January 16, 1961

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

**RETAIL RECORD DEALERS RETAIN TITLE AS TOP TRADE SALESMAENS**

Out-Sell Both Clubs and Racks Two to One; Account for 77 Per Cent of Unit Disk Buys

By TOM NOONAN BOB ROLONI

NEW YORK—The retail record dealer continued to be the dominant merchandiser of records to consumers in 1960, both in unit sales and in dollar volume. The ratio of sales chalked up by retail record dealers over both club and rack sales (in food stores and supermarket chains) was better than two to one for the first 44 weeks of 1960, according to a report issued this week on sales in the Total Record Market prepared by the Record Research Division and the Market Research Corporation of America (MRC). Retail record dealers sold 77.4 per cent of all record units purchased in November 1960. Food and drug stores (supermarket racks, etc.) sold 12.8 per cent, and record clubs, including Columbia and Parlophone labels, respectively, for 10.1 per cent.

(Continued on page 6)

**Rock-Ola Buys Vending Properties of Williams**

By AARON STERNFIELD

CHICAGO—Williams Electronic Manufacturing Corporation, one of the nation’s leading amusement game manufacturers, is about to sell its vending machine properties and interests to the Rock-Ola Manufacturing Corporation, a major manufacturer of juke boxes and vending machines.

The deal will be consummated Wednesday (18). Not affected by the sale is the Williams coin game manufacturing business, which will continue as usual. Williams is a subsidiary of the Consolidated Sun Ray Corporation, a publicly held firm listed on the American Stock Exchange.

Officials of the two firms would neither confirm nor deny the pending deal, but a high Rock-Ola official said that a complete statement will be issued next week.

The down payment will be $200,000, of which $50,000 is to be placed in escrow, and an additional $184,631—to cover accounts payable—will be paid out by Rock-Ola. The remainder of the purchase price will be paid over a three-year period, at an actual purchase price is not known.

(Continued on page 6)

**U.S. Ears Tune to Foreign Talent**

BY JUNE BUNDY

NEW YORK—More and more, foreign artists and their tunes are becoming popular hit-sellers in the United States (including the nation’s No. 1 disk, “Wonderland by Night”). Radio stations are integrating foreign hit-sellers—including multi-lingual lyrics—into their pop programs on a regular basis and recording executives—both foreign and domestic—now concentrate between the U.S. and other countries as casually as they do between themselves.

(Continued on page 2)

**Philadelphia Ork Sets Tour Across Country**

PHILADELPHIA — The Philadephia Orchestra under Eugene Ormandy will make a transceticental tour of the United States in May and June 1962. The five-week tour will start May 8, after the orchestra’s 27th annual appearance at the Ann Arbor Festival. Classical music fans on the Philadelphia’s itinerary. Cities to be visited will be announced shortly.
Thiele to Helm Roulette A&R?

NEW YORK — Bob Thiele is expected to take over as A&R chief of Roulette Records. Though the report is not confirmed, insiders say Thiele, who was a key figure in the Roulette era of the 1960s, will head the A&R department. He will start work at Roulette later this month.

Single Disc Trade-In Idea Draws Varied Reactions

By REN GREVATT

NEW YORK — The concept of trading one's collection of singles for a new one has been around for some time, but a recent promotion by Emi Records has added a new twist to the idea of a price reduction on singles, just in time for the holidays. The promotion idea is to sell for 65 cents and sometimes as low as 59 cents, all singles, one source noted, "so what's the big deal for 73 cents?" And you have to get a record before you buy.

Academe

But, as some observers have noted, it is not quite as simple as it sounds. For one thing, there is a difference between the old 45 rpm single being sold to a store to be applied against the price of a new single, which would, in effect, reduce the price of a single to 35 cents.

In some cases, the promotion has been considered a benefit to the retailer, as it helps to sell singles that might otherwise have been unsold.

Big Outcry

A major record manufacturer spokesman pointed out that for any

RCA Looks for R&B, Talent as Sales Hypo

By PAUL ACKERMAN

NEW YORK — RCA Cato, the label which recently announced a $1 million talent search, is now facing a potential problem with the drastic cut in the price of singles. The price cut has elapsed, and the possibility of a new single being sold for 65 cents is being considered.

An analysis of all RCA Victor product of the 100 most of the past year, is focusing on the effect of the price cut on the singles market. The company has found that, while the price of singles has dropped, the number of singles sold has increased.

The analysis indicates the benefits to be derived from a small weekly release program, coupled with a strong promotional campaign.
Our New Formats WINS MUSIC INDUSTRY PRAISE

Congratulations on a tremendous new move in radio. I was a little apprehensive at first, but I must say that the new format is really exciting and will certainly add a new dimension to your radio station. I look forward to hearing more on this new format.

Mark Wilkins
President

To our loyal listeners, we are pleased to introduce our new format. This format is a celebration of the music industry and the artists who have shaped it. We are committed to providing a platform for new and upcoming talent, as well as a celebration of the classics that have stood the test of time.

Johanna Spencer
General Manager

NEW MGM RECORDS MOVER'S DICT

As we enter into this new chapter of the music industry, we are excited to announce the launch of our new format. This format is designed to provide a fresh and dynamic approach to music, and we believe it will resonate with our audience.

Erika Vega
Vice President of Programming

FOREIGN ARTISTS, TUNES CLICK BIGGER IN U.S.; Radio Programming Sprinkled With Imports

Continued from page 1

As an American label consented to bring its first major artists to America, it's a great step forward for the music industry. I know the hard work and dedication that goes into creating a great record, and I'm thrilled to see these new artists being showcased.

John Smith
CEO

BILLYBOY — MGM Records, distributed here by the past 11 years by Gordon Wolf's Sun-

Records through the efforts of Al Shermann's Record Sales, has now been released by

Southern California distributors, MGM records, which sent the Verve label from founder

Tommy Dorsey. The new format is a strategic move by MGM plans to consolidate distribution of both lines in other markets, not by a factor of 10 in its changing distributors here.

In 1947, MGM started buying back its entire inventory from Sundem Music, amounting to more than $50,000 in stock. This is being transferred to rental sales. MGM, according to company man told Billboard Music Week that he is ordering another $50,000 in MGM products for his initial sales drive on behalf of the new label.

The distributor switch was concluded at week's end. Record Sales will launch the MGM label here by the end of the year.

July 21, 1967

MGM Records Moves Its Line To Verre's S. Calif. Distrib.

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July 21, 1967
**DISK MAKERS USE MORE OUTSIDE PRODUCT AS COMPETITION BUILDS**

Major Bid for Small Label Disks That Show Action, Take Over Distribution of Some Platters

**NEW YORK** — As competition continues to grow in the record business, both in albums and singles, and with the use of outside product, surfacing with the creation of the material to the very record itself. In addition, companies are looking for new labels to发行 records, in an effort to assure a firm’s function that would help avoid the considered unusual a decade ago.

Many months ago it was predicted that the buying of outsiders was a passing thing; that it was getting harder to sell anything to labels. This is true only when referring to new, lesser- and second-rate labels. For what happens to the later months of the year, there has been a flurry of purchases of already-released records, and what is more, some of these records are not, although the price paid are less than they would have been three or four years ago, advance was not unimportant.

**Distribution Deal**

But when diskers are unable to

**Lucky Strike Premium Platters**

**NEW YORK** — Lucky Strike cigarettes will use a special Columbia-made premium disk to spark sales of their cigarettes and to develop their premium disk, which features a number of collector’s items, will be available for consumers at the best tobacco shops. Lucky Strike cigarette packs starting January 17 and continuing through March.

The premium disk, titled “Remember the Little Girl” and tied with an NBC-television feature film, will feature Jack Benny. The disk contains signatures by Louis Armstrong, Count Basie, Les Brown, Ella Fitzgerald, Benny Goodman, Tommy Dorsey, Eddy Duchin, Duke Ellington, Nat King Cole, Eddie Condon, Ben Webster, Stan Kenton, Miles Monroe, Mantan Moreland and Artie Shaw. Executive producers are from the Columbia catalog of years back.

And a breaking disk on a small label, the larger label may instead take over the distribution of the material, as the original label name. London Rec- tords has been strong in this, but now Liberty, Dot and Savoy have been stepping up to the field. These labels grab off small label hits for distribution al- ready quite a bit. The result has been often able to break their distributed disk through a national scale.

The use of outside talent is nothing new, as it’s been in the business for quite some time. In fact, some of the top artists have used outside talent.

Last week when they heard that three stations had played tracks from the film. They heard above it when jazzes and radio station managers called the idea of making records for them, asking for the "new" new Presley LP of the tunes from "Flaming Star." When told that those had been issued, that is when RCA Victor got the record, saying they had heard on commercials.

Finally, they issued the tracks to Los Angeles stations, the A&R Department and through direct mail.

It is, of course, that the track from a movie in such a current feature film will always tape itself from the film, to make it easier for the record store for Presley recordings is only common. It is not unusual for the major labels to be interested in the character of a picture. They can be, in three days of chase tape records, it may be difficult to stop anyone from recording a picture and providing the demand for Presley recordings is high, as they are for most Presley characters. It is possible, in those days of chase tape records, it is also possible to stop the tape from being played, since it is under- authorized version of a track owned by a movie firm. Victo- ry Records is not satisfied with the tape- ings of the songs in "Flaming Star," according to a source at "G, I Blues." (An authorized sound track from the track of the film in its own country.

**Executive Sturgils**

Executive producers of the picture are Joe Balsam, Colton Parker, and Colonel Parker were startled

**Am-Par Launches Winter Sales Plan: 'Qualified Dealers' Discount**

**NEW YORK**—ABC-Paramount Records has outlined a 15 album winter sales plan last week at a one-day dis- tributor conference here. The plan features a straight 12 1/2 per cent discount off the face of the record and will be distributed to "qualified dealers" on 11 new ABC-Paramount LPs in the label’s new jazz series, and 3 other releases.

In addition, Am-Par is offering a special incentive plan for dis- tributors. Specially marked selling cards will be awarded to distribu- tors who sell these albums at the discount price, which will run through March 31, and also applies to Chairman IP 1.0 LPs, which have not yet exported its new release album. Choice is distributed through- out the U.S. by Am-Par.

Am-Par also announced that the new LP product will be made available to distributors and de- lectors, plus 30 selected acts on cata- log merchandise. Shipments on all 15 albums will be made simul- taneously between January 15 and 20. In addition, a new four-color con- cursor catalog—containing pictures of the actual albums—will be provided by the label.

Present at the distributor meet were Vice President and General Manager Sam Clark, Sales Vice President Larry Newton andfinancier and former Colorado Republics Board of Directors "Allan Parker," who presented the plan. Following the meeting, Clark offered a private bash for the distributors at the Latin Quarter restaurant.

The new ABC-Paramount album features the likes of jazz singer Kay Baker, Bob Duncans, Benny Carter, Lionel Newman, Mel Torme and a number of others. The 'Queens of the Red.'

The initial Impulse albums are featured by Winifred, J.J. Johnson, Ray Charles and the Gil Evans Orchestra.

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And a breaking disk on a small label, the larger label may instead take over the distribution of the material, as the original label name. London Rec-}
BIG HIT! GENE PITNEY
I WANNA LOVE MY LIFE AWAY
ON MUSICOR RECORDS

PRODUCED BY AARON SCHROEDER • MU 1002 • DISTRIBUTED BY UNITED ARTISTS RECORDS
NEW YORK

Duane Eddy is now roped by GA on the fifteenth day of his first eight days of personal appearances in Houston. Without doubt, Bob Byrdell has got a ticket to the Columbia Pictures. His next appearance will be in "Spokesman". Gene Pitney is visiting TV deejays after returning from a Southern tour... Sammy Kaye is running himself in Palm Beach and making golf tournaments... The Ornette Coleman Quartet returns to New York's Village Vanguard January 17... George Russell opens at Birdland, New York, January 19... Earl Scruggs's Band, "Riverboat"... Benny Golson is recording a new LP in Philadelphia January 17... Kai Winding is on a three-week vacation in the West Indies... Gene McDaniels gets a new contract January 17... Herb Alpert is on an extended trip... "Yes, I'm Lonnie Rumble Tonight" on the road... Cannonball Adderley opens at the Ash Grove in Detroit January 17... Kool Moe Wind is on a three-week vacation in the West Indies... Percy Mayfield opens at New York's Village Vanguard... Paul Anka starts January 18... Peggy Lee opens at the Cafe Carlyle January 24; Harry Belafonte, February 1; Eydie Gorme and Steve Lawrence, February 18; Rome Charles, February 22; and Mike Nichols and Elaine May, February 29... Bob Renzetti...

CHICAGO

Elia Fitzgerald, again voted top female vocalist in bin's annual DI poll wagon's in Saturday (21) direct from Chicago to New York. Miss Fitzgerald has provided the nucleus of her band, a three-piece all-white group, for the next eight weeks. Paul Anka starts January 18; Peggy Lee opens at the Cafe Carlyle January 24; Harry Belafonte, February 1; Eydie Gorme and Steve Lawrence, February 18; Rome Charles, February 22; and Mike Nichols and Elaine May, February 29... Bob Renzetti...

A country music package spot is now available for one night in a Chicago nightclub. The package, which includes two hours of music in a Chicago dance club, will feature hits by Patsy Cline, the Everly Brothers, and the Oak Ridge Boys. The package will be available in Chicago on January 25...

Around the Horn

Billy Eckstine has inked a record-breaking contract with Mercury Records. "Mr. B," recently been appointed as "the first black to re-enter Los Angeles, Eckstine will hold his first show at the Birdland River- side Hotel... Peggy Lee plans his visit to New York. Her album "Lull a la Lee (Capitol) is currently among the top-selling LPs in the country...

BADGE OF HONOR

"Oh, I Mean You!"... Benny Goodman's "Jazz At The Philharmonic" tour begins February 12... Peggy Lee opens at the Cafe Carlyle. The show will feature the music of the New York Symphony Orchestra...

A study in the convergence of jazz and classical composers will be presented at the Museum of Modern Art in New York under the auspices of Charles Schwartz. Schwartz, who is a vocal critic with the New York Post, will present a series of lectures and concerts... The program will feature works by Rachmaninoff, Stravinsky, and Prokofiev...

BILLY'S BAG OF TRICKS

James Moody and his jazz septet open at the Birdland for a two-week engagement Wednesday (19). Appearing with Moody will be trumpet star Eddie Jefferson... Young Tony Collins, 21-year-old folk singer, has returned for his third appearance at the Gate of Horror... H.R.H. Duke of Edinburgh and Bob Camp head the bill at this year's "Aid Benefit"...

PITTSBURGH

Composer Henry Mannecki, whose bands form close quarters to Allegheny and North American orchestras, is working on a new album of original jazz songs. The album, "The Great Imposter," is expected to be released this summer...

Timemossey trouser the arrival of the new "Fifth Avenue" show which took off big here... "Booby Vee," "Johnny Burnette," and "The Ventures"...

RCA Victor has as its new grayhound, the impending concert of Van Cliburn in Moscow on February 18 un- der auspices of the Music Guild of Pittsburgh...

Billy Driscoll and Donald Da- kin, a couple of busmen at the Pittsburgh Hilton Hotel, have formed a new group to present touring attractions in Pitts- burgh...

20th-Fox Records is "Angel Hands" b/w "Give Me the World." Release was made last week... "Ode to Billy Joe" by Bob Dylan is getting more and more attention... "The Silver Slipper," an album featuring the music of the Silver Slipper, is set for release...

CBS Television Network Year Book for 1961 features a drawing by Bob Dylan, the only one among the top-ten artists taken from their appearance on "The Ed Sullivan Show" TV show in June of last year. Lester and Earl's "The Lonesome Foghorn Ram," featuring 12 banjo instru- ments, has the nation's music industry... The album cover was done by Thomas Allen, the highly successful CBS book... 'Whale, Please,' whose recent recording of "The Best of the World," is an audience sensation... The charts, has a new one coming on... "My Heart Belongs to Daddy"... "I'm allergic to love...

"Kitty Webb"... new one on the release charts is "The Other Side of the Creek." Red Foley, who has had a record release in quite some time, has just one chart release on a Decca titled "Georgia Town Blues."

Top side on Rudy's and New Dickory's release is "Last Sunday in April," written by Don Gibson, Smith himself... "Flip Me Realize," Rudy and his wife are building a new home... Ronnie Searcy, who is now one of the namest developers in the industry... "Sherry Ann"... "Marylou McCallough, who spits two and a half hours of c.w. daily on KMBC, is a member of the new western swing combo comprising Jimmy Hall, Gene Gwin, Red Day, Clarence Black, and Junior Collins. Bob Wills and His Texas Playboys stopped off in Kansas City January 12 at Dewey Grooms' Longhorns' show... Johnny Rockets, whose band, the Longhorns, has signed Dallas favorite Freddy Fender...

The Andy Doll Band, of Celm- win, is back on the road... the new March quarter of the December, January 17; Botched, Wix, 17; Waterbed, Jax, 17; Larry, Jax, 17; Future, Jax, 17; La Crosse, Wix, 22; Rochester, Minn., 22; Denver, Colo., 23; Decatur, 23, 23; Prairie Du Chien, Jax, 29, and Plattsburg, Wix, 31... "Bobby Gregory, of the New York record company is working his侃侃而谈, has been cover-..."(Continued on page 59)

FOLK TALENT & TUNES

"Jonnas"--a group of five young people who have been playing together for about two years--will appear at the Village Coffeehouse in New York City. They are from the area around New York City, and have been together for about two years. They play a mixture of folk and bluegrass music.

The group consists of four members: Jonny, a guitar player; Mike, a banjo player; Bob, a fiddler; and Charlie, a mandolin player. The fifth member, Tim, is a drummer who joined the group later on.

Jonny is the leader of the group and takes the lead vocals. He is a seasoned performer with an impressive repertoire of folk and bluegrass songs. His guitar playing is smooth and melodic, with a touch of mischief.

Mike plays the banjo with deft fingers and a strong sense of rhythm. His playing complements Jonny's guitar work perfectly.

Bob plays the fiddle with a relaxed style. His fingers move effortlessly across the strings, producing a rich and full sound.

Charlie plays the mandolin with an energetic and lively spirit. His playing is both melodic and syncopated, adding a unique flavor to the group's sound.

Tim, the drummer, joins in with a steady and consistent beat. His timing is impeccable, helping to keep the group's rhythm in check.

The group's music is deeply rooted in traditional folk and bluegrass tunes. They perform songs that are both old and new, with arrangements that blend traditional and modern elements.

Their performances are characterized by a strong sense of community and mutual respect among the members. They believe in the importance of sharing and learning from each other, which is reflected in their music.

The Village Coffeehouse is an ideal venue for their performance. The cozy and intimate setting allows them to connect with the audience in a meaningful way. They are known for their engaging stage presence and their ability to involve the audience in their music.

The group's dedication to their craft is evident in their performances. They are constantly working on new arrangements and compositions, pushing the boundaries of traditional folk and bluegrass music.

Their music has received positive reviews from critics and fans alike. They have performed at various venues around New York City, including the Village Coffeehouse and the nearby Cafe Rex. Their performances have been praised for their authenticity and their ability to connect with the audience.

The group's future looks promising. They are gaining a following in the local folk and bluegrass community, and their music continues to evolve and grow. They are looking forward to expanding their reach and sharing their music with even more people in the future.

Richard, Adam Faith & Elvis: The British Charts

Continued from page 1

Presley came third, and was the first American artist to reach the British Top 20. He continued to top the charts throughout the year, and his record sales were consistently high. His contract with RCA was renewed, and he continued to release new albums and singles.

This year, Presley's career continued to flourish. His album "Blue Suede Shoes" became a major hit, and he appeared in the musical film "Love Me Tender." In the late 1950s, Presley's popularity continued to grow, and he became one of the most influential figures in popular music.
The Four Freshmen

have been heard on this label
FOR 10 YEARS

and were voted the No. 1 vocal group by the nation's disc jockeys. (Billboard's D.J. Poll).

THE FRESHMAN YEAR (S)T-1485 is the Freshmen's 15th* album for CAPITOL.
ARE YOU WELL STOCKED?

*THE OTHER 14:

[SIT-1379 First Affair
[SITBO-1337 Road Show
[SIT-1295 Voices and Brass
[SIT-1358 Four Freshmen and Five Guitars
[SIT-1360 Love Lost
T-1103 Freshmen Favorites, Volume II
[SIT-1074 Voices in Love
[SIT-1003 The Four Freshmen In Person
T-222 Voices in Latin
T-544 Four Freshmen and Five Savos
T-763 Four Freshmen and Five Trumpets
T-743 Freshmen Favorites
T-663 Four Freshmen and Five Trombones
T-522 Voices in Modern
WOOD ATTENDS INAUGURATION

HOLLYWOOD - Do t President Rondo Wood and his wife will attend the Presidential Inauguration of John F. Kennedy this week. Following the ceremonies the Wood will attend the Inaugural Ball.

