARNIVAL AND OTHER GREAT BROADWAY HITS Mantovani, London LL 3250	4
75	93	PETE FOUNTAIN'S NEW ORLEANS Coral CRL 57282	34
76	63	HERE WE GO AGAIN Kingston Trio, Capitol T 1258	90
77	79	BUDDY HOLLY STORY Coral CRL 57326	35
78	78	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1568	26
79	95	STRING ALONG Kingston Trio, Capitol T 1407	56
80	69	GONE WITH THE WIND Sound Track, Camden CAL 625	10
81	86	THIS IS BRENDA Brenda Lee, Decca DL 4082	39
82	82	ROARING 20'S Dorothy Provine, Warner Bros. W 1394	17
83	90	BROOK BENTON GOLDEN HITS Mercury MG 20407	14
84	92	GYPSY Original Cast, Columbia OL 5420	92
85	73	BEN-HUR Sound Track, MGM TE1	71
86	64	NICE 'N' EASY Frank Sinatra, Capitol W 1417	55
87	84	BYE BYE BIRDIE Original Cast, Columbia KOL 5510	45
88	85	GONE WITH THE WIND London Sinfonia (Mathieson), Warner Bros. W 1322	15
89	87	SONGS TO REMEMBER Mantovani, London LL 3149	51
90	98	SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller, Columbia CL 1414	55
91	146	WHAT'D I SAY Ray Charles, Atlantic 8029	2
92	111	AL HIRT, GREATEST HORN IN THE WORLD RCA Victor LPM 2266	17
93	147	ALL THE WAY Brenda Lee, Decca DL 4176	2
94	129	HYMNS Tennessee Ernie Ford, Capitol T 756	207
95	135	GIRLS, GIRLS, GIRLS Duane Eddy, Jamie 3019	8
96	148	GENIUS AFTER HOURS Ray Charles, Atlantic 1369	2
97	96	GIGI Sound Track, MGM E 3641	166
98	130	JOHNNY'S MOODS Johnny Mathis, Columbia CL 1526	37
99	66	ANOTHER SMASH Ventures, Dolton B 2006	11
100	68	MEMORIES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1542	43
101	77	MR. LUCKY Henry Mancini, RCA Victor LPM 2198	66

This Week	Last Week	Title, Artist, Label	Wks. on Chart
102	5	FILM ENCORES, VOL. I Mantovani, London LL 1700	163
103	67	SPANISH HARLEM Ben E. King, Atco 133	5
104	71	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL 4101	36
105	81	HEAVENLY Johnny Mathis, Columbia CL 1351	103
106	89	THE ALAMO Sound Track, Columbia CL 1558	39
107	91	KICK THY OWN SELF Brother Dave Gardner, RCA Victor LPM 2239	54
108	99	SOLD OUT Kingston Trio, Capitol T 1252	72
109	103	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CL 1574	30
110	115	BLUE HAWAII Billy Vaughn, Dot DLP 3165	72
111	120	PORTRAIT OF MY LOVE Steve Lawrence, United Artists UAL 3150	4
112	102	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller, Columbia CL 1457	61
113	121	FLOWER DRUM SONG Original Cast, Columbia OL 5350	114
114	122	GENIUS HITS THE ROAD Ray Charles, ABC-Paramount ABC 335	48
115	123	DREAMSTREET Erroll Garner, ABC-Paramount ABC 365	11
116	127	AT LAST Etta James, Argo 4003	3
117	—	RAY CHARLES AND BETTY CARTER ABC-Paramount ABC 385	1
118	—	LIMELITERS Elektra EKL 180	1
119	113	TWIST Chubby Checker, Parkway P 7001	44
120	114	TEMPTATION Roger Williams, Kapp KL 1217	35
121	94	THE LORD'S PRAYER Mormon Tabernacle Choir, Columbia ML 5386	73
122	109	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Various Artists, RCA Victor LM 6088	45
123	112	SINATRA SWINGIN' SESSION Frank Sinatra, Capitol W 1491	25
124	106	PIANO FORTE Peter Nero, RCA Victor LPM 2334	9
125	117	OKLAHOMA! Sound Track, Capitol WAO 595	253
126	118	IT'S PONY TIME Chubby Checker, Parkway P 7003	15
127	132	PORGY AND BESS Sound Track, Columbia OL 5410	91
128	138	MUSIC MAN Original Cast, Capitol WAO 990	184
129	142	WALK, DON'T RUN Ventures, Dolton B 2003	34
130	145	BELAFONTE RETURNS TO CARNEGIE HALL Harry Belafonte, RCA Victor LOC 6007	36
131	125	EBB TIDE AND OTHER INSTRUMENTAL FAVORITES Earl Grant, Decca DL 4165	3
132	101	MITCH'S GREATEST HITS Mitch Miller, Columbia CL 1544	27
133	105	BEST OF THE POPULAR PIANO CONCERTOS George Greeley, Warner Bros. X 1410	16
134	104	WOODY WOODBURY LOOKS AT LOVE AND LIFE Stereoditties MW 1	78
135	116	FIORILLO Original Cast, Capitol WAO 1321	57
136	108	BOBBY'S GREATEST HITS Bobby Rydell, Cameo C 1009	28
137	110	WARM Johnny Mathis, Columbia CL 1078	109
138	119	MOST POPULAR GUITAR Chet Atkins, RCA Victor LPM 2346	9
139	124	BEST MUSIC ON/OFF CAMPUS Brothers Four, Columbia CL 1578	30
140	126	GENIUS OF RAY CHARLES Atlantic 1312	58
141	150	CONNIE FRANCIS AT THE COPA MGM E 3913	16
142	136	TOUCH OF YOUR LIPS Nat King Cole, Capitol W 1574	16
143	139	HAWAII Santo & Johnny, Canadian American CALP 1004	11
144	149	TILL Roger Williams, Kapp KL 1081	28
145	134	PETER GUNN Henry Mancini, RCA Victor LPM 1956	107
146	144	PARTY SING ALONG WITH MITCH Mitch Miller, Columbia CL 1331	88
147	137	SAIL ALONG SILVER MOON Billy Vaughn, Dot DLP 3100	46
148	140	SAY IT WITH MUSIC Ray Conniff, Columbia CL 1490	47
149	—	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. III (Red Seal—Classical), Various Artists, RCA Victor LM 2574	1
150	—	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. III (Black Seal—Popular), Various Artists, RCA Victor LDP 1509	1

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 PMS 1	14
2	3	CAMELOT Original Cast, Columbia KOS 2031	33
3	7	JUDY AT CARNEGIE HALL Judy Garland, Capitol SWBO 1569	6
4	2	NEVER ON SUNDAY Sound Track, United Artists UAS 8070	16
5	6	YELLOW BIRD Lawrence Welk, Dot DLP 25389	5
6	9	CALCUTTA Lawrence Welk, Dot DLP 23359	32
7	8	THE SOUND OF MUSIC Original Cast, Columbia KOS 2020	78
8	4	EXODUS Sound Track, RCA Victor LSO 1058	34
9	12	PERSUASIVE PERCUSSION, VOL. I Terry Snyder and the All Stars, Command RS 800 SD	77
10	14	CARNIVAL Original Cast, MGM SE 3946	12
11	13	GOIN' PLACES Kingston Trio, Capitol ST 1404	9
12	11	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAS 6122	33
13	5	EXODUS TO JAZZ Eddie Harris, Vee Jay 3016	10
14	18	SOMETHING FOR EVERYBODY Elvis Presley, RCA Victor LSP 2370	7
15	40	SINATRA SWINGS Frank Sinatra, Reprise R 9-1002	2
16	10	YELLOW BIRD (PERCUSSION SPECTACULAR) Arthur Lyman, Life SLP 1004	7
17	16	RING-A-DING DING Frank Sinatra, Reprise R 9-1001	15
18	23	MY FAIR LADY Original Cast, Columbia OS 2018	115
19	15	TV SING ALONG WITH MITCH Mitch Miller, Columbia CS 8428	13
20	19	ITALIA MIA Mantovani, London PS 232	11
21	22	ORANGE BLOSSOM SPECIAL AND WHEELS Billy Vaughn, Dot DLP 25366	19
22	17	SOUTH PACIFIC Sound Track, RCA Victor LSO 1032	115
23	24	PROVOCATIVE PERCUSSION, VOL. I Enoch Light and the Light Brigade, Command RS 806 SD	85
24	26	BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LSO 6006	93
25	25	COME SWING WITH ME Frank Sinatra, Capitol SW 1594	3
26	48	G. I. BLUES Elvis Presley, RCA Victor LSP 2256	40
27	21	ALL THE WAY Frank Sinatra, Capitol SW 1538	21
28	20	SING ALONG WITH MITCH Mitch Miller, Columbia CS 8004	65
29	27	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse AS-2	15
30	—	PORTRAIT OF JOHNNY Johnny Mathis, Columbia CS 8444	1
31	30	EBB TIDE AND OTHER INSTRUMENTAL FAVORITES Earl Grant, Decca DL 74165	3
32	29	THEME FROM CARNIVAL AND OTHER GREAT BROADWAY HITS Mantovani, London PS 242	4
33	37	AL HIRT, GREATEST HORN IN THE WORLD RCA Victor LSP 2266	6
34	44	PIANO FORTE Peter Nero, RCA Victor LSP 2334	6
35	32	UNSINKABLE MOLLY BROWN Original Cast, Capitol SWAO 1509	34
36	34	TIME OUT Dave Brubeck, Columbia CS 8192	5
37	35	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CS 8374	27
38	28	MUSIC FROM EXODUS AND OTHER GREAT THEMES Mantovani, London PS 224	39
39	31	MUSIC MAN Original Cast, Capitol SWAO 990	86
40	41	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CS 8368	26
41	43	MAKE WAY Kingston Trio, Capitol ST 1474	28
42	49	MOODY RIVER Pat Boone, Dot DLP 25384	6
43	50	DYNAMICA Ray Martin Orch., RCA Victor LSA 2287	4
44	42	PERSUASIVE PERCUSSION, VOL. III Command All Stars, Command RS 817 SD	20
45	39	WEST SIDE STORY Original Cast, Columbia CS 2001	11
46	33	WILDCAT Original Cast, RCA Victor LSO 1060	31
47	36	TONIGHT IN PERSON Linnelliers, RCA Victor LSP 2272	27
48	38	SAY IT WITH MUSIC Ray Conniff, Columbia CS 8282	43
49	—	JUMP UP CALYPSO Harry Belafonte, RCA Victor LSP 2388	1
50	—	THE FOUR PREPS ON CAMPUS Capitol ST 1566	1

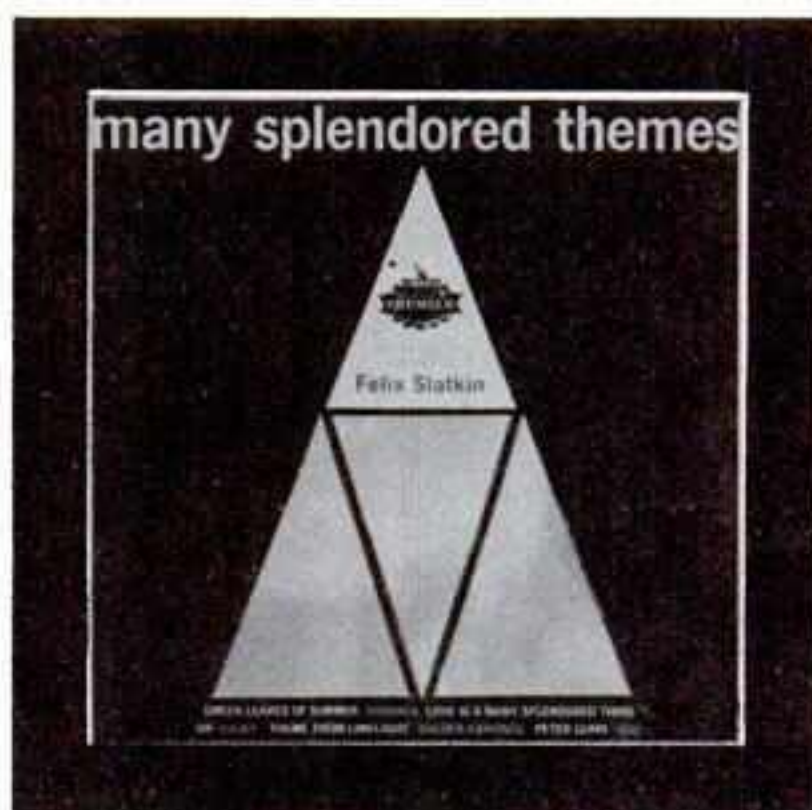
THE NEW STANDARD OF EXCELLENCE

LIBERTY PREMIER SERIES

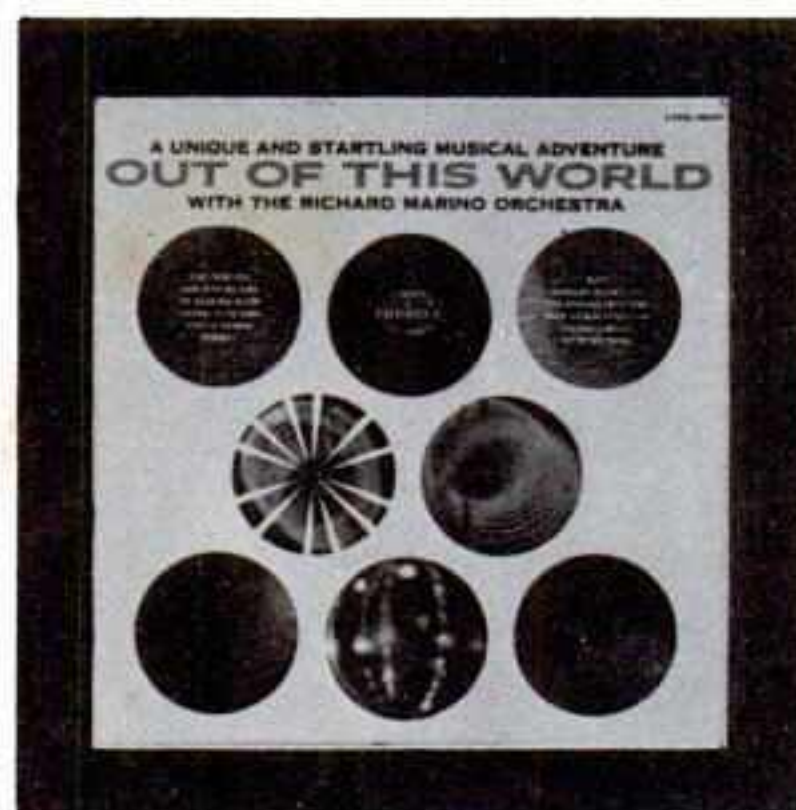
GUARANTEED
Quality/Sales...

The best in music
The best in performances
The best in recording techniques
The best in packaging

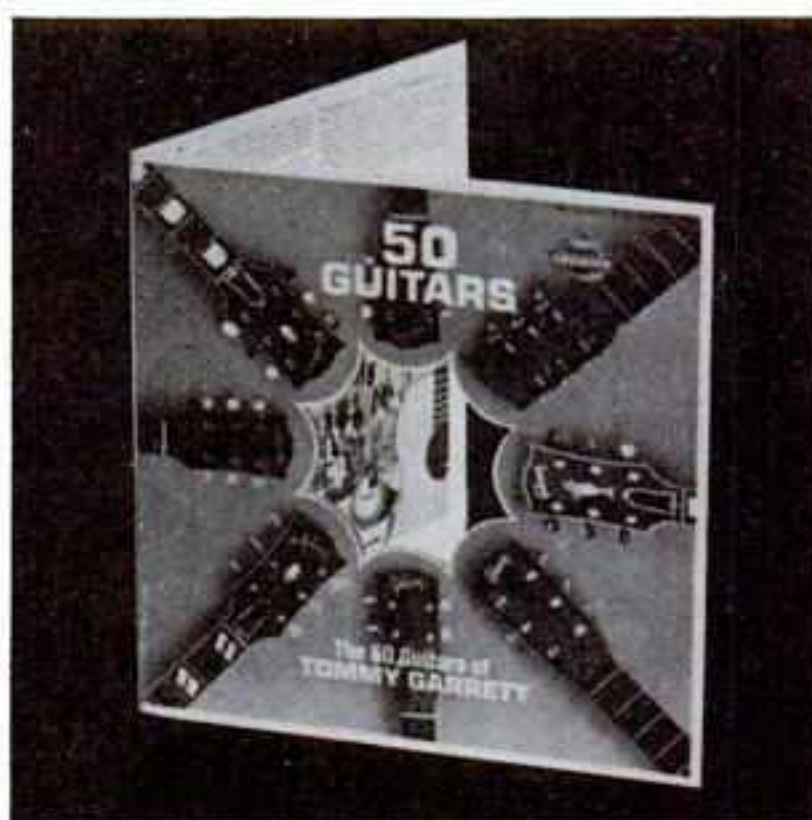
Response to the Premier Series
is terrific. The albums illustrated
below are big sellers in Liberty's
guaranteed sale Fall Program.*



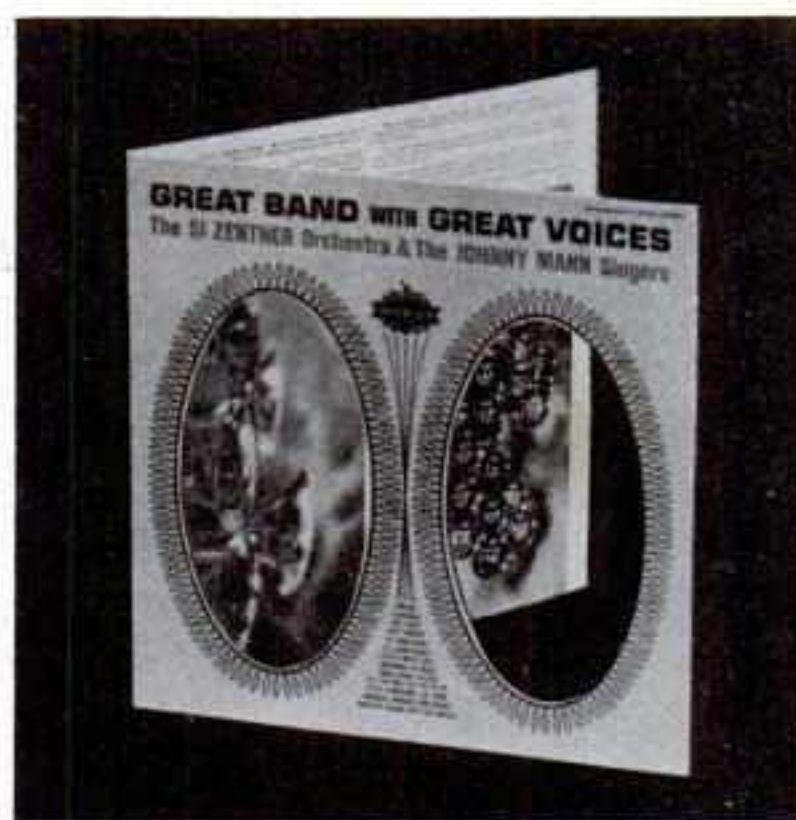
MANY SPLENDORED THEMES
The Fantastic Strings of Felix Slatkin
13011/14011



OUT OF THIS WORLD
Richard Marino
13007/14007



50 GUITARS GO SOUTH OF THE BORDER
The 50 Guitars of Tommy Garrett
13005/14005



GREAT BAND WITH GREAT VOICES
Si Zentner Band and Johnny Mann Singers
13009/14009



STREET SCENE
The Fantastic Strings of Felix Slatkin
13008/14008

PARADISE FOUND
The Fantastic Strings of Felix Slatkin
13001/14001

THE MAGNIFICENT XII
The Fantastic Strings of Felix Slatkin
13004/14004

PORTRAITS IN BRONZE
Bessie Griffin and the Gospel Pearls
13002/14002

THE MAGIC BEAT
The Unique Rhythms of Richard Marino
13003/14003



*Yes, we said *guaranteed sale* Fall Program •
See your Liberty representative for details.

TRULY FIRST IN THE FOREGROUND OF SOUND

★ STAR PERFORMERS—Selections registering greatest upward progress this week.

[S] Indicates that 45 r.p.m. stereo single version is available.

[△] Indicates that 33 1/3 r.p.m. mono single version is available.

[△] Indicates that 33 1/3 r.p.m. stereo single version is available.

