By JUNE BUNDY

NEW YORK — Australian disk jockeys and pop record shows are as potent an influence in the Aussie disk field as their U. S. counterparts are here, according to I. I. (Ike) O’Keeffe, editor of Australia’s top rock and roll artists, who is visiting New York this month.

Practically every U. S. programming trend is duplicated Down-Under, said O’Keeffe. “Top-of-the-line stations have been strong now for the past few years, but in recent months some stations have started to switch to good music formats, while others have started to take a more 'romantic' approach.”

As a result, O’Keeffe said, “the spark basic 'Top-40' programming with unusual gimmicks such as comedy LPs and "borrow-

"Cap to Launch Push on Sinatra Albums As Singer's Own Label Bows First" by LEE ZHITO

HOLLYWOOD — Capitol Records is on the road to reissue Frank Sinatra’s album work, and launch a Sinatra album bonus plan at the same time that the singer’s own Reprise label will issue its first Sinatra package. On March 13, one week after Capitol’s regular March release, the label will have out with “All the Way,” a package comprised of some of Sinatra’s top singles.

This will be Capitol’s second Sinatra album release in a little more than as many months. Last month, Capitol released Sinatra’s “Swingin’ Session,” which has already climbed to the No. 6 position.

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Hot Artists’ Fat Contracts Upsetting Diskery Peace?

Fickle Tastes of Young Disk Purchasers Make Long Term Pacts Unlikely

NEW YORK — Many traders are wondering if the music business is ceasing to be a good field, because record companies aren't letting themselves in for a lot of future trouble with some of the long-term, big-money pacts being offered to hot artists these days. It doesn't take a veteran in the music business to remember the number of "lame duck" artists back in the 40's and early 50's who continued to pick up large guarantees long after their records had stopped selling to the public.

Many of these "lame ducks" were caused by the shift in taste from boll weevil hillbilly to rock and roll, and it's possible that the same thing may happen to the records of artists in the same situation.

At the present time, two top artists with big-money and long-term contracts have held up appreciably. These are Elvis, of course, on RCA Victor, and the Everly Brothers on Warner. Their success over the past four years has helped stimulate sizable offers to other currently hot artists seeking new pacts, and has helped spur the artists’ desire for long-term, high guarantee contracts.

The tax on all this is that, if the artists and record companies decide that they would rather have more of the long-term feature in a new contract. It is no secret that one of the mottoes of the younger artists is now "showing around" for a new pact with a major label. And it has been rumored that two or three more young artists who have had more success on their records are being sought after with potential inducements.

Diskery executives at the larger firms specifically, and occasionally at the smaller, feel that there is less risk today in signing a hot artist to a long-term guarantee that in albums sales and foreign sales will make up for any slump in sales in the domestic field. The singles side of the domestic field, however, is looking just as true as it once was. U. S. artists have a harder time with their records in Europe, and the European and South American countries have a smaller market than their native lands. In the record company's eyes, there is no way to know when the greatest record contracts will come in before a company is committed to many long-term packages. And when a new artist is signed to a four-year pact, there is a good chance that in the field of singles, he will have to produce some of his best work during that year, but he's unlikely to produce another contract.

In the long run, however, there are a few reasons why records are of great importance for an artist, and why artists themselves are

IRS Oct.-Dec. Collections Up

WASHINGTON — Excise tax collected by Uncle Sam from records and phonograph adaptations to theaters and concerts and from broadcast stations and from the sale of phonographs, record players, and phonograph accessories increased the last quarter of 1960 over the final quarter of the previous year, according to an IRS bulletin (23) by the Internal Revenue Service.

For the same quarter, however, excise collections on phonograph recordings, phonographs, radio and television sets and components, color television sets, and phonograph accessories increased by $157,878, on admission to cabinets showed a drop from the last quarter of 1959.

This is the second quarter in a row that the excise on phonograph records has dropped from a corresponding quarter a year earlier.

TRENDs REFLECT U. S.

Aussie Disk Jockeys Potent Trade Influence

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HARRISON, Ark. — Over-modulation, resulting in distortion of single records, has been causing a number of complaints about Ashby and the Ashley Music Store, as a major source of complaints from customers. Ashley added his voice to the mass of serious reports that have been coming in, with reports of a long-jumper on 75 percent of the low-end phonographs.

"We spend a lot of time trying to explain to customers what's going wrong. When trying to explain why the needle won't stay in the groove, it's difficult to know where to begin the explanation—or whether we have a good enough machine to produce the results," said Ashley.

"It's a very serious problem." The store is working to improve the situation.

Title
Nick La Rocca, Jazz Name, Dies

NEW ORLEANS — Nick La Rocca, cornet and leader of the Original Dixieland Jazz Band, died here last Wednesday at the age of 71 from a heart attack. La Rocca, a somewhat controversial character, was highly outspoken on the subject of jazz. He once said, "If you don't like Dixieland, you won't like the record. I claimed that the O.D.J.B. was the first Dixieland band in recording—in 1917."

"We had a lot of problems professionally since 1937, also claimed to be the author of a number of books among the most significant are "Jazz History of the Gulf Coast" and "Jazz Band Ball.""

Discount Copy in Local Papers

Resident Resolution — Full Moll SORD Affiliation

NEW YORK — A resolution to protest to Columbia Records on the matter of over-priced advertising in the form of large, glossy packages, and over-priced discount prices was passed unanimously by the 500-member membership meeting of The Association of Dealers of New York and New Jersey Tuesday evening (21). The resolution was the result of recent ads in the local press placed by E. J. Korteweg & Klein's in New York, which said that the Columbia Groove's Jukebox Music chairman, Del Lear, Bayko Knolls Music Center, Long Beach, Fishman, Oliva, Sully's Record Shop, Northbridge; Marcus, Martin's, Music: Culver City.

On another front, the meeting took up the question of possible future affiliation in the Society of Record Dealers of America. There was a strong feeling in favor of this move. A decision, however, was deferred for further communication from SORD as to how this plan could be best carried out. On the national dealer board, a resolution was offered to give full SORD affiliation to the two companies that contribute $500 immediately to the SORD War Chest.

ARD Presy. Sy Bondy, discusson of plans and importance of gaining new members for the group. He attacked the mass dealers and many of the most complaining about conditions, yet refused to cooperate with Bondy. "These dealers ask what we are doing for them. I ask what they are doing for us."

One of the highlights of the meeting was the presence of Jenifer Bondy, who put on a show, "the off-the-cuff performance for the benefit of the dealers, who were unable to be present at last November's annual dinner-dance of the New York Phonograph Record 'record comedian of the year.'"

The award was presented during last week's meeting.
Doubleday Will Offer Records

NEW YORK — Doubleday, Inc. has revealed it will sell records to its book buyers in a unique mail-order service. The company, a division of Doubleday, Inc., has set up a direct mail division, the Doubleday Direct Mail division, to sell records to its list of book buyers. The company plans to sell records in a three-disc pack and a four-disc pack. The three-disc pack will include one album, one EP, and one single. The four-disc pack will include two albums and two singles. The company has also announced plans to sell records in a five-disc pack, which will include three albums, two singles, and one EP. The company plans to sell records in a six-disc pack, which will include four albums, two singles, and two EPs. The company has also announced plans to sell records in a seven-disc pack, which will include five albums, three singles, and three EPs. The company has also announced plans to sell records in an eight-disc pack, which will include six albums, four singles, and four EPs.

![Simultaneous 33, 45 Debuit](https://via.placeholder.com/150)

**Simultaneous 33, 45 Debuit**

**BY REN GREVAT**

**NEW YORK — American record companies are currently in a state of flux.**

The American record industry is currently experiencing a period of change, as many companies are either merging or facing financial difficulties. Some companies are also facing legal challenges, such as the lawsuit filed by Billboard against the American Record Association. The lawsuit was filed in response to the publication of the magazine's charts, which the company claims are inaccurate. The lawsuit alleges that the charts are based on sales figures that are not accurate, and that the company is being denied the opportunity to compete fairly in the marketplace. The suit was filed in the United States District Court for the Southern District of New York, and is currently pending. The outcome of the lawsuit is uncertain, but it is expected to have a significant impact on the record industry. The lawsuit highlights the tension between the record companies and the independent record labels, as well as the challenges faced by the industry in general. It is also a reminder of the importance of accurate and reliable data in the music industry, as well as the need for fair competition in the marketplace.
VOLUME I—1924-1935
SONGS: Lady Be Good; Man I Love; Wind; Tea For Two; Hallelujah; Thou Swell; Lucky in Love; Varsity Drag; Best Things in Life are Free; Ole Man River; Make Believe; Why Do I Love You; Can't Help Lovin' Dat Man; Why Was I Born?; Got Rhythm; Dancing in the Dark; She Didn't Say 'Yes'; Song is You; Told Ev'ry Little Star; Night and Day; Yesterdays; Smoke Gets in Your Eyes; Easter Parade; Begin the Beguine; My Romance; The Girl Friend; O'f Thee I Sing; Anything Goes. SHOWS: Lady Be Good; Sunny; No, No, Nanette; Hit the Deck; Connecticut Yankee; Good News; Show Boat; Sweet Adeline; Girl Crazy; Band Wagon; Cat and the Fiddle; Music in the Air; Gay Divorcee; Roberta; As Thousands Cheer; Jubilee; Jumbo.

VOLUME II—1935-1945
SONGS: Summertime; Plenty O' Nuttin'; Ain't Necessarily So; There's A Boat That's Leavin' Soon For New York; De-Lovely; Small Hotel; Can't Get Started; Funny Valentine; Johnny One Note; Lady Is A Tramp; September Song; This Can't Be Love; I Can Dream Can't I; Heart Belongs to Daddy; All the Things You Are; Could Write A Book; My Ship; Buckle Down Winslow; This Is The Army; Oklahoma; Surrey with the Fringe on Top; People Will Say We're In Love; Speak Low; I Love You; Close as Pages of a Book; If I Loved You; You'll Never Walk Alone. SHOWS: Porgy and Bess; Red, Hot and Blue; On Your Toes; Ziegfeld Follies, 1936; Babes in Arms; Knickerbocker Holiday; Boys from Syracuse; Right This Way; Leave It to Me; Very Warm For May; Pal Joey; Lady In The Dark; Best Foot Forward; Oklahoma; One Touch of Venus; Mexican Hayride; Up in Central Park; Carousel.

VOLUME III—1946-1952
SONGS: Girl That I Marry; Got the Sun In the Morning; They Say It's Wonderful; No Business Like Show Business; Come Rain or Come Shine; Almost Like Being In Love; Giclaca Morra; Old Devil Moon; Look to the Rainbow; So In Love; Wunderbar; True To You In My Fashion; Once in Love with Amy; Let's Take an Old Fashioned Walk; Lost in the Stars; Some Enchanted Evening; A Wonderful Guy; Bali Ha'i; Younger Than Springtime; Guys and Dolls; If I Were A Bell; Never Been In Love Before; Fugue For Tin Ornaments; It's a Lovely Day Today; You're Just In Love; I Talk to The Trees; Hello Young Lovers; Whistle A Happy Tune; March of The Siamese Children. SHOWS: Annie Get Your Gun; St. Louis Woman; Brigadoon; Finian's Rainbow; Kiss Me Kate; Where's Charley; Miss Liberty; South Pacific; Guys and Dolls; Call Me Madam; Paint Your Wagon; King and I.

VOLUME IV—1953-1960
SONGS: And This Is My Beloved; Baubles, Bangles and Beads; Stranger In Paradise; I Love Paris; It's All Right With Me; C'est Magnifique; Hernando's Hideaway; Hey There; Heart; All of You; Young and Foolish; Just in Time; Standing on the Corner; Joey, Warm All Over; Could Have Danced All Night; Accustomed to Her Face; On the Street Where You Live; Loverly; Till There Was You; 76 Trombones; Tonight; Let Me Entertain You; Everything's Coming Up Roses; Do-Re-Mi; How To Handle A Woman; Cry Like The Wind; If I Knew Ain't Down Yet. SHOWS: Kiss Me; Can-Can; Pajama Game; Damn Yankees; Silk Stockings; Plain and Fancy; Bells Are Ringing; Most Happy Fella; My Fair Lady; Music Man; West Side Story; Gypsy; Sound of Music; Camelot; Do Re Mi; Unsinkable Molly Brown.

4 GREAT ALBUMS
AMERICAN
113 SONGS FROM 67 SHOWS
MUSICAL
70-PIECE ORCHESTRA
conducted by HUGO MONTENEGRO
THEATER
SOLID HITS OF THE BROADWAY STAGE IN THE SOLID SOUND OF Stereo and Monaural
TIME SERIES 2000
### New York

Steve Blake, head of the Joke and Jubilo labels, has appointed Mickey Elchee as a.A. head for both firms. He will succeed Ken Atkinson, who has left. At present, Jay Chaikoff, c.A. vocalist. Music Makers Records, a new label, has been launched. It is already looking for new talent. Melody, a. del Deere, etc., is the executive. Charles Barbara has been named national promotion man for Decca Records. The label has added a Los Angeles representative. Hal Drayson of Cadmoa Records is flipping over the sales of the latest release on the Nat King Cole label, which was released last month. His titles, which are already being heard in several key markets, are already coming in for business. According to his client, the music is being well received by the public.

### Hollywood

Capitol Records Distributing Company vice president Stan Gortikov has been interviewing applicants for the key CRG post. Harry B. Melcher, prominent talent manager, has abandoned it to become album sales manager. After two months of longing, the search ended last week with the appointment of Jack Kroll, formerly of the Shubert Organization and in development of recreation centers in North and Central America and Europe, as Pacific Ocean music director.

Liberty will rework its house organ, The Liberty Record, next month, bringing back a publication the label first introduced during the 1958 disc jockey convention in Miami. Label will return to the shorter version of the Broadcaster and popular music distributors. Candis Bill Silva has signed Thoila Jilge to a record contract. He is the recent addition to the label's roster of promising artists.

Capitol will re-up a double pl. on Dinah Shore's Sunday (5) slot when Meredith Willson joins the songwriters on a duet titled "My Heart's in the High Country." This is an unusual fit for the swingin' label's new Big Jim McNeely swingin' band and a classic from the J投行 era of the 40s.

### Chicago

It was a busy time for disc jockeys in the Windy City last week. Cutting tapes at Universal Studios were Sine Gutie, with piano and base accompaniment, last Monday and Tuesday: Van Doren of ABC, for a record deal; Jose Ferrer of the Decca Records' gospel artist, Thoila Soap; and Earl Washington, famed disc jockey, for a deal. "Not sure of the terms," a. Moore Gordon, sales manager for J. H. Martin, is slated to return from a Florida and Bahamas vacation. "Jim Martin, now in Chicago on a tour of duty, is attending to the business end of the label's international sales department.

Bill justifying own independent production office

MIEMPHIS — Bill Justis, according to his own words, has started a new production office here, will shortly open his own independent production office. The move is a part of Justis' substantial hit in "Roxbury," several years back on the L.P.... His new office will offer arranging and A&R services. For the time being, he will work out of his Union office here with future plans calling for a Nashville office as well.

### Gal Singers Make the 'Sick' Scene

By BEN GREGG

NEW YORK—Sales are not by any means the only aspect of the singles business currently being de- scribed as sick, according to knowledgeable trade- ers this week. Those who make the business are beginning to feel sick themselves, and it is only a matter of time before they call it the sick scene.

"There is a lot of activity out there, in order here. It was only a year or so ago, in the first frenzy of rhythm-and-blues-gone-pop that the high- profile male vocal scene went into great vogue. This was variously catalogued as the "cerebral," "ethereal," or "mixed vocal" sound. The teen age- ters of the time would have thought of it as the "crazy" scene.

During that earlier flood tide of rock and roll, the term was taken openly, the popularity of rock singers' vocals, and the pop styles of the record industry. But during this period, too, another form of vocal expression, no matter how strictly or as a secondary form, became fashionable in the more sophisticated circles. This form became identified with a sort of semi-mature vocal quality often sung with the sound of the word.

As has been said, most of this period was a rather odd one for rock singers. In 1955, it was noted, the disc jockeys finally began to make a comeback, and the second "gold rush""—that of furnishing choral effects behind a male vocalist. This was the period of the "yeah, yeah, yeah" popular and became very popular.

### Mohammad Makes It

Later, Connie Francis developed a somewhat estab- lished artist and helped to open the doors to the acceptance of rock and roll by a primary group of rock singers. Now, the girls have taken yet another interest in this form of vocal expression, and with what some have called the "sick" sound. The sick singer has been upgraded to this type of artist in the wake of the success of the so-called sick comics.

The sound can best be described as not necessarily true to rock and roll, but rather an offshoot of rock and roll. It is not surprising, with the noteworthiness, "it's the kids with the 98 cents in their pockets," that the most refreshing new type of artist has reached the teens in a solid way.

A Passel of Them

Perhaps in the vanguard of this development or on the threshold of it are the Nicholsons. The Nicholsons, reached well up in the Top 10 with "A Man Has to Kiss a Woman," Miss Young again is scoring with "Happy Birthday Blues," Number 28 this week on the Hot 100.

Another in this group is the group of the year, The 15-year-old Rosie, of San Diego, Calif., who scored recently with "Angel in My Pocket." With this success comes Ronie to be snapped up quickly by Brunswick, who flew her to New York from the West Coast for a session at the Brunswick studios in New York. This one, "Lonely Blue Nights," shows at least some improvement over "Angel in My Pocket." A third entry in this group is Cathy Jean, who sings for the Rhythm on Capitol Records. This disc of "I'll See You Forever" broke in the Hot 100 at #7 this week.

With a flourish of informality, these thrusters may also set a new pattern in using only their initials for their names, a trend that has been followed by many young artists who call herself simply Connie, Connie and the Connie are out this week with "No Time for Tears" and "Take All the Kisses You Want." Still another in this new group of singer artists are a group known by the initials of their names, "The Beethoven's." The girls lead here on the coupling "Beethoven's Father" and "Take My Heart," on Gone, is so far unknown, but this prominent force for this kind of performance, teenagers feel she cannot be long to remain anonymous.

### Columbus Sets 26-LP Debuts

NEW YORK — Columbus Records is预期着 a big year with the 26-LP debut of Ethel Merman, heading the dealership's way in March. Nine of the vinyl records will be in the hot jazz, nine are classical and four are in the Latin-American "EX" series. The next sets of 12 pop singer albums will have their first pressings on March 28.

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### Portland packs

The new Birdland jazz series packages spot-light Count Basie's "Basie's Clarinet" with Sarah Vaughan, Maynard Ferguson, and his orchestra, "Sentimental and Mellowly" by the "Red Hot" clarinetist and leader Johnny Dankworth teamed with Princess Nellie Lutcher.


### International Sales Soar By One-Third for Liberty

HOLLYWOOD — Liberty Records' international sales have made giant strides during the past 18 months, with the label's foreign sales up at an accelerated pace. This was made possible by the strengthening of the label's international sales department. According to him, Liberty's export business has tripled during the past year and has increased sixfold during the past 18 months. Label's foreign licensing royalties took a large leap during the past 12 months.

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### Roulette: 12 Album Packs

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MARCH NEW RELEASE AND SALES PROGRAM

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DFS 7006 DFS 7002 DFS 7003 DFS 7005 DFS 7001 DFS 7004

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Audio Fidelity Goldens... And Accessories for everyone's listening pleasure.
Leslie Raises Offer to Creditors To-Three-Thirds of Indebtedness

NEW YORK — Leslie Distributors, which called a creditors meeting Monday (13) to advise of a severe financial situation resulting from $50,000 worth of inventory shortage, had its settlement offer at week's end to 66½ of its total indebtedness.

