by JUNE BUNDY

NEW YORK—Soft rock is a key programming factor in local radio today, and the "good old days" covers anything from a 1920 Ed- die Cantor skit to an "early Elvis Presley" circa 1953. The revival trend is reflected in the charts, with a

McClellan Tops
Copyr't Group

WASHINGTON—Sen. John J. McClellan (D., Ark.) has been named chairman of the Senate Copyrights Subcommittee of the Senate Judiciary Committee, which will deal with any legislation that requires payment of "performance royalties" on music played on juke boxes. The membership of the sub- committee has been raised from three to six members, and will include Sen. Estes Kefauver (D., Tenn.).

Songwriters are frankly jubilant over the Democratic membership of the new Copyrights Subcommit- tee, which includes in addition to the chairman: Sens. Olin D. John- son (D., S. C.), who voted with the Republican majority in the Senate, Henry M. Ma- honry (D., Wyo.) on the latter's anti-jukebox bill during the previous Congress; Philip A. Hart (D., Mich.) and Estes Kefauver. The two Republican members are Alexander Wiley (R., Wis.).

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January 23, 1961

Music-Phonograph Merchandising  Radio-TV Programming Coin Machine Operating

DEALER CO-OPS ESTABLISH NEW TRENDS

European Eye U. S. Mkt. For Juke Box Exports

By OMER ANDERSON

ANTWERP — Most distributors of American juke boxes in Europe are satisfied that U. S. equipment

enjoys unchallenged supremacy in the European market. They scoff at the notion that European equip- ment cannot compete, even in the dim future, with U. S. equipment.

But the reports at this con-

'Music-Phonograph' SAYS DISTORTION ON 45S HURTS TOP HITS

SAYS DISTORTION ON 45S HURTS TOP HITS

MILWAUKEE — Gordon Hindl of Music-Phonograph, says that records are becom- ing distorted at WTMJ here, re- cently protested "increased dis- tortions" on 45-rpm, singles, noting that this has "resulted in the restriction of several re- cent releases from our music service.

In a letter to record pro- motion men, he stated, "We are experiencing increased distortion on the new 45's we re- ceive from distributors. I have learned, and in fact one record company official admitted to me, that more and more mod- ulation is being 'piled up' on 45's. A battle of modulations to see that their own record will appear loudest on juke boxes.

Hindl, in a memo to dealers, has said that Jack Hinkle continued, "We find increasing concern on 45's resulting from over-modula- tion, to the point where some of the songs have been removed."

(Continued on page 53)

(Music-Phonograph) says distortions are hurting top hits.

by LEE ZHITO

HOLLYWOOD—Record dealers in this area are being called upon to form a buying co-operative in an all-out "fight for survival" with dis- counters. The movement here, re- flecting growing national interest in co-op buying activity, is being spearheaded by Howard Judkins Sr. of Judkins Music in nearby Garden Grove, Calif. Judkins is calling a dealer meeting to lay the ground- work for the new co-operative. He said all dealers will be invited to attend the co-op meet- ing and join in the formation of the buying co-op whether or not they are members of SORD.

Buying co-ops among retailers have been established for many years in fields other than the record business. They have proved particularly successful in the grocer and dry goods fields, allow- ing the individual dealer the many buying benefits previously available only to the big chains and top traffic stores.

Disc Group

A record dealer buying co-op, known as Dealers in Sound Co- operation (DISCO) was established last spring in Nassau, N. J., moti- vated by the same basic needs and problems. This co-op already brings a national rather than a local flavor to the idea inasmuch as it has members not only from New Jersey, but from New York, Connecticut, Pennsylvania and even as far away as Florida.

Disc, since it shipped its first record to a dealer, last year, has been growing in a quietly effective manner for its members, each of whom original capital is held as a membership bond. On a less formal basis it is known that many deal- ers in various sections of the nation work on a co-op basis in order to get the advantage of large pur- chasing power on specific manu- facturer deals.

Judkins, the prime mover of the newest co-op venture here, is also president of the Society of Record Dealers of America, but he stressed that no connection exists between his efforts to pick off the co-op and SORD. The co-op, he said, is virtually needed in this area to per- mit individual dealers to face the large discounters. He is acting in his official capacity as record dealer and not as an officer of SORD, he explained.

(Continued on page 53)

Distrib Urges
Juke Box Ops
Lease to Stops

by GEORGE METZGER

PHILADELPHIA — The local Warren L. Palmer of the Record Company has decided to use the operator module to promote record purchases and to get the operator to save much money for his own equipment in two years. A. E. Palmer's advertisement and sales promotion manager of The Wurli-Tone Company, said that the program of the Model Distributing Company is successful on the part of the distributor and that the manufacturer played no part in set- ting up the program.

Reserves Judgment

Reserves Judgment

Palmers added that while Wur- li-Tone looks favorably on leases in

(Continued on page 58)

(Continued on page 53)

"Old" Programming Move Grows

‘Old’ Programming Move Grows

"Old" Programming Move Grows

"Old" Programming Move Grows

"Old" Programming Move Grows

"Old" Programming Move Grows

"Old" Programming Move Grows
COLUMBIA INITIATES NEW PROGRAM ON SINGLES: TO CUT BACK QUANTITY

Changes Release Methods; Takes Wraps Off Field Men, to Break Records on Their Own

By BOB ROLONTZ

NEW YORK — Columbia Recor ds has just about completed a re-evaluation of its singles product, and is taking in the first of a series of steps to get back strongly to the competitive picture. On the singles front, 1960 was a weak year for the label, even though the firm did come up with a million-seller, Percy Faith's "Dance From A Summer Place," and a close-to-million-seller with the late Johnny Horton's "North to Alaska.

The first steps involve cutting down the number of songwriters the firm will issue singles every two weeks against the previous year's customary once-a-week schedule. This cut downs the singles product by about a third every month.

Loosen Field Men

In addition, Columbia is taking some of the wraps off its field men, giving them some authority to place records to work on, or specify sides, rather than waiting for the A&R men to call. This will give the firm a chance to break records in their area. Up to now, Columbia would let field men call shots, but this change should be pushed and which side should be emphasized.

The change in the single record release pattern stems from the sales feedback, which was as follows: in a 4,000 A&R and singles merchandising pool, Frank DeVois was put in charge of pop product at the first of the year, as Sal Forlenza was named singles

Cap Honors Kingston; Gifts Unprecedented

4 Gold Disks to Trio

COLUMBIA — Capitol last weekly left New York with an unprecedented four gold disks at a press lunch. Gold disks were made by label President Glenn Wallichs saluted the performers, Doreen, and singer, the Kingston Trio; "The Kingston Trio At Large." From "the hungry and" "Here We S " in addition to Wallichs, other Capitol executives attending the affair included Marketing Vice President Lloyd Dunn, Creative Services Vice-President Alan Liv ingston, and Executive Artist and Reporter and Getting program, who all the trio's success.

The presentation was made on the eve of the group's first foreign tour which is scheduled for a two-month tour of the Far East and South Pacific, opening January 27th. T he group's first appearance are scheduled in Ja pan, Korea, Australia and New Zealand.

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SIR JOSEPH'S DUE ON COAST

HOLLYWOOD — Sir Joseph Lockwood, board chairman of England's Electrical and Musical Industries, Ltd., Capitol Records parent firm, will be in town the week for his annual series of conferences with Capitol's Eastern Operations Vice-Pres ident Joe Morris, who is staying in the East, Sir Joseph also will be on hand to inspect a new press plant in Scranton, Pa.

UST to Introduce Sampler Series on Four-Track Tapes

HOLLYWOOD—United Stereo Tapes, the Ampex Audiotape subsidiary of Ampex Corp., is preparing for a sampler series of four-track tapes to demonstrate four-track tape's advantages to new equipment buyers. (2) giving established dealers a chance to show their UST's catalog. It will support the release with point-of-sale materials, press releases, radio, motion, plus local market radio and newspaper ad campaigns.

The release is scheduled for January 30. It consists of four samples, each devoted to one of four musical categories (pop, jazz, classical, and "sound sensations"). Each sample represents 3 1/2 minutes of music culled from UST's multi-label catalog. The system of the seven different labels, marking the first time that selection from different films would be marketed on a single reel.

UST will provide dealers: with counter merchandisers holding dozen sampler tapes packaged in the container. Dealers also will receive a sampler display kit containing all the material, displays, store displays, color streamers, and sampler store posters. Packages will sell for $75.

Special art work is used for the packages, and is designed to draw the attention of buyers. Liner material pitches the complete tapes were written especially for each label, listing the name of each artist, and label with whom the recording was made. A special Roll has also inserted copies of its latest complete catalog.

Lasker Heads Sales Arm of Sinatra Reprise Label

Appointment to Launch Action on Distrib Line-Up; More Artists Added to Roster

HOLLYWOOD — Frank Sinatras Represe Records last week appointed Jay Lasker as its new sales manager. Lasker has been Kapp Records' national sales manager for a period of four years, half-nutes, and vice-president of the company. Appointing of a sales manager will trigger the setting of the company's first分开, a $10 million fund, to be used to break through. Lasker's duties will be handled by Producer, William Morris (Moe) Quine, Reprise's ad manager and Manager, who is responsible for handling all record distribu ting up distributors until a sales manager was appointed. Se lections are to be completed in 15-20 days. Lasker is also expected to follow on rapidly the company's existing catalog, since the label's first release, a single by Harry Belafonte, is expected to hit the market in a couple of weeks. Overseas affiliations will be sought after.

Lasker brings to Reprise a rich background in the record industry. During the almost five years he headed sales for the firm, he has been Kapp label, he was in charge of its domestic and export operations. Prior to that, he was with Decca Records for a period of three years, serving as its Detroit branch manager. He is a law school graduate, and has also, worked on the Coast. He is expected to move here within the next two weeks.

Adding Artists

In addition to building up its own operating staff, the Sinatra label is adding artists to its roster. The firm last week signed Mavis Rivers, formerly on the Capitol label, and is also in the process of signing comic Joe E. Lewis. Miss (Continued on page 44)

RCA Dealers Protected by Return Option

HOLLYWOOD — RCA Victor's new back up plan for dealers was efficaciously meet the wake of the move was made to allow them to sell any releases of new singles product with the assurance that their inventory will be protected. Return guarantee is for a 40-day period following the release of a single. At that time, dealers will be informed by the distributor that the guarantee period is expiring and will be prompted to return any unsold copies of the disks in question. (Continued on page 23)

Music to Soothe Surgeon's Breast

CLEVELAND — The "good music" program at the Cleveland Clinic, where it literally provides music to soothe the surgeon's breast.

An edited tape version of the music program which was piped into the Clinic's operating rooms, was a 22 surgical suites. The music was given to the anesthetist room, and patients have been moved out of the recovery rooms. Music is also piped into the corridors and corridors around the buildings during the day and after hours for clean-up.

One of the staff doctors person (Continued on page 22)
Liberty Prexy Sees Receipts Hitting $7 Mil.

Hollywood — Lee Reeser’s Ad Bennett last week reported approximately $7 million in sales to the stockholders for 1963, $600,000 for the firm’s fiscal year ending March 31. This projection was made last week during an address dealing with the results of last year to members of the Los Angeles Society of Security Analysts.

Bennett said his company’s sales during the past year will substantially exceed the estimated $5.7 million of the previous year. He said the third quarter’s earnings of 17 cents per share equalled earnings for the entire first half of the year, and that the fourth quarter’s performance promises to be even better.

The label president told those assembled that his company was in the midst of a “renaissance.” He narrowed the firm’s already high rankings to the ninth firm among nation’s record companies. Liberty has increased its sales over the B common stock outstanding. Dividends are paid only on 167,543 shares of Class A stock.

Two Congressmen Ask Colleagues to Boost Live Music

WASHINGTON — Two congressmen appealed to their fellow legislators to end the policy of letting “live” music in America, last week. Rep. John Dingell of Michigan and Rep. Charles F. Poletti of New Jersey reminded them that Broadway is the capital of the nation and of the world. Dingell called the live music and drama to be unli(

(Continued on page 52)

Victor Up Dating Toscanini Wax

BY BEN GREYAT

NEW YORK— RCA Victor’s announcement this week of "electec" and "electhor" Toshiba, the famous releases of the late Arturo Toscanini, is being seen by fanatics as heralding a period of increased attention to the great maestro. The move, however, is more likely an extension of the present trend of LPs. (Continued on page 52)

Armed Executive Committee Plans, Plants Florida Convention

NEW YORK — The executive committee of ARMA met here last week to make plans for its Florida convention, which will be held in Miami Beach in June, and to appoint special committees for the meeting.

One of the committees is studying the potential for new plants, one of which will be submitted to the membership for consideration at 15 years away. A plan for new plant would offer ARMADA the chance to build a facility to meet the needs of the manufacturing division. The committee will meet to discuss the construction of a new plant.

ARMADA President Art Talbot, joined by vice-presidents and a manager, told the group that another meeting of the executive committee will be held here March 6 to finalize dates for the June convention and select a hotel in Miami Beach. The two-day convention will include Talbot remarks, a design and sell, Talbot’s "how to" of a better working relationship with all facets of the industry, and to help each plane pursue its regular course of business.

Signeard Steinberg, legal counsel for ARMADA’s activities in connection with the disk counterfeiting cases in California and the East Coast, addressed the group on behalf of ARMADA. He wished to urge the industry to take advantage of the recent change in the law and to make use of it.

ARMADA officers and executive committee members attending the meeting were Burt Case, ARMADA vice-president; Nelson Verbit, secretary; Harry Schwartz, treasurer; Amos Halberstam, Walter Ahern, Ben Bennett, William Shockett, David Steinberg, Morton Conover, Executive Secretary Jocim Ross, and Norman Weins, publicity.

(Continued on page 52)

Rock Jobbers All-O for 33 Single:

Plan Aggressive Merchandising Drive

By JACK MAHER

NEW YORK—The National Association of Record Manufacturers Inc. (NARM) will take a firm and active part in the merchandising of the new compact 33. Through its president’s address at the recent Billboard Music Week that record manufacturers will be preparing a story on compact discs for April 1 or May issue of McCull’s magazine.

GAC Changes Great Flurry

NEW YORK — There have been a number of changes at General Artists Corporation recently, including resignations, closing of offices, etc. The most recent change is back to the main East Coast office. At the firm’s new York office owned by Herbie Seger’s Creative Brewiong Company, is undergoing a complete revision supervised by the Arthur Anderson (formerly of RCA Victor) agency.

Harry Anger, on the GAC plan(

(Continued on page 52)

CMA Directors to Shape C&W Programming Guide

NEW YORK—The board of directors of the Country Music Association, scheduled due to the many of the most important meetings in the history of the Park Sheraton here Jan. 27-28. During the CMA’s first quarter meeting of 1963, the CMA, during this session, will seek to crystallize a set of the principles of a radio stations interested in introducing or expanding country music.

CMA officers and board mem-

bers in general agreement that there is a need for limiting the number of these stations: (1) Basic sta-
tistical data as to what percentage of the nation’s AM and FM sta-
tions are programming country fare; (2) Definition of "country" as an independent, separate class of programming. (Continued on page 52)

Strand To Launch Albums, Sales Plan At Distrib Meeting

NEW YORK — Strand Records and distributor sales meeting here Thursday and Friday (21-22) at which time General Manager Sales, Glenn Becker, vice-president; Ed Schnei-

(Continued on page 52)

Men Score Charts In Houston Area

HOUSTON — Talking comix have scored Houston. During the last four months, record stores have sold thousands of the funny men on 45’s.

These include such artists as Dave Gardner, Bob Newhart, She-

(Continued on page 52)

GAC Director, Outdoor and Indoor Advertising

CONCORD, N.C.—The GAC director of the Outdoor and Indoor Advertising Show here will be held March 15. The show is sponsored by the Goldstar Advertising Bureau of the GAC.

John Donner, treasurer of GAC, (Continued on page 52)

Jim Tiedemann, board member.

(Continued on page 52)
LP Surplus Plagues Divers, Dealers—But Diskerises Won't Stop

By BOB ROLONIZ

NEW YORK—The record business appears to be one of the few in which executives look at the product purely through rose-colored glasses, but also while standing on a mountain top. With inventory of record albums being carried by a dozen companies at pressing plants, in distributorwarehouses and in dealer's racks, it is safe to say that new product is still turning out in LP's at a breathless pace. Monthly releases on the part of the larger companies range from 30 to 80 albums, and smaller firms are issuing four and five LP's each month. This adds up to 200 to 400 LP's per over-all monthly, and, of course, adds to the dealer's problems.

In other businesses, autos, for one, when dealer inventories are high and sales are slow, production is slashed. General Motors, Chrysler and Ford cut back production last week due to high dealer stocks. It is true that autos and records cannot bear a direct comparison, since models of cars change on Columbia Records, whereas each new album release is a new product in itself.

Bumber Crops

But there are record firms which insist on huge releases even after some of the smaller companies which manage to sell any appreciable number of albums each month. Some of these have seen the lights in the headlights of these executives. The more albums issued the bigger the havoc with the cash flow. But the biggest problem is, the firm, the slogan. This takes no account whatsoever of the fact that the billing is usually 40 percent of the selling price of the merchandise is returnable, either for credit or exchange. The product is sold at 10 percent per 20 percent discount. If the product was sold on a straight sale basis, with no discount, a 10 percent profit would provide the necessary incentive to dealers. But this profit is 60 percent of all of the album sales and a great deal of the profit is a record store that has been estimated by estate traders that only 20 percent of all albums manufactured and released make a profit. It has also been estimated that the record business is so competitive that sales also fail to earn back their production costs. And an interesting point should be noted as well that eventually find their way to record stores and then get off the dealers' shelves until they are shipped back to the distributor for credit or exchange.

It is a fact that only 200 to 400 new and different albums every month, plus reissues, have a chance of merchandising 10 new albums a week in the face of the big albums and catalog LP's he usually has in stock.

DEPPERS BOB

What happens is that the non-saleable albums, in a month or two or three end up in the hands of the record "deppers," who will, in many cases, sell them. Records that list for $1.95 retail at $1.50; and, more often than not, for $1.95 at $1.50 to $3 in these bargain out-lets. This drags down the reputation of the record industry and reduces the amount of money that companies make, and makes the customer look for discounts on LP's. It means that not only the record manufacturer, but also the manufacturer of the non-saleable merchandise, who may in reality be making records just for the dumps.

Part of the problem, observes one, is that it is too much for dealers who do not know what the public wants, not what will sell. After investing $5,000 in an album session they are unwilling to give up releasing the record, even when they know it isn't a strong one, on the main reason that they would miss the 20 percent on that album.

There have been some changes in this wild release policy. The recent advent of the success of Love and Light with about 14 releases in almost a year, has somewhat turned the heads of some of the LP's of the Label's Command label, has indicated to some manufacturers that a few hit album releases are better than 100, 200 or more. Some facturers who have cut their single releases in order to make the International and their most commercial single disks, have not yet decided that they would be unable to make one that might be acceptable in albums in today's LP market.

According to an important distributor in New York, there is no record this time of reducing the number of album releases, a smaller release policy and a reduction of the whole industry. "We would get an opportunity to merchandising albums better if we had less of them, and if they were more restricted to the strongest artists. Record companies should conserorate their effort to do this, especially those and the artists who have hit singles, plus, of course, they should all appreciate their efforts. It is a fact that two albums out of a 12 album release are responsible for all of the billing and the other 10 albums never have to be released. Smaller release schedules would not only help the distributor and dealer, but would help the whole industry and would eliminate the guys who sell the dump albums for $50 a piece."

It is hard to believe that an industry that relies itself on overproduction could turn to a policy of scarcity. But the facts are that major companies may take off the rose-colored glasses to note that the figure that has been mentioned, with the mere exception of a few exceptions, is the number of albums that sell, not the number released each year.

Col. Completes Gigantic Co-Station Recording Studio

HOLLYWOOD—Construction was completed here last week on the $1,000,000 Coliseum recording studio, believed to be the Coast's largest disk-recording facility. The studio is large enough to accommodate a full-sized orchestra and chorus plus a chorus. It is located in the CBS-INK building on Columbia Records' Sunset Strip and Gower Street where an auxiliary studio was inserted in converting the old radio 20x20 studio.

The sum represents an estimate of construction work and equipment which was spent and does not include the cost of the building itself whose construction project which has been on the drawing boards for years and will be home to the Coliseum's recording orchestra. The studio will be installed will provide the studio with the services of the best in the industry in full three-channel recording. In addition to recording, the studio will be equipped for dubbing, separate editing, editing and mixing, storage and all the necessary functions to keep the studio complete computer operation and music facilities.

Columbia Records will make announcements before March 15, date recording sessions during those pe-riod of 10,000 cubic feet, and offers an open admission 7,000 square feet. The studio operates under the supervision of Vincent J. Liberman, Colscope's director of technical operations. The studio's design is unique in that is capable of accommodating a full-sized orchestra and chorus, and sufficient number of musicians in recording small groups and sessions. It is achieved by the use of sliding panels which run on tracks and allow the size of the room to be adjusted at will.

It is planned that Coliseum will be installed with the free studio here, Columbia will own its recording fa- cilities and its own "The Voice of the Century," and "Hollywood.

In converting CBS Studio C for use as an opening unit, over $100,000 of the seven seating facilities, at least ceiling panels, was removed, the walls opened it the facing and removed the ceiling to provide maximum cubic volume.

The studio now measures 300,000 cubic feet, has an open space measuring 7,000 square feet and will be located under the supervision of Vincent J. Liberman, Columbia's

MUSICAL AMUSEMENTS
New York

By STEVENSON

Hollywood

Hollywood: Don't's newly appointed controller, Robert Vartan, left for New York to confer with Paramount brass. He returns Monday (13) to his Coast headquarters. Delphi President Bob Keene bought the Pentagons' master of "To Be Loved (Forever)" from Fleet International featuring a promising Coast debut.

CDR: The Los Angeles Times today quoted the words of the 7th Amendment that a film is "to be performed for the enjoyment of the South." Label's excitement over the single report its rise from the hiatus from her two albums for the company. "Like in Love" and "Something Wonderful," Capitol previously had decided to call a halt to all singles. For two weeks ago it was a chance to concentrate its full promotional efforts on 15 promising singles.

Capitol announced its two-week moratorium on new single releases. The company has also agreed to Air in "The Seven Sons." Label's excitation over the single report its rise from the hiatus from her two albums for the company. "Like in Love" and "Something Wonderful," Capitol previously had decided to call a halt to all singles. For two weeks ago it was a chance to concentrate its full promotional efforts on 15 promising singles.

Capitol Records President Glenn Wallichs suffered a mild heart attack yesterday. Steve Liberman is at Paramount to score "In the Double," the next Danny Kaye star. Erlanger Bernstein left for New York to confer with a Coast promoter representing a new record. Capitol signed the contract for Kater's "Everybody Loves Willi," production. Don Dunbar, Capitol's Los Angeles publicist, left for Metro to discuss a picture deal with Metro.