THIS WEEK	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks On Chart	THIS WEEK	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks On Chart	THIS WEEK	Wk. Ago	Wk. Ago	Wk. Ago	TITLE	Artist, Label & Number	Weeks On Chart	
1	3	3	6	MICHAEL	Highwaymen, United Artists 258	9	34	53	76	—	BIG COLD WIND	Pat Boone, Dot 16244	3	65	76	99	—	WIZARD OF LOVE	Ly-Della, Master 251	3	
2	1	2	5	WOODEN HEART (Muss I Donn)	Joe Dowell, Smash 1708	11	35	46	53	62	TRANSISTOR SISTER	Freddy Cannon, Swan 4078	6	66	70	72	83	BACK SEAT NO. 1	Rondella, Amy 825	4	
3	2	1	1	TOSSIN' AND TURNIN'	Bobby Lewis, Beltone 1002	20	36	50	57	73	LOVER'S ISLAND	Bluejays, Milestone 2008	4	67	—	—	—	YOU MUST HAVE BEEN A BEAUTIFUL BABY	Bobby Darin, Atco 6206	1	
4	5	6	11	YOU DON'T KNOW WHAT YOU'VE GOT (Until You Lose It)	Ral Donner, Gone 5108	9	37	33	35	42	I DON'T WANT TO TAKE A CHANCE..	Mary Wells, Motown 1011	8	68	72	80	85	SUMMER SOUVENIRS	Karl Hammil Jr., Arlies 1907	6	
5	7	10	10	SCHOOL IS OUT	Gary (U. S.) Bonds, LeGrand 1009	7	38	42	56	64	IT'S GONNA WORK OUT FINE	Ike and Tina Turner, Sue 749	6	69	87	97	—	KEEP ON DANCING	Hank Ballard and the Midnighters, King 5535	3	
6	23	31	41	TAKE GOOD CARE OF MY BABY	Bobby Vee, Liberty 55354	5	39	43	45	52	DON'T CRY BABY	Etta James, Argo 5393	5	70	30	32	36	PRINCESS	Frank Earl, Crusade 1022	10	
7	13	21	32	MY TRUE STORY	Jive Five, Beltone 1006	10	40	57	73	87	BLESS YOU	Tony Orlando, Epic 9452	4	71	—	—	—	THE ASTRONAUT	Jose Jimenez, Kapp 409	3	
8	10	12	15	HURT	Timi Yuro, Liberty 55343	7	41	52	78	98	MORE MONEY FOR YOU AND ME MEDLEY	Four Preps, Capitol 4599	4	72	47	68	84	SAN-HO-ZAY	Freddy King, Federal 12428	5	
9	9	11	16	DON'T BET MONEY HONEY	Linda Scott, Canadian-American 127	10	42	25	25	26	I'M A-TELLING YOU	Jerry Butler, Vee Jay 390	7	73	88	—	—	MY BLUE HEAVEN	Duane Eddy, Jamie 1200	2	
10	11	14	21	AS IF I DIDN'T KNOW	Adam Wade, Coed 553	7	43	60	—	—	KISSIN' ON THE PHONE	Paul Anka, ABC-Paramount 10239	2	74	49	74	—	NOTHIN' BUT GOOD	Hank Ballard and the Midnighters, King 5535	3	
11	19	26	40	DOES YOUR CHEWING GUM LOSE ITS FLAVOR (On the Bedpost Over Night)	Lionie Donegan, Dot 15911	5	44	59	69	91	MEXICO	Bob Moore, Monument 446	4	75	62	60	69	CANDY MAN	Roy Orbison, Monument 447	5	
12	14	16	24	I FALL TO PIECES	Patsy Cline, Decca 31205	16	45	69	—	—	ONE TRACK MIND	Bobby Lewis, Beltone 1012	2	76	79	86	100	PITTER PATTER	Four Sportmen, Sunnybrook 4	4	
13	4	4	3	LAST NIGHT	Mar-Keys, Satellite 107	9	46	51	58	66	WATER BOY	Don Shirley Trio, Cadence 1392	8	77	81	84	93	WELL-A, WELL-A	Shirley and Lee, Warwick 664	5	
14	24	33	44	WHO PUT THE BOMP (In the Bomp, Bomp, Bomp)	Barry Mann, ABC-Paramount 10237	5	47	80	—	—	LOOK IN MY EYES	Chantels, Carlton 555	2	78	—	—	—	DON'T GET AROUND MUCH ANYMORE	Belmonts, Sabrina 501	1	
15	26	61	—	LITTLE SISTER	Elvis Presley, RCA Victor 7908	3	48	58	67	81	NOW AND FOREVER	Bert Kaempfert, Decca 31279	6	79	91	—	—	ROMEO	Janie Grant, Caprise 109	2	
16	29	49	71	CRYIN'	Roy Orbison, Monument 447	4	49	65	94	—	BABY, YOU'RE RIGHT	James Brown, King 5524	3	80	86	89	96	STARLIGHT	Preludes Five, Pk 231	4	
17	12	17	22	I'M GONNA KNOCK ON YOUR DOOR..	Eddie Hodges, Cadence 1397	12	50	17	8	4	DUM DUM	Brenda Lee, Decca 31272	12	81	—	—	—	JUKE BOX SATURDAY NIGHT	Nino and the Ebb Tides, Madison 166	1	
18	22	40	48	AMOR	Ben E. King, Atco 6203	6	51	56	59	63	MISSING YOU	Ray Peterson, Dunes 2006	6	82	89	—	—	BIG RIVER, BIG MAN	Claude King, Columbia 42043	5	
19	27	37	43	I JUST DON'T UNDERSTAND	Ann-Margret, RCA Victor 7894	7	52	16	9	8	LET'S TWIST AGAIN	Chubby Checker, Parkway 824	12	83	—	—	—	A LITTLE DOG CRIED	Jimmy Rodgers, Roulette 4384	1	
20	28	44	61	WITHOUT YOU	Johnny Tillotson, Cadence 1404	5	53	61	71	88	MAGIC MOON	Rays, XYZ 607	4	84	—	—	—	SAD MOVIES (Make Me Cry)	Sue Thompson, Hickory 1153	1	
21	32	42	68	THE MOUNTAIN'S HIGH	Dick and DeeDee, Liberty 55350	6	54	44	47	53	STARLIGHT, STARBRIGHT	Linda Scott, Canadian-American 127	6	85	97	—	—	YOU'RE THE REASON	Bobby Edwards, Crest 1075	2	
22	6	5	2	I LIKE IT LIKE THAT	Chris Kenner, Instant 3229	15	55	67	82	90	EVERY BREATH I TAKE	Gene Pitney, Musicor 1011	5	86	93	—	—	MY DREAM COME TRUE	Jack Scott, Capitol 4597	2	
23	34	46	76	WHEN WE GET MARRIED	Dreamlovers, Heritage 102	6	56	18	13	9	TOGETHER	Connie Francis, MGM 13019	11	87	94	—	—	YOU'RE THE REASON	Joe South, Fairlane 21006	2	
24	35	48	67	A LITTLE BIT OF SOAP	Jarmels, Laurie 3098	5	57	64	70	72	LONELY STREET	Clarence Henry, Argo 5395	5	88	—	—	—	(I Love You) FOR SENTIMENTAL REASONS	Cletones, Gee 1067	1	
25	8	7	7	PRETTY LITTLE ANGEL EYES	Curtis Lee, Dunes 2007	10	58	74	83	95	MUSIC, MUSIC, MUSIC	Sensations, Argo 5391	4	89	95	100	—	DONALD, WHERE'S YOUR TROUSERS..	Andy Stewart, Warwick 665	3	
26	20	24	33	HILLBILLY HEAVEN	Tex Ritter, Capitol 4567	10	59	73	88	—	BABY, YOU'RE SO FINE	Mickey and Sylvia, Willow 23000	3	90	—	—	—	I DON'T LIKE IT LIKE THAT	Bobbettes, Gone 5112	1	
27	15	15	17	LET THE FOUR WINDS BLOW	Fats Domino, Imperial 5764	7	60	84	91	—	YEARS FROM NOW	Jackie Wilson, Brunswick 55219	3	91	98	—	—	THEME FROM SILVER CITY	Ventures, Dolton 44	2	
28	21	36	39	SEA OF HEARTBREAK	Don Gibson, RCA Victor 7890	12	61	68	81	92	ROLL OVER BEETHOVEN	Velaires, Jamie 1198	4	92	—	—	—	LET'S GET TOGETHER	Hayley Mills, Vista 385	1	
29	31	34	49	I'LL NEVER SMILE AGAIN	Platters, Mercury 71847	6	62	77	—	—	SWEET LITTLE YOU	Neil Sedaka, RCA Victor 7922	2	93	—	—	—	THE WAY YOU LOOK TONIGHT	Lettermen, Capitol 4586	1	
30	36	43	54	HAG	Halos, Seven Arts 709	8	63	78	95	—	I WAKE UP CRYING	Chuck Jackson, Wand 110	3	94	99	—	—	I CAN'T TAKE IT	Mary Ann Fisher, Seg-way 101	2	
31	45	75	—	FRANKIE AND JOHNNY	Brook Benton, Mercury 71859	3	64	75	90	—	JEREMIAH PEABODY'S POLY UNSATURATED QUICK DISSOLVING FAST ACTING PLEASANT TASTING GREEN AND PURPLE PILLS	Ray Stevens, Mercury 71843	3	95	—	—	—	PLEASE MR. POSTMAN	Marvelettes, Tamla 54046	1	
32	66	—	—	(Marie's the Name) HIS LATEST FLAME	Elvis Presley, RCA Victor 7908	2								96	—	—	—	—	I LOVE HOW YOU LOVE ME	Paris Sisters, Gregmark 6	1
33	48	55	65	LET ME BELONG TO YOU	Brian Hyland, ABC-Paramount 10236	5								97	—	—	—	—	HUMAN	Tommy Hunt, Scepter 1219	1

HOT 100 — A TO Z—(Publisher-Licensee)

Amor (Peer, BMI)	18	I'm A-Telling You (Conrad, BMI)	42	Please Mr. Postman (Jobete, BMI)	95
As If I Didn't Know (Winneton-Glenville, BMI)	10	I'm Gonna Knock on Your Door (Sigma, ASCAP)	17	Pretty Little Angel Eyes (S-P-R, BMI)	25
Astronaut, The (Bill Dana, ASCAP)	71	It's Gonna Work Out Fine (Sona-Copa, ASCAP)	28	Princess (Harvest-Recherche-E. V. Deane, ASCAP)	70
Baby, You're So Fine (Bee Gees, BMI)	59	Jeremiah's Pills (Lowery, BMI)	64	Right or Wrong (Combine, BMI)	98
Baby, You're Right (Lois, BMI)	49	Juke Box Saturday Night (Mutual, ASCAP)	81	Roll Over Beethoven (Arc, BMI)	61
Back Seat No. 1 (Republic, BMI)	66	Kissin' on the Phone (Brighton-Flanka, ASCAP)	43	Romeo (Good Songs, BMI)	79
Big Cold Wind (Gil, BMI)	24	Keep on Dancing (Lois, BMI)	43	Sad Movies (Acuff-Rose, BMI)	84
Big River, Big Man (Advance, ASCAP)	32	Last Night (East, BMI)	13	San-Ho-Zay (Sonia, BMI)	72
Bless You (Aldon, BMI)	40	Let Me Belong to You (East West, BMI)	33	School Is Out (Pepe, BMI)	5
Candy Man (January, BMI)	76	Let the Four Winds Blow (Commodore, BMI)	27	Sea of Heartbreak (Shapiro-Bernstein, ASCAP)	28
Does Your Chewing Gum Lose Its Flavor (Mills, ASCAP)	16	Let's Get Together (Wanderland, BMI)	92	Starlight (Lionie-RoAnn, BMI)	80
Donald, Where's Your Trousers (Kerr, BMI)	11	Let's Twist Again (Kalmann, ASCAP)	52	Starlight, Starbright (Tybee, BMI)	54
Don't Bet Money Honey (Figure, BMI)	9	Little Bit of Soap, A (Mellin, BMI)	24	Summer Souvenirs (Jay Kay, BMI)	68
Don't Cry Baby (Advance, ASCAP)	29	Little Dog Cried (E. V. Deane, ASCAP)	23	Tossin' and Turnin' (Lescaj, BMI)	62
Don't Get Around Much Anymore (Robbins, ASCAP)	78	Lonely Street (Arc, BMI)	15	Transistor Sister (Claridge, ASCAP)	56
Dum Dum (Metric, BMI)	50	Look in My Eyes (Bea-Junior, BMI)	37	Water Boy (Walbridge, BMI)	46
Foot Stompin' (Part 1) (Argo, BMI)	55	Lover's Island (Code-Figure, BMI)	36	Way You Look Tonight, The (Harms, ASCAP)	93
Frankie and Johnny (Ben-Day, BMI)	100	Magie Moon (Conley, ASCAP)	53	Well-A, Well-A (Selma, BMI)	77
Hillbilly Heaven (Sage & Sand, SESAC)	26	(Marie's the Name) His Latest Flame (Elvis Presley, BMI)	32	When We Get Married (Eisher, BMI)	23
Human (Ludix, BMI)	97	Michael (United Artists, ASCAP)	44	Who Put the Bomp (Aldon, BMI)	14
Hurt (Miller, ASCAP)	8	Missing You (Coper, BMI)	41	Without You (Ridge, BMI)	20
I Can't Take It (Gladys-Good Songs, BMI)	94	More Money for You and Me Medley (Various)	51	Wizard of Love (Edith, BMI)	65
I Don't Like It Like That (Kel, BMI)	90	Mountain's High, The (Odin, ASCAP)	21	Wooden Heart (Gladys, ASCAP)	2
I Don't Want to Take a Chance (Jobete, BMI)	37	Music, Music, Music (Cromwell, ASCAP)	58	Years From Now (Merrimac, BMI)	60
I Fall to Pieces (Pamper, BMI)	31	My Blue Heaven (Feist, ASCAP)	73	You Don't Know What You've Got (Sequences, ASCAP)	4
I Like It Like That (Tune-Kel, BMI)	12	My Dream Come True (Wolfpack, SESAC)	86	You Must Have Been a Beautiful Baby (Remick, ASCAP)	67
I Love How You Love Me (Aldon, BMI)	22	My True Story (Steven, BMI)	7	Your Reason—Edwards (American, BMI)	85
(I Love You) For Sentimental Reasons (Duchess, BMI)	88	Nag (Selma, BMI)	30	You're the Reason—South (American, BMI)	87
I Just Don't Understand (Hill & Range, BMI)	19	Never on Sunday (Eastem-Sidmore, BMI)	39		
I Wake Up Crying (Belinda, CAPAC)	63	Now and Forever (Roosevelt, BMI)	74		
I'll Never Smile Again (Pickwick, ASCAP)	29	One Track Mind (Lescaj, BMI)	45		
		Pitter Patter (Fury, BMI)	76		

BUBBLING UNDER THE HOT 100

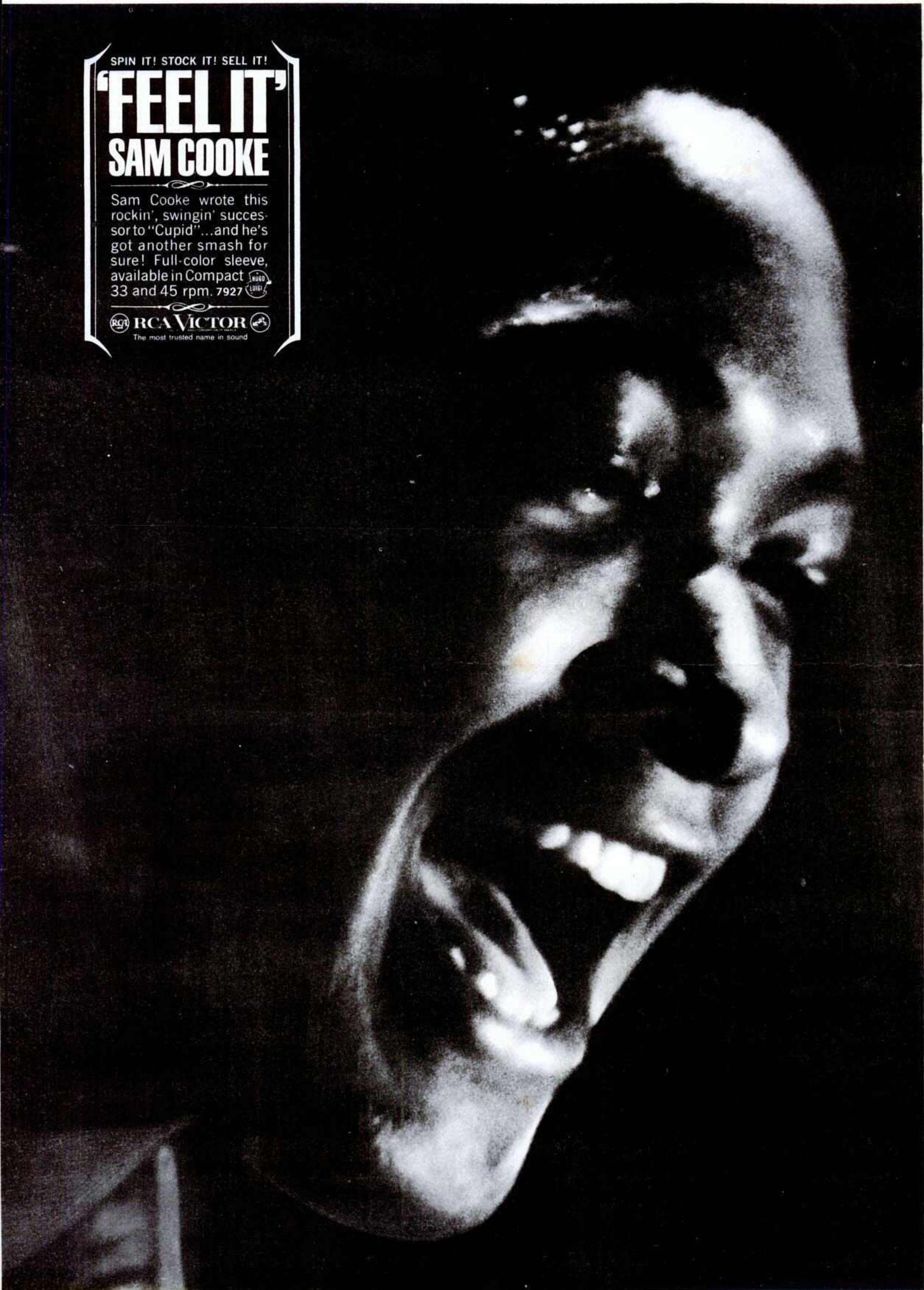
101. TAKE FIVE	Dave Brubeck, Columbia 41479
102. YA YA	Lee Dorsey, Fury 1053
103. BRISTOL STOMP	Dovalls, Parkway 827
104. PLAY IT AGAIN	Tina Robin, Mercury 71852
105. CINDERELLA	Paul Anka, ABC-Paramount 10239
106. IMPOSSIBLE	Gloria Lynne, Everest 19418
107. STICK SHIFT	Duals, Sue 745
108. IT'S YOUR WORLD	Marty Robbins, Columbia 42065
109. MR. PAGANINI	Ella Fitzgerald, Verve 10237
110. YOU'RE THE REASON	Hank Locklin, RCA Victor 7921
111. (HE'S) THE GREAT IMPOSTOR	Lee Dorsey, Dolton 45
112. DRUMS	Kenny Chandler, United Artists 342
113. ANNIVERSARY OF LOVE	Caslon, Seeco 6078
114. MAGIC IS THE NIGHT	Kathy Young, Indigo 125
115. THAT'S WHY	Curtis Knight, Gulf 031
116. YOU AIN'T GONNA FIND	Cornell Blakely, Rich 71853
117. A VERY TRUE STORY	Chris Kenner, Instant 3234
118. YOU BROKE MY HEART	Gleams, Kip 236
119. JUST OUT OF REACH (Of My Two Open Arms)	Solomon Burke, Atlantic 2114
120. OLD SLEW-FOOT	Johnny Horton, Columbia 42063

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'FEEL IT' SAM COOKE

Sam Cooke wrote this rockin', swingin' successor to "Cupid"...and he's got another smash for sure! Full-color sleeve, available in Compact Disc, 33 and 45 rpm. 7927

 **RCA VICTOR** 
The most trusted name in sound



'Plus 2' Gets Wait And See Action

• Continued from page 1

is distributed by WB): "I'm going to wait and see. If it works out the way Jim Conkling expects it to, I'll follow in a short period of time. His theory may be right. However, I harbor a little different theory as to why singles don't sell. Personally, I feel that singles sales depends upon the quality of the record itself, and the magnitude of the record's potential. There are a lot of smaller hits today than in the past, and buyers have a greater choice of hits from which to make their selections. If the quality of the recording is there, then you'll have a hit, but if it's as big a hit as it would have been when there were fewer ones on the market, is still another story."

Del-Fi President Bob Keene said: "You can't merchandise singles. A single record is a fad and you can't merchandise fads. We have to go back to the star system, and give them talent, not gimmicks. The only thing that will put singles back into business is to build new stars, because they create excitement."

Considering Plan

Jimmy Johnson, head of the Walt Disney labels, Disneyland and Vista, said: "It's an ingenious plan to take care of the singles business, and we're definitely considering it for future releases on the Vista label."

Said Dot President Randy Wood, after hailing Conkling for his efforts toward finding a solution to the industry's singles sales problem: "You can put out a one-sided single and get \$1.50 for it if it's what the buyer really wants. It's what you give him, and not how much you give him that counts."

Commented Era Records' President Herb Newman: "They buy only one tune. If it's a hit recording, they want it. If it's not, you can give them 10 other tunes, and it won't make any difference. It's hard enough to make profits on records as it is without lessening the profits. There's nothing wrong with the singles business. Sure, sales are off, but so are sales in all other fields."

Liberty Records President Al Bennett said: "The 'Plus 2' is not going to make the public buy more records. We, the record manufacturers, cannot increase our costs. What's more, it won't increase business. There's nothing wrong with the way we're pricing records today."

Reprise Records' chief executive, Mo Ostin, said: "I don't think giving the buyer a bonus track is the answer. Some labels have put out EP's as an 88-cent price item but it didn't do anything to stimulate the EP business. I'm for anything that will stimulate the singles business, but I don't believe this is it. The singles sales answer is not in the price but in the material. "Those are the fact of life in this business, and we have to face them."

Might Lose Oldie

Comment from other sectors of the industry paralleled manufacturer views. Howard Judkins Sr., president of the Society of Record Dealers, and himself a dealer (Garden Grove's Judkins Music Company), said: "I can see advantages and disadvantages to this approach. If all the other manufacturers were to jump into this, it could very well stimulate singles sales generally. However, as a dealer, I can see where it can hurt us. We are selling oldies in volume—around 100 in the oldies class per week—and if manufacturers were to give away some of these oldies on their bonus tracks, these are sales we would lose. The question remains whether the sale loss would be made up by what we would gain if the singles business could be stimulated."

Said Clyde Wallichs, head of the giant Music City stores: "I don't think it's going to help very much. Giving them the old tune as a bonus means as much to the single buyer as an old record. When a single is old, buyers don't want it, and it has zero value."

California Music's Sammy Ricklin, this area's top one-stop, said: "The singles business certainly needs something to revitalize it, but this isn't it. Furthermore, juke box operators won't go for it. They don't like taking up time on their machines by giving more music than the customer is paying to hear."

Several broadcasters contacted in the area said they will wait and see before making a definite policy decision.

NEW YORK—Meanwhile, in New York, Columbia Records Marketing Vice-President Bill Gallagher opined that the "Plus 2" plan "is quite similar to EP merchandising. I foresee problems both with juke box operators and in radio," he commented. "It's doubtful that radio stations—particularly 'Top 40' outlets—will program a second track. Also, the EP market to date certainly hasn't been a big one. However, we welcome any innovations to stimulate the singles market, and will watch it carefully."

One of the programming problems that might arise from the "Plus 2" singles, according to a key New York deejay, is that it will make it more difficult to cue in a transcribed commercial. Heretofore, stations merely let a record keep spinning while they cued in the transcription, but with the "Plus 2" disks, they'll have to pick the needle up fast to keep the second band from cutting in on a commercial.

Syd Goldberg, vice-president of Decca Distributing Corporation, said, "We are watching Jim Conkling's move for what it may be worth. However, we believe there is nothing really wrong with the record business that a hit won't cure, and fortunately we've been enjoying hits."

Arnold Maxin, president of MGM Records, noted that "The idea is not really new. I know that Victor at one time gave a lot of thought to this approach. The consensus then seemed to be that adding past hits to a record could be a deterrent to sales, if the buyer already happened to have the past hit in his library. Giving something for nothing is not necessarily the answer. It might be a better idea to add a couple of throw-away sides that might not ever warrant release by themselves but which might provide a concept of getting extra value for the money."



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you can get all the kiddie albums that sold in the millions on 78's. This is a sure-fire money-maker that will sell better today than ever before. Characters like Bozo and Bugs Bunny are now more popular than ever. What's more, these albums are selling at NEW LOW PRICES! Unquestionably, this is the greatest kid's catalog in the industry today!

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JAO 3252	Walt Disney's The Three Little Pigs (Record Readers)	\$2.98	J 3256	Little Toot and other Walt Disney Favorites	\$1.98
JAO 3259	Bozo at the Circus (Record Readers)	\$2.98	J 3257	Bugs Bunny and His Friends	\$1.98
J 3253	Walt Disney's The Sorcerer's Apprentice	\$1.98	J 3258	Bible Stories	\$1.98
J 3254	Sparky's Magic Piano	\$1.98	MAY	Bozo at the Circus (33 1/3 Compact 3030 Double)	\$2.35

All prices shown are optional with dealer.