Sources close to the scene said that the 66½ per cent represented an actual amount of about $125,000. The same sources said that a number of the creditors had informally agreed to the amount, but that a disagreement still existed as to the terms of payment.

There was reported to be a general acceptance of an amount of 16½ per cent down, beyond which Leslie offered a payment plan of $14,000 per year for six years with the balance to be retired at the seventh year. Creditors were believed holding out for equal payments to be made over four years.

If the parties can finally agree on the points still in dispute, the matter can be settled on what is known as a "composition basis," that is, by court. If not, the situation would probably devolve into a Chapter II proceeding under the bankruptcy laws.

ready agreed by the creditors and rejected by the Leslie interest was a proviso for an assignment for benefit of creditors as a form of security. Under this arrangement, were Leslie to miss a payment, the creditors would have the right to take over the business.

At press time, no formal meeting of Leslie and creditor attorneys had been arranged to iron out differences.

Leslie's attorney is Sam Kaufman of 507 Fifth Avenue.

Cadence Sets Alc-Go. Outlet

NEW YORK — Bob Sanders, sales chief of Cadence Records, has appointed the New York distributor firm in Atlanta to handle the label for the Alabama-Georgia area.

In commenting on the appointment, Sanders said, "Cadence's policy of balanced label selection will afford us a more competitive position in an area where too few distributors handle too many lines with a lot of good records going completely by the boards."

Rabinowitz Joining Epic as Producer

NEW YORK — Soi Rabinowitz, veteran record man and former head of Basin Records, has joined Epic Records as a producer. Bill Levy, director of A&R for the label, appointed Rabinowitz to the firm's recording staff. Prior to forming Basin, Rabinowitz was associated with Malverne Distributors and Young People's Records.

2d U. S. Richter

Disk Tops Victor

22-Release Sets

NEW YORK — The second made-in-America recording by Svatoslav Richter tops categories that show that nine new sets, including the Richter, appear on the classical Red Seal label while nine new pop albums and four sacred make up the rest of the issuance.

The new Richter LP has the famous pianist playing Beethoven's "Appassionata" and "Funeral March" Sonatas, Sets No. 1 and \Mario Lanza and Leonard Price, and Victor's first stereo recording of the three-disc set of "La Traviata" also are in the Red Seal Release.

Sam Cooke, new trumpetist Al Hart, and Hank Marvin's "Mr. Lucky Goes Latin" leads the way in the March line-up of pop albums. Sets by Perez Prado, Horner and Jettison, and Andy and the Boy Sisters are also among those being released.

George Beverly Shea, Tony Fontane, the Reverend Fred Jordan, and the Blackwood Brothers are the artists being released in the스트提炼ed category.

GIVE TO DAMON RUNYON CANCER FUND

NATION'S NEWEST SENSATION—28,000 SALES

"TWO IN THE FREEZE USA"

by ORLIE AND THE SAINTS—Bandbox #253A—b/w "KING KONG"

Get on the Bandbox and Go With Proven Sales

The Hit Maker

JOE VALINO

Who Gave You "Garden of Eden," "Learnin' the Blues," etc.

Sings

"NOW"

Our First L.P.

"THE CONTINENTAL TOUCH"

b/w

"TURN BACK THE DAWN" #261

by

Leigh Barron

at the Piano

"YOUR TRUE LOVE"

b/w

"CONSIDERATION"

by Bob & Shirley and the Valiants — #225

BANDBOX RECORDS

1155 Reed St., Denver, Colo.

Atlantic—Columbia

RCA Victor—Twin

Barnes—Magnatone

Buffalo—East

Chi—Magnatone

Chicago—Nash

Cincinnati—Kelly

Cleveland—RCA Victor

Dayton—Presto

Miami—Atlantic

Milwaukee—Dorothy

Minneapolis—Polaris

Nashville—Pacific

New York—TNT

Philadelphia—Chips

Pittsburgh—Astor

Richmond—Allen

Salt Lake City—Great Western

San Francisco—New Sound

Seattle—Shawley

DISTRIBUTORS

Detroit—E. & E.

Northfield—Dorothy

Los Angeles—Pacific

Memphis—Mickie

Montreal—Tops

Nashville—Polaris

New York—TNT

Philadelphia—Chips

Pittsburgh—Astor

Richmond—Allen

Salt Lake City—Great Western

San Francisco—New Sound

Seattle—Shawley

MINNEAPOLIS—D & O.

NASHVILLE—Polaris

NEW YORK—TNT

PHILADELPHIA—CHIPS

PITTSBURGH—ASTOR

RICHMOND—ALLEN

SALT LAKE CITY—GREAT WESTERN

SAN FRANCISCO—NEW SOUND

SEATTLE—SHAWLEY

MINNEAPOLIS—D & O.

NASHVILLE—Polaris

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NEW YORK—TNT

PHILADELPHIA—CHIPS

PITTSBURGH—ASTOR

RICHMOND—ALLEN

SALT LAKE CITY—GREAT WESTERN

SAN FRANCISCO—NEW SOUND

SEATTLE—SHAWLEY
That "16 Tons" Combination Hits Again!

"DARK AS A DUNGEON"

written by MERLE TRAVIS
arranger-conductor JACK FASCIANATO

TENNESSEE ERNIE FORD
As seen on THE FORD SHOW NBC-TV last Thurs., Feb. 23
To be performed by Ernie on THE GRAND OL' OPRY Sat., March 4
Exclusive Recording Artist • Public Relations: Freeman Assoc.
FCC Wants Tighter Tab On Top-40 Air Formats

By MILDRED HALL

WASHINGTON — Radio stations specializing in the Top 40 format would have a harder time for the “specialized” programming and show that it is in community interest if the FCC’s proposal were to make, says the Federal Communications Commission last week proposed detailed program reports for broadcast applications and renewals, and even transfers. Dissenting Commissioner Rosel Hyde believes the move may create an “impossible position” for the FCC in what amounts to programs supervision. Hyde foresees more formula and sameness under FCC guide lines, which he feels need for diversity and creative leeway in programming.

Pincus Swings Along West Coast, Chatting With Pic Companies

NEW YORK — Singing publishing veteran, George Pincus, was on the West Coast this week, conversing with motion picture companies on background and theme music.

Pincus, already the proud possessor of two No. 1 singles this current year in “Try I Spy Bikini” and “Coo, Coo,” has as his latest project publishing the musical score of the upcoming picture, “Hippodrome,” now set for April 1 release. Disks under “Those From Hippodrome” are now being set.

Pincus is also busy promoting such of his songs as “100 Pounds of Clay” (Cene Daniels on Liberty), “Holiday in Heidelberg” (Charley Tabor on London); and “Ring of Gold Forevermore” (Hedit Parry Jones).

Revamp Special Markets Wing

NEW YORK — The RCA Victor Division’s Special Markets Organiztion, directed by Irwin Tarr, has been reorganized so that it is to broaden the division’s activities and to consider new areas of operations. Tarr made the following promotions and reassignments: W. B. O’Dell has been appointed manager, merchandising and syndicate sales. Report- ing to Irwin Tarr, the new Special Markets regional representa- tives are: Paul Sklar, Eastern Divi- sion, Charles Holt, Western-Central and Southwest division; Allen Clark, Western division and Bill Graham, Southern division.

Ray Sacher has been named manager, educational sales. His functions include the exploration of new methods to extend the second market for educational sources and the development of new prod- ucts. Anne O’Keefe, Educational Services Account, will report to Sacher.

R. J. Clarkson, formerly with the RCA Custom Records Department, has been named manager, Premium records. Chuck Crumpacker, special markets sales director, re- ports to Clarkson.

O’Dell, Sacher and Clarkson report directly to Tarr.

Rose on Three New MGM LP’s

NEW YORK — MGM Records was active on a number of fronts this week with new album releases, new artist pairings and new plans for singles and albums from the shows of the upcoming David Mer- rick musical, "Carnival.

In a move to cash in on the current interest in film music, the label is releasing three David Rose LP’s, one LP onto music from "Exodus," "Cimarron," and "Butterfield 8." These three are also part of the discwriter’s current "21 Gun Salute" merchandising plan which includes merchandise bonus. In the case of "Cimarron" and "Butterfield 8," both MGM pictures, arrangements have been made to insert mention of these Rose albums in local theater movie ads.

On the "Carnival" front, the label will release the original cast album, an instrumental package by Orsuky and a jazz set by Oscar Peterson on Verge. Five singles are also planned, including one by Mel Torme on Verge.

Meanwhile, MGM has signed new artists Marty DeRose and Fel- lon Harris. On the subsidiary Quality label, new pairings include Charlie Parker, Nancy Thomas and Barry Hurst.

DISCOUNTERS AXE PRICES ON WASHINGTON HOLIDAY

NEW YORK — Top-selling record albums at heavily dis- counted prices lasted apparently to the annual George Wash- ington holiday sales at two major cut-price stores here last week. For instance, the Masters chain advertised certain chal- lengers among its list of specially-priced LP’s.

Nearly 20,000 copies of the entire series were sold in a single day. Buyers were offered the albums by Mitchell Miller on Columbia, Johnny Mathis’ "Moods" and packages by Chubby Checker, Paul Anka, "Inside Shelly Berman," and "Nights," by the kingston Trio, were just a few of the albums at selling at $1.97.

It was noted, however, that the ads appearing in the New York Daily News stated: "Some numbers in limited supply." Prices were also cut in Watertown stores for the one-day sale.

E. J. Kerrvett advertised in the same paper a 60 per cent George Washinton holiday price slash on albums of the Verge LP’s. Among the artists represented were Shelly Berman, Meet Stahl, Ella Fitzgerald and Jonathan Winters as well as many well-known jazz artists. A 50 per cent reduction was announced on many RCA Victor, Am-Pit and Audio Fidel- ity albums. Among the artists represented were Perry Como, Ray Charles, Mario Lanza and Harry Belafonte.

RAGUAROS ON ATLANTIC

the way you like to hear him!

MORNIN’

BIT OF SOUL

AND... by popular demand!

COME SOFTLY TO ME

Raymond Reaves and His Orch. Oct. 1929

MY MOTHER IN LAW

Champion Jack Dupree Oct. 1929

ATLANTIC RECORDS

GIVE TO DAMON RUNYON CANCER FUND
HAVE YOU RESERVED YOUR ADSpace YET?

Just two weeks left to plan your important message in

THE MOST POTENT ARTIST EXPLOITATION AND SALES PACKAGE EVER OFFERED. . . ANYWHERE!

Spotlight on record programming featuring today’s top record talent

The famous slick-stock 8 1/2 x 11 issue that features the handy and much-used Artist Biographies Section—the unique guide to biographical, record and talent-buying data on each of more than 200 top-selling recording artists—used for better than nine weeks by disk jockeys and talent buyers for TV, movies and personal appearances . . . as well as dealers, distributors, rack merchandisers, one-stops, juke box operators . . . in fact, people in every phase of the record-entertainment industry.

Reserve your space today!

Issue Date: March 20
Advertising Deadline: March 10

BILLBOARD MUSIC WEEK

NEW YORK
1564 Broadway
Plaza 7-2800

CHICAGO
188 W. Randolph
Central 6-9818

HOLLYWOOD
1520 N. Gower
Hollywood 9-5831

GIVE TO DAMON RUNYON CANCER FUND
MID-WINTER ALBUM CARNIVAL

HERE'S A SOCK PACKAGE RELEASE! RED HOT FERRANTE & TEICHER! TWO SMASH SOUND TRACK ALBUMS, "THE MISFITS"! ...AND "TUNES OF GLORY"! DON COSTA - MOTION PICTURE THEMES! NEW FACES, PLUS THE BIGGEST NAMES IN JAZZ!

LATIN PIANOS
Ferrante & Teicher
UAL 3135 (Mono) UAS 4135 (Stereo)

LATIN PIANOS
Ferrante & Teicher
UAL 3135 (Mono) UAS 4135 (Stereo)

Original Sound Track
THE MISFITS • ALEX RICHTER
UAL 4087 (Mono) UAS 2087 (Stereo)

Original Sound Track Music
TUNES OF GLORY
UAL 4016 (Mono) UAS 3016 (Stereo)

THE HIGHWAYMEN
UAL 3112 (Mono) UAS 4112 (Stereo)

GREAT MUSIC FOR COCKTAILS
Til Dieterle and Her Combo
UAL 3110 (Mono) UAS 4110 (Stereo)

GREAT WALTZES FOR PIANO
Walter Muntz
UAL 7008 (Mono) UAS 8008 (Stereo)

THE MODERN JAZZ QUARTET
UAL 4072 (Mono) UAS 5072 (Stereo)

BENNY GOLSON
UAL 4074 (Mono) UAS 5074 (Stereo)

the benny carter jazz calendar
UAL 4050 (Mono) UAS 5050 (Stereo)

PAUL QUINICHETTE
UAL 4097 (Mono) UAS 5097 (Stereo)

BENNY CARTER AND HIS ORCHESTRA
UAL 4095 (Mono) UAS 5095 (Stereo)

PAUL QUINICHETTE
UAL 4064 (Mono) UAS 5064 (Stereo)

IT'S ALL THE WAY!
729 SEVENTH AVE. • NEW YORK 19, N.Y.
BRITISH NEWSPAPERS

Showbiz Knocks U. S.-Type T; Pyle to Launch Piccadilly Label

By DON WEDGE

News Editor

The trend to "Americanization" in British television and radio is continuing, and has been con- tinued by 16 British show business personalities, including four American stars, who have signed a subsidiary to the Parkway, the new London theater that will be opened in February. The show business personalities who have signed to the Parkway are: Paul Anka, Elvis Presley, Dean Martin, and Frank Sinatra.

LEGAL: HMV has the British cast rights for an album of "The Man Who Sold the World," by David Bowie, and has also acquired the UK distribution rights for the album "Young Americans," by David Bowie.

NEW ALBUMS: "The Man Who Sold the World" has been released by David Bowie. The album features the hit single "Life on Mars?" and includes "Moonage Daydream," "Starman," and "Sorrow."

"Young Americans" has been released by David Bowie. The album features the hit single "For Your Pleasure," and includes "Hang On to Yourself," "Red��," and "Rebel Rebel."

"The Rise and Fall of Ziggy Stardust and the Spiders from Mars" has been released by David Bowie. The album features the hit single "Space Oddity," and includes "Jean Genie," "Starman," and "Ziggy Stardust."

Best-Selling Pop Records in BRITAIN

Week ending February 24, 1967

(British New Musical Express)

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<td>ABBA</td>
<td>&quot;Waterloo&quot;</td>
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<td>ABBA</td>
<td>&quot;Sitting Pretty&quot;</td>
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<tr>
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<td>ABBA</td>
<td>&quot;The Name of the Game&quot;</td>
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<tr>
<td>5</td>
<td>ABBA</td>
<td>&quot;Money, Money, Money&quot;</td>
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COPENHAGEN—While there are differences of opinion in Denmark and Sweden as to whether or not American jazz is being imported to these countries, it is clear that American jazz groups are being used in Copenhagen, where a joint concert by American and Danish jazz groups is taking place. The concert includes performances by The Modern Jazz Quartet, The Manhattan Jazz Quintet, and The Sonny Rollins Quartet.

The American jazz groups are touring Northern Europe, and are expected to make a stop in Copenhagen, where they are scheduled to perform at the Copenhagen Jazz Festival on March 18.

The Danish audiences have been enthusiastic, and the American jazz groups have been well received, with many requests for encores.

ITALIAN NEWSNEWSPAPERS

Revival for 'Wonderland' Disks at All-Time High

BY TEN KATTOI

Yokohama Correspondent

It is interesting to note that "Wonderland By Night" now being rerun on Japanese television, has been a smash hit since it first appeared on the air in Japan last year. The show has been so popular that it has been rerun several times, and it continues to be a favorite with audiences of all ages.

RECORD SALES: The Everly Brothers continue their suc- cess with their latest release, "Walk Right In," which has moved up to #4 on the Billboard chart. They have also released a new album, "The Everly Brothers Present," which features the hit single "Walk Right In." The album has also reached the top 10 on the Billboard chart.

The Beach Boys continue their success with their latest release, "Good Vibes," which has moved up to #2 on the Billboard chart. They have also released a new album, "Good Vibes," which features the hit single "Fun, Fun, Fun." The album has also reached the top 10 on the Billboard chart.

The Rolling Stones continue their success with their latest release, "Brown Sugar," which has moved up to #1 on the Billboard chart. They have also released a new album, "Brown Sugar," which features the hit single "Brown Sugar." The album has also reached the top 10 on the Billboard chart.

SPANISH NEWSNEWSPAPERS

Paul Anka to Visit Spain

By RAUL MATAS

Ed. Discomanía

32 Av. Jose Antonio, Madrid

The little English show girl, Petula Clark, and the Canadian, Paul Anka, will visit Spain within a few days. It is known that Anka will get more work there, and that he will stay for a few months before returning to the United States.

Best-Selling Pop Records in SPAIN

Week ending February 24, 1967

(Canada Deportiva, Madrid)

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<td>&quot;Hang On to Yourself&quot;</td>
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ITALIAN NEWSNEWSPAPERS

Italy Pins Hopes on Either Tajoli or Curtisi in TV Test

By SANT'MEINMAN

Fiasco S. Anselmo I, Rome

One of the problems for the day now is whether to send Lucio Tajoli or Betty Curtis to represent Italy at the International Song Festival at Cannes March 14. Both Tajoli and Curtis have been invited, and have been named as the favorite of the public in most of the Spanish halls. Tajoli is currently the favorite of the Spanish press, and has been chosen as the favorite for the festival.

The Brothers Four are currently the favorite of the Italian press, and have been chosen as the favorite for the festival. They have been invited to perform at the festival, and have been chosen as the favorite for the festival.

The Spanish readers also Naturalia (a group of Spanish newspapers) in the record world. They are the Brothers Four, Anka, Presley, Los Cinco Latinos, Dino DiMarco, Juan Güereuldez, Dalida, Andrea Fontana, and Andrea Travisi.

Best-Selling Pop Records in ITALY

Week ending February 24, 1967

(Radio Elettrica)

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DAHO'S "Exodus" sound track album includes a duet by Lucio Tajoli and Betty Curtis. The album is also due to be released in Naples.

DECCA'S "Linger A While." The group is also due to be released in Naples.

DECCA'S "Linger A While." The group is also due to be released in Naples.
RECIPE FOR A HIT RECORD

CORAL RECIPE #62253

Start with a great song...

"WHIP-POOR-WILL"

add the style and sales appeal of...

TERESA BREWER

spice with orchestra and chorus directed by...

DICK JACOBS

CORAL #62253

Serve on the HOT LABEL
Two Fabulous New LP Packages by

THE MODERN JAZZ QUARTET
The World's Greatest Jazz Group!

"European Concert"

2-603

Monaural $4.98 Stereo $5.98

A two 12" LP package

- The first "live" recording by The Modern Jazz Quartet!
- An entire concert - over 76 minutes of recorded music on these two LPs!
- A handsome gift package!

"THE MODERN JAZZ QUARTET & ORCHESTRA"

1359

Monaural $4.98 Stereo $5.98

- The Modern Jazz Quartet recorded with large symphony orchestra!
- Contents: Four specially commissioned works for the MJQ by John Lewis, Gunther Schuller, André Hodeir and Werner Heider.
- Brilliant sequel to the MJQ's history-making "Third Stream Music" (Atlantic LP 1345).
WE’RE CHART-HAPPY!!

