3 Wallichs Music City Stores to Offer Charge Service to Established Patrons

By LEE ZHITTO

HOOLYWOOD — The three Wallichs Music City stores here will offer a charge account service to their established customers. Starting March 1, Music City will issue a credit card to old and new customers, permitting them to charge purchases at any of the three stores in the Wallichs chain.

Decision to add the credit plan came after extensive research into customer categories and their buying habits. Music City found that a considerable segment of its business comes from repeat customers. A high percentage of these are professional people, who, for the most part, carry high-volume store volumes. Many of these people prefer to buy their telephone; also, since the advent of the various credit cards, most professional people do not carry an excess of cash with them. They are in the

Habit of charging their other purchases, and would appreciate the opportunity of handling their record buying the same way.

No Wide Promotion

The stores will not widely advertise the availability of its charge accounts. Instead, Music City is going through its sales records, writing out its consistent customers, its heavy C.D. buyers and business firms who have been repeat patrons, and will invite them to open accounts. Music City now carries approximately 1,000 business charge accounts, including various radio stations, music publishing firms and record companies. Up to now, it has been forced to turn down requests to open personal accounts.

Music City feels its credit plan will facilitate buying for many of its customers, encourage bigger sales, and cement the loyalty of its consistent patrons. In addition to its own credit card, Music City will continue to honor the five public credit cards it now accepts: Diners Club, Carte Blanche, American Express (Continued on page 10).

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Col. Club Adds Kapp: MGM "Due?"

By ROB ROLONTZ

NEW YORK — The Columbia Record Club has added another name to its roster of clients. The label already signed with Columbia is Kapp, and the label now negotiating with Columbia is MGM Records. The label will handle Veve Records; it has been distributed outside labels for a long time. Right now the Columbia club is handling Verve, a division of Columbia, and is calling it "Due?"

Hollywood: Capitol Records last week prepared a special LP exclusively for broadcast distribution utilizing of its artists repertory. The record's label is "Due?" Weekly's 13th Annual Disk Jockey Poll. The program will be used by the label to blanket the nation's disk jockeys.

The album, "Caped Disk Jockey," contains "Due?" on 13th Annual Disk Jockey Poll. The program will be used by the label to blanket the nation's disk jockeys.

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Atlantic-Atco Hits Hot 100 with 7 sides.

New York - Atlantic Records and its subsidiary label, Aetna, are hotter this week than since rock and roll was in its heyday - with eight sides on Billboard's Music Hit's "Hot 100" chart.

Atlantic has three sides on the chart, "I Count the Tears" by the Drifters, No. 23; Carla Thomas' "Gee White," No. 45; and "You're the Bus" by LaVern Baker and Jimmy Rick, No. 87. Aeco has five on the "Hot 100" - Ben E. King's "Spanish Harlem," No. 26, and "First Taste of Love," No. 93; Jorgen von Bohlen's "Menina," No. 48; the Coasters' "Wait a Minute," No. 39; and Bobby Darin's "Lazy River," No. 56.

Cold Waves Rack Midwest, But Stop Only Few Deliveries By Nick Biro

Chicago - Severe cold waves are reaching the Midwest, but are expected to stop before they get too far along. The cold front continues to cause an annoying situation. Records were being played on the air, a demand was being hit by trucks and planes were seriously delayed.

The new Elvis Presley disk, for instance, was an air hit, but many were unable to obtain their machines and with records getting beyond the need for them at the rate that it was percolating through them. The storm conditions over the area were severe so that dealers shut up shop. Some manufacturers and distributors said their crews worked around the clock in an attempt to try to deliver every schedule. Many distributors took the matter philosophically, with such a remark: "We are not in business for the people not in stores, but that means we must make a bigger effort," or, "The storm has hit, but we'll have a big year anyway.

Rock & Roll Oldies Turning Gold

By Bob Rovlitz

New York - Publishers who laughed when Elvis Presley sang "Hound Dog," "Jailhouse Rock," and "Fever" should think again. John performed "Fever," are finding out that there's gold in those old rock and roll hits. In fact - and that this will be considered heresy in some circles - the old rock and roll hits are turning into standards. They are getting reissued again, performed by various groups, and on in-person shows, and even now and then played in movies on TV.

The recognition of rock and roll music is growing among music connoisseurs in the music industry. Not to the record companies that published the hits, but to many publishers who were left stranded by the emergence of rock and roll itself that they were left behind and instead of listening to it. Some of these same publishers are now looking enviably at the catalogs bulging with rock and roll tunes, and in a number of cases, are making offers to purchase some of these copyrights.

What is happening is what never happened in the music business before - about three to five years after they hit the charts. The a.d.s who marketed the tunes in the past placed all their efforts on the income from the material, but in many publishers who were left stranded by the emergence of rock and roll itself that they were left behind. Some of these same publishers are now looking enviably at the catalogs bulging with rock and roll tunes, and in a number of cases, are making offers to purchase some of these copyrights.

Griffin 'Banned' Promotion Trips

New York - New Marlton Record Art director Earl Griffin has been making hops that will eventually take him for interviews and appearances in most cities mentioned on his new "Banned.""s

Sandwiched between his regular duties as en route on the five-week "TV show should be an annual event. His weekly show as singer host is scheduled from Saturday to Saturday. Griffin has been using radio and video interviews with leading artists mentioned in his new novelty, "Banned," and has an agenda for the coming weeks.

In a bid to attract their way this year for the "20th Century-Fox" series, SS. Norey Cornho, James, and John Vann have received which was covered by several labels when it first released last year. Frank Sinatra's first single for his own label, Reprise, features the song, and the Kirkby Stone Four also has a new session on this week's "Swing Time," and "Shadows and Hopes," which was a big single hit for Sinatra.

Reprise Picks '5 Outlets

Chicago - Reprise, the new Frank Sinatra label, has picked five radio and television cities - Chicago, Detroit, Cleveland, Minneapolis and Milwaukee. The label will announce its full distributor line-up within a few weeks.

In Chicago, Reprise will be handled by M.S. inds outlet headed by Sol Goldman. His Chicago area, M.S. of Cleveland, will also hold a management. The Chicago offices of would replace your subscription to Billboard if you are moving. Send to: Billboard Music Week 2160 Patterson Street, Columbus 22, Ohio.
Korvette Y. Stores Howk Super Sale on Stereo Wax

BY REN GREVATT

NEW YORK.—A super-spectacular sale of stereo records was going on at press time Friday (10) at all Korvette stores in the metropolitan area. Referring to an earlier sale of Columbia LP's, a Korvette record department spokesman said, “We’ve got a sale going now where we are offering labels even lower prices than our Columbia sale. I can’t tell you the price over the phone but you can get just about 50 per cent off on everything if you come over here now.”

Speculative record discount offers greeted readers of the New York Post. An advertisement inviting customers to come into any E. J. Korvette store to buy “All Columbia LP’s at 44 per cent off manufacturer’s suggested list prices.” All $4.48 for packages were offered at $2.79, while $5.98 albums carried a tag of $3.34. Albums of the $6.08 class were 100% off.

The previous week on January 26, 27 and 28, a similar series of ads on behalf of Kellin’s was run in the New York Daily News, New York Sun, and the Massachusets paper of the Brex. Similar prices were stated.

Unusual Facets

There were several unusual facets of these ads. First, each benefited from co-op advertising money from the local (Columbia) Records branch. Secondly, the ads carried the impression that all Columbia stereo records were available at the stated price, even though in the recent past, one major company branch took issue with buyers for inquiring in as much as not all catalog product was available, when, of course, it was, only a limited selection of titles at all the special price. In the current case, a Korvette spokesman said that the ad referred only to Columbia catalog product in store at the time.

In the past, it was usual, or at least no co-op money has been forthcoming from distributors to dealers for ads in which discount prices were made available. It has been that full list prices or no prices at all are stated.

The deals with these two stores were set up by Paul Southard, Columbia Records Publicist.

Smaller local dealers were viewing the move as one cast on an uninviting net on the part of the distributors, trafficking with the big boys at the expense of the little dealer.

Pubbers Charge ASCAP, Justice Dept. Of Failure to Block ‘Unfair Procedures’

WASHINGTON—In a detailed plea to the Supreme Court to re-open 1959 ASCAP consent proceedings, three distinguished pubbers invited the justices to accord the National Association of Records Dealers, the American Society of Composers, Authors and Publishers and the National Broadcasting Company, the same right to appeal a decision, in a proper case, as had previously been accorded to the airlines by the courts...

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Enoch Light & Associates

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The SOLITARY

LONSONE LOVER (Mauren, BMI) (252)—The Soli chicks are on a bright, swingy ditty and a strong lead in it with a solid Cow Song-type vocal. Could be big. Flip is “Pretty Thing” (Mauren, BMI) (1923), Old Town 1996

Out Next Week!

1961 Winter Phonograph Buying Issue

Featuring a detailed check of all of the new phonograph introductions by manufacturers since early fall, packed into one convenient . . .

Up-to-the-Minute Phonograph Buying Directory

which will be read, and kept, and used by America’s record-selling phonograph dealers right into next fall.

Chili Retailers Vs. Disc Clubs

Case Goes On

CHICAGO—The case of certain Chicago retailers versus the operations of Columbia Records Victor and the Capitol Records and the speakers and recording companies in this area, took another turn this week. An agreement reached several weeks ago regarding so-called interlocking and discovery rights of the defendants would be in a hearing on September 27th, with the result that the whole matter was rescheduled for the appointed special master for a decision. In the earlier decision, defendant’s lawyers were given the right to inspect the membership records of the American Association of Phonograph Dealers of America, an organization of dealers which has made no secret of its support for the dealer plaintiffs in the case. At the same time, the court decision declined defendant’s plea for access to SORIF information. When it was first effectively the terms of the agreement, opposing counsel for most of the major record labels together with the whole master was re-argued before the court. Now, it was again decided to inspect the records of manipulators in the early pretrial stages of the case.

Imperial Acquires Fairway Music Co.; Add 1,400 Tunes

HOLLYWOOD—Imperial Records, president, Lew Chudd, last week bought Fred Stryker’s Fairway Music Co., who owned and operated a catalog of approximately 1,400 copyrights to the Chudd outfit.

Stryker last year combined his heavy rhythm and blues label and his library of tunes with Chudd’s latest publishing acquisition company, known as Windward tunes, “Bamba”, “Grulla”, “Girl”,” I Forgot More Than You’ll Ever Know”, “Mississippi Mud” and retains his Fairdell Music (BMI) catalog.
**MUSIC AS WRITTEN**

**New York**

Lou Silberling, officer and director of Famous-Paramount Music, is mighty proud of the fact that his son, Edwya, former special agent of Suffolk County, New York, has been appointed to the post of chief prosecutor in Attorney General Rockwood's office. The young man has gotten a job with A. T. & T. Distributors in the Quaker City . . . Ed Seinfeld has joined Budd Helmuth's India promotion firm, Budd Productions . . . Al Mehegan's son, Neil, has had his bar mitzvah. Neil is 14 . . . Harry Holtzman, head of the Holtzman Co., has been appointed D. & T. Distributors in the Quaker City . . . E. B. Marks Music has acquired the theme from the Columbia Broadcasting System's new series about the Mafia (13) on the CBS-TV network. Time was penned by Bob Cobert, and has been waxed by Barney Wayne for Everett.

Asst Records of Philadelphia has added Lester Distributors in Baltimore as its distributing firm. They are handling distributors in Philadelphia, . . . A screen可知是Chicago, 应为Chicago.

**Chicago**

Some 75 musical industry stalwarts staged a surprise testimonial dinner/honk last week for Erwin Bapp, honoring him for having been in the business 30 years. Bapp will take a trip to England next year as the representative of his company, Mercury. . . . The Chicago music community again went out to support a Chicago cuban artist who has lived his whole life in Cuba, and has been named Dan Balitza (no relation to the former dictator of Cuba) as a member. . . . Freddy Price and Jimmy Day have opened Global Rocking Associates in New York and changed its name to VCB Records. The FTP label has obtained the rights to the track of the new cartoon TV series "The New Adventures of Pinocchio."

**Col. 'Hall of Fame' Hits Issued on 33 Singles**

**New York**—Columbia Records, as a part of a drive to help put out as many new artists as possible in its pop and 15 of its pop, 10,000 albums, has released 33 singles. The Hall of Fame series, originally produced to satisfy the needs of record buyers throughout the world, has been heard over radio stations and record stores by the label's pop and country stars over the past year.

In order to make the new compact 33 Hall of Fame predictable to the record buyers, Columbia has cut the six singles, and released two singles, that include two prepacks, both of which are full of information and a special stocking plan for stores. All of the Hall of Fame series will be on sale in price exchange.

Columbia is making both a pop and a country prepack of these records. Both the pop prepack and the country package will contain 10 records, and each is comprised of two or four of the 15 different selections. With each of these prepacks, there will be a postcard box that will hold up to 50 records and can be sent to any Columbia station manager, and it is contained in a special sleeve. There is also a Hall of Fame window display.

In the pop groove, the records are prepack names: "The Dave Miller ("Yellow Rose", "It's Not for Me to Say"), "The Yvonne Elliman ("You Are My Star"); "The Guy Mitchell ("Perfection", "Make It a Success"); "The Joe Farnsworth ("How Can I Tell You"), "The Toles, The Biontis ("Wild Flowers", "The World Is Too Big For Us"); "The Brian Shackford ("In My Heart指), "The D. & T. Distributors in the Quaker City . . . E. B. Marks Music has acquired the theme from the CBS-TV network. Time was penned by Bob Cobert, and has been waxed by Barney Wayne for Everett.

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**SORD Board Mulls Mar. 20**

—The Society of Record Dealers of America has tentatively scheduled a meeting of the board of governors for the Spring Meeting in Coral Gables, Fla. A questionnaire will be sent to the members by SORD President Howard Judkins asking the time and place most suitable to the individual dealers. The above-mentioned date and place are expected to be agreed upon.

Host dealer for the affair will act as the President of record dealers, Mike Spector, of Coral Gables. A key report given by Robert B. Finney of a report to be made by Robert B. Finney to a discussion of reorganizing the SORD organization on the district basis, and the future of the SORD operation throughout the country. B. Finney recently addressed the last week between Judkins and SORD Treasurer Louis Shapiro brought agreement on continuing the matter of the Columbia Home Music network on the same on sales campaigns as a major topic at the Florida meeting.

**Mercury, Studies Step-Up in Overseas Disk Activity**

**Chicago**—Changes in the European record industry are reflected in Mercury Records Corporation here to take a long, hard look at the entire market, and the firm is stepping up its disk activity in this area.

Bruceacers, head of Mercury’s international division, headquarters in Geneva, Switzerland, was due to arrive Sunday (12) for a week-long meeting with Mercury representatives in Geneva. John Green and Irwin H. Steinberg, executive vice-president of the firm here, are among the subjects dealing with the firm’s activity in the United States.

Steinberg indicated that the entire record industry outside of U.S. has changed in recent years, that, for example, music produced in Europe was becoming increasingly important, not only in the European countries themselves, but in this country too.

He said that new world markets were constantly opening and that Mercury was pointing toward increased trade between countries.

Along this line, Green, Steinberg and two representatives of Mercury’s entire license organization as well as discussing the extension of existing foreign contracts, will label its plans to expand foreign agreements with countries which have not yet been represented.

Another area of exploration will be the potential of the U.S. market to the music country and the increase of Mercury’s recording program.

**London Dates**

The Mercury Records ambassadored a schedule of 30 to 40 sessions in London with Anil Dorat which should result in 10 album releases. Mercury has already done work (Continued on page 8)

**U A Introduces 11 New Feb. Albums**

A TRULY GREAT ARTIST!
A TRULY GREAT SONG!
DORIS DAY
SINGS THE FIRST STANDARD OF 1961

"MAKE SOMEONE HAPPY"
FROM THE SMASH BROADWAY HIT "DO RE MI"
B/W "BRIGHT AND SHINY"/ COLUMBIA RECORDS

4-41944—ALSO AVAILABLE ON SINGLE
SAN REMO PICK
PERFORMED BY
LUCIANO TAJOLI

NEW YORK—Ray Ellis, well-known arranger, conductor and A&R man, will shortly move to the RCA Victor fold, according to reliable reports.
Ellis will sign an artist contract with the label and will have the opportunity to turn out at least two albums a year. He will also become an exclusive producer for the label, even though the producing arrangements would be subject to any agreement, rather than formal contract. Ellis will also actively enter into the singer development and packaging of the label.
On the A&R front, Ellis will be assigned a number of artists already signed to the label, and will bring in additional talent himself, for whose recordings he will be responsible. Ellis is expected to officially sign the new agreement within the next 10 days and will continue to operate with Victor on or about March 6.

ANDY WILLIAMS
YOU DON'T WANT MY LOVE
CARADINE '69

EML Exec, Walters Visits Subsidiary in Johannesburg

LONDON—Harry Walters, an executive of EMI's international record division, leaves London today (13) by air for Johannesburg. He is going on a visit to EMI's South African subsidiary and he plans to cover the whole of the country's music industry.

As well as viewing EMI's operations, Walters also hopes to meet all local publishers, disc jockeys and music executives. Despite the road trip he is planning, the trip is expected to go ahead.

Timing of the visit was made to coincide with tours by several of EMI's British artists for South Africa. Scheduled for the next few weeks are Billy Roberts, Richard the Shadows, Chris McDowell, Shirley Douglas, Dave Sampson and Ruby Murray.

This is Walters' second interview. He made a previous tour of the United States and has visited EMI's other international分公司 music repertoire department at Hayes, which he plans to visit.

SMOKE ON THE WATER

EMI's $10 M. SHIP DIES |

Hank Ballard and the Midnighters
“LET’S GO AGAIN”
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“LET’S GO AGAIN”
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BRAND NEW and Already Making The Charts!

Adam Wade
TAKE GOOD CARE OF HER
COED 546

Johnny Mastro
THE VOICE OF THE CRESTS
MODEL GIRL
COED 545

2 EXCITING NEW ALBUMS

Adam and Evening
ADAM WADE
ADAM WADE LPC 903 (mono) LPSC 903 (stereo)

16 FABULOUS HITS — THE BEST OF THE CRESTS LPC 904 (mono)

The New Stars Are On COEDO

1619 Broadway, New York City
Pubbins Charge ASCAP, Justice Dept.

- Continued from page 3

members, justice in this case was literally blind to the original purpose of correcting the deficient 1945 decree, since it was an innovation of the courts. But the new policy was then functioning.

In a press release dated December 1960, the Justice Department reported that the new policy of publisher control by substituting performance credits for revenue at basic rates for various classes of publications. This policy actually works out to a formula widespread opportunities for control by dominant publishers and their 73 affiliate members, the Fox Broadcasting Company. Justice also points out that the 10 largest publishers to the apparent approval of most of the record power is also misleading, the brief says.

Under the 1960 terms, the initial voting strength of the 10 leading publishers would be 37 per cent of total vote, according to ASCAP's "own counsel," the brief notes. But the decree actually permits a 10 per cent vote to the 73 "standard publishers" who, the brief states, "are dominated by 10 companies and to 37 per cent by a group of 73 companies." The brief also notes that a ship owner offers a "clear and present" danger to the "public interest." This allowance has never been challenged by ASCAP in court or ASCAP, the brief concludes.

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VERSATILE RAY SENDS TWO BIG ONES INTO THE CHART-TOPS!

RAY CHARLES—DEDICATED TO YOU. Ray jets in with another hit album to rival his great singles, "Georgia on My Mind" and "Ruby"...a showcase of strings, vocal effects and big band, swingin' to "Cherie", "Nancy", "Marge" and 6 other famous titles.