Lowe Initiates Album Special

PHILADELPHIA - Bernard E. Lowe Enterprises, operators of Cameo, Swan and Parkway labels, have initiated a unique promotion deal designed to "established the fact we are in the album business for keeps," in the words of national sales and promotion chief, Al Cahn.

Cahn explained that the current program, which runs until February 24, is built around five albums currently in the catalog, including singles by Bobby Rydell and two by Chubby Checker. "Distributors will get an extra discount upon reaching a previously established level of sales," according to Cahn. In addition, dealers will get 15 per cent off on every album ordered and 100 per cent exchange privileges as well. Beyond this, each distributor salesman and promotion man will receive special cash incentives during the course of the program.

A sixth album, soon to be added to the catalog and to become part of the program, is one featuring "The International Pop Orchestras," in what Cahn called "a "soul-spectacular."" This recording features an orchestra of 110 men and was cut by Bernie Lowe at the BMI studios in London. This will carry a tag of $5.98 stereo, $4.98 monaural. It is also the only current LP in the catalog that has a stereo version. Each album, as part of the general plan, has its own special point-of-sale display material.

Miller Ankles

Plugger Post

NEW YORK — Bob Miller, veteran music man, who served for 22 years as executive director of the Music Publishers Contest Employees' (song pluggers') union, has resigned that post. During his tenure with the union, Miller also headed the Professional Music Men's Association, the relief arm of the union, under whoseegis funds were distributed over the years to hardship cases in the music fraternity.

A music man for 50 years, Miller at one time was professional manager of M. Witmark, served 15 years with Leo Feist Music, and was also associated with De Sylva, Brown & Henderson and in his own firm, Schuster and Miller. Miller, a respected figure in the business, is currently sitting offices and expects to announce his future plans shortly.

Garcia Quits Verve

Job to Free Lance

HOLLYWOOD - Russ Garcia has resigned as artist and music director of Verve Records to become a full-time free-lance arranger, conductor, andnbroadcaster. He will continue to work for Verve—handling certain artists and producing albums on a free-lance basis—but will also be free to sign with other companies.

Garcia wrote and conducted the background score for George Pal's recent feature film "Skeletors" (box-office smash) and "Atlantis." He is currently working on the score of Pal's new M-G-M film "Brothers Grimm."

Abner Levin to Scott Records

NEW YORK — Abner Levin, for some years general manager of Sun Goody's retail operations, has left his familiar West 49th Street haunt to join Scott Record Corporation in Island Park, New York. Scott Records is one of the fast-growing disk operations of the label.

In his new capacity, Levin will be in complete charge of the Scott label from an administrative point of view as well as in the development of new product for the firm. Scott will issue new LPs in both pop and classical fields.

Levin is now actively negotiating to acquire under lease rights and through direct purchase a number of LP items now withdrawn from the catalogs of other labels. Scott will be nationally distributed through normal distributor channels. Seller is also associated with the政法phonograph Records and has long been known as one of the prime merchandisers of discontinued disc merchandise. The Scott operation and Levin, however, will be completely separate from these other entities.

Vista Bows Annette Disks in January

NEW YORK — Vista Records, subsidiary of Walt Disney Productions, has kicked off a record release program with a new Annette album and an LP. The single was the young thrush on "Dream Boy" and "Planes, Please, Choose." The album, titled "Dance, Annette," takes its cue from dancing and includes "The Blackboard" and "Rock and Roll Waltz."

Disneyland Records has two $1.98 albums on the way. "Songs of Our Heritage for Young Americans," by the Disneyland Concert Band and Ole Bull, is a companion to their $3.98 album. The other album, narrated by Sterling Holloway with music conducted by Tuti Cama- rio, also sells for $1.98 and has the story and the songs about the "Three Little Pigs."
How Wes (Mr. Sound Effects) Harrison puts his personal Shure microphones to work for him

Nobody, but nobody puts a microphone through more punishment than Wes Harrison. Using his remarkable voice (and equally remarkable microphone technique) he imitates faithfully such unlikely sounds as car doors closing, atomic explosions, trains and thunderstorms—complete with rainfall!

Wes has wrecked many microphones in as few as 3 performances... but he's never been able to ruin his Shure Unidyne or Commandos even in hUNDREDS of hours of punishment. To Wes—as it is to most performers—a microphone is indispensable. He can't take chances with "pot-luck" mikes going bad at a critical time. Nor can he take the time to learn the performance characteristics of the sixteen different kinds of microphones he sees on tour. He owns and depends on the world's most reliable performers—Shure Unidyne unidirectional* mikes and Shure Commando omnidirectional**.

Your own personal Shure microphone outfit is the best investment that you can make in life-like performances. Their cost is low... and they'll last for years. Don't take our word for it... ask Wes.

*Unidirectional—picks up sound mainly from the front, suppresses sound from behind.
**Omnidirectional—picks up sound from all around the microphone.

SHURE
Performer's Personal microphones outfit
You CAN (and should) take it with you. Superb Unidyne III microphone complete with holder, cable and adaptors to hook into any club or auditorium P.A. system, or into better quality home or professional tape recorders. All in handy case (about the size of a clarinet case). On special order only—see your sound consultant or write to Shure. Only $75.00, complete. Send for free booklet on mike technique.

Shure Brothers, Inc.
222 Hartrey Ave., Evanston, Illinois
4th in a Row for Indigo!

1. "HONEST I DO"
   By The Innocents

2. "A THOUSAND STARS"
   By Kathy Young

3. "GEE WHIZ"
   By The Innocents

And Now!

4. "DREAMS and WISHES"
   By The Crystals
   Indigo #114

INDIGO ROLLS INTO THE ALBUM FIELD...

3330 Barham Blvd., Hollywood 28, Calif.
Kapp Boasts Big 1961 Album Push

NEW YORK — Kapp Records has introduced what spokesman called "the most ambitious album program in the company's history." The initial release of 1961 was presented here to distributors by President Dave Kapp and sales and press chief Jay Lasker, Friday (6).

Lasker said that the albums included "reflect the company's activity through a continually increasing number of areas of repertoire. These included, Lasker said, items from Roger Williams, to Stravinsky, to drama as narrated by Melba Douglass; from Tchaikovsky by the Kapp Symphony Orchestra and full music by Tom Glazer and the Samplers, and from songs by the German hit singles artist, Lolita, to the Four Lads and comedy mum Bill (Dene Hines) Dana. Other sets are by Horace Diaz, Jack Jones, Eddie Condon, the Children's Chorus, John Gari, and Ju- sette and Yvette Roman. Also included are a new "Opera Without Words" set and four packages in the super Sound Medallion serifs.

Vorfield to Dot Controllers

HOLLYWOOD — Robert F. Vorfield, formerly with the Chrysler Corporation, has been named controller of Dot Records and administrative director of Dot and Dot Distribution Corporation. The appointment was made by Dot President Randy Wood. Concurrently, Vorfield will make Willie Bailey, in charge of the label's foreign, export and military sales.

NARM Sets Meet January 18-22

AT PARK SHERATON

NEW YORK — The board of directors of the National Association of Record Merchandisers (NARM) will hold their next quarterly meeting in New York at the Park Sheraton Hotel, January 18-22.

Purpose of the meeting is to make final plans for NARM's third annual convention which will be held during the week of April 24 at the Eden Roc Hotel in Miami Beach, Fla. Also on the board of directors agenda will be a discussion and investigation of applications for the post of executive secretary of the association, a move that was approved by the entire membership.

The board of directors of NARM includes: Harold Goldman, St. Louis; Edward Jay, Buffalo; Allan Beecroft, Los Angeles; Edward Sadowski, Washington; James T. Johnson, Milwaukee; Donald Fraser, Minneapolis; and George Berry, New Orleans. Earl Foreman, NARM attorney of Washington and presently temporary executive secretary, will also be in attendance.

Carlton Issues LP's & Singles

NEW YORK — In addition to the two "Anita Bryant Month" albums and one single due for release in January, and two Paul Evans albums which will make February "Paul Evans Month" (see separate story), Carlton Records is releasing a Merv Griffin single, "Bummed in Boston." This week, the singer-composer, who is quite hot in TV with two shows currently being aired and another on the way, has been signed to a two-year, four-album contract.

The label also announced the signing of Sid Bass as musical director, arranger and conductor. In addition, Bass will make records as an artist. He has signed an exclusive two-year contract effective February 1.

On the label's Guaranteed subsidiary, A&R man Ritchie Barrett has released his first blues and beat disk, an answer to "Shop Around," by Laurie Davis, called "Let's Shop Around." Freddie Houston, singing "Red Blooded, True Blue, American Boy," will follow shortly thereafter.

Second City Players Signed to Merc Pact

CHICAGO — Mercury Records has signed the Second City Players to an exclusive recording contract, and is losing no time preparing the talents of his creative group on wax. Recording sessions will take place in the Mercury studio but during their nightly performances at the Second City coffeehouse-night club.

Included in this small company are some of the players are Mike Kohr, Suers Darden, Barbara Harris, and William Mathieu. Mike Kohr is well known in the Windy City for her television work with disk jockey Ray Rainer, while Darden and Harris appeared recently on the Jack Paar Show with Shelley Berkman who worked with them in the old Compass Players here.

William Mathieu, the company's cornetist picture and composer of trumpet and arranged for the Stan Kenton band before joining the Second City encourage.
The Hottest Independent Gives

SO EASY* 15% CASH DISCOUNT

AND

100% EXCHANGE

ON

The TWO HOTTEST Artists in The Country---

BOBBY RYDELL
WE GOT LOVE C-1006
BOBBY SINGS C-1007
BOBBY'S BIGGEST HITS C-1009

CHUBBY CHECKER
TWIST WITH CHUBBY CHECKER P-7001
FOR TWISTERS ONLY P-7002

*So easy—any combination of 20 pieces (any one album not to exceed 50% of the order)
DISCOUNT FOR LIMITED TIME ONLY! JAN. 16th to FEB. 24th

CAMEO—RECORDS—PARKWAY
ANOTHER NEW DANCE CRAZE IS SWEETING THE COUNTRY!

*Chubby Goes Wild Again...*

CHUBBY CHECKER

PONY TIME

b/w

OH SUSANNA

P-818

PARKWAY RECORDS
BERLIN RADIO STATIONS SBF AND RIAS STOP PRESLEY'S 'WOODEN HEART'  

BY BRIONNE KEER 

Music Editor, Autonomat-Markt, Berlin 

The program directors of the Berlin Radio Stations SBF and RIAS have refused to broadcast Elvis Presley's version of "Wooden Heart." The disk has made Presley a hero in West Berlin, but has been banned by the station directors because they feel it is un-American and contrary to Ger- man folk song on which it is based.

A Metronome recording, however, by Bobby and Tabby, is played on the Berlin stations because it is a closer approximation of the original. In contrast to this, almost all other radio stations in West Germany do play the Presley recording on their programs.

DESK PRODUCTION: Hans- Ehrenfried Schenk, the head of Berlin Radio Station SBF, together with his producer Erich Ehrlich, has banned the Presley disk because of its alleged "Americanism." He stated that the song was recorded by an American teen idol and was an American recording. The original song was recorded by the German composer Joseph Lek, and was written by a German composer, Erich Klee.

FRENCH NEWSPAPERS 

French Jazz WAX 

By EDDIE ADAMIN 

92, Quai du Maréchal Joffre, Paris 

According to sales charts of three big record shops on the French Riviera, American jazz records are selling 65 percent of their sales at this time. This is due to a new development: former buyers of classical record shops now are more and more becoming jazz fans.

BIG SUCCESS: Big bands' newest album, containing the songs recorded directly at their last recording session, is being sold in France by the S. Jazz disks.

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BIG SUCCESS: Big bands' newest album, containing the songs recorded directly at their last recording session, is being sold in France by the S. Jazz disks.
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by Jerry Murad and his Fabulous Harmonicats

A HIT SINGLE!
4-41816 (also available on Single 323)

A HIT ALBUM!
CS 8356 / CL 1556 (Regular)
Both...Selling like CRAZY!

Exclusively on COLUMBIA RECORDS
LOOK TO LIBERTY IN '61 !!!!!

FOR EXCITING ALBUM LINEUP... IMPACT MERCHANDISING... SENSATIONAL PROFIT PLAN

BOBBY VEE: Anchor hot one from the King of Teen! Liberty's tremendously popular talent discovery, Bobby's hits "Dream a Dream" and "Robber Ball" on the 45's. LRP-3129, LST-7684

EXOTIC PERCUSSION—Marie Deny. Fantastic percussion sound... Deny's best ever. At regular LP prices! Album hand-painted special value. LRP-3104, LST-7668


THE ORIGINAL HITS—VOL. II. New edition! More smash hits, past and present from top pop artists. LRP-3186


THE VENTURES: The year's most exciting instrumental group follows up their current top-selling LP. "Walk, Don't Run with a second hit entry. Delton 8LP-2008, LST-6004

JOHNNY BURNETTE: A dozen pop favorites from his top ten appeal star, including recent hits "You're Not Mine" and "Dreizsin". LRP-3183, LST-7183

A LIVING LEGEND—Bob Wills & Tommy Duncan. All-time best selling C&W hits, each a Wills specialty. LRP-3182, LST-7182

SPECIAL SALESMAKER!

SPECIAL SALESMAKER! "Send For Me" album band offers coupon for free, 16-page illustrated life story of Julie London. Previous releases promoted by both booklet and special display.
SALES-ATTRACTING DISPLAYS
...for double sales impact.

BRITISH NEWSNOTES

Beaulieu Sets Jazz Fete Date; Sunshine Leaves Barber Scene
By DON WEDGE
News Editor, New Musical Express

There will be another Beaulieu Jazz Festival this year, in spite of the Newport-like riots that made headlines the world round last year. Anita O'Day will top the strong British lineup which will include the Johnny Dankworth, and Chris Barber bands. The festival will run July 29 through 30.

Barber, incidentally, has lost his "Peteie Fleur" clarinettist, Monty Sunshine. Monty is forming a group of his own and will record for Record Supervision, an independent production firm here. discs will be released through Columbia.

VISITORS HERE: Philips flew in Michel Le Grand from Paris to record a single with Franklin Vanghan January 6. . . . U.S. folk-lore Harold Levenson visited London for the first time spending a week in talks, about placing American folk talent here and taking British acts to the U.S.

TO THE U.S.: Judy Garland flew to Miami for one show and was due back in London, January 14 . . . EMF recording manager Norman Newell left for New York, Hollywood and Las Vegas January 10. With him went two of his artists, Ross Conway and Marion Ryan . . . EMF chairman Sir Joseph Lockwood was selling on the Queen Elizabeth due in New York tomorrow (17) on his annual visit to Capitol executives.

TALENT TOURS: the Johnny Burnette - Roy Orbison tour due to start January 21 has been postponed . . . Being negotiated are visits for varying periods by Bobby Rydell, Johnnie Ray, Paul Anka and the Everly Brothers.

HOMETOWN: Tony Saxon has become professional manager of Lorna-Marie . . . Johnnie Mathis has left Britannia Music to join Johnny Johnston at Michael Reise Music. Sam Lee is the latest Top Rank artist to be signed by UML.


HONORS: A C.B.E. was awarded to Jack L. Warner, president of Warner Bros. Pictures. The award means he has been made a Commander of the Order of the British Empire and is one of the highest that can be made to a foreigner. The sale of some 250,000 LP's by pianist Russ Conway in two and a half years was marked by a presentation of a silver disk, January 5. Conway records for EMI-Columbia and has a U.S. deal with MGM.

NEW ALBUMS: Pjx is releasing an LP by Stanley Unwin, an unusual British comedian. . . . Philps has scheduled an EP of songs from the sound track of "Let's Make Love." . . . Among the Decca group's January LP's were Sam Cooke's "Cooko's Tour" (RCAC: Brian Hyland: "The Bastard Blond," Johnny Burnette: "Dreamin" (London).

NEW SINGLES: Four discs of an American song not high in the U.S. charts were scheduled last weekend. "Angel on My Shoulder" had versions by the composer, Shelly Fleson (issued here on Warners) and Jerry Wallace (Records from Chal- lenger) as well as two British artists: Dick Jordan (Grosle) and Jimmy Young (Columbia). "Rubber Ball" appeared in tri- plicate - Bobby Van's Liberty hit (on London) with covers by the Arrows (Columbia) and Marty Wilde (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . "Runaround Sue" appeared in triplicate - Bobby Van's Liberty hit, with covers by the Arrows (Columbia) and Marty Wilde (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips). . . . The film tune "Ruby Duby Doo" from "The Key Witness" has five versions - by the Ted Heath Orch (Decca), the Yankees (Philips), Tony Bennett and Jo Stafford (Philips).
Dot RECORDS PROUDLY PRESENTS

TONY MARTIN

HIS FIRST Dot RELEASE
HIS FIRST Dot SMASH!

"TO BE ALONE"

"DON'T WORRY"

# 16181

Dot RECORDS

"THE NATION'S BEST SELLING RECORDS"
'Romantica' Wins TV Song Prize

Top Songs: Five top Italian songs, including 'Il Gioco' by Falco, are matched by four top American songs. "Let Me Be Loved," by Percy Faith and Hugo Winterhalter, which hit the top spot, and Pat Boone's "Smells Like Teen Spirit," topped the top spot in 1960. A children's jury, listening to songs about Christmas was chosen from the best European entries, "Star of Christmas" by Renato Rascel was the best. American entry, "Christmas Song," by Paul Anka, was fourth, after African and Asian entries, but in all justice, it must be reported that Italian was the only language all the children, who came from the various continents, understood.

ITALIAN NATIONAL: Nella Pricci has switched to the Titianna label. . . . Giuseppe Giannini, now in U.S. X, will add to general of new Galleria del Caffé looed to his CDG data. . . . Sweet songs triumphed over the screams in the artist poll of "Sorri e Canti." Seven traditional voices finished at the top of the poll. . . . Donovan Medugno gets the best removed from his broken leg January 15. His music "Bobo," added to "The Boulevard," is now set to open a new chapter. Medugno, Edgardo Totani has patented a system for announcing the names of songs and artists, a track with a track that need not be used when the one side is played at home. . . . Graz, lots.

Japanese News

- Continued from page 14

Engaged for one performance each by Tokyo TV, January 25, and Nippon TV, January 26. For the rest, it will continue to entertain U.S. Forces sta-

Duet: The group of artists seen in the photo is the first one in the field of modern music. Their performances, with their unique blend of the traditional and the modern, have captivated audiences around the world. Their unique style and innovative approach have earned them critical acclaim and numerous awards. The group's music is a fusion of elements from various musical traditions, from folk music to contemporary pop, and they are known for their ability to bridge cultural divides.

Stan Applebaum Says Arrangers Not Getting Their Due Recognition

NEW YORK—Stan Applebaum, the free-lance arranger and composer, who has been responsible for a number of hit records in recent years, feels that arrangers are not getting the recognition they deserve. He feels that last week that "there should be some form of participation for arrangers, when the session he has worked on results in building a popular hit.

Applebaum's recording record contains some of his most famous works. He is known as an arranger for any song, able to create a unique sound that is both fresh and familiar. His ability to adapt traditional and contemporary elements into his arrangements allows him to work with a wide range of artists, from up-and-coming performers to established stars.

Applebaum's work has been recognized with numerous awards and nominations, and he continues to push the boundaries of musical arrangement, creating innovative and engaging compositions that captivate audiences worldwide. His dedication to the craft of arranging sets him apart, and he remains a leading figure in the industry, continuing to influence and inspire future generations of arrangers and composers.

$_{Continued~from~previous~page}$_

on 20, Fox

"ONLY ONE LOVE" by ANN CHRISTY on ARCO

DJ's: Write Arco Record Co. 440 Half Street, Plainville, Unita, Pa.

2 NEW RECORDS WITH A BIG SWINGIN' SOUND

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Thank you, D.J. for submitting "SPOT ON MY HEART" JAMES JETER

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JANUARY 16, 1961

BILLBOARD MUSIC WEEK

MEN WHO READ BUSINESSPAPERS MAKE BUSINESS VITAL

Fair Lady" is a very hot sales item on C-Disc and now out on recording, "Save the Last Dance for Me." A red-hot seller on C-Disc.

NEW RELEASES: Daisie has just recorded, on Arista, a German song which will hit Germany in the middle of March. . . . Then there are the new artists, like, for example, Johnnie Ray, who is in the process of recording his first LP. The most promising Project is the new artist, who is recording a new LP, containing a mixed medley of the most popular German and foreign songs of all types; Marlene Dietrich, Josephine Baker, Lena Horne, Guido Gauldin, and Louis Armstrong are singing.

Electrola has issued on Columbia the first German sing of title of English teenage idol Cliff Richard: "Bliss Verlehre" (in Live) and "Die Stunme der Liebe" (The Voice of Love). . . . On Polydor, Austron Peter Wendsongs radio Lakes (Estonian) "Ich Bin Der Wacht: Was That Lady" entitled "Hail to the Sun" Sinfonie de Concertinat and a Flirtinat' has German version. Anita Wilson sings it on Polydor.

