

May 8, 1961

# BILLBOARD MUSIC WEEK

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

EDITORIAL

## Sparking 33 Singles

Quietly—and at high echelons—pressure is building in favor of a 33 singles drive entailing the production of a cheap, teen-slanted 33 automatic player. A story in this issue indicates that RCA is giving the matter much thought. One of the chief hurdles, of course, is production cost. Engineers for awhile had despaired of producing an automatic player at less than \$20. Let us hope RCA can solve the problem.

Meanwhile, however, let us propose an easier solution. Why not have several companies back the production and cost of such a player—in the event no single firm cares to foot the total bill? Several companies, thus co-operating, would be serving the best interests of the entire industry.

In fact, it would seem that such a proposal merits the serious consideration and support of the Record Industry Association of America.

We urge that the RIAA examine the problem carefully and weigh the benefits disk manufacturers are likely to derive from a singles promotion centering around a player. In passing, we may point out that a good many years have passed since a cheap player was manufactured and promoted specifically for the teen market.

We also urge that manufacturers examine another—and allied problem of some sensitivity. We refer to the price of singles. A cut in price, coupled with a player promotion, may produce far-reaching results in singles sales. Many labels have already explored the price facet of the singles business and feel that a drastic cut—say 50 per cent—is not feasible. Nevertheless, highly placed manufacturers, of integrity and reputation, have recently indicated to us that a list price level of 65 cents is entirely reasonable.

In the interests of the singles business—and all that it means with regard to the total disk industry—the time has come to sharpen the pencils, burn the midnight oil and do some calculating. It is necessary to thrust aside considerations of greed and rugged individuality and come up with all the facts.

## Industry Anxiously Awaits Low-Cost 33 Disk-Player

NEW YORK — A low-cost 33-speed-only automatic record player may soon make its appearance according to strong rumors heard last week. Long believed by trade-

starts to be a vital factor in kicking off the 33 single era. It records for real, the player, to be manufactured by RCA Victor's instrument division, was said to be virtually ready for the market.

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## SEE RCA CLUB DEAL AS NEAR TO CONCLUSION

NEW YORK — Conclusion of negotiations whereby Reader's Digest would take over the RCA Victor Record Club from the Book - of - the - Month Club were termed "imminent" last week.

A. L. Sole, general manager of the Reader's Digest, affirmed that the wrap-up of the deal could be very close, but added that "it still was not definite."

"We think we may come to a conclusion, perhaps in a week or two or three — but it is still not sure," he said.

It is understood that attorneys for the principals are now seeking to work out final details.

## NAB Convention Spotlights Stereo FM, FCC Role in Radio-TV Programming

### FCC Decision to Standardize FM Stereo Broadcasting Forces Fast Changes in NAB Agenda, Fresh Emphasis

By MILDRED HALL

WASHINGTON — Music interests will be closely concerned with the two biggest topics at this year's convention of the National Association of Broadcasters. The two are: the debut of stereo sound in FM broadcasting, and the future role of the Federal Communications Commission in radio and television programming.

The FCC's recent decision to standardize FM stereo broadcasting on the basis of plans submitted by Zenith and General Electric caused some fast changes in convention preparation and new emphasis on related exhibits and talks. The NAB convention also took on a new interest for many segments of the music industry, from recorders and equipment manufacturers to talent and program suppliers.

The National Association of FM Broadcasters and the NAB's own FM committee covered the field of FM broadcasting, multiplexing and stereo from end to end during the special FM Day, Sunday, preceding the Monday opening of the convention proper (see separate story). Nevertheless, plenty of additional questioning and discussion will go on this week about the for-

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## Stereo Singles Hot MOA Topic

By REN GREVATT

NEW YORK—The future of stereo 45 and 33 singles, a question of prime interest among juke box operators, remains as uncertain now as a year ago, as operators again gird themselves for the annual MOA convention.

As music operators turn their

eyes away from Chicago for the first time and head for Miami Beach, it's expected that plenty of discussion will ensue on this matter, which eventually can have a vital effect on collections from boxes.

Does the operator have to have a stereo juke box to be competitive? Even if he does have stereo equipment, is the difference between a monaural and stereo single enough to be concerned about for the average tavern or restaurant listener? If the operator decides he has to have stereo records, will he be able to get them consistently, particularly on hits and at what speed or both? Those are some of the posers that will be aired in the corridors and in the forums at Miami Beach next week.

At the manufacturer level, the consensus appears to be that 45 stereo singles, despite considerable early talk about them two to three years ago, never became a factor in the business. On the 33 stereo single front, it's true that many diskeries have put out disk packs for the Seeburg "artist of

the week" juke program, but this merchandise is based on album rather than individual hit single repertoire.

Of a number of companies checked on 45's, some have never issued stereo records, while others that have seem reluctant to state a clear-cut policy. Neither Columbia, Capitol nor Decca has ever been active with stereo 45's. RCA Victor has not put them out for months. The same is true for ABC-Paramount, MGM and Mercury. Each, however, maintains that it would release such disks if there was a demand for them.

The leading juke box manufacturers have all been represented with stereo boxes for over a year.

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## FM CODE HITS 75% OF DISKS

NEW YORK — A. Prose Walker, engineering chief of the National Association of Broadcasters, warned broadcasters and disk manufacturers last week that no more than 25 per cent of existing stereo records are completely compatible with the newly adopted FM stereo broadcast standards.

In line with this, Walker said the NAB is readying a campaign to bring about the formation of compatible stereo standards in the recording industry.

## German Tunes Study Points to Phono's Power

By OMER ANDERSON

WIESBADEN, Germany — A survey by the German disk industries shows that juke boxes make the top tunes.

The survey establishes a close and consistent relationship between juke box top tunes and disk sales. In roughly 8 of 10 top tune case histories, the tune climbed to the top first on juke box play.

Moreover, the survey establishes that, in the case of certain records juke box play alone suffices to spin a platter to the top. A tune in question was "Tom Dooley."

The survey showed that this tune was ignored by German radio stations, but it became a German juke box "Kneller"—a smash success. Soon phonobars were swamped with requests for "Tom Dooley."

Dixieland jazz climbed to pop-

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THE GREATEST NAMES IN COUNTRY AND WESTERN MUSIC ARE ON

DECCA RECORDS

SEE PAGES 8 AND 9

# Bootleg Disk Front Breaks Wide Open in Gotham, East

## Trap Springs at Plaza Hotel, Hooking 4 On Counterfeit Charges; Others in Trials

NEW YORK — Startling new developments occurred here last week on the bootleg record front, with the dramatic arrest of four men in the unlikely locale of the swank Hotel Plaza. The men had been led into the Plaza trap by a burly Nassau County detective, known affectionately as "Big Mike," who had gained the confidence of the ring months ago as a "fellow conspirator."

In other developments, a trial involving three men indicted last summer in Bergen County, New Jersey, on charges of record counterfeiting, began in the county seat of Hackensack.

On yet another front, Kings County (Brooklyn) Assistant District Attorney William Sonenshine sought and received from County Judge Hyman Barshay, an adjournment on the setting of a trial date for a number of other men arrested last December on similar charges. Sonenshine explained that he wanted to look into possible connections between those rounded up last week and the December group. Sonenshine noted that one disk which both groups were accused of counterfeiting was Frank Sinatra's Capitol album, "Nice 'n' Easy." The Brooklyn group consists of Gaetano Vastola, Lawrence Martire, Nicholas del Negro, Jerry Jupperman and Frank Leonard, all of New York, and Charles Polhemus of Utica, N. Y.

### Year's Probe

The arrests in New York last week culminated nearly a year of investigation by detectives in cooperation with the Record Industry Association of America (RIAA). The man known as "Big Mike,"

actually Nassau County Inspector John Lada, and other detective associates infiltrated the counterfeiting ring some months ago. On one occasion, at a meeting of the group in Nyack, N. Y., it was arranged to have the chief of police there, Ray Garrabrant, pay a call at the meeting and assure the men of his assistance in their ventures. This was said to have impressed the men.

When "Big Mike" and his colleagues had amassed more than enough evidence for arrest, a meeting was arranged in a suite in the Hotel Plaza to talk over business matters last Tuesday evening (2). At the same time, a press conference was quietly arranged in another part of the hotel by the RIAA. At a signal, "Big Mike" arose and addressed his "associates" in the following manner: "Gentlemen I have an important announcement to make. You are all under arrest." As this was taking place, the news was announced to reporters gathered for the press conference.

It was reported that the arrested men were astounded at this turn of events. They were charged with grand larceny, conspiracy to violate trade-mark laws and conspiracy to commit grand larceny. Among the records said to have been counterfeited and sold by the ring, in addition to the Sinatra album, was the Command hit package, "Persuasive Percussion." At least 50,000 copies of this were allegedly sold.

The men were arraigned in Nassau County Court, Mineola, Wednesday. All pleaded not guilty.

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## ERROLL GARNER ALBUM IN JUNE

NEW YORK—Erroll Garner's first new album in almost three years will be issued in June or July on the ABC-Paramount label. It will be called "Presenting Erroll Garner." Garner starts in June, after his contract with Columbia expires the end of May.

Garner had not recorded any material for Columbia since about 1958, due to contractual and legal hassles.

## RIAA Takes Look at Merc, Williams Case

CHICAGO — The powerfully backed Recorded Industry Association of America (RIAA) has reportedly taken an interest in a case on appeal in Federal Court here that rules that individual members of a recording group are not bound by the group's exclusive recording contract.

The case, between Mercury Records and Tony Williams, lead singer of the Platters, was won by Williams earlier this year. Mercury subsequently appealed.

Under the decision, Williams, signed to record for Mercury as a member of the Platters, is nevertheless free to appear as a soloist or member of another group, in personal appearances or recording dates for another label.

### Precedent

The decision was particularly significant in that it could set a precedent in the entire field of artist-diskery pacts and have widespread industry repercussions.

RIAA has consulted the well-known Chicago law firm of Kirk-

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# London Deal Cooking to Handle Britain's Oriole Label in States

NEW YORK—London Records is soon expected to be named exclusive State-side distributor for Oriole as well as singles product of Oriole Records, leading indie British diskery. The deal was under discussion here last week in meetings between visiting Oriole mahoffs, Morris Levy and Reg Warburton, and London Vice-President Lee Hartstone.

London has become one of the most active of all firms here in lining up distribution deals with other disk labels both large and small, and in the words of Hartstone, "a deal such as the one with Oriole, if it comes to pass, would merely reflect an expansion of this philosophy to encompass overseas firms as well as domestic ones."

The American London firm is a wholly owned subsidiary of British Decca and for many years released only British product emanating from Decca. Recently, however, Lee Hartstone, on trips to Britain, has acquired State-side rights to two important British hits on other labels. These were the Allison's disking of the Eurovision song contest of the Philips Fontana label and the Brooks Brothers' rendition of "Warpaint" on Pye.

Still on the foreign kick, London has also released the hit Italian Tony, from the catalog of Durium disk, "24 Mila Baci," by Little Records.

### Steady Build-Up

In the States, London has been steadily building up the number of its exclusive distribution deals. The Tennessee-based Hi label, for example, has had six consecutive hits with the Bill Black Combo, through London distribution, while Roy Orbison has had three straight with a fourth moving up on Monument, also in the London set-up. Prior to that, Billy Grammer had a couple of Monument hits and Kathy Linden came through for

several on Felsted, also in the London camp.

The firm also has an arrangement for distribution of product on Buck Ram's Antler and Flair labels, and on the President and Seville labels of Murray Sporn and Eddie Kassner. Just this week a deal was in process with singer-producer Bob Crewe for distribution of his new label, Topix Records. London also is currently distributing such other labels as Tilt, Colonial, Tri (formerly Beacon), Spark, Shell and Gully, Image and Blue Ridge, a country and western outfit.

In the past, London has been known principally for its great opera and classical LP catalog, not to mention a number of hot pop LP's, in addition to package product being released on the low-price Telefunken and Richmond lines. Now a strong and continuing effort appears in the making to keep the company swinging on the singles front with hot product from both domestic and foreign sources.

## COL. LAUCHE SPACE WAXING

NEW YORK — Columbia Records has rushed an album to market in honor of the flight into space by the American astronaut, Shepard Jr., last Friday (5). The record is a CBS Production and was taken from the actual account of the flight as broadcast over CBS by Robert Trout. The album, which is due in stores today, contains the documentary by Trout as well as "The Battle Hymn of the Republic" by the Mormon Tabernacle Choir.

# NAB's FM Day Solid Attraction

WASHINGTON—The day-long event of FM Day (7) at the National Association of Broadcasters' Convention was shaping up to be one of the most memorable in the history of FM broadcasting, as of Billboard Music Week's deadline (5). The April decision of the FCC to authorize stereo FM broadcasting by June 1 was a fitting climax to the rash of stories and special features that have poured off the presses recently on the coming-of-age of this high-fidelity music service in American broadcasting.

Directing and participating in the FM Day programming for Sunday were three of the top men in the radio world: Everett L. Dillard, WASH-FM, Washington, chairman of the FM committee of the NAB; Fred Rabell, KITT, San Diego, Calif., retiring president of the National Association of FM Broadcasters, the sales promotion arm of the FM service, and John F. Meagher, NAB vice-president for radio.

### Every Aspect Covered

The program of talks, panel discussions, up-to-the-minute statistics, question-and-answer opportunities and helpful handout brochures prepared for FM Day covered every aspect of FM and multiplexing, past, present and future. The program was designed to offer solid information for pioneer FM experts; for newcomers to FM, multiplexing and stereo, and to the recording industry and other interests keeping track of new developments in a field where records are king.

Dillard and Meagher were scheduled for the lead-off talk in the afternoon, covering "the changing

scene" in FM. The subtitle, "Time Waits for No Man," indicates the gist of the tale of the lost opportunities of those who failed to get in on FM when frequencies were available. Meagher offered some comfort to newcomers, in spite of the fact that a good many major metropolitan markets are now closed to new stations. The U. S. Census Bureau points out that the suburbs have become so dense that by 1980 there will be a solid population belt from Washington to Boston. This same filling-in of population will take place in other areas of the country, where the hard-core metropolitan boundaries, some set up nearly a century ago, are toe-to-toe with the burgeoning suburbs. Although the suburban listener is becoming increasingly cosmopolitan,

## ATLANTIC NIXES STORY OF SALE

NEW YORK — Atlantic Records denied last week that it had made any agreement to sell the diskery. Ahmet Ertegun stated that although a number of people have been talking to Atlantic officials about the possibility of buying the label, no deal has been set and no deal is in the works.

Atlantic officials also stated that they had no intention of making any change in their Memphis distributor set-up. A BMW story a week ago (May 1) that the firm would make a change in Memphis was erroneous.

tan, and a good target for FM's flexible programming, even the suburbs are pretty well closed out to FM in the plush Zone 1 market area of the Eastern seaboard. A broadcaster is more likely to buy out an established FM station in this area. Major market cities now closed to new FM station growth are reported by Meagher and Dillard as Boston, New York, Philadelphia, Baltimore, Washington, Chicago, Detroit, San Francisco, Los Angeles, Pittsburgh, Cleveland and San Diego.

### Dillard Gives Analysis

FM veteran Dillard, in a pre-convention talk with Billboard Music Week's reporter, indicated that he would give the FM Day listeners an analysis of the service, with some speculation on the opportunities of FM and FM stereo, many of which are still being overlooked.

Dillard foresees more experiment and more revenue coming from FM's characteristically "specialized" programming. With the country's ballooning population, there are "special" groups in every musical area to be catered to—from the Bach-for-breakfast long-hair classicists to the foreign-language groups and country music fans. Dillard emphasized that there is no law to say that any FM station must devote its entire broadcast programming exclusively to only one group.

Flexibility and segmented programming are possibilities in FM that will appeal to advertisers as well as listeners. Dillard points out that FM, with its subsidiary services (background music, edu-

national, stereo, et al.), can take on any number of special groups, whereas the AM stations are locked into their format. "After eight years of AM broadcasting, the owner hardly dares experiment." The AM station is dependent on a fixed audience, a certain familiar "common denominator" format. To

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## Morris Grabs Added Scores

NEW YORK—E. H. Morris Music has lined up a flock of upcoming Broadway and off-Broadway show scores. The firm's most recent acquisition is the score of "The Crime of Giovanni Venturi" starring Cesare Siepi, Metopera basso.

The musical, with score by Milton Schafer and Ronnie Graham, opens on Broadway in March, 1962. Ex-record executive Phil Rose is producing it, and Columbia Records is providing the major share of financing.

Other forthcoming show scores to be published by Morris are Gore Vidal's "King of Ashtabula," with words and music by the "Wildcat" team, Carolyn Leigh and Cy Coleman; "The All American," with score by the "Bye Bye Birdie" team, Charles Strouse and Lee Adams; Tad Mosel's "Madam Aphrodite" with score by Jerry Herman, and "Sholem" with score also by Herman.

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Wm. J. Sachs, Exec. News Editor, Cincinnati  
Kenneth Knaut, Copy Editor, New York  
Nicholas Biro, Midwest News Editor, Chicago  
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Mildred Hall, Chief, Washington Bureau

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# Dick Clark Preps Global Version of Old TV Show

By JUNE BUNDY

NEW YORK — Dick Clark is readying an international version of his old Saturday night TV show, thereby opening up a potent new global exposure outlet for U. S. record manufacturers.

The show, which will be put on tape, will be carried in Canada when the new Canadian TV network is launched later this year. It will also be syndicated in Australia, New Zealand and possibly in England if union problems can be worked out.

The new program will follow essentially the same format as Clark's now defunct ABC-TV Saturday night variety half hour—top disk artists lip-syncing their latest hits in special production numbers. However, a certain percentage of foreign record artists will be featured on each show.

Clark said he will emcee the taped series if it doesn't conflict with his daytime ABC-TV show and motion picture activities. If he is too busy, he will package the show and use another performer as emcee.

## Sales Vs. Popularity

Clark, who started his daily ABC-TV "American Bandstand" record hop show in June, 1956, opined it is significant that the popularity of records and record shows doesn't depend on disk sales. Even when single sales were in the doldrums a couple of months ago, Clark said it was possible to generate just as much excitement over a disk which sold 200,000 as it was before on a million-seller.

Clark thinks a major factor responsible for the singles sales slump is that it has been almost five years since kids could buy a \$12.95 45 record player. He strongly believes that the development of a cheap 33 singles player—rumored as a possibility later this year—"will be a big boost to the singles market," and that a single speed—33 singles—policy will benefit the entire industry.

However, Clark pointed out, manufacturers will have a sizable problem in deciding which side to push, out of four sides on a 33 compact double. In line with this, Clark noted that the difficulty of deciding which side is best in an album is the reason he rarely plays LP selections on his show.

Clark decried the fact that too many radio stations today are on a "Top 40" kick ("although if I owned a station I'd do the same thing") thus over-exposing current hits and cutting down drastically on their sales life. The jock noted that today he has one of the few shows in Philadelphia which features new releases.

Clark formerly tested new releases by playing them at record hops, but for the past year—since his station WFIL, Philadelphia, banned hops—he has only appeared at benefits. Clark now tests new releases (from six to eight) on the first local half hour of his show, before it goes network. This portion of his program is solely devoted to new releases, while the network segment blends new releases with current hits.

"I try to be first on and first off (a hit)," explained Clark. The star said he didn't want to be the first to play a record—"I'd just as soon have it last." He added that there are too many records released today for him to listen to all of them. Instead, he "listens more carefully" to what other jockeys are playing in Philly and in other key areas around the country and picks up

tips on which of the new releases have audience appeal.

Clark said the only change in the format of his "American Bandstand" show is that he now does more "specials." Every few weeks, the program spotlights "party" themes—many carried as remotes. "Specials" to date have included a swimming pool "splash party," a "funhouse party," a "frontier town party," an ice-skating party, and—the most successful of all—a "Roaring Twenties" party, with Dorothy Provine as guest, Charleston records, and the teen-agers dressed in flapper costumes. Future parties will be built around beach, picnic, barn dance, prom and aircraft themes.

Clark's new movie, "The Young Doctors," which he produced and co-stars in with Fredric March, will be released nationally in October. Meanwhile he plans to make a film with Frank Sinatra sometime later this year and has formed a new firm to "cull and develop material" for future motion pictures. Also in the discussion state is a 13-week nighttime variety TV show on the network for this fall.

# CAPS SINGLES CAMPAIGN PAYS BIG DIVIDENDS

HOLLYWOOD — Capitol Records' full-steam-ahead drive for a greater share of singles business last fall, under the command of Eastern Operations Vice-President Joe Csida, is now paying off, with the label reporting that its singles sales have quadrupled. To revitalize its singles operations, Capitol revised its sales, merchandising, promotion and artist and repertoire activities, bringing all facets of launching a successful single under a unified control.

Voyle Gilmore, Capitol executive producer, was placed in charge of singles artist and repertoire, reporting to Csida, who calls the shots on all phases of the singles operations. The new system and how it works will be outlined to the Cap corps in the field by Gilmore and Single Record Sales Manager Jay Swint in four cities before the firm's branch and regional sales managers.

Meetings will start here today (8), will be held in St. Louis (Wednesday), Philadelphia (Thursday), and Atlanta (12).

# Mfrs., Distribs Burned by Some Stations' Disk Lists

## Claim Growing Number of Dealers Ask Some Type of Loot for Best Seller Poop

By BOB ROLONTZ

NEW YORK — There is mounting complaint, grumbling and old-fashioned exclamation going on all over the country by distributors and record manufacturers over radio station best-selling record lists. The complaints fasten on the manner in which some stations obtain their information as to what records are best sellers. According to the complaining distributors, etc. an increasing number of dealers are demanding some form of payment—usually in records—in order to give to stations titles of these best-selling disks.

This does not apply to a very large number of dealers or even a very large percentage of radio stations, but enough to cause distress to both distributors and manufacturers. Only a few dealers asking for freebies to tell what is selling can result in an inaccurate station chart.

The payment usually demanded and often received is a box of records or better. The payment de-

mand is to the distributor—or the manufacturer—claim the distributors, and if they don't come through with the tribute, their best-selling record may never get on the station chart. This means that the station may not play a record that deserves exposure.

In addition, claim distributors, some dealers will give the name of a record that is not selling at all, because a distributor or manufacturer will give the dealer free records in order to report a disk. Thus some station charts may list records that shouldn't be on the chart at all.

There is another gimmick that distributors claim some dealers also employ. This is the practice of refusing to continue to report a record that is selling unless the dealer continues to be paid off in free records.

One manufacturer sharply complained that unless he gave away over 10,000 records to dealers he couldn't get station listing on a legitimately selling record. He opined that some station listings thus were loaded with records that weren't selling, but were getting air exposure.

In a recent story in *BMW* (April 24), it was noted that a Canadian radio station had found upon checking that many stores were giving phony information about records. This station, CKWX, state that if dealers did not report best sellers truthfully, it intended to give up its station listings.

# Pye to Handle Chess for U. K.

NEW YORK — Chess Records has wrapped up an overseas deal with Pye Records of England. Pye will distribute Chess, Checker and Argo Records in both Great Britain and South Africa. The deal is for three years, and was set by Chess attorneys, Orenstein and Arrow. Unlike many foreign deals, Chess executives will be able to call the shots as to what records will be issued overseas. First record to be released by Pye is Clarence Henry's hit, "But I Do."

The Chess firm is issuing Clarence Henry's first LP this month here on the Argo label. It is called "You Always Hurt the One You Love," which is the title of the singer's new single. The firm will also issue new LP's by Professor Paradiddle, the Johnny Hamlin combo and the King Fleming group. Argo will also release a special jazz sampler to sell for \$1.98 with Ahmad Jamal, Ramsey Lewis and other Argo stars. Benny Golson's new LP and another with Lorez Alexandria will be issued by the label May 15.

# WB Picks Up Republic National Distribution

HOLLYWOOD — Warner Bros. Records is taking over exclusive national distribution of Gene Autry's Republic label. Republic previously had been distributed by the Challenge label. WB last month took over national distribution for Challenge.

as well as to collect on U. S. music under its agreement with ASCAP. On the side, GEMA is battling West German schools, demanding royalties from the schools in the case of any musical performances which are attended by a paying au-

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# German Govt. Mulls Probe of GEMA

By OMER ANDERSON

BONN—West Germany's Parliament is weighing an investigation of the Gesellschaft fuer Musikalische Auffuehrungs- und mechanische Vervielfaeligungsrechte (GEMA).

A group of deputies from Chancellor Konrad Adenauer's ruling Christian Democratic Union has requested the government to supply information over GEMA's financial dealings with the West German music industry, with the juke box operators, and with foreign performing rights counterpart organizations.

For example, Adenauer's deputies want to know the exact nature of the relationship between GEMA and ASCAP, the U. S. counterpart.

GEMA thus has plunged deeper into controversy concerning its status vis-a-vis West German anti-trust laws.

The Bundestag's interest in the music royalties organization is linked to GEMA's ill-starred membership in the Bureau International de L'Edition Mecanique (BIEM). Under pressure from the federal government, GEMA withdrew from the BIEM. But controversy has waxed over the precise ambitions of BIEM in the international music field.

There are charges that BIEM has aspired to a European music cartel whereby GEMA and counterpart groups would organize the Continental music industry as a single vast closed-shop trade.

These charges zeroed in on the Paris-based organization's so-called "normalvertrag"—standard contract—aimed at organizing the Eu-

ropean music industry according to a single set of rules.

Furthermore, there were charges that BIEM is in cahoots with the London-based "International Federation of the Phonographic Industry" (IFPI) to fix phonograph record prices in the mutual interest of BIEM and IFPI.

Now the Bundestag wants to know:

- 1) The precise relations between GEMA and BIEM.
- 2) The relations between BIEM and the IFPI as they involve the German music industry.
- 3) Agreements between GEMA and the German music industry, aside from those already publicized.
- 4) The background to the running controversy between GEMA and German juke box operators over royalty fees.

On the one hand, GEMA is pictured as the guileless victim of the music industry's cupidity and the juke box operators' greed; on the

other hand, it is belabored as grasping for dictatorial control of the music trade.

The Bundestag's investigation would air these charges and counter-charges.

Deputies also are interested in probing deeper into the cancellation of GEMA membership in the BIEM. Questions involved here are:

- 1) Did the government's Federal Cartel Office, the anti-trust arm, apply undue pressure on GEMA to withdraw from the BIEM?
- 2) Does the withdrawal mask violations of German anti-trust laws, the withdrawal being, in effect, the result of a "deal" between GEMA and the Federal Cartel Office?

The Germans have become acutely price-fixing conscious. The trust-busting zeal of Robert Kennedy is getting heavy play in the German press, and the electric industry price-fixing scandal in the U. S. has rated major German press play.

At the moment the Germans have a domestic scandal involving charges of corruption in the economics and agricultural ministries—the so-called "Stahlmann Case."

Bundestag sources said that if Parliament undertakes a full-dress probe of the music industry, it will focus on protection of consumer interest. West German disk production has climbed to 56 million a year, but there are complaints that prices are out of line with the general level of German prices.

The music industry has been caught up in the general national controversy of wage-price levels, the same controversy which spawned revaluation of the German currency and is a bitter issue in the national election campaign.

## Wide Front

Whatever the merits of its case, GEMA finds itself waging a many-faceted campaign. The organization is at loggerheads with the juke box operators, their agreement having expired; it is negotiating amid considerable acrimony a new agreement with the diskeries, and is battling the U. S. government in the guise of the U. S. Army's Armed Forces Network in West Germany.

In the latter case, GEMA has been trying to collect from AFN for German music played on the web,

# Vance's Label Linked to Merc

CHICAGO — Paul Vance, well-known songwriter and independent record producer, has signed with Mercury Record Corporation for the manufacture and distribution of Vance's newly formed Pioneer label.

Vance and his associate, Lee Pockriss, have been responsible for such hits as "Itsy Bitsy Teenie Weenie Yellow Polka Dot Bikini," "Calcutta," "Catch a Falling Star," and "Jimmy's Girl."

The deal is between Mercury and Vance's production company, Vanpok Recording Corporation.

## Regular Schedule

Vance's team will operate out of New York and plans to produce regularly scheduled releases on Pioneer. It will also furnish material for Mercury and Mercury's new subsidiary label, Smash Records.

Pioneer will be distributed in the U. S. by Mercury's regular distribution set-up; overseas distribution will be handled by Brice Sommers, Mercury's international chief, headquartered in Geneva, Switzerland.

# Bourne and Rank Form New Pubbery

NEW YORK — Bourne Music has formed a new publishing firm in association with the publishing end of the Rank Motion Picture interests of England. The new firm will be called Bourne-Rank Music, and will be jointly operated by Mrs. Bonnie Bourne's firm and Filmusic Publishing Ltd., the Rank outfit. The new firm will handle Filmusic's catalog here plus all new music from Rank flicks.

## FAST SURGE FORWARD

## Ariola Disk Sales 4th Biggest in W. Germany

By REN GREVATT

NEW YORK — The German book publishing firm of the House of Bertelsman, now celebrating its 125th Anniversary in the field of the printed word, has only been in the disk business (through its Ariola disk subsidiary) for two and a half years, but already it rates fourth in total disk sales in West Germany, according to Herr Lutz Wellnitz, general manager of the record division. The firm also operates Germany's largest record club and counts this as a key part of its disk business.

The Ariola (Bertelsman) club has some unique aspects when it comes to comparing its modus operandi with that of American clubs. For one thing, 80 per cent of club solicitations are done through door-to-door selling. For another, all club business is transacted directly through dealers.

Bertelsman has well over one million members in its book club and the success of this operation prompted a move into the disk club field four and half years ago. It was discovered that to operate a disk club successfully, it was also necessary to have a record company in order to build new artists and this end of the business was started two and a half years ago. The club

## FM BROADCAST

## Alan Lomax Jr. Interprets R&amp;R

NEW YORK—Alan Lomax Jr. gave one of the most intelligent appraisals of the meaning and importance of rock and roll music to the youngsters of both the United States and the world on a local FM show last week. The show was one of a series of programs broadcast each week over FM station WRVR in New York, called "Coming of Age." The show last week was titled "The Rocking Rebels."

Lomax was called upon as an authority on American music to explain what teens liked about rock and roll music—and in a sense, why so many adults did not like it. Lomax started his talk with a perceptive explanation of "outlaw" music, the music of the Negro, and how blues and work songs and even early jazz was looked down upon, although secretly enjoyed. He went into the minstrel shows and into early vaudeville days in explaining how this outlaw music spread, and how it was picked up by white entertainers and musicians. And then he told of the growth of rhythm and blues and its break-through into the broad pop area, until today the kids look on entertainers and music without racial bias.

Unlike some members of the current record business, including both record company executives and rock and roll songwriters who tend to apologize for rock and roll, Lomax's answers to questions were both articulate and completely undefensive, concerning both rock and roll music performers. He explained how Presley learned to sing by listening to Negro artists, and he said it with feeling. Anyone who happened to hear Lomax's comments could not help but realize how the best rock and roll grew from genuine American folk music, and how deeply imbedded are its roots. It was a worthy effort, and Lomax deserves commendation for it.

Bob Rolontz.

now numbers 400,000 members in West Germany, Austria and Switzerland.

## House-to-House

New members are obtained directly from record dealers and book dealers. In most cases, the members are sold through the house-to-house approach. The members are serviced exclusively through the dealers who place the orders for the members, receive disks from the manufacturing plant and ship them out to the members from their stores. Dealers take one-third of the selling price of the disk and pass the other two-thirds back to the manufacturer.

Wellnitz said that many of the prospects approached for membership do not own a phonograph. Salesman can take care of this too, by selling the customer his new phono. The buyer has his choice of any model in the extensive Philips (Dutch) line of equipment.

Product offered through the club consists for the most part of 10-inch LP's and EP's. The firm now offers recordings not only from its own extensive catalog, but also selected material from Deutsche Grammophon, the Philips (Dutch) Fontana catalog, the Barclay catalog of France and material made available through the current arrangement with Top Rank International in America.

## Low-Price Line

In addition to the primary  
(Continued on page 170)

## CMA Board Meets at Miami in May; Analyze C.&amp;W. Status Around World

NEW YORK — The Country Music Association holds its second quarterly board meeting in Miami May 18 and 19 at the Hotel Deauville, following a country music spectacular set for Miami's Dinner Key Auditorium May 17. The board will analyze many facets of the status of country music, its progress in the United States and abroad, and methods of promoting it. In line with the latter, there will be a discussion of John Sipple's survey of American and Canadian stations' use of country music.

Another matter likely to be discussed is the possibility of CMA

## SEC Suspension Blocks Roulette's Offering of Stock

WASHINGTON—Roulette Records' stock offering has been permanently suspended by the Securities & Exchange Commission. The record firm was to have answered charges by the SEC that a proposed offering of 100,000 shares of common stock, at \$3 per share, under "regulation A" exemption, did not make proper disclosure of all the facts, including a payola complaint pending against Roulette at the Federal Trade Commission. The record firm decided to withdraw the offer, and the hearing was called off.

The SEC says the record firm's action does not constitute admission that the SEC charges were true. SEC had also said the Roulette offering circular failed to disclose some of the facts about its business, and presented a faulty financial statement (Billboard Music Week, March 13).

## Rose in AGAC Exit Over Fees

NEW YORK — Billy Rose, one of the founders of the American Guild of Authors and Composers (then called the Songwriters Protective Association) has resigned from the organization due to the decision to make all members pay 5 per cent to have their royalties collected from publishers by AGAC. In addition, a flock of well-known writers, including Irving Caesar and Jack Yellen, have refused to okay the 5 per cent bite. There is a meeting scheduled Tuesday (9) by the recalcitrants concerning the situation.

Due to the bitter opposition of a large number of key writers to the compulsory 5 per cent provision, AGAC itself has set back the date for the provision to go into effect for all writers, from May 1 to June 1.

The 5 per cent collection fee was originally set up to collect royalties from publishers for writers who wanted it. Total take was limited to 5 per cent of the first \$20,000 of earnings. AGAC sent its accountants to publishers' offices to see if all payments were made if the writer asked it. However, the cost of sending accountants in, etc., ran much higher than expected. Thus, the decision to tax all members the 5 per cent fee as a compulsory regulation. This has been slightly softened due to AGAC's agreeing that if a writer does not want AGAC to contact his publishers, they will not, but the fee must still be paid.

The recalcitrant writers are agreeable to AGAC getting a fee for collecting royalties due them, as long as AGAC receives the fee only for collecting money from specific publishers the writers designate.

## MUSIC AS WRITTEN

## New York

John Flittie, teacher and educational rep for many music firms, has joined the Big Three as West Coast educational representative. He will work under Ed McCauley, head of the Big Three educational department, along with Alan Langenus, on the East Coast, and Floyd Davis in the Midwest. . . . Spoken Arts Records has recorded the one-act play, "The Zoo Story," and will release the disk soon. . . . Leroy Holmes has purchased a master from Wes Productions called "Run, Run, Run," with chanter Ronny Douglas. . . . Tom Rainone produced the show at the United Food Board of Trade's annual dinner dance in New York last week. Stars were Linda Hopkins, the Raphael Dancers, De Mattiazzi's Puppets and the Harry Lefcourt ork. Al Perry booked the show. . . . Charles Columbus is the new host at the Rendez-Vous Room of the Plaza Hotel, New York. . . . The Newtowne label will soon issue waxings of Macedonian folk songs. Evan Georgeoff, of the label, is now in Yugoslavia purchasing masters.

Ralph Berson, of Pickwick Sales, has hired Bernie Sparago as Southern district sales manager. . . . Teddy McCrae has signed the Revlons to the Raecox label. He also purchased a master by Bob Arnold, "The Astronauts," and signed Arnold to a pact with Enrica Records, as well as two groups, the Butanes and the Serenadetts. . . . Morris Diamond, Hanover-Signature sales chief, cut the waxing of "Barbara Ann" by the Regents, with Lou Cicchetti, of Cousin's Record Shop, in the Bronx. Disk is getting action on the Gee label. . . . Ideal Distributors, New York, is handling the Vesuvius label. . . . First recording of Louis Armstrong and Duke Ellington together, according to jazz authority Leonard Feather, was on RCA Victor in 1944. . . . Monte Bruce is the consultant on sales and promotion for Neptune Records. . . . Cleffer Frank Perkins is set to write the music for the new movie, "The Couch." . . . Heinz Roemheld has been named to compose the music for another new flick, "Lad: a Dog."

Bob Rolontz.

## Hollywood

Liberty's initial compact 33 release features singles by Johnny Burnette ("It's a Big, Big World" b-w "Ballad of One-Eyed Jacks") and Bobby Vee ("How Many Years" b-w "Bashful Bob"). . . . Impact Records President Anthony Hilder named Dean Zook to head the label's Midwest Radio-TV promotion, operating out of his Denver base. His first efforts are concentrated on the Revels' single, "Rampage" b-w "Detoured, Theme From 'The Exiles'"). . . . Special 20 per cent discount programs are backing up two Liberty LP releases: Gene McDaniels' "100 Pounds of Clay," and its original sound track of Marlon Brando's "One-Eyed Jacks" film. Discounts are available on each for minimum orders of five LP's (stereo or monaural) plus 20 off on reorders. Program remains in effect through July 10. . . . At the same label, International Sales Director Dick Annotico is on a four-week sales swing through Latin America.

Nat King Cole's new single, "Goodnight, Little Leaguer," received its premiere performance here last week at the Coliseum before 30,000 fans attending the Los Angeles Dodgers-San Francisco Giants game. Single goes into national release. . . . Petersen Publishing Company, publisher of Teen magazine, among others, is invading the disk business with its own label, Teen Records. New label debuts with a single featuring songstress Pat Moltierl, with others in its roster including Tommy Cole, the Addrissi Brothers and Spider Webb. Allied is handling national distribution.

Frank Sinatra's Reprise Records has added four artists to its line-up, including jazz pianist Calvin Jackson, Al Hibbler, a new vocal group called the Jubilee Four and pop singer Aki Aleong. Jackson is recording his first LP for the label, Hibbler is making a single and an album in New York, the Jubilee's first LP, now being recorded, is scheduled for release sometime this month, with an Aleong LP soon to go into production.

Record Producers Corporation's Joe Leahy has added Kathy Linden to the label's talent stable. RPC initial release, spotlighting TV and film names, debuted with albums featuring Dick Powell and Walter Brennan. Other pic names on tape include Jack Lemmon, Jane Wyatt and Robert Taylor. . . . Desi Arnaz has concluded an agreement with Lou Levy whereby the Levy Music companies will serve as publishing reps for Desilu's two firms with Levy's Leafmusic handling Desilu's Addax (ASCAP) firm, and DMC will represent Arnaz's Bruin (BMI) catalog.

Lee Zhitto.

## Nashville

Rosemary Clooney is due here Monday (8) for RCA Victor recording dates. RCA Victor's Ann Margret also due in Monday (8) for her first Nashville sessions. . . . Don Gibson completed an album for RCA Victor Tuesday (2). Jazz guitarist Johnny Smith came in from Colorado Springs, Colo., to play the Gibson sessions. . . . Trumpet stylist Al Hirt was at the RCA Victor Studio for sessions for the label Saturday (30), with Chet Atkins and Steve Sholes co-directing. . . . Capitol's Robin Clark recorded her second session for the label here Thursday (4). . . . Cile Turner and Joe Tanner were at the local RCA Victor Studio recently for sessions for Colonial Records. . . . Saxophonist Boots Randolph etched his first session for Monument Records at the RCA Victor Studio here Monday (1).

Songwriter Harlan Howard recorded sessions for Capitol at the Bradley Studio Wednesday and Thursday (3-4). . . . Don Law directed Columbia sessions by Jim and Jessie Friday (5) at the Bradley Studio. . . . Chuck Taylor was at Bradley's last week for sessions for Vee Jay Records, directed by Calvin Carter.

(Continued on page 12)

## NIGHT CLUB REVIEW

## Gate of Horn Alive and Kicking

Folk singing, long restricted to the concert stage, coffee-houses and smoky bistros, has found a home at the plush new Gate of Horn on upper Rush Street. The April 25 opener drew an audience made up of a goodly number of pros, time-stomping and hand-clapping to the Irish melodies of the Clancy Brothers with Tommy Makem and the Hebrew songs of Israeli singer Shoashanna Damari.

The Clancy Brothers with Makem were their robust and vigorous selves as they ranged from a boisterous sea chanty to wistful balladeering. Particularly moving was Tommy Makem's a cappella interpretation of a shoemaker singing as he worked. Highlights of the act was the group's version of "God Bless England" for which their clever carving of Britain's sacred cows received a standing ovation, and "Tim Finnegan's Wake," preceded by a prose passage from James Joyce's novel, "FW."

Shoshanna Damari took the stage to change the mood with her collection of Yemenite and international songs. This lovely young songstress is emotional and moving—a combination of fiery intensity and delicate earthiness. In addition to Hebrew songs, she came through with a French chanteuse rendition of "Where Art Thou, My Beloved" and a zesty Mexican folksong, "Don't Be Afraid." She was ably backed by accordionist Amatai Neeman, guitarist Frank Hamilton, and Ray Haleem on the durbake.

Gloria Manlong.

★ ★ ★

## CONCERT REVIEW

## Limelitters Smooth and Prolific

Take an appealing tenor voice—plus a capable baritone and bass, throw in two guitars, a banjo and bass, add a smooth mixture of well-paced folk standards and comedy numbers and you've got a fine performance by the Limelitters at Chicago's Orchestra Hall.

Playing to an appreciative, near-capacity audience on their first visit to the Windy City since a fall tour with Mort Sahl, the trio dished out a healthy serving of some 27 numbers—liberally sparked by the comic ad libs of Lou Gottlieb, who, incidentally, plays the bass.

Although the comedy numbers, including a hilarious take-off on Vikki Duggan's "blackless" charms, got the big laughs, the boys were at their best by far when they stuck to the folk standards.

With the rhythmic "There's a Meeting Here Tonight" setting the tone for the evening, the trio went through most of the hits in their repertoire, drawing biggest hands for "Molly Malone," "Zhonkoye," "Rumania, Rumania" and "When I First Came to This Land."

On the comedy side, "Charlie, the Midnight Marauder," a tragedy of suburbia, and "Have Some Madeira, My Dear" were special favorites, as was the trio's current RCA Victor single, "A Dollar Down"—a realistic spoof of credit extension.

Glenn Yarbrough's soulful tenor provided the vocal highlights with his renditions of "Molly Malone" and "The Lass from the Low Country," a haunting refrain from the John Jacob Niles collection, backed by Alex Hassilev on the guitar.

Steve Trainman.

## Si Rady Begins WB Breaking With Project Issues

HOLLYWOOD—Si Rady, president of Bing Crosby's Project Records, will start distributing disks for the first time under the Project label, and will kick off the new policy with the Justin Wilson comedy LP he acquired from Ember Records. The Wilson album's sales were concentrated in the Texas and Delta States.

Although not confirmed by Rady, BMW learned from other sources that he paid \$35,000 for the Wilson master and the comic's contract. The deal was concluded between Project's Rady and Joe di Stefano and Willie Serpas, principals in Sona Music Company (Ember Records), Baton Rouge, La.

Rady is currently setting up distribution for Project, a firm which heretofore produced records for release under other labels. Since its formation almost two years ago, Project's product, recorded by Rady, has appeared under the banners of RCA Victor, MGM, Atlantic, and Warner Bros., with its LP's issued by both the Columbia and RCA Victor record clubs. The fact that Project will now go into regular distribution under its own label will not interfere with the firm's continuing to supply product for release by other record companies. Now that Wilson's contract has changed hands, Rady is planning future recordings by the Cajun comic.

## WB Breaking With Promo on Greeley

HOLLYWOOD—Warner Bros. is launching a George Greeley promotion during May under the "It's Greeley Time" slogan, and is backing up the drive with a two-week nationwide tour by the pianist. Greeley will go East, visiting disk jockeys, WB distributors, and dealers in Minneapolis, Chicago, Detroit, New York, Boston, Baltimore, Washington; Charlotte, N. C.; Atlanta, Cleveland, Philadelphia, and will similarly cover the San Francisco and Los Angeles markets.

WB's pianist has been one of the label's most consistent sellers with his LP's.

Warners is launching a major merchandising program to tie in with its Greeley month promotion. The label is supplying distributors with Greeley stand-up floor display browser boxes heralding the "It's Greeley Time" slogan, dimensional window displays featuring all his albums, special order forms, slap-on wall decorations shaped in the form of climbing hands bearing the artist's name. In addition, the label will furnish dealers with cop ads, and a special Greeley sampler LP to push the pianist's catalog items.



MEN WHO READ  
BUSINESS PAPERS  
MEAN BUSINESS

## TALENT TOPICS

## NEW YORK

Brook Benton is starring at the Lotus Club, Washington. He is also set for his own show at the Uptown Theater, Philadelphia, starting May 26. . . . Bobbi Martin opens at the 500 Club in Atlantic City May 23. . . . Terry Snyder is recuperating from surgery at his home in New York. . . . Arthur Ferrante's father (of Ferrante and Teicher) passed away last week. . . . Della Reese opened in Las Vegas last week after a stint in Honolulu. . . . The Modern Jazz Quartet will continue on to Australia and New Zealand after the group finishes its tour of Japan May 15. . . . Dick Gregory will play a two-night stand in Chicago's Civic Auditorium May 12-13. . . . Jimmie Rodgers opens at the Drake Hotel, Chicago, May 12.

Oscar Brand will give two folk concerts at New York Town Hall May 27. . . . Freddie Cannon is recuperating at home in Revere, Mass. . . . Cladio Villa flew in from Italy to stay in the second New York Festival of Italian Songs staged at New York's Carnegie Hall by Eberto Landi Sunday (7). . . . Bob Grossman will play his folk songs at the Laughing Buddha Room in St. Louis starting May 15. . . . Adam Wade opens at the Roundtable, New York, May 22. . . . The Gaylords open May 17 at the Saddle & Siroloin, Tucson, Ariz. . . . Erroll Garner's first summer tent date is at the Westbury (Conn.) Music Fair July 3. . . . Lester Sims is back from his recent vacation and rarin' to go. Sims was professional manager for Bourne for many years.

Bob Rolontz.

## HOLLYWOOD

Mercury's Johnny Preston has been set for his first tour of Japan and the Orient, after he winds up his present 10-day concert swing around the Philippines. He will appear in Tokyo, Osaka, Kyoto and Hong Kong. . . . Duane Eddy will go on a one-week personal appear-

ance tour to plug Metro's "Ring of Fire" in which he performs the title tune. Jamie is issuing Eddy's recording of the "Fire" song timed with the release of the film. Guitarist is now on the MGM lot where he's being filmed in the studio's "A Thunder of Drums" movie.