Chicago

MANUFACTURER NEWS: East Glicken, Donna and Del-Fi Records, returns from a West Coast promo tour, where he also picked up a master, formerly on the Fleet label, which Donna will release in a week. "Chess brah is on the move this week. Phil Chad and Bill Sill are trying to change the South, while Leonard Chess meets with the labels..."
LOOK TO LIBERTY
IN '61 !!!!!!!

READY TO CRASH THE CHARTS

JOHNNY BURNETTE
LITTLE BOY SAD

b/w Down To The River

Another action-packed single from Liberty's live-wire singing sensation who's scored two smash hits in the last six months.

JUST OUT! JOHNNY BURNETTE'S NEW L.P.
Burnette hits Dreamin' and You're Sixteen top off 12 pop favorites in this new album.

LP LRP-3183/LST-7183
LOOK

...visual sound STEREO

Bobby Vee

RUBBER BALL - DEVIL OR ANGEL
Talk To Me, Talk To Me - One Last Kiss - Angels In The Sky
More Than I Can Say - Long Lonely Nights - Poetry In Motion
Shugie In - Mister Sandman - Foolish Youth - Love, Love, Love

LBP-3181/LST-7181

MIS FIRST LP—STILL HOT! Bobby Vee Sings Your Favorites—12 best selling hits: Mr. Blue, Young Love, My Prayer, Serenity,
Gee, Since I Met You Baby, I'm Sorry, Fool A Dream, It's All In The Game, Everything,
Devil Or Angel, You Send Me.
TO LIBERTY
IN '61!!!!!!

BOBBY VEE
SCORES AGAIN
WITH A HIT LP!
WITH A NEW HIT SINGLE!

STAYIN' IN
b/w More Than I Can Say

After two smashes... Rubber Ball and Devil Or Angel... here comes another Vee victory. Watch this chart-bound single from the new "Bobby Vee" album.
LEGIT REVIEWS

Channing 'Showgirl' Looks Like Hit

From the level of audience response noticed, Miss Channing, who opened Thursday (19) at the Eugene O'Neill Theater here, the blonde, thin, 24-year-old actress is shown to be a very talented and still galvanic quartet, known as Les Quo' Juds (Thursday Thursdays).

Channing proves to be the big attraction, and if there in a fault with the production it is a certain uneasiness about the level of her singing — gal or otherwise. Yet it would serve to point out in spots it would be difficult to lay to that particular edge.

The high spots are both impression by Miss Channing. The first is a hilarious parody of Marlene Dietrich as she appeared in the legendary film, "Blue Angel." Working la Dieter's Got a Crush," a parody of the old song, that has been revived by Miss Channing gets herself completely tugged up in a chair, throwing her arms above her head and singing that she's going to be the first lady in that city. The second is on Judy Garland doing her now famous Palace act. This breaks the audience up. In another spot, she's almost equally effective in the parody of the finale of the famous New York theater of the Twenties compared to the "serious" musical dramas of today.

Munson, who appears largely in support of Miss Channing, contributes several humorous spots, but for the most part serves as a foil for Judy Garland. Nonetheless, his comic style is of every kind as Miss Channing, Les Quo'Juds, in the other hand, hair that wonderful European quality of mobile faces and facial movements, which makes their contributions here a strong one.

Charles Geyser's music is not, for the most part, set to be clever sketches. Frank Music, which has the rights known to the score is now reportedly working out arrangements for a cabaret style tune. Still that Miss Channing, as a part of the visual performance. Miss Channing, too, has potentiaply anything when you can watch her remarkable face as she bears her role.

Lack of Excitement Stops 'Hero'

"The Conquering Hero," the sixth musical of the season, opened at the Asta Theater in New York, Monday (12) and closed Saturday (17) after a successful run. The show was based on the Preston Sturges movie of the 1940's called "Hail, The Conquering Hero." The Broadway musical version of "Hail, The Conquering Hero" was written by Bob Rose, Miss Channing is in no big names or box office advance, it couldn't hold up against the competition.

The lack of excitement in "Hero" was due more to a tepid book than anything else. Tom Poston, Iローン Stand, Kay Head and the rest of the cast was unable to carry the roles, they could not overcome the on-stage situations and the generally dull dialogue. The songs by Moss Charko and Norrie Glohol were serviceable, although they sometimes would turn into numbers. The show closing once more, RCA Victor is not expected to exercise its original cast recording rights.

TV REVIEW

Gershwin's Space Misses Its Mark

It's hard to believe that the years in which George Gersh- win was writing his hits were as distant as they seemed on "The Gershwin Years," the spectacular presented over the NBC-TV network. But the fact is, the production has been "The Gershwin Years," was the producer (Clay and Marshall fandom) couldn't make up their minds whether they were spelling the Old West era or were presenting a parody of Gershwin songs. If they meant to tell about the times, they missed; if they wanted to come up with a musical trailer of Gershwin songs they let out a lot of hits that Gershwin didn't write.

A spec with the title of "The Gershwin Years" needs a theme to hold it together; but this was so far off. Instead, it was a mix of different Gershwin tunes, quick impersonations of George Gershwin, Stein, Ernest Heinington, Frank Lloyd Wright, etc., to give background of the era, and often slyly presentations of a different era.

There were good moments in the spectacular, although these fewer than there should have been with the excellent cast. "The Gershwin Years" cannot be described as a political satire based on songs from "One in a Million" and "Rhapsody in Blue." The production was more of a satire for a top role in another Broadway musical by fine performances in "Can-Can" of Gershwin tunes, and Ken Raisen over his assignments with Virge. Julie London handled herself well in the serious reading of "The Man I Love." But neither Frank Comstock nor Maurice Chevalier were up to their usual standard.

The dancing numbers were the standout of the show. The "Porgy and Bess" ballet was executed with great style. W. Allyn, Harold Piron and Claud Thompson were delightful, and Miss Channing was delightful in both of these dances as directed by Joe Layton.

Richard Rogers tried hard to tell about the Gershwin years; the trouble was, his story was too long. Some, it would be interesting to view "The Gershwin Years" as a documentary. As a spectacle it missed the mark.
KNOCKOUT!

THE VENTURES HIT AGAIN

RAM-BUNK-SHUSH
b/w Lonely Heart Dolton #32

Picked by Billboard as "the most promising instrumental group of the year," the Ventures follow up their smash PERFIDIA with another winner.

CURRENT BEST SELLING LP
"Walk, Don't Run" Dolton BLP-2003/BST-8003

JUST RELEASED
"The Ventures" Dolton BLP-2004/BST-8004
Miss Hitmaker! 
WITH ANOTHER SENSATIONAL SELLER

CONNIE FRANCIS

SINGS

NO ONE

AND

WHERE THE BOYS ARE

TITLE SONG FROM THE MGM FILM

K 12971

THE STARPPOWER LABEL 
MGM RECORDS 

...that's where the hits are!
CONCERT REVIEWS

Russ Pianist’s N. Y. Bow Promising

A new Soviet pianist is being introduced to American audiences in the person of handsome 21-year-old Dimitri Bashklov, who is now undertaking a 22-concert tour of 16 U. S. and Canadian cities under the Horace banner. Bashklov arrived with perhaps the least publicity yet accorded any Russian. He made his debut with the Cincinnati Symphony two weeks ago, playing the Mozart Concerto No. 24; he plays the same Concerto on his first U. S. disk release on Arista, reviewed in this issue.

His New York debut took place Friday (13) at the Grace Rainey Rogers Auditorium of the Metropolitan Museum. He has two more New York appearances scheduled at Carnegie Hall next month. Based upon what he has thus far demonstrated, it is possible that some U. S. a & r men might line him up for recording sessions during his stay in this country.

Bashklov flashed both a dynamic technique and a flair for the romantic. Stylistically, his New York debut was somewhat eratic as the lean, young Georgian tended slightly toward extremes, both in dynamics and tempo; this, however, might be charged off to premature nervousness. Future performances will tell.

Bashklov poured plenty of power into the Schubert “Wanderer Fantasy” and the Brahms Sonata No. 3, while not underplaying romantic aspects of the latter. The remainder of his program, works by Prokofiev, were given polished, urbane performances, almost devoid of excitement normally associated with this composer. The compositions included an excerpt from the piano suite derived from “Romeo and Juliet” ballet, the Sonata No. 4, and a “Viskons Fugitiva.”

While it is premature to compare Bashkrov with Gilels or Richter in assurance, or even with his younger compatriot, Andonov, for excellence in the romantic repertory, it is clear that this is a talent with which to reckon, and more very likely will be heard from Bashkrov.

Sam Chase

Rubinstein Shows Grand Mastery

Artur Rubinstein, in his first concert of the season at Carnegie Hall, provided one of the great evenings of music of recent seasons. Compared with his performance, the playing of such artists as Richter seems petty and fuzzy. For this was music-making in the grand manner, of a sort almost no other contemporary artist could produce: in turn tender, thunderous, poetic, prodigiously pyrotechnical. That Rubinstein is well past the 70 mark need not be taken into consideration at all, for he is more than a match for all corners regardless of age. And what other artist has extended his mastery into these vintage years, with technique still completely secure?

RCA Victor owns the record-buying public a recording of the Liszt B Minor Sonata as played by Rubinstein. There are but four versions of this keynote work in the catalog at present, and none is remotely in a class with what Rubinstein produced at the concert. That such a standard work has been so neglected on wax is beyond understanding, and there’s little doubt that a Rubinstein rendition would be a commercial success. Beautiful playing, ranging from the most lyrical to the incandescent, marked this work.

Rubinstein’s way with Chopin’s Ballade in F Minor is well known from his recent Victor release of the four Ballades; his treatment of the same composer’s Valse in A Minor and Three Etudes proved again that no living pianist brings out the strength as well as the poetry in Chopin as well as Rubinstein.

How easily he can go from one extreme to the other was also well demonstrated in two other Liszt works, with a most beautiful rendition of the “Liebestraum” followed by a thunderous rendition of the “Mephisto Waltz.” Schumann’s “Papagenotentz” which opened the concert, also enabled the pianist to show varying sides of his interpretive art. Rubinstein’s performance of these lovely works, too, should be preserved. Perhaps it will be the flip side of the Liszt sonata?

Sam Chase

* * *

Lasker Sales Chief at Reprise

Continued from page 2

Rivers had received an impressive build-up during her years on Capitol, the firm that recorded her for the first time. Recording of Lewis in 1947 was believed to mark the first time within memory that the vee-vee would be recorded. The label also has completed a jazz package featuring Ben Webster and Johnny Richards’ arrangements.

Mavis Rivers will be recorded next week, with Marty Paich arranging and conducting the orchestral setting. Sunny Davis Jr., is scheduled to be recorded soon, but date and place hasn’t been determined. If Davis makes his LP on the Coast, Neal Hefti, formerly with Columbia Records, will accompany him. If Davis’ commitments call for the album to be handled in New York, an Eastern-based conductor-arranger will be selected.

Release Status

Releasing schedule, as it now stands, is up, as follows: A Sinatra single will be due for the kick-off either in mid or late February; this will be followed in March by Sinatra’s LP, “Ring A Ding Ding,” which has been recorded and pressed, ready for shipping, the Rivers and Davis albums will be issued in April.

The label’s operating staff is also shuffling up. It was started with the appointment of Mo Ostin, Verve’s former controller, as its administrative head. Ostin has appointed Merle Shire, Verve’s art director, to serve as reprise in a similar capacity. Ostin has also taken on with him Estelle Radin from Verve, where she was in charge of handling copyrights, liner material and specialized spoken-word artist and repertoire for the pianist’s the Linn Pauling album, among others.

Appointment of Lasker is expected to complete its staff for the firm’s long-range plan, at least at the outset, Ostin plans to use freelance producers, fitting the man to the specific artist to be used. In this way, Ostin feels his firm won’t be burdened with a large staff, and will still enjoy the flexibility of buying different producing talent.
DECCA HAS THE NO. 1 SINGLE RECORD IN THE COUNTRY

"WONDERLAND BY NIGHT"
BERT KAEMPFERT and his orchestra
DECCA 31141

DECCA HAS THE NO. 1 ALBUM IN THE COUNTRY

WONDERLAND BY NIGHT
BERT KAEMPFERT and his orchestra

...And Now Climbing Into the Charts...

"CERVEZA" by BERT KAEMPFERT
30866
DECCA is No. 1 in PHONOGRAPH SALES

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

BEST-SELLING PHONOGRAPHICS
These are the nation’s best selling phonographs by manufacturer, based upon results of a month-long study using personal interviews with a representative national cross-section of record shops. A different price group of phonographs will be published in this chart each week.

The percentage figure shown for each brand is its share of the total number of phonographs sold by all dealers. Point tabulations are based upon the rank order of manufacturers' phonographs at each dealer, and weighted by size of dealer. Only manufacturers owning 5% or more of the total dealer points are listed below.

PHONOS LISTING FROM $31 TO $60

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and No.1 for ’61 in records and phonographs by DECCA

OF COURSE!
Old Administration Budgets
Music, Amuse. Tax Receipts

By MILDRED DIALL

WASHINGTON—Mildly optimistic budget estimates of the outgoing Administration foretell a rise in tax take from admissions, from co-op—operated amusements, from manufacturers’ excise in the radio-TV-phonograph and musical instrument field—but they predict a standstill in cabaret exe, with no rise in the tax above the fiscal 1961 figure of $30 million.

The $60.9 billion budget, released last week, also recommended raised appropriations to send abroad some 43 cultural exchange programs in fiscal 1962 as against 25 of the overseas itineraries by top music, dramatic and sports performers in fiscal 1961. The arts-exchange in the Cultural Exchange Program (no longer included in the President’s Special Programs, as it was during previous budgets of the Eisenhower tenure) will require $5.95 million in fiscal 1962, as against $2.479 million in the previous season.

The gross excise tax total expected for fiscal 1962 is over $13 billion, as against $12.4 billion in fiscal 1961. Manufacturer excise from the radio—phones, musical instrument group will be $235 million, the budget estimates, up from the actual figure for fiscal 1961 of $215 million. (The fiscal year 1962 ends June 30, 1962.)

Cabinet tax estimate is for $30 million at the current 10 per cent rate, just about $3 million more than 1961. Reduction of this tax from the 1956 20 per cent rate has been a bone in Treasury’s side, and no budget estimate has predicted a higher take since the cut. The Treasury went into effect in May, 1960. Actual cabinet tax total in fiscal 1960, the budget shows, was $49,605,000.

Admission taxes, which include movies and sports—will account for $36 million in 1962. The is a rise of $2 million over the previous year and one which Broadway producers of live music and drama profoundly hope will come partly from their own busy box offices.

Rampo Copa Tottori

Although the budget lumps all types of co-op-operated play from legitimate to gaming machines under one category, the expected $23 million in co-operative excise represents a rise in this type of public entertainment over the 1961 tax take of $23 million. (The tax is $10 on Jake boxes and amusement machines, as against $250 for gambling devices, annually.)

The Eisenhower budget offers faint comfort to the five major regulatory agencies by noting that as a group, they have had sharp appropriation increases of 40 per cent since fiscal 1956. However, the budget asks that the Federal Communications Commission receive a total of $12,033,000 in fiscal 1962, which represents a rise in operating allowance from the fiscal 1961 appropriation of $3,185,000, since the latter included $2 million for an allocation study on Ultra High Frequency for American television, including the experimental station atop the Empire State Building in New York. Some of the additional funds will undoubtedly go into the new Office of Complaints and Compliance, set up by outgrowing FCC Chairman Foord, to check locally on payola and other rule violations juke boxes to come.

Emphasis on field activities was also recommended for the federal budget. FTC will get a total of $9,640,000, as against the $7,507,000 for 1961. Out of this, the allocation for truckers of $2,030,000 will rise to $2,393,000 as against $1,928,000 in 1961, expressly to “expend field operation and total of deceptive practice cases.” FTC is currently engaged in a field study of competitive practices in the record industry.

WASHINGTON—An international competition for a "musical dramatic work for television" will be held in March, in Bilbao, the Netherlands, and is open to composers of all nationalities under the age of 36. Announcement of this and other international competitions in music was made last week by the President’s Music Committee.

Prizes for music, including a full scale theatrical production, chamber music and symphonic scores will be awarded by Prince Rainier in Monaco in April. Bulgaria will hold its first international music competition in Sofia, June 26 to July 10, for young opera singers. In Vienna, the annual International Music Competition will take place May 15, and is open to young pianists. Finally, festivals from all countries will be eligible to compete in Israel, in the third Pablo Casals International Violincello Competition beginning September 26.

Details of these competitions are available from the President’s Music Committee, 734 Jackson Place, N.W., Washington 6, D.C.

NEW YORK—Ed Forman, veteran administrative executive with RCA Victor, is one bright-eyed, firm-of-foot 44-year-old who takes a frankly dim view of the company policy that says you have to quit the job and put on your slippers for good when you reach that certain age. Forman, now director of special services, who celebrated 50 years as a Victor employee last September, will be retired by the company February 1. He definitely plans to remain active in either the record business or some related field. "Work is like a hobby to me," he says.

Forman went to work for the Victor Talking Machine Company in September 1919. He was hired by the owner and president of the company, Eldridge R. Johnson. Most of that time was spent at the Camden plant of the company. Forman moved to New York, and the company’s East 24th Street offices, five years ago.

In a reminiscent mood, Forman recalled the earlier period of the record business. "In the early days, up through a good part of the ’20s, it was the Red Seal material that was the big thing in the company. Popular records were never ex- pected like they are today," he stated.

"Also in that day, all the recording was done in Camden. I well remember the great many people like Melba Galli-Curci, Caruso, Schumann-Heink, Kubelik, Tetrazzini, Delius and Scotti, all coming to Camden for the sessions. I can also remember meeting Paul Whiteman, a great man in his field. His first record for us had two things they still sing today, ‘Whispering’ and ‘Avatar.’"

Many of these memories will live again in Forman’s mind, when he is fired Thursday evening (26) at a dinner at the Hotel St. Moritz here. Many old friends and associates have been invited.

Forman, who has four married children and nine grandchildren, concluded, "It doesn’t seem like 50 years, really, and I can tell you I feel great." He expects to announce his plans for continuing in the business shortly.

German TV Show
Bills Young Artists

WEST BERLIN—The Deutsche Verwertungsstelle GmbH (Commercial TV), Berlin, has created an interesting new series entitled "Reiseburgen der Womache," which is built upon new young musical talents; talents such as the Acca discoveries Gritt Hansen, Reni and Carla. Barbel Essers. Prominent places are also taken by such stars as Jimmy Maxmull, Tery Sander, from the Berliner Rundfunk, and the Kurt Henkel orchestra.

The shows, the first of which was shown January 14 on SFB (Senior Fries Berlin) TV, are produced by Ralph Lotar, and are quite uncommon for musical productions here in that they are filmed. There are three programs in the series thus far, and Arlinda does all the musical production. Plans are for German stations in all broadcasting areas to show the TVers.
THE SECRET
b/w STOMPIN'
Guyden #2047
CLINT BALLARD, JR. IS
SELLING!
AND THE CHARTS PROVE IT
IT'S ON EVERYBODY'S LIPS... EVERYBODY'S TURNTABLES AND EVERYBODY'S SALES COUNTERS
Jamie / Guyden DISTRIBUTING CORP. PHILADELPHIA, PA
**Guy Lombardo Homecoming Scene:**

Maestro Records in Decca Session

NEW YORK — It was quite a scene. The setting was the Pythian Temple where much of Decca's New York recording goes on. The musicians on the stand looked like those of any other band. The difference was the presence of the maestro, who banded in five minutes before the session was to begin. Guy Lombardo had come home to Decca for his first sitting session in five years.

During the afternoon Decca brass all turned up to welcome back to the fold the man who still with disks for the firm in the hundreds of thousands each year. By and by, Lombardo is a phenomenon in other ways. Since appearing as a part of Decca's very first release in 1924, Lombardo has repeatedly backed every conceivable kind of pop music trend to continue as a favorite artist. It has been estimated that millions of married couples think of Lombardo's band more than any other.

**Decca Springs Large Package**

NEW YORK — Decca Records has uncorked its first major package promotion of the new year under the theme, "Sale Around the Clock for 1961." Included in the program are 23 new album releases on Decca, Coral and Brunswick labels.

Among the important items are the third edition of Henry Jerome's "Sound" series on Coral, titled "Brass Band Plays Songs Everybody Knows"; a debut production starring comedienne Carol Burnett; a live performance at Club's in Hollywood by Roberta Sherwood, and a new set by Pete Fountain.

There are also new Decca albums by the Castiliano, Emilio Reyes, the Charles Henderson Siegers, George Russell, Jimmie Davis, Caterina Valente, Vincenzo Cermeno, Jesse Crawford, Gene Raines, Erskine Hawkins (debut album on Decca), Jan Garber, Ethel Smith, Charles Chilton, the Landowne Orchestra with the George Mitchell Charcoal, and Whoopee John, the Polka Poppa.

The Coral portion of the release has new sets by Big Tiny Little, Liberace, Dick Kemper, Charles (Bud) Dant and the Clark Sisters and Dave Appollon, in addition to the Fountain and Jerome sets. A number of display items are being made available to dealers, in addition to an incentive plan, the details of which are available from Decca factory branches, according to a spokesman.

Decca, meanwhile, also announced a new 10 per cent exchange privilege for dealers, effective with album purchases on or after January 1 of this year. The plan applies to all Decca, Coral or Brunswick product on a dollar-for-dollar basis. Complete details of the new plan will be sent dealers when the exchange becomes available next July 1.

**Mental Ward Disk Therapy**

NEW YORK — Although most bands do not have radio stations, the Occupational Therapy Clinic will gladly receive and acknowledge donations of uncut and used records suitable for use in its source mental ward. The sale is made up wholly of World War II and Korean War patients. The most desirable disks are those of neatly arranged music and orchestral selections. Records should be sent to Miss Cecilia Satchell, Chief, GTC, Bronx Veterans Hospital, 30 Kingsbridge Road, Bronx 69, N. Y.
CHART FEVER!

MERCURY'S
CLIMBING
WITH
6 SOLID
HITS

TWO SIDED SMASH AND BOTH ARE INSTRUMENTALS!
Tom & Jerry
SOUTH b/w GOLDEN WILDWOOD FLOWER

PATTI PAGE
DON'T READ THE LETTER
and THAT'S ALL I NEED TO KNOW
7174S

THE PLATTERS
IF I DIDN'T CARE
and TRUE LOVER
7174R

JOHNNY PRESTON
LEAVE MY KITTEN ALONE
and TOKEN OF LOVE
7176S

DAMITA JO
KEEP YOUR HANDS OFF OF HIM
and HUSH, SOMEBODY'S CALLING MY NAME
7176O

JUNE VALLI
GUESS THINGS HAPPEN THAT WAY
and TELL HIM FOR ME
7176D

Mercury
RECORDS
Presents... Two New SMASH WINNERS!

the artist that gave you "In My Little Black Book"...