ABC 355 (Stereo) ABC 356 (Mono)

RAY CHARLES: GENIUS + SOUL = JAZZ, leader of the soul movement and winner in the 1960 Down Beat, Metronome and Playboy Readers' Polls...on the exciting new label that's bringing in the new wave in jazz—IMPULSE!!

Impulse/Al 2 (Stereo) Impulse/Al 2 (Mono)

ABC-PARAMOUNT
Sinatra’s first single on Reprise is a notable pairing of two unusual songs by Sammy Cahn and Jimmy Van Heusen:

THE SECOND TIME AROUND*
b/w TINA*

It is Sinatra in rare voice and mood, doing Sinatra things to refreshing lyric and melodic material. Without laboring the point, pre-release comment indicates this just might prove to be one of the most spectacular Sinatra singles of this (or any) year.

*R-20001/REPRISE RECORDS • 8380 MELROSE AVENUE • HOLLYWOOD 46 CALIFORNIA
VERVE Launches LP Literary Sets in Special Promo

HOLLYWOOD — Verve, the label that presents another facet of the spoken-word side of recording by launching a series of LPs. Initial literary release includes Joseph Cotton's "Letter from Siberia," letters of Thomas Jefferson, Alice B. Toklas in readings from "The Alice B. Toklas Cook Book." Author Evelyn Waugh is heard in selections from "The Loved One," Helen's other works, and an LP devoted to English novelist Angil Wilson reading selections from his short stories.

Verve sales manager, Bernie Silversman, is calling on distroils to establish specialized avenues of promotion for the series, including covering literary reviewers and educational editors, with copies going to school papers and libraries in addition to the regular department store and record store promotion. Diks and displays will be made available in three sizes as well as the regular record retailers.

Literary series' initial four-album release is in addition to the five album set called "The BHI Brooklym Session," recorded in 1957, Big Bill's last recording before his death. Session was produced and directed by Bill Halley. Set is packaged in a special album box, carrying a Donald L. Stone Martin painting, will be sold as a disk documentary of the blue. Set lists at $29.90. Verve has released in addition to a "Johnny Hodges Jazz LP." "Liberty Adds LP's..."

WASHINGTON — Carl Haverlin, president of BMI, on Thursday, announced the January 1st of the Group of the District of Columbia here last night (12). The award, initiated this year, cites Hadrien, well-known student of the late composer, Edward Dufresne, as a "preserver and diffuser and interpreter... of the Lincoln testament..."

Haverlin accepted the award from Col. Ralph H. Truitt at a dinner of the D. C. Lincoln Group in honor of the 100th anniversary of the anniversary of Lincoln's birth.

The BMI president, who has lectured widely on the life of Lincoln, is a friend of the Lincoln's, is a "preserver and diffuser and interpreter... of the Lincoln testament..."

"Lincoln Award" was presented to the Lincoln Group of the District of Columbia here last night. The award, initiated this year, cites Haverlin, well-known student of the late composer, Edward Dufresne, as a "preserver and diffuser and interpreter... of the Lincoln testament..."

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Blasting wide open!

The No. 1 instrumentalist of the year* does it again

...6 IN A ROW

Bill Black's Combo

"The untouchable sound"

HEARTS OF STONE

ROYAL BLUE

45-2028

Hi RECORDS

ONE OF THE LONDON GROUP OF HIT LABELS

539 WEST 25 STREET, NEW YORK 1, N. Y.

24 weeks on the charts and still climbing
WIN YOUR NEXT RECORDING SESSION

(Probably the most important of the conventions you'll attend this winter)

* (or your first, for that matter)

By HARRY ALLEN JR.

TORONTO — Unable to keep up with the competition of price cutters, record clubs, high rent and heavy inventories required, Canada's first record specialty store, Promenade Music, is folding its main operation.

Lang Evans, owner-manager of the midtown store, will maintain his north-city branch, "where rents are more realistic and I don't have to fight the competition of the price cutters."

The store was opened as the country's first store specializing in records in 1938 by William Low, now general manager of Composers, Authors and Publishers Association of Canada Ltd. At that time he had the agency for Canada for Columbia Records, and proved that the label could be sold in competition with RCA Victor disks.

"The manufacturers are unrealistic. They keep on filling your shelves even though they are already bursting," he said.

When ear manufacturers find their inventories high, they stop producing, asserts Evans. "Why can't record manufacturers do likewise?"

Evans also blamed the record clubs for his troubles where the clubs offer merchandise "at less than we can afford to sell them." Evans tried selling his records at $20 per cent discount, but this didn't help business. His customers couldn't understand the discount and business didn't increase sufficiently to absorb the decline in sales.

High rent in an area comparable to the famous shopping areas in the world also contributed to Evans' forced closure.

He was lucky that his lease is expiring, he said, giving him an opportunity to explain to the public in simplest terms his closing.

RCA Victor of Can.
Kicks Off 3 for 2
Record Promotion

TORONTO — RCA Victor in Canada has come up with a three-for-two promotion. For every two records purchased, customers receive one additional free record. The plan is exclusive to Canada.

Back up the promotion, which opens on the consumer level Feb. 13 and runs for a month to March 15, will be advertisements in leading daily newspapers, hang-ups and streamers for the stores. Involved will be merchandise selling at 53.98 and above.

To be a part of the plan, dealers are expected to purchase a minimum of 500 worth of merchandise. All the regular catalog material, as well as 1964 new releases is included in the plan.

The operation was kept hush-hush by the company until mailing to every dealer went out just this past week from the various branch offices. The mailing was preceded by branch meetings with Dave Lowe, sales manager, who took detailed to each office in a trip last month.

Top Disk Albums
Taped by UST

HOLLYWOOD—United Stereo Tape's February release will consist of 22 quarter-track, stereo-vinyl versions of record albums produced by five labels. Material comes from Command, London, Medallion, Verve and Warner Bros. Accent on product that has proved its sales worthwhilens in disc form.

On the pop side, UST will issue Mantovani's ('London') music from "Canzon," listed by Billboard Music Week as the nation's second best-selling stereo package. Also from London is a two-heel set devoted to Johann Strauss' "Die Fledermaus." Boxed release will list for $21.95. From Command's roster, UST is selecting "Persuasive Percussion," Vol. 3.

Medallion's portion of the release consists of three packages, as does Verve's, and Warner Bros. adds four to its tape catalog.

NAMM CHIEFS IN HUDDLE

FORT LAUDERDALE, Fla. — The National Association of Music Merchants will start its annual mid-year meeting at the Lago Mar Hotel today (13) through Wednesday (15). The meeting is for officers and directors of the NAMM and as many as 21 States will be represented. On the agenda are reports by officers and considerations of a number of new projects and policies. Administrative matters will also be discussed.
How the Limeliters put their personal Shure microphone to work for them

When the Limeliters get rolling on a roof-raising folk song, the audience just naturally wants to join in. Without a unidirectional microphone (such as their personal Shure UNIDYNE III) the Limeliters would “fight” with the audience sound over the P.A. system—as it is, their Unidyne picks their voices while playing-down the singing and foot-stomping coming from the audience.

Too, audiences know what the Limeliters sound like from their recordings (such as “Tonight, In Person”... their new RCA Victor release). They’ve got to match this sound in their performance. Without a good, wide-range microphone to depend on (many clubs don’t have them), they just would not sound natural and balanced.

The best investment in lifelike, audience-pleasing performance any entertainer can make is a personal microphone outfit. You know just what it can do... and what it can’t, how to place it and how to “work” it. It becomes a strong “silent” partner in the act.

*Unidirectional microphone—picks up sound mainly from the front... suppresses sound from behind... can be “aimed” at the sound source.

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

Nippon Col. Celebrates 50 Yrs.

By JOHN LUCKWERT
Tokyo Correspondent

A modern jazz boom is expected to sweep Japan. A great many modern jazz discs are being issued months after another. As of Thursday, February 10, Top Rank's "Moses" by a 21-year-old pianist, Horace "Kate" Moribaya, and Top Rank's "Soul Searcher" by the Shingo Kitagawa Trio are being sold in full and fast. The Japa-

NEW RELEASES: Now, at a film studio in the city of Osaka, a TV soap opera called "Amore" is being shot. The plot concerns the lives of two young Japanese dandy, who are striving for exclusive clippers of female fans. Nip-

CREATING: The idea of comics in Japan, propo-

BEST-SELLING POP RECORDS IN BRITAIN

By DON WEDGE

News Editor, New York Press

"Sound of Music," the last show written by the Richard Rodgers and Oscar Hammerstein II team, has been set for a London opening May 18. Venue will be the Drury Lane Theatre, housing another Rodgers and Hammerstein production, the "Shanghai" musical "Drum Song." This is the third big American musical to set foot on London's first half of the year. "Bye, Bye, Birdie" opens mid-January. The world premiere of "Camelot" is "Music Man" for a

BRITISH NEWSNOTES

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FRENCH NEWSNOTES

SACEM Calls Major Meeting Feb. 28 to Mull 'Casual Reform'

By EDDIE ADAMS

92 Rue de Marechal Joffre Courbevoie (Seine)

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sembly on February 28 to discuss a "casual reform" of the electoral machinery and other problems. A group of publishers, authors and composers, who has been threatening to resign from SACEM unless SACEM does not reform the rules and bylaws that they already pub-

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DANISH NEWSNOTES

TV Action Helps Show Score Sell

By TED WOLFRTAN
Hotel Osprey, Copenhagen

Polonÿia is finding a good deal of interest in its recording of the opéra bouffe "Fau
catsy" by Jean Doval. The attention of record buyers has been attracted by the full cast recording of "Fau
catsy" by Jean Doval. The attention of record buyers has been attracted by the full cast recording of Polish, and the vocal scores of the opera were sold at a healthy rate. The Polish, and the vocal scores of the opera were sold at a healthy rate.

BEST-SELLING POP RECORDS IN INDIA

For January, 1961

(Continued from page 16)

HOTEL JACOB, No. 2, Colaba, Bombay

1. "No One Ever Tells You" (RCA)
2. "You've Got to Have It" (RCA)
3. "I Could Never Be Your Woman" (Capitol)
4. "The Last Time You Saw Me" (RCA)
5. "I'll Never Fall in Love Again" (RCA)
6. "All for You (My Sweet Love)" (Capitol)
7. "I'll Never Find Another You" (Capitol)
8. "You're a Big Hit" (RCA)
9. "I'll Be Seeing You" (Capitol)
10. "I'll Be Seeing You" (RCA)

NEW ENGLAND: "No One Ever Tells You," by Harry Belafonte and "You've Got to Have It," by Joe Bonamassa, are both featured on the latest RCA Victor releases. "I'll Never Fall in Love Again," by Paul Anka, and "All for You (My Sweet Love)," by Bread, are featured on the latest Capitol releases. "I'll Never Find Another You," by Dusty Springfield, and "You're a Big Hit," by Bobby Vee, are featured on the latest RCA Victor releases.

HORN TIMES 10, Tidewater, Ill.

NINE TIMES 10, Cliff Richard, DB.
the "ANGEL BABY"
NOW EXCLUSIVELY ON
Brunswick® RECORDS

ROSIE

formerly with "The Originals"
sings

"LONELY BLUE NIGHTS"
b/w

"WE'LL HAVE A CHANCE"

Brunswick—55205

AVAILABLE AT YOUR LOCAL DECCA DISTRIBUTOR
**Italian Newsnotes**

**Fini Bush Gets Second Gold Disk**

**By Jimmy Jungermann**

Bayerischer Hof, Munich

Munich lyricist Fini Bush got her second gold disk on Monday, November 9th. In January, she was the million-seller for the international hit, "Einsiedlerlied," and sold almost 60,000 records of "Le Fluch Schiffe Kommen" something like 1.5 million records have been sold, and in March, both songs reached the gold disk record total. She flew in from Athens, Greece.

**SACEM Calls Meeting for February 28**

**Continued from page 16**

Erie Fields and his orchestra (London)...EMI-Pathe Marconi records a film score for Le Corbusier's new Paris building project...The list of composers and musicians has been expanded in the...recorded on 1957 for Columbia in San Francisco and "Barney Bigard-Claude Luter Quintet..." Among the Deca group's January release LP's were those by: Johnny Smith, Gigi Gryce, and Johnny Smith Quartet (Cid), Eddie Cochran and London... Further benefit by the repeated traffic, as each time a customer is seen, their buying power is expected to be exposed to additional Columbia products. It is the plan to increase the off in increased sales for the label.

**New Deal a Bother**

Colin Blue is a case of...giving the home customer a single copy on a one time basis, as well as a...deals on a number of products, the retailer, said Judkins. The dealer knows that the...hearing by the retailer has received a set of as a rule, as well as...its value to an average buyer represents a year's supply of...The total price of music that has paid buy from $475 to $625 in...it's worthwhil...the phonograph and LP library packag...ing. Henry Mancini for a little less...prices instead of the average...sellers. It takes those customers out of the manufacturer's sales for a year or two, or until they have paid off all...recorders is one of the...Aoudex and the Top Gear...the retailer has taken the record...what's more, it's taking away photographers, too...Tubert Does A R. & B. for Barton...Nashville—Local publishers' organization is...this is the installation of Bob Tubert as...Bob Tubert has set up shop in the "Central Radio Place..." The East Barton firm, a UK affiliate, has previously...this is the world's talent in conjunction with..."Jubilee U. S. A." In...Springfield, Mo., the resident of the... resist in Nashville has become...Tubert has, himself...the one with their...and Larry Stoddard, among...the staff of both "Jubilee" and...Nashville's "Red Foley Show."
HANOVER SETS SINGLES ITEMS

NEW YORK — Hanover Signature Records has scheduled a variety of singles releases for the near future. These encompass such diverse items as grand opera adaptations and a throwback to Pity Pop Smith.

Upcoming singles include a release of an instrumental by Ray Black titled "Two Loves," based on a theme from Wagner's "Tristan and Isolde." An efficient promotion drive is backing this one up. The side is backed by "Petro's Jingle Woogie." Also upcoming is a slicing by Gallic传输, Colette Dorel, who has "Teri-cho" and "Ne Joue Pat." A third slicking tape is "Sugar Blues" and "Heartaches," cut in Germany by Ernesto Hall.

Canteen Registers Offerings of Stock

WASHINGTON — Automatic Canteen Company of America last week (6) filed a registration statement with the Securities and Exchange Commission to register groups of stock to be offered by the firm.

A group of 210,228 common shares will be offered pursuant to certain stock option plans, 10,023 common shares will be offered for exchange of all of the outstanding capital shares of Helmut Rob-uck, GMGG, of Hamburg, Germany.

56,250 common shares will be offered for all of the outstanding common stock of Trimmont Coin Machine Company, Trimmont Enterprises, Inc., and Automatic Music Service, Inc., 50,000 common shares will be offered for the acquisition of additional businesses and properties and 157,725 outstanding common shares will be offered for public sale by the present holders who received the shares in exchange for stock of Nationwide Food Service, Inc., and certain Ohio distributors.

Net proceeds from the stock sale under the options will be added to the general funds to be available for corporate purposes, which may include the acquisition of additional equipment, the reduction of long-term debts and the augmenting of working capital.

Warners Acquire Norse Film Track

HOLLYWOOD — Warner Bros. Records last week moved into the foreign movie sound track field with the acquisition of the original sound track to the Norwegian film, "The Passionate Denizen." The deal was concluded following negotiations conducted by the label's international director, Bobby Weiss, with the Norwegian licensee, Egil Morn Jersenz, A/S of Oslo. Weiss was in Oslo immediately prior to returning to Warner's Hollywood headquarters for his current series of conferences.

The label plans an LP EP in the Scandinavian countries consisting of four selections from the score. International release of LPs and EPs of the film music will soon follow. Lewis directed the sound track's recording which features some of the top Scandinavian jazz musicians.

NEUMANN IS HIT COMPOSER

NEW YORK — Billboard Music Week has listed Bert Kaempfert as the composer of "Wonderland by Night" on its Honor Roll of Hits. The actual composer is Klaus Göstner Neumann with English lyrics done by Lincoln Chase.
### BILLBOARD MUSIC WEEK

#### BEST SELLING

**COMEDY LP’S**

<table>
<thead>
<tr>
<th>Artist</th>
<th>Album</th>
<th>Label</th>
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<th>Week 2</th>
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<tr>
<td>Bruce Lee</td>
<td>The Bruce Lee Story</td>
<td>Capitol</td>
<td>W 4054</td>
<td>W 4054</td>
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<tr>
<td>Louis Armstrong</td>
<td>Swingin’ Andrews</td>
<td>Capitol</td>
<td>W 4052</td>
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<tr>
<td>Fred Astaire</td>
<td>Songs and Prose</td>
<td>Columbia</td>
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**BEST SELLING**

**SOUND MAKERS**

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<tr>
<td>Ray Charles</td>
<td>Modern Sounds in Country and Western Music</td>
<td>Columbia</td>
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<td>Johnny Mathis</td>
<td>Just the Beginning of Love</td>
<td>Columbia</td>
<td>W 4050</td>
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<td>Decca</td>
<td>Great Hits of the Century</td>
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**FEMALE VOCALISTS**

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<td>Patti Page</td>
<td>Hallelujah, I'm a Bum</td>
<td>RCA Victor</td>
<td>W 4058</td>
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<td>The Platters</td>
<td>Only You</td>
<td>RCA Victor</td>
<td>W 4057</td>
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<td>The Righteous Brothers</td>
<td>The Longest Time</td>
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**ACTION!**

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<td>Decca</td>
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<td>Exodus</td>
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<td>Music from &quot;Exodus&quot; and Other Great Themes</td>
<td>Maurice Jarre</td>
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**MONOPHONIC**

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**THE LAST WORD**

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<th>Artist</th>
<th>Label</th>
<th>Week 1</th>
<th>Week 2</th>
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<tr>
<td>Shaft</td>
<td>Isaac Hayes</td>
<td>Atlantic</td>
<td>W 4035-36</td>
<td>W 4035-36</td>
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<tr>
<td>What the World Needs Now Is Love</td>
<td>Burt Bacharach</td>
<td>Columbia</td>
<td>W 4034</td>
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**SOUND TRACK**

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<tr>
<td>Action</td>
<td>Ray Charles</td>
<td>Columbia</td>
<td>W 4033</td>
<td>W 4033</td>
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<tr>
<td>Music from &quot;The Great White Way&quot;</td>
<td>John Kander</td>
<td>RCA Victor</td>
<td>W 4032</td>
<td>W 4032</td>
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**FEBRUARY 13, 1961**
ALBUMS

Nine Weeks or Less

1. I'VE GOT A RIGHT TO SING THE BLUES - Blues Forum, Columbia CS 4145
2. NEVER ON SUNDAY - Sound Track, United Artists UAL 4058
3. AN EVENING WITH MIKE NICHOLS & ELAINE MAY - Columbia OCC 2890
4. THEME FROM "THE SUNDOWNERS" - Billy Vaughn, Del. DLP 3348
5. MORE ITALIAN FAVORITES - Concert Ideal, MGM MG 3979