1961

FROM THE

PARAMOUNT PICTURE

“BREAKFAST AT TIFFANY’S”

— THE SONG OF THE YEAR —

**MOON
RIVER**

by the Writers of the Year

HENRY MANCINI and JOHNNY MERCER

JERRY BUTLER

— VEEJAY 405 —

VEEJAY 's *Greatest Year!*

● **Reviews of New Singles**

● Continued from page 26

The pick of the new releases:

SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

THE CASTELLS



MAKE BELIEVE WEDDING (Bamboo, BMI) (2:18)—The group has been hot on the charts recently with "Sacred," and this strong, teen-styled ballad wax can easily be a follow-up. The boys sing it with nice harmony touches against an effective, restrained backing. It could step. Flip is "My Miracle" (Bamboo, BMI) (2:27).
Era 3057

BILLY YATES



MOJO (Osborne, BMI) (2:28)—Yates is a fine, shouting blues chanter and he really turns on the steam in this rollicking effort. The r.&b. styled wax gets a strong assist from horns, piano and drums. Watch this one. Flip is "All I Need Is You" (Osborne, BMI) (2:29).
1st 102

JERRY BUTLER



MOON RIVER (Famous, ASCAP)—**AWARE OF LOVE** (Custom, BMI)—Butler does a convincing crooning job on the lovely tune from the new picture "Breakfast at Tiffany's." Side can easily move out as can the flip, a bouncy rocker, done to a Latinish rhythm. Both get solid ork support.
Vee Jay 405

FRANKIE AVALON



MARRIED (Debmar, ASCAP) (2:44)—Avalon goes into a change of pace here as he piles into a lively, upbeat rocker, done with a fancy arrangement for ork and chorus. Good lyric is the clincher. It should go. Flip is "True True Love" (Mar-Nic, BMI) (2:22).
Chancellor 1087

PATTI PAGE



BROKEN HEART AND A PILLOW FILLED WITH TEARS (Spanka, BMI) (2:00)—Miss Page sounds fine here on a breezy country-ish tune written for her by Paul Anka. One of her better recent sides and it has a good chance to move out. Watch it. Flip is "Dark Moon" (Jamie, BMI) (2:34).
Mercury 71870

Country & Western

GEORGE JONES AND MARGIE SINGLETON



NOT EVEN FRIENDS (Glad, BMI) (2:18)—**DID I EVER TELL YOU** (South Coast, BMI) (2:03)—A fine pairing of artists with material to match. Top side is all about a married couple who've fallen out of love, while the flip is a bouncer with the girl and boy answering each other. Two first-rate sides.
Mercury 71856

JAMES O'GWYNN



TOO MUCH OF YOU (Glad, BMI) (2:19)—O'Gwynn turns in a persuasive reading in the traditional style of a good weeper tune. A tasteful chorus of thrushes assists. This can easily step out. Flip is "Your Heart" (Starrite, BMI) (2:44).
Mercury 71864

Polka

L'L WALLY AND THE HARMONY BOYS



WOODEN HEART (Jay Jay, BMI) (2:40)—There is a great deal of action on the modern version of this traditional German melody, with the Joe Dowell dinking floating around the top of the charts. This polka version should get plenty of play in the proper areas, particularly on jukes. A fine, bright side. Flip is "I Have the Blues" (Jay Jay, BMI).
Jay Jay 246

Novelty

DICIE GOODMAN



HORROR MOVIES (Kali-Bellmore, ASCAP) (2:29)—Horror movies are all the rage with the teens these days and here's a tune, done "Alley-Oop" style by Goodman, relating how his girl digs the Dracula-Frankenstein scene. This could get a lot of play. Flip is "Whoa Mule" (Rori-Angel, BMI) (2:08).
Rori 601

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

HENRY MANCINI, HIS ORK AND CHORUS
★★★★ **MOON RIVER** (Famous, ASCAP) (2:41) RCA Victor 7916

SHIRLEY HARMER

★★★★ **A LOTTA LIVIN'** (Robbins, ASCAP) (2:32) Encore 1054

Pop Talent

APRIL FERRIS

★★★★ **JAMBALAYA (ON THE BAYOU)** (Acuff-Rose, BMI) (1:48)

★★★★ **YOU DON'T KNOW ME** (Brenner, BMI) (2:33) Reprise 20014

★★★★
STRONG SALES POTENTIAL

POPULAR

HENRY MANCINI, HIS ORK AND CHORUS

★★★★ **Moon River**—RCA VICTOR 7916 — From the "Breakfast at Tiffany's" picture, Mancini's string-filled ork does a lovely job on this three-quarter-time ballad. Side also features fine work by chorus and soft harmonica lead. Can get plenty of spins. (Famous, ASCAP) (2:41)

★★★★ **Breakfast at Tiffany's**—The theme from the forthcoming Paramount flick of the same title gets a lush but danceable treatment from the Mancini ork and chorus. Should get a lot of play from stations programming easy and good music fare. (Famous, ASCAP) (2:45)

AHMAD JAMAL

★★★★ **We Kiss in a Shadow**—ARGO 5397—From the album "Ahmad Jamal's Alhambra" comes the side, a pretty keyboard reading of the Rodgers-Hammerstein tune.

★★★★ **The Breeze and I**—A deft piece of keyboarding whereby the standard receives an imaginative and colorful reading. Two spinnable sides. (E. B. Marks, ASCAP) (2:53)

KURT EDELHAGEN AND HIS ORK

★★★★ **Berlin Melody**—DECCA 31303 — The lilting melody is handed an appealing ork treatment. Several versions of the tune are slated for or already in release but this is strong enough to pull play. (Symphony House, ASCAP) (2:26)

★★★★ **Alpine Rose**—Pretty Continental theme is wrapped up in an attractive ork treatment. Listenable wax. (Gema for U. S.) (2:37)

CLYDE OTIS

★★★★ **You Stepped Out of a Dream**—LIBERTY 55364—A throbbing instrumental, with a compelling beat and a voicing chorus. Fine good music programming fare. (Leo Feist, ASCAP) (2:16)

★★★★ **High on a Cloud**—Instrumental is marked by singing violins contrasting with a strong percussion figure. Another worthy effort. (Prentice, ASCAP) (2:10)

JAMES BROWN AND THE FAMOUS FLAMES

★★★★ **I Love You, Yes I Do**—KING 5547—James Brown and the group have a heartfelt rockaballad in this choice item.

SINGLES REVIEW POLICY

All single records received 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 these.

THREE-STAR records, having moderate sales potential, are listed thereafter; 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 36, N. Y.

Side is sung with feeling by the boy with fine combo support. (Lois-Norther, BMI) (2:46)

★★★★ **Just You and Me, Darling**—Brown really preaches on this side. The easy, medium-tempo rocker should be a natural teen dance item that can grab lots of play. (Wisto, BMI) (2:37)

ROCKY COLE

★★★★ **Huey's Song**—LANDA 678—Lively instrumental, based on a simple, infectious melodic figure; builds as it goes along. (Shapiro-Bernstein, ASCAP) (2:20)

★★★★ **Heaven and Earth**—Theme from the Columbia film "Fury of the Barbarians." Side is an instrumental, with a chorus. Full of mood, with piano carrying the melody to an arrangement featuring lush strings. (Columbia Pictures, ASCAP) (2:46)

MITTY COLLIER

★★★★ **I've Got Love**—CHESS 1791—The thrush sings this with drive and style, backed with strong rhythm and violins. (Arc, BMI) (2:10)

★★★★ **I Got to Get Away From It All**—Dramatic material gets an emotion-packed reading. Violin figures help build the tension inherent in the lyric. (Arc, BMI) (2:50)

LAWTON WILLIAMS

★★★★ **Anywhere There's People**—MERCURY 71867—A novelty lyric gets a reading that's packed with verve. Hand-clapping gives revival quality. (MRC & Western Hills, BMI) (2:12)

★★★★ **Ploughed Ground**—This one is reminiscent of the flavor of "Blackland Farmer." Arrangement is really smart, with a horse's neigh, etc. (MRC & Western Hills, BMI) (1:56)

LARRY BARNES

★★★★ **Patiently**—CALLIOPE 6502—A steady persistent beat features this rocker-styled upbeater. Barnes turns in a creditable vocal and he's neatly backed by the band, featuring trombones. Good sound. (Egap, BMI) (1:51)

★★★★ **Time to Spare**—A ballad in slow and pulsing tempo. Barnes again shows well and the tune has an intriguing quality. (Egap, BMI) (2:48)

TEDDY RANDAZZO

★★★★ **Don't Go Away**—ABC-PARAMOUNT 10247—A lively r.&r. ditty is handed an interesting vocal treatment with an infectious tempo. This one could easily break with exposure. (Fieres-T. Randazzo-Almimo, BMI) (1:57)

★★★★ **One More Chance**—Randazzo packs plenty of emotion and feeling into this feelingful rockaballad with good support from the chorus. (Almimo, BMI) (2:53)

TAB HUNTER

★★★★ **The Way You Look Tonight**—DOT 16264—Hunter jumps into the current vocal groove with a melancholy vocal on this standard done in rockaballad style. Supporting vocal group and triplet piano figures add interest. (T. B. Harms, ASCAP) (2:30)

★★★★ **You Cheated**—This is a rockaballad effort sung by the boy against a backing that's filled with strings and vocal group sound. (Balcones, BMI) (2:30)

JAY MILLER

★★★★ **As Straight as an Arrow**—LIBERTY 55260—A slow ballad with a rippling, concerto-ish piano backing with chorus. Miller has a good feeling for the material. Side is worth a hearing. (Eden, BMI) (2:37)

★★★★ **Everything Will Be All Right**—A message of hope is sung effectively by Miller. The gal has made his life sweet and complete and he's thankful. Tune is arranged for triplets with the singing done somewhat in gospel style. (Brenda-Tollie, BMI) (2:32)

BILLY STRANGE

★★★★ **Soft Chains of Love**—LIBERTY 55260—A slow, sensitive ballad written by Wayne Walker and Marijohn Wilkin. Strange sings it with warmth and sincerity over a chorus backing with triplet rhythm. Pretty wax. (Cedarwood, BMI) (2:27)

★★★★ **Long Steel Road**—Here's a sort of folksy work song with an interesting repetitive figure in the choral background. (Continued on page 43)

JESUS' BLOOD

b/w

JESUS NEVER LEFT ME

by

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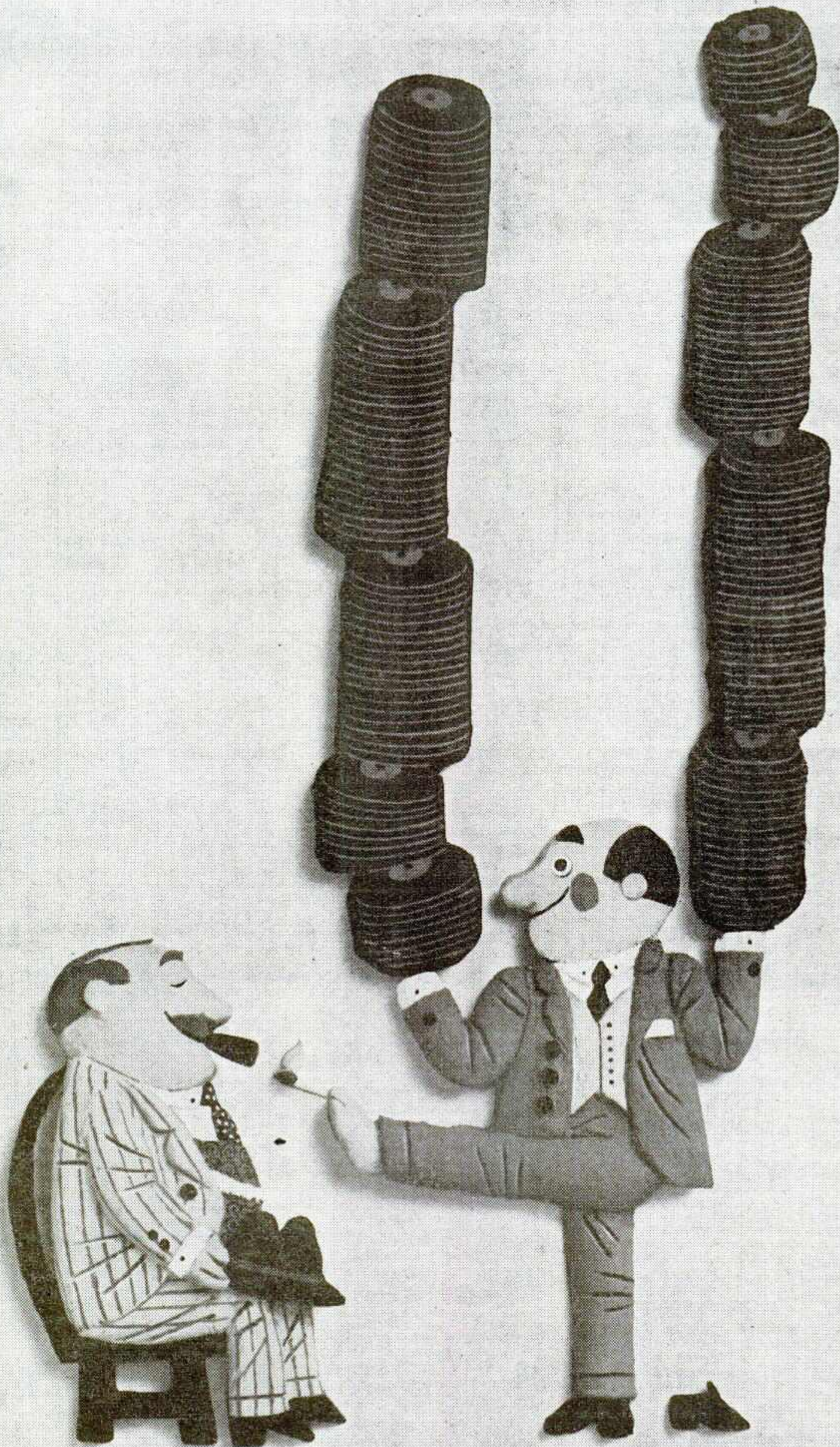


THE BIG NEWS IS ON PAGE 6

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The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 24

Documentary

WITNESS!—CONGRESSIONAL INVESTIGATION HIGHLIGHTS

Riverside RLP 7513-14—Here's a well-conceived, excellently executed documentary package, which should have strong appeal to collectors and history students. The double fold, two-LP set spotlights convincing narration by veteran commentator H. V. Kaltenborn. The expertly edited package includes some fascinating excerpts of testimony during the McCarthy hearings, and the Kefauver Crime Committee hearings.

THE ACTUAL VOICES AND SOUNDS OF WORLD WAR II (2-12")

Riverside RLP 7511-12—A remarkable collection of historic recordings, from the invasion of Ethiopia by Italy in 1935 to the Japanese surrender in 1945. A running narration ties together the material which includes speeches by Hitler, Mussolini, Goering, Chamberlain, Churchill, Roosevelt and Eisenhower, along with eye-witness accounts of critical events. The two-disk set is handsomely packaged with chronological reference notes for events covered.

Folk

PETE SEEGER STORY SONGS

Columbia CS 8468 (Stereo & Monaural) — This is Seeger's initial album release for Columbia following earlier work on the Folkways label. The set is a compilation of "story songs" recorded before a live audience one Sunday afternoon last April at the Village Gate in Greenwich Village, New York City. It's an enjoyable set, especially with the spontaneous reaction of the audience adding zest to the performance. Some of the folk ballads included are "Aimee McPherson," "Monongahela Sal," "The Foolish Frog," "Washington Square" and "John Henry." There will be more in Volume II, and this package should be of interest to all folk enthusiasts as well as Seeger's many fans.

POP LP'S

★★★★

STRONG SALES POTENTIAL

★★★★ **TEEN DELIGHTS, VOLUME 2**
Various Artists. Vee Jay LP-1036—Here's a bonanza package of rocking sides—many of which were formerly big hits as singles. Line-up includes "Angel Babby" by Rosie and the Originals, "Teen Beat" by Sandy Nelson, "Bongo Rock" by Preston Epps, and "Exodus" by Eddie Harris. Solid teen appeal.

★★★★ **YOU CAN'T SIT DOWN, PART II**
Phil Upchurch. Boyd UAL 3162—The title tune of this package is a strong seller in the singles field right now and this package features that side, plus a flock of other swinging instrumental items. Upchurch's sock guitar solo work is spotlighted on "Running Bear," "Oop Oop A-Do," and other catchy r.&r.-styled rhythm items.

★★★★ **ROMAN HOLIDAY**
Dick Contino. Mercury SR 60635 (Stereo & Monaural)—The virtuoso accordionist, Dick Contino, offers a delightful program of Italian favorites, including "Volare," "Santa Lucia," "Arriverderci Roma," "Return to Me" and "Ciribiribin." He is most ably backed by David Carroll and his orchestra who provided fresh and exuberant arrangements for some of the tunes. The stereo sound is of top quality and both artists have a wide following. Should be a solid item.

★★★★ **JOSE MELIS IN MOVIELAND**
Mercury SR 60648 (Stereo & Monaural)—This release should benefit from the public's current favoritism for music from films. Jose Melis provides pleasing keyboard interpretations of a dozen picture themes, backed by neat orchestral arrangements. Repertoire contains music from "Gone With the Wind," "High Noon," "La Strada" and "The Apartment." A strong liner plug for the disk by Jack Paar may also steer some TV fans toward the package.

★★★★ **YOU'RE MY GIRL**
The Norman Luboff Choir. RCA Victor LPM-2368 (Stereo & Monaural)—A fine, bright selection of tunes having to do in general with girls and romance. The titles sung by the mixed group with great aplomb over smart but simple backgrounds, include "My Ideal," "You're My Girl," and "Sleepy Time Gal." Cover is colorful, too, with its four poses of a gal in different moods. Smart programming and packaging.

★★★★ **TOSSIN' & TURNIN'**
Bobby Lewis. Belton 4000—Bobby Lewis

is just coming off a No. 1 pop hit—which becomes the title of this, his first album. Other tunes done in his convincing down-to-earth, bluesy style include "Lonely Tears," "Let Me Be the One You Love," "Are You Ready," and "Head Over Heels." The chanter has a versatile style that can win him many more friends, and this new set can grab good counter action where teens meet.

★★★★ **LONNIE DONEGAN**
Dot DLP 3394—Donegan's various color
(Continued on page 42)

LP REVIEW POLICY

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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING SEPTEMBER 10

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	2	MICHAEL	By Dave Fisher—Published by United Artists (ASCAP)	6
2	3	TOSSIN' AND TURNIN'	By Adams-Rene—Published by Lescaj (BMI)	14
3	1	WOODEN HEART (Muss I Denn)	By Wise-Weisman-Twomey-Kaempfert—Published by Gladys (ASCAP)	7
4	5	YOU DON'T KNOW WHAT YOU'VE GOT (Until You Lose It)	By Hampton-D. Burton—Published by Sequence (ASCAP)	6
5	6	AS IF I DIDN'T KNOW	By Kusik David—Published by Winneton-Glenville (BMI)	4
6	14	MY TRUE STORY	By Adams-Rene—Published by Lescaj (BMI)	3
7	10	SCHOOL IS OUT	By Anderson-Barge—Published by Pepe (BMI)	6
8	13	I FALL TO PIECES	By Harlan Howard & Cochran—Published by Pamper (BMI)	4
9	20	DOES YOUR CHEWING GUM LOSE ITS FLAVOR (on the Bedpost Overnight)	By Rose-Bloom-Breuer—Published by Mills (ASCAP)	3
10	29	WITHOUT YOU	By Johnny Tillotson—Published by Ridge (BMI)	2
11	28	TAKE GOOD CARE OF MY BABY	By King-Goffin—Published by Aldon (BMI)	2
12	12	HURT	By J. Crane-A. Jacobs—Published by Miller (ASCAP)	5
13	11	DON'T BET MONEY HONEY	By Scott—Published by Figure (BMI)	5
14	4	LAST NIGHT	By Mar-Keys—Published by East-Bias (BMI)	7
15	22	LITTLE SISTER	By Doc Pomus-Mort Shuman—Published by Elvis Presley (BMI)	2
16	26	WHO PUT THE BOMP (in the Bomp, Bomp, Bomp)	By Barry Mann-Jerry Goffin—Published by Aldon (BMI)	2
17	15	I'M GONNA KNOCK ON YOUR DOOR	By Wayne-Schroeder—Published by Sigma (ASCAP)	4
18	25	I JUST DON'T UNDERSTAND	By Marjohm Wilkins-Kent Westbury—Published by Cedarwood (BMI)	2
19	24	AMOR	By Skylar-Ruiz-Mendez—Published by Peer (BMI)	2
20	—	CRYIN'	By Roy Orbison-Joe Melson—Published by Acuff-Rose (BMI)	1
21	7	I LIKE IT LIKE THAT	By Chris Kenner—Published by Tune-Kel (BMI)	10
22	—	THE MOUNTAIN'S HIGH	By St. John—Published by Odin (ASCAP)	1
23	—	(Marie's the Name) HIS LATEST FLAME	By Doc Pomus-Mort Shuman—Published by Elvis Presley (BMI)	1
24	30	A LITTLE BIT OF SOAP	By B. Russell—Published by Mellin (BMI)	2
25	—	WHEN WE GET MARRIED	By Don Hogan—Published by Elsher (BMI)	1
26	16	LET THE FOUR WINDS BLOW	By A. Domino-D. Bartholomew—Published by Travis (BMI)	5
27	—	NAG	By Crier—Published by Selma (BMI)	1
28	18	HILLBILLY HEAVEN	By Dean-Sothern—Published by Sage & Sand (SESAC)	4
29	—	BIG COLD WIND	By Mosley-Elgin—Published by Gil (BMI)	1
30	23	SEA OF HEARTBREAK	By Hal David-Paul Hampton—Published by Shapiro-Bernstein (ASCAP)	2

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- MICHAEL** — Highwaymen, United Artists 258.
- TOSSIN' AND TURNIN'**—Bobby Lewis, Belton 1002.
- WOODEN HEART (Muss I Denn)** —Joe Dowell, Smash 1078; Gus Backus, Fono-Graf 1234; Dave Kennedy, Cucca 1036.
- YOU DON'T KNOW WHAT YOU'VE GOT (Until You Lose It)** —Ral Donner, Gone 5108.
- AS IF I DIDN'T KNOW**—Adam Wade, Coed 553.
- MY TRUE STORY** — Jive Five, Belton 1006.
- SCHOOL IS OUT**—Gary (U. S.) Bonds, Legrand 1009.
- I FALL TO PIECES**—Patsy Cline, Decca 31205.
- DOES YOUR CHEWING GUM LOSE ITS FLAVOR (On the Bedpost Over Night)**—Lonnie Donegan, Dot 15911.
- WITHOUT YOU**—Johnny Tillotson, Cadence 1404.
- TAKE GOOD CARE OF MY BABY**—Bobby Vee, Liberty 55343.
- HURT**—Timi Yuro, Liberty 55343.
- DON'T BET MONEY HONEY** — Linda Scott, Canadian - American 127.
- LAST NIGHT**—Mar-Keys, Satellite 107.
- LITTLE SISTER** — Elvis Presley, RCA Victor 7908.
- WHO PUT THE BOMP (In the Bomp, Bomp, Bomp)**—Barry Mann, ABC-Paramount 10237.
- I'M GONNA KNOCK ON YOUR DOOR** — Eddie Hodges, Cadence 1397.
- I JUST DON'T UNDERSTAND** — Ann-Margret, RCA Victor 7894.
- AMOR**—Ben E. King, Atco 6203; Bing Crosby, Decca 23914.
- CRYIN'**—Roy Orbison, Monument 447.
- I LIKE IT LIKE THAT** — Chris Kenner, Instant 3229.
- THE MOUNTAIN'S HIGH** — Dick and DeeDee, Liberty 55350.
- (Marie's the Name) HIS LATEST FLAME**—Elvis Presley, RCA Victor 7908.
- A LITTLE BIT OF SOAP**—Jarmels, Laurie 3098.
- WHEN WE GET MARRIED** — Dreamlovers, Heritage 102.
- LET THE FOUR WINDS BLOW** —Fats Domino, Imperial 5764.
- NAG**—Halos, Seven Arts 709.
- HILLBILLY HEAVEN**—Tex Ritter, Capitol 4567.
- BIG COLD WIND** — Pat Boone, Dot 16244.
- SEA OF HEARTBREAK** — Don Gibson, RCA Victor 7890.

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

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THE BIG NEWS IS ON PAGE 6

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Reviews of New Albums

Continued from page 41

★★★★
STRONG SALES POTENTIAL

ful vocal talents are showcased here in a potpourri of tunes, leading with his pop hit, "Does Your Spearmint Lose Its Flavor." Other tunes are more in the folk groove, such as "Sally Don't You Grieve," "Lonesome Traveler," etc. Also a fine blues performance of "Rocks in My Bed." Fine wax that can do a lot of business, especially in view of Donegan's current elevated chart status.

tunes are familiar and the stereo recording of the music has enough brass percussion and excitement to please almost any audio buff.

LOW PRICED POPULAR

★★★★ **LIVING VOICES SING SONGS OF THE WEST**

Camden CAS-674 (Stereo & Monaural)—A really lovely album produced by Chet Atkins and packed with lush choral arrangements of familiar Western songs. There are stirring renditions of "Bury Me Not on the Lone Prairie," "I Ride an Old Paint," "Home on the Range," "Tumbling Tumbleweeds" and "Red River Valley." The attractive gold foil cover with a photo of a lone cowboy should help sales too. A real buy at the low price.

★★★★
MODERATE SALES POTENTIAL

★★★ **ROARING TWENTIES**
Ed Reed and the Riverboat Five. Mercury SR 60629 (Stereo & Monaural).

★★★ **PACHANGA IN PERCUSSION**
Ray Barretto and his Ork. Fortissimo XB 8007 (Stereo & Monaural).

★★★ **TO YOU AND YOURS (FROM ME AND MINE)**
George Hamilton IV. RCA Victor LPM 2373 (Stereo & Monaural).

★★★ **THE HEART OF HAWAII**
Various Artists. Gene Norman Presents GNP 54.