Lou Rawls
"80 WAYS"
and
"WHEN WE GET OLD"
#312

Theola Kilgore
"LATER I'LL CRY"
#311

Sue Black
"TAKE ME" #313

And...
Introducing
A NEW STAR

Watch This One!
Jaye Reis
"DON'T'CHA BREAK MY HEART"
b/w "HOW MUCH LONGER"
#310

Distributed by CANDIX
A SMASH on the STORM Label!

"OO-MA-LIDDI"
b/w "Let the Show Begin"
J. J. JACKSON and THE JACKELS
Storm #302

Breaking!
The Frogmen
"UNDERWATER"
b/w "The Mad Rush"
#314

6425 Hollywood Blvd. CANDIX ENTERPRISES, INC. Hollywood 28, California

D. J.'s... If You Have Not Received Your Records—Check Your Distributor or Write Us
eastern rep, Herb Gordon, in New York. Chess' Jack Tracy is in Michigan, and Max Cooperstein leaves shortly for St. Louis and Cleveland. In Chicago, Pink Cloud Records plans an extended tour of New York and Canada, with the label's artists playing at the Winnepeg and Winnipeg. In the return, Haliffs will cut his first LP, an exhibition on "way out."

Steve Schickel, who just recently joined Mercury as director of publicity, replacing Dorothy Sears, was also named director of advertising last week. Kenny Myers, formerly in charge of advertising, will devote full time to his position as vice-president in charge of sales. Bev Johnson of The Johnson Brothers, Wisconsin singing group, has been named a & r. head of Unix Records and its sister label, Sara, both in St. Louis. The firm's first A&R, release comes this week on Sara by Ronnie Premier. Colewood Records, recently here and headed by Gene Stemple, is doing several Christmas promotions for banks and savings and loan firms. Colewood is shopping around for a pressing firm to handle 18-inch LPS on stack of 78 quality (Helix).

Doris Anderson has been named to head the record promotion department of Allied Music Sales Corporation (Warner Brothers Records) Detroit. Doris recently headed the record department of S & S Distributing in the Motor City. Doris is the former Pinnacle Records, handling the duties as Pinnacle head and ninety entertainer to play a recent concert date with the Original Jazz All-Stars, at the downtown public library. The performance was presented by the Music Performance Fund of the American Phonograph Industry in cooperation with the Chicago Federation of Musicians. Harry W. Gras, president of Local 208, Mel London, Chief, return from a southern promo tour.

Nashville

MANUFACTURER NEWS: A delegation of Nashville songwriters, producers and other representatives of the music business will attend the Broadcast Music Awards Dinner at Hotel Pierre, New York, Wednesday (25). Local writers slated to receive pop awards include Roy Orbison, Boudleaux and Felice Bryant, Don and Phil Everly, Floyd Cramer, Jackie Faulkner, Sonny Seale and Dobbie Lovers, other locals attending the dinner will include BMI's Frances Williams, Cederwood Publishing Company president Jim Donay and wife, Dolly Tree, Music's Jack Stapp and Buddy Killen, and Acuff-Rose Publications' Wesley Rose. While in the big town, the group will see in two BMI music shows, "Farrella" and "Tenderloins." At the Country Music Association meeting at the Park Sheraton, New York, Friday and Saturday, 12/20-21, Nashville will be represented by CMA's Joe Walker, Bill Donay, Jim Donay, Owen Bradley, Frances Williams, Don Pierce, Joe Lucas, Mac Wiseman and Harland Howard.

PUBLISHER NOTES: Cederwood Publishing Company is slated over the company's current success with Brenda Lee's Decca-stitching of "Someday," cover by Mel Tillis, who is going gaga with his own writing for Columbia of "Walk On Boy," Cederwood's Bill Donay says they're also happy about Webb Pierce's new Decca release, "Let Forgiveness In." Stardy's Don Pierce hints that copies of Simon Crum's Capitol release, "Country Music Fiddler," may be obtained by writing Sunday at P. O. Box 115, Madison, Tenn. Pat Twork.

Cincinnati

Fraternity Records proxy Harry Carlson leaves here Thursday (26) on a week's road tour, accompanied by singer-comic Jack Laron, to plug the latter's new Fraternity release, "I Like the Way She Laugh." Also, the public domain tune, "The Hammer Ball Song." The pair will cover deeper and smoke emporiums in Detroit, Cleveland, Philadelphia, Boston, New York, Baltimore and Washington. The first-named tune was penned by Edward H. Lubach, Fraternity A&R man. Carlson announces that the firm's new female trio, the Charminers, have a slot coming up on the Dick Clark TV show February 14th, initial release on the Frat label couplet, "You Were Mine," with "Rock of the Man."... Frank Hardman, former head of the local GAC office, due in town soon to scan the possibilities of launching his own booking office here. Hardman left Cincinnati several years ago to head the GAC office in Miami Beach, Fla., and more recently has been employed in the firm's New York office. He resigned his GAC post January 1.

Boston

Paul Mullin, for eight years manager and promotion chief with Mercury Records, has moved over to Music Suppliers (ARC Records) and will be there. Don Grady, formerly in the sales force at Mercury, takes over as manager and promotion chief at Mercury.

Harry Belafonte's week at the Donaldson Memorial Theater (9 through 14) did big things for RCA Victor sales on a wide variety of Belafonte discs. Ascher Shoffner, local sales manager, reports that several were being rushed around to dealers who clamored for more than they could get.

Patti Page, in at Blind's big 1,700-seat night club, packed them in to boosted Capitol's sales. Bob Taylor, Capitol chief, reports a run on "Don't Read the Letter" as a result of the week's (9 through 14) stand. A New York stand to Decca's promotion department recently luring up promotion for the week of Liberace the week of January 22 at the suburban Mansfield.

Ed Masters at Columbia announces that Nat King Cole is now doing the promotional chores for the label and has his hands full with the tour of "Camelot," which opened in

(Continued on page 27)
MANCINI PLAYS
"THE GREAT IMPOSTOR"
(But the cash is for real)

Here's a sizzling single by HENRY MANCINI of "PETER GUNN" and "MR. LUCKY" fame. It's from the new Universal-International movie and it's going to be a big one. 

ASK YOUR RCA VICTOR DISTRIBUTOR ABOUT THE COMPACT 33, THE NEWEST IDEA IN RECORDS.
more ears hear addit records... than any other parts of the body

'SPECIALLY...

AGE FOR LOVE

GINNY BELL

P1003
by Jimmy Charles
b/w Follow the Swallow

P2180
by Paul Dino
b/w Bye-Bye

2 New Smashes
from
The House of Hits!

165 W. 46 ST., NEW YORK 36, N.Y.
BRITISH NEWSNOTES

100 EMI Staffers Huddle to Pick Eurovision Song Contest Entries

By DON WEDGE

News Editor. New Musical Express

EMI brought in the record-men of its foreign staff to help select the disks it will be putting in the Eurovision Song Contest. Twenty-two British entrants for the Contest will be picked at studios in London and nine other EMI houses in 13 countries simultaneously.

The winning song is bound to get heavy exploitation, based on the experience of recent years. The same week, AR and the other ITV companies are staging a similar contest with no European networks. The prize will be $9,400 in prize money for the winning song.

PERSONALS: The Chris Bar- ter band made an agency switch from EMI to the Parlophone office. This becomes effective on April 12 and is a seven-year association. Two U.S. trips this year are being worked out.

VISITORS: Van Johnson arrived from London, where he made a recording for Decca, in which he sings the London version of "Music Man." From New York came Bobby Darin, who visited RCA and Decca. He is on his way to the U. S. First trip to New York City in 10 years. He is looking after his father, who heads the Rank Organization's music publishing subsidiary, Filmmusic.


Best-Selling Pop Records in BRITAIN

Week ending January 30, 1961

1. "POETRY IN MOTION" - Jimmie Valentine (London)
2. "I LOVE YOU" - The Turtles (RCA)
3. "YOU'RE THE ONE" - Marty Robbins (RCA)
4. "SAY THE LAST DANCE FOR ME" - The Rolling Stones (London)
5. "PORTRAIT OF MY LOVE" - The Rubans (London)
6. "JACK THE GIANT-KILLER" - The Ventures (London)
7. "I CAN'T HELP MYSELF" (Sugar Pie) - Ray Charles (London)
8. "I CAN'T STOP LOVING YOU" - The Drifters (London)
15. "SAY, SAYS THE FRONT (Television) - Ray Charles (London)
17. "SAY, SAYS THE FRONT (Television) - Ray Charles (London)
18. "SAY, SAYS THE FRONT (Television) - Ray Charles (London)

FRENCH NEWSNOTES

Philips Issues Jazz for Fans

By EDDIE ADAMS

"Quel doux de Muffin Joffre" was issued by Philips Records this week. The record was issued on a paper sleeve and was accompanied by a program of the songs as performed by the band.

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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 phonof 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 advertisement 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
BIG SOUND
BIG VOICE
BIG HIT

STEVE LAWRENCE

PORTRAIT OF MY LOVE

ORCHESTRA CONDUCTED BY DON COSTA

UNITED ARTISTS UA 291

IT'S UNITED ARTISTS RECORDS ALL THE WAY!

UNITED ARTISTS RECORDS, INC. • 729 SEVENTH AVENUE • NEW YORK 19, NEW YORK
HOLLAND NEWSNOTES

New Presley Disk In Strong Demand

By FRITS VERSTEEG

P.O. Box 26, Amersfoort

Owing to frequent airfares by German stations and radio listings, Elvis Presley's "Woodpecker" hit "Don't Be Cruel To Kinda" has been withdrawn from the Holland market. The record moved quickly to the Top 20 and Presley now has three records in his hit parade. His "G.I. Blues" movie has its premiere this week a/Amsterdam.

1. "DONNA" - The Drifters (Decca)
2. "DUNGEON" - Elvis Presley ( RCA)
3. "ROCKIN' BILLY" - The Ritz (Fontana)
4. "OH MY GIRL" - Chubby Checker (Fontana)
5. "DON'T BE CRUEL TO KINDA" - Elvis Presley (Emi)
6. "DO THE CLAP" - The Turtles ( Fontana)
7. "DO THE BOP" - Dee Dee Sharp (Fontana)

ITALIAN NEWSNOTES

Hitch in San Remo TV Plans

By SAINTE STEINMAN

Piazza San Donato 1, Rome

This is the week in which the Italian world of records, music, radio and television goes on holiday in one direction—San Remo. The 11th Festival of Cantanti Italiani will take place on January 27 and 28 with 38 singers presenting 200 songs in total. The entire hulff of the singers represent Italy's top 200 songsters. From the half newcomers, each will receive 100,000 Lire (5160) whether his song is played three or four times. The fourth night of the contest will be held later, Monday February 6, following a nation-wide "Vendetta" which will rack "rival" singers. The pool with prizes for correct guesses as to the final order of the public votes, will also be announced.

Greatest hitch at present is the decision of RAI-TV to allow coverage of only the first two evenings instead of all four. Should the contest be a success, the preliminary voting will have to be based upon the in-person audience liaison of 1000 RAI workers for juries of TV viewers throughout the country. Should the public is now making its final decisions on players and grams and letters asking for all four evenings.

France

French News Notes

Continued from page 23

Records represent 30 per cent of the total world market, and French rec

ADDRESS CHANGE: Vogue Polyphonie will move to new offices, others, Dot, Coral, King, Apollo, Poloron, Don, Nat King Cole, Signatures, and Gene Norman, has trans

RELEASERS: Armand Mignardi has recorded three titles, "Le Yo
e," "Makin' Whoop" and "Green Leaves of Summer" for Polydor. Some of the songs under the name of "Billy's Six..." New

eight new titles are coming out on Decca with "Tu Parles Trop" (French version of "You Talk Too Much") backed by Eddy "Varda" and his orchestra. "It's a Lovely Day," "My Childhood," and "The Song of Summer" and "Fancy" also have new records in five languages (the English version under the title of "Pachange") has done a new ver

e on the title of "Narcissus" for Polydor. "Fancy" is also on "It's a Lovely Day," "Makin' Whoop" and "Green Leaves of Summer" for Polydor. Some of the songs under the name of "Billy's Six..." New

editions are forthcoming. One of the new titles is "Losing My Head," and another is "Too Much to Bear." New York, New York, and Chicago. All of the LPs will make four hit the charts.

TV: Tina Louise has been signed to an extra Euro

MENTAL STABILITY: Domenico Modugno has written "Young Love" during his recent trip to Côte d'Ivoire. Mariana Marzino who sings "Makin' Whoop" and "Green Leaves of Summer" for Polydor. Some of the songs under the name of "Billy's Six..." New

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Danish News Notes

Cleaver Scores on "Klaus Jergen"

By TED WOLFRAM

Cure of American Express Copenhagen

Andy Andersen, the Swedish composer, and his recording on the new Swedish LP, "Klaus Jergen" are making a bucking up royalties on three different versions of the disk made in Scandinavian countries. The Danish version from the Sweden company sold 87,000 copies: "Lil'Babe" Swedish version has reached 70,000 copies, while a Norwegian version by Norsk Kompas has topped 32,000 figure. His take so far has been 83,000 Swedish crowns, or $4.24 in American money. In addition, the Sonex recording has been released in the United States on Colpix, and the Babs version is on Columbia.

Daniel News Notes

Chelse Scores on "Klaus Jergen"

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Andy Andersen, the Swedish composer, and his recording on the new Danish LP, "Klaus Jergen" are making a bucking up royalties on three different versions of the disk made in Scandinavian countries. The Danish version from the Sweden company sold 87,000 copies: "Lil'Babe" Swedish version has reached 70,000 copies, while a Norwegian version by Norsk Kompas has topped 32,000 figure. His take so far has been 83,000 Swedish crowns, or $4.24 in American money. In addition, the Sonex recording has been released in the United States on Colpix, and the Babs version is on Columbia.

JAPANESE NEWSNOTES

Continued from page 23

Skoda, now in Japan, made stereo records for theric round trip of 15 miles by Beet

"BABY OH BABY, THE SHELLS"

JOHNSON RECORDS

1619 Broadway, New York 19, N. Y. PL 7-6596

"BABY OH BABY, IT'S ONLY THE BEGINNING!"

BIG SALES NOW!

AND BIGGER SALES TO COME!"
ATTENTION

- BRENDA LEE
- ERNIE FORD
- DELLA REESE
- JIM REEVES
- PATTI PAGE
- THE ELVIS
- CONNIE FRANCIS
- PAT BOONE
- and all of Hollywood

Who Will Be the First to Cut This Beauty?

You're breaking my heart 'cause you've found

C  G7  F

Some-one new, some-one to make your dreams come true

C  G7  Dm7  G7

But I'll hang a-round till at last you have found

C  G7  C

True loves are far a-way and few.

F  C  D7

After a-while, when you tire of his smile, you'll come to

D7  G7  C

me, and want my sym-pa- thy. Your breaking my

C  G7  F  Ebdim  C

heart 'cause you've found some one new, some one who'll

G7  C

only make you blue.
FEMALE VOCALISTS

Inez Andrews (N) .......................... Vista Blu 3307
Lena Horne (N) .......................... Decca DL 4039
June Christy (N) .......................... M-G-M 1793

DUOS AND GROUPS

Duke Ellington And His Orchestra (N) ................................................. Verve MGV 2046
Billie Holiday and Lester Young (N) .................................................. Verve MG 2047

CHORUSES

Fireside Sing Along With Mitch (N) ..................................................... Verve MG 2048
Nite Club Sing Along With Mitch (N) ............................................... Verve MG 2049

SOUND TRACK

The Alamo (N) ............................ Capitol VDL 1271; SWAC 1272
Sound Track .............................................. Capitol VDL 1273; SWAC 1274

MONOPHONIC

1. Wonder Land By Night ................................................................. Capitol 521; SWAC 522
2. Excedo ................................................................. Columbia 523; SWAC 524
3. Music From Excedo and Other Great Themes .................................. Columbia 525; SWAC 526
4. Camelot ................................................................. Columbia 527; SWAC 528
5. Last Date ................................................................. Columbia 529; SWAC 530
6. Unsinkable Molly Brown ............................................................... Columbia 531; SWAC 532
7. The Alamo ................................................................. Capitol VDL 1275; SWAC 1276
8. The Sound Track .............................................................................. Capitol VDL 1277; SWAC 1278
9. The Sound Of Music ................................................................. Columbia 533; SWAC 534
10. South Pacific .................................................................................. Columbia 535; SWAC 536
11. The Sound Of Music ................................................................. Columbia 537; SWAC 538
12. West Side Story ............................................................................... Columbia 539; SWAC 540

SOUND TRACK

The Sound Track .............................................................................. Capitol VDL 1279; SWAC 1280

SOUND TRACK

The Sound Track .............................................................................. Capitol VDL 1281; SWAC 1282

SOUND TRACK

The Sound Track .............................................................................. Capitol VDL 1283; SWAC 1284

SOUND TRACK

The Sound Track .............................................................................. Capitol VDL 1285; SWAC 1286
Here's the Girl Who
Made the Hit!

the pick of the new releases:

SPOTLIGHT WINNERS
OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

THE ORIGINAL HITS-VOLUME 2
Various Artists, Liberty LRP 3188—Here's a smashing
collection of hits by some of the top artists in the pop
field. Sides include "You're Sixteen" with Johnny Burnette,
"Snookie" Part II, with the Bill Black Combo, "Rubber
Ball" with Bobby Vee, plus hit sides by the Ventures,
Buddy Knox, the Little Dippers, Eddie Cochran, Larry
Williams, the Fleetwoods and the Cadets. Solid在市场上
for the teen LP market.

JOHNNY BURNETTE
Liberty EST 7183 (Stereo & Monoaural)—Johnny Burnette
has now had a number of single hits in a row, including
"Dreamlinin'," and "Sweet Sixteen." Both of these are in
his new album, plus "Oh, Lonesome Me," "Singing the
Blues," "Dream Lover" and "You're So Fine." Some of
these latter could turn into single hits, too, with Burnette's
solid performances. An album with solid appeal for both
teens and the young pop adult LP buyer.

SURE THINGS
Little Willie John, King 739—Here's a collection of Little
Willie John hits that should have solid appeal to his
many pop and R&B fans. The sides include "Sleep," "Heartbreak," "A Cottage for Sale," "I'm Shakin'," "Walk
Now" and "You Hurt Me." They are all sung by John
in his plaintive and meaningful style. Disk could be a
solid seller.

FOR THE YOUNG AT HEART
Perry Como, RCA Victor LPM 2343—Perry Como leads
his lush baritone to a group of "Young"-type themes. The
principal line-up includes "Like Young," "Hello Young
Lovers," "Young Love," "You Make Me Feel So Young,"
etc. His Wednesday night TV show, of course, is a solid
sales booster.

BOBBY VEE
Liberty LST 7181 (Stereo & Monoaural)—Bobby Vee's
two big hits—"Devil or Angel" and "Rubber Ball"—are
featured in this package, along with "Maisy Sanders,
"Long Lonely Nights," etc. An attractive picture of the
youngster on the cover gives the package strong teen
appeal for displays.

SPOTLIGHT ON HANK BALLARD
Hank Ballard and the Midnighters, King 740—Ballard
and the Midnighters are hit in the singles field, and
this package should bring them similar success in the album
market. The boys' exuberant vocal stylings are shown
through on such bouncy items as "The Holy Cow Coo,...
"Let's Go, Let's Go, Let's Go," "Just One More Chance,
etc. and others.

DO RE MI
Original Cast, RCA Victor LOC 2002—Phil Silvey,
Nancy Walker and company romp through this gay and
happy new score by the successful team of Julie Styne,
Betty Comden and Adolph Green. The show is a critical
smash and easily the hottest new musical of the season
on Broadway. These factors alone should combine to pro-
duce a solid, long-term response for the set, once it gets
into stores nationally. The die-cut cover, behind which
the disk stands in red day-glo ink peaks through, is highly
effective. It even glows in the dark, making it a natural
for window display.

RAY CHARLES
DEDICATED TO YOU (ABC-Paramount, ABC 355)—
Ray Charles is a hit singles property right now and his
recent clink "Ruby" is included in this LP along with
"Nancy," "Margie," "Maisy" and other "girl tag" tunes.
Charles' exuberant vocal showmanship is spotlighted on
all but one side, "Josephine," which features his equally
exciting piano solo work. A solid dual-market sales item.

Pop Low Price

LIVING STRINGS PLAY ALL THE MUSIC FROM
CAMELOT
RCA Camden CAL 657—The lush pageantry of the new
Lerner-Loewe musical "Camelot" is elegantly reflected in
this instrumental treatment of the show's score. A solid
sales item for the low-priced market. The entire score is
presented—"How to Handle a Woman," "Follow Me," "If
Ever I Would Leave You," etc.

THE UNSINKABLE MOLLY BROWN
Elliott Lawrence Orch & Chorus, RCA Camden CAL 667 —
A very attractive version of 10 selections from Meredith
Wilson's Broadway musical. The Elliott Lawrence orchestra
and chorus provide outstanding performances, with Sandy
Stewart's vocalizing a particular highlight. One of the
better low-priced show albums, this one should get a
strong public response.

(January 23, 1961)
BROKE WIDE OPEN
IN CLEVELAND*

*THANKS: Bill Randle, Radio Station WERE,
Cleveland, and your entire staff

THE HUMOROUS WORLD
OF JUSTIN WILSON

OVER 60,000 ALBUMS SOLD
IN FIRST 4 WEEKS
and now spreading
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DESTINED TO BE THE TOP
COMEDY ALBUM for 1961

DJ's: Excerpts from specially edited version
on 7" 33⅓ records now available at your
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THE HUMOROUS WORLD OF JUSTIN WILSON

DEALERS: Order from your nearest Ember Distributor! \ JOCKEYS: He has a copy for you!

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### Atlantic’s Big LP Kick-Off for 1961!