STEREOPHONIC

The Week
1. EDDIOUS - Sound Track, RCA Victor LSM 308
2. CALCUTTA - Lawrence Welk, Del. DLP 33589
3. WONDERLAND BY NIGHT - Bert Kaempfler, Decca DL 1401
4. GREAT MOTION PICTURE THEMES - Portrait Artists, United Artists UAS 6122
5. LAST DATE - Lawrence Welk, Del. DLP 32998
6. CAMELOT - Original Cast, Columbia KOS 2015
7. BELAFONTE RETURNS TO CARNEGIE HALL - Harry Belafonte, RCA Victor LM 5017
8. SATURDAY NIGHT SONG ALONG WITH MITCH - Mark Miller, Columbia CS 8112
9. THEME FROM "THE SUNDOWNERS" - Billy Vaughn, Del. DLP 32549
10. CAMELOT (MUSICAL FROM) - Original Cast, Columbia CS 8112
11. UNBEKANNT KELLY BROWN - Original Cast, Capitol SW 1598
12. MORE ITALIAN FAVORITES - Concert Ideal, MGM MG 3979
13. CHEF ATKINS' WORKSHOP - RCA Victor LSP 2292
14. ITALIAN FAVORITES - Concert Ideal, MGM MG 3979
15. UNFORGETTABLE - Dinah Washington, Mercury SR 60252

LP'S by CATEGORY

Music From Exodus and Other Great Themes (M-5)
Mantovani
London SC 3321; PS 224

Operetta Memorial (M-8)
Manetti
London LD 3181

Peter Gunn (M-5)
Henry Mancini
RCA Victor LPM 1595; LPM 1596

Theme From A Summer Place (M-5)
Billy Vaughn
Del. DLP 3276; DLP 25276

BEST SELLING PERCUSSION, SOUND LP'S

Bonga (M-5)
Los Adoradores
Command RS 808; RS 808 D

Bongos, Flutes and Guitars (M-5)
Los Adoradores
Command RS 812; RS 812 D

Peru Percussion, Vol. I (M-5)
Terry Snyder
Command RS 800 D

Peru Percussion, Vol. II (M-5)
Terry Snyder and the All Stars
Command RS 808; RS 808 D

Concert in Rhythm, Vol. II (M-8)
Ray Conniff
Columbia CL 1415

Concerto Under the Stars (M-8)
Leonard Bernstein
Columbia CL 5413

RHYTHM & BLUES

Guitar Hit-Bowl (M-8)
Ray Charles, Paramount ABC 335

COUNTRY & WESTERN

He'll Have to Go (M-8)
Jim Reeves
RCA Victor LPM 2223

RELIGIOUS, SACRED & SPIRITUAL

His Hand in Mine (M-9)
Elvis Presley
RCA Victor LPM 2248

KIDDIE

Alice in Wonderland (M-5)
Richard Stahl
Riverside 1406

LOW PRICE POP

Rock Street Symphony (M-6)
101 Strings
Stereophonic SF 11500

B. B. King Walks (M-8)
101 Strings
Stereophonic SF 11515

Concerto Under the Stars (M-8)
Columbia
Stereophonic SF 11500

Lowest of Lovers (M-8)
101 Strings
Stereophonic SF 11210

Buddy Haze (M-5)
Frank Chacksfield
Richmond 2007B

Hawaii In Hi Fi (M-8)
Tata Addo
Canadians CAJ 510

I'm Thinking of You (M-7)
John J. McCormack
Canadians CAJ 407

I'll Be With You (M-8)
101 Strings
Stereophonic SF 11500

I'll Be With You (M-7)
Canadians
Stereophonic SF 11500

I'll Be With You (M-5)
Canadians
Stereophonic SF 11500

 مدى حكواتي (M-6)
Arabic Speciality
Stereophonic SF 12000

Gold Birch (M-5)
Ray Charles
Dolton BLP 2007

BEST SELLING MISSCELLANEOUS LP'S

BEST SELLING JAZZ LP'S

Barnesville Plays Brubeck, Bobray Plays Brubeck Quartet
Y. H. Philharmonic, Dave Brubeck Quartet
Leonard Bernstein
Columbia CL 1466

Inside Out (M-4)
Frankie Laine
Capitol CL 1534

It Had to Be You (M-5)
Lady Chablis
MGM MGM 4697

The Sweetheart of theировки (M-5)
Teddy Powell
RCA Victor LM 2266

Teen Beat LP'S

Encore (M-5)
Saxo and Johnny, Canadian American
CALP 1002

Especially for You (M-5)
Diana Eddy
Jamboree JSP 3006

Have You Ever Seen Me Traveling (M-5)
Diana Eddy
Jamboree JSP 3006

Million Dollars Worth of Strings (M-5)
Diana Eddy
Jamboree JSP 3014

Oldies But Goodies (M-5)
Aranged Artists, Original Sound S501

Billy's Back in Town (M-5)
Capitol CL 1334

Twist the Thing (M-5)
Diana Eddy
Jamboree JSP 3006

V. C. Garnet (M-5)
Clayster, Checker... Parkside 7001

Walk, Don't Run (M-5)
The Ventures
Dolton BLP 2007

BEST SELLING CLASSICAL & SEMI-CLASSICAL LP'S

Brahms: Piano Concerto No. 2 (M-5)
Felix Rachmaninoff, Chicago SYMPH
RCA Victor LM 2466

Twist (M-5)
Clayster, Checker... Parkside 7001

You've Got to Run (M-5)
The Ventures
Dolton BLP 2007

NEW FOR WEIR ENDING FEBRUARY 19
"There is gold in 'DO RE MI'—it's money in the bank." Taubman, The New York Times

SO ORDER BIG THE ONLY ORIGINAL CAST RECORDING OF THIS BROADWAY SMASH MUSICAL...EXCLUSIVELY ON **rcaVICTOR**

"make someone happy"
(like yourself)
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MAURICE WILLIAMS
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CHARLIE MCCOY
CHERRY BERRY
WINE
DARLING D-1209

THE HERALD

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CREAM BOY
Please Please Signore
F-274

ANNETTE

BILBOARD MUSIC WEEK

FEBRUARY 13, 1961

SPOTLIGHT WINNERS
OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

PETE FOUNTAIN PRESENTS JACK SPERLING AND HIS FASCINATING RHYTHM
Cornel CR 70741 (Stereo & Mono) — This happy, swinging set features Pete Fountain along with drummer Jack Sperling and musicians Stan Wrightman, Bill Russell, and Conrad Gozoo, in a group of jazz classics. The tunes include: "Sing Sing Sing," "Hawaiian War Chant," "Wine, Bread and Stamps," and "Big Noise From Winnetka." They are played with the usual Pete Fountain sparkle. Fountain is on clarinet and he's backed smartly by the combo. An album that could be a big seller.

CONNIE FRANCIS at the COPA
MGM E 3913—Miss Francis wowed the critics and the customers at her recent Copacabana engagement, and has added to the excitement of that engagement captured live. The gal is at her best and the audience reaction adds a lot of interest. Miss Francis has been hot on the LP charts with earlier sets, and recent albums by other artists in her Copacabana performances have topped sellers. This combination of factors should bode well for this new package.

BIG, BOLD AND BRASSY
RCA Victor RS 818 (Stereo & Mono) — RCA Victor and the Light Brigade, Command RS 818 are back in another entrancing and exciting stereo album. This time the Light crew features brighter brass percussion instead of bongos, et al, but it still makes for a mighty tasty musical album, and a solid buy for stereo fans. The marches especially, such as "Colonel Bogey," "American Patrol," and "Parade of the Wooden Soldiers" and "Rumbling Wreck From Georgia Tech" are a gas. This could be another best seller for the Emoe Light gang.

MORE JONI HITS
MGM E 3885—Here's a follow-up package of famous Joni James singles that can do as well or better than earlier LPs. She's in good form with a collection of memorable tangos like: "There Goes My Heart," "I Still Get A Thrill," "I Still Get Jealous," etc. Her hubby, Tony Alessio, contributes a listenable set of backings. Nice cover shot, too, can add extra impact.

DANCE ANNETTE
Vanguard V 2300—This is one of the cutest and brightest albums made by the petite Annette, as she sings about rocking walkers, cha cha polkas, and many more over snappy and catchy backing by the Camarata Orch. Every tune is sung by the lady with sparkle and practically any side would make a solid EP. Outstanding efforts: "The Hinky Pokiny," "The Rock and Roll Waltz," "The Hucklebuck," "Flipper Fip," "Rock-a-Polka," "It Takes Two to Tango" and "Ballin' the Jack." A sock album for teen parties, and adults, too.

THIS IS NORMAN LUBOFF
RCA Victor LPM 2342—Here is the debut album of the fine Luboff choir on RCA Victor and they effortlessly maintain all their previous standards of excellence. The songs are a nicely rounded group of pop favorites, including "All the Things You Are," "Get Happy," "If I Were a Carpenter," a slow but swinging arrangement of "Crazy," and a delightful inspirational piece, "Let There Be Peace on Earth" which just possibly could be a spinnable single. Thoroughly relaxing fare, produced in a fine, professional manner. This will do business.

JAZZ

SONG OF DRUM SUITE
Various Artists—RCA Victor LSP 2212 (Stereo & Mono) — The RCA Victoroffering of the first "Drum Suite" album is musically solid and a striking percussive adventure. The writing by Art Coe is significantly adapted to stereo which allows for differentiation between the five participating drummers, Jimmy Cobb, Mal Loeb, Charlie Persip, Don Lamond, and Louis Hayes or Joe Johnson. Like that first album which has sold extremely well the recording is wove into the fabric of the music in short bursts. There are fine solos by other jazz luminaries which make up the make-up of this great LP.

WALTER, MAKE MINE BLUES
Anita O'Day, Verve MGV 2143—Anita O'Day proves she is still one of the great performers around today with this new album, her best in a long time. She sells a group of torch tunes with the style and feeling that has made her exciting to listen to for years and adds a new warmth that is captivating. The backings by Russ Garcia are tender and tasteful, too. Tunes include: "Angel Eyes," "Dator Ahead," "Mild About the Boy," "A Blues Serenade" and "Goodnight." (Continued on page 24)
Hats off to the greatest choir ever and its superb first album on RCA Victor! It features show tunes, folk music, pops...drinking songs, hymns, blues. There's something special for every record buyer. And something special for you...like profit! Order today.

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

RCA VICTOR

HAT CORPORA OF AMERICA
... and now about MR. AVALON

The best of Frankie with that magic sound

"ALL OF EVERYTHING"

"CALL ME ANYTIME"

C-1071
Dist. by AM-PAR RECORD CORP.

Chancellor RECORDS INC.
FRANKIE AVALON

Soon to be seen in 20th Century-Fox's "VOYAGE TO THE BOTTOM OF THE SEA"
<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist, Company, Record No.</th>
<th>Peak Position</th>
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<td>1</td>
<td>CALCUTTA</td>
<td>Lawrence Welk, Der 1614</td>
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<td>2</td>
<td>(WILL YOU LOVE ME) TOMORROW</td>
<td>Shirley, Stargazer 3131</td>
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<td>3</td>
<td>SHOP Around</td>
<td>Merle Travis, 78644</td>
<td>10</td>
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<td>CALENDAR GIRL</td>
<td>Neil Sedaka, RCA Victor 7972</td>
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<td>5</td>
<td>EXODUS</td>
<td>Pointer Sisters, United 374</td>
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<td>6</td>
<td>ANGEL BABY</td>
<td>Rose and the Originals, Highland 9151</td>
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<td>EMOIONS</td>
<td>Brenda Lee, Stax 5195</td>
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<td>WONDERLAND BY NIGHT</td>
<td>Bert Kaempfert, Decca 6644</td>
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<td>PONY TIME</td>
<td>Chubby Checker, Parkway 101</td>
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<td>THERE'S A MOON OVER TONGA</td>
<td>Capitol, Old Town 1016</td>
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<td>ONCE IN A WHILE</td>
<td>Chimes, Top 44</td>
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<td>WINGS OF A DOVE</td>
<td>Fontella Bass, Chess 4064</td>
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<td>DEDICATED TO THE ONE I LOVE</td>
<td>Smokey Robinson, Motown 116</td>
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<td>BABY SITTIN' BOOGIE</td>
<td>Ben E. King, Columbia 4158</td>
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<td>WHEELS</td>
<td>Strings-A-Quartet, Weather 663</td>
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<td>WHERE THE BOYS ARE</td>
<td>Comet Fireballs, MGM 127111</td>
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<td>17</td>
<td>THE STORY OF MY LOVE</td>
<td>Paul Anka, ABC-PARAMOUNT 1910</td>
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<td>18</td>
<td>MY EMPTY ARMS</td>
<td>Jackie Wilson, Brunswick 50161</td>
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<td>ALL IN MY MIND</td>
<td>Shirley Brown, Famous 191</td>
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<td>RUBBER BALL</td>
<td>Bobby Vee, Liberty 55347</td>
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<td>ARE YOU LONESOME TONIGHT</td>
<td>Elmo Premo, RCA Victor 7919</td>
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<td>PEPE</td>
<td>Dance 406, Jamie 1135</td>
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<td>23</td>
<td>I COUNT THE YEARS</td>
<td>DeSotto, Atlantic 3947</td>
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<td>CORINNA, CORINNA</td>
<td>Ray Peterson, Decca 2965</td>
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<td>25</td>
<td>GOOD TIME BABY</td>
<td>Reba McEntire, Columbia 4125</td>
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<td>SHAMSHEH HARLEEM</td>
<td>Ben E. King, ABC 6915</td>
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<td>WHAT A PRICE</td>
<td>Fats Domino, Imperial 2723</td>
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<td>DON'T WORRY (LIKE ALL THE OTHER TIMES)</td>
<td>Jimmy McCrory, Stargazer 309</td>
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<td>29</td>
<td>THERE SHE GOES</td>
<td>Jerry Walker, Challenge 5006</td>
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<td>30</td>
<td>C'EST SI BON</td>
<td>Connie Swing, MGM 1796</td>
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<td>JIMMY'S GIRL</td>
<td>Joanie Turner, Cadence 1721</td>
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<td>32</td>
<td>YOU CAN HAVE HER</td>
<td>Roy Hamilton, Epic 6924</td>
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<td>I'M LEARNING ABOUT LOVE</td>
<td>Brenda Lee, Decca 26165</td>
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**One Week Ago**

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<td>ANGEL ON MY SHOULDER</td>
<td>Sherry Hicks, Valnet 6641</td>
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<td>NORTH TO ALASKA</td>
<td>Johnny Horton, Columbia 17111</td>
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<td>AIN'T THAT JUST LIKE A WOMAN</td>
<td>First Impressions, Imperial 198</td>
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<td>17</td>
<td>SAINT AND SINNERS</td>
<td>Lotta, Rappa 509</td>
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<td>UTOPIA</td>
<td>Frank Carl, Crusade 1620</td>
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<td>4</td>
<td>RUM-BUH-RUSHH</td>
<td>Ventures, Dodax 38</td>
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<td>EYES ME</td>
<td>Ernest Brothers, Warner Bros. 1130</td>
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<td>NO ONE</td>
<td>Cosmic Flames, MGM 12974</td>
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<td>LOST LOVE</td>
<td>R. B. Rambou, Elite 112</td>
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<td>GHOST RIDERS IN THE SKY</td>
<td>Mickey and Red, RCA Victor 7905</td>
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<td>WALK RIGHT BACK</td>
<td>Ernest Brothers, Warner Bros. 5199</td>
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<td>GEE WIZZ (LOOK AT HIS EYES)</td>
<td>Curtis Thomas, Atlantic 2064</td>
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<td>LITTLE BOY SAD</td>
<td>Johnny Horton, Liberty 9592</td>
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<td>WHAT WOULD I DO</td>
<td>Mickey and Red, RCA Victor 7001</td>
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<td>APACHE</td>
<td>Jorgen Ingmann, ABC 4838</td>
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<td>WAIT A MINUTE</td>
<td>Counts, ABC 4600</td>
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<td>LAZY RIVER</td>
<td>Bobby Darin, ABC 6108</td>
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<td>AGE FOR LOVE</td>
<td>Jimmy Charles, Promo 1063</td>
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<td>DANCE BY THE LIGHT OF THE MOON</td>
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<td>TEAR OF THE YEAR</td>
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<td>MAGNIFICENT SEVEN</td>
<td>Al Caiola, United Artists 361</td>
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<td>I WANNA LOVE MY LIFE AWAY</td>
<td>Gene Pitney, Monument 1652</td>
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<td>A THOUSAND STARS</td>
<td>Kenny Young and the Inspirations, Studio 108</td>
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<td>ENS THOMAS</td>
<td>Ray Charles, ABC-PARAMOUNT 1940</td>
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<td>DON'T BELIEVE HIM, DONNA</td>
<td>Leroy Miller, Stargazer 1124</td>
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<td>I LEAVE MY KITEN ALONE</td>
<td>Little Willie John, King 942</td>
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<td>FIRST STEP TO HEAVEN</td>
<td>Mark Hamilton and the Midnighters, King 7230</td>
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<td>FAVOURITE SON</td>
<td>Ben E. King, ABC 6918</td>
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<td>EXODUS SONG (THIS LAND IS MINE)</td>
<td>Pat Boone, Decca 6416</td>
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<td>AT LAST</td>
<td>Ella Jones, Apex 5303</td>
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<td>2</td>
<td>WHEELS</td>
<td>Billy Vaughan, Decca 6176</td>
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<td>2</td>
<td>HAVIN' FUN</td>
<td>Dion, Laurie 2601</td>
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**Two Weeks Ago**

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<td>STERN PERFECTIONS showed the greatest spread of songs on the Hot 100 this week.</td>
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REVIEWS OF THIS WEEK’S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS

of the week

Strongest sales potential of all records reviewed this week.

Pap

ELVIS PRESLEY

LONELY MAN (Clarks, ASCAP) (2:14)—SURRENDER

(Presley, BMI) (1:51)—Elvis Presley will continue his

phenomenon with this strong with this fine pacing. Top side is from

his new movie, "Wild in the Country," and it is sung with

warmth. Flip, just as strong, is an updated version of

"Sorrento." RCA Victor 7859

ROSE

LONELY BLUE NIGHTS (Figure, BMI)—Now on the

charts with "Angel Baby," has a fine follow-up here

that could also be a big one for the youngsters. It’s her

first for Brunswick. Tone is a slow ballad and features

strong vocal gimmicks. Flip is "We’ll Have a Chance"

(Figure, BMI). Brunswick 55205

JIMMY NEWMAN

EVERYBODY’S DYING FOR LOVE (Cedarwood, BMI)

(2:00)—Here’s a wonderfully happy take-off on some

about dying for love that parodies all of the tragedy

records, we did "Let’s Think About Livin’." Newman tells

it with enthusiasm and the backing is bright. Flip is

"Just One More Night" (Neskeys, BMI) (2:18).

Deca 31217

JOE JONES

CALIFORNIA SUN (Tyrol-Lloyd, Logan, BMI) (2:11)—

Jones could score again with this strong rhythmic tone

the chicks in California. Side also features fine

backing. Flip is "Please Don’t Talk About Me When

I’m Gone" (Curtis, BMI) (1:50). Decca 31536

TERRI AND THE KITTENS

WEDDING BELLS (just for you and me) (Fed-

loc, BMI) (2:17)—Terzi, a young thrush with a high-

pitched vocal style, handles this snappy item in a bright

manner, with a good assist from the group. The side has

the sound to stay. Flip is "Your Charm" (Bacons,

BMI) (2:18). Imperial 5728

THE HARTPONES

THE LAST DANCE (Winston, BMI)—ALL IN YOUR

FACE (Lloyd, BMI)—Cher’s harmonies turn in a strong

reading of something of an answer to "Save the Last Dance

for Me?" It is a pretty ballad. Side could really take off.

Flip is an answer to the current Maxine Brown chart hit.

Companion 102

Country & Western

RAY PRICE

THE TWENTY-FOURTH HOUR (Pamper, BMI) (2:51)—

HEART OVER MIND (Cedarwood, BMI) (2:42)—The

great Ray Price has two more warm and exciting ballads.