★★★ **GREAT ORGAN HITS**
Eddie Layton. Mercury SR 60639 (Stereo & Monaural).

★★★ **EDDIE HIGGINS**
Vee Jay LP-3017.

★★★ **THE ALL DOG AUSTRALIAN SYMPHONY**
World Pacific EP 827.

LOW PRICED POPULAR

★★★ **BELTRAN PLAYS CHA CHAS**
Beltran and His Ork. Camden CAL-679.

CLASSICAL LP'S

★★★★ **STRONG SALES POTENTIAL**

★★★★ **CHABRIER: ESPANA; SUITE PASTORALE; FETE POLONAISE**
Detroit Symphony Orchestra (Paray). Mercury SR 90212 (Stereo & Monaural)—Maestro Paul Paray and the Detroit Symphony Orchestra offer vibrant and colorful readings of these Chabrier pieces. The music is full of life, excitement and vitality and conductor Paray manages to communicate all of this plus technical precision to result in a fully rounded performance. A fine item for collectors of classical music.

★★★★ **BEETHOVEN: VIOLIN CONCERTO**

Zino Francescatti-Bruno Walter. Columbia MS 6263 (Stereo & Monaural)—Many outstanding recordings already exist on this ever-popular work, yet the masterful, virtuoso technique of Francescatti is certainly to be reckoned with. His team-up with the beloved maestro, Bruno Walter, as in the past with the Mozart Concertos 3 and 4, is eminently successful, and despite the opposition, this can be a successful seller. There's a fine photo of the violinist on the cover for display purposes.

★★★★ **WALTON: BELSHAZZAR'S FEAST**

Philadelphia Orch. (Ormandy. Columbia MS 6267 (Stereo & Monaural)—Very few editions are on the market of this colorful work for orchestra and chorus, and in fact only one other stereo version. This fact, coupled with the presence of maestro Ormandy, baritone Walter Cassell and the Rutgers University Choir can account for considerable long-haul sales. The package features an eye-catching color painting.

★★★★ **BEETHOVEN: SYMPHONY NO. 3**

Philadelphia Orchestra (Ormandy). Columbia MS 6266 (Stereo & Monaural) — There is no question as to the volume of recordings available on this warhorse work. However, name value can account for a heavy bulge of sale. And name value is here. The performance is a standout, of course, and the stereo is highly rewarding. The wood cut of Napoleon on the cover sets an artful tone to the package.

JAZZ LP'S

★★★★ **STRONG SALES POTENTIAL**

★★★★ **JACK'S GROOVE**
Jack Sheldon and His All-Star Big Band. Gene Norman Presents GNP 60—What is generally termed West Coast jazz is the style of music being played on this release. The set abounds with good solos by some of the foremost names in the West Coast movement. Lennie Niehaus, Art Pepper, Conte Candoli, Claude Williamson, Pete Jolly, Chet Baker, and Harold

Land are just a few of the prominent names to play with leader-trumpeter Sheldon on the date. There are 10 tracks in all.

★★★★ **THE YOUNG LIONS**
Various Artists. Vee Jay LP-3013—Seven of the most highly regarded young modern jazz instrumentalists take part on this all-star disk. Throughout the five tracks, fine solos in the contemporary groove are contributed by trumpeter Lee Morgan, pianist Bobby Timmons, and saxist Wayne Shorter and Frank Dtrozier. Rhythmic duties are swingingly handled by bassist Frank Cranshaw and drummers Al Heath and Louis Hayes. This set should move in stores where jazz normally sells well.

★★★★ **GERRY MULLIGAN WITH CHET BAKER**

Gene Norman Presents GNP 56—Gene Norman has once again rereleased, with new art work and packaging, some tracks of the original Chet Baker-Gerry Mulligan piano-less quartet recorded many years ago on the West Coast. Only Side I, containing six tracks, features the Mulligan group; the reverse is composed of six tracks by a combo under the leadership of Buddy DeFranco, the fine jazz clarinetist. Collectors of Mulligan who don't already have this LP, will certainly want it in their libraries.

★★★★ **PRE BIRD**

Charlie Mingus. Mercury SR 60627 (Stereo & Monaural)—The wild, mournful and never dull music of Charles Mingus is a stimulating experience on this LP. The set is titled "Pre Bird" because it is composed of material written by a younger Mingus, but the recordings were done last year. Top-flight instrumentalists play Mingus's music and add a great deal of zest to the performance. Among them are such standouts as Clark Terry, John La Porta, Jim Knepper, Slide Hampton, Roland Hanna and Yusuf Lateef. A sure-shot buy for Mingus fans, as well as avant garde jazz collectors.

★★★ **MODERATE SALES POTENTIAL**

★★★ **LEGENDS**
Percy Humphrey's Crescent City Joy Makers. Riverside 9378 (Stereo & Monaural).

★★★ **NEW ORLEANS—THE LIVING LEGENDS**
Peter Bogac. Riverside 9379 (Stereo & Monaural).

SPECIALTY LP'S

★★★★ **STRONG SALES POTENTIAL**

COUNTRY & WESTERN

★★★★ **COUNTRY MUSIC SAMPLERS**
Various Artists. Starday SLP 143—Selections from 13 Starday albums are represented here. Material includes sides by Cowboy Copas, Moon Mullican, George Jones, Red Sovine and Benny Martin. A fine collection and a good buy for the money. Enthusiasts of pure c.&w. will like the package.

LOW PRICED CHILDREN'S

★★★★ **5 SONGS OF HANK KETCHAM'S DENNIS THE MENACE**

Jimmy Carroll Ork. Golden EP 655—Here's the wild and woolly youngster who's the No. 1 TV hero for many kiddies and Dennis is presented in a new bargain-sized package of five sides for only 49 cents. Included are titles like "I Hate Liver" and "I Hate Spelling," which should delight the youngsters.

★★★★ **YOGI BEAR'S FRIENDS**

Bill Hanna and Joe Barbara. Golden EP 654—For the truly juvenile trade, here's a price bargain of six sides for only 49 cents. Yogi Bear has been available before on single disks and albums, but this is perhaps the best for the money. All the familiar TV characters are here in such tunes as "Fibber Fox," "Snaggle Puss March," and "Like a Duck Takes to Water." Can do good business in kiddie disk locations.

★★★★ **NURSERY RHYMES**


The London Players and Ryhmers. Golden EP 652—Six favorite Mother Goose rhymes are sung in pleasant fashion to a good combo accompaniment. The performances are neatly styled for children and the selection of "Simple Simon," "Old Mother Hubbard," etc., should please them all. Good bargain.

DOCUMENTARY

★★★★ **MAN INTO SPACE**
Martin Cadin. Metropolitan Broadcasting—Metropolitan Broadcasting team and other radio reporters do an exciting job on this highly dramatic recording, done on the spot, of America's first astronaut, Commander Alan B. Shepard's ride into space. The now familiar "A Okay" and other lines said by Shepard are also included in the album. The set is being distributed by LP Sales, Inc., of New York City.

(Continued on page 43)

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BILLBOARD MUSIC WEEK

● **Reviews of New Albums**

● *Continued from page 42*

★★★★
STRONG SALES POTENTIAL

LATIN AMERICAN

★★★★ MACHITO AT THE CRESCENDO
Gene Norman Presents GNP 58—Ma-

PLUS 2
OLDIES

THE BIG NEWS IS ON PAGE 6

A BIG HIT!
CLAY COLE
"Happy Times"
#5771

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

The Original!
"THE LITTLE DOG THAT CRIED"
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Roulette 4384
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THE ORIGINAL!
SUE THOMPSON
SAD MOVIES
(Make Me Cry)
HICKORY 1153

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chito's exciting Latin dance rhythms are featured here on a package recorded at Hollywood's Crescendo nitery. The ork leader makes his appearance on the GNP label by courtesy of Roulette Records. Selections include a flock of terpable originals, "Maggie's Mambo," "Pachanga la Crescendo," etc., plus the poignant movie theme, "Limelight." Ingratating vocal stints on on five sides are by Machito and the Trio and Graci Ella.

SOUND

★★★★ THE FIRST PERCUSSION SEXTET
RCA Victor LSP-2352 (Stereo & Monaural)—An exciting melee of percussion sounds recorded in live concert form at West Virginia University. Chimes, vibes, congas, bongos, bells, snares, and kettle drums, cymbals and a host of other instruments are employed to produce the melody and accented rhythm effects. The live audience dug such items as "Lover," "Begin the Beguine," "Mambo Drumbo," etc., and sound bugs should, too.

★★★★ THUNDERSTORM
Fortissimo XK 8005 (Stereo & Monaural)—More wax for the strictly gimmick fancier. In addition to the rumbling storm sounds, there is a carousel in action, a tobacco auction, parade, sports car race, a tractor, and sounds of the departure of the majestic Queen Mary, downstream in New York's Hudson River. Something to please a variety of sound tastes here and material is all colorfully and realistically recorded.

★★★★ SOUNDS OF SPEED
Riverside RLP 95-6 (Stereo & Monaural)—Another in Riverside's well known and continuing series on the sounds of racing cars. Here, there are sports cars, hot rods, Grand Prix cars, drag racers, go carts and Bonneville Salt Flats trial cars. The bands here comprise a sort of sample of the Riverside motor sound series, being selections from five different albums. Can gain good attention in its market.

● **Reviews of New Singles**

● *Continued from page 39*

★★★★
STRONG SALES POTENTIAL

Side moves up in a series of modulations. Two good sides. (Central, BMI) (2:31)

THE ORLONS
★★★★ I'll Be True—CAMEO 198—Sincere piping by the young-sounding femme lead on a wistful rockaballad about gal's message to her GI sweetheart. Wax has a chance. (Kalmann & Lowe, ASCAP) (2:30)

★★★★ Heart, Darling, Angel — Heartfelt rendition by the femme lead and group on an emotional rockaballad. (Rice Mill & Woodcrest, BMI) (2:30)

THE MARKSMAN
★★★★ Night Run—BLUE HORIZON 6052—The guitar-based instrumental combo, with something of the sound of the Ventures, works out to the tune of an old familiar melody, in minor key. Good sound. (Electron, BMI) (2:18)

★★★★ Scratch — A blues-based instrumental effort by the guitar group. Good sound on this side too and a spinnable effort, especially for juke. (Electron, BMI) (2:05)

BUDDY LAMP
★★★★ I'm Coming Home—PEANUT 1001—Expressive reading in the gospel-styled vein on a feelingful rockaballad. R.&B. and pop appeal here. (Anite, Lloyd & Logan, BMI) (2:40)

★★★★ Have Mercy Baby—Fervid reading by Lamp on a rocking theme with catchy tempo. Two good sides. (Billy Ward, BMI) (2:18)

CHRISTY CUMMINS
★★★★ Seat Summer Memories—PRO 504—A nostalgic theme is sung pleasantly by the thrush and group. Timely theme for juke. (Bronson, BMI) (2:27)

★★★★ Ballad of a Lonely Girl—Gal has good, poignant sound for the current market on a moving teen-appeal ballad. (Bronson, BMI) (2:39)

THE BROTHERS FOUR
★★★★ Nobody Knows — COLUMBIA 42142—A soft, sensitive performance of the

● **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Title	Publisher	(Licensee)	Weeks on Chart
1	1	NEVER ON SUNDAY—Esteem-Sidmore (BMI).....			9
2	2	EXODUS—Chappell (ASCAP).....			41
3	7	MICHAEL—United Artists (ASCAP).....			6
4	4	LAST DATE—Acuff-Rose (BMI).....			37
5	9	TOSSIN' AND TURNIN'—Lescay (BMI).....			2
6	11	HEY, LOOK ME OVER—Morris (ASCAP).....			32
7	—	WITHOUT YOU—Ridge (BMI).....			1
8	8	AS IF I DIDN'T KNOW—Winneton-Glenville (BMI)...			3
9	—	I FALL TO PIECES—Pamper (BMI).....			1
10	5	WONDERLAND BY NIGHT—Roosevelt (BMI).....			33
11	3	CALCUTTA—Pincus-Symphony House (ASCAP).....			36
12	6	WOODEN HEART (Muss P' Denn)—Gladys (ASCAP)...			5
13	—	DOES YOUR CHEWING GUM LOSE ITS FLAVOR (on the Bedpost Over Night)—Mills (ASCAP).....			1
14	10	WHEELS—Dundee (BMI).....			29
15	—	NOW AND FOREVER—Roosevelt (BMI).....			1

★★★ MODERATE SALES POTENTIAL

COUNTRY & WESTERN

★★★ CARTER FAMILY MEMORIAL ALBUM
BBI Clifton, Starday SLP 146.

LATIN AMERICAN

★★★ BELTRAN PLAYS CHA CHAS
Beltran Ork. Camden CAL-679.

FOLK

★★★ SONGS OF THE MORMON PIONEERS
Rosale Sorrels, Festival LB 2582-3.

plenty of rhythm and horns. Rates exposure. (Red Stick) (1:48)

★★★ Love You—(Red Stick) (1:51)

DIGNO GARCIA Y SUS CARIOS
★★★★ Mollendo Cafe—PALETTE 5080—Interesting side with touches of Tex-Mex is handed a strong instrumental reading by the ork on this disk. Worth spins. (Morro, BMI) (2:14)

★★★ Mi Companera — (Zodiac, BMI) (3:15)

THE CASTLE SISTERS
★★★★ Come With Me—TRIODEX 111—The girls who are featured on the Glenn Miller TV show, sell this rhythmic effort with a lot of feeling over strong backing by the ork. A good side with a chance to take off. Watch it. (December, BMI) (2:00)

★★★ The Treasure of Love—(Monument-Progressive, BMI) (2:27)

DANNY AND THE JUNIORS
★★★★ Back to the Hop—SWAN 4082—The boys had a smash a few years back with "At the Hop," and here's a sort of reprise of the original hit with much the same rhythm and figures. A lot of beat and sound here and it could click. (Claridge, ASCAP) (2:07)

★★★ The Charleston Fish — (Claridge, ASCAP) (2:08)

SHIRLEY HARMER
★★★★ A Lotta Livin'—ENCORE 1054—Soft, listenable thrashing job by gal on lightly swinging theme. Good quality jockey side. (Robbins, ASCAP) (2:32)

★★★ Somebody's Keepin' Score—(Jaybar, ASCAP) (1:57)

THE STATUES
★★★★ The Commandments of Love—LIBERTY 55363—Relaxed in tempo, this is an interesting side, with the lead chanter lining out the message, with another in the group contributing answering phrases. (Arc, BMI)

★★★ Love at First Sign — (Sea-Lark, BMI) (2:34)

THE CHAPERONES
★★★★ The Man From the Moon—JOSIE 891 — Rocking novelty-rhythm item is handed a solid reading by lead singer and group. Has a chance for coin. (Stemick, BMI) (2:13)

★★★ Blueberry Sweet — (MacAvery, ASCAP) (2:05)

VINNIE MONTE
★★★★ Rocco's Theme—JUBILEE 5408—Dramatic vocalizing by Monte on the romantic movie theme. First vocal version could get spins. (Sidmore, BMI) (2:20)

★★★ Belonging—Dominion, BMI) (2:37)

ROBERT KNIGHT
★★★★ Dance Only With Me—DOT 16256—Knight wails effectively on an attractive theme with a catchy rhumba beat. Has teen (Continued on page 44)

spiritual, "Nobody Knows the Trouble I've Seen." Nice rippling banjo and guitar backing. This one could get a lot of attention. (Frigate, BMI) (3:00)

★★★★ My Woman Left Me—The boys sing a minor-flavored chant about the gal who has left. Accompaniment makes use of rhythmic stops. Good performance and the side could grab plays. (Frigate, BMI) (2:03)

BOB RILEY
★★★★ Memories of Home — TIBOR 4500—The familiar tune receives a tender reading by Riley over simple and warm backing. Side could grab sales if it gets exposure. (Tibor, BMI) (2:35)

★★★★ Weekend Vacation—Bright, happy reading of a slight rhythm effort by the country-oriented singer has a chance for some spins and coins. (Tibor, BMI) (2:15)

RUSTY DRAPER
★★★★ Signed, Sealed and Delivered—MECURY 71854—A sincere warbling stint by Draper and fem chorus on moving country weeper, also recently re-sliced by Cowboy Copas. Good wax. (Lols, BMI) (2:30)

★★★★ Scared to Go Home—A jouncy country novelty is sung with personality and humor by Draper. Another listenable side. (Lowery, BMI) (2:10)

GEORGIE DORN
★★★★ Angel in the Sky—KING 45-5540—Here's a slow, pleading ballad effort done with considerable style by the high-voiced young chanter. He also employs touches of the hiccup approach on the vocal. Good wax that has a chance. (Pandora, BMI) (2:40)

★★★★ Too Late for School—A bouncy rhythm tune, with a strongly teen-oriented message. Emotionally sung in high, clear tones, this too could move. (Pandora, BMI) (2:17)

JOHN FRED
★★★★ Down in New Orleans—MONTEL 904—A bouncing ballad is chanted to a brisk instrumental arrangement featuring

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Sings
The Girls In My Life
b/w
Come On Baby
FOUR STAR BOTH SIDES—(Billboard)
Backbeat 535
Breaking Fast!
Bye Bye Blackbird
b/w
You Ought To Know Him
by JACKIE VERDELL
Peacock 1905
Another Great Peacock Spiritual—
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Eleventh Floor Music, Inc.

• **Reviews of New Singles**

• Continued from page 43

★★★★
STRONG SALES POTENTIAL

appeal and merits exposure. (Gill, BMI) (2:27)

★★★ Because—(Chappell, ASCAP) (2:16)



THE BIG NEWS IS ON PAGE 6

HAYLEY MILLS
"LET'S GET TOGETHER"
b/w "COBBLER, COBBLER"
from "THE PARENT TRAP"
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MY GIRL b/w ZORRO

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b/w

"BABY DON'T

LEAVE ME"

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JUST OUT OF REACH

(OF MY TWO OPEN ARMS)

SOLOMON BURKE

Atlantic 2114

DAS JOCHEN BRAUER

★★★★ **Sombrero**—LAURIE 3106—An instrumental with much flavor of the Tex-Mex style. The beat uses a sort of flamenca approach and the melody is carried by sax. A catchy side. (Skidmore, ASCAP) (2:20)

★★★ **Blue Moon** — (Robbins, ASCAP) (2:03)

MAURICE WILLIAMS

★★★★ **High Blood Pressure**—HERALD 565—A happy rocker on the "Quarter to Three" kick, with Williams singing out the pounding message with crowd voices and the Zodiacs in the background. A lot of beat here. (Ace, BMI) (2:31)

★★★ **Please**—(Windsor, BMI) (2:32)

BOBBY ADAMS

★★★★ **I Think You Want My Girl**—COLPIX 604—Good teen-appeal lyric on a catchy r.&r. item is sold with verve and drive by Adams. (Trinity, BMI) (2:15)

★★★ **Save Those Teardrops**—(Robert Melin, BMI) (2:28)

PATRICK'S PACK

★★★★ **Sentimental Journey**—J. C. D. 200—The old Les Brown hit song gets a rockin' updating, featuring a piano handled in something of the Heywood style, against rhythm backing. Action on the side is indicated in the Atlanta region. (E. H. Morris)

★★★ **I Can Tell**—(Lowery, BMI)

THE CHAPERONES

★★★★ **The Man From the Moon**—JOSIE 891—The group has a cute novelty vocal here. Side swings along in a medium-tempo groove with bright melody and strings backing the boys. (Stemick, BMI) (2:13)

★★★ **Blueberry Sweet**—(MacAvery, ASCAP) (2:05)

CHRIS KENNER

★★★★ **Don't Make No Noise**—PRIGAN 2002—Here's a side by Kenner recorded in his earlier days. He warbles with showmanship on an okay r.&r. item. (Prigan, BMI) (2:05)

★★★ **Right Kind of Girl**—(Lloyd & Logan, BMI) (1:47)

LOYD MARLEY AND THE TREBLES

★★★★ **Oooh Poo Pah Doo**—UNITED SOUTHERN ARTISTS 109—Relaxed, rhythm novelty is accorded an ingratiating vocal treatment by Marley. Merits exposure. (Minit, BMI) (2:37)

★★★ **Fade With the Time**—(Ouachita, BMI) (2:11)

JOHNNY DESMOND

★★★★ **(I'll Love You) Until Niagara Falls**—CARLTON 599—Desmond will kick this one off on his "Glenn Miller Time" CBS-TV show, which should help sales on the jaunty march tempo novelty, which is sung with verve. (Pambill, Havenbrook, ASCAP) (2:05)

★★★ **So Long. Au Revolt, Arrivederci**—(Janmur, Herbert M. Moss, Integrity, ASCAP) (2:08)

MONTY BABSON

★★★★ **My Faith Tells Me**—PALETTE 5079—A moving inspirational theme is sung with feeling and quiet sincerity by Babson. Good jockey side. (Zodiac, BMI) (2:46)

★★★ **Blue Trumpet**—Interesting muted trumpet sound is featured on a dreamy theme with nice vocal by Babson. (Compton, ASCAP) (2:40)

FREDDIE HART

★★★★ **What a Laugh!**—COLUMBIA 42146 (33)—A ballad tune in the weeper groove. The Hart vocal is nicely done in a medium country tempo, and there's nice support from vocal chorus and guitar work in the accompanying combo. (Pamper, BMI) (2:44)

★★★ **Heart Attack**—(Vidor, BMI) (2:32)

MOON MULLICAN

★★★★ **Just Plain Lonesome**—STARDAY 556—Plaintive warbling stint by Mullican on a wistful country theme. Rates spins. (Cedarwood, BMI) (2:43)

★★★ **The Way You're Treatin' Me**—(Starday, BMI) (1:57)

★★★
MODERATE SALES POTENTIAL

TERRY PHILIPS

★★★ **Hands of a Fool** — ★★★ **My Foolish Ways**. UNITED ARTISTS 351.

DONNA DORI

★★★ **A Little Lipstick (On His Face)**—★★★ **Magic Years**. 20TH FOX 270.

FREDDY ROBINSON

★★★ **The Buzzard** — ★★★ **The Hawk**. QUEEN 24005.

JOEY

★★★ **Blanche** — ★★★ **The Oriental**. CHEVRON 500.

WERNER MULLER AND HIS ORK

★★★ **Look for a Star**—★★★ **Over the Rainbow**. LONDON 2009.

LAWRENCE (PIANO ROLL) COOK

★★★ **The Old Piano Roll Blues**—★★★ **Down Yonder**. DEAUVILLE 1000.

THE TEEN BEATS

★★★ **Clair De Lune Rock** — ★★★ **Night Surfing**. ORIGINAL SOUND 16.

EDNA McGRUFF

★★★ **Oo La La** — ★★★ **Heavenly Father**. Willow 23011.

BILLY DUKE

★★★ **Be a Dreamer**—★★★ **Where Is That Feeling**. 20TH FOX 276.

BEAU-MARKS

★★★ **Classmate** — ★★★ **School Is Out**. RUST 5035.

THE DELACARDOS

★★★ **I Just Want to Know** — ★★★ **Dream Girl**. SHELL 308.

JOHNNY RESTIVO

★★★ **Doctor Love** — ★★★ **The Magic Age Is Seventeen**. 20TH FOX 270.

CARL KENT

★★★ **The Strangeness About You**—★★ **Karen**. A-B-S 129.

ANGELA MARTIN

★★★ **In a World Without You**—★★ **I Wish I Were**. PORTRAIT P-103.

BOBBY MARSHALL

★★★ **Call Me Darling** — ★★ **It's a Great, Great Pleasure**. DEAUVILLE 1002.

THE BACHELOR THREE

★★★ **Enchanted Summer**—★★★ **Lover Man**. VI-WAY 288.

