**TRENDS REFLECT U. S. Aussie Disk Jockeys Potent Trade Influence**

**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 Jonny O'Keefe, one of Australia's top rock and roll artists, who is visiting New York this month.

Practically every U. S. programmed trend is reflected down under. The "Top 40" operations have been on the air for four years, but in recent months some stations have started switching to "Top 10" formats. Jocks and others are searching for ways to spark their "Top 40" programs with unusual gimmicks such as comedy LPs and not-
tales of comic jockery.

**Programming Shift**

Still another reflection of U. S. radio trends that O'Keefe, is seen in the recent prayers by the top Australian stations to take program-ming out of the hands of the deejays and place it under the control of management. According to O'Keefe, many stations—particularly Sydney outlets—are searching for new, stronger voices on the wilder side, disband- ing their jockey shows.

O'Keefe claims his own disj (released on Festival's London label) has suffered from this ban in recent months. However, the young singer-guitarist ex- pected his voice to be heard on the radio any way, since he has his own record at NBC's "The Joe Pyne Show." On "The Rock'N Roll Show" on Saturday nights (5-6 p.m.) on the government-owned Australian Broadcasting Commission, which is seen in all States of the Empire, with an estimated audi- ence, according to the A.B.C., of more than 50,000.

In this respect, it would ap-pear that Australia is even more wholeheartedly pro-rock and roll than the U. S., since it's difficult to imagine the new country's government actively participating in the production of an R&R show.

**Aussie Artists Rise**

U. S. record artists are big sellers in Australia, but during the last couple of years Aussie artists have won more and more acceptance, particularly O'Keefe (the first big home-grown rock and roll star), Festival's Col Joye and Lonnie Lee. Last fall, for example, these three artists had the top three records in the country, marking the first time in the history of Australian hit para- phernalia that three local artists led the "Top 40" lists.

Two years ago, when O'Keefe started his TV show, local rock artists were practically non-ex- tant, according to O'Keefe and producer Leo Gordon set up their own label, Festival Records, and can call upon local performers, thereby providing O'Keefe with ample local talent for his TV show, and — at the same time — building sales for the Aussie artists. The show is being taped for video exposure. From 10 to 11 artists are featured on O'Keefe's show each week.

In addition to O'Keefe, Aus- tralia has another successful local rock and roll show, Brian Hess, (Continued on page 10)

---

**Cap to Launch Push on Sinatra Albums**

**As Singer's Own Label Bows First Set**

By LEE ZITO

HOLLYWOOD—Capitol Rec- ords is reprising in reissue of Frank Sinatra's Reprise label. Both sides prefered to find that it was mere coincidence that Capitol will special-release a Sinatra LP 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 the March March release, the label will hit the market 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 "Swing Session," which has al- ready climbed to the No. 6 position in the Alan Freed's Index to Contents

**Index to Contents**

- General
  - International Music
  - Manufacturer News
  - Technical News
  - Talent News

- Music
  - Records
  - Broadcast Records
  - Sheet Music

- Reviews
  - Test LP's
  - Test 45's
  - Test 78's

- Best Selling LP's by Category
  - Top LP's
  - Top 45's
  - Top 78's
  - Top 16's
  - Bubble under the Hot 100

- Radio
  - Radio-Con
  - Radio-Televising

- Coin Machine
  - Coin Machine News
  - Coin Machine Price Index

- Books
  - Radio-Tv Programming
  - Coin Machine Operating

- Mail Order
  - C & M

- Company Advertisements

(Continued on page 10)

---

**Hot Artists' Fat Contracts Upsetting Diskery Peace?**

Fickle Tastes of Young Disk Purchasers Make Many Long-Term Pacts Unfeasible

NEW YORK—Many tradies are wondering if the large 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 vet- eran in the music business to rec- ognize that the general bandwagon drive to sign up some of the current stars into the big contracts.

In fact, it is comforting to know that big contracts are offered to European and South American artists at the rate of $100,000.

Where the reasons for this lies in the "hot" pop artists are often a cash on the basis that they appear to be the same thing as when he used to be hot. There are many such artists who have been the past years.

The old contracts, in the days when there were many less recording facilities, a single record every month, but in those days, there were fewer artists. The low costs of production were run for five or 10 years, especially now in the days of the names of the year.

In a way, the big money, long- term contract places the disk in- dustries in the market, and when a singer is artist is signed to an extra- long-term contract, other artists who work for the label who has the hits but are taken for granted, are not at any disadvantage, but rather disturbed about the situation. Optimism in the disk industry find it has created problems with the other artists on the roster, and has to make changes to keep their happy.

---

**Paper Co. Holding LP Cover Exhibit**

NEW YORK — Meat Papers, Inc., leading printing paper producer here, will hold a special exhi- bition of record album covers at its offices here from Monday to Friday, open at noon to 5:30 p.m. every day.

Artists and photographers to be represented include Jack Car- tillo, Sid Maurer, Carl Fischer, Marvin Schwartz, Robert Caso, the Walt Disney Studios, Jay Meek, Paul Bacon and Sid Friedman. The exhibition is sponsored by the artists who are candidates for this year's N.A.S.P. Grand Gold Medal. The covers are being shown include RCA Victor, Capitol, Decca, Mer- can, Decca, Warner Bros. and Dot.
Distortion Blasted Again

HARRISON, Ark. — Over-modulation, resulting in increasing distortion of single records, has been found at a recent meeting of the Ashley of the Ashley Music Store, as a matter of recorded complaints from customers. Ashley added his voice to the matter in the wake of several recent complaints by Gordon Hinkley, pop music supervisor of WTVI, Milwaukee.

"High level recordings have been a real problem," Ashley said. "But during the past year, we've had so much trouble we're playing down hits. If a record is distorted on a radio station turntable, it's not even fair to a groove jumper on 75 percent of long-lead end phonos.

"We spend a lot of time trying to explain to customers what's wrong. When trying to explain why the needle won't stay in the groove, it's difficult to know where to blame the problem — on the phonograph or the record. We can play a typical LP, but any mechanical probe will prove it's the fault of the record, or we can play the record on a $29.95 machine and prove the phonograph is no good.

"As a manufacturer, we supply the major manufacturers realize how much it costs to replace a needle and a dollar a week for a record, how can they buy the phonos or the record. It's also surprising that many phonos have a record."

On the other hand, the newspaper story we saw in the next week's meeting was that the record companies are still selling low-end models is certainly no credit to their management or their product.

The story that record companies are still selling low-end models is certainly no credit to their management or their product. They survive only because of the great patience and understanding of the kid with a buck, and his need for the emotion just that only a certain tune in a groove can give. So forever's sake, why not let him buy his own money's worth?"

RJA QUALIFIES 16 ALBUMS AS '60 GOLD DISKS

NEW YORK — Recording Industry of America, Inc., has qualified 16 albums for Gold Record awards presented during exhibition of the next week. To qualify, an album must be an initial order of 50,000 records.

Nick La Rocca, Jazz Name, Dies

NEW ORLEANS — Nick La Rocca, jazz clarinetist and leader of the Original Dixieland Jazz Band, died here last Wednesday (22) at the age of 71 of a heart attack.

La Rocca, a somewhat controversial figure, was highly outspoken on the subject of jazz music, and his Original Dixieland Jazz Band was the first organization to be recorded on disc. La Rocca also claimed that the O.D.J.B. was the first organization to make a recording in 1917.

La Rocca, who didn't play music himself, also claimed to be the author of a number of famous jazz compositions among the many significant "Jazz Radio Raps: Jazz Feet" and "Jazz Band Ball."
FLYING PINCUS GIVES A RAR

NEW YORK—During the strike of airline engineers last month, Flying Pincus released a second package offer of 12 LPs, including his own. The package offer is understood to have sold many million records. The first package was not only offered in the United States, but also in many countries out of the control of the firm.

Victor Pacts, Re-Ups Talent

NEW YORK—RCA Victor has signed several new talents and has re-upped a number of others to the label. Stevie Wonder, backed by his own R&B group, and Les Brown, with his band, are among the new signings. Les Brown has already recorded with James Brown and Issac Hayes.

Simultaneous 33 45 Debut

HOLLYWOOD—Capitol’s first simultaneous 33 45 release will be made on the occasion of the pregnant Miss America Teresa Font’s coronation of Lena Font as the new Miss America. The debut of Lena Font’s “Dark as a Rose” is in the near future. The record will be released free at all record stores.

Merc & Bel Canto Four-Track Team

CHICAGO — The Mercury Corporation and the Bel Canto Audio Products Company have undertaken joint promotion of their new four-track tape market as a result of an exclusive agreement signed last week.

The agreement granted Bel Canto the exclusive rights to use the new 4-track tape system in the United States, utilizing Bel Canto’s three key audio products: the new Model 32 audio units, and related retail and record business.

Mercy corps and Bel Canto have decided to go forward with this program as a result of the growing interest shown in their respective tape and record manufacturers.

The agreement also provides that Bel Canto will work through channel outlets in the United States to distribute the new tape, and that Mercy will act as a national and national independent representative.

The agreement, which will run for a specific time, was signed by Mercury’s President Lennie Weinrib, and Bel Canto’s executive vice president, and Bel Canto’s head, Russ Moorely, and Mercury’s executive vice president.

The new multi-design and artwork will be used for both album and the prerecorded tape product.
VOLUME I—1924-1935
SONGS: Lady Be Good; Man I Love; Who; Tea For Two; Hallelujah; Thou Swell; Lucky In Love; Varsity Drag; Best Things In Life Are Free; Ol' Man River; Make Believe; Why Do I Love You; Can't Help Lovin' Dat Man; Why Was I Born; I Got Rhythm; Dancing In The Dark; She Didn't Say Yes; Song In 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; Of Thee I Sing; Anything Goes. SHOWS: Lady Be Good; Sunny; No, No, Nanette; Hit the Deck; Connecticut Yankees; Good News; Show Boat; Sweet Adeline; Girl Crazy; Band Wagon; Cat and the Fiddle; Music in the Air; Gay Divorce; Roberta; As Thousands Cheer; Jubilee; Jumbo.