On top is a powerful waltzer delivered with much heart.

Flip is a confessional-type ballad that’s sold with equal

appeal. Watch both. Columbia 41947

CARL SMITH

MORE HABIT THAN DESIRE (Starbary, BMI) (2:25)—

ARE YOU TRUCE TO ME (Cedarwood, BMI) (2:32)—

Two strong charming efforts by Carl Smith, both much

in the traditional vein. First effort is a waltzer delivered

with telling effect while the flip is a bright tone

sold equally well. Either way here. Columbia 41948

STRONG SALES POTENTIAL

POPULAR

LEONA CROCI

DON’T THINK (Bender, BMI) (2:07)—This slushy effort

with12th, on a summer night, with

with12th, on a summer night, with

with12th, on a summer night, with

with12th, on a summer night, with

featuring, over a warm instru

meena, (McMurray, ASCAP) (2:36)

SANDER WILL-In My Last Goodbye (BMI)

(2:38)—This is in that big band style of the early

forties. Steady and true. (Cirrus, BMI) (2:36)

EARL RYAN-True Love (BMI) (2:30)—This

is a great slow ballad from a new

medley tempo package by the man. Nick.

(Richard, BMI) could do 100,000. (Gosp

eral Songs, BMI) (2:30)

WANDA JACKSON

LITTLE CHARM BRACERL-CAPITOL

(2:45)—A nice dance item of a new

medley tempo package by the team. Nick.

(Richard, BMI) could do 100,000. (Gosp

eral Songs, BMI) (2:30)

Rita in Cell Block Number Eight

A solid scooter side in the blues field.

(2:49)—This is a good ballad with a

(Continued on page 31)
STARTING TO BUILD BIG!

STEVE LAWRENCE • PORTRAIT OF MY LOVE

EYDIE GORME • YOURS TONIGHT

DON COSTA • THE MISFITS

BERTELL DACHE • NOT JUST TOMORROW, BUT ALWAYS

RALPH MARTERIE • TRULY

IT'S UNITED ARTISTS RECORDS

ALL THE WAY!

720 SEVENTH AVE. • NEW YORK 19, N.Y.
LANNON WILLIAMS
"The Big Fish-MERCIURY 7180
A TIDAL WAVE THROUGH THE HAVOC
The facial feature of this woman's face is a sad, frozen expression. She is wearing a snakeskin patterned shirt and a hat. Various accessories, including a watch and a ring, are visible on her wrist and fingers.

JIMMY SKINNER
"Big Man In A Big House-MERCIURY 7186
The story of a boy and a girl. The girl has a spiral pattern on her dress, and the boy is wearing a hat with a spiral pattern on it. They are standing on a beach with the ocean in the background.

LENNY WELCH
"I'd Like To Know CADARCA 3950
The text is not fully visible, but it appears to be a song title. The artist's name, Lenny Welch, is written in large, bold letters.
COMING MARCH 20....

BILLBOARD MUSIC WEEK'S
First 1961 SPOTLIGHT ON RECORD PROGRAMMING
featuring TODAY'S TOP RECORD TALENT

The Most Potent Artist Exploitation And Sales Package Ever Offered . . . Anywhere!

This is a colorful, 8½ x 11, slick-stock Programming and Talent Issue that, according to documented statistics, is read and referred to far better than nine weeks by disk jockeys . . . talent buyers for TV, movies, and personal appearances . . . as well as dealers . . . distributors . . . juke box operators . . . one-stops . . . In fact, people in every phase of the music and entertainment industry who are important to record sales and artist exploitation.

Only Billboard Music Week can bring you this top readership in every phase of the entertainment field . . . and only Billboard Music Week’s Programming and Talent Issues can offer you such outstanding advertising value. Reserve your space now.

Advertising Deadline: MARCH 10, 1961

BILLBOARD MUSIC WEEK
NEW YORK CHICAGO HOLLYWOOD
1646 Broadway 188 W. Randolph 1630 N. Ocean Drive
Suite 7-200 Chicago 5-1618
New York 15, New York

SOME OF THE ARTISTS WHO HAVE ADVERTISED IN BILLBOARD MUSIC WEEK’S PROGRAMMING AND TALENT ISSUES DURING THE PAST TWELVE MONTHS:

Paul Anka
Annette
Chet Atkins
Bobby Bare
Harry Belafonte
Brook Benton
Pat Boone
The Brothers Four
The Browns
Dave Brubeck
Johnny Burnette
Frankie Carle
Johnny Cash
Jimmy Charles
Ray Charles
Perry Como
Chirs Connors
Sam Cooke
Floyd Cramer
Bobby Darin
Dion & the Belmonts
Duane Eddy
The Falcons
The Fireballs
The Fireflies
Ernie Ford
Connie Francis
Dave Gardner
John Gary
Ken Griffin
Johnny Horton
Bryan Hynland
The Innocents
Ahmed Jamal
Little Willie John
Johnny and the Hurricanes
Marv Johnson
Jonah Jones
The Kingston Trio
Leslie Linn
Rod Lawrence
Brenda Lee
The Limeliters
Hank Locklin
Ernest Mason
McGuire Sisters
Ray McKinley & the Glenn Miller Orchestra
The Miracles
Mitch Miller
Modern Jazz Quartet
Elvis Presley
Johnny Preston
Buck Ram
Jim Reeves
Bobby Rydell
George Shearing
Neil Sedaka
Jack Scott
The Statler Brothers
Sammy Turner
The Ventures
Fran Warren
Dinah Washington
Lawrence Welk
Roger Williams
Jackie Wilson
Kathy Young
**Reviews and Ratings of New Records**

- Continued from page 32

**Continued on page 32**

to remain, in this rock-oriented world, a Little Nigger. Changes of style which is more than a background. (Stax, BMG) (1:20)

- Fierce. The song must be attributed to a songwriter who started a fantastic thing. This time it is even more fantastic. (Stax, BMG) (1:20)

**ROBIE FERGUSON**

- Robie Robie—Black—NIT (4:35)

—The robed Robie singer walks out on this rocking area with the doo-wop and is hard to record a hit (Temprano, BMG) (1:0)

**O Owe My Baby!—Ferguson shows that the song is even more excellent on this alumina of the classic hit is so much lead. A. H. H. (Temprano, BMG) (2:44)

**PATIENCE VALENTINE**

- Dance and Let Your Hair Down—BAR 11—Ex-cantata crop by the idol and on a novelty meter, just for the fun of it. (Vanguard, BMG) (2:30)

**In the Dark—Funkifying reading by the lead on a novelty single is black. (Lead, ASCAP) (1:55)

**BONNIE YATES**

- Twists and Turns—BETTONE 11—If you like rock and roll, this is the record to have this group. It's a great record. (Bettone, BMG) (2:20)

—Yes, I Love You—Oh, on this side of town, maybe a better record than the one that made his girl on the drugging racket. Two stars, they may be for the more musical. (Stax, BMG) (2:19)

**LIMITED SALES POTENTIAL**

NAT FOSTER

-Would You Do It Soon?—STANTON 101—This is a very interesting record by the Foster monster voice he set in fine style. Small crowd is expected.

**FENTON ROBINSON**

-Tumble Weed Woman—DOKE 1—Four-stopping blues shows the Robinson voice set in fine style. Small crowd is expected.

**CHARLES DREX**

-Let It Be—LITTLE PIG—This is a very interesting record by the Foster monster voice he set in fine style. Small crowd is expected.

**DOUG DAVIES**

-Leetor Brent—(Addison Unlimited)—Long blues—MUSIC OF AMERICA 1000.

JESS JAMES

- Do the Four—Pineapple of Love—KETU 101.

**CHARLES DREX**

- Give Me Love—A Change in the Way She Is Fort Kennedy—KETU 102.

**BILLY CARR**

- Not for Keeps—Someone Else—WINTON 103.

**EUGENE EUGENE**


**ROGER SMITH**

-Alone in the Night—Marie Now. RONNIE 1001.

**STEVE SNIPPER**

- If You Ever Let Me Go—The Story of Black and Red. RONNIE 1011.

**LIBERTY**

- CAP SALUTES ARTISTS WITH JOCK PACKAGE

- Continued from page 1


Albums do not include Nelson Riddle, who placed a much in the pole’s Favorite Band category, and Billy May, who came in 19th as Most Played Band.

L.P.’s deserve continued attention for rock jockeys, including a complete listing how each Capitol artist is placed in the poll’s various categories, plus publisher and performance rights credits and the timing of each of the 16 selections.

**Support keep days driving. (Lon. BMG) (1:00)

You’re Goin’ Out in This War Agin—-Stax, BMG) (1:00)

**FEAR ADAMS**

-In This Town—Lon. BMG) (1:00)

**MARVIN HAMPTON**

- Don’t Believe Him—WALL (Lon. BMG) (1:00)

**OHAN My Bells—Four Adansville artists who are all rockers in bright style are interesting backing. This side could get some ears. (C. Shaw, BMG) **

**MODERATE SALES POTENTIAL**

**COUNTRY & WESTERN**

**BOBBY EDWARDS**

- In the Pines—You’re the Reason I’m CRYING (Lon. BMG) (1:00)

**RUSTY TAYLOR**

- I Found Out How—You’re Not Mine—Bar. BMG (1:00)

**BILLY HALL**

- Heads for the River—Once in a While. BMG (1:00)

**RUDY TRACHER**

- The Ballad of Sweetheart—Sweetheart in My Last Days. BMG (1:00)

**JAY & HICKIE DERR**

- You’re Not Mine—Yes You Are—(Lon. BMG) (1:00)

**CALVIN ROSE**

- How Can I Protect—I’m For You—VECCA 128.

**RHETTY & BLUES**

- Come Back Baby—How Can I Keep Your Memory—CREST 197.

**ALBERT WEALE**

- I’m A Fool—A Fool—(Lon. BMG) (1:00)

**RAE LORE**

- Don’t Go To STAUNTON, (Lon. BMG) (1:00)

**DAVID LEE**

- Tear of the Year, Jacek Wilson, Brunswick 5201.

**BILL LAWRENCE**

- Can’t Stand My Little Brother, King 1420.

**ALBERT BOURNE**

- Ain’t That Just Like A Woman, Fat Domino, Imperial 5773.

**THEODORE MILLS**

- A Fool—A Fool—(Lon. BMG) (1:00)

**LANEY WOODWARD**

- Wee Willie (Lon. BMG) (1:00)

**COOMER NAMES NEW DISTRIBUTORS**

**NEW YORK—**Two new distributors have been added to Caedmon Records and its subsidiary label, SRS. ( Shakopee Records, Inc.) In St. Louis, the new Caedmon outlet is in the hands of Bill Lawrence. In Pittsburgh, Bill Lawrence will handle the line.

**Promo Mails**

- Continued from page 1

materials ruling in their particular case. A national record association could undertake the job and send the information out to its members.

There are larger cities where New York and Chicago post offices have a classification bureau which interprets the ruling on samples of the items in question.

It would be impossible for the post office to interpret matters like this over the phone, a spokesman pointed out, "because of the vari- ety and individuality in types of enclosures." For example, mail relating solely to the record being mailed should be allowed to go in with the record at the special edu- cational rate. But when the blues or leaflet extends to mention other product, or future releases, or other promotion, then it requires an acknowledgment. It can go as a separate enclosure or attachment, with the additional postage to cover it, while the records themselves would continue to go at the special edu- cational rate on the weight basis.

**ALLAN DREW SPEAKING**

- "THE SQUIRREL" & "TRAVELING" (giggle record) #1

-red hot party single

 bastard (Lu Dukol)

**IMPERIAL RECORDS**


**NAPPA, NADDY"**

- You Don’t Want It Again!—Two-Hits-In-One

**HOORNIS-BOOIJ**

- Savoy Miner

**NAPPY BROWN**

- Coming in the March 27 Issue...

—a brand-new low-cost classified marti!
MUSIC AS WRITTEN

Continued from page 4

mam, has joined WSAI here as program director.

Jerry Weiner, head of RCA Victor record sales here, lists as his best current sellers ‘What Would I Do,’ by Mickey and Sylvia, and ‘Light My Fire’ by the Doors, among ‘Most Beautiful Words’ by Delia Renee: ‘Make Someone Happy,’ by Perry Como, and ‘Calendar Girl,’ by Judy Collins, and points out that Baxta Records, a new record company, has new releases on the EMI label.

Casden Recording chief Archie Brier in town over the weekend with artist Lenny Welch to make the promotion pitch for the singer’s American debut album. Welch makes a guest spot on the Rheem ’50-50 Club’ over WLT-W and Crosley Broadcasting’s four-city television network.

Joseph A. Samet, district manager for Liberty Records, with headquarters in home town of Charleston, W. Va., was in Cincy last Tuesday and Wednesday to make the rounds of local radio stations accompanied by Tom Moore, former Decca promotion man here and now with In the Hat Merchandising Company of Cincinnati. Said, now doubling on sales and promotion for Liberty, left town Thursday (9), with stops skedded in Cleveland and Buffalo before going to Chicago, until recently with General Electric in Dayton, Ohio, has joined the sales staff of the Klvn’s A & R, and will be seen covering the Ohio and Indiana sector. Kayman reports that he used more than 500 copies of ‘Arthur Lee Simpson’s ‘Too Close Together’ to accomplish the Miranda’s distribution here appearance last week on the Rheem ’50-50 Club’ over WLT-W and affiliated stations. Bill Sachs.

BillyBovd

How many Frank Sinatra albums will the singer’s own Re- public Records label have released this year, when this column, the first Rep release, ‘Ringo-Ding-Ding,’ features three new songs,Vector Tony Orlando, who is best known by the number of Sinatra LP’s it will issue? Problem: Sinatra will still be appearing on a nonexclusive basis on the Capitol label, and for a while to come his own Rep releases will be as not as competing with him, nor would be wanted to create an overabundance of his new EMI releases.

The Six Fat Danzmen, for many years on Victor’s roster, will soon appear on the Dot label. Dot’s Dick Overstake re- signed with CBS and opened a record teacher group in Chicago, with the first album scheduled for spring release.

Mel Bly has been named a vice-president of Challenge Rec- ords. He’s been the label’s national promotion director for the last year, and the first LP for Challenge, a LP for Norman Howard’s label is due now. The new Challenge label’s first LP features Tommy Dee and Jimmy Boyd, with Dot, and the Sterling Sounds in “Little One” b/w “It’s True.” Rendez- vous Records is handling national distribution for them.

Bernard Samburger’s Memnon Music has formed a new label, Berna Records, its initial release is “So Deep” b/w “Nothing But the Night People.” . . . Capitol’s Stan Gorinson is interviewing applicants to head CRMC’s merchandising department. Exec post requires one who knows the record business and disk merchandising.

Lee Zhito

S. Calif. Committee to Study

Continued from page 3

Work that the dealers are pleased by the invitations from Eastern co-ops to buy from them, but that any co-op form of the EMI label would be initially bound to give the local distrib- utors a more meaningful participation in his store for the combine’s business. In the event the directory does not happen to need any of the various co-ops, it is then open to the establishment of co-ops in the East for help.

Dealers point out that the committee is laying the groundwork for the formation of a co-op here included in the East, the full plans of which are being considered at present.

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Record City in FTC Consent

To Cease Top Sales Claims

WASHINGTON — The Federal Trade Commission has accepted stipulated judgment and order in the Matter of Record City, Inc., its officers, and Helen, Anna and Sidney Swiftler, of this city in the matter of their advertising. The order, which is in claiming it is the largest seller of phonograph records at discount prices in the country.

The order also states that it will not in any way misrepresent the company’s volume of business or misrepresent prices or alleged savings in its advertising.

Johnny Allen Jr.

Holland

Armand Bayard, RCA Victor’s Quebec district sales ma- nager, has retired after 40 years with the firm. Phil Trudel,

JOHNNY TILLOTSON
JIMMY’S GIRL
CAEGAN 1961

BYE, BYE, BABY
MARY WELLS
NOTON 1003
DON’T LET HIM SHOP AROUND
DEBBIE DEAN
MADONNA/TAMA RECORDS
194 W. Grand
DETROIT 1, MICH.

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**DJ Programming Charts**

**CHART CLIMBERS**

<table>
<thead>
<tr>
<th>Chart</th>
<th>Hot</th>
<th>Total Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>9</td>
<td>Put Your Hand in the [Title]</td>
<td>[Artist]</td>
<td>[Label]</td>
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<td></td>
<td>10</td>
<td>18</td>
<td>[Title]</td>
<td>[Artist]</td>
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<td>15</td>
<td>23</td>
<td>[Title]</td>
<td>[Artist]</td>
<td>[Label]</td>
</tr>
</tbody>
</table>

These are the week's most exciting sides; these records have made the biggest upward jump and have been named Star Performers as the fastest-rising records on this week's Hot 100 chart.

**DEBUT DISKS**

These weeks, which included the first 100 for the first time this week, are featuring their first national hit for short haters.

<table>
<thead>
<tr>
<th>Mat</th>
<th>Rank</th>
<th>Title (Publisher)</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>66</td>
<td>100</td>
<td>[Title]</td>
<td>[Artist]</td>
<td>[Label]</td>
</tr>
</tbody>
</table>

**PICK HITS**

From all of the releases of the week, the following are the selections of Billboard's Advisory Panel, for the most popular records. For comments on any of these Spotlights winners, see the singles reviews in this issue.

<table>
<thead>
<tr>
<th>POP</th>
<th>PEPSI PRESLEY</th>
<th>Sudden Death</th>
<th>Preacher</th>
<th>R &amp; B 15:00</th>
<th>Large Hits (Holiday</th>
<th>ASCAP</th>
<th>[RCA Victor]</th>
</tr>
</thead>
</table>

**COVERAGE OF WESTERN**

**PAY RATE**

The Twenty-Four Hour (Grease, BMI 15:00) & Heart Beat (Ovation, BMI 15:00) are in the COUNTRY AND WESTERN division.

**RHYTHM AND BLUES**

No selections this week.

**Jockeys, Tripp, Freed Due in Court On Payola Charges; Other DJ's Slated**

*Continued from page 1*

**WASHINGTON — An increase in the amount of time given to join radio-television sessions during the last four years has led the National Association of Broadcasters to stress the importance of music in broadcast- ing. To this end, the NAB formed the Joint TV Radio Sessions.

The session at the Sherraton Park Hotel here from May 7 to May 10 will also feature a special reception for selected leaders which is expected to pull a large number of legislators from Capitol Hill.

The National Association of Broadcasters will schedule to begin in January but the filing of several motions by Tripp's attorneys has delayed the start. In the first motion, attorneys sought to have the information discarded on the ground that Tripp, during his WAGM tenure, was an independent entrepreneur rather than an employee. The commercial bribery charge can apply only to an employee. In a second motion, Tripp, through his lawyers, asked for a jury trial.

A judge ordered the trial set for June. The suit is pending.

**Cap Builds On Classic Album To Aid Stations**

NEW YORK — Capitol Records has launched a new supplement to its own current programming service that will assist small and medium-sized stations in their selection and deejay rounds out their I.P. catalogs with carefully selected and recorded albums. The new supplement, which will be distributed monthly, will provide a selection of classic albums that are representative of the Capitol song catalog.

**ISAY Launches Full C & W Format For Calif. Billies**

SAN FRANCISCO — California has more than a little bit of the musical coast in its own backyard. Since the days of the gold rush, the West Coast has been home to some of the country's most talented musicians, and while the state may be known for its beaches and sunny weather, recent years have seen an increase in interest in the music scene.