Liberty's Bobby Vee has been set for two additional weeks of personals following his present tour of Australia. He will return from down under Thursday (4), to start his new tour the following day, appearing in Mount Vernon and Eugene (Oregon), Farrington, Albuquerque and Roswell (N. M.).

Seymour Heller, of the Gabbe, Lutz, Heller & Loeb personal management firm, was named exclusive rep by Matson Lines for their "Star's Hawaiian Holiday" tours. He will set names to head nine Matson Tours scheduled for fall. Record personalities lined up so far include the Crosby Brothers, Sheila and Gordon MacRae, Margaret Whiting, Mel Torme, the Hi-Lo's, Gogi Grant, the Modernaires, Jimmie Rodgers and Jack Smith.

Lee Zhitto.

## ST. LOUIS

Sam Cooke will be featured at a show and dance May 13 at Kiel Auditorium. The program also will include Hank Ballard and the Midnighters, Ted Taylor, Clyde McPhatter, Aretha Franklin, the Olympics and the Hank Moore orchestra.

Three actresses have been signed as leading ladies for productions of the summer Municipal Opera in Forest Park. They are Anne Jeffreys, Allyn Ann McLerie and Jill Corey. . . . Miss Jeffreys will have the role of Frenchy, the saloon proprietress, in "Destry Rides Again." Miss Corey, in her first St. Louis appearance, will play Teddy Stern, the young Brooklyn secretary, in "Wish You Were Here." Miss McLerie also will make her Forest Park debut in the role of Katie Brown in "Calamity Jane," adapted from the 1953

movie musical, which will open the season at the Municipal Opera June 12 for a two-week run. John Hicks.

## PHILADELPHIA

Norma Mendoza goes to New York to cut her second album for Fireside Records. . . . Elmer Snowden's next session for the Riverside label will include Roy Eldridge, Jo Jones, Ray and Tommy Bryant. . . . Johnny Francis is opening a Dixieland house in suburban Buckingham, Pa., calling it the Gaslight. . . . Arthur Thompson sets up another indie label for our town in opening up shop for his Gig Recording Company, along with a companion, Lemor Music Company, for the publishing. . . . The Encores add a musical feature for the first time to the new Franklin Motor Inn. Maurie H. Orodener.

## CHICAGO

Bill "Jose Jiminez" Dana, Deejay Dan Sorkin, and Patty Clark, vocalist, open at Mister Kelly's tonight (8) for three weeks. Dana first hit pay dirt as a writer for comic Don Adams and later, for Steve Allen, on whose show he appeared soon after as a performer. He now heads his own production company which is currently writing a revue for the Happy Medium club here. Sorkin, who'll be on stage with Dana as "Jose's" interpreter, is making his night club debut. Before his high tide of popularity with Chi radio audiences, his career included "pink slips" from various stations for jokes during news broadcasts and such fillips as suggesting to all motorists on the Outer Drive that they jam on their brakes in unison. His indulgent employer, Station WCFL, is currently running a requiem-draped contest: "Will Success Spoil Dan Sorkin?"

The Playboy Club bows its new show May 19, with the Randy Sparks Three, folk singers, heading the bill. With them will be Ben and Adam—the Dudaim, Israeli singers; the Three Heart Breakers, pop

(Continued on page 175)

## FOLK TALENT &amp; TUNES

By BILL SACHS

## Around the Horn

Buddy Durham, Lee Moore, Jimmy Martin, Lois Johnson and Kirk Hansard, of WWVA's "World's Original Jamboree," Wheeling, W. Va., kicked off a two-week tour of the Canadian Maritime Provinces at Fredricton, N. B., May 1. . . . Hal Smith and Jimmy Key, of Curtis Artists Productions, Goodlettsville, Tenn., have taken on the exclusive booking on Bill Anderson, Decca artist. . . . Jimmy Smart, heard on the Plaid label, is now the regular Saturday night feature at the Organized Labor Club, Marietta, Ga. . . . Faron Young and His Country Deputies, Roy Drusky and Darrell McCall, concluded a five-day tour for WJLL deejay, Ramblin' Lou, with two performances at the State Theater, Niagara Falls, N. Y., Sunday (30). Unit played the Dipson Family Theater, Batavia, N. Y., Wednesday (26); Civic Center, Potsdam, N. Y., Thursday (27); Three River Inn, Syracuse, Friday (28), and the Auditorium, Rochester, N. Y., Saturday (29).

Harry and Eleanor Smythe's Buck Lake Ranch, near Angola, Ind., kicks off its 1961 season Sunday, May 21, with Ernest Tubb and His Texas

Troubadours headlining. Also on the opening bill, for the ninth consecutive season, will be Joe Taylor and His Indiana Redbirds, of WGL, Fort Wayne, Ind. Also slated to appear in the opening ceremonies are Rem Wall and His Green Valley Boys, of Kalamazoo, Mich., and Florence Webb, organist. . . . Ferlin Husky and his group, comprising Smiley and Kitty Wilson, Don Helms, Leon Sutton and Jim Tole, played to an average 3,000 people daily, with double that number on the two Saturday matinees, at the Alberta Trade Fair, Edmonton, Alta., April 14-22, sponsored by the Edmonton Exhibition Board. On April 25 the Husky unit played for the opening of the new Civic Arena at Vermilion, Alta., to an estimated crowd of 3,000. The troupe was booked through Marline Payne Attractions, Billings, Mont., and handled in Alberta by L. B. Productions, Edmonton.

Trudy Stamper, tub-thumper for Station WSM and the "Grand Ole Opry," advises that the "Opry" attracted 3,754 more paid admissions for the first four months of 1961

than for the same period in 1960. "This means only one thing," says Trudy, "—that since 1958 attendance at the 'Opry' has been growing in leaps and bounds, which is just a nice way of saying that country music is really here to stay!" . . . Red Foley and frau are vacationing at the home of Uncle Cyp and Aunt Sap Brasfield in the Rio Grande Valley of Texas. Red played last weekend in Dallas and Fort Worth and this Friday and Saturday (12-13) displays his wares at Houston, after which he and Cyp wing their way to Pittsburgh for shows at the Syrian Mosque May 20.

Georgie Riddle reports that George Jones (Mercury) played to healthy takes at Kermit, Tex., April 22 and Odessa, Tex., April 23, with the promotion handled by Durwood Haddock and Fred Crawford, of Station KERB. In Odessa Jones worked the Melody Club with Billy Thompson's band. . . . NBC's familiar, multi-hued peacock hops to the Ozarks for a lengthy visit this Friday (12), and in future weeks "Five-Star Jubilee's" announcer Joe Slat-

(Continued on page 175)

*ADAM'S LATEST IS HIS GREATEST!!*

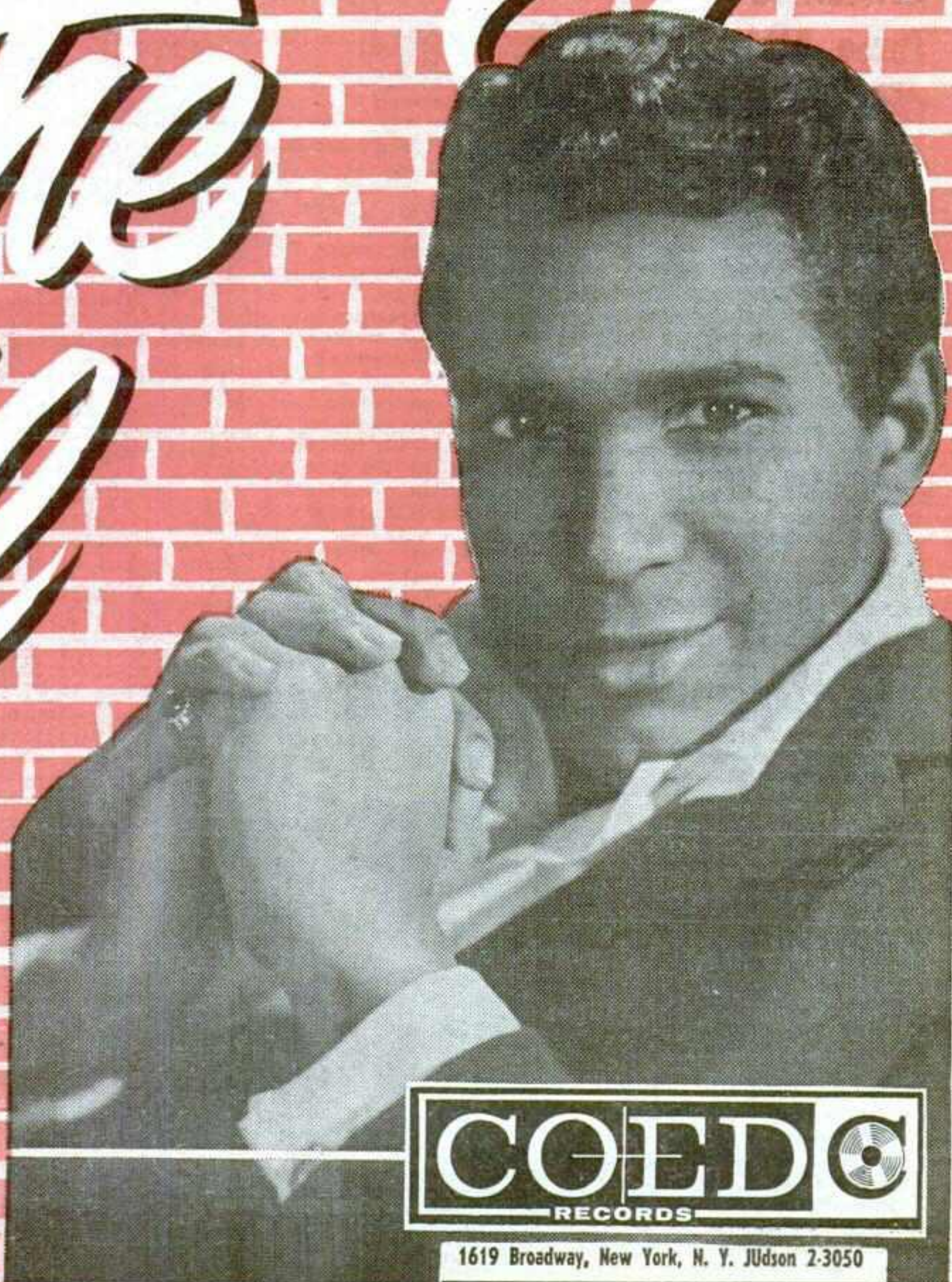
# ADAM WADE

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## RIAA's Legal Group Dodges Stand on Int'l Rights Issues

NEW YORK — The Record Industry Association of America, Inc.'s legal committee has decided that there are "too many divergent views among its membership for the RIAA to take a stand on the issues raised by a proposed International Neighboring Rights Convention."

Consequently, in a letter to members last week, RIAA Executive Secretary Henry Brief suggested that individual companies "should acquaint themselves with the provisos of the proposed Neighboring Rights Conference" and — if they so choose — make these views known to Abraham L. Kaminstein, Register of Copyrights, Library of Congress, Washington, or to the U. S. State Department.

Brief said the RIAA had been advised by Kaminstein that a diplomatic conference will be held in Rome, October 10-26 this year to consider a draft of the proposed convention.

Brief noted that the U. S. Register of Copyrights was part of an international committee of experts from 16 countries which drafted an instrument for the recognition of certain artistic rights in May 1960. However, Brief said, "the U. S. has as yet taken no position on this agreement. It is seeking direction from the industries that would fall within the scope of this Neighboring Rights Treaty."

"It is Mr. Kaminstein's view," said Brief, "that some sort of treaty will be ratified in Rome, whether or not the United

States ultimately becomes a signatory. It is vital, therefore, that RIAA members familiarize themselves with the 'draft instrument' and communicate their views to the government."

"The instrument," said Brief, "provides that each contracting country must recognize the same rights for performing artists, phonograph record producers and broadcasting organizations of the other contracting countries as it recognizes in the case of the performance of domestic performers, record manufacturers and broadcasters."

Certain "minimum rights" would also be provided for in the draft. "For example," noted Brief, "one of the minimum rights would make it illegal to copy a phonograph record for a tape without the authorization of both the performing artist whose performance is incorporated in the recording and the company that produced the record."

Brief also pointed out that the draft would permit labels as well as artists to "collect royalties from broadcasters that play their records on the air. It would also provide protection against piracy for a minimum of 20 years to record manufacturers."

Brief said "The agreement would be binding on all signatories to the convention. Nations that did not sign, however, would receive no protection at all in these countries, except in instances where reciprocal agreements with individual nations were in existence."

## TEXAS LADIES TAKE OFFENSE

SAN ANTONIO — There looms another battle of the Alamo. The Daughters of the Republic of Texas were setting their sights on the author and singer of a new radio and juke box song titled "Coward at the Alamo." Local music stores were selling the recording written by Dave Gardner and two of the music stores had sold out and sent for more recordings. The Daughters, and personnel who staff the historic Alamo, shrine of Texas liberty, insist there were no cowards at the Alamo. The song was dubbed "terrible" and in "bad taste" and "the Alamo is nothing to joke about," are some of the typical comments heard here.

## Billboard Bound Volumes!

Some bound volumes of past issues of The Billboard are still available. Price is \$11.50 per volume or \$46 for the whole year.

|                      |               |
|----------------------|---------------|
| 1942—April to June   | 1951—Complete |
| 1943—Complete        | 1952—Complete |
| 1944—Complete        | 1953—Complete |
| 1945—Complete        | 1954—Complete |
| 1946—Complete        | 1955—Complete |
| 1947—Complete        | 1956—Complete |
| 1948—Complete        | 1957—Complete |
| 1949—Complete        | 1958—Complete |
| 1950—Complete        | 1959—Complete |
| except April to July | 1960—Complete |

Kindly contact

**GEORGE CONNELL, THE BILLBOARD**  
1564 Broadway, New York 36, N. Y. PLaza 7-2800.

## Carlton to Release Everest Sets Deal With English Club

NEW YORK—Carlton Records is going on an all-out album campaign for the summer with the introduction of three new album lines with special deals on each. The new lines include the firm's Charlie Parker label, which will list at \$5.98; Carlton's new Impact label, which will feature percussion wax in stereo and will list at \$4.98; and the firm's new language label, the "Hear Now" line which lists at \$1.98.

The Charlie Parker label will debut with sets by Charlie Parker and the late Lester (Pres) Young. This series will have de luxe packaging and will list at \$5.98. Future releases will spotlight Billie Holiday and Gene Krupa. In addition to these historical jazz sets,

NEW YORK—Everest Records has set a deal with the World Record Club of England for the English Club to issue a specified number of Everest classical and pop LP's. The club will release its first Everest sets in June. Classical sets will include LP's with Leopold Stokowski and the London Symphony, William Steinberg and the Pittsburgh Symphony, Jorge Bolet, the Houston Symphony Orchestra and Sir Josef Krips conducting the Nine Beethoven Symphonies.

Carlton will also issue a lower-priced series of jazz sets of contemporary artists, and these albums will be \$4.98 for stereo and \$3.98 for mono. Both jazz series will be offered with a 20 per cent free goods bonus, and 30-60-90-day billing. The deal will run until July 15.

Carlton's new Impact label will be a sound series, with channel switching, etc. Titles of some of the new sets in this series are "Flapper Fads," "Swinging Bands," "String Splurge," and "New Sound of College Jazz." Disks will be \$4.98 for stereo and \$3.98 for mono. A deal of 20 per cent in free goods will be offered until July 15 on this line, too.

The new additions to the label's low-priced "Hear Now" series are four records covering language instruction in Spanish, Italian, French and German. With the albums there is a free pronouncing dictionary and a special tourist booklet. These sets are offered to distributors at 95 cents f.o.b. factory with 100 per cent exchange.

The label is releasing this week a "Charanga" LP with Merv Griffin, plus a college choir album called "The Pipes of Trinity College." Carlton is offering a 20 per cent free goods bonus on both albums and summer dating until July 15. Merv Griffin will plug the album on his New York TV show and offer the "Charanga" set to his fans for only \$2 by mail.

## NARM VOTES IN NEW DIRECTORS

NEW YORK — A new board of directors was elected by the National Association of Record Merchandisers (NARM) at the wind-up of the firm's convention in Miami last week.

New board consists of Jim Tiedjens, Musical Isle, Milwaukee; Harold Goldman, Rak Sales, St. Louis; Ed Snyder, Edge, Washington; Glen Becker, Music City, Los Angeles; George Berry, Modern, New Orleans; Larry Rosmarin, Record Distributing, Houston, and Ken Sachs, Merchants Wholesale, Detroit. The following were elected officers: Ed Snyder, president; Glen Becker, vice-president; Larry Rosmarin, secretary, and George Berry, treasurer. Jules Malamud remains as executive secretary of the rack group.

6124 W. Bryn Mawr Ave.  
Chicago 46, Illinois  
April 27, 1961

Mr. Archie Blyer  
Cadence Records  
New York, New York  
Div:

I have just finished listening to Eddie Hodges' new records "I'm Gonna Knock on Your Door," and I think it's "the most".

I would like to congratulate him and thank you for making it a hit.

All the children in my room think "it's the greatest".

I would like to request a photograph and journal on Eddie Hodges.

If I am to pay for it, please send me a bill.

I would like this information because I would like to start a fan-club for him.

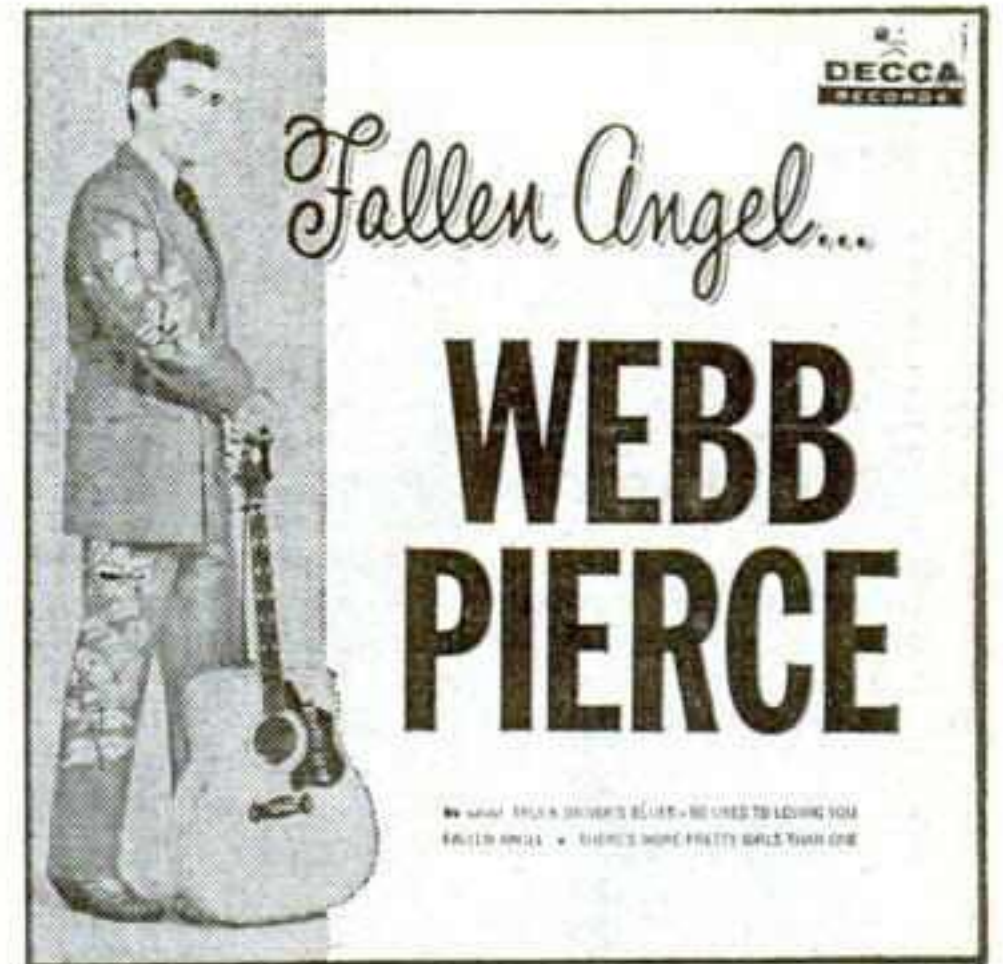
I would appreciate an answer and I would like to know if Eddie Hodges could be pen-pals with me.

Sincerely,  
Linda Lathrop

# DECCA Records THE GREATEST Presents A GRE



SEE YOUR LOCAL **DECCA** DISTRIBUTOR FOR EXCITING DETAILS! SPECIAL OFFER APPLIES TO THESE TEN NEW ALBUMS, PLUS THE **ENTIRE** BEST SELLING CATALOG OF COUNTRY AND WESTERN LP'S AND EXTENDED PLAYS, ON **DECCA** OF COURSE!



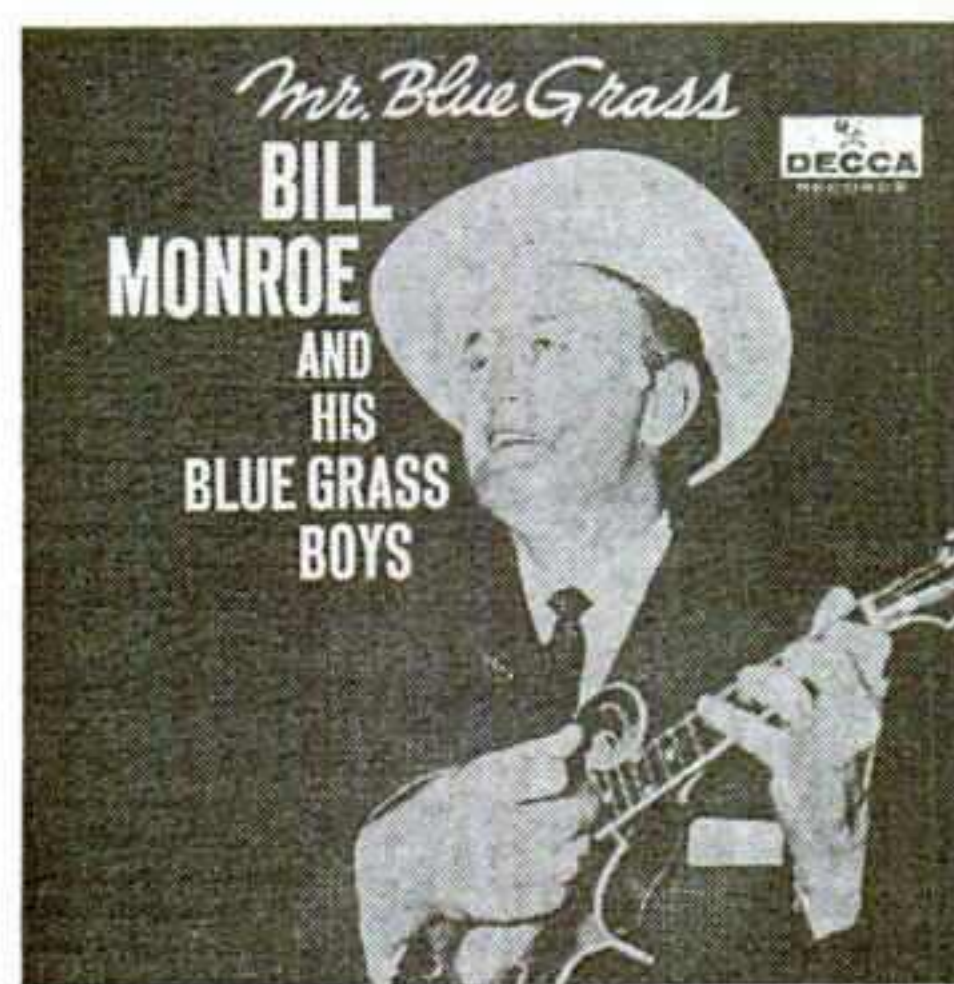
**FALLEN ANGEL** Webb Pierce  
DL 4144 • DL 74144 (Stereo)



**THE WILBURN BROTHERS SING** (Teddy & Doyle)  
DL 4142 • ED 2700 • DL 74142 (Stereo)



**COUNTRY SINGER** Jimmy Skinner  
DL 4132



**MR. BLUE GRASS**—Bill Monroe & His Blue Grass Boys  
DL 4080 • DL 74080 (Stereo)

PLUS 2 NEW EXTENDED PLAYS,  
**ERNEST TUBB** and his  
**TEXAS TROUBADOURS**

ED 2691

**JIMMIE DAVIS**

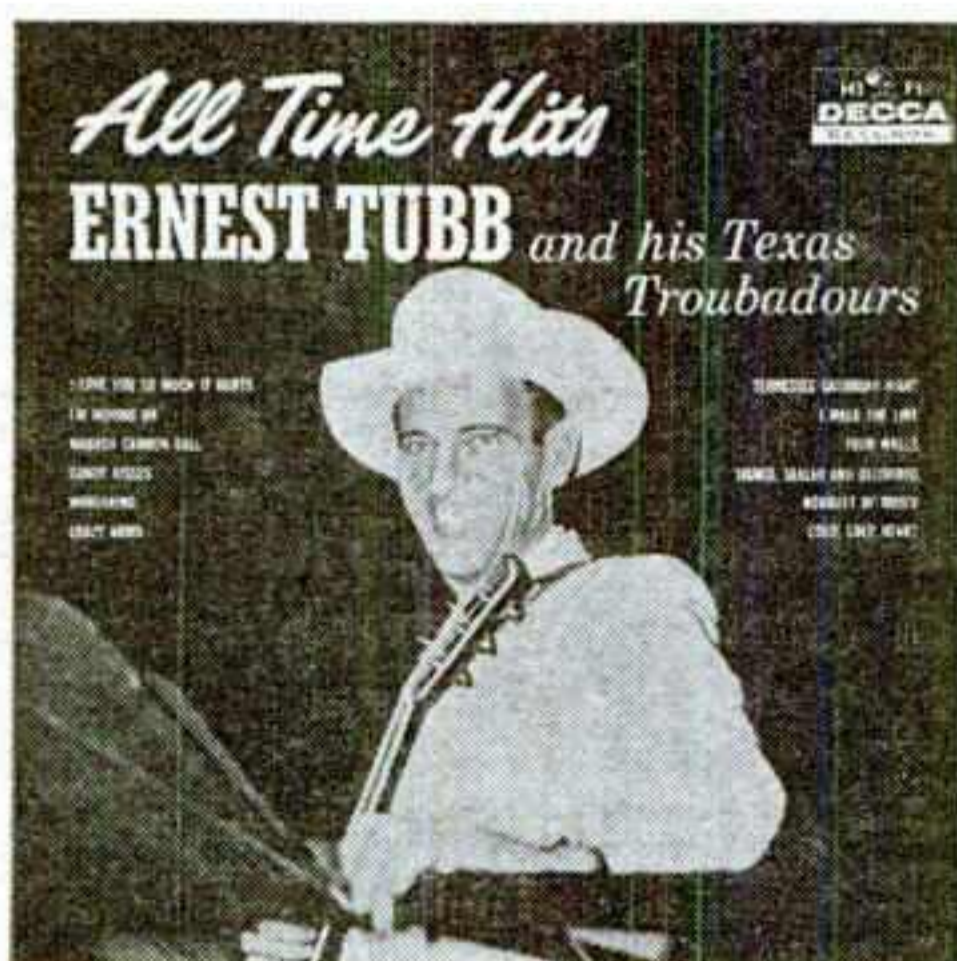
ED 2690



# NAME IN COUNTRY AND WESTERN MUSIC AT ALBUM RELEASE OF COUNTRY ARTISTS



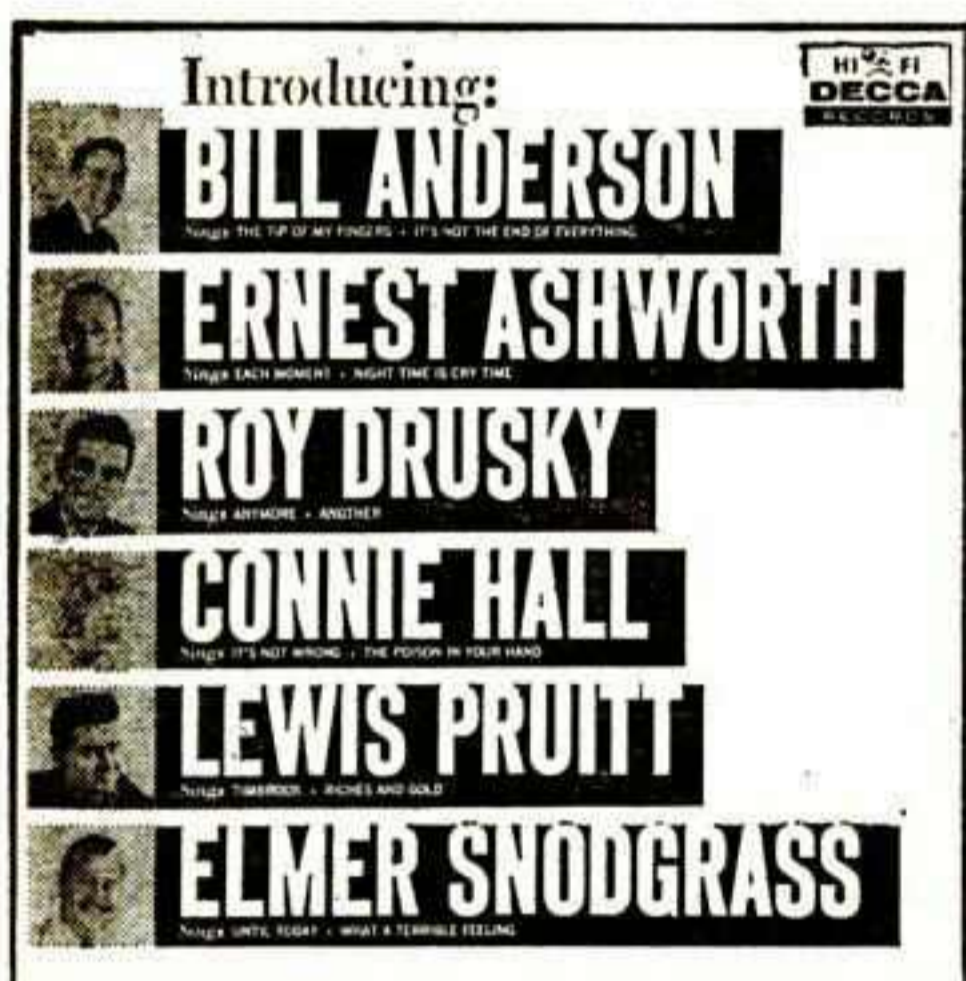
**HEARTBREAK—U.S.A.** Kitty Wells  
DL 4141 • ED 2699 • DL 74141 (Stereo)



**ALL TIME HITS** Ernest Tubb & His Texas Troubadours  
DL 4046 • DL 74046 (Stereo)



**COMPANY'S COMIN'** Red Foley  
DL 4140 • ED 2698 • DL 74140 (Stereo)



**INTRODUCING:** Bill Anderson, Connie Hall, Roy Drusky, Lewis Pruitt, Elmer Snodgrass, Ernest Ashworth  
DL 4091 • DL 74091 (Stereo)



**LONELY HEARTACHES** Goldie Hill  
DL 4148 • DL 74148 (Stereo)



**THE ORIGINAL HIT PERFORMANCES!** Various Artists  
**ALL-TIME COUNTRY AND WESTERN—Vol. 3** DL 4134

## DECCA RECORDS CONTINUES ITS PARADE OF BEST SELLING COUNTRY AND WESTERN HITS FROM COAST TO COAST WITH...

- SWEET LIPS**  
Webb Pierce • 31249

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- HEARTBREAK U.S.A.**  
**THERE MUST BE ANOTHER WAY TO LIVE**  
Kitty Wells • 31246

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- THOUGHTS OF A FOOL**  
Ernest Tubb • 31241

- JUST BEFORE DAWN**  
Red Foley • 31254

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- LEGEND OF THE BIG RIVER TRAIN**  
The Wilburn Brothers • 31214

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- SLEEP BABY SLEEP**  
Connie Hall • 31208

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- EVERYBODY'S DYING FOR LOVE**  
Jimmy Newman • 31217

- LIFE OF THE PARTY**  
Ernest Ashworth • 31237

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- CRAZY BULLFROG**  
Lewis Pruitt • 31201

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- HI-DE DIDDLE**  
**MY WALKING SHOES**  
Jimmy Martin • 31234



## AMERICA'S NO. 1 TEENAGER



# JAMES BRADLEY

James Bradley

Winner in the Jerry Lewis and movie TV Secrets Teenage Talent Contest, and Co-Actor in Jerry Lewis' recent movie, "LADIES' MAN" is being released on a MANCO RECORD with his latest release ML1022, "LONESOME FOR YOU" b/w "YOUR LOVE, MY LOVE, OUR LOVE."



In winning the contest he was voted "THE NUMBER ONE TEENAGER in America," "One of the handsomest Teenagers in The Nation" and "MOST LIKELY TO BE THE NEXT BIG TEEN-AGE 'STAR' IN AMERICA."

(Get the June movie TV secrets, out May 4th for story.)

ATTENTION: DJ's, Distributors and Record Dealers, contact MANCO RECORDS.

**MANCO RECORDS** Box 10188  
Fort Worth, Texas  
Tel. MA 6-3502

## LATE POP SPOTLIGHTS

## CLARENCE HENRY



**YOU ALWAYS HURT THE ONE YOU LOVE** (Pickwick, ASCAP) (2:25)—**LITTLE SUZE** (Arc, BMI) (2:10)—Young Henry is big now with "But I Do," and his reading of the oldie Mills Brothers' hit, bids fair as a repeater. It's done with style. Flip is a neat rocker, done in Fats Domino fashion against solid beat backing. Both can go. **Argo 5388**

## LATE ALBUM SPOTLIGHTS

## CARNIVAL



**Original Cast. MGM SE 39460C. (Stereo & Monaural)** — The label has rushed this package out to cash in on a great deal of solid publicity for the new musical, including a cover on the current issue of Life mag. The show grabbed unanimously favorable reviews both out of town and here, and this fact, plus the vocal charm of star Anna Maria Alberghetti, Kay Ballard and James Mitchell, adds up to a delightful cast package. Smart book-fold packaging is highlighted by a color photo of the star. This should do plenty of business.

## BASIN STREET EAST PROUDLY PRESENT MISS PEGGY LEE



**Capitol ST 1520. (Stereo & Monaural)** — This album, recorded live at Peggy Lee's record-breaking appearance at New York's Basin Street East last winter, is a gas. The attractive looking and heavenly singing thrush turns in sock readings of some of her best tunes, from "Fever" to "Yes Indeed." It's a wonderfully balanced performance, showing Peggy off solidly on ballads, swingers and rhythm tunes, with fine backing by a group of top jazz musicians.

## Victor to Release Five New Four-Track Tapes

NEW YORK—RCA Victor will issue five new four-track stereo tapes this week. They include tapes by Esquivel, Hugo Winterhalter, Frankie Carle, plus two classical tapes by Arthur Fiedler and the Boston "Pops." The latter items are "More Music for People Who Hate Classical Music," and "The Music of Frank Loesser."

## Jessel-Lewis Laugh LP Due

HOLLYWOOD — George Jessel and Milt Lewis are producing an LP aimed at re-creating outstanding moments in American comedy for Capitol with the album scheduled for fall release. Jessel is writing and will narrate remarks between the comedy skits. It's tentatively titled, "They're Still Laughing."

## Disk Mfrs. Launch Topical Kick With Rockets, Rockers

NEW YORK — Record manufacturers are on a topical kick again. A flock of disks with lyrics revolving about President Kennedy and space flight are on the market this month.

Three different disks tagged "Astronaut" were released last week — by Bud Arnold on Enrica, Bucky Pizzarelli on Everest and a comedy waxing by Charlie Manna on Decca.

Also on a space kick are the Satellites with the Spaceman, whose "Man in Orbit" platter on Chess is a BMW "Spotlight" this week; Pete Bennett on Silver Bid with "Rocket Twist" (Stage 2 and 3); and "Free Flight" by Don Cole on Coed.

The latest Kennedy-inspired item is "The Rocking Chair Rock" by Jimmy McHugh, sparked by President Kennedy's penchant for rocking chairs. The only topical disk which has displayed strong sales potential to date is "Please Mr. Kennedy" by Jim Nesbit and 'Lasses Sopper on Ace, which was No. 11 last week on BMW's best-selling country and western chart.

Other Kennedy wax includes "The Jackie Look" (about First Lady look-alikes) by Kris Jensen on Kapp; Renee Taylor's "I'm in Love With Jack" on Felsted; "Theme for Jacqueline" by Russell Faith ork on Chancellor; "Big John" by Carol and Anthony on Capitol; "There's a New Man in the White House" by the Senators on ABC-Paramount, and Ruth Wallis' "Brand New Baby in the White House."

# SWAN IS SIZZLING!

**FREDDY CANNON**  
**BUZZ BUZZ**  
**A-DIDDLE-IT**

SWAN  
#4071

**DANNY**  
**AND THE JUNIORS**  
**CHA CHA**  
**GO GO**

SWAN  
#4072

**THE**  
**FIRESIDERS**  
**(I'LL REMEMBER)**  
**ONE AND**  
**ALL**

SWAN  
#4074

**SWAN**

RECORDS

1703 Jackson St. Philadelphia, Pa.  
Phone: HOward 5-3700

**NOT ONE!  
NOT TWO!**

# BUT **THREE** NEW **ATCO** SMASHES!

1 follow-up to "SPANISH HARLEM"

## "STAND BY ME"

b/w ON THE HORIZON 6194

### BEN E. KING

A Leiber-Stoller Production

2 follow-up to "APACHE"

## "ANNA"

b/w CHEROKEE 6195

### JORGEN INGEMANN

& his Guitar

3 Now Breaking Nationally!

### THE COASTERS

## "LITTLE EGYPT"

6192

A Leiber-Stoller Production



### ATCO RECORDS

1841 Broadway, New York 23, N. Y.

# THE BILBAO SONG

BY

# ANDY WILLIAMS

CADENCE 1398

# CLIMBING

# IN THIS WEEK'S

# BILLBOARD

# HOT 100

when answering ads . . .

Say You Saw It in Billboard Music Week

## MUSIC AS WRITTEN

• Continued from page 4

. . . Johnny Cash cut all-night sessions three nights in a row recently, with Don Law directing for Columbia.

Tree Music's Buddy Killen has penned four of the firm's current releases. They're Dale Hawkins' new Tilt release, "The Same Old Way"; Hawkshaw Hawkins' Columbia etching, "The Love I Have for You"; Johnny Preston's Mercury release, "Willy Walk," co-authored by Killen and Robert Riley, and Ferlin Husky's Capitol etching, "What Good Will I Ever Be," by the artist and Killen. . . . Acuff-Rose Publications is excited over reaction to Melvin Endsley's Hickory release, "Every Time the Sun Goes Down," and infos that Wilma Lee and Stony Cooper's "Night After Night" and "Wreck on the Highway" looks like one of the duo's best efforts to date for Hickory. Pat Twitty.

### Chicago

The Smothers Brothers, comedy singers, proved they're as "fun-antical" offstage as well as on when they sent 50-pound bags of purple onions to showmen and deejays as promo bit for their current album ("The Songs and Comedy of the Smothers Brothers at the Purple Onion"—Mercury). . . . Franz Jackson, Pinnacle Records, has purchased the master of his own LP which was cut when he recorded for Replica Records. Jackson plans to re-issue it soon on his own label. . . . Bob Shoffner, trumpeter of Jackson's "Jazz All-Stars" recently blew out the candles for his 61st. Shoffner, in years past, played with Earl Hines, Charlie Creath, and was Louie Armstrong's replacement in Joe (King) Oliver's band. . . . Leroy and Sue Van Dyke (he vocalizes on Mercury) recently became the proud parents of a boy whom they named Ray Leroy. . . . The many friends of Buck Ram were saddened at the news of his mother's death last week. Gloria Manlong.

### Pittsburgh

Paul Anka, currently at John Bertera's Holiday House, is pacing that club's catering to record names for the prom season. Following Anka, who will remain there next week, come the Four Preps, the Four Coins and Neil Sedaka in his local club debut. . . . Solly Solomon, veteran record promotion man, most recently with Roulette, is the new publicity director here for Columbia Records. He replaces Bob Murphy, who has been transferred to the Los Angeles territory. . . . Danny and the

(Continued on page 14)

## The SONG of the RAIN

By PAUL DURAND, Composer of "Mademoiselle De Pree"

Theme from the new film "THE COW AND I"

ROGER WILLIAMS on KAPP

MILLS MUSIC, 1619 B'dway., N. Y. 19

### ATTENTION . . .

TO ALL CONCERNED IN THE MUSIC INDUSTRY That Great Standard . . .

# "Close Your Eyes"

Now Being Published by—  
BERNICE PETKERE MUSIC, INC.  
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Original Hit!!

# Theme from LA DOLCE VITA

#245

ON 20th FOX

Say You Saw It in Billboard Music Week

# Buy 6... get 1 FREE!

## MAY SALES PROGRAM

(from May 1st to June 2nd)



# AF THE ORIGINAL SOUND LABEL

## CHECK THESE AF BEST SELLERS...YEAR 'ROUND, BASIC REQUIRED INVENTORY FOR ALL STORES! CALL YOUR DISTRIBUTOR NOW

AUDIO FIDELITY INC., 770 ELEVENTH AVENUE, N. Y. 19 • PLaza 7-7111

# BMI

# Salutes

these

## APRIL AWARD WINNERS

Over the years BMI has been proud of the honors awarded to the composers affiliated with it and to the music, the performing rights of which it licenses... among the honors awarded to music and men during the month of April, these were outstanding...

### 1961 PULITZER PRIZE

*Walter Piston*

Previous Pulitzer Prize winner in 1948

for "**SYMPHONY No. 7**"

### ACADEMY OF MOTION PICTURE ARTS AND SCIENCES "OSCAR"

"**NEVER ON SUNDAY**"

by

*Manos Hadjidakis*

Best Song of 1960 as performed in the motion picture  
"Never On Sunday"

And congratulations also to these BMI affiliated writers who were honored by NARAS (National Academy of Recording Arts and Sciences) for their recording achievements:

*Ray Charles*    *Miles Davis*    *Gil Evans*  
*Bob Newhart*    *Marty Robbins*

### THE GOLD MEDAL FOR MUSIC OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

(Presented once every five years)

*Roger Sessions*

### 1961 GRANTS OF THE NATIONAL INSTITUTE OF ARTS AND LETTERS

*Halsey Stevens*    *Lester Trimble*  
*Yehudi Wyner*

### NEW YORK MUSIC CRITICS CIRCLE CHAMBER MUSIC AWARD

*Elliott Carter*

**BROADCAST MUSIC • INC.**

589 FIFTH AVENUE • NEW YORK 17, NEW YORK

**SERVING MUSIC SINCE 1940**



# JAMES BROWN

HIT AFTER HIT AFTER HIT

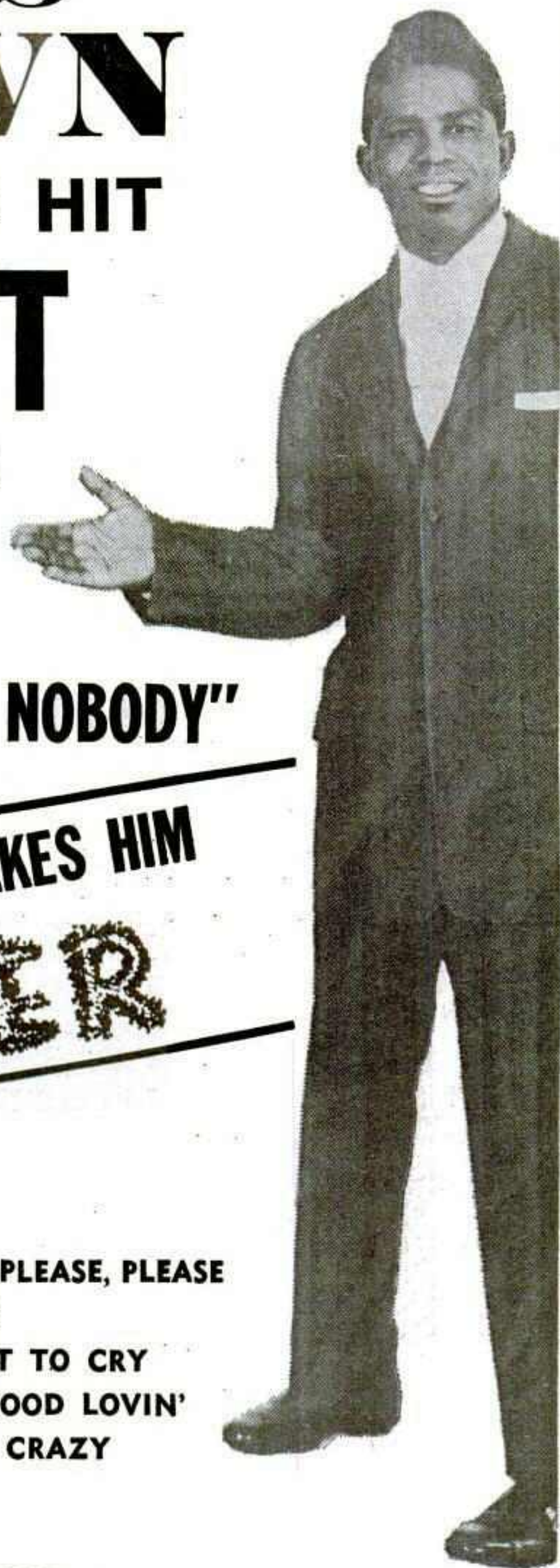
## "I DON'T MIND"

b/w

## "LOVE DON'T LOVE NOBODY"

**KING** #5478

EVERY RECORD MAKES HIM  
**BIGGER**



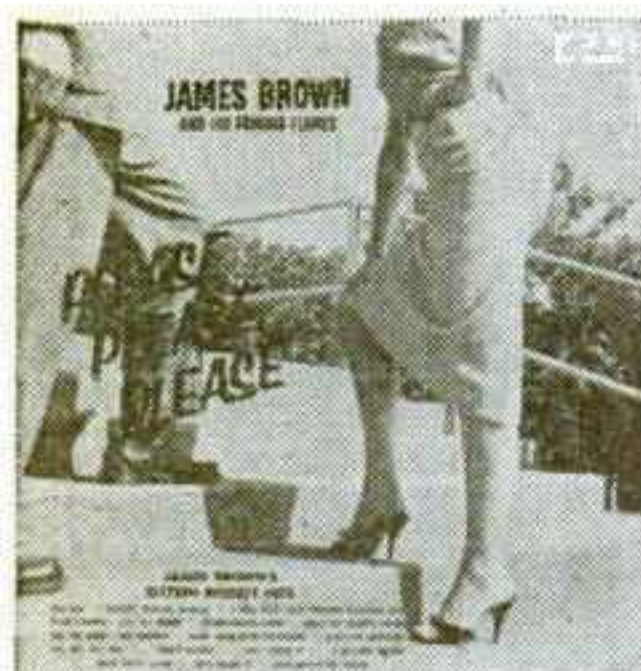
ALL THESE RECORDS ARE STILL HOT

*Federal*

- 12370 THINK
- 12258 PLEASE, PLEASE, PLEASE
- 12337 TRY ME
- 12364 I'VE GOT TO CRY
- 12361 GOOD GOOD LOVIN'
- 12369 I'LL GO CRAZY

**KING**

- 5442 BEWILDERED



KING 610



KING 635

### THE AMAZING JAMES BROWN

Including such hits as "I LOVE YOU, YES, I DO"; "I DON'T MIND," "THE BELLS" AND "LOVE DON'T LOVE NOBODY," ETC.