★★★★
STRONG SALES POTENTIAL

SPIRITUAL

THE SPOTLIGHT JUBILAIRS

★★★★ **The Last Mile of the Way**—CHOICE 21—Relaxed and emotionally moving is this performance. The lead is accompanied by a choir which remains in the background. Nice wax. (Pru, BMI) (2:30)

★★★★ **I'll Keep on Singin'** — A strong marching rhythm and an answering chorus marks this side. Lead singer gets progressively impressed. Another good side. (Pru, BMI) (2:30)

RAYMOND RASBERRY AND THE RASBERRY SINGERS

★★★★ **No Condemnation**—CHOICE 22—This noted group does an uptempo side, with infectious rhythm by the organ, hand-clapping, etc. Spanish-flavored lyrics have a calypso quality. (Martin & Morris) (2:30)

★★★★ **Deliverance Will Come**—A fine side, with the voices impressing from technical standpoint, as well as that of sincerity. (Rasberry) (3:45)

ORIGINAL BLIND BOYS OF ALABAMA

★★★★ **Oh Yes He Will (Parts 1 & 2)**—GOSPEL 1055—A wild, shouted sermon starts with statements from the lead and a colorful choral backing from the group. A virtuoso performance with a real message for the congregation. Two splendid sides. (Savoy, BMI)

THE SENSATIONAL SKYLIGHTS

★★★★ **Tell Mother** — CHOICE 19 — The spirit is on the group as it sings a fervent gospel side. Satisfying effort. (Pru, BMI) (2:30)

★★★ **No More Tomorrow**—(Pru, BMI) (1:50)

RHYTHM & BLUES

LULA REED

★★★★ **Know What You're Doing**—FEDERAL 12426—The girl sings a fine bluesy tune here. Side features a strong vocal sound with good guitar work from the combo and some very Parish-like piano backing. Strong r.&b. wax. (R-T, BMI) (2:58)

★★★ **You Gotta Have That Green**—(R-T, BMI) (2:33)

TEDDY VANN

★★★ **The Rhythm and Blues Song**—★★★ **Soon One Morning**. COLUMBIA 42145 (33).

VIGILANTES

★★★ **Someday (Someone Will Come to Me)**—★★★ **Ramblin' On**. CUCA 1042.

GUITAR RED

★★★ **Just You and I** — ★★ **Old Fashioned Love**. CHECKER 988.

BETTY TURNER

★★★ **I Believe You** — ★★★ **Life Is Like the River**. INFINITY 008.

MALLIE ANN

★★★ **I Hate to Say Good Night** — ★★★ **Your Wandering Heart**. MUSIC OF AMERICA 1006.

THE FIVE CHORDS

★★★ **Jeannie**—★★★ **Red Wine**. CUCA 1031.

LITTLE RONNIE SESSIONS

★★★ **Keep a Knockin'**—★★★ **A LOT on My Conscience Today**. PIKE 5908.

TWILITERS

★★★ **Can't You Stay a Little Longer**—★★★ **Restless Love**. SARA 1048.

THE DELACARDOS

★★★ **Dream Girl** — ★★ **I Just Want to Know**. SHELL 308.

LORRI RUDOLFF

★★★ **Don't Let Them Tell Me (Tell Me Yourself)**—★★★ **Grieving About a Love**. TRI-PHI 1003.

DON ELLIS

★★★ **A Woman's Love** — ★★ **Pary Doll**. BEE 201.

SUE WINFORD

★★★ **River of No Return**—★★★ **What a Fool, What a Fool**. ADAIRE 89.

DEANE HAWLEY

★★★ **Pocketful of Rainbows** — ★★★ **That Dream Could Never Be**. LIBERTY 53559.

MARIE TURNER

★★★ **Next Year's Junior Prom**—★★★ **What's She Got? (That I Couldn't Give You)**. QUEEN 24004.

AL COLLIER

★★★ **Bluebird of Happiness**—★★★ **All I Need**. RIDER 109.

JAZZ

DUKE ELLINGTON

★★★★ **Asphalt Jungle Theme (Parts 1 & 2)**—COLUMBIA 42144 (33)—Ellington's original theme for the TV show is played brightly by his band on this effort with the maestro on piano. Side 1 has the edge as far as commercial programming is concerned, while both sides will appeal to jocks with an ear for swinging big band sounds. (Robbins, ASCAP) (2:25; 2:33)

FOLK

BROWNIE McGHEE

★★★★ **Country Road**—CHOICE 20—Blues novelty. The guitar backs a melody that is whistled. It's relaxed and has a walking blues tempo. Tasteful. (Pru, BMI) (2:15)

★★★★ **The Rider**—Guitar instrumental of the classic blues. "See See Rider" (or C. C. Rider)". Will be relished by blues aficionados. It's done in down-home style. (Pru, BMI) (2:30)

COUNTRY & WESTERN

ERNEST TUBB

★★★★ **What Will You Tell Them?**—DECCA 31300—Tubb warbles plaintively on a feelingful weeper with good lyrics about his hard-hearted spouse. Solid traditional styled wax. (Tenn-Tex, BMI) (2:10)

★★★★ **Through That Door**—A heartfelt reading by Tubb on a solid up-tempo weeper. (Pamper, BMI) (2:35)

★★★ **MODERATE SALES POTENTIAL**

BUD MESSNER

★★★ **Slippin' Around With Jole Blon**—★★★ **Tell Her You Love Her Today**. DEAUVILLE 1001.

BLUEGRASS PLAYBOYS

★★★ **My Sally Ann**—★★★ **Banks of the Ohio**. SIMS 124.

BUDDY JACK

★★★ **Railroad Man**—★★ **Walkin' the Lonesome Streets**. ARLEN 1003.

JERRY NAYLOR
★★★★ **Stop Your Crying**—★★★ **You're Thirteen**. SKYLA 1118.

ALBIE PEARSON
★★★ **I'm Still in Love With You**—★★★ **Anytime, Anyday, Anywhere**. CAPITOL 4619.

JACKIE TAMES
★★★ **Face in the Jukebox** — ★★★ **Countin' Calories**. FTP 416.

NATE NELSON
★★★ **Tell Me Why**—★★★ **Once Again**. PRIGAN 2001.

THE SENTIMENTALS
★★★ **Rock Me Mama** — ★★ **I'm Your Fool Always**. MINT 803.

TOMMY DEE
★★★ **A Little Dog Cried**—★★ **Look Homeward Dear Angel**. IKE 5909.

BOB SCOTT
★★★ **Francine**—★★ **Fast Suds**. R.E.F. 107.

NICK CHARLES
★★★ **Ain't That Love**—★ **The Right Girl**. SATELLITE 109.

BILLYMAC
★★★ **Tomorrow Night**—★★ **Don't Tell Me No Lies**. MUSIC MAKERS 107.

DEL ROY'S
★★★ **Love Me Tenderly**—★★ **Pleasing You**. CAROL-4113.

RAY TRAUB
★★★ **Tico Tico** — ★★ **Most Wanted**. AGCENT 1070.

THE PARISIANS
★★★ **FBI's Place**—★★ **Ambush**. FEL-STEED 8627.

CLENNY GANT
★★★ **All Mine** — ★★ **Just Like You Like It**. CHANSON 1005.

BEAU-HANNON
★★★ **It's All Over** — ★★ **Brainstorm**. UNITED SOUTHERN ARTISTS 108.

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WHEN THEY SEE IT IN

**BILLBOARD
MUSIC WEEK**

**—a brief presentation of
documented facts on
advertising effectiveness**

AMONG BIG CITY DEALERS

Always 79%
 Frequently 5%
 Sometimes 7%
 Seldom 4%
 Never 1%
 No Answer 4%

Used an advertisement
 from Billboard for
 display in store 16%

Placed a direct order
 for a record 66%

Contacted a phono-
 graph distributor 6%

FROM TWO RECENT SURVEYS*

How often
DEALERS
 read
 Billboard Music Week
 ads:

Types of
ACTION
 taken on
 Billboard Music Week
 advertising
 by dealers:

AMONG GRASS ROOTS DEALERS

Always 53%
 Frequently 25%
 Sometimes 12%
 Seldom 7%
 Never 1%
 No Answer 2%

Used an advertisement from
 Billboard for display in
 store 17%

Placed a direct order
 for records
 Singles 64%
 Albums ... 68%

Filed an ad or made some
 other notation about it for
 future buying reference 38%

AMONG BIG CITY DISK JOCKEYS

Programmed records 43%

Tried to arrange for a
 personal appearance 14%

Contacted a manufacturer,
 distributor or dealer 28%

... And what about
DISK JOCKEYS
 in these markets?

Here's the type of action taken
 by Disk Jockeys on Billboard
 Music Week
 advertisements.

AMONG GRASS ROOTS DISK JOCKEYS

Programmed records 48%

Tried to arrange for a
 personal appearance or
 an interview with an artist
 who was advertised in
 Billboard Music Week 18%

Contacted a manufacturer,
 distributor or dealer 48%

Used information from ad
 as chatter material 32%

*Surveys conducted by Thomas Lea Davidson, Assistant Professor of Marketing, School of Business Administration, The University of Connecticut, Storrs, Connecticut. For a detailed copy of the results, write Dept. AC, Billboard Music Week, 1564 Broadway, New York 36, N. Y.

And here's how Billboard Music Week dealers compare with leading retailers in other fields for Direct Buying Action taken on Trade Paper Advertising.

"America's Leading Retailers" In Other Fields:	Billboard Music Week Big-City Dealers	Billboard Music Week Grass Roots Dealers
32.2%	65.9%	78.5%

*Survey conducted by Erdos and Morgan, an independent research organization in New York, for Associated Business Publications among top brand-name retailers in 19 various fields.

Believability Is The Key

The key reason why more things happen when they see it in ...



BILLBOARD MUSIC WEEK

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NEW YORK • GT. BARRINGTON • CINCINNATI
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Juke Operators Cool to Warner Bros. 'Plus 2' Plan

• Continued from page 1

EP's" to "It's something new; the customers should go for it, and it can't help but boost play."

Extra Time

Biggest concern in the trade is the extra time the record will take to play. Time is the most important factor in the juke box business, operators point out, and the longer a record plays, the less the operator is able to earn.

Operators figure if an extra minute and 15 seconds is added to the playing of each record, the amount of money in the till will be down at the end of the evening.

Only other alternative is to put the singles on so-called dual-pricing, i.e., charge more for the "Plus 2" disks than for regular singles. This was used by many operators for EP's, most common practice being to set singles at 10 cents each, three for a quarter, and EP's for 15 cents each, two for a quarter.

The dual-pricing idea, however, never really went over in the juke box business, and operators feel it would be even less popular with a single that only had a shortened "extra."

Generally, the feeling is that the "Plus 2s" will have to be priced at the same figure on the machine. The big question is whether they will boost play enough to make up for the extra time it takes to play the record.

Typical of the doubtful group is Earl Kies, head of Apex Music

Company, Northwest Side operating company, and president of Recorded Music Service Association, local juke box operator group.

Kies says he's doubtful if the offering of an extra shortened selection will boost play, and he's afraid the extra playing time will hurt collections.

"It may stimulate the home singles business," Kies speculated, "but I don't see how it will help us at all."

"We've never had too much success with EP's for the same reason. If you price them the same as singles, you lose money on time; if you use dual-pricing, the people won't pay the price."

Kies said he would program the new "Plus 2s" if they became popular, but he doubted if he would use dual-pricing. We'll charge a dime and hope the extra time won't hurt us.

Basically, said Kies, the man who plays the juke box is interested in a particular tune; selection has always been the biggest advantage of a coin-operated phonograph over a radio or even tape music. Giving something extra isn't going to draw more customers, he feels.

What would help the juke box business, said Kies, is the move by record companies to press music specifically aimed at the juke box market. He cited the recent announcement by Columbia, Decca-Coral, Vassar and United Artist that they were gearing a substantial part of their singles output to the juke box trade (BMW, July 17).

Big Market Standards

We've got a big market for standards and older-styled tunes in our adult locations, taverns and restaurants, Kies said. Getting more material along this line would be a big help.

Charles Marchetti, manager of Melody Music, large Chicago operation headed by Frank Padula, was also skeptical about the idea. "Customers want one song, not two," he said. "EP's never went over with us for that reason."

"But it's a new idea, and you never can tell," he added.

Marchetti said he felt there would be problems such as should the bonus tune be listed on the title strip, and should the operator go to dual-pricing. He said he didn't

think Melody would go to dual-pricing unless the "Plus 2" became very popular and they were cutting in on playing time too much.

A more optimistic view was taken by Margaret Brown, daughter of Paul Brown, Western Automatic Music Company. Margaret, who buys the records for Western's route, said they may lose money on the extra time angle, but that the new singles could conceivably stimulate play enough to over-ride this.

She thought the idea might go over with older folks, people in taverns and restaurants who would get a kick out of hearing an oldie as a bonus.

She said she didn't think Western would go to dual-pricing as the "records wouldn't be that much longer," and it wouldn't "make enough of a difference."

M. J. Proffitt, head of South Central Novelty, large South Side operation, also felt the idea by Warner Bros. would help the juke box business. It should attract more people, he felt.

He said, however, the selection of the second tune would be important. "It should be an instrumental, not a ballad. If a ballad becomes old it's dead unless it's rerecorded by a new artist with a new arrangement. An instrumental is always good. Tunes like 'String of Pearls,' for example, have been around for years, and they're always steady earners on a machine."

He said he wouldn't use dual-pricing on the new "Plus 2s." "For one thing we haven't been buying the dual-pricing machine," he said, "and for another, I don't think the extra minute and 15 seconds will make that much difference."

Proffitt said his firm has always done well with EP's, too, putting as many as 12 or more on each machine. If we have dual-pricing on the machine, we use it, and the customers don't seem to mind. If no dual-pricing exists on the machine, we put the EP's out at a dime. They play a little longer, but we pick up all this in total earnings.

Did Proffitt think other record companies should adopt the "Plus 2" policy? "Let's wait and see," he said. "It's a little too early to tell. The Warner product should give us a pretty good idea how people go for the plan."

EDITORIAL

Put Up or Shut Up

Within the next 90 days, the Coin Machine Council will either be laid to rest or it will be in business for another year. Right now, the odds favor the former.

If the industry's public relations arm ceases to exist, every operator, distributor and manufacturer who failed to support it will bear the responsibility.

And it's a grave responsibility to bear. The demise of CMC will mean that the coin machine industry will be virtually defenseless in the mass media arena.

It's a bit too early for a post mortem. CMC isn't dead yet, and there's a fighting chance that it won't be 90 days from now. Operators can join by sending a \$10 check to the Coin Machine Council, 75 E. Wacker Drive, Chicago, Ill. Checks for \$25 or \$50 from larger operators will also be welcome.

Membership fees for distributors are \$200 a year. Of the hundreds of distributors in the nation, only 36 are currently CMC members.

Manufacturer support of CMC is now shouldered wholly by three companies—Bally, United and Kenney.

Right now, it isn't a question of who is or isn't doing their share. Manufacturers claim they would support CMC if operator membership warranted such support. Distributors are holding off because the manufacturers whose lines they handle haven't joined. Operators stay out because of the pathetic distributor and manufacturer support.

Let's stop worrying about what the next fellow is doing and do something ourselves. If CMC goes under, no operator, distributor or manufacturer who failed to support the organization will have any right to yell "foul" every time the newspapers libel the industry. For whatever happens will be of their own doing.

MOA Voices Protest On Mirror Editorial

CHICAGO—Music Operators of America added its voice of protest to last week's editorial in The New York Mirror calling for the outlawing of juke boxes in New York City (BMW, August 28).

In a letter addressed to The Mirror, MOA's managing director and co-ordinator, E. R. Ratajack, charged the paper with a "flagrant violation of newspaper integrity," noting that the editorial had "misrepresented facts and went out of the way in violation of the truth."

Ratajack noted he was speaking for the association representing the music operators of the nation and that he was expressing his disgust at such "misuse of a free press privilege."

Press Package

The letter to The Mirror's managing editor was accompanied by MOA's standard press package including a fact sheet about the juke box industry and an invitation for additional inquiries.

Concern about The Mirror editorial was likewise expressed by coin machine industry traders around the country.

A Chicago manufacturer perhaps best summed up the general sentiment when he noted that it's just this type of story, unfounded though it may be, that tears down all the good work the industry has been trying to do for years.

Shake Down

Basically, The Mirror editorial came about when an assassination attempt was made on a Brooklyn mobster who at one time attempted to shake down juke box operators using a paper union and strong arm techniques as weapons.

The mobster was never a part of the juke box industry but, rather, a number of innocent operators were his victims. In addition, the current assassination attempt was not shown to have any connection with the juke box industry.

Despite this, New York daily newspapers referred to the mobster

as a "juke box racketeer," and The Mirror went so far as to editorialize that "If the juke box has become an instrument of extortion, it is entirely within the public interest to eliminate the juke box."

Cites BMW Editorial

In his protest to The Mirror, Ratajack cited Billboard Music Week's answering editorial last week titled "Yellow Journalism," which took issue with The Mirror for suggesting "a unique solution for fighting crime . . . that would put the victims of organized racketeering out of business so the hoodlums would have no source of income."

BMW's editorial further noted that "At various times, juke box operators have been innocent victims of hoodlums . . . they deserve the protection of the law. You don't fight racketeering by punishing its victims."

SEEBURG BUYS BALLY COFFEE UNIT FOR \$3 MIL

CHICAGO — The Seeburg Corporation has agreed to buy the coffee vending machine assets of the Bally Vending Corporation and its subsidiary, the Lion Manufacturing Corporation, for more than \$3,000,000. The purchase in no way affects the status of the Bally Manufacturing Company, which is a separate entity.

Delbert W. Coleman, Seeburg president, said his company will go into production on candy and pastry machines this year and is in the process of developing a milk machine.

Seeburg currently makes a batch-brew machine. The Bally unit, a single-cup machine, has gained wide acceptance in the trade.

Seeburg Planning Additional Stock

CHICAGO — Seeburg plans to offer some 303,812 additional shares of common stock to present shareholders at the rate of one new share for each five shares held.

The firm filed an application with the SEC to obtain permission for the offering. Price is to be determined before the offering date.

Net proceeds will be used to retire \$2,750,000 in short term bank borrowings, with the balance to finance increased receivables and inventories.

Ga. Assn. Plans Legislative, Tax Drives

ATLANTA — The recently formed Georgia Coin Machine Merchants' Association is launching a membership drive in preparation for an extensive legislative and tax program this fall.

Berry Goodson, executive secretary, said the association had been instrumental in having a bill introduced in the Georgia General Assembly that would eliminate the State's 3 per cent sales tax on purchase of all juke box, game and vending equipment.

The assembly will reconvene in January, at which time, Goodson said, House Bill 684 would come up for consideration.

Depreciation Standards

Also in the works is the establishment of uniform standards and procedures for depreciation of coin machine equipment.

Goodson noted the success of both ventures would depend in good part on the association's success in expanding its membership roles.

The Georgia association was officially kicked off last January and currently has some 25 members.

Goodson estimated there are some 300 coin machine operators in the State and said the association is shooting for a membership by the end of this year of at least 100.

Regional Meets

To date, regional meetings have been held in Savannah, Atlanta, Columbus, Macon, Americus and Augusta, Ga. Goodson is also taking to the road to visit individual operating companies in an effort to drum up interest.

Aim of the association, he noted, is twofold: first, to provide the operators with public relations and establish coin machine operators as a legitimate business group instead of the unfortunate but popularly held conception of hoodlum or racketeer.

Second and equally important aim is to serve as a voice in the affairs of government and represent the operators in tax and legislative matters.

Cites CMC

Goodson likened the Georgia's association's public relations effort to that of the Coin Machine Council,

public relations arm of the coin machine industry but on a regional basis.

He said that already the association had been successful in obtaining a measure of acceptance from the local press and that stories showing the industry to be made up of legitimate, hard-working businessmen who made a substantial contribution to the community's economy had appeared.

He added that although the Georgia group was busy with its own membership problems, it was also attempting to recruit members for CMC and give CMC some aid.

Business Up

Goodson said he was optimistic about getting more members because the operators' business outlook had picked up since July, up to which business had been very slow.

Currently, the association charges a \$50 initiation fee and a \$100 yearly membership fee. The group hopes to lower the amount of the annual fee as soon as more operators are on the roles.

Market Merger to Hit U. S. Biz

By OMER ANDERSON

BRUSSELS—Britain's decision to seek affiliation with the European Common Market will have great impact on American coin machine manufacturers.

Briefly, Britain has now put U. S. coin machine concerns in a position where they can no longer delay decisions to manufacture—or not to manufacture—in the big market.

If Britain goes ahead and joins the Big Market, as is now almost taken for granted here in this unofficial Common Market capital, the result will be the fusion of the Common Market and the European Free Trade Association (EFTA) to form a gigantic super-market of 240 million people, stretching from Portugal to Norway and from Ireland to Austria.

No one here doubts that if Britain joins, her six partners in EFTA

will delay long in following suit. Then Europe no longer will be at "sixes and sevens," but will be a tremendous trading bloc of 13 nations.

Tariffs to Go

Tariffs among the 13 partners will be abolished, and the trading bloc will then be faced with the question of erecting a common trade wall against the rest of the world, the United States included.

It is significant that certain American enthusiasts of European economic integration, once in the forefront of agitation for creation of the Common Market, have now come to have second thoughts. The souped-up supermarket could become a potent menace for U. S. trade.

Already, there is heady talk here in Brussels of erecting a trading sanctuary for the Common Market member nations. There is talk that now Europe, with the prospect of

an even bigger "domestic" market than the U. S., is now in a position to "turn the tables."

Resentment

There has always been resentment among European nations because they were forced to struggle for export markets while U. S. manufacturers enjoyed a fat-cat existence of lapping up the cream on the big U. S. domestic market. Such at any rate has been the stereotype propagated on the Continent.

Until now the argument was that U. S. manufacturers would be well advised to "wait for the dust to settle." The dust is now settling fast, and U. S. producers have two clear-cut alternatives: To establish a European manufacturing operation, or to stay put and take their chances on the tariff wall not materializing to any burdensome height.

The trading bloc situation now promises to become more attractive to U. S. producers because they no longer will be required to deal with two contending blocs (Common Market and EFTA).

However, the two decisive questions still remain governing a decision to enter, or stay out of, the Common Market:

1. Will the Common Market (assuming its merger with EFTA) erect a sharply discriminatory tariff wall against U. S. coin machine export?

2. Is it really cheaper and more efficient to keep production concentrated in the U. S.?

Despite much glib speculation, there are no easily predictable answers to these questions. The Commonwealth, if Britain in fact joins the Common Market, will be a tremendous influence militating against the erection of a tariff wall. It would be difficult, if not impossible, to erect a wall that included the Commonwealth nations but excluded everybody else, most of all the U. S.

Moreover, the U. S. could hardly be expected to tolerate any flagrant discrimination against American producers. There is also the strong possibility that other regional trading communities will soon emerge and will multiply.

U. S. manufacturers with European production facilities profess to be well satisfied. But U. S. producers without European production facilities minimize their importance—and also profess to be satisfied to work from their U. S. base.

Prime Example

In the latter category the prime example is Seeburg. The U. S. juke box kingpin has no European manufacturing plants—and has no plans to acquire any, come the Common Market and high water.

George Gilbert, Seeburg International's vice-president, contends that foreign production facilities are vastly overrated. He believes

American production skills are unsurpassed and American productivity so much greater than that abroad as to easily compensate for higher U. S. wage scales.

Gilbert's views are interesting and command wide attention, because Seeburg is competing effectively for the European market against U. S. competition with European production facilities.

Everywhere in Europe Seeburg is winning its share of the market—and usually more—with U. S.-based production.

Indeed, Seeburg makes effective sales promotion of the fact that its boxes are "Made in America," down to the last nut and screw.

Bush Int. New Williams Outlet

CHICAGO—Williams Electronic Manufacturing Company has named Bush International Distributing Company, headed by Ozzie Truppman, as its distributor in Florida and Puerto Rico.

Bush has offices in Jacksonville, Miami and Tampa. Its Puerto Rico outlet is known as Nick's Distributing Company, managed by Leon Nick. D. J. Barton heads the Jacksonville office and Bill Whitcomb is in charge of the Tampa organization.

Bush, recently acquired by Automatic Canteen Company of America's A-C Automatic Service division, also handles the AMI phonograph.

Williams was formerly handled in the Florida area by Southern Music Distributing Company, headed by Ron Rood.

Niles, Mich., Council Delays Tax Action

NILES, Mich.—City council has delayed action on a proposed juke box, game and vending machine tax ordinance pending testimony by a representative of the coin machine industry.