**MEMORY SHOP HAPPY OLDIE FORMAT**

NEW YORK — Arnold Jacobson, who runs the Memo- ry Shop in Grand Rapids, Mich., is as full with the recent trend toward older music as any other music store in the country.

The Memory Shop deals in out-of-print and discs, specializing in 78 r.p.m. and early original sides. The shop gains its customers by building a reputation for quality and selection, and they come from all over the Midwest.

**WCBs Ballyhoo Radio Free Europe**

NEW YORK — Station WCBs here this week issued its first public broadcast as part of a fund-raising campaign for Radio Free Europe, the broadcasting arm of the American Committee to Aid the Free People of Europe. The broadcast was held on the occasion of the 10th anniversary of the organization, which has been active in broadcasting to the U.S. public's first glimpse of Radio Free Europe Broadcasters as
As a veteran broadcasting executive, what are the defining qualities you look for in a disk jockey?

The ANSWERS

JOE CHASMAN
Radio Program Manager
Westinghouse Broadcasting

The outstanding modern radio personality is one who is well known to the entire human being who enjoys radio and who does. A man who is well known in his community lives in a real world and reacts to it.

An experienced professional who understands the importance of self-control. A cheerful person who thinks about what he'll say before he says it.

TED COIT
Vice-President
Owner of Associated Stations, National Telefilm Associates, Inc.

Today the dial is more important than the disc. For looking at a disk today is about the same as looking at a daily a year ago. Today the disk is a means to an end, whether it is the entertainment ability of the disk or the ability of the disk to be a means to an end.

DON KEYES
Vice-President, Programming
The Mutual Stations

Personality, real personality? Not the spaccato, youthful, cackling, cramping call letters, time and temperature, the usual material full into each earpiece. The Nolanion of WJBC, for example, is not a personality in deejays who just record while they devalue his air work, his name, his station. A major ingredient for a disk jockey is an able mind countered with a great ability.

RECORD WAGON

Starring Clay Cole
WNTA-TV, Newark, N. J.
Saturday 6-7 P.M.

"Record Wagon" has been carried on WNTA-TV since September 10, 1959. This new regularly-run Monday-on-Saturday program but recently was cut to a Saturday-only hour segment. Don Latif is producer and program director, with teenagers select the records played on the show—from 18 to 20 disks.

The program follows the usual record hop format: teenagers dance on camera and recording stars make guest appearances and frequents Waxie film strips. Students from different high schools often participate in dance contests. Records played in the show include rock and roll, rhythm and blues, standards, folk and occasional foreign recordings.

Unlike most TV jockeys, Clay Cole, who records for Billboard Records, augments his emcee chores with regular song-and-dance numbers on the show. While hardly a country music expert, Cole has been active in TV for several years. He formerly handled disk hop program on TV outlets in Youngstown, Ohio, and Providence.

Although Cole does off-camera hops on a regular basis, he will not use the show format—which is only chart-sponsored dances. The spinner opines that a New York deejay garners enough extra exposure from the on-air show to support the title of chart sponsor and theater shows. In line with this, Cole recently caused the Christmas-weekstage show at the Brooklyn Paramount Theater and broke all attendance records.

Cole will enter an Easter-stage weekshow this year at the same theater on a bill headed by Jackie Wilson. He also will cause the first rock and roll show ever presented at the Concord Hotel in the Catskills, February 21, 22, 23 and 24.

One of the most interesting features of the Cole show is an innovation which involves the sale of up to three to record manufacturers, music publishers and distributors to chart problem in the limited budget TV record show field. The plan is applicable only in cases where an artist appears on the show and lip-syncs his own record.

The lip-sync spots are priced $10 per artist on the four-hour show. The $10 figures represent AFTRA scale rates for artists in that time period. Payments are made directly to AFTRA, and the station also takes care of pension and welfare fund payments for the artists. From these to these payments are split 50-50. These two source sync spots are not identified as commercials until sign-off time, when a brief acknowledgement is made.

Participating advertisers on the Cole show include Thom McAn Shoes, Blackstick's, Dr Pepper, and Chiclets. Cole works closely with his sponsors and frequently attends dealer meetings to discuss new or revised products advertised on his program.

Station WNTA-TV's coverage extends throughout the New York, New Jersey and Long Island area, with a regular audience of 50 per cent adult and 50 per cent teenagers.

WITH THE COUNTRY JOCKEYS

Charlotte Harden, of WMRF, Flint, Mich., reports that the station's younger audience is featuring a new country music platter show each afternoon. She describes it as the only country day programming to start and says that her programming problems would be eased if disc jockeys and artists would send through their new releases. Mike McCormick, new general manager of KWCL-Radio, Oak Grove, La., tippecorned, to "Our station has been on the air little over a year, and we are trying hard at every channel. We are in need of records. Our air time consists of 80 per cent country and gospel and 20 per cent popular. In the last seven years, we have used 80 artists and have liked to think that everyone can get records to a radio station's success." Bill Murie, program director of KDAN, Eureka, Calif., reports that the station has just expanded its c.d.w. programming as a result of listener demand and in the 9 to 10 time of new c.d.w. releases, to further its new policy. * Scooter Bill Mans of Lebanon, Tenn.,

typewritten that he is conditioning his staff for the next two years and a half years as extra c.d.w. jocks. He's doing for WOR, Lebanon, and a one and a half years, and he's doing it well. The station is featuring a new country music platter show each afternoon. She describes it as the only country day programming to start and says that her programming problems would be eased if disc jockeys and artists would send through their new releases. Mike McCormick, new general manager of KWCL-Radio, Oak Grove, La., tippecorned, to "Our station has been on the air little over a year, and we are trying hard at every channel. We are in need of records. Our air time consists of 80 per cent country and gospel and 20 per cent popular. In the last seven years, we have used 80 artists and have liked to think that everyone can get records to a radio station's success." Bill Murie, program director of KDAN, Eureka, Calif., reports that the station has just expanded its c.d.w. programming as a result of listener demand and in the 9 to 10 time of new c.d.w. releases, to further its new policy. * Scooter Bill Mans of Lebanon, Tenn., typewriter - kennington's book - The station is featuring a new country music platter show each afternoon. She describes it as the only country day programming to start and says that her programming problems would be eased if disc jockeys and artists would send through their new releases. Mike McCormick, new general manager of KWCL-Radio, Oak Grove, La., tippecorned, to "Our station has been on the air little over a year, and we are trying hard at every channel. We are in need of records. Our air time consists of 80 per cent country and gospel and 20 per cent popular. In the last seven years, we have used 80 artists and have liked to think that everyone can get records to a radio station's success." Bill Murie, program director of KDAN, Eureka, Calif., reports that the station has just expanded its c.d.w. programming as a result of listener demand and in the 9 to 10 time of new c.d.w. releases, to further its new policy. * Scooter Bill Mans of Lebanon, Tenn.,

Neal Bunch, erstwhile c.d.w. platter spinner, is now operating his own country music publicity and promotion firm, Country Music Promotions, Route 1, Box 544, Sufolk, Va. He has embarked on his career by writing letters to radio stations for free samples of country music records. Neal also asks c.d.w. artists to send in photos (for use in a weekly column on "Country Music Audio," a new daily column in his hometown newspaper. * Si West is spinning in hollers in the country sounds on his "Dixieland Bell" program, heard daily, noon to 1 p.m., over WAVL, Apollo, Pa. at the Country Music Association, has been named an official sponsor of the "Best of the Best" radio competition for 1961-62 as part of his new promotion program. He will be involved in all aspects of the competition, from selecting the top records to conducting the final awards ceremony. The "Best of the Best" competition recognizes the top 10 country radio stations in the nation based on their overall performance and listener appeal. Clay Cole, of WNTA-TV, Newark, N. J., was selected as the host for the annual "Record Wagon" telecast, which features top country music performers and showcases new country music releases. Cole's involvement with the show highlights his commitment to promoting country music and providing entertainment to a wide audience.
AVAILABLE AGAIN

"CERTAIN TO BE ONE OF THE BEST-SELLING CLASSICAL PIANO DISCS OF THE SEASON"

BILLBOARD

SVIATOSLAV RICHTER
Moussorgsky: Pictures at an Exhibition

Live recording from a dramatic recital in Sofia, Bulgaria, on February 25, 1958.

"The greatest piano performance of the 'Pictures' I have ever heard, on records or off!"

Harris Goldsmith - Hi-Fi Fidelity Magazine

THE BEST-SELLER BY THE INTERNATIONALLY ACCLAIMED SOVIET PIANIST SVIATOSLAV RICHTER

MORE POWER-PACKED FEBRUARY FEATURES ★ TOP ARTISTS ★ TOP PERFORMANCES ★

Brahms: Symphony No. 1
Leonard Bernstein/N.Y. Philharmonic
MS 8202/ML 5602*
"...The fittest Brahms Interpretation I have ever heard from him."
Richard Sabin/Musical America

Vivaldi: Four Concerti for Two Violins and Orchestra
David Oistrakh and Isaac Stern
with The Philadelphia Orch./Eugene Ormandy
MS 6206/ML 5604*
"...among the truly 'great' durt performances of this era."
Albert Goldberg/Los Angeles Examiner

Bernstein: On the Town
OS 2028/OL 5610*
"...Leonard Bernstein at his show-music best and lyricists Condon and Green at their satirically gayest."
N.Y. Herald Tribune

More of Hal Holbrook in Mark Twain Tonight!
OS 2030/OL 5610*
"...there can hardly be es satisfactory a way of enjoying the wit and wisdom of Mark Twain."
Irving Kolodin/Saturday Review

ON COLUMBIA RECORDS ★

FOUR MAJOR NEW RECORDS AVAILABLE AGAIN THIS MONTH
PROGRAMMING

A description of the LP programming philosophies and techniques of leading radio personalities with specific discussions of their "hit" songs and programming styles.

Franklin Avalon, one from Chancellor Records. "Call Me Anymore" by Roy Clark, which was licensed from Capitol Records.

Brad Davis, a leading Eyeborader on Billboard Music Week's Hot 100.

JACK MUNNING, who scored with "Teenage in Love" on the same week, talks about his recent hit and the national market for teen-oriented songs.

RANDY RHOADS, whose first hit "Teenage in Love" was released on the Friday before the show, talks about the promotion strategies used to ensure its success.

Bobby Darin, discussing the importance of penetration in reaching new audiences with his latest hit "Dream Lover."
THE STRING-A-LONGS

The group known as the String-A-Longs, consisting of Don Allen, drums; Aubrey Lee de Carvalho, lead guitar; Bill Boyer, rhythm guitar; Richard Stephens, guitar; Jimmy Torres, lead guitar, and Keith Allen, vocals, and dulcimer," guitar.

The boys started playing together in high school at local dances and parties. Last fall the group auditioned and received an offer from Mr. Norm R. Petyou in Clevelay, Ohio, the official Wheelabrator brand and brought their master of "Wheels" to the Warwick label. The String-A-Longs were signed to a contract and now their hit version of "Wheels" is riding high on the "Hot 100." Today, the boys are making a personal appearance tour at radio stations and on radio and TV. Their first album is called "Pick a Hit!"

Barnum was recorded for many labels and is currently under contract to Eddy Records. His hit, "Love," on the Eddy label is rapidly moving up on the "Hot 100."

YESTERYEAR'S HITS

Chopped price programming featuring the biggest hits of the day and the past 10 years this week from oldies.

5 Years Ago

February 18, 1956
1. Rock and Roll Waltz, Gay Starr, RCA Victor.
3. Great Pretender, Platters, Mercury.
5. Mad Men of Mars, Tito, Decca.
7. Big Band Boogie, Dizzy Gillespie, Decca.
9. I'll Be Home/Tuff Stuff, Pat Boone, Dot.

10 Years Ago

February 17, 1951
1. That's Amore, Dean Martin, Capitol.
2. Song of the Volga Boatmen, Donald O'Connor, Decca.
3. Blue Gardenia, Tony Bennett, Capitol.
4. You've Got a Friend in Me, Tony Bennett, Capitol.
5. On The Sunny Side of the Street, Nat King Cole, Capitol.
7. Love's Call, Nat King Cole, Capitol.
8. More, Tony Bennett, Capitol.
10. You Go to My Head, Nat King Cole, Capitol.

WQXR to Air Rodgers Fete

NEW YORK—The New York Times station, WQXR, will air "A Valentine to Rich Rodgers," a two-part special, today (13) and Tuesday (14) from 8:30 to 9 p.m. Rodgers, who died last April, was the most famous of all Alfred Simon and WQXR Music Director Abramson, Monday's program is scheduled for Rodgers' years of collaboration with the late Lester Hartz from 1922 to 1949. Tuesday's show will trace Rodgers' years from 1943 to 1960, covering his collaboration with the late Oscar Hammerstein.

Boisseau WKRC Editorial Chief

CINCINNATI—Pat Boisseau has been appointed editorial director for the WKRC stations by L. B. Stevens, WKRC president, in charge of all Taft Broadcasting Company radio and TV operations. Boisseau, formerly with CBS, will be responsible for all research, writing and presentation of editorial features on WKRC-TV and radio in Cincinnati on a schedule recently expanded to five days a week. The WKRC station has been presenting editorial features on radio and TV in Cincinnati on a regular and continuing basis for the past year. Briefly, WKRC news director for the past four and a half years, will continue in that capacity.

Wallach Stores Offer Charge Service

Wallach stores offer charge service. Continued from page 1

pros, Internationals, and BankAmerica.

Music City's one-credit card will encompass two charge plans. While it expects most of its customers will pay their bills in full each month, Music City provides for an optional charge plan whereby partial monthly payments will be accepted. It will charge 15 percent per month on the unpaid balance at the end of the preceding statement period. This regular charge account automatically becomes a revolving account for interest if your charges are not paid in full.

Credit cards will be issued on a selection basis to customers with a well-established credit rating and whose purchases average at least $25 per month. Cards issued to new accounts will expire after six months. Cards issued to present customers are on a limited basis for small or strong commercial accounts will be good for a year.

Music City expects to make extensive use of its charge account list with bi-weekly mailings to its customers informing them of new special sales. Promotion mailings will be used to stimulate the customers' use of their charge accounts by exposing them to new products. Continuing direct mail campaigns aimed at charge customers will complement Music City's heavy use of radio advertising. Music City is one of the largest buyers of radio time in Los Angeles, spending as much as 40 cents per week on the various stations in this market.

CINCINNATI—Robert W. Saroff, chairman of the board of the National Broadcasting Company, will speak on "Television's New Frontier" at the noon luncheon meeting of the Cincinnati Advertisers' Club at the Hotel Sheridan Gibson house Wednesday (15).

Let's Keep Rolling Ahead

Coming in the MARCH 27 ISSUE

...a brand new low-cost CLASSIFIED MART!

STATION SUBSCRIBERS

JULY 1, 1965
JANUARY 1, 1966
JANUARY 31, 1966
JULY 1, 1966
FRONTIER

THAT'S ACCEPTANCE!

On June 21, RIS announced a new service for radio and television stations that pays royalties:

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

In five months, over 572 stations—from every section of the United States and Canada—subscribed to RIS. This swift acceptance is a measure of the great value broadcasters place on this unique record service.

AND IT IS A GREAT VALUE, RIS 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 SATISFACTION! Six Record and Album Services Available

If you play records—and you're not yet a subscriber—you owe it to your station, your sponsors and your listeners to have the latest RIS. For today, in addition to the "Hot 100," you can get weekly "Billboard Music Week," "Spotlight Winners," "Orchestra Music" singles from RIS...new monthly and classical albums...an LP Catalog Album service. Write to Hal Cook for the full story. No obligation. Of course, just a simple phone call can get you better service faster and cheaper. Write today.

Let's Keep Rolling Ahead
FAST DELIVERY is a Custom at RCA! When you have a record breaking big, you have to have all the records you need, when you need them. When Mr. RCA Custom handles things... brother, you got 'em! What's the key to RCA's speedy supply lines? Sure-fire three-plant service. With one factory on each coast—in New York and Hollywood, and one centrally located—in Indianapolis, RCA Custom offers you overnight shipping to any point in the nation. Call Mr. RCA Custom now, and watch his speed!

RCA CUSTOM RECORD SALES
Nashville: 160 17th Ave., S., AL 5-0857/Canada: RCA Victor Co., Ltd., 7011 Lyon St., Montreal, 225 Melius St., Toronto
Big Stores Strut Phono, Record Lines
With Barnum-Type Showmanship Flair

Macy's Annual TV, Music Fest Brings Jazz to 34th St.

NEW YORK—In a way it was like a reincarnation of Newport on 34th St. Saturday, when R. H. Macy and Company kicked off its annual TV and music festival Wednesday morning (8). The festival itself was due to last 10 days.

In one of the most ambitious one-day music-record-phone dealer merchandising stunts, Macy’s named Lionel Hampton as special jazz and phonograph consultant and emcee for a series of shows which began at 10 a.m. More than 9,000 fans had jammed into the Seventh Avenue end of the store for the first department store session by the time the last jazz performance started at 3 p.m. At least 1,500 others were focused on Macy's parade of bargains in equipment and records, through a series of sales that were running in all leading New York department stores, and were also forthcoming from department stores in New York, N.W. and E., and Mort Feggy of WVD.

Highlight of the continuing stunts in personnel present at the stand was a reunion of the Benny Goodman quartet which featured the tenor sax of Fred Waring and his 3,000. Following this and a boos about "Why don’t you play records," held in the executive offices for the press and the artists.

In a kind of tour, the troupe was again herded back to the fifth floor, where another stumping session took place with close to 4,000 fans on hand. In addition to the Goodman group, Hampton, Tony Pastor, and the Gene Kranz, the passing parade of artists included Bob Crosby, Artie Shaw, Teddy Boy, Stan Getz, Diz Gillespie, Mel Henton, J. J. Johnson, George Munsey, Nat Gonis, and Jimmy Rushing, Larry Elgart and Artie Shaw.

Part of the inspiration for the last scene was provided by Joe Landesman, who took on a last-minute charge as sales promotion director for the Bamberger division of Macy’s.

Walco Kicks Off Promo With New Displays, Catalog

NEW YORK — Walco Electronics Co. Inc., has kicked off a new three-step merchandising campaign including a newly designed counter-top merchandiser, an attractive hard plastic needle cord with a point-of-sale catalog. In addition, the company took the opportunity to announce the past month’s Macy’s Music Festival here last week as "Walco’s Music Festival," as Walco’s needle clinic, of Miss Walco 1961, Karolene Bennett.

The counter-top unit houses 150 needles and has a double-thick- unbreakable plastic cord and a counter plastic cover. It is available from distributors on request. The catalog shows needles in all late model phones in addition to the standard listing. Also included are descriptions of Walco disk accessories.

MGM ACTION BIG AT MACY’S MUSIC SCENE

NEW YORK— MGM Records was much in the picture in Macy’s Music Festival this week. The company sent a complete MGM and Verve labels, already boasts current or past affiliations with many of the jazz artists who appeared in the all-day bash opening the Festival.

Hampton, who starred as co-consultant and co-emcee of the sessions, repeated two times, including "Forbidden," and "Cry of the Blues" (Theme from Macky’s Jazz Festival)," the previous week. Mixings were done promptly (1) and pressings were rushed to Macy’s from the Bloomfield, N. J., plant. Opening night, in the New York store at 777 Seventh Avenue, 10,000 copes were sold the first day and the label promptly shipped in another 1,000 copies.

Lieberman is by his own admission a "music bug" in the full sense of the word, and has to credit the photo-montage pictures, "Force of Impulse" and "Jazz at the Movies," for the former Lionel Hampton and company recorded the sound track.