KING LP 743

### THINK

by JAMES BROWN

Including such hits as "THINK," "GOOD GOOD LOVIN'," "I'LL GO CRAZY," "BEWILDERED" AND MANY OTHERS.

KING LP 683

FOUR GREAT JAMES BROWN LP's ON



## MUSIC AS WRITTEN

• Continued from page 12

Juniors spent a day here last week plugging their Swan waxing of "Cha Cha Go Go."

Gene McDaniels is due here May 13 to plug his Liberty LP, "100 Pounds of Clay." His host here will be Tim Tormey, head of Cosnat Records. . . . Mercury's Florian ZaBach is now definite for the Beverly Hills Club June 5 to open the outdoor patio season of the Connie Costa night club. . . . Sales chief Jim Maderitz sold the master of "Rama Lama Ding Dong" to Hy Weiss' Old Town Records for national distribution. . . . Dick Iezzi and Mort Locker of RCA Victor going all-out in their promotion of the new Arthur Fiedler albums in this area. . . . Nick Albarano, Capitol branch manager, attending a three-day regional convention in Philadelphia to map plans for Capitol's May product. Leonard Mendlowitz.

### Boston

National Brenda Lee Day is beginning to pay off in the Hub. Alan Ross, of Decca, put sound trucks all over Metropolitan Boston and into shopping centers with "Emotions." Radio stations co-operated, playing the number from morning till night. He also had plugs on TV stations throughout the day. . . . Decca also has a good gimmick going on Liberace, who also comes to Blinstrub's May 1. The star will prerecord a message for housewives. He will be heard on WMEX, one of the top pop stations introducing various programs from 7 a.m. until 3 p.m.

Record distributors are planning lots of promotions when the Kingston Trio, the Weavers, Odetta, Arthur Fiedler, Josh White, Dave Brubeck, Ahmad Jamal and others come in for the summer season at the Castle Hill concerts in Ipswich where George Wein is masterminding the new set-up. . . . Selections played on WBZ-FM are now being identified on the air as an added service to listeners. Titles and names of artists are given before and after each number.

Columbia had Tony Bennett in for a party on his new album, "Tony Sings for Two." . . . Herb Dale and his wife Bonnie spent a week in Los Angeles. The firm is now back at the old stand on Commonwealth Avenue, with the building refurbished after the fire. Herb reports Bob Newhart did capacity business here at Symphony Hall and helped to push sales. . . . Warner Bros. doing well with sound track of "Gone With the Wind." Cameron Dewar.

### Milwaukee

Bob Thompson, Capitol Records branch sales manager, is suffering from a case of the mumps. . . . Recent trade visitors here included Barry Kittleson and Howard Cook, promoting the debut of their Beaucoup Records label with "Pied Piper" b/w "If Teardrops Were Dollars."

Shim Weiner, Chicago, Decca Records' Midwest division manager, spent some time here checking on branch operations last week. . . . Promoter Sandy Serrahn hit pay dirt with his five-day booking here of "Fiorello" at the Oriental Theater, with tickets ranging from a \$6 top to \$2.50. . . . Mercury Records promo man Ben Wood has named his recently born daughter Holly. . . . Frank D'Rone, Mercury Records artist, is pulling keen interest in his return engagement at the Red Lion Room of the Kaiser Knickerbocker Hotel. Benn Ollman.

### Montreal

In line with recent staff changes, W. R. Bays, vice-president of Quality Records, has announced the appointment of Andy Nagy as sales representative and Bill Smithers as promotion manager for the Quebec sales division. . . . RCA Victor's Custom Record Department is merchandising a laminated cardboard record that can be used as a premium item or straight advertising piece. . . . Elvis Presley's exclusive Canadian waxing of "Wooden Heart" is enjoying its expected success. . . . Spartan Records of Canada is pressing the new jazz label Impulse for ABC-Paramount as well as Frank Sinatra's Reprise. . . . Musimart, Ltd., is offering a new Vanguard Stereolab test record with a built-in stroboscope. . . . Columbia is celebrating "Canadian Showcase Month" with special promotions on Canadian artists such as Glenn Gould, Percy Faith, Carl Tapscott Singers and their line-up of French talent. . . . Compo Company heralds "Don Messer Month" with special store display material plus a two-free-with-every-12 purchased deal for dealers who order the popular fiddler's albums. . . . RCA Victor is offering an extra 15 per cent in bonus merchandise or return privilege during their special Camden deal that extends through until May 3. . . . Hallmark Recordings Limited of Toronto is converting a 10,000-square-foot warehouse into the largest recording studio in America, according to Don Hannant, sales promotion manager. Arnold Gosewich.

### Beaucoup Label Plans Pachanga TV Demos

NEW YORK — Howard Cook, who has started the Beaucoup label along with John Hernstadt, feels there's plenty of hit potential which has not yet been realized from the new pachanga-charanga dance fad.

Cook returned from a cross-country promotion tour on the label's initial release by chanter Barry Kittleson, to note that the kids are

not getting hip to the Latin dance because there is nobody around to teach them the steps. On this kick, the label is planning a special instructional campaign which may result in special teachers demonstrating the dance on TV jockey shows.

Cook also plans early release of a new single, "Rock-a-Pachanga," featuring the authentic violin and flute sound with a vocal group known as the Bokoos. The label has also signed thrush Vi Velasco, who was acclaimed last year for appearances on British TV.

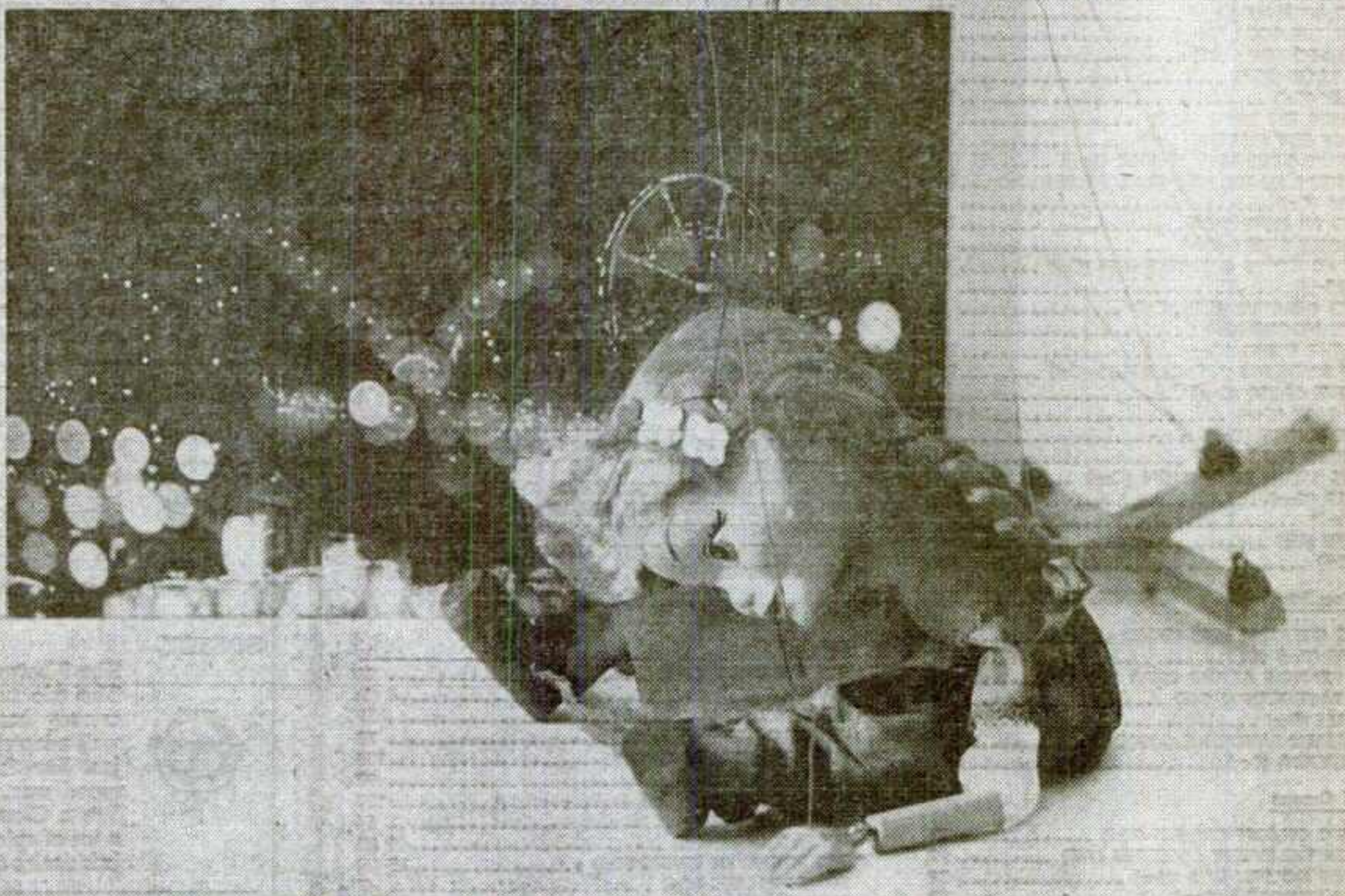


**LIVING STEREO**

*Living Strings*



PLAY ALL THE MUSIC FROM  
THE BROADWAY HIT  
**"CARNIVAL"**



*(it's all done with strings!)*

**THE NEWEST PROFIT-MAKER IN THE BEST-SELLING "LIVING STRINGS" SERIES, FEATURING MUSIC FROM THE NEW BROADWAY MUSICAL SMASH, "CARNIVAL!"**

Here's the newest in RCA Camden's best-selling "Living Strings" series. It features all the tender, tuneful music from Bob Merrill's new musical success, "Carnival!", the show that won the New York Drama Critics' Circle Award as Best Musical of the season! Like all "Living Strings" albums, it features an eye-catching foil cover. Stock it now, in the wake of the big excitement being generated by this solid smash.



**STOCK UP ON ALL THE FAST-MOVING "LIVING STRINGS" ALBUMS:**



Ten popular love potions...ranging from "Arrivederci, Roma" to "C'est Magnifique." CAS/CAL-637



Eternal mysteries of the sea... "Ebb Tide," "La Mer," "Far Away Places," 11 more! CAS/CAL-639



"Moonlight Becomes You," "The Story of a Starry Night," other nocturnal favorites. CAS/CAL-638



All the great songs from the new Lerner-Loewe musical in one magnificent album! CAS/CAL-657



The lush tropical splendor of Hawaii romantically captured by the "Living Strings"! CAS/CAL-661

ONLY \$1.98 each Monaural Hi-Fi, \$2.98 each Living Stereo. MANUFACTURER'S NATIONALLY ADVERTISED PRICES—OPTIONAL WITH DEALER







**New! Nero is the name.  
Genius is the word. RCA  
Victor is the label. Nero  
can make a piano sound  
like liquid fire. He  
overflows with  
ideas, taste and  
technique. Just  
back from his  
whirlwind tour,  
Nero has ignited  
the critics  
everywhere.  
Order now!  
LPM/LSP-2334**



Ask your distributor about the Compact 33, the newest idea in records.

**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





**THIS IS THE WINNER!**

**DON**



**COSTA**

**AND HIS ORCHESTRA**

**"THAT'S THE WAY WITH LOVE"**

UA 318

**IT'S A BONANZA!**

**ZOOMING STRAIGHT FOR THE TOP!**

**AL CAIOLA**

**GUITAR AND ORCHESTRA**

UAS 6142 (STEREO)

UAL 3142 (MONAURAL)

|   |                |                 |
|---|----------------|-----------------|
| GOLDEN HIT INSTRUMENTALS                |                |                 |
| <b>AL CAIOLA</b> GUITARS WITH ORCHESTRA |                |                 |
| PEPE WHEELS                             | <b>APACHE</b>  |                 |
| <b>CALCUTTA</b>                         |                |                 |
| HONKY-TONK PART TWO                     | JA DA          | RAM-BUNK-SHUSH  |
| WONDERLAND BY NIGHT                     | <b>BONANZA</b> |                 |
| BOUNTY HUNTER                           | ASIA MINOR     | HEARTS OF STONE |

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BACARDI**

UA 315

**JIMMY CURTISS  
LOVE,  
SWEET LOVE**

UA 312

**JIMMY WITTER  
A CROSS  
STANDS ALONE  
(ON THE CHARTS)**

UA 301



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# SINGLES PROGRAMMING & BUYING GUIDE

## TOP MARKET BREAKOUTS

### NEW YORK

- BARBARA ANN  
Regents, Gee
- RAMA LAMA DING DONG  
Edsels, Twin
- IN MY HEART  
Time-Tones, Times Square
- THIS WORLD WE LOVE IN  
Mina, Time
- TOSSIN' AND TURNIN'  
Bobby Lewis, Beltone

### CHICAGO

- THAT'S THE WAY WITH LOVE  
Pierio Soffici, Kip
- TOUCHABLES IN BROOKLYN  
Dickie Goodman, Mark-X
- I'M A FOOL TO CARE  
Joe Barry, Smash

### LOS ANGELES

- THOSE OLDIES BUT GOODIES  
Caesar and the Romans, Del-Fi
- SHY AWAY  
Jerry Fuller, Challenge
- PEANUT BUTTER  
Marathons, Arvee
- LIFE'S A HOLIDAY  
Jerry Wallace, Challenge
- A LOVE OF MY OWN  
Carla Thomas, Atlantic

### PHILADELPHIA

- TOUCHABLES IN BROOKLYN  
Dickie Goodman, Mark-X
- TOSSIN' AND TURNIN'  
Bobby Lewis, Beltone
- I'M A FOOL TO CARE  
Joe Barry, Smash
- STAND BY ME  
Ben E. King, Atco
- I DON'T MIND  
James Brown, King

### DETROIT

- HALFWAY TO PARADISE  
Tony Orlando, Epic

### BOSTON

- TOUCHABLES IN BROOKLYN  
Dickie Goodman, Mark-X
- TOSSIN' AND TURNIN'  
Bobby Lewis, Beltone

- WHAT A SURPRISE  
Johnny Maestro, Coed

### SAN FRANCISCO

- THOSE OLDIES BUT GOODIES  
Caesar and the Romans, Del-Fi
- BE MY BOY  
Paris Sisters, Gregmark
- LITTLE EGYPT  
Coasters, Atco
- LULLABY OF THE LEAVES  
Ventures, Dolton
- HALFWAY TO PARADISE  
Tony Orlando, Epic

### PITTSBURGH

- PEANUT BUTTER  
Marathons, Arvee
- LITTLE EGYPT  
Coasters, Atco
- THOSE OLDIES BUT GOODIES  
Caesar and the Romans, Del-Fi
- SON-IN-LAW  
Blossoms, Challenge

### ST. LOUIS

- PEANUT BUTTER  
Marathons, Arvee
- COUNT EVERY STAR  
Donnie and the Dreamers, Whale
- A LOVE OF MY OWN  
Carla Thomas, Atlantic
- OUR LOVE IS HERE TO STAY  
Dinah Washington, Mercury

### CLEVELAND

- YOU'RE GONNA NEED MAGIC  
Roy Hamilton, Epic
- TOUCHABLES IN BROOKLYN  
Dickie Goodman, Mark-X
- WHAT A SURPRISE  
Johnny Maestro, Coed
- TOSSIN' AND TURNIN'  
Bobby Lewis, Beltone

### BUFFALO

- TOUCHABLES IN BROOKLYN  
Dickie Goodman, Mark-X
- WHAT A SURPRISE  
Johnny Maestro, Coed
- THOSE OLDIES BUT GOODIES  
Caesar and the Romans, Del-Fi
- THAT'S THE WAY WITH LOVE  
Pierio Soffici, Kip
- SON-IN-LAW  
Blossoms, Challenge

## 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

- \*LITTLE DEVIL, NEIL SEDAKA..... (Aldon, BMI) RCA Victor 7874
- \*THAT OLD BLACK MAGIC, BOBBY RYDELL... (Famous, ASCAP) Cameo 190
- \*LULLABY OF LOVE, FRANK GARI.... (Harvest-Recherche, ASCAP) Crusade 1021
- UNDERWATER, FROGMEN..... (Dixiel, BMI) Candix 314
- EXODUS, EDDIE HARRIS..... (Chappell, ASCAP) Vee Jay 378

### C&W

No selections this week

### R&B

No selections this week

## REVIEWS OF THIS WEEK'S SINGLES

the pick of the new releases:

### SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

### Pop

#### ELVIS PRESLEY



**I FEEL SO BAD** (Berkshire, BMI) (2:54)—**WILD IN THE COUNTRY** (Gladys, ASCAP) (1:50)—Here's another two-sided smash for the artist. "I Feel So Bad" is an exciting rhumba blues penned by the late Chuck Willis. The flip is the romantic title theme from Presley's new movie. Both sides are potent, with Presley turning in standout vocals on both tunes. **RCA Victor 7880**

#### BROOK BENTON



**THE BOLL WEEVIL SONG** (Play, BMI) (2:35)—Benton should have another big hit with this bright piece of material, which he both talks and sings, over an infectious arrangement. A showmanly performance on solid material. Flip is "Your Eyes" (Play, BMI) (2:52). **Mercury 71820**

#### MARTY ROBBINS



**JIMMY MARTINEZ** (Marizona, BMI) (3:25)—**GHOST TRAIN** (Marty's, BMI) (3:05)—Robbins is in sock vocal form on both sides of this potent wax. "Jimmy Martinez" features a tender vocal on a highly effective saga about a Mexican soldier killed at the Alamo. Flip is an exciting rendition of another effective saga item. **Columbia 42008**

#### THE MARCELS



**SUMMERTIME** (Gershwin, ASCAP) (2:17) — **TEETER TOTTER LOVE** (Gower, BMI) (1:58)—The "Blue Moon" boys should have another hit with this frenetic platter. "Summertime" features the group's salable vocal gimmicks, on a "Blue Moon" type treatment of the great Gershwin standard. Flip is a wild rocker with enthusiastic delivery. **Colpix 196**

#### FATS DOMINO



**IT KEEPS RAININ'** (Travis, BMI) (2:43)—**I JUST CRY** (Travis, BMI) (2:04)—Domino sings with plenty of heart on "It Keeps Rainin'," a fine New Orleans walkin' rhythm-styled item with standout backing and arrangement. Flip is a relaxed bluesy tune with feelingful performance by the artist. "It Keeps Rainin'," is strongest, but both can move out. **Imperial 5753**

#### DUANE EDDY



**RING OF FIRE** (Linduane, BMI) (2:20)—The dramatic title theme of Eddy's new movie is wrapped up by the star guitarist in his usual exciting fashion, backed by a bit chorus and ork. Watch it. Flip is "Bobbie" (Robbins, ASCAP) (2:04). **Jamie 1187**

#### JORGEN INGMANN



**CHEROKEE** (Shapiro-Bernstein, ASCAP) (2:20)—**ANNA** (Hollis, BMI) (1:52)—Jorgen Ingmann comes through with two fine instrumental versions of old standards here. "Cherokee" is handed a swinging reading, and "Anna" is sold with spirit, too. Both have a chance. **Atco 6195**

#### ADAM WADE



**THE WRITING ON THE WALL** (Winneton-Glenville, BMI) (2:27)—A fine piece of material is given a winning performance by Wade over first-rate support by the ork and chorus. Should be strong. Flip is "Point of No Return" (Alan K.-Winneton, BMI) (2:30). **Coed 550**

#### KATHY YOUNG AND THE INNOCENTS



**OUR PARENTS TALKED IT OVER** (Acklen, BMI) (2:36)—The lass who started a whole new singing style turns in a listenable performance of an interesting tune about young love. Flip is "Just as Though You Were Here" (Dorsey, ASCAP) (2:23). **Indigo 121**

#### ANNETTE AND TOMMY SANDS



**LET'S GET TOGETHER** (Wonderland, BMI) (2:09)—Annette joins forces with Tommy Sands for a song from their new flick "The Parent Trap." Bright ditty is handled with spirit and could break loose. Flip is "The Parent Trap" (Wonderland, BMI) (2:14). **Vista 802**

#### BRIAN HYLAND



**LIPSTICK ON YOUR LIPS** (Mansion, ACAP) (2:03)—Brian Hyland could hit the charts again with this clever ditty which he sells with a lot of warmth. And the backing is good, too. Flip is "When Will I Know" (Heatherfield, BMI) (2:29). **Kapp 401**

(Continued on page 23)

WHAT A COTTON PICKIN' HIT!

THE  
BOLL WEEEVIL  
SONG

#71820



BROOK  
BENTON









WHERE THE BOYS ARE!!!  
**MORE GREATEST HITS/CONNIE FRANCIS.** CONNIE'S BRAND-NEW COLLECTION OF HER CLASSICS LOOKS BIGGER THAN **CONNIE'S GREATEST HITS E3793** (42 WEEKS ON THE CHARTS AND STILL GOING STRONG). INCLUDES SUCH BLOCKBUSTERS AS MAMA, WHERE THE BOYS ARE, JEALOUS OF YOU, MALAGUENA, AMONG MY SOUVENIRS, AND SEVEN MORE! **MORE GREATEST HITS IN REGULAR HIFI OR SUPER STEREO E/SE3942**



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## AUSSIE NEWSNOTES

## Col Joye to Visit New Guinea, Slates Stops at Desert Towns

By GEORGE HILDER  
19 Tofman Ave., Sydney

Rock and roll singer and recording artist Col Joye plans to visit New Guinea during May. Joye and the Joye Boys will perform at a Red Cross Charity show in Port Moresby. Joye's manager Kevin Jacobson, hopes that natives will be present at the show. On their return to Australia a concert tour has been arranged for them to perform at Darwin and Alice Springs which is situated in desert country in the heart of Australia. This will be the first that any entertainment unit has even visited these towns and is sure to create much interest for the local population who depend solely on radio and records for their amusement. Festival has released Joye's latest waxing, "Naughty Girl" and "Goin' Steady."

Jimmy Little, pop ballad singer, has renewed his record contract with Festival for another five years. His latest movie, "Shadow of the Boomerang," made last year for Dr. Billy Grahme, has been bought for smash release throughout Australia and New Zealand by MGM. During mid-April, Atransa TV Film Studios filmed some vocal fill-ins by Festival artists including Noeleen Batley, the Graduates, and Kerry Bryant. Local reports have been so good, Atransa has now bought world rights to the film clips to permit U. S. A. release. . . . Artists manager Jack Neary is now in America to complete arrangements for Bobby Limb's TV appearances there. Bobby is Australia's top comedian on TV. He plans to leave for the States at the end of May.

Billy Daniels, now appearing on TV and doing night club work in Sydney, stated that Australia was becoming increasingly popular with American entertainers. He last came to Australia in 1957. "I have been trying to get back ever since," he said.

An interesting LP being rush-released by EMI on the London label to coincide with the Ventures' current tour of Australia includes many of the standard numbers which made this group famous. A

few titles included in this album are "Ram-Bunk-Shush," "Perfidia," "Blue Tango" and "Wailin'."

The Bobby Darin version of "Artificial Flowers" from the musical production "Tenderloin" has now been taken off restriction and will be on sale in Australia late this week. This potential hit single is destined for big business as was his early LP albums and 45 singles. . . . Reyna Caron makes her debut this week on HMV label with her 45 potential hit single "Long Time Boy" backed with "Bay of Naples." Reyna has appeared on National TV shows and on this, her first recording for EMI, is backed with the popular local group, the Delltones. The orchestra is conducted by EMI's local a.&r. man, Geoff Harvey.

Lee Gordon's big show, scheduled to begin in Australia this week, features Connie Francis together with Johnny Burnette, the Ventures, Bobby Vee, and Donnie Brooks. All artists are under contract to EMI and should prove to be successful from the sales standpoint during and after these artists' stay in Australia. New release albums and 45's by these artists have been rush-released to coincide with this tour.

## BRITISH NEWSNOTES

## Disk Mfrs.' Sales \$3,348,000 In February, Topping Last Year

By DON WEDGE  
News Editor, New Musical Express

Manufacturers' sales of disks in February set a new high for the month. They totaled \$3,348,000, about 1 per cent more than in February, 1960, the previous highest. This increase is entirely due to the booming home market. Exports fell about 38 per cent to \$558,000—the lowest February total since detailed figures were published in 1955. Falling U. S. sales are held to be largely responsible for the low export figure. Total home sales were \$2,790,000.

The number of American visitors is beginning to rise to its mid-summer peak. Riverside's Bill Gruer was in for talks with Interdisc and Tempo; Paul Marshall was

## NEWPORT SIGNS 25 TOP NAMES FOR JAZZ FEST

NEWPORT, R. I.—Backing up their statement that the Newport Jazz Festival will "rise like a phoenix, greater than ever," the producers of Music at Newport have signed 25 of the top names in jazz for the event scheduled June 30 through July 3. Signed last week by Sid Bernstein were:

Louis Armstrong, Duke Ellington; Lambert, Hendricks and Ross; Count Basie, Dinah Washington, Dave Brubeck, Maynard Ferguson, George Shearing, Cannonball Adderley, Ray Charles, Anita O'Day, Carmen McCrae, Sarah Vaughan, Lionel Hampton, Gerry Mulligan, Horace Silver, Stan Getz, Oscar Peterson and Cal Tjader.

Other headliners expected are Art Blakely and the Jazz Messengers, Ramsey Lewis, Quincy Jones, Bill Henderson, John Coltrane, Eddie Harris, Oscar Brown Jr., the Jazzets and Chico Hamilton. The festival's two other producers are John Drew and Abe Margolis. Mail orders are now being processed at 230 Bellevue Avenue, Newport, R. I.

due on a visit to Top Rank licensees in Europe; Vanguard's Seymour Solomon here for discussions about British release; Sceptre Records' Florence Greenberg and Luther Dixon visited EMI. . . . Publishers here included Robert Marks, of E. B. Marks, and Jack Mills, of Mills Music. . . . BMW's editorial director, Sam Chase, was arriving on the last stage of a European swing.

## Disk Trade

Dominon Music's Noel Rogers, who also looks after the United Artists Music here, is to co-ordinate U-A Records efforts to develop European recording activities. He is back from talks on the project with Art Talmadge. . . . Esquire Records, which has released material from Prestige for 10 years, has begun to import ready-pressed disks to meet immediate demands and requests for specialized albums. . . . Fontana last week released its first "Masters of Art" LP's in line with the world-wide Phillips launching of the series. A low-price classical line, each disk is packaged with a color reproduction of a famous painting.

## Personals

British Decca chairman Sir Edward Lewis is now out of hospital following two operations. Against doctor's orders, he spent a few hours in his office before leaving for a six-week cruise to South Africa on the Pendennis Castle as part of his recuperation.

## Home Front

Decca has prepared a film on the production of disks which it is making available to dealers. . . . Minnesota Mining & Manufacturing is now representing Saga Tapes in this country. Saga, one of the main British producers of prerecorded tapes, in return uses Scotch tape (the 3M product) for all its operations.

## Legit

The Drury Lane production of "My Fair Lady" entered its fourth year May 1 and will continue at least until the end of 1962.

## New Albums

Hot on the success of the single, Pye-International last week issued the Marcells' album, "Blue Moon." . . . From Phillips were Mitch Miller, "March Along"; Doris Day, (Continued on page 175)

## NEW ZEALAND NEWSNOTES

## Top Rank's Philip Warren to Exit

By FREDERICK GEBBIE  
P. O. Box 2443, Auckland

Biggest news in the Record Industry is that Top Rank's top man, Philip Warren, will get out of records next month. His ties with Allied International (Top Rank, Roulette, Warner Bros. Verve, Elektra plus over 40 others) will be taken over by G. A. Woller, Ltd., local agent for U. S. Decca, Brunswick, Coral. Warren has been a key man in the business since he launched the Verve label way back when jazz was an unknown entity here. He was 15 years old at the time. Now an old man of 23, he can look back on the launching of over 100 new labels. . . . Harry Miller is bringing Connie Francis to New Zealand plus Johnny Burnette and the Ventures. Connie will have a 21-piece backing group comprising all N. Z. talent.

Big talent touring now for the R. J. Kerridge Company is the Scottish troupe headed by Kenneth McKeller with Jimmy Shand's band. This show has sold out throughout the country (members of the troupe are heading State-side after the tour. Show consists of McKeller, Shand, Lucille Graham (soprano drawing rave notices), Alex Finlay, comedian,

and Bobby Watson, the country dance expert. This is the most surprising package ever to hit New Zealand, sold out every night. Another big artist to arrive here is Todd Duncan, May 2 to 25.

In July we will see the Leningrad Ballet Company, with 55 dancers appear in Auckland and Wellington. It is hoped that they will be accompanied by the New Zealand National Orchestra of 57 players which would be (combined) the biggest attraction ever to appear in this country. . . . Anna Russell appears here in June for one month and then RCA Victor's Luigi Infantino in August for one month.

## Single News

Bobby Darin sneaked into the top-selling charts with his U. S. hit, "Lazy River." Brenda Lee is still on top with "Emotions," closely followed by Presley's "Surrender." Connie Francis is riding at No. 14 and this record should make way for another hit next week. Bill and Boyd (two local lads) have created a lot of interest with their "Corrina Corrina" on Peak.

## NORSE NEWSNOTES

## Brit. Eurovision Entry Rocketing

By ESPEN ERIKSEN  
Editor, Verdens Gang, Oslo

The British entry to the Eurovision Melodie Grand Prix competition in Cannes earlier this year, "Are You Sure" by the Allisons on Fontana (of the Philips group), rushed from sixth to runner-up position on the Norwegian Hit Parade last week. Thereby Fontana broke the Triola triumph of having the three top tunes on the Norwegian charts for five weeks in a row. Also the more than 30-year-old American tune "Ramona" in a rendition by the Blue Diamonds, moved up from 9th to 6th position.

## Kokomo Stopped

The Norwegian bureau that takes care of composers copyrights—TONO—have complained to the international bureau of same kind that the American-Turkish pianist Kokomo and his orchestra have insulted the memory of Norwegian composer Edvard Grieg (who died in 1907) by stealing the main theme from the Piano Concerto No. 1 in A-Major and recording a rock and roll version. Therefore, the international copyright-caretakers have taken steps to have the Kokomoplatter stopped in a series of European countries, among them Luxemburg.

## Silver to Jim Reeves

The Jim Reeves record, "He'll Have to Go" will receive the Norwegian Silver Disc for a total sale in this country of 25,000 records. Earlier Silver Disc platters are "Carolina Moon" and "Everybody's Somebody's Fool" by Connie Francis; "Marina" by Rocco Granata; "Seemann" (Sailor) by Lolita, and "It's Now Or Never" (O Sole Mio) by Elvis Presley. The Norwegian Silver Disc was created January 1960, and no Golden Disc had yet been obtained. This requires a total sale of 50,000 records.

## Compact Presley

The first compact record was issued in Norway today, the same day as the latest Elvis Presley film was premiered. The record—on RCA—contains title melody from the Presley film "Flaming Star" and "Cane and a High Stretched Collar" also from film. In addition the record contains "Surrender" and "Lonely Man." This is only an experiment, claims an RCA spokesman in Norway, who will also issue the renditions on normal 45 records.

## FRENCH NEWSNOTES

## Barclay Promo Set on Pic Tune

By EDDIE ADAMIS  
92 Quai du Marechal Joffre  
Courbevoie (Seine)

To celebrate the issuing of their first UA original sound track of "Aimez - vous Brahms," Barclay Records is promoting a big publicity campaign on the pic's title theme already recorded by seven of their singers and orks. . . . Editions Pathe-Marconi have strong radio play with their new song "La Terre" which has heavy EMI promotion with seven recorded versions. . . . "Nuits d'Espagne" is sung by Dalida on Barclay. It's the French version of "Spanish Harlem." Other versions issued are by Ben E. King on Atlantic and Eddie Barclay on Barclay.

## Hot Wax

Buzz Clifford's "Baby Sittin' Boogie," just issued on Philips, has caused great excitement among the youngsters. . . . Ray Charles is one of the American artists who gets the top record sales. Latest record issued is "Hallelujah I Love Her So" on Atlantic.

## Visitors Here

Capitol Records' Marketing Vice-President, Lloyd Dunn, the Big Three new European representative Alan Holmes and international director of Warner Bros. Records, Robert B. Weiss, are all expected in Paris very soon.

## Music Sales

Publishing rights to "Nous Les Amoureux" (prize-winning song of the Grand Prix Eurovision 1961) has been sold to nine countries.

## Label Changes

Singer Robert Ripa, formerly on Vogue, changed over to Ricordi.

## New Releases

The weekend's releases included Max Harris' "Gurney Slade" on Fontana, Sammy Davis Jr.'s "I Gotta Right to Swing" on Brunswick, J. P. Vignon's "Beat Nick Fly" on Barclay, Count Basie's "The Count Swings Out" on Coral, Thelonious Monk Quintet's "We See" on Barclay (from Prestige Master), Brubeck and Rushing's "There'll Be Some Changes Made" on Fontana.



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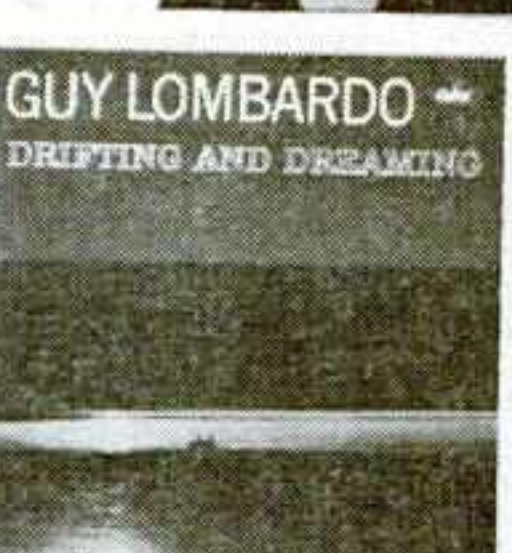
THE SOUND OF RICHARD STRAUSS Erich Leinsdorf (S)P 8548



SHAKE IT AND BREAK IT Various Artists TBO 1572



THE GUITAR WORLDS OF LAURINDO ALMEIDA (S)P 8546



DRIFTING AND DREAMING Guy Lombardo (S)T 1593



RACHMANINOFF: Second Piano Concerto in C Minor (S)P 8549



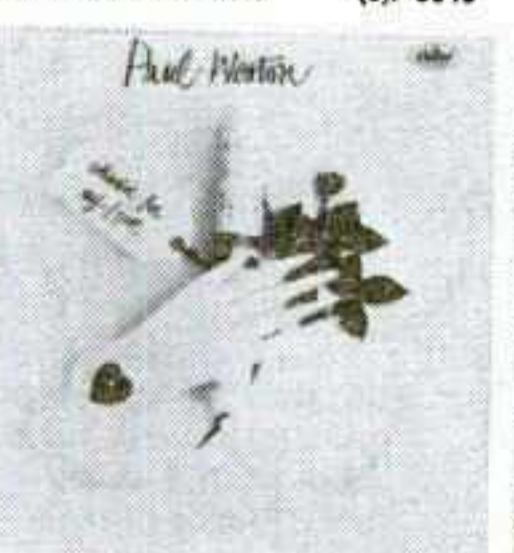
THE FOUR PREPS ON CAMPUS (S)T 1566



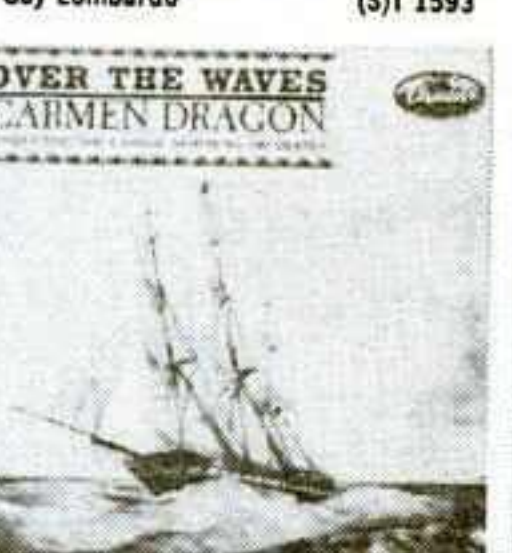
ERNIE LOOKS AT LOVE Ernie Ford (S)T 1542



GOLDEN GASSERS Various Artists T 1561



MUSIC FOR MY LOVE Paul Weston (S)T 1563



OVER THE WAVES Carmen Dragon (S)P 8547



VOICES IN FUN Four Freshmen (S)T 1543

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Hot Artists' Fat Contracts Upsetting Diskery Peace?

# JUKE BOX OPERATOR (MOA) CONVENTION NUMBER MAY 15

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## SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

Continued from page 16

### ERNIE LOOKS AT LOVE



Tennessee Ernie Ford. Capitol ST 1542. (Stereo & Monaural) — Tennessee Ernie, who understands the country genre, takes a flock of great country songs and gives them a modern treatment. This is abetted by modern arrangements by the Jack Fascinato ork. Material includes some great Hank Williams songs, as "Cold, Cold Heart," and other choice repertoire such as "Don't Rob Another Man's Castle," "Jealous Heart," etc. Can get a strong play.

Low Priced Pop

### CARNIVAL



The Living Strings. RCA Camden CAL 678 — Bob Merrill's nostalgic, melodic score for Broadway's latest hit musical "Carnival," is lushly showcased here in rich instrumental arrangements by "The Living Strings." Recorded in England, the album spotlights the entire score, including the title theme "Mira," "Beautiful Candy," and "Her Face." Spinnable wax.

Classical

### OFFENBACH: ORPHEUS IN THE UNDERWORLD



Angel S 35903 (Stereo & Monaural)—This lovely album, the first recorded in English, contains highlights from the Sadler's Wells Theater Production of the operetta "Orpheus in the Underworld." Top flight vocal performances are offered by the cast including June Bronhill, Kevin Miller, Jon Weaving and Suzanne Steele. One of the highlights, of course, is the 'toujours gai' "Can-Can." An excellent gift item, the cover has a beautiful full-color photo of the featured vocalists in costume.

Country & Western

### THE GREAT ALL-TIME COUNTRY HITS, VOL. I



Various Artists. Harmony HL 7292—A terrific buy for the money—and this is no exaggeration. The hands of c.&w. fans will tremble when they see this at such a price. Disk contains Floyd Tillman's "Slipping Around," Leon McAuliffe's "Chattanooga Shoe Shine Boy," Bob Wills' "Steel Guitar Rag," Ted Daffan's "No Letter Today," etc.

### POP LP'S

\*\*\*\* STRONG SALES POTENTIAL

#### \*\*\*\* VOICES IN FUN

The Four Freshmen. Capitol ST 1543 (Stereo & Monaural)—Billy May's arrangements and kicking band support the Four Freshmen and their vocal pyrotechnics on this highly enjoyable album. The set is composed of very hip and humor-filled interpretations of hit and standard tunes of the past. "Ole Buttermilk Sky," "Happy Talk" and "I Want to be Happy" give some idea of the variety of material. In addition there's a pretty and unusual treatment of "Manana."

#### \*\*\*\* MUSIC FOR MY LOVE

Paul Weston. Capitol ST 1563 (Stereo & Monaural)—Violins take the spotlight on these lush and feelingful standards by the Paul Weston ork. There's a basic simplicity in the Weston arrangements that strikes at the romantic core of such lovely ballads as "I Love You Truly," "Always," "For You," "Our Love" and "Goodnight Sweetheart."

#### \*\*\*\* FLOWER DRUM SONG

Rodgers and Hammerstein. Angel S 35886. (Stereo & Monaural)—The lovely music of Rodgers and Hammerstein's musical production set against a colorful Chinese-American background is given a wonderful interpretation by its London Company. Ida Shepley, Kevin Scott, George Minami Jr., Tim Herbert, Yan Shan Tung, Yama Saki and the rest of the cast give very personable performances. The entire group of artists, drawn from the U. S., Britain, Hawaii, Canada, Scotland, France, Cyprus, Malaya and Australia, compares favorably with the original Broadway counterparts.

#### \*\*\*\* GOLDEN GASSERS

Various Artists. Capitol T 1561—Capitol has collected 12 of its big selling singles by 12 different artists on this LP, some of whom have moved to other labels. Ferlin Husky singing "Gone," Sam Cooke's "You Send Me," Cathy Carr's "Ivory Tower," Bill Parsons' "All American Boy," and Harold Dorman's "Mountain of Love" are just a few of the hits included.

#### \*\*\*\* SONG OF NORWAY

Michael Collins and his Ork. Angel S 35904. (Stereo & Monaural) — Four fine (Continued on page 29)

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Children's Low Price

HERE COMES HUCKLEBERRY HOUND



Original TV Sound Tracks, Colpix CP 207—The kiddie TV cartoon series, "Huckleberry Hound," is top-rated, which makes this package a sock item for the low-priced market. The sound track LP features all the series' popular characters—Yogi Bear, Jinks, Pixie and Dixie, and, of course, the Hound himself. Colorful cover gives LP solid display value.

MR. JINKS, PIXIE & DIXIE



Original TV Sound Tracks, Colpix CP 208—The super-hip cat, Mr. Jinks of the TV cartoon series created by William Hanna and Joseph Barbera, is joined as usual by his two mice buddies Pixie and Dixie, on this fine and funny children's set. The sound track voices of Daws Butler and Don Messick adapt four stories in their own inimitable style. This low-price LP should move at its \$1.98 price considering the amount of TV exposure the cartoon characters have enjoyed.

**SPECIAL MERIT SPOTLIGHTS**

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

Classical

★★★★ POULENC: GLORIA IN G MAJOR FOR SOPRANO, CHORUS AND ORK (Rosanno Carteri); CONCERTO IN G MINOR FOR ORGAN, STRINGS AND TIMPANI (Maurice Durufle) French National Radio-TV Ork (Prestre) Angel 8 35953

International

★★★★ BALLADS OF THE COSSACK  
The Romanoff Singers.. Columbia CS 8408

POP LP'S

★★★★  
STRONG SALES POTENTIAL

Continued from page 28

voices lead the way in this sparkling new stereo production of the familiar operetta, based on the life and works of Edvard Grieg. Tenor Thomas Round is heard as Nordraak, contralto Victoria Elliott from the Sadler's Wells Theater appears as the Countess, John Lawrenson is heard as Grieg and Norma Hughes as Nina. A dozen numbers from the score are presented, along with a splendid reading of the finale Piano Concerto by Semprini. A gorgeous cover of the Norwegian fjords can also sell this one.

★★★★ THE DESERT SONG

Sigmund Romberg. Angel S 35905 (Stereo & Monaural)—The operetta gets a top-drawer performance here. The voices are exceptionally fine, and this fact, plus the good orchestration, raises this disk far beyond an average operetta reading. Cover is in the tasteful Angel style.

★★★★ THE FOUR PREPS ON CAMPUS

Capitol ST 1566. (Stereo & Monaural)—The group is captured here at a live college concert in Southern California. There's a lot

of excitement in the songs, patter and audience reaction and the boys themselves do a fine show, consisting of tunes like "Heart and Soul," "In the Good Old Summertime," and several medleys with one including the Preps' own hits. The boys get a solid big band backing, too. This can grab a lot of action.

★★★★ HERE ARE THE FIREBALLS

Warwick W 2042—The hit-making instrumental group turns out some fine guitar-based sides. These include "Kik-Tik," "Yacky Doo," and "Kissin'". Good sound and an attractive cover, too. The set contains a number of sides that figure as logical singles releases.

★★★ MODERATE SALES POTENTIAL

★★★ PARTY DANCING MADE EASY

Slim Jackson and the Promenaders. Epic LN 3773—Slim Jackson does a top-notch job of calling this neatly varied program of square and round dances of many different tempos. With the calls, which are easy enough to follow, there are also understandable instructions for each dance, printed on the back liner, along with a glossary of square dance terms. There are 16 dances in all. This one can find a lot of favor, with kids and grown-ups. Great disk for a party with a different twist.

★★★ THE SOULFUL MOODS OF MARVIN GAYE

Tamla TM 221—Marvin Gaye is a boy with a light, easygoing voice. He is caught on this LP singing a string of standards mostly in the ballad group. "The Masquerade Is Over," "Funny Valentine" and "Easy Living" are some of the better slow sides. "Witchcraft" and "Always," are two of the better up-tempo tunes. Throughout most of the album, Gaye is accompanied by a rhythm section while there are spots where vocal chorus is used effectively.

★★★ TO EACH HIS OWN

Ken Griffin at the Organ. Columbia CL 1599—The popular organist, Ken Griffin, offers a group of favorites played with his usual color and dexterity. Included are "Stormy Weather," "Crying in the Chapel," "For All We Know" and "Pretend." Pleasant wax also has a lovely cover for good display material.