VOLUME II—1935-1945
SONGS: Summertime; Penny 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 Winsocki; This is the Army; Oklahoma; Surrey with the Fringe on Top; People 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; Gioconda; 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 Tinhorns; 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; Bambal, Bambals 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; Lovely, 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: Kismet; 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.
New York
Steve Barnes, head of the June and Juliebelle labels, has appointed Mickey Richner as a. r. head for both firms. . . . Hilltop Records of Ashland, Ohio, has signed “Little” Dickie Carl. Blackwood, who has been making records for the past few years, has signed Bob Schwadl as general manager of the firm, and he is now looking for a new label manager. . . . Marty Wesel, ad man at Atlantic Records, became the father of a girl, Jill Sharon, last week. . . . Ben Gordan, formerly of Panorama Records, has joined the staff of EMI. . . . Charles Barbier has been named national promotion man for Square Records (ten, there is such a label in New York). . . . Hi Records, longtime home of Charlie Rich, is the new home of the firmly rooted Furry Fudd L.P. Set sold thousands of copies the last month, claims the sales chief, partly due to the publicity the Furry Fudd got on April 16th. . . . Dick Rowe’s new label in Kentucky, now have new studios in Manchester, Ky., according to President Keith. . . . Russ Miller is the new promotion manager for Laurie Records. . . . Al Neuber and Frank S. G. Fox plan to put out a new label called Fox & Fox. The label is now out on the De-Mar label with Dick Rogers. Tune is published by Neuberg’s own firm. . . . The Modern Jazz Quartet has appointed Guenter Schabowski as editor of their publishing firm. . . . Dave Krengel’s daughter Marilyn was married last week. . . . Krengel manages the Ramrods. . . . Ray Pennsylvania has joined Robert Mellin Music. . . . Leland Rogers and Irv Teneer have joined Gold Eagle Records, Sonny Lester’s label. . . . Bob Rolontz.

Hollywood
Capitol Records Distributing Corporation vice-president Charles Cooper has announced the appointment of CRDC national merchandising manager’s post since Bill Mikels abandoned it to become album sales manager. After two months of searching, Capitol has named Lloyd Sellers, independent music consultant in the West and one of the Northwest’s early pioneers of teenage-music directors and former Disney and Pacific Ocean Park director. . . . Liberty will revive its house organ, The Liberty Record, next month, bringing back a publication the label first introduced in early 1958. The new version of the L. A. Label will circulate the sheet among broadcasters, deal and distributors. . . . Capitol has signed Ozzie Nelson to a long-term contract. When it came to the nation’s third hour in finding suitable title, the “Mighty Mouse” label’s new Big Jim McNelly single, Allen’s Mike Ellett is credited with the solution: “Before Midnight” b/w “After Midnight.”

Capitol will reap a double plug on Dinah Shore’s Sunday (7) album when Mehdi Wilson joins the songlist on a detour of “I Ain’t Down Yet,” from Wilson’s “Molly Brown” score. Miss Shore recorded the tune for the album, which also has the original Broadway cast L.P. . . . Hub Robinson concluded a deal with the Time label for an L.P featuring a dozen or more of the bestselling records for the firm. . . . Raggio created the “Thriller” theme as well as themes for Thin Man” and “Richmond Diamond.” . . . Lee Zelis.

Chicago
It was a busy time for dancing activity in the Windy City last week. Cutting tapes at Universal Studios were Stan Getz, who will appear in the movie “A Night to Remember,” and Yee Jay Records’ gospel singing star, Robert Anderson; World Records’ gospel artist, Thurlow Spark; and Earl Washington, Atlanta recording manager. . . . Pat Blakeslee, former Capitol manager, and Bill D’Angelo, sales manager for J. H. Martin, is slated to return to their respective firm’s offices today, incidentally, just returned from a vacation spent with Howard Mayo, former Capitol publicist, on the Philips International L.P. . . . John has done ad work for the Paramounts, a property of Sam Phillips here, and later he was active in a similarity capacity with NBC Records. Most recently, Justin included the New World. In the new operation, he plans to offer arranging and ad services. For the time being, he is out of his Union Avenue offices and is reported working for a Nashville office as well.

Capitol’s executive staff from Hollywood is due in town shortly for a meeting with director managers. Expected are Mike Mattaliano, president, and Bill Tantall, vice-president. . . . More has signed Billy (Crack) Craddock to a recording pact. He was signed by the label’s Southern a.r. head, Shelby.

(Continued on page 45)

TELEVISION REVIEW

"Ragtime Era’ Rare Documentary"

The new “Ragtime Era’ series on WOR-TV, New York, (Saturdays, 10:30-11 p.m. EST) is a striking illustration of that vital period in American popular entertainment.

Produced by KRMA-TV, Denver, for the National Education Television and Radio Center, the video-taped series reviews America’s musical history from 1890 to 1920, with particular focus on the origins of the popular music industry. The series is co-produced by Harry L. White, chief executive officer of the National Educational Television and Radio Center and Peter Elly, former San Francisco Chronicle musical critic, who was dubbed, “a ragtime Leonard Bernstein, Morath is an erudite young musicologist who has researched literature, popular songs, business records, newspaper accounts and interviews to re-create the world of the great ragtime composers.”

Among the more fascinating items were references to Edward D. Marks, Paul Dresser, and authentic slide illustrations of an 1893 taverner, “Little Lou Child,” about a man on a train who asks fellow travelers to forgive his baby for crying because his mother tied dead “in a coffin in the car so afraid”.

June Bundy.

Gordon Gray Cuts Morty Craft Ties

NEW YORK — Gordon Gray has severed his ties with Morty Craft’s Seven Artists Records (Warwick Records) to become custom printer for Craft’s own label. Out of the "Crafters’" Bloomfield (N. J.) pressing plant.

Gray formerly served in sales an promotion activities with MGM Records. He also served as exclusive sales manager for the Craft firm Monday (27) to take over the new post.

International Sales Soar By One Third In Liberty

HOLLYWOOD — Liberty Records’ international sales have made an additional one-third increase over last year’s months and are continuing to climb at a faster rate than the U.S. market, revealed by Dick Amstool, head of the label’s international sales department. "Taking this up to him, Liberty’s export business has tripled during the past year and has increased tenfold during the past 18 months, and the sales of the foreign royalties took a 200 per cent leap during the past 12 months."

Bill Justis Opens Own Independent Production Office

MEMPHIS — Bill Justis, arranger and instrumental disc artist, has opened his own independent production office. Justis had a substantial hit in Madison, Tennessee, recently, with the "Lawrence" label through the Phillips International label. Justis has done ad work for the Paramounts, a property of Sam Phillips here, and later he was active in a similarity capacity with NBC Records. Most recently, Justin included the New World. In the new operation, he plans to offer arranging and ad services. For the time being, he is out of his Union Avenue offices and is reported working for a Nashville office as well.

Gordon Gray Cuts Morty Craft Ties

NEW YORK — Gordon Gray has severed his ties with Morty Craft’s Seven Artists Records (Warwick Records) to become custom printer for Craft’s own label. Out of the "Crafters’" Bloomfield (N. J.) pressing plant.

Gray formerly served in sales an promotion activities with MGM Records. He also served as exclusive sales manager for the Craft firm Monday (27) to take over the new post.

Bill Justis Opens Own Independent Production Office

MEMPHIS — Bill Justis, arranger and instrumental disc artist, has opened his own independent production office. Justis had a substantial hit in Madison, Tennessee, recently, with the "Lawrence" label through the Phillips International label. Justis has done ad work for the Paramounts, a property of Sam Phillips here, and later he was active in a similarity capacity with NBC Records. Most recently, Justin included the New World. In the new operation, he plans to offer arranging and ad services. For the time being, he is out of his Union Avenue offices and is reported working for a Nashville office as well.

(Continued on page 45)
MARCH NEW RELEASE 
AND SALES PROGRAM

BUY 6 LP's...
GET 1 FREE!

• 7 NEW RELEASES

NEW, ZANY, ORIGINAL!

BOB PRESCOTT presents

CARTOONS IN STEREO

VOL. 2 PER-CUS-SIVE JAZZ

DYNAMIC, UNEXCELLED!

• ENTIRE DFM-DFS Series

10% DISCOUNT!
ON 4 GREAT, NEW AUDIO FIDELITY STEREO MASTERTAPE RELEASES!

PLUS

SELL WITH AUDIO FIDELITY

Audio Fidelity Records...Now America's best record buy! Unsurpassed sound reproduction at prices you now pay for just ordinary records, CALL YOUR DISTRIBUTOR NOW!

College-bred rhythm- 
ragtime: Cleared from 
university campus 
respectfully. Vocal 
band perpetuates the 
spicier, best of Frat house, beer - 
inspired fervor with 
such titles as The 
Girls From Campus Hall, 
Four Letter Words, The 
More Modge Minded 
(12 others)

AFLP 1952 
AFSD 5952

Harmonica virtuoso, 
Johnny Peco and his Gang 
play their interpretative 
flair to a rich musical 
area. The purity and 
depth of harmony 
blues in the Jewish music 
are represented in selections 
such as Bema, 
Hava Nagila, Frailach, and others.

AFLP 1950 
AFSD 5950

America's foremost 
trumpet artist, Al Hirt, 
displays his distinctive 
style in swing Dixieland 
tempos. Tunes include: 
Aint Misbehavin', 
Memphis, After You've Gone, 
Tennessee Road and others.