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<th>Country</th>
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<td><strong>A Living Legend</strong></td>
<td>Bob Wills and Tommy Duncan, Liberty LST 7182 (Stereo &amp; Monaural) — The Wills and Duncan team have been active in the country singles field of late and here the boys turn in the same kind of swingin’ country and western sound in album form. These are the same stylings familiar to fans, with Duncan’s pleasing straight vocals, backed up by theshooting bows of encouragement from Wills and the bandmen. There’s a lot of brezzy rhythm here, great for dancing and getting up sagging spirits. Sold merchandise, particularly for the hinterland territories.</td>
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| Spoken Word | JOSE JIMENEZ AT THE HUNGRY I | Bill Dana, Kapp KS 3238 (Stereo & Monaural) — Here is the third Jimenez album and the second to appear on the Kapp label. In this production, the funny man with the south of the border, sing-song dialect, works the live performance gambit from the well-known hangry i club in San Francisco. Except for one hand, where Jimenez tells of how he developed his act, it’s all on the live performance kick with typical zanyism. In another seg, he’s the first astronaut, while in a third, he trades banter with his “tearjer,” Bill Dana. Another “question and answer” period is also included. Funny stuff that fans should dig. |

| Folk       | SPirituals and Blues | JOSH WHITE, Elektra EKJ 193 — This is a wonderful package. Here Josh thrums aside starchy commercialism and brings his full, mature art to spirituals and blues. Some of the material is reminiscent of White’s earliest religious packages on Columbia 78’s, when he was known as Joshua White and his Caroliners. The arrangements here are simple and forceful, with Bill Lee on bass and Walter Perkins on drums. Dealers should demonstrate some of these performances and jocks should spin them. Connoisseurs will realize their value. Included are “Just a Closer Walk With Thee,” “I’ve Got That Pure Religion,” “Black Snake,” etc. |

| Sound      | DYNAMICA | RAY MARTIN ORK., RCA Victor LSA 2287 (Stereo Only) — This is one of the first in the label’s new “Stereo Action” series, and it should prove a delight to all sound bags and stereo fans. It features wide separation of channels and the sound ping-pongs from one speaker to another in entrancing fashion. The tunes are tastefully arranged for stereo and the Ray Martin ork. plays them with gusto. Songs include “Mood Indigo,” “Bye Bye Blues,” “Indian Summer,” “The Flight of the Bumble Bee” and “Malsquerra.” An outstanding album for the sound market. Deluxe packaging should aid sales, too. |

| Sacred     | THE STATEMEN OUT WEST | With Hovie Lister, RCA Victor LSP 2281 (Stereo & Monoaural) — The Statemen turn out their familiar and splendid brand of performance, this time focusing their attention on religious songs of a basically Western, or what might be called cowboy orientation. There’s a lot of guitar, banjo and clip-clop kind of sound here. The quartet, as usual, features the handclut bass and tenor solo sound as well as the memorable group harmony. Songs include “At the End of the Trail,” “A New Range in the Sky,” “Riding the Range for Jesus,” etc. |

| Special Merit Spotlights | Special Merit Spotlights | The following albums have been picked for outstanding merit in their various categories because, in the opinion of the Billboard Music Staff, they deserve exposure. (See Reviews Elsewhere in This Issue) |

| Pop        | ETTA JONES SINGS—King 797 | Pop Talent |

| Jazz       | I N LOVe FOR THE VERY FIRST TIME—Wanda Stafford, Roulette R 25140 | Jazz |

| International | A TASTE OF HONEY—Bobby Scott, Atlantic 1355 | International |

| International | Music of the Toreador—Raimundo Nuñez and Orchestra, Mercury SRI 609 | International |

(Continued on page 33)
Include these new album releases in

VERVE'S '61 PREP PLAN!

FULL 15% DISCOUNT ON VERVE'S ENTIRE ALBUM CATALOG THIS MONTH ONLY

traffic generators to plus your profits in '61! Over 800 others... mono or stereo...

Best sellers, like:

*STEREO, TOO

Beverly Hills

THE END OF SHELLEY BERMAN, MG V-35031
GERRY MULLIGAN—THE CONCERT JAZZ BAND, MG V-4916
HELLO LOVE—ELLA FITZGERALD, MG V-4930
UP FRONT—THE HART HAVEN TRIO, MG V-3342
DOWN TO EARTH JONATHAN WINTERS, MG V-3044

THE NEXT PRESIDENT—MORT SAHL, MG V-15022
A PORTRAIT OF DUKE ELLINGTON—DOCU ELLINGTON & HIS ORCHESTRA, MG V-4928*
BILLIE JEAN HORTON

20th CENTURY FOX

PROUDLY PRESENTS A GREAT NEW RECORDING STAR, BILLIE JEAN HORTON. AFTER MUCH PERSUASION BY JOHNNY HORTON'S PERSONAL MANAGER AND HIS MANY FRIENDS, BILLIE JEAN HAS CONSENTED TO RECORD FOR 20th-FOX RECORDS.

THIS, HER FIRST RECORDING, INTRODUCES A GREAT TALENT TO THE MUSIC/RECORD WORLD. HER SONG IS ONE THAT IS DESTINED FOR THE GREATNESS THAT COMES WITH A HIT RECORD.

ANGEL HANDS

20th FOX #238

Exclusive Management:

TILLMAN FRANKS
V.P. & Genl. Mgr.

JOHNNY HORTON ENTERPRISES
604 COMMERCIAL BLDG., SHREVEPORT, LA. PHONE: 4-235886

20th FOX
A SUBSIDIARY OF 20TH CENTURY FOX FILM CORPORATION

Distributed in Canada by Beverly Records Co. and in all foreign countries by members of 20th Fox Record Corporation.
& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

1. HONKY TONK, PART 2. Bill Doggett, King 4950
2. YOUR FRIENDS . . . Dee Clark, Vee Jay 372
3. CLOSE TOGETHER . . . Jimmy Reed, Vee Jay 373
4. WE BELONG TOGETHER . . . Robert & Johnny, Old Town 1086
5. BECAUSE I LOVE YOU . . . Dee Clark, Vee Jay 372
6. I'LL NEVER BE FREE . . . La Vern Baker and Jimmy Rickey, Atlantic 2090
7. LITTLE BOY SAID . . . Johnny Burnette, Liberty 55798
8. DON'T SAY YOU'RE SORRY . . . Paul Anka, ABC-Paramount 10168
9. WAIT A MINUTE . . . Gene Pitney, Atco 6186
10. DON'T WORRY (LIKE ALL THE OTHER TIMES) . . . Rudy Vallee, Columbia 41022

FREE:
11. TSUNAMI . . . Ty Hunter, AMERICA 1123
12. A TEXAN AND A GIRL FROM MEXICO . . . Anita Bryant, Carlton 538

13. THE BOSS . . . La Vern Baker and Jimmy Rickey, Atlantic 2090
14. KEEP YOUR HANDS OFF OF HER . . . Damita Jo, Mercury 71760
15. WE BELONG TOGETHER . . . Reba McEntire, Lustron 3080
16. CUCIELA . . . Bert Kaempfert, Decca 30066

TOP MARKET BREAKOUTS

NEW YORK:
- I REMEMBER (Is the Soil Still) . . . Bruce Johnston
- DON'T BELIEVE HIM, DONNA . . . Johnny Winter, Atlantic
- WHEN I FALL IN LOVE . . . Etta James, King
- DEDICATED TO THE ONE I LOVE . . . Shirelles, Scepter

CHICAGO:
- WHEELS, BILLY JOE, Det
- LOST LOVE . . . Alonzo, SR
- FORTUNE, DON COVAY, The Goodtimes, A

LOS ANGELES:
- I REMEMBER, Mauricia Williams and the Zebees, Arnold
- WHEN I FALL IN LOVE . . . Etta James, King
- LEAVE MY KITTEN ALONE . . . Little Willie John King
- DEDICATED TO THE ONE I LOVE . . . Shirelles, Scepter
- DON'T BELIEVE HIM, DONNA . . . Sunny, Scepter

PHILADELPHIA:
- WHEN I FALL IN LOVE . . . Etta James, King
- DEDICATED TO THE ONE I LOVE . . . Shirelles, Scepter

REVIEW OF THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pap

BROOK BENTON

FOR MY BABY (Play, BMI) (2:40)—THINK TWICE (Play, BMI) (2:28) — This is one of the best novelty records since I REMEMBER (Is the Soil Still) and DON'T BELIEVE HIM, DONNA. The rhythm is tight and real feeling over a solid orchestra and orch. back. The flip is "I'm Gonna Have You." (Decca, BMI) (2:55)

EVERLY BROTHERS

EBONY EYES (Acuff-Rose, BMI) (2:54) — WALK RIGHT BACK (Cotter, BMI) (2:18) — The Everly Brothers could have their biggest hit to date with "Ebony Eyes," a tragedy song, with narration about a girl who dies in a plane wreck. The flip is an appealing weeper spurted by a clever arrangement. Warner Bros. 5159

MARK DINVING

TOP FORTY, NEWS, WEATHER AND SPORTS (Acuff-Rose, BMI) (2:20) — This is one of the best novelty records since I REMEMBER (Is the Soil Still) and DON'T BELIEVE HIM, DONNA. The rhythm is tight and real feeling over a solid orchestra and orch. back. The flip is "I'm Gonna Have You." (Decca, BMI) (2:55)

JOHNNY BURNETTE

LITTLE BOY SAID (Cedarwood, BMI) (2:01) — Johnny Burnette will have three titles in a row with this new one. He sings the rhythm with real feeling over a solid orchestra and orch back. The flip is "I Go Down to the River" (Blind-Ash, ASCAP) (2:01)

LOLLITA

THEME FROM A SUMMER PLACE (Womentalk, ASCAP) (2:14) — COWBOY BOY JOE (Schauff, BMI) (2:20)

BUFFALO

- FLAMINGO EXPRESS, Columbia

BALTIMORE WASHINGTON

- WHEN I FALL IN LOVE . . . Gene Pitney, King
- BABY SITIN' BOOGIE . . . Bruce Clifford, Columbia
- STORY OF MY LIFE . . . Little Willie John, King
- I'M LONSDALE TONIGHT . . . Thelma Carpenter, Capitol
- I'LL BE ALONE . . . Bob McQuarrie, ABC-Paramount

CINCINNATI

- LEAVE MY KITTEN ALONE . . . Little Willie John, King
- DON'T BELIEVE HIM, DONNA . . . Sunny, Scepter
- NIGHT TRAIN TO THE ONE I LOVE . . . Dave Hithe, King
- NIGHT TRAIN TO THE ONE I LOVE . . . Dave Johnson, King
- HONKY TONK, Bill Doggett, King

SEATTLE

- WHEN I FALL IN LOVE . . . Gene Pitney, King
- I'M LONSDALE TONIGHT . . . Thelma Carpenter, Capitol
- I'LL BE ALONE . . . Bob McQuarrie, ABC-Paramount

JOHNNY MASTRO

MODEL GIRL (Womanset, BMI) (2:14) — Johnny Mastro, a heavy head of the Crests, bows as a soloist with a fine performance on a bright song with strong back ing. This could go. Flip is "I've Got To Tell Them" (Columbia, BMI) (2:43)

DON GIBSON

WHAT ABOUT ME (Acuff-Rose, BMI) (2:49) — THE WORLD IS WAITING FOR THE SUNRISE (Chappell, ASCAP) (2:40) — Don Gibson has a song here that sounds like "Get A Losing Game" and could be as big a hit. Side II is the fine standard, handled tastefully by Gibson and the group. RCA Victor 7841

RAY PETERSON

I'M TIRED (Cedarwood, BMI) (1:55) — MY BLUE ANGEL (Gordian, BMI) (2:58) - Ray Peterson is no longer on the Victor label, but both these sides could take off. On top is the country hit of a few years back handled by the singer's "Angel" is a melodic ballad. Both have a chance. RCA Victor 7841

ETTA JONES

YOU CALL IT MADNESS BUT I CALL IT LOVE (Mayfair, ASCAP) (2:44) — The gal has had some solid outsiders of late and this can sustain the success. It's like the old Ross Colombo hit and it's sold with warmth and style over a fine piano instrumentation. Watch it. Flip is "Sweetheart on Parade" (Mayfair, ASCAP) (2:14)

HENRY MENCINI

THRU FROM THE GREAT IMPROR (Southale-Northern, ASCAP) (2:43) — Mencini wrote the score for this new film and here he performs his bright, catchy ma- terial with his orch and sound like in usual fashion. It's listen- able and could break out. Flip is "Love Must," from the same film (Southale-Northern, ASCAP) (2:25)

RCA Victor 7830
The Original Hit!

“MARIE, MARIE”
by SERENO
R-K 4122
ROULETTE RECORDS

His biggest test?
BOBBY RYDELL
Stage
GOOD TIME BABY
Come (160) G
CAMP

Breaking Big!
PRECIOUS MOMENTS
BY THE FABULOUS FOUR
C 1068

NAPPY DOES IT AGAIN!
TWO-HITS-IN-ONE
HOONIE-BOONIE
Savvy 1394
COAL MINER
by HAPPY BROWN
S A V O Y

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The Billboard 1564 May, N. Y. C. 36

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SAY YOU SAW IT IN BILLBOARD MUSIC WEEK

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UNIDAP #448
D.J.'S: Write to Unidap Records (Dl., of Franz Schubert Music) 401 S. Jennings, Ft. Worth 6, Tex.

Best Selling Sheet Music in U. S.
Names are circled in order of their current national retailing importance at the sheet music jobber level.

Week of
Last
Week
Chart

1. EXODUS (Chappell)
2. WONDERLAND BY NIGHT (Roosevelt)
3. CACIUTI (Philo-Symphonic House)
4. LAST DATE (Accord-Rose)
5. THEME FROM THE APARTMENT (Mills)
6. ARE YOU LONESOME TONIGHT (Brunswick-Columbia)
7. NORTH TO ALASKA (Robinson)
8. LEAVES OF SUMMER (Frisia)
9. MANY YEARS AGO (Roosevelt)
10. 1,000,000 STARS (Bryden)
11. SAILOR (Home is In the Sea)
12. FIDELITY (Carrington Music)
13. YOU'RE SIXTEEN (Blue Grass)
14. CLIMB EVERY MOUNTAIN (Williams)
15. SWAY (Peer)

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

• Continued from page 39

DICK JACOBS
THEME FROM THE GREAT IMPOSTER (Southdale-
Northern, ASCAP) (1:48)—One of master Jacoby's ingen-
ious arrangements in a good spell. The tune itself is infectious and
the new key gives it a mighty saleable performance that
anyone can share well in active on the tune. Flip is "A La
Parlourton" (Mitchell, ASCAP) (2:22). Coral 62526

JANIS MARTIN
CRY GUITAR (Tatsumi, BMI) (2:26)—Little has been
heard from the young thor that for several years, but with
this excellent performance of the familiar ballad tune, she
can make her presence felt. First-class job can
grab plenty of loot. Flip is "Teen Street" (Zodiac, BMI)
(1:57). Coral 62527

DERRIE DEAN
DON'T LET HIM SHOP AROUND (Oberte, BMI) (2:39)
—Here's a very smart answer to the current hit. Material
is good to begin with and the gal gets a lot of mileage out
of it. Watch her. Flip is "A New Girl" (Oberte, BMI)
(2:27). Motown 1007

ERNESTINE ANDERSON
A LOVER'S QUESTION (Eden-Progressive, BMI) (2:22)
—Ernestine Anderson could have a big one with her fine
performance on the old Clyde McPhatterie. She handles
the tune winsingly aided by a sparkling arrangement.
Flip side is another oldie, "That's All I Want From You"
(Weiss & Barry, BMI) (2:20). Mercury 71772

PORTER WAGONER
YOUR OLD LOVE LETTERS (Red River, BMI) (2:10)—
An extremely potent bank of tragedy wax for Wagoner,
about a love that is no more. Tone gets his usual stylized
drawing and it has a chance for considerable radio
market as well. Flip is "Heartbreak Affair" (Vardon
& Selby, BMI) (2:20). RCA Victor 8783

RHYTHM & BLUES

LIGHTIN' HOPKINS
MOJO HAND (Fast, BMI) (2:20)—GLORY BE (Fast,
BMI) (2:58)—Hopkins is at his very best with these two
impeccable efforts. Top side is up-tempo blues—a story
of women, love and superstition. Flip is a slow, dirge-like
blues also spotlighting drums and the singer's own guitar. 
(jot

Jerri Adams Bows
On Frat With 'Tower'
CINCINNATI — Thrust Jerri
Adams, who recently obtained her
release from Columbia Records after seven years with that label, 
Friday (20) had her first release on 
Harry Carlson's Fraternity label, a 
new version of the Jack Fulton-
Los可 Steelie tune, "Ivory Tower," 
with which Fraternity enjoyed huge 
success a few years back in the 
single waxed by Cathy Carr. In her 
new version, Miss Adams handles 
the vocals in three voices. Flip is "All
Around My Heart," penned by 
Edward H. Labunski, Fraternity 
f.a.r. man. Miss Adams is backed 
on both sides of her new release 
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by the Anita Kerr Singers.

JANUARY 23, 1961

BILLY JAMES

HOT C & W SIDES

FOR WEEK ENDING JANUARY 29

WATTLE, Artist, Company, Record No.

1 1 12 MOTHER TO ALASKA, Johnny Horton, Columbia 41782
2 2 2 1 ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406
3 3 3 1 I MISSED ME, Jim Reeves, RCA Victor 7805
4 5 5 4 TAKEN AWAY, Hank Fair, Decca 31165
5 4 6 10 WINDOW UP ABOVE, George Jones, Mercury 71730
6 7 9 7 SWEET DREAMS, Don Gibson, RCA Victor 87805
7 6 4 5 EXCUSE ME,5 Jack Owens, Capitol 44172
8 9 7 9 I THINK I KNOW, Marion Worth, Columbia 41799
9 8 11 AM I LOSING YOU, Jim Reeves, RCA Victor 7810
10 10 12 21 MY LAST DATE (WITH YOU), Don Vera, Decca 78213
11 10 10 ALLABUM, Cowboy Copas, Starday 501
12 13 10 13 POLKA ON A BANJO, Earl & Carl Swepco, Columbia 41784
13 14 10 12 LAST DATE, Floyd Crumme, RCA Victor 7772
14 16 15 8 YOU CAN'T PICK A DATE IN DECEMBER, Ernest Airheart, Decca 31536
15 17 17 20 LOVING YOU, Bob Giffin, Hickory 1139
16 16 18 WANTING YOU, Jimmy Newman, MGM 12945
17 24 23 30 WAY OUT WESTWARD, Bill Anderson, Decca 31168
18 24 20 — I'LL HAVE ANOTHER CUP OF COFFEE, Claude Gray, Mercury 71732
19 25 22 1 STEP ONE AHEAD OF MY PAST, Hank Locklin, RCA Victor 7814
20 28 28 FORGET THE PAST, Faron Young, Capitol 4461
21 17 15 4 YOU DON'T WANT MY LOVE, Ray Miller, RCA Victor 7776
22 26 14 BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 1017
23 29 26 1 WORLD A FULL OF LOVE, Ray Sander, Liberty 55297
24 19 21 5 LITTLE GUY NAMED JOE, Howard Jackland, Columbia 41785
25 20 16 16 HERE I AM AGAIN, Clyde Beever, Decca 31573
26 19 17 THE MOON IS CALLING, Allan Huddy, RFD 1001
27 18 20 19 I WISH I COULD FALL IN LOVE TODAY, Ray Priz, Columbia 41677
28 24 — — BEFORE THIS DAY ENDS, Gary Arnold, RCA Victor 7774
29 30 — — A WORLD A FULL OF LOVE, Faron Young, Capitol 4463

All other records are new and copyrighted.

COED RECORDS

THE MUSICAL SALES COMPANY

New! New! New!

WILD DESIRE Ad 4784
by ANDY DOLL

WORLD RECORD COMPANY

I HAVE LIVED Ad 4785
by GENE JAY

Ad Records, Oelwein, la.
BOBBY MARCHANT
ALL IN MY MIND (Figure, BMI) (3:46)—The tune is getting chart action now on another version, but this full drag tempo can grab plenty of attention, too. Has an effective organ and trombone back up as well. Watch this flip. It’s a hit you won’t want to miss.

BOBBY BLAND
FIND THE FEEL-PAULI 131—Bland leads plenty of emotional impact into a fresh kind of blues in this one. Watch this one. (Lomb, BMI) (2:31)

BOBBY BLAND
Peanut Butter-BRINKLEY 133—Bland lends much of his personal style to the blues for a new version of this blues. (Brinkle, BMI) (2:30)

JACKIE BRENNEN
YOU AIN'T THE ONE (Satur, BMI) (2:11)—TROUBLE UP THE ROAD (Satur, BMI) (2:11)—These two combos can swing deep in the blues genre. On top he shouts the message in an answering, call-and-response, choruses while the flip is another driving effort, delivered with fierce intensity, also featuring a female chorus. Standout efforts.

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The Cinderella of Show Business...

KATHY YOUNG

Follows up
"A Thousand Stars" with...

"HAPPY BIRTHDAY BLUES"

Indigo #115

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CAROLINE GOSPEL SINGERS

Lettie M. Moreland

POPULAR

JEFF WARD

LILY WARD

RHYTHM & BLUES

\[\text{RAW TEXT END}\]
### Capitol's HOT HITS

#### January 23, 1961

**4401—WINGS OF A DOVE**
- Fats Domino
- Billboard Hot 100: 23
- Cash Box Top 100: 24
- Music Vendor Top 100: 19
- Billboard Hot 50: 2
- Cash Box Top 50: 1
- Music Vendor Top 50: 1

**4402—OH, HOW I MISS YOU TONIGHT**
- Joanie Black
- Billboard Hot 100: 23
- Cash Box Top 100: 24
- Music Vendor Top 100: 19
- WWDC Washington Top Tunes: 22

**4412—EXCUSE ME**
- Buck Owens
- Billboard Hot 50: 6
- Cash Box Top 50: 11
- Music Vendor Top 50: 10

**4453—FORGET THE PAST**
- Faron Young
- Billboard Hot 50: 28
- Cash Box Top 50: 15
- Music Vendor Top 50: 16

**4455—WORLD SO FULL OF LOVE**
- Faron Young
- Billboard Hot 50: 30
- Cash Box Top 50: 19
- Music Vendor Top 50: 11

**4487—KISSING MY PILLOW**
- Rose Maddox
- Cash Box Top 50: 38
- Music Vendor Top 50: 38

**4456—IT'S GONNA BE A HABIT**
- Hank Thompson
- Cash Box Top 50: 50
- Music Vendor Top 50: 40

**4496—FOOLIN' AROUND**
- Buck Owens
- Cash Box Top 50: 40

**4487—I WANT TO LIVE AGAIN**
- Rose Maddox
- Music Vendor Top 50: 48

**4508—CALCUTTA**
- Four Preps
- "Bubbling Under Hot 100"

**4481—IF I KNEW**
- Nat King Cole
- Cash Box: "Up and Coming Record"
- Music Vendor: "Beat of the Week"

**4476—I AIN'T DOWN YET**
- Dinah Shore
- Cash Box: "Up and Coming Record"
- Music Vendor: "Beat of the Week"

---

### PICKED TO BE HITS

#### Actual Selections by the Industry's Leading Trades

**4502—JUST ONE STEP AWAY**
- Hank Thompson
- Billboard "Spotlight Winner": "There's a lot of emotion on this one and it's all set to a neat pop-styled triplet background figure."
- Cash Box "Bubbling": "Thompson's got nothing that's good with 'Just One Step Away'... handled with typical Thompson swing and warmth."

**4508—CALCUTTA**
- Four Preps
- Billboard "Spotlight Winner": "A bright vocal reading of the current instrumental hit, backed solidly by a band with a real beat."
- Music Vendor: "Fournote harmonies on a bouncy, lyric version of the Lawrence Welk chart winner."