MGM Records was looking on a special Lionel Hampton single, ‘ Jazz at the Movies,’ in New York to tie in with the Festival, consisting of two tunes written by Lieberman. The tunes are "Cry the Blues" (Theme from Macy’s), and "Forsaken." This was the first year in which Macy’s undertook a promotion on a national scale at the Festival. Preliminary indications were that this was the year that a record company was coming in to the crowds. Whether these jazz tunes are to sink into disc and equipment buyers as a result of being heard in Macy’s was being watched with interest by stores throughout the industry and the dealers trade in general.

Col. Phonographs Opens L. A. Office

HOLLYWOOD — Colphonographs has completed its own phonograph distribution branch here, giving the CBS subsidiary company-owned stores in the New York, Chicago and Southern California market areas. Ciscil Corporation, which has been distributing Colphonographs here for past four and a half years, was forced to resign the line when it acquired a Consolidated bought Kerrill Electronics, the Motorola distributor, last year, and continues to handle the Columbia phonograph line throughout the North American market area.

Jack Stimson, for 15 years with Columbia Records, has been asked to head the Columbia phonograph line, which has opened headquarters at 4680 Sunset Blvd., in the Westland Avenue branch. Branch territory goes from San Luis Obispo, highway mark to San Francisco, to the Mexican border, and Yuma, Ariz., to the East.

By NICK BIRRO

CHICAGO—In a first of his kind, John Sol Pop, is to retitulating what P. T. Barnum was to show business, creating a week-long promotion last winter in the Westinghouse radio and television line with home clothing fashions and home furnishing.

The promotion included four staged shows at the giant parent department store, in which 2,500 an 1,000 persons from within Sol Pop’s own selected mailing list sought for reservations to attend.

The whole show was based on Pop’s philosophy of dramatic merchandising, promotion and always selling at a discounted price—a practice it also applies with considerable success to its record department.

Models were selected off selected models from Westinghouse, each line tied in with a complete room of home furnishings matched to the period of the phonograph or tele- vision line, with an attractive gift specialty, dressed up in the home of the Interior Society of Interior Designers, dressed in the styling.

The entire business was on a 2,000 point basis, each department with the doors of a home in a different scene for each of the four daily shows.

As the stage evolved, a panel that included Dorothy Cooper, fashion editor, and Audus E. Bliss, president, The National Society of Interior Designers, discussed the styling.

Thick Promotion

If the phonograph show is too much for the average dealer, the closest that he can get to it is a talk show staged in your store. An attractive gift specialty, dressed up in the doors of a home. "People today are more price conscious—they want nice homes. (Continued on page 45)"

DEALER INVENTORY CHARTS

Retailers will find these charts a valuable weekly guide to profitable and display of records, playback equipment and related merchandise.

BEST-SELLING PHONOGRAPH

These are the nation’s best selling phonographs by manufacturer, based upon results of a month-long study using personal interviews with a representative sample of phonograph dealers. A different price group of phonographs will be published in this issue.

The percentage figure shows for each brand is the share of the total number of records sold to that manufacturer, and are are based upon the rank order of manufacturer’s phonographs at each dealer, and the manufacturers earning 3% or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN $151 and $200

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>% of Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Magnavox</td>
<td>28.3</td>
</tr>
<tr>
<td>2</td>
<td>RCA Victor</td>
<td>15.7</td>
</tr>
<tr>
<td>3</td>
<td>Webcor</td>
<td>13.2</td>
</tr>
<tr>
<td>4</td>
<td>Motorola</td>
<td>6.6</td>
</tr>
<tr>
<td>5</td>
<td>Voice of Music (V-M)</td>
<td>5.9</td>
</tr>
<tr>
<td>6</td>
<td>Decca</td>
<td>4.6</td>
</tr>
<tr>
<td>7</td>
<td>Zenith</td>
<td>3.7</td>
</tr>
<tr>
<td>8</td>
<td>Others</td>
<td>5.1</td>
</tr>
</tbody>
</table>

BEST BUYS IN RECORDS

These records of all all the Hit 100, have begun to show NATIONAL sales breakouts action this week for the first time. They are recommended to dealers and all other retailers as having the greatest potential to go all the way. (Continued on page 45)
Exclusively For The Music-Coin Industry

...combining two full time editorial staffs...boasting one of the largest, most experienced businesspaper editorial staffs ever assembled to serve an industry.
**Disk Buying a Hazard In East Berlin Stores**

*Continued from page 42*

with a cluttered, ill-lit, crowded room. Their back to the window, two clerks struggle maestriously to ope with a store or stores customer. Separating store personnel from customers is a counter on which are two tall piles of records. I saw a set in the window. It's not fancy, says the wiser Westerman. "Which one is that?" a pleasant gray-haired baby behind the counter asks the customer. The customer tells her, "Oh, she replies, "we don't have that set. Where can I get it?" the customer continues. "We don't know. We're not out of the store, she replies, hurrying off to help another customer. If develops that the window displays few titles, the disc store has little resemblance to what actually is in stock.

The customer begins to leaf through one of the piles of records, which consists primarily of classical Czeck Supraphon titles. Jack, labels and program notes are printed entirely in English. "It's forbidden to buy from that pile," the customer tells her. You must buy from this pile," says the other clerk, a dour-faced young woman. The second pile consists entirely of Soviet popular and classical LP's in their blue jackets bearing land marks of the Soviet Union. The customer notes that while the jackets are printed only in Russian, the labels are printed in Russian and English. Across the Alexandplatz, at the

**RETAILING PANEL**

If you have a provocative question to ask the nation's retailers for Import dealers, please send it to this de- portion. N. W. Broadway New York 36, N. Y. Your name will be credited when it appears.

**QUESTION**

Teenage business—do you encourage it?

**THE ANSWERS**

**MRS. TOMMIE GRIBBLE**
Stonewall Records Portland, Ore.

We encourage it by selling the front wall with the top 100 singles, and we put out players Para TV sheet listing them, which mail and also use as a counter giveaway. We give the customer a 200-cent integration and this helps develop interest in the work of the store.

**JACK SEADER**
Wigmore Park Records Ridgewood, N. J.

We want all the teen business we can get. Teens are the main buyers of 45 records and pop LP's and they're the future. It's a dealer's responsibility to lead them along and develop their tastes for they may well be the best consumer of tomorrow. Our local merchants sponsor a teenage club and have one drop by their meetings and speak about records. We also handle out of the store, this like, is very effective.

**PETE DUCHER**
Ratner's South Calif., Calif.

We encourage them because they are tomorrow's most important customer for records, singles, Para TV sets, after they marry and set up their own homes. We separate them from adults by keeping the classical section on the mezzanine where listening is not allowed and we send our adver- tisements on radio Station KFRC in San Francisco. We also handle out of the store with kids gloves because they remember dissolutely years later.

**AL. LEVINE**
Record Bar East, Colo.

Teens are important. They buy the bulk of the pop, which is 30 per cent of the total, and they are buyers of many accessories like bat- teries, radios and carrying cases. They also influence the buying of items and ours. We build them our customers for phones and TV sets by catering to teens now, their behavior and piffage are a problem, but by removing listening booths we cut stealing and ups our profit.

**ALBUM COVER OF THE WEEK**

MONO OF BILLY BANKS AND JOHNNY R. . .
(Cover of Billboard, 6/4/67)

**SPOTLIGHT**

The Musical World of Bands and Hammersmte... (See listing in the Billboard, 6/4/67)

**When answering add**

Say You Saw It in Billboard Music Week
Motorola Bids For Stereo $$

CHICAGO — Motorola Corporation has launched a comprehensive direct-mail selling campaign designed to acquire new potential customers. The campaign, under the direction of W. E. Lawson, Motorola national stereo and radio sales manager, is expected to reach a million households.

Lawson explained that the entire effort is timed to coincide with the opening of hundreds of thousands of dollars worth of new dealerships across the country, as well as the recent introduction of a million factory-prepared direct mail letters mailed by dealers to prospects.

The flyers outline a contest which is designed for a 12-week trip to Europe for two by the winners who will receive the largest share of the contest. Thirty prizes are awarded and they include a trip to Europe for two and a $250 shopping spree in London, Paris, Rome, and Milan.

The contest has been set up to encourage the consumer to enter the contest, to become familiar with the product, and to recommend the product to friends and sales managers’ duties.

Jingle Firm in Disk Biz

NEW YORK — Music Makers, one of the country’s oldest jingle firms for radio and TV commercials, is also handling its own record label, called Music Makers, Bob Schwaid, formerly with Portem Distribution, is the company’s general manager, the new label handles jingles, sound effects, and sales managers’ duties.

Jingle catalogue now on hand here, one clerk, a pleasant, attractive woman in her 40’s, tried to walk up on the job. The store uses no record display materials and takes a storage space behind the record bar with a few jacks. The Supercall fame label also displays it.

The arrange-ments sounds good, but it's as close to as an East Coast store to American popular music. Out of 470 records so far, 300 have been devoted to American popular music.

Polk Bros. Stages Week-Long Promo

Records Next!

Officials indicated that the record field was a definite possibility for such moves although Polk already conducts a strong campaign in this area.

The store regularly sells albums and singles at a discount. A $3.98 album, for example, sells for $2.88, or $4.98 LP is sold for $3.89.

In addition, Polk is now conducting a "Penny Sale" which means the customer buys one album at the regular Polk price and gets the next one for 1-cent. A pair of regularly priced $3.98 albums, which Polk sells for $7.96, would be bought for a total price of $3.98 plus tax.

Select Merchandise

The penny sale applies to a select group of merchandise and is restricted mostly to tapes.

A store official summed up the problem in the record business as he saw it: "We've found that when a person buys a new photograph, he generally spends an equal amount of money the first year on records. But then the sales taper off. We try to do something to keep stimulating his buying and keep the customer from losing interest. A penny sale is an example of such stimulation—every time we're working on others.""
accepted invitations to attend the affair are Bill Nimmo, Detroit; Virginia Payas, Dan Dowd, James Gaylord, Bill Phillips, Charles Wood, Charles Willard, Bill Kirby, Burt Farber, the King's Jesters (including their new guitarist Jack Fulton), Dick Noe, Jeff Sparks, Ed Byrnon, Floyd Mark, Burke Ebinger, Harry Walker, the McGuire Sisters, Rod Serling, Andy Williams, John Sinn, Ralph Brown, the Modernaires, Jack Brown, the Smokey Robinsons, Jack Zoller, Mike Stewart, Rikle Kent and Best McCann, Bill Sachs.

**BOSTON**

Shelley Berman stormed into town (3), filling Symphony Hall to capacity. After giving Verve a real shot in the arm and raking up some $11,000 in a one-night stand which saw his national tour. With him were the now famous Berman has a big promotion with 1,000 school kids lined up, and donated a type- writing machine to a local charity on the interview. -- Sammy Davis Jr. was on hand for the visit of the 1,700- seater Bostical's Village, making Nip's business for the first time in his show contractual with the crows which he entertained with hour-long shows. Decca's chief, Alan Shaw, shared in the happiness.

Colombia's promotion man, Sal Iegnes, has been kept busy with the label's artists popping into town. Guy Milland, who had a two-night stand here, the Brothers Four have started on a 18-city, 8-week tour from the Totem Pole at Nor- ombiska. Sadie Hawkins died one day at Storyville, with Lambert, Hendrickson and Ross and Arriba Franklin to follow. The Statler-Hilton appears to have hit the mark with its "Show Toppers" promotion schedule. By Ruby Newman's direction. Presently, a "Salute to Rudolph Frisoli" is the attraction, with Sammy Davis' orchestra, -- Marie Hohlihn, 25 years with radio and television as a publicist, who was given a retirement party in association with the CCA, it was with Chas in San Francisco before coming to Boston.

Liberation, winding up a 10- day stand at the Mascoletto, Framingham, drew only 17 patrons in a 400-seat room last week (4). But the pianist gave his usual show in the 1,200- seat club. Two of the atten- diers have come from New Hampshire.

**PITTSBURGH**

Sir Walter Raleigh, the WAMO despoiler, has appeared with a grandstand of 11,000 fans when he hosted Jackie Wilson into the Tenth Street Cut club for a one-nighter December 11, but the event had to be canceled because of the snow. He had rehearsed Wil- son and also Linda Hopkins for their opening, and the heavy snows in New York prevented their coming here. Wilson has been here since coming February 19, and has his fingers crossed that they will arrive this time.

A slice on the part

SPARKMAN'S BILLS COULD AID SMALLER MUSIC OPERATIONS

WASHINGTON -- Manufacturers of records and phonographs have given the green light to small business operations will wel- come tax breaks and would be encouraged to invest. Small Business Administration, has in- troduced a bill that would give small, growing firms to expand.

One bill would authorize tax de- ductible money reinvested in depreciable assets, inventory and accounts receivable for the small or medium-size business. Under the plan, the government would amend the internal revenue code to permit deduction method- ology to apply to purchase of used as well as new equipment. The legislation would allow qualified individuals to set up retirement plans, allowing deductions up to 10 percent of his income, or $1,000, whichever is greater, annually, toward a retirement fund.

Sparkman has pointed out that the smaller cues at Room are the long-term loans, and even when the rates are cut to an available pool of funds. The tax break (Bill S-2) to relieve the tan bite on small businesses is expected to be approved by more than 20 senators.

of Nat King Cole was his re- funding of a substantial amount of money to Rose Calwe, owner of the Tokyo Cabaret, who was the worst hit since local music history caused a flock of closures while Cole was playing the spot. In addition, Cole has promised Mrs. Calwe a late-summer date to make up for the compensation for her losses. -- Jack Halberstam and Sam Comstock, Records, has been upped to promotion man in this area.

Booker Zeke Nicholas, who in- itiated the "pro" policies here in the past, is currently on a long-promin agency in this area, today requesting for such record names as John Mayall, Dere- Crotty, Danny and the Juniors and the Reins. All of whom have had some success in the past.

Crestwood Lounge & Restaurant

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SINGLES: $6.60
DOUBLES: $10.13
For full color brochure

In New York it’s the... NEW HOTEL PLYMOUTH

143 WEST 49h ST., NEW YORK
400 ROOMS FROM $5 SINGLE
COMPLETELY REFINISHED
Walking Distance to Radio City TV, Times Square, Hatchery, Central Park
NAT SALTMAN, Owner & Mgt.
Urban Renewal Turns Locations to Rubble in Cleveland Metropolis

By BOB SUDYK

CLEVELAND—The walls are tumbling down one more time since coin machine operators at the city's urban renewal and innerbelt highway projects gather momentum.

The ears are popping and the thickening iron teeth of bulldozers are chewing away the old sections of the city and operator income is falling as surely as brick and mortar.

The losses may cost the coin industry here in excess of $100,000 in lost returns in 1967 by the time all work is finished.

Lost Locations

Some of the locations are moving, but many of them, small restaurants, short-order spots and carry-out stores which could have relocated because of financial reasons and because of restrictive city ordinances. New leases call for 14 per cent of the total land area of the city to be leveled and rebuilt. This will include 125 acres of downtown Cleveland, 1,500 acres in the Western Reserve University and Heights Avenue areas and 5,000 additional acres on the near West Side.

Coin machine operators throughout the country should take note of what is happening here, said one prominent music operator. Enthusiasts for urban renewal programs have swept the nation like the blackest flood and redevelopment projects are rolling from New York to Los Angeles.

"We think urban renewal is a good thing, of course," said Alexander Wadell of Western Music Company. "But operators who are in heavy in those projects must make plans to make up the losses elsewhere, or find themselves in difficult financial positions.

Samco Amusement Company, which has lost some locations to redevelopment, will lose nearly 20 per cent of its entire business when the Hough Avenue project begins.

"This means a loss of 30 accounts," said Sam Solomon. "If we are going to survive, we will have to extend ourselves to the suburbs.

Modern Music Company will lose 10 per cent of its locations in the same area, in addition to some already lost in other areas.

James W. Burtch, president, said, "These are locations we will not be able to replace for a long time."

Coin machines may be moved to dubious locations, and coin machine operators can build up more charges that the coin machine industry seeks to "buy responsibility".

Motion Pictures

On another front, there has been bitter complaint that the industry is glutted, and pilloried by TV and motion pictures. However, examination has shown that the industry is doing little to go around to view the music box as an ally—not a foe—in the fight against juvenile delinquency.

Philadelphia has been a favorite German public relations device. It is effective and its being expanded as rapidly as resources and opportunities permit. It is necessary, however, to exercise considerable circumspection in lading out coin machine cash for charity.

Such funds may be assigned to dubious organizations, and coin machines may be found for other charges that the coin machine industry seeks to "buy responsibility".

(Continued on page 49)

R. RATAJACK, Music Operators of America's new managing editor, looks over papers at opening of MOA's Midwest office last week (BMW, February 6). Looking on are MOA President George Miller and Jackie Persinger, staff assistant.

Among the city's best known coin machine operators are avidly absorbing information about the U.S. coin machine industry, which is beginning a similar venture this country.

It is possible that the CMC has come in the short span of time to become the best-known U.S. industry benefiting from a similar venture.

This interest in the CMC stems partly from the void left in German coin machine industry, since the council is filling in the gap.

Mr. Group

The German organization of manufacturers, the Federation of the German Coin Machine Industry, has a new member, E. Firma West-Automatic Gera-

Attila Huszkg, K.G., of Moers, in the Ruhr, and expanded to 12 member companies.

Aside from Hiltgen, the Feder-

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**Coin Machine Exports**

**November, 1960**

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<th>Used Photographs</th>
<th>Anticipation Cover</th>
<th>Total</th>
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<td>179,533</td>
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**Totals**

1,283,553

**Nov. Exports Fairly Heft for ’60**

NEW YORK—Juke box and coin game shipments from the U.S. slipped back into the 1960 routine November down after an October period that showed some promise of a climb. While October’s exports just missed breaking the $2 million mark (which has come to be the mark of a successful export month), November’s total fell a bit short of 600 behind its predecessor. The actual figures: $1,857,165; compared to $1,936,592.

With the trend of new Juke box machines and coin games continuing to be the highlights of the month, led by the new Juke boxes, used boxes and games — dropped off from the October level. The new Juke box shipments, however, climbed from 87,200 to 97,200.

**By ELTON WHISENHTNT**

**Did Tenn. Solo Introduce Bill to Outlaw Pinball Machines?**

**NASHVILLE—Rep. Millard V. Oakley of Livingston introduced a bill in the House last week which, if passed, would clarify pinball games as gaming devices and would do away with them in Tennessee.**

The bill is not expected to pass, but some legislators were discussing the proposed law and wondering why the representative from Livingston, who is an attorney, introduced it.

His only reply, when asked by another legislator, was that he wanted to "control" pin games.

**Outright Ban**

But the proposed bill would not only "control" pin games in the State; it would abolish them. For, by defining pin games as gaming devices, they would be outlawed, since another law prohibits gaming devices in the State.

In the simple, one-page bill of Oakley’s is a proposed amendment to Section 39-2033 of the Tennessee Code Annotated, which is the State gambling law.

In Item 2, the words "pinball machines" are used in the present law by stating that they are not a gaming device. In Oakley’s first paragraph, he proposes to delete the words "pinball machines." In Item 4 of the present gambling law, it explains that a reply on a pinball game is not gambling and is allowed because it is not to be considered a "thing of value."

Oakley’s proposed amendment would strike that part of the present law and substitute this new language:

"... and in the application of this definition any right or privilege of reply conferred mechanically or otherwise on players of pinball machines and similar devices shall be held to constitute a thing of value."

Rep. Frank L. White of Memphis, who furnished this report, made a copy of Oakley’s proposed amendment, said that if passed it would make pin games gaming devices and thus outlaw them in the State.