AFLP 1927 
AFSD 5927

Music truly representative of the beauty, 
purity and 
originality of unforgettable 
tunes, among them: 
Unsurpassed accordionist, 
Jo Basile enhances his 
well-deserved reputation 
for interpretive and 
technical ability playing: 
Delilah, A Gathering, 
Bella, others.

AFLP 1939 
AFSD 5939

LEGENDARY IN HIS OWN 
RIGHT, this 
harmonically 
inflected 
organ magic combines inventive 
and musical genius in this 
perfectly executed 
organ recital in 
dynamic, inspired 
march music. Included 
are: National Emblem, 
Washington Post, Emperor 
Fidelis, others.

AFLP 1908 
AFSD 5908

MILITARY MARCHES

With the RIO ORCHESTRA

STADIUM ORGAN-CHICAGO
AL MELGAD

www.americanradiohistory.com
Leslie Raises Offer to Creditors To-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 invento-

shortage, has appointed its settle-

ment offer at week’s end to 66 2/3 of its total indebtedness.

Sources close to the scene said that the 66 2/3 per cent represen-
ted an actual amount of about $125,000. The same sources said that a number of the creditors had

infonemly agreed to the amount but that a disagreement still existed as to the terms of payment.

There reported to be gen-

eral acceptance of an amount of 66 2/3 per cent down. Beyond that Leslie offered a payment plan of $14,000 per year for six years with the balance to be paid in full.

The seventh year. Creditors were be-

lieved holding out for equal pay-

ments to be made over five years.

If the parties can finally agree on the point it is done, the

matter can be settled on what is

known as a "compromise basis" that is, by contract. If not, the

situation would probably delver to a Chapter II proceeding under the bankruptcy laws. Al-

ready compelled by the creditors and

rejected by the Leslie interests was a propos for an assignment for benefit of creditors as a form of security. Under this arrange-

ment, Were Leslie to miss a pay-

ment, the creditors would have the right to take over the business.

At press time, no final meeting of Leslie and creditor attorneys had been arranged to iron out differ-

ences. Leslie’s attorney is Sam

Kaufman of 507 Fifth Avenue.

Cadence Sets Alo–Ga. Outlet

NEW YORK — Don Sanders, sales chief of Cadence, has appointed the new Godwin Distributor Firm in Atlanta to han-

dle requests by the creditors.

In commenting on the appointment, Sanders said, "Godwin’s policy of balanced label selection will afford us a more

competitive position in the market where the few distributors handle too many labels with a lot of good

records going completely by the

boards.”

2d U. S. Richter

Disk Tops Victor

22-Release Sets

NEW YORK — The second made-in-America recording by Victor Richard tops categories that show that nine new sets, in-

cluding the Richter, appear on the classical Red Seal label while nine new pop albums and four sacred make up the rest of the issue.

The new Richter LP has the famous pianist playing Beethoven’s "Appassionata" and "Funeral March." Victor’s first stereo recording of the three-disc set of "La Traviata" also are in the Red Seal Release.

Sinfonie, new trumpeter Al

Hirt, and Hank Manin’s "Mr.

Bach" are among the highlights of the March line-up of pop albums. Sets by Perez Prado, Honor

and Jethro, and Andy and the By

Rabinowitz joining

Strand Records

THE HIT MAKER

JOE VALINO

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

Sings

"NOW"

b/w

"TURN BACK THE DAWN" #61

BANDBOX RECORDS

Home Office
1155 Reed St., Denver, Colo.

DISTRIBUTORS

Albany–Duluth
Atlanta–National
Baltimore–Baltimore
Boston–Bristol
Buffalo–East

Charleston–H. & F.
Chattanooga–Garland
Chicago–H. & L.
Columbus–Lindal
Denver–Fun American

Detroit–J. S.
Hartford–Seaboard
Los Angeles–Pacific
Lucky Goes–Music Eden
Miami–Tone

Minneapolis–D. & O.
Nashville–Southern
Newark–Avery Martin
New York–Yukon
Philadelphia–Chips

New York–Ray

Pittsburgh–Aerie
Richmond–Buffalo
Salt Lake City–Great Western
San Francisco–New Sound
Seattle–Stanley

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

Get on the Bandbox and Go With Proven Sales

"WHY I FREEZE USA"

by Orlie and the Saints

 Cinemas National

GIVE TO DAMON RUNYON CANCER FUND

* NATION'S NEWEST SENSATION—28,000 SALES *

by Orlie and the Saints—Bandbox #253A—b/w "KING KONG"

Get on the Bandbox and Go With Proven Sales

by Orlie and the Saints—Bandbox #253A—b/w "KING KONG"

Get on the Bandbox and Go With Proven Sales

** WINTER AND FREEZE USA **

by Orlie and the Saints—Bandbox #253A—b/w "KING KONG"

Get on the Bandbox and Go With Proven Sales

"WHY I FREEZE USA"

by Orlie and the Saints

Cinemas National

GIVE TO DAMON RUNYON CANCER FUND

* NATION'S NEWEST SENSATION—28,000 SALES *

by Orlie and the Saints—Bandbox #253A—b/w "KING KONG"

Get on the Bandbox and Go With Proven Sales

by Orlie and the Saints—Bandbox #253A—b/w "KING KONG"

Get on the Bandbox and Go With Proven Sales

"WHY I FREEZE USA"

by Orlie and the Saints

Cinemas National

GIVE TO DAMON Runy on Cancer Fund

* NATION'S NEWEST SENSATION—28,000 SALES *
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 Tag On Top-40 Air Formats

By MILDRED HALL

WASHINGTON — Radio stations specializing in the Top 40 format will have access to the “specialized” programming and show some interest in the FCC’s proposed rule making program reports go on the books. The Federal Communication Commission last week approved detailed program reports for broadcast applications and renewals, and even transfers. Divestiture Commission director Ronel Hyde believes the move may create an “impossible position” for the FCC in what amounts to program supervision. Hyde foresees more form and substance under FCC guide lines, whereas the real need is for diversity and creativity in programming.

Pincus Swings Along West Coast, Chatting With Pic Companies

NEW YORK — Swinging publishing veteran, George Pincus, was on the West Coast this week, covering music with motion picture companies on background and the ground floor.

Pincus, already the proud possessor of two No. 1 singles this year in "Toy Box Bikini" and "Cacilata," has as his next project publishing the musical score of the upcoming picture, "Hippodrome," now set for April 1 release. Discs of "Theme From Hippodrome" are now being set.

Pincus is also busy promoting such of his songs as "100 Pounds of Clay" (Gene McDaniels on Liberty); "Holiday in Heidelberg" (Charley Tabor on London); and "King of Gold Fooperman" (Heidi Brühl on Epic). The latter disc has sold a million copies in Europe.

Readv Special Markets Wings

NEW YORK — The RCA Victor Division’s Special Markets Organization, directed by Irvin Tarr, has been reorganized. Chief angle is to broaden the division’s operations and to consider new areas of development. Tarr made the following promotions and reassignments:

W. H. O’Dell has been appointed manager, rock merchandising. Reporting to O’Dell will be the following new special assignments: Representing Paul Stak, Eastern Division; Charlie Hall, Western Central and Southwest Division; Allis 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 record Market for educational sources and the development of new accounts. Anne O’Keefe, Educational Services representative, will report to Sacher.

R. J. Clarkson, formerly with the RCA Country Records Department, has been named manager, premium records. Chuck Crumpacker, special markets ad. director, reports to Clarkson.

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

Rose on Three New MGM LP’s

NEW YORK — MGM Records, following the announcement of its first album with new record releases, new artist packages and new plans for singles and albums from the score of the upcoming David Merck musical, "Cavalot.

In a move to cash in on the current interest in film music, the label is rushing out three David Rose LPs with music from "Esodus," "Carnarvon," and "Butterfield’s." All three albums have been included in the diskar’s current "21 Gun Salute" merchandising plans which also includes merchandise bonus. In the case of "Carnarvon" and "Butterfield’s," both MGM pictures, arrangements have been made to insert mentions of the Rose albums in local theater movie ads.

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

Meanwhile, MGM has signed new artists Marty DeRose and Felton Jarvis. On the subsidiary club label, new packages include Charlie Parker, Nancy Thomas and Barry Darval.

STRAND RECORDS

on ATLANTIC

the way you like to hear him!

Arrival in the Morn the

BAND OF SOUL

and by popular demand!

COME SOFTLY TO ME

Raymond LeFevre and his Orch. 1973

MY MOTHER-IN-LAW

Chappell Secured 2003

ATLANTIC RECORDS

GIVE TO DAMON RUNYON CANCER FUND
**Easy Like Summer**

A summertime hit, "Easy Like Summer," has topped the charts for several weeks, becoming one of the most popular songs of the season. Its catchy melody and relatable lyrics have made it a favorite among listeners of all ages.

**Cap Pushes Launch on Sinatra Albums**

Capitol Records has announced plans to release a series of Frank Sinatra albums, starting with "The Voice." The project marks a significant milestone in the company's efforts to revitalize the storied musician's legacy.

**POLK TALENTS & TUNES**

Around the Horn

F pleek Wing's new version of the old standard "Slowpoke," which was released last week on the newly formed Londoq Records label, has received critical acclaim. The single features a string quartet and piano accompaniment, creating a unique and timeless sound.

**NEW YORK**

Ron Carley and his ohk won a four-week stand at Roostertail in New York last week and now have moved to the Bop City, a popular nightclub there. Ohk's next tilt will be at the Gate of the Gables. Tony Martin opens at New York's Waldorf Astoria March 6 for one week. Don Terry and his ohk will be back on records soon...