**4501—THE GREAT IMPOSTER**
- Fats Domino
- Cash Box "Best Bet": "Solid rock outing on a pop theme clocked by Henry Mancini. Strong sound, watch it."

---

**ANOTHER THREE headed for the charts!**

**CALCUTTA**
*The Four Preps*

**MY FOOLISH HEART**
*Nancy Wilson*

**BIG JOHN**
*Carol & Anthony*
Ford and Hines and the Vagabonds. Cavalier will appear at a luncheon next month in Washington, hosted by President and Mrs. Kennedy. Cavalier disclosed that he has now been with Decca Records since 1946.

Nick Lomakin's combo goes back into the Pan-Sheraton Hotel in mid-February, and in March, feuding Clyde McCoy is negotiating with Decca to return March 13. The three-day date of Sammy Davis Jr. at the Town House, February 9-11, looks at a sellout long before that date. The Town House is reported charging a $7.50 admission plus tax for the Davis date.

Leonard Mendrowitz.

NASHVILLE

Little Jimmy Dickens, who has needed a smash for some months, has the answer in his "Fire Ball Mall" b/w "John Henry." Jimmy records for Decca, and with the help that Jimmy's Decca brothers have had such success with their "Big Heartbreak" album they will have another winner. "Fire Ball Mall" is a very sweet song. Brothers' new single is due to ship February 1.

Acuff-Rose Publications is pushing a new vocal group, Bob & Carol, who have just done their first stint for Warner Bros. Records. Bob, the bubbly, wife team, is well known in songwriting circles.

Teennese Ernie Ford's manager, Jim Rarick, was in town last week along with Ernie's Ford show production coordinator, Ken Thompson, for advance planning for a big benefit Ernie will star at in Large's Coliseum here March 3. Minnie Pearl, who will work with Ford on the show, is skedded to appear on his Hollywood-produced NBC show February 23. Others on the benefit program will include the Nashville Symphony Orchestra, Owen Bradley's band and WSM-TV's Jud Collins, who will serve as emcee.

Bradley Studio has had a heavy string of recording sessions recently. Red Foley, Bobby Helms and Sonny Hume were in for Decca dates directed by Owen Bradley. Don Law has directed Columbia sessions there for Carl Butler and Billy Walker. Jimmy Skinner recorded a Mercury session, and Jack Jones was booked into the studio for Wildcat Records. RCA Victor Studio has closed shop for a couple of weeks until installation of new recording equipment is completed. Studio has a heavy string of sessions planned after construction is completed. D. S. Army's Captain Paul Atchison and Col. Vernon Rice were at the RCA studios here recently. Pearl Records' Faye Simpson made the rounds of local publishers last week seeking material for an upcoming session. Pat Twitty.

PIITTSBURGH

The Cal Tjader Quintet will be the final attraction of Jazz Horizon Limited on March 14 at the Pan-Sheraton Hotel. Jazz Horizon had an auspicious first year, and its most recent concert January 14 at Carnegie Music Hall attracted 400. Nino Sinopoli with Lambe, Hendricks and Ross was a sellout, with hundreds turned away at the box office.

Pianist Carmen Cavallotto, now appearing at John Bert's Holiday House in his seventh date there, holds the house record at the spot, according to publicist Hugo Covetti. Tying him for that record are Andy Williams.

THAT'S ACCEPTANCE!

On June 27, RSI announced a new service for radio and television stations that play records:

Ten new singles each week - 'Billboard Music Week" Spotlight Winners" - the best of the new releases as selected by Billboard Music Week.

In four months, over 450 stations - from every section of the United States and Canada -subscribed to RSI. This swift acceptance is an accurate measure of the great value broadcasters place on this unique record service.

AND IT IS A GREAT VALUE.*** RSI SUBSCRIBERS GET THE BEST OF THE NEW RELEASES THEY GET THEM FASTER THEY GET THEM AT A LOWER PRICE AND THEY GET THEM WITH AN UNCONDITIONAL GUARANTEE OF COMPLETE SATISFACTION!

Six Record and Album Services Available

If you play records - and you're not yet a subscriber - you owe it to yourself to look into the many record services stations have asked RSI to provide. For today, in addition to the "Hot 100," you can get weekly "Easy Listening" and "Country Music" singles from RSI...new monthly popular and classical albums...an LP Catalog Album service.

Write to Hal Cook for the full story. No obligation, of course. Just a wonderful opportunity to find out how you can get better records - faster and cheaper. Write today.

RSI

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Hal B. Cook Executive Director
DJ Programming Trend to "Oldies" Delivers Nostalgia, Plus Good Rating to Stations

Program Trend to "Oldies" Delivers Nostalgia, Plus Good Rating to Stations

**Continued from page 1**

"Baby, O Baby," by the Shells, is No. 24, and "There's A Moon Over Mississippi," by Spring Garden, is No. 25. Other old hits appearing on the chart—either the original disk or rerelease—include: "Are You Lonesome Tonight?" (twice), "Cora, Cora," "C'est Si Bon," "I'll Never Find Another You," "Save Me," "I'll Never Find Another Love," "If I Knew Then," "I'm In The Mood For Love," and "I Wish I Knew," all made their mark in the past. The full version of the song chart is available in the print edition of the magazine.

Station CKLW, Windsor, Ont., will program from some 20 Billy Vaughan albums and singles covering the past nine years, February 1, from 8 a.m. until midnight. The station has dedicated that date as "Billy Vaughan Day," and Vaughan will visit the station in person to discuss the event. Drawings will be held throughout the day, and listeners will receive free copies of Vaughan albums. Station President Randy Wood and his top artists—Pat Boone, Lawrence Welk, Dodie Stevens—have performed special congratulatory spots which will be aired the day before "Billy Vaughan Day."

The TV networks are also nostalgia-minded these days. "The Gershwin Years," a musical recital of George Gershwin's greatest hits, starring Frank Sinatra and Ethel Merman, was aired by NBC-TV. A similar program, "The Gershwin Shows," starring Tony Bennett, will air in "Remember How Great," spotlights song hits of the past 50 years, on NBC-TV, February 9, 9:30-11:30 p.m. Appearing with Tony Bennett are the McGuire Sisters, Andy Wil...

"Golden Records," of course, is a regular feature on the majority of outlets these days. For example, Station WCUC, Akron, Ohio, recently switched from "Top-40" to a "Million Dollar Music" policy, which accords gold records.

The new nostalgia trend isn't entirely to the liking of the record companies, which is anxious to expose new product as well as old. For instance, free-lance promoter Brian Givens—looking back to 1960—opined: "It was the year for the rock and roll, top of the past. Some stations devoted enti- 

**Continued on page 52**

**Radio's Pioneers To Honor WW At Latin Quarter**

CINCINNATI — The Crocey Broadcasting Corporation will be honoring the late Willard Wood, the first annual Mike Award to WRB Radio by broadcasting a reception and dinner to be held at the Latin Quarter, New York, Sunday night, February 26, it was announced last week by Frank Vergerson, President of Broadcast Pioneers' New York Chapter.

Mr. Wood, a gold-plated actual-rubbing microphone of pic- tow in his hand, a microphone that was helping to lift television and radio to a new level of respect, was a strong proponent of broadcasting and in recognition of pioneering in de- velopment of broadcasting as an industry, leadership in engineering development, and the careers of performing artists.

(Continued on page 53)

**JOCK CHALKS 1,041 PLUS HRS. ON HOP DUTY**

CHICAGO — TV disk jockey Jim Loumbard, Weekend, Chicago, chatted up some kind of record for disc jockey duty... off television last year, when he worked 1,041 half-hour disc shows. In addition, Loumbard does a weekend disc hop on WBKB, Chicago, and a half-hour "Old Timers" hop on WBCN, Chicago, a half hour duty which he has been doing for the past three years.

In addition, Loumbard does a weekend disc hop on WBCN, Chicago, and a half-hour "Old Timers" hop on WBCN, Chicago, a half hour duty which he has been doing for the past three years.
BOSTON BALLROOM

SATURDAY 1-2 p.m.

Programming Panel

If you have a provocative question about your favorite radio disk jockey's on-air performance, please send it to this department. (56th Box, New York, N.Y. Your name will be credited when published.)

The Question

Should disk jockeys be allowed to participate in outside activities related to the record and/or music field?

The Answers

TID LOWE, WBCF, Boston

I was a disk jockey long before I wrote or recorded my wonderful comedy about the boss disk jockey is, or should be, at least licensed as an adult and ethical manager. The musical line for Radio is as all-consuming that with the possible exception of brain surgery what can’t resist it?

JACK ROWZE

WDWC, Washington, D. C.

You can’t interfere with his regular air time while criticizing the disk jockey — for activities related to the record industry, other than playing records. I consider it to be some kind of bogyman or scoundrel. What’s wrong with making money in an allied field if a jockey has the okay of station management and is kept with his listeners? It is his natural avenue for expansion.

CHARLIE MURDOCK

WQAM, Miami

A disk jockey must fulfill the places in him. He is not just his music but as a human being, a being with a record. I don’t care if he is pushing your own label, so that’s the news. However, anything the record hops, banquets speeches, seminars work, civic affairs which brings your listeners to public the program the secondly professional and identically party duties and help the program... people.

GUY WILLIAMS

KTKI, Tuscon, Ariz.

The program covers a vast topic, but basically — No! Radio is an industry, it has its own regulations, which brings your listeners to public and participation in extra curricular activities detracts from the program, which brings your listeners to public the program the secondly professional and identify party duties and help the program...

By JUNE BUNDY...

Panel Apology: Just in case any of our programming personnel are fretting over cuts made in their annual Christmas show, we at the panel question room apologize, and explain that space requirements made it necessary to cut out comments here and there.

Maynard's Marathon: Dave Maynard, WBZ, Boston, has been in training for the past three weeks in preparation for a 26-mile marathon on December 1. He will take his place with the 2,000 runners at the starting line, and heart encouraging words from other WBZ delays. In addition to the start at the Boston Garden, the marathon around the Boston Garden track prior to the start of the B.A.A. track meet is always well attended, but in good weather. Meanwhile, the sponsor is trying to get in shape before the end of the year for his home to the station.

WBNF's Jim Meeney, WWYX, Detroit, previewed the Gardens disk like Longhaired by Paul Revere and the Raiders, January 14, and according to local distrib. Barney Aley of Abernathy, who sparked orders for more than 2,000 in the first four days...

Bill Kirby (Night Owls) Holiday, KXBO, Dallas, stirred up considerable excitement last month with a show promotion. For two weeks the outlet ran spots claiming that KXBO would make it snow on December 4. When the white forecast didn't materialize, KXBO announced that it would personally make it snow by hiding some 20 plastic snow balls in different areas of the city. The tactics payed off, each struck a certain sum of money were given on the show that day. Unfortunately noted Helley, “one of the top value balls was lost, or at least, any lost another.”

Gimmicks: John Dabney, program director of WBUL, Woodstock, N.Y., makes it a point that music of any audience is as varied as the ethnic groups that comprise your city. Here is his slightly off-the-cuff version of Everybody's Pleasure. This entails the use of The Swingin Century, 100 top pop disks (Billboard helps us program them), talk back to the audience, and a good laugh.

"Each announcer is given a free hand to program as he sees fit only that the program cannot be one for the whole family. You may hear Elvis Presley followed by Miles Davis or Geri Wlenski, we believe in this non-tempo making. Making us feel like a wave of the sea. We find there is a great audience for jazz and R&B, but the show is directed towards those who are trying to educate and entertain simultaneously in reference to music. Maybe this format will not work any place else, but it works tremendously for us.”

Edie Newman has been named commercial manager of WHEL, Philadelphia, in addition to his duties director of the station... Chris Albertson, a.d.r. man at Riverside Records, is playing the jazz show over WE-FIH, FM station, in Philadelphia suburban area, starting January 22, with emphasis on New Orleans old-timers. Joe McCarthy, WIP, Philadelphia, is now personally recording his own "淌in Holiday" to that island May 18-28. Doug Arthur, WCAU, Philadelphia, has been appointed director of a similar jockey sponsored by his station to Paris and London.

Texas: Ron Thompson is new program director for KPKS, Kaps, Corpus Christi, Texas. He will also take over the Denver, Colorado, station, to become assistant public relations director at KPKS, Kaps, KFDC, Fort Collins, Colorado; KDKC, Diffu, to WNSW, Detroit... Met Pennington, KVYX, Houston, has a new time frame—From 2 to 6 p.m. His show has been closely followed in the city in a record setting ratings, the music first in a new station KQRO-FM, Dallas, was launched last month with a good showing. The music released by Dick Harris, chief engineer, and Paul Smith, deejay. The outlet spotlights a "good music" policy.

Change of Theme: Bryce B. Bond, formerly deejay-announcer at WVOX, New Rochelle, N.Y., has been named to program director, and co-Connecticut station Peter Martin has been promoted to newsmaster of the same outlet. Sam Jones, who staged a 24-hour star-studded mar-a-thon for the Cancer fund when he was with WIRI, Peoria, Ill., two years ago, has been appointed program director of WJJD, Chicago.

Guy Williams is new program director of KTKT, Tuscon, Ariz. He is a member of the country and popular music radio industry, with a program director. With his program director...

Wally Thornton, who has been at KKLX, Little Rock, on a consulting basis, has moved to KJ, Seattle, in the advertising department. His J&R has been re-...
a new feather in our Kapp

the world’s greatest new singing star direct from Germany

she made history with her first Kapp release Sailor, Sailor and this one promises to be even bigger

COWBOY JIMMY JOE B/W
THEME FROM A SUMMER PLACE
(sung in German) K-370 exclusively on
KAPP RECORDS
A description of the LP programming philosophies and techniques of leading radio broadcasters, including how they select, purchase, and play records. Presented with original approaches to the use of LP's for programming are invited to submit details of their LP plans. A publication here is to Lee Zito, Billboard Music Week, 1250 N. McCarty St., Hollywood 35, Calif.

Philadelphia's WRCV, the National Broadcasting Company's program-operated and owned station, changed its format to LP radio a year ago and today finds it is getting along handily, in building listener loyalty and audience appeal. At least 85% of its air time is now programmed from LPs.

Beginning January 4, 1960, WRCV put into effect its "Big Band" music policy. All recorded music programs originated at this station were designed to be "big band" and are defined as one composed of at least 10 pieces. The arrangement, mix, and turn-on tune of the record, and turn-on into the melody line. No rock and roll and no Progressive Sounds are programmed.

Vocals are permitted but no more than five per hour, including one vocal group or chorus, and all must have "big band" backing. The station keeps a list of approved vocalists which includes only quality singers such as Frank Sinatra, Peggy Lee, Ella Fitzgerald, Perry Como, Dinah Shore, Nat Cole, Dinah Washington, and many more.

The addition of one vocal group or chorus per hour was put into effect until after the Jack Pyle Program was broadcast. To assure program balance, the following factors are carefully considered:

1. (The ratio of "old" bands (Goodman, Miller, Dorsey) to "new" bands (Mantovani, Brown).)
2. (The style of the band and its relation to the preceding and following selections)
3. (Varied tempos are, of course, programmed for a change of pace.)
4. (The featured solo instrument).

Audience Promotion is aimed chiefly at the adult listener who appreciates quality music. Newspapers, trade ads and on-the-air promotion emphasize "The Sophisticated Sounds of the Big Band Era." All day, every day, on the first and only 24-hour-per-day big band station in the nation.

Disc jockeys who are radio station manager, conceived and put into effect the big band policy coincident with his appointment as manager in January 1960.


eye-catching visual appeal on its "Pops Concert," which is broadcast Mondays through Thursdays at 9:30-10:30 p.m. and Sundays, 7-8 a.m. Production Manager Fred Harper carefully selects the LPs to be programmed—with a shorter, more familiar and melodic compositions are scheduled. The program offers a series of WRCV's outstanding on-air events, such as the Festival of Italy Exhibition, when works by Italian composers are featured on "Pops Concerts."

All of its deejay personalities play LPs—including Jack Pyle, Bill Bremrose, Jack Raatig. Pat Lason, Tom Reddy, Bill Rice, John Franklin and Blake Ritter.

When the station imposed the big band music policy, the record library was re-cataloged and all the band albums were placed in one section. Library cards were made out for each album and filed under the artist's name. Each card contains the name and length of each selection in the album.

Artists' comments on-the-air are for the most part, brief. However, feelings of friendliness and warmth between the announcer and the audience, and between the announcer and the artists themselves, is maintained all at times. Cross-promotion by personalities is encouraged.


tical WRCV "BIG BAND" LP SELECTIONS

The WRCV Jack Pyle Show (6:00-10:00 a.m.) Mondays through Saturdays, is typical of the Big Band Music which is played on the station. As it is a "wake-up" show, the overall sound is bright with accent on up-tempo tunes, however, special care has to be exercised to give the program proper balance.

Mrs. Betty Herring programs all of Pyle's music and she has a definite reason for each tune selected. Listed here are the selections played on the Jack Pyle Show of January 9, 1961, between 7:00 and 8:00 a.m.

1. "I Can't Believe That You're In Love With Me" by Artie Shaw's Orchestra. ("Any Old Time," RCA Victor LPM-1182). This is one of the "old" bands and is the opening number after the plays -13th. This tune is always an up-tempo, familiar instrumental.

2. "Beyond the Blue Horizon" by the Benny Goodman Orchestra. ("Beyond the Blue Horizon," Decca 4693). This tune is always a fast, light melody.

3. "Take the 'A' Train" by the Frank Sinatra Orchestra. ("Take the 'A' Train," Capitol ST-895). This tune is always a medium-tempo, familiar instrumental.

4. "Stardust" by Nat Cole and Cardin Jenkins' Orchestra. ("Love Is the Thing," Capitol W 824). This tune is always a "big band" number. The opening number after the plays.--14th. This tune is always a medium-tempo, familiar instrumental.

5. "Swanee River" by the Tommy Dorsey Orchestra. ("Swanee River," Columbia AF-1413). This tune is always a medium-tempo, familiar instrumental.

6. "Bio Blues" by the Ted Heath Orchestra. ("(Shall We Dance?)" London L 9063). This tune is always a slow, up-tempo, instrumental and is usually used as a fill before going into the news segment.

7. "Sometimes I'm Happy" by the Benny Goodman Orchestra. (Continued on page 52)
Announcing
BILLBOARD MUSIC WEEK’S
1961 WINTER PHONO BUYING ISSUE

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

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

A CONTINUOUS 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 advertisement in Billboard Music Week’s Winter Phonograph Buying Issue? The date is February 20...the ad deadline, February 15.

Sincerely,

Dan Collins
New York Office
**BILLY WARD & THE DOMINOS**

**FINDS CLIENT ON PAYROLL**

**NEW YORK** — Gotham Recording Corporation here is convinced that everybody is in the record business these days. Lives at the recording studio just didn't die out with the latest client, D.L. Records, to join the ranks of its roster of clients. The studio can be expected to accept and handle an increasing amount of business, and the label will have access to a wide variety of recording facilities.

**GAC Shuffie**

**Continued from page 2**

and involved in its top financial affairs as well as the planning and operations board, has offered its support for the complete financing of the program. The label has been requested to stay in Dallas. Shelley Schutz of the music department in New York is leaving to join Lee Magness' management firm. Frank Davis, recently promoted to assistant VP, and Gary Cline, after the GAC office there was closed, will join the music department.

Meanwhile, Bill Weens is recovering at home in New York, and at Valente, of the New York music department, will move out to the Chicago branch.

**Music to Soothie**

**Continued from page 2**

ally tapes and edits the "Candlelight" and "Country" series, which are broadcast on all affiliated stations. The show is underwritten by Westinghouse and Ford.
Plan L. A. Meeting to Build Groundwork
For Buying Combine; All Dealers Invited

**Continued from page 1**

Judkins estimated that the record company's purchases at the meeting will save dealers up to 50% on new discs, compared with retail prices, as well as the cost of shipping. The plan is expected to be successful, he said.

The meeting, organized to bring together record dealers and manufacturers, will feature discussions on the latest trends in the industry and provide dealers with an opportunity to learn about new products and services. Attendees can participate in workshops, panel discussions, and networking events, all aimed at helping dealers improve their businesses.

The meeting will be held at the Los Angeles Convention Center and is expected to attract attendees from all over the United States. For more information, please visit the event website or contact the organizers at (123) 456-7890.

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**Phonograph Merchandising**

**DEALER MAKES SPECIALTY OF SCARCE LPS**

NEW YORK — Classical record buyers who wish to purchase rare LPs, some of which are barely available in key markets, have long been a problem to dealers. There has not been an adequate source of supply to which these people could be readily supplied. In this field, enterprising dealer here has made such a specialist in this field that he is highly regarded as a specialist in precisely this type of record. Thus, he is now able to provide service to other dealers.

The Classical Record Shop, of 825 Seventh Avenue, New York, can now be reached by record dealers who require specific out-of-print or rare discs, or dealers can refer their customers to this store directly. Naturally, premium charges are in effect for items which are not otherwise obtainable through regular channels or which are not obtainable through regular supply. The firm is operated by Julian M. Moses, well-known phonograph retailer here for nearly a quarter of a century.

STAMP-DISTRIBUTED PROFIT POINTS FOR DEALERS

Classifieds Help Move Trade-In Phonographs

**BY ROBERT LAMMERT**

How to turn over the accumulation of trade-in phonographs which are growing increasingly large for many dealers may be the key to this problem. The solution may be the establishment of a trade-in phonograph exchange service. There are many dealers who have a large number of trade-in phonographs and are unable to sell them. By establishing a trade-in phonograph exchange service, dealers can trade-in their phonographs for others that they need. This will help to clear the market and allow dealers to sell their phonographs at a profit.

**PHONOPHONOGRAPH LISTING BETWEEN $31 AND $60**

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<th>Rank</th>
<th>Brand</th>
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<tr>
<td>1</td>
<td>Decca</td>
<td>29.1</td>
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<tr>
<td>2</td>
<td>Columbia</td>
<td>15.2</td>
</tr>
<tr>
<td>3</td>
<td>Voice of Music (VM)</td>
<td>12.3</td>
</tr>
<tr>
<td>4</td>
<td>Webcor</td>
<td>10.5</td>
</tr>
<tr>
<td>5</td>
<td>RCA Victor</td>
<td>10.2</td>
</tr>
<tr>
<td>6</td>
<td>Capitol</td>
<td>8.4</td>
</tr>
<tr>
<td>7</td>
<td>Others</td>
<td>14.3</td>
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*Note: Due to typographical errors which appear in this chart last week, it is being repeated. The figures shown were incorrectly published in phonograph section of last week.*

**PHONOPHONOGRAPH LISTING BETWEEN $61 AND $80**

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</thead>
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<td>2</td>
<td>Magnavox</td>
<td>21.0</td>
</tr>
<tr>
<td>3</td>
<td>Decca</td>
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<tr>
<td>4</td>
<td>Webcor</td>
<td>9.9</td>
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<td>5</td>
<td>RCA Victor</td>
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<td>8</td>
<td>Fanon</td>
<td>3.8</td>
</tr>
<tr>
<td>9</td>
<td>Others</td>
<td>3.5</td>
</tr>
</tbody>
</table>

**BEST BUYS IN RECORDS**

These records, all of those on the list from $15 to $50, have been chosen by the National Retail Merchants Association and are recommended to dealers and other listeners who are on the lookout for good records at reasonable prices.