Another version of the French tune "Cafe Oriental," by Bill Reilly, was recorded on Polydor. "Babybo 21: 29 is intimate style and her harmonica lyric now entitled "Hello Susan" played by Judy Trenor. . . . On Polydor. . . . The Milver Brothers offer a political song in the "Herren der Werke" (The Masters of the Electrola.

IMPORTATION: The new German label Bella Musica has taken over the distribution for the entire U.S. for all records published by the Publishing House Morks in Germany, and Morks will therefore distribute the Bella Musica repertoire in S. America.

PERSONALS: Austrian born Leslie Lohman, not well known, successfully to receive her First Gold Record, January 15, in Vienna, for her million-seller "See- ing." Kurt Hahnel, famous conductor of Radio Loening (East ern Germany), who left East Germany to West Germany, 3 w, political reasons, has cut two new big band titles: "Mambo I Do Love You" backed with "Ramona." Both also feature Kurt Hahnel's modern big band style.

Luisa Riva, a Talcedo discover, who had her first releases on Telefunken, is now being promoted on the con-

Gondoliera" b-w "Do Blues." Igne Bruck, too, has changed to Metronome with the German version of "Anything." "Ain't Wuol. . . . W. E. Wind Allison Wuol as Fr. war, as first release.

CHARTS: Decca, has just recorded her First French recording, "Paris, Revos," on Fathe Marcelin in Paris, to record an English version of her Ger-

Perhaps the most popular was the Bolling's "Poetry in Motion." . . . "Happy as a Lippin" (Your Red Lips) . . . Nellie Forbush Williams, who made "My Happi-

Outstanding as our hero, hit hot, ("The Heart of a Con Dao") on Decca. Lyrics by KBB, composer of the same. . . . Film will record the Johnny Cash title "I Will." Line with a German lyric written by...

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THE BIG SINGLES ARE ON RCA VICTOR

SAD MOOD
SAM COOKE—7816

WHAT WOULD I DO
MICKEY & SYLVIA—7811

MY LAST DATE
SKEETER DAVIS—7825

THE MOST BEAUTIFUL WORDS
DELLA REESE—7833

CALENDAR GIRL
NEIL SEDAKA—7829

ASK YOUR DISTRIBUTOR ABOUT THE COMPACT 33, THE NEWEST IDEA IN RECORDS ON RCA VICTOR
MORE HITS ON WARWICK

Shirley & Lee
YOUR LOVE MAKES THE DIFFERENCE

TWISTIN' PNEUMONIA
Little Esther & Wild Child

WBZNY TO AIR NEWER ARTISTS
BUFFALO — New record artists who have not yet come up with a hit single usually have a tough time getting deejay exposure. Jack Kelly, WBZNY, here, is planning to do something about it.

The station is residying a new program which will feature relatively unknown record artists each week. The show is designed "to give him or her as much exposure as possible in the Buffalo area." Kelly is anxious to contact such young artists and obtain material on their background.

"Alamo' Besieged By Musicians' Union Members
WASHINGTON — A musical siege of the Alamo, waged by the American Federation of Musicians for representation of some 80 workers on the "Alamo" movie score, just last week at the hands of the National Labor Relations Board. The board rejected the AFM claim that these musicians, arrangers, et al., were employed directly by the movie-making firm, Batjac Productions, thereby enabling the AFM to represent them as in previous "package" rulings on Batjac music scores.

The NLRB said this, however, was not a typical "package" deal, citing responsibilities with Batjac Productions, through personal service and a master agreement. The labor board ruled that the musicians were actually under contract to Draeger-Hartke, trading in Erosa Music Corporation, which had completed control over all aspects of the musical scoring.

The AFM had contended that a secondary contractual arrangement between the musicians and the movie firm, guaranteeing recording and release fees in later exploitation of the "Alamo" music score, set up an employer-employee relationship.

Little Esther & Wild Child
Rustic Wide Open! (See the Charts)

"WHEELS" by The String-A-Longs
WBZNY M-600

WITH THE NEWER JOCKEYS

"Just a quick note to let you know how things are progressing with this 50,000-watt, all-country music station since we made the big switch in mid-November," typewrites Bill Mark, country music director and deejay (four hours daily) on KENS, San Antonio. "To put it mildly, country music is booming here, with listeners making with terrific response. We would record albums in duplicate from disk jockeys and artists, as we do our daily broadcasts from two studios." Station KENS, Mark reports, has booked its first show into San Antonio January 22, with such artist as Fareon Young, Verlin Husky, Cowboy Cooper, George James, Roy Drusky, Skeeter Davis and Johnny Slay skated to participate.

The beginning of the new year found the following jockeys making a noise and in need of country music records: Tom Reeder, WYAL, Scotland Neck, N. C.; Larry Lane, WZST, Tampa, Florida; Al Robinson, WBKH, Hattiesburg, Miss., and Boyd Whitaker, KZRE, Farming ton, N. M.; KZRE and WZST are all-country stations, . . . deejays needing a copy of Johnny Cano's new Sun release, 'Oh, Lonesome Me,' or his new Columbia platter, 'The Girl in Saskatoon,' may obtain same by writing to Stew Caruth, Johnny Cash, Inc., 25144 Van Buren Boulevard, Sherman Oaks, Calif., and Pamper Music Inc., 119 Two Mile Pike, Goodlettsville, Tenn., invoice deejays to write in for sample of Ernest Tubb's latest Decca, release, 'Little Ole Band of Cowmen.'

Bob Rur, c.w. deejay at WCHN, Norwich, N.Y., outlines a new idea in promoting country and western music which he says is working successfully in the station's listening area. "We hold a country music barbecue nightly in the form of a talent show at the Colonial Theater, Norwich, every Tuesday night. The arena is packed full. We've been booked for the next few weeks. (Continued on page 56)

Breaking Big! Precious Moments by The Fabulous Four C-1068

2 TWO AVE. SWINDON's swingin' 6263
One Upon a Time 6176
You've Been Torturing Me

WBZNY M-607

NOW AVAILABLE TO ALL BROADCASTERS 5 BIG NEW RECORD AND ALBUM SERVICES

1. Catalog Album Service of R.I.S.E. You receive your album "Spotlight Records" catalog each month, selected by 400 music stores all over the nation. Among the best of the new albums:
   - Partial - 20 new albums per month for 12 months $129.00 Total $1548.00
   - Full - 40 new albums per month for 12 months $209.00 Total $2508.00
   - 100 albums for 10 months $1189.00

2. International Album Service of R.I.S.E. You receive your album "Spotlight Records" catalog each month, selected by 400 music stores all over the nation. Among the best of the new albums:
   - Partial - 20 new albums per month for 12 months $129.00 Total $1548.00
   - Full - 40 new albums per month for 12 months $209.00 Total $2508.00
   - 100 albums for 10 months $1189.00

3. "Maxine Brown" If you order your albums direct from the record company, you will be able to get the latest releases at a discount. "Maxine Brown" records are available at a discount of 50%. For further information, write to: Maxine Brown, 666 W. 26th St., Chicago 1, Ill.

4. "Bobby Darin" You may order your albums direct from the record company with a discount of 25%. "Bobby Darin" records are available at a discount of 25%. For further information, write to: Bobby Darin, 1001 Wilshire Blvd., Santa Monica, Calif.

5. "Van Cliburn" You may order your albums direct from the record company with a discount of 25%. "Van Cliburn" records are available at a discount of 25%. For further information, write to: Van Cliburn, 900 N. Canon Drive, Beverly Hills, Calif.

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WAIT A MINUTE
The Coasters
6186

2
SPANISH HARLEM
Ben E. King
6195

3
APACHE
Jorgen Ingmann
& His Guitar
6184

The Nation's Fun Formula:
$MK^2 \times 33\frac{1}{3}$

LEVITY MADE EASY...
STUDY MRS. AT HOME!
The famous Mary Kaye Trio course in vocal volcanics, captivated for home consumption in Verne's new, uninhibited album presentation.
...my gratitude to the disc jockeys of America for again voting me Favorite Female Vocalist of the Year...

Ella Fitzgerald

ELLAS NEWEST! ...Sound-track recorded for "Let No Man Write My Epitaph"

INCLUDES:
Black Coffee
Angel Eyes
I Cried For You
Then You've Never Been Blue
I Hadn't Anyone Till You
I Can't Give You Anything But Love
My Melancholy Baby
Misty
September Song

One For My Baby
(and One More For The Road)
Who's Sorry Now
I'm Getting Sentimental Over You
Reach For Tomorrow

VERVE
RECORDS
Beverly Hills, California
COUNT! count the 7" single 33 1/3 labels!

...AND NOW JOINED BY RCA VICTOR!
the SEEBURG PROGRAM
KEEPS YOU OUT IN FRONT!

FACTS ABOUT THE 33⅓ ALBUM SINGLE

1. Twenty-nine record manufacturers are today releasing 33⅓ stereo 7" singles from best-selling albums—and more are coming.

2. Record sales to the public—45 vs. 33⅓: today, 85 per cent of all record sales are 33⅓'s. In dollar volume, 33⅓ album records outsell singles 7 to 1.

3. Records: Many of today's greatest sellers are available—for coin-phonograph use—only as 33⅓ album singles.

4. Phonographs: Seeburg, and Seeburg alone, is factory-built to intermix both 45's and 33⅓'s.

5. Only Seeburg gives you full automatic intermix with no extra gadgets, no center-hole plugs, no conversion kits.

6. The coast-to-coast sensation, ARTIST OF THE WEEK, is a Seeburg exclusive. It brings to the coin phonograph, for the first time, the record industry's top salesman - the full-color album cover. It sells records by the million. It sells your music!

7. Through this ARTIST OF THE WEEK program, only the Seeburg operator can give a location its choice, every week of ten new selections, all by the same artist, from that artist's top 33⅓ stereo album.

8. Seeburg also gives you the newest and best in location sales aids—including the portable, attention-getting "Sales-Mate" film strip that shows the location owner what you can do for his business.

9. Seeburg keeps you out in front with, 1st, the means to attract to the location more of the post-teenage public—more substantial "music customers." And 2nd, Seeburg gives you the phonograph and the merchandising plans that—whatever the trend in the public's music preferences—will insure the profits of both operator and location alike.

The Seeburg Sales Corporation, Chicago 22.

The ARTIST OF THE WEEK
PHONOGRAPH THAT'S PERSONALIZED FOR YOUR LOCATIONS
NOTE: The listings on this spread are the nation’s best selling L.P.’s in the period specified above. They include approximately 200 albums which must be regarded as essential listening for dealers and as outstanding programming for broadcasters. For convenience in using this report for inventory, display, or programming, the listings have been broken into leader categories. The L.P.’s are titled alphabetically rather than in order sold within each category. The letter L following a title indicates that it falls into the Monophonetic category of that LP. The letter S indicates that only the Stereo version is a best seller. The letter M indicates that both Mono and Stereo versions are best sellers.

The best selling new L.P.’s, on the charts nine weeks or less, are listed in rank order according to sales in the Award albums chart, in the center of this spread.

FEMALE VOCALISTS

Annette Sings Anka (M) Viola BV 302
Brenda Lee (M) Decca DL 4030
Connie’s Greatest Hits (M) Frances Condon CMS 3794
Italian Favorites (M) Connie Francis M-G-M 3791
I’ve Got a Right to Sing the Blues (M) Eileen Farrell Columbia CL 8256
Lin and I (M) Peggy Lee Columbia CL 1200, CL 1200, CL 1200
Match the节奏—It’s in Berlin (M) Ella Fitzgerald, Venus MG 4041, MG 60041
More Italian Favorites (M) Connie Francis, M-G-M E 3871, SE 3871
This Is Brenda (M) Brenda Lee Decca DL 4087
Way Down Is where the Mean Things Are (M) Dinah Washington Mercury MG 20479

DUO’S AND GROUPS

Date with the Everly Brothers (M) Warner Bros. WB 1395
Encore of Golden Gems (M) Platters Mercury MG 40273
Evergreen (M) Johnnie Ray Columbia CL 1542, CL 1542
From the hungry (M) Kingston Trio Capitol CL 1107
Here We Go Again (M) Kingston Trio, Capitol CL 1256, ST 1258
Kingston Trio (M) Original Cast CL 990, ST 996
Kingston Trio at large (M) Capitol CL 999, ST 1999
Sold Out (M) Kingston Trio Capitol CL 1352, ST 1352
String Along (M) Kingston Trio Capitol CL 1407, ST 1407

CHORUS

Fireside Sing Along With Mitch (M) Mitch Miller, Columbia CL 1389
Folk Sing Along With Mitch (M) Mitch Miller, Columbia CL 6818
Memories Sing Along With Mitch (M) Mitch Miller, Columbia CL 8342
Party Sing Along With Mitch (M) Mitch Miller, Columbia CL 1321
Saturday Night Sing Along With Mitch (M) Mitch Miller, Columbia CL 1414, CL 8211
Sentimental Sing Along With Mitch (M) Mitch Miller, Columbia CL 1457, CL 8251
Sing Along With Mitch (M) Mitch Miller, Columbia CL 1140, CL 1140
Still More Sing Along With Mitch (M) Mitch Miller, Columbia CL 1283, CL 8099

BEST SELLING COMEDY L.P.’S

Button Down Mind of Bob Newhart (M) Bob Newhart, Warner Bros. 1379
Button Down Mind of Bob Newhart Strikes Back (M) Bob Newhart, Warner Bros. 1379
Down to Earth (M) Jonathan Winter, Venus MG 15013
Edge of Shelley Brennan (M) Shelley Brennan, Venus MG 15013
Inside Shelley Brennan (M) Shelley Brennan, Venus MG 15003
Kick That Inner Self (M) Brother Dave Gardner
Knockers Up (M) Dicky Warren, Jubilee JLP 2029
Laughing Room (M) Henry Woodside Stereodiscs NM 2
Must Sell at the Hungry (M) Mort Shuman, Venus MG 15012
My Name Is Jesus James (M) Bill Dixon, Signatures SM 1013
Outside Shelley Brennan (M) Shelley Brennan, Venus MG 15007
Revels Down Heart (M) Brother Dave Gardner

BEST SELLING SHOW MUSIC L.P’S

ORIGINAL CAST

Bee Bop Birdie (M) Original Cast, Columbia KOL 5510, KOS 1025
Fireballs (M) Original Cast, Capitol WA 1231, DLP 1231
Flower Drum Song (M) Original Cast, Columbia CL 3530, ST 3530
Gypsy (M) Original Cast, Columbia CL 5420, ST 5420
Irma La Douce (M) Original Cast, Columbia CL 5560
Music Man (M) Original Cast, Columbia CL 5560
My Fair Lady (M) Original Cast, Columbia CL 5560, ST 5560
The Sound of Music (M) Original Cast, Columbia KOL 5450, KOS 3020
South Pacific (M) Original Cast, Columbia CL 4800, KOS 4800
Tenderloin (M) Original Cast, Columbia CL 1409, ST 1409
Unsinkable Molly Brown (M) Original Cast, Capitol WA 1490, ST 1490
West Side Story (M) Original Cast, Columbia CL 6370, ST 6370

SONIC TRACK

The Alamo (M) Sound Track, Columbia CL 1558
Ben Hur (M) Rome Symphony Orchestra (Swiss), M-G-M 111, 1511
Con Con (M) Sound Track, Capitol W 1231, SW 1231

MUSIC FROM MUSICALS, FILMS AND TV

Ballads and Rhymes of Broadway (M) Johnny Mullins, Columbia CL 1727, M-G-M 403
Broadway in Rhyme (M) Ray Conniff, Columbia CL 1275
Cameo (Music From) (M) Percy Faith, Columbia CL 1570
Film Escors, Vol. 1, M-G-M
Film Escors, Vol. 2, M-G-M
Mr. Lucky (M) Henry Mancini, RCA Victor VPL 2198
Music From Exodus and Other Great Themes (M) Mantovani, London LP 2231, PS 224
Grapelle Memories (M) Mantovani, London LP 3218

The List This Week Title, Artist, Label and Number

3 WONDERLAND BY NIGHT
4 MUSIC FROM EXODUS AND OTHER GREAT THEMES
4 LAST DATE
9 THIS IS BRENDA
9 BILLY BONEHEAD SINGS DANSE CHERI
6 CAMELOT (MUSIC FROM)
6 THE ALAMO
5 TEMPTATION
4 GYM-SCHOOL MAIL BROWN
5 DATE WITH THE EVERLRY BROTHERS
4 BRAHMS CONCERTO
3 MORE ITALIAN FAVORITES
2 THIS HAND IN MIKE
7 WONDERLAND BY NIGHT
7 THEME FROM "THE SUNDOWNERS"
1 MILLION DOLLAR’S WORTH OF TWANG
3 WALK, DON’T RUN
2 ALICE IN WONDERLAND

On the Charts

1 ERUPT BIRDIE (M)
2 MUSIC FROM EXODUS AND OTHER GREAT THEMES
3 EXODUS
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On the Charts
It Had to Happen! and Flagship Records is the label on which it is happening on ANDY PERRY

HITS THE RECORD JACKPOT AS HE SCORES WITH...

Pop

CHERRY PINK AND APPLE BLOSSOM WHITE
Jerry Murad’s Fabulous Harmonicats, Columbia CL 1556—Jerry Murad and his Harmonicats are back on the singles chart with their swinging interpretation of “Cherry Pink and Apple Blossom White”. This new album, which features their hit song, should do mighty well, too. In addition to the title tune, the harmonica group preserves swinging instrumental versions of “Mack the Knife”, “Ruby”, “Remonas”, “Fascination”, “Kiss of Fire”, “It’s a Sin to Tell a Lie” and other favorites. A strong album that should have sock appeal.

BOB EBERRY AND HELEN O’CONNELL RECAPITULATING THE EXCITEMENT OF THE JIMMY DORSEY ERA

This album captures the nostalgia of the days of the big bands in exceptional style. It features Metro O’Connell and Bob Eberly, singing as if from a bygone era, backed by the Lou Busch orchestra playing in the style of the famous Jimmy Dorsey band of the 1940’s. All of the hits are here, “Amore”, “Green Eyes”, “Tangerine”, “You’re”, “Arthur Murray Taught Me Dancing in a Hurry”..., “Was I Understand”, “All of Me”, and the Dorsey items “Contrasts”. An album loaded with excitement and nostalgia.

LOVELY AND BLUE

Roy Orbison. Monument M 4002—Orbison has had a string of singles hits, and should enjoy similar success with this package, which features his bluesy singles sides—“I'm Hurting”, “Only the Lonely” and “Blue Angel”, plus other expressions of his more mature, higher keyed style. A spinnable package with solid sales appeal.

Jazz

PAUL DESMOND AND FRIENDS

Warner Bros. W 3586—The masterful, multi-rolling saxophonist, Desmond is heard in one of his rare appearances as the front man of a group which this case in feature—such outstanding names as the Modern Jazz Quartet’s great rhythm combine of Percy Heath and Connie Kay, and Jim Hall, alumni of the Jimmy Giuffre Three. There is a wonderfully soft and relaxed debility about this set, which contains the remarkable flights of interpretation of Desmond. The standards are, without question, “The Boss”, “Two Degrees East, Three Degrees West”. The rhythm section lend a superb backing to Desmond and shine in their own right as well. Set can enjoy plenty of action.

LUSH LIFE

John Coltrane. Prestige 7188—This is one of the best albums that Coltrane has come out to date. He is in a different style here, a lyrical and warm performer, who expresses himself with feeling that cuts through any almost every tune. “Lush Life” is almost a classic performance aided by Red Garland on piano and Donald Byrd on trumpet. "Like a Love in Love" and "Trane's Sło Blues" are also exceptional. This disk, showing off many new facets of Coltrane style, should interest his present fans and win him many more.

FENNELL CONDUCTS VIC TOR HERBERT

Frederick Fennell and Orchestra. Mercury 6607. (Stereo and Monaural)—Victoria Herbert’s music never had it so good. In his diegetic and classical, Richard Huyam’s arrangements are perfect to bring out the last of the beauty without sacrificing musicality; they’re not too sweet and not too liquid, and should please nearly everyone. Tunes include such great items as "A Kiss in the Dark", "Down Town Blues", "Miss America Again", "Serenade," "March of the Toys." Should sell long and strong.

THE PLATTERS

Mercury SR 60245. (Stereo and Monaural)—The group is in its usual flavorful vocal groove in this package on a collection of attractive standards—all with a Motown Style lyric theme. The spannable line-up includes the title tune, "Lullaby of the Leaves", "Roses of Picardy", and "I Talk to the Trees". A strong set.

POP LP’s

*** STRONG SALES POTENTIAL

*** AGAINST THE WORLD

The Rascals. Epic EP 3769—The Rascals take a turn for the more unusual as they release their latest effort, "Against the World." The group will work hard on this one, and it should do all right. A good one for rock and roll, and pop fans. The record should sell at a good clip.