Bob Rydell will end his current European tour with five dates in London, March 2 through 6, and then return to the U. S. He is set for a string of Eastern night club dates, including New York's Copacabana...

Horne Silver and his quintet open at the Shamrock in Philadelphia March 13... Cannonball Adderley and his group will open at the Mardi Gras in Kansas City, Mo., March 3.

**MG-M-Verve Will be the Label on Which Partial Concerts Are on a**

The Sammy Kaye ohk is set for eight-night stands in Los Angeles this summer... The Joe Louis Quartet, with Hank Mobley on tenor, and the Lee Konitz Quartet are on New York's Village Vanguard February 28... Billie Holiday and the Etta Jones Quartet are at the Down, Detroit, March 7, and the Sonny Stitt Quartet is at the Birdland, March 15... Bill Henderson stars at the Playboy Key Club, Chicago, March 10... and Bob Roletz...

**CHICAGO**

Norman Luboff, in town last week, did an hour-long guest stint on Lynn Butler's night show... Luboff plans to record a partial concert album. No less than five Waterloo vocals are part of the program... Another Burton guest was the new song "Cold Cream," with Ingrid Bergman as the in-and-out visitor to the Windy City. Joan Lon Aus is due for a spot next week... Old-time jazz fans were saddened by the death here last December of Dionysius (Dick) La Roca, the whistling saxophonist, known as the "Tiger Rag"... His death at 71, followed by only two weeks that of...
Have you reserved your ad space yet?

Just two weeks left to plan your important message in

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

Strand Records
157 W. 57th St., New York City 19

3 NEW SMASH RELEASES ON OLD TOWN!
"LONESOME LOVER"
THE SOLITAIRES
Old Town #1096

"IF I DIE BEFORE I LOVE"
JENE KENNEDY
Old Town #1097

I CROSSED MY HEART
THE SOLITAIRES
Old Town #1098

3 NEW SMASH RELEASES ON OLD TOWN!
"LONESOME LOVER"
THE SOLITAIRES
Old Town #1096

"IF I DIE BEFORE I LOVE"
JENE KENNEDY
Old Town #1097

I CROSSED MY HEART
THE SOLITAIRES
Old Town #1098

OLD TOWN RECORDS
1597 Broadway, New York, N. Y.

The Hits Roll From "HILLTOP"
"CRYING HEART"
b/w
"LOST LOVE"
LITTLE DICKIE CHAFFIN

D) Copies & Dist. Info From
HILLTOP RECORDS, 509 W. Main, Ashland, Ohio
Good Music from B-W Music, Inc. (BMI)

Songwriters
CORINNA, CORINNA
Ray Peterson (Downs)

HILL REMINDERS
CORINNA, CORINNA
Ray Peterson (Downs)

WILL RECOMMENDS
CORINNA, CORINNA
Ray Peterson (Downs)

Hill Music, 1619 Ely, New York 19

Give to Damon Runyon Cancer Fund

Billboard Music Week
11

FEBRUARY 27, 1961

NEw YORK
1564 Broadway
Plaza 7-2800

CHICAGO
188 W. Randolph
Central 6-5818

HOLLYWOOD
1520 N. Cahuenga
Hollywood 9-5831

Billboard Music Week

Reserve your space today!
Issue Date: March 20
Advertising Deadline: March 10
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 and Teicher
With Orchestra Conducted by Don Costa

Original Sound Track
The Misfits • Alex North
UAL 4067 (Mono) UAS 5067 (Stereo)

Tunes of Glory
UAL 4066 (Mono) UAS 5066 (Stereo)

The Highwaymen
UAL 4072 (Mono) UAS 5072 (Stereo)

Great Waltzes for Piano
Walter Hautzig
UAL 2016 (Mono) UAS 2016 (Stereo)

The Modern Jazz Quartet
Patterns
UAL 4076 (Mono) UAS 5076 (Stereo)

Benjamin Golson
And The Philadelphia
UAL 4070 (Mono) UAS 5070 (Stereo)

Jazz Calendar
UAL 4071 (Mono) UAS 5071 (Stereo)

Quinichette
Paul Quinichette
UAL 4077 (Mono) UAS 5077 (Stereo)

Down Home Reunion
UAL 4064 (Mono) UAS 5064 (Stereo)

IT'S ALL THE WAY!
729 Seventh Ave. • New York 19, N.Y.
Low-Priced LP Series Bow;
Set String of Jazz Concerts

By EDDIE ADAMS
92 Qual Marschall Jeffes Courbevron (Sax)

Pierre Hiéral, a.c. director for the Radio Luxembourg, has
announced the launch of a new classical LP series titled "Série des
grandes intérêts musicaux". The price of individual numbers in the new series will be 9.55 French francs.

The low price, Hiéral says, will allow the station to fight local record club expansion,
which has been steadily cutting into retail profits.

First LP to be issued in the new series will be "Invitation to the Dance," Wagner;
Linder's "Hungarian Rhapsody," and works by Borodin
and Brahms.

The modern jazz boom contin-
ting on Tchaikovsky in Paris. Phil-
ipepec, one of the foremost jazz personalies in Paris, has organ-
ized, as president, of the Paris Jazz Jazz Band, a series of con-
certs in the Pantheon, an old church year round in Paris, as well as in
the Théâtre Saint-Cloud.

Paris has also booked Ellis Fitzgerald and Oscar Pe-
trin for the opening of the Olympi-
Que Music Hall, Tuesday (28).
A.C. Thomas, in Concert with Quincy Jones and his orchestra, March 14; The Duke Ellington Classic, March 18; Mahalia Jac-
kson, March 19; and Louis Au-
 Recognition. April 29, the Con-

SAN REMO AFTERMATH: The verdicts of the leading singers in the recently completed San Remo Music Contest, which brought out a rash of new re-

Vogue, for instance, has simulta-
nce issued five singles and five full-length long-playing per-

Dutch Notes

'My Fair Lady' Tune Gets Play

By FRITZ VERSTEGE
P. O. Box 26, Amsterdam

As expected in the "My Fair Lady" single business here, since two British records have been released, "As Time Goes By" and "On the Binkley," of the first, a single by the Binkley Orchestra, a single for the second was expected in "As Time Goes By," but now it is called "A. T. E. Kone..." and it's a hit and it's far, far better than the instrumental version.

The ultimate test of Bel-

有點问题
Showbiz Knocks U. S.-Type TV; Pye to Launch Piccadilly Label

By DON WEDGE

News Editor

New Musical Express

The "Amateur" season, so popular in British television and radio has been famously condemned by many British employees as part of the Pilkington Committee. The committee has condemned the government embargo on television and radio.

Bob Adcock has called it for the BBC, which is said to be paying its own way for the show.

The AMERICAN JAZZ ARTISTS ARE STILL BIG AT DANISH B.O.

By TID WOLFWARM

Copenhagen—There is no evidence of American jazz in Denmark. However, as many jazz clubs are being opened in the United States, there is an increasing number of American jazz units currently touring Northern Europe. The Danish units of the Aarhus Jazz Orchestra started off under adverse conditions but have managed to keep up their form. The single American jazz units, all the other members of the unit were given warm plaudits. The group remained here for a few days before heading for Switzer-

American Revival for ‘Wonderland’ Disks at All-Time High

By FRED KATOH

Record: "The Three Little Pigs"

It is interesting to note that "Wonderland By Night" now being released the U.S. No. 1 pop tune, was a smash hit last in Japan last year. It has been a constant hit throughout Japan, and has been used in many of its successful singles tunes since the break through the hit in its initial success have turned to be the best selling tunes since. The tune was first released in Europe by the artist. The tune appears to be getting considerable attention on the Japanese hit parade. This figure shows an all-time high in the industry 1957. Of the 17,207 records were of local material and 3,509 of inter-

SPANISH NEWSNOTES

Paul Anka to Visit Spain

By RAUL MATAS

El Comercio

32 Ave. Antonio, Madrid

"The little English show girl, Petula Clark, and the Canadian, Paul Anka, will visit Spain and the public is eager to see that Anka will get more than a million "pesetas" which means about $20,000 for a five-day contract.

Best-selling Pop Records in Spain

January, 1961

(Courtesy: Discograph, Madrid)

1. GREENFIELDS—Buffy Four
2. IT’S NOW OR NEVER—Bass Pserky
3. ADAM AND EVE—Petul Anka (ABC)
4. MY HOME TOWN—Petul Anka (ABC)
5. FIVE FREE—Elv Cars Latchis
6. THIS SAYS—Cora Cars Latchis
7. I WANT TO ME, AMOR—Dorin Travale
8. ARE YOU LOVING TONIGHT—Bobby Trask

ASIAN NEWSNOTES

Italy Fins Hopes on Either Tatoji or Curtis in TV Test

By SAM S. STEENSTEN

Piazzo S. Assemo, 1 Rome

One of top programs of the day India’s two leading Tatoji to Betty Curtis to represent Asia in the European Broadcasting Union’s (EBU) 14th song contest, the annual song competition. Italy has never had a national selection of the EBU song contest. The question is whether a man or a woman is selected.