**POP**

WHERE THE BOYS ARE

Aldon (Bimbo MRM 12971)

**NO ONE**

Connie Francis (Bimbo MRM 12971)

**SPANISH HARMONY**

Ben E. King (Blue Note MRM 12295)

**FIRST TASTE OF LOVE**

Ben E. King (Blue Note MRM 12295)

**PONY TIME**

Chubby Checker (Bimbo MRM 12855)

**IF I DIDN'T CARE**

Platters (Chess MRM 12440)

**GOOD TIME BABY**

Bobby Rydell / Little Richard (Bimbo MRM 12800)

**R&B**

**STAND BY ME**

Little Junior Parker (Bimbo MRM 12800)

---

**Pep Talk to Electronic Mfrs.**

**Notes: Electronic Product Drive**

CHICAGO — A top sales relations executive told members of the electronics industry that they're hurting from foreign trading practices. He urged them to have the guts of the imagination to fight back with their own resources.

Lee Schoeller, president of the Philco-Ford Corp., said his company is concerned about the effects of foreign competition on the U.S. electronics industry. He noted that foreign competitors are able to sell their products at a lower cost due to lower labor costs and other advantages. This has put pressure on U.S. manufacturers to improve their products and lower their prices.

Schoeller believed that the U.S. electronics industry can compete with foreign manufacturers if it is willing to invest in research and development. He noted that many U.S. companies are already taking steps to improve their products and lower their costs. He encouraged others to follow their lead.

Schoeller also said that the electronics industry needs to work together to develop new products and processes. He noted that there are many opportunities for cooperation between different segments of the industry.

Schoeller ended his remarks by urging industry leaders to take a bold stand against foreign competition. He said that the electronics industry must be willing to fight back with its own resources if it is to survive in the long term.
Classifieds Help Move Trade-Ins

COPENHAGEN—A full in the recent production of the popular undreamed of event, the "Platter Bar Brown" has been activated.

A large section of the store was speedily equipped with a snack bar, a type of counter and behind the "bar" are 10 platter separators and long shelves stocked with bins of all categories, and on the counter are 10 sets of each platter, the bar is fully equipped for any type of special dish. A street front display window of 3 units and at the rear bar is visible, has a large display of records.

A new store, which the Jaguar chain opened on the same day in the second largest music store in the city and also has a large display, covered by six stools and telephone sets.

The big Phillips firm does not feel that retailing at total retail but recently opened a large midtown demonstration center, where it has a display of turntables which is operated to the public. It also has displays of all of its major products. Many other music stores are also placing more emphasis on record sales and giving more space to them.

BAR WAVE

Most of our singles inventory is protected through individuals and dealers with deals with all major records. With LPs we have a section of our own in the music store and number of record dealers. Our staff do not buy from whom we sell in a bag for whom we have in stock. With LPs we have a section of our own in the music store and number of record dealers. Our staff do not buy from whom we sell in a bag for whom we have in stock. With LPs we have a section of our own in the music store and number of record dealers. Our staff do not buy from whom we sell in a bag for whom we have in stock.

CHARLES CHARMER JR.

We have obsolete full priced LPs, when we have space in stock, we hold special sales and prices are meaningful.

LOU SHAPIRO

Secretary-Treasurer, SOID
Music Center

The best thing to do is forget about the obsolete merchandise. Even if you give it away it will not give you the same with old labels. You don't want to get a deal, but they don't really sell. However, we don't give you a deal and we have a deal on a gray or a pink record.

ROEN ZINGER

MUSIC MANUFACTURING CO.

Salt Lake City, Utah

Singles, our chief problem, we handle in two ways. 1. Put them in a counter box and sell them out at three for four or five. 2. Put them out by a milkman and at ture's "well of blood" at a "cost" deal. With LPs we're very selective.

With what albums I buy and the disc is formed. We have albums to take back at least 10 percent in exchange. A clean copy of shop-worn albums at 50 percent off.

RETAILING PANEL

If you have a provocative question, a retailer's retail music-phonograph dealers, please send it to this de

THE QUESTION

What do you do with obsolete merchandise?

THE ANSWERS

BAR WAVE

Word came of Music, Seattle, Wash.

Most of our singles inventory is protected through individuals and dealers with deals with all major records. With LPs we have a section of our own in the music store and number of record dealers. Our staff do not buy from whom we sell in a bag for whom we have in stock. With LPs we have a section of our own in the music store and number of record dealers. Our staff do not buy from whom we sell in a bag for whom we have in stock.

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DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers and manufacturers and distributors currently offering records at special terms. Stated where available the date the offer expires and page number of the original news story or advertisement providing details of the offer. See page 9 for details of the "January-Olive Guitars" offer. See also page 10 for details of the "MGM Black Label" offer. See also page 10 for details of the "MGM Black Label" offer. See also page 10 for details of the "MGM Black Label" offer. See also page 10 for details of the "MGM Black Label" offer.
**NEW DEALER PRODUCTS**

**Stereo With 8-Speaker Wings**

The Housewives Show in Chicago was the scene for the unveiling of a series of new phonograph products from the Sonic Industries of Lynbrook, N. Y. (see separate story).

**Cabinet-Faced Stereo Console**

In addition to the portable phonograph line introduced by the Sonic Industries at the Chicago Housewives Show, the company has also debuted a stereo console contained in cabinets. The unit features four eight-inch speakers, a V-M changer with switch over cartridge and needle, and separate volume and tone controls on the piece. Both this, and the

**Transistor Radio With Case**

This six-transistor portable radio is one of the units on which Aces Industries of Columbus, Ind., has exerted its price reduction. The unit, which comes with earphone, carrying case, battery, has been reduced some $3.50 per cent. The new six-transistor miniature is retail priced at $24.95 as compared to a 1960 list of $30.95.

**Kit-Built Stereo AM-FM Tuner**

The Electronic Instrument Company (EICO) has introduced a new AM-FM tuner that is available in either kit or factory-wired form. The unit has precision-selected RF and IF stages, and is precision-tuned. The new tuner contains the same exclusive "eye-tronic" tuning indicator which forms an exclamation point when the exact center of each broadcasting channel is reached. The unit, which has been dubbed the $19.95, can be used for separate FM and AM reception or FM, AM Stereo reception. In kit form the unit sells for $19.95, and in a factory-wired unit, $21.95.

**Table High Compact Console**

The General Electric Company has announced a new version of its compact console phonograph that is made to order for customers with limited space, but who desire stereo sound. The table-high unit comes in two models, the Model RC 1190 without AM-FM tuner, and the Model RC 1195 with tuner. Four wood finishes are provided: mahogany, maple, walnut, and blond oak. General Electric's Record Storage feature is incorporated which holds an LP so that it can be removed from its jacket without the fingers touching the playing surface. The unit has a four-speed record changer and is equipped with an automatic shut-off feature. There are two eight-inch speakers spread to opposite ends of the cabinet, and two three and one-half inch speakers in front. Jacks allow for the addition of a sub-woofer or speaker.

**Diamond Needles Up for Display**

The Transcription Company of Attleboro, Mass., makers of the Puli needle line, have initiated a direct mail campaign whereby each of their dealers receives a 1354-inch ruler with information about the new Puli Needle Self-Merchandising Counter Display. The ruler demonstrates the amount of space taken by a Puli display, and which puts the needles before the public eye. The push is meant to acquaint dealers with the impulse approach of selling the line. The new display is called the SD-54 and is composed of 20 of the firm's best-selling replacement needles. Both mono and stereo needles are included among the items. The SD-54 display is offered to dealers at a 20 per cent saving off of the normal price.
STEREO BUYER PORTRAIT

CBC Bares Scientific Study of Stereophiles

President's Group Joins Washington Hi-Fi Show Action

WASHINGTON — The Washington Metropolitan President's Group of the Stereo Dealers Association will be opening at the Shoreham Hotel here on Monday, 10 March, with a demonstration show thanking to participation by the President's Group's chairman of the Committee, and M. R. Sears of Sears Roebuck which will be a part of the hi-fi show, announce that the show will also serve as a place for American dealers to meet with members of the cultural staff of several foreign countries.

The President's Committee hopes the public will bring any good LP records they would like to give away. The basic purpose of these shows are to reach out to various cultural and educational centers to meet the rising demand for American music of all types. Although the intent is to promote understanding of American music abroad, there is also a very practical commercial value to the record companies since many of the exhibits are those from all corners of the world.

Manufacturers throughout the U.S. and Europe will exhibit their exhibits at this sixth annual Washington Hi-Fi Show.

The show is being produced independently, but with the support of the President's Group of the Stereo Dealers Association. More than 50 exhibiters are registered, including representatives of different component parts for home hi-fi music systems from different foreign as well as domestic manufacturers.

Rogers has announced that he is a member of the President's Music Committee for Mexico-United States music activities, and a meeting will be held between this city and Mexico.

Rek-O-Kut, York New Cabinet Team

NEW YORK — The Rek-O-Kut Company and the York County have decided to produce a line of interchangeable component combinations, a fact which will produce a new aesthetic Furniture Show last week. The units are designed to cater to a full range of tastes and aesthetics.

Rek-O-Kut has a series of 72-cabinet sets in several styles and finishes, which will be available for sale in each of the component's choice of one of three and the four different high-fidelity components ranging in price from $3,500 to $15,000. Each provincial and contemporary cabinet, will be made according to specifications.

Ensign Preem New Push-Button Changer

CHICAGO — The first push-button changer manufactured domestically has been announced by the Ensign Division of Admiral Sales Company. The price and definite date are not available at this time. The features three buttons, controlling start, reset and off. Model will be made available to all phonographs.

Ludwig Drum Company, RCA Team Up With Store Guide

CHICAGO — The Ludwig Drum Company and RCA have joined forces to team up for a strong in-store display program during February and March.

The instrument—record tie-in is certainly another example of the Schallplatten rhythms and the drummers and literature telling dealers how best to use the ads and cards most effectively are included.

TExAS DEEJAYS PLAN NEW MAG

NEW YORK — A group of Texan rhythm and blues shows are making plans to publish a magazine, titled "The Dick Jockey's Journal," which will also have a "bop" and R&B jocks and R&B records. The magazine will be run by Dick Jockey, formerly of Braunston, Teks., Jo-E B. "Whut, president-creaser; William Brown, vice-president-publicist; Cal Weaver, general manager; and Knowles, Dallas, will serve as public relations manager.

BRAUNSTEIN, Germany—Hans Braunstein, owner and record producer, has launched a label devoted to distributed by Metronome here. Sonens, who had been with "Wein" in Braunsteins, left in some years ago, will sing and conduct the orchestra.

Other artists to be featured in the first release of the Maxamed Fred Striegler (formerly of Polodiez), Luisina Riva (also on Teldec).
**Reviews and Ratings of New Albums**

*Continued from page 36*

\* *\* Money Moonlight Sings His All-Time Greatest Hits*  
King 930—This is exactly what the title suggests. Some of Money Moonlight’s most popular numbers, including "I’ll Say My Thank You Later," "Fifteen Dresses," and "Rose Tattoo," are included on this album. It is a good buy for fans of Money Moonlight’s music.

\* *\* T. Texas Tyler*  
Capitol STK 1266—T. Texas Tyler’s latest album features his hit songs such as "Too Many Heartaches" and "If I Were You." The album is a good representation of his country music style.

\* *\* Moscow Entertains You in the Great Days of Vaudeville*  
London 12R 61062—This album captures the essence of vaudeville entertainment from the great days of the genre. It includes songs such as "The Singing Butler" and "The Dancing Exploit." It is a must-have for music fans interested in vaudeville.

\* *\* Folk Songs and Drinking Songs from Germany*  
Decca DL 7600—This album features traditional German folk songs and drinking songs performed by various artists. It is a good representation of German folk music.

\* *\* The Call of the Caribou*  
Capitol STK 1267—This album captures the sounds of the Caribou, a species of reindeer. It is a good representation of the sounds of the wild.

\* *\* Low-Price Religious Songs*  
Columbia ML 1039—This album features religious songs at a low price. It is a good representation of Christian music.

\* *\* The Soviet Army Chorus*  
Decca DL 7601—This album features the Soviet Army Chorus performing patriotic songs. It is a good representation of the music of the Soviet Union.

\* *\* CLOWN COSTUMES & ACCESSORIES*  
For all occasions get in touch with THE COSTUMER  
338 St. & 24th St., West New York, N.J.
HENRY J. LEYSER, president of Associated Coin Amusements, points to the clock showing that time is near for the opening of the company's new building. Looking on are Jack Simon, center, and Joe Simon, both vice-presidents.

LEYSER OPENS NEW ACA BLDG., OAKLAND MAYOR JOINS CEREMONY

OAKLAND, Calif. — Henry J. Leyser, president, was assisted in the ceremony of opening the new Associated Coin Amusements, Inc., building recently by Mayor Clifford Rishel, who cut the ribbon. Approximately 250 customers, including coin machine and record distributors, attended the open house here Saturday afternoon (11). Also attending the event were Jack Simon, Los Angeles, vice-presidential.

FED. TAX TAKE ON COIN UNITS SEEN $25 MIL

WASHINGTON — Anticipated 1962 federal tax revenues from juke boxes and amusement games will hit the $25 million mark, according to the estimate released this week by the outgoing administration. Last year's revenue was $23 million. The item covers the $10 tax for coin-operated amusement devices and juke boxes and the $250 tax for coin machines classified as gaming devices. No breakdown was available. The figure appeared in the $60.9 billion budget presented by outgoing President Eisenhow.

CONGRESS GEts BID To Bar Gambling

WASHINGTON — Out-going Attorney General William P. Rogers announced Tuesday (17) that he has sent to Congress a proposal to activate the shipment of gambling devices into interstate foreign commerce.

The announcement was made during the week, by which the Attorney General had called for “how clean” his desk was.

It is impossible to say how far, if at all, gambling is set to go in the usual channel, and is presented formally to Congress in bill form.

A Justice Department spokesman told the Associated Press that, however, that the proposed legislation was “just a step forward.” The House Select Committee on Interstate and Foreign Commerce, and the announcement was made during the week, by which the Attorney General had called for “how clean” his desk was.

ROGERS SAID HE HAS NOT DISCUSSED THE LEGISLATION WITH ROBERT F. KENNEDY, his successor as Attorney General. Kennedy was the hard-hitting counsel of the McClellan (Commitee. So there is need of some good chance that he will push for passage of the bill.

When the suggested changes are made, they will be referred to the Commerce Committees of both houses. For study, as the statements of the proposals have been introduced in congress, but have died without action.

Is U. S. Trade Overcompromised?

— Continued from page 1

has been in the thick of the trans-Atlantic coin machine trade ever since it revived after the war, put the situation thus:

Slippery Business

"This is a slippery business, and you learn by experience. What we should have learned by now is that you have to be careful with automatic products, to compete on the nose with U. S. products.

"No smart foreign exporter will bean his product at an American strength. He is looking for a vac-uum or soft spot in the American market. This applies to coin machines just as it applies to the automobile market.

"Contrary to what a lot of people are saying, foreign box do not compete with American boxes—now. They are less expensive, less complicated and more convenient. In a word, they are the jockey box equivalent of the European small cars.

High Quality

This trader, and others with whom we talked, believe that European boxes are already of sufficiently high quality to compete in the American market. What European lack in their opinion, is the aggressive, expert sales organization needed to invade the U. S. market.

But the betting here is that mar- ket penetration will come on putting together such sales biodes—and sooner than compla-c. American manufacturing dream.

Veteran traders here wars of still another dimension to the U. S. coin machine export problem. It belief — and argue fervently — that, in sales as in other competi-


MIAMI WLLURITZ DISTRIBUTOR ASKS OPSE LEASE TO STOPS

Phil. Wurlitzer Distributor Asks Opse Lease to Stops

In his comments following his report, Mr. Wurlitzer said that the association is closely following the doings of the business, we need to prevent on interest money and more realistic terms, and consideration of the association from now on.

Hastings suggested that the as-sociation set up an information clearing house to provide members with helpful knowledge concerning locations. Members would provide the “clearing house” with such data as locations they service or want serviced so that the particular spot can support (3), the take potential, and

Continued from page 65

Continued from page 65

COIN MACHINE OPERATING

ROCK & ROLL IN COLD STORAGE?

CLEVELAND — Here is a silly making the rounds of out-of-town media, that just couldn't help but pass along:

It seems the 18th century gentle- men were browsing through a list of numbers on a street corner and found one in a somewhat sophisticated area. The proprietor, after a short discussion, thought they might enjoy. They were not engaged in conversation, for the sterile, sedate teen-age girl to the fore and asked, "Where are the rock and roll hits listed?" With a disarmingly smile the proprietor replied, "Right over there, buddy. We try to keep them from the music."
Soviet Coin Sport Seen

EAST BERLIN—Moscow's introduction of the new "heavy" ruble has cleared the way for a coin in machine bores in the Soviet Union. It is the first section of the trade in the Soviet Empire here. Although speculation has been centered on the notion of a ruble as a Russian economic warfare weapon against the West, the Soviets here dismiss this idea. On the contrary, they assert that it is merely a matter of domestic concern, and even, if the move is to stimulate the introduction of coin machines in the Soviet Union. The Soviet Empire officials displayed a planningprospect for the "heavy" ruble, pointing to one lengthy, and heavily underlined section: "It has become imperative to revise our monetary system with consideration of its known and current coinage in the machinery. The new ruble will fulfill this function." The "heavy" ruble is theoretically the equal of the dollar, although in fact its purchasing power is considerably less. The real value of the ruble exchange is that the new unit can be divided better into smaller units for coin machine usage.

Gl's to Unload Fruit Machines

NUREMBERG, West Germany—The U.S. military forces with the American military police have seized a number of illegally handled fruit machines on the British market. The machines are among the 5,600 machines in operation in U.S. forces in West Germany, France, Italy, the Mediterranean area and the United Kingdom. They are being unloaded because of President Eisenhower's "the green girls" directive. With departure of the "girls," the U.S. military club structure overseas will be drastically cut back. Nearly all clubs will be reduced, and a great many consolidated. Moreover, there is strong sentiment among the troops—and the departing wives—for the banning of fruit machines. The ban on numerological and sharp reversal of attitude, the brass has been pruning the fruits as an aid to morale. Hoover the coin-operated game is that with the woes gone, all temptation to excoa should be withdrawn from the service men. Briefly, there is a great many fruit machines such as in the United States, and there is not a club's cuttable rooms, and the only ready market is Britain.

Swiss Install Arcade

BASEL, Switzerland—A coin arcade machine is being installed in Basel with equipment supplied by West German manufacturers. The machine, a so-called "Coin Machine Boulevard," is a microcassette, self-contained shopping area with vending machines, coin gate and joke boxes. Some 20 different basic entertainment objects are installed by the vendors. The arcade is designed as the prototype for the mass installation of coin machine shopping areas throughout Europe to meet the labor shortage and traffic congestion in downtown shopping areas. Promoters of the Basel automatic shopping area claim their automatic merchandising cart is designed for neighborhood areas, and particularly for patronage evenings and holidays. The plan is to have automatic restaurante and amusement devices is to make such satellite shopping areas a recreation as well as a sales patron to the point, and thus increase patronage on a sustained basis.

Belgians Seek Tax Relief

BRUSSELS—Belgian junk box operators are mounting a campaign to get a reduction in the tax imposed to the strike wave. The government's Congreso-imposed austerity, Belgium has perhaps, the world's highest concentration of junk boxes per capita—30,000. Long before the Congreso bubble burst, the government embarked on a policy of stiff junk box taxation. The operators are fighting substitute subsidies in their battle. As a result, they cannot get the money to support a counter movement for tax box collections. In addition to all this, the operators are subject to normal income taxes and business licensing fees. A veteran Brussels operator summarized, "We might as well rally to the barricades, too, for we have no life but our tax carts."

Tonomat Bows New Model

FRANKFURT—Automaton Canteen Company of America has scrapped its tonomat model which it would discontinue its German junk box. The company has just introduced a new model, the first of its kind, and Canteen has just brought out a novelty new Tonomat model which will be promoted as a top European sales. However, the company is also known that it is not the complete resold and redesigned box incorporating the most popular features of the early postwar Teleman and the latter Pantomat 200. The Teleman is in a 200-box selection box incorporating to the European market. Its principal feature is a automatic selection system. The operator can pick a set of actors from the box. Teleman comes in full stereo with a disk popularity measuring meter.

Germans Eye Afro-Asian Mkt.

HAMBURG—West German coin machine producers are conducting surveys of Asian and African markets with a view to establishing subsidiaries in those areas. At least three German concerns are interested in establishing production fa.
CONNECTICUT NOTES

Mac Perlman, of the Atlantic-New York Corporation, and Mrs. Perlman announced engagement of their daughter, Gail, undergraduate at the University of Hartford, to Bernard I. Garz, who is with Garz Bros., Inc., Hartford wholesale grocers. A March wedding is planned, it was announced at a January 4 cocktail party at the Perlman's West Hartford home.

Lt. Alvin Perlman, son of Mac Perlman of Atlantic-New York Corporation, and Mrs. Perlman, drove basic to his Louisiana Air Force base after a brief stay at the Perlman's West Hartford home.

MIDWEST

The closing of the Fabiano Sales and Service Company business in Detroit at the turn of the year was the biggest of recent months for Frank R. Fabiano, who moved into the Detroit field about two years ago, and has been president of the Detroit Music Operators for the past year, is giving up his activities here and will concentrate at the western side of the State where he makes his home, with headquarters at Buchanan. The operating route here is being taken over by Atlantic Sales Company, headquartered in Detroit.

Carl Angott. Rumors on the future of the Rock-Ola rep which Fabiano is giving up are rife, with reports, unconfirmed, that Angott managed the former Music Systems, Inc., which was formerly the Rock-Ola rep.

Richard S. Nesil has formed the Nesil Amusement Company to operate a down-river juke box route, with headquarters in the new city of Southgate. Nesil has been a hard ball salesman for many years and is now operating part-time only for the present. . . . James T. Marzouk has returned to the Excel Music Company. His route, and reports "business is terrible" currently, but has hopes for improvement for the coming year. . . . Eddie Clendenon, veteran operator and head of Music Service Company, for several years operated a small route of games in the city, is president and general manager of the firm. Stuart Kallman, owner of the Wildfire Coin Company, and of the Belferst Hotel and other properties, is secretary-treasurer. Games as well as new hand-picked juke boxes are at present, Wood said. The company has important plans for expansion and will ultimately go into the machinery manufacturing side of the business.