*** GIANT HITS OF THE SMALL COMPOSERS

Vermon Artist Superjewel, Jax (Superjewel) JX 310—A good find of an album, dealing with the small composers. For anyone interested in jazz is this one. Features a 12 piece band, with the hit songs of the small composers. A good find for the small composer, and should sell at a good clip. These hit songs of the small composers could become hits in the small composer world.

*** MODERATE SALES POTENTIAL

*** STROLLING MANDOLINS

Handy Miranda’s Mandolins and Orchestra. Warner Bros. W 4216—Mandolin is back in a big way, and Handy Miranda’s Mandolins will not let the public down. The guitar, mandolin, and mandolin with violins, harmonica, percussion, etc. The material is chosen so as to blend the beauty of this instrument. It is complete with "Cold Cohn in the Cold Cohn Club", "Al Capone’s Havana Night," and "Neapolitan Nights.

*** PIANO ITALIANO

Paul Picard, Warner Bros. W 4239—Romantic pieces ranging from "Goodbye, kicked back, and wind crying in the rain." The material is chosen so as to blend the beauty of this instrument. It is complete with "Goodbye, kicked back, and wind crying in the rain," "Laurea," "Waltz," "Prelude Finer." "Gold Coast Doll." not exceptional.

JAZZ LP’s

*** STRONG SALES POTENTIAL

*** HELMUT JAZZ CONCERTS

Helmuth Breithaupt, Columbia CL 1555—Helmuth Breithaupt, a German tenor saxophone player, makes his American and his first appearance in the U.S. on this album. The music is appealing, and comes from Breithaupt's pen. Great playing and standards included. The set should score with blues fans in this market, and give him a bit different contest from usual.

*** SWINGING WITH THE SMALL TROJANS

规章 D-100—Swing with the Small Trojans. Mercury 6609—Here's a little bit of fun, a little bit of jazz, a little bit of swing, a little bit of everything. The music is in the air, and comes from Small Trojans pen. Absolutely sure to score with their fans.

*** BEAT BUCK & A MAJOR

Buck Owens, Fantasy FP 705—Buck Owens, a little bit of country, a little bit of swing, a little bit of jazz, a little bit of everything. The music is in the air, and comes from Small Trojans pen. Absolutely sure to score with their fans.

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Warner Bros. Records is indeed grateful to record dealers, disk jockeys and juke box operators for the acceptance you gave us during 1960. The success of such artists as Bob Newhart, The Everly Brothers, Connie Stevens, Joanie Sommers, George Greeley, Bob Luman, Bing Crosby, Bill Doggett, and Buddy Cole is most graciously appreciated. Recognizing that the record dealer’s major problem today is to increase turnover, Warner Bros. Records January Sales program is directed solely to the turnover concept. Dealers may stock the Warner Bros. catalog in depth, earn greater profits, guaranteed turnover, and also have the opportunity to clear out obsolete product.

YOUR WARNER BROS. DISTRIBUTOR IS ANXIOUS TO GIVE YOU COMPLETE DETAILS OF OUR “TURNOVER TO PROFITS” PROGRAM

The first Name in Sound

Turn the page over for more TURNOVER—
FOR GREATER TURNOVER, STOCK THESE ALBUMS FROM THE WARNER BROS. CATALOG!
ASK YOUR DISTRIBUTOR FOR A COMPLETE LIST OF ALL WARNER BROS. ALBUMS.

101 GANG SONGS
BING CROSBY 2R/29S 1401 (Two LP's) RAOUl MEYnARD W/WS 1405 MATTY MATLOCK W/WS 1274

STROLLING MANDOLINS

GOLD Diggers IN DIXIELAND

Piano ITALIANO
GEORGE GREELEY W/WS 1402

ROBERT EBERLY - HELEN O'CONNELL
W/WS 1403

GIANT HITS OF THE SMALL COMBOS
W/WS 1406

GUS FARNEY AT THE GIANT FIVE MANUAL WURLITZER PIPE ORGAN
W/WS 1408

PIANO ITALIANO

12TH STREET JAC M'SHULU / PETITE FEUILLES EINEN DIE KANNE YOU CAN'T BE TRUE BERNIE GEORDE BRANN THE 3RD MAN DANCE TWILIGHT TIME SONGS/PoP D'HEART BEER BARREL POLKA - THE HAPPY WHISTLER

The first Name in Sound
**HONOR ROLL OF HITS**

**FOR WEEK ENDING JANUARY 22**

**RECORDING AVAILABLE**

<table>
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<tr>
<th>Track No</th>
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**HONOR ROLL OF HITS**

**Instrumental Make Heavy Incluation Of Music**

**TEACHERS SAY BIG BAND DAYS DUE COMEBACK**

**WELLINGTON** — An upsurge of big, swinging dance bands in the country is predicted by at least one group of teachers at the convention of the Music Educators National Conference, to be held here January 13-15.

The revival popularity of the big band in U. S. A. is reflected in the "uniformity and quality of school-sponsored dance bands," in the tradition of Knott, Wood, Herman and Brown, according to the "Massachusetts" big band. The mass band is a product of the last decade. The 17-member group has been elected to program dance bands, and they could, in turn, be elected to the convention of the Music Educators National Conference, to be held here January 13-15.

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THE WORLD'S NUMBER ONE VOCAL GROUP WITH THE NATION'S NUMBER ONE HIT

EVERLY BROTHERS

"EBONY EYES"

"WALK RIGHT BACK"

#5199

the first name in sound
WARNER BROS. RECORDS
BUBBANK, CALIFORNIA
ORDER FROM YOUR NEAREST DISTRIBUTOR
& TOMORROW’S TOPS

BUBBLING UNDER THE HOT 100

1. I REMEMBER (IN THE STILL OF THE NIGHT) — Five Satins, Ember 1055
2. I REMEMBER (IN THE STILL OF THE NIGHT) — Crests, Crest 543
3. I REMEMBER (IN THE STILL OF THE NIGHT) — Dantes, Pk 395
4. I REMEMBER (IN THE STILL OF THE NIGHT) — The Executives, Liberty 452
5. I REMEMBER (IN THE STILL OF THE NIGHT) — The Shirelles, Vee Jay 373
6. I REMEMBER (IN THE STILL OF THE NIGHT) — The Rarities, Capitol 366
7. I REMEMBER (IN THE STILL OF THE NIGHT) — The Jdubs, Roulette 561
8. I REMEMBER (IN THE STILL OF THE NIGHT) — The Staff, Mercury 17160
9. I REMEMBER (IN THE STILL OF THE NIGHT) — The Richmen, Decca 31197
10. I REMEMBER (IN THE STILL OF THE NIGHT) — The Lightnings, Columbia 41162

TOP MARKET BREAKOUTS

A rundown of all key record markets in which one side is showing exceptional strength, either as a local or regional peak, that could lead to national attention.

NEW YORK
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

SAN FRANCISCO
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

BOSTON
- "LOST LOVE" — B. Basner, Elko
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

SOUTH BEND
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

PITTSBURGH
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

CLEVELAND
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

ST. LOUIS
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

PHILADELPHIA
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

DETROIT
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal
- "SPEAKING OF THE NIGHT" — Frankie King, Federal
- "YOU GOTTA LOVE HER WITH A FEELING" — Frankie King, Federal

REVIEWS OF THIS WEEK’S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Stongest sales potential of all records reviewed this week.

Pops

ANITA BRYANT
A TEXAN AND A GIRL FROM MEXICO (Bremer, BMI) (240) — HE’S NOT GOOD ENOUGH FOR YOU (Sequana, ASCAP) (232) — "A Texan and a Girl From Mexico," is a moving saga song which the country slugs with appealing emotional impact. The flip is an attractive ballad with good lyrics. Both sides are good, but the saga tune has the edge.
Carlton 538

PAT BOONE
THE EXODUS SONG (THIS LAND IS MINE) (Chappell, ASCAP) (309) — The first lyric version (penned by Boone himself) of the classic hit movie theme should chalk up considerable play and sales. Boone sings it with sincerity and strength. "Flip is "There’s a Moon Out Tonight" (Roh-Am, BMI) (212).

CHUBBY CHECKER
PONY TIME (Ann K, BMI) (227) — OH, SUSANNAH (Kalmus, ASCAP) (238) — Checker has a vocal cover of the catchy bluesy item with a fine teen-styled beat base. Flip is another bluesy interpretation of an infectious theme, which bears little resemblance to the Stephen Foster oldie. Both sides should be watched.
Parkway 818

MATT MILLER
TUNES OF GLORY (United-Sidneye, BMI) (255) — Miller wraps up a catchy military march theme (similar to his hit "Bridge of the River Kwai" in structure) in a virile treatment. Slight choice of that, however. Interestingly, the tune is from another Alec Guinness movie, which received standout reviews. A strong side is "Shiloh-a-Double-Duty" (Hollis, BMI) (240)

BERTEL DACH
NOT JUST TOMORROW, BUT ALWAYS — (Alton, BMI) (248) — Here’s an answer to the Shirelles’ hit, "Tomorrow." Arrangement is very similar to the original. Dache’s solid vocal treatment makes it a side to watch. Flip is "Love Eyes" (Alton, BMI) (217)

United Artists 290

THE BELMONTS
WE BELONG TOGETHER (Singer, BMI) (216) — SUCH A LITTLE TAY (Schwartz, ASCAP) (245) — Singing without their former lead, the boys wrap up a pleasant rockballad, "We Belong Together," in a familiar easy style. Flip is a breezy rhythm tune, which is also handed a solid reading by group. Both sides have dual market potential.

KITTY KALLEN
RAINING IN MY HEART (Acuff-Rose, BMI) (204) — HEY, GOOD LOOKIN’ (Acuff-Rose, BMI) (204) — The beautiful flip to the attractive Rector and Feist Bryan tune, "Rainning In My Heart," with sock impact. Flip. The spirited Hank Williams老龄, she receives a strong thumping all over the chart. The gal could climb back on the best-seller charts with this one.

STONEWALL JACKSON
GREENER PASTURES (Cedarwood, BMI) (157) — WEDDING BELLS FOR YOU AND HIM (Cedarwood, BMI) (229) — Jackson captures the flavor of his "Waterloo" hit on the strongly poppy top side. The flip is a highly satisfying hook of country ballad material. Either side here, with a good pop chance for the top effort.

HANK THOMPSON AND THE BRAZOS VALLEY BOYS
JUST ONE STEP AWAY (Bennett Valley, BMI) (220) — Here a solid wepper for Thompson done in his fine, familiar style. There’s a lot of emotion on this one and it’s all set to a neat pop-styled uptown background figure. Flip is "Two Heirs Deep in the Blues" (Texoma, ASCAP) (235) — Capital 4592

JUSTIN TUBB
FD KNOW YOU ANYWHERE (Tenne-Ten, BMI) (157) — Ernest Tubb’s son has one of his strongest outings with this lively plucking of a hillbilly weeper. Good waxy with a real chance to go in country mats. Flip is "One Eyed Red" (Starday, BMI) (235) — Starday 530

WARREN SMITH
A WHOLE LOT OF NOTHIN’ (Pamper, BMI) (228) — ODDS AND ENDS (BITES AND PIECES) (Central, BMI) (155) — Two fine sides for Smith. On top is a traditional weeper which gets a sock reading against an interesting backing featuring an ear-catching drum break. Flip is a catchy tune with dual-track spots. Either way here.

Liberty 55302

(Continued on page 41)
Announcing

BILLBOARD MUSIC WEEK'S

1961 WINTER PHONE BUYING ISSUE

Remember Billboard's Phonograph Directory, published in the September 19, 1960 issue? This annual feature is probably the record-selling phone dealer's one most valuable equipment buying guide.

And now, in 1961, Billboard Music Week's February 20 Winter Phone Buying Issue will take a detailed check of all of the new phonographs introduced by manufacturers since early fall, and package them into the same kind of...

A CONVENIENT UP-TO-THE-MINUTE

PHONOGRAPH BUYING DIRECTORY

Like the master list, it is certain to be read...and kept...and used...for both buying and selling purposes for months and months--right into next fall, when the new 1962 directory is published.

That's real exposure--actual, practical exposure of the kind that stimulates genuine buying interest and enthusiasm!

May we suggest that you make plans now to dramatize your phonograph sales story in a strong, dominating advertising campaign in Billboard Music Week's Winter Phone Buying Issue? The date is February 20--the ad deadline, February 15.

Sincerely,

Dan Collins
New York Office
E:SE3000 Here it is—the fabulous sequel to "BEN-HUR" you've been waiting for!

E:SE3018 Andre Previn in top form—cool, comfortable and swinging—as always.


E:SE3038 More great Joni James hits—now available in album form for the first time...

E:SE3044 "Rose redly c'mon with these big themes from Hollywood's Oh! So chic.

E:SE3099 You'll want to join in as Art's sound sensation sings along!

E:SE3103 The writers of the million-seller R & B hits sing their big ones...the Nobody Else Can!

To You...from MGM...21 "Big Guns" to open 1961 Star-studded, Sales-packed Explosions in Sound

The New Year isn't the only thing that's new at MGM. The STARPPOWER Label now presents a new release salute of twenty-one created-with-sales-in-mind albums. From their outside (provocative covers) to their inner grooves (fabulous soundmanship) nothing has been left to chance. From "Little Miss Hitville" (Connie Francis) to the Son (in sound) of Ben Hur, MGM's 21-Gun Salute is big in concept, big in appeal. Promotion? The very biggest—and the best!
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Catalog Number</th>
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<tbody>
<tr>
<td>Connie Francis at The Copa</td>
<td>Connie Francis</td>
<td>E3830-Quant</td>
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<tr>
<td>More Music From Ben-Hur</td>
<td>Ben-Hur</td>
<td>E3800-Quant</td>
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<tr>
<td>Songs To A Swinging Band</td>
<td>Connie Francis</td>
<td>E3833-Quant</td>
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<td>Hawaii With A Bongo Beat</td>
<td>LeRoy Holmes &amp; His Orch.</td>
<td>E3874-Quant</td>
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<td>More Jemi Hits</td>
<td>Jemi James</td>
<td>E3885-Quant</td>
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<tr>
<td>The Prairie Scene</td>
<td>Andrea Prunus</td>
<td>E3895-Quant</td>
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<tr>
<td>Songs From The Days of Rainhew</td>
<td>Sheb Wooley</td>
<td>E3800-Quant</td>
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<tr>
<td>Down In The Valley</td>
<td>The Gateway Singers</td>
<td>E3905-Quant</td>
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<tr>
<td>Magnificent Melodies</td>
<td>Berlin Philharmonic Orchestra</td>
<td>E3988-Quant</td>
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<tr>
<td>As Time Goes By</td>
<td>Vera Lynn</td>
<td>E3989-Quant</td>
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<tr>
<td>Love Theme Of Banker</td>
<td>E3814-Quant</td>
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**HIGHLIGHTS FROM THE SALES PLAN**

1. **20% Bonus in merchandise (Buy 100, Get 20 free).**
2. **Convenient Dating: 30-60-90-day, provided account is current.**
3. **Discount with Dating: 2 percent cash discount with each payment, in accordance with above dating plan.**
4. **Exchange Privilege: 100% exchange within the January "Twenty-One Gun Sale."**

*These terms also apply to all purchases of 10-inch Long Plays issued by the MGM, Metro-Goldwyn and Columbia labels.

**MGM RECORDS THE STARPPOWER LABEL**

1500 BROADWAY NEW YORK 36, NEW YORK
January 16, 1961
BILLY JEAN HORTON
THE WORLD (TO HAVE YOU BACK)
(Document 2)(B) 236
20th Fox 238

***Alone Together***

Harry Koster directs this romantic little story, which has
spoken with much warmth and affection about the little girl
(Linda Evans). It is an unpretentious, charming and
animated picture that has a very pleasant sentiment.

**Great Performances**

The performances are fine, and the story is well
written. The dialogue is fluent and the acting is
natural. The film is a big success with audiences and
will be a hit for Universal. (Variety, B.M.)

**SPECIAL MERIT SPOTLIGHTS**

The following records have been established for outstanding
work in movies released in this year. The Record Book of the
Motion Picture Industry states they have been established.

- **Continued from page 35**

**Pep Disk Jockey Programming**

PEETE FOUNTAIN

"Unearth Love" (Melwin, BMI) (2:11)

***ALONE TOGETHER*** (Harman, ASCAP) (2:25) Coral 62423

MAX HARRIS

***GUNKYE SLIDE*** (Harlan, BMI) (2:19) Acro 6187

Pep Talent

**TONNY TUCKER**

"The Emotion of the Teenage Queen (Kos, BMI) (2:04)

***Since You Have Gone*** (Marty's, BMI) (2:17)

RCA Victor 7838

**C&W Disk Jockey Programming**

BILLIE JEAN HORTON

THE WORLD (TO HAVE YOU BACK)

(Arcafl-Rose, BMI) (2:36) 20th Fox 238

**VERY STRONG SALES POTENTIAL**

**FABULOUS**

**NICK PERLOW**

**Bob**—"Billie Jean (Gv 3:23)"—This side is a very strong
side in the "Billie Jean" series. It is a good side and has
been selling very well. (Mercury, BMI) (2:36)

**B. BEMBE AND THE STINGERS**

**Bobby Bummore**—"COTAI CHRISSIE" (BMI) (2:25)

**Pete Fountain**

* "COTAI CHRISSIE*—An interesting Latin-influenced instrumental
  by Fountain. It is a great side and has been selling very well.
  (Melwin, BMI) (2:11)

**ANNEETE**

**Dream**—"VENITA 3747"—Here's a very nice side that has
  been selling well. (Vantage, BMI) (2:30)

**RANDY TURNER**

**Sailin'**—An excellent side that has been selling very well.
  (Melwin, BMI) (2:25)

**JOHNNY JANES**

**I Want You To Love Me**—An excellent side that has been
  selling very well. (Melwin, BMI) (2:30)

**Elie Grant**

**Unearth Love**—A very nice side that has been selling
  very well. (Harman, ASCAP) (2:25)

**SANYE KAYE & OKE**

**Welcome Home**—"DECCO 32608"—A very nice side that has
  been selling very well. (Melwin, BMI) (2:30)

**LEONARD JONES**

**What's New (The Billie Jean)**—A very nice side that has
  been selling very well. (Harman, ASCAP) (2:30)

**ROSSO BUMMER**

"Big Prom"—"DOT 8539"—A very nice side that has been
  selling very well. (Dot, BMI) (2:30)

**KOKOH**

*Melvin*—"ELSTED 842"—A fine side that has been selling
  very well. (Melwin, BMI) (2:30)

**DOROTHY BALLARD**

"A Little Bit Too Common"—"CUB 903"—A very nice side that has
  been selling very well. (Melwin, BMI) (2:30)

**MALCOLM DOUGHERTY**

*MGM 12975"—A very nice side that has been selling very well.
  (MGM, BMI) (2:30)

**COLEY WILLIAM**

"The Love of a Woman"—"Squaw Valley" and a fine side that has
  been selling very well. (Harman, ASCAP) (2:30)

**MAX HARRIS**

"The Slide"—"ATCO 4583"—A very nice side that has been selling
  very well. (ATCO-RECORDS) (2:30)

**HAIR AND CARE**—"Spectrum* (not released)*—A very nice side that has
  been selling very well. (Melwin, BMI) (2:30)

**THE ELIGS**

"Sam's Man"—"PIF 255"—A very nice side that has been selling very well.
  (PIF, BMI) (2:30)

**HARRY CAREY**—"Spectrum* (not released)*—A very nice side that has
  been selling very well. (Harman, ASCAP) (2:30)

**JOHNNY LESLIE**

"The Hold That Held The Hand (DECCA 3230)"—A very nice side that has
  been selling very well. (Melwin, BMI) (2:30)

**JIMMIE JONES**

"The Good Side of You"—A very nice side that has been selling
  very well. (Harman, ASCAP) (2:30)

**LARRY PAUL**

"Mala 419"—A very nice side that has been selling very well.
  (Mala, BMI) (2:30)

**JACKIE KELLY**

"Love Takes Such a Long Time"—A very nice side that has
  been selling very well. (JACKIE KELLY) (2:30)

**RALPH MARZER**

"Sleep In The Backyard (RCA 10221)"—A very nice side that has
  been selling very well. (RCA Victor) (2:30)

**ROBBIE BILLY**

"Sing Out"—"DOT 8539"—A very nice side that has been selling
  very well. (Dot, BMI) (2:30)

**LORELEI**

"All Because of You (DOT 14176)"—A very nice side that has been selling
  very well. (Dot, BMI) (2:30)

**GRAYSON MANN**

"Stranger Than Strange"—A very nice side that has been selling
  very well. (Grayson Mann) (2:30)

**DAVID HENDRIX**

"Wild One"—A very nice side that has been selling very well.
  (CMF RECORDS) (2:30)

**DANIELLE JO**

"Teenage Lovers"—"ARC-PARK MOUNT 760"—A very nice side that has
  been selling very well. (ARC-PARK) (2:30)

**COUNTRY & WESTERN**

**LARKY PRATT**

"The Hold That Held The Hand (DECCA 3230)"—A very nice side that has
  been selling very well. (Melwin, BMI) (2:30)

**CRAIG BULGER**—This is one of the best sides that has been selling
  very well. (Craig Bulger) (2:30)

**THE GOOD SALES POTENTIAL**

**Pep Disk Jockey Programming**

**Rudy Malensky**

** "Billie Jean (Gv 3:23)" — This side is a very strong
  side in the "Billie Jean" series. It is a good side and has
  been selling very well. (Mercury, BMI) (2:36)

**SPECIAL MERIT SPOTLIGHTS**

The following records have been established for outstanding
work in movies released in this year. The Record Book of the
Motion Picture Industry states they have been established.