★★★ LAUGH WITH PROFESSOR BACKWARDS

Jumbo LP 201—Veteran performer Professor Backwards (Jimmie Edmondson) comes through with his fast-talking routines (Continued on page 31)

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|                            |                 |     |
|----------------------------|-----------------|-----|
| THIS IS FOXX               | Redd Foxx       | 809 |
| BELOW THE BELT             | Rudy Moore      | 808 |
| FOR A PIECE                | Roscoe Holland  | 812 |
| WILD PARTY                 | Redd Foxx       | 804 |
| LAFFARAMA                  | Redd Foxx       | 801 |
| LAFF OF THE PARTY, VOL. 1  | Redd Foxx       | 214 |
| LAFF OF THE PARTY, VOL. 2  | Redd Foxx       | 219 |
| LAFF OF THE PARTY, VOL. 3  | Redd Foxx       | 220 |
| LAFF OF THE PARTY, VOL. 4  | Redd Foxx       | 227 |
| LAFF OF THE PARTY, VOL. 5  | Sloppy Daniels  | 232 |
| BEST OF FOXX               | Redd Foxx       | 234 |
| LAFF OF THE PARTY, VOL. 6  | Bexley & Turner | 238 |
| BURLESQUE HUMOR            | Redd Foxx       | 249 |
| NIGHT IN HOLLYWOOD         | George Kirby    | 250 |
| THE SIDESPLITTER           | Redd Foxx       | 253 |
| LAFF OF THE PARTY, VOL. 7  | Redd Foxx       | 236 |
| ALLEN DREW'S STAG PARTY    | Allen Drew      | 259 |
| LAFF OF THE PARTY, VOL. 8  | Redd Foxx       | 265 |
| SLOPPY'S HOUSE PARTY       | Sloppy Daniels  | 266 |
| BEST OF PARTY FUN          | Foxx & Others   | 274 |
| RACY TALES                 | Redd Foxx       | 275 |
| PARTY RECORD PARTY         | Gene & Freddie  | 279 |
| THE BEST LAFF              | Redd Foxx       | 01  |
| SONGS HEARD THRU A KEYHOLE | Joel Cowan      | 285 |
| REDD FOXX FUNN             | Redd Foxx       | 290 |
| PILLOW PARTY FUN           | Baron Harris    | 294 |
| SLY SEX                    | Redd Foxx       | 295 |
| HAVE ONE ON ME             | Redd Foxx       | 298 |

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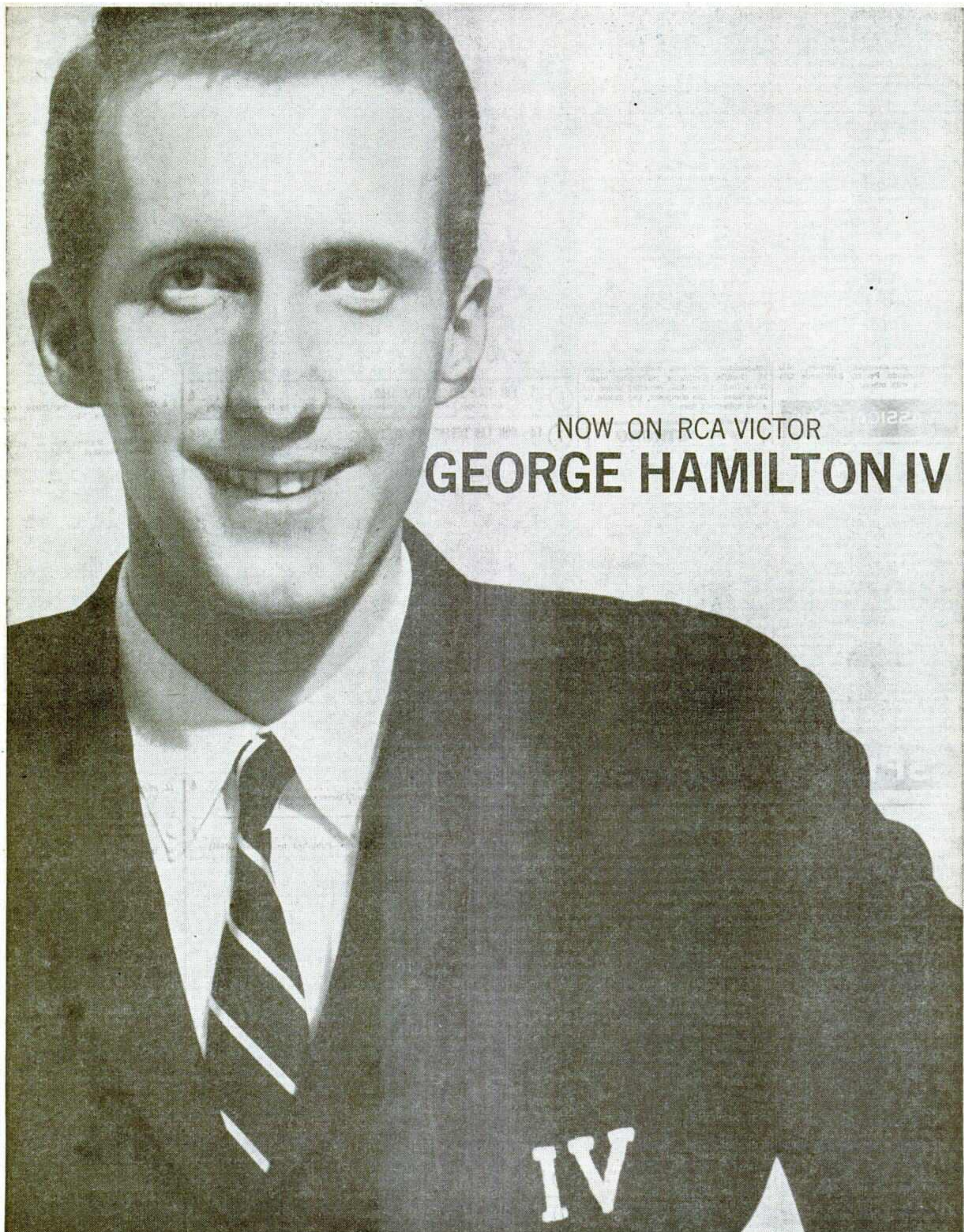
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Reviews and Ratings of New Albums

Continued from page 29

for a live audience at the Desert Inn, Las Vegas, Nev. Besides his remarkable ability at the backward spelling bit, Edmondson does some short gag monologs covering a multitude of subjects, like gambling, horse racing, drivers, the medical profession and a myriad of others.

JAZZ LP'S

STRONG SALES POTENTIAL

UHURU AFRIKA Randy Weston. Roulette R 65001—Here's a fascinating off-beat package for jazz, "sound" and folk fans, spotlighting an "Afro-American jazz salute to New Africa." Randy Weston's exciting score and famed poet Langston Hughes' stirring lyrics, blend effectively to produce a strong emotional experience. Excellent performances by vocalists Martha Flowers and Brock Peters, narrator Tuntemeke, and some star musicians, particularly percussionists, Candido, Max Roach, Armando Perzaz, Babatunde Olatunji, along with others.

CLASSICAL LP'S

STRONG SALES POTENTIAL

STRAUSS: DON JUAN; TILL EULENSPIEGEL; DER ROSENKAVALLIER—WALTZES Concertgebouw Orchestra of Amsterdam (Joachim) (Epic BC 1127 (Stereo & Monaural))—In fine stereo sound, the Concertgebouw offers a set of light program music. The Richard Strauss selections are performed with flair, color and technical precision. Although there are numerous recordings of all these tone poems, the orchestra's recent concert tour here should boost sales.

THE GUITAR WORLDS OF LAURINDO ALMEIDA Capitol SP 8546 (Stereo & Monaural)—Very tasteful performances indeed, including examples of both classic and modern. The former contains solos and duets with the viola d'amour and the latter has duets with the flute and viola. Not only is Almeida's musical artistry superb—he has also contributed a very interesting liner about guitar music and various personalities.

SPECIALTY LP'S

STRONG SALES POTENTIAL

SACRED

CHUCK WAGON GANG Columbia CS 8392 (Stereo & Monaural)—Mose Lister's moving sacred songs are sung with feeling and sincerity by the Chuck Wagon Gang. The veteran group—who have a strong following in their specialized field—register well with "Sundown," "If You Believe," "Wade On Out," etc.

BEYOND THE RIVER The Melody Four Quartet. Word WST 8074 (Stereo & Monaural)—The Quartet's rich vocal style is well showcased here on a group of sacred efforts, most of which relate to the theme of Heaven and the promise of Christ's return. Selections include melodic contemporary tunes, sacred themes, hymns and spirituals. "Coming Again," "Deep River," "There's One Song" and "Peace in the Valley" are among tunes featured.

INTERNATIONAL

BALLADS OF THE COSSACK The Romanoff Singers. Columbia CS 8408 (Stereo & Monaural)—This 18-voiced choir under the direction of Ivan Romanoff presents a program of Russian Cossack songs that run the gamut from spirited and rousing renditions of "Song of Youth" and "Meadowland" to sad and haunting melodies in "Two Guitars" and "Forgotten Kisses." All of the songs have strong melodies and rhythms that should have wide appeal. The chorus and soloists offer stimulating performances to make this an extremely listenable waxing.

CHILDREN'S

BABAR ADVENTURES AND TRAVELS Gisele MacKenzie; Cricket Players and Chorus. Play Hour CR 36—Miss MacKenzie turns in a warmly effective job as a narrator of this intriguing children's story from

STRAUSS: SALOME'S DANCE; TILL EULENSPIEGEL'S MERRY PRANKS; INTERLUDES FROM DIE FRAU OHNE SCHATTEN Philharmonia Orchestra (Leinsdorf). Capitol SP 8548 (Stereo & Monaural)—Some of Richard Strauss' most popular music "Salome's Dance" and "Till Eulenspiegel," are colorfully and excitingly performed in stereo on this LP. The harmonically rich and brilliant sound is something collectors of the composer's music will want. This first recording of Leinsdorf's arrangement of the interludes is a rewarding experience.

POULENC: GLORIA IN G MAJOR FOR SOPRANO, CHORUS AND ORCHESTRA (Rosanna Carteri); CONCERT IN G MINOR FOR ORGAN, STRINGS AND TIMPANI (Maurice Durufle) French National Radio-Television Orchestra (Prette). Angel S 35953 (Stereo & Monaural)—This is the premiere recording of the "Gloria" by the noted modern religious composer. Miss Carteri offers a most satisfying performance of her solo in the "Domine Deus" movement. The entire performance by all involved is remarkable. Equally impressive is the unusual concerto composition performed continuously, with M. Durufle playing a resounding organ. It's a finely made disk, recorded under the supervision of the composer, and should be a big collector's item.

STRONG SALES POTENTIAL

THE ROMANTIC MUSIC OF SPAIN Charles Milgrim (Piano). KAPP KCL 9058—Young pianist Milgrim is noted for his performance of the Spanish repertoire. In this album, his tasteful, subtle keyboard style is spotlighted on romantic works by the "Big Four" of serious Spanish music—Albeniz, Granados, Falla and Turina. Selections include "Malaguena," "Andaluza," "Navarra" and "El Puerto."

LEHAR: SCHON IST DIE WELT-HIGHLIGHTS; MILLOCKER: DIE DUBARRY-HIGHLIGHTS Chorus of Radio Vienna (Prelafalk); Vienna Grand Operetta Orchestra (Richter). Epic BC 1117 (Stereo & Monaural)—These two operetta highlights are filled with flowing and lilting melodies such as "Blauer Meer" or "Blue Sea" from Lehar's "Beautiful Is the World" and "Ich Schenk' Mein Herz," a stirring ballad from Millocker's "Countess Dubarry." This fine stereo album should find favor with operetta fans.

the well-known series of books by Jean de Brunhoff. Some tunes have been written into the script, too, which she also handles effectively. It's a loveable story, of course, and the gal, working in this new (for her) medium, makes it real indeed.

NOVELTY

BIRD WATCHING NUTTY SQUIRRELS. Columbia CS 8389 (Stereo & Monaural)—Disk buyers of all ages will appreciate this amusing package. The Nutty Squirrels (electronic counterparts of Sascha Burland and Don Elliott) are in their usual swinging scat-vocal form on a group of great "bird" standards and originals — "Flamingo," "Bye Bye Blackbird," "Bob White," etc. Solid wax for hip jocks.

POLKA

SET YOUR POLKA FEET A'DANCING Ray Budzilek and the boys in the band. Capitol ST 1541 (Stereo & Monaural)—Humor and dancing in the polka groove mark this happy LP by Ray Budzilek. In addition to the rollicking music of an augmented polka band there are fine vocals by a singing group and individual boy and girl vocalists. Polka versions of the likes of "When It's Springtime in the Rockies" and "I Ain't Down Yet," add to the diversification of the set.

SPECIALTY

THE BURLESQUE SHOW Cameo C 2002—Here's the first legit, on-location burlesque disk in quite a spell. Recorded at the Troc Theater in Philadelphia, it contains a number of typical burley skits, and dance chorus accompaniment by the pit band. There are no name performers given billing here, but the material has the authentic sound, which should appeal strongly to followers of this great chapter

(Continued on page 172)

THE NATION'S TOP TUNES HONOR ROLL OF HITS

FOR WEEK ENDING MAY 14

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

Table with columns: This Week, Last Week, Tune, Composer-Publisher, Weeks on Chart. Lists top 30 hits including Runaway, Mother-in-Law, Blue Moon, etc.

RECORDINGS AVAILABLE

- List of recordings available for purchase, including Runaway, Mother-in-Law, Blue Moon, etc., with record labels and titles.

WARNING—The title 'HONOR ROLL OF HITS' is a registered trademark 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.



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. . . in any of the directories in this 1961 Billboard Music Week Source Book, please accept our apologies. The lists were compiled from Billboard Music Week's own detailed records, supplemented by names provided by leading industry sources, and further supplemented by industry-wide mailings. Every company secured thru any of these broad efforts has been included. If your company is not listed—or if the listing is incorrect or incomplete—please send us the information promptly. In this way, you can be sure that Billboard Music Week will include your company's services in answering the many thousands of inquiries that come in during the year. It will also insure a directory listing for your company in next year's edition of Billboard Music Week's Source Book. The coupon is here for your convenience.

**Note to Record and Coin Machine Distributors:** In addition to the information called for in the coupon, please be sure to furnish a full list of the labels or lines you handle.

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| BILLBOARD MUSIC WEEK               |           |              |               |                 |  |
|------------------------------------|-----------|--------------|---------------|-----------------|--|
| HOT C&W SIDES                      |           |              |               |                 |  |
| FOR WEEK ENDING MAY 14             |           |              |               |                 |  |
| TITLE, Artist, Company, Record No. |           |              |               |                 |  |
| WEEKS ON CHART                     | THIS WEEK | ONE WEEK AGO | TWO WEEKS AGO | THREE WEEKS AGO |  |
| 8                                  | 1         | 2            | 2             | 3               | HELLO WALLS, Faron Young, Capitol 4533                           |
| 14                                 | 2         | 1            | 1             | 1               | DON'T WORRY, Marly Robbins, Columbia 41922                       |
| 15                                 | 3         | 3            | 3             | 2               | FOOLIN' AROUND, Buck Owens, Capitol 4496                         |
| 7                                  | 4         | 4            | 5             | 5               | THE BLIZZARD, Jim Reeves, RCA Victor 7855                        |
| 27                                 | 5         | 5            | 4             | 4               | WINDOW UP ABOVE, George Jones, Mercury 71700                     |
| 8                                  | 6         | 6            | 6             | 9               | HEART OVER MIND, Ray Price, Columbia 41947                       |
| 18                                 | 7         | 8            | 8             | 6               | I'LL JUST HAVE ANOTHER CUP OF COFFEE, Claude Gray, Mercury 71732 |
| 6                                  | 8         | 7            | 13            | 15              | I FALL TO PIECES, Patsy Cline, Decca 31205                       |
| 9                                  | 9         | 9            | 7             | 13              | THREE HEARTS IN A TANGLE, Roy Drusky, Decca 31193                |
| 12                                 | 10        | 10           | 10            | 8               | LET FORGIVENESS IN, Webb Pierce, Decca 31197                     |
| 13                                 | 11        | 15           | 15            | 10              | LOUISIANA MAN, Rusty & Doug, Hickory 1137                        |
| 6                                  | 12        | 12           | 17            | 17              | CRAZY BULLFROG, Lewis Pruitt, Decca 31201                        |
| 6                                  | 13        | 11           | 14            | 16              | PLEASE MR. KENNEDY, Jim Nesbit and 'Lasses Sopper, Ace 621       |
| 10                                 | 14        | 14           | 11            | 11              | YOUR OLD LOVE LETTERS, Porter Wagoner, RCA Victor 7827           |
| 12                                 | 15        | 13           | 9             | 7               | ODDS & ENDS, Warren Smith, Liberty 55302                         |
| 6                                  | 16        | 19           | 19            | 19              | SHORTY, Jimmy Smart, Plaid 1004                                  |
| 9                                  | 17        | 17           | 18            | 20              | IN MEMORY OF JOHNNY HORTON, Johnny Hardy, J&J 003                |
| 7                                  | 18        | 21           | 22            | 24              | THE TWENTY-FOURTH HOUR, Ray Price, Columbia 41947                |
| 3                                  | 19        | 24           | 20            | —               | SLEEPY-EYED JOHN, Johnny Horton, Columbia 41963                  |
| 9                                  | 20        | 16           | 16            | 14              | I LOVE YOU BEST OF ALL, Louvin Brothers, Capitol 4506            |
| 12                                 | 21        | 20           | 27            | 18              | I'D RATHER LOAN YOU OUT, Roy Drusky, Decca 31193                 |
| 4                                  | 22        | 22           | 25            | 27              | EVERYBODY'S DYIN' FOR LOVE, Jimmy Newman, Decca 31217            |
| 5                                  | 23        | 27           | —             | —               | LONELYVILLE, Ray Sanders, Liberty 55304                          |
| 36                                 | 24        | 18           | 12            | 12              | ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406               |
| 3                                  | 25        | 26           | 28            | —               | SLEEP, BABY, SLEEP, Connie Hall, Decca 31208                     |
| 8                                  | 26        | 25           | —             | —               | THE OTHER CHEEK, Kitty Wells, Decca 31192                        |
| 1                                  | 27        | —            | —             | —               | WHAT'D I SAY, Jerry Lee Lewis, Sun 356                           |
| 6                                  | 28        | 28           | 26            | —               | GREENER PASTURES, Stonewall Jackson, Columbia 41932              |
| 4                                  | 29        | 23           | 21            | 28              | I'M WONDERING, Lou Smith, Salvo 2862                             |
| 3                                  | 30        | 30           | 29            | —               | HAND YOU'RE HOLDING NOW, Skeeter Davis, RCA Victor 7863          |

● **Reviews and Ratings of New Records**

● *Continued from page 23*

★★★ **Forget the Past** — An emotion-packed warbling job by the lead chanter on a feelingful rockaballad. (Grooves Ville, BMI) (2:10)

★★★ **MODERATE SALES POTENTIAL**

**POPULAR**

**DON RONDO**  
★★★ **They Were You** — CARLTON 551 — Rich vocalizing by Rondo on pretty ballad with pleasant chorus work on backing. (Chappell, ASCAP) (2:57)

★★★ **You'll Never Walk Alone** — Swingy version of the R. & H. standard with jaunty vocal by Rondo. (Williamson, ASCAP) (2:47)

**REVELS**  
★★★ **Comanche** — IMPACT! 7 — Exciting theme from movie "The Exiles" is accorded vibrant instrumental treatment. (Anthony, ASCAP) (2:05)

★★★ **Rampage** — Lively rhythm side with solid sax solo work and interesting crowd sounds on backing. (Anthony, ASCAP) (2:19)

**THE BUTANES**  
★★★ **Don't Forget I Love You** — ENRICA 1007 — A deep-voiced cat chants the rhythm figure "yip yip yip" as the boys develop a sort of Coasters type sound in the rhythm outing. Better material would be a help here. (Enrica, BMI) (2:20)

★★★ **That's My Desire** — The old hit by Frankie Lane is done up in a big arrangement by the boys with a lot of background vocal gimmicks behind the group lead job. This has a chance for spins. (Mills, ASCAP) (2:15)

**EDI DOMINGO**  
★★★ **Junco Partner** — DOT 16206 — Exuberant warbling by Domingo on catchy rhythm-novelty. (Argyle, ASCAP) (2:30)

★★★ **A Tower of Gold** — Romantic Latin-styled theme is handed pleasant reading. (Enterprise, ASCAP)

**HELEN SHAPIRO**  
★★★ **When I'm With You** — CAPITOL 4561 — Miss Shapiro is a 14-year-old from England and she turns in a neat teen-slanted sound here about what she likes to do with her boyfriend. It's a medium-beat rhythm tune with help from a femme chorus. (Wemar, BMI) (1:51)

★★★ **Don't Treat Me Like a Child** — A bouncy rocker with a "yeah yeah" femme group backing the gal. The thrush has a good, salable feeling for this kind of material and she has a chance. (Wemar, BMI) (2:32)

**BILLY BARNES**  
★★★ **Here Am I** — UNITED ARTISTS 311 — A neat, triplet-backed ballad, done by Barnes somewhat in the Brook Benton style. The chanter has a good touch and could be heard from again. (Big Billy, BMI)

★★★ **C. C. Rider** — The great blues, this version written by the late Chuck Willis, is given an enthused go by Barnes. A spinnable side. (Progressive, BMI)

**DON SOHL AND THE ROADRUNNERS**  
★★★ **Twin City Blues** — PREEM 1005 — Attractive guitar solo work on pleasant bluesy theme. (Shelter, BMI) (2:00)

★★★ **Knockout** — Same comment. (Shelter, BMI) (2:40)

**LANI ZEE**  
★★★ **Sea Tides** — SEECO 6074 — A mood-evoking song, with a tasteful rockaballad arrangement. Chanter is backed by chorus. (Woodstock, BMI) (2:21)

★★★ **Funny, Funny, Funny** — A rocker, with conventional treatment by instrumentation and chorus. Chanter does a good vocal. (Woodstock, BMI) (1:33)

**RALPH MARTERIE**  
★★★ **Bacardi** — UNITED ARTISTS 315 — Latin-style instrumental, blues-derived. Very danceable and good listening, too. Worth strong exposure. (Yvonne, BMI) (2:33)

★★★ **The Shuck** — Instrumental, fine for dancing. Tune of course, is blues, and full of flavor. (Yvonne, BMI) (2:29)

(Continued on page 162)

# THE BILBAO SONG

BY

## ANDY WILLIAMS

CADENCE 1398

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# IN THIS WEEK'S

# BILLBOARD

# HOT 100

4 STARS IN Billboard Music Week

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(PART 2)

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Just Released



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RECORD PROCESSING AND PRESSING

SONGCRAFT 1650 Broadway New York 19, N. Y.

Reviews and Ratings of New Records

Continued from page 161

JUNIOR GARNER

If You Want It (My Love) - DIXIE 922-Rhythm son gets a bouncy treatment...

Vacation Love - There's a touch of country feeling to this song...

FRANKIE CALEN

Jaouie - SPARK 902 - A rockaballad, with chick chorus supporting the leisurely paced male vocal...

Pa I Passed My Drivin' Test - A rocker, with a yeah-yeah femme chorus answering the male vocal...

CLIPPERS

Forgotten Love - TRI 211 - Pretty melody gets an instrumental reading featuring piano...

Now and Always - Instrumental, featuring relaxed piano and occasional brass, with a vocal chorus...

LEROY HOLMES ORK

Dolce Far Niente - MGM 13009 - Nice, easy-listening mood wax of the "Molly Brown" tune...

Lamento - Here's a side full of the sultry rhythms of the Latins, and featuring much of the flamenco flavor...

MIKE PRESTON

Girl Without a Heart - LONDON 1981 - A slow ballad full of philosophical overtones...

Marry Me - The British chanter offers a bouncy little ditty with string backing...

SCOTTY McKAY

Ole King Cole - ACE 623 - McKay sings a rocker version of the old nursery rhyme...

Pull Down the Sky - Another up-beater done in good form by McKay...

beater done in good form by McKay. Flip has a better chance, however. (Walmay-Rise, BMI)

GUY LOMBARDO AND HIS ROYAL CANADIANS

Midi Midnette - DECCA 31256 - Here's a bright, frothy Continental type tune featuring Bill Planagan on the clavietta...

Bright Lights of Brussels - Another happy, lilting Continental tune by the Lombardo ork...

MIKE PUSICIN

You Gotta Go, You Gotta Go - FEDERAL 12417 - Mike Pusicin and his combo bow on the label with an exciting performance...

Burnt Toast and Black Coffee - Interestingly ditty in the blues tradition is sung with enthusiasm by Pusicin here...

RUDY RISHOD

Nobody's Darlin' But Mine - ROMEO 102 - Gentle vocalizing by the lad on a pretty oldie...

Sometimes I Feel Like a Motherless Child - Same comment. (Romain) (2:03)

HENRY BOOTH & THE MIDNIGHTERS

Every Beat of My Heart - DELUXE 6190 - Henry Booth and the Midnighters turn in a very pretty and restrained reading...

Starting From Tonight - Another very pretty and soft, compelling tune is sung in attractive style by Booth aided nicely by the boys...

BETTY MADIGAN

Twenty-One Years - UNITED ARTISTS 313 - Betty Madigan bows on the label with a pretty performance of a tale of woe about a man who is sentenced to jail for 21 years...

Bigger and Better Things - Lass sells the fly little ditty with a pert quality over a happy arrangement by the ork...

ALLEN REYNOLDS

What a Pretty Little Girl - RCA VICTOR 7885 - Allen Reynolds sells this bright, cheery melody with style over a very catchy arrangement...

Through the Eyes of Love - Chanter sells the simple melody with warmth and the backing again is listenable...

JOE MEDLIN

Here in This Magic Moment - BRUNSWICK 55214 - Here's a ballad side based on Beethoven's "Appassionata Sonata"...

In My Heart You'll Always Be - A pleaider kind of ballad is sung with dramatic by femme chorus...

ROSEMARY CLOONEY

Theme From "Return to Peyton Place" - RCA VICTOR 7887 - A slow ballad from the picture of the same name...

Without Love - The Cole Porter tune is done neatly by the gal. Tune is from the score of "Silk Stockings"...

AKI

Fall in Love With Me - REPRIS 20006 - AKI bows on the label with a big-voiced reading of a big ballad...

Voodoo Drums - The chanter sells this wild effort with occasional excitement but it lacks real impact...

THE JUBILEE FOUR

Hold the Wind - REPRIS 20007 - The lads bow on the label with an exciting performance of a spiritual-flavored effort that is a bit old-fashioned...

(Continued on page 163)

BILLBOARD MUSIC WEEK HOT R&B SIDES

FOR WEEK ENDING MAY 14 TITLE, Artist, Company, Record No.

Chart table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., and a vertical column for WEEKS ON CHART.

THE HIT VERSION THE BIG VERSION THE SELLING VERSION "EVERY BEAT OF MY HEART" is by GLADYS KNIGHT on FURY RECORDS

two big breakouts straight from the "soul" THE STROLLERS "THERE'S NO ONE BUT YOU" CARLTON 546

A Great Revival of a Great Hit! DIM, DIM THE LIGHTS JERRY NORELL AMY RECORDS

A SMASH! Huey Smith "BEHIND THE WHEEL" Parts I and II #5747 IMPERIAL RECORDS

THE ORIGINAL! BREAKING WEST COAST! "La Dolce Vita" Featuring JOE LEAHY RPC #503

It's a Smash! The Fleetwoods 'TRAGEDY' Dolton #40 LIBERTY


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**KENNY BARRY**



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C-1076  
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**Chancellor**  
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**THIS WEEK...**

Be sure to see the Music Industry listings and advertisements... all in the new, slick stock, 1961 Billboard Music Week Source Book and Directory Issue... in the center fold of this issue.

**EVERY WEEK...**

Watch for up-to-the-minute new listings and revisions for the Source Book in every issue of Billboard Music Week throughout the year.

● **Reviews and Ratings of  
New Records**

● Continued from page 162

★★ **Swing Down Charlot**—Pleasant but also old-fashioned. Not much for the current market. (Montclare, BMI) (1:44)

**BIG JACK**  
★★★ **Calico** — JC 119—Amusing novelty blues is sung in okay fashion by Big Jack. (Kags, BMI) (2:20)

★★ **Poor Boy Song**—Bluesy theme is sung pleasantly, but flip is better side. Nice piano work on backing. (Lach, BMI) (2:12)

**MARY SMALL**  
★★★ **Valley of Tears**—CAPITOL 4563—This was a hit for Fats Domino a while back and the gal gives it a hefty go, against chorus and a good, slow beat, and trombone lead. (Travis, BMI) (2:33)

★★ **Everybody But Me**—The thrush turns in a medium-paced rocker styled tune. She hands it a bood bit of feeling against a rhythmic backing. (Jat, BMI) (1:45)

**FRANKIE FORD**  
★★★ **Love Don't Love Nobody** — IMPERIAL 5749—The chanter has a solid blues effort here, arranged smartly with a good beat and a fine piano figure. Ford himself turns in a hot performance that could bring a lot of action. (Travis, BMI) (2:14)

★★ **Saturday Night Fish Fry**—Here's all about what happens in New Orleans on a Saturday night. Fair side, but flip is much stronger. (Cherio, BMI) (2:27)

**NAT BROWN**  
★★★ **Three Pictures** — BRENT 7019 — Chanter does this one as a narrative, where-in he takes his former loved one to task. She has thrown him over for another. Brown gets a lot of passion into the discourse. (David, BMI) (2:27)

★★ **Just Leave It to Me** — The vocalist has a touch of individuality, as he warbles this fly item. Side is tasteful, but could do with a bit more production. (David, BMI) (2:23)

**THE REVLONS**  
★★★ **I Promise Love**—RAE COX 105—A good rhythm ballad by the group with a good lead performance. Group keeps up a steady woo-woo type vocal backing against an insistent rhythm figure. (Enrica, BMI) (2:17)

★★ **This Restless Heart**—A slow and pulsing ballad, done for okay effects by the group. (Enrica, BMI) (2:30)

**B. G. KAY**  
★★★ **Oh How I Cried**—RCA VICTOR 7879—Here's a new thrush who sings an okay rhythm tune against slim piano and rhythm back-up. Gal has a touch of country in her voice. (Farel, ASCAP) (2:36)

★ **Popcorn, Peanuts, Cracker Jack and Candy Kisses**—Rhythm rocker side is given an okay reading by the gal. Side would have been helped by a better arrangement. (Farel, ASCAP) (2:17)

★★★★  
**STRONG SALES POTENTIAL**

**COUNTRY & WESTERN**

**JOHNNY AND JACK**  
★★★★ **Lonesome Night Wind**—DECCA 31255—The boys are heard on their first effort for the label in a fast waltz effort done in fine, traditional style. It's a weeper and the lads really feel it. (Acuff-Rose, BMI) (2:30)

★★★★ **I'm Always by Myself When I'm Alone**—More great hill type dueting by the pair in another weeper ballad effort against

a crying guitar and fiddle. Two good sides. (Morgan-Shelley, BMI) (2:20)

**ZEB TURNER**  
★★★★ **It Just Tears Me All to Pieces**—KING 5492—Jaunty country ditty is warbled with appealing showmanship by Turner. (Arnel, ASCAP) (2:12)

★★★★ **I Hung My Head and Cried**—Strong multi-track vocal by Turner on effective up-tempo weeper. Could grab coins. (Peer, BMI) (2:12)

★★★ **Save Your Love for Me**—Attractive blend work by sax stars on pretty theme. Both sides are from LP. (4:10)

★★★ **MODERATE SALES POTENTIAL**

**THE WAYFARERS**  
★★★ **Down the Trail of Tears**—MAGNIFICO 100—Group wails sincerely on plaintive country weeper. (Magnifico, ASCAP)

★★★ **List'nin' to a Cowboy's Serenade**—Melodic Western theme is wrapped up in pleasant group vocal. (Maurice, ASCAP)

★★★★ **STRONG SALES POTENTIAL**

**JAZZ**

**BENNIE GREEN ON TROMBONE**  
★★★★ **Lowland Ism** — BETHLEHEM 11096—Babs Gonzalez' blues composition contrasts with the flip. It's slow in tempo, relaxed and full of mood. (Groove, BMI) (3:15)

★★★ **Groove One** — Bennie Green blows his own composition here—blues - based and with an infectious, pulsing rhythm in the arrangement. (Roymas, BMI) (2:50)

★★★ **MODERATE SALES POTENTIAL**

**BEV KELLY**  
★★★ **My Foolish Heart** — RIVERSIDE 45456 — From the album "Bev Kelly in Person," this is a jazz vocal. Chick has a distinctive sound. (2:50)

★★★ **Love Letters** — Also from the album, this is similar in quality and style to the flip. For jazz jocks and those looking for distinctive material. (3:43)

**HOWARD MCGHEE ON TRUMPET**  
★★★ **With Malice Towards None (Part I & II)** — BETHLEHEM 11095 — Instrumental featuring the trumpet of McGhee. Pretty blowing, and a fine side for programming. Side II opens with some more elaborate figures than the first side. (Arc, BMI) (2:00 & 2:00)

**JOHNNY GRIVVIN AND EDDIE (LOCKJAW) DAVIS**  
★★★ **Tickletoe** — JAZZLAND 45704—Tasteful sax solo work by duo on effective rhythm tune. (3:25)

**RHYTHM & BLUES**

**TONY WASHINGTON**  
★★★★ **Good Mind** — PEACOCK 1901—Emotional chanting by Washington on fervent inspirational theme. (Lion, BMI) (2:23)

★★★ **Forever More**—Bouncy r.&r. treatment of pleasant pop-type theme. (Lion, BMI) (2:22)

★★★ **MODERATE SALES POTENTIAL**

**JIMMY WILLIAMS**  
★★★ **Big Legged Woman**—DON-EL 111—A snappy, up-beat blues by Williams who has the Joe Williams touch. The chanter has a good sound but the material and the arrangement are old hat. (Dew, BMI) (2:00)

★★★ **Early One Morning**—Slow, with a dual-track vocal by Williams. Interesting blues side with a neat, walking beat. (Dew, BMI) (2:15)

★★★★ **STRONG SALES POTENTIAL**

**POLKA**

(WHOOPEE) **JOHN WILFAHRT & ORK**  
★★★★ **Life in the Finnish Woods**—DECCA 31251—A waltz, done brightly by Decca's well-known polka maestro, featuring nice trumpet sounds, with oom-pah-pah bass horn and accordion, also spotlighted. Has the authentic sound. (2:18)

★★★★ **Joan Pa Snippin and Nikolina Schottische**—Here's a medium-tempo tune that's in a one-step tempo. Again the accordion and the horns are on stage. (2:13)

**ERNE ROBERTS**  
★★★★ **Schatzie (Sweetheart)**—DOT 16208—Bright polka-flavored ditty is handed light-hearted vocal by group. Catchy side. (Windy City, ASCAP) (2:16)

★★★★ **Honey-Bee Waltz**—Gay treatment of Continental theme with folksy beat and okay vocal by chorus. (Roberts, ASCAP) (2:17)

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**MEXICAN NEWSNOTES**

**Marisol at Premiere of Her Pic**

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

The 12-year-old flamenco singer Marisol from Malaga, Spain, made several personal appearances during the first performances of her picture "Rayo de Sol" (A Ray of Sunlight), after having visited Rio de Janeiro, Buenos Aires and New York. She was met by Fernando Montilla, president at Montilla Records, which issued the songs of her picture. Montilla has already prepared another LP with melodies of her second picture, "Ha Llegado un Angel" (An Angel Has Arrived), in which the "Shirley Temple From Andalusia" appears with the Mexican child actor, Pulgarcito.

Germaine Montero flew back to Paris after having participated in a short season of the French "National Popular Theater," given at

the Fine Arts Palace. Although being chiefly an actress, she is better known to American audiences by her Vanguard recordings of Spanish folk songs and poetry.

Jose Luis Fernandez, chairman of the Board of Pham and Emmi, representatives of Peer and Southern Music, had a meeting with Carlos Gomez Barrera, director general of SACM (Society of Authors and Composers of Mexico). Lawyer Fernandez declared that Pham and Emmi are anxious to reach an agreement with the composers and asked SACM to drop the lawsuit pending against Pham and Emmi before the attorney general. The lawsuit will be sustained—said Barrera—until all disputed points will be settled and guarantees are given for the satisfactory handling of the composers' royalties in the future. Many composers and an observer from the Secretary of Education were present at the meeting.

Garrard de Mexico was appointed exclusive distributor of the Hammond-patented artificial reverberation unit. Many companies, among them Philips and Teletecnica (Telefunken), will introduce this device in several models of their equipment.

Carlos Chavez, Mexico's foremost composer-conductor, has been offered the leadership of the Symphony Orchestra of the University. Chavez was formerly founder and chief conductor (1928-1952) of the National Symphony. At the beginning of 1962, he will record for Westminster in Vienna.

**ITALIAN NEWSNOTES**

**Cetra Releases 'Voices of Space'**

By SAM'L STEINMAN  
Piazza San Anselmo 1, Rome

Cetra came up with a "Voices From Space" 45 which presented tracking sounds made by various American and Russian satellites and came to a climax with Yuri Gagarin as it was picked up from space by the Turin laboratory of Achille and Gian Battista Judica-Cordiglia.

**American Names**

Robert Alda is doing the lead in the Garane-Giovannini musical, "The Owner of Moon Beam," with Delia Scala as part of a show series on RAI-TV. . . First Italian jazz combo to tour the U. S. will be Romano Mussolini, pianist-son of the late dictator, with Nunzio Rottundo, trumpet; Gianni Basso, saxophone, and Dino Picena, trombone. . . Top American and other marches are on a new Voce del Padrone LP conducted by Efram Kurtz.

**Festivals**

Songs dedicated to cities were honored at the Ischia event May 4-6. . . Turin, as part of the Italian 1961 World's Fair, will hold a festival of Happy Songs June 21-25 to celebrate Italy's centennial as a United Nation. . . Ventimiglia on the French border will admit only songs about flowers to its festival August 4, 5 and 6. . . Sofia, Bulgaria, is seeking groups of opera singers between 23-33 from various countries to compete in its first International Opera Congress June 26-July 10.

**TV**

Alida Chelli, who will probably be the next big name by virtue of top-lining the new "Voluble" TV musical series is the daughter of composer-conductor Carlo Rustichelli. . . November 4 is now the fixed opening date for the second channel. . . Radiocorriere - TV RIA's weekly magazine, has upped price from 8 cents to 12 cents and increased pages weekly from 48 to 64 in anticipation of increased activities. . . Graz, lots!

**BILLBOARD MUSIC WEEK BEST BUY!**

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**COL. N. J. PLANT OPENER MAY 17**

NEW YORK—The official opening of Columbia Records' new Pitman, N. J. plant will take place on May 17. President Goddard Lieberson, Vice-President of Manufacturing Bill Grady, and Joe Massimino, Pitman plant manager, will attend the open house ceremonies May 17, as will executives of CBS. The new Columbia plant houses very large LP record production capacity, as well as a number of up-to-date manufacturing innovations. The plant employs a staff of 300 on two shifts. The Pitman plant was designed by architect Minoru Yamasaki. Other Columbia record pressing plants are located in Bridgeport, Conn.; Terre Haute, Ind. and Hollywood.

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 #6 Billboard Bubbling  
 #90 Music Vendor  
 Witch #1

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Mr. Hal Band  
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Dear Hal:

Thanks for checking me on the ad. Yes, we'll run it in Billboard again—and probably a good many more times in the future.

I wonder if you really realize how strong Billboard is? I certainly do. My small ads in Billboard often bring me something like 100 to 125 inquiries. And the kind of inquiries that result in actual business with pleasing consistency.

Like the order for 1500 records from just one outlet—directly from my Billboard ad. And the 2000 order from a midwest chain—again directly from my Billboard ad.

And that ad in your Annual Source Book & Directory edition! That's been out for more than 6 months and I still keep getting calls and letters and, yes, orders.

Those are all reasons why I'm taking time out to say thanks for checking me on the ad. If you ever stop doing that, I'll consider it a great disservice because, Billboard advertising definitely means business to me.

Cordially,  
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YTH/ah.

Some interesting facts about Ham-Mil Distributors' 1960 advertising in Billboard:

### REPLIES

came from 106 cities . . . in 31 states . . . and 7 foreign countries. They included inquiries or orders from 47 retail record shops . . . 16 appliance stores . . . 28 radio-TV stations . . . 18 distributors or wholesalers . . . other business establishments of various types.

### ORDERS

included one for \$2000 worth of merchandise from a midwest chain . . . another for 1500 records . . . another for a whopping 77,000 records from a New England account.

### TOTAL COST

of Ham-Mil's 1960 Billboard advertising, less than \$500.

### BILLBOARD MUSIC WEEK

New York • Washington • Cincinnati  
 Chicago • St. Louis • Hollywood  
 Great Barrington

# NAB Convention Spotlights Stereo FM, FCC Role in Radio-TV Programming

Continued from page 1

mer Cinderella of broadcasting. Technical and engineering problems in FM will get additional going over during the special engineering conference, which also began Sunday and will join in later general sessions of the convention. The new FM stereo equipment will be ready for the early birds as soon after June 1, 1961, as the ingenious broadcasters and manufacturers can toss this new bouquet of sound to the public—and the advertisers.

### Step Up FM-Stereo Aspects

Exhibitors have in many cases stepped up the FM-stereo aspects of their show and spiel to the more than 2,000 conventioners who will throng the Shoreham and Sheraton Park hotels here through Wednesday of this week. Many broadcasters, safely in possession of increasingly scarce FM frequencies, will take a lesson from those who failed to evaluate FM at the start and will try to "get there fustest with the mostest" in the new stereo service.

One of the proud parents of the FCC-approved transmission systems, Zenith, held a cocktail party to christen the newcomer, and an-

nounced continuous demonstration through Wednesday (10) at the Executive House hotel here. More than 70 equipment exhibits will be shown at the Shoreham Hotel. RCA snagged the main Shoreham Ballroom for its elaborate display. Networks, station representatives, syndicators of recorded programming and TV film, talent and program suppliers, research and rating services and trade publications, to name a few, have taken hospitality suites at one of the two convention hotels. Billboard Music Week invites its friends to Suite 589-91 in the Sheraton-Park Hotel, where it is co-host with Record Suppliers, Inc.

### JFK Makes Appearance

The big buzz on just how far the Commission will go in its proposed programming supervision will undoubtedly get under way from the moment after President Kennedy is formally presented at the opening assembly Monday morning (8) until the grand climax of the FCC panel discussion Wednesday morning. FCC chairman and commissioners are sched-

uled to take questions from the floor for over an hour at a special session presided over by Clair R. McCollough, of Lancaster, Pa., board chairman of the NAB, who will screen the questions.

Radio broadcasters with specialized music programming or formats criticized for too little news and local coverage, or for "Top 40" straitjacketing, will have questions on the requirements in the FCC's proposed new and detailed program section of broadcasters' annual reports.

The new program reporting would require stations to make estimates of community needs and tastes, and then match performance with the promises when renewal time rolls around. TV broadcasters are even more concerned, since that medium has been under fire for violence, over commercializing, and generally "mediocre" programming from all sides.

### Main Events

Briefly, the main convention events, and those which will draw strongest attention of the music and radio broadcast interests, following the Sunday FM Day presentations, are these:

Monday morning, general assembly at the Sheraton-Park Hotel, to hear President Kennedy; luncheon address by NAB President Leroy Collins. Monday afternoon, joint radio-television assembly, themed "The Changing Community." Donald H. McGannon, president of Westinghouse Broadcasting Company, will talk on "The Responsibility of Change." Also on Monday afternoon, there will be a capsule repeat of the Westinghouse Broadcaster Clinic held annually, most recently in Pittsburgh. The clinic conducted soul searching and sound searching, in some instances, for local radio-TV broadcasters (Billboard Music Week, April 17). NAB will feature the topic "From Our Town to Megatown," from the clinic. All Monday events take place in the Sheraton-Park.

Exhibits are on view continuously at the Shoreham Hotel, with an additional, continuous showing of the new stereo-FM transmission system by Zenith at the Executive House hotel here. Tuesday afternoon there are no events scheduled, to give all hands a chance to browse through the new wonders in sound and sight presented by equipment manufacturers.

Tuesday morning (9), the radio assembly will be held at the Sheraton Park, presided over by John F. Meagher, NAB vice-president for radio. President of Good Humor, Inc., David J. Mahoney, will talk on "Is There Too Much Good Humor on Radio?"

A discussion of music licensing on TV will be given by Hamilton Shea, WSVN-TV, Harrisonburg, Va., chairman of the All-Industry Television Station Music Licensing Committee, during the television assembly to be held at the Shoreham Hotel Tuesday morning, paralleling the radio assembly. The broadcast trade press reports that Shea will call a special meeting of the licensing committee at the close of the convention to pick a six-man group to negotiate with the American Society of Composers, Authors and Publishers. Present ASCAP contracts with individual TV stations run out at the end of this year.

(During TV licensing negotiations, the broadcasters will be represented by Ralstone R. Irvine, New York attorney, as chief counsel, and Joseph A. McDonald,

(Continued on page 167)

# Multiplex FM Stirs Stations, Disk Firms

## West Coast Trade Sees Shot in Arm From Stereo FM N. Y. Broadcasters Won't Rush in, But Will Make Entries

By LEE ZHITO

HOLLYWOOD — Multiplex broadcasting will be a shot in the arm to stereo records and FM in general, according to observers here in the disk and broadcast industries. These opinions were inspired by the Federal Communications Commission's long-awaited green-light on multiplex FM operations.

In a spot check of FM broadcasters here, at least one station, Sleepy Stein's KNOB, is determined to go on the air with Multiplex stereocasts on June 1, FCC's kick-off date for multiple-channel FM broadcasting. Most of the others expect to follow soon thereafter, with a majority to be converted by year's end as soon as various details are resolved.

Chief stumbling block for those broadcasters anxious to be among the first on the multiplex bandwagon appears to be the lack of transmission equipment. Curiously, equipment capable of receiving multiplex stereocasts may be on the market well before transmission equipment goes on sale (see separate story). The June 1 starting date is less than two months away, too short a period to allow most transmitter manufacturers to design the proper multiplex sending equipment (i.e., sub-carrier generators), have those designs approved by FCC, have the equipment made, sold and shipped to the stations demanding it.

KNOB's Stein told BMW that neither Zenith nor General Electric (the two manufacturer's whose multiplex system won the Commission's blessing) have been able to promise delivery of transmission equipment by June. Stein said if he's unable to buy the necessary sending equipment, he will

(Continued on page 175)

NEW YORK — Most of the AM-FM broadcasters here last week showed little inclination to rush into multiplex FM stereo, although all indicated they will eventually enter the field.

Station WQXR, a pioneer in the field of stereo broadcasting here, will install the necessary FM stereo equipment as soon as it is available. However, Elliott M. Sanger, executive vice-president of WQXR, notes that after the new equipment is installed "We intend to conduct careful tests, and if these tests show that we can transmit our good music programs with greater fidelity and artistry we shall use the system on many of our live and recorded programs when sufficient receiving sets are in the homes of our listeners."

Although Westinghouse Broadcasting Company's KDKA-FM, Pittsburgh, station is already equipped for multiplex FM stereo-casts (the outlet served as official test-station for three systems), a spokesman for the chain said that Westinghouse has no immediate plans to install multiplex equipment at its other stations or program multiplex stereo at KDKA.

Mark Olds, program director of WNEW, New York, said the outlet will "do something" in stereo by late summer, but that he doesn't expect "stereo will play a major role in radio for some time" since the stereo audience itself is still so small. However, Olds said WNEW will "stay with it and push it."