LITTLE BOY SAD #55298
Johnny Burnette
BILLBOARD #25
CASHBOX #36

STAYIN’ IN/MORE THAN I CAN SAY #55296
Bobby Vee
BILLBOARD #45
CASHBOX #40

RAM-BUNK-SHUSH DOLTON #32
The Ventures
BILLBOARD #32
CASHBOX #61

ODDS AND ENDS #55302
Warren Smith
BILLBOARD #18
CASHBOX #20

PLUS THESE PICKS:
LING-TING-TONG Buddy Knox #55305 BILLBOARD, CASHBOX
100 LBS. OF CLAY Gene McDaniels #55308 CASHBOX
C & W SADNESS DONE COME Billy Strange #55307 MUSIC REPORTER

*YOU, TOO, CAN BE CHART-HAPPY!!! ORDER NOW!!!*
Till You Hear
The Original
Continental Hit
NOW on WARWICK
MATT MULROHY
sings
"PORTRAIT OF MY LOVE"
WARWICK
M-624

The Cash Box
England’s Best Sellers
A Division of The Record Co.

NEW ALBUMS

MADRID IN A SYMPHONY OF STRINGS
Symphony of Strings Orchestra (Verve), Verve 1086 (Steven & Mosanner) — Romantic backing themes are wrapped up in velvety expensive orchestral arrangements by James Vickery and the solo. A most delicious thing the includes "La Paloma, "Cavatina, "Kabalevsky," and "Serenade." (Pick for the rockers.)

DELUXE IN A SYMPHONY OF STRINGS
The Symphony of Strings Orchestra (Verve), Verve 1087 (Steven & Mosanner) — A fine album from the new label that will appeal to the general public. A fine string orchestra with well-known solo voices. A fine album that includes "La Paloma," "Cavatina," "Kabalevsky," and "Serenade." (Pick for the rockers.)

STRAWBERRY JUICE
Bob Brunning, Mercury 40400 (Steven & Mosanner) — Brunning’s initial strawberry number-one technique is spotlighted in this latest flavor package, tasting similar (especially like you "Can’t Be Love," etc.) and a few original, including two provided by Brunning. (This album is also spotted at the video, a tasty flavor package.)

AT THE BREAK OF DAY
Richard Ott and Horace McDannell, Var Jay LP 1536—The session jazz blend of

LOW PRICED JAZZ

SOUNDS OF NEW ORLEANS
Bob Brunning, Mercury 40402 (Green & Mosanner) — Bob Brunning’s latest in this busy instrumental package of the Southland. Selections include "Jazz For Blues," "Forsythe Blues," "Jazz for The Blues." (Pick for the rockers.)

LOW PRICED JAZZ

MULTI-PIECE LP

SWINGIN’ BILLY
Billy Maysid and His Manhattan Jazz Band, F.& K. R. 1111 (Billy Maysid) — A group that plays in the usual style of a couple of years ago. (Pick for the rockers."

JAZZ LP’S

STRONG SALES POTENTIAL

SWINGIN’ BILLY
Billy Maysid and His Manhattan Jazz Band, F.K. R. 1111 (Billy Maysid) — A group that plays in the usual style of a couple of years ago. (Pick for the rockers.)

JAZZ IS A KICK
Bob Brunning, Mercury 40400 (Steven & Mosanner) — Brunning’s initial strawberry number-one technique is spotlighted in this latest flavor package, tasting similar (especially like you "Can’t Be Love," etc.) and a few original, including two provided by Brunning. (This album is also spotted at the video, a tasty flavor package.)

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COLUMBIA'S SINGLE 33 HALL OF FAME SERIES
Now you can sell $1,000,000 in talent on less than a square foot of counter space. The 7" record with the little hole in the middle means big profits for you. Great artists perform 2 of their greatest hits on each record. Here is THE DEAL! Two packs available: Pop (HFP-1) and C & W (HFC-2). 15 selections in each — 50 record total in each.

Here are some of the hits in these PROFIT-PACKED PRE-PACKS

POPS
Johnny Mathis
It's Not for Me to Say
Chances Are
Mitch Miller
The Yellow Rose of Texas
March from the River Kwai & Colonel Bogey
Percy Faith
The Song from Moulin Rouge
The Theme from "A Summer Place"

C & W
Johnny Horton
North to Alaska
The Battle of New Orleans
Marty Robbins
El Paso
A White Sport Coat
Johnny Cash
Don't Take Your Guns to Town
Five Feet High and Rising

AND
Browser Box
Window Streamer
Colored Sleeve
Single 33 Quality Sound — the Speed of the Future.

Ask your salesman to give you the exciting details of...
COLUMBIA'S SINGLE 33 HALL OF FAME SERIES
The Honor Roll of Hits comprises the nation’s top tunes according to record sales and disk-jockey performances as determined by Billboard Music Week’s weekly nationwide surveys.

RECORDING AVAILABLE

Best Selling Record Listed in Bold Face

1. CALCUTTA — Four Preps, Capitol 4521; Esther & Johnny, Valve 4517; Robert Prange & Orch. (ASCAP), Val- 
2. EXODUS — Roy Orbison, Capitol 4527; Beach Boys, Surf Records, Vee-Jay 570; Tom Jones, Pye 7355; 
3. THE EXODUS SONG (This Land Is Mine) — Lead Belly, Folkways 2200.

4. PONY TIME — By D. Carroll-Jerry Berry—Published by Alan K (BMI).

5. WHEELS — By Teresa Stepinen—Published by Dumale (BMI).

6. THERE'S A MOON OUT TONIGHT — By Sidney Caesar—Produced by Herb Alpert (BMI).

7. WILL YOU LOVE ME TOMORROW? — By Carole King—Produced by Herb Alpert (BMI).

8. I DON'T WANT TO LIVE LIKE THAT — By Bert Overman—Produced by Herb Alpert (BMI).

9. WHERE THE BOYS ARE — By Ingrid Kristiansen—Produced by J. D. Loudermilk (BMI).

10. BABY SITTIN' BOOGIE — By J. J. Jackson—Produced by Jack Nitzsche (BMI).

11. SHADOW — By Brian Chilcott—Produced by Brian Ritchie (BMI).

12. CALIFORNIA GIRL — By Gil Greenfield—Produced by Alan Bial (BMI).

13. GOOD TIME BABY — By Moses-Aaron—Produced by Alan Bial (BMI).

14. WINGS OF A DOVE — By Bob France—Produced by Herb Alpert (BMI).

15. APACHE — By Mo Ostin—Produced by Herb Alpert (BMI).

16. WANDERLAND BY NIGHT — By Klaus Garmir Steen—Produced by Bjarne Steen (BMI).

17. ANGEL ON MY SHOULDER — By Shelly Finkel—Produced by Steven DeVinny (BMI).

18. EMOtIONS — By Mel Tormé and Sammy Kaye—Produced by Cedric Wood (BMI).

19. SPANISH HARLEM — By James Lord/Frank Fu King—Produced by Frank Fu King (BMI).

20. YOU CAN HAVE HER — By Cook—Produced by Billy Block (BMI).

21. ALL IN MY MIND — By John Anderson, Chief 7027; Marvin Brown, Noon 100; Johnny Greenland, Scepter 50072; Robert Melbourne, Fiore 1003; Ruby Bobb, Scepter 50112.

22. ANGEL BABY — By Bert Overman—Produced by Herb Alpert (BMI).

23. JIMMY'S GIRL — By Vince Pacheco—Produced by Skidmore (BMI).


25. ARE YOU LONESOME TONIGHT? — By Roy Whittaker—Produced by Bouree-Cromart (ASCAP).

26. LITTLE BOY BAD — By Wayne Walker—Produced by Cedric Wood (BMI).

27. SEE WHAT (LOOK AT) HIS EYES — By Thomas—Produced by Herb Alpert (BMI).

28. WHAT A PRICE — By Down East—Produced by Herb Alpert (BMI).

WARNING: The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by Billboard Music Week. Use or citation may be made with the consent of Billboard Music Week's owners. Requests for such copies may be granted by writing to the publishers of Billboard Music Week at 5004 Broadway, New York 16, N. Y.
HIS FIRST
STAND OUT
HIT!!!

GENE
MCDANIELS

100 LBS.
OF CLAY

CASH BOX PICK

BILLBOARD ★★★★ "VERY STRONG
SALES POTENTIAL"

Distributed in Canada by London Records
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist/Company</th>
<th>Date</th>
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<tbody>
<tr>
<td>1</td>
<td>PONY TIME</td>
<td>Chubby Checker, Parkway 318</td>
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<td>2</td>
<td>CALCUTTA</td>
<td>Lawrence Welk, Decca 5912</td>
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<td>THERE'S A MOON OUT TONIGHT</td>
<td>Nat King Cole, Old Town 1946</td>
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<td>SURRENDER</td>
<td>Elvis Presley, RCA Victor 789</td>
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<td>DON'T WORRY (LIKE ALL THE OTHER TIMES)</td>
<td>Harry Belafonte, Decca 5199</td>
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<td>6</td>
<td>DEDICATED TO THE ONE I LOVE</td>
<td>Nat King Cole, Decca 1281</td>
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<td>WHERE THE BOYS ARE</td>
<td>Count Basie, Decca 5277</td>
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<td>8</td>
<td>SHOP AROUND</td>
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<td>EBOY EYES</td>
<td>Furry Lewis, Warner Bros 399</td>
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<td>WHEELS</td>
<td>Stoney &amp; Long, Mercury 665</td>
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<td>Nat King Cole, Decca 1297</td>
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<td>Bruce Clifford, Columbia 1574</td>
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<td>Buddy Rich, Commodore 186</td>
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<td>EXODUS</td>
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<td>ALL IN MY MIND</td>
<td>Marvin Rainwater, Decca 288</td>
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<td>Jerry Jones, Acme 618A</td>
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<td>Johnny Irene, Liberty 5128</td>
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<td>THE STORY OF MY LIFE</td>
<td>Post Album, ABC-PARAMOUNT 5158</td>
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<td>YOU CAN HAVE HER</td>
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<td>GEE WHIZ (LOOK AT HIS EYES)</td>
<td>Carl Thomas, Atlantic 2086</td>
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<td>WAVE A PRICE</td>
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<td>WALK RIGHT BACK</td>
<td>Furry Lewis, Warner Bros 3799</td>
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<td>THINK TWICE</td>
<td>Furry Lewis, Decca 2056</td>
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<td>RAINBOW -SHUSH</td>
<td>Nat King Cole, Decca 1301</td>
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<td>UTOPIA</td>
<td>Ventures, Decca 35</td>
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<tr>
<td>32</td>
<td>AIN'T THAT JUST LIKE A WOMAN</td>
<td>Fats Domino, Imperial 7133</td>
<td>10/25</td>
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</table>
REVIEWS OF
THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

JIM REEVES

THE BLIZZARD (Red River, BMI) (2:24)—DANNY BOY (Boone & Hawkins, ASCAP) (2:50)—Two fine sides by Jim Reeves that show off some salty shuffling. "The Blizzard" is a tale about a terrible blizzard delivered solicitously by Reeves; second side is a folkish version of the standard done with great heart. RCA Victor 7859

PAUL ANKA

I'M JUST A FOOL ANYWAY (Spausta, BMI) (2:17)—TONIGHT, MY LOVE, TONIGHT (Spausta, BMI) (2:16)—These are two of Paul Anka's best sides in recent months. First is a bright new tune, and Anka is backed by a swingy arrangement. Second side is based on a classical melody, and lad suits it well. ABC-Paramount 19198

ERNIE FREEMAN

SWAMP MEETING (Post, ASCAP) (2:25)—A wonderful rhythmically rugged effort is handed a work performance on piano, and the corny side could become a real smash. Flip is "That's All" (Travis, BMI) (2:30). Imperial 5723

TENNESSEE ERNIE FORD

DARK AS A DUNGEON (American, BMI) (2:02). Here's an impressive piece of material on the order of Ferris Big Band success "16 Tons." He tells the tale of a miner's life with feeling, and the backing is tasteful. Flip is "His Love (Makes the World Go Rounds)" (Capitol, BMI) (2:29). Capitol 4531

SONNY JAMES

APACHE (Regent, BMI) (2:47)—James scores here with the first vocal version of the current instrumental hit. It's also his initial outing for Victor. His personable warbling is exactly abetted by propastic corn-on-corn dressing. Flip is "Magnificent" (Sonny James, BMI) (2:11). RCA Victor 7859

COUNTRY

JERRY LANDS

PLAY ME A SAD SONG (Selma & R.S., BMI) (2:06)—Lands' wistful singing on this tune could have strong appeal. The pretty facial chord work in the background rounds out the fine side. Flip is "It Means A Lot To Me" (Selma & R.S., BMI) (2:11). Warwick 619

TITUS TURNER

WAY DOWN YONDER (Jay and Cre, BMI) (2:30)—Turner is hot on another hit! Right now. But here's a side from his earlier affiliation that can also go. It's a happy, rocking effort that pays off in accessibility. Wash it Flip is "Miss Ribbonnet Jones" (Jay and Cre, BMI) (2:30).

RAY CHARLES

A BIT OF SOUL (Progressive, BMI) (2:16)—Here's a fine after-hours blues that features some of that soulful Ray Charles piano. This could be a good side. Flip is "Early in the Mornin'" (Charli, BMI) (2:43). Peacock 1990

CAROLYN

FARON YOUNG

HELLO WINGS (Pamper, BMI) (2:22)—CONGRATULATIONS (Pamper, BMI) (2:25)—Two of Young's very best sides in his first he wearingly sang of the four walls in his lonely room. Flip is a catchy rhythm number that's also a weeper. Two powerful sides and they both can go in both r & b and pop markets. Flip is "Rustin'" (Pro, BMI) (2:05). Cherie 125

Rhythm & Blues

SONNY TERRY

DUPRE (Pro, BMI) (2:35)—Here's the fine back country harmonica blues specialist in a neat blues instrumental, built along the same lines as Chuck Willis' well-known "Betty and Dupre." It's relaxed and satisfying and it could go in both r & b and pop markets. Flip is "Rustin'" (Pro, BMI) (2:05).

(Continued on page 27)
"THAT'S IT-I QUIT- I'M MOVIN' ON"
7853 ©
SAM COOKE

2 new ones from a couple of chart toppers

"ON THE REBOUND"
7840
FLOYD CRAMER

RCA VICTOR
Ask your distributor about Compact 33, the newest idea in records!
**SUMMARY**

The document appears to be a page from a newspaper or magazine, possibly a music or entertainment publication, featuring reviews and ratings of new records. The text is filled with names of musicians, titles of songs, and reviews of performances. There are mentions of various music genres and instruments, indicating a comprehensive overview of the music landscape at the time.

**PROMINENT ARTICLES**

- **STAR STRAND**
- **TYPICAL NICK DE MATTEO**
- **TONY BENNETT**
- **EVELYN DE JOYA**
- **DIANA DE LA ROCHA**
- **ROB NOOK**

**FEATURED ARTICLES**

- **RITCHIE VAUGHN**
- **JIMMY STEVENS**
- **MIKE SLATTERY**
- **MIKE McGUIRE**
- **STEVE BERNABE**
- **LEONARD TAYLOR**
- **JIMMY CLIFTON**
- **JOHN IFE**
- **JEFF PETERS**
- **RICK STEVENS**

**REVIEWS AND RATINGS**

- **Goldie Hill**
- **Henderson's Drop**
- **Billy Ray Cyrus**
- **Loretta Lynn**
- **Diana Ross**
- **The Beach Boys**
- **Jill Scott**
- **Mary J. Blige**
- **John Hiatt**
- **Trade Winds**

**SPECIAL FEATURES**

- **BISTRO DVERSITY WEEK**
- **MODERATE SALES POTENTIAL**

**ADVERTISMENTS AND NOTICES**

- **BILLY CONNOLLY**
- **CLU GUGLACER**
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- **I Can't Forget You**
- **Johnny and the Thunderbolts**
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- **Sandpaper**
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**EDITORIALS**

- **Bob Crewe**
- **Mike Slattery**

**SECTIONS**

- **MODERATE SALES POTENTIAL**
- **REVIEWS AND RATINGS OF NEW RECORDS**

**FOOTNOTES**

- **Page dimensions: 1280.0x1924.0**
- **www.americanradiohistory.com**

**REFERENCES**

- **NIKKY DE MATTEO**
- **TYPICAL TONY BENNETT**
- **EVELYN DE JOYA**
- **DIANA DE LA ROCHA**
- **ROB NOOK**

**KEYWORDS**

- **MODERATE SALES POTENTIAL**
- **REVIEWS AND RATINGS OF NEW RECORDS**
- **BILDERRAY**
- **BILLY CONNOLLY**
- **CLU GUGLACER**
- **RICHARD VICTOR AND THE PHOENIXEERS**
- **CHARLIE JOHNSTON**
- **DONNIE A COME**

**SUMMARY**

The document is a rich source of information on the music industry, featuring reviews and ratings of new records. It covers various artists and genres, providing detailed insights into their performances and albums. The layout is typical of a music magazine, with sections dedicated to reviews, editorials, and advertisements. The content is comprehensive, offering a snapshot of the music landscape during the time period.
**SCARED OF THE BLUES**

b/w

"I LOVE YOU BEST OF ALL"

**LOUVIN BROTHERS**

ALABAMA SKINNER

1717 West End Blvd.
Nashville, Tenn.

**BRANDON RUN**

Sharon National Radio Field Ensemble of Branford, Brenda HR 1164—A good re-recording which contains much of the feel of the original. The vocals are stronger, the instrumentation is cleaner, and the overall effect is smoother.

**LILES SINGERS**

"LULLABY IN THE GARDEN" ORCHESTRA

Country and Western Hit Makers!
1st there was this...
then this...
then this...
then this...
then this...

THEN CAME THE REVOLUTION
the most significant achievements
in recording history

Time marches on. And Mercury marches with it. There's been nothing like Perfect Tone in recorded or recording history. With it, Mercury captures the whole, wide, wonderful world of sound and reproduces it with dazzling fidelity across the full orchestral range . . . from the howl of the tuba to the uppermost sound plateaus of the strings. Lend an ear to the innovation in recording technique. It's a rich and rewarding world.

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BIG NAMES
BIG LIBRARY
no one but MERCURY has all three

Mercury
RECORDS

PPS 6000 SERIES—STEREO
PPS 2000 SERIES—MONOaural

FREDERICK FENNELL*
PPS 6006 / PPS 2006

DIXIELAND LEFT AND RIGHT*
PPS 6009 / PPS 2009

GEORGE BARNES*
PPS 6011 / PPS 2011

PETE RUGOLO
PPS 6001 / PPS 2001

DAVID CARROLL
PPS 6002 / PPS 2002

XAVIER CUGAT
PPS 6003 / PPS 2003
WELLINGTON RIDES AGAIN!
and you can almost smell the gunpowder

"Wellington's Victory" is so diabolically realistic that several people have suffered a mild case of shell shock on first hearing it.

The thunder of cannons, the clarion voice of bugles, the staccato of musket fire ... all cascade off the surface of this superb Mercury record to fill the room with the stirring sounds of the holocaust that was Vitoria.

Listen to "Wellington's Victory" at your own risk. And stay under cover.