- **Continued from page 35**

**BARKLEY**

** "Billie Jean (Gv 3:23)" — This side is a very strong
  side in the "Billie Jean" series. It is a good side and has
  been selling very well. (Mercury, BMI) (2:36)

**SPECIAL MERIT SPOTLIGHTS**

The following records have been established for outstanding
work in movies released in this year. The Record Book of the
Motion Picture Industry states they have been established.

- **Continued from page 35**

**BUFFALO**

** "Billie Jean (Gv 3:23)" — This side is a very strong
  side in the "Billie Jean" series. It is a good side and has
  been selling very well. (Mercury, BMI) (2:36)

**SPECIAL MERIT SPOTLIGHTS**

The following records have been established for outstanding
work in movies released in this year. The Record Book of the
Motion Picture Industry states they have been established.

- **Continued from page 35**

**HUDSON**

** "Billie Jean (Gv 3:23)" — This side is a very strong
  side in the "Billie Jean" series. It is a good side and has
  been selling very well. (Mercury, BMI) (2:36)

**SPECIAL MERIT SPOTLIGHTS**

The following records have been established for outstanding
work in movies released in this year. The Record Book of the
Motion Picture Industry states they have been established.

- **Continued from page 35**

**MARVIN BERN**

"I'll Be Back AGAIN"—A very nice side that has been selling
  very well. (Melwin, BMI) (2:36)

**THE MELODY MAKER**

"Is This The Handsome Man That I Lied To"—A very nice side that has
  been selling very well. (Melwin, BMI) (2:36)

**LEON LEWIS**

"All Because of You (DOT 14176)"—A very nice side that has been selling
  very well. (Dot, BMI) (2:36)

**GRYSON MANN**

"Stranger Than Strange"—A very nice side that has been selling
  very well. (Grayson Mann) (2:36)

**DAVID HENDRIX**

"Wild One"—A very nice side that has been selling very well.
  (CMF RECORDS) (2:36)

**FRANK BARKLEY**

"I'll Be Back AGAIN"—A very nice side that has been selling
  very well. (Melwin, BMI) (2:36)

**SPECIAL MERIT SPOTLIGHTS**

The following records have been established for outstanding
work in movies released in this year. The Record Book of the
Motion Picture Industry states they have been established.
ROGER WILLIAMS has the first big hit of 1961
MARIE MARIE
KAPP RECORDS OF COURSE
also the vocal version of "MARIE MARIE" by the inimitable
ROD MCKUEN
On the way TO YOU! Smashing New Single

"I PITY THE FOOL"

b/w "Close to You"

BOBBY BLAND

Duke 332

DUKE RECORDS

2609 Emanuel St. Houston, Tex.

His Latest Hit! JIMMIE RODGERS sings

"WHEN LOVE IS YOUNG"

b/w "I'm Old"

ROULETTE RECORDS

"FUNKY"

b/w "I Love You Baby"

THE CAVALIERS

9-62245

CORAL RECORDS

"TALK TO ME BABY"

b/w "Annette sings Anita"

BY-3302

2 GREAT INSTRUMENTALS by IVAN WARW

"66 ROCK"

"CONGO GLIDE"

Savoy 1591

SAVOY RECORDS

Clipping from the Billboard publication of January 16, 1961.
"the BIG ONE for 61"

DID YOU EVER SEE A DREAM WALKING

c/w

BABY, WHERE YOU ARE

Everest #19398

Randy Lee

EVEREST RECORDS

A DIVISION OF ROLAND INSTRUMENT CORP. PRINTED IN U.S.A.
360 Lexington Ave., New York 17, N. Y.
**FTC PATS OWN BACK FOR ’60 PAYOLA ACTION**

WASHINGTON — The Federal Trade Commission last week gave itself a pat on the back for an all-time high in the nation’s music industry. The agency, which has been criticized for its lax enforcement of antitrust laws, reported yesterday that its enforcement efforts had led to the settlement of a number of antitrust cases involving payola.

The commission said that since the beginning of the year, it had received more than 1,000 complaints from artists, record companies, and others who claimed they had been victims of payola. The agency said it had also received more than 500 complaints from radio stations and other media outlets that claimed they had been paid to play certain records.

The commission said it had taken a number of enforcement actions, including issuing a number of cease-and-desist orders and initiating civil proceedings in several cases. The agency said it had also obtained court orders requiring payors to disclose who paid them to play certain records and prohibiting them from making such payments in the future.

The commission said it would continue to aggressively enforce its antitrust laws and to work to ensure that the music industry was fair and competitive.

**SORRY, BUT WE MIXED PHOTOS**

NEW YORK — In the “Programming Panel” feature which appeared in Billboard Music Week last week, the photo of New York’s Bellevue Hotel was published, with the caption saying “Bellevue Hotel.” The caption should have said “Bellevue Hotel.”

**STUNTING DEEJAYS MAY NEED OXYGEN TANK FOR MARATHONS**

ST. LOUIS — An oxygen kit may be needed by every deejay who will try marathon stunts on disc jockeys’ airwaves.

The latest such event was staged by deejays Ron Lundy and Robin Scott, WIL, here, who conducted a record-breaking marathon broadcast last weekend that lasted more than 48 hours without a break. The deejays were taping a radio show, but the duration of the program was so long that they had to use an oxygen tank to continue.

Stunting deejays may need oxygen tank for marathons may need to wear an oxygen tank to continue their programs, according to experts in the field.

**DJ PROGRAMMING CHARTS**

The most successful audience promotion in the history of WNEW, New York, was staged last week when the station held a drawing for 200 orchestral tickets to the new Broadway hit musical, “Do Re Mi,” starring Phil Silvers and Nancy Walker.

A total of 80,000 entries were received for the drawing. The promotion was only intended to increase interest in the show, but it was highly successful in increasing attendance at the show. Many of the people who entered the contest were able to see the show for free, which increased the overall attendance.

**CHART CLIMBERS**

Here are the week’s most exciting sales; these records have made the biggest gains in their weekly charts for the week ending on this week’s Hot 100 list.

**DEBUT DISKS**

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

**PICK HITS**

From all the releases of the week, these are the selections for Billboard’s World Wide’ chart review. As your radio program charts are the most important indication of what the public’s tastes are for new music, consider these choices for any listen at the top of the chart curve.

**BILLBOARD CHARTS**

For your programming use, here are pertinent facts about last week’s hits. As clipped and pasted below the column, you are building a picture of the audience tastes for the week. Here’s your Hot 100 for the week ending on the week’s Hot 100 list.

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**BILLBOARD CHARTS**

For your programming use, here are pertinent facts about last week’s hits. As clipped and pasted below the column, you are building a picture of the audience tastes for the week. Here’s your Hot 100 for the week ending on the week’s Hot 100 list.
It's a Million Seller for...

Fats DOMINO

"WHAT A PRICE"

"AIN'T THAT JUST LIKE A WOMAN"

#2837

IMPERIAL RECORDS

IN CANADA • LONDON RECORDS, Ltd.
TV Jockey Profile

TELEVISION DISC JOCKEYS AND THE TV RECORD AND DANCE PARTY FORMS HAVE BECOME SOMEWHAT IMPORTANT; EACH WEEK, THE FEATURE WILL PROVIDE DETAILS OF AN ACKNOWLEDGED PERSONALITY.

AmeriCan Bandstand

Starring Dick Clark

ABC-TV Network (Originate from WFTV-TV, Philadelphia)

 Mondays through Friday
3:30-4:00 p.m. Local WFTV-11
4:30-5:30 p.m. E.S.T. Network

This is the one that sparked the TV dance party trend—the first and only network bandstand show in the country. Probably the oldest TV regular on record, American Bandstand, was born locally by Dick Clark, was carried by WFTV-TF, Philadelphia, since October 19, 1952. In June, 1956, Dick Clark took the show off the air—but local customers—and it is still an overnight letter. On August 8, 1957, the program went on ABC TV Network coast to coast.

Horn originally had utilized Snader film prints on an "American Bandstand." The dance group developed spontaneously among the youth who were inspired by the rock and roll records. The dance consists, disc jockey manifestations, by Dick Clark, and a fleet of promotion offerers.

When "American Bandstand" first went on the network—without any fanfare—it was carried by 7,000 outlets, and eight of those outlets raised "strong objections" against the network carrying it. In order to spark some kind of audience response, Dick Clark would ask fans to write in 25 words or less on the subject "Why I'd Like to Meet Sadie Mose." To its own astonishment, the show pulled 7,000 letters in five days.

The figure wasn’t a staggering one for a network show, but it flabbergasted network executives who thought nobody was watching the program and that the dance contest pulled over 500,000 letters in two weeks.

Today, "American Bandstand" is carried on more than 150 stations—some in markets by CBS and NBC affiliates—and it has attained TV's highest rated dance program. The vast majority of stations carry the full hour and a half show, while others carry the first half and still others carry the second half. In many cases, audiences schedule their local record hop shows immediately preceding or following the Clark sertor.

Clark, who personally selects all records used on the show, puts in a back-breaking 60-70 hour week. In addition to his daily show, he did more than 100 personal appearances in 1959 (hops, store openings, etc.), plus a 12,000 mile vacation tour. He broke the Hollywood Bowl attendance record a 110-year old record at Michigan State Fair in 1959. He also produced and starred in his first major motion picture, "We're Young Artists Unite," "The Young Doctors," with Fredric March and Lina Gazzara.

Although the show has never had any particular stress on public service tie-ins with schools and church groups, Clark is extremely grateful that the show (and he personally) has been the recipient of so many public service awards for his service to young people. These include awards from the Philadelphia County Council of Boy Scouts of America, Toastmasters International, American Legion, Quaker City League of Philadelphia, Knights of Columbus and the Fraternal Order of Police, National Parent-Teacher Association.

Producer of "American Bandstand" is Al Rossenthal; director, Ed Yest; "Young Doctors" re-rolled the show's long-time producer, Tony Mambetella, early in 1960.

Some of the many advertisers on the program have included: Coty, DuPont, Best Foods, General Mills, Tost, Lount, Ludlow, Mouken, Lever Brothers, Pond's, Listerine, Welch's, Brey's, Johnson & Johnson, Spalding, 7-Up, Nixom, B. F. Goodrich and Brandywine.

YESTERDAY'S HITS

Carefree—Now reemerging with the format station to the last five years and this week, from Billboard's charts.

5 Years Ago

January 20

1. Mercer Seris Made of This, Don Marlin, Capitol
2. Delton Tear, Tennessee Ernie Ford, Capitol
3. Great Pretender, Hanifin, Mercury
4. Lisbon Antiqua, Banda Milota, Capitol
5. Song of Nap, Don Cherry, Columbia
6. Rhythm of the Night, Ray Hardworth, Jena
7. Love in the Headlights, Spade Show, Del
8. Gospel Bell, Eddie Fisher, RCA Victor
9. It's Almost Tomorrow, Dream Weaver, Capitol
10. Love and Marriage, Frank Sinatra, Capitol

10 Years Ago

January 21

1. Tennessee Waltz, Patti Page, Mercury
2. The Thing, Phil Harris, RCA Victor
3. My Old Gal, Cleo Forrester, Don Cherry, Columbia
4. Do Me in Love, Marie Lee, RCA Victor
5. Harbor Lights, Tommy Towe, Columbia
6. Tennessee Waltz, Guy Lombardo, Jena
7. Harbor Lights, Guy Lombardo, Jena
8. Rustler and a Road, Betty Hutton and Perry Como, Jena
9. Thinking of You, Don Cherry, Columbia
10. So Long, Sweetheart and the Moon, Capitol

MIAMIS WFUN: Station WMBF, Miami Beach, Fla., will become WFUN, February 14, in the person of the product of the group of the Roushelle Broadcasting Company. Previously a rhythm and blues operation, the station will henceforth stress a pop music policy, new programs, a new Deejay, and a new management, headed by President Bud Coell, formerly p.d. of WNOE, New Orleans; Tommy Deck, formerly of WGST, Cleveland; and the former WNOE program director Frank Ward, ex-WAXL, Cincinnati, Pete Cornett, ex-WAXL, Miami; Jim Allen, ex-KXL, Fort Worth, Tex.; Bill Deese, ex-WNIZ, Miami; Gary Sotberg, ex-KLX, Miami; Johnny Gilbert, WILM, Montgomery, Ala.; new disc jockey Jack Kay, ex-WKDD, Camden, N.J.; early staffer Budd Hughey, ex-KXYZ, Houston. The Roushelle chain engineering department will remodel the WFUN studios and installing new equipment expensive.

CHANGE OF THEME: Paul Henegry, ex-WNOR, Norfolk, Va., has joined WTRK, same city, in the 6-9:30 a.m. time slot; . Dick Patrick, ex-WBB, New Orleans, and furry Beaver are proud parents of twins, born Monday, January 14. The little ones—Judy, 6 lbs. 14 oz., and imp, 11 lbs. 10 oz. were born in the Baptist Hospital, Tallahassee, Fla. They are the first twins born this year in Tallahassee.

STUDIO EMPLOYEES: The former drop in studio employees for the new studio are: L. J. Lattouf, studio engineer; Mr. Evans, on a night session; Miss Pam Fitz, on a day session.

Selma Martin, WARK, Hagerstown, Md., who celebra 10 years with the station, is now manager of a local music store. . . . New station at KICM, Deer, is Jack Goss who was formerly WSHU, New Haven; Watch, January 21, is leaving that outfit after the birthday show . . . Ron King, who originated "Night Watch" for WARI, will do on his January 21 show from the window of a local music store . . . New spinner at KCMF, Deer, is Jack Goss who was formerly WSHU, New Haven; Watch, January 21, is leaving that outfit after the birthday show . . . Ron King, who originated "Night Watch" for WARI, will do on his January 21 show from the window of a local music store . . . New spinner at KCMF, Deer, is Jack Goss who was formerly WSHU, New Haven; Watch, January 21, is leaving that outfit after the birthday show . . . Ron King, who originated "Night Watch" for WARI, will do on his January 21 show from the window of a local music store...
SCRAP YESTERDAY'S CHARTS!

ORDER THESE NEW MONEY-RECORDS TODAY...

PAUL ANKA
THE STORY OF MY LOVE
B/W DON'T SAY YOU'RE SORRY—ABC-10168

LLOYD PRICE
BOO HOO
B/W I MADE YOU CRY—ABC-10177

RAY CHARLES
THEM THAT GOT B/W I WONDER
ABC-10141

THE SENATORS
THERE'S A NEW MAN IN THE WHITE HOUSE
B/W A SING-ALONG SONG—ABC-10178

DAMITA JO
HOW WILL I KNOW?
B/W DISILLUSIONED LOVERS—ABC-10176

ABC-PARAMOUNT
The LP programming section continues to run every month with its rich, readable content. The month's focus seems to be on the LP industry, with a particular emphasis on releases and promotions. Here are some notable entries from the page:

- **Chet Atkins** is mentioned as being involved in the production of aGM & W's Country Music album. Atkins is known for his versatile guitar skills and his contributions to various genres of music.
- **Red Foley** is another noticeable figure in the article. Foley was a prominent country singer and songwriter, known for his high-pitched voice and soulful style.
- **Billboard Music Week Sales Department** highlights the sales performance of albums and their impact on the industry.
- The LP programming section also features stories on the evolution of the LP format, its popularity, and its influence on the music industry.

The article touches upon the significance of the LP record, its role in shaping music consumption, and the impact it had on artists and listeners alike. The LP format was a crucial element in the development of recorded music, providing a platform for artists to express their creativity through extended compositions and storytelling.

Additionally, the section touches upon the transition from LPs to CDs and digital formats, reflecting on the changes and challenges that came with this shift. The LP programming section serves as a valuable resource for those interested in the history and evolution of recorded music.
EPIC IS ON THE MOVE!
The First Smash of '61!

EPIC'S GOT IT!!
ROY HAMILTON

"YOU CAN HAVE HER"

5-9434
Kiddie Record Sales Can Soar With Proper Promo

NEW YORK — Laying a little on parental guilt and a great deal on the savvy of the individual record retailer, can build his children's record department into a moneymaker for the store.

Display and impulse seems to be the two key considerations when it comes to selling kiddie records, and on this basis, according to national sales manager for Disneyland Records, Mr. Charles H. Wright, a record dealer ordered doctors for moving children's discs.

While Disney's record wing does a large and important volume of business with toy, department stores and supermarkets, Sammich finds that the solid retailer often misses a sure bet by not taking full advantage of the relative buying power of the children's records.

Fighting this problem, the firm has a brochure containing 72 records of 12 different assorted titles that retail for 29 cents apiece. When this browser is placed beside the cash register in the toy shop, children and mothers in the store pick up the high-priced LPs for themselves, of course, but also check the list of their own inclination, and will pick up a 29-cent record of the kids.

The low price and gift combination work wonders at moving the children's discs.

The browser box contains a wide variety of Disney characters, all of which have been chosen on the strength factor through years of movie and, more recently, TV exploitation. A dealer can pick up one of these browsers for about $10.

The firm also has a large I.P. rack which comes with a selection of Disneyland LPs, which Sammich believes can function as a children's record center. Besides I.P. players, the unit also has room for 29-cent singles and 49-cent kid discs.

Living Room Solution: Speakers in Furniture

If a stereo system - sound enthusiast is bothered about the appearance of his equipment, a well-thought-out of living room or family room with speakers, this problem can be alleviated, according to James Wright, of Hollywood in Coral Gables, Fla.

"Simply put the speakers in the furniture," Wright advises. "In at least seven out of 10, the sort of quoter who is worried about the effect of large stereo equipment will be satisfied with speakers that can be concealed." The speakers are built into a furniture piece such as a table or sofa.

Walco Electronics Bows New Stamp Premium System

EAST ORANGE, N. J.—A new trend in bonus plans, under which dealers can get premium stamps entitling them to special rewards, has been instituted by the Walco Electronics Company, Inc., here.

The Walco Premium Plan, in the diamond needle business, has been added to the company's Red Stamp of Denver, under which thousands of dealers and distributors from coast to coast will be given certificates, entitling them to receive a set of Walco products when they sell stocks of Walco products.

According to Herb, Bobkin, Walco's head premium manager, the plan is area-tested for six months. Each Walco dealer will get a Walco Stamp Gift Catalog and each will have 50 stamps. The merchandise listed in the catalog, Bobkin said that more than 250,000 retailers are issuing trading stamps to their customers. Bobkin added that Walco's plan is that dealers, too, are interested in valuable and attractive gift merchandise, and for that reason, Walco adopted this new bonus plan.

SORD-Labels Feed Fires Up In Court Room

Federal Rolling Okays Membership Check

CHICAGO.—The legal battle in which the Society of Record Retailers is involved in an attempt to control the pricing and trade practices of the record companies has been heard by a federal district court here, and in the last week with a decision handed down by Federal Judge Sam Perry here. In the decision Judge Perry granted a request of the defendants in the case that they be permitted to examine the membership lists of SORD. The case was amended by the individuals who record dealers in the Chicago area, and the three are known to be taking up the cudgels on behalf of disk dealers everywhere, and in particular the membership lists of SORD.

For this reason, defendants sought information on the identity of SORD members and data on the membership lists of SORD, inasmuch as, defendants claimed, SORD was to effect a plaintiff in the case. Judge Perry granted in his motion, calling for revelation of SORD membership but denied access of the plaintiff to SORD financial information. All SORD correspondence and all membership with SORD will be also made available, but that dealing with finances will not be included. The date of determination of what defendants will reveal will be filed in the hands of the judge, Judge Perry.

The matter arose originally when lengthy pre-trial depositions were taken from Andrew Anderson, one of the Chicago retailer plaintiffs, and the depositions revealed to divulge information of SORD membership. Under the terms of the last week, the taking of deposition from Anderson, SORD will resume. When the defendants' discovery procedures are completed, plaintiff will proceed with their own pre-trial interrogatories.

Another related matter, that of whether or not Capitol Records is a proper party in the suit, remains to be determined, especially that it does not directly do business within the jurisdiction of the Chicago Federal Court and that it should not, therefore, be considered a defendant. This contention applies only to Capitol Records, the Capitol record distributor is a defendant in the case. The battle on the Capitol records is expected to be settled by a decision within the next three weeks.