Olds, himself, is a booster for "sound" recordings, and spotlights percussion LP selections throughout WNEW's programming day. In line with this, WNEW's new spring series of station identification jingles, features 16 different percussion versions of its theme song.

# DJ PROGRAMMING CHARTS

Here, for DJ's program directors and librarians, are four ready-to-use programming features which can be integrated into record shows during the coming week.

## CHART CLIMBERS

The week's most exciting sides, these records have made the biggest upward jump and have been named Star Performers as the fastest movers on this week's Hot 100 chart.

| Chart Climber Rank | Hot 100 Rank | Title, Artist, Label                                    |
|--------------------|--------------|---|
| 1                  | 18           | Travelin' Man, Ricky Nelson, Imperial                   |
| 2                  | 19           | Running Scared, Roy Orbison, Monument                   |
| 3                  | 23           | Bonanza, Al Calola, United Artists                      |
| 4                  | 26           | Girl of My Best Friend, Ral Donner, Gone                |
| 5                  | 27           | Hello Mary Lou, Ricky Nelson, Imperial                  |
| 6                  | 29           | Hello Walls, Faron Young, Capitol                       |
| 7                  | 31           | Tragedy, Fleetwoods, Dolton                             |
| 8                  | 34           | Little Devil, Neil Sedaka, RCA Victor                   |
| 9                  | 38           | That Old Black Magic, Bobby Rydell, Cameo               |
| 10                 | 43           | Lullabye of Love, Frank Gari, Crusade                   |
| 11                 | 44           | Underwater, Frogmen, Candix                             |
| 12                 | 46           | Exodus, Eddie Harris, Vee Jay                           |
| 13                 | 50           | Touchables in Brooklyn, Dickie Goodman, Mark X          |
| 14                 | 51           | Peanut Butter, Maralohn, Arvee                          |
| 15                 | 55           | Glory of Love, Roomales, Valmor                         |
| 16                 | 56           | What a Surprise, Johnny Maestro, Coed                   |
| 17                 | 57           | I'm a Fool to Care, Joe Barry, Smash                    |
| 18                 | 58           | Be My Boy, Paris Sisters, Gregmark                      |
| 19                 | 60           | Those Oldies But Goodies, Caesar and the Romans, Del-Fi |
| 20                 | 62           | Raindrops, Dee Clark, Vee Jay                           |
| 21                 | 66           | Tossin' and Turnin', Bobby Lewis, Bellone               |
| 22                 | 67           | Buzz Buzz A-Diddle-It, Freddy Cannon, Swan              |
| 23                 | 74           | Moody River, Pat Boone, Dot                             |
| 24                 | 75           | Stand by Me, Ben E. King, Atco                          |
| 25                 | 78           | Halfway to Paradise, Tony Orlando, Epic                 |
| 26                 | 79           | Never on Sunday, Don Costa, United Artists              |
| 27                 | 81           | A Love of My Own, Carla Thomas, Atlantic                |
| 28                 | 83           | In My Heart, Time-Tones, Times Square                   |
| 29                 | 86           | You'd Better Come Home, Russell Byrd, Wand              |
| 30                 | 89           | In Between Tears, Lennie Hayles, Scepter                |
| 31                 | 90           | This World We Love In, Mina, Time                       |

## DEBUT DISKS

These sides, which entered the Hot 100 for the first time this week, are making their first national bid for chart honors.

| Hot 100 Rank | Title (Publisher)—Artist, Label   |
|--------------|---|
| 75           | Stand by Me (Progressive-Trio, BMI)—Ben E. King, Atco                                 |
| 79           | Never on Sunday (Esteem-Sidmore, BMI)—Don Costa, United Artists                       |
| 81           | A Love of My Own (East, BMI)—Carla Thomas, Atlantic                                   |
| 83           | In My Heart (Claroso, BMI)—Time-Tones, Times Square                                   |
| 86           | You'd Better Come Home (Ludix, BMI)—Russell Byrd, Wand                                |
| 89           | In Between Tears (Ludix, BMI)—Lennie Hayles, Scepter                                  |
| 90           | This World We Love In (Leeds, ASCAP)—Mina, Time                                       |
| 91           | Life's a Holiday (Jal, BMI)—Jerry Wallace, Challenge                                  |
| 97           | Son-in-Law (Golden West Melodies, BMI)—Blissoms, Challenge                            |
| 98           | What Will I Tell My Heart (De Silva, Brown and Henderson, ASCAP)—Harplones, Companion |
| 99           | Our Love Is Here to Stay (Chappell, ASCAP)—Dinah Washington, Mercury                  |
| 100          | Son-in-Law (Venetia, BMI)—Louise Brown, Witch   |

## PICK HITS

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

### POP

- ELVIS PRESLEY: I Feel So Bad (Berkshire, BMI) (2:54)—Wild in the Country (Gladys, ASCAP) (1:50) RCA Victor
- BROOK BENTON: The Boll Weevil Song (Play, BMI) (2:35) Mercury
- MARTY ROBBINS: Jimmy Martinez (Marizona, BMI) (3:25)—Ghost Train (Marty's, BMI) (3:05) Columbia
- THE MARCELS: Summertime (Gershwin, ASCAP) (2:17)—Teeter Tottler Love (Gower, BMI) (1:58) Colpix
- FATS DOMINO: It Keeps Rainin' (Travis, BMI) (2:43)—I Just Cry (Travis, BMI) (2:04) Imperial
- DUANE EDDY: Ring of Fire (Linduane, BMI) (2:20) Jamie
- JORGEN INGMANN: Cherokee (Shapiro-Bernstein, ASCAP) (2:20)—Anna (Hollis, BMI) (1:52) Atco
- ADAM WADE: The Writing on the Wall (Winnelon-Glenville, BMI) (2:17) Coed
- KATHY YOUNG & THE INNOCENTS: Our Parents Talked It Over (Acklen, BMI) (2:36) Indigo
- ANNETTE AND TOMMY SANDS: Let's Get Together (Wonderland, BMI) (2:09) Vista
- BRIAN HYLAND: Lipslick on Your Lips (Mansion, ASCAP) (2:03) Kapp
- DALE HAWKINS: The Same Old Way (Tree, BMI) (2:28)—Money Honey (Walden, BMI) (2:24) Tilt
- THE VELVETS: Tonight (Could Be the Night) (Combine, BMI) (2:04)—Spring Fever (Acuff-Rose, BMI) (2:37) Monument
- PAUL PEEK: Brother-in-Law (Wonder, BMI) (2:10) Fairlane
- GEORGE SCOTT: The Mafador (Lowery, BMI) (2:14) Fairlane
- THE MAVRICKS: Going to the River (Commodore, BMI) (2:33) Capitol
- SATELLITES WITH THE SPACEMAN: Man in Orbit (Arc, BMI) (2:00) Chess
- DUALS: Stick Shift (Hilde, BMI) (2:25) Star Revue
- CLARENCE HENRY: You Always Hurt the One You Love (Pickwick, ASCAP) (2:25)—Little Suzy (Arc, BMI) (2:10) Argo

### COUNTRY AND WESTERN

- KITTY WELLS: There Must Be Another Way to Live (Cedarwood, BMI) (2:42)—Heartbreak, U. S. A. (Pamper, BMI) (2:35) Decca

### RHYTHM AND BLUES

No selections this week.

### DISK JOCKEY PROGRAMMING

- TIL DIETERLE AND HER COMBO: The Bilbao Song (Harms, ASCAP) (2:25) United Artists

# VOX JOX

By JUNE BUNDY

**DEEJAY OF THE YEAR:** In the past 12 months *Movie Mirror* magazine has spotlighted a different deejay in each issue. This month, the mag has asked its readers to vote for the "Disk Jockey of the Year." Candidates include **Candy Lee**, WJOK, Cleveland and **WBWC-FM**, Berea, Ohio; **Steve Cannon**, KSTP, Minneapolis; **Don Bruce**, KOMA, Oklahoma City; **Dia Bahakel**, WABG, Greenwood, Miss.; **George Fennell**, WHIL, Boston; **Charlie Murdock**, WQAM, Miami; **Jerry Dexter**, KMPC, Los Angeles; **Bill Davis**, KTLN, Denver; **Jack Stack**, WOOD, Grand Rapids, Mich.; **Gene Nelson**, WKBW, Buffalo; **Hugh Lampman**, KRLD, Dallas, and **Sherm Strickhouser**, WICE, Providence.

**GAB BAG:** Gene Mackie, business manager of WNBC, "Voice of Boston College," Chestnut Hill, Mass., writes, "We have had difficulty in the past in acquiring LP's and 45's for our library. We are only about a year old, and we think we have a good potential. With the help of the record companies we can live up to the wishes of the station members and the listening audience." ... Another comedy chatter service for jocks—"Show-Biz Comedy Service"—is available to stations. Now in its third year, the service, according to George Schindler of its deejay division, has client-deejays "from all parts of the U. S., Canada, and other English-speaking countries." "The DeeJay Folios," notes Schindler, "are distributed so that no two deejays in the same area will receive the same material." Sample comment from "Corny Commercials" segment of the DeeJay Manual: "Our sponsor has been serving families in this area for over 20 years. He used to be a waiter."

**CHANGE OF THEME:** Doug Cramer, who will celebrate four years of broadcasting on KCKC, San Bernardino, Calif., this month, has added a 12-hour weekend show-stint on KHOF-FM, Los Angeles. The jock also acquired a wife, model **Angela Baker**, recently. ... It's anniversary month in Chicago, too. **Sig Sakowicz** started his second year on WTAQ, Chicago, May 1, broadcasting from the Brass Bull. ... May 2 marked the second anniversary of **Franklyn MacCormack's** nightly "Meisterbrau Showcase" on WGN, Chicago. ... "Spin Time" with **Jack Hilton** on WGN-TV, Chicago, observed its third anniversary on May 6.

Latin-American deejay **Pepe Ludmir** was in New York recently for his annual visit. During his stay he taped interviews with artists and company brass at the Decca-Coral Studios. ... **Toby De Luca**, music librarian of WFIL, Philadelphia, acted as a judge for Villanova's University's first Annual Inter-Collegiate Jazz Concert May 2. ... **Verne Williams**, WNAC, Boston, was made an "honorary dog," by Lady Greyhound, the Greyhound Bus canine mascot, which has been making the deejay rounds. ... **John F. Day**, who resigned recently as vice-president news, CBS News, has been elected executive vice-president of the Pacifica Foundation and general manager of WBAI, the Foundation's nonprofit "listener-supported" station in New York.

**Buddy Holiday**, formerly with KONO, San Antonio, has returned to Florida in the 6-9 a.m. time slot at WCKR, Miami. ... New staffers at KBUY, Amarillo, Tex., are **Bob Allen** and **Charles Shaw**. ... **Bill Curtis**, WHAT, Philadelphia, and his frau **Barbara**, are the proud parents of a daughter, **Crystal**, who was born last month. ... **Christie Barter**, record-radio critic of Cue magazine, has started a Tuesday night show on WRFM, New York, from 9 to 10 p.m. Barter reviews new record releases on the program.

**Mark Wheeler** is leaving his program director post at WYSE, Lakeland, Fla., to join WINQ, Tampa, this month. ... **Dan Curtis**, formerly with WIP, Philadelphia, and **Al Taylor**, also an ex-WIP jock, have joined WRCV, Philadelphia. Curtis will handle WRCV's Saturday noon-3 p.m. "Big Band Music" show. ... DeeJay **Dick Buckley**, WKDA, Nashville, honored by the Radio and TV Council of Tennessee this month for the second consecutive year with the "Connie" award for the program contributing most to family living.

**Bob Leonard**, WKNB, Hartford, Conn., celebrates 10 years as a broadcaster this month with a contest whereby listeners are asked to guess how many records he has played on the air during that period. An estimate (by Leonard) has been made, and the figure was placed in a safe deposit box, pending the end of the contest, May 13. Winner will receive a library of 50 albums valued at \$200.

**TEXAS:** **Joe Walker**, all-night jock at KNUZ, Houston, plays soft lullabies from 2:15 to 2:30 a.m. to help mothers put their babies back to sleep after early a.m. bottle feeding. ... **Robert Wynhoff** is new FM jock at KTRH, Houston. ... **Charles Stewart** has been promoted to station manager post at KITY-FM, San Antonio, and **Edward Morris** has succeeded him as production director.

**Charles Young** has joined KFMR-FM, Houston. ... New staffer at KTHH, Houston, is **Tommy Charles**. ... Station WFAA, Dallas, is now programming "music for the young adult," according to Manager **George Utley**. The new format features "all the listenable pop tunes and good album music." ... **Gene Croquette**, early morning deejay at WOAI, San Antonio, has listeners phone in and "sing along" with **Mitch Miller** disks.

Jazz jock **Gene Feehan** was featured in the March issue of the *Madison Avenue* magazine. The article spotlighted Madison Avenue agency executives who have unusual outside activities. Feehan, emcee of a weekly hour jazz show on WFUV-FM, New York, for the last four years, is a public relations account executive at **Hicks and Greist**.

## 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

**What personality qualities are peculiar or unique to New York radio listeners, and how do you appeal to same on your show?**

### THE ANSWERS

**HERB (OSCAR) ANDERSON**  
WABC, New York

They are the greatest audience in the world, demanding a true approach in radio. They are surrounded by the greatest comedians, singers, writers in all phases of the arts. Many may have one of these specialists as a next-door neighbor. Therefore, present yourself as an individual and they will respond as individuals.



**JACK STERLING**  
WCBS, New York

When I came here in 1948 I had the impression that New Yorkers were sophisticated and blase. From my mail I soon found differently. I replaced **Arthur Godfrey**, and this was a mighty big chair to fill. People would say "You weren't quite as nervous this morning as you were yesterday — We're for you, etc." It was the small town approach, plus. Since then I've always looked on New York as many small towns rolled into one.



**TED BROWN**  
WMGM, New York

The qualities have changed in the last six years. It's evident that what's needed now in the morning is a bright up-tempo, wake-upper — or else type voice. This can lead to two things. Either you'll be the greatest deejay in New York or you'll be out of a job. I try to meet this problem halfway and that's why my listeners walk around with their eyes half open.



**JOHN GAMBLING JR.**  
WOR, New York

A mixture of standard show tunes, "middlebrow" instrumentals and vocals, and a smattering of light classical attracts (to my morning show) a major segment of the New York audience that does not find rock and roll or pop music to its breakfast-time liking. It is the size and "spread-outness" of the New York audience that makes it unique. A program must appeal to the city dweller, the suburban commuter and the rural listener all at the same time. Service (news, weather, etc.) plus "good morning" music seems to do it.



## NAB Confab's FM Day Draws Ready Audience

### Top Broadcasting Executives Participate; Cover Every Aspect of FM, Multiplexing

• Continued from page 2

change either would be to risk loss of both audience and advertisers.

FM, on the other hand, has always had everything to gain and nothing to lose by experimenting. **Dillard** points out, a fact that is doubly true on the new stereo frontier. The very nature of the majority of FM stations, which are subsidized by sister outlets, gives them the opportunity to expand in new directions and go after new listeners and advertisers. **Dillard** feels FM should get an increasing amount of national advertising.

### FM Is Intimate

Of all the broadcast services, FM is the most intimate with the listener. It programs the kind of music that will "entrance and hypnotize" the listener, catching his full attention, **Dillard** points out. The FM listeners want this enthrancement when they settle down to real FM listening, particularly during certain hours of the evening.

**Dillard**, who is a spellbinder himself on the subject of FM, feels this is a good thing, but it can be overdone. Although **Dillard** says he is a Bach-for-Breakfast man himself, he can see the practical necessity for a morning good-music segment that is lighter, with shorter numbers, to permit the listener to pick up the news, the time and the weather in the early hours.

**Dillard**, and undoubtedly music interests will concur, feels that FM programming could be segmented to greater advantage, with a closer study of listeners' moods and activities during different hours of the day, different days of the week, and seasons of the year. The ebb and flow of listeners' mood and energy can be put to use in the FM programming, while the AM station must keep on reeling out its accustomed formula, **Dillard** believes.

The changing attitude of broadcasters and businessmen toward the practical, profit-making values of FM were to be illustrated during FM Day in several talks. One by **Shirl K. Evans Jr.**, WFBM-FM, Indianapolis, told why Time Publications bought an FM station in Indianapolis three years ago, when that city was considered dead to any FM response. Two members

of the staff of **Young & Rubicam** told what the agency discovered about this service, when the Chrysler Corporation made what is reportedly the biggest buy of FM time on record.

Legal and engineering aspects of multiplexing in general, and FM-stereo service in particular, were to be covered by top authorities from government and industry. **Max Paglin**, general counsel of the Federal Communications Commission, explained how the FCC first permitted subsidiary activities, such as background music, for the new FM service when it was struggling to survive commercially. Later, the authorizations were expanded to cover various kinds of special programming, including the latest authorization of stereo transmission. For the latter, no additional special permission is needed—only standard equipment.

**Harold L. Kassens**, chief of Aural Existing Facilities branch of the FCC, and engineers from **Zenith** and **General Electric** were also to be on hand FM Day to explain the set-up and answer questions on the new FM stereo, or any other phase of FM broadcasting. **Douglas Anello**, chief counsel for NAB, and **Ted Kenney**, chief engineer of **KDKA**, Pittsburgh, where experimental stereo broadcasts were made, were also scheduled to give further enlightenment.

Solidarity among the FM broadcasters with community-wide promotion, was the theme of talks to be given by three FM broadcasters from widely separated cities. "The FM Story in Philadelphia" was to be presented by **Raymond S. Green**, WFLN-FM; the **Kansas City** Story by **Chris Stolfa**, KCMO-FM, and the **Houston** Story by **Dave Morris**, KQUE-FM.

The morning session of FM Day was exclusively programmed by the NAFMB, and featured a new FM data chart designed as a "wheel" of information for quick reference in FM facts and figures. Retiring NAFMB President **Fred Rabell** was slated to explain the helpful gadget. Regional Reports from various parts of the country made up the "FM Profile 1961" presentation.

## NAB Convention Spotlights Stereo FM

• Continued from page 166

Washington attorney, as associate counsel. Three ASCAP agreements covering TV have been negotiated: In 1949, the music licensing society added a 10 per cent to the radio agreements to cover TV; in 1953, and again in 1957, TV stations agreed to pay ASCAP 2.05 per cent of their gross income, less certain deductions.)

FCC Chairman **Newton Minow** will be the speaker at the joint radio-TV management conference luncheon Tuesday, at **Sheraton Hall**. Tuesday afternoon will be given over to exhibits. For the early-risers who made the Monday 9:15 a.m. opening of the engineering conference at the **Shoreham**, a review of the equipment exhibits was given by **Virgil Duncan**, chief engineer of **WRAL**, AM, FM, TV, Raleigh, N. C.

On Wednesday, there will be a closed session for broadcasters on the sensitive topic of labor, followed by the 10:30 to 11:45 a.m. panel discussion by the seven FCC commissioners. Questions will be allowed from the floor for FCC Chairman **Minow** and Commissioners **Rosel Hyde**, **Robert Bartley**, **Robert E. Lee**, **T.A.M. Craven**, **Frederick W. Ford** and **John S.**

**Cross**. Moderator is **Clair McColough**. This is to be held at **Sheraton Hall**, followed by a luncheon, with special guest speaker **Abraham A. Ribicoff**, Secretary of Health, Education and Welfare.

Afternoon session of the radio assembly at the **Sheraton-Park** features a talk on "The New Era in Radio Programming," by **Robert F. Hurleigh**, president of the Mutual Broadcasting System, and **Robert W. Whitney**, vice-president of **Mars Broadcasting, Inc.**, Stamford, Conn. "The Radio Code—Who Needs It?" will be the topic discussed by a panel comprising **Cliff Gill**, **KEZY**, Anaheim, Calif.; **Allan Bachman**, National Better Business Bureau, New York; members of the NAB radio code board, and **Robert M. Booth Jr.**, president of the Federal Communications Bar Association.

The TV assembly afternoon session, to be held at the **Shoreham**, will cover everything from satellites and international television to "new ways of selling television." **Ed Sullivan**, CBS-TV star, will give a talk on the "First International Assembly, ATAS." Grand finale will be the annual convention banquet at the **Sheraton-Park** Wednesday evening.

# DISCOURSE

FROM BILLBOARD MUSIC WEEK SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard Music Week's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

**CANNONBALL ADDERLEY**, back from a European tour, has his recording of African Waltz zooming in sales and is No. 41 on the Billboard Music Week Hot 100 this week. The Riverside recording artist is set for an engagement at the University of Minnesota this coming Friday night. After that, the group heads for a week's engagement in Abart's in Washington, D. C.

tures Dran Seitz and Bruce Yarnell. Columbia is also issuing a single by Polly Bergen of the title song c/w Bye Bye Blackbird.

**LA DOLCE VITA**, the most discussed motion picture of this or any other year, is currently playing to capacity audiences in several major U. S. cities. Called the best picture ever made in Italy, it received rave reviews in its U. S. premiere in New York. RCA Victor is releasing the original sound track version of the score by Nono Rota. The track was recorded in Rome by RCA Italiana and is being released as the first of Victor's new International Series. According to the film's publicists, the La Dolce Vita track has already sold over 1,000,000 albums in Europe. In addition to the album, RCA has also released a single of the La Dolce Vita Theme c/w Parlami Di Me by Ray Ellis and his Orchestra.

**CARNIVAL**, Broadway's newest musical and the recipient of the New York Drama Critics Circle Award is now available on disks through MGM's Original Broadway Cast Recording. The show, starring Anna Marie Alberghetti and directed by Gower Champion, is based on the motion picture, Lili, which was such a success several years ago with Leslie Caron. Music and lyrics for the Broadway version of the tale were done by Bob Merrill who wrote such popular tunes as Doggie In The Window; My Truly, Truly Fair; Pittsburgh, Pennsylvania, and Rovin' Kind, among others. In addition to the original cast recording, MGM has an instrumental version of the score performed by Ormandy and the Starlight Symphony.

**THE CHANTS** make their recording debut with a single on MGM Records entitled Respectable. The trio has been formed for a little more than a year and in addition to their vocal work are quite adept instrumentalists. They are currently appearing in night clubs in and around New York.

**NAT KING COLE**, one of baseball's most avid, and most famous fans, sings a vocal tribute to Little Leaguers in his new Capitol single, "Good-night Little Leaguer." The song, written especially for Nat as a result of his Little League activities, bears the approval of the Little League Inc., a nonprofit organization which will receive a portion of Cole's royalties on the disk. The idea for the tune came from Vince Skully, L. A. Dodger sportscaster and it was suggested to songwriters Dorcas Cochran (who wrote "Again" and "I Get Ideas") and Russ Black. Flip side of the disk is a novelty revival once recorded by Johnny Mercer, The First Baseball Game. Nat is currently appearing in Japan through the 22d of this month. He then will head for the Philippines for a four-day appearance at the Aranetta Coliseum in Manila beginning May 24.

**GENE McDANIELS** comes up with a new album release on Liberty following up on the success of his current smash single of the same title, 100 Lbs. of Clay, now No. 3 on the Billboard Music Week Hot 100. In addition to the title tune, some of the numbers in the album include: Are You Sincere, Cry, Take Good Care of Her, Portrait of My Love and Till There Was You. Gene is currently on a Midwest tour promoting the new album and heads East to Washington, Baltimore, Philadelphia, New York and Boston later this week and early next week. He is slated for an engagement at New York's Village Vanguard on the 12th through the 21st.

**BUCK OWENS AND ROSE MADDOX** combine their talents in a novelty tune for Capitol, Mental Cruelty. Both Owens and Miss Maddox are strong-selling single artists in their own right (the former with Foolin' Around and Rose, with Kissin' My Pillow) and on their new single they have a solid C & W hit. Flip side is the old Freddie Hart hit, Loose Talk.

**PEREZ PRADO** bursts upon the recording scene once again with his newest RCA Victor single, Ritmo De Chunga (Rhythm of the Chunga), an exciting instrumental in the typical Prado vein. A brief vocal chorus in Spanish is also featured in this ver-

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

sion of the new dance craze being featured in the Arthur Murray Studios across the country. Sleeve of the single even features a photo of Arthur and Kathryn dancing to a Prado-conducted orchestra. Victor hopes to have an album of La Chunga dances by Prez available shortly. Flip side of the single is another danceable side, Teresita La Chunga.

**MARTY ROBBINS**, who seems to turn out a hit with each new release, has a new Columbia single entitled, Jimmy Martinez c/w Ghost Train. Marty, whose Don't Worry is a smash hit (it has been on the Hot 100 for 15 weeks—currently No. 59) has had million-sellers in El Paso and White Sport Coat. The popular artist also has a new album, More Greatest Hits, which includes the previously mentioned Don't Worry and El Paso, along with Streets of Laredo, Red River Valley and others.

**BOBBY RYDELL**, whose current Cameo album, Bobby Rydell Sings the Great Ones, recalls some of the great record performances of the past, has just completed a successful engagement at Scioillas in Philadelphia—which marked his night club debut in his home town. Currently, he opens tonight at Blinstrub's in Boston and goes from there to Buffalo's Glen Casino for a week's engagement next Monday. Bobby will then play the Twin Coaches in Pittsburgh on the 22d for a week.

**PROMOTION DAYS & WEEKS**  
May 8, National Family Week, National Hospital Week, Christian Family Week, World Red Cross Day, May 11, Ascension Thursday, May 13, Israel Independence Day.

Denis Hyland

## THIS WEEK'S NEW Money Records

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

### SINGLES

- THE WRITING ON THE WALL—Adam Wade.....Coed
- BOLL WEEVIL—Brook Benton.....Mercury
- THE BALLAD OF WIDDER JONES—George Hamilton IV.....RCA Victor

### ALBUMS

- MORE GREATEST HITS—Connie Francis .....MGM

According to statistics maintained over a period covering thousands of releases...

7 out of 10 will reach Billboard Music Week's "Hot 100" in the weeks ahead!

**BIRTHDAYS OF THE WEEK:**  
May 8, Rickey Nelson, Red Nichols; May 9, Connie Russel, Hank Snow; May 10, Fred Astaire, Pee Wee Hunt; May 11, Irving Berlin, Tutti Camerata; May 12, Gordon Jenkins; May 13, Gil Evans, Louis Prima; May 14, Bobby Darin, Patrice Munsell.

**STAN FREBERG** refurbishes American History in an original satirical musical revue created especially for Capitol Records. The humorist modestly titles his effort, Stan Freberg Presents The United States of America. On the current release... the first of four... Stan and his friends explore the early years of American History... Columbus' voyage... Boston Tea Party... Washington crossing the Delaware... etc. All this is set to Stan's own music and lyrics, arranged and conducted by Billy May.

**THE HAPPIEST GIRL IN THE WORLD** is the latest in a long line of Original Broadway Cast recordings on Columbia Records. The show might well be said to be 2,000 years in the making... it's story is based on Aristophanes' Comedy, Lysistrata... it's music is by Jacques (Tales of Hoffman, Hansel & Gretel) Offenbach... and lyrics are by veteran songwriter, E. Y. Harburg. The musical stars Cyril Ritchard and Janice Rule and fea-

Every week... disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by Billboard Music Week. Watch for it next week.

## 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.



### CANNONBALL ADDERLEY

Julian (Cannonball) Adderley was born in Tallahassee, Fla. Adderley's father began his own musical career as a cornetist, but due to economic pressure turned to his other love, teaching. When his sons were old enough, he bought them instruments and gave them lessons. Cannonball's brother, Nat Adderley, now a noted musician in his own right and a member of the elder Adderley's group, took up the cornet, but Cannonball's preference was the sax. Adderley spent several years as a music director at a Florida high school before going to New York in 1955. His first group disbanded after two years and Adderley spent the next year and a half as a featured member of the Miles Davis Sextet. He organized his own new band in 1959 with brother Nat, and the group became one of the nation's top jazz attractions.

Cannonball Adderley is not only a noted jazz artist on the Riverside label, but he also serves as an a.&r. man. Currently Adderley and his group have a hot jazz-type Riverside single, titled "African Waltz," scoring on the "Hot 100."

### CLARENCE (FROGMAN) HENRY



The Argo recording artist, Clarence (Frogman) Henry, was born in Algiers, La., just outside of New Orleans, in 1937. As a youngster his one ambition was to be a singing star and he devoted all his time to achieving that goal. He took piano and trombone lessons while in school and his first professional job was in 1955 when he did a brief stint with Bobby Mitchell's band as singer and pianist. Soon after, Henry formed his own combo and began working in clubs. In 1956 Henry made his first Argo recording, "Ain't Got No Home," and it met with enough success to make him known on the national record scene. The tune also won him the nickname Frogman because of the trick voice effects he employed on the record to give an imitation of a frog.

After a few additional releases that were not too successful, Henry has come up with a hot chart item in the Argo waxing of "But I Do."

## YESTERYEAR'S HITS

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

### POP—5 Years Ago

MAY 12, 1956

1. Heartbreak Hotel, Elvis Presley, RCA Victor
2. Hot Diggity, Perry Como, RCA Victor
3. Blue Suede Shoes, Carl Perkins, Sun
4. Moonglow & the Theme From "Picnic," Morris Stoloff, Decca
5. Poor People of Paris, Les Baxter, Capitol
6. Long Tall Sally, Little Richard, Specialty
7. Magic Touch, Platters, Mercury
8. Moonglow & the Theme From "Picnic," George Cates, Coral
9. Why Do Fools Fall in Love, Teenagers, Gee
10. Ivory Tower, Cathy Carr, Fraternity

### POP—10 Years Ago

MAY 12, 1951

1. How High the Moon, Les Paul & Mary Ford, Capitol
2. On Top of Old Smoky, Terry Gilkyson & Weavers, Decca
3. Mockin' Bird Hill, Patti Page, Mercury
4. Too Young, Nat King Cole, Capitol
5. Mockin' Bird Hill, Les Paul & Mary Ford, Capitol
6. Sound Off, Les Paul & Mary Ford, Capitol
7. Be My Love, Mario Lanza, RCA Victor
8. I Apologize, Billy Eckstine, MGM
9. If, Perry Como, RCA Victor
10. When You and I Were Young Maggie Blues, Bing-Gary Crosby, Decca

### ROCK & ROLL—5 Years Ago—MAY 12, 1956

I'm In Love Again/My Blue Heaven, Fats Domino, Imperial  
Corrine, Corrina, Joe Turner, Atlantic  
I Want You to Be My Girl, Frankie Lyman & Teenagers, Gee  
Ivory Tower/In Paradise, Otis Williams & Charms, DeLuxe  
Eddie My Love, Teen Queens, RPM

Please, Please, Please, James Brown & the Famous Flames, Federal  
Drown in My Own Tears/Mary Ann, Ray Charles, Atlantic  
Down in Mexico, Coasters, Atco  
Need Your Love So Bad, Little Willie John, King  
Ruby Baby, Drifters, Atlantic

## RIAA Takes Look at Merc, Williams

Continued from page 2

land, Ellis, Hodson, Chaffety & Masters, relative to appearing as a friend of the court (amicus curae) on behalf of Mercury.

To date however, no official appearance has been made. Next step would be for RIAA to petition the court of appeals. If petition is granted, RIAA would then be allowed to file briefs on behalf of the Mercury position.

Observers of the case, however, noted that there was a strong pos-

sibility the entire conflict between Mercury, the Platters, Tony Williams and Buck Ram, Platters' manager, might be settled soon.

The original suit between Williams and Mercury was further complicated by separate breach of contract claims between the Platters and Mercury over whether Williams had to sing lead in pending recording sessions. This suit, too, may be cleared up in the near future.



# Bootleg Disk Front Breaks Wide Open

Continued from page 2

They were identified as Norman Berman, of Monarch Productions, 729 Seventh Avenue, New York; Milton Rabuse, real estate operator of Little Neck, Queens; the Rev. Richard Engel of Bibletone Records, East Orange, N. J., and Harold S. Zatal, a printer of New York. Arrested earlier was Henry Arak, of Aqua Life Productions, Brooklyn, who allegedly arranged for the pressing of the bogus disks. Judge Paul Widlitz released Berman in \$5,000 bond and the others in \$3,500 bond each, pending trial.

Meanwhile in Hackensack, N. Y., the first of a series of trials upcoming as the result of earlier bootlegging indictments obtained with the co-operation of the American Record Manufacturers and Distributors Association (ARMADA) got under way.

The defendants in this case are Bonus Platta-Pak, Inc., Fort Lee, N. J.; Robert Arkin, president of the firm; Milton Richmond, also an officer of the firm; Atwood Enterprises of Hollywood, and its president, Brad Atwood.

On the opening day (8) of the trial Judge Benjamin Galenti granted a one-day postponement for Atwood, who had just arrived from the Coast, to seek legal counsel. Late Monday, Atwood said he had retained local counsel but later he told the court he was without funds and asked for court-appointed attorney. Still later, it was learned that court-appointed counsel had been replaced by Michael DiLorenzo, of New York, also attorney for Arkin and Richmond. Thursday afternoon, following several days of wrangling over the impaneling of a jury, Warren Troob, well-known music business attorney, and counsel for Alan Freed, sat in as a consultant with defendants' legal reps.

The initial Thursday witness was Allan Cohen of Cameo Records, who was interrogated by both sides on the disk "Ding-A-Ling," by Bobby Rydell, which the indictment charges was counterfeited and sold. Another witness was Barry Cassin, of Co-Service Print-

## Philip Warren Leaves Allied Inter'l, Ltd.

AUCKLAND, New Zealand—The talk of the trade in New Zealand is the departure from Allied International Records, Ltd., of one of the country's top record men, Philip Warren. Warren, also a shareholder in the company, has sold out and R. J. Kerridge, who partnered him in the venture, is handing over control and administration to the Wooller-Pye group of companies. The company of Allied International Records, Ltd., will continue trading as is. The deal culminated May 1.

Philip Warren started in the record business in New Zealand at the age of 13, and at 23 has been active in every possible phase of the business. After a number of years in retail he went with Western Enterprises, Ltd., New Zealand's largest musical instrument dealer, where he talked Charles Western into taking on the old Clef label. Western let him get going and then advised him to strike out on his own, which he did, obtaining many overseas labels and coming into a field that was dominated by the EMI group. During this time he did a.&r. on a number of local records and hit the jackpot with artists like Johnny Devlin, Carol Davies, Vince Callahan and Kahu Pineaha.

In 1959, he tied in with the Kerridge organization on the start of Top Rank Records, and 12 months later had taken over his own company once again, which he sold out after the approach by Kerridge.

## DON KIRSHNER, AL NEVINS HOT

NEW YORK — Indie record producers - music publishers Al Nevins and Don Kirshner left here last week for an extended business trip in Europe.

Meanwhile, the team is publishing five tunes on BMW's "Hot 100" this week. The songs are "Breakin' in a Brand New Broken Heart" by Connie Francis, No. 13; "Just for Old Time's Sake" by the McGuire Sisters, No. 22; "Little Devil" by Neil Sedaka, No. 34; "Some Kind of Wonderful" by the Drifters, No. 36; and Tony Orlando's "Halfway to Paradise," No. 78.

## Electrola Reissues Old Film Tunes by Schmeling & Frau

HAMBURG — Electrola is reissuing recordings of songs sung by Max Schmeling and Anny Ondra in their films from the 1930's.

After he won the world heavyweight boxing title in the U. S., Schmeling made the German film "Love in the Ring." Now Electrola is reissuing the hit song from her film "Baby," under the title, "I Love You."

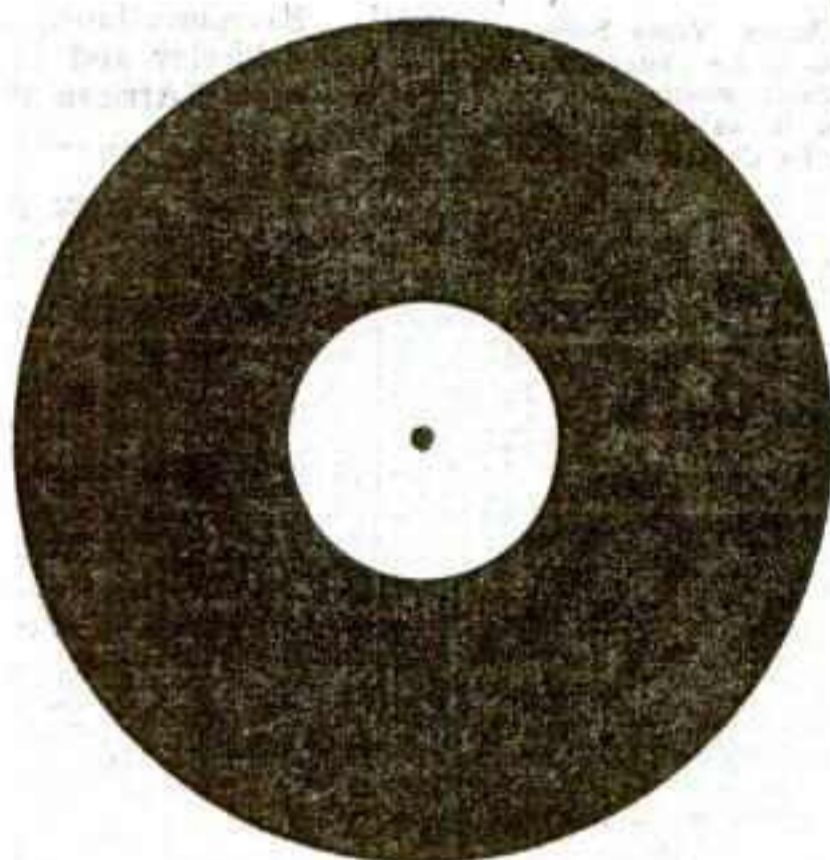
The Schmeling-Ondra oldies are being reissued on the wave of the "antique music" tide which has swept into this country from the U. S.

In the case of the Schmeling it is music with a happy ending. Max

## Movie to Tell Story Of a Record Company, Starring Disk Artists

NEW YORK — One of the rare movies about a record company is expected to go before the cameras soon. The flick is to be called "Teen Age Millionaire," and it will star Ace Records artist Jimmy Clanton. The head of Ace Records, Johnny Vincent, will be played by comic Sid Gould, and Mary Ann Mobley will also be in the cast. There will also be appearances by disk stars Bobby Vee, Jackie Wilson and others. The picture will be produced by Essex Productions and distributed by United Artists.

and Annie are still married, and are prosperous.



# RSI RECORD ALBUM SERVICE INCLUDES ALL THE TOP LABELS!

Now, thanks to the complete cooperation of the record companies (including all the majors), there's an unmatched, one-stop record source for broadcasters!

Now, through RSI, you can get the hit record product (albums as well as the singles we've been delivering) of every top label in the business. You get the best of the new releases... the "Spotlight Winners" selected by the Record and Music Staff of The Billboard.

### Six different record services available

They're services that fit your programming as neatly as they fit your budget. And each is sold with an unconditional guarantee of complete satisfaction!



### "SPOTLIGHT" singles

|   | 52 Weeks | 13 Weeks        | 18 Weeks |
|---|----------|-----------------|----------|
| "Hot 100"<br>10 new records weekly          | \$175.00 | \$60.00         |          |
| "Easy Listening"***<br>6 new records weekly | 110.00   | 40.00           |          |
| "Country"<br>5 new records every 2 weeks    | 50.00    | (Not available) |          |



### "SPOTLIGHT" albums

|                                       | 12 Months | 4 Months |
|---------------------------------------|-----------|----------|
| "Popular"***<br>10 new albums monthly | \$150.00  | \$55.00  |
| "Classical"<br>10 new albums monthly  | 150.00    | 55.00    |
| "Jazz"<br>5 new albums monthly        | 75.00     | 30.00    |

\*Regular mail. Domestic air-mail and foreign shipping costs on request  
\*\*No rock 'n' roll

Already, over 600 satisfied stations subscribe to one or more RSI services. Make sure you, too, get the best of the new releases... faster than you could otherwise—through RSI. Fill out and mail the coupon below, today.



RECORD SOURCE, INC.

RSI, 333 East 46th Street, New York 17, New York

Payment is enclosed for our subscription to the RSI services checked.

| Singles          | 52 Wks.                  | 13 Wks.                  | Albums      | 12 Mos.                  | 4 Mos.                   |
|------------------|--------------------------|--------------------------|-------------|--------------------------|--------------------------|
| "Hot 100"        | <input type="checkbox"/> | <input type="checkbox"/> | "Popular"   | <input type="checkbox"/> | <input type="checkbox"/> |
| "Easy Listening" | <input type="checkbox"/> | <input type="checkbox"/> | "Classical" | <input type="checkbox"/> | <input type="checkbox"/> |
| "Country" Music  | <input type="checkbox"/> | <input type="checkbox"/> | "Jazz"      | <input type="checkbox"/> | <input type="checkbox"/> |

Station Call Letters \_\_\_\_\_ Attention \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_

RSI grants and reserves the right to cancel subscription services on a pro rata basis. It is a condition of this subscription that records supplied by RSI will be used for broadcast purposes only.

## FAST SURGE FORWARD

**Ariola Disk Sales 4th  
Biggest in W. Germany**

• Continued from page 4

Ariola retail and club operation, the firm also operates a low-price disk line, known as Baccarola. Often, according to Wellnitz, when a hit starts to break on Ariola, either through regular channels or through the club EP sales, a cover will quickly be issued in the form of a single on Baccarola. He said this did not affect sales on the regular price label, since two distinctly different markets are tapped by the two differently priced lines.

There is substantially less interest in American product in Germany today than in past years, according to Wellnitz. German publisher Peter Meissel, who is also visiting here at this time, underscored this fact when he pointed out that many records from America today "do not have good melodies but focus on

on the beat." He said there was plenty of interest in rock and roll in Germany but "it has to be melodic or it doesn't go." Therefore a lot of the current focus in Germany is on building native talent and repertoire.

Another gambit is to cover what are considered acceptable American disks with German lyric versions, sometimes with the lyric being entirely different than even a translation of the original. An interesting new approach now planned by Ariola, is to make a deal with an American label to acquire the original instrumental tracks of the American hit and put a German vocalist on the disk. Under this arrangement, the American company would be paid a royalty for the tracks.

**Joe Shulman Contributes Thoughts  
On Singles, Spindles, Camaraderie**

NEWARK, N. J. — Joe Shulman, swinging proprietor of Park Records, downtown retail disk outlet here, has some interesting observations on 33-speed single records and dealer problems in general.

Shulman, who operates at close to list price across the street from Klein's, a large discount operation, says he doesn't care if 33 singles never make the grade. "I'd hate to see that happen because it

would rob me of my spindle business," he said. "I sell a lot of them in a year, maybe as many as a thousand. They sell for anything from \$2.75 to over \$3, and the profit margin is terrific. I've made over \$1,000 in a year just on 45 business."

Shulman handles a complete line of 45 spindles, including V-M, Admiral, Philco, Zenith, Collaro, Monarch and Glaser Steers, and he treasures every one of them.

On another front, Shulman feels that there is nothing wrong with the retail record business for the small independent dealer that can't be cured by a lot more co-operation between dealers and distributors. "If we could just for once sit down and realize we're all in the same business and can help each other, we could work terrific joint promotion and record fairs in a market area and everyone would benefit," Shulman remarked.

**Stock Offer Gives  
Golden Crest Rise**

NEW YORK — Golden Crest Records, firm headed by Clark Galehouse, has concluded a stock offer that raised \$200,000 for the firm. According to Galehouse, "the company now has sufficient capital to embark on a full scale expansion program."

Golden Crest, which has been in business for a dozen years, has concentrated mainly on the LP educational field, but recently launched two new lines, Shelly, a rock and roll label, and Jazz Unlimited for jazz waxings. Among the firm's new releases is an album on the Civil War called "Names From the War," penned by historian Bruce Catton.

Golden Crest also has its own plant, specializing in injection molding of records. And the firm is also marketing a special stereo head-set called Crestereophone, for use in schools and libraries.

**Bel Canto Stereo Sets  
Eight Tapes for Month**

CHICAGO—Bel Canto Stereophonic Records has issued eight stereo tapes in its May 1 package.

The new releases are: "Golden Instrumentals," Billy Vaughn; "On Stage," Louis Prima and Keely Smith; "Orange Blossom Special" and "Wheels," Billy Vaughn; "Jamal at the Penthouse," Ahmad Jamal; "I Love Paris," 101 Strings Orchestra; "Let's Dance to Hits of the Fifties," the Statler Dance Orchestra; "Dvorak's New World Symphony," London Philharmonic conducted by Hugo Rignold, and "Broadway Cocktail Party," 101 Strings Orchestra.

**Vee Jay & Fury Bump  
With Identical Record**

CHICAGO—Vee Jay Records and Fury Records, Inc., brought about a rare occurrence in the music industry recently when both firms inadvertently issued the same single recorded by the same artists—"Every Beat of My Heart" by the Pips, a new vocal group.

E. G. Abner, head of Vee Jay, said his firm had purchased the master of the recording from Huntom Records, Atlanta, upon the advice of Steve Clark, the firm's Southern representative. Bob Robinson, head of Fury, had meanwhile heard the Pips and signed them to a recording contract, deciding to cut that same tune with which they auditioned.

Abner stated both he and Robinson reached an "amicable" settlement at a meeting in New York last week when each agreed to keep the record in release and continue their individual promotion of the waxing.

**Tex. Stations Set FM Stereo**

HOUSTON — Among the local stations planning to start FM stereo broadcasting as soon as equipment is made available are KHGM-FM, KRBE-FM, KFMK-FM and KQUE-FM. The other outlets here announce they may convert to handle the broadcasts.

**BELL TO DEBUT  
STEREO PLAYER**

COLUMBUS, Ohio — Bell Sound Division of Thompson Ramo Wooldridge, is believed ready to debut a new, small, lightweight, stereo tape cartridge player. Ken Bishop, president of the Bell division, said last week that the company "will have an announcement to make at the Parts Show," on its plans.

For some time, Bell has been marketing a compact version of its cartridge tape player-recorder through its industrial sales department, for use in business, industry and educational fields. A version of this unit would be readily adaptable to the home entertainment field, it has been pointed out.

**Pepe to Travel  
To 13 Markets**

HOLLYWOOD — Ray Pepe, president of the Institute of High Fidelity Manufacturers, will visit the top 13 top markets prior to and immediately following the Chicago May Parts Show to personally explain to dealers the industry's forthcoming consumer education program. IHFM is currently amassing an industry-wide advertising fund to be used in the leading general consumer publications in spreading the component hi-fi gospel.

In the cities Pepe will visit, he plans to conduct dealer meetings during which he will outline the objectives of the IHFM ad campaign and how the dealers can best take advantage of the Institute's program. He will urge them to form local dealer groups so that the dealers will be able to implement the drive in their individual market areas, and thereby follow through at the grass-roots level for their fullest benefit.