Frank Fabiano, Buchanan, Mich., operator, will appear before the council next week in an effort to have the council reduce the proposed tax schedule.

The schedule of fees as suggested by John Rigney, city attorney, would tax juke boxes and amusement games \$50 per year, wall boxes \$4 per year each, and cigaret machines from \$30 to \$90 per year.

Operators have termed the schedule excessive and confiscatory. Fabiano said the operators were not opposed to a tax, but that the present schedule would put most of them out of business. He said he would seek a more equitable schedule.

Belgian Firm Imports Used Yankee Jukes

ANTWERP — Loewen Automaten, the sales arm of NSM coin machine manufacturing company of Bingen, has established a Belgian subsidiary, Loewen-Automaten-Benelux, which will import used coin machines from the United States.

Loewen announced that its Antwerp subsidiary would import coin games and phonographs "from the most prominent American manufacturers." The German firm stated that it intends making the office here the principal source of supply for reconditioned American equipment to the German market.

Furthermore, the Belgian branch will distribute NSM products in the Benelux countries and serve as a base for an expanding Loewen Common Market operation.

Loewen said it had selected Antwerp as headquarters for its import venture because of this port's position as the crossroads of U. S.-Europe coin machine trade.

Loewen's Antwerp subsidiary in effect is the Bingen firm's answer to Seeburg's cancellation of its sales agreement. Striving for a "deeper penetration of the German market," Seeburg has established its own German distribution firm.

As part of its severance of relations, Loewen Seeburg discontinued its Benelux links with the Bingen company.

Rock-Ola Compacts Successful in Dixie

MEMPHIS—Sales of Rock-Ola's new compact phonograph have been brisk for Memphis and the Midsouth territory since showing of the new model recently, Alan Dixon, general manager of S & M Sales Company here, said last week.

Dixon said the trend will be to the smaller machines.

"I think the trend was started by the automobile industry with compact cars," said Dixon. "The public took to them, and I see the same thing happening with these compact phonographs."

Seeburg Distribs' Meet Set for Chi

CHICAGO — Seeburg holds its final in a series of three distributor conferences here next week. Attending will be distributors from all sections of the country. Previously conferences were held in February and June.

The meetings have been termed general get-acquainted sessions for Seeburg executives and members of its distribution network.

DOUBLE-PLAY DISKS

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

YOU DON'T KNOW WHAT YOU'VE GOT (Until You Lose It) AND CLOSE TO HEAVEN	RAL DONNER Gene 5108
DON'T BET MONEY HONEY AND STARLIGHT, STARBRIGHT	LINDA SCOTT Canadian-American 127
CRYING AND CANDY MAN	ROY ORBISON Monument 447
LET THE FOUR WINDS BLOW AND GOOD HEARTED MAN	FATS DOMINO Imperial 5764
KISSIN' ON THE PHONE AND CINDERELLA	PAUL ANKA ABC-Paramount 10239
DUM DUM AND EVENTUALLY	BRENDA LEE Decca 31272
TOGETHER AND TOO MANY RULES	CONNIE FRANCIS MGM 13019
KEEP ON DANCING AND SO CLOSE TO HEAVEN	HANK BALLARD AND THE MIDNIGHTERS King 3535



DONAN DISTRIBUTING COMPANY recently hosted the Chicago-area trade to a giant party introducing the new Rock-Ola Princess phonograph and the Bally Bowler at the Sherman Hotel, Chicago. Princess Helene Ellison (left) chats with John McCarthy, Sealcraft, Chicago; Don Moloney, Donan head, looks over the phonograph with Norma Rivers, Vassar recording artist, and (right) Duke Ellington shares a laugh with Mrs. Jack Amoroso, Mount Prospect, Ill., and Rita Kaplan of Donan. Donan also awarded door prizes, with Max Berenson, Distributing Corporation of Illinois, Chicago, winning a new Rock-Ola Model 1484 juke box, and Sidney Katz, Clever Music serviceman, a picnic table.



SOME 22 OPERATORS from St. Louis were guests of the Seeburg factory recently for a day of service and sales talks, factory tours and a dinner and cocktail hour. The group was invited by George Glass Distributing Corporation, St. Louis. Attending were Sidney Morris, Ernest Browning, Marvin Mitchell, Jerry Nissenbaum, Seymore Raiffie, Joe Simokaites, Ralph Thole, Bill Brown, Bob Young and son, Vic Renner, Pete Roffi, Otis Grief, Clarence Kynion, Richard Baker, Art Anderson, Paul Markway, Leo Liewake, Joe Mudd, Carlos Walston, Bill Borris, Bud Stout and Ernest May.

Blatt Forming International Coin Group

NEW YORK—Willie Blatt, veteran Miami operator and board member of the Music Operators of America, last week began organiza-

tional work on an international coin machine association.

Blatt, who last month sold his music route to concentrate entirely on vending, recently took a trip to Latin America. En route, he took every opportunity to talk with foreign operators and distributors and exchange information.

It was this trip which provided the idea of the international coin group. Blatt recalls that in every city visited, he made some attempt to look up a fellow coinman. In some cases this was not possible, because he didn't know where to look.

Blatt's idea is that coinmen organize first on a purely social level, with nominal dues—say \$5 a year. For their membership fee, coinmen would be provided with a list of operators and distributors throughout the world, and correspondence among coinmen would be encouraged.

The membership fee would cover the cost of keeping the list current, as well as mailings to members informing them of who is traveling where.

Blatt feels that when a coinman arrives in a strange city, he will

probably get in touch with a fellow coinman, if he knows where to reach him. The plan also calls for a lapel pin—to be included in the cost of membership—so that coinmen can recognize one another.

Trade Hotels

Hotels in major cities would be designated as coin machine headquarters. Blatt reasons that hotel management would be eager to get patronage from coin machine traders and would co-operate by relaying messages and making meeting rooms available.

Blatt explained that the idea is still in the formative stage. He welcomes advice from fellow coinmen, who may reach him at 416 S. W. Eighth Avenue, Miami.

While plans call for the organization to be formed on purely social lines, Blatt explained that it could evolve into a force which could deal with common problems as an international trade association, in time.

Blatt, who is active in the Police Athletic League in Miami, recently attended the annual convention of the PAL in Philadelphia. He is president of the Fraternal Order of Police, Lodge 20, Miami.

Dismiss K. C. Coin Tax Suit

KANSAS CITY, Kan. — The United States District Court here has dismissed a suit to enjoin the Internal Revenue Service from collecting the \$250 tax of coin machines defined as gambling devices.

The action was brought by two operators—Inter-City Music Enterprises and Wyandotte Music, Inc.—and 89 locations.

An ordinance, denying the occupational license to any holder of a \$250 tax stamp was recently held invalid, with the city appealing the ruling.

However, with the passage of a home rule law, a proposed ordinance, similar to the one which was declared invalid, is being considered.

Memphis Operators Report R. & R. Making Strong Comeback on Jukes

By ELTON WHISENHUNT

MEMPHIS—Rock 'n' roll records are coming back strong on juke boxes these days after a gradual decline which began two years ago and they will probably be on the climb in the immediate future.

That is the prediction of Joe Coughi, knowledgeable partner in Poplar Tunes Record Shop, a one-stop which sells records to 95 per cent of the operators in Memphis and a great number in the Mid-South.

Coughi attributes the present increase in rock and roll play to better material now. Two years ago they ran out of good material.

New Audience

"Now they are reviving some old rock and roll hits that were popular a long time ago. Also, there is probably some new audience. You can see kids three years old bopping now. They see the dance on television dance party shows and imitate it."

Coughi, the best source in this area to find out the type of records operators are buying, said there is a mixture now of about half rock and roll and half ballad type being bought.

Most rock records are made mostly by Negro artists now, he said, but cited two notable examples of rock records by white artists.

They are Elvis Presley's latest Victor release,

"Little Sister," and Roy Orbison's "Candy Man" on the Monument label.

Orbison's "Candy Man" is one of the biggest hits he's had so far. Coughi said, at present, it is his best selling single and all operators are buying it. "We've sold 2,500 already and just got it two weeks ago," he said.

The ballad trend was perhaps given a big push and rock and roll toned down somewhat when Presley came out of the Army. His first few records weren't so strong on rock.

This is when the "decline" Coughi speaks of set in. Presley had some ballads such as "It's Now or Never."

When rock and roll was at its peak, all operators here interviewed estimated that 85 per cent of the tunes on their boxes were, on the average, r.&r.

That began several years ago—after Presley became the record sensation he did in 1956—and lasted strong for about three years, with other new rock and roll singing stars born overnight, with the aid of the juke box operator.

Bill Black Combo

But Coughi says now the best selling and most commercial juke box group he can name is the Bill Black Combo on the Hi label.

"You can go all over the country," Coughi said, "and find his records—two or three of them—on all juke boxes, whether it's New York, California, Illinois, Florida—everywhere."

EUROPEAN NEWS BRIEFS

Service Heads Danes' List

COPENHAGEN—Danish coin machine operator associations, alarmed at the inroads being made in a number of neighboring countries by location ownership, have made superlative service a priority project of their organizations. An operator official explained, "In every operator organization anywhere you will have alert, enterprising operators and the sleepy fellows who just barely hold on. This latter group are the ones who have to be prodded. They are slack about service standards, and they help to give all operators an unfavorable reputation." Operation education is handled tactfully, and associations try to bring the operator the latest technical information which will help him improve service. Proposals have been made that operator associations should establish revolving funds for buying out members who desire to sell but cannot find a purchaser. Studies show that dispirited operators wanting out stint on service and slide into a cycle of disaster. However, operator associations should be able to bail out such operators with permanent machinery for this purpose.

Jukes, Venders Sell Disks

FRANKFURT—Disk vending machines are making headway in West Germany after a long period of experimentation by operators and tentative sample purchasing by the public. Sales surveys show that the average singles vending machine sells between 60 and 80 records a week. Checks throughout West Germany is disclosing surprisingly uniform acceptance of the disk vending machine. Analysis establishes that unless a title is well known to the public through the juke box and radio, it finds little demand in vending machines. Therefore, operators are experimenting with "tandem siting" — siting disk vending machines with juke boxes. Preliminary results have been encouraging. Disk machines and phonographs appear to be mutually sales reinforcing. Pop fans play the juke box to hear records offered by the vending machines and then they buy the disks.

60,000 W. German Juke Boxes

MUNICH—West Germany now has 60,000 juke boxes—contrasted with fewer than 1,000 machines in 1953, according to the latest phonograph census. Of these 60,000 boxes, around 40 per cent are of U. S. manufacture. Studies show that the percentage of American to German boxes is increasing steadily. Although the German market has sauced, declining from a new-box to replacement-box market, long-range projections forecast an eventual 150,000 boxes in West Germany—by 1970 at the latest.

Princess Debs in Germany

HAMBURG—Al W. Adickes' Nova firm is introducing on the German Market the Rock-Ola "compact" phonograph "Princess." The "Princess" is a floor box developed from the wall box Model 1484. The new box is advertised as a space-saving box of U. S. prestige manufacture. Adickes said the box is especially designed for the European market to fill the need for a compact box serving space-short locations.

Operator Contract Upheld

COLOGNE—The Cologne municipal court has ruled that an operator's contract with a location is airtight under any circumstances and must be honored until its expiration. A Cologne location with an operator contract had the juke box of this operator removed from the premises and replaced with that of another operator. The location owner contended that the operator had voided their contract by failing to provide superior equipment. The court ruled, however, that a contract is valid until expiration despite disappointments of the location over equipment and servicing. A bailiff was sent to remove the substituted juke box and re-install the original box, for which the location was assessed \$25 in costs. The defendant further was admonished by the court that any further removal of phonographs, games or payouts from his premises in violation of contract would be punishable by a fine of \$125 or up to

(Continued on page 52)

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BILLBOARD MUSIC WEEK

American Univend to Offer Common Stock

NEW YORK—American Univend this week offered to the public 100,000 common shares of its stock at \$9 a share. The offering was made through Robert A. Martin Associates.

The company leases vending machines dispensing mints and Alkaloids. Net proceeds of the sale of the shares will be used to buy additional machines.

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BILLBOARD MUSIC WEEK

BULK VENDING

Proving Worth of Articles Ups Ga. Vending Operators' 10-Cent Sales

ROME, Ga.—One stumbling block which holds down capsule vending sales is the refusal of many people to believe that they are getting their money's worth, according to W. C. Holcomb and Jack Dayne, bulk route partners here.

Holcomb and Dayne concentrate on two-tier, multiple-machine locations, primarily in air-conditioned bowling alleys, theaters, large entertainment centers, etc. Both men believe in bright, attractive new machines, modern hardwood-shelf and chrome-legged stands, plus a combination of 1-cent, 5-cent, and 10-cent vending machines.

Ten-cent capsule machines have been the most recent addition to the Holcomb-Dayne route, vending primarily imported items such as rings, wiggle worms, miniature flashlights, cigaret lighters, costume jewelry, picture frames, etc.

Customers Wary

As has been the case in other sections of the country, the partners were somewhat dismayed, however, to find that there was a skeptical attitude toward 10-cent items. A check with location owners, and even with typical customers themselves, revealed that one of the most often-voiced complaint was based on miniature cigaret lighters, on the premise that these were just charms made to resemble cigaret lighters. The Japanese-imported lighters which the Georgia operators offer, however, are, of course, actual cigaret lighters, faithfully scaled from full-sized American varieties, and thoroughly capable of producing a light with the proper fuel and flint.

Holcomb and Dayne came up with a forceful, and thoroughly effective panacea. This was to install a gummed-label on each of the capsule venders throughout the area, which states simply:

"Our 10-cent cigaret lighters are genuine!" In some spots, this was modified to read "Our cigaret lighters are real!"

At the same time, samples of the lighters were distributed among location owners, waitresses, bartenders, etc., as an excellent conversation piece.

Many customers with a handful of dimes in their change, and thoroughly amused by the tiny cigaret lighter, make a bee-line for the bulk machines as soon as they see one of the lighters demonstrated.

Small Signs

Holcomb and Dayne have used similar small signs, either inside or outside the globe, as the case might be, to push the quality theme, with such slogans as "You won't be disappointed"—"No gimcracks," etc.

Results showed that 10-cent capsule sales tripled within a month after this program started and have been on the climb ever since. Machines which required only one filling per month went to as much as one filling per week, and as customers, encouraged by the simple notations, began plinking in odd dimes whenever they diversified to be in a location, Holcomb and Dayne diversified the inventory choice still further.

By the end of six months, the 10-cent machines as penny machines vending cinnamon "fire gum," grape, lime, and other flavors, peanuts, tab gum, etc.

"You've got to convince the public that a dime is being well spent," it was pointed out, "even though the value of coins has dropped so sharply since World War II, a dime is still a looming factor in today's budget, and isn't likely to be wasted."

Quick Switch of Venders Breaks Garage Prejudice

CHATTANOOGA — Making a complete exchange on every service station location, at every service call, has proved a highly practical solution to both good will and service efficiency problems for Lavonne Watkins, bulk operator here.

Watkins has more than 170 service station locations throughout the Great Smokies area, most of them triple-header stands, offering 1-cent peanuts, 5-cent peanuts, and ball gum. In the field for the past 12 years, Watkins, an electronics engineering firm salesman by profession, has successfully landed locations in garages, service stations, and other automobile row spots which had never permitted a machine before.

The sole secret, reports the Tennessee operator is his willingness to show the same efficiency in servicing every location as the location owner shows in getting his customer's cars out.

Fast and Clean

"That means that the work must be fast and clean," Watkins said. "When I arrive at the appointed time, the location owner doesn't want my truck tying up valuable space, or me getting in the way of his customers hauling replacement heads, fill, etc., in and out."

Consequently, Watkins simply picks up a machine which has

been on location for one week, two weeks, or a month, depending upon the amount of traffic, swings it into his truck, and replaces it with a filled one.

He uses a lift-gate equipped panel model, with machines to be dropped off on location stacked along the right side, and those picked up are rotated onto the opposite side.

His usual procedure consists simply of driving into the garage or service station, backing the truck up to within three feet of the machine, dropping the lift gate, and whisking the old machine into the truck van as the gate returns into position from lowering the replacement one.

Cycle Billing

With as many locations as he operates, the first impression would be that Watkins would require two stands for every location. This isn't necessary, however, since he simply uses a cycle billing type of system, whereby 20 machines are always in the shop, to replace 20 more in a given zone, during the week.

As each 20 are dropped, 20 more are picked up, and in this way, it actually requires only a surplus of 20 to keep the route operating on the replacement basis.

"Of course, my location owners have got to trust me in the matter of counting the coins," Watkins grinned. "All of them do, and I have had little or no disagreement over that subject since I went into this system."

Bulk Banter

MINNESOTA MUSINGS

Ralph Arms, veteran bulk vending operator in Minneapolis, has sold the major share of his route to Tommy Theisen, Minneapolis operator. Vendall Distributing (Continued on page 54)

NYBVA Sets Big Weekend Trade Outing

NEW YORK — The New York Bulk Vendors Association meets at Stratton's Restaurant, Forest Hills, to discuss plans for the group's annual outing, to be held at the Concord Hotel, Kiamesha Lake, N. Y., September 22-24.

Leading bulk vending manufacturers and suppliers are expected to send representatives to the affair, and Ted Raynor and Don Mitchell, attorneys for the National Vendors Association, will also be on hand.

A cocktail party and top entertainment are on the social calendar, and sports facilities are available for the operators and their families.

Package rates range from \$84 to \$120 a couple for the weekend. Reservations may be made through Roger Folz, Folz Vending, Ocean-side, L. I., N. Y.



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Same fine flavors. Centers and Coatings.

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Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size ... 28 1/2¢ lb.
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Chicle Chicks, 320 & 520 ct. 37 1/2¢ lb.
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Tab (short stick), 100 ct. ... 38¢ box
5-Stick Gum, 100 packs ... \$1.90
F.O.B. Factory 150 lb. lots.

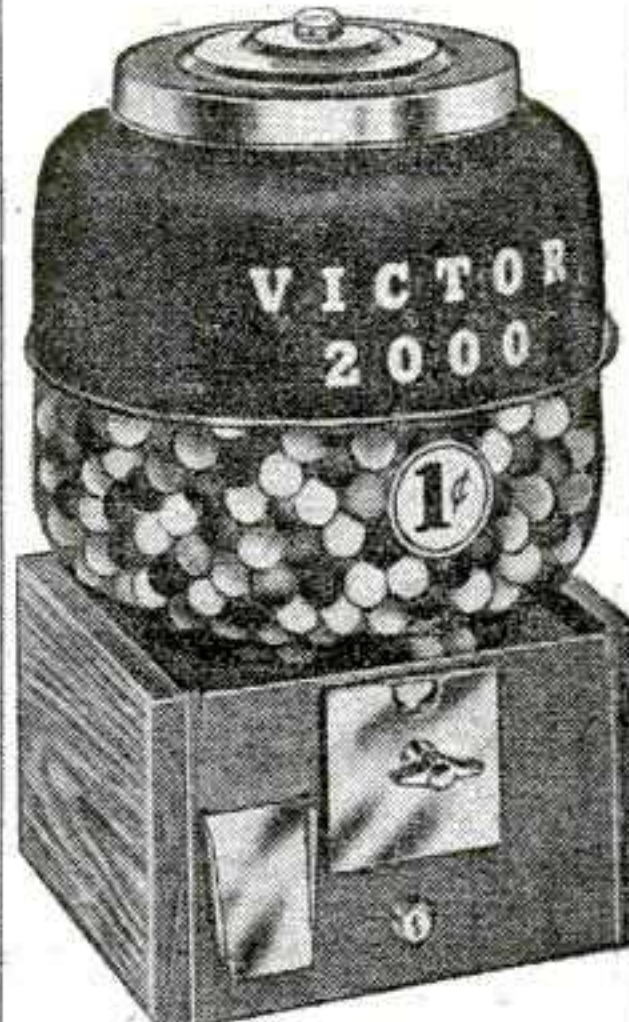
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N.W. Model 233, 1¢ Porc. Con-verted for 100 ct. B.G.	4.50
Silver King 1¢ B.G. or Mdse.	3.50
ABT Gums	30.00
Mills 1¢ Tab Gum	12.00
Model 233 Peanut, 1¢	6.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	75
Pistachio Nuts, Jumbo Queen, White	70
Pistachio Nuts, Large Tulip	71
Pistachio Nuts, Vendor's Mix	43
Pistachio Nuts, Sheik, Red	57
Cashew, Whole	70
Cashew, Butts	40
Peanuts, Jumbo	42
Spanish	32
Mixed Nuts	57
Baby Chicks	32
Rainbow Peanuts	22
Boston Baked Beans	32
Jelly Beans	28
Licorice Gums	28
M & M, 500 ct.	47
Hershey-ets	47

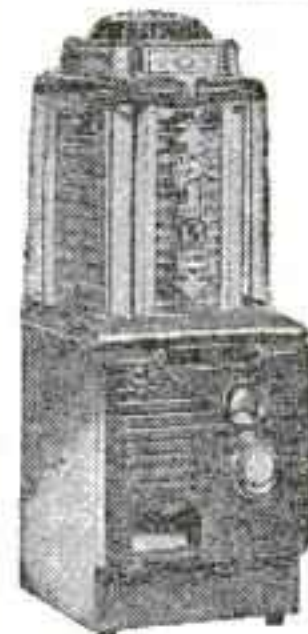
Rain-Bio Gum, 72 ct.	32
Malt-ette, 100 ct., per 100	38
Rain-Bio Ball Gum 140 ct., 170 ct., 210 ct.	32
Rain-Bio Ball Gum, 100 ct.	34
300 lb. minimum prepaid on all Rain-Bio Ball	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 boxes, assorted.	

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NAMA Views Aired To Hospital Group

CHICAGO — National Automatic Merchandising Association vending representatives presented one of the first formal discussions of vending services at a conference of hospital administrators held here recently.

J. Richard Howard, member of the NAMA board of directors, and Walter W. Reed, director of public relations, spoke on "Vending in Hospitals" as part of a program relating the "Impact of Scientific Advances on Hospitals."

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Prime Locations, Adequate Number Of Machines Spell Gumball Success

By JOSEPH KLEIN

GARY, Ind.—Can you make a living with gumball machines? John Elencik, a Gary operator, has an unhesitating answer that is in the affirmative.

"To do so," he says qualifyingly, "you need good locations, of course. You must also have an adequate number of machines. But, then, that's about all you need."

A gumball business is the least complex of coin-machine operations and, therefore, requires the least overhead in operational expenditures, Elencik explained.

No Loans

"As a gumball operator, you receive no request for loans," he stated. "There is no spoilage. You fill up the machines when the location owner calls to say that they're empty and so there is no need for regular location calls."

A native of Gary and a veteran of World War II, Elencik has been devoting himself fully to his gumball operations since last January when he gave up a thriving candy and tobacco wholesale business—the Bee Line Candy & Tobacco Company.

His gumball enterprise functions as the Bee Line Sales Company. Before the organization of the candy and tobacco firm 10 years ago, he was associated with his father in the management of extensive real estate holdings and a restaurant.

Anticipating the liquidation of the candy and tobacco company, Elencik bought his first few machines from Chicago's Logan Distributing Company in April, 1960. Further purchases have enabled him to cover locations in Gary, Hammond, East Chicago, Whiting and other population centers in teeming, industrial Lake County.

"And I haven't stopped," he said. "I am staying in this business and I am going to expand. I think it has a great future."

"Vandalism and burglary are probably our worst

problems," Elencik says. "I lost seven or eight machines that way."

Self-Taught

Elencik is his own serviceman. As in other coin equipment operations, gumball machines present repair problems. He said that he is a self-taught mechanic.

"I've always liked to mess around with machines," he said. "It's a challenge and I enjoy it. What's most important is that the customers seem to be satisfied with the job I do."

Elencik obtains his locations simply by "looking around." He receives few referrals.

Location Hunting

"I get stops by observation, by keeping my eyes open," he said. "And, of course, you've got to know what to look for. A good location is in places around schools and particularly in restaurants close to schools. The machines should be placed close to the cash register."

"The equipment must be conspicuous and attractive. Otherwise, the kids won't notice it, and, in this business, where are you without kids."