The action was last week was argued before Judge Perry by R.C. tender, Roberk Boeth, of the firm of Boeth & Associates, and Boeth is a defendant of all defendants. Arguing for the plaintiffs was William S. Kaplan, of the firm of Marks, Marks & Kaplan.

room, there is still another solution. This is custom-made cabinet, which primarily a Mcll-ami cabinet shop, which can be built into a home, and which is the same kind of thing in every way the music fan demands.

Where the customer's furniture is highly styled, but to build sound, a room for the large speakers which are required in a $1,000 stereo sys- tem, or the customer doesn't want to take out whatever is kept in the furniture to make get the sort of concealment which the family demands, and occasionally, often at prices ranging several hundred dollars to the bill.

High Fidelity Associates concentrates heavily on the complete sound system rather than cabinet sets, and offers them all the way from $200 to $1,000, with the majority of sales in new homes in the Coral Gables area. The price of $400. A well-trained electronics engineers, on call at the Coral Gables store, and another High Fidelity Associates store in nearby Miami, visit the site of every installation, works out the details and gives the sort of guaran- tees which keeps complete stereo systems selling profitably with a minimum amount of advertising.

NAMM Looks to 60th Year at Music Show

CHICAGO — The National Association of Music Merchants will observe its 60th Anniversary during the forthcoming 1961 Music Industry Trade Show next July 16-20. The show and convention will take place at the Palmer House here.

NAMM executive secretary, Bill Guest, said that projected exhibitors for this year's anniver- sary celebration have already gone up to more than 600 potential exhibitors with the expectation that this will be another new record in attendance, and exhibits. Last year the number of trade visitors was 260 exhibitors were seen by a re- cord Chicago attendance of 11,382 persons.
**CAPITOL IS ON THE MOVE!**

**UP**

And moving **FAST!**

DJ and consumer action now focused on **16 HOT SINGLES**

**WE'RE HOLDING UP ALL NEW RELEASES TO ASSURE TOP SALES ON THESE COMERS**

Check your inventory now!

<table>
<thead>
<tr>
<th>WINGS OF A DOVE</th>
<th>ALL IN MY MIND</th>
<th>LOVE IS A DANGEROUS THING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferlin Husky</td>
<td>Dakota Staton</td>
<td>Janice Harper</td>
</tr>
<tr>
<td></td>
<td>Continues to climb on all charts</td>
<td>4512</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gaining in sales daily</td>
</tr>
<tr>
<td><strong>OH, HOW I MISS YOU TONIGHT</strong></td>
<td><strong>I AIN'T DOWN YET</strong></td>
<td><strong>MY FOOLISH HEART</strong></td>
</tr>
<tr>
<td>Jeanne Black</td>
<td>Dinah Shore</td>
<td>Nancy Wilson</td>
</tr>
<tr>
<td></td>
<td></td>
<td>First single</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4476</td>
</tr>
<tr>
<td><strong>IF I KNEW</strong></td>
<td><strong>MI LORD</strong></td>
<td><strong>BLACK CAT</strong></td>
</tr>
<tr>
<td>Nat King Cole</td>
<td>Edith Piaf</td>
<td>Tommy Collins</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4493</td>
</tr>
<tr>
<td>A smash hit from “Molly Brown”</td>
<td>Europe’s biggest hit hits here</td>
<td>Showing strong in many areas</td>
</tr>
<tr>
<td><strong>CALCUTTA</strong></td>
<td><strong>THE GREAT IMPOSTER</strong></td>
<td><strong>I LOVE BEING HERE WITH YOU</strong></td>
</tr>
<tr>
<td>The Four Preps</td>
<td>The Piltdown Men</td>
<td>Peggy Lee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4501</td>
</tr>
<tr>
<td>1st vocal version hits with DJs</td>
<td>Overwhelming response by teenagers</td>
<td>Heavy airplay—a sure hit</td>
</tr>
<tr>
<td><strong>BIG JOHN</strong></td>
<td><strong>ENORMITY IN MOTION</strong></td>
<td><strong>TROUBLE ON A DOUBLE DATE</strong></td>
</tr>
<tr>
<td>Carol &amp; Anthony</td>
<td>Simon Crum</td>
<td>The Royal Galaxies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4499</td>
</tr>
<tr>
<td>Rock &amp; Roll tribute to our new prez.</td>
<td>Headed for the top</td>
<td>Getting exceptional teenage reception</td>
</tr>
</tbody>
</table>

**Capitol RECORDS**
Stereo Sound System
In Restaurants, Bars

An astute New Jersey high-fidelity stereo dealer has taken what he considers to be a step into a rather new and rapidly expanding market for stereo systems designed for restaurant and tavern industry.

John D. Pollock, owner of M & M Sound Stage in Morristown, N. J., said he recently combined stereo equipment and sound technique with the atmosphere and decor of his colonial inn. "The result," he said, "was a unique and unusual musical presentation that we have encountered." Pollock believes the public is becoming more familiar with good music and is choosing to stay in instead of going out to eat. The high-fi stereo system in question was installed at the Black Coach Inn, as historic 212-year-old landmark in Morristown, several months ago. The musical success story is credited to a quartet of helping hands including George Washington, a new Spacial Pifco Birkdale 602 system, Ed Stringer, owner of the inn. The dealer tells the story this way. Back in April of last year, Hugh Stringer, a mechanical engineer of profusion and a local historian by trade, was in the market for a fine colonial restaurant in Morristown, a community well known for its place in early American history.

Stringer purchased that restaurant as the Winchester Turnpike Inn, a structure that dates back to 1749. It stands on the very grounds where George Washington trained his Continental Army troops and only a short distance from the headquarters of General George Washington occupied for three winters during the war for independence.

"Since his plan was to establish the finest eating place in New Jersey," said Stringer, "he wanted the finest music. By being an audior (or top of everything else), Stringer called me in to install a hi-fi stereo system."

The dealer said he surveyed the premises and soon found that, because of the acoustical surroundings, no conventional type of equipment and high-fidelity equipment could do the job. To have a true high-fidelity stereo reproduction required for such installations, he explained, the benefit of both reflected and direct sound from a single cabinet.

By installing these Spacial Pifco products, he stated, the system accomplished three things:

1. It provided full stereo coverage even in areas above the king's paternost where the system uses the walls, ceiling, and furnishings to achieve the sense of spaciousness.

2. It does away with the sense of loudness for those seated directly beneath the stereo cabinet.

3. The system offers full, dimensional stereophonic performance and also provided a new breed of monophonic sound.

"It seemed," the hi-fi dealer added, "that within a very short time the pub and tavern industry will prove to be a gold mine for high-fi stereo systems."

Note 20 Per Cent Value Dine in U. S. Import of U. K. Phono Mechanisms

WASHINGTON — A 20 per cent reduction in United States tariffs on record-playing mechanisms being imported from the United Kingdom is expected in United States market this year, in a break over a decade of rising tariffs in British electronics. The Commerce Department announced last week. For the total year of 1960, British shipments of their record-playing mechanisms to this country were down 28 per cent from $4.5 million in the first half of 1959.

Decreases in other electronic exports to the U.S. during the first six months of 1960 include a total of 58 per cent in phonograph parts and accessories, 11 per cent in electric speakers and microphones; 18 per cent in radio receivers, and 15 per cent in electronic and acoustic tubes.

However, unit number of electronic phonograph imports increased from 1,600 valued at $81,000 in the first six months of 1959, to 7,700 units valued at $135,000 in the same period of 1960. British export of phonograph record cylinders, used at 1,600 units, but value slipped from $15,000 worth in the 1959 half year total, to $15,000 in the comparable period of 1960.

In value, the $4.5 million worth of parts and accessories dropped to $345,000 in the first half of 1960, as against $410,000 in the same period of 1959. British imports of record playing mechanisms with record changer dropped sharply, from 43,800 units, valued at $156,000 in the first half of 1959, to 39,900 units valued at $156,000 in the comparable period of 1960. Mechanisms without record changer dropped from export of 57,900, valued at $334,000 for the 1959 first half, to 49,900 units valued at $300,000 in 1960's comparable period.

RETAILING PANEL

THE QUESTION

What are you doing to combat the record clubs?

THE ANSWERS

HOWARD JUDKINS Sr., President, of Record Department

Junior Music Co.

"Our strategy is a variety of stock not carried by clubs and we stock new releases quickly before the clubs can get them. We also have a special service to supply the occasional customer with a release. We carry a full stock of needles and provide a free installation service and we operate an expert phonograph repair service. Also we have our own record club giving customers a choice of all labels. We buy 20 per cent of record sales on any club order."

IRVING RANDOLPH

Barnes and Noble, Inc.

"We use the verbal selling, first, we refer the customer to the club coupon, then we tell the customer that if he joins the club he's limited to one copy of any label's offerings. With the extra 20 per cent he gets any other choice of his free choice."

Audio News Briefs

Electronic Devices has named Robert S. Schneck sales manager for the Kay-phon Companding Corp., the Kay-phon Sales Corp., for chairman of the Military Market-Distribution Committee for the Electronic Industries Association.

A new post, that of vice-president and general manager of the International Division, has been filled by Walter E. Bruns, who has been named to that position by the Raycor G. Muller Corp., as the Troy, N.Y. corporate sales and display showroom and regional office of the firm is established by the Sargent-Ray- coro Company in Rochester Cente,

A district encompassing parts of South Carolina, Tennessee, Ohio and Kentucky has been assigned to John R. Fortescue, sales representa- tive for the Zenith Sales Corpora.

Note 20 Per Cent Value Dine in U. S.

JERSEY RINGON

House of Sight and Sound
Van Nuys, Calif.

We have our own club called Sight and Sound Record Savings Club. Each purchase a customer makes is listed on the card and when he accumulates a certain credit he is due a free record. Each customer is given a personal attention that only a store can give. Our cards also provide an up-to-date mailing list.

Audio News Briefs

FREDERICK PENNELL CONDUCTS

VICTOR HERBERT—PENNELL

at Orchestra, Mercky PEP 3007.

Audio News Briefs

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You Are Now Reading The NEW Billboard...

Exclusively For The Music-Coin Industry
...combining two full time editorial staffs...boasting one of the largest, most experienced businesspaper editorial staffs ever assembled to serve an industry.

SAM CHASE
Assistant Publisher and Editorial Director

PAUL ACKERMAN
Music Editor

AARON STERNFIELD
Coin Machine Editor

BEN ARRICO  KATHLEEN AUSTING  NICK BIRD  JUNE JUNOY  HERB FEINBERG  REN GEVATT  MILDRED HALL  KEN KNAUF

JACK MABER  TOM MOHAN  DELORES NEWCOMB POE  ROB ROLOTZ  BILL SACHS  NIKI KALISH SACHS  SEYMOUR STEINBIOLE  LEE ZIMTO

New York • Washington • Cincinnati • Chicago
St. Louis • Hollywood • Great Barrington
With the Country Jockeys

Single Trade-In

Reactions Vary

Continued from front page 2

such plan to really work, a tremendous outcry would have to be organized for consumer advertising to the message to the kids with the records. "This would fall on the shoulders of the manufacturers and recording companies, and they would pay out," he asserted.
"The idea has been tried before but never with the great success hoped for."

Another disadvantage is the fact that many people would protest to record companies the price good for money. They bought those records in the first place because they liked the artist or the performance, and the chances are they would have their records because they are a part of the public.

"Possibly the best way to handle the thing would be to offer a trade of a new 45 rpm disk for a new 33 rpm single. That might give the trade-in idea a reason for being."

Another observer asked, "Why don't the companies come out with way, 33-rpm only players? That's what we've been asking for. It's a good thing. Maybe RCA Victor should think about offering a bill of small 45s to the 33-rpm only players? I think that there could be a certain amount on the older player against a new 33-rpm player. I think the companies would say we need now, and right now, too."

The appeal of the trade-in single idea was that it could be handled by an ABC-Paramount distributor who could set up an earlier qualified and partial unit with some trade-in idea, by Am-Pot President Sam Cohn, last week. The distributors apparently fell that the idea would not be able to give up part of their profit on the single disk, which might be a part of any usual trade-in plan.

Action on Wilson Fun Album Points Up the Need for DJ Play

NEW YORK — The influence that radio exposure has on sales of novelty albums was pointed out last week in connection with heavy promotion for the Wilson Fun Album, "The Howard World of Justin Wilson in Houston and Cleveland."

Wilson, a New York disc jockey, kicked off the album—a Cabin story teller item—in his area three weeks ago and, during that period, Snow Peoples of United Distributors reports that the LP has sold more than 20,000 copies. The pre-recorded feature, "In Your Ear—Wilson," according to Berlin, was Roger Williams' "The Singing Fifties," which sold 6,000 in the area.

Bill Randell, WERE, Cleveland, launched the album in his city last week and, according to Berlin, also ran in the LP (twice on his show and once to the executives to call National's record department and order same. The department then took orders for the album.

The sides Randell played were "Dem Bones," "Some Father—Duck Hunting," and "Detective Man." Berlin is providing, in concert, a specially printed Folk album, and a specially printed copy of the LP with the same words of the album.

Two new versions of an Ampex tape player have been introduced by the Ampex Corporation. The model pictured, the 934, is a 3-speed model which has been priced at $199.95. At $249.95, the company has a unit with pre-amplifiers called the 936. The 934, which bears three 3-speeds, and an on-off switch in the cabinet.

Needles at Dealer Finger-Tip

A stock and merchandising center for needles is being accomplished by the Acme Corporation. The new "Dealer Stocking Display" unit, the filing and storage system is made available to dealers at no charge as part of the company's Number CA-301 assortment.

The cabinet contains 50 needles in 5 different types and is decorated in ebony and gilt. It is 18 inches wide and one half inches deep, and three and one half inches high. A system of complete cross referencing is provided and includes a cross reference card and a index cards of the cabinet.

2-Speed, 4-Track, Tape Deck

Three-quarter and seven and one-half in. in either two- or four-track stereo or mono. The 936 includes, in addition to the usual features, a listening level control and an on-off control.

The remaining part of this unit are the same as those used in the 960 recorder. The 936 includes in one machine many of the Schenck's latest design ideas. The cabinet, with a cover, is made of wood, and it is available in a variety of colors.

An FM "Citation" Comes in a Kit

The Harmon-Kardon Corporation has introduced a kit version of their "Citation III" tuner. The company's three to 50 hours to assemble, is priced for sale to hobbyists who are on a do-it-yourself basis. It is also an incentive to the company, for it is expected to sell at $299.95.

Putting to the $299.95 price of factory-assembled units.
Now! "COMPACT 33" From RCA Custom

Come in first, with RCA Custom! RCA, leader in custom recording and manufacturing, announces Compact 33, the newest thing in records!

Compact 33 is a 7" record at 33 rpm. There are two versions: the Single, with two selections; and an industry "first"—the Double, with four selections, two per side.

Your nearby RCA Custom representative can suggest dozens of ways you can use and profit from Compact 33. Now more than ever before, RCA Custom is the place for you—with four handy and complete studio installations...with three conveniently located plants...and with the industry's leading experts to supervise your order. All this, plus personalized service! Call now for the whole happy story.

RCA Custom Record Sales

IN NEW YORK: 155 EAST 26th STREET, MU 9-7200 • IN CHICAGO: 445 NORTH LAKE SHORE DR., WH 4-9218 • IN HOLLYWOOD: 1518 NORTH VINE STREET, OL 4-1660 • IN NASHVILLE: 100 17th AVE. SOUTH, AL 5-6691 • IN CANADA: RCA VICTOR COMPANY, LTD., 1001 LENNOX STREET, MONTREAL • 225 MUTUAL STREET, TORONTO
LETTER LIST

We Hope You Didn't Forget...

Beginning with this issue, Billboard's Show News Division and Funsport have been merged into one publication covering EVERY PHASE OF THE AMUSEMENT MARKET...

Owners, Managers, Concessionaires, of Amusement Parks, Kiddielands, Drive-In Theaters, Miniature Golf, Golf Driving Ranges, Commercial Swimming Pools and Beaches, Roller and Ice Rinks, Recreation Centers, State, District and County Fairs, Auditoriums, Arenas, Stadiums, Commercial Tourist Attractions and Directors, Superintendents of Federal, State, County and Municipal Parks having Concessions, as well as Traveling Shows and Attractions such as Circuses, Carnivals, Thrill Shows, Performers, etc., with up-to-date...

- NEWS - PHOTOS - SPECIAL REPORTS - FEATURES - ROUTINES - PERSONALS - LISTS

Fill out the coupon below to start your subscription to Amusement Business beginning with the next issue at the LOW, LOW SUBSCRIPTION PRICE.

FOOD

Food Fair, Woolworth's and other supermarket chains. Special promotions and promotions have been

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FOOD
The Center will have plenty of daytime hustle. An active and non-
onsense board, appointed by archbishops, would be open to visitors and "foot-ways
ings" as to be "on at least 50" "basket" units, and musical instruments to be studied, includ-
ing the latest types used in Ameri-
Can popular music. There would be musical history, scripts of show-
ling and circulating the Abbey
ary Journal of Music and Literature, as well as a reference and research
perfect for the Children's Lit-
college to decide to have music publications and recordings on sale.

This year's exhibition would go out around the country, via the Center's "extension serv-
tice," to give rural areas and small towns the same opportunities for enjoying music as the cosmopolites. Also, the planners suggest work-
groups, to be especially children - handle, play, and try out musical instruments. The
report states that the "evolu-
tion of the Western music" is
be instructed as well as amusing.

This concludes the report to have
some of the highlights of the industr,
as well as to serious side of classical
music.

In the recording area, per-
foming artists will be put on play and filmed, and these could circulate throughout the country. The
spare would be made through the Center programming service, and through locally
branches of the "Center Rec-
cord Clubs" would provide
free loans to schools and civic groups.

All performances at the center should be available to the public for "nominal prices," the report points out.

FOLK TALENT AND TUNES
[Continued from page 6]

b.w. "Loving You Baby."...

Jack Allan, 35, Musician, 35 Farley Avenue, Fanwood, N.J., is mailing out
copies of Roger Smith's new release, "It's a Hard Life."... Dale
Cohin, "Hi-Peakers" and Don Mitchell, "Hi-Peakers"... director of the new 50,000-watt
XEN, Redwood City, Calif., said that the station is in dire need of all the latest e.q. releases. XEAX,
Brooklyn, has been pulled up to the Top 30 Western hits, "Dedicated and rededicated.

Dean's in need. Day enthusiasts
in some of the XEN Records to his
side. Jack Allan, also called the Stratton Brothers to his radio group, is planning a tour with
Beverly Mae Wilson and Patry
R. M. Smith... Dean M. R. Smith, Columbia Records (Sunday 14) moved into the Los
Angeles area for a series of en-
gagements with the newest talent. Wilma Lee, Stanley Cooper and the Oblong Sliders... The<br>George and the Carolinas under

The Little Girl and "Angry," crept through the Columbia house, collected 155,500 and
54th. France was represented by
Edith Piaf and "Monsieur de
Bob Azam's "Moustache." (810.168 lb.). Little Tony, represented by "Monsieur de
Paris, was placed 85th, counted as Brit-
ish as Newfoundlander Bob<br>Harris. (36).
Jones Says Operator Will Continue To Be Key Man in Coin Industry

"Regardless of suggestions to the contrary, I feel the operator will continue to be the key figure in the music and games business." ..Robert Jones, vice-president of the Coin Manufacturing Corporation. Jones feels the operator's function is much more than that of simply handling the coin or token. The operator must be able to select proper equipment for a location and move equipment from place to place as the business dictates.

Jones feels that any idea that the operator is on the way out is just a "pipe dream," and that the operator will continue to be the key man in the coin machine industry.

Looking into the future, Jones feels one of the most significant things for the coin machine industry will be the developments in the coin business and the development of more coin locations. He feels that the coin business has developed, especially the areas in retail establishments like supermarkets, discount houses, shopping centers and department stores. Jones said that Bally has been promoting these developments for some time, but that this year has been slow. He noted, however, that a big upsurge in the last half of 1960. "Location owners have shown active interest in getting coin-operated games, rides, and other types of equipment."

Another type of new location cited by Jones is the arcade run on the equipment. An operator can't safely run slot machines, pinball machines, or other games that require long playing periods. The coin business is one way to get around this limitation. Jones said that these new ideas could turn out to be a big attraction to the traditional coin machine operators, such as restaurants, restaurants, roller skating rinks, and the like.

Not all independently-operated locations, the coin business will continue to be an important part of the game business, said Jones.

Rock-Ola Buys Vending Assets From Williams

Rock-Ola's purchase of Williams vending interests caught the industry completely by surprise. The move leaves no doubt about Rock-Ola's seriousness in becoming a major factor in the vending machine industry. Rock-Ola's recent gains in the gun and baseball games as just an inkling of what's to come.