Pepe said his travels will take him to market areas which when combined will represent 90 per cent of the component industry's distribution. In addition to his home base of Los Angeles, he will cover New York, Chicago, Philadelphia, Cleveland, Washington, Houston, Dallas, Atlanta; Kansas City, Mo.; St. Louis, Seattle; Portland, Ore., and San Francisco.

**Notch Hank Snow's  
25th Yr. at RCA**

NASHVILLE—Hank Snow will be honored by RCA Victor Records at a luncheon reception at the Andrew Jackson hotel here to celebrate the singer's silver anniversary on the label. The celebration will be held May 13. He will be presented with a sterling silver plaque commemorating his 25-year run with the company.

Snow, who was discovered, signed and recorded by Hugh Joseph in Canada in 1936, started his career as "The Singing Ranger" on the "Canadian Farm Hour." He appeared for the first time in the U. S. in 1944, and in 1948 he made his first American tour. Steve Sholes issued his first disks in the U. S. in 1949, and he started a great string of hits. They include "I'm Movin' On," "The Golden Rocket," "The Rhumba Boogie" and "Music Makin' Mama From Memphis." His biggest seller, a record that passed the million mark, was "I Don't Hurt Anymore." RCA Victor executives Jack Burgess, Sholes, Chet Atkins, and Hank Greer, will all be present at the luncheon.

## DEALER INVENTORY CHARTS

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

**BEST SELLING PHONOGRAPHS  
RADIOS & TAPE RECORDERS**

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

**PHONOS LISTING BETWEEN  
\$101 and \$150**

| RANK | BRAND                      | % OF TOTAL POINTS |
|------|----------------------------|-------------------|
| 1    | Magnavox .....             | 22.1              |
| 2    | Decca .....                | 11.3              |
| 3    | Columbia .....             | 10.5              |
| 4    | Motorola .....             | 9.6               |
| 5    | Zenith .....               | 9.0               |
| 6    | Voice of Music (V-M) ..... | 7.4               |
| 7    | RCA Victor .....           | 5.7               |
| 8    | Webcor .....               | 5.2               |
| 9    | Capitol .....              | 4.9               |
|      | Others .....               | 14.3              |

**German Fair Sets  
Giant Disk Exhibit**

BERLIN — West Germany's phonograph record industry will present the largest disk exhibition ever attempted in this country in connection with the 1961 radio, phonograph and television fair from August 25 to September 3 in West Berlin.

The industry has reserved an entire hall for exhibits from every major disk maker in the country as well as extensive displays of specialized disk production including medical and pedagogical platters.

The platter exhibition will feature stereophonic sound.

It is expected that the U. S. industry will have one of the largest foreign displays at the fair.

The fair will highlight the rapid expansion of the phonograph record industry. There are now record players in six million German households, and for the last three years the industry has sold 50 million records a year.

**Nashville Records  
New Starday Subsid**

NASHVILLE—Don Pierce, of Starday Records, Nashville-based label, specializing in country and gospel records, has formed a new subsidiary label, Nashville Records, to be manufactured and distributed by Starday.

A.&r. man and engineer for the Nashville label will be Tommy Hill, of the Starday staff in Madison, Tenn., and national sales manager will be Martin Haerle. Publicity and promotion will be handled by Dixie Deen, who recently joined the Starday staff.

First Nashville release is by Ray Pressley, of Atlanta, singing "You're Part of Me."

**'Five-Star Jubilee'  
In NBC-TV Color**

SPRINGFIELD, Mo. — "Five-Star Jubilee," the Friday night musical variety show on NBC-TV, joins the network's line-up of regular color telecasts this week (12), thus becoming the first weekly tint production to originate outside New York and Hollywood.

Norman Grant, NBC's top executive in charge of colorcasts, is on hand to supervise, and two mobile units have arrived to headquarters here. Technical personnel will commute from New York to this Ozark Mountain community, which has supplied networks with programming for over six years.

"Jubilee's" quintet of headliners is comprised of Rex Allen, Snooky Lanson, Tex Ritter, Carl Smith and Jimmy Wakely. This Friday marks Ritter's turn to captain the proceedings, but because of the special occasion, his "guests" will be the other four stars. Also this week, the program will move one half hour later, televising live at 8:30 p.m., EDT.

**BIG 3 TO MARK  
GILBERT'S 75TH**

NEW YORK — The Big Three is preparing a big campaign to celebrate veteran songwriter Wolfie Gilbert's 75th birthday. The year also marks Gilbert's 50th year as a songwriter. The Big Three will go all out on special exploitation with decays on records featuring Gilbert's hits, including "Ramona," "Jeannine, I Dream of Lilac Time," "I Miss My Swiss," and "Forever and a Day." Gilbert's book, "Without Rhyme or Reason," will also receive special exploitation during his diamond jubilee year.

## DISK DEALS FOR DEALERS

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

### ALLIED RECORD DISTRIBUTING COMPANY—Introductory offer.

Firm offers its two initial LP releases free to selected dealers in 16 areas throughout the country. See page 10, April 10 issue, for details.

### DECCA-CORAL—Expires May 10, 1961. Started April 10, 1961.

"America's Greatest Music Makers Are on Decca-Coral." An incentive program open to qualified dealers. Covers 13 new releases and 88 catalog items. See page 12, April 10 issue, for details.

### ATCO—Expires May 15, 1961. Started April 10, 1961.

"Atco Sales Program." Dealers offered five free LP's for every 25 LP's purchased. Plan includes Atco's complete catalog plus its two new LP releases. See page 6, April 10 issue, for details.

### ATLANTIC—Expires May 15, 1961. Starts May 10, 1961.

Program covers entire Atlantic LP catalog. See the label's distributors for details.

### ARTIA-MK—Expires May 31, 1961.

Distributors offered one LP free for every five purchased of Artia's "Moiseyev Spectacular." Dvorak's "Slavonic Dances" in double album is available to consumers at the price of a single LP, mono or stereo. Richter's LP of Beethoven's "Appassionata" on MK label listed at \$5.98, is discounted to distributors at \$3.98.

### CAMEO-PARKWAY—Expires May 31, 1961. Started May 1, 1961.

Distributors are offered 20% discount on all LP's. Also included is new Cameo release "Burlesque Show," a two-LP package tagged at \$4.98 retail.

### DANA—Extended through May 31, 1961. Started April 1, 1961.

"Half Price Bonus Plan." Buy one at regular price, get second one at half price. Offer covers complete catalog. See page 38, April 3 issue.

### EVEREST—Expires May 31, 1961. Started May 1, 1961.

One free single for every Gloria Lynne LP ordered.

### LONDON—Expires May 31, 1961. Started May 1, 1961.

"May Is Mantovani Month." Distributors are offered 10% discount on all Mantovani LP's including new LP by the artist titled "Italia."

### MGM—Extended through May 31, 1961. Started April 1, 1961.

"Salute to Hank Williams Month." Label offers one free LP for every five purchased. Plan covers six repackaged Williams albums, plus entire Hank Williams catalog. See page 6, April 10 issue, for details.

### MERCURY—Expires May 31, 1961. Started May 1, 1961.

"Maypole Sales Plan." Dealers to receive one LP free for every five LP's purchased within a given price category. All "PPS" albums and "LPS" albums issued up to May 1 will be included. Program covers May release of 12 Mercury LP's, two Wing LP's and three EP's.

### PRESTIGE—Expires May 31, 1961. Started April 20, 1961.

Distributors are offered 15 per cent discount on Prestige International and Prestige Bluesville series.

### STRAND—Extended through May 31, 1961. Started February 1, 1961.

"Major LP Expansion Program." Plan applies to complete Strand line plus new Elite percussion series. Details available from Strand's distributors. 90-day deferred billing with normal 2% discount for prompt payment.

### AUDIO FIDELITY—Expires June 2, 1961. Started May 1, 1961.

Spring Merchandising Sales Program. Dealers receive one LP free for every six purchased. Plan covers complete catalog. See separate story, current issue, for details.

### DECCA—Expires June 2, 1961. Started May 8, 1961.

"7-11"—Dealers are offered one free LP for every seven purchased or two free LP's for every 11 purchased. Program covers the Decca May release of 10 LP's for every 11 purchased. Program covers the Decca May release of 10 LP's and five EP's, plus entire country and western catalog. See separate story, current issue, for details.

### DOT—Expires June 30, 1961. Started May 1, 1961.

"Second Summer Sale." Albums will be specially priced to the consumer: \$4.98 stereo LP's at \$3.98; \$3.98 monaural LP's at \$3.29 and \$1.29 EP's at 98¢. Dealers will receive 90-day billing benefit. Program covers complete catalog. See page 1, April 17 issue, for details.

### LIBERTY—Expires July 10, 1961. Started May 8, 1961.

Special 20 per cent discount programs to back up two Liberty LP releases: Gene McDaniels' "100 Pounds of Clay" and original sound track of "One-Eyed Jacks." Discounts are available on each for minimum orders of five LP's (stereo or monaural) plus 20 per cent off on recorders. See separate story, current issue, for details.

### CARLTON-IMPACT—Expires July 15, 1961. Started May 8, 1961.

"Summer Special" merchandise program. Distributors are offered one free LP for every four purchased on the new Carlton Charlie Parker "400" and "800" series and same deal on Carlton's new "Provocative Stereo" line called Impact. See separate story, current issue, for details.

### 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.

## ALBUM COVER OF THE WEEK



**FOLK SONGS**—Tony Mottola, Command RS 823 SD. Eye-catching cover in red, white, blue and black, depicting an embroidered design that practically comes off the cover. Cover designed by Charles E. Murphy. Excellent item for display.



**OFFENBACH: ORPHEUS IN THE UNDERWORLD** (Highlights in English)—Various Artists, Angel S35903. Charming cover with lots of eye appeal in full color of some of the featured artists in their costumes. Potent display item.

## Audio Fidelity Records Unveils New LP Deal

NEW YORK — Audio Fidelity Records has unveiled a special spring merchandising plan which includes an offer to dealers of one free LP for every six purchased

in the entire A-F catalog. Erv Bagely, A-F sales chief, has just returned from a trip to the West Coast to announce the plan to distributors in Los Angeles, San Francisco and Seattle. Bagely said the label was also highly pleased with the reception accorded its exhibit at the recent Los Angeles High Fidelity Show.

## RETAILING PANEL

### THE QUESTION

What inventory control system works best for you?

### THE ANSWERS

**HOWARD JUDKINS SR.**  
Judkins Music Company  
Garden Grove, Calif.

For singles, we use the stock card system. These cards are filed



right with the singles stock, and each shows the date and quantity purchased of each selection. When the stock goes down, we can tell how many we've sold in what period of time. If a record has sold at least one copy during a three-month period, we'll reorder it and keep it in stock. For LP's, we use a sticker on the inside of the back cover, telling us date that album came into stock. This information plus the album number is written on a reorder list each time an album is sold, which gives us an idea what LP's should be restocked, in what quantity, and how fast they've been moving.

**GREN ENRIQUEZ**  
Gracie's (two stores)  
Santa Ana, Calif.

We had been using stock cards, but we're now in the process of switching to a file card system for albums. A 4 x 6 card is made out for each LP title we order, showing when we bought it and how many we ordered. Since I buy for both stores, it gives me a better control of the combined inventory. We use the green sleeve system for singles, with a sleeve kept in stock telling when each selection was purchased. We also keep a loose-leaf notebook record on singles in stock. Reorders are placed daily.



**LOUANNE DAVENPORT**  
Colborn's  
Upland, Calif.

We use stock cards on all albums. Each time an LP comes into stock, we show on the card the date we received it and how many were stocked. As albums are sold, we enter the date each sale is made. We keep a notebook for singles (top 40) and enter sales there. We place orders every two weeks. If something is hot, we write or call the distributor.

**SY BONDY**  
Bondy's Record Shop  
31 Park Row  
New York

We have only empty covers on our racks. A sign asks the customers to bring the empty cover to the counter for a fresh record. The disk that was taken out of the original cover is enclosed in a plain cover behind the counter on which we note down each time a copy is sold. When we come down to the last copy of the original quantity, we evaluate the importance of the recording according to how fast it has sold and reorder accordingly.

## Special 'Midnight' Sales Move Stereo Equipment

COLORADO SPRINGS, Colo.—If the dealer can't sell expensive stereo equipment during the ordinary daylight selling hours he should try "selling them at midnight," according to Home Appliance here, which in late March conducted a unique "March Midnight Sale."

The stunt, designed to shake up a faltering market, was run from midnight Thursday till midnight Friday, during which time the store was open to the public.

Special incentives to customers to shop during the wee hours included prizes which were given away on a drawing basis every hour for 48 hours, with the most desirable prizes in the small hours of the morning, give-away prizes on items bought at specific times by the clock, free doughnuts and coffee, and of course, reduced prices across the board.

A quarter-page newspaper ad announced the event, offering a 24-inch TV set, reconditioned by

the store's own service department for \$10 to the first person to enter after midnight on Thursday. The next three customers could buy similarly valuable sets for \$20, \$30 and \$40.

From midnight to 5 a.m. and 10 a.m. to midnight every day, bushel baskets of silver dollars were offered, sold at the rate of one silver dollar for 98 cents, with the purchases limited to five per customer. This last step, of course, got the event plenty of editorial attention from Colorado Springs' newspapers, and brought in hundreds of curious visitors.

The hit of the program was cabinet stereo phonographs at \$189.95, portable phonographs at near half price, and similar reductions on records.

One aspect which brought in a particularly large number of women was the offer of hand towels, all monogrammed in color, for 10 cents each, and face cloths for 3 cents. Tossed in as an afterthought, these proved to be an attractive enough special for women that housewives obviously set their clocks to go off at 1 or 2 a.m., and drove to the Home Appliance store to capitalize on the offer.

## NAMM Prepares Annual Convention Officer Nominees

CHICAGO—The National Association of Music Merchants (NAMM) is getting ready for its annual convention in Chicago July 16 through 20. Last week the members of the nominating committee met in Chicago to select a slate of 16 nominees from which the members will select eight to serve on the NAMM board for three years. Members of the nominating committee are Frank Wilking, Wilking Music, Indianapolis, chairman; Arthur Birge, Hollenberg Company, Memphis; William Chrisler, Aeolian Company, St. Louis; Don Holcombe, Bellaire Music, Houston; Laurin Muller, Redewill Music, Phoenix, Ariz.; John Warren, Williams Piano, Sioux Falls, S. D., and George Winter, Winter Company, Erie, Pa.

Directors who will leave the board in July include: David Bach, Bach Music, Rochester, Minn.; Howard Beasley, Whittle Music, Dallas; Ray Fitzsimmons, Fitzsimmons, Dayton, Ohio; Frances Jones, Kitt Music, Washington; Joseph Shale, Joseph Shale, Rochester, N. Y.; Graham Smith, Arthur Smith, Tampa; C. H. Stephenson, C. H. Stephenson Music, Raleigh, N. C., and Frank Wilking.

## Bruno Brings Suit Countering Monitor

NEW YORK — Bruno Ronty's firm, Musicart International, Ltd., and Bruno Records, has filed a blank denial and a countersuit for \$1 million in answer to the charges brought by Monitor Records and Ars Polona a few weeks ago. Monitor and Ars Polona charged Bruno with allegedly copying two recordings released on Monitor of a Polish Folk Ensemble, Slask. Bruno has six LP's of the Slask song and dance ensemble on the market.

A suit filed four years ago against Ronty's Colosseum label by the Artia Company of Czechoslovakia, for unfair competition and violation of property rights, was recently dismissed with prejudice for the defendant in the U. S. District Court here. (BMW, May 1).

Bruno Records meanwhile is releasing a flock of LP's for spring, including five with Sviatoslav Richter, and one with Leopold Stokowski and the U. S. S. R. Interstate Symphony Orchestra.

## IHFM's Ray Pepe Praises FCC Act

HOLLYWOOD — The Institute of High Fidelity Manufacturers President Ray Pepe hailed the Federal Communications Commission's final approval of stereo FM multiplex as the greatest step forward in broadcasting since the development of FM itself, and saw the arrival of Multiplex as a major boon to the components hi-fi industry.

Pepe pointed out that the component tuner manufacturers will hit the market in a matter of weeks with multiplex adapters, and that hi-fi dealers throughout the country are already accepting orders for these units.

"Multiplex provides the high-fidelity industry an opportunity to dramatically demonstrate to the public-at-large how the flexibility of components holds obsolescence to a minimum," Pepe said.



Stock up with Duotone needles, the needles with customer acceptance. Nationally advertised and extensively promoted, this well-known brand has widespread recognition for fine quality. Duotone makes genuine diamond, sapphire and osmium tipped styli. Tell your customers to trade up to a Duotone diamond needle... made with a whole diamond tip that's hand set and hand polished. What an easy way to easy profits for you.

Write for Free 1961 Duotone Needle Wall Chart and see DUOTONE Distributor.

Parts Show Booth: 306

**DUOTONE** COMPANY, INC. KEYPORT, N. J.

# NEW DEALER PRODUCTS

## Mike Chrod Counter Display

The Coil Cord Carrousel is the title given to this revolving counter display being introduced by the American Microphone Company, Rockford, Ill. Some 12 cords in four styles are placed within easy impulse reach of the consumer on the Carrousel. Each cord is made of kinkless, flexible material and is a 10-inch coil that stretches over some five feet. More information is available directly from the company headquarters.



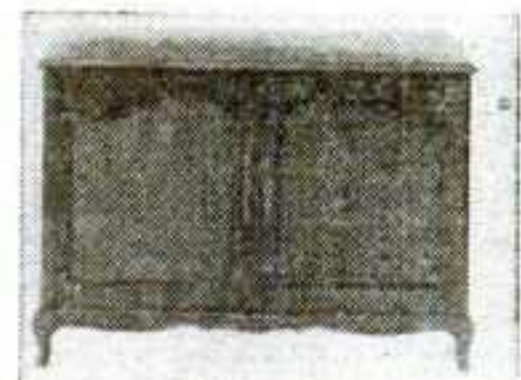
## Phono Equipped With Earphones



Koss, Inc., Milwaukee, has designed a stereo phono specifically for use with its earphones. The set is a four-speed, manual-play outfit that comes with leatherette case. The base is of walnut. The firm claims that the set is perfect for dealer demonstrations, libraries, hospitals, college students and all situations where personalized listening is called for.

## In the French Tradition

Another member of the Stromberg-Carlson line is this console radio-phono in the French Provincial tradition. The set comes in soft cherry finish and has top-mounted controls. The automatic record player in the unit is of jam-proof construction and provides the four usual speeds. Dual loudspeakers for each stereo channel are aimed out the front of the console. There is also an AM-FM radio in the set, which allows



for reception in either of the two broadcasting techniques or AM-FM simulcast stereo reception. Suggested list prices start at \$249.95.

## Three-Speaker Portable Phono



One of the new Waters-Conely Phonola portable phonos, this Model 1761, has a triple-source speaker system with four-speed automatic changer. The unit has two small wing speakers and another located in the main body of the machine. The set also comes equipped with a turnover stereo cartridge.

## ARTIST MUST HIT ROAD, BOB MARCUCCI INSISTS

**HOLLYWOOD**—There's no substitute for talent personally hitting the road in building artists or selling their records. That's the opinion of Bob Marcucci, manager of Fabian and Franke Avalon, and the president of Chancellors Records. Marcucci last week told *BMW* that his management firm, M-D-B Enterprises, is in the process of building new artists, and the hard-hitting, on-the-road method he employed in establishing his two prime properties will be used in launching the newcomers' careers.

Artists' in-person visit to disk jockeys in all cities, not only the cream markets, is essential in keeping the platter spinners aware of the performers' current activities, and their new recordings, Marcucci said. It helps establish a personal friendship between artist and jockey which remains alive through the years. Once an artist has been placed in orbit and the pressure of other obligations cuts into his on-the-road time, the jockeys still remember him with favor, and are more likely to understand that other commitments do not permit personal visits as frequently as in the past. However, the performer who climbed the ladder through hard road duty has his old days' relationships with the jockeys to fall back on; but the artist who gains some prominence without jockey calls, discovers, time is too short later in his career to make radio calls, and remains an unknown to spinners.

### Entanglements

Both Fabian and Avalon, Marcucci said, are now entangled in picture and concert commitments, and aren't able to hit as many spinners as they did in the past. Whenever there's spare time, he said, he still sends them on jockey calls in nearby areas. Fabian currently is under a two-picture-per-year contract at 20th Century-Fox with one outside film, while Avalon is free-lancing his film appearances. Sales lethargy in records, Marcucci insists, is due to both artist and label failing to provide sufficient road promotion.

## Reviews and Ratings of New Records

Continued from page 31

in show business. At a period of hefty comedy disk sales, this also figures to do well.

### COMEDY

**★★★★ HERE'S TO MILT KAMEN**  
Capitol SW 1565 (Stereo & Monaural)—Milt Kamen is a very droll, stand-up comic who has been amusing New York audiences for many years. On his first wax outing he comes through in strong fashion, and his album has a good chance of turning into a steady seller. His best routines are his wonderful stories about the giant tomato, Israeli Airlines, what it's like to buy a suit in Brooks Brothers, and a complex explanation of the plot of "Hamlet." A set that should appeal strongly to comedy fans.

**★★★ MODERATE SALES POTENTIAL**

### SACRED

**★★★★ HOLY, HOLY, HOLY**  
The Southwestern Singers. World WST 8064 (Stereo & Monaural)—Religious music of Brahms, Sateran, spirituals and a variety of other inspirational melodies are performed in a wide, full way by the Southwestern Singers under the direction of R. Paul Green and accompanied by Tommy Brinkley. Can be expected to sell in areas where religious music moves.

**★★★★ SPEAKING AND MAKING MELODY**  
Bill Carle With the Men of Note Quartet. World WST 8088 (Stereo & Monaural)—Baritone Bill Carle sings with the quartet six different songs of salvation. Each is followed by a Bible text, read in convincing fashion by Carle, in a manner to tie in with the message of the singing. Well-conceived production which can sell in the market.

### INTERNATIONAL THREE STARS

**★★★★ SOUVENIRS FROM SWEDEN**  
Various Artists. Epic LF 18010—Here is a varied group of sides by pop Swedish artists, including composer-conductor Hugo Alfvén, canary Ulla-Bella, warbler Anders Borje and Gnesta-Kalle. The results are meodic and listenable. Vocals, of course, are in Swedish. Selections include a luring polka medley, a spirited "His Swedish Polka" and some effective ballads. Should have solid appeal in its specialized market.

### FOLK

**★★★★ SAM HINTON SINGS THE SONGS OF MEN**  
Folkways FA 2400—An interesting addition to the label's catalog of folk music. Hinton, on this disk, sings songs of farmers,

pioneers, railroaders, law-breakers, etc. Has the authentic touch. The cover, in a quiet way, is nevertheless arresting and makes a good display piece.

**★★★★ GUAGUANCO AFRO-CUBANO**  
Coq Roberto Maza. Panart LP 2055—One of the oldest musical expressions of the Afro-Cuban folk lore, the Guaguanco, has a happy, spontaneous rhythm. Roberto Maza (El Vive Bien to his fans) warbles effectively on this authentic sounding package with infectious backing provided by Alberto Zayas and his Folkloric group of singers and musicians. Verveful, primitive-type Afro-Cuban wax.

### SPOKEN WORD

**★★★★ MARK TWAIN**  
Will Geer. Folkways FL 9769—Disk contains several readings including "The Mysterious Stranger," and "Cornpone Opinions," and excerpts of "Huckleberry Finn." Geer reads in entertaining fashion. There are informative notes by Samuel Charters. A good one for the permanent spoken word library.

**★★★★ ANCIENT GREEK POETRY**  
John F. C. Richards. Folkways FL 9984—John C. Richards, who has a long and learned background and is currently associate professor of Latin and Greek at Columbia University, offers an erudite performance of selections from such famous names out of the past as Aeschylus, Sophocles, Euripides and Plato. The selections are varied and cover various Greek theatrical vehicles and rhythms and moods of poetry. Really a limited market for this but the LP has possibilities for classroom use or special language study groups.

### LOW PRICED CHILDREN'S

**★★★★ WIZARD OF OZ**  
The Hanky Pank Players. Play Hour CR 37—Here's the well-known story of Dorothy from Kansas and her adventures in Oz, as narrated by Jerry Roberts. Three songs from the original movie, "The Wizard of Oz," are used along with four new ones composed by Sid Frank and Judy Stein. Ork and chorus are used along with the featured players. Nicely put together show which kiddies will like.

### LATIN AMERICAN

**★★★★ CHARANGAS**  
Orquesta America. Panart LP 2057—Another of the many new Latin albums featuring the newest dance craze, the charanga. The ork here consists of piano, drums, scratchers and violins with vocals by an unnamed member of the ork. Cover shows a couple of Latin femme dancers in brief costuming. There are a dozen selections. For stores with mainly Latin traffic.

'It's a Good Feeling To Be Needed'



Cartoon by Burriss Jenkins

when answering ads . . .

Say You Saw It in Billboard Music Week

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**HAPPY ENDING**  
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• **Best Selling Sheet Music in U. S.**

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

| This Week                                    | Weeks on Chart |       |
|--|----------------|-------|
|  | Last Week      | Chart |
| 1. EXODUS (Chappell)                         | 1              | 24    |
| 2. CALCUTTA (Pincus-Symphony House)          | 2              | 19    |
| 3. SECOND TIME AROUND (Miller)               | 6              | 10    |
| 4. HEY, LOOK ME OVER (Morris)                | 5              | 15    |
| 5. ASIA MINOR (Barbro)                       | 3              | 7     |
| 6. GREEN LEAVES OF SUMMER (Feist)            | 13             | 20    |
| 7. APACHE (Regent)                           | 4              | 9     |
| 8. ON THE REBOUND (Cigma)                    | 8              | 4     |
| 9. PORTRAIT OF MY LOVE (Piccadilly)          | 14             | 2     |
| 10. RUNAWAY (Vickie)                         | —              | 1     |
| 11. WHEELS (Dundee)                          | 9              | 12    |
| 12. CLIMB EVERY MOUNTAIN (Williamson)        | —              | 53    |
| 13. MISTY (Octave)                           | —              | 10    |
| 14. ANGEL ON MY SHOULDER (Sherman-De Vorzon) | 11             | 9     |
| 15. JUST FOR OLD TIME'S SAKE (Aldon)         | 15             | 1     |

**FOLK TALENT & TUNES**

• Continued from page 5

tery will open the show with the words, "The following program is brought to you in living color!" It's Tex Ritter's turn to captain the proceedings on that date, with guests comprising Rex Allen, Snooky Lanson, Carl Smith and Jimmy Wakely. June Valli will be the gal singer. Martha Carson and Jimmy Driftwood guested on Friday's (5) "Five-Star Jubilee," hosted by Rex Allen.

Leroy and Sue Van Dyke have named their first-born Ray Leroy. Youngster made his debut in Springfield, Mo., April 21, and is getting his mail at 2144 S. Florence Avenue there. . . Grandpa Jones does the five-string work on the Louvin Brothers' new release, "Ain't Gonna Work Tomorrow." . . Crossroad TV's Si Siman won a recent fishing derby at one of the many Ozark lakes near Springfield, Mo., reeling in a large-mouth bass weighing in excess of five pounds. . . The Blackwood Brothers Quartet, gospel singers, are routed thru May as follows: Pine Bluff, Ark., May 8; Festus, Mo., 9; Jackson, Miss., 10; Florence, Ala., 11; Memphis, Tenn., 12; Greenville, S. C., 13; Lima, Ohio, 15; Whitehouse, Ohio, 16; Hamilton, Ohio, 18; Detroit, Mich., 19-21; Fostoria, Ohio, 22; Berne, Ind., 23; Blissfield, Mich., 24; Maysville, Ky., 25; Asheville, N. C., 26, and Knoxville, Tenn., 27.

The Marty Robbins show is reported to have pulled well-filled houses in two performances at Municipal Auditorium, Shreveport, La., April 23. Showing there was promoted by the Gordon McLendon station, KEEL, with production handled by Marie Gifford and Richard Wilcox. Vern Steerman and Rusty Reynolds split the emcee chores. On the bill with Marty were Margie Singleton, Jerry Kennedy, Mitchell Torok and Claude Gray, all on the Mercury label; Scotty McKay, on Ace; the Roller Coasters, on Fire Records, and Margaret Lewis, on the Ram label. . . Hal Smith, of Curtis Artists Productions. Goodlettsville, Tenn., announces the signing of Buck Owens (Capitol) to an exclusive booking contract.

Kathy Dee, of WWVA's "World's Original Jamboree," Wheeling, W. Va., has signed a recording and management pact with B-W Music, Inc., Wooster, O. Her initial release on the label couples "Trail of Tears" and "The Ways of a Heart." Miss Dee is currently working personal in the Ohio-Pennsylvania-New York sector. . . Pete Stamper, during his recent visit to Nashville to plug his new Dot release with the trick title of "Cheva-Kiser-Olds-Mo-Laca-Stude-Uar-Lingo-Baker," appeared as guest on Eddy Hill's radio and TV segs, Dave Overton's "Five o'Clock Hop" and WSM's "Mr. Dee Jay U.S.A." and "Grand Ole Opry."

**West Coast Trade Sees Shot in Arm**

• Continued from page 166

have his engineers build their own sub-carrier generators so that his station will be this market's first with multiplex stereocasts.

KCBH is shooting for an October 1 multiplex target date. The station says it now has some 500 stereo disks and tapes in its library, used in two-station stereocasts, but wants the additional time to convert as much of its library as possible to two-channel recorded material.

KMLA, which has been multiplexing, using the other portion of its channel for background music purposes, is continuing engineering tests to determine whether background music broadcasting can be compatible with stereocasting. The FCC has approved splitting the FM channel into three portions, one serving as a background music carrier, with the other two handling stereo broadcasts for the public.)

KRMH General Manager Benson Curtis said additional FCC clarification in some areas of multiplex broadcasting is required before his station will take the step. The Commission, he said, must first specify its requirements in monitoring the multiplexed signals before operations can begin.

KFAV's Cal Smith, as an AM-FM broadcaster, found that multiplex held numerous imponderables which do not face the FM-only operators. Smith, along with most of the AM-FM broadcasters, said he will reach a decision as to what he will do with multiplex after the forthcoming National Association of Broadcasters Convention this month in Washington.

All FM broadcasters contacted

were unanimous in the opinion that multiplex will give FM its first real shot in the arm since it came into being. For the first time in its history it will enjoy the full spotlight of public attention as a result of anticipated receiver manufacturer ads. In becoming the sole carrier of stereocasts, it will be able to grab listener attention with something more tangible than superior sound quality. For once, FM will offer the listener something not available on AM.

Multiplex stations will afford record companies a primary showcase for exposing their stereodisks. According to Capitol Records exec Jay Swint, the FCC's multiplex approval has not resulted in a broadcasters' rush for stereodisks, but Swint anticipates that before long that demands for stereo versions of LP's will start pouring in. All stations contacted in the BMW spot survey agree that their monaural-heavy libraries will have to be replaced with stereo disks and tapes to meet the new two-channel programming requirements. Record industry observers predict that multiplex will add new impetus to stereodisk sales. Without the benefit of meaningful broadcast exposure, the stereodisk today claims well over a fourth of the entire LP sales stereocasts are given little credit in stimulating stereodisk sales. The record dealer's listening booth has been the sole point of exposure.

Advent of multiplex will allow radio to do for stereodisks what it has done all along for monaural recordings. Thus, according to these indications, a much stronger tide of stereodisk sales can be expected, once multiplex becomes widespread.

**Spanish Newsnotes**

• Continued from page 24

in Barcelona. Prizes are as important as in Benidorm.

**Disk Shorts**

Sasha Distel brought his new "Chapeau" to Spain. Pasapoga and Philips did associated campaigning to promote both his personal appearance and his records. . . Dean Martin-Sammy Davis releases of "Kick in the Head" already out. . . Coming up, "Y" by Mario de Jesus, Dominican composer who works for Southern Music in Mexico, Lucho Gatica, Juan Mendoza, the Delfines and Javier Solis sing the tune. . . Elvis Presley is doing all right for RCA in Spain. . . He can do what Paul Anka did here for Hispavox. . . Alfonso de la Morena, young psychiatrist, who also sings well, went on the Dinah Shore and Ed Sullivan shows, now is recording an LP for Montilla to be soon released in the States. . . Bill Coleman's hits launched by Polydor. . . Los Machucambos, big hit in Europe with "Ay Pepito" by Carmen Taylor selling good for Decca. Group includes Julia Cortes from Costa Rica, Rafael Cayoso from Spain and Romano Zanotti Italian-Argentinian. . . They will have "Blue Moon" by the Marcells here as soon as possible. . . "Nuestro Concerto," Italian hit by Humberto Bindi recorded in Mexico for Gamma by Monna Bell and the Cuban arranger Bebo Valdes. . . Hispavox is already placing orders in Spain.

**German Newsnotes**

• Continued from page 24

award for his picture, "Freddy, Die Gitarre Und Das Meer." Ex-GI Gus Backus sold 500,000 records of his latest top hit, "Da Sprach Der Alte Hauptling Der Indianer," which was flip side of his version of "Wooden Heart." Lonny Kellner has just recorded "Angel on My Shoulder" with a German lyric entitled "Ich Muss Immer An Dich Denken" ("I Always Think of You") for Telefunken. . . Caterina Valente seems to have a new top hit with German version of the Goodwin composition, "L'Amour Et La Mer" entitled "Ein Seemanns Herz". Flip side is German version of "Crazy Little Horn." German lyrics of both sides written by Hans Bradke.

**British Newsnotes**

• Continued from page 26

"Bright and Shiny," and Tony Bennett, "Sings a String of Harold Arlen."

**New Singles**

The Ted Heath ork (Decca) has the first instrumental version of the Eurovision Song Contest winner, "Nous les Amoureux," called "The Luxemburg Tune." . . On the London label were the Fleetwoods, "Tragedy"; the Ventures, "Lullaby of the Leaves" (both from Dolton); Roy Orbison, "Runnin' Scared" (Monument); La Vern Baker, "Saved" (Atlantic). . . In the EMI releases were B. Bumble, "Bumble Boogie" (from Rendezvous), and Jerry Butler, "Find a New Girl" (from Vee Jay), both issued on Top Rank.



(Courtesy Nat'l Cartoonists Society)

**TALENT TOPICS**

• Continued from page 5

vocalists; Stagg McMann, harmonica-humorist; Adam Keefe, impressionist; Ray Sneed, jazz and folk dancer; and King & Mary, comedy duo. . . The Weavers provide an evening of songs from Scotland, Israel, Spain, Chile and South Africa as well as the "domestic product" in their forthcoming concert at Orchestra Hall May 19. . . Pianist Cy Coleman, who scored the music for the hit musical "Wildcat," brings his quartet to the London House Tuesday (9) for three weeks. He next returns to New York to work on a new musical "The King From Ashtabula" with book by Gore Vidal. Nick Biro.

**Low-Cost Player**

• Continued from page 1

According to the reports, one version of the complete unit would carry a retail tag of \$19.95. Another cheaper version would be available in do-it-yourself, kit form. Reached for comment during a brief visit here from Indianapolis, RCA instrument division marketing vice-president, Raymond Saxon, stated "I cannot confirm that now." Asked about the possible introduction of such a unit at the May Parts Show in Chicago later this month, Saxon replied, "If it's a domestic or home entertainment product, we would not bring it out at the Parts Show. If we had such a unit in mind, it would probably be announced at the July Music Merchants show in Chicago." It was known that Saxon was in huddles during his visit to New York with officials of the RCA Victor Record Division. This led to conjecture that a low-cost player unit might be kicked off on a deal incorporating a bonus to the buyer of a stock of 33 single disks. Commenting on this Saxon said, "If we were going to do this at all,

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then the idea of tying in a 33 single record deal with the unit would be a good one."

## 600 at Biggest UJA Victory Dinner; Trade Raises \$45,250 in Drive

**NEW YORK**—The 1961 Victory Dinner of the United Jewish Appeal's Coin Machine Division—held at the grand ballroom of the Plaza Hotel Wednesday (3) was the most.

It had the largest turnout in the 18-year history of the dinners, nearly 600. The industry raised more money than in any other previous year, \$45,250. And more city and State officials paid their respects to the guest of honor than ever before.

Man of the evening was Irving Holzman, the guest of honor and president of the United East Coast Corporation. Main speaker was Joseph F. Carlino, speaker of the new State Assembly and long-time friend of the guest of honor.

### Carlino Talk

Carlino expressed his admiration for Holzman, for the industry that he represents, and to the goals of the United Jewish Appeal.

Meyer Parkoff, 1961 chairman, pointed out that when the industry held its first UJA drive 18 years ago, 100 persons attended the victory dinner, and some \$5,000 was raised.

This year, nearly 600 attended. The quota for the regular fund was \$30,000. This quota was topped by \$11,000. An additional \$3,250 was raised for a special fund, to help make an Israeli agricultural settlement self-sufficient.

### Three Plaques

Holzman received three plaques during the course of the festivities.



IRVING HOLZMAN

The first came from the Music Operators of New York, with Al Denver, MONY president, making the presentation. The second came from the New York State Public Relations Committee, with Al (Senator) Bodkin doing the honors. The third, presented by Meyer Parkoff, was from the United Jewish Appeal.

The formal part of the evening got underway with Arlene Holzman, daughter of the guest of honor, presenting a bouquet of roses to Mrs. Ruth Holzman.

Invocation was delivered by Rabbi Alvan D. Rubin, Temple Sinai, Roslyn, L. I., of which the

Holzman's are members. In a speech later on in the evening, Rabbi Rubin paid tribute to the guest of honor.

### Monsignor Kelley

An old friend of the local trade—Monsignor John P. Kelley, director of the Catholic USO here—spoke warmly of the guest of honor and commended the industry for its work on behalf of Catholic charities. Monsignor Kelley praised the work of the UJA and the contributions made to it by the Coin Machine Division.

New York City Comptroller Lawrence A. Gerosa heads a list of dignitaries including Nassau County Assistant District Attorney William Cahn; State Assemblyman Guy Mangano; Philip Hodges, New York State Public Service Commission; Judge Milton Solomon; State Senator Frank Composto; State Assemblyman Joseph Corso; State Assemblyman Lentov, and Assistant Chief Police Inspector William Timmins.

From United Manufacturing Company's factory in Chicago came Herb Ottinger and Billy De Selm, vice-presidents.

### Workers Cited

Meyer Parkoff, dinner chairman, cited the following committee members for their work in the 1961 drive: Carl Pavesi, Eli Kasper, Harry Siskind, Al (Senator) Bodkin, Joe Albino, Aaron Sternfeld, Ronald Billings, Max Weiss, Lou Wolberg, Max Bloom, Mike Munves, Al Simon, Joe Orleck,

(Continued on page 178)

## 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.

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**TRAVELIN' MAN  
AND  
HELLO, MARY LOU**

**RICKY NELSON**  
Imperial  
5741

**(DANCE THE) MESS AROUND  
AND  
GOOD, GOOD LOVIN'**

**CHUBBY CHECKER**  
Parkway  
822

**THAT OLD BLACK MAGIC  
AND  
DON'T BE AFRAID (To Fall in Love)**

**BOBBY RYDELL**  
Cameo  
190

**BUZZ BUZZ A-DIDDLE-IT  
AND  
OPPORTUNITY**

**FREDDY CANNON**  
Swan  
4071

**EIN SCHIFF WIRD KOMMEN  
(A Ship Will Come)  
AND  
MANCHMAL TRAUM ICH  
VOM KORNFELD  
(Sometimes I Dream About  
the Cornfield)**

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5478

# Mfrs. Shuffle More Distributors

By NICK BIRO

**CHICAGO**—The nationwide shuffling of distributors continued last week, with Seeburg picking up Badger Sales Company, Inc., headed by William R. Happel, veteran coin machine outlet in Los Angeles.

Badger formerly handled the AMI line. The Southern California territory is being taken over for AMI, Rowe and other Automatic Canteen Company of America products by R. F. Jones, Inc., Canteen's most recently acquired distributor, headquartering in San Francisco.

Jones, who formerly had only a small background music outlet in Los Angeles, is opening large full-size quarters there, and will distribute the full Canteen line (see separate story).

### Not Background

Badger Sales will handle Seeburg's line of juke box and vending equipment. Seeburg's background music equipment will continue to be handled by a separate factory-owned office.

The Seeburg Distributing Company, factory-owned juke box and vending outlet headed by John Ruggiero, is being discontinued.

Plans of individual personnel have not as yet been announced.

In picking up Happel, Seeburg is acquiring a distributor whose coin machine background dates back to 1932, when coincidentally, he started as a Seeburg distributor in Wisconsin handling the old Selectophone.

### L. A. Vet

He subsequently handled the Rock-Ola line, later switching to AMI. Happel has been established in Los Angeles since 1940.

He is retaining his full sales and service staff and is planning to add additional personnel in the near future. Happel's territory for Seeburg will cover Southern California, same as that formerly handled by the Seeburg Distributing Company.

The Badger sales force is headed by Marshall Ames, sales manager and the following salesmen, Robert Smith, Peter Ley, and William Schroeder.

### Latest Move

Jack Leonard is parts manager and Rocky Hesselrod handles service.

The Happel and Jones moves in Los Angeles are the latest in a chain of distributor changes that started, more or less, with the acquisition of Trimont Automatic Sales Company, Boston, by Automatic Canteen last February.

A week later, Canteen bought Atlas Music Company, old line Chicago distributor for Seeburg, headed by Eddie Ginsburg. Seeburg in turn appointed World Wide Distributing Company, headed by Joel Stern, its new outlet. World Wide had been the Rock-Ola distributor.

### West Coast

Rock-Ola named Donan Distributing Company and Empire

Distributing Company to handle World Wide's former territory.

Early in March, Canteen bought R. F. Jones Company, giant West Coast outlet for Seeburg, with offices in San Francisco, Los Angeles and Honolulu; and a Jones subsidiary, Thompson Distributing Company with offices in Salt Lake City and Denver, also Seeburg outlets.

Jones and Thompson immediately began distributing the AMI line. Walter Huber, who had been AMI's distributor in San Francisco, joined the Jones organization. Pete Geritz, AMI distributor in Denver, continued as a one-stop and games distributor, but without the AMI line.

### Factory-Owned

Seeburg then picked up the Jones background music outlets in San Francisco and Los Angeles and subsequently set up factory-owned background music sales offices in San Francisco, Hollywood, Chicago and New York.

Seeburg also replaced Jones and Thompson with P. D. Struve in Salt Lake City; Advance Automatic Sales, headed by Lou Wolcher, in San Francisco; and Doyle Wycaver, Midwest Distributing Company, in Denver.

About the same time, Dean McMurdie, West Coast district manager for Seeburg, and Jack LaRue, Seeburg field engineer, joined the Jones organization.

### Next Move

If substantial straws in the wind mean anything, more distributor changes are in the offing.

### Big Question

Beyond all the distributor moves, however, the big question in the coin machine industry centers around Canteen—basically how far is it going to go in distributing

(Continued on page 187)

ASSORTED PICTURES of TOP RECORDING ARTISTS

RECORD ARTISTS

EXHIBIT VENDER

## Exhibit Unveils New-Type Unit To Vend Cards

CHICAGO—Exhibit Supply Company is introducing a new mechanical card vender utilizing a vacuum pickup, first of its kind to be shown.

(Continued on page 187)



"FACES ARE WORTH 1,000 WORDS" might be a good Japanese proverb as it well describes the acceptance of coin machine equipment in Tokyo. The crowd is watching a teen-age sharpshooter triggering a ray gun. Morris Gisser, president of Cleveland Coin Machine Exchange and the supplier of the games in this arcade, said that the looks on these young boys' faces tell better than any words the value of the Japanese market. With the St. Lawrence Seaway now open to traffic, Cleveland Coin will ship direct to the foreign port on Japanese ocean-going vessels.

## Shippers Expect Boom In Exports Via Seaway

CLEVELAND — A heavy, snorting horn echoed hard against the tall buildings of downtown Cleveland last week for the first time in a year. It was a puff from the Emstein, the first ocean-going vessel to bow into the port of Cleveland, opening the third St. Lawrence shipping season here.

The German freighter's arrival and formal civic welcoming signaled the start of export activities for three and possibly a fourth Cleveland coin machine distributor.

The season is off to a fast start with the harbor bristling with masts bearing flags of France, Germany, Norway, Sweden and other countries.

Morris Gisser, president of Cleveland Coin Machine Exchange, reported 30 music and game machines ticketed for Antwerp, Belgium, on the Makesjella; 25 pieces earmarked for Germany on the Wolfgangruss, and about 30 more units labeled for England on the Manchester Pioneer, among other shipments for the first week of the season.

"We expect to ship about 100 coin-operated amusement machines each week during the coming season," said Gisser.

Lake City Amusement Company delivered 20 coin machines bound for England and 18 units bound for Australia to the Cleveland docks.

"We channel more than 70 per cent of our total annual exports into the eight-month seaway season," said Joseph Abraham, head of Lake City Amusement Company.

Shaffer Music Company, another exporter, shipped about 500 pieces through the port of Cleveland last year. The Columbus, Ohio-headquartered firm uses its Cleveland Shaffer Music branch to help handle Seaway exports.

Sources predict a 50 per cent hike in export activity for 1961. A similar increase was recorded last year.

Cleveland Coin Machine Exchange Company, which shipped more than 2,000 music and game machines in 1960, should top 3,000 units from now until November, it is estimated. This does not include the firm's exporting activity through other ports and by airlines.

Lake City Amusement, based on earlier predictions, will ship nearly 2,400 coin machines through the Seaway locks.

About 10 per cent of these total export units will consist of new machines, according to sources.

This optimism is based upon improvement of the Welland Canal (one of the Seaway locks) which last year bottled up foreign freighters for days; three additional docking berths here and settlement of a longshoremen's strike which tied up shipping for three weeks last year.

Another distributor, Monröw Coin Machine Exchange Company, may get its feet wet in the Seaway export field this year. The 15-year-old firm, which recently announced it will devote its full interests in the distributing

## German Coin Mfrs. Take Fresh Export Slant: to Stress Product 'Craftsmanship'

By OMER ANDERSON

HAMBURG — West German coin machine producers are opening a drive to promote German craftsmanship in their export trade.

Germany's coin machine manufacturers seek to capture some of the status symbol glamor for their products that attach to such German snob-appeal exports as cameras, porcelain, and Mercedes Benz automobiles.

This philosophy signals a radical reorientation of German coin machine export promotion. Heretofore, the Germans have tried to compete with the U. S. producer in "chrome, bigness and ballyhoo," as another German manufacturer sourly sounded off.