"Yes, even vacant stores offer location possibilities. By finding out well in advance the type of business that will occupy them you can be the early worm that gets the location."

Got Warning

Friends warned him against going into the gumball business, Elencik recalled. Trying to make a living in a penny operation in this day and age! It just couldn't be done, he was told.

Then he read somewhere of the words inscribed over the fireplace of the Hind's Head Hotel in Bray-on-Thames, near London: "Fear knocked at the door. Faith answered. No one was there."

Inspired by this counsel, he made his decision. And the disaster of which he had been forewarned just wasn't there.

West Berlin Authorities Remind All Bulk Vendors of Obligations

WEST BERLIN—As the Communist crisis envelopes Berlin, the city government of West Berlin is taking action to safeguard the quality of products in the city's bulk vending machines.

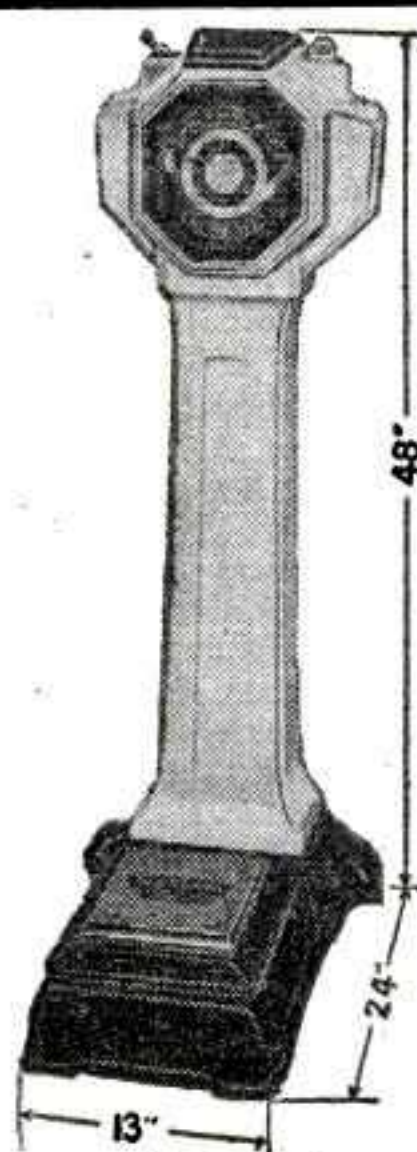
The city attorney has just written a letter to the Berliner Automaten-Verband (BAV) calling attention to municipal laws regulating bulk vending machines.

These regulations require, according to the city attorney, that each bulk vending machine be properly inscribed with the name of

the owner-operator, his address and telephone number.

Plainly Visible

This information must be plainly visible to the patron regardless of the level of the machine's product



\$25 DOWN

Balance \$10 Monthly
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supply. The city attorney said he was receiving complaints that some operators are placing their name on machines under the product supply.

Machine operators are obligated, furthermore, to invite patrons to telephone them with complaints regarding quality of product or malfunctioning of machines.

In general the city law requires operators to letter their name, address and telephone number on the exterior of the plexiglass in weatherproof paint.

The city attorney presumably acted in response to a survey showing that West Berliners have increased patronage of bulk vending machines by an average 23 per cent since the latest tension.

This apparently is a result of
(Continued on page 54)

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Phillips Amusements Introduces Novel Coin-Operated Golf Game

CHICAGO—A novel coin-operated putting game called Golf Time is being introduced to the coin machine trade by Phillips Amusements, Inc., new coin machine manufacturer in Bloomington, Ill.

The game consists of a 3-by-10-foot playfield with a rear scoring panel. Ball is delivered to the player from a side chute. Player gets nine shots or holes for a dime or 18

shots or holes for a quarter. If the ball drops into the hole at the end of the green, the player gets a point. If the player misses, however, the ball is removed from the field by a sweep arm. Thus, there is only one shot per ball.

90 Seconds Per Game

Kenneth Phillips, president, estimates it takes about 90 seconds to complete a single game. The game is an attractively finished model. Coin insertion is on the top of the back scoreboard. The green is of nubby-weave carpet. A plastic cover protects the green around the hole, and also prevents players from intercepting a ball with their hands before it is swept off the field.

Up to four can play at one time. Scores for all players are flashed on the scoreboard. A skill equalizer adjusts the tilt of the putting green for more player appeal.

Phillips said he has aimed the game specifically at the coin machine operator and will name distributors shortly.

Bookkeeping System Adds Prestige & Efficiency to Ga. Coin Operation

By BOB LATIMER

ATLANTA—Making certain that every location owner has a solid understanding of how important juke boxes, amusement machines, and vending machines are to his everyday operating costs, is the purpose of a unique bookkeeping system developed by A. A. Carruthers, suburban route operator here.

Carruthers, in the phonograph industry for his fifth year, shares a well-founded feeling that simply splitting the take from the juke box cash till at the end of each collection doesn't create as powerful an impression on the location owner as do checks. Thus, in collecting from some 60 stops, he counts out the take in the location owner's presence and cross-checks it against the play meter, he doesn't simply turn over the cash. Instead, he makes up an amounts-due form, and then sends the customer a check at the end of the month, usually covering two collection periods.

As soon as the location is set up, the Georgia operator sets up an "account" which is simply a 6½ by 9-inch ledger card, which is headed with the location owner's name, address, description, serial number, and other details about all machines installed. Typing in the head, Carruthers leaves space for enough entries to represent an average year.

New Entry

At the end of the month, when making up the credits and debits on the route, he takes each of the ledger cards out in turn, and types in the total collection from the machine, plus the amount due, in a vertical column down the right side, thus making one new entry each month. Then, each ledger card is transferred to a Verifax machine, which on one sheet of paper, costing 2.7 cents, makes good clear black and white copies of two ledger cards in one operation. Then, he simply

mails the photocopy of the ledger card to the location owner, enclosing the check.

By showing the new balance on each occasion, any special charges taken off the top, expenses, etc., this photocopy is actually a continuous, chronological history of the financial relationship between the location owner and the Carruthers music, vending, and amusement-machine organization.

Since there is a cumulative figure along with each new balance shown to correspond with the check enclosed in the same envelope, the location owner knows what the total earning capacity of the juke box is for any given month of the year, plus the total which was earned during the year previous.

The figures are impressive, particularly in busy spots, and often have meant the difference between someone else jumping a Carruthers' location, or retention of the spot for no more cogent reason than the location owner's appreciation of the businesslike methods which Carruthers uses!

Costs Low

Costs for the system are low, and since the ledger card, simply kept in a metal tray alongside the Verifax duplicating machine, carries separate columns for juke boxes, vending machines, and amusement machines, there is a complete history always at fingertip.

The fact that all typewritten figures are neatly reproduced, and the fact that the form is similar to the folio cycle-billing method by which many location owners pay their own bills, it commands immediate respect and attention.

"This is no age for the sort of bookkeeping which used to be written on the back of envelopes or on the cuff," Carruthers said. "With this system our location owners think a lot more of us, and the amount of co-operation we get in machine placement, appearance, maintenance, etc., is outstanding."

Franco Dist. Debts New Princess Unit For Southern Ops

MONTGOMERY, Ala. — Operators from Alabama, Florida, Georgia and Mississippi were guests of the Franco Distributing Company here at a recent showing of the Rock-Ola Princess juke box. David R. Franco, head of the distributorship, greeted the guests.

From Alabama were: O. W. Baker, Cullman; S. T. Richardson, Eugene Ward and Adolph Sutton, all of Atmore; I. E. Cohen, O. H. Dozier, A. M. McCrory, James L. Rogers, Bertie Stubbs and Red Ligon, all of Montgomery; H. I. Kamper, Fairhope; M. G. Butand, Phoenix City; A. L. Kropp and M. B. Pugh, both of Tuscaloosa; C. A. Martin, Mobile; Olin E. Spikes, Auburn; Bill Thompson and Horace Crawson, both of Bessemer; Paul Henderson, Andalusia; Billy Carmichael, Enterprise; H. V. Smith, Alexander City; Kenneth Harris, Brundridge; William Hillard, Tuskegee; F. G. Sasser, Brantley; Woodrow Ruff, Notasulga; O. W. Wood, Andalusia; Harold Peeples, Eclectic; J. Leon Brown, Birmingham; Leon Clark, Pratt City; Joe Byrd and Walker Byrd, Luverne; Barton Steakley, Huntsville.

Georgia operators included Ida Mae Lipham, and A. L. Andrews, both of LaGrange; J. H. Jones, Buford Dowdy, A. W. Harrell; D. T. Cook and Grady Wallace, all of Columbus.

From Florida were Gene Sims and Wallace Arnold, both of Boniface; Finley Duncan, Valparaiso; Jack Horne, Pensacola, and Charles Hawkins, Panama City. Fabian Toranto of Biloxi, Miss., also attended.

Winners of door prizes were: Billy Carmichael, Rock-Ola bar; Buford Dowdy, chafing dish; Harold Peeples, tid-bit tray; Leon Clark, patio set; Olin Spikes, camera; Gene Sims, wall bar; H. V. Smith, cigaret lighter; Adolph Sutton, utility table; Jack Horne, travel iron, and A. L. Andrews, Dormeyer grill.

EUROPEAN NEWS BRIEFS

Continued from page 49

six months in jail. The Cologne ruling was another in a series of recent court decisions bolstering operator contracts. Without exception, the courts have ruled that contracts are binding under all circumstances.

Consider 10% Tariff Slash

BRUSSELS—The European Economic Community's Council of Ministers is considering an additional 10 per cent slash in tariffs for the Common Market. If approved, this reduction would be made December 31, and would bring the total reduction in Common Market internal tariffs to 50 per cent. For the European coin machine industries, taking the existing levels of coin machine export tariffs within the Common Market, the proposed 20 per cent slash effective December 31 would eliminate tariffs as a serious factor in retarding intro-European trade.



L. A. CORDOVEZ, WURLITZER DISTRIBUTOR in Quito, Ecuador, doing business as Casa Nacional de Quito, won first prize for his display at the North American Commercial Exposition in Quito. Above are two Casa Nacional representatives flanking a local beauty contest winner who was booth hostess during the show.

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The Cannonball Adderley Quintet in San Francisco
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Riverside
- ADDERLEY, NAT**
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Riverside
- ARMSTRONG, LOUIS**
Louis and the Dukes of Dixieland
Audio Fidelity
- BAKER, CHET**
Chet Baker with Fifty Italian Strings
Jazzland
- BASIE, COUNT**
Kansas City Suite
Roulette
- BASIE, COUNT with JOE WILLIAMS**
Just the Blues
Roulette
- BENTON, BROOK**
Songs I Love to Sing
Mercury
- BRAFF, RUBY**
You're Getting to Be a Habit with Me
Stereo-Craft
- BRUBECK, DAVE QUARTET and JIMMY RUSHING**
Brubeck and Rushing
Columbia
- DO RAY MI TRIO**
The Wonderfully Musical Do Ray Mi Trio
Stereo-Craft
- GARNER, ERROLL**
Dream Street
ABC
- GRECO, BUDDY**
My Buddy
Epic
- HODGES, JOHNNY**
Castle Rock
Verve
- JAMAL, AHMAD**
Happy Moods
Argo
- JONES, JONAH**
Jumpin' with a Shuffle
Capitol
- JONES, QUINCY**
The Great Wide World of Quincy Jones
Mercury
- LAMBERT, HENDRICKS & ROSS**
The Swingers
World Pacific
- LEWIS, RAMSEY TRIO**
Stretching Out
Argo

- LYNNE, GLORIA**
Miss Gloria Lynne
Everest
- MONK, THELONIOUS**
The Thelonious Monk at the Blackhawk
Riverside
- O'DAY, ANITA**
Pick Yourself Up
Verve
- PREVIN, ANDRE**
Give My Regards to Broadway
Columbia
- REESE, DELLA**
A Date with Della Reese
Jubilee
- SHEARING, GEORGE**
The Shearing Touch
Capitol
- STATON, DAKOTA**
Softly
Capitol
- TAYLOR, BILLY**
Billy Taylor with Four Flutes
Riverside
- TIMMONS, BOBBY**
Soul Time
Riverside
- TOP JAZZ STARS**
Swinging Like Sixty
World Pacific
- VAUGHAN, SARAH**
The Divine One
Roulette
- WASHINGTON, DINAH**
I Concentrate on You
Mercury

Country & Western

- CASH, JOHNNY**
Ride This Train
Columbia
- FLATT & SCRUGGS**
Foggy Mountain Banjo
Columbia
- HILL, GOLDIE**
Goldie Hill
Decca
- PIERCE, WEBB**
Webb with a Beat
Walking the Streets
Decca
- SMITH, CARL**
The Carl Smith Touch
Columbia
- STANLEY BROS.**
The Stanley's In Person
King

- THOMPSON, HANK**
This Broken Heart of Mine
King
- WELLS, KITTY**
Kitty's Choice
Seasons of My Heart
Decca
- WILBURN BROTHERS**
Side by Side
Decca

Pop Vocal

- BOONE, PAT**
Great, Great, Great
Dot
- BREWER, TERESA**
Naughty, Naughty, Naughty
Coral
- BRYANT, ANITA**
Anita Bryant
Carlton
- CONNIFF, RAY**
Somebody Loves Me
Columbia
- CROSBY, BING/ LOUIS ARMSTRONG**
Bing & Satchmo
MGM
- DINNING, MARK**
A Star Is Born
MGM
- DION & THE BELMONTS**
When You Wish Upon a Star
Laurie
- EVANS, PAUL**
Folk Songs of Many Lands
Carlton
- FOLEY, RED**
Let's All Sing with Red Foley
Decca
- GRANT, EARL**
The Magic of Earl Grant
Decca
- GRECO, BUDDY**
Songs for Swinging Losers
Epic
- HAMILTON, ROY**
Roy Hamilton at His Best
Epic
- JAMES, JONI**
Joni
MGM
- LONDON, JULIE**
Julie at Home
Liberty
- LEE, PEGGY**
Ole la Lee
Capitol
- MATHIS, JOHNNY**
Rhythms & Ballads of Broadway
Decca
- MILLER, MITCH**
TV Sing Along with Mitch
Columbia
- MILLS BROS.**
The Mills Bros' Great Hits
Dot

- MOONEY, ART**
Spectacular Voices with Banjos
MGM
- O'TOOLE, KNUCKLES**
Sing a Song with Knuckles O'Toole
Grand Award
- PLATTERS, THE**
Life Is Just a Bowl of Cherries
Mercury
- PRIMA, LOUIS/KEELY SMITH**
Together
Dot
- SHERWOOD, ROBERTA**
Get Away from Those Swingin' Doors
Decca
- SINATRA, FRANK**
Sinatra's Swingin' Session
Nice 'n' Easy
Capitol
- STARR, KAY**
Jazz Singer
Capitol
- TWITTY, CONWAY**
Conway Twitty's Greatest Hits
MGM
- WILLIAMS, ANDY**
Lonely Street
Cadence

- HAMPTON, LIONEL**
Hamp's Big Band
Audio Fidelity
- HENRY, RAY**
Polka Session with Ray Henry
Dana
- JEROME, HENRY**
Brazen Brass
Decca
- KAYE, SAMMY**
Dance to My Golden Favorites
Decca
- KING, WAYNE**
Songs of the Islands
Decca
- LIGHT, ENOCH**
Persuasive Percussion Vol. III
Command
- MADDOX, JOHNNY**
Crazy Otto
Dot
- MONTENEGRO, HUGO**
Bongos and Brass
Camelot
Time
- WELK, LAWRENCE**
Last Date
Dot

Instrumental

- CAREY, DAVE**
Bandwagon + 2
Laurie
- COVINGTON, WARREN**
It Takes Two to ...
Decca
- DENNY, MARTIN**
Exotic Sounds from the Silver Screen
Liberty
- EDDY, DUANE**
Duane Eddy & The Rebels
Jamie
- ELGART, LARRY**
Sophisticated Sixties
MGM
- ELGART, LES**
Half Satin/Half Latin
Columbia
- FERGUSON, MAYNARD**
Let's Face the Music and Dance
Roulette
- GLEASON, JACKIE**
Lazy, Lively, Love
Capitol
- GREEN, URBIE**
The Persuasive Trombone of Urbie Green
Command
- HACKETT, BOBBY**
Hawaii Swings
Capitol

Rhythm and Blues

- BALLARD, HANK**
Mr. Rhythm and Blues
King
- BUTLER, JERRY**
Vee-Jay
- CHARLES, RAY**
Dedicated to You
ABC
- CHARLES, RAY**
Genius + Soul = Jazz
Impulse
- CLARK, DEE**
Vee-Jay
- KING, B. B.**
King of the Blues
Kent
- LYNNE, GLORIA**
I'm Glad There Is You
Everest
- THOMAS, JON**
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ABC Paramount
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Indiana Tax Stamp Figures Reported

INDIANAPOLIS — The sale of 1,190 gaming device stamps at \$250 each for the current fiscal year was reported last week by the Internal Revenue Service.

"As long as they buy their stamps, the federal government is satisfied," said an IRS official when reminded that payoff pinball machines are illegal in Indiana. "Enforcing the gambling laws is up to local authorities."

Vigo County was the leading purchaser of the stamps with 151. Lake County was second with 141. Dearborn County, one of the smallest of the State's 92 counties, bought 91, while Marion County (Indianapolis), the largest, procured only 15. Other purchases included that of Vanderburgh (Evansville) with 91, St. Joseph (South Bend) with 55, Knox with 54 and Madison with 48.

Hospital Auxiliary Meeting

CHICAGO — Some 200 leading club women from the Western suburbs met last week to form the Women's Auxiliary of Gottlieb Memorial Hospital. Louis Zahn, hospital president, welcomed the group and gave a brief history of hospital events.

Members of the auxiliary will manage the snack bar and gift shop, among other duties. The Gottlieb hospital, founded by coin machine veteran David Gottlieb, officially opened July 24.

NAIL POLISH SIMPLIFIES, HIKES EATERY JUKE PLAYS

DENVER—It isn't necessary to go to too much expense or effort to shill restaurant locations, according to Johnny Knight, of Skyland Music Company, here.

Knight, like many other long-established operators, is a firm believer in the wisdom of furnishing waitresses and bartenders with coins which can be used to start up the juke box, whenever there are long, protracted periods of silence in restaurants and tavern spots. Formerly, he went to great lengths to develop coins which could be recognized as "shill money" whenever collections were made. This included the use of paint, even metal processing which would tint the coins a definite color.

Nail Polish

"Instead of issuing coins to the waitresses, we simply asked them to make a small cross on their coins with nail polish," Knight pointed out. "In this way, waitresses can set aside a few quarters when they come on shift, mark the coins with nail polish which dries swiftly, and keep the coins handy, for use whenever it is indicated."

Knight then simply set aside the nail polish-identified coins when making his regular collections, and reimburses the waitresses—all of them use a different symbol to identify the coins they have dropped.

Play started going up swiftly in the restaurant, as soon as this system was put into effect, and continued to climb every week for a period of several months.

Knight, naturally, has adopted the "mark-it-with-nail-polish" program among all of his locations, and gladly stakes each of the waitresses at every stop, to a new bottle of nail polish whenever they request it.



Bulk Banter

• Continued from page 50

Company will take over Arm's space at 1822 East 38th Street, Minneapolis, next door to its present quarters. Vendall recently bought out the George T. Harrison Company of Minneapolis, which consists of about 70 candy machines in various locations, according to Bud Zuber, partner in the Vendall firm. Zuber recently returned from a vacation in Glacier National Park, Banff, Lake Louise and Jasper National Park. His partner, Earl Grout, spent a week supervising a Boy Scout camp in Northern Minnesota. . . . Walter Lindahl, new Minneapolis bulk vending operator, is expanding into the candy vending business.

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CANDY VENDORS

DuGrenier, 8 Col.	\$195
Stoner, 6 Col.	125
Stoner, 8 Col.	175
Shipman, 6 Col.	95
U-Select, 72 Sel.	45
N. W. Sweet, 16 Sel.	75
National, 6 Col.	25
Rowe, 7 Sel.	145

MISCELLANEOUS

Pop Sez Popcorn	\$ 85
Vendo 210 Ice Cream	425
Vendo 210 Milk	425

BOWL-A-RAMAS

6 like-new 20' size. Call for special price.

POOL TABLES

6 Pocket, wood top	\$150
6 Pocket, slate top	195
Bumper Pool, large	75
Bumper Pool, small	75
Bumper Pool, slate	150

Write for special prices on new

FISHER-VALLEY-KAYE DRINK VENDORS

Vendo 210 Ice Cream	\$410
Vendo 210 Milk	410
Hebel 5-Sel. Ice Cream	325
Avenca Coffee & Hot Choc.	175
Barvend Fresh Ground Hot Coffee	295
Specarb 3-Sel. Cold Drink	395

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DETROIT DOINGS

Charles B. Dennis has moved the Dot Vending Company, formerly in Northwest Detroit, out to the West Side suburb of Livonia. The Dot firm operates a cigaret vending route as well as bulk vending of nuts, and some candy. . . . Taylor H. Cooper is incorporating Cooper's Vending System, Inc., to take over the business of the Cooper-Pope Vending Company, Inc., which has been one of the city's actively growing cigaret vending firms. Leroy B. Pope, who was co-owner with Cooper, has withdrawn from the business, and is understood to be in the furniture business at present. The company, which formerly planned a diversified operation, is now concentrating on cigaret vending, leasing the candy vending operation to Warren Strikland, who operates out of the same headquarters in the north end.

Lou Nemesh, owner of the Grand Music Company, has entered Henry Ford Hospital for treatment of a serious diabetic condition. . . . Erwin B. Moss, secretary-treasurer of Music Operators, Inc., was able to return home this past weekend after several weeks' hospitalization for a heart condition, but will be taking things easy for a while. Marty Moss, his son, who is running the Moss Music Company meanwhile, reports business slow, and even meetings of the MOI group suspended for the summer.

Henry Zinkosky of the accounting department of Ford Motor Company, is making his entry into the coin machine business with the purchase of a portion of the highly diversified route formerly operated by Lorie Lodice of the Lynn Amusement Company. This includes both juke boxes and pool tables, in a route well spread through the suburban

(Continued on page 56)

CORSAIR 30 CIG.	\$245.00
SEEBURG E11 CIG.	265.00
AMI CONTINENTAL 1-200 STEREO	845.00
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AMI K100A STEREO	695.00
AMI J120E STEREO	625.00
SEEBURG KD-200	395.00
SEEBURG V-200	295.00
SEEBURG G-100	350.00
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BALLY DELUXE ABC	245.00
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20th YEAR OF QUALITY PRODUCTS

West Berlin

• Continued from page 51

more Berliners spending more time on the streets observing activity connected with the Communist sealing off of East Berlin and the military counter-measures invoked by the Western garrisons.

Increased patronage of bulk vending machines is also on the increase because, with tension running high, Berliners tend to munch more nuts and confections and chew gum as a nervous reflex.

Joe Ash says . . .

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Genco: Big Top, State Fair, Circus, Sky Rocket, Sky Gunner
Chicago Coin: Playland, C. C. Pistol
Mutoscope: Sky Fighter, Atomic Bomber New and Used Kiddie Rides
Miscellaneous: Mutoscope, Lord's Prayer, Voice-O-Graph, Tongo, Silver Bullets.
Chicago Coin: Goales, Two Player Hockey, Champ Basketball. Exhibit: Card Vendors, Little Meters or Floor-Size Sets of Cock-Eyed-Circus, Knotty Peaks. Capitol: Auto Test, Midget Movies

Additional Miscellaneous: Metal Typer, Telescope, Mercury Grip, Striking Clock, Water Polo, Bike Race, Solar Horoscope, Air Hockey, Air Football, Scientific Football, Set Shot Basketball, Hydro-duck, Blood Pressure, Scientific Pokerinos, Champ Grip Test
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MOA Newsletter

Music Operators of America's September newsletter is being reprinted in BMW as a service to MOA members. The newsletter appears in BMW exclusively and is not being mailed to the membership. The views expressed are those of MOA.

AND SON!