CLEVELAND TABERs

Helen Dugan, chief of Dugan Music Company, is excited packing bags for a full month's supply in Acushnet, Mass. She will leave February 5 via jet with Fred Writ, her chief service- man and close associate, and Bob Dugan, prominent tavern owner here. The sun-and-surf-themed trio in Helen's brothers, Bob and Irv, is a professional shopper and vice-president of Dugan Music Company.

George George's Monroe Coin Machine Exchange looks for a quick pickup in business this month. The Cleveland Coin Machine Exchange's report on unemployment here sent chills up the backs of several operators. In this area employment has reached 60,000. The 1938 recession peak was 72,000. Commenting on the situation, Edward J. Currie, president of Shaffer Music Company, said, "This is the reason why business is bad for us. If people don't even have enough money to buy a glass of beer in a tavern how can we expect them to throw money into a juke box?"

Helena Dugan of Shaffer Music Company, along with Edward J. Currie, vice-president of Shaffer Music Company, and L. B. Shaffer, president, Northwestern Ohio representative for Shaffer Music Company, added: "The industry will go with the economy. It reflects over-all business."

Jack Cohen, of J. C. Music Company, has his own method of testing the success of his company. He uses an automobile piece and moves it from location to location testing reaction. It's a can't-miss method, he claims.

Although the Port of Cleveland and the St. Lawrence Seaway are closed for the season, Cleveland Coin Machine Exchange hasn't slackened its operations. Morris Gaster reports a shipment of 120 juke boxes to Hong Kong last week and 120 juke boxes to Africa, as if the continent were not "bullet-choked" enough. . . . Norman Gold- der, co-president of Monroe Coin Machine Exchange, reports another expansion program in the works for the firm. "We want to break it out now before we make any detailed announcement," he said.

Mel Shouse, Shaffer Music Company's Northwest Ohio representative, predicts that Seer- bury's new cold drink machine is going to be very big here this year. . . . Max Faber, head of E. F. & T. Norton & Music Company, reports business down 20 per cent last year from 1955. "Expecting a significant start in the popularity of 331/3 records this year is Arnold Eldred, head of Lief Music Distributors, Inc. . . . Tom Miller, of Associated Enterprise, is out of the hospital and on his feet again. Mel Shouse, Shaffer Music Company, Inc.,shadowed the business during the last three weeks of 1960. Sidney Anderson, president, looks at this as a good omen for 1961."

The money just isn't there. If people don't have money to spend, brand-new gadgets are going to suffer," said Robert Carley, boss of Edward J. Currie Music Company. He blames a sickness for all the problems in the music industry. . . . James Ross, head of J. R. Music, follows and subscribes to economic research reports. He believes that continuing sluggishness in the general economy will scupper a number of operators out of business. "If we are to survive this test, they'll probably be in the business for life," he added.

(Continued on page 64)

DOUBLE-PLAY DISKS

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

ARE YOU LONESOME TONIGHT
I GOTTA KNOW
RUBBER BALL AND EVERYDAY
NO ONE AND WHERE THE BOYS ARE
SPANISH HARLEM AND FIRST TASTE OF LOVE
YE'S, I'M LONESOME TONIGHT AND TOOD YOUNG
THE STORY OF MY LOVE AND DON'T SAY YOU'RE SORRY
WHAT A PRICE AND AIN'T THAT JUST LIKE A WOMAN
EXODUS SONG (THIS LAND IS MINE) AND THERE'S A MOON OUT TONIGHT
YOUR FRIENDS AND BECAUSE I LOVE YOU

Mcclellan Tops Copy'n Group

who is also ranking GOP member on the full judiciary Committee, and has opposed performance royalty collection in favor of raising mechanical royalties on records played on radio and, Norris Cotton (R., N.H.), 68.

Although McClellan's name has come into prominence in support of recent anti-juke box exemption legislation introduced in the Senate, he was chairman of the Senate Rackets Committee which issued support strength of the exemption bill. The Rackets Committee report declared the "majority" in the industry were victims of racketeering, rather than instigators. Still, the chairman and his committee angrily de- nounced evidence of "solicitous" ventures by racketeers in operating associations and union locals. (The Billboard, April 3, 1962).

No anti-juke box exemption bill has yet been introduced on the Senate side. On the House side, Rep. Emmanuel Celler (D., N.Y.) put into the Congessional record copies of the opening in the week of the Parenting.
behind-the-scenes money maker
NEW, COMPACT
AMI hideaway

600 CUBIC INCHES SMALLER! BIGGER THAN EVER IN PERFORMANCE!

plays 200 selections . . . takes less room than ever before

All the profitable benefits of AMI compact design are now available in this new Hideaway. The trim cabinet is only 27 by 30 by 22 inches. Lets you fit more locations more conveniently. Provides full 200 selection play with optional stereo and 33/45 AUTOMIX turntable. The compact Hideaway is still another example of the way AMI advanced engineering helps you make more with music.
Listings represent used machines in average condition intro-
duced from 1954 thru mid-1959. Price may vary as
suggested by the coin machine dealers of identi-
city type and condition may have considerably different
values in different areas.

<table>
<thead>
<tr>
<th>Coin Machine Price Index</th>
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</thead>
</table>

**COIN MACHINE PRICE INDEX**

**BOWLER'S & SHUFFLES**

**RAIL**
- ARC Bowling 7 3/4 $200
- ARC Bowling Lane 6 3/4 $200
- ARC Champion 6 3/4 $150
- ARC Super-Deluxe Bowling 6 3/4 $200
- ARC Tournament 6 3/4 $150

**ALL-Star Shuffle**
- 6 1/2 Shuffle $100
- 6 7/8 Shuffle $150

**COLUMBIA**
- Arc Bowling 5 $50
- Shaw Shuffle 6 3/4 $100
- Lucky Strike 6 1/2 $50
- Columbia Shuffle 6 3/4 $150

**PORTSMOUTH**
- 6 7/8 Shuffle $100
- 7 1/2 Shuffle $150

**DOUGLAS**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**MUSIC**

<table>
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<th>Description</th>
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</thead>
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<tr>
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<td>6 1/2 Shuffle</td>
<td>$125</td>
</tr>
<tr>
<td>232</td>
<td>6 3/4 Shuffle</td>
<td>$125</td>
</tr>
<tr>
<td>233</td>
<td>6 7/8 Shuffle</td>
<td>$150</td>
</tr>
</tbody>
</table>

**RUFFEL**
- Ruffel Shuffle 6 1/2 $100
- Ruffel Shuffle 6 3/4 $150
- Ruffel Shuffle 7 $200

**RUTLEDGE**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

<table>
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<th>Model</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>122</td>
<td>6 3/4 Shuffle</td>
<td>$75</td>
</tr>
<tr>
<td>123</td>
<td>6 7/8 Shuffle</td>
<td>$100</td>
</tr>
</tbody>
</table>

**SANDY**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SHELK**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SHERBOURNE**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SHERIDAN**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SILVERSTAR**
- 6 1/2 Shuffle $100
- 6 3/4 Shuffle $150
- 6 7/8 Shuffle $200

**SLADE**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SOUTHERN**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SPENCER**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**STOKER**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SUBURBAN**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**SUMMIT**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TEN PIN**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TENNESSEE**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**THOMPSON**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TITAN**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TOMMY V**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TURF**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TURQUOISE**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TWENTY TWO**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**TWIN TOW**
- 6 3/4 Shuffle $75
- 6 7/8 Shuffle $100

**UNITED**
- United Shuffle 6 1/2 $150
- United Shuffle 6 3/4 $200
- United Shuffle 7 $250

**VICTOR**
- Victor Shuffle 6 3/4 $150
- Victor Shuffle 7 $200

**VINTAGE**
- Vintage Shuffle 6 1/2 $100
- Vintage Shuffle 6 3/4 $150
- Vintage Shuffle 7 $200

**WORLD**
- World Shuffle 6 1/2 $100
- World Shuffle 6 3/4 $150
- World Shuffle 7 $200

**WRIGHT-SHERMAN**
- Wright-Sherman Shuffle 6 3/4 $150
- Wright-Sherman Shuffle 7 $200

**XEROX**
- Xerox Shuffle 6 1/2 $100
- Xerox Shuffle 6 3/4 $150
- Xerox Shuffle 7 $200

**YORK**
- York Shuffle 6 3/4 $150
- York Shuffle 7 $200

**ARCADe & NOVELTIES**

**COLUMBIA**
- Columbia Shuffle 6 3/4 $125
- Columbia Shuffle 7 $150

**CAROLINA**
- Carolina Shuffle 6 3/4 $150
- Carolina Shuffle 7 $200

**COLUMBUS**
- Columbus Shuffle 6 3/4 $125
- Columbus Shuffle 7 $150

**FORD**
- Ford Shuffle 6 1/2 $100
- Ford Shuffle 6 3/4 $150
- Ford Shuffle 7 $200

**GROVER**
- Grover Shuffle 6 1/2 $100
- Grover Shuffle 6 3/4 $150
- Grover Shuffle 7 $200

**JUDD**
- Judd Shuffle 6 1/2 $100
- Judd Shuffle 6 3/4 $150
- Judd Shuffle 7 $200

**LESLIE**
- Leslie Shuffle 6 1/2 $100
- Leslie Shuffle 6 3/4 $150
- Leslie Shuffle 7 $200

**NATIONAL**
- National Shuffle 6 1/2 $100
- National Shuffle 6 3/4 $150
- National Shuffle 7 $200

**OAKLAND**
- Oakland Shuffle 6 1/2 $100
- Oakland Shuffle 6 3/4 $150
- Oakland Shuffle 7 $200

**OSCAR**
- Oscar Shuffle 6 1/2 $100
- Oscar Shuffle 6 3/4 $150
- Oscar Shuffle 7 $200

**PORTSMOUTH**
- Portsmouth Shuffle 6 1/2 $100
- Portsmouth Shuffle 6 3/4 $150
- Portsmouth Shuffle 7 $200

**SHERIDAN**
- Sheridan Shuffle 6 1/2 $100
- Sheridan Shuffle 6 3/4 $150
- Sheridan Shuffle 7 $200

**TEN PIN**
- Ten Pin Shuffle 6 1/2 $100
- Ten Pin Shuffle 6 3/4 $150
- Ten Pin Shuffle 7 $200

**TENNESSEE**
- Tennessee Shuffle 6 1/2 $100
- Tennessee Shuffle 6 3/4 $150
- Tennessee Shuffle 7 $200

**TENNIS**
- Tennis Shuffle 6 1/2 $100
- Tennis Shuffle 6 3/4 $150
- Tennis Shuffle 7 $200

**TITAN**
- Titan Shuffle 6 1/2 $100
- Titan Shuffle 6 3/4 $150
- Titan Shuffle 7 $200

**TWO-TIME**
- Two-Time Shuffle 6 1/2 $100
- Two-Time Shuffle 6 3/4 $150
- Two-Time Shuffle 7 $200

**UNITED**
- United Shuffle 6 1/2 $100
- United Shuffle 6 3/4 $150
- United Shuffle 7 $200

**WORLD**
- World Shuffle 6 1/2 $100
- World Shuffle 6 3/4 $150
- World Shuffle 7 $200

**WRIGHT-SHERMAN**
- Wright-Sherman Shuffle 6 1/2 $100
- Wright-Sherman Shuffle 6 3/4 $150
- Wright-Sherman Shuffle 7 $200

**XEROX**
- Xerox Shuffle 6 1/2 $100
- Xerox Shuffle 6 3/4 $150
- Xerox Shuffle 7 $200

**YORK**
- York Shuffle 6 1/2 $100
- York Shuffle 6 3/4 $150
- York Shuffle 7 $200
THE ULTIMATE IN AUTOMATIC MUSIC

THIS GREATEST WURLITZER OF ALL
COMBINES FOUR FEATURES THAT ADD UP TO
THE ABSOLUTE ALL-TIME HIGH IN EARNING POWER

NEW PLAY-PROMOTING BEAUTY
NEW STANDARDS IN STEREO SOUND
NEW OPERATING DEPENDABILITY
NEW COIN-COLLECTING MAGIC

This appeal-packed instrument has everything it takes to produce the highest earnings ever attained by a coin-operated phonograph. Put it to work for you...you'll enjoy the increased profits!

WURLITZER 2500
THE WURLITZER COMPANY Est 1856 North Tonawanda, N.Y.
Miller Fires Opening Salvo in Performance Royalty Frauds

OAKLAND, Calif. — The 12-year-old, late-season George Miller, president of the Music Opportunity Co., Inc., and Rep. Emmet Celler (D.-N.Y.), continues the issue, as it has been in the last six Congresses, is whether the juke box operator will continue to be exempt from performance royalty payments.

This year, the bill which would revoke this exemption, S. 3410, and H.R. 750, Miller announced that copies of this bill are being mailed to every known juke box operator in the United States.

He pledged that MOA would spare no effort to defeat the latest proposal. Miller said that "the performance rights societies, instead of asking for performance fees, should be paying operators for promoting and exploiting the many copyrighted records that are used on

GEORGE A. MILLER
automatic phonographs and other auxiliary equipment. Many of these operators had they not been placed on juke box circuits.

He asked operators to call members of the House Judiciary Committee in an effort to defeat the Celler bill.

Lease to Stops

* Continued from page 58

since the lease plan puts your business on a clean, clear-cut arrangement; the operator will be able to give the location such equipment as the man wants since the rental is figured on the total of all equipment there. The portfolio then goes into an actual chart of prices and how to figure the rental. The example shows a profit of $784.52 for the operator after two years and he has a paid-off piece in two. There is a page showing the location owner why it would not pay for him to buy his own machine.

The letter to the location owner lists the following advantages to him:

No more sharing profits with coin center; all the equipment he wants in his place, equipment will always stay new, being replaced every two years; no bills, no expenses, no rental and, with five new hits every other week, one can see the fact that the total expense of the lease is tax deductible.

Then, the big question was asked of Ball. What does Modestion stand to gain from introducing this plan?

"Increased sales," he replied. "Of course, there is nothing from stopping an operator working the same plan with another distributor, but we have nothing to lose. But since we are pioneering the plan, I think we stand to gain a little business from it."

Ball said the operators will be able to buy more new equipment under the plan.

Another favorable factor he pointed out was the financing of the machine. He said that an operator will have no trouble at all getting bank approval if he has a lease signed on the machine with an upstanding businessman in the community such as the location owner.

When answering ads... Say You Saw It in Billboard Music Week

Oguns

COMMENTS

* Continued from page 60

Joseph Alahem, head of Lake City Amusement, reports a shipment of 15 music boxes leaving Boston and bound for Europe.

This is the first in a series of supercompetition and rigorously趁impel- in the Cleveland area is slowly developing, according to reports out of business. This is losing locations for A & M Music Company at an average of one weekly, according to M. and H. Miller, owners.

Shuffle alleys and ball bowlers are tops for excel Phonograph, said Mr. Salvisberg "Business has fallen off of about 20 per cent; things can only improve in 1961," said Jack Cohen of J. C. Music Company. Bob Sudry

TENNESSEE TALK

Drew Canale, president of Memphis Music Association, has three nephews who have just plucked an outstanding football record. George Canale and Walt Canale were star backs at the University of Tennessee this fall season. A younger nephew, Justin Canale, made the high school All-State Team. He was a tackle at Catholic High in Memphis and the only Memphis team member in the team, which played in the State. Justin, who was named for Drew Canale (Justin Canale), will also go to University of Tennessee.

Cigarette machine operators are praising the work. Canale, in a statement which successfully got the city commission to change the blue machines and not ask for legislation for another 1-cent tax per pack on cigarettes. Commendations came from Charles R. Pugh, Quality Vending Service; John T. Hart, and Stanley Werner, Tenn Music Company; Bill Forsythe, Forsythe Cigarette Service; William G. Smith, Memphis Country Company, Ernest Nesbitt, Ralph City Cigarette Service; Joe Barsotti, Tri-State Cigarette Service; Carl M. Meyer, Meyer Sales Company.

Taking bows with Canale for their committee work were Charles Whithood, president of Memphis Restaurant Association, W. B. Brazell, president of Cohn Tobacco Co., Albert Ligon, president of Tennessee Tobacco Company and O. J. Bartolino and Company.

Hyde Stephens, president of National Retail Grocery Association, and Charles E. White, of Mt. Sterling, Ky., a field distributor for this distributor's council, job well done, men.

A number of operators enjoyed top collections during the holiday season and are optimistic about 1961 being a better business year than 1960. aspiring briss beckers were Parker Henderson, Rainbow Amusement Company; Johnny Navarette, Poplar Tune Amusement; Jake Kahn and Charles Kahn, Tri-State Amusement Company; Carl Cassetta, Cassetta Amusement Company; Jack Embry and Allen Y. Keller, Central Music Company.

Around Tennessee: R. C. Westmoreland, Westmoreland Music Company, Nashville, recently shopping for equipment. A. N. McBride, Paris Amusement Company, Paris, has added capital for shopping. Pete Smith, Smith Amusement Company, and Bob Chinn, of Smith wholesale, of Franklin, have signed up more accounts. He's also added a couple of games to good locations. Charles Krone, Krone Amusement Company, Union City, predicts 1961 will be a top business year.

H. A. Waller, Ideal Amusement Company, Jackson, and president of the organizing Tennessee Music Association, predicts that there will be much better business in the future for the industry. He predicts it on the Democratic administration coming into office in Washington.

European News Briefs

* Continued from page 59

cities in Australia and South Africa. Their interest stems from the fact that Australia, New Zealand and South Africa have virtually all restrictions on the importation of coin machines. This means that the Commonwealths market is wide open to all comers. The West Germans, who used to sell through high freight rates, face the alternatives of either establishing production facilities in those countries or writing off these markets. The present surveys seek to determine whether production facilities in Australia could compete for the Australasian and entire Far Eastern markets against the American competition. It is understood here that Japan soon will begin large-scale coin machine production, very likely with a minia-
turized transistor juke box.

Phonograph Rentals Doing Well

GLASGOW—One of the main AMI distributors in the U. K. the Famous Juke Box Company Ltd., Glasgow, Scotland, has established quite a connection in an unusual branch of the juke box business. This is in the hire of juke boxes to hotels for one night, or longer, for private parties in hotels, restaurants, and people's homes. Stewart Pippet, and orders by recommendation, have made this a first-rate business speciality. The sales director of Orpheus is Michael Pippens, one of the few Greeks in Scotland, the most recent to receive his degree from the Royal College of Music. Established a first-rate connection with Independent Television in Scotland, and his equipment has been used in a considerable number of television shows, some of them on the national network. Meanwhile, a Rock-Ola supplied by Ruffer and Walker, Ltd., of London, continues to be used week after week. In the top audience BBC show, "Juke Box Jury," based in the American Peter Potter-distributed television program.
Millawan Assn.
- Continued from page 58

(3) the commission arrangement in time.

"There is nothing illegal about such a setup," said Hastings. "It is very common in the music industry to have independent promoters handle the shows, and there is nothing illegal about this. I have an arrangement with the commission."

He also pointed out the association's need to maintain loyal support from its membership and to protect its interests during the next year.

Two new members were added to the association's board of directors. They are music and games operators Carl Keiser, Julius Newman, and David Jakubowski.

**Juke Box Bits**
- Continued from page 58

Juke Box Bits: A glimpse into the world of Radio Luxembourg

Other American tunes in the top 10 list are "Die Liebe Ist Ein Selbständiger" by the Krahmar Strings and "Another Girl, Another Dream" by the Five Minutes. A third version of "Another Girl" by the Marks is also in the top 10. A great many American songs are also making their way into the German and French markets, as evidenced by the Krahmar Strings and the Marks.

**REPORT FROM BRITAIN**

**BINGO BEAUFORT**

**Clubs Start Slowly on Gaming**

LONDON—January 1, being a Sunday, caused some complications on installations of gambling machines in clubs in the U.K. Many firms had all employees working throughout the holidays, planning to open, or for the official and legal date. Although clubs are allowed two gaming machines, very few are taking advantage of this. They are either not kitting off with one, or are expected to double up in the spring, when they find how successful firms are in raising funds for members. In a majority of cases, outright sales by distributors and operators is the rule, and some leasing firms are working reasonably well, with the average of 1.3 machines per branch per month. Caution and discretion are the order of the day. There are strong signs that, now that the machines have been classed as "bubbling under the Act" several casinos in their areas early in the New Year. Already some equipment has been seized and destroyed. One of the most recent was a large machine with the proprietor usually of a smaller or "open" business, being fined about $500 pounds each.

**Ops Contest Performing Rights**

LONDON—An appeal against the existing scale of charges made by the Performing Right Society for performances on public houses was made recently by a London distributing firm in association with the Phonographic Society. Henry Green, the appeal was the Performing Right Tribunal, under the chairmanship of Walter Rother, Q. C. Under the new ruling, the existing scale of charges would be increased by a factor of 10, which would make the charges for each performance.

**Propose Coin Exhibit in North**

BLACKPOOL—The Northern Club Traders' Fair, held for the first time this year, has been a very big success. A strong American firm of exhibitors, contemplates organizing an Amusement Equipment and Automat Traders' Exhibition in the North of England. The stated object is to increase the number of manufacturers and distributors in sharing their lines to the large number of operators in the North of England and Scotland. This has led the London to the London exhibition in January both being the new idea. It is estimated that the venue will be the Olympia Building in Blackpool, which is expected that the traffic will be in the new area.

The main plan for the Amusement Traders Exhibition at the New Royal Horticultural Hall, Westminster, London, which is expected to be visited by many exhibitors than ever before guaranteed, and with record attendances also experienced.

South Wales Okays ATA Group

SWANSEA—At a recent meeting of coin operated held at the South Wales and the Declarer of our country, the formation of a South Wales Section of the Amusement Traders Association, it was decided to do so. Representatives of the man, A. W. T., Executive Committee, led by its Chairman, W. O., were thanked by the chairman of the meeting. There were a number of local operators, Mr. S. H. O., from London, who outlined the history of the A. W. T., and spoke of the methods by which the association is formed. He repeated an assurance that the association would fight efforts made by the Local and National Government. It is a suggestion that sections of the Act were then outlined to members present. Local members were certain to have the officers of the section, the names of which are to be announced at a later date.

Expect Big Crowd at ACA Baller

LONDON—The Annual Ball of the Amusement Caterers' Association in aid of Sick Children at the Blackpool, was due to be held February 26th. The annual dinner was held at the Grosvenor House, Park Lane, this year—after an interval of many years. The Grosvenor House is to be used only for the next two years, and the guests are all expected to come to the more spacious Great Room. This will mean a maximum attendance of 2,000. For the past three or four years, accommodation and seating have been very restricted and the Banquet was not expected to have been up long before the event. The Ball is important as another event, is a platform for the business and a means by which the widely scattered members of the industry can get together in congenial surroundings and talk shop. It is also a very delightful, full-dress, social event. American coin machine men planning to visit the exhibition can get tickets for the Ball through Mr. L. W. Somerton, A. C. A., 19 Charing Cross Road, London, W. C. 2.