LPS 9000 / LPS 5000

PERFECT PRESENCE SOUND!

exciting sounds

the clebanoff strings & percussion

WOODWINDS & PERCUSSION

LATIN PERCUSSION

THE CLEBANOFF STRINGS*
PPS 6012 / PPS 2012

HAL MOONEY*
PPS 6013 / PPS 2013

DAVID CARROLL
PPS 6000 / PPS 2000

MIKE SIMPSON
PPS 6004 / PPS 2004

RICHARD HAYMAN
PPS 6005 / PPS 2005

FREDERICK FENNELL
PPS 6007 / PPS 2007

* LATEST RELEASES
from ROCK to ROACH to RIGOLETTO

Talk about variety! Mercury's got it. And Mercury has the names, the sound and the packaging to go with it. Names like Roach and Jones and Benton. Sound like you've never heard before. Packaging like the striking album covers shown here. Whatever you want, Mercury's got it. So, get it!
BILLBOARD MUSIC WEEK

HOT R & B SIDES

FOR WEEK ENDING MARCH 5

1. I SMOKE Around, Miriam, Tania 54054
2. All in My Head, Marvin Brown, Mem 162
3. Tell Me What You Want Me
4. Tell Me What You Want Me
5. I SMOKE Around, Miriam, Tania 54054
6. Tell Me What You Want Me
7. I SMOKE Around, Miriam, Tania 54054
8. Tell Me What You Want Me
9. I SMOKE Around, Miriam, Tania 54054
10. Tell Me What You Want Me

• Reviews and Ratings of New Records

• Continued from page 27

*** That’s Where The Action Is — A woman who deserves much more profile is singer- songwriter Esther Phillips, who recently released two excellent albums (Demos, BLM). The first of these ranked in the Top 20 on the charts, and her latest effort, "A Different Kind of Love," is expected to do even better. Phillips has a unique blend of soul and jazz, and her vocal range is impressive. (Demos, BLM) (2:10)

*** The Breathe-Nite — "Breathe-Nite" by Melba Moore is a powerful ballad that highlights the singer’s remarkable vocal range. The song is a slow, somber number that delicately touches on the themes of love and loss. (Demos, BLM) (2:10)

*** I’ll Remember — "I’ll Remember" by Gloria Gaynor is a soulful ballad that features the singer’s emotional delivery. The song’s lyrics reflect on the memories of a lost love. (Demos, BLM) (2:10)

*** That’s What I Like — "That’s What I Like" by Prince is a high-energy dance track that showcases the singer’s versatile talents. The song features catchy rhythms and dynamic vocals. (Demos, BLM) (2:10)

*** Living for Love — "Living for Love" by Aretha Franklin is a powerful ballad that explores the singer’s love for music and passion for performing. The song’s message resonates with fans and gains momentum on the charts. (Demos, BLM) (2:10)

*** The Game — "The Game" by Erykah Badu is a soulful ballad that delves into the complexities of relationships. The song’s lyrics offer insights into the dynamics of love and commitment. (Demos, BLM) (2:10)

*** The Man — "The Man" by Prince is a high-energy track that features the singer’s distinctive falsetto and powerful vocals. The song’s driving rhythms and catchy melodies keep listeners engaged. (Demos, BLM) (2:10)

*** I’ll Remember — "I’ll Remember" by Gloria Gaynor is a soulful ballad that highlights the singer’s remarkable vocal range. The song is a slow, somber number that delicately touches on the themes of love and loss. (Demos, BLM) (2:10)

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Causing A Sales Riot!

Wanda Jackson's
new single

"RIOT IN CELL BLOCK NUMBER NINE"
c/w "Little Charm Bracelet"
record no. 4520

See your Capitol Representative today

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

There are ranked in order of their current national selling importance in the over music jukebox tests.

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<th>No.</th>
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<td>WHERE THE BOYS ARE (Alton)</td>
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**Reviews and Ratings of New Records**

*Continued from page 37*

SYLVIA SAINT
**SUGGESTIONS**

1. The Wonderer — COLUMBIA 4159 (15)—Written by George Treadwell and sung by Sylvia Saint, this sentimental ballad has a great deal of appeal for young girls. Vocal performance is above par. (Auditorium, ASCAP) (10/0)

2. You've Got An Away Lot To Learn About Love — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

JOHNNY BROWN
**SUGGESTIONS**

1. The Wonderer — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

2. WALKIN' THE HALL — COLUMBIA 4159 (15)—A pretty ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

PYTHO HUBBARD
**SUGGESTIONS**

1. That's What You Made Me Do — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

2. That's What You Made Me Do — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

THE CANADIAN SWEETSHEARTS
**SUGGESTIONS**

1. The Party Girl — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

2. That's What You Made Me Do — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

TEDDY AND THE CONTINENTALS
**SUGGESTIONS**

1. Footsteps In The Dark — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

2. Footsteps In The Dark — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

JACK LOWELL
**SUGGESTIONS**

1. Our Sweetheart — COLUMBIA 4159 (15)—A smooth, easy-listening ballad, sung by Sylvia Saint, is one of the most sentimental ballads ever written. Vocal performance is excellent. (Auditorium, ASCAP) (10/0)

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ALEX SWIFT
**SUGGESTIONS**

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RONNIE CALED
**SUGGESTIONS**

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(Continued on page 42)
DEBUT DISKS

These entries, which entered the Hot 100 for the first time this week, are making their first national chart for short players.

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>71. Pleasure Me/Barclay Melody, FLW - CBE-00427</td>
<td>FLW</td>
</tr>
<tr>
<td>72. Lover/Mary Lou, FLW - CBE-00427</td>
<td>FLW</td>
</tr>
<tr>
<td>73. I'm Gonna Love You Forever/Barclay Sextet, FLW - CBE-00427</td>
<td>FLW</td>
</tr>
<tr>
<td>74. You're So Fine/Billy Ward, FLW - CBE-00427</td>
<td>FLW</td>
</tr>
<tr>
<td>75. I Can't Make My Mind Up/Barclay Sextet, FLW - CBE-00427</td>
<td>FLW</td>
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<tr>
<td>76. Don't Let Me Be Lonely/Barclay Sextet, FLW - CBE-00427</td>
<td>FLW</td>
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<tr>
<td>77. I'm Gonna Love You Forever/Barclay Sextet, FLW - CBE-00427</td>
<td>FLW</td>
</tr>
<tr>
<td>78. You're So Fine/Billy Ward, FLW - CBE-00427</td>
<td>FLW</td>
</tr>
</tbody>
</table>

COLUMBIA DEBUT

Continued from page 5

when they were on the label a while back.

Jazz sets include a new Dixie Ellington/Jimmie Lunceford set, another with the Charlie Bell Quartet, and an album containing sides by the New Orleans Rhythm Kings called "Jazz Poll Winners." The two vocal groups feature the Rutherfield Mazzachi tenor, another with Antonio Briones, and a third with a lady vocalist.

On the classical front, there is a new album with the New York Philharmonic and Bob Merrill, on the label. They are doing a great job on the label of Bloch's "Schelomo," and Jeann Zavitz's "Vivace." The Virgin Orchestra, under the baton of Alexander Casazza, has been conducted by Robert Craft and contains works by Webern and Schoenberg.

TOTALLY DISC COMPANY

COUNTRY AND WESTERN

FAYE ROBERTS, Billie Holliday (CBS 223-224) - Congratulates (Fawzi, HMR) 2:25 Capital

RHYTHM AND BLUES

JIMMY D. - "I'm Gonna Love You Forever" (International)

WWDC CONTEST RUN ON COL. LP

WASHINGTON - Deeply Fred Funk, WCRC, is running a contest on Col. LP's. The contest is "Broadway's Best," which fea-
tures a series of albums from the label's original-cast Broadway shows albums.

Grady Bell is trying to identify the singer, song and show of the cast album from the LP. Names are brought to the attention of the group, and copies of the album are awarded daily to those who win. The grand prize will be two tickets to the show and a chance to sing on Broadway. This could also be the best contest ever, "Irma La Douce." By the way, the contest is for the "Fair Woman." We will also receive an all-expenses paid trip to New York, including accommodations at "the best hotel." The contest is sponsored by WWDC, February 12, 1960.

PICK HITS

From all the releases this week, there are the selections of Billboard's reviewers, which are the best of the new recordings. Here are their picks:

JIMMIE R. BROWN - "The Billboard (Red Bird, BMG 3.34) - Tommy Boy, Buddy Howard, NOSM (ASL) 4.0003

BILLY ANDREWS - "I'm Gonna Love You Forever" (International) 2:25 Capital

SONNY JAMES - "A Date With Sonny" (Columbia) 2:25 Columbia

KENNY BANDS - "I'm Gonna Love You Forever" (FLW) 2:25 FLW

BROWN BROTHERS - "I'm Gonna Love You Forever" (FLW) 2:25 FLW

TOMMY DAVIS - "I'm Gonna Love You Forever" (FLW) 2:25 FLW

FROM THE BACKSTAGE PASS - "I'm Gonna Love You Forever" (FLW) 2:25 FLW

FCC Would Have Top-40 Format

 Stations Show 'Community Interest'

Continued from page 9

much previous he can give to programs supplied by networks.

Listener一人 believes that setting down a "code" and guiding lines in effect rob the license of the FCC in the ultimate position of deciding matters of tone and content. Also, Hylene wonders if the existence of a broadcast network would not be limited to the study of the area, or if the broadcast network's judgment on area needs would suffice. If the latter, the community should be able to approve or disapprove of program formula, if, for example, the broadcaster believes his community should have more pop or more classical programming.

On one of the last hearings was chairman of the FCC, outgoing Chairman Frederick Ford comments on the suggested program questions and would not take sides in the broadcast industry. They would be treated as "average," he would be present at the broadcast audience of the program. Every question would be put to the broadcast audience of the program. Every question would be put to the broadcast audience of the program. Every question would be put to the broadcast audience of the program.

JERRY BELLST" - Plan a free sample for every c., pla., priced at 48 cents, daily over WKJY, 50,000-watt at Souderton, Ariz. NBC King, former king b.e. of K.W., is a free-bomb bomb from WCNY in Cincinnati, is now engaged in the voice and television network.

B-W RECORDS - "Otis, Jimmy, the follow-up record by Jack and the Three Dollars" - To be released this weekend. Address sample requests to the label at 127 West 48th St., New York, N.Y. (CBS 8001) - "Oskar G., "C'est Cheri G.," 8002 - "WJW, Weltable, invites c., r.o., to write for samples of the disk, featuring two of his original songs and one on his own Pre-Record label."
the 20's in the top charts here and foreign rights for the record and the song. The “20’s” are here. Beyond that,” continued Hofer, “my clients in other countries provide me with an annual budget for use in promoting advances and paying guarantees when American material is acquired for them in their various countries. A year ago, my total budget from all countries was over $25,000. In 1960, the total budget from the same companies was down to about $150,000, but the songwriters made something like 40 per cent royalty.

Perhaps the most important single factor in all of this, to Hofer’s view, is the growing usage of radio in countries throughout the world. “This filters down to many levels of a nation’s life,” he said, “including its music. For some time in Britain, the English writers have had a hard time getting records of their own songs. Now they are doing much better. So are British artists, who today occupy almost half of their own charts. One month ago, the same charts were 90 per cent American.”

“Today, rather than being out an American-made record, many European companies will get a copy of the State-side disk and will make a 100 per cent of it with a local artist.”

This, of course, makes the situation extremely difficult for American disk men. Faced with what appears to be a recorded sales value of a single market, Americans are trying to be sharper about trying to do everything possible to build foreign disk sales. True, some American disk artists are still virtually automatic when they come to America and England. Some, like performers Connie Francis and Paul Anka are among these. Yet it is more difficult than ever to break a new artist through the radio.

In Hofer's view, another cause for this difficulty lies in the fact that American disk men have been too slow to realize the value of promotion and publicity on an international basis. “Those who had overseas rights to American records wouldn’t spend money to do anything except to cut records,” Hofer said. “Now we see that the American market is a very big one, and we are starting to spend money to promote records in every single market.”

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Foreign Scene Rought on U.S. Pubs

**Continued from page 3**

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LP PROGRAMMING

A description of the LP programming philosophy and techniques of leading radio broadcasters with specific illustrations of how they are put into practice. Drawn from the experiences of 20 leading operators, this book is exclusive to subscribers for details for publication in Lee 2200, Billboard Music Week, 120 W. Cahuenga Blvd., Hollywood 30, Calif.

By LEE ZITTO

Los Angeles—the nation's No. 2 retail market—is one of the most keenly competitive centers on the broadcast map. This fast-flying megapolis has seven television stations, 30 AM and 170 FM operations for each station, all vying for the attention of a populace that has tripled in a mere two decades and continues to increase at an almost incredible rate.

The radio station operators, here, as in other large metropolitan areas, have been forced by competition to set his sights on a segment of the vast listener audience, and then claim to his share of the advertising dollars as a result of this specific appeal. Instead of the ordinary listener the broadcaster can hope to deliver his target audience by offering the type of programming that will suit his own needs and the advertiser's brand image.

In 1953, when Station KPOL invaded the Los Angeles market area, it decided to concentrate its programming efforts on the adult segment of its potential audience. To build a listener following among the mature portion of the populace the station chose the "good music" approach as the back of its programming, a policy it has followed successfully to this day.

As Station Program Director Robert C. Scott explains it: "We use the good music approach because we are trying to appeal to the adult audience the most commercially successful music of all time...the real hits they remember over the years which fade into oblivion after a few weeks on the best-sellers list."

KPOL's "good music" sound, this in no way would rule out new song material. The music the station will use, Scott continues, "can be music like the great theme from Cavalleria Rusticana or Carmen's Serenade. The point is: We're not going to use any old tune."

Today, all of Station KPOL's music programming is from albums. Scott recalls that at the time KPOL inaugurated its "programming policy" in 1953, it was necessary to augment the LP library with a transcription library, for on albums there were only Mantovani, Mantovani's Concert Orchestra, Goodtime Henry, and a few others from which to make programming selections.

In contrast to the situation then, Scott feels that "album programming has matured into a program of its own. The sound of the album is the final word. Every LP is a separate block without the interruption of commercial announcements. Commercials are scheduled at specific times, but blocks for the programs must first be approved by Scott before they can be added to KPOL's library. The station's hosts then select the material they wish to broadcast, and the announcers are free to make individual selections from the LP's. Basically, KPOL throws its greatest emphasis on standards and stringers.

Promotion of KPOL is done, as well as the individual announcers take part in selecting the music that is to be broadcast. Here is how Scott plans to program for the future:

During the day, KPOL is programmed in three-hour blocks. From 6 to 9 a.m., Paul Sisler is the announcer. On "Morning Magic," Bob Harris is scheduled from 9 a.m. to noon with "Rhapsody in Blue." Afternoon news, Paul Maguire hosts "The Cloud 9" which lasts till 4 p.m., Bob Harris will have his day on "Commute's Caterials." The 6 p.m. news is followed "by Music 'n a Cartel" hosted by George Crockett. He also is the announcer from 10 p.m. till midnight on "The String Shift." Mid-evening programming is "Pop Carmen," hosted by "a special Carmen" from 7:30 to 8, "Stories" from 8 to 9, "Voices in the Night" from 9 till 10, and "Innocent Comedy Theater" from 9:30 to 10.

KPOL's "Morning Magic" features Mr. Scott with his own unique "Morning Magic" Bob Harris is scheduled from 9 a.m. to noon with "Rhapsody in Blue." Afternoon news, Paul Maguire hosts "Eadzi-9," which lasts till 4 p.m., Bob Harris will have his day on "Commute's Caterials." The 6 p.m. news is followed by "Music 'n a Cartel" hosted by George Crockett. He also is the announcer from 10 p.m. till midnight on "The String Shift." Mid-evening programming is "Pop Carmen," hosted by "a special Carmen" from 7:30 to 8, "Stories" from 8 to 9, "Voices in the Night" from 9 till 10, and "Innocent Comedy Theater" from 9:30 to 10.

KPOL presents a day-long program of music called "Holiday in Hi-Fi." Sunday announcers are Joe Cregrove, Real McCoy, and Chita Cordell. The "Morning Magic" program ends by 6 a.m. and runs to 10 a.m. with "The Great American Radio Orchestras, Los Angeles County Orchestras."

Here is a typical program selection for one of the packages:

MORNING MAGIC: "Morning Magic" features Mr. Scott with his own unique "Morning Magic." Bob Harris is scheduled from 9 a.m. to noon with "Rhapsody in Blue." Afternoon news, Paul Maguire hosts "Eadzi-9," which lasts till 4 p.m., Bob Harris will have his day on "Commute's Caterials." The 6 p.m. news is followed by "Music 'n a Cartel" hosted by George Crockett. He also is the announcer from 10 p.m. till midnight on "The String Shift." Mid-evening programming is "Pop Carmen," hosted by "a special Carmen" from 7:30 to 8, "Stories" from 8 to 9, "Voices in the Night" from 9 till 10, and "Innocent Comedy Theater" from 9:30 to 10.

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Here is Scott's thumbnail analysis of some of these programs:


As Scott sums it up: "The basic type of program or time of day, the rule is, if it's not beautiful, don't play it." And the rest of the music programmed, is the following list of selections performed on the January 30 "Rhapsody" show:

Scott's analysis program is available on a new new basis, with the added feature of having the music performed by Bob Harris in each program. The "swing and stay" style of music..." —— a selection from "The Great American Radio Orchestras," a piece of... —— a selection from "The Great American Radio Orchestras," a piece of— music is programmed in this show. "Commute's Caterials," a selection for the car radio audience as it drives home, is a brighter, but the accepted national form of beautiful music.

As Scott sums it up: "The basic type of program or time of day, the rule is, if it's not beautiful, don't play it." And the rest of the music programmed, is the following list of selections performed on the January 30 "Rhapsody" show:

Street of Dreams—Hamburg Philharmonic. "Saxonet."

(Continued on page 46)
**ROY HAMILTON**

The child of religious parents, Roy Hamilton grew up listening to the church choir at the age of six. When he was 11, his family moved to Jersey City, N.J., where he majored in commercial art and owned a record store. At 15, he started working around disc jockeys and would soon be heard on live television. Later, he would be hired by NBC, and his voice became known to millions. He remained in music until his death in 1963.

**JORGEN INGMANN**

A native of Copenhagen, Denmark, Jorgen Ingmann, still short of 30 years of age, has been heard with a popular combo led by Svend Asmussen. Ingmann is well known in his own right from his many solo- gural dates on the Scandinavian label released in many countries. Apart from working years in the office of a publishing firm, Ingmann has played guitar all his life and has made many experiments, using fresh and different recording techniques with the instrument. 

With his knowledge of electronics and sound engineering, Ingmann has set up his own studio in which all his special-effect recordings are made. A prime example of his talent is his current chart-topping "Acapulco." On the label, on which the talented artist uses the multiple recording techniques, adding extra parts by overdubbing several of the same tape onto the same track.

**YESTER YEAR'S HITS**

Comparing programming from the last year in the last five and 10 years ago this week, we find:

**5 Years Ago**

**March 5, 1961**

1. "Let The Sunshine In," The Mamas & The Papas
4. "I Can't Help Myself," Four Tops
5. "I'll Take You There," The Staple Singers
6. "Sincerely," The Beatles
7. "Sunday Morning Coming Down," Johnny Cash
8. "I Can't Help Myself," Four Tops
10. "Sherry," The lettuce

**10 Years Ago**

**March 3, 1951**

1. "It's Now or Never," Elvis Presley
2. "Apache," The Shadows
3. "Elvis Presley," The Everly Brothers
4. "I Can't Help Myself," The Four Tops
5. "Money Honey," The Beatles
7. "I'm Gonna Love Me Again," The Beatles
8. "Apache," The Shadows
9. "I Can't Help Myself," The Four Tops
10. "Elvis Presley," The Everly Brothers

**REVIEWS AND RATINGS OF NEW RECORDS**

**Continent page 22**

### MODERATE SALES POTENTIAL

**Jazz**

**Trio**

**John Wright Trio**

"John Wright Trio" is a hard working fast of free jazz that is taken from his album "Maxwell St. Blue." (Furieux, BMG, $1.98)

### STRONG SALES POTENTIAL

**Rhythm & Blues**

**CAMPION JUMP DUBBIE**

"Campion Jump Dubbie" is a new album by the Fugitives that includes the blues in his listener's soul on everything. The sound is tight and the instruments are great. (Capitol, BMG, $2.98)

**Sherry"**

"Sherry" is the title track from "Sherry," the latest album from the instrumental group. (BMG, $1.98)

### MODERATE SALES POTENTIAL

**Barry and Ron**

"Barry and Ron" are the two members of the Barry Band. (BMG, $2.98)

**Country & Western**

**Big Maywell**

"Big Maywell" is the title track from "Big Maywell," the latest album from the great artists. (Mercury, BMG, $1.98)

**Big Maywell**

"Big Maywell" is the title track from "Big Maywell," the latest album from the great artists. (Mercury, BMG, $1.98)

### MODERATE SALES POTENTIAL

**Dilly Dilly**

"Dilly Dilly" is the title track from "Dilly Dilly," the latest album from the great artists. (Mercury, BMG, $1.98)

**Voices of Jordan**

"Voices of Jordan" is a new album from the Voices of Jordan. (Capitol, BMG, $2.98)

**Take Good Care of Her**

"Take Good Care of Her" is the latest album from the Voices of Jordan. (Capitol, BMG, $2.98)

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DEALER INVENTORY CHARTS

When Rain Falls, Prices Drop Too
KANSAS CITY, Mo. — As soon as rain or snow begins to fall, one enterprising dealer here saw his fortune in the air. It was his window signs offering a 5-cent discount. The printed signs point out that any item in the store may be bought for 5 cents off its regular price, as long as the rain or snow keeps up.
In the last week, 15 retail stores in the city have adopted this plan. One door-to-door store uses an ad every night in newspapers and radio stations to forecast the weather and announce the coming week. Inserted under the front cover of a religious magazine was a reminder that the 5-cent discount will take effect when the first rain drop splash on the street.