Meanwhile, other Festivals are beginning to take shape. The second annual Golden Bells at Viareggio, which makes its award a year later, is expected to have a good showing. The contest is to be held in San Remo by presenting Tatoji as its top name. If the Naples Festival cannot attain the same nation-wide vot-

ENGLISH NEWSNOTES

American Revival for ‘Wonderland’ Disks at All-Time High

By FRED KATOH

Record: "The Three Little Pigs"

It is interesting to note that "Wonderland By Night" now being released the U.S. No. 1 pop tune, was a smash hit last in Japan last year. It has been a constant hit throughout Japan, and has been used in many of its successful singles tunes since the break through the hit in its initial success have turned to be the best selling tunes since. The tune was first released in Europe by the artist. The tune appears to be getting considerable attention on the Japanese hit parade. This figure shows an all-time high in the industry 1957. Of the 17,207 records were of local material and 3,509 of inter-

ITALIAN NEWSNOTES

Italy Fins Hopes on Either Tatoji or Curtis in TV Test

By SAM S. STEENSTEN

Piazzo S. Assemo, 1 Rome

One of top programs of the day India’s two leading Tatoji to Betty Curtis to represent Asia in the European Broadcasting Union’s (EBU) 14th song contest, the annual song competition. Italy has never had a national selection of the EBU song contest. The question is whether a man or a woman is selected.

Meanwhile, other Festivals are beginning to take shape. The second annual Golden Bells at Viareggio, which makes its award a year later, is expected to have a good showing. The contest is to be held in San Remo by presenting Tatoji as its top name. If the Naples Festival cannot attain the same nation-wide vot-

SPANISH NEWSNOTES

Paul Anka to Visit Spain

By RAUL MATAS

El Comercio

32 Ave. Antonio, Madrid

"The little English show girl, Petula Clark, and the Canadian, Paul Anka, will visit Spain and the public is eager to see that Anka will get more than a million "pesetas" which means about $20,000 for a five-day contract.

Best-selling Pop Records in Spain

January, 1961

(Courtesy: Discograph, Madrid)

1. GREENFIELDS—Buffy Four
2. IT’S NOW OR NEVER—Bass Pserky
3. ADAM AND EVE—Petul Anka (ABC)
4. MY HOME TOWN—Petul Anka (ABC)
5. FIVE FREE—Elv Cars Latchis
6. THIS SAYS—Cora Cars Latchis
7. I WANT TO ME, AMOR—Dorin Travale
8. ARE YOU LOVING TONIGHT—Bobby Trask

ASIAN NEWSNOTES

Italy Fins Hopes on Either Tatoji or Curtis in TV Test

By SAM S. STEENSTEN

Piazzo S. Assemo, 1 Rome

One of top programs of the day India’s two leading Tatoji to Betty Curtis to represent Asia in the European Broadcasting Union’s (EBU) 14th song contest, the annual song competition. Italy has never had a national selection of the EBU song contest. The question is whether a man or a woman is selected.

Meanwhile, other Festivals are beginning to take shape. The second annual Golden Bells at Viareggio, which makes its award a year later, is expected to have a good showing. The contest is to be held in San Remo by presenting Tatoji as its top name. If the Naples Festival cannot attain the same nation-wide vot-

ENGLISH NEWSNOTES

American Revival for ‘Wonderland’ Disks at All-Time High

By FRED KATOH

Record: "The Three Little Pigs"

It is interesting to note that "Wonderland By Night" now being released the U.S. No. 1 pop tune, was a smash hit last in Japan last year. It has been a constant hit throughout Japan, and has been used in many of its successful singles tunes since the break through the hit in its initial success have turned to be the best selling tunes since. The tune was first released in Europe by the artist. The tune appears to be getting considerable attention on the Japanese hit parade. This figure shows an all-time high in the industry 1957. Of the 17,207 records were of local material and 3,509 of inter-

ITALIAN NEWSNOTES

Italy Fins Hopes on Either Tatoji or Curtis in TV Test

By SAM S. STEENSTEN

Piazzo S. Assemo, 1 Rome

One of top programs of the day India’s two leading Tatoji to Betty Curtis to represent Asia in the European Broadcasting Union’s (EBU) 14th song contest, the annual song competition. Italy has never had a national selection of the EBU song contest. The question is whether a man or a woman is selected.

Meanwhile, other Festivals are beginning to take shape. The second annual Golden Bells at Viareggio, which makes its award a year later, is expected to have a good showing. The contest is to be held in San Remo by presenting Tatoji as its top name. If the Naples Festival cannot attain the same nation-wide vot-
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 CORAL RECORDS LABEL
Two Fabulous New LP Packages by

MODERN JAZZ QUARTET
The World’s Greatest Jazz Group!

"European Concert"
2-603
Monaural $4.98 Stereo $11.95

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 orchestral!
- Contents: Four specially commissioned works for the MJQ by John Lewis, Gunther Schuller, Andre Holdin and Werner Heider.
- Brilliant sequel to the MJQ’s history-making "Third Stream Music" (Atlantic LP 1345).

SPOTLIGHT WINNERS OF THE WEEK

Pope

MR. LUCKY GOES LATIN
Henry Mancini, RCA Victor PM 2300—This should be another smash album for Henry Mancini, the composer of the "Mr. Lucky" TV music, as well as the "Peter Gunn" hit musical albums. On this new set Mancini puts the accent on the Latin beat, using "Mr. Lucky" tunes, for a rhythmic, sophisticated musical set, in the groove for either listening or dancing. Tunes include "Mr. Lucky," "Rain Drops in Rio," "Cow Bells and Coffee Beans" and "Speedy Gonzales." Mighty attractive wax, well recorded and bearing the suave Mancini touch.

MARIO LANZA PROGRAM
RCA Victor LM 2454—The poulousum recordings of Mario Lanza are selling strongly and this should be no exception. Recorded in London at a concert in January 1958, the disk retains audience reaction during and after each number, and includes some of Lanza’s spoken comments. The program includes several Italian operas arias and minatures, but Lanza is most effective with such items as Victor Herbert's "Falling in Love With Someone," and two songs from Lanza films: "Because You’re Mine" and "Seven Hills of Rome." Will sell strongly it displayed.

SAM COOKE
RCA Victor PM 2291—The fine "Chain Gang" hit-maker scores with a highly diversified and exciting album on this set. Tracks take in many different facets of both the folk and the pop medium, what with such enlivening items as "Swing Low, Sweet Charles," "Goin’ Home," "Grandfather’s Clock," and "They Call the Wind Maria." Besides these unusual sides, Cooke’s chart-topping "Chain Gang" is also included.

LATIN PIANOS
Ferrante and Teicher with orchestra conducted by Don Costa, United Artists UAL 135—The duo piano team is hot right now in both singles and LP fields, and their latest album should enjoy similar success. The duo’s tasteeful piano work is spotlighted on a group of truly arranged Latin tunes—"Amor," "La Cucuchacha," "Teo Tico," etc.

ART
Art Farmer, Argo LP 678—This solo trumpet performance by Jazzet co-leader Art Farmer, should prove to be a very potent item among the jazz buying public. Trumpeter Farmer does an amazingly intimate and feeling job on a set of seven out-of-the-ordinary standards and one Golson original. With support from a jazz rhythm section, interpretations of "Goodbye Old Girl," "Younger Than Springtime," and "I’m a Fool to Want You," are exceedingly moving. This could be a big one for Farmer.

WAGNER: THE FLYING DUTCHMAN
German State Opera Berlin (Knobloch), Angel 1616 CL (Stereo & Monaural)—This outstanding package has been available before only in monaural form. From the European catalog, via Angel, the splendid cast of Wunderlich, Schock, Frick, Segelgloh Wagner, Marziana, Scheck and the great Fischer-Dieskau now performs the legendary fable of the ship that could never come to port, in stirring, colorful style. Strong addition to the Wagner stereo catalog.

NOVELTIES
SONGS MY MOTHER NEVER SANG
Hurner and Jethro, RCA Victor LP 1286—The song pair turn out a whole new helping of their typical nonsense, with the help of a mixed vocal group. There are a couple of parodies, including "Among My Scarflets," and the more current "Please Help Me, I’m Falling." Otherwise the titles range from "She Was Bitten on the Under by an Adder," to "Don’t Jump Off the Roof, Dad." Material is up to par for the duo and the package is set off by a caricature-styled cover.

POP LIPS

STRONG SALES POTENTIAL
WE'RE CHART-HAPPY!!*

LITTLE BOY SAD #55298
Johnny Burnette
BILLBOARD #25 MUSIC REPORTER #23
CASHBOX #36 MUSIC VENDOR #35

STAYIN' IN/MORE THAN I CAN SAY #55296
Bobby Vee
BILLBOARD #45 MUSIC REPORTER #29
CASHBOX #40 MUSIC VENDOR #40

RAM-BUNK-SHUSH DOLTON #32
The Ventures
BILLBOARD #32 MUSIC REPORTER #25
CASHBOX #61 MUSIC VENDOR #40

ODDS AND ENDS O&W
Warren Smith
BILLBOARD #18 MUSIC REPORTER #41
CASHBOX #20 MUSIC VENDOR #27

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

BOBBY VEE
LSP-3161/LST-7181
CASHBOX #47 MUSIC REPORTER #61 MUSIC VENDOR #58

WALK—DON'T RUN The Ventures
DOLTON BLP-2003/BST-8003
BILLBOARD #15 MUSIC REPORTER #21
CASHBOX #34 MUSIC VENDOR #20

THE VENTURES
DOLTON BLP-2004/BST-8004
CASHBOX #50 MUSIC REPORTER #63

JOHNNY BURNETTE
LSP-3181/LST-7183

*YOU, TOO,
CAN BE CHART-HAPPY!!!
ORDER NOW!!!

Distributed in Canada by London Records
Till You Hear
The Original
Continental Hit
NOW on WARWICK
MATT MONRO
sings
"PORTRAIT OF MY LOVE"
WARWICK M-624

The Cash Box
England's Best Sellers
4. Portrait of My Love—Matt Monro
(Parlophone; London)

BEST SELLING SHEET MUSIC IN BRITAIN
1. PORTRAIT OF MY LOVE

Reviews and Ratings of New Albums

*** ROCKABILLY
Ferry Fingers, RCA Victor LPM 2308—The
second most popular record in the Rockabilly series is this one by
Ferry Fingers, which features the comic story of a "loved by the
beau, left by the baby" type of tale. The record is a winner for all
fans of this type of music.