(Continued on page 59)

**WANTED TO BUY**

**WILL PAY CASH FOR LARGE ROUTE OF MUSIC, AMUSEMENT games, cigarette, etc. Write**

Box 339, Billboard Music Week, 1564 Broadway, New York 36, N.Y.

**WANTED TO SELL**

**GREEN’S BILLIARD SUPPLY**

150 W. 31st St., New York 1, N.Y.

**OAKLAND**

**Gottlieb’s New 4-PLAYER**

Two Re-GameOver—Double Jet Shooters

Immediate Delivery! Order Now!

**WEEKLY SPECIAL!**

**Bally’s**

B & C... $165

Completely Reconditioned

**WANT TO BUY—HIGHEST PRICES PAID**

**GOTTIEBEL CONDOR-PIGLET-TEXAS—AROUND THE WORLD**

**SILVER—MAKEDO-WEIGOSH—WINFELL**

**KERNIE DOLL-SPOT-A-CARD—EAGT-DIRD-FLAD**

**ACADEMY-DELOS LAYNE.**

**Rush Your List!**

**NATIONAL COIN MACHINE EXCHANGE**

415-1208 Chicago 14, Ill.

Washington 8-4311

**Cleveland Locations Lost to Urban Renewal**

Our best locations. They earn about $50 a week and we figure on losing it.**

By the time all redevelopment projects are completed Atwater Music Company will lose 25 per cent of its locations.

"I’m a retailer and the loss of income from 15 machines hurts," explained Alfred Atwater. "But it’s not my bosses who don’t return. But it’s my loss if they lose their job and the one who has to try to follow those that move out to the suburbs."

Atwater pointed out that the tavern business is tied to pinball games, that there are 40,000 for sale, and 25,000 for sale today, he said.

- Ben Marti, manager, of B. R. Music Company, returns that the loss of few locations, are hardly the small confectionery and restaurant variety.

- Sanford Levin’s Atlas Music Company expects to drop about five, but so far has lost none.

"We have got to follow the trend to suburbs and hold onto our locations as they move," said Hyman Cohen, manager, H. M. Cohen Company, in alerting the industry here. He lost seven locations and expects to drop 10 more which are going out of business.

Prospect Photograph Company lost about four locations according to George Zilko, president.

Ed Curry, head of Curry Music Company, reports the loss of a few. James Rose, R. J. Music Company will drop some locations; A & T Music Company last two last month, according to Albert Lippman, Associated Enterprises. Lippman said, Thomas Miller, and S. L. A. Clark Company recently announced a downtown move to Broad Street.

Robert K. Williams.

- Joseph Abraham has held onto some taverns which moved, Linn Distributing Company has dropped five other spots due to the development program.

- Edward Kenny of Kenny’s Amusement Company lost three in one day; a tavern and two estates.

Final figures in the survey reveal the loss or expected loss of well over 100 locations within the metropolitan Cleveland area.

** chicago—Bally begins delivery of its new six-carde bingo pin game, Bill O’Donnell, general sales manager of the firm, announces.

Bally-A-Line is patterned after Bally’s famous Lotta-Fun and the Rin-o’-Fun in-line games with like lighting features. Several new attractions are also added. Bally-A-Line is especially based on in-line scoring for replays without the high-score feature of earlier six-card games.

Mystery selection of cards is another, new feature. The player may select the first three cards by picking a coin. Each additional card after the first three gives the player the fourth, fifth and sixth cards in which the highest scoring opportunities are concentrated.

A separate schedule of three-in-line, four-in-line and five-in-line replays is posted for each of the six cards.

**German’s Watch**

- Continued from page 47

that the "bury ‘em with friendship" coin game can pay back dividends.

It is frequently possible to peruse TV and film producers to delete entire sequences of material unfavorable to the industry—provided it can be shown the material is inaccurate and unfair, and, on the cores after the first three may give the player the fourth, fifth and sixth cards in which the highest scoring opportunities are concentrated.

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**Chicago**

**Bally Delivers**

**Lite-A-Line Pin, 6-Card Bingo**

**6-Card Bingo**

**Lite-A-Line**

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City Decals No Longer Required
On Los Angeles Bus Vendors

LOS ANGELES — Bulk vending operators were advised City of Los Angeles bussing ordinance requires decals on each unit. The announcement was made at a dinner-meeting of the Western Vending Machine Operators Association.

When the decals were ordered a year ago, the cost was 25 cents each. This year they were said to be 5 cents each. Operators opposed the indirect per-machine tax as well as the problem of attaching and keeping the decals attached.

The meeting, which attracted nearly 40 operators and their wives, was conducted by Daniel P. Lally, WVMOA president. Reports on taxation were made by Lee Weisner, a past president, with William Siegel, immediate past president, discussing the alleged illegal installment of machines in outlying areas.

As this was the first session since November, much of the time was devoted to an informal discussion of problems, mainly commissions. Also discussed to bring events up to date was the matter of unfair licenses in the Los Angeles area.

President Lally welcomed Mr. and Mrs. Al Martin, Earl Osburn, and Earl Spicka to the meeting.

At the conclusion of the business session, M. R. Haasha showed a sound movie, "American Airlines Flagship Newsmag," which highlighted the company's jet programs. The sound movie was in both black and white and color.

OPERATE
UNITED'S
BOWL-A-RAMA
Welcome Everywhere

FOR DETAILS
UNITED
MANUFACTURING COMPANY
4803 N. California Ave.
Chicago 18, Ill.

DOUBLE-PLAY DISKS

Two-sided edition may be expected from the following records. For the jukes at operator limited from 100 to 200 singles, or machines, they represent maximum programming effectiveness. Records listed below have both sides either on the Hot 100, or both recentees on the Hot 100. See Spotlight Reviews for additional information on double-play disks.

EMOTIONS
AND
I'M LEARNING ABOUT LOVE

WHERE THE BOYS ARE
AND
NO ONE

MY EMPTY ARMS
AND
TEAR OF THE YEAR

ROUBBER BULL
AND
EVERAGE

ARE YOU LONGTIME TONIGHT
AND
I GONNA KNOW

SPANISH HARLEM
AND
FIRST TASTE OF LOVE

GOOD TIME BABY
AND
CHEERIE

WHAT A PRICE
AND
AIN'T THAT JUST LIKE A WOMAN

EBONY EYES
AND
WALK RIGHT BACK

THINK TWICE
AND
FOR MY BABY

BY BENN GELLMAN

MILWAUKEE—Frank Bartnik, Baranaco Music, is a keen aviation enthusiast. But he believes in keeping his feet on the ground when it comes to his business practices.

Air-minded Bartnik got his pilot's license back in 1947. Since then he has logged hundreds of hours on flights in his own plane all over the country. Peaceful fishing in South Dakota; summer weekends in his small fishing lodge near International Falls, Canada; accessible only by air; or a quick flight to visit relatives in Cleveland — all are simple when Bartnik hops in his private planes.

"I started flying 15 years ago as a hobby," says Bartnik. "At first it was strictly a hobby, but in recent years it has developed into a business asset. "Flying my own plane helps me develop and improve customer relationships. I have been able to help out location owners who had to get to some points hundreds of miles away when illness struck someone in their family. I've also taken a number of my customers on fishing and fishing trips with my plane. Last fall a couple of location owners flew with me to Aberdeen, S. D., for pleasant fishing."

Small Operation

No high-flyer in the juke box business, Bartnik limits his operation to between 50 and 60 machines.

"I have learned that 50-60 locations is the optimum number I can handle. Keeping my route at this level enables me to maintain personal contact with all of my customers. They feel that when I come in their place to service the equipment that they are receiving personal attention from the boss himself," he explained.

BARTNIK KNOWS THE TENDENCY TO DIVERSIFICATION AMONG JANIN MACHINE OPERATORS. HE PREFERENCES TO SPECIALIZE IN JUKE BOX EQUIPMENT.

I used to operate games as well as music machines for a while," he says. "But experience has shown me that as an individual operator, I could not do justice to both music and games. I found myself spreading out too far. Both my capital and my ability to service and maintain a variety of machines became strained. After all, this is the age of specialization and I can do better for myself and my customers by limiting myself to juke boxes."

Family Affair

Bartnik and his son, Gerald, his "number two boy," cover the route and handle all of the route maintenance and moving work. His wife, Evelyn, also takes an active role in the family business. During World War II, while Bartnik put in long hours in a local war plant, Mrs. Bartnik took care of location service and kept the business going.

Mrs. Alice Antezark, currently on maternity leave, has been an employee of the Baranaco Music firm for about 20 years. During her absence the desk boys who do route for cars being taken over by Mrs. Bartnik.

Looking back, Bartnik recalls how he entered the juke box business. "I'm a graduate of the old digger machine days," he says.

"Suddenly the State outlawed them. So there I was with a lot of unusual equipment on my hands and no job in view."

"My brother-in-law, Al Wittlin, who runs Western Music Company in Cleveland was active as one of the early juke box operators there. He sent me a shipment of 10 photographs when he learned that I had been forced to close out my digger machine route. So, I put those 10 machines out on location and I've been at it ever since."

FEBRUARY 13, 1961

A NEW BOWL-A-RAMA INSTALLATION set up in Paris by Paris-Swing, new distributor In France for United Manufacturing Company. Drinks and food are served at the tables and customers can bowl in the foreground. The entire establishment is keyed around the bowlers, which the owners say are especially popular with women, who prefer the game to large, full-sized bowling alleys.

A BUSY NIGHT IN THE NEW PARISIAN BOWL-A-RAMA establishment. Virtually every age group is represented. After the bowling, patrons stick around to eat, drink and dance. The alleys were supplied by United's new French distributor, Paris-Swing, which recently took a shipment of 27 Bowl-A-Ramas by air.
ONLY ROCK-OLA ALL-PURPOSE PHONOGRAPH

HAVE A SIZE TO FIT EVERY LOCATION
AND MUSIC TO FIT EVERY NEED!

THE REGIS

Feature for feature Rock-Ola phonographs
are the outstanding phonographs available
to music operators today! The all-purpose
flexibility of sound, their operating depend-
ability and outstanding beauty, gives the
music operator the one line of phonographs
to fit his every need. Regardless of the size
or type of location, regardless of the type
of music desired, with Rock-Ola, the opera-
tor needs only one line of phonographs.
From the distinguished Regis models to the
beautiful compact "100" wall phonograph,
Rock-Ola leads the way in money making
music equipment.

FOR WALL TO WALL MUSIC

The Rock-Ola phonographs with Rock-Ola-Sound literally places your customers in the
center of the great concert hall. With Rock-Ola-Sound"living presence" music becomes a reality for all locations, regardless
of size or shape.

331-45 R.P.M.
DUAL SPEED INTERMIX
RECORD CHANGER

Now for the first time, here's a small, attractive and versatile wall
phonograph with all the capabilities of a standard floor model
phonograph. Inside its gleaming cabinet is the industry's first 100
selection miniaturized Revolving Record Magazine offering increased
simplicity and fewer moving parts. For added flexibility the "100"
may be used with the pictured floor stand or mounted directly on
the wall depending on the need of the location.

DON'T WAIT! CALL YOUR ROCK-OLA DISTRIBUTOR TODAY FOR A COMPLETE
DEMONSTRATION OF THE ROCK-OLA LINE AND ITS PROFIT MAKING FLEXIBILITY

ROCK-OLA MFG. CORP., 260 N. KEDZIE AVE., CHICAGO 51, ILL.
NEW ENGLAND NOTES

The music business was shocked to learn of the untimely death of James Gerace of National Music and Radio Company, Dorechester, a veteran music operator and first president of the Music Operators Association of New England. Jim had been in business for just fifteen weeks with a heart condition and was expected to get better. He was a personable and friendly gentleman who was liked by everyone around him.

The trek to Europe seems to be catching on with music operators in these parts. Ever since Louis Donnell of Manchester, N. H., spent some time in England and had a wonderful time, it has been the talk of the town. Thefortunately, Bob Rome of Automatic Music Service, Newton, Mass., qualified in a regional tournament and got as far as the semi-finals before he was stopped. The response to the new Unisson bow, Diva, and shuffle alley, Line-Up, is making the manufacturer very happy. In truth, Robert Atkinson is a very happy man to be Marshall Carlus, who also noted how the business in background and commercial music is highly satisfactory.

SI Redd of Redd Distributing Company, Allison, Mass., reported that all news is good and the business is doing well. The game is not only going well locally, but is catching on in fine style throughout the nation.

The annual banquet of the Music Operators’ Association of Massachusetts has been postponed from its February 21 date to some time untimely scheduled. An announcement of the date was not made at the time this was being written, but it is expected that the date will be announced soon.

The Music Operators’ Association of Massachusetts will be held on the afternoon of the MOAM last week when two operators with a grievance against each other laid their case before a committee headed by Henry Chadwick, one of the leading men in the business. The case was resolved and the two operators left friends and with a better relationship.

Cameron D. Deaton

PHILADELPHIA SCENE

Sid Ball, general manager at the Model Distributing Company reports that collections are up by one third at locations now featuring the new “10 top plays for 3 cents” feature. He also reported that business is still busy pruning its new “leaves” plan in operation. Sid DeAngelo, manager of the Eastern Pennsylvania Amusement Music Association, reported that about 15 persons attended the meeting of the organization. He said Model displayed the new Wurlitzer 2200, music machine at the parley.

HARRISBURG HAPPENINGS

Lee Taken, manager of the Pennsylvania Amusement Music Operators Association, reported that the company, which is called off due to bad weather. He said the boys have trouble coming to the State capital due to poor travelling conditions. The New York market shows a little interest, with one of its stations using the Wurlitzer 1640 both for a crowd puller and a small town.

George Metzger

ROCKY MOUNTAIN NOTES

News from Rawlings, Wyo., has it that Jack Wells, of E & J Music Company, has been named manager in Salt Lake City, replacing B. L. Carter. Another operator recently hospitalized in Denver was Chuck Morrison, of Leadville, Colo., who, however, was not seriously injured. He reported that the “ultrasonic States” with most of his spots well above timberline.

Notable at the end of the week was the small amount of vandalism and assistance machinery theft, according to the members of the Colorado Music Merchants’ Industry. During a time when crime
LOS ANGELES ANGELS

Jack Simon, of Simon Distributing in Los Angeles, is back at his rakish best. The chic executive is redolent with the new and sexy style that he has never been afraid to discard. His latest addition is a sports car, a sleek Mercedes-Benz. The car is a conversation starter wherever he goes, and Simon always seems to be in the right place at the right time. He is known for his sharp business acumen and his ability to network effectively. Simon is a man of many talents and is always ready to take on new challenges. His presence in the city is a testament to his success and his dedication to his work. He is a true force to be reckoned with in the business world.

Oklahoma City, OK

John Ruggiero, manager of the Seeburg branch in Oklahoma City, has returned from a business trip to Dallas. During his trip, Ruggiero met with several key clients and secured several new orders. He was also able to attend a conference on the latest trends in the music industry, which he found to be both informative and enlightening. Ruggiero is looking forward to implementing the new strategies he learned into his business operations.

TEXAS JUDGE DISMISSES CHARGE OF 'OWNING A PINBALL MACHINE'

Texas Judge Dismisses Charge of 'Owning a Pinball Machine'

Of A five-hour examining trial, Justice of the Peace Lloyd Blanchard dismissed a charge of "owning a pinball machine" against N. H. Heims, owner of the Jefferson Novelty Company. A total of 102 of the machines were seized here, 45 from a moving van and 57 from a warehouse.

Judge Blanchard dismissed the charge for "lack of evidence." Evidence in the case included one of the pinball machines, which had been taken from a warehouse, 45 of the machines were seized here, 45 from a moving van and 57 from a warehouse. Judge Blanchard dismissed the charge for "lack of evidence." Evidence in the case included one of the pinball machines, which had been taken from a warehouse, 45 of the machines were seized here, 45 from a moving van and 57 from a warehouse. Judge Blanchard dismissed the charge for "lack of evidence." Evidence in the case included one of the pinball machines, which had been taken from a warehouse.

Defense Attorney Joe Goodwin, who argued Judge Blanchard's ruling, had questioned legality of the seizure, in that police officers and Ranger Harvey Phillips, who intercepted the van, did not have a search warrant; that there was no evidence that the machine and the other articles exhibited belonged to Heims. In any case that had been seized at the warehouse, at the time of interception, there were in interstate commerce.

Keating Teams With Wiley Bill Hitting Games

WASHINGTON—Sen. Kenneth Keating (R., N. Y.) has signed up as co-sponsor of the Wiley Bill (H.R. 3619) to outline the shipment of gaming devices in interstate or foreign commerce.

The lawmaker also has added his voice to those of the manufacturers and distributors co-sponsoring the Kefauver (D., Tenn.) bill to establish a national advisory commission on interstate crime. Proposed commission would make a full and continuing study of investigation and of the adequacy of federal laws to prevent it.

Commission would consist of seven members, five appointed by the President. Other two would be the Attorney General and Director of the Federal Bureau of Investigation, who would serve at the President's discretion. The President's name also would be added to the list of members. He is senior Republican member of the Senate Judiciary Committee, the group that will study and report on the bill, and there is every indication that he will push for approval and passage of the measure.

Horoscope Pellets

WIS. OPS' TOPIC: STATE TAXES

MILWAUKEE — The Wisconsin Merchants Association, Inc., State joke box trade group, meets today (6), at the Elks Club here. Top item on the agenda will be a discussion of the threat of a State tax on coin-operated equipment. Members will also discuss possibilities of introducing a State bill permitting free play on pin games.

All Flavors

New Lucky 7 Horoscope

For accurate reading on this period of change, consult your horoscope. An expert in numerology, Walter DeBakey, has developed a new system that takes into account the influences of the planets and stars on your life. With his help, you can gain insight into your future. Consult your horoscope today and find out what the stars have in store for you.

BILLY RAY CLOSE-UPS

Morris Griner, chief of Cleveland Machine Exchange Consignment, Cleveland, Ohio, is a frequent sight on the Vinegar Islands north of the city last week. The load is headed for a New York company.

SANDERSON-The state capital was the scene of another week. Cleveland coin slot dog sales, off, confides Griner.

Cleveland State College

The state campus, bordered by Cuyahoga County and metropolitan Cleveland, is far away from the hustle and bustle of the city. Yet, the peaceful and serene atmosphere is punctuated by the sounds of laughter and conversation. The students are engrossed in their studies, and the campus is a hub of intellectual activity. The campus is a place of learning and discovery, where students are encouraged to explore their interests and develop their passions. The campus is a place of community and belonging, where students form lifelong friendships and create memories that will last a lifetime. The campus is a place of growth and self-discovery, where students are challenged to think critically and to approach the world with open minds. The campus is a place of innovation and creativity, where students are encouraged to think outside the box and to embrace new ideas. The campus is a place of beauty and tranquility, where students can find solace and inspiration. The campus is a place of possibility, where students are empowered to make a difference and to change the world.
Penny King’s Hardman Hits Back Hard At Criticism of Foreign Charm Imports

He said ideas are drawn from everywhere, but that he is finding great appeal in items that people are used to seeing in full size suddenly appear in miniature in a machine globe.

LES HARDMAN and associates from Penny King’s Hong Kong plant stop for pictures during a recent visit in the Orient.

PITTSBURGH—The use of foreign charms was vigorously defended last week by Les Hardman, owner of the Penny King Company here, who announces that his firm has been importing charms from Hong Kong for about a year with excellent results.

Hardman, however, made one important qualification—his charms were manufactured in his own factory under his direct supervision. The charms were not copies of items originated by Hardman’s firm. The factory at all times conforms to the strictest sanitation requirements.