PHONES LISTING BETWEEN $301 AND $400

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<tr>
<th>RANK</th>
<th>BRAND</th>
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<tr>
<td>1</td>
<td>Magnavox</td>
<td>51.3</td>
</tr>
<tr>
<td>2</td>
<td>Motorola</td>
<td>8.9</td>
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<td>8</td>
<td>Nordmende</td>
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<td>Necomb</td>
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BEST BUYS IN RECORDS

These records, of all those on the Hit 100, have shown to be the highest selling singles in the country during the past few weeks. They are recommended to dealers and all other record distributors, for their years of potential to go all the way. Previous Billboard Spotlight Pals are marked (*)

POP

*THINK TWICE
(Play, BMI)

*FOR MY BABY
(Play, BMI) Mercury 7174

*YOUR FRIENDS
(Conrad, BMI) Vee Jay 372

*HEARTS OF STONE
... Bill Block's Combo (Regent, BMI) Hi 2028

ASIA MINOR
(Barbroth, ASCAP) Felsted 8612

C&W

*LET FORGIVENESS IN... Webb Pierce (Cedarwood, BMI) Decca 31197

R&B

GEE WHIZ (LOOK AT HIS EYES) ... Carola Thomas (East, BMI) Atlantic 1086

Sonic Industries Ups Service Network Nationwide

NEW YORK—Sonic Industries, phonograph record publishers, has established a national network of franchised service centers. Overflow and slow service centers have been set up in 45 states and have been established in franchised centers, each of which is capable of handling the line. Sonic sales chief, Raymond Clev- en, noted, "this move will improve the serviceability of our equipment by eliminating unnecessary labor costs and streamlining the sales and service operations and platform dealers, and also carry service centers to each of the major cities.

FREQUENCY CHARTS

When Rain Falls, Prices Drop Too

DENVER — Traffic is an abso- lute essence in the merchandis- ing of phonograph records, phonographs, and stereo equip- ment, according to Mrs. Nives, head of the big Nides Appliance Company here.

That's the reason Mrs. Nides, who has frequently been No. 1 in the Denver area in phonograph sales, developed a clever ticket-stub system which "pro- vides us with more stereo "respects than we need."

The system consists of automatically registering every cus- tomer who enters the store and giving the operator his "ticket" for a continuous drawing which goes on all the time.

As the plan operates, every customer who enters is invited to simply write his name and address on a two-part ticket stub, which is made up by each Nides salesman. The customer retains half the ticket, which bears a number, and the other half with the same num- ber is deposited by the salesman in the center of the store.

Customers are told to keep their eyes on Nides' newspaper ads, since at regular intervals, numbers which have been deposited in the box will be pulled, a numbered drawing will be made, and printed identification will be printed in the newspaper ad. Thus,

'Disk Industry Sales Corp. Formed To Aid U. S. Indies Set Outlets

NEW YORK—Disk Industry Sales Corporation, a new firm de- signed to help indie U. S. record firms set up distribution centers for their singles in foreign markets, has been formed here under the supervision of the world-wide Electro and Musical Industries, Ltd., as one of its first clients.

The new firm is headed by Presi- dent Donna Rabinovitch of Capitol Records International Depart- ment here, and Roy Leiber, President of Merson's, as counsel. Edelstein, one of the founders of the Record Industries Association of America, recently returned from Europe, where he made a study of the problems connected with the licensing of European producers to handle U. S. disk records.

The new firm, reports Miss Rich- man, is "in constant touch by cable and phone with manufacturers and distributors throughout the world who are anxious to obtain new material with good sales potential in their geographic area, Our main objective is to serve as a link between American record companies and foreign distributors who want to develop new outlets for the planting of the least of which their distribu- tion arrangements have provided for.

The new company will offer service in practically every corner of the world, according to Miss Rabinovitch. (Continued on page 44)

Indian House to Deck Out Fair, Trade Law Fater

INDIANAPOLIS—Sale of records would be subject to "fair trade" controls in Indiana if a bill now in the House of Representa-

tives is enacted. Approved by an overwhelming vote in the Senate, Monday night (April 11), the measure would legalize price-maintenance contracts be- tween distributors and record companies. The measure has long been a favorite of the Indiana record industry, and it would be possible for many avoid the minimum retail prices under the provisions of the bill.

The Indiana Senate, in furthering that sale below such price levels would be discouraged, thus avoiding consumer complaints and with violators subject to civil actions for damages. In addition, the bill provided that the sale below such price levels would be discouraged, thus avoiding consumer complaints and with violators subject to civil actions for damages. In addition, the bill provided that

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House to Deck Out Fair, Trade Law Fater

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House to Deck Out Fair, Trade Law Fater

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Clock-Radio Let’s You Sleep

Something called the "soothing noise" on the new General Electric C453 clock-radio, permits the inevitable sleepwalker to catch an extra seven minutes of shut-eye without over- hearing completely. The new unit has a control attatched at the top of the radio that, with a gentle tap, gives the sleeper andextra minutes before the alarm rings. This can be repeated up to five times. The radio also has resetting levers that activate and automatically turn off the set. It comes in pink, cologne, bright orange, red, bright blue and sells for $3.95.

Powerful Stereo Receiver

The Crosby Electronics Company boasts a powerful stereo receiver in the R80, a new motion set that they have recently marketed. The unit has two-channel indicator for tuning and pre- amplifier, variable mono-sound, bright light, speaker- headrest selector on front panel, a special volume control for a third speaker, and a multiplex dimension control and powering for a non-powered accessory multiplex adapter. The list price for the R80 will be $375.

Stereo Console Is Low-Boy

A new 37-inch-long lowboy stereo console is the new equipment pride and joy of the Olympic Radio & Television Company. The model 9700, as the unit is referred to, has dual amplifiers and sound system. These wood boxes vary in price from: $129.95 for the mahogany, $139.95 for the oak, and $149.95 for the walnut cabinet.

Audio News Briefs

The Westrex Corporation, Chi- cago, has announced the appointment of D. E. Jacobson as sales manager for its Chicago, division of Lorin Industries. The former of Eastern sales manager for Westrex, a division of Lorin Industries.

Zenith Sales Corporation an- nounced the appointment of Delbert D. Thompson as advertising manager. Thompson was formerly associated with the General Electric Company and the Radio Corporation of America.

New manager of the Interna- tional Resistance Company’s Plas- tic Products Division is John S. Kunc. . . . Sylvia has appointed Evan A. Hill to the post of district sales manager for Los Angeles. Eastern distributor sales manager for "Shure-Cola" is Donald Bitter.

The Radio Victrola Sales wing of Radio Corporation of America has a new manager of sales planning and development in Thomas W. Lentz, He is a 20-year veteran of the firm. In Baltimore, D. E. Jacobson recently was named manager of national sales ac- counts. Robert H. Bevansong is the new general sales manager of the Lorin Industries Corporation.

The Magnavox Sales Company has named Richard G. Evan general manager.

RCA Spies Seek For ‘Stereo Action’

NEW YORK—RCA Victor Re- corders has launched a unique promotion with the New York Interna- tional Detective Agency to spark its forthcoming major consumer promotion of four new “Stereo Action” LP’s. In this unique project, uniformed agents will spy on dealer windows for more than 40 improper uses of the new albums and then report back on how many “Stereo Action” sets are displayed in dealer windows. Dealers will receive one free copy for every “Stereo Action” album series displayed.

The Burns gang will tour New York, Chicago, Los Angeles, Washington, and many other cities from March 1 and March 15, but dealers who are not visited can receive the free al- bum by sending a Victor a photo of the "Stereo Action" display in their windows.

RETAILING PANEL

If you have a provocative question to ask the nation’s disk jockeys, please send it in to this department, P.O. Box 444, Broadway, New York 36, N. Y. Youngsters will be happy to respond when it is credited.

QUESTION

What is your most successful form of advertising?

THE ANSWERS

ESTHER (KELLY) HARTWELL

Hobart, Pennsylvania, Calif.

Direct mail most of the time. We use postcards that are made for regular customers informed of spe- cial equipment or sales we have coming up. We use the local paper. When we run a new paper ad, we find we pay in the membership department manager's picture is being used. It gives the ad more personal touch.

Mickey Genser

The Spinning Disc

New York

Our best medium is our Top-10 sheet, listing records as we sell them in the store. We also include album specials of the week, like Columbia, which is offering 25% off, $2.99, Orlok Sokata for $1.98. We have a list of 5,000 names but we use the list only occasionally. We mail 50 to the Top-30 list each week. It’s fast, inexpensive and it works.

Al Price

A. L. Price & Sons

Bakersfield, Calif.

You can’t beat radio when it comes to building a steady flow of customers. We buy around 200 copies of any album at a time and also worked a trade deal with one station. We provide the records to a station in the area of "Buckaroo." In return for sponsor pictures, advertising in ads in school papers are not expensive and they pay in writing a loyal following among the kids. But radio is best of all.

Graydon Grasney

Moorpark, N. J.

We don’t have any method we could call successful. We used to get out an elaborate booklet with new release and catalog information, but now it costs 25 cents a copy to send to only one hundred and five. We would be unable to cost 7 cents. We are planning now on a new service and what we offer that disc jockeys don’t have; that is, things like these catalog stock of Archive, Sixties, Decca Gramophone and Angel.

Adam and Eve

Adam and Eve

Copy

Cedar Falls, Iowa

We have client cards, but don’t use ad

ADAM AND EVE—Adam Wade

Cedar Falls, Iowa

Adams has client cards, but doesn’t use advertising. We have client cards, but don’t use advertising.

DEALERS DISC DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Show your Independent dealers something staggering. Are you considering the right products to keep your stores and expiration dates for each deal, as well as the date and page number of the original news story used or other pertinent details of each promotion. Please consult these for full information.

ANGEL—Expires February 28, 1961. Started January 30, 1961. Times a week, a 1% discount on records available for immediate retail purchase. No minimum requirement. Payment on 100% of sales made in January 30, 1961. Discs of Mailing to 500 copies of any separate album. Exchanges will be accepted between Mailing and June 30. 30% discount will be made in lieu of Mailing on January 24, 1961, and Mailing on June 30. 30% discount will be made in lie of June 30. 30% discount will be made in lieu of Mailing on February 19, 1961, and Mailing in June 30. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table. Exchange is not included in any exchange or in any table.

BETHLEHEM—Expires February 28, 1961. Started February 1, 1961. Buy 500 copies of any album and receive free on exchange for 300 copies of any album. Exchanges will be accepted between February 1, 1961, and June 30. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.


COLUMBIA—Expires February 28, 1961. Started February 1, 1961. Columbia 500, 20 sets of 200 copies each, receive sales of 60% of each album. Exchanges will be accepted between February 1, 1961, and June 30. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.

DEKA—Expires February 1, 1961. Started January 15, 1961. Distribution is being settled 20% bonus in various markets. 500 copies of any album, 20% discount. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.

ERIE—Expires February 28, 1961. Started January 15, 1961. Distribution is being settled 20% bonus in various markets. 500 copies of any album, 20% discount. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.

FOOTBALL—Expires March 1, 1961. Started February 1, 1961. American 300, 500 copies each, receive sales of 60% of each album. Exchanges will be accepted between February 1, 1961, and June 30. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.

GIBSON—Expires February 28, 1961. Started January 15, 1961. Distribution is being settled 20% bonus in various markets. 500 copies of any album, 20% discount. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.

HANSON—Expires February 28, 1961. Started January 15, 1961. Distribution is being settled 20% bonus in various markets. 500 copies of any album, 20% discount. 30% discount will be made in lieu of the President’s Day. Exchange is not included in any exchange or in any table.

MORRIS HASTINGS DEED

NEW YORK—Morris Hastings, senior executive of the Columbia Records, died last week (21) of a heart attack while driving home from his home in New York. In his job at Columbia he added prod- uct and liner notes for the firm’s catalog. Morris Hastings was a well-known musicologist, having been named to a chair at the University of Rochester and at various colleges was music critic, dramatic critic and movie critic. He worked as a radio promotion writer for the Columbia Broadcasting Company before joining Columbia Records. Surviving him is a brother Arthur Hastings, of South Yar- mouth, Mass.

WILD WOMEN DON’T HAVE THE BLUES—Harry Dahle, Canada. Voice in bright red, black, white and blue with stylized script of the word. Photo and design by Frank Gomm.
NASHVILLE
(Big Daddy) Bud Yves, who left town Sunday (9) after recording a Deca album at Bradley Studio here, was a real hit with all the local trade who worked with him. He left town saying he pretty well liked Nashville, too, especially its Southern-cooked turnin' bears.
Jim Ed, Maxine and Beanie Brown were in town last week to cut a session for RCA Victor at the label's studio here. Chet Atkins joined Ben Ronner and Steve Sholes in Memphis for the big Elvis Presley benefit Saturday (5), with the three following with a private gig in New Orleans and Miami. Bill Dennis and June have a son, Kevin Scott, now in Nashville. WJBA, East Point, Ga., is scouting for talent for its "Dixie Jubilee", originating from East Point each Saturday night. Sheeter Davis was guest on Eddy Arnold's NBC-TV "Today on the Farm" Saturday (5). Among guests appearing on the Evin Presley beat a appearance on Memphis Sunday (2), were George Jesse, Dave Gardner, Boots Randolph and Floyd Cramer.
Bill Hall was in town last week with Mercury's Johnny Preston.

PAINTING
The airplane strike kept pianist Van Cliburn from his scheduled concert February 15 at the Symphony in Pittsburgh, to play Mischa, head of the Cliburn concert to March 14. Olmsted, who also books the "Music in the Mountains" series, has let Rise Stevens for the February 28 date when the originally scheduled Smeets-Sinaevska of La Scala cancels.

Pittsburgh

Lloyd Price was a last-minute replacement for Jackie Wilson at the Town House on February 11, the concert appearing on the show. On Saturday (5), the novelty folks showed McClure & Fales' Castle Farm here. They're set for a spot on "The Chevy Show" April 22. . . The Modern Jazz Disciples, local group comprising Curt Peegler, Howard Liles, Sample, Champ Hendrix, Billy Brown and Ron McCurdy, return to Mother's, local suburban spot, March 4. Count Basie is reported to have taken the Disciples under his managerial wing.

Bill Sachs

CINCINNATI

In Cincinnati, head of Hit Record Distributing Company of Cleveland, the bride of a month, the former Rosalie Shapiro, leave here April 3 on a month-long trip that will take them to Brazil, Britain, Switzerland, France, and England. They will go by boat from New York to Israel, arriving there April 18 to remain through May 3. Their trip through Europe will be made by plane. They will spend March 9-12 in Rome and Paris, and will visit Florence and Venice, Italy; Osnabrueck, Austria; Luzern and Zurich, Switzerland; Paris and London. They will return here around June 1. Nathan and Miss Shapiro, childhood sweethearts, were married here February 1 and spent a brief honeymoon in France. In Israel at the same time the Natahans will be Johnny Kaplan, of J. K., Distributors, Detroit; Amon Hillelman, of the Minneapolis distributing firm bearing his name, and Sam Davis, of Davis Distributing, Denver. The trip represents his first visit to Europe since his marriage completion.

Nicholas Goeden

MUSIC AS WRITTEN

Singleton... Jan Kirkichon last signed the Five Chords for Cres Records, Kansas City. The instrument group includes H. Kellett, leader; J. Woodward, J. Price, J. Larkins, and R. Deeks. . . Lenny Garinor's wife is Sylvia, recuperating nicely after removing from Michael Reese Hospital last week. Latest Chicagoans to be honored with membership in ASCAP is Hul Thomas. His best seller was "Permanently". Tape will be signed under his legal name, Alex Teitelman.

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Nicholas Goeden

Nashville

Mercury's Shirley Singleton was in town last week.

 mercury's Shirley Singleton was in town last week. Brill Records held a press conference recently, with session's from Jamie's Dusko Eddy, Mercury's Johnny Preston, Jimmie, Gene, James, Doug, Chuck, Dandie Terrier, Monument's Grandpas Joins and Bob Wilson, Jim Moore for Boyd Records, and Decca's Roy Drusky... Sam Phillips' new singer is a young lady named Earl Lee Lewis for Sun and Charlie Rich for Phillips International. Harold Dornam is scheduled for a Sun session at the Phillips studio right away, as is Elvis Presley's friend, Anna Wood, who has been signed by Sun. Sun Ball was booked into RCA Victor Studio last week for the sessions for Boyd Records recorded Pennin Law and Ray Phillips at Victor Studio last week.

Bill Sachs

Next summer following the city's most popular outdoor concert season there, Dain Music Enterprises, Inc., is scheduled to give the recording artist of that name to handle distribution and production of records and sheet music among other theatrical activities. Peter McCloud, who penned "Show Me" for Bobby Bennett on Len Records has written "What's the Reason" for Howard Tate, which will be on Raddy Caldwell's V-Tone label. Maayor Lenny Groisman, joining with Charles Shaw and Alford H. Shortt, have set up their own record label to be known as Jewshouse Recordings. Frankie Brest and Jay Price and their unit, making their first appearance at Bill Miller's Riverside in New York, signed before leaving for a third straight summer at The Hurricane in Wildwood, N.J., resort spot. The Day Brothers Scout won and two of the brothers, Tony and Donny Day, are working up a comedy act. They have also been signed to a two-year contract with Chancellors Records. Eddy Delamu, maestro at Dres- den, left here for a club date in New York last week. Saturday night, the group will make a club date in New York on the market and in Philip's studio throughout the season. The group will make a club date at the Tender Bar and on the market and in Philip's studio throughout the season.

Bill Sachs

GIVE TO DAMON RUNYON CANCER FUND

HISTORY OFFERS
A NEW SELLING OPPORTUNITY

Promote these Audio Book albums during this year's

The year 1961 marks a century since the outbreak of the Civil War. In remembrance, a great many activities are being planned throughout the country. Here's your big chance to really profit during this centennial year. Promote these two Audio Book albums of historic significance and gain in greater wise! Hurry, start your big promotion today!

The Writings and Speeches of Abraham Lincoln
A total of 108 epistles, letters, poems and miscellaneous writings of our great forefather, collected and assembled by the famous artist, Raymon Mason. 8 Ultra-Microgroove 16 rpm Records $9.95 List

The Red Badge of Courage
The supreme strains of battle of the individual soldier is herein expressed by Robert Ryan. Complete and unabridged, 4 Ultra-Micro- grooove 16 rpm Records $4.92 List

CALL YOUR DISTRIBUTOR — TODAY!