### Quality Production

Industry pundits are pondering slogans for the "quality" drive such as "lifetime investment," "a precision product made in Germany" and "a German coin machine is like a diamond—forever." If this sloganeering is not exactly brilliant, it nonetheless illustrates the thinking behind the German industry's drive for quality production.

Producers like N.S.M., Bingen; Wiegandt, Berlin, and Bergmann, Hamburg, are revising production schedules and revamping techniques to stress the handcrafted

quality of German coin machine manufacture.

The importance of the Seaway to Cleveland distributors is in lower shipping costs. Direct delivery to foreign ports saved Cleveland Coin, Lake City Amusement and Shaffer Music nearly \$50,000 in freight costs in 1960.

wherever coin machines are operated.

Their sales approach will hammer at the intrinsic quality of German production—"something you can't measure by size, by glitter or by noise," according to one producer.

Shrewdly, the Germans have latched onto a critical aspect of current juke box and coin game operation: maintenance and obsolescence are causing ever-mounting concern

### NYSCMA'S PRES. IS SUBJECT OF PRESS FEATURE

NEW YORK—Mrs. Millie McCarthy, Hurleyville, N. Y., operator and president of the New York State Coin Machine Association, was the subject of a feature article sent to hundreds of American newspapers by Associated Press.

The story told how Mrs. McCarthy stood up to union racketeers who attempted to shake her down. It related how Mrs. McCarthy discovered that the "union" had no charter and that the payments were, in effect, meant to line the pockets of the late Sam Getlan.

The AP feature paid tribute to Mrs. McCarthy for her testimony before the McClellan Committee, and quoted her as saying, "As for me, when I get angry about something I haven't the brains to be frightened."

German sales promotion is being geared to graphic demonstration to the effect that the initial cost of a piece of equipment is relatively unimportant in relation to the maintenance, servicing and obsolescence factors.

This reorientation of German export sales promotion means:

1. The Germans will stop worrying about competing with U. S. producers in styling, in size and in gimmickry.
2. They will specialize on quality and prestige production.
3. They will concentrate on "individualized" production and service.

### National Tastes

The Germans will design special cabinets and speaker arrangements to suit the individual foreign customer, and they will adapt color and styling to varying national tastes.

In general, German coin machines manufactured for export will stress extreme durability and reliability. Bigger juke boxes will strive for the status appeal which has made German electronics products such as Grundig and Telefunken radios and tape recorders best-selling German exports in the U. S.

A German coin machine manufacturer summarized, "Most of us feel that we can draw profitably on the experience of the German auto industry, which competes quite effectively with U. S. auto maker throughout the world, not by matching Detroit in chrome or horsepower, but by doing what comes naturally for us Germans—craftsmanship."

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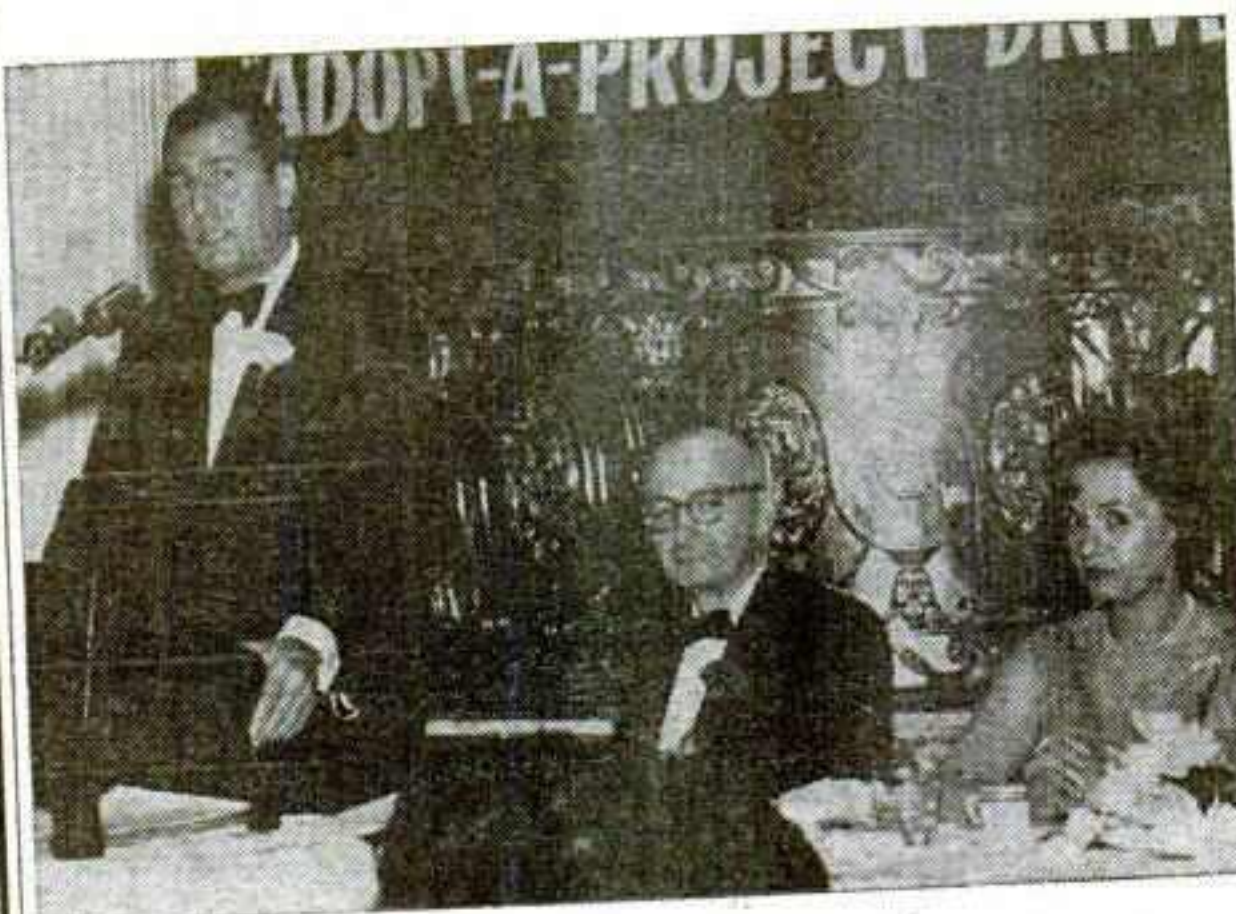
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IRVING HOLZMAN, left, guest of honor for the 1961 Coin Machine Division drive of the United Jewish Appeal of New York, is presented a plaque on behalf of UJA by Chairman Meyer Parkoff.



JOSEPH CARLINO, speaker of the New York State Assembly, sits beside Mr. and Mrs. Holzman at the Coin Machine Division dinner in honor of the head of the United East Coast Corporation.



THE NEW YORK REPUBLICAN LEADER of the Legislature pays tribute to Irving Holzman, as Mr. and Mrs. Meyer Parkoff listen from the dais.

**R. F. Jones Opens Office In L. A.; Wilkes Joins Co.**

LOS ANGELES — R. F. Jones Company is expanding its activities and installing an office here, with Ed Wilkes, veteran coinman, the latest to join the staff.

The building leased by the Jones Company is at the corner of Figueroa and West Pico. Work was to have started last week on remodeling of the former automobile agency to get it ready for the juke box company.

Wilkes' move to the Jones Company came as a surprise, as he had been general manager of Paul A. Laymon, Inc., here for nearly 17 years. Prior to joining Laymon, he was an operator.

The moving of the Jones Company into this area has caused a lot of speculation and cast a spell of silence over the "street." The Jones Company of San Francisco was purchased by Automatic Canteen Company late in March. At

the time, Dean McMurdie, who had been with Jones and at the time was with Seeburg, joined the staff, followed quickly by Jack Larue, Seeburg's sales engineer in the West for some 15 years.

With the Jones affiliation with Canteen, the company is expected to distribute AMI phonographs in this area. William Happel, of Badger Sales Company, AMI distributor for a number of years, would not comment upon the matter.

Jones was formerly Seeburg distributor in the San Francisco area. Up until six weeks ago, the company handled background music here, with Seeburg operating its own factory branch. The background music activity is now being handled by a factory Seeburg branch.

In Chicago, both the Canteen Company and AMI refused to comment upon the West Coast situation.

**Three Leading N. Y. State Groups Slate Joint Meets**

KINGSTON, N. Y. — Three of New York State's leading coin machine trade associations will hold joint meetings September 29 through October 1 at the Laurels Country Club, Monticello, N. Y.

The groups are the New York State Coin Machine Association, a State-wide organization; the New York State Operators Guild, composed of Hudson Valley operators, and the Music Operators of New York, the New York City group.

MONEY had originally picked the date and site. Last week, at the regular meeting of the NYSOG, the Hudson Valley operators voted to hold their annual outing with the metropolitan group.

**State Meeting**

At the same time, Mrs. Millie McCarthy and Tom Greco of the State association, who were present at the meeting, decided to call the annual State meeting while the outing is in progress.

Meeting at the Governor Clinton Hotel here, local operators were shown the 100-record Rock-Ola wall box, Model 1484, by Frank Greco, the local distributor.

Guests at the meeting included Dr. Gorman of the Kingston Cancer Society, who thanked the operators for their efforts to raise money for cancer research; Bob Papineau, Rock-Ola factory representative,

and Al Schist, Good One-Stop, New York.

Jack Wilson, president, conducted the meeting, which was attended by Lou Werner, NYSOG counsel.

Operators attending were Tom Greco, Frank Greco, Murray Cohen, Joe Reich, Dick Wenzel, Mac Douglas, Les Smith, Mike Mulqueen, Mrs. Millie McCarthy, Pat Le Bous, Mrs. Gertrude Browne, John Nuccitelli, Mrs. Ann Koenig, Jack Roehm and Steve Nekos.

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Bally Jet Shuffle Bowler, 8 1/2' ..... 50  
Keeney True Score Bowler, 14' .... 95

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**600 at Biggest UJA Victory Dinner**

• Continued from page 176

Barney Sugarman, Lou Boorstein, Murray Kaye, Nash Gordon and Tom Greco.

The following manufacturers donated new equipment, the proceeds from the sale of which were donated to UJA: United, Keeney, Chicago Coin, Williams, Seeburg, Bally and Gottlieb.

Al (Senator) Bodkin reached new heights of oratory in a short talk about the guest of honor.

Jackie Miles emceed the floor

show, which was backed by the Billy Shuback orchestra.

The show was highlighted by Leslie Uggams, Columbia artist, who scored heavily with the crowd. Other artists were Eddie De Mar, Columbia, and Adam Wade, Coed.

Sam Sacks, Arliss level, also performed, despite strong protests from the assemblage.

At the conclusion of the entertainment, the Holzmans held a reception at the State Suite.



# EUROPEAN NEWS BRIEFS

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## GEMA Drives for Phono Fees

FRANKFURT—GEMA, West Germany ASCAP organization, is campaigning against so-called "outlaw" juke boxes in this country—juke boxes which pay no GEMA fees on the music they play. GEMA fee collections are handled in the main through coin machine operator associations, each operator paying a per-box fee. However, many independent operators or location-owned boxes duck GEMA's collection plate. It is estimated that West Germany has around 5,000 juke box operators, of which only 3,000 belong to associations affiliated with the Central Organization of German Coin Machine Operators. Although these 3,000 operate the largest number of West Germany's 60,000 juke boxes, the independents and locations control an estimated 15,000 machines. How many of these 15,000 boxes are "outlaws" is open to guessing, and the expert guess is around 9,000. GEMA's fee is 78 marks (\$19.50) per box per year. This means that the music royalty groups is losing substantial revenue at the same time it is striving to hike the per-box ante on the grounds of dire economic necessity. Germany's juke box operators are disposed to make common cause with GEMA on the "outlaw" box issue with the understanding that, in return for such co-operation, GEMA will backtrack from what the operators consider the organization's present excessive demands. In the face of saucer and even declining juke box receipts, GEMA has insisted on jacking up royalty payments. Some operators characterize GEMA's demands as exorbitant, and all feel that GEMA, before trying to hike the present fee schedule, should concentrate on bringing to heel the juke box "outlaws."

## Paris Fair to Show Coin Units

PARIS—Coin machines will receive greater emphasis at the Paris spring fair this year than ever before. Major European manufacturers and distributors have reserved space in Hall 97 at the fair grounds in the Porte de Versailles. The fair will be held from May 18 to 29. Attention being accorded coin machines at this year's Paris fair reflects the upsurge of the industry in both popularity and economic importance. "Le Flipper"—the pinball—has become a European household word, while "Le Music Box" no longer refers to the lady's boudoir model but to a juke box. West Germany's list of exhibitors is headed by Automatic Canteen's German subsidiary, Canteen Automatenbau, of Neu Isenburg. The two big French firms, Marchant and Socodimex, head French exhibitors.

## Stereo Blooms for Italian Ops

ROME—Italian juke box operators are joyously preparing for what the trade unanimously predicts will be Italy's "stereo season." Stereo records, in short supply hitherto, will be relatively plentiful this season. In fact, juke box operation is a year-round business in Italy, but the trade tends to pace itself according to the tourist schedules. When the refurbishing and refurbishing begins in the hotels, restaurants and rubbernecking hot spots, Italian coin machine operators by reflex begin to reshuffle their equipment. Industry sources estimate that a full 75 per cent of all juke boxes operating in Italy, or at least the "tourist Italy," are stereo boxes or claim to be. This latter qualification is important. For more than ever, stereo is a magic word here. And it's telling no trade secrets to say that some operators take colossal liberties in advertising their equipment as "stereo." But as one Roman operator cheerfully observed, "Stereo or monaural, it's all sound, and who can really appreciate the difference in a crowded bar? If people are that finicky, let 'em go to the opera."

## Tito Wants More Phonographs

BELGRADE—Yugoslavia is negotiating for the removal of trade agreement under which it has been importing American juke boxes made in Italy. The Yugoslavs received over 100 Wurlitzer boxes under the agreement which expired late last winter. Marshal Tito's coin machine experts state that efforts will be made to increase the 1961 importation of U. S. machines. A Tito expert said, "Coin machines are gaining constantly in popularity in our country. They match the tempo of the times. It was four years ago that we received our first American juke boxes, and since then the market for juke boxes in Yugoslavia has expanded greatly." The Yugoslavs have been importing Wurlitzers assembled by Notomat at Leghorn and shipped via Trieste. Shipments have been handled by Dr. Sergio Abrami's talia-Importex of Trieste, which has what amounts to a monopoly on the Yugoslav coin machine imports. This is due to Dr. Abrami's patient missionary work with the Yugoslavs, whom he has been wooing as coin machine customers for the last five years. Marshal Tito is renowned as Yugoslavia's No. 1 juke box fan. He has several juke boxes at his island retreat of Rioni, in the Adriatic off the Dalmatian coast. The marshal likes to surprise foreign guests by playing their favorite music.

## Hungarian Trade Capitalistic?

VIENNA—Coin machines are being traded in Budapest coffee houses, the Hungarian economic journal Figyelo complains. Figyelo reported that juke boxes ("of dubious origin," sniffed the journal), coin games and "many vending machines" were changing hands on a kind of capitalistic commodity exchange that has sprung up in other well-conducted Budapest coffee houses. Trading in coin machines is done for the most part by the managers of State-operated hotels, night clubs and bars. There is no provision in a proper Communist society for a coin machine operator to acquire and dispose of equipment without going through labyrinthine official channels.



**JUKE BOX OPERATOR (MOA) CONVENTION NUMBER**  
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**BBB Exec Addresses Mo. Ops**

By JOHN HICKS

ST. LOUIS—Formation of the Missouri State Bulk Vendors Association was praised by Ray A. Dearing, director of business relations for the Better Business Bureau of St. Louis, at a meeting of the association.

Dearing, who was invited to discuss the services and advantages of BBB membership, addressed the newly formed group at its meeting at the home of vendor-distributor Jason Koritz of Marjay Vending Company.

The bulk vending industry, Dearing said, is unique in that there are not too many criteria on which the Better Business Bureau can draw. The industry does not generate complaints on a grand scale, but the Bureau does have inquiries about operators, he continued.

"For example, a drugstore or service station operator who is contacted for locating machines in his establishment will contact the Better Business Bureau regarding the bulk vendor," Dearing said. "One great problem we have that crops

up from time to time is the "get rich quick" vending machine schemes. However, on the consumer level, we have very few complaints about the bulk industry."

**PR Services**

The Bureau official stated that the BBB is not a lobbyist organization, but it will appear in behalf of legislation in the public interest. The BBB has the weight of impartiality and the weight of business interest, he said. Bulk vending operators and other trade association members who cannot hire a public relations firm, can use the services provided by the Bureau, Dearing said.

"We can do the job which you yourselves cannot do," he asserted. "However, honesty and integrity in business cannot be purchased. One thing the Better Business Bureau would do in the development of a trade association such as this would be to have representatives of the new group consult with our officials as to what would constitute a code of ethics."

"What the Better Business Bureau can do for bulk vending operators is hard to translate into dollars and cents. I would say that without the interest and support of business, there would be no BBB. If there were no Bureau, then consumers could not believe anything they read in newspapers or anything salesmen said."

**Services Available**

"Whether you elect to join the Better Business Bureau or not, most of the services still would be available. We would answer questions and queries about individual operators and your trade association."

Dearing stated that if the State bulk vendors group accepted membership in the Bureau, it would automatically mean membership of the individual operators and companies. In the case of a trade association such as the Missouri vendors, he said, dues would be \$25 a year per firm initially through the association. He said the regular dues for firm or individual membership calls for a minimum of \$54 a year—this is without group affiliation.

The fees entitle each member to the Better Business Bureau publications, some of which are con-Bureau services consultation on matters of advertising, providing avenues to check on practices of others and giving an impartial voice on problems of unethical practices. He also said the dues are tax deductible as a necessary business expense.

**Self Legislation**

The BBB, Dearing asserted, does not coerce anyone to join. In the case of an unethical bulk vendor, he said it would be up to the industry to do its own self legislation. The banding together of operators in Missouri, the Bureau official said, "is encouraging to us, especially since you are all competitors. There is a realization

among the operators that there are common problems and they can best be solved by getting together.

He added that in order to upgrade an industry and forming an association like the bulk vendors in conjunction with the Better Business Bureau, the Bureau tries to portray a positive public image of group and at the same time protect the public.

"If you are entertaining the idea of joining the BBB," he cautioned the group, "go into it enthusiastically. We would rather see you develop into a good workable association and then have a committee come to exchange view with our officials." He said the BBB would take note of the bulk vendors association in its bulletin.

Jason Koritz joined the Better Business Bureau at the meeting with the understanding that if at such time the group decides to become affiliated, his dues would be prorated in terms of association membership. Dearing earlier had pointed out that the trade association dues of \$25 per member for those who wanted to join could be worked out by the group in any way they wanted.

**Code of Ethics**

At the meeting, the Missouri State Bulk Vendors Association discussed the development of a code of ethics. The points covered included: what determines an operator's location, whether another operator can come into a stop and under what conditions.

**Decals, Stickers**

The association also discussed having decals or stickers designating group affiliation. Koritz, president of the association, read correspondence and reported on communications received since the last meeting.

An invitation to become a member of the Chamber of Commerce of Metropolitan St. Louis also was received by the Missouri State Bulk Vendors Association. The group expressed interest in Chamber membership, but deferred action on the proposition.

Association members who were not previously covered by product with such insurance obtained liability insurance were pleased through their membership in the National Vendors Association, they said.

In attendance at the meeting in addition to Jason Koritz, was his son, Mark, also associated in the Marjay Vending Company;

bulk vendors Jules Leavitt and his brother, Gerald Leavitt, who recently went into the business for himself; Gifford Tiffany, Ted Mueller, Sam Signorino and George Morrison, and Mound City Nut Company president, Ben Kessel.

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**Eppy Introduces 2 New Charms**

JAMAICA, N. Y. — Samuel Eppy & Company introduced two new charms last week—a series of pearl faces, and a black and white penguin.

The penguin is weightless (without the counter-balancing steel ball) and vends without a ball of gum. Price is \$8.50 to \$10 per 1,000.

The pearl faces include a devil, skull, cannibal, Indian, pirate and clown, and come in four different colors. Price is from \$5 to \$7 per 1,000.

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# Jaycee Fund to Get Boost From 1,000 Gumball Units Backed by Ford Gum Co.

By IRINA MIHALEGA

CLEVELAND—Funds derived from gumball sales will finance civic and welfare projects for the Cleveland Junior Chamber of Commerce without cost.

This will be made possible by the installation of 1,000 gumball machines in the city of Cleveland within the next few weeks.

Under this program, the Cleveland Jaycees are soliciting locations for donation of space for Jaycee-sponsored gumball vendors.

### Fordway Plan

Faced with the problem of running deficits in financing local civic and welfare activities, the Cleveland Jaycees have turned to the Fordway Plan, initiated by the Ford Gum Company, Akron, N. Y., and endorsed nationally by many clubs and civic-minded groups as a profit-

able and reputable means to finance club activities.

Under the Ford plan, the Jaycees get a written contract; public and products liability insurance to the amount of \$300,000, protecting the grantor, the organization and the operator; a kit consisting of suggestions for press publicity and window displays, dramatizing the program and how profits are used; a certificate of appreciation for presentation to the location owner, and a list of over 50 approved and recommended locations, provided by a tailor-made survey conducted by Ford Gum.

There is no cash investment by the Jaycees, the machines and fill are provided, no supervision is necessary, no income or sales tax to pay, no surety bond to provide and no federal or State reports to fill.

### \$550 a Month

The most salient factor of the plan is that by merely sponsoring the machines, the Jaycees net profit is 20 per cent of the take, less any taxes assessed against the machines.

In Ohio this means no taxes to pay. Based on the national average, the Cleveland Jaycees expect to earn about \$550 per month when all 1,000 machines are placed.

To solicit locations, the Cleveland Jaycees formed the Soliciting Project Committee, consisting of five teams in competition with each other, headed by Attorney James H. Beck, Wiswell & Beck. Some 400 Jaycees will go into the field and it is expected that 1,000 machines will be placed by June 1 within the city limits of Cleveland. Eighty of the Ford Gum self-service machines have been placed to date.

Some of the approved and recommended locations which the Jaycees will solicit for installations are factories, department stores, movie theaters, office buildings and offices, home and sport shows, hospitals, banks, city and government public buildings, hotels, social clubs, newspaper offices and neighborhood stores. Omitted in soliciting locations will be bars, taverns, billiard rooms, etc.

Most businessmen when asked to donate space react favorably. Even though some of them already have machines in their locations, they willingly accept single units and occasionally double installations. They are well aware of the activities of the Jaycees and the project links the location owner with the service projects of his community.

This link is strengthened by periodical reports to the location owner regarding Jaycee projects accomplished through the gumball purchases.

### Trial Basis

If the location owner feels the machine won't pay, he is urged to take it on trial for a few months, with the explanation that only a few cents a day will be worthwhile and if it doesn't pay at the end of that time, it will be removed.

All machines are placed on a trial basis and if at the end of three months the machine is not producing the national average, currently fixed at 2.75, it is pulled out for relocation.

"Furthermore," says Beck, extolling the benefits of the Ford plan, "if Ford reports the machine is not meeting the specific average, they cannot yank the machine without the Jaycee's approval. We notify the merchant and we will have to relocate again in our name. We have full control over it."

The vending equipment, scaled to take up as little room as possible, consists of a counter model, less than seven square inches; a bracket model, which can be secured to a wall near the door, and a stand or pedestal model, which can be placed anywhere the location owner wants it.

One fill, a chicklet-formed gumball, will be used in all machines. It is guaranteed to be top quality gum—comparable to the best package gums—and each piece is imprinted with the name Ford.

### Servicing

Servicing of machines, expected to vary from one to three months, will be done by Ford's serviceman, Don B. Irvin of Warren, Ohio, a direct factory representative.

Ford will keep a separate tally on each location, maintaining records on servicing, fills, etc., and will make monthly reports to the Jaycees of total gross collections, Jaycee's commission and total commission to date.

Ultimate plans of Ford Gum for the Jaycee route is its sale to an operator.

In a contract with the eventual operator, made by Ford Gum prior to its sale, the operator will agree to pay 20 per cent of the gross profit to the Jaycees. The breakdown of the gross profit now is 32 per cent to Ford (100-count gum at 32 cents), 20 per cent to the Jay-

cees and 48 per cent to the eventual operator. Upon the route's sale, the operator will get 80 per cent of the return.

When the route is placed with an operator, the Jaycees will work directly with the operator and Ford will be "out of the picture" entirely, except for selling the fill to the operator.

Until the route is sold, Ford owns, maintains and services the machines.

### Newspaper Coverage

To advertise the project, displays will be set up in various downtown Cleveland store windows. There will be newspaper coverage, publicity in the Cleveland Chamber of Commerce monthly, The Cleveland, and radio and TV announcements. Point-of-sale promotion consists of a card on top of the globe, which reads: "Space for this machine is donated. A helping hand is given local civic activities by the Cleveland Junior Chamber of Commerce—Enjoy Ford Branded Gum."

Expressing complete satisfaction in the plan with only a fraction of the intended installations so far, Beck claims, "The Jaycees expect to run the project as a steady source of revenue for its many welfare and charitable activities."



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- GRAFF VENDING SUPPLY  
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when answering ads . . . Say You Saw It in Billboard Music Week

# Vic Ostergren, Indiana Operator, Has No Regrets After 25 Years

GARY, Ind. — "No regrets." The words come softly. Speaking them is a tall and erect man whose formidable dimensions convey a clear-cut impression of strength... and confidence.

He is Victor H. Ostergren, head of the Victor Novelty Company, president of the Coin-Operated Equipment Owners Association of Indiana and a director of the Music Operators of America.

And in saying "no regrets," he sums up his judgment of his 25 years as a music machine operator.

### Bad Times

It was just a quarter of a century ago that Ostergren moved his first juke box into location in Gary. Though the great depression was subsiding, the economic life of the community had been left anemic by the blows of the bad times. Fifteen of the city's 17 banks had closed. Ahead, at best, were years of slow convalescence.

That was Gary in 1936 and such were the conditions when Ostergren became a juke box serviceman for the late John P. Kramer of Gary.

"Problems?" asks Ostergren. "Yes, we had plenty of them in those days. There was rough competition for locations. There was the nuisance of slugs in machines instead of money. But, worst of all, there was still the depression with people working only two or

three or four days a week— or not at all.

### Quick Depreciation

"It must be remembered that the industry was just beginning to grow up then. The manufacturers were constantly producing new models. There were superb and frequent improvements in equipment. With that, quick depreciation was inevitable, which, in the face of an ailing economy, posed a serious problem."

The area of his early operations included the Indiana cities in the Gary - Hammond - East Chicago steel region, and some in adjoining Illinois areas. Everything was on nickel play. For the operator of 1936, \$30 and expenses may not have been too much, but it was a living.

Ostergren recalled that by early 1937, the economic picture began to reflect the unmistakable evidence of substantial improvement.

"This is the end of it for sure, people thought," Ostergren said. "And they meant the depression. But the fall of that year brought a nasty surprise. Things got bad again."

### Great Artists

"But though times were low, musical quality was high in those days," Ostergren feels. "The big demand was for Guy Lombardo, Shep Fields, Wayne King, Benny Goodman. Could you top them in 1961?"

In other respects, however, conditions remain unchanged in the music machine business: the great competitive spirit among operators is still here, the fight for stops rages unabatedly.

Ostergren obtains his supply of records weekly from Chicago—27 miles from his home base in Gary. He changes the disks and collects every other week. That, too, is the time when he splits the commission—50-50—with the customer.

The routine is changed somewhat when a disk becomes an overnight sensation. Then the two-week wait is waived as Ostergren rushes it to the location.

### Courtesy Calls

"But stopping for collection and record changes is not enough," Ostergren said. "I make occasional courtesy calls to see how the customer is doing, and he certainly appreciates that. And, in that way, the operator will manage to keep abreast of things. He'll find out what the premise owner needs and what the public wants."

He feels that he sees a renewed demand for standards and other types of "more appreciable music." Correspondingly, he finds the beginnings of a coolness to rock and roll—even by some ex-rock and rollers.

"You have a problem of proportions," he remarked, "when you have a stop with conflicting demands. By that I mean stops where the musical tastes of youngsters must be satisfied to the resentment of older people who prefer other types of music."

Ostergren said that the new trend to standards is explainable only by the eternal human desire for change—frequently for change to what had been popular in the past.

He notes further an ever-growing demand for progressive and classical jazz at all locations.

"This is a demand which must not be ignored," he stated, "and I make every effort to meet it."

### Unemployment

Gary has been designated by the federal government as an area of "unemployment distress." About 12 per cent of the local working force is unemployed. It is one of the cities visited recently by Secretary of Labor Arthur J. Goldberg in his exploration of recession causes.

"Yes, it is bad," Ostergren concedes. "Of the four recessions we have had since 1949, this is probably the worst. Remember that in Gary and other Lake County cities, the recession followed a long steel strike."

### Improved Service

"But it is not impossible to fight a recession in our business. And you can survive it. First you must combat it with improved service. You can do it by paying more personal attention to each location, by showing additional concern for your customers."

Ostergren has been an MOA director for eight years and president of the Indiana Association for 13 and was re-elected for another term last month.

"Having been a part of the business for 25 years, you should have some ideas as to what will happen in the next 25," he was told.

The response was unhesitating. "This business will hold its own. I have every confidence in our manufacturers and their engineers. They will carry on and succeed. I know that they will continue to do their best in achieving a maximum of playing appeal and, at the same time, reduce the needs for service calls and service for breakdowns."

### Background Music

What about background music and its competitive potentials, he was asked. "Nothing will ever take the place of the juke box and the juke box will never take the place of background music," Ostergren answered.

What he has learned in his 25 years amounts to a lesson to be gained in any business, in any 25 years: there is no possibility of life without difficulties, without burdens.

There was the depression, there was the recession, there was the post-war scarcity of equipment, there was the 5-cent-or-10-cent play issue to be settled, there was the rising cost of machines and records, there were strikes, and, then again, one recession after another.

"But we made it," Ostergren said calmly. "I am without remorse

## SPECIAL 1-STOP PROMO HIKES JUKE BOX PLAYS

DETROIT—"Operators' Special," a new disk promotion introduced recently by Martin and Snyder, one-stop operators here, is proving a highly successful approach toward record merchandising. The program essentially is an offer similar to the programs offered to retail dealers by distributors—by which operators may buy three records and receive a fourth free.

A specific record is selected each two weeks. The choice is made of a number which appears to have a good potential for the territory.

The operator, in turn, promotes the record, using the album or other display material, and buys a larger quantity of disks than he would otherwise. In turn, this means he places them over a larger number of machines, and more people hear and play the number.

Experience shows that about 30 per cent more records are sold through this means over the normal expectation for the record, according to Chet Kajeski, manager of the record department.

## German Parliament Weighing Probe Of GEMA Music Society's Dealings

Continued from page 2

dience from outside the student body.

### Global Effects?

Bundestag sources predicted that any Parliamentary probe of GEMA and the music industry would deal "exhaustively" with links between GEMA and ASCAP to determine if the U. S. organization exerts undue influence on its German counterpart—and, indirectly, on the German consumer.

"We are certain our American friends will appreciate our legitimate concern in this direction," one deputy observed. "It is not a case of ill-will but of sincere concern. Frankly, we are frightened by what we read of price-fixing and racketeering in the U. S."

The source emphasized that he was casting no aspersions or insinuations at the U. S. music industry, about having gone into this business. It brings you in touch with wonderful people, the location owners, the manufacturers. It is a satisfying business."

Then, removing his glasses, he continued:

"Yes, to quote a famous politician, who quoted still another politician, I would do it over again."

but referred, rather, to price-fixing as involved in the case of the electric companies.

The source continued, "We have every interest of protecting, or trying to help protect, the legitimate interests and rights of composers and artists, but it must be recognized that the matter of royalties and pricing agreements is a sensitive area where it is possible for things to go wrong very fast."



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- C. C. Rocket (1 Player) As Is... 50.00
- United Team Mate (16 Ft. Bowler) ... 675.00
- United Small Ball Bowler... 135.00
- United Advance (16 Ft. Bowler) 595.00
- United League (16 Ft. Bowler) 645.00
- United Handicap Bowler ... 675.00
- United Rebound Shuffle Alloys. Ea. 75.00
- United Tea Shuffle Alley... 85.00
- Bally ABC Super Delux Shuffle Alley ... 250.00
- Bally ABC Shuffle Alley... 125.00
- 2 Bally Strike 14-16 (As Is)... 150.00
- United Deluxe Baseball (Used)... 305.00
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- 3 AMI K200A (New)... Write

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## Variety Firm Links To Macke Vending

PHILADELPHIA — The Variety Vending System, local operation, has merged with the Macke Vending Machine Company, of Washington.

Aaron Goldman, president and chairman of the board at Macke, announced that Albert M. Rodstein will continue as president of Variety, which will maintain that name, and will also be elected a vice-president of the parent corporation.

Variety and Amuse-a-mat Corporation, another firm which Rodstein headed, will become wholly owned subsidiaries of Macke.

Macke, which operates vending machines in the White House, will be entering the amusement machine industry with the acquisition of the Philadelphia firms. Amuse-a-mat operates coin phonographs, bowling and other amusement games.

Macke officials said it was going into the new aspect of the coin machine business after conducting "surveys that showed a rapidly expanding market for leisure time coin equipment."

Rodstein said Angelo Musi will continue as vice-president of Variety and Al Bruck as vice-president of Amuse-a-mat. All other personnel will remain intact.

The transaction involved an

undisclosed amount of Macke class A common stock which was exchanged for all outstanding stock of Variety. Macke is one of the pioneers of the vending industry, being founded in 1926. In 1960, the firm's stock became traded to the public on the American and Philadelphia-Baltimore exchanges. Macke sales last year were over \$20 million while Variety's were \$1.6 million.

## Mrs. Margaret Moss Of Lake City Co. Dies

CLEVELAND — The coin machine industry here is mourning the death of Mrs. Margaret E. Moss, bookkeeper for Lake City Amusement Company for 15 years.

Mrs. Moss died recently of pneumonia in St. John's Hospital after an illness of four days.

She first joined Lake City Amusement as a secretary, but in later years served the firm as a bookkeeper. She enjoyed fishing and was interested in some club activities.

Mrs. Moss was anxiously anticipating a visit to Harvard University where her son Thomas is graduating this spring. She also leaves her husband, Joseph, and a daughter, Carol.

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### All LP's—Regular Distributor. Wholesale—Nothing Over.

## SAME DAY SERVICE

**THE MUSICAL SALES CO.**  
The Musical Sales Bldg.  
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# Ga. Legal Viewpoint on Free Plays Still in Doubt as County Hits Pins

ATLANTA — The question of whether free games on a pinball game constitute gambling is cropping up in Georgia.

Barry Goodson, executive secretary of the Georgia Coin Machine Merchants Association, informed his members in a legislative news bulletin that the sheriff of Cobb County (Marietta) is contending that the giving of free games from coin-operated pinball machines constitutes gambling.

Goodson noted that the sheriff had been seizing machines giving free games in Cobb County, affecting about four operators.

Other operators have disengaged their free game wires pending settlement of the present situation.

### Sheriff Opinion

The sheriff informed the operators orally that he had an opinion

from the Georgia attorney general that the giving of free games is illegal and constitutes gambling, Goodson said.

The Georgia operator association's legal counsel, William L. Norton Jr., formerly assistant attorney general for the State revenue department, noted, however, that he had been informed by the State law department that no such written opinion has been given.

Moreover, said Norton, he has been unable to find any assistant attorney general or other authority in the law department which has given out an oral opinion to this effect.

### No Appeal

Counsel for the Georgia association adds that the Appellate Court in Georgia has never ruled or had before it a case in which the free games question arose. The point has been tried in several counties in the State, with decisions going both ways. None was ever appealed, however.

It seems that the official attitude depends on that of the solicitor general in the individual county. Goodson said that the solicitor general of Cobb County was willing to take a test case involving the free games point.



## West

Ed Wilkes has resigned as manager of Paul A. Laymon, Inc., a post he held for nearly 17 years. He has joined the R. F. Jones Company. . . . The Laymon company has joined other West Pico Boulevard firms in closing on Saturday. The schedule will be in effect at least throughout the summer. . . . Harold Sharkey made one of his frequent buying trips to Laymon's and reports that business is clicking along.



Ed Wilkes

Frank Mencuri, Southland Engineering, Inc., sales manager, is back from a trip throughout the United States in the interest of the company's Western Trails, the traveling horse ride. He made stopovers in Dallas, New Orleans, Miami, Boston, Philadelphia, Pittsburgh, Chicago and other cities to meet distributors and operators. . . . Dick and Evelyn Hall, of Oxnard, were in town shopping for equipment for the route which they have operated for around 10 years.

Sam London, of London Music in Milwaukee, where it handles the Seeburg line, dropped in on West Pico from his Palm Springs. He visited Bill Happel at Badger Sales where they cut up jackpots about the old days in the Beer City when they were competitors. London also stopped in the Seeburg Distributing for talks with John Ruggiero, Ralph Cragan and Leo Simone. London was sporting a nice tan which he certainly did not acquire in Milwaukee. . . . John Ruggiero, Seeburg Distributing manager in Los Angeles; Ralph Cragan, Leo Simon and Stan Googins attended the Seeburg regional meeting held at the Hyatt House near the San Francisco International Airport.

T. H. Loo, who retired from the coin machine business several years ago to operate a restaurant in El Centro, was in town renewing acquaintances along Coin Row. . . . Jack Leonard, of the Badger Sales parts department, entertained his father, Lou, on a recent visit to the West Coast from his headquarters in Chicago. Jack and Dorothy Leonard are looking forward to their forthcoming trip to Hawaii.



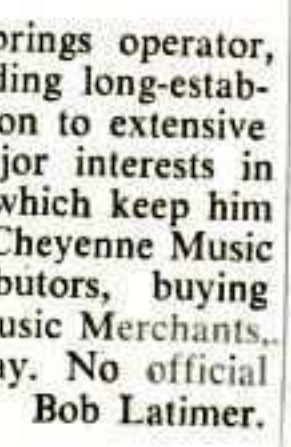
Frank Mencuri

### COLORADO ROUND-UP

Johnny Knight, of Skyland Music Company, Denver, is doing an aggressive job of pushing 33 1/3 r.p.m. records in several new locations in West Denver. The emphasis is on greater quality of play in several plush cocktail lounges and taverns. . . . Things are remaining status quo with Pete Geritz, former AMI distributor, who is keeping himself busy with his Wyoming routes, record one-stop and pin game distribution.

Dominic Pelletteri, Maestro Music Company, hung up another birthday, as did Mrs. Fred Jacks, wife of veteran operator Fred Jacks. . . . Walter Morris, local operator, was handing out cigars on the birth of his third child. It's two girls and a boy for the Denver operator.

Charlie Whale, Colorado Springs operator, is busy with a program of upgrading long-established locations. Whale, in addition to extensive music and game routes, has major interests in the big Albert Pick Motel north of Colorado Springs, which keep him busy around the clock. . . . Zoltan Ganz, who operates Cheyenne Music Company, Cheyenne, Wyo., visited Denver distributors, buying records and parts. . . . Efforts to revive the Colorado Music Merchants, Inc., phonograph operators' association are under way. No official meetings have been held for more than a year.



Pete Geritz

## Midwest

### MILWAUKEE MENTIONS

Ed Gronowski, route foreman for Red's Novelty Company, West ABs, is being hospitalized for knee surgery. He sustained an injury to his leg while on the job servicing a cigaret machine and expects to be on the sidelines for about a month. . . . Doug Opitz, Wisconsin Novelty Company, reports only fair results so far in the drive to collect funds to support the Coin Machine Council's public relations efforts. He is head of the local operators' committee for fund raising.

George Klamm, Badger Novelty Company salesman, just back from a business trip to the Upper Peninsula of Michigan, reports a lot of activity among operators in that area. Les Rieck, Chicago, Rock-Ola regional sales manager, made the trip with Klamm.

Three birthdays are due to be celebrated in July at the Southern Novelty Company headquarters. Marking the milestone will be front office gal Loretta Mayer and bosses Harold and Chuck Sommerfield. Loretta, a newcomer with the organization, is a professional singer and songwriter. She specializes in country and western vocalizing and has made numerous appearances on local TV programs and performs in local night spots as Jodie Lee.

Spring action has shown a healthy upturn, according to Perry London, S. L. London Music Company, Seeburg distributor here. Visitor here last week from Chicago was Lou Haley, Seeburg vending equipment sales rep. . . . Making plans to attend the MOA convention in Florida: Jack Zimmerman, Watertown music operator and Milwaukee record one-stopper, and Stu Glassman of Radio Doctors.

Gary Reler, Mukwanago, recently added another string of machines as part of his route expansion program. . . . Harold Stark is no longer on the United, Inc., sales staff, according to Harry Jacobs Jr., head of the Wurlitzer distributing firm. He has been replaced by Walter Koelbl, formerly with Paster Distributing Company. . . . United,

(Continued on page 186)

**PRICED BELOW MARKET VALUE**

1—Seeburg Model SFB-510 (500 cup capacity), Fresh Brew Coffee Vendor. \$595.00

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UN. JUMBO B/A . . . . . 325.00  
BALLY LUCKY ALLEY B/A . . . . 395.00  
BALLY TROPHY B/A . . . . . 325.00  
BALLY STRIKE B/A . . . . . 175.00  
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| 2 Diamond . . . . .                            | 95.00    |
| 1 Fifth Inning . . . . .                       | 95.00    |
| 1 Fireball . . . . .                           | 95.00    |
| 1 Imperial . . . . .                           | 95.00    |
| 1 Jet . . . . .                                | 95.00    |
| 1 League . . . . .                             | 95.00    |
| 2 Lysitic . . . . .                            | 95.00    |
| 2 Regulation . . . . .                         | 150.00   |
| 2 Royal . . . . .                              | 95.00    |
| 3 Shuffle Target . . . . .                     | 95.00    |
| 1 Super Bonus . . . . .                        | 225.00   |
| 2 Super Frame . . . . .                        | 95.00    |
| 1 Venus Shuffle Target . . .                   | 95.00    |
| 2 Victory . . . . .                            | 75.00    |
| 2 Triple Score . . . . .                       | 75.00    |
| 21 Rocket Shuffle with Bouncing Ball . . . . . | 95.00    |

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DREW CANALE

## Memphis Operator Attacks Statement By Tax Assessor

MEMPHIS — Drew Canale, owner of Canale National Tobacco Company, cigaret machine vending operation, replied last week to statements by County Tax Assessor George C. LaManna and a story in a local daily newspaper.

LaManna had said he intended upping the assessment on coin machine operators by three times the present assessment, and made a statement, published in the newspaper, to the effect that coin machines were "vanishing" from Shelby County because of a concerted drive on personality taxes on them.

Canale said it is "completely untrue" that coin machines were "vanishing." (A check by the BMW correspondent upheld Canale's statement. LaManna's remark could not be substantiated.)

### "Singled Out"

Canale said he felt he was "singled out" because a reporter for The Commercial Appeal called him only of all the coin machine operators, and quoted him in the story. He said he felt LaManna was being unfair by directing any drive he may have in mind against him.

Personality tax is assessed against a person's personal property used in a business, profession, manufacturing or farming.

LaManna has threatened to send deputies out to visit all coin machines operators to make an assessment, but hasn't fulfilled his threat yet. In fact, he wrote Canale a sort of apologetic letter saying he wasn't singling anyone out and intended enforcing the law equally against all.

When answering ads . . .  
**Say You Saw It in Billboard Music Week**

# Memphis Trade Braces for Personality Tax Assessment Drive on County's Coin Industry

By ELTON WHISENHUNT

MEMPHIS—County Tax Assessor George C. LaManna said last week he will begin an assessment drive Monday (1) on the coin machine industry with a view to collecting more personality tax.

The statement drew a wince from operators, who are already heavily taxed and are afraid another tax bite will put them behind a financial eight-ball they won't be able to recover from.

### First Targets

LaManna said: "Juke boxes, pin-ball machines, vending machines and personal property used in commerce will be my first targets in my drive to equalize taxes. I

expect to triple tax assessments in this category.

"The total should be increased from \$90 million to about \$270 million. Since total county assessments are now a little over a billion dollars, this would mean an increase of 18 per cent.

"This is enough to provide more than the equivalent of an increase of 32 cents in the county tax rate."

County authorities two weeks ago hinted at a tax rate increase of 32 cents per \$100 of assessed property valuation. Present rate is \$1.84 per \$100.

LaManna defined personal property, on which the personality tax would be collected as "property other than real estate used in carrying on a business, profession or industry."

### Operators Move

Operators, headed by Drew Canale, National Tobacco Company and also operator of a large music route, immediately began marshaling their forces to beat down what they interpreted as discrimination against them.

"We pay plenty of taxes already," said Canale. "When we get our facts and figures together, I think Mr. LaManna will agree with us."

Canale has been successful in the past in enlightening other official bodies of the tax and business situation in regard to operators.

LaManna continued: "Besides coin machines, this includes such items as kitchen equipment in restaurants and motels, computing machines in banks, washing machines in coin-operated laundries, bowling alleys, walk-in refrigerators in packing houses, tractors and cotton-picking machines on farms and surgical instruments in physicians' offices."

### Past Easy

In the past, the tax assessor sent personality tax forms only to a relative few citizens and never enforced the law on those who did not return the forms.

LaManna, elected to office last fall, aims at a complete revision of the old system, he said. He said, if necessary, he plans to hire additional deputies to do on-the-spot assessing.

Here is the formula by which the personality tax is paid: The first \$1,000 is exempt. LaManna assesses on the basis of 60 per cent of the remaining. Then the tax rate of \$1.84 per \$100 of assessed valuation is the tax.

Here is an example: Suppose an operator has \$100,000 worth of phonographs, games and cigarette machines. The first \$1,000 is exempt, leaving \$99,000.

Sixty per cent of \$99,000 is \$59,400. Divide \$100 into that and you get 594, which you multiply by the tax rate, \$1.84, to get the tax. The tax in this example would be \$1,092.96, quite a burden on an operator.

Or say he has \$50,000 worth of machines. The tax would be roughly half of the above example—about \$550.

So the operators once again are having to mobilize to fight a discriminatory tax measure.

## MOA Gives Full Exhibitor List; Delay Program

MIAMI BEACH, Fla.—The program for the annual convention of the Music Operators of America, which opens at the Deauville Hotel here Monday (15), is still not complete, with announcement expected to be made just before the conclave opens.