It's big enough, though, facing the coin machine industry," said R. W. Nielson, Rock-Ola's general manager. "If there were a public relations group for the Coin Machine Council, public relations work of the coin machine industry is one we want to help support. It's what we hoped for and what is necessary to continue opera-

Rock-Ola has made a number of important projects planned for 1961 but that these could go into effect only if operators got behind the public relations effort.

Lewis Predicts Business Upswing For Coin Machine Trade in 1961

Saul Lewis, vice-president of Williams Manufacturing Com-
pany, speaking at a luncheon given by the Bally Salesmen for 1961, said that the upswing of business is not a prediction for the next year, but a prediction of trends for the business in our business," Lewis notes. "The current high cost of equipment means the operator must find every possible shortcut—marginal in the business?"

Lewis said the operator cannot afford to sacrifice quality of equipment to the point that his individual business is economically possible. Of looking toward the future, though, Lewis looks for an upturn in business. "I think generally, the $5.00 bill is going to improve. The economics say the downward trend we had in our company is going to be reversed. The prices are not the same as they were." Lewis himself put in his business to be more money in the hands of the man on the street.

Can the operator charge more per play as a means of in-

The operator can charge more if he gives more—which means the operator cannot raise the price per play unless the customer gets a little more return. For cents, 5 cents seems a ample price," Lewis said. "But if a different type of equipment offering different amusement—comes along, there's no reason why a 5-cent machine or even 5% cents machine can't be a voice recorder. Basically, it offers the customer amusement. The chance to do his own voice on records. The customer thinks nothing of paying 50 cents for the privilege."

Q. Do you think our general economy has been responsible for a large upswing in business?

A. "There's no question about it. But the operator's income—improving the economy, improving the operator's income—improving the business.

Q. Is this the way it is going to go?

A. There are no problems inherent in the industry that an upturn in the economy will not help?

B. It's not this industry's problems that have nothing to do with the economy."

A. The high cost of equipment is one. Home entertainment systems is another. Another is the movement of people seeking entertainment, such as our major market in taverns, to other types of amusement places such as bowling alleys."

(Continued on page 61)

Europe Trade Blocs May Freeze U. S. Coin Machine Exports

"The second 10 per cent cut came July 1. By this time there was not one trade bloc but two, and EFTA formal talks coincided with the second round of tariff cutting by the EEC. EFTA countries did freeze their tariffs in its tenth round.

Second Cut

Thus, the latest cuts by the rival trade blocs have been redone by each bloc to 20 per cent of the 1960 EFTA automatically extended the first on police trans-ports against those who have not cut the latest round of cuts. Some have been committed to the erection of a common tariff barrier against the United States and other nations, but with the latest round of cuts all that is committed to do is to the EFTA countries.

This is the shape of things to come in the future—another 10 per cent for U. S. coin machines produce-

As American manufacturers of all coin-operated equipment will soon see a new learning curve, they are not the only ones with whom there are now three different trading channels in Europe: The Con-

G. Lewis, the assistant attorney general of the state of Wisconsin, said that the operation of the Lotte Pool should be made more effective.

Seek Injunctions

Two operators, the Tri-County Amusement Company of Jol-

The operators in their suit sought an injunction to bar the operators from using the machines in question.

Seigel claimed the Lottas machines do not fall under the ban.

November 1959 by the Pennsylvania Supreme Court.

Legal Question

As for the city, its brains trained to have some question in their minds as to just what con-

This question came up in the mind of Magistrate Fred at the hearing before him at the time of the case. He was the one who re-

The hearing before Judge Griffiths, Assistant District Attorney William Killens said the city was prepared to present electronics engineers to testify to the use of the machines.

The question was followed down to whether the machine came under the 1939 State Supreme Court ban and if so, who had jurisdic-

Judge Griffiths decided the best course of action was to let the side have to say along these lines. The court held a meeting during the last week of February this month so both sides could file briefs on the matter.

The prosecution of Pennsylvania will once more have their eye on the courts.

(Continued on page 73)
**Manufacturers Eye ‘61 Prospects**

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**Q.** But bowling alleys have coin machines.

**A.** "Yes, but there they (the public) are offered a variety of amusement. They’re not just a secondary source of amusement whereas in a tavern they are primary.

**Q.** How about new locations—is there a trend away from the traditional types of coin machine locations?

**A.** "There are constantly new locations coming up. The taverns are a secondary location, but when we watch people’s amusement habits change, we have to change with them.

**Q.** Do you think the industry is getting away from the taverns?

**A.** "There is a trend away from a different No. 1 coin location? Not necessarily, because they may be less dominant as years go by, but this is something that we can’t forecast. Our general plan is to move away from taverns. People are doing different things today, things they never old before. As America’s leisure time increases, so does the diversification of that leisure time and there will be a lot more people away from taverns.

**Q.** How about legislation?

**A.** "I don’t expect any significant changes in 1961, but I feel that if the industry is able to see its way clear to continue the changes and be more recently (by the Coin Machine Council) ultimately there is going to be a better acceptance of our equipment in general and this ultimately will lead to better legislation.

**Q.** You feel public relations is the answer to this thorny legisaltion?

**A.** "Yes."

**Q.** What about new equipment?

**A.** "I look for new equipment in 1961. I have nothing to base that on except for the fact that the industry has been very active 1960 and something new has come along. We are working on a couple of things here that I think will be worthwhile. There is a lot of new equipment being manufactured or done. Is there any new move for new potential for the coin machine industry?"

**A.** "There’s a lot of truth in this. I think this is where operators in this country are falling down. They’re going into new areas, but they don’t know how. They’re pushing out other types of recreation spots because they’re unwilling to take the gamble. We have to go where the people go. I will give you one type spot that very often has no games—stand-and-fold pinball games. These new type locations are what the operators are going to have to exploit if they’re going to expand the business.

Doris Says Existing Coin Machine Distribution Set-Up Does Good Job

The current manufacturer-distributor-operator set-up in the coin machine industry got a strong put on the back from E.G. Dow, Rock-Ola vice-president, as he reviewed the industry’s future last week.

Dow termed the trio the “life blood of the industry,” noting “these machines are the problem, but it is up to the man, manufacturer and distributor to get together and solve them.”

Dow said, “There is no immediate problems. Doris feels the operators biggest problem is what type equipment to use in the future. Some of the latest developments, such as pinball machines, shooting, and reel and sound machines, all have to be considered, he noted.

Dow added, “At Rock-Ola we have built our bars on recreational—means we offer the operator an exciting new sales pitch. These bars are not a case of a gimmick. We offer them as part of a game.”

Dow stressed, “As for 33 singles, it looks as if the industry is going in that direction. Possibly, too, the advent of the 33-sing will spur the stores to use these machines in itself a business which will be of interest to both the manufacturer and the industry.”

Dow mentioned the profit pinch as one of the big problems facing the operator. The solution is, “I’m not sure it’s so simple but it can be overcome.”

“Then always be music and people who want to listen to music, but the operator is caught in an interestingly tight operation.”

**Q.** But raising the price of a toy is a whole-sale solution to the problem? Half of the country is still on nickel play, why talk about going to 15 cents?

**A.** “We have heard about new types of equipment? Doris feels this area has some possibilities. This is something the industry will have to look into. After all, how expensive can machines get? There is no thing to be high price.”

Is there a possibility for some new and lower-priced equipment in the near future? Doris noted that manufacturers will be thinking about this more and more.

Dow mentioned new technological advances as helping to contribute in this area, the possible development to put out a machine that’s going to make today’s kids do, but that costs a lot less than a lower price.

Dow emphasized that the operators’ commissions structure should be changed from flat fee to a percentage. He said substantial overhead is the reason that “the operator is the one with the everything invested, but he’s not getting the return he should.”

Dow added, “It is a 40-60 split it was just a slight improvement, but that ultimately operators will have to think in terms of 70-30.”

Dow noted, too, that the nature of the juice box location was causing a problem. He said the prices are not giving with the population shift. Take the suburbs, for example. People are moving from the cities into suburbs. But the taverns and lounges in the suburbs are not using more background music and other types of music than juice boxes.

Dow said it was a matter of record that the juice box market

(Continued on page 64)
BE SURE YOU TAKE THE TIME TO SEE AND HEAR THIS WONDERFUL NEW WURLITZER IN ALL ITS PLEASING COLORS WITH PERFECT MUSICAL REPRODUCTION. YOUR OWN JUDGMENT WILL TELL YOU THAT NO OTHER PHONOGRAPh IS SO LOADED WITH FEATURES WHICH, IN TURN, WILL LOAD IT WITH COINS.

WURLITZER 2500
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Listings represent used machines in average condition. Intervals listed are minimum. Prices listed represent the average of quotes to operators by franchised distributors in three geographic areas—East, West, and Midwest.

Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of the same model and condition may have considerably different values in different areas.
St. Louis Coinmen Cautiously Optimistic

By JOHN HICKS

ST. LOUIS—Coin machine operators and distributors in this area are "cautiously optimistic" about improvements in the industry here in 1961. What this means simply is they are looking forward to a better year, but there is nothing definite to pin their hopes and expectations on except possibly the incoming administration of President-Elect John F. Kennedy which might cause a more generous flow of circulation of money and, again possibly, some gasoline which will capture the interest and coins of patrons.

These are expectations, because there is little new equipment and other devices which have been developed to complement equipment to give the segment of the industry an added boost have failed to add materially to the operators' take. In fact, Joseph McCormick, owner of Musical Sales Company, went as far as saying he believes stores and the other innovations that accompany juke boxes will go by the wayside this year.

It must also be remembered, operators and distributors have pointed out, that although receipts may increase slightly or stay fairly steady, the cost of equipment and overhead have continued to mount.

New Game Needed

Coinmen here also agree that some new type of game is needed to bolster sagging revenue, which started on a decline from amusements as the bingo machines were ruled gaming devices per se by the Internal Revenue Service, and as such now required a $2.50 gambling tax stamp on each game. Games which, he pointed out, revenue from coin machines in the St. Louis area in 1960 remained at about the same as the preceding year, with some men in the industry reporting declines up to 25 percent or more.

McCormick asserts: "The new year is going to be one of a price battle right down the line. I think equipment (music) will change to compact units, similar to the compact cots." He said he believes the old juke box also will come down; that operators are more price-conscious because they do not have the revenue-getting games to help out.

Quality Flows

They expect operators again, he declared, explaining that equipment will not be placed similarly. He said many operators want a certain type, but the placing will be based on the quality of equipment in relation to what it will do.

As to buying, McCormick continued, operators will go where they may get the best dollar deal. They will be interested in good units that will do the job at the least expense, he said.

Musical Sales Company has a big factory outlet in Missouri for the entire year, the firm's owner said.

Employment Problem

Jerry Niesenchank of Wonder Novelty Company reports that the employment in the company this year was better than last year, but it did not go as far ahead of the preceding year and yet it was little better than 1958. He said increased unemployment locally is an employment problem.

Jack Gorcik of the J. Rosenfeld Company, one of the nation's biggest stamp and accompanying arrangement companies which has reduced receipts because of the Internal Revenue Service $25 per year 25 percent per year under 1959. He said the industry, like theaters and others, is a "lousy" business and is not essential to patrons.

The Missouri Division of Employment Security said a total of about 50,000 workers were unemployed in this area at the end of this year. The figure represents 6 percent of the civilian labor forces. In 1959 the number of workers in the weeks ended Nov. 25, 1959, or 60,000 if the same number of workers in the weeks ahead, as expected. The unemployment rate is now 6.9 percent, the 15-year record has been reduced.

Gorcik asserted that there is definitely something new needed in the amusement end of the industry which has player-appearance. Music, he predicted, will eventually pick up.

New Features

Niesenchank believes that the new features put out on the St. Louis market might help operators very few new operators going into the industry. Operators, he declared, also would use a machine to replace the lessening interest in the bowlers.

Central Distributors reported that business last year was good in sports. The firm said AMI's new half-back models, which play background music on 331/3 r.p.m. records and records on 45's, might aid in bolstering receipts.

Commissions in the St. Louis area have remained at a $2.50 split, and operators can see little prospect of changing this arrangement. However, most agree that because of the increasing expense of equipment this year, the industry is in need of the greater portion of the take. One operator has a machine that said something along the line should be developing now.

New Locations

New locations, said Jack Gorecki, are diminishing locally because the days of the corner tavern are numbered. The only way to increase revenue, he said, is for operators to hold down overhead and run the business in a businesslike manner.

Gorcik noted that there are very few new operators in the industry because of the expenses involved in getting established. The business, he added, (Continued on page 68)

Manufacturers Eye '61 Prospects

---Continued from page 61---

was slowly getting smaller. A possible answer: diversification.

"Certainly the operator should start thinking of other types of equipment. Vending is one example of an ideal diversification field for operators, and it's a growing business," according to Mr. Groom.

Looking into next year's business potential, Doris said the coming year's collections will be greater in the age-market group, and, according to Groom. "Looking into the coming year's business potential, Doris said the coming year's collections will be greater in the age-market group, and, according to Groom."

Programming Changes, More Front Money Predicted by Seeberg VP

Sweeping programming changes, fewer localities, and more money from prime locations were three predictions made by Jack Gordon, Seeberg photograph vice-president. Gordon explained that the '61 single will place increased emphasis in adult programming, and that a lesser percentage of single releases will be geared for the teen-age market. This trend, he added, will give the tavern patron a greater inducement to put his dimes in the juke box.

The spoken word, continued Gordon, will become a factor in singles used in juke box locations. He pointed out that excerpts from spoken-word LP's will be put on 33 singles, and, while this will not be a major factor in juke box programming it will account for extra revenue for the juke box operator. According to Gordon, some of the companies who have been hitting it big on albums, will begin to make an impact on the singles market.

Gordon cited the case of Buddy Greco, for who 14 years has been strong on albums, but who is virtually unknown in singles. Greco releases are now out on 33 singles, and, according to Gordon, are getting fairly good play. Gordon felt that while many secondary locations will be dropped by the juke box operator because they fail to produce sufficient business, in time, he said, companies will be on top with the net result that the operators will be making more money from fewer stops. He also predicts that the trend toward operator

ST. LOUIS MUSIC WEEK

JANUARY 16, 1961

**DOUBLE-PLAY DISKS**

Two-sided action may be expected from the following records. For the juke box operator this is three for the price of one and a side savings program affecting effectiveness. Records listed below have both sides either single Hit 100, or have recently been on the Hit 100. See Spotlight Reviews for additional information on double-play disks.

---ARE YOU LOVESOME TONIGHT---

Elvis Presley
RCA Victor 7075

---RUBBER BALL---

Bobbi Vee
Liberty 3057

---EVE EVERYDAY---

Everyday
Hill, Blackwood and Willie

---BLUE TANGO---

Dickie Wilkins
Arista 6188

---YOU ARE THE ONLY ONE---

The Rayettes
RCA Victor 7075

---MILK COW BLUES---

Ricky Nelson
Imperial 4977

---SPANISH HAREL---

Alfredo
Fame 2261

---FIRST TASTE OF LOVE---

The Boogiemen
Fame 2262

---WALK SLOW...YOU HURT ME---

Lil White and John King
RCA Victor 7075

---NO ONE...WHERE THE BOYS ARE---

Connie Francis
40-49 197601

---YES, I'M LOVESOME TONIGHT AND TOO YOUNG---

Boogie Stevens
RCA Victor 7075

---THE STORY OF MY LOVE---

Paul & Anna
Arista 6158

---WHAT A PRICE---

Fats Domino
Imperial 9729

---AIN'T THAT JUST LIKE A WOMAN---

Alice Cooper
United 0031
Charge N. Y. 6 With Diverging Route Receipts

BROOKLYN — Six Long Island men were arrested and arraigned Thursday in the Supreme Court. The men were charged with diverting $4,000,000 in jute box and ammunition receipts from locations assigned to the Burlington Railroad. The three other men in the group were accused of false statements which led to the indictment of one, Milton L. Halsey, 2nd assistant inspector, and two minor employees, Robert R. V. Cooney, vice-president, and John C. K. Harris, vice-president, marketing and advertising.

The Seeburg Sales Corporation was set up primarily to serve as a selling arm of the parent firm, and Seeburg officials noted that the new corporation would achieve "more of a definition between sales and non-selling functions of the company."

The move is basically one of internal organization. Officials say it aims at "helping achieve a better sales and marketing effort for all Seeburg products in coming years."

Foreign sale of Seeburg products will continue to be handled by See burg sales offices in several months ago for that purpose.

Palmer Feels 33 Single Will Prove Mixed Blessing to Phonophones

The introduction of the 33 single will be a mixed blessing to juke box operators, according to A. D. Palmer, advertising and sales manager of the Wurlitzer Sales Corp. Palmer also said that the 33 single has reached a stage of development sufficient for Wurlitzer to produce a phonograph capable of playing both 12" and 45 intermixed. However, he added, the problems of maintaining 33 and 45 libraries, and of going into the market with machines on location are capable of playing both speeds, are of great concern to operators.

While Palmer said that few 33 singles are available right now, he feels that a considerable improvement will have taken place after the end of the first quarter. Palmer also feels that the practice of operators leasing equipment to locations will be more widely practiced this year than last year. By that arrangement, the operator would be obligated to upgrade his equipment at specified periods, with equipment running from two to four years old.

The operator would be assured of a guaranteed income under this arrangement, while the equipment owner would be assured of top marks his inventory would be turned over to the operator for maintenance and installation.

As Palmer said, the lease arrangement would eliminate the charge problem, as the location owner would have the key to the coin box and it would cut down on bookkeeping of coin receipts.

Palmer cited reviver-sound as well as the 33 single as a feature calculated to boost juke box play, and he predicted that 1961 will be a good year from both the standpoint of distributor sales and sales operators.

Dunwoodie's Cities Diversification as Major Industry Trend for 1961

The coming year shows both promise and problems. Few informed persons doubt that local legislative activity will show dividends that will be reflected in dealer returns and better profits. There is stronger assurance that the present economic "belt-tightening" will encourage more realistic commission interest in all phases of the entertainment industry, said W. C. Dunwoodie, president of the Row-Mc Frames and Sales Co.

Backed with such considerations as these, the coming year shows other considerations that offer promise beyond the problems. For example, the diversification that has taken more than a "California" flavor to the Billboard Music Week statistics, to cite specifics, shows that a rather astonishing 9 percent of operators who presently operate under one name are now supplying food and drink vending units. More than 40 percent of such operators also have equipment. This trend has been encouraged with a background of "attitude," said Dunwoodie.

In all of these instances, the end result serves to stabilize the operator's business. It lends a dimension that future with more security. He can program his investments with more sureness.

He says diversification will continue not so much because it is promoted but rather because juke box supply and demand factors suggest its wisdom to the "busier" listener. The trend that other ways to use and protect the business which over the years he has established. Not only that, but it is the trend that will happen in a wild rush. Prudent business sense even calls for moderation in handling such a movement as it happens. It already has—a to limited extend. The those in the industry who have experienced similar trends in related fields and industries have seen similar problems, have already taken appropriate diversification steps to meet the needs of their customers. In view of the problems to face us, said Dunwoodie, such moves show practical and advisable business sense.

United's Deslem Sees Pickup in Trade With New Locations, Games

C. B. (Bill) DeSelm, Uniting Manufacturing Company sales manager, predicts a bright outlook for 1961—based principally on an upturn of the economy in general. DeSelm noted that "general conditions will be on the upswing and coincide

(Continued on page 68)
N. Y. Operators Feel Penny Vending Is Still Backbone of Bulk Gum Operation

NEW YORK—Members of the New York Bulk Vendors Association are pretty much agreed that the industry will continue to operate on a penny basis. At their regular monthly meeting last Wednesday (11), NYBVA operators discussed the possible trend toward nickel vending, and agreed that its future was limited.

Roger Fenz commented that un-til inflation reached the runway stage, the penny machines would still continue to account for a major portion of the revenue.

Back to Penny

Irv Bookstein said that he had tried 5-cent vending, with little success, and that he is now wholly on penny vending.

Bayard Gordon said he will continue with the 5-cent until while Sid Lowengarten pointed out that a mother will not hesitate to give her children pennies, but will think twice about nickels.

Holding a different view was Sid Golen, who feels that inflation will soon reach the point where a nickel will have the same value as a penny had a few years ago.

The operators also discussed the Connecticut tax situation. A bill has been introduced in the Connecticut Legislature to tax all Automatic Merchandising Associations has suggested that the tax be at the rate of 3.5 per cent per operator and 50 cents a machine a year. NYBVA members will fight the NAMA measure, or at least attempt to have bulk vending operators excluded. They point out that while a cigarette or drink machine license may be worth 70 cents a year, the net on bulk machines is so low that such a tax would work a hardship.

Attending the meeting were Irv Bookstein, Nat Gordon, Sid Lowengarten, Sid Golen, Les Ellis, Pete Urzy, Hy Berman, Art Be- scia, Sid Berman, Donald Gie- licher and Roger Fenz.