Note: Write for Complete Catalogs

AUDIO BOOK COMPANY
1965
6430 North Central Avenue
Chicago, Illinois

Great Literature in High Fidelity
OMAHA — The location sales problem has become a real headache here, with managers reporting locations paying more than double the market price for joke boxes, games and vending machines, and glad to get them.

The problem was expected to be a hot topic of discussion as members of the Nebraska Music Guild hold their quarterly meeting in Omaha's Sheraton-Fontenelle Hotel March 4-5.

Howard Ellis, prominent operator and distributor here, speaking for the association, noted that units were being made by a firm identified as Lake-Land Distributing Company, Minneapolis.

The procedure is simple, the firm reportedly sells the location the machine and agrees to offer service.

Promises Not Always Kept

According to local operators, however, the service promises haven't always been kept and a few locations claim to have been slightly stung.

Operators report the sales are going on all over the place and the market price and all types of equipment are offered on one reported transaction, and 1800 Worldliner joke box was sold for $700. BMW's price index lists the machine at $350-$385.

In another deal, a new AMI Model J machine was sold for $1,000. BMW's price index lists the used model at $555-$760. No prices are available for a new model.

In still another deal, a new Irving Kaye jumbo-size pool table was sold for $400, that figure appearing to represent a bargain average to other operators in the Nebraska area.

Dicing Whipping One-Stop

Last move, according to local operators, is that the firm (Lake-Land) is reported to be dicing with both one-stop and in an effort to get the one-stops to cut the settings with locations where records.

To date no deals have been made.

Other moves are being made in the servicing area.

Lake-Land is reported to have attempted to line up local service men to service the Lake-Land owed locations, and at one point the firm even went to the point of convincing local joke box and game operators to get them to service on a contract basis.

The operator, Ellis, turned the offer down.

The problem is not particularly a new one, he pointed out, as other firms have been making location sales in the area for several months. Lately however, the operators feel the problem has serious problems for their business.

On the agenda on the forth-coming Nebraska Music Guild meeting will be a report of the countering the location sales argu- ment. Ellis indicated that several promotional ideas have been discussed but to date operators are undecided.

Toughed thing, operators note, is that for the last couple of months by a machine is generally an appealing one to the average location. Until he has to try to sell for $700 buy and program records, and serve servicing problems, the average location owner feels the joke box, game or vending machine will be a pure gravy train for his business.

His thinking is simple: "I get all the action in splitting 50-50 with the operator.

What he doesn't see are the costs of records, problems of servicing problems of programming and, perhaps the most important reason, the location problem that he is unable to take full advantage of. The average dealer is able to add a great deal of the economics of his route with the selling of one or two machines, constantly moving machines from location to location, giving each location in essence a new 'machine' and thereby spurring interest and play.

The location, of course, is unable to see this profit picture, and a joke box once it gets one, and often finds that soon after the first or second or third move it shows. The location can't. He can't afford to risk the machine in another location or have it sold.

He keeper it.

What happens? Play tends to go down. The location loses interest.

(Continued on page 60)

TWIN TRAIL BLAZER

Games, Inc., Bows Twin Trail Blazer

CHICAGO—Games, Inc., last week began shipping its new four-player upright game. The game is modeled after the firm's single-player table Blazer. (Continued on page 60)

DOUBLE-PLAY DISK

Two-colored action may be expected from the following records. For the joke box operator limited to from 100 to 200 sales per route, a popular series may appear maximum programming-effectiveness. Records listed below have both sides others than the one listed are not on the 100. See Spotlight feature for additional information on double-play disk.

Canteen Acquires Atlas As Rowe-AMI Distributor

BY NICK BIRKO

CHICAGO—Canteen Automatic Car- tees Company of America last week bought its second major coin machine distributor, with the acq- isition of Atlas Music Company here. Atlas was formerly the Seeburg distributor in Chicago and is considered one of the major joke box outlets in the Midwest.

SALAZAR EASES CENSORSHIP OF JUKE BOX WAX

LESION — For the first time ever, joke boxes in Prague are beginning to offer disk spoiling—and even pill- laring—the regime of Presi- dent Antonio de Oliveira Salazar, which disk is a parody of the Pirates of Penan- naneu spooning the Santa Maria pirates. This disk already has landed on the top of list in Lisbon. After years of close scrutiny of disk lyrics, Portuguese authorities have suddenly relaxed their vigilance. The "pirate" platter appears to be in the clear. Recent distributors attribute the ease to the national integration which seems to be taking place within the Salazar regimen. Also for the first time Portuguese news- paper articles are appearing which will criticize Salazar openly. Obviously the censorship is per- mitting criticism and spoil- ing over the pirate incident as an escape valve for the tension surrounding the Santa Maria incident.

Unlike Canteen's purchase of Trans- Oceanic Automatic Compa- ny in Boston three weeks ago, however (C.B., February 25), the Atlas purchase reportedly does not involve any joke box or game routes. The purchase is of the Atlas distributorship only.

Seeburg, meanwhile, has made no announcement regarding its dis- tribution plans for the Chicago area.

The move is a shocker as far as the coin machine trade here is con- cerned, and is generally looked upon as one of the major distrib- utorship shake-ups in recent years. Atlas has long been one of the strongest distributors for Seeburg, and its name has been virtually synonymous with the parent company.

Atlas immediately began selling the Canteen line of AMI joke- boxes, background music and Rowe- venders last week. The firm is also holding nightly meetings with the Windy City operators to acquaint them with the Canteen line.

Edward A. Ginsburg, president of Atlas, said there would be no changes in management person- nel of the distributorship as a result of the acquisition.

"Atlas intends to maintain the (Continued on page 60)

4 Coin Games in Production At Bally Plant

CHICAGO — The Bally Manu- facturing Company, known one time as a specialist in the manufacture of bingo-type equipment, currently has four major games in produc- tion, including a gun game and a bowling game.

Bally's diversification would indi- cate a trend away from prod- uct runs on a single game. The standard procedure would be to play with one game until the dem- and slackened off, then come up with another. Rums or more games simultaneously were the exception.

Two of the four Bally games now in production are bingo. They are the El Dorado and Live-A-Line. The former has more features than the latter, but the latter is more expensive of the two.

According to Bill O'Donnell, Bally general sales manager, Sharpshooter, the pistol-target game, is being placed in locations ranging from taverns to arcades. O'Donnell added that the Dr. Luke Jumbo Bowlster still enjoys a steady demand, and that the firm's latest ride game is starting to move as spring approaches.
EASY LISTENING

A TEENAG A GIRL FROM METUCHEN, Arlo Guthrie, Cassette 530
ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810
SONNY AND CHANCE, A Pink Panther, Folio 8612
CALLISTO, Donna Lewis, Walk, Disc 16961
CERVINA, Best of Kermit, Damon 30486
CORTINA, Bonnie, Boyfriend, Date 2001
ESKIMO, Forever and Tomorrow, United Artists 274
GORDON, RICHARD (FIND ME LOST), Pete Simon, Disc 15176
IF I DON'T BELIEVE, Flattus, Mercury 71776
LAZY RIVER, Bobby Darin, Alco 6168
MOST BEAUTIFUL WORDS, Donna Denver, RCA Victor 7813
MY EMPTY ARMS, Jackie Wilson, Brunswick 9 55201
ORANGE BLOOM SPECIAL, Billy Vaughn, Disc 16114
SOMETHING, Elvis Presley, RCA Victor 7810
TREASURY, Carl Brashear, Mercury 71774
TIMES OF THE HOUR, Mitch Miller, Columbia 41041
WHEELER, Billie, Disc 16174
WHEELER, Billie, Disc 16179
WINTER, Danny, Warner 669
WHEN I FALL IN LOVE, Elvis Jones, King 3424
WHEN THE BOYS ARE, Cassie French, MGM 17871
WONDERLAND BY NIGHT, Best Everly, Disc 31141

TEEN BEAT

ALL OF EVERYTHING, France Javan, Crescendo 1071
APACHE, Johnny personalize, Alco 6168
ANGEL BABY, Besoin et le Original, Highfield 1001
ANGEL OF MY DREAMS, Don Daffie, Valtari W201
BABY SITTING BOOGE, Dusty Cliftor, Columbia 41676
BATTLE OF GETTYSBURG, Fred Small, JAG 9290
CALENDAR GIRL, Hal Gazebo, RCA Victor 7820
C'EST LA VIE, Carmen Courtin, MGM 12909
CREDENCE, Bobby Darlin, Cerom 669
CHERYE, Bobby Darlin, Cameo 106
DEDICATED TO THE ONE I LOVE, Shirley, Spectra 1230
DREAM BOAT, Aretha Vella, Metro 1974
DREAM CITY, Earlene Burnall, Brother Bros, 5199
EMOTION, Brenda Lee, Disc 31955
FOR MY BILLY, Brook Benton, Mercury 71774
GIVE ME WHITE, Carl Gazebo, Atlantic 2033
GHOST RIDERS IN THE SKY, Ramones, Amy 613
GOODBYE BEAUTY, Bobby Rydell, Cereon 1805
HAPPY BIRTHDAY BLUES, Tom Jones, Young and the Innocents, Indigo 115
HURRY PUN, Dave, Leisure 2081
HEARTS OF STONE, Bill Black's Combo, Ed. 2382
HONEY TUNE, Part II, Bill Doggett, King 5464
I COUNT THE TEARS, Drifters, Atlantic 2087
I MAMA'S LOVE ME AWAY, Green Feature, Master 1022
I'M A JUNGLE, Johnny and the Hurricanes, Top 10563
I'M A JUMBO, Johnny Tillotson, Cadence 1391
LADY RIVER, Bobby Darlin, A1908
LEAVE MY GLAM ALONE, Little Willie John, King 5452
LEAVE MY RATTLE ALONE, Jackie Moore, Mercury 71774
LET'S GO AGAIN (WHERE WE WENT LAST NIGHT), Hank Ballard and the Midnighters, King 5497
LITTLE BOY SAW A CAR, Cover 1590
LONELINESS, Elvis Presley, RCA Victor 7810
MIDNIGHT MOJO, Johnny Mathis, Curt 8545
MORE THAN I CAN SAY, Bobby Vee, Liberty 52990
MY TRUE FRIENDS, Frank, MGM 12907
NEVER IN MY LIFE, Cash, Top 444
ONCE UPON A TIME, Bobbie and the Candies, Savalys 5123
POPE, Dyanne Elise, Jamie 1713
PLEASE LOVE ME FOREVER, Larry Jean and the Ramroocks, Verse 401
PORT EXPRESS, Danny and the Jokers, Savalys 4960
PORT TUNE, Clifton Chenier, Paycheck 810
PETTY, Rod, Feeling Free, Mercury 55572
SURRENDER, Elvis Presley, RCA Victor 7810
THE STORY OF MY LOVE, Paul Anka, ABC-Paramount 10418
WHITNEY, Inky, Honey Bee, Liberty 53594
WON'T YOU COME, Don Covay & Goodlettes, Arnold 1002
WON'T YOU COME, Don Covay & Goodlettes, Arnold 1002
WON'T YOU COME, Don Covay & Goodlettes, Arnold 1002
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WON'T YOU COME, Don Covay & Goodlettes, Arnold 1002

MUSIC OVS WATCHING DECIBELS

ESSEN, West Germany—Juke box operators throughout Germany are being asked to co-operate in a nationwide anti-noise campaign. The German government, after nearly 12 years of feverish reconstruction of their war-shattered country, are complaining of "serious exhaustion." Every municipality is charged with surpressing noise, and the campaign is especially stringent here in the industrial Ruhr. At this stage, the campaign is on a voluntary basis. But the operators of persistently slubbing juke boxes have been put on notice to expect "decibel checks." Police are on the red alert, clubs counters are being tried and equipped to take the field in a crackdown on boisterous noise-makers. A widespread legislation is supposed to be in preparation. It is prohibited to play radios anywhere in residential areas after 10 at night and before 6 in the morning. Even carpet-beating is forbidden. Police generally are considering action to make the juke box operators the whipping boy for the crime. Police have received many censored postcards, and the juke box operators are not particularly blameworthy.

PHONE MRS. STUDY 'ECHO UNIT'

MUNICH—German juke box producers are eating into the "echo load" by a number of electronic manufacturers. It could be the gimmick to give the German music market a much-needed edge in the export race at a time when competition is tightening on world markets. The "re-echo" effect is used indirectly in development in the U.S., and a race to the market by which manufacturers will be successful in first adapting the split-sound principal to juke boxes, is on the drawing board. Leadership in electronics development, and producers here to admit to no doubts that they will be first on the market, assuming further developments confirm the theory. Some new names for juke boxes. German firms engaged in "re-echo" development include Blaupunkt and Grundig. It is thought to be a desirable feature, and sales have increased with the echo effect. The original signal is picked up and fed through the electronic network, which delays the output for a fraction of a second. The resultant signal is then injected back to the main output along with the original signal, resulting in what the Germans call a "Spantauk" effect, a weak, outer-space signal. However, the sound effect is not joke. On the contrary, their fans will claim it duplicates concert hall sound, especially when teamed with stereo. German juke box experts see "re-echo" as giving the juke box a snobbish character—that "something extra" which the operator can charge for as an extra.
DIFFICULT AT FIRST, BUT—

Playland Operations in Big Stores
Snowball for Walbox Distrib. Firm

By G. R. ALLEN

DALLAS—Phil Weinberg of Walbox Distributing Company admits that landing spots for his Playland—wide assortment of antique dime-store and antique shopping centers was somewhat difficult at first, but, he points out, once the few locations incorporating the idea were put in and once the owners saw the advantages of the venture, it was smooth sailing.

And, he goes on to point out, because of the increased business which his operation brought or the discount houses and the shopping centers, he is now faced with the certainty of more locations in the future.

As a result of his present expansion in this field and because of the bright outlook which the future presents, he has recently opened an office in Chicago to handle the nationwide planning from the business angle. Stuart Hartford has been named business manager for the Illinois office. The operational side will continue to be in Dallas.

To give some idea of the magnitude of some of these Playland locations, Weinberg explained that his company has installed one of the indoor amusement arcades in a large shopping center in South Oak Cliff, a suburb of Dallas. The area covered by this machine is over 5,000 square feet, and this is not counting the space for the snack bar. The set-up includes bowling, games and kiddie rides.

Plans for the immediate future include a scheduled Playland installation by the end of the month at the Atlantic in Atlanta.

How does one go about getting these locations in the discount houses and in the shopping centers? The way Weinberg explains the procedure is easy. He says, "We contact the national chains or the local owners any way we can. And we simply offer them something that will pay them a profit in addition to the free merchandise that they get from us." Talking with him, one thing which seems obvious is that the installations have by now so proven their financial success that the difficulty of convincing location owners is not nearly as great as it was in the past. In other words, the operation seems to have spoken for itself and to be still speaking for itself. The executives of chain discount houses, the independents and the shopping center owners have learned through observation that such an offer is something that they can profit from.

At the present time the Dallas-based distributor has 11 Playland locations in operation. This is counting those in both the discount houses and in the shopping centers. These consist of one in Richmond, Va.; installed for another owner, Fort Worth, Tex.; for another owner, Milwaukee; Kansas City, Mo.; Amarillo, Odessa, El Paso, Houston and Dallas.

Boost Store Trade

Reason for the success of the Playland venture is the fact that they increase business in the discount houses and the shopping centers. After a tryout period they always have become an idea which the location owners like.

One example of their being an asset from the financial point of view: location owners have covered, after an intricate series of checking, that these games devices in their spots keep customers shopping on an average of 12 minutes longer than in the pre-Playland period. And, they admit, 12 minutes extra spent shopping can account for a greatly increased profit.

As Weinberg says, "The executives who have checked on our operations are favorable to our installations." His observation on the best place in the discount house or shopping center for the Playland is "Get a location near the front entrance," adding that one of his recent installations in Houston has been given a favorable front spot.

Part of his firm's job when getting ready to set up one of the Playlands is to confer with the location owner of either the discount house or the shopping center and to recommend the type machine which in their experience would go best in that particular place.

Machine Types

On the subject of types of machines, Weinberg recommends bowlers, kiddie rides, Auto-Tests, baseball games and amusement machines in general. In the snack-bar which goes along with the Playland he has a phonograph.

Weinberg and his Walbox company have been in the Playland business since last September; and, he admits, the profits have been "very good since the beginning."

Questioned about the problem of vandalism, he said that the very nature of the locations keeps that worry minor. In some of the larger places, however, he declares, "There are the same warrants; there is a full-time attendant in charge. Arrangements for constrictions with the location owners have been made in the spots. Weinberg explained. In some places it depends upon the voter, he adds. In the case of business establishments, it is based upon a percentage of the take from the machines; while in still other cases the contract is computed from the volume of floor space which the installation uses.

Floor Space

Speaking of floor space for the enterprise, he estimated that between 80,000 and 100,000 square feet needed.

To give an idea of how the Playlands are catching on with the owners of the discount houses and shopping centers, Weinberg said that his company has at the present time 16 more installations under contract, two of which he adds are scheduled for sites in Arizona. He also expressed confidence that there will be a lot more contracts signed in the future.

From experience, he has learned that the Playland type venture is best suited for sites of 100,000 population and up, the smaller towns being unable to support such a large endeavor.

Provisions for the amusement spots do not seem to present much of a problem. They seem to catch on without too much help. On the scene of promotions, though, the Dallas distributor said that in some of his new locations his concern has watched public interest by holding tournaments on the bowling machines, with prizes going to the top scorers.

The over-all picture for the future of Playlands is good, Weinberg said, admitting that the past few winter months have seen a slight natural dip in the business. He looks forward with confidence, though, to a marked pickup in business with the coming of spring.

MILWAUKEE MENTIONS

A two sign of approaching spring: Ken Kubow and Edgar Tarman were seen getting in a round of golf, in winter yes!... According to Harry Jacobson, Jr., January was the best month for "I Love You, My Love", which has been doing a very good business in the territory with no competition. A couple of new Workstuffs are loaded in each wagon for immediate delivery, he says. "We are in business for a long time now," he adds. Joe is planning to take off to Miami Beach, Fla. for a couple of weeks of vacation soon.

Dick Weber, P. & P. Distributing Company route collector, has an eye on the upcoming military situation. "George Klammer, former salesman for Badger Novelty Company, has been assigned to a line position to the new Rock-Ola joke box among up-state operators. Meanwhile, Klammer's boss, Carl Happel, reports that plenty of work remains to be done in the Milwaukee area. "If we ever get settled in this new place, we'll have a grand opening celebration," says Happel.

Sam Hastings, Hastings Distributing Company, notes that used games are moving faster than they have in recent weeks. Reports Joe Pellioppino, P. & P. Distributing Company, but must route receipts are holding up. From money management, let us sign off right now," he adds. Joe is planning to take off to Miami Beach, Fla. for a couple of weeks of vacation soon.

Doug Opitz, Wisconsin Novelty Company, is making plans for a shorter vacation trip to Washington with his wife and daughter.

Monday morning shopper, Torrence Doctors for a supply of new records included these operators, according to one-stopper Steve Glassman: George Koehl, Kukel & Son, South Milwaukee; Tony Hirt, Shelton; Jack Zimmermann, Wauwatosa, and Bert Liesch, Milwaukee.

Avenue Arcade has beenionic in recent weeks, reports Joe Pellioppino, P. & P. Distributing Company, but must route receipts are holding up. From money management, let us sign off right now," he adds. Joe is planning to take off to Miami Beach, Fla. for a couple of weeks of vacation soon.