However, George A. Miller, MOA president, disclosed that Dot Records will sponsor the entertainment for a ladies' luncheon, to be held at the hotel's Casanova Room, Tuesday (16). Meanwhile, Miller announced the complete list of exhibitors for the convention. They include:

All-Tech Industries, American Shuffleboard, Automatic Sensing Devices, Auto-Photo, Bally Manufacturing, Bally Vending, Capitol Projectors, Capitol Records, Cine Sonic Sound & Edolite Products, Coin Machine Council, Columbia and Epic Records, and Continental-Apco.

Also Decca Records, Dime-A-Drive, Dot Records, Fischer Sales & Manufacturing, Gerald J. Wendleken Games, Jack Dolan Company, Johnson Fare Box Company, Irving Kaye Company, Kiddieland Manufacturing Company, MGM Records, Mike Munves Corporation, Music Operators of America, Music Vendor and National Park & Recreation Supply.

And, National Rejectors, National Shuffleboard, National Vendors, RCA Victor, Record Vending Machines, Rego Sound Products, Rowe-AMI Sales, Star Title Strip, Billboard Music Week, Cash Box, Music Reporter, United Trust Life Insurance, United Manufacturing, United Music and Valley Sales.

## \$6 MILLION FUNSPOT FEATURES COIN GAMES

DENVER—The largest assemblage of pin games and other amusement machines ever installed in the Denver area is featured in the new \$6 million Celebrity Lanes recently completed on South Colorado Boulevard here.

Owned by such greats as Walt Disney, Jack Benny, Bob Hope, George Burns and Gracie Allen, and Spike Jones, the Celebrity Lanes is a giant amusement complex involving 88 bowling lanes in two wings, swimming pool, luxury dining room and cocktail lounge, coffee shop and the game room. Built as a "pilot plant," it will be the pattern on which the Celebrity owners plan to build many more in various cities throughout the country, according to John Payne, one of the founders.

In planning the bowling section, it was decided to provide plenty of "in-between entertainment" along with such basic essentials as a television-guarded nursery, a large billiard room, exercise room, etc. This led to the decision to provide 40 by 25 feet of space for amusement machines, the contract going to Mike DeLuxe and Marion Sancetta of AAA Amusement Company, Denver.

Thoroughly pleased with the opportunity, the partners have installed 13 pin games and several participation types in the game room, just off the busy coffee shop in the center of the huge new plant.

Under brilliant fluorescent light which provides a minimum of 90 foot-candles over every square inch of playing surface, the games catch plenty of attention from literally thousands of spectators and players every day, and as Sancetta and DeLuxe had hoped, likewise provide the ideal answer to killing time until an alley is open.

Sancetta and DeLuxe plan to rotate machines continuously over AAA's routes in order to provide something new and interesting for regular bowling alley patrons at all times. Play the first few months has been nearly double the original expectation.

With a full-time custodian assigned to the job of keeping all machines clean and bright as well as maintaining the game room with its wide-open, clear spaces and brilliant "atmosphere," Celebrity Lanes has shown an increase every week since it opened just before the turn of the year.



THE ARCADE INSTALLATION is an integral part of Celebrity Lanes.

For Players Who Love **BIG ACTION and EXCITEMENT**

For Operators Who Want **MORE PROFITS...**

*Gottlieb's Great New*

### FLIPPER PARADE

Featuring **ADD-A-BALL Extended Play** and **CANNONBALL** animation in the Light Box!

**ORDER TODAY!**

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**SPECIAL OF THE WEEK!**

**MIDWAY . . . \$115**

**RED BALL . . . . .**

**Completely Reconditioned**

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**WANT TO BUY—**

**HIGHEST PRICES PAID!**

**Rush Your List!**

**GOTTLIEB CONDOLIER—PICNIC—TEXAN—AROUND THE WORLD—SILVER—MADEMOISELLE—WAGON TRAIN—KEWPIE DOLL—SPOT-A-CARD—CAPT. KIDD—ATLAS—LITE-A-CARD—MERRY-GO-ROUND—MELODY LANE—ROO POOL—MISS ANNABELLE—SUNSHINE—WORLD BEAUTIES.**

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Top Quality—Lowest Prices

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| SEEBURG 222 SH . . . . . \$725.00 | SEEBURG C . . . . . \$225.00 |
| SEEBURG 161 DH . . . . . 695.00   | AMI J120 . . . . . 495.00    |
| SEEBURG 201 DH . . . . . 695.00   | AMI I-200 M . . . . . 445.00 |
| SEEBURG HFR . . . . . 375.00      | AMI J 200 M . . . . . 545.00 |
| SEEBURG . . . . . 275.00          | AMI K 200 E . . . . . 795.00 |

1/4 DN. BAL. SDBL

**LIEBERMAN MUSIC CO.**

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**GOOD THINGS HAPPEN WHEN YOU HELP!**

**RS. WON'T YOU HELP "CARRY" THE RED CROSS?**

(Courtesy Nat'l Cartoonists Society)

## German Top Tunes Study Shows Juke Box Power

Continued from page 1

ularity in West Germany also through the juke box.

West Germany's 60,000 juke boxes, according to the survey, have become a pillar of the German music industry, with the capability of propelling a disk to the top-selling list in a matter of weeks.

The survey also reveals that the juke box stimulates rather than inhibits platter sales, acting, in effect, as an advertising medium for new disks. The juke box stimulates the purchase of home record players and disks.

This suggests to the juke box trade, which has contended all along, that it was a prime factor in the fashioning of top tunes, the desirability of closer co-operation between the juke box trade and the music industry.

Briefly, the juke box men tend to argue, on the basis of such heady studies, that "what's good for the juke box trade is good for the music industry—and vice versa."

In case, it's the "vice versa" which strikes the trade as the most profitable area for juke box-music industry co-operation.

The juke box men would like

to enlist more active support of the music industry in their battles against exorbitant taxation, and against the excessive (in their opinion) royalty payments demanded by GEMA, the German performing rights society.

Juke box operators feel that they have been leading a one-sided life in the tax jungles, whereas in fact as is established by the platter sales studies, their fate is of transcendent importance to the diskeries.

It is felt, too, that the music industry might be induced to take greater interest in juke box industry problems generally, including export difficulties.

German industry—the German economy generally, in fact—is unique in the world: it is an export-oriented economy unparalleled even by Britain. Since the war West Germany has become oriented toward the export markets on a scale hitherto undreamed in the prewar era.

This is merely mentioned in passing, as the welfare of the German operator is the prime matter at issue, and the operator's concern is the crushing burden of taxation.

# Live-Wire Promoting of Juke Box By Location Nets \$75 Per Week

By **BOB LATIMER**

**BILLBOARD**  
**Location Feature**  
**MUSIC WEEK**

DENVER—What makes the ideal location? Most juke box operators will agree that it is 100 per cent co-operation from the location owner and his employees. In Denver there is a perfect example in the Keyboard Lounge, operated by Morey and Walter Bernstein in the fashionable Mesa Motel in the city's Western suburbs.

A combination 33 $\frac{1}{3}$  and 45 r.p.m. box in the Keyboard Lounge does an average \$75 a week—which, of course, would not be phenomenal if it was not for the fact that the lounge features live music from 9 p.m. until 2 a.m. six nights a week. More than one third of the juke box receipts are in half dollars.

There are a lot of factors, according to Johnny Knight, of Skyline Music Company, who has the location. None, however, is more important than the fact that everyone concerned with the location is doing an aggressive merchandising job during every hour the 140-seat cocktail lounge is open.

**Composer-Owner**  
First, Morey Bernstein is himself a composer, with several records already released. During a recent remodeling of the lounge, he contracted for the sandblasted, back-lighted glass panels which list three song hits of his own composition and the artists, including Don Cherry and others of equal stature.

Understandably, Bernstein always has his own records on the juke box, and first-time customers are always interested enough to drop in a coin to hear them. Glowing from the walls of the dimly lighted, intimate lounge, the three panels make sure that every patron is at least momentarily "record conscious," which naturally makes them think of the juke box.

The two Bernsteins, and bar manager Barbara Pettit keep their customers so record-conscious at all times that the juke box assumes unusual stature in this West Denver spot.

"We do it in several ways," Mrs. Pettit said. "For one thing, we regularly ask customers who comment that they like a particular record whether they would like to have the actual disk when it is removed from the phonograph."

"When the records are changed, on the average of five per week, we make good on the promise, and the customer gets the record. Most of our regulars have had a record or two as a gift in this way."

**Good-Will Builder**

Operator Knight makes good on this "give away" without hesitation. Instead of selling out the used records at his office or scrapping them, he feels that gifts made in this way build so much good will that returns are far better.

Second, either of the Bernsteins or Mrs. Pettit



**WAITRESSES AT KEYBOARD LOUNGE** sell a lot of music by suggesting the 50-cent chute. Here one signals a customer that there are five selections left.

continuously asks every customer what his music preferences are, not for light chit-chat, but because it is part of programming for the popular spot. Every request is hoored, usually within one or two days, because Knight, with his excellent record-buying facilities, simply fills the requests without delay.

It doesn't matter how obscure the record named may be—Knight will turn it up, and Keyboard Lounge employees make sure that everybody knows that the record is a request and who requested it. "The lounge has a basic rule," Knight said, "which is that no customer leaves without being asked whether he would like any particular number played on the spindles. This may result in a lot of Irish ballads, some little known novelties, folk songs or even records which have been slow-play numbers elsewhere. In all cases we put them on."

**Earning Period**

There are very few locations in which the maximum earning period of a juke box is from 4 until 9 p.m. At the Keyboard Lounge, however, those are the hours during which the phonograph must make hay—and nothing is left undone to make these hours pay.

Every waitress, for example, suggests to every customer that there is a real bargain on the juke box in the form of the half-dollar chute—and asks the customer whether he would like her to pick out 10 numbers for him.

Repeated by rote, this approach gets fantastically good results. "Once a customer knows that 50 cents will buy so much music, we can depend upon him as a half-dollar player thereafter."

**Merchandising Program**

The new combination 33 $\frac{1}{3}$  and 45 r.p.m. box installed in true stereo fashion by Knight brought a new merchandising problem into the picture because of the tremendously expanded number of 33 $\frac{1}{3}$  r.p.m. records involved. Knight and the Bernsteins met the challenge head on by simply sitting down in booths with customers and explaining the difference, while Mrs. Pettit was doing the same thing over the bar.

Informing customers casually that the newest thing in recorded music is available at the Keyboard Lounge and pointing out that the sound reproduction is just as good as that of the live entertainment provided in the evening, creates overpowering curiosity and additional play.

Finally, if all of these merchandising methods are not getting results, the Keyboard Lounge uses plenty of its own change to keep the box in operation. "We don't want a single minute during the day when the phonograph isn't supplying music," Walter Bernstein said. "And we make sure that it is there by playing our own favorites." Net results: a \$75 per week volume in what at first glance would seem to be nothing more than a marginal location to the average operator.

## South's Seeburg Distributors Meet, Hear Firm's New '61 Policy, Give Approval

NEW ORLEANS—George Sammons, president of Sammons-Pennington Company of Memphis, Seeburg distributor, said last week he believes the new Seeburg policy of no new phonograph model for 1961 will be "good for the industry."

Seeburg officials announced at a recent meeting here of Southern distributors that there would be no new model. Reason given was that rapid introduction of new models forces fast depreciation of existing models and the "no model in 1961" policy would give the independent operators a break.

The New Orleans meeting was also held to up-date distributors on the sales campaign of Seeburg's new four-flavor drink vending machine with the built-in ice maker.

**Brisk Sales**

The machine has been on the market several weeks and Southern distributors generally reported brisk sales, that the machine was off to a "wonderful start," and wide and continuing sales were expected.

Seeburg officials from Chicago who attended the meeting were: Robert Kelly, president of Seeburg Sales Corporation; Jack Gordon, vice-president of Seeburg Sales Corporation, in charge of the phonograph division; Thomas Herrick, vice-president in charge of marketing and advertising; Leonard Gross, vice-president in charge of the vending division; Edward Blankenbecker, Southeastern district manager of the phonograph division.

Southern distributors attending were:

Earl Chatten, branch manager of Wolfe Distributing Co., New Orleans, host of the meeting, and his staff; George Sammons, president of Sammons-Pennington Co., Memphis, and his vending sales manager; William Snow, Seeburg Distributing Co., Charlotte; N. C.

H. A. Franz, president of H. A. Franz & Co., and his sales group, Houston; Gunnar Gabrielson and his staff, G. K. Gabrielson Co., Atlanta; Ralph Gabrielson, G. K. Gabrielson Co., Columbia, S. C.

William O'Connor and his sales group, O'Connor Distributing Co., Dallas; Simon Wolfe, Wolfe Distributing Co., and his salesmen, Jacksonville, Fla.; B. J. Nichols and staff, B. J. Nichols & Company, San Antonio; William Clark-

son, Wolfe Distributing Co., Birmingham.

The Seeburg officials flew to Los Angeles from New Orleans for a similar meeting with West Coast distributors.

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**FAMOUS DAVIS GUARANTEE**

**SEEBURG**

|             |          |
|-------------|----------|
| 222S        | \$895.00 |
| 201DH       | 775.00   |
| KD200H      | 435.00   |
| M100C       | 275.00   |
| 3W1 Wallbox | 45.00    |

**SEEBURG HIDEAWAYS**

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|-------|----------|
| HK200 | \$350.00 |
|-------|----------|

**AMI**

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| LIKE NEW 100 SELECTION LYRIC       | WRITE    |
| LIKE NEW 200 SELECTION CONTINENTAL | WRITE    |
| I-200E                             | \$475.00 |
| H-200E                             | 395.00   |
| E-120                              | 135.00   |

**WURLITZER**

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|------|----------|
| 2250 | \$449.00 |
| 2200 | 449.00   |
| 2000 | 275.00   |

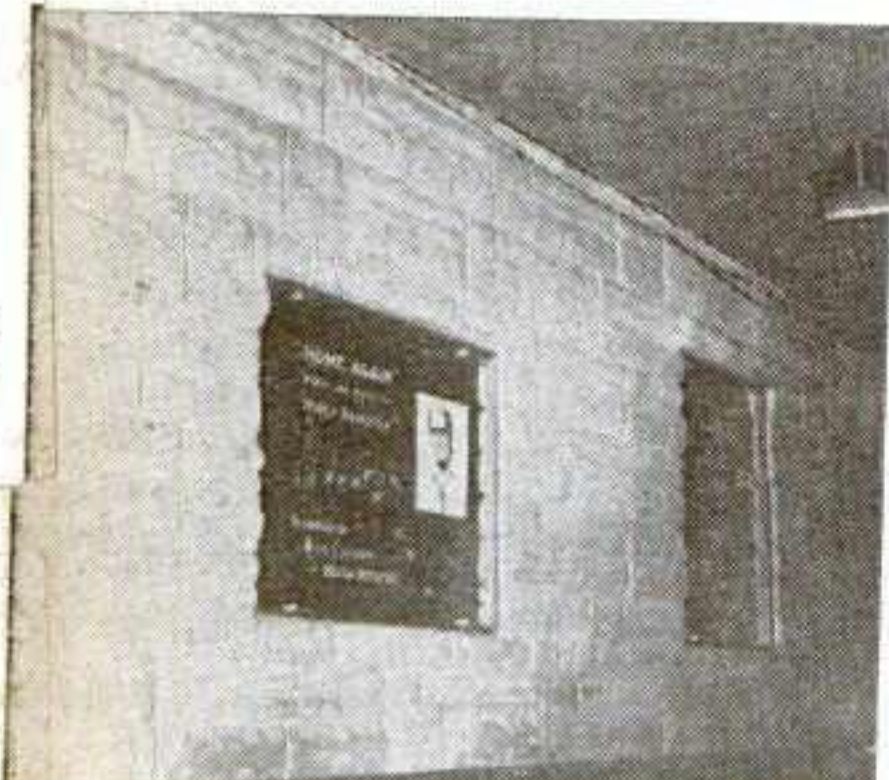
**CIG VENDERS**

|                 |          |
|-----------------|----------|
| SEEBURG E-1     | \$249.00 |
| EASTERN MARK II |          |
| 22 cols.        | 99.00    |

Terms: 1/3 deposit required



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**GLOWING GLASS PANELS** promote Bernstein's own records as well as others at Denver's Keyboard Lounge.

### World Wide Sets Open House Plans

CHICAGO—World Wide Distributing Company, new Seeburg outlet here, is holding an open house for the local operator trade May 22-24 and will unveil its newly remodeled quarters.

World Wide is also introducing a giant sales promotion give-away with its vending line. Operators can receive a new Ford, Dodge or Chevrolet pick-up truck by buying 10 Seeburg drink machines within the next 60 days. The operator can get two trucks by buying 20 machines, three trucks by buying 30.

Delivery is at the option of the operator and the purchase need not be made at once. World Wide is sending out a mailed promotion advertising the plan.

**Television Too**  
Also part of the deal—operators can get a new color television set (choice of brand) by buying five drink machines; and a new portable black and white television by buying two drink machines.  
The plan is primarily to introduce World Wide as a Seeburg distributor to the vending and

coin machine operator trade.

The World Wide quarters have been completely remodeled. The firm now has an expanded parts department covering some 1,500 square feet, and will carry a complete line of Seeburg juke box and vending machine parts.

**Shop**  
Shop facilities have been expanded and the showrooms revamped. World Wide will show both new and used equipment in the juke box, game and vending line.  
The open house runs three days from 12 noon to 10:00 p.m. The entire World Wide staff will be on hand.

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| C. C. Pistol .....\$ 65<br>Ex. Space Gun ..... 100<br>Genco Wild West ..... 185<br>Gun Patrol ..... 125<br>Six Shooter ..... 125<br>State Fair ..... 195<br>Sky Gunner ..... 125<br>Auto. Sky Fiter ..... 125<br>Mid. Bazooka ..... 395<br>Mid. Shooting Gallery ..... 425<br>Un. Bonus Gun ..... 195<br>Un. Pirate Gun ..... 210<br>Wms. Crusader ..... 350 | Deluxe Auto Test .....\$995<br>Auto Test ..... 495<br>Bally Champion ..... 395<br>Ex. Bronco ..... 325<br>Toonerville-Trailer ... 495<br>Boat Ride ..... 250<br>Donald Duck ..... 275<br>Elsie the Cow ..... 195<br>Ferdinand the Bull ... 225<br>Red Nose Reindeer ... 225<br>Zoo Ride ..... 195<br>Junior Jet ..... 225<br>Palomino Horse ..... 195<br>Bally Little Champion. 250<br>Round World Trainer . 325<br>Sandy Horse ..... 375<br>Old Smokey, new ..... 395<br>Space Ship ..... 250<br>Rocket Ride, new ..... Write<br>Puffer Fire Engine ..... 425 | Vendo Milk .....\$435<br>Vendo Ice Cream ..... 435<br>Bevomatic Whipped ..... 325<br>Choc. & Coffee ..... 325<br>Avento DeLux ..... 250<br>Stoner 500 Coffee ..... 395<br>& Choc. ..... 475<br>Colepsa Spec. 4 Dr. .... 325<br>Spacarb 4 Dr. .... 325<br>Cole T M 600 3 Dr. .... 295<br>Apco Sr. Coffee Shoppe 295<br>Barvend Fresh Brew ... 295<br>Corsaire Cig., 20 sel. ... 195<br>Corsaire Cig., 30 sel. ... 245<br>Smokeyshop V 18 ..... 185<br>National 9 ML ..... 110<br>National 9 ML ..... 110<br>National 11 ML ..... 165<br>Stoner 6-Col. Candy ... 125<br>Rowe 6-Col. 2 Minis ... 150<br>National, 6 col. .... 75<br>Rudd-Melikian 4-Sel. ...<br>Bulk Milk ..... 495 |

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|                      |       |
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| A.M.I. H-200 .....   | \$445 |
| A.M.I. G-200 .....   | 245   |
| SEEBURG 161 .....    | 675   |
| SEEBURG 100-J .....  | 495   |
| SEEBURG 100B .....   | 195   |
| ROCK-OLA 1446 .....  | 245   |
| WURLITZER 2204 ..... | 495   |
| WURLITZER 2100 ..... | 365   |

**A. M. I. 45-33 AUTOMIX KIT**  
 for Models G-H-I-J-K  
 Allows intermixing of 33 and 45 rpm records in **any order!** Simple to install in 20 minutes..... **\$35**

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**USED CIGARETTE VENDORS**

|                                |       |
|--------------------------------|-------|
| SEEBURG 800 E-1 .....          | \$225 |
| 9-Col. NATIONAL .....          | 95    |
| 22-Col. EASTERN .....          | 135   |
| 13-Col. NATIONAL .....         | 195   |
| KEENEY 20-Col. RIVIERA .....   | 125   |
| CONTINENTAL COBSAIR "30" ..... | 245   |
| CONTINENTAL COBSAIR "20" ..... | 195   |

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Continued from page 183

Inc., has scheduled a service school for Wurlitzer operators at its headquarters for May 9. C. B. Ross, Wurlitzer field service engineer, will be in charge.

Jack Hastings, vice-president, Hastings Distributing Company, became the father of a boy. Says the grandfather, Sam Hastings, "That adds another vice-president to the company's officers." ... Stop-ins at the Hastings Distributing Company in search of good used equipment were heavy last week, according to Sam Hastings. The list included Jim Stecher, Novelty Service Company; Eddie Tarman; Harry Cisler, Cisler Music, and Arnold Jost, Jost Novelty Company. Out-of-towners included George La Rose, Modern Vending Machines, Fond du Lac; Leonard Tompkins, Manitowoc; E. S. Fessler and Tony Hirt, both of Sheboygan. ... Also in town making the rounds of distributors were Ernie and Arnie Feight, Feight's Coin Machine Company, Rhineland; Harry Kososki, Niagara; Mike Young, Soldier's Grove, and William Janke, Green Bay.

**South**

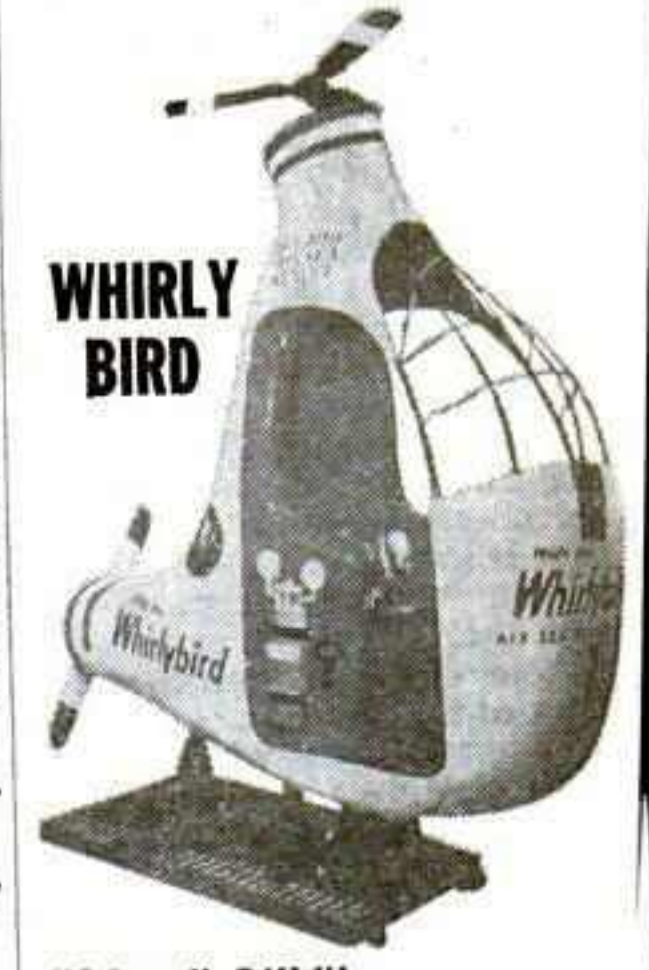
**MEMPHIS MEMOS**

Drew Canale, Canale National Tobacco Company, being commended by fellow operators for standing up to County Tax Assessor George C. LaManna when LaManna singled out the coin machine industry for a drive to increase personalty tax assessments. (What most operators don't know is that LaManna tried to persuade Drew to be his campaign manager last summer, but Drew was too busy and couldn't do it. LaManna apparently is still miffed about it.)

Reports on increased collections, now that good weather is here and cotton planting over in the Mid-South, comes from several operators: Bill Harbin, Harbin Amusement Company; Eddie Bodenheimer, Bodenheimer Amusement Company; Jake Kahn, Tri-State Amusement Company; Edward H. Newell, Or-Matt Amusement Company; Parker Henderson, Henderson Amusement Company; E. T. Luckett, Luckett Music Company; Luther Dickens, Dickens Amusement Company. Elton Whisenhunt.

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 ■ Ground-to-air rescue stories ■ Pentron play-back unit with sealed cartridge ■ Only 2'x5' of floor space ■ Epoxy paints—ceram glaze ■ One-piece steel base ■ Trouble-free, self-lubricating

**Stereo Singles To Be Leading Topic at MOA**

Continued from page 1

The pioneer in the 33 speed movement was Seeburg, but other firms brought out stereo machines geared to play 45's. Many of these were sold, yet operators have always had difficulty in obtaining stereo records for these boxes. They have tried to get them in vain. Yet, disk firms and their distributors have always indicated a lack of demand for them.

This was the general tenor of a forum discussion at last year's chapter of the MOA meeting, and the same is true this year, leading to the so-called "who's on first" condition.

Virtually all equipment being sold today is of the stereo type, most of which carries a higher price tag than would monaural units. Yet many operators, disenchanted with the difficulty of getting the product, have become piqued, offering such comments as "for what?" and "who needs it?"

**Speed Problem**

Actually, the question of stereo or monaural is a separate problem from the speed standpoint. Many observers feel that the 33 speed will eventually become the standard for the industry. Seeburg came out early last year with a new line of boxes which could take both speeds of records, employing an automatic speed-selector device within the unit. AMI shortly thereafter announced availability of an adaptor unit for this purpose. Rock-Ola, and later Wurlitzer also brought out adaptor units. AMI is expected to announce a new line of equipment in Miami Beach which will have the selector device built in.

Operators in general, however, have not engaged in any stampede to obtain the speed adaptors. On this question, many would be quite

**George T. Prewitt, Veteran Coinman, Dies in Louisiana**

**NEW ORLEANS** — George Thomas Prewitt, veteran New Orleans and Memphis coinman, died here recently. He was 58 years old.

Prewitt entered the coin machine business in Memphis in the 1930's. He was an associate of the late Jack Canipe, who headed the Memphis office of the old Electro Ball Corporation.

For 20 years he was employed by C. A. Camp in the operation of the Southern Amusement Company and Southern Cigarette Service. From 1953 to 1955 he was manager of the parts department for the Williams Distributing Company of Memphis.

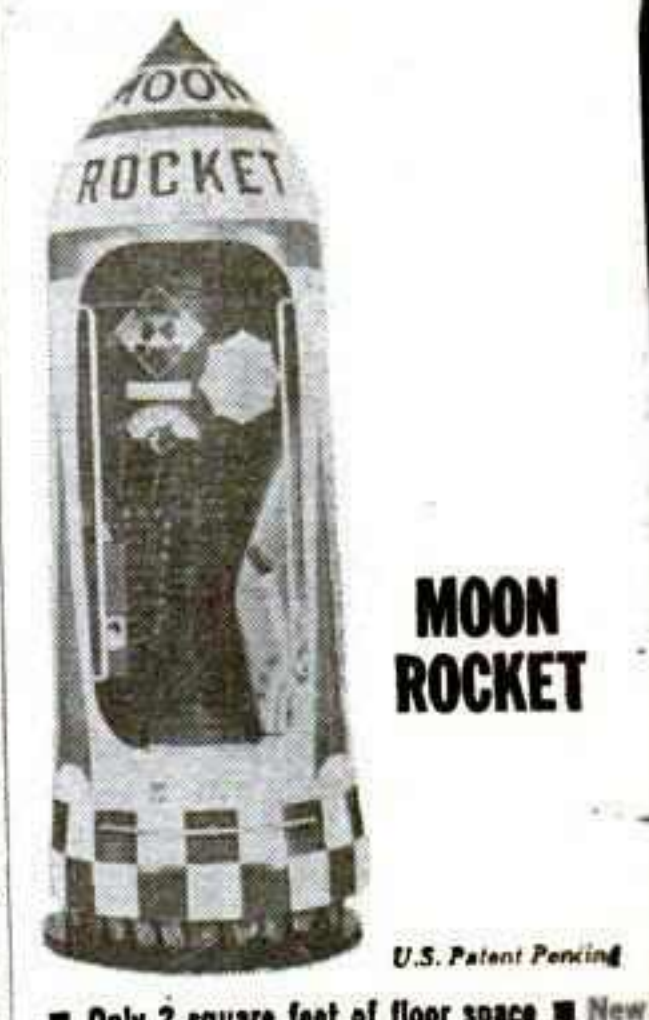
The last six years of his life were spent in New Orleans, where he was associated with various record distributors. At the time of his death he was employed by the A-L Record Distributing Company.

Burial was in the family plot in Grand Junction, Tenn. He leaves a son and a daughter.

content if no such speed problem had ever come up in the first place.

On the matter of stereo, many have observed a sort of settling-down process after a year or more of experience, in which they have noted that original gains in the take, due to the novelty value of stereo, have now dwindled back to past monaural levels.

It is believed that many of those who are reluctant could be converted to enthusiasts if some kind of standardization could be arrived at on an industry level. They also feel that stereo could be a much greater drawing card if records in general, including hit pop singles rather than just select album product, could be made generally available for the boxes, and in both 45 and 33 form. America's juke box operators collectively are the leading customers for single records today, and many traders feel that diskeries would do well to cater in more convincing fashion to their needs.



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**Candid Camera (new) ... \$145**      **Candid Camera (with sound) ... \$245**

|                                   |       |                            |       |
|-----------------------------------|-------|----------------------------|-------|
| <b>MUSIC</b>                      |       | <b>BIG BALL BOWLERS</b>    |       |
| <b>SEEBURG</b>                    |       | <b>UPRIGHTS</b>            |       |
| 2010H .....                       | \$645 | Classic 16' .....          | \$250 |
| KD200 .....                       | 425   | United Simplex .....       | 375   |
| KS200 .....                       | 395   | <b>WALL BOXES</b>          |       |
| C .....                           | 245   | Wurlitzer 5202 (new) ..... |       |
| V200 .....                        | 245   | Call or write              |       |
| <b>WURLITZER</b>                  |       | Wurlitzer 5250 .....       |       |
| 2300S .....                       | \$645 | \$60                       |       |
| 2310S .....                       | 645   |                            |       |
| 2200 .....                        | 395   |                            |       |
| 2250 .....                        | 350   |                            |       |
| <b>SHUFFLE ALLEYS</b>             |       |                            |       |
| Chgo. Coin & Game Bowler .....    |       | \$545                      |       |
| Chgo. Coin Double Feature .....   |       | 295                        |       |
| Bally Official Jumbo .....        |       | 545                        |       |
| Bally Deluxe Club .....           |       | 375                        |       |
| <b>ARCADES</b>                    |       |                            |       |
| Auto Photo Studios, Model 9 ..... |       | \$895                      |       |
| Auto Test, 1960 Model .....       |       | 695                        |       |
| Metal Typo .....                  |       | 395                        |       |
| Chgo. Coin Ray Gun .....          |       | 495                        |       |

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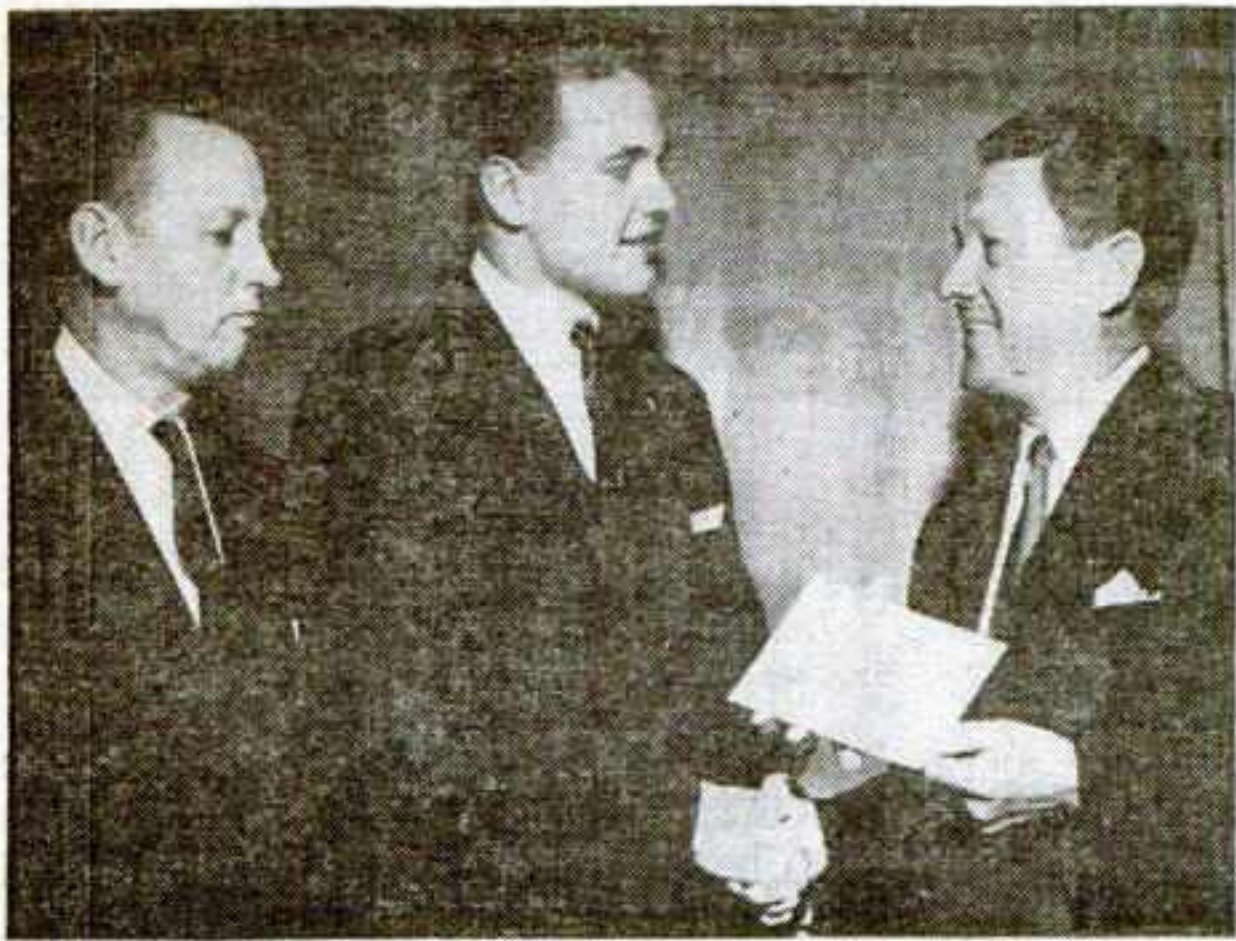
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**THE FIRST WINNER** of the Arnold M. Johnson Memorial Merit Scholarship is Ronald C. Eksten, Rockford, Ill., shown here receiving his award from John W. Cox, president of Automatic Canteen Company of America. Looking on is Ronald's father, Raymond C. Eksten, model maker for the company's ABT division in Rockford. The scholarship winner is selected under the National Merit Scholarship program and awarded each year to the son or daughter of an Automatic Canteen employee. The grants range from \$250 to \$1,500 and honor Arnold M. Johnson, former Canteen president and vice-chairman.

**Mrs. Shuffle More**

and operating and how does it intend to set up the coin machine part of its organization. With its recent acquisitions, Canteen now has strong coin machine distributor outlets in Boston, Chicago, San Francisco, Los Angeles, Denver, Salt Lake City and Honolulu. Canteen has organized its Automatic Service Vending Corporation which reportedly will supervise the coin machine phase of Can-

teen's interest. Just how this division intends to function, however, has not been defined. **Rowe-AMI Sales** Equipment sales have been handled by Rowe-AMI Sales Corporation, Canteen's selling arm, and will presumably continue, but the resignations last week of Charles Brinkmann, Rowe-AMI Sales president, and Robert K. Deutsch, vice-president, leave some questions unanswered in that organization. Canteen held a meeting for its AMI distributors in Chicago last week and among items on the agenda was the introduction of

**Exhibit Card Vender**

*Continued from page 176*  
The unit is a follow-up to Exhibit's Model 307 electrical card vender, also vacuumatic. The new unit, dubbed the Model 412, eliminates the push-pull mechanism previously used on mechanical units. The vender compartment holds 500 cards, with 1,500 more stored in the cabinet. It vends at 2 cents per card. Exhibit has a selection of over 50 different card series. Shown in the picture is its recording artists series, which Exhibit's Chet Gore says is especially suitable to be used along with juke box or game equipment. Exhibit also makes a two-machine stand for mounting the venders. The vender may also be placed on a counter, or hung from the wall. The cabinet is all steel with a baked enamel gray hammerloid finish. It has separate door and cash box keys.

**Free Cards**

Exhibit is making an initial offer of 3,000 cards (of any series) free with each vender. The unit is being sold direct from the factory. It measures 10 inches wide, 11½ inches deep and 23½ inches high. The top display sign extends 7 by 9 inches. Both the top display sign and front display card are free. Shipping weight is 75 pounds. Price is \$73.50. Cards are \$5 per 1,000. Exhibit is also offering quantity discounts on both machines and cards.

new equipment plus policy matters. It is expected that a full announcement regarding Canteen's plans in the coin machine field, its organization set up and statements of policy will be made very shortly.

| BALLY PIN BALLS                  | GOTTlieb PIN BALLS           | ARCADE                     |
|----------------------------------|------------------------------|----------------------------|
| Palm Springs ..... \$40.00       | Duette ..... \$60.00         | Coon Gun ..... \$105.00    |
| Coney Island ..... 35.00         | Sluggin' Champ ..... 65.00   | Williams Crane ..... 65.00 |
| Hi-Fi ..... 35.00                | Score Board ..... 70.00      | Big Top Gun ..... 150.00   |
| Miami Beach ..... 50.00          | Skill Pool ..... 35.00       | Mouser Pistol ..... 50.00  |
| Parade ..... 50.00               | Coronation ..... 35.00       | Photo-Matic ..... 250.00   |
| Key West ..... 70.00             | Lovely Lucy ..... 35.00      | Drive Mobile ..... 50.00   |
| Beach Club ..... 35.00           | Marble Queen ..... 35.00     | Gun Patrol ..... 50.00     |
| Pixie (United) ..... 40.00       | Hayburner (Wms.) ..... 35.00 | Sky Gunner ..... 45.00     |
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| Starlet (United) ..... 40.00     | Super Circus ..... 165.00    | Space Gun ..... 45.00      |
| Big Show ..... 60.00             | Chinatown ..... 35.00        |                            |
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| Gay Time ..... 40.00             | Queen of Hearts ..... 35.00  |                            |
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| Bally Beauty ..... 40.00         | Cross Roads ..... 35.00      |                            |
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| Spot Light ..... 40.00           |                              |                            |
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## Statement of Fact

When Mr. Alvin Gottlieb appeared before the Judiciary Committee of the Illinois Senate on April 25, 1961 for the purpose of stating his opinion that Bally pinball games exhibited to the Committee are gambling devices, he spoke at length about the friendship between his father, David Gottlieb, founder of D. Gottlieb & Company, and the late Ray Moloney, founder of Bally Manufacturing Company, emphasizing that the friendship continued to the time of Mr. Moloney's death.

We are concerned about the possibility that Mr. Gottlieb's gratuitous mention of Ray Moloney's death—spoken in a context of references to hoodlum infiltration of the coin-machine industry and a statement that D. Gottlieb & Company is owned solely by the Gottlieb family—may lead to the suspicion that, after Mr. Moloney's death, new and perhaps sinister principals succeeded to the ownership of Bally Manufacturing Company.

We must, therefore, state positively that Bally Manufacturing Company is presently owned entirely by Mr. Moloney's heirs, all members of his immediate family. The board of directors, responsible for the management and policy of the company, consists, without exception, of persons who were for many years closely associated with Mr. Moloney in the operation of the company, either as veteran employees or members of his family.

**BALLY MANUFACTURING COMPANY**

PER MACHINE TAX

# Hoosier Tax Laws Sock Coin Ops' Receipts at Both Ends, Middle, Too

By JOSEPH KLEIN

INDIANAPOLIS—Can Indiana really impose a virtual per-machine tax on vending equipment?

Hoosier operators have been anxiously asking that question since the recently announced determination of the State Department of Revenue to assess the machines for a store license fee.

The resultant burden would probably prove back-breaking for the operator. For while the fee is only \$3.50 for a single piece of equipment, it rises to a crushing \$150 for each of 20 or more machines under common ownership.

Other phases of Indiana taxes as they affect coin-operated equipment were also explored by this correspondent.

If they belong to a central owner, vending machines which dispense soft drinks, gum, peanuts, tobacco, candy and other goods are considered under the 1929 store

the owner of the vending machine is located has a store license, it will cover the sales made from the vending machine.

**Chain Basis**

If there has been no license issued to anyone for the location where the machine is installed, the owner is liable for each and

every machine so operated on a chain basis. City halls have no such licenses. Nor court houses. Nor yet post offices, railroad stations, office buildings or, in some cases, industrial plants.

Indiana law defines vending machines as machines which are not operated as games of chance, and which deliver to the final user or consumer merchandise of the value of money deposited.

The statute stipulates that the entire gross receipts from sales through vending machines are considered "selling at retail" by a "retail merchant" and taxable at the rate of 3/4 of 1 per cent. No deductions are allowed for payments to the premises.

Tough? Well, so are other Indiana taxes.

Take the State's gross income tax, for instance.

Owners of game equipment and similar mechanical amusement devices are taxable on their entire gross receipts. The location owner or other persons in whose charge machines are placed is taxed on all splits, rentals or other amounts obtained from the use of machines.

While pay-off pinball machines are prohibited by State law, the Indiana tax collector shows no squeamishness about garnering taxes from such illicit sources. The entire gross receipts of gaming devices are taxable at the rate of 1 1/2 per cent without deductions for splits, rentals or other amounts paid to or retained by the location owner.

And that's not all. Called upon also to make his "tax contribution" is the location owner—at the rate of 1 1/2 per cent and, again, upon all splits,

rentals or other amounts received from the operations of the machines.

**Other Equipment**

Also taxable at 1 1/2 per cent are coin-operated non-vending ma-

chines. These include juke boxes, scales, radios, moving picture machines and similar equipment.

No deductions are allowed anywhere. Both the operator and the location owner pay their 1 1/2 per cent without regard for rentals, commissions or other operating expenses. What is obvious is that it isn't called a "gross income tax" for nothing.

Vending machines—as all other coin-operated equipment—are also subject to the "personal property tax"—the principal tax

source of Indiana's local communities.

**\$11 Rate**

In one Indiana county, at least, the tax rate is well over \$11 per \$100 of assessed valuation.

Thus the yearly tax on a piece of equipment, assessed at \$1,000 in that community, would exceed \$110.

The Indiana State Chamber of Commerce claims that Indiana has a good "ta climate."

If so, the other States must be having some pretty rough weather.

See it!

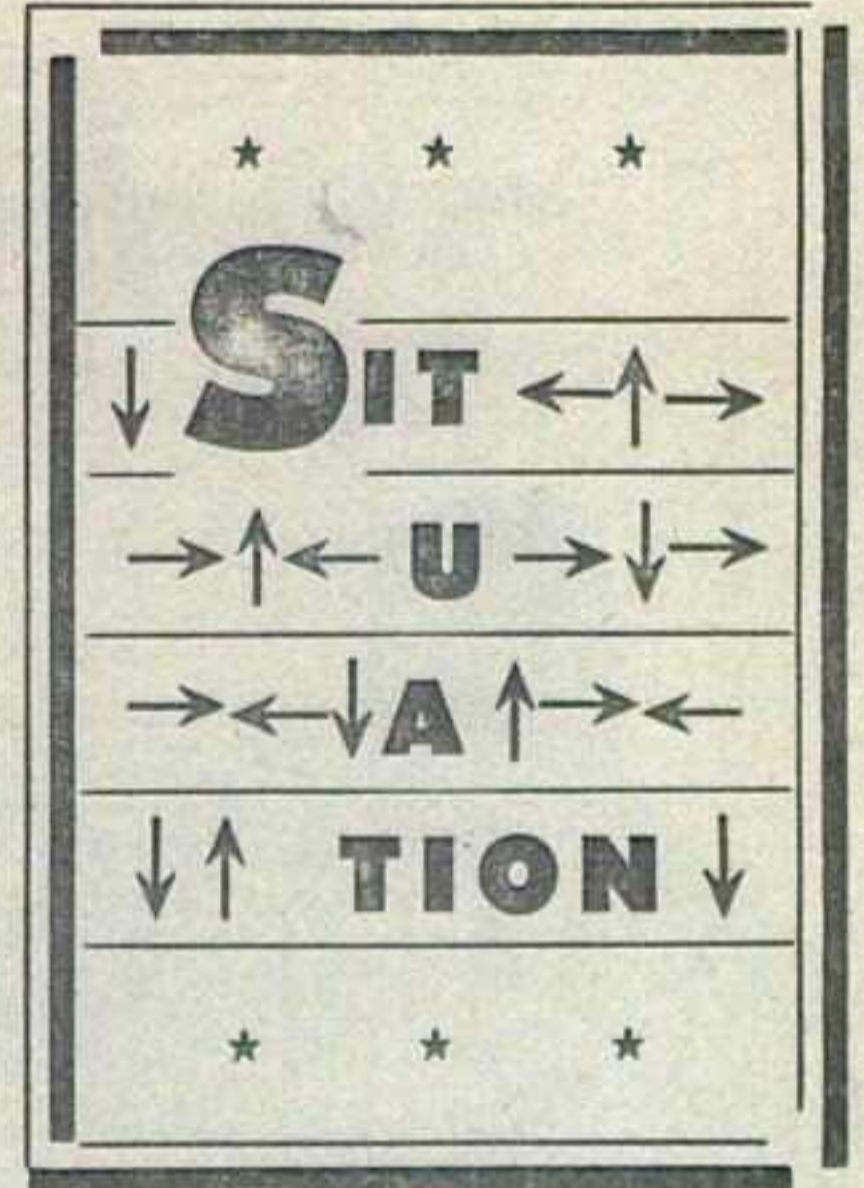


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- Additional balls given for high score
- Side double rollovers score up to 200 points
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This ten-top tunes feature is a real money maker. It's exclusively Wurlitzer's. It gives you 10 minutes' time. Get it now. It's the only jukebox that gives you 10 minutes of this MUSICAL STIMULATOR. The success of this feature shows...

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