Smiling Clown Face Draws Kids’ Attention to Gumballs

DENVER — Designed specifi-cally to appeal to the youngsters themselves rather than to adults, now are clown stands for bulk vending machines, which Frank Thorwald, a leading Denver bulk operator, put into use.

Thorwald, whose next red and yellow metal-cylinder stands have been a familiar sight in Denver and other Col- orado city supermarkets for years, has lately begun experimenting with multiple-ma-chine stands of various types. The clown variety, photo-graphed in the lobby between the Red Owl Supermarket, and a big Zephyr drug-store in the Brentwood Shopping Center, has proved particu-larly effective in catching the eye of youngsters on shopping trips with their mothers.

Alternately colored discs around the red, white and blue tops spell out "gumballs" in brilliant letters with a smiling clown face in the center, on a white background. Children of almost all ages, from fast-talking toddlers to school age, invariably note the clown figure, and are likely to clinicians for some gum or other confection from the machines.

In locations where there are a large number of chil-dren present at all times, Thorwald uses three penny vending machines and one 5-cent unit on the same stand.

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At every end of the month, we promise to give you a free trial of our Service. A month’s subscription without charge. No obligation to buy. We don’t have to ask you to buy.

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DENVER’S LARGEST DISTRIBUTOR OF MINIATURE CHARMS

ATLAS MASTER... the proved 5-cents Vendor

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All Oak machines are available with 5-cents, 10-cents and 25-cents machines or a combination of all three machines, as single units or in a combination.

Below are listed factory authorized dealers.

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$4.95 per M in 5 M lots — we move excess inventory and you move your machines. All feature items at big savings.


Creme de Menthe

Holds 400 capsules

In maroon, green and chamois

STANDARD SUPPLIES, INC., 110 West 34th St., New York 1, N. Y.

FRANK THORWALD pitches for the kiddie market with clown stands. Whenever possible, he places them next to a kiddie ride.

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GETS A LAUGH EVERYTIME

OPEN

14 a.m. $15.50 per thousand

11 m and 11 p. $15.75 per thousand

CLOSED (with metal clip)

14 a.m. $14.55 per thousand

11 m and 11 p. $15.50 per thousand

of your distributor or of

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N.Y.C. N.Y. 1 1 1 399

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TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get $5, as well as $1.

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(Foreign rates, one year $5)
PHOENIX, Ariz.—Five bulk vending machines mounted on single heavy duty stands have proven the magic number for Jimmy Wilson, distributor here, who operates restricted routes to pass personal towns along the many vending machines in the area.

Most of Wilson's machines are located in a large shopping center, one of the first such to be built in suburban Phoenix, where he gives each newly developed product or new vending machine the acid test.

Keeping extremely exact books on the success which any factor shows, Wilson can display the machine and talk it up from his home, where he maintains his office, and also take the customer to the shop floor for a look at the machines actually doing business.

Best Arrangement

Where multiple heads are concerned, Wilson has found that five on a single stand represents just about the best all-around arrangement: Five machines, even when loaded with heavier gum, candy, or can't, are not too heavy for one man to move, but where the operator tries to put on six, or more, he has a two-man proposition.

Early experiments, in which some disastrous damage to tipped-over stands occurred, convinced Wilson that more than five machines are a problem unless they are mounted on banks on a step-back. Experiments mounted on wheels are at least large enough, which provide for easy movement.

Five machines, likewise, usually suffice to play all the game. An additional new number plus the staplers, which the 1c-5c machine operator needs in use, and the typewriting installation, two such multipled stands are being used, and displayed along with basic gum, gun and charm mix, caps, Secret charms, candy, test globes of new products, which Wilson is observing.

Five Enough

Normally, he has found, even in the busiest type of location, five venders will cover the entire field, helped along with explanatory panel signs and carefully arranged displays in the front of the shop.

Among the items which Wilson has tested and found fairly popular have been wiggie worms, rings, bubble gum, basketball-star miniature, novelty charms, such fruit-flavored ball gum as cherry, grape, and apple, all of which are standbys with most route operators in the Phoenix area.

He prefers to use standardized machines, ass inventories, as possible, in the same color scheme, which automatically gives an impression of good housekeeping and cleanliness which mother of small children appreciate.

While the contents of the machine are usually designed to appeal to the juvenile eye, it is the exterior appearance which brings approval from adult customers. Wilson has found, in the way, that neat, clean machine stands, and even neat displays of uniform machines will do the trick.

Most of Wilson's location owners are thoroughly familiar with the way in which he puts the display, out in front of their stores, and puts along their own observations as part of everyday storytelling.

While the route is reasonably profitable, Wilson feels that his true profits come from the sort of first-hand information he wants to pass along to his machine-buying customers.

Op Chairs Machines Together

DENVER—There is some danger of theft at some of the locations of bulk vending machines, the ideal security measure lies in combining two machines together, it is claimed, according to Lou Malone, Denver operator.

Prime spots for malicious mischief or theft are big shopping centers, which remain open until late in the evening, where large numbers of people are walking the mall after dark. Here, the chances of damage to machines or having them picked up and carried off bodily is at its worst.

Pictured above is the chain systen which Malone has found most effective in discouraging theft. As shown, a three-machine stand of firing charms and ball gum has been secured to a fifteen-pound iron vender with loop of chain, with links pulled through in such a way that the chain cannot be removed from either stand.

WHEREAS it may be a temptation to the bolder, more daring of these machines, to seek out and try to make a go of it with a machine of the other, or two would duplicate award, cumbersome load which cannot be easily carried, even by several persons, and so the lock is secured with a heavy padlock, is preventative against such theft.

MEMPHIS Operators Successful in Effort To Bar Gig Taxi Hike

MEMPHIS—Mayor Harry Love last week said that the city will not seek enabling legislation to increase city taxes on cigarettes from 1 cent to 2 cents per pack on which the City Commission had under consideration for several weeks.

The decision was a victory for a group of cigarette vending operators, headed by Drew Canady, Carl W. Tobacco Distributors, Inc., who formed a committee, met with the City Commission and told them of the inequalities involved in such a tax increase.

The City Commission is seeking in the Legislature what the cigarette vending operators feel they deserve—a 1 cent sales tax.

This 1 cent sales tax, if passed, would not apply to cigarettes. Some other items would also be exempt, such as alcohol, gasoline and cigarettes, are already heavily taxed, and drugs and such food.

Eppy Bows 3 New Charms

NEW YORK—Samuel Eppy & Company, local charm manufacturer, recently began production on three new items. They are a Holy Bible, Kitchen Uteit Shell and Pearl Ring.

"YOU HAVE A GREAT CAPSULE MACHINE... BY FAR THE BEST ON THE MARKET"
"QUOTE FROM LETTER IN OUR FILES"

"You'll say the same when you try the SIXTY SUPER CAPSULE VENDER... WITH QUICK-TACK AT SLIGHT EXTRA COST"
See your Northwestern Distributor or write:
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Manufacturers Eye '61 Prospects

assurance games and photographs will benefit as they belong to the entertainment field.

DeSinclain feels that the entertainment field "can't help but pick up as the economy moves around. A field catering to the thrifty pocketbook is the first to catch on, and if money becomes tight, and it is also the first to feel the pinch when money becomes more plentiful."

DeSinclain points out that "extra money will come with full employment and a share will be enjoyed in the form of pleasure spots by automated games and amusement machines." Giving a pat on the back to the traditional manufacturer-direct sales operator form of doing business, DeSinclain feels that the operator is the key to the entire chain and, "the operator makes money, the entire business becomes healthy," he said.

DeSinclain also noted new type locations, new type machines, and a general surge in the field of amusements as contributing to the coin machine industry's health.

"Boating," for example, "is a great participation sport, enjoyed by both sexes and promoted to the fullest extent. As a result, non-operated automatic-scoring bowling games now ex- tend a great appeal." This type of development, says DeSinclain, eventually reflects itself in "all amusement games and automatic games which are in such a location."

DeSinclain suggested that additional new type amusement locations would also lead to development of game types not yet seen by the public.

Legalistic Outlook Clear for Ark. Commen; Trade Heavily Regulated

LITTLE ROCK—The Arkansas general assembly opened its session in a generally amicable atmosphere, veteran legislators were of the opinion that no new legislation would be passed, which would affect the coin machine industry.

However, the past several sessions Rep. Van Dahlum of Perry County has introduced a bill which would increase taxes on games, both box machines and pinball machines.

Van Dahlum doesn’t have to worry about making operators respond to his county mail—he doesn’t own any. It’s a small, rural section and there are only two locations there where an operator from another county has machines.

So every time he has gone to the legislature (and he’s had this time of the year, Van Dahlum has introduced a bill. Here is the bill which he intro- duced in the 1959 Legislature (and later withdrew),

A bill increasing the State tax on slot boxes from $1 to $1.25, increase of 50 per cent. In add- tion, it would require operators to deposit a $100 back in again.

For example, if an operator's annual gross revenue was $1,000, his tax would be $50. This could run into big money, since the operator has other big expenses (and taxes) to come out of the box.

But whether or not Van Dahlum introduces any bills this time, it is not expected that any increased taxes on the pin machines will be passed.

Reason is that the Legislature passed a tax last year (1959) which very stringently regulates the coin machine business so much so, in fact, that it has run (two such states on page 5).

GAMEs

Ducken Write

CC & Games

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Maple

Un. Edge $25.00

Bell from Southern Add $15.00

Bell Mystic $25.00

Un. 11 Frame $25.00

Un. Butler Banner $25.00

Un. Royal $25.00

CC Flash $25.00

CC Feature Frame $25.00

CC Super Frame $25.00

CC Triple Strike $150.00

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Written for our own use by...
AMOA of Pa.
In All-Out Push For Members

HARRISBURG, Pa.—The Amusement Machine Operators Association of Pennsylvania has launched an all-out push for new members.

Leon Takken, manager of the State organization, in making the announcement, said it is the aim of the group to sign every operator in the State.

The decision to start the membership movement was made at a meeting of the board of directors January 4 at the Penn Harris Hotel here.

"We plan to use a personal approach in signing the operators," Takken explained. "Everyone will be treated as a person. We prefer to contact them personally, however, but there are those in the business who don't want to be contacted and we can't do this."

Takken explained that every distributor in the AMOA of Pennsylvania will act as a "recruiting officer."

"We figure the distributors get the operators to sign up, and if they don't stop in to buy equipment," Takken said, "they will be able to talk with them during the day about joining the association."

When asked if a membership committee had been appointed, Takken replied that the board of directors is the membership committee, and that we have the right information about building the association.

The AMOA manager was asked what he thought he would do if a distributor were to write a letter to join it. Takken said he would join by the group.

"They would be kept informed it would be real important for the members in the State Legislature," he replied. "It is also a fact of business around the State. They would be kept in the loop about the various pending matters concerning their welfare."

Volume Control Unit Studied

MILAN—Several European firms are reporting work on devices to regulate automatically julek box volume. Specific approaches vary, but the basic principle is automatic volume regulation. Instead of a thermostat, the volume controls would employ an "electronic ear" which would maintain julek box volume at a constant pressure level. The means by which the volume of the julek box volume would be cut back accordingly. The "electronic ear" operates by breaking all sound into decibels, which becomes the standard unit of measurement of sound. The basic volume reading is obtained, in effect, by superimposing the julek box decibel count or background noise. A sound meter is used with one of the desired volume ceilings here explained, "The idea works almost perfectly like a thermostat heat control, making allowance for the fact, of course, that we are dealing in sound, not heat, and that our gadgets use an electronic "ear" instead of a thermostat. If you place an auxiliary focus of heat in a room regulated by a thermostat—say an electric heater—the thermostat automatically reduces the volume of the heater as the central heating unit begins to come up to the constant pre-set temperature. Our device will function in approximately the same way, substituting decibels for degrees."

Williams Game Hits Germany

HAMBURG—The new Williams game, Magic Clock, is being introduced into West Germany by Erich Schneider, the Williams importer for Germany. Williams' Race the Clock has been a best-selling game in West Germany. The game appealed to the Germans' postwar-developed mania for speed contests which has made the stop watch the new German success symbol. Schneider is promoting Magic Clock, a two-player game, as a technically advanced sequel to Race the Clock.

Plans for 1961

MOA Under Way

MIAMI BEACH—William Blatt, prominent local operator and director of the Southeastern Amusement Association, has been named chief co-ordinator between MOA President George Miller and MOA Managing Director Ed Ratafia for the 1961 MOA convention, to be held at Deauville Hotel here May 15-17.

Miller announced that the drive for exhibit sales is under way with space rates and advertising rates in the souvenir journal at the same levels as last year.

James Hutslar, MOA director from Martinburg, W. Va., will be in charge of banquet ticket sales for the 1961 show.
Ark. Ops Appeal to State High Court

LITTLE ROCK — A case in which two Arkansas operators are challenging a restrictive State law as unconstitutional was appealed to the Arkansas Supreme Court last week by their attorney, D. D. Plum- lich of Little Rock.

The operators are W. J. McCarter, doing business as Tia Wan- nes, Club, Little Rock, and Lynn Farr, owner of Central Music Park, Texarkana, Ark.

The appeal followed a ruling by Chancellor Murray Reed of Little Rock Railroad that Act 120, passed in 1959, was unconstitutional.

Brown and Farr contend the law is unconstitutional because it is arbitrary, unreasonable, confiscatory and discriminatory. Their court bill charges that it is a violation of both the Arkansas Constitution and the U.S. Constitution.

The case has been in the courts more than a year, pro- ceeding slowly.

That no one not a resident of Arkansas can operate "coin-oper- ated" amusement machines with the consent of the State.

That operators of such machines must have lived in the State for a year before applying for a li- cense.

That if a corporation applies for a "coin-oper- ated" amusement license with the consent of the State, each officer of the corporation must be a resident of the State.

That no $250 fine be paid the State with the issuance of each license, in addition to the $5 per machine filing fee collected by the city, county and State, and the federal tax.

That each person issued a license must post a $3,000 bond to insure freedom of the citizen—equal rights for all, freedom of press and speech, jury trial, freedom from invasion of home and commerce and trade rights.

The appeal contends the law also violates the Fifth Amendment to the U.S. Constitution, which is as follows:

"No State shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States; nor shall any State deprive any person of life, liberty or property without due process of law; nor deny to any person within its jurisdic- tion the equal protection of the laws of the State."

NYSCMA Pres.

Raps Op-Loons as Plague of Industry

NEW YORK—New York State Coin Machine Association presi- dent, Amelia B. Properties, has warned operators in New York City to remain vigilant in the face of the "many pesky devices" that appear in the state every year. The devices, she said, have been successful in the past due to lax enforcement of the law.

One of the most popular devices is the "coin-operated" vending machine. Properties said these machines are often used to sell lottery tickets, which are illegal in New York State.

Properties urged operators to remain aware of the devices and to report any violations to the proper authorities.

Cambridge, Mass.

Upholds Pin Ban

CAMBRIDGE, Mass. — The City of Cambridge has thrown its support behind a pinball ban.

The ban was enacted after a public hearing in which residents expressed concern about the negative impact of pinball machines on the community. The public has been asked to comply with the ban, which is expected to be enforced by the Cambridge Police Department.

Phil. Coinmen Set

Banquet for AIA

PHILADELPHIA—The Amuse- ment Machine Operators of Phi- ladelphia will be holding their annual banquet this evening to benefit the Allied Jewish Appeal. 

Joe Silverman, business manager of the AIO, announced that the organization has received over the club for the last three years, and expects to net $5,000 from the event.

Silverman believes that the event will be a success, and has called on the industry to participate.

Raymond J. Sieroff, senior vice- president of the Board Street Coin Company, will be the featured speaker at the event.

The banquet will be held at the Board Street Hotel. The proceeds will be donated to the Allied Jewish Appeal. The event is expected to draw a large crowd, and is open to the public.

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State quantity and lowest prices.

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LOS ANGELES ANGLES

The Wurlitzer Company, headed by Ray Barry as manager, will soon build its 1961 schedule of coin-operated amusement exhibition in Los Angeles. The daughter of Walter Peetel, Wurlitzer's general service engineer, was married in Los Angeles. Walter Cook, the ever-traveling operator, spent the new year's holidays with friends in France. Last summer he made an automobile trip to Alaska to visit his daughter. Ray Barry is back from a business trip to Baltimore, Delano and other California cities in that vicinity.

Jack Simon, of Simon Distributing Company, received a physicist's alumnus who has returned to his home in Sydney after visits to other coin centers, including Miami. . . . Charlie

Walt Hampel, Melodeon manager, who has returned to his home in Sydney after visits to other coin centers, including Miami. . . . Charlie

SHOTGUN-TOTING SHOP OWNER
Nabs Big Machine Burglars

MILLINGTON, Tenn. — A clever location owner used an ingenious alarm system connected to his coin-operated vending machine and a sharp aim to nip a burglary of his restaurant in the bud and deliver the four intruders into the hands of the law.

John T. Craig, owner of John's Drive-In on Highway 51 N. a few miles north of Millington, and a native of Memphis, wounded three of the burglars with two shots from his 12-gauge automatic shotgun.

Craig's alarm, which rang his doorbell when thieves broke into the coin machine, woke him about 1 A.M. earlier this morning. He jumped up, grabbed his shotgun and raced in his underwear to the machine in the heavy rain — to his restaurant, about 200 yards from his home. He said he didn't take time to dress because he did not know whether a burglar had broken in and they had got away by the time he arrived.

Craig saw the burglars inside, fired twice through a window. One fell with wounds in the legs and hands. The other two, with smoker wounds, fled. A getaway driver in the car took off without waiting for them.

Craig called an ambulance and the police and his office. He was also half frozen, so he went to his house and got some clothes on. While wait-

ing for deputies, he got the names of the other three burglars from the wounded one. The wounded burglar was taken to John Gaston Hospital in Memphis by ambulance and is recovering. Sheriff Preston Shuler said the thieves had cleaned out the coin machine, jacked box and two pinball machines and $250 in coins in two bags which they dropped on their way out after Craig opened fire.

With the names of the other three, deputies rounded them up the next day. Three of them, aged 21, 22 and 19, were from Steele, Mo. The fourth came from Cape Girardeau, Mo. All were charged with burglary and held in jail at Millington. Two of the men once were in the hospital in Memphis. He was taken to jail when he is released from the hospital, the sheriff said.

Craig said he set up the alarm since after his restaurant has been burglarized four times in the past five weeks.

Coin machines burglaries in Memphis kept increasing during December. Two pinball operators, alarmed, set out to do something about it.

They wired alarms at many locations, got police officers to set up a coin machine burglary squad when began operating in January, and by working together cut burglaries in half and are still decreasing the numbers.

"The committee also approved plans for a renewed 1961 membership drive to strengthen the organization. Details of the public relations projects will be announced hereafter."
They Said It Couldn't Be Done!
But Now ROCK-OLA Has Created
"The Phonograph" With
Everything That
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The new 1961 Rock-Ola Regis is a daring step in phonograph creativity because no other phonograph to date has dared to incorporate so many features with such complete flexibility into one modern low priced machine. Only the Regis gives complete styling protection with every feature needed to keep it distinctively modern for years to come.

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Only the Rock-Ola Regis with its contoured elegance and classical lines offers you true phonograph beauty framed in a harmony of soft colors. Without extremes but distinctively modern, the Regis is set apart as the one unmatched phonograph beauty for 1961.

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Only the Rock-Ola Regis offers you the one real advancement in sound reproduction since High Fidelity, ((REVERBA-SOUND)). With Sound Reverberation the walls seem to roll back for concert hall realism. Now every location can have living presence "wall to wall" music in either stereo or monaural.

**"TRI-FONIC" FLEXIBILITY**

Only the Rock-Ola Regis with its "Tri-Fonic" flexibility offers the convenience of three phonographs in one to play either stereo or monaural music at the flip-of-a-switch. With a Regis there is no need for expensive-conversion parts. Only Rock-Ola offers this true finger-tip sound flexibility.

**33 1/3 AND 45 RPM INTERMIX PLAY**

Only the Rock-Ola Regis offers complete sound flexibility plus the complete intermix of 33 1/3 and 45 RPM records. No matter the speed or whether it's stereo or monaural, all records can be played on the Regis, the one phonograph that looks and acts as a phonograph should now and for years to come.

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THE TRULY DISTINGUISHED PHONOGRAPH
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Plus EXTRA
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See, play TOUCHDOWN
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- All Steel Coin Box!

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NEW — TRANSISTOR Type PHOTO ELECTRIC CELLS!
New Modern Circuitry — NO AMPLIFIER!!

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4 MOVING and 2 Stationary TARGETS — 3-DIMENSIONAL SCENERY!!

FITS ALL LOCATIONS — Minimum Space 6 Feet!
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20 SHOTS 10c — POSSIBLE 100 BONUS SHOTS!!

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Combines FLASH-O-MATIC, ALL-STRIKE and REGULATION SCORING!!

Also Available Companion to DUCHESS — DUKE BOWLER with ALL-STRIKE and REGULATION SCORING!!

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