*** TALL TALES AND SHORT STORIES
Tommy Tenor, RCA Victor LPM 2368—Brings
a touch of humor to a tall tale, this recording is one that will
please the fans of this type of music. The story is well
written and well performed, making it a hit for all listeners.

*** MAGNIFICENT MUSICALS
Picture Music
This collection of hit records, issued by the
Columbia label, contains some of the best
musicals of the past decade. The musicals
are sung by top talent, making this a
must-have for music lovers.

*** BAND LEADER'S CHOICE
Leslie LeBreton, Decca LPM 2385—Another
success for this talented band leader, this
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** LOW PRICED POPULAR
*** ID NICE
Johnny Barlow, Victor 2001—This record
is a hit with fans of all ages. The music is
well-composed and performed, making it
a favorite.

*** LONDON IN A WHILE
The Dream Boys, Mercury LPM 2387—This
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** SMOKING JAZZ
Bob Brookmeyer, Mercury LPM 2388—
Another hit for this talented band leader,
this record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** AT THE BREAK OF DAY
Jackie Wilson, Mercury LPM 2389—This
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** VIENNA IN A SYMPHONY OF
STRINGS
Symphony of Strings Orchestra, Victor LPM 2390—This
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** DUBLIN IN A SYMPHONY OF
STRINGS
Symphony of Strings Orchestra, Victor LPM 2391—This
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** LOW PRICED JAZZ
*** MIT PLUS 3
Various Artists, VJL EP 2390—This
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.

*** SOUNDS OF NEW ORLEANS
Various Artists, Mercury LPM 2392—This
record is a hit with fans of all ages. The
music is well-composed and performed,
making it a favorite.
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 ROLL OF HITS

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

**Honor Roll of Hits**

- **CALCUTTA**
- **EXODUS**
- **THE EXODUS SONG (This Land Is Mine)**
- **PONY TIME**
- **WHEELS**
- **THERE'S A MOON OUT TONIGHT**
- **DON'T WORRY (LIKE ALL THE OTHER TIMES)**
- **SHOP AROUND**
- **WHERE THE BOYS ARE**
- **DEDICATED TO THE ONE I LOVE**
- **EBONY EYES**
- **BABY SITTING BOOGIE**
- **SURRENDER**
- **CALENDAR GIRL**
- **GOOD TIME BABY**
- **WINGS OF A DOVE**
- **APACHE**
- **WONDERLAND BY NIGHT**
- **ANGEL ON MY SHOULDER**
- **EMOTIONS**
- **SPANISH HARLEM**
- **YOU CAN HAVE HER**
- **ALL ON MY MIND**
- **JIMMY'S GAL**
- **THE STORY OF MY LOVE**
- **YOU ARE LONGSOME TONIGHT**
- **LITTLE BOY SAD**
- **GE WIZZ LOOK AT YOUR EYES**
- **WHAT A PRICE**

**RECORDING AVAILABLE (Best Selling Record Listed in Bold Face)**

- **CALCUTTA**
- **EXODUS**
- **THE EXODUS SONG (This Land Is Mine)**
- **PONY TIME**
- **WHEELS**
- **THERE'S A MOON OUT TONIGHT**
- **DON'T WORRY (LIKE ALL THE OTHER TIMES)**
- **SHOP AROUND**
- **WHERE THE BOYS ARE**
- **DEDICATED TO THE ONE I LOVE**
- **EBONY EYES**
- **BABY SITTING BOOGIE**
- **SURRENDER**
- **CALENDAR GIRL**
- **GOOD TIME BABY**
- **WINGS OF A DOVE**
- **APACHE**
- **WONDERLAND BY NIGHT**
- **ANGEL ON MY SHOULDER**
- **EMOTIONS**
- **SPANISH HARLEM**
- **YOU CAN HAVE HER**
- **ALL ON MY MIND**
- **JIMMY'S GAL**
- **THE STORY OF MY LOVE**
- **YOU ARE LONGSOME TONIGHT**
- **LITTLE BOY SAD**
- **GE WIZZ LOOK AT YOUR EYES**
- **WHAT A PRICE**

**LOW PRICED CLASSICAL**

- **BEETHOVEN: SONATA NO. 15 IN Dro, Op. 28**
- **BRAHMS: LULLABY RING**
- **SMOKY THREAT**
- **MICHAEL: DUNDEE**
- **SUSAN: O RULL**
- **VIVALDI: CONCERTO FOR TWO VIOLINS**
- **BACH: TOCCATA AND FUGUE IN D MINOR**
- **MENDELSSOHN: NONET IN A**

**LOW PRICED SOUND**

- **NEW SHOWS IN TOWN—1961**
- **MODERN MUSICAL**
- **MUSICAL REVIVAL**
- **JAPANESE**
- **SOUTH INDIAN**
- **AFRICAN**
- **NATIVE AMERICAN**
- **BRAZILIAN**

**LOW PRICED INTERNATIONAL**

- **THE STORIES OF THE WORLD**
- **JIMMY'S GAL**
- **THE STORY OF MY LOVE**
- **YOU ARE LONGSOME TONIGHT**
- **LITTLE BOY SAD**
- **GE WIZZ LOOK AT YOUR EYES**
- **WHAT A PRICE**

**LOW PRICED PERCUSSION**

- **PERCUSSION**
- **PINEAPPLES**
- **BEATLOOMS**
- **BAY CITY ROLLERS**
- **EAGLES**

**LOW PRICED MODERN**

- **MODERN**
- **MODERN**
- **MODERN**
- **MODERN**
- **MODERN**

**LOW PRICED MODERN**

- **MODERN**
- **MODERN**
- **MODERN**
- **MODERN**
- **MODERN**

**LOW PRICED MODERN**

- **MODERN**
- **MODERN**
- **MODERN**
- **MODERN**
- **MODERN**
HIS FIRST
STAND OUT
HIT!!!

GENE
MCDANIELS

100 LBS.
OF CLAY

CASH BOX PICK

BILLBOARD ★★★★ "VERY STRONG
SALES POTENTIAL"

LIBERTY

Distributed in Canada by London Records
& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

1. LITTLE SAD EYES
   Castells, Era 3638
2. LITTLE MISS STICKUP
   Playmates, Roulette 4322
3. TOMORROW'S A GOMMIE
   Clyde McPhatter, Mercury 7178
4. SOME OF YOUR LOVIN'
   Johnny Nash, ABC-Paramount 10181
5. I'M TIRED
   Ray Peterson, RCA Victor 7845
6. LONELY BLUE NIGHTS
   Reise, Brunswick 45205
7. PORTRAIT OF MY LOVE
   Steve Lawrence, United Artists 291
8. BOPPER BOOGIE
   B. Bumble and the Stingers, Rendition 140
9. HIDEAWAY
   Freddie King, Federal 12401
10. PLEDGE OF LOVE
    Carl Lee, Don 2003
11. A NIGHT WITH RAMBO &
    Church Street Five, LeGrand 1904
12. HOLD IT
    James Brown's Band, King 5438
13. HEY, LADY, HEY!
    Pete King Group, Kapp 367
14. WHAT'S LOVE?
    Don Gibson, RCA Victor 7841
15. COWBOY JIMMY JOE
    Lollia, Kapp 370
16. BANNED IN BOSTON
    Merl Griffin, Carlton 540
17. I'M JAILBIRD
    Ike and Tina Turner, Sun 740
18. GREEN GRASS OF TEXAS
    The Tenants, Infinity 901

TOP MARKET BREAKOUTS

NEW YORK
   "YOU'RE THE ROSS"
   LaVern Baker and Jimmy Ricks, Atlantic
   "PLEASE LOVE ME FOREVER"
   Cathy Jean and the Bonnies, Valence
   "WATUSI, Vibration, Checker"
   "ONCE UPON A TIME"
   Rafael and the Canoys, Swingin'
   "TUNES OF GLORY"
   Cambridge Strings, London

PHILADELPHIA
   "TUNES OF GLORY"
   Cambridge Strings, London

DETROIT
   "LITTLE MISS STICKUP"
   Playmates, Roulette
   "BOPPER BOOGIE"
   B. Bumble and the Stingers, Rendition
   "I DON'T WANT TO CRY"
   Chuck Jackson, Wand

CHICAGO
   "WATUSI, Vibration, Checker"

LOS ANGELES
   "IT'S MY FOOL"
   Bobby Bland, Duke
   "ONCE UPON A TIME"
   Rafael and the Canoys, Swingin'

BOSTON
   "TUNES OF GLORY"
   Cambridge Strings, London

SEATTLE
   "DREAM BOY, Annette, Vista"
   "TUNES OF GLORY"
   Cambridge Strings, London

NEW YORK
   "A TEXAN AND A GIRL FROM"
   Mexico, Anise Bryant, Columbia

BUFFALO
   "HIT, LUCK BE Y'OVER"
   Prince of Wales, Kapp
   "PONY EXPRESS"
   Danny and the Jesters, Swan

BOSTON
   "KATHY YOUNG AND THE INNOCENTS"
   Orange Blossom Special, Billy Vaughn

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.