**NYSOG Meets, Votes Donation To Cancer Fund, Sets Apr. Party**

KINGSTON, N. Y.—The New York State Operators Group Wednesday night in Kingston, raised $5000 to the American Cancer Society and laid plans to raise another $4,000 by April. The idea was proposed by Mrs. Anne Keen, local chairman, who is active in ACS work.

Plans call for an evening of live entertainment to be held at the Masonic Temple, at 8:30, to get funds for 12% each. The sponsors will be at the NYSOG, with all funds going to the Ameri- can Cancer Society.

The local operators' meeting at the Governor's Hotel, held Wednesday night, was attended by Bob Caplin, head of the Albany office of the R.W.O. Distributing Company, demonstrating the new equipment.

Bob Parker, Rock-Ola's regional sales manager, was on hand to demonstrate the firm's well-liked rock box, and Ivy Kempner, Rock-Ola Sales, represented AVI.

Also on hand were Gordon Howit, sales representative for Rock-Ola, and Frank Finkenstein, Seeburg Vendoring Division, New Orleans, and Frank Green, local Rock-Ola distributor.

The Civil War veteran, S. Jevon, a former member of the New York State Opera- tions Group, was recently elected local operator. The elder New York state director, a veteran operator James (Pic)

Haley announced at the meeting that he was retiring from the coin operated machine business and said that his route was up for sale.

Mrs. Millie McCarthy, president of the New York State Operators Group.

(Continued on page 68)

**SPECIALS OF THE WEEK!**

Bally Targets $225
Kate Super Jumbo Hockey $140
Beauty Contast $140
Galpinin Dominoes $125
Cros Sidio Show $130
AMI E-80 $120
AMI E-120 $140
Williams Turf Shot $125

**SCOTT CROSE CO.**

1461 N. Broad Street
Phone 6444

**TOP CASH PAID FOR LAST BALLY BINGOS**

Mail List

DAN STEWART CO.
140 East 2nd South, Salt Lake City 11, Utah
Phone DAVIS 2-2473

For Sale

BOWLING PRIZE CARDS

100 Names $10.00 per 100 Cards
200 Names $15.00 per 100 Cards

**LUCKY HORSOROPE**

Sc 10c, or 25c Play
- National Coin Rejector in each chUTE
- Two Coin Return
- Easy to Load—Holds approx. 1,000 tickets
- Size 18 x 8 x 6
- Wgt: 20 lbs
- Site 3777 Wabash Avenue
CHICAGO 14, ILL.

**ATLAS**

for Plus Value!

Reconditioned—MUSIC—Guaranteed

**SEEBURG 227 SH** $845 AMI 6-200 $795
**SEEBURG 201 SH** $795 AMI F-120 $325
**SEEBURG 141 SH** $745 AMI J-300 $695
**SEEBURG K-200** $495 WURLITZER 1990 $995
**SEEBURG 100 R** $445 WURLITZER 2300 $995
**SEEBURG 750 R** $375 WURLITZER 2400 $995

**USC Cigarette Vendors**

11¢. Gal. NATURAL (Med. 100 Sheet) $1.65
12¢. NATURAL (Med. 100 Sheet) $1.65
12¢. EASTERN (Med. 100 Sheet) $1.65
CONTINENTAL (Cos. 20) .25

**USED CIGARETTE MACHINES**

A Quartett of Services
2112 N. WESTERN AVE. CHICAGO 57, ILL., U. S. A.

**Contact Us For Parts All Best Mills Coffee Vendors**

**MACHINE LOCKS AVAILABLE FOR ALL STEEL CIGARETTE MACHINES**

1¢. Dime, Ball. C.O.D. or Sight Draft F.O.B. Chicago

**BILLY SWARTZ SALES CO. 815-A. Fourth Avenue S. Nashville 10, Ten. Phone: Phoenix 4-8271**

**WE NEED THE ROOM!**

BALLY Touchdown $825.00
While They Last

**UPRIGHTS**

WILLY CAT $250.00

**PHONOGRAPH**

SEEBURG J-100
Just like new $595.00
1/2 Deposit, Balance C.O.D. OR SIGHT DRAFT
Eppy Feels Buying of Foreign Charms Disaster Policy for U. S. Bulk Business

NEW YORK — Continued dependence on foreign-made charms on the American bulk vending industry, according to Samuel Eppy, local charm manufacturer, is something he cannot tolerate. Eppy said that due to the inroads of foreign manufacturers — particularly those from Hong Kong — his firm now finds itself with a third of its sales no longer available for re-sale. While he has tried to hold new items up for a year, it is now time to start out again with a fresh line of charms.

The problem of low-priced im-
parts has the operator and distributor equally as hard as it does the American charm manufacturer, Eppy contends. Here's his argument:

Focal Attraction

The bulk vending industry can trace its growth to the development of charms. Charms are the key atrractor to the machine and have helped put the bulk vending industry into the big leagues of the supermarkets and chain stores.

When a charm manufacturer makes cheap imitations of American charms, the volume any domestic manufacturer can do on any one charm is reduced. Hence, the incentive to come up with new ideas, and the opportunities of getting the hook for both charms and dies, is likewise reduced.

This means as the new items dry up, the profits of the operator also dry up. A child wastes something new every day. Economically, it is not feasible for the charm industry to come up with a new item a day. However, the industry will have to do better than it is now right now to keep the youngsters interested.

Eppy pointed out that a Hong Kong worker makes about 10 cents an hour, while a worker in an American factory makes the equivalent of $1.80 an hour.

Folk Scores Bulk Buyers for Buying Japanese Charms

OCEANSIDE, L. I., N. Y. — Roger Folk, president of the largest bulk vending operators, this week took aim at American opera-
tors who were buying Japanese charms.

According to Folk, the importa-
tion of Japanese charms is hurting not only the American charm manu-
facturer, but the bulk operator as well.

He explained that the Japanese charms are generally inexpensive imitations of American charms, sel-
ding for a fraction of the price. He noted, American charm manufacturers, knowing their ideas will be copied, haven’t come up with as many new charm ideas as they should.

New Items Needed

This situation, said Folk, works a hardship on the operator, who must now have new items to supply.

Folk added that many of the Jap-

400

Foreign Charms

Overseas competition often has a healthy effect on American manufacturers. Sometimes it spurs them to seek more efficient production methods and thereby cut costs. Other times it forces them to come up with fresh ideas to hold their share of the domestic market. Occasionally, it causes them to improve the quality of their product to keep pace with the imported goods.

But in the charm industry, none of these conditions hold true.

Overseas charm manufacturers are often coming up with shoddy imitations of American charms and selling them at a price below the production costs of their American counterpart.

Few of these overseas operators come up with an original idea. Few of them make a product equal in quality to that turned out in this country.

Why these foreign manufacturers can undersell American firms is hard to figure. More often than not, they do not even have the same quality standards that are set by the American bulk vending operators.

Operators depend on charms imported. Fewer the ideas, fewer the sales. The bulk vending business depends on novelty. When novelty runs out, business goes down.

This is not to say that operators should shun buying from America. Foreign firms offer new ideas when their quality is high. They should be bought on their merits. But the American charm manufacturer has no God-given right to the operator's dollar.

As long as the imported charms fail to provide these elements of originality and quality, the American operator is in a losing battle with the American product.
PHOTO BUG'S ADVENTURES

Operator Puts Hobby to Top Use: Snapshots Help Land New Stops

El Paso, Tex.—One of the popular "picture-in-a-minute" camerists is a useful profit-builder for Fred Wenc, bulk operator here. Wenc, a recent entrant into the field of bulk vending, has been a photo fan for many years, and when his family gave him a Polaroid camera for his birthday, a year ago, he immediately put it to work as a good-will builder on his bull-gum, peanuts and capsule routes.

Constantly expanding his locations and with some 350 locations at both the American and Mexican sides of the Rio Grande, Wenc makes it a policy to shoot a picture of each location owner, together with the equipment, whenever the opportunity comes along. Usually, he waits until the machine has been in the spot for a few weeks before asking the grocer, drugstore, restaurant, or retail shop owner to pose.

Using an electronic flash and a reflector, Wenc does a thoroughly professional job of photographing each of his location owners, making at least two, and as many as three pictures at a time. One, of course, goes to the location owner as a gift, while the others are slipped into a card file Wenc regularly puts to work in location building. When he is attempting to get a location in a small grocery store, for example, Wenc is bound to have several snaps of other grocers, who the prospect knows, in the files—and pulling them out and showing them to the prospect adds a bit of interest to the sales call which gets better results.

It isn't unusual for a location owner, for example, to say, "Oh— I know him. If the vending machines show a profit for him, they may well show for me." In this way, the snaps have helped Wenc overcome the objections of numerous location-owners, prospects who were not particularly interested in having a vending machine around.

The handful of "picture-in-a-minute" shots which Wenc carries with him includes a good, clear photograph of each type of vending machine which the Texas operator uses, including some older but appearance-conditioned machines which give reliable service. Wenc also has pictures of the new machines which make up the location-owners' file, and pulls them from the store. The pictures thus provide a practical shortcut toward getting results, Wenc indicated.

It isn't an inexpensive operation, inasmuch as Wenc figures that each of the snaps costs him around 2.5 cents, with the cost of the flash, the quick-developing film, and the technical costs. But the results have been so good that he believes that the 25-cent minimum per customer is "the best investment I have ever made."
HALF DOZEN OPERATORS INCLUDED

Department Store Boasts State's Biggest Coin Amusement Center

PHOENIX, Ariz.—"The most complete coin-operated amusement center in the State," in a feature of the giant new Tovani Department Store which opened here recently on East Thomas Road.

The Tovani is a giant, one-story department store which covers more than three acres to form a complete shopping center all under one roof. Incorporated inside are a full-size supermarket, department store, automotive accessories, restaurant, snack bar, furniture, floor coverings, lamps, photo, toy, shoe and apparel departments.

Half a dozen of the city's coin machine operators collaborated in the huge amusement center in the exact corner of the store, planned as the ideal means of entertaining small children while families are shopping.

Included in the line-up of coin-operated amusement is a bowling alley, composed of six 16-foot bowlers set side by side off the main aisle; more than 20 vending machines of various types, including cup vendors, coffee machines, candy, nuts, cosmetics and merchandise varieties; and 12 kiddy rides, bucking horses, space ships, stagecoaches, Russian chariots and similar.

Under supervision of a cashier at the check-out nearby, the big coin machine center benefits by traffic coming through the main entrance of the store, passing through turnstiles from the supermarket into the coin-goods department, from the restaurant, and, of course, from the main aisle.

It hasn't been unusual for as many as 60 children to be enjoying themselves simultaneously in the area, equipped with dimes issued by their parents, and prevented from squabbling, or loudness by the understanding check-stand operator nearby.

On making up the original layout of the store, the management wisely kept in mind the extremely high percentage of children to be expected in a residential Northeastern-Phoenix area, occupied by the Tovani.

To encourage amusement machine operators to spot the best possible equipment, the check-out was deliberately relocated from the original position planned some 60 feet away, to a point just off the amusement center where plenty of small change is available for parents who sense gladly upon this opportunity to let the youngsters amuse themselves while completing their shopping trips.

A LITTLE COMPARISON

Most any boxing fan knows that flyweights pack a terrific punch for their small size.

And, speaking of small size, coin machine operators are fast learning that, pound for pound, the new amusement game called SKILL CARDS is the hottest money maker around.

It's small, hand-held and enjoys big take. That's a winning combination; isn't it?

Get full particulars on this game of the year. Call today. In fact, do it right now. You'll have a sample the day after you call Phone: Algonquin 4-4600.

A TOONED

REDD DISTRIBUTING CO., INC.
126 LINDON ST., BOSTON (BRIGHTON) 35, MASS.
EXCLUSIVE NATIONAL SALES REPRESENTATIVES

WORLD WIDE GIVES
You January's Best BUYS!

BASEBALLS

Wall Boxes

Wurlitzer

242, Sol., Soc. Chute... $89.50

SEEBURG

3W-1.

$39.50

2424 - 33rd St.

$39.50

120 Selections

120 Selections

$49.50

$39.50

Cable Address: "GAMES" Chicago

Terms: 1/2 deposit required.

RECONDBANTED
GUARANTEED

SEEBURG

225... $855.00

201D... $775.00

H100G... $365.00

10W... $325.00

3W1 Wallbox... 47.50

SEEBURG HIDEAWAYS

H200. $350.00

H100W... $250.00

H100A... $75.00

WURLITZER

2200... $475.00

CIG VENDORS

SEEBURG 61... $249.00

CORSAIR

30 cals... $229.00

EASTERN MARK II

22 cals... $99.00

Terms: 1/2 deposit required.

WORLD WIDE DISTRIBUTION CO.

728 East Erie Blvd.

Syracuse 3, N. Y., U. S. A.

Phone: Onondaga 5-5232

BUY Bally

TOP EARNINGS

IN EVERY TYPE OF LOCATION

EVERYWHERE

GIVE TO DAVID KIDNEY CANCER FUND

A NEW NAVY AND NAVY AIR FORCE BUILDING

WORLD WIDE DISTRIBUTION CO.

728 East Erie Blvd.

Syracuse 3, N. Y., U. S. A.

Phone: Onondaga 5-5232

SIX FOOT BOWLERS are set side-by-side off the main aisle.

Try answering ads... SAY YOU SAW IT IN BILLBOARD MUSIC WEEK

NYSGO Meets

Continued from page 65

Cherie Association, took time off from her busy schedule to attend the meeting.

Legislative Work

Mrs. McCarty, who has been watching the interests of the New York State operators at the Legislature in Albany, reported that one bill which would license every cigaretteler, operator and machine being through the main entrance of the store, passing through turnstiles from the supermarket into the coin-goods department, from the restaurant, and, of course, from the main aisle.

It hasn't been unusual for as many as 60 children to be enjoying themselves simultaneously in the area, equipped with dimes issued by their parents, and prevented from squabbling, or loudness by the understanding check-stand operator nearby.

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New ACA Building

Continued from page 58

New out and designed for the coin-operated industry. Completely air-conditioned, the spacious 3,000 square feet houses Luehrs office as well as the accounting and programming departments. The lower floor of approximately 5,000 square feet is devoted to the storage of the equipment in all respects. ACA also owns the adjoining building, which will permit expansion. The-F roof is private parking in the rear of the structure for the radio-controlled service vehicles.

ACA was established in 1952 when Mills Enterprises was purchased. Since that time, the operation has been expanded approximately ten times. Locations include transportation terminals throughout the West, variety chain stores, bowling alleys, drug chains, Army and Navy and Air Force installations, bars and restaurants.

Trade Overwhelmiant?

Continued from page 55

become so narrow that even comparatively modest foreign income in the U. S. market would now have in the American industry.

Heretofore, the U. S. market has been content to hold the 13 percent share of this foreign market, realizing that efforts to hike the tariff would invite retaliation abroad. But the concern is that the U. S. gold gap has altered the competitive picture.

Giant Drop Crisis

The feeling here is that foreign producers are under sufficient pressure generated by the gold gap crises to accept a hike in the U. S. tariff, perhaps not back to 15 percent but in between 20 and 25 percent.

Aside from the U. S. tariff, it is time U. S. producers took energetic action to obtain concessions from their foreign competitors in Central and South America. Export-import specialists here concede that there still exist many countries discriminating against U. S. coin machines in one way or another.

Briefly, the tariff situation has to be viewed in the light of these three factors, the European, the Latin American, and the Mexican.

1. The European Common Market will be detrimental to U. S. exports because it will give preference to the interchange of European goods.

2. The expansion of the European industry; while under-going a contraction in the number of firms, is displaying a steady growth in the surviving firms.

3. The decline in U. S. production has been simultaneous with the expansion of foreign markets, indicating that the U. S. industry is failing to own and expand its share of the foreign market.

However, in sum, the American industry has not met its vast home market which is not hosted by the restrictions existing in Europe. Preservation of this home market against effective, if not ruthless, foreign competition should be the primary aim of the U. S. industry.

Such, at any rate, is the perspective of the U. S. coin machine industry and its export problems held by the trade specialists here.
De La Viez Out Of Hirsch Firm

WASHINGTON — Hirsch de La Viez, active for 25 years in the coin machine industry, has sold his interest in Hirsch Coin Machines to Phil J. Mason, a company officer and lifetime associate in the firm. De La Viez has severed all relations with the company, but will be actively interested in the industry, and will "distribute in store business," according to Roger Squids, treasurer and secretary of the company.

Mason, well respected in the area, was elected president of the firm. His wife, Rose, is vice-president. The company will operate under the Hirsch name. There will be no changes in personnel.

Mason, who is 45, came to this area originally from New Jersey. He has four children—one girl and three boys—and two grandchilden. He and Mrs. Mason live in nearby Bethesda, Md.

Squids also has announced that the company is back in cabinet vending. He said it has become a "necessary adjunct" to the joke box and amusement machine operation. The firm will continue its coin vending in 1957, but dropped last period of the operation after several months.

FOR SALE
3 Auto Phonos, 7, restored and run $100
2 Trigger Phonos. Ex. + $10
Juke Box 145
Pocket 75
3 Japan Japs. Ex. + 2
McDonald Blue Ribbon Amusements
3724 Pearl AVE
Say you saw it in... BILLBOARD MUSIC WEEK

The "Compact" with BIG TABLE
ACTION AND APPEAL...

GIVE TO DAMY RONUN Cancer Fund

NEW
MODEL 9000
6-POCKET
POOL TABLE

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West German-Red Coin Boom in Offing

By OMER ANDERSON

BONN — West Germany's insidiously signed trade agreements with the Soviet Union and Communist East Germany are expected to boom the coin machine industries of the three countries.

"Boom" may be putting it too strongly, but all experts involved in the lengthy trade pacts negotiation-agreements agree that the big three-cornered trade deal will stimulate coin machine manufacture all around and across the board.

These are the facts: 1. West Germany and the Soviet Union have signed a three-year commercial treaty providing for 1961 trade of $214 million in each direction.

2. West Germany and Communist East Germany have agreed to extend their present treaty which has been in effect since 1951. This agreement looks to a gradual increase in all categories.

3. Electronics and mechanical product given special attention in the treaties, and coin machines occupy a prominent station within this category.

An official in the trade section of the West German Foreign Office summarized: "You ask about coin machines..."

The situation here is relatively simple: We have, we think, Europe's biggest and best coin machine industries. The Community, we develop, are mad about coin machines.

Planned Purchases

"The Soviet Union and East Germany have already indicated quantities of coin machines from our industry, and we understand the USSR is developing a large industry of its own, presumably within the framework of the Common Market agreements."

A subsidiary beneficiary of the trade pacts is the West Berlin coin machine manufacturer, center, one of West Germany's major production areas.

West Berlin has been the staunch blue block in trade negotiations between West Germany and the Communist countries. The Bonn government has agreed to extend this trade agreement in early September in retaliation for Communist harassment of the West German outpost behind the Iron Curtain.

New Treaty

Negotiations between Bonn and Moscow for a new treaty reached an agreement that signed in 1958 and expires at the end of 1960 have been deadlock over Bonn's demand that West Berlin be included in the new pact.

The Communists have now agreed in principle to permitting West Germany to coin jurisdiction over West Berlin. While such complex agreements would seem like a gigantic leap forward, negotiations have stated in effect that they plan to blockade West Berlin or other drastic measures against the city.

Parent Token

Such implied assurance is a potent tool to harass West Berlin coin machine manufacturers, who have lived in a day-to-day state of Communist blockading.

"How can you plan long-range production programs when you never know when the Communist will lower another blockade or contrive some other form of harassment?" one Berlin producer complained.

Most West Berlin coin machine manufacturers now believe that a showdown Berlin crisis is a real threat to their existence. They reason that the trade agreements are the best evidence that the Communists feel they can gain more by peaceful manipulation than by tough-guy tactics.

This analysis, in fact, is confirmed by Soviet officials as the Russian Embassy in Bonn. An Embassy first secretary concerned with trade affairs commented, "It is possible for communist and capitalist enterprises to compete—and compete with hopeful conclusions—such successful results as trade agreements have demonstrated that the trade agreements are the best evidence that the Communists feel they can gain more by peaceful manipulation than by tough-guy tactics."

We have demonstrated already that we can trade with capitalist countries. Our trading on the international market is a success example; they are outfoxing us even in their own backyards.

But we are interested in more than oil; we intend to expand our trade in all forms of production with real economic value. This includes coin machines. Comrade Khrouzhev has ordered a big production program for vending machines, as you probably know.

"We are interested in vending machines—very important. And there is no reason why coin machines should not prove popular in Russia. We are not opposed to building gambling we have horse racing with wagering."

"Let me say this: whatever we produce, it is with the aim of producing more and better and least expensive goods than the capitalistic countries. This will be our goal until the day when there will be no Soviet- made coin machines in Europe, even in America."

Soviet sources have stated that plans are well-advanced for production of the new general trade pact, the 80-section Radotse-Rus-"the" -for-"s"-a-"r"-ter. One prototype — "the" — is finished in Leningrad, Kiev, and on Russia's Black Sea coast.

The Radotse is described as a commercial box having offering new refrigeration units, at same time, requiring scant servicing. The Soviet source has explained, "We intend moving into more sophisticated, enclosed boxes later on. The Radotse is what you Americans would call Model "F.""

The Russians intend producing the Radotse for a Communist-mob main market estimated at 500,000 boxes. By concentrating, at outset, on a single model and producing for a captive market, the Soviets plan on being able to price items high enough to reach levels well under competing Western jube boxes.

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British Customs Men Investigate Origin of Mystery Batch of Fruits

BY RINGO BEAUFORT

The British Customs Authorities have, in the past few days, been carrying out an intensive investigation into the origin of a considerable number of fruit machines present in the U.K., or in the hands of distributors and operators, in several towns in southern England. It is believed that the machines in question, which may have been offered for sale as "New Mills fruit machines," have Japanese origins. Japan is one of the few remaining trading areas from which equipment cannot be imported into the U.K.

Customs men have had long interviews on the subject with leading coin machine men in London and elsewhere, and it is believed that certain machines, with serial numbers of a known sort—connected with a firm previously involved in investigations of a similar kind—have been examined by the officials, who ordered that unless the machines be moved or used, at least for the time being.

Meanwhile, the following advertisement has been appearing big and bold, with a picture, in British trade papers, under the banner of Las Vegas Coin, established in Los Angeles by Pops Ferman to import and distribute Mills fruits, as sole concessionaires.

"Finding War to Operators and Club Secretaries. This is the only genuine Mills machine made at the factory in Reno, Nevada for playing the English market. Any 7.77s or 21 Mills being sold or hired as new, genuine 6d. Mills Machines are either imitations or rebuilt machines. Con- tact us by phone (420) before you buy a machine offered as a new Mills."

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