Better Charms

Hardman termed his Hong Kong operation a program toward better charms for the bulk vending industry. He said he is able to produce quality charms in Hong Kong at a far cheaper price than he can produce the same item here or in another plant that he has had in Puerto Rico some nine years.

Among items he has imported from Hong Kong in the past year are such popular sellers as yak-yak teeth, telescopes, picturescopes, magnifying glass and roulette wheel.

The telescope, for example, is sold by his firm for $1.25 per 1,000. Hardman estimated the same charm could not be sold for less than $2.50 per 1,000 if he had produced the item in Puerto Rico. His magnifying glass and roulette wheel also sold for $1.50, and Hardman estimated that they would list at $1.75 and $1.50 respectively if they were produced in Puerto Rico and higher if made in the U.S.

Cites Teeth

He cited a pair of teeth produced by a rival charm manufacturer at $1.55, which Hardman had re-priced, added a tongue, sealed with tooth paste and was able to sell profitably at $1.25.

Hardman indicated that cheap labor available in Hong Kong enabled him to utilize hard-work in making charms that resulted in unique items that could not profitably be made here in this country.

Lately, several large dealers and vending equipment manufacturers had indicated that the price of products would ultimately be used by other manufacturers and that he was not the only company in nothing new. Overseas operations have been tried by other industries for years and sometimes a new idea to have goods produced by American manufacturers in foreign factories. Numerous arrangements are made—licensing contract or outright ownership.

Defends Method

Hardman defended his method—owning his own factory in Hong Kong—such as being the most effective and economical. He said he had tried importing charms from importers or having them produced on contract, but that he had found the system unsatisfactory. He noted that by owning his own factory, he is able to effectively control quality and get a finished product.

Hardman stressed the fact that his Hong Kong operation was devoted entirely to the production of charms. No other items are produced. He said he had even noted cases where items introduced by his firm were being introduced by other importers.

The veteran Pittsburgh bulk vendor went on to say that his firm is backing on a policy of introducing a larger quantity of new items than ever before and that he will utilize both his Puerto Rico factory and his Hong Kong facilties for charms.

Miniature Items

He said one thing his firm is trying to do is to redesign everyday items into miniature products suitable for bulk machine charms.
$25 Down
Balance $10 Monthly
404 Deluxe
Penney Fortune Scale
No Springs
Large Cash Box
$85.00 In
Pennies
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10th Year
Weight 165 Lbs.
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1-Dime Machines $4.00 each
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5-Cent Machines $8.00 each
10-Cent Machines $12.00 each
25-Cent Machines $16.00 each
50-Cent Machines $25.00 each
1-Dime, 2-Dime, 3-Dime Machines $3.00 each

BOLTONS, 10c, 20c, 50c, $1
Double Play, $1, 2
できます, 2, 4. $1, 2

We have a complete line of new and reconditioned machines to fill all classes of business. We have an extensive line of machines for all classes of business, and we are always ready to fill orders for machines of any size or kind. We have a complete line of new and reconditioned machines to fill all classes of business.

For Forty-Niner Series
"Give Me My Boots and Saddle" designs in brilliant gold, silver or color-plated.

$2.25 per M. in 5 M. sizes.

RAVICK Coin Machine Exchange
602 South Spruce St.
Wheat 5-1676

AMERICAN NUT 1001 South Dearborne Street
CHICAGO, I11.

NEW YORK—Bulk vending operators could use a little more imagination in their use of color, according to Sam Eppy, local charm manufacturer. Eppy insists that the use of a variety of colors in bulk gum fill is often confusing to the child. He added that a little planning could well result in more bulk gum sales.

For example, he said, red gum—associated with warmth—could be used in winter, while green gum would be appropriate for spring. Sunset shades catch the spirit of autumn, and yellow is a good summer color.

One such experiment was tried—and it paid an egg. All white gums were sold for 56, to convey the impression of cleanliness. However, the results were poor.

At the annual convention of the National Vendors Association in Chicago next month, the subject will be discussed in some detail. A professor at the University of North Carolina, working with a fertilizer grant, has made a study of reasons for children's buying habits in bulk vending machines. The report will be read at the convention, and the conclusion will show that color plays a major role in these purchases.

Op Paints Cigarette Units To Match Stoops’ Decor

HILL CITY, Kan.—Cigarette route operators have found it profitable to reinsure even their less popular brands of cigarettes to a point of production. The sale of such cigarettes to local merchants has proven to be a successful idea. The idea is only being offered to a limited extent.

The main idea works out well with bulk vending machines, as well, said Al Tepper, bulk route operator here.

Shortly after he went into the field a decade or so ago, Tepper found that restaurant and cocktail lounge owners were generally interested in buying new machines that could be used as cigarette dispensers. They were only interested in buying the machines as a source of revenue for the place. The same idea works well.

There are a few differences, however. Other drawbacks, of course, were the spilling of gum and confessions on the floors and the nuisance of making change for children. By large, however, the principle objection of good location potential owners was the appearance of the machine.

Tepper, who was a commercial artist before he went into vending, and who did much of the design work, said the machines as a suite, which was picked out one of his more successful projects, and fitted the four machines on a single stand in soft gray and green, the same color scheme used throughout the restaurant.

Carrying the actual machines in with him on his next call, he called attention to the past job and advised the location owner, "See how these look to you with your own color scheme.

The location owner was enthusiastic, and the four machines went in, where they have been operating for more than nine years.

Since that time, Tepper has finished at least 150 machines in various color schemes to fit specific locations. He has found that it is necessary to remove machines through location owner cooperation, but the extra effort which the Kansas operator undertook to please him.

Tepper does the work with extremely soft enamel's, and has a gallery of enamels in small glass bottles which makes it easy to duplicate almost any color or theme with a minimum amount of effort. He even has chrome-plated parts on some machines, where the location owner was notably more interested in chrome than in color. He has net results have been much better location owner cooperation from location owners and better collections.

PHILADELPHIA — Joe Silverman, manager of the Amusement Machine Operators of Philadelphia, announced this week that the coin machines industry has gone 45 per cent over last year's contributions to the Allied Jewish Appeal.

More than 200 persons attended a dinner given by the Philadelphia operators for the benefit of the AJA on January 23 at the CR Club.

April 20, 1961

AMERICAN NUT

BOLTON'S DAIRY, 50c, 2c, 5c

GRIFFIN-NAKAYAMA

GRANT'S, 2c, 5c, 10c

HARRIS, 10c, 25c, $1

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KATZ, 10c, 25c, $1

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MURPHY, 25c, $1

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WHITE, 25c, $1

WINDSOR, 25c, $1

WRIGHT, 25c, $1

YOUNG, 25c, $1


BILLY'S, 10c, 25c, $1

JAY'S, 10c, 25c

KINGS, 10c, 25c

LEVINSON, 25c

ROSENTHAL, 25c

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The Wurlitzer 2500 on location is the ultimate in automatic music. The ultimate in beauty, in sound, and in dependability... producing the absolute all-time high in earning power.

THE WURLITZER COMPANY  EST. 1856  NORTH TONAWANDA, N.Y.
Edward Newell
New Prexy of Memphis Assn.

MUFFINS—Edward H. Newell, 47, owner of Gr-Matt Amusements Company, a veteran of 25 years in the business, was elected president of Memphis Music Association last week at the group’s annual meeting.

The term is for one year, succeeding Pres. James L. Cates, chairman of Canal Amusement Company and Canal Tobacco Company, Inc.

EDWARD H. NEWELL


Newell is a civic and church leader. He has served in the past in St. John’s Episcopal Church and was recently elected a layman. He is vice-president of the Memphis Lions Club.

Newell, who attended Louisiana State University, started in the business in 1936, working for R. Williams. Williams for many years operated a music and game room and was Wurlitzer distributor, Memphis, in addition to other enterprises.

Newell went into business for himself in 1956 with Or-Mo Amusement Company, 1209 Mason. Several years ago he became branch Wurlitzer distributor for the area for Standard Automatic Distributing Company of Little Rock.

Newell and his wife have two children, Linda, 19, a sophomore at Southern Methodist University, Dallas, and Mike, 15, a sophomore at East High School in Memphis and Edward Jr., 9, fourth-grade student at East.

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A child...one of tens of thousands who need your help. Please give generously.

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New Prexy of Memphis Assn.

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Hessy Ciss Cross Diamond, $250

Hans Inc., New Standard, $200

Socie Inc., Double Star, $125

Laurel Little Tacktor, $225

Roman Big Twin, $195

Rolly Still Sound (av.), $95

Rolly Still Derby (44), $295

Rolly Still Circle Play Bell, $195

Auto Bell Circle Whirligig Wheel, $195

Auto Bell Tailfeather, $175

Auto Bell Mardel, $145

Auto Bell Horseshoe, (111. lamb), $195

Midway Joker Bell, $195

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STICK 'EM LIPS

Only $10.00 per pair

No dents, dents, dents...a top quality product...the finest styling...the biggest, most popular variety you've ever seen...easy to arrive...ready to ship...only 10 each...order yours today from our distributor...

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Buyers and sellers in the music-coin industry will find this a convenient market place for the best sources of equipment, supplies, services and personnel—serving more than 20,000 buyers, sellers and users of music, records, tape and home entertainment equipment.
Shaffer Service 'Forget Theory'; School Slogan: 'Keep It Simple'

BY BOB SUDYK

CLEVELAND—A repairman’s bible, complete with pictures and diagrammed information, has been a revelation to Shaffer Music Company’s new, highly successful approach to service school training. The 50-page manual that presents a grade-school-simple procedure of trouble shooting is drawn throughout Northern Ohio. Between 40 and 50 tradesmen attend each monthly session; one meeting is devoted to vending equipment and the other to music machines.

"Our school is different. Instead of teaching mechanical and electrical principles which must be retained by the serviceman, our method teaches him to recognize and identify a malfunction and to follow a step-by-step procedure prescribed in the manual to correct it," said Harry Hornbeck, head of Shaffer Music of Cleveland. Shaffer is Seeburg distributor for Northeast Ohio.

"It’s foolish to expect a serviceman to retain everything he has been exposed to in a service school, so we provide him with a service manual of his own," Hornbeck added.

Here is how Shaffer-taught trouble shooting works:

First, the serviceman must be cognizant of the malfunction.

Second, he finds a cartoon drawing in the manual which matches the trouble in the equipment.

Third, the cartoon then describes the problem and directs the serviceman to another index in the book which explains the procedure for repairs. The repair procedure is described in a step-by-step detail with accompanying diagrams.

"Manual Labor" is the servicing method used by Robert Perkins of Advance Music Company, a student of Shaffer’s training school. Here he makes repairs on a Seeburg unit with the aid of the booklet.

"I needn’t say, I opposed the bill," said Senator Memphis attorney, "and will fight it to defeat it." Bureaucracy of the bill’s provisions, he said, is an absurd situation. He also said he would amend it and introduce it again.

This first proposed amendment would have outlawed memorandum gutter which gave recorded free play—and pin games, among the few in that classification.

A second amendment proposed in Oakley’s first bill would have changed the classification of a recorded free play from a thing "without value" to a "thing of value," thus putting it in the classification with gaming devices.

When Oakley withdrew this proposed amendment, he did not give a reason and the whole situation then was somewhat shrouded in mystery. This reporter talked with Representative White on his return to Memphis who with the writer did not know why Oakley withdrew the bill.

"I white said last weekend, if a new amendment comes to any of the committees I am on, I am going to do everything I can to kill it in committee and it will never get to the floor.

"I understand what the proposed Oakley bill would do, and I will explain to my fellow constituents in such a way that they will understand and I believe it will die in committee. At least, that is my hope and intent.

TRENTON, N. J.—Menace A. Lewis, executive director of the New Jersey State Tobacco Distributors’ Association, said last week that the 35-cent price being charged for the new size cigarette at many locations was just temporary.

He said that as soon as the federal government’s budget of $3 billion more pennies in circulation, the price would drop to 33 cents.

But at the same time, regular size cigarettes are supposed to be sold for 30 cents.

"Lewis explained that the operators figure that by keeping the regular cigarettes at 30 cents and the new size at 35, the loss on the one and the gain on the other balances out.

All smokers were being bidden for 30 cents but the Stated added another penny every day to the tax to pay for new institutions.

Lewis explained that once the pennies are available, many operators have a new machine for placing them on the package in change and usually all the machine’s places a cellulose片 over them.

School Slogan: 'Keep It Simple'
Lucky Horoscope

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- National Coin Objector in each drawer
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Like New—Limited Quantity
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Tag Quality—Lowest Prices

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Seeburg 141 OH $695.00 Ami 370 $495.00
Seeburg 231 OH $645.00 Ami 1300 M $450.00
Seeburg 281 HR $375.00 Ami 120 M $450.00
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Rally Beach Time $195.00

Deluxe Air Tent $95.00
Double Shoe $95.00
Wagon Wheel $95.00

C.C. Red Plan $150.00
Cash Speed Bowler $150.00
C.C. 16 Bowling League $175.00
C.C. Beach $95.00

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We have late model Seeburg and Continental cigarette vending machines to trade for late model bowlers, shuffle, pool tables, guns, arcade equipment, kid-die rides of equal value. Must be located in Midwest.

Write: BOX 126, Billboard Music Week
188 W. Randolph St., Chicago, Ill.

SPECIAL "PACKAGE" DEALS!
Reconditioned—Refinished—Guaranteed!

SEEBURG 200 SEL.
WALLOMATICSS
Reconditioned—
LIKE NEW
$69.50

4 Available

WURLITZER
$650.00

2 Available

WURLITZER
$445.00

4 Available

USED CIGARETTE
VENDORS
11-1/2, NATURAL, L. 11/32
$15
11-1/2, EASTER
$15
11-1/2, MATERIAL
$15
11-1/2, EASTERN
$15
11-1/2, EASTERN
$15
10-1/2, EASTERN
$15
CONTINENTAL COGS "76"...25

4 Quarter Century} Service
2112 N. WESTERN AVE., CHICAGO 17, ILL., U. S. A.

ATLAS MUSIC COMPANY

Westchester Guild
Sets Annual Dinner
PORT CHESTER, N. Y.—The Westchester Operators' Guild is holding its 13th annual dinner Tuesday evening, April 16, at the Tropical Acres Restaurant, 1111 Central Avenue, Yonkers, N. Y. The spot is a branch of the Florida establishments at Daytona, Boynton Beach and Pompasato Beach.
Seymour Pollak is general chairman and has appointed the following to serve with him: tickets, Carl Pfeifer; entertainment, Nathan Berzsky and Lawrence Crane; journal, James Smith and Harold Rosenberg; seating, Edward Goldberg and Walter Swanson, treasurer. Louis Tartaglia, Malcolm Wein, Guild counsel, will be toastmaster.
Talent is now being lined up and tickets are being distributed. Closing date for the journal is April 8.

Hardman Hits Back

*Continued from page 54*

had educated our customers to expect from us.

Net Disaster

He noted that since he had set up in Hong Kong enabled him to fly off the shelf and have them produced under American standard, "We are now in a position to introduce a 30-odd new American-designed chassis every year, more if the operators want them," said Hardman.

If this is a "disaster policy," Penny King feels it certainly is not one for the bulk vending operators. It could spell disaster for manufacturers who prefer to hide their heads in the sand and refuse to face the facts," he concluded.

Rock-Ola Phamplet Tells Ops
How to Rig Phone Wall Box

CHICAGO—Rock-Ola last week issued a service pamphlet on rigging the firm's phonograph for wall-box reception. The pamphlet discusses Rock-Ola's current Model 1738 receiver and how it can be adapted to receive from any make wall box.

WORLD WIDE MORE MUSIC FOR LOTS LESS MONEY!

PHONOGRAPHS

SEEBURG...$225.00

ROCK-OLA...

1478—50 Stereos...$275.00

1468—20 Stereo...$275.00

1466—10 Stereo...$275.00

1457—50 Stereo...$275.00

1455—20 Stereo...$275.00

1455—10 Stereo...$275.00

1600—20 Stereo...$275.00

1600—10 Stereo...$275.00

A. M. I.

H-100...$125.00

G-100...$25.00

F-100...$25.00

E-100...$25.00

D-85...$110.00

WURLITZER

2150...$395.00

2000...$250.00

1900...$195.00

1200...$125.00

All Phonos Completely Reconditioned

Cable Address "GAMES" Chicago

1012 Market Street
St. Louis 4, Missouri

Another Sensational 4-Player Profit Maker!

Performs like a million! Styled like a million! OKLAHOMA is the ultimate in competitive play and will fill the Cash-Box like magic!

See your distributor for a demonstration of these terrific features:

* Twin Roto-Targets score 10 times indicated value when matched
* Double Jet Shooters fire bull up field at Roto-Targets
* Jet Shooters spin Roto-Targets
* Side rollers spin Roto-Targets individually
* Spotted lights indicate top triple roller values

Tomorrow's Design Today!

* High, wide and handsome canted light-box
* STAINLESS STEEL moldings
* Sparkling plated legs and front door panel
* Hard chrome finish corner castings

New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!
$Simply
Sensational$

SIMPLE play-appeal ... fast action ... and extra strong scoring satisfaction sum up the secret of sensational earning-power built into LITE-A-LINE ... the new 6-cards game with a brand new twist that adds excitement to card-selection, gets biggest average coins-per-game. You'll be pleasantly surprised at the price ... and the extremely simple mechanism. In fact, you've never seen a game quite like LITE-A-LINE ... now at your Bally distributor. See LITE-A-LINE today ... and see the light!

See your distributor ... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
CHICAGO COIN'S
ALL NEW "ELECTRONIC-EYE"
RAY GUN

FIRST AND MOST SENSATIONAL
RAY GUN IN YEARS!

New PUSH BUTTON
SELECTOR — 3 SPEED
TARGETS!!

- Adjustable — For 10, 15 or 20 Hits Per Game
- Mechanism In “Easy Strike” Pull-Out Drawer
- 3 Feet Drum-Type Scoring
- Colorful Luminox Interior Lighting
- Modern Steel Tying Stand (Cabinet Also May Be HUNG On Wall!
- All Steel Coin Box!

TESTED! THE COIN BOX TELLS THE STORY!

ALSO SEE CHICAGO COIN’S POPULAR LINE OF BOWLING GAMES — AT YOUR DISTRIBUTORS!

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

PRESS PLAY 8x SET
for 10c —
3 For 5c
or 2c per Game!

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

6-GAME
SHUFFLE BOWLER

1. ALL STRIKE Bowling!
2. REGULATION Bowling!
3. REGULAR HANDICAP Bowling!
4. FLASH-O-MATIC Bowling!
5. LIGHT-O-MATIC Bowling!
6. RED PIN Bowling!

Chicago Dynamic Industries, Inc. 1723 W. DIVERSET BLVD. CHICAGO 14, ILLINOIS
The New Seeburg
“ARTIST OF THE WEEK” WALL-O-MATIC
STAGES YOUR GREAT MUSIC LIKE A MINIATURE THEATER!

The Seeburg Wall-O-Matic “100” is a brightly lit, persuasive music salesman. With the Seeburg Artist of the Week phonograph, it stages each week’s new artist, generates more plays, more revenue.

Add the fabulous KOSS STEREOPHONES to the Wall-O-Matic “100,” and you have an extra money-making accessory. (No coin—no music. No free rides!)

With Seeburg’s out-in-front Artist of the Week programming of 33 1/3 album singles (intermixed with 45’s), you and your locations are selling great music. Everyone profits.

The Seeburg Sales Corporation, Chicago 32.