JIM REEVES
   THE BLIZZARD (Red River, BMI) (2.54)
   "DANNY BOY" (Roeby & Hawkins, ASCAP) (2.50)
   Two fine sides from the Johnny Reaves that show off some smooth, melodic singing. "The Blizzard" is a tale about a hardy blizzard delivered so felicitously by Reeves; second side is a folkish version of the standard done with great heart.
   RCA Victor 78754

PAUL ANKA
   I'M JUST A FOOL ANYWAY (Spanka, BMI) (2.17)
   "TONIGHT, MY LOVE, TONIGHT" (Spanka, BMI) (2.15)
   Here 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 it suits it well.
   ABC-Paramount 19194

ERNIE FREEMAN
   SWAMP MEETING (Post, ASCAP) (2.55)
   A wonderful rhythm, cajunish effect is handed a solid performance by Freeman on piano, and the romping side could be a real success. Flip is "That's All" (Travis, BMI) (2.30).
   Imperial 5732

TENNESSEE ERNIE FORD
   DARK AS A DUNGEON (American, BMI) (0.92)
   Here's a moody, haunting quality which is very pleasing. Ford's big smash "16 Tons." He sells the idea of a miner's life with feeling, and the backing is literal. Flip is "His Love (Makes the World Go Round)" (Central, BMI) (2.01).
   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 provocative tone-melodramatic drumming. Flip is "Magnetism" (Sonny James, BMI) (2.11).
   RCA Victor 78588

THE ROLLERS
   GOT MY EYE ON YOU (Westfield-Pedro, BMI) (2.25)
   Bonneville (Alferd, Pedoaler, BMI) (1.45)
   The Rollers are in the fine tradition of the Drifters and Coasters, and this catchy novelty might make them charted. Horn-filled backing is a definite asset. Flip is a cute swingy rocker that has to do with autos and it also has a tune.
   Liberty 55303

JERRY LANDS
   PLAY ME A SAD SONG (Selma & R&G, BMI) (2.06)
   This is an impressive piece of material on the order of Ford's "16 Tons." The tune has a wide appeal, the melody is strong, the setting is fine.
   Warwick 619

TITUS TURNER
   WAY DOWN YONDER (Jay and Cee, BMI) (2.50)
   Turner is hot on another label right now but here's a side from his earlier affiliation that can also go. It's a happy, rocking effort that packs plenty of excitement. Watch it, it's "Miss Robberneck Jones" (Jay and Cee, BMI) (2.50).
   King 5465

JAMES KER
   SMACKSHE (Lion, BMI) (2.40)
   A swingy heavy organ variation by James Booker, should be a solid follow-up to his recent hit "Gooze." Flip is another instrumental, "Kinda Happy." (Lion, BMI) (2.13).
   Peacock 1900

RAY CHARLES
   A BIT OF SOUL (Progressive, BMI) (2.10)
   Here's a fine after-hours blues that features some of that soulful Ray Charles piano. This could be a good seller. Flip is "Early in the Morning." (Chirio, BMI) (2.43).
   Atlantic 2094

COUNTRY

FARO YOUNG
   HELLO WALLS (Pamper, BMI) (2.23)
   Congratulations, Pamper, BMI) (2.55)
   Two of Young's very best sides. In the first he weeping-wings wails the four walls in his lonely room. Flip is a catchy rhythm number that's a doo-wopper. Two fine sides and they both can go.
   Capitol 4535

SONNY TERRY
   DUNCE (Pru, BMI) (2.55)
   Here's the fine back country harmonica blues specialist in a neat blues instrumental, built along the same lines as Chuck Willis's well-known "Betty and the Dupes." It's relaxed and satisfying and it could go with both r&b and pop mats. Flip is "Hustle." (Pru, BMI) (2.05).
   Colpix 15

(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
Radio Corporation of America

Ask your distributor about Compact 33, the newest idea in records!
**MODERATE SALES POTENTIAL**

**SUGGESTIONS**


2. **Slew Foot Blues** - Cool Dixieland feel, but D.C.'s - how do they get those notes? Miss it.

3. **Lindsey's Dream** - Great Dixieland feel, but D.C.'s - how do they get those notes? Miss it.

**BOOKS**


2. **The Dixieland Sourcebook** - A comprehensive guide to the history and development of Dixieland jazz.

**CONCERTS**


2. **The Dixieland Jazz Band** - A great performance, very authentic.

**RECORDS**


**DVDs**

1. **Dixieland Live from New Orleans** - A great live performance, very authentic.

2. **The Dixieland Jazz Band** - A great DVD of Dixieland jazz performances.

**VIDEO**

1. **The Best of the Dixieland Jazz Band** - A great DVD of Dixieland jazz performances.

1st there was this...
then this...
then this...
then this...
then this...

THEN CAME THE REVOLUTION
the most significant achievement in recording history

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

NOW A GROWING library...all of it.

BIG SOUND
BIG NAMES
BIG LIBRARY

no one but MERCURY has all three

Mercury Records

PPS 6000 SERIES—STEREO
PPS 2000 SERIES—MONO
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

David Carroll and his orchestra

Woodwinds & percussion

David Carroll

PPS 6000/PPS 2000

Mike Simpson and orchestra

discussion in percussion

Harmonica Holiday

Richard Hayman and his harmonica orchestra

Harmonica Holiday

Frederick Fennell

PPS 6007/PPS 2007

*Latest Releases
from ROCK to ROACH to RIGOLETT

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!
• Reviews and Ratings of New Records

Continued from page 27

This, That 'N' the Other—An up-to-date sound reflects modern times and moods. Two tenor saxophonists (one a New Orleans favorite) show that there's a lot more to jazz than meets the ear. (Amer, BMG) (3.50)

AL HIRT

Al Hirt's RCA VICTOR 58248-40 musical instrument features a dreamy horn tone, which is true to the best of his work. Both sides are prime jock fare. (Amer, BMG) (3.25)

JOHNNY WALKER

Girl Machine—WARNER BROS. 5480, for some reason, badly outdid itself on this one. Walker's voice is top-notch, but the lyrics are not. (Amer, BMG) (3.50)

MURF EVANS

I Remember the Blues—MARATHON RECORDS 5046, a pleasant rhythm band with a pleasant sound. (Amer, BMG) (3.25)

RUBY LAMP

What Shall We Do—GOLDFAX 4908, a pleasant rhythm band with a pleasant sound. (Amer, BMG) (3.25)

BILLY TITTLE

Au Clair de la Lune—A & R 47602, 47604, a pleasant rhythm band with a pleasant sound. (Amer, BMG) (3.25)

THE BLUES BLAZERS

Dressed Society—ARC 6-2214, a pleasant rhythm band with a pleasant sound. (Amer, BMG) (3.25)

BOBBY DUNA

Rock 'n Roll Skater—PAL 1017, a pleasant rhythm band with a pleasant sound. (Amer, BMG) (3.25)

TOM O'NEIL

What's Your Name—COLONIAL 712, the record company's most successful releases of the year. (Amer, BMG) (3.25)

BILLY WARD & HIS DOMINOS

You're Gonna Love Me—DOMINO 501, the record company's most successful releases of the year. (Amer, BMG) (3.25)

Little John's Prayer—GOLDEN 739, the record company's most successful releases of the year. (Amer, BMG) (3.25)
Causing A Sales Riot!
Wanda Jackson's new single

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

• Reviews and Ratings of New Records

SYLVIA BAYNT
*** It's So Wonderful — COLUMBIA 45931 (21) — Brown makes the opposites-attract hero appear okay after femme fatale support. Soft, sweet sound. (Atlantic, ASCAP) (3:18)

JOHNNY BROWN
*** Sandstorm — COLUMBIA 45933 (20) — Brown starts the opposing style hero square after okay femme fatale support. Soft, sweet sound. (Atlantic, ASCAP) (3:18)

WADE CARR
*** We'll Be Lovers Again — KING 4637 (6) — Carr conceived the theme, but this version hits the nail on the head with a strong, emotional style. (King, ASCAP) (2:57)

TIPPY HUBBARD
*** One Winter Romance — TRANS-ART 4001 (8) — A sincere, slow ballad that's long by Hubbard's standards, but it's nice and sincere. (Trans-Art, ASCAP) (3:30)

NOBODY
** If You Leave Me — COLUMBIA 45948 (18) — If you leave me, I'm not coming back. A sincere ballad that's long by Hubbard's standards, but it's nice and sincere. (Columbia, ASCAP) (3:30)

THE CANADIAN SWEETHEARTS
*** The Moon's On the Other Side — THE CANADIAN SWEETHEARTS 1140 (10) — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:57)

JOHNNY BARNES
*** Tell Me Why (That's What I Want) To Be Yours — COLUMBIA 45934 (19) — A sincere, slow ballad that's long by Hubbard's standards, but it's nice and sincere. (Columbia, ASCAP) (3:30)

FREDY AND THE CONTINENTALS
*** Everybody Says (She's Crazy) — COLUMBIA 45935 (17) — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:57)

JACK LOWELL
*** One Dream — COLUMBIA 45936 (16) — Lowell's dream of a perfect world is not as good as it sounds. (Columbia, ASCAP) (2:30)

TENNESSEE SATURDAY NIGHT
*** In the Big City — MCA 1050 (15) — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

ALLEN SWIFT
*** You're Not Like Other Girls — RCA 47-1196 (14) — Swift sings in a higher register than usual, but the tune is weak. (RCA Victor, ASCAP) (2:30)

• Continued from page 37

** Look Out Below — RCA 47-1197 (13) — Swift sings in a higher register than usual, but the tune is weak. (RCA Victor, ASCAP) (2:30)

NEIL STEVENS & THE TEMPTATIONS
*** Tonight My Heart Tells Me — CAPITOL 1006 (12) — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

JOHNNY BARNES
** In the Big City — MCA 1051 (11) — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

THE LANCERS
*** Round and Round — MCA 1052 (10) — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

THE DUNES
*** Beach—ROVAL 106 — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

** You're the One Who Makes Me Smile — RCA 47-1199 (9) — A fast-paced, rhythmic song that's not as good as it sounds. (RCA Victor, ASCAP) (2:30)

THE VOYAGERS
*** Jack's Boogie—EMI-GLO 1102 — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

RONNIE CAVAZZO
*** Echo Valley — WB 808 — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

BINGO BELL
*** Ginny Bell — PETER 1 — A fast-paced, rhythmic song that's not as good as it sounds. (The Canadian Sweethearts, ASCAP) (2:30)

(Continued on page 42)
**C&W ACTION ON CANADIAN RADIO**

**NEW YORK** — Canadian radio is a much more interesting country — and west-coast minded these days. One station — the new Guy Mosside station — has already launched a 24-hour-a-day c.d.w. format. There are various Top 79 country stations and disk jockeys that are doing well.