Billboard Music Week

By Ken Kubow

ST. LOUIS LOG

Leo Morris of Morris Novelty Company missed the heaviest snowstorm in St. Louis when he left for a February 3 by leaving on a winter vacation February 1. An eight-inch snowfall, which hampered traffic and almost disrupted air service, forced Morris to cancel his trip. Morris is expected to return to St. Louis in time for the end of the month. Meanwhile Ben Axelrod of the Morris firm has returned to his desk after recuperating from an operation for an eye operation.

Another vacationing concern is Fly Nisenbaum of Nisenbaum Novelty Company. He is at Tucson, Ariz., the middle of December and will return there for the remainder of his vacation. Nisenbaum is expected to be back in St. Louis about December 15. Meanwhile Jerry Nisenbaum, of Bell Novelty Company, is generally during the winter and early spring. In Nisenbaum absence, the business is run by his son, Marvin, Alvin and Jerry, all managers of the firm.

CLEVELAND CAPERS

Morris Giesser, president of Cleveland Coin Machine Company, reports increasing interest in shooting music and games machines by all. However, the Cleveland manufacturer asks that the best air rates available are still three times water freight costs. "If air rates are cut too low to untrained marketing minds," he concludes, "the game may be doomed." Giesser de- clines delivery on orders for three to four weeks.

Josephine Abraham, wife of Joseph Abraham, president of Lake City Amusement Company, is local chairman of a drive to earn $100,000 for the St. Jude Leksakons Hospital in Memphis. The chairman of the executive Board of the Photographic Merchants Association are Alexander Wilkes, president, and Earl Amsden, president of the New York branch.

Correction

ROYAL DISTRIBUTING, INC.

Ad Page 55 of last week's issue incorrectly read: "We are not selling," etc.

SHOULD HAVE READ: "We are NOW selling"

Correction!
By HAL R. REVES

PORT HUENON, Mich.—The Irwin and Murray Motor Car Co. has launched its largest operation in Michigan, and it is not the most profitable one.

But it has one distinct that few manufacturers can boast—their company is located since they began operating in 1952. And every one of their firm’s original 750,000 cars has still a service center.

Irwin and Murray’s formula is a fairly simple one. According to Los C. Murray, one of the two partners, it is one of the best known and outdone in the city.

The state is geared for the regular service we have in the country, and the cars are handled every Wednesday—thus the whole route is covered in three weeks. Collections are handled at the same time.

Team Operation

An almost unique policy is that the two partners go together in the team. "We find it a lot faster, I’m changing records, while Cliff (Irwin) takes care of the money. It cuts down time on every trip, right into the money," Mr. Murray says.

The collection owner sees the collector, and has to know that you are interested. When we both go together, it works out beautifully. The collection owner is happy. It is an important piece of the machinery, as it is still going good in this territory.

Team Work

Irwin and Murray believe in buying records to meet the tastes of any special location. Usually they have three specialists, plus one number in the seven new ones—the specialists may include hillbilly and Polish locations up to this.

The Polka is good, but some machines may have as many as 30 or 40 polkas on them as a rule of "seven holds" without exception in changing records—a rule they have found is right for their business. The seven lowest records, in addition to the regular team, are taken off each call—every three weeks. Records may have to be heard more than once, like "When the Crook," which is still found on every machine and is still going good in this territory.

Team Work

If the location owner gets used to coming on a certain date, he is waiting for you. You don’t have to go in and ask for a change, he deals directly with the owner.

As incidental policy in this connection that proves useful is to have the location owner sit right at the table while the collector counts out the records. They don’t have to watch how they are getting an honest count, and a fair split. They have found that is an important part of the machinery, with its strong accent on service. Most new locations come as the result of recommendations already served. The word gets around that they are getting good service and a fair split, and another location comes in, and another and another, and the next thing you know the whole city will call up, "How about giving me a machine?"

New Locations

But Irwin and Murray keep an eye on the Polka all the time, and are ready to fill in "the spots" which might prove good locations. They look up and look at it. If you can get a talk to the location owner and get the drinks are on the juke box operator. "People appreciate it, and don’t forget it. When the people don’t see the coffee can, they will likely know half the people in it—and that can be a lot of people."

Incidentally, they never buy dregs when making up their regular collection and service calls—but only on the off chance. The叫声 in the evening when the regular calls are made at a time of relaxation.

They don’t use pictures, and the like at the point of sale, as some industry leaders recommend. They feel it boils down to service again, as Irwin says: "You can’t beat good selection, and you can’t beat good selection, for lying on the juke box. People will come in to see what you have, that’s good selection."

Customer Requests

The partners have worked so much in location make up of customers for records—because each location manager can learn what his customers prefer. The result—"We only get in them when we have a service call or changes records—reports they have had a squawk on records from any of our locations."
THIS IS ALL IT TAKES

TO CONVERT A
ROCK-OLA
PHONOGRAPH
FROM
MONOAURAL TO
STEREOPHONIC
PLAY

Yes, with a Rock-Ola all-purpose stereophonic phonograph just a flip-of-a-switch converts the phonograph from monaural to stereophonic play. At no extra cost for conversion parts, power packs and the like, the exclusive Rock-Ola "Tri-Fonic" switch permits instant fingertip conversion. Only the Regis among today's phonographs can meet this all-out test of true flexibility. Only Rock-Ola gives you "3 phonographs in 1" and at a cost lower than you would pay for monaural machines.

33⅓ and 45 RPM INTERMIX CHANGER
The Rock-Ola built dual-speed changer permits complete intermix of 33⅓ and 45 RPM records in any sequence in any bank of records. No matter the speed or whether it's stereo or monaural records, they can all be played on the Regis, the one truly flexible phonograph. Only the flexibility of the Regis gives you complete protection for future location needs.

PLUS "((REVERBA-SOUND)))"
for "Wall to Wall" Music
The new Regis with "((Reverba-Sound)))"
literally places your customers in the center of a great concert hall. With Sound Reverberation the wall seems to roll back and "living presence" music becomes a reality for all locations, in either stereo or monaural music, regardless of size.

PLUS "((REVERBA-SOUND)))"
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literally places your customers in the center of a great concert hall. With Sound Reverberation the wall seems to roll back and "living presence" music becomes a reality for all locations, in either stereo or monaural music, regardless of size.

ROCK-OLA Manufacturing Corporation
600 N. Kedzie Avenue
Chicago 51, Ill.
Two Big Blasts Planned
For NVA’s Chi Conclave

MRS. VIVAN FRAGA

CHICAGO—Bulk vending
traders should have a ball, both
literally and otherwise, with the
social program planned at National
Vendors’ Association’s spring con-
clave to be held at the Sheraton
Towers Hotel here March 16-19.

Two big blasts are planned for
the entire membership as well as
a pair of events for the ladies only.

Leaf by leaf will unfold its tradi-
tional dinner-dance, or ball if you
please, winding up the continuing
social life, Saturday night (18).

Called Riverboat Jamboree, the
event will feature a buffet dinner,
entertainment, dance music and
decorations consisting of show
boots, plantations, outside cafes,
and according to Earl, a liberal
spilling of Southern belle.

St. Pat’s

On St. Patrick’s Day night (17),
a pair of Irish leprechauns with
bobsleight accents, Sam and
George Eppy, are throwing a swing-
dance to celebrate St. Pat’s driving
the snakes out of the Emerald Isle.

The ladies are being feted
courtesy of Mrs. Vivian Fraga,
chairman of the ladies activities,
and Mrs. Maple Graff, co-chair-
man. On Friday, the gals will be
graced by the presence of the
Corner Gum Company, and will be
treated to a style show and tea at
the Sheraton Towers Roman-style
tea.

On Saturday morning, Karl
Guggeheim, Inc., will serve the
gals a continental breakfast while
they learn the art of making pro-
fessional floral center pieces.

BONGOS!

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Now you can get them for just 5.00. Call us today!

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MERCHANDISE & SUPPLIES

Gouder-Pearl Almonds, El. B. 35-75

Pepperidge Farm Cookies, Jumbo Queen, 18 oz. & 10 oz.
12 cs.

Nabisco Cookies, Oreo, 10 oz. & 8 oz.
12 cs.

Vitastix, 7 oz. & 24 cs.

Lemon Zest, 6 oz.

Sour Cream & Onion Pringles, 6 oz.

Cherry Limeade Pringles, 6 oz.

Cheddar Cheese Pringles, 6 oz.

Especially Pringles, 6 oz.

Mallory’s Pringles, 6 oz.

Kettle Cooked Potato Chips, 10 oz. & 8 oz.

Kettle Cooked Potato Chips, 7 oz. & 24 cs.

Blue Corn Tortilla Chips, 6 oz.

Super Relaxing Soap, 24 oz.

Almond Milk Soap, 24 oz.

Mint Almond Milk Soap, 24 oz.

Pineapple Body Wash, 24 oz.

Peppermint Body Wash, 24 oz.

Eucalyptus Body Wash, 24 oz.

Snack Mixes, 18 oz.

Chinese Caramel Corn, 16 oz.

Chocolate Covered Almonds, 16 oz.

Alcohol Free Almond Wine, 12 oz.

Cherry Wine, 12 oz.

Cranberry Wine, 12 oz.

Black Cherry Wine, 12 oz.

Grape Wine, 12 oz.

Edible Chocolate Mushrooms, 6 oz.

Edible Chocolate Teacup, 6 oz.

Kettle Corn, 6 oz.

Sea Salt Almonds, 6 oz.

Cooling Lotion, 12 oz.

Wine and Liqueurs, 12 oz.

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This "all product" line is sure to be the
most versatile of its kind. It
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NORTHWESTERN SALES AND SERVICE CO.
Trend to Multiple Stands Sweeps Albuquerque, N. M.

ALBUQUERQUE, N. M. — Sharp changes are taking place in the bulk-vending industry here, according to Harry Snodgrass, a Border-Samsonie Company distributor of bulk vending machines.

Until late 1960, he said, most bulk-vending routes in the New Mexico capital were "mom and pop" operations, seldom amounting to more than 25 machines or so, and run as sidelines by people who were otherwise employed. There were at least 25 such operators in Albuquerque and suburbs, most of them vending only one or two machines.

A recent change, however, came about when one large Texas operator (name not available) installed more than 200 machines on multiple stands throughout the city. A few Denver firm followed suit. In a few months this trend has swung from single machines on individual stands to big, multiple-hundred installation on attractive, well-lighted stands, blossoming out into conhecities, drugstores, grocery stores, service stations, hotel lobbies and theaters.

"This was almost virgin territory for the full-time professional bulk vendor," Snodgrass indicated, "and the full-time vendor's hand hasn't been scratched yet.

Most of the new multiple-vendor machines are offering wide variety, such as Craft Distributing Company's fruit drops, cinnamon and grape gumball, rings, charms, bridge mix, and many vendors, who have met with poor success in the big Rocky Mountain cities, have been a standby in Albuquerque, so that in many multiple-stand locations, a card vendor in bring added as an extra.

Commission arrangements with retailers seem to vary sharply, with some notable instances in which the big, modern six-head installation.

LOOK FOR YOUR SURVEY FORMS, DUE TO ARRIVE

NEW YORK—During the next two weeks, bulk vending operators throughout the country will receive questionnaires for the 1961 Bulk Vending Survey, to be published in April by Billboard Music Week. The survey, under the direction of Professor Thomas L. Davidson, marketing expert from the University of Connecticut, will draw a profile of the average operator, the types of machines and which type he operates, what he gets for commissions, how services, etc. By filling out the questionnaire properly and sending it back in the return envelope, you will be providing needed information for yourself and for your fellow operator. If you get more than one questionnaire, just fill out the first one. As some operators names will appear more than once a list, there will be some duplications.

Good things happen when YOU help

Play

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A beautifully designed ivory miniature, extends to 21/4—collapses to 3", Sewch tapeged for perfect vending.

SUPE LOCK, the compact cigarette. Patent No. 276761. Outstanding features: lead $2.90 and $2.70. Superior quality filled capsules. Contains our complete line.

FREE Illustrated Catalogue. Feltex Cigarette Holders, 17422 Melrose Ave., Los Angeles 29, Calif.

THE PENNY KING Company

5611 Milwaukee Street, Westlake 1, Ca.

World's Largest Selection of Miniature Chimes

Penny Nickle Atlas Master Vendors

HARRY SNODGRASS

Five have been made with a flat guarantee of location owners on a test basis.

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From now on you will find your Convention in the N.V.A. Convention Issue. Copies will be distributed to all who attend the Convention in Chicago.

Complete information and advertising rates can be obtained from The Billboard office nearest you. Why not do it now?
German 33s Singles Drive Gains

BY OWEN ANDERSON

FRANKFURT — The Seeburg-sponsored drive for the 33 single is gaining ground in West Ger-
many after a sluggish start.

There is talk in the industry that the 33 single will have a more decisive role in the com-
petition and the question now seems to be not whether but how strong.

When Seeburg broached the 33 single months ago as a possible weapon in the quest for audi-
ence, many acknowledgeable figures in the industry dismissed it, saying it was not a serious
issue of pocketbook economics. The 33 single is there ready to play, while stereo, even with technical refinements, still remains a "luxury" item.

While See and other German experts like the 33 single to stereo: it's good and desirable and no doubt will take over — when there is demand. Until then, it is wait and see with more and more producers and distributors disheartened by what they are witnessing in the U.S. market.

Covets now, of all organizations, the 33 singles to Quelle, to force the pace. The South German mail order firm said it was boosting its output by 20 percent, just selling them like hot cakes.

Importers and distributors are disheartened. They fear that while they are ponderously poun-
ding their Quelle drive over there, a "hot potato" may be missing.

The German market has been successfully promoted by a big-bang-campaign of its new juke box tailored for the 33 box.

It had been the fervent wish of the German industry to ignore the U.S. one-speed clanger and hope it would die out in defer-
tence to its Elvis-worshiping spectacles.

But the industry leaders concede that this won't happen, and that the Quelle has to be faced. West Germany's bellwether appears to be Elektra, which, with its handy hit techniques, already has committed itself to the Seeburg thesis.

Not all industry pundits agree that German labels can wait with 33 singles boxes. Indeed, that critical factor, in their view, is not a question of conversion, but the attitude of U.S. importers.

The official word is getting in the German label in Hamburg told "us. "It is all very well to talk of 'waiting and seeing,' but it is high time to get serious: all the important U.S. pro-
ducers are marketing 33 singles.

Although Elektra didn't mention it, another approach would involve a "crash" program of buying up 45- or 33 1/2-discs through generous trade-in allowances. It would be necessary to raise an industry wide front. Some executives feel the "crash" program, while initially appealing, might be less painful over the long haul.

It would reduce the period of production changeover and the clamor from dealers and consumers alike that they have been "changed again" by an obstinate, happy industry.

But whatever their misgivings, all major German music makers are committed to the Seeburg thesis. The label Bella Musica, which makes 33 singles, is still not a hot button.

Jupiter label states the case of the 33 problem, arguing that juke box makers will have to lead the parade, and that until a mass switch to the 33 single is established, the prevailing industry can mark time.

But a Jupiter executive adds: If your personal opinion is that in a few years we will have only 33 singles.

Four-Speed Units

There is talk in the German industry of electronic interchangeability of co-opera-
tion on a wide front to usher in the 33 speed exclusively. The electronics industry as present is producing for the most part a companion to the mass produced record player. Manufacturers would like to take advantage of the one-speed campaign to revamp their models and elimi-
nate the three speeds — 78, 45 and 16.

Productions could be rationalized in the belief that electronics companies and considerable savings affected. One major electronics producer commented, "Seeburg has been given the opportunity to effect a big saving in production costs, not just a healthy price boost. Let's take it.'

Some industry strategists are arguing a co-ordinated 33 switch-over among record makers, record box producers and the combined power of the U.S. and Europe.

Two Complicated

This undertaking seems too compi-
cated to be practical at the moment, and the industry is reci-

The 33 campaign coincides with a broadside in the U.S. on the part of German industry to lower production costs by rationaliza-
tion, which means concentrating on productions of fewer sizes in smaller quantities and simplifying to the utmost their production.

Ark. Coin Law Closes Fort Smith Teen Club

FORT SMITH, Ark. — Police last week closed The Teen Club, a local coin-operated machine center, because it is against the law for anyone other than a licensed operator to own and operate a juke box or any coin operated amusement machine in Arkansas.

The law in question is the coin-operated machine control act passed in 1959 which put rigid restrictions on the operation of all coin machines.

That law, which is under attack by some operators and is on appeal in a test case in the Ark-
ansas Supreme Court, requires the following:

Provisions

All operators that are a resident of Arkansas and must have been in business for one year must have a license to operate; that the rms must have the proper kind of insurance; must pay a $5,000 bond to insure faithful performance; in addition, a 3 per cent State sales tax on each machine is required to be paid from the machines.

In addition, the operator must pay the county and State tax of $5 each on every machine and an additional $10 federal tax on each machine.

The law is under attack by the state of the youth center. Mrs. Kermie Kerler, city police told her it was against the law for anyone other than a licensed operator to own and operate a machine.

She said the center used revenue from the machines to meet expenses. She expressed hope that the State Legislature, which is now in session, would amend the law to allow such youth centers to operate.

In the meantime, we don't want to be involved in any violation of the law so the center is closed," she said.

OPERATE UNITED'S BOWL-A-RAMA

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MANUFACTURING COMPANY

3861 N. California Ave.
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Bowl-A-Rama in Chicago

SUNNYSIDE

BOWLING LANE

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Pat Heine

Manager

The Musical Sales Co., Inc.
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WANTED

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5c, 10c, or 25c Play:
• National Coin Reject in each machine
• Easy to Load — Holds approx. 1,000 Tickets
Size: 18" x 8" x 6" Weight: 20 Lbs.

MID-STATE CO.
2271 Munich Avenue
Chicago 47, Illinois

FOUR SALE

Available Immediately

BALLY

Ivan Horn Tournament
DiLeonardo Tourney
Shinabary
Myers
G. D. Single
Lucky
ABC Single

RUNYON

Candelaria
Las Vegas
Midas
Myers
Midas
Lucky

RUNYON

Candelaria
Las Vegas
Midas
Myers
Midas
Lucky

NEED

Billy Brochters—Lust Boys, 1939

Gary Wurtzer

1940

Grouse Pop Gun

Glasses Fun Club

YOUR MUSICAL SUPPLY CENTER

SUNNYSIDE

BOWLING LANE

is open daily from

12:00 noon to 2:00 a.m.

You're invited to visit

our new facilities.

Pat Heine

Manager

The Musical Sales Co., Inc.
5001 Broadway
New York 36, N. Y.
Hey!
wait till you
HEAR
this one

with the sound of **MONEY**

Yes, the famed Wurlitzer Tonal Fidelity has been
even further improved. Stop in and listen at your Wurlitzer
Distributor's and your own ears will tell you one of the
great reasons why the new Wurlitzer 2500 packs in
the money . . . producing the absolute all-time
high in phonograph earning power.

**WURLITZR 2500**
The Ultimate in Automatic Music

THE WURLITZER COMPANY EST. 1859 NORTH TONAWANDA, N.Y.
**Sandy Moore, 2 Others Charged With Conspiracy**

**BROOKLYN** — Sanford J. Grossberg, a Brooklyn, N. Y., whirlwind, Schiavone, a business associate, and Allen Kerner, a brother-in-law of Mr. Grossberg, were each charged in a three-count indictment handed up to Brooklyn Federal Court, Friday afternoon.

The three were charged with operating under a $100,000,000 worth of junk bonds from the time of the bankruptcy of Gibraltar American Corp., to a date that Assistant U. S. attorney, Averill M. Williams.

Gibraltar, a junk box operating firm of Moore’s on Long Island, was adjudicated in bankruptcy by a special referee last year. At least of the firm are currently being liquidated for the benefit of creditors.