CHICAGO—In our years in the phonograph business, it has been our good fortune to have gained many friends. These people are represented in every level of our industry—manufacturers, distributors and operators. We treasure these friends. Most of them have made their mark in our business. Some have accumulated wealth, others are in moderate circumstances but all have one thing in common, they are in the coin machine business.

Most of these friends have lovely families. And, we have yet to find a music man who did not have a fierce pride in his children. Nothing is overlooked in the development of these youngsters. Education, manners, poise, are all of the best. However, in the desire for the betterment of these children, our business suffers. For, we have found that it is a rare music man that wants his son to follow him in his profession. A doctor, a lawyer, a banker, yes, but a music man, never! It is unfortunate that the public image of our business is such that fathers want to spare their sons the indignity of an undeserved poor reputation.

There are exceptions, of course. A notable one is a lad that was going to grade school when we first met him. We watched his progress through high school and college. We were pleased with his decision to join his father in the distributing end of our business. In a few short years, he's well up on his successful parent. We're betting he'll surpass him and we know that our good friend, Barney Sugerman, hopes that his son, Myron, does.

Too, we recently attended the introduction of Rock-Ola's new model. As a neutral, we have no comment other than this model carries on the tradition of constant improvement within our industry. But, we do want to point out that this particular model is the product of a new generation. This phonograph is the result of the engineering and designing skill of Donald Rockola, son of David C. Rockola. Father should be very proud!

We all talk about the need for "new blood" in our industry. We search for it far afield. We are missing the forest for the trees. This "new blood" is in our own homes, at our own dinner tables. It is coin machine blood for it runs in the veins of our children. Educate them, manner them, but also inoculate them with the idea that the art of entertaining by music is honorable.

It's 100 to 1 that they will do a better job than we have!
MUSIC OPERATORS OF AMERICA, INC.
E. R. Ratajack,
Managing Director

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WAX**



the constant speed wax — choice of champs, assures better control. Use SLICK WAX for smooth, uniform performance.

ESPECIALLY GOOD ON SHUFFLE ALLEYS!



SPEED COAT SILICONE SHUFFLEBOARD CLEANER & FINISH makes a board faster while maintaining a smooth protective surface at all times.

INQUIRE TODAY . . .
Since 1932
The SLICK SHINE Company
207 Astor St., Newark 5, N. J.

**VENDING MACHINE ROUTE
FOR SALE**
Phonographs, Cigarette Machines, Pin ball and Bowler Games. Located in Northern Arizona. \$25,000.00 incl stock. Half down.
P. O. Box 149, Ash Fork, Arizona.

IMMEDIATE DELIVERY
In Northern Illinois, Iowa and Northern Indiana.

**GOTTLIEB 2-PLAYER
LANCERS**

- Proven player appeal — with Top Rollover, Light Pop Bumpers, Kick-Out Holes and Side Rollovers for Super Score.
- 2 center Kick-Out Holes fire balls toward top of playfield.
- 2 side holes kick balls towards flippers.

NEED for EXPORT:

GOTTLIEB

TEXAN CONTEST	UNIVERSE
PHOTO FINISH	SWEET SIOUX
SHOWBOAT	MISS ANNABELLE
MERRY-GO-ROUND	AROUND THE
SPOT-A-CARD	WORLD
CAPT. KIDD	QUEEN OF
DANCING DOLLS	DIAMONDS
WAGON TRAIN	ATLAS
LITE-A-CARD	RACE TIME
WORLD BEAUTIES	STRAIGHT
SEVEN SEAS	SHOOTER
ROTO POOL	DOUBLE ACTION
ROCKET SHIP	SITTIN' PRETTY
CRISS CROSS	SUNSHINE
LIGHTNING BALL	PICNIC
MADEMOISELLE	BRIGHT STAR
	WHIRLWIND

HIGHEST PRICES PAID!
WRITE, WIRE, PHONE!
**NATIONAL
COIN MACHINE EXCHANGE**
1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-8211

**TOPS
IN QUALITY**
at **LOW, Low Prices**
Every Piece Reconditioned and Guaranteed

- BALLY BEAUTY CONTEST . . . \$ 85**
BALLY BEACH QUEEN 125
- UPRIGHTS**
- Games Inc. Wildcat \$165
 - Games Inc. Double Shot 75
 - Games Inc. Super Wildcat 365
 - Games Inc. Trail Blazer 395
 - Kooney Little Buckaroo 145
 - Kooney Criss Cross Diamond 165
 - Kooney Red Arrow 345
 - Auto Bell Circus Play Ball 50
 - Auto Bell Galloping Dominoes 60
 - Auto Bell Circus Wagon Wheel 65

- ARCADE**
- Bally Jet Shuffle Bowler, 8 1/2' \$ 45
 - Bally Tournament Bowler, 11' 195
 - Bally Trophy Bowler, 14' 245
 - Bally Lucky Alley, 14' 295
 - United Bowling Alley, 14' 125
 - United Super Bonus Bowler, 8' 165
 - United Jumbo Bowling Alley, 13' 295
 - Keeney True Score Bowler, 14' 65
 - Bally Sharpshooter Gun 375

- MUSIC**
- Wurlitzer 2000 (200 Sol.)—with Speed Road Program \$295
 - Wurlitzer 2200 (200 Sol.) 445
 - AMI E-120 145
 - Seeburg V3WA (200 Sol.) Wall Boxes 65



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



RUSS LAHART, JACK LAHART AND TOM ODDY, Upstate Vending Service, Lake Placid, N. Y., unload their first new Princess phonograph bought from Vic Conte, Utica, N. Y. Conte made a special trip to show the machine to operators in up-State areas.



THE OLD PROFESSOR, DAVE STERN, Seacoast Distributing, Rock-Ola outlet in Elizabeth, N. J., shows off the new Princess to Victor Reggie, Branch Amusement Company, Long Branch, N. J., during recent open-house ceremonies at Seacoast.

**ANOTHER
REASON
WHY THE
ROCK-OLA
Princess
PHONOGRAPH
IS YOUR BEST BUY**



SERVICEABILITY

look to **ROCK-OLA** for advanced products for profit

**ATLAS . . . for MUSIC and
ROWE VENDING MACHINES**

COMPLETE STOCK OF PARTS—FAST SERVICE!

VENDING—Reconditioned	SPECIAL!
WITTENBERG REF. 24-SEL, 3 COMP., 4-PRICE \$795	A.M.I.
STONER D-500 COFFEE 295	MODEL
STONER D-13 HOT DRINK 595	F-120
SEEBURG 800 E-2 CIGARETTE 245	\$250
ROWE L-1000, 4 FLAVOR 595	RECONDITIONED
APCO 6 FLAVOR, ICE 1,145	
APCO 4 FLAVOR, ICE 1,095	
CONTINENTAL CORSAIR 20 195	

MUSIC—Reconditioned	ROCK-OLA 1446 \$195
A.M.I. E-80 \$145	ROCK-OLA 1455 395
A.M.I. 6-120 295	ROCK-OLA 1468-120 St. 625
A.M.I. J-100M 495	WURLITZER 2000 245
A.M.I. I-200E 545	WURLITZER 2100 365
A.M.I. J-200 595	WURLITZER 1900 375
A.M.I. K-200 660	WURLITZER 2150 395
SEEBURG KD-200 445	WURLITZER 2300S 625
SEEBURG 222 795	

**Distributors for
AMI — ROWE**

**FOR SERVICE AND PARTS
ATLAS
IS STILL YOUR BEST BET!**

1/3 Dep., Bal. C.O.D. or Sight Draft

ATLAS MUSIC COMPANY
A Quarter Century of Service
DIV. OF AC AUTOMATIC SERVICES, INC.
2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

WANTED Coin-Operated Kiddie Rides

Give all details and prices in first letter.

Write: Box 138, Billboard Music Week
188 W. Randolph St. Chicago 1, Illinois

SURE SHOTS FOR LONG RUN PROFITS ...



Supplied with
4 best quality cues

See the Standard Model 75—
low priced—a quality table.
All models have Slate tops
covered with regulation billiard cloth.

Place Your Order Today!



WILLIAMS ELECTRONIC Mfg. Corp. 4242 W. FILMORE ST. CHICAGO 24, ILL.

- Both Deluxe 90 and Deluxe 75
Have All These Features:
- brightly polished chromium plated castings around all pockets
 - lively rebound cushions
 - hand rubbed mahogany veneer finish
 - formed Formica rails
 - separate cue ball return within easy reach from upright position
 - first quality balls size 2 1/4" — cue ball size 2 3/8"
 - twin dime or 25¢ push chute
 - recessed removable drawer

Contact Your Nearby Williams Distributor.

NEB. GUILD SETS NEW MEET DATE

OMAHA — The Nebraska Music Guild has postponed its fall meeting two weeks to September 16-17, at the Evans Hotel, Columbus, Neb. The meeting was originally scheduled for September 3-4 at the same site.

A new insurance program, juke box and game exhibits, business meetings, and session of the Cornhusker Investment Club are on the agenda. Doc Stroh and Frank Holys are hosts.

Kiddie Coin Ops Occupy Wash Home

DENVER—Lease arrangements are growing rapidly in the Denver kiddie ride industry, spark-plugged primarily by the development of hundreds of do-it-yourself coin-operated laundries and dry cleaning plants.

Since most of these laundries are converted over from other types of retail operations, there is usually plenty of room for a kiddie ride. Also, kiddie rides remain just about the best panacea for sitting children which any mother could hope for. The net result has been that at least two out of every three major kiddie rides and dry cleaning plants opened in the past few months display bucking horse, a space ship, an antique car, or similar kiddie ride entertainment.

Standard arrangements with coin-operated laundry owners calls for a flat \$30 per month minimum for the operator, although it has been pegged as high as \$37.50. Invariably, according to leading coin-operated kiddie ride owners, the \$30 minimum has been met easily.

In return for the minimum, operators usually promise a much more active machine maintenance and reconditioning program.



• Continued from page 54

and resort areas. Zinkosky is starting his new business under the name of Zinkosky Recreation Company, and establishing headquarters in the suburb of Allen Park.

Reinhold W. Schoen of Livonia, is formally registering the Rocky Vending Machine Company, to operate a small route of cigaret machines. A retired policeman, he has been in the coin machine field for some time and formerly operated a route of bulk gum machines. He has disposed of this bulk operation because of the problems of special licenses and other factors, and will now concentrate only on his cigaret route.

Eugene R. Wagner and Joseph M. Boyle have teamed up to form the Dearborn Music Company, operating a juke box route in Dearborn. Both men are new to the field as operators, although Wagner has been associated in the past with an operator and is a relative of John Wagner of Dearborn who operates the J. E. Wagner Music Company.

George J. Blascoe, part owner of the North End Amusement Company, pinball operation, has retired and moved to Brighton, making his winter home in Florida. His partner, Albert Kisner, now with Excello Company, has moved to suburban Redford Township.

Martin M. (Barney) Burke of the Browne Amusements is continuing in office for another year as president of the Detroit, Shuffboard Association by acclamation rather than formal election, reports Fred Chlopan, executive director. Other officers remaining in position include Tom Dewberry of T. J. Amusements as vice president, and Robert Calderwood of Calderwood Enterprises as secretary-treasurer. Summer meetings of the DSA are again being held at Chlopan's own recreation room in his home in the Northwest section.

Norman Ribant has taken over part of the large East Side route of the former Lynn Amusement Company, operated by Lorie Lodice Ribant, who is making this a part-time operation, is specializing in bowling games and pool tables, together with a few automatic guns.

SHUFFLE TOURNEY OPEN TO IA. & NEB. OPERATORS

OMAHA — A two-State shuffleboard tournament being sponsored by Coin-A-Matic, Inc., local coin machine distributors, is expected to attract full-scale radio, press and television coverage.

Some 120 or more players from Iowa and Nebraska will compete for \$600 in cash prizes. More than 300 persons are expected to view the three-day elimination games to be staged at German-American Club Hall here October 6-8.

Howard Ellis, head of Coin-A-Matic, and Frank Hawley, sales manager, said that already the tournament had received local press mentions and that they had been promised radio and television coverage for the actual games.

Women, Too

Ellis noted that shuffleboard had become quite popular in the Iowa-Nebraska area and that he expected a great deal of interest in the tournament. Women in particular, he noted, have taken to shuffleboard in a way they never quite did to the game of pool.

Entries are divided into three

categories, professional, amateur and team. The professional category merely requires a higher entry fee and players compete for higher prizes.

Trophies will be awarded to champion and double champion, amateur singles and doubles champion, team champion ships and ladies' championship.

Ellis said he expected the various locations to enter teams and that in addition the team members plus other individual entries would compete in the singles games.

Entry blanks are shuffleboard available at present shuffleboard locations. All fees must be in by September 30, after which there will be a drawing for positions.

Entry fees range from \$3 for amateur and ladies' singles, to \$24 for a four-player team entry.

Prizes are \$30, first, \$10 second for ladies' and amateur singles; \$75 first, and \$30 second, for pro singles; \$100 first, \$40 second, for pro doubles; \$50 first, \$20 second, for amateur doubles, and \$150 first and \$60 second, for teams.

when answering ads . . .

Say You Saw It in Billboard Music Week

STANDARD FINANCIAL CORPORATION

530 FIFTH AVENUE, NEW YORK 36, N. Y.



The Directors and Officers of Standard Financial Corporation are pleased to announce effective September 1, 1961, the transfer of its New York Time Sales Department operations to its wholly-owned subsidiary, SFC ACCEPTANCE CORPORATION, an investment company organized under the Banking Law of the State of New York, specializing in industrial time sales and lease financing.

At the head of SFC Acceptance Corporation will be Mr. Arnold Harlem, Executive Vice President and General Manager. Mr. Harlem brings to SFC Acceptance Corporation financial and credit experience acquired through his many years of association with C.I.T. Corporation, Rowe Manufacturing Company and Automatic Canteen Company of America.

Assisting Mr. Harlem will be the following newly elected Officers of SFC Acceptance Corporation, all former New York Time Sales Department executives, who will continue to serve you: Robert L. Krause, Senior Vice President; Harvey Mantelman, Assistant Vice President; Alan A. Fischer, Assistant Secretary; Charles Hofmiller, Collection Manager.

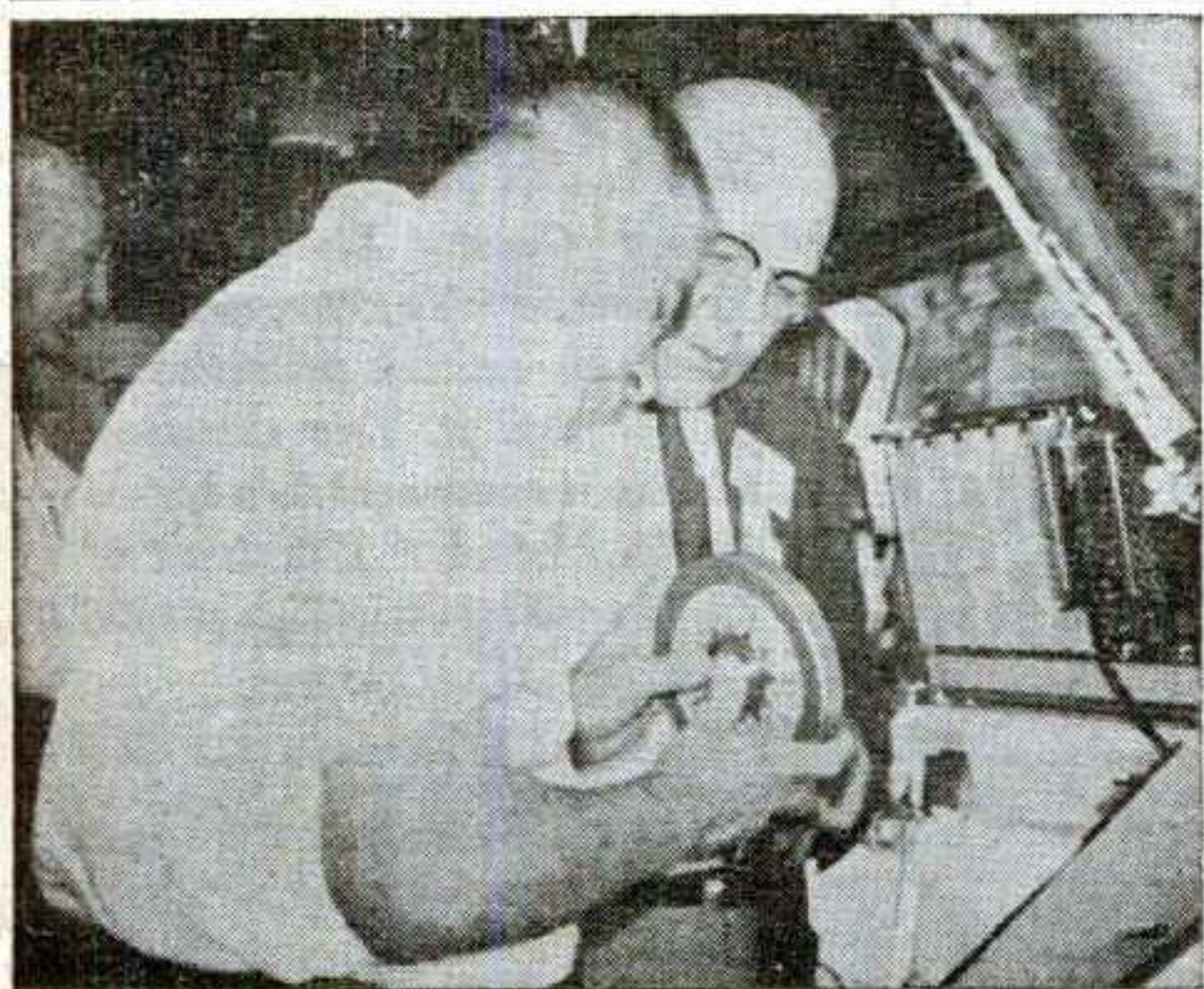
All of the personnel of SFC Acceptance Corporation are thoroughly experienced in your industry, and will now be in a position to offer you greatly expanded services and assistance.

Arthur F. Silber
Vice President

SFC Acceptance Corporation 2 West 45th Street New York 36, New York TN 7-2330	SFC Financial Corporation 3354 Wilshire Boulevard Los Angeles 5, California DUnkirk 5-9251	Factors Corporation of America 2 Penn Center Plaza Philadelphia 2, Pennsylvania LOcust 8-7700	Texas Factors, Inc. Fidelity Union Life Bldg. Dallas 21, Texas Riverside 8-4788
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HY LESNICK (right), Richmond Amusement Sales, hears about the new Rock-Ola Princess from Herman Perrin, General Vending Sales, Baltimore, during the recent Music Operators of Virginia meeting at Virginia Beach.



IRVING BLOCK, sales representative for General Vending Sales Company, Baltimore, explains the Rock-Ola 33 1/3-45 r.p.m. Inter-mix Mech-O-Matic turntable to Tony Colbert, Danville, Va., at a recent Music Operators of Virginia meeting at Virginia Beach.

Kansas Coin Op Agrees: 'It Pays to Advertise'

WAKEENEY, Kan.—Anonymity in operating any sort of amusement machine or phonograph route is a mistake, according to K. Hearting, owner of K. Hearting Amusement Company here.

Hearting, who has an extensive juke box and game route in Western Kansas, has at least 20 top-notch locations which came to him through "keeping myself known to the public." Instead of posting his company name, telephone number, etc., only with the management, and omitting it on the machine, such as is often the practice, Hearting thinks so much of self-identification that he actually posts not one, but two over-size business cards in every phonograph.

In a typical cafe location in Colby, Kan., he uses two 3 1/2 by 3-inch business cards behind the glass on the juke box. These are set on either side of the turntable, where it isn't likely that anyone playing a record will overlook them. Listed are K. Hearting Amusement Company's chief interests, including amusement machines and phonographs, the telephone number, and the company slogan.

"Restaurant owners have to eat somewhere themselves," he said. "When a man is planning a brand-new restaurant, he is likely to give some thought to the amusement machines and phonographs which are staple at roadside spots. If it happens that he remembers our business name, simply by seeing it repeated on cards wherever he has stopped to eat, the chances are that we will get the call."

A typical example occurred back in 1958, when an Eastern Colorado rancher decided to take a

flyer in the restaurant business, and built one of the most elaborate truck-stop restaurants in this section of the country. Because he had seen Hearting's business cards in several machines, he telephoned Wakeeney long distance, notified Hearting that the restaurant was going up, and asked him to drop by.

The result was installation of five pinball games, a phonograph, several participation games, and a

cigarette vending machine. All of these rank steadily near the top of the list where incomes are concerned.

Another advantage of continuously making himself known to the public is the fact that location owners begin to remember Hearting by name, which leads to better co-operation in requesting phonograph records, in appearance upkeep on the machine, and, of course, in service. Hearting is proud of the fact that most of his locations owners know that he has the biggest string of machines in Western Kansas, and that through this continuous business card advertising program he can always count on obtaining several unsolicited new locations per year.

2 1/2 Times More Circulation Than the Next Magazine!

TOTAL PAID CIRCULATION
OF THIS ISSUE OF BILLBOARD MUSIC WEEK
21,428

THE WORLD-WIDE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

BILLBOARD MUSIC WEEK

WANTED Will Pay \$\$\$ Cash \$\$\$'s

MUSIC

WURLITZER 1700, 1800, 1900, 2104, 2200

SEEBURG—Need every model—A through G

AMI D-80, E-80, E-120

ROCK-OLA 1455, 1448

MILLS Panorams

BALLY Bingos, Lotta-Fun, Skill Score and Skill Roll

WILLIAMS Ten Strike

GOTTLIEB & WILLIAMS Five Balls

WE HAVE OVER 100 USED, GUARANTEED VENDING MACHINES . . . LARGE ASSORTMENT OF ARCADE EQUIPMENT.

PHONE COLLECT OR WRITE FOR SWAP DEAL!

REDD DISTRIBUTING CO., INC.

126 Lincoln Street, Brighton 35, Mass.
PHONE: ALgonquin 4-4040 - CABLE "Reddinc"



GOTTLIEB'S
2
PLAYER

Lancers

Proven Player Appeal! Performance! Profit!

No doubt about it—LANCERS has everything it takes to attract more play, more coins, more profit! Coupled with its sensational new cabinet design you have a dream performer.

Its massive stainless steel mouldings and chrome corners provide a clean, "new game" appearance forever. Eliminates the need for many expensive service calls.

Drop in to your distributor today for a demonstration

- Top rollovers light pop bumpers, kick-out holes and side rollovers for super score
- 2 center kick-out holes fire balls toward top of playfield—2 side holes kick balls toward Flippers
- Bottom rollovers score 200 points when lit
- 2 cyclonic kickers light alternately
- Match Feature • 3 or 5 ball play



D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!

Yours to sell . . .

BIG CHRISTMAS OFFER FROM GENERAL ELECTRIC

Just in time for your big selling season—General Electric's new Trimline portable stereo, wrapped up in an exciting promotion to help you sell it. Your customers will see it announced in a spread in the November 17th issue of LIFE reaching 32 million people.



SELL THESE 3 FOR \$149.95!

* **New Portable Stereo.** The exciting new Trimline by General Electric, a brand new design in portable stereo. Custom changer flips down and out; speaker wings swing out or detach for wide sound separation. Big stereo sound in a compact, durable all-steel case, clad inside and out in lustrous, scuff-proof vinyl.

* **12 LP Stereo Records.** The very best in modern and classical music, featuring America's

top recording artists. Worth \$60.76 (if purchased at manufacturer's listed prices).

* **Pocket Transistor Radio.** Big sound in a small package. Six-transistor General Electric radio is a favorite everywhere. Fits in purse or pocket, weighs only 7½ ounces.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

FREE THESE 3 BIG EXTRAS

1. Exclusive Bing Crosby Christmas record. This specially pressed compact LP is a \$1.49 value—you offer it to your customers for just 50¢. It's available only through General Electric dealers, and you get 20 of them free with your order.

2. Your name listed in LIFE, directing the customers in your neighborhood to your store.

3. A complete, hard-hitting point-of-purchase kit to help you build sales.

You'll want to cash in on this "can't miss" promotion. Ask your General Electric Distributor for complete details.