---

**Chicago Coin**

4 Slot the town, the more you earn.

More!!

Make more!!

Less!!

Make less!!

**Reconditioned Guaranteed**

**SEBEUG**

2225

$895.00

2100

$715.00

2600

$365.00

2000

$225.00

1200

$250.00

1000

$75.00

**Wurlitzer**

2240

$2750.00

**Cig Venders**

SEBEUG E-1

$249.00

COSAIR

30 cans

229.00

**Eastern Mark**

22 cans

90.00

**Tennessee Talk**

In Memphis: Edward H. Newboll, Or-Matt Amusement Company, is getting congratulations from fellow operators after his recent election as president of Memphis Music and Motion Picture Quality Service, recently served three weeks of jury duty.

Mike Sivio and Leo Negri, partners in the Dracco Sales Company, took off on business building trips simultaneously, Negri to Wisconsin; Sivio into the South last week. Both men are in "keeping a finger on the operator’s pulse right at the location," Negri has been in one of the Mountain States’ best known consultants on serious music installations.

**South**

**Seeburg Names Russo Coast Vendi-Div. Mgr.**

**CHICAGO**—The Seeburg Corporation has named Stan Russo coast west vending division manager. Announcement came last week from Leonard Gross, vice president in charge of vending sales of the parent company.

Russo will have headquarters in Los Angeles, headquarters of the Coast vending of some 15 years, having served with Stoett and most recently with Vend, He’ll be working with Seeburg West Coast distributors, R. F. Jones Company, San Francisco. Thompson Distributing Company, Salt Lake City, Michigan Distributing Company, Seattle, Minnesota Music Company, Portland.

**Seeburg Distributing Company** (Seeburg’s factory-owned outlet), Los Angeles.

---

**MONEY-SAVING SUBSCRIPTION ORDER**

Enter your subscription to Billboard Music Week for a full year (52 issues) at the rate of $15 ($20) plus $6.00.

** typography.**

**CLOSEOUT**

**B OUNCING BALLS**

**Williams**

$1.25

**3 for $3.00**

**6 for $5.00**

**12 for $10.00**

**3 for $1.50**

**49c each**

**Chicago Coin**

4 Slot the town, the more you earn. More!! Make more!! Less!! Make less!!

**Send for Collect Lists A R K E D — C A N N O X**

**Reconditioned Guaranteed**

**SEBEUG**

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**Seeburg Distributing Company** (Seeburg’s factory-owned outlet), Los Angeles.
By ETION WHISENHUNT

MEMPHIS—Jake Kahn, at 70, perhaps the oldest music game operator in Memphis and one of the veterans, has seen the ups and downs of the business here since 1934 and believes the industry is a great economic benefit to the community as well.

"Not only are operators civic leaders in many instances, but we put a lot of people in business," Kahn said. "Our industry accounts for a lot of other jobs, and this helps the city and our state as a whole."

Interviewed last week on the 27th anniversary of his start in the business, Kahn recalled some lean and tough days back in the 1940s, when the business was as well ordered as it is now.

There were attempts by some, aided by police, to oust Kahn and other operators from various locations if they didn't tow-row to what the men in authority wanted. Kahn didn't give in, fought for a clean city and went.

Jake Box Run

Another time the Jake box business was outlawed by city ordinance for two years. Kahn proved his case in city court, and the law was repealed, then came back in 1940 to operate.

Kahn and his son, Charles R. Kahn, jointly own and operate Tri-State Amusement Company. Jake Kahn is a friendly, likable man who in easier to please location owners. In doing so, he has earned their gratitude and friendship—and made his operation a success.

An integral part of the business, the Kahn said, was getting location owners started in business—in order to have a spot for his machines. He and his son have some two dozen leases on cafes and restaurants.

Speaking of operators generally, Kahn said: "We put a lot of people in business in Memphis. It takes maybe $700 to $800 cash to buy or operate a small cafe. We loan the location owner money. Sometimes we loan as much as $6,000, sometimes $1,500.

"We're on the basis that this and every other company. Sometimes we work through a guarantee. In this type of business, we have no competition on location, or photography, pin games and similar games.

"The foundation of the cafe business today in Memphis depends on the amusement business. The location owner gets 50 cents from the machine. Some operators—as we do—also give them 50 cents. The top is $3.50. The operators don't make it. We make it.

"I make $35 a week from an average cafe on our 35 locations is $35 a week for two pieces of equipment, a Jake box and a shuffler. A good location will average $50, but the over-all average is $35.

"This is $1,252 a week for the Gross, but, of course, from that comes:

Salary for a restaurant, their own salaries, operating expense on truck, or expenses, rents, maintenance, upkeep, money set aside for purchase of new machines, payment on machines bought on time-pay plan, etc.

"We are the best in time in Memphis now; the amusement industry ever had here. We are in a good period. We want to keep it that way. It has a long time left. Things have to come to a head.

"We have a good, clean industry here for many years. We have public acceptance and are among the city's valuable business institutions, as it should be. We are a vital part of the business district, the economy and the city's growth. We shall keep striving to maintain this."

Cleveland Shippers Note Seaway Hypo

By BOB SUDYK

CLEVELAND—Export of music and game machines through the Port of Cleveland and the St. Lawrence Seaway rose 50 per cent last year, a survey of Cleveland distributors indicated.

Trade sources predict another 50 per cent rise for the 1961 shipping season.

Major distributors here released these statistics:

Cleveland Coin Machine Exchange Company shipped more than 200,000 units through this port from April through November last year.

Lake City Amusement Company exported well in excess of 1,000 units.

Shaffer Music Company, Serebro distributor, exported shipments of about 500 machines.

About 30 to 35 per cent of these export totals consisted of new equipment.

Port Strike

These gains were made despite a longshoremen's strike at the end of the shipping season last year. Cleveland and other major Great Lakes ports were idle for three weeks. In addition, a strike was divisible for at least a week before and after the shutdown.

Meantime the season of the Seaway in 1955 found many bushels that had to be stowed atop the already-laden barge deck—one of the bottleneck in the Welland Canal. Canadian have done an effective job of increasing the efficiency of the Welland.

With these obstacles hurted, dis tributors here feel that 1961 exports could exceed even their predictions.

"The St. Lawrence Seaway has improved substantially the geographical position of U.S. distributors in the European market," said Morris Gross, president of Cleveland Coin Machine Exchange. "It saves ship money of $10 per Jake box or coin machine."
SWEEPER MUSIC MAKES DRIVE-IN ADULTS’ HAUNT

WHEATRIDGE, Colo.—Regular juke box menu in an Instrumentals was unique feature that carried the Frenched Scotomah Drive-in in Wheatridge, Colo., according to Carl Severny, owner.

The drive-in, operated favorably through “sneakers and sing-along parties.” Severny is the lone operator, and he keeps the place well run.

At the first year went well because the Frostend Scotomah had been expected (due to a Frostend Scotomah location) to attract fans of the young crowd.

Ninety percent of the patrons are over 21 years old, and the average age is 30 years old. The majority of the patrons are married and have been married for at least five years. The average household income is $50,000.

The theater is located in a residential area with a high population of college graduates. The audience is primarily composed of young professionals.

The most popular genres played are rock, pop, and country. The most popular songs are "Up on the Roof," "Yesterday," and "Let It Be." The average ticket price is $10.

Theater owner Carl Severny has been in the business for 15 years. He purchased the theater from his father, who had been the owner for 30 years. He plans to continue running the theater until he is 70 years old.

The theater has a fully equipped sound system, including a PA system and stage lights. The screen size is 30 x 20 feet, and the seating capacity is 400 people. The theater offers concessions, including popcorn, soda, and hot dogs.

The theater is open from May to October, with shows running from 8:00 PM to 10:00 PM. The theater is closed on Mondays and Tuesdays, and on Wednesdays, Thursdays, and Fridays. The theater is open on Saturdays and Sundays.

The theater is located at 1234 Main Street, Wheatridge, Colo. The phone number is 555-1234.

PHILADELPHIA SCENE

Marty Brownstein, sales manager for Joe Ash at Active Amusement, reports not only is the firm expanding, but so is his family. His wife gave birth to a daughter, Jamie, February 2, in the Northern Division of the Albert Einstein Medical Center. They have one other child, a boy.

Everyone along Co. Road was still mourning over the heavy amount of snow that fell during the winter and cast a pall over the city.

Pennsylvania Picks

Many citizens took exception to the UPI calling slot machines “coin machines” in the lead of a Consumer Protection Bureau alert. Marsie, a specialist for a manufacturer of slot machines, said, “There are too many people who think that all slot machines are the same. They are not.”

Joe Ash

Waitresses Tell Stereo Story—Build Phone Play

KANSAS CITY, Mo.—When the juke box is as mobile as the restaurant's personnel get decent play, according to Bob Clark, local operator.

McClure has many locations in busy small restaurants, and has already installed-some stereo phonographs in bars, diners, or elsewhere where they are conducted out of sight. The stereo phonograph is not only a silent partner, but a “sleeper” as part of its routine duties. Most of them do, fortunately, with the result that collections, even where the box and its stimulating effect is completely invisible to patrons, are good.

In one typical location in a Kansas City shopping street, McClure installed six stereo speakers, interlacing three each No. 1, spaced 24 inches apart along the right wall and across the room distance apart, along the opposite wall; large, easily readable identified as a “sleeper” and “co-hosting” corner.

Attached to the menu is a small bar in each booth in the 80-seat restaurant is a miniaturized slip which in the restaurant has the most modern of sound re- production systems; the operator can “host” to the bar and get fun with the suggestion, “Your waiters as the co-hosting device will explain further.”

No matter how busy they may be, waitresses co-operate with the extent of taking a minute or two to tell the stereo story to their customers. With some 800 customers per day coming, stereo play has been excellent. McClure rewards his waitresses for their efforts by several gifts during the year.

EUROPEAN NEWS BRIEFS

* Continued from page 48

why juke boxes must be restricted to the playing of only music—and a certain type at that. I view the juke box as simply another type of phonograph, as a versatile instrument which should be used for educational and entertainment purposes and not restricted to entertainment! The theory is that if the disc, bearing two 25-minute talks designed for the spiritual guidance of men, went to 5,000 subscribers on this continent.

In effect, the priest is trying to establish a "Hottest 100" list of spiritual titles.

when answering ads... Say You Saw It in Billboard Music Week
Canteen Acquires Chi's Atlas Music

Canteen Acquires Chi's Atlas Music

Canteen officials as a straight stock transaction. No figures were disclosed. Atlas was described as the new Midwest outlet for Rows and AMI products. AMI Sales Company, the fac- ty-owned distributorship here, which formerly handled the AMI line, is being combined with Atlas. AMI sales manager, Wila Spagnol, plus all AMI sales personnel, are expected to join the newly acquired distributorship.

Acquisition

The Atlas acquisition, coming as it does on the heels of the Trimmer acquisition underwrites reports by Frederick L. Schuster, Canteen board chairman, that the giant international vending machine operating company intends to operate joke boxes and amusement games in addition to its vending interests (BMW, January 30).

It also covers up recent com- ments by Schuster that Canteen was running a "test route" in Chi- cago and planned to enter the coin-operated field in a big way. Subsequently, the Canteen official indicated that the so-called test route had been pulled back.

It now appears that the so-called "test" were advance negotiations for a Chicago outlet that culminated in the purchase of Atlas.

More Planned

Canteen officials currently have no comment on whether additional acquisitions in the joke box and game operating distribution vein are contemplated. However, it is known that the original Schuster statement could conceivably come as no surprise if more acquisitions were to be announced.

Adding credence to this theory is the establishment recently within the local area of a "complete service division," the Coin Trail Blazer, which also does "vending center" shopping center, mini-markets, snack stands, and drug stores.

NOW DELIVERING WESTERN TRAILS

The Hottest Hit at the M.O.A. Show!

Complete with Lisa Atlas/Huge, which actually travels down the trail and the full 1961 Canteen line, featuring its new "All Stars Wild" coin-operated amusement machines.

NOW DELIVERING

6 POOL TABLES

6 POCKET POOL TABLES

Brand New 1961 Models

IMPORTERS! Send for Your FREE 56-Page Illustrated 1961 CATALOG

COUNTRY HOME EXCHANGE

1750 W. NORTH AVE. - CHICAGO 23, ILLINOIS

THIRD AVENUE

MAGIC VIEWER

Depth Perception

53" Compact Cabinet

30" Width

18" Depth

1000 Feature

Wild Wild Wild Wild

All Stars Wild

DUAL PLAYER

GAMES, INC.

9520 NORTH CAMPBELL AVENUE, CHICAGO 18, ILLINOIS

BALI "A" BW. 1-8211

COMPLETELY RECONDITIONED

N. ILLINOIS, N. IOWA AND IOWA OPERATORS... You'll Find Action-Play-Profits

OKLAHOMA

Gottlieb's New 4-Player

Twin Star-Target-Double Jet Showdown

Incredible Intricacies! Order Now!

NATIONAL COIN MACHINE EXCHANGE

1417-13 Division Chicago 14, III.

60 BILLBOARD MUSIC WEEK

Slifer Named to ASAE Membership

Slifer Named to ASAE Membership

CHICAGO-O. L. (Bob) Slifer, executive director of the National Coin Machine Distributors Association and chairman of the public relations steering committee of the Coin Machine Council, has been named to membership in the American Society of Association Executives.

William Caravella

William Caravella

-Continued from page 47

is housed in the new William cabinet recently introduced by the firm.

Caravella's idea is upped with a 14-inch-wide, eight-box complete with Eiffel Tower, some high-speed Purchase fronts—and a French Caravella airliner cruising through the sky.

It is built around a big center drum with a target and a pair of drop-balls, each scoring 10 times the side of value when hit. Hitting the side of the target advances the target value one point.

There are also a pair of red and green lights, advanced on each side of the playfield, several side bumper actions, kick back, and bumpers that multiply the scoring.

Twin Trail Blazer

-Continued from page 47

er, introduced earlier. The game has two players and permits dual play, with a separate coin chute on each side of the machine for each player. The game also has the firm's "magic vision" windows, several of which show windows for the flashing symbols signifying score.

In addition to the regular symbols, the game has stars, which are wild, and a row of four stars scores 1,000 free plays. The cabinet measures 55 inches high, 50 inches wide and 18 inches deep.
WILL TRADE

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

Write or Call: E. Ralph Emmett
8713 S. Greenwood
Chicago, Illinois
Phone: R1gent 1-4600

MUSIC SPECIALS!
Reconditioned—Refinished—Guaranteed!

SEEBURG 200 SEL. WALLOMATICS
$69.50

WURLITZER 2300-S
$95

SEEBURG 201
$69.50

USED CIGARETTE VENDORS
$1 Col. National Model A
$1 Col. National Model B
$1 Col. National Model C
$1 Col. National Model D
$1 Col. National Model E
$1 Col. National Model F
$1 Col. National Model G

MURPHY'S ADJUSTABLE
$89

A QUALITY CENTURY OF SERVICE

ATLAS MUSIC COMPANY
7123 N. WESTERN AVE. CHICAGO 47, ILL. U.S.A.

IRS Oct.-Dec. Collections Up

Continued from page 1

For several quarters, the tax collected on records showed a steady climb. For the final quarter of 1960, amounts collected was $5,728,000, down $488,000 from the last quarter of 1959. Excise on phonographs, radios and television sets and components netted the federal coffers $41,413 in the final fourth of 1960, a drop of $4,350,000 from the same period a year earlier. Levy on admissions to cabarets and pool rooms totaled $8,473,000, a drop of $4,428,000 from the last quarter of 1959. This is the second quarter in which the reduction of the cabinet tax from 20 to 10 per cent is reflected. Excise on coin-operated gaming devices added $1,106,000 to the coffers, a decrease of $336,000 from a year earlier.

The Road to Profit Is Paved With
WORLD WIDE BUYS!

UPRIGHTS

Cuddin' Bear, TRAILBLAZER
$725

Cuddin' SUPER WILD CAT
$250

Cuddin' WILD CAT
$250

Cuddin' WILD CAT
$250

Cuddin' SKEET SHOOT
$200

Cuddin' CROWN
$200

Cuddin' BAYOU
$250


SHUFFLE ALLEYS

BALLY

Club Deluxe Congress
$395

Club Deluxe Congress
$395

Club Deluxe Congress
$395

Club Deluxe Congress
$395

Club Deluxe Congress
$395

Club Deluxe Congress
$395

Club Deluxe Congress
$395


Gottlieb's OKLAHOMA

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 ball up field at Roto-Targets
- Jet Shooters spin Roto-Targets
- Roto-Targets spin Roto-Targets individually
- Spotted lights indicate top triple rollover values

Tomorrow's Design Today!

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

New "Hard-Cast" Finish Extends Playboard Life to an All-Time High!

Gottlieb & Co.
1146-48 N. KOSTNER AVENUE • CHICAGO 31, ILLINOIS

D. Gottlieb & Co.
SMALL GAME
4 SENSATIONAL MONEY-MAKERS BY Bally

LITE-A-LINE
New, fast action 6-cards game with a brand new twist that adds excitement to card-selection, gets biggest average coins-per-game. Simple play-appeal. Simple mechanism.

SHARPSHOOTER
Real Gun Actually Shoots Plastic Balls
FAST PLAY AND EXCITING ACTION INSURE TOP EARNINGS LONG LIFE ON LOCATION Time adjustable to 40 or 50
100% SKILL WINS WELCOME IN EVERY TYPE LOCATION FROM TAVERN TO KIDDE-LAND

De Luxe JUMBO BOWLER
Players' Push-Button Choice
OFFICIAL BOWLING TOP SCORE 300
JUMBO SPEED CONTROL BOWLING TOP SCORE 6000
Popular SUPER STRIKES
HIGH-SPEED TOTALIZERS 1 TO 6 CAN PLAY DIME PLAY 8¼ ft. by 25 in.

CIRCUS QUEEN
WITH NEW BLUE BONUS
Popular OK feature RED LETTER free games Magic Screen line & section scores PICK-A-PLAY buttons advancing scores extra time, extra balls plus famous Roller Derby features

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
chicago coin's all new...

"PRO"

SHUFFLE BOWLER

Features "300" Champ Bowling
The New "Continuous Strike" Sensation!
Actually — SIX PROFIT PROVEN GAMES IN ONE!

Imagine — 300 Champ; Flash-O-Matic; All-Strike; Red-Pin; Light-O-Matic and Regulation Scoring for the same price as many 2-game bowlers!

Look! An ALL STEEL CASH BOX! ALL Steel Legs!

When You Think of Profits Think of Chicago Coin Games

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

RAY GUN
New TRANSISTOR Type PHOTO ELECTRIC CELLS! New Modern Circuity — NO AMPLIFIER!! FITS ALL LOCATIONS — Minimum Space & Feet! Maximum Space 15 Feet! 20 SHOTS 10¢ — POSSIBLE 100 BONUS SHOTS!!

Chicago Dynamic Industries, Inc. 1735 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
THE INDEPENDENT OPERATOR
IS THE FOUNDATION
OF BOTH THE COIN-OPERATED
PHONOGRAPH AND
VENDING INDUSTRIES

A RE-STATEMENT OF SEEBURG POLICY

Seeburg and Seeburg Distributors believe firmly that the independent operator—a local businessman who knows his territory and the profit opportunities it offers—is the foundation of the industry.

The design of Seeburg equipment, as well as the character of Seeburg sales policies, has always been devised with the economic stability of the independent local operator as a first consideration.

We freely acknowledge that the continued steady growth of Seeburg in the industry rests solidly on the business success of the independent.

We will continue to build our business on this policy, and we are restating it now to the independent operator.

SEEBURG
THE SEEBURG SALES CORPORATION • CHICAGO 22