According to Program Director Ron Anderson, CFCW in Winnpeg has been the most successful in Western Canada. Its deejay team of Lynn and Buddy Gotts, with Curly Gukiick, Rick Sims, Lynne Chummington, Jim Wilt and Anderson himself, who does a morning show.

C.W. activity in the c.d.w. station is CJR, Richmond Hill, a suburb of Toronto. The outlet features c.d.w. disks exclusively on six all day weekends.

The three top stations are very well known in the area, with Gordon Chesser, on Monday through Saturday, and an hour (midnight-1 a.m.) afer on Sundays. The Sunday show features is on 15.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.

**NEW YORK** — "Sing Along With Mitch" album. Grand prize winner of a "sing along subcription to all Columbia pop albums and a hug how much money they were on the label a white back.

They include a new Duke Ellington LP, a Bobby Hackett set, another with the Charlie Berlin Quartet and the sounds of the year by the top c.d.w. labels by the firm's top jazz names called "The Blues Spectrum".

The Latin-American albums feature the Rafael Caraballo Marichal sextet with the famous Puerto Rican bosphore, and one with Cucho Sanchez. On the classical front, there is a new album with the New York Philharmonic and Bob Boed on the last's first appearance on the label, of Bech's "Sacred Services" Piano Quintet. The album is recorded on Columbia with an all-lmprovising group, featuring the Philadelphia Woodwind Ensemble, the Philadelphia Orchestra, the Philadelphia Chamber Orchestra, the Oratorio Chorus and the Philadelphia Symphony Orchestra, among others.
Foreign Scene Rougner on U. S. Pubs

**Continued from page 3**

the 70's in the top charts here and foreign rights for the record and the song and in some cases the writer, too. "Beyond that," continued Holter, "we must talk about the sales. I'm afraid I can't advise me with an annual budget for our use in paying advances and getting guarantees when American material is acquired for them in their various countries. My budget for the year, as I have seen, over $250,000. In 1960, the total budgets from the same companies were down to about $300,000, a decrease of something like 40 per cent.

Perhaps the most important single factor in all this, of Holter's view, is the growing feeling of national meaness in America and the world, "This filters down to many countries in the world," he said, "including its music. For some time in Britain, the English writers have had as hard time getting records of their own songs. Now they are doing much better. So are British artists, who today openly sell their own charts, whereas 18 months ago, the same charts were 90 per cent American."
ARTISTS’ BIOGRAPHIES

For your programming guide, here are the pertinent facts about your disk artist. If clipped and pasted 2 to 3 inches away from the record hopper, these biographies will make the label spinnable for the next day.

PROFESSIONAL PROFILES

The child of religious parents, Roy Hamilton sang in the church choir. When he was 14 years old, he moved to Jersey City, N.J., where he was fascinated by the commercial art and planned a career as an artist until fate steered him toward music. Hamilton was an average heavy-weight fighter and also worked in electronics. However, he never lost his love for music. He was an amateur vocal contests and did an occasional work at local clubs, where he was heard by disk jockey Jack Cook, who brought him to the attention of the label.

His string of hits for the label include "Unchained Melody," "You Can Have Her," and "Take Good Care of Her." Hamilton's latest hit disk to make the chart climbs is "You Can Have Her." 5 Years Ago

March 3, 1956

1. Lisbon Antigua, Bela Belinda, Capitol
2. Be My Baby, Bettie & Walt, Capitol
3. Spirit, Evergreen, Mercury
4. River Fever, Neshoqua, Mercury
5. The People Are Free, Alex Burley, Capitol
6. What’s New, Chet Atkins with Eckerd, Capitol
7. I Will Be Satisfied, Alex Burley, Capitol
8. Is It True, Alex Burley, Capitol
9. Yesteryear’s Hits, Capitol
10. It’s All True, Alex Burley, Capitol

March 11, 2019

1. All, Perry Como, RCA Victor
2. Tennessee Waltz, Patti Page, RCA Victor
3. By My Love, Marlene Dietrich, RCA Victor
4. The Very Thought of You, Bing Crosby, RCA Victor
5. Love Story, Tony Bennett, Columbia
6. You Must Be joking, Guy Mitchell, Columbia
7. My Heart’s Crying For You, Guy Mitchell, Columbia
8. June In January, Alex Burley, Capitol
9. You’re The One I Love, Patti Page, Mercury
10. Hopelessly Devoted To You, Dean Martin, Capitol

RHYTHM & BLUES

Station WWOM, New Orleans, recently gave a nostalgic twist to the old mystery-variety comic strip. Listeners were asked to identify the voices of great performers of the past—Harry Lauder, Al Jolson, Rogers, Fanny Brice, Ben Bern­ t's, and Roy Hamilton. And others.

As prizes for correct identifications, the station offered in its own brand of "Pick Hits"—original recordings pressed from 1900 to 1930. Among the treasures collectors' items were such vintage hits as "Melancholy Baby" by Harry Lauder, "What Takes Care of the Care­ taker's Daughter" by the Care­ taker's Boys, "Take Care" by Ear­ l Hines, "What Did I Tell Ya" by Raymond Smith, "After the Party" by Gene Austin, "Yes, It's You" by the Aeron Strings, by Ford and Glenn, and "She Don't Wanna" by the California Hummingbirds.

JORGON INGEMANN

A native of Copenhagen, Denmark, Jorgen Ingemann, still called his 30th birthday. Ingemann has been heard with a popular voice of his own, loved by Scandinavian enthusiasts. Ingemann is well known in his own right from his many solo-guitar recordings on the Mercury label released in many countries.

Apart from working for years in the office of a publishing firm, Ingemann has played the major in his holiday time, and has made many experiments, using such recording techniques with the instrument.

With his knowledge of electronics and sound engineering, Ingemann has set up his own studio in which all his special-effect recordings are made. A prime example of his talents is his current chart-maker, "Apache." On the list, on which the talented artist has completed the recording technique, extra effects are added to his solos by reordering himself several times on the same track.

JAZZ

The icing on the cake is the EL Brown standard. Gracie is about the best man the music business has. Good saleable item.

Eddie Harris

Edison—VEE JAY 196—This side is from the album, "Edison of June," which was released in recorded form last year. Good saleable item.

Country & Western

What is this side the Best Ever zoo. It appears to be a promo disk from the station that played with Roy Hamilton. It’s an early recording. It’s not rare, but it’s nice.

Day & Don

Vance Long & His Hillbilly Band—LIBERTY 766—The boys country is a very good record, but not as good as the others. It’s a nice recording, but it’s not rare, but it’s nice.

Eddie Harris

Unchained Melody—VEE JAY 196—This side is from the album, "Unchained Melody," which was released in recorded form last year. Good saleable item.

RHYTHM & BLUES

Eddie Harris

Can’t Escape—Do-Wop—This is a good record, but it’s not rare, but it’s nice.

RHYTHM & BLUES

Champion Jack Dupree

Two Below Zero—FEDERAL 755—This side is from the album, "Two Below Zero," which was released in recorded form last year. Good saleable item.

Merce Spanel

Yes, It’s You—SAVOY 8417—A fine record, but it’s not rare, but it’s nice.

Big Maybelle

I Ain’t Got Nobody—SAVOY 8417—A fine record, but it’s not rare, but it’s nice.

RHYTHM & BLUES

Champion Jack Dupree

Two Below Zero—FEDERAL 755—This side is from the album, "Two Below Zero," which was released in recorded form last year. Good saleable item.

Footnotes

1. Daily Air Play Check of Your Records and Tunes on TV Channels 2, 4, 5, 7 and WHIC, WOR, WABC, WABC Radio (N.Y.) Complete—Inexpensive For Dcalls or Officer Reports (Monitors for the Industry Since 1920)

C-1071 CHANCELLOR RECORDS, INC.
Distributed By Amper Sound Corp.

This week’s feature is a list of rare records that are rare records. It’s a nice recording, but it’s not rare, but it’s nice.

RHYTHM & BLUES

Champion Jack Dupree

Two Below Zero—FEDERAL 755—This side is from the album, "Two Below Zero," which was released in recorded form last year. Good saleable item.

Merce Spanel

Yes, It’s You—SAVOY 8417—A fine record, but it’s not rare, but it’s nice.

Big Maybelle

I Ain’t Got Nobody—SAVOY 8417—A fine record, but it’s not rare, but it’s nice.

RHYTHM & BLUES

Champion Jack Dupree

Two Below Zero—FEDERAL 755—This side is from the album, "Two Below Zero," which was released in recorded form last year. Good saleable item.

Merce Spanel

Yes, It’s You—SAVOY 8417—A fine record, but it’s not rare, but it’s nice.

Big Maybelle

I Ain’t Got Nobody—SAVOY 8417—A fine record, but it’s not rare, but it’s nice.

RHYTHM & BLUES

Champion Jack Dupree

Two Below Zero—FEDERAL 755—This side is from the album, "Two Below Zero," which was released in recorded form last year. Good saleable item.
DEALER INVENTORY CHARTS

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

BEST SELLING PHONOGRAPHs

These are the nation’s best selling phonographs by manufacturer, based upon results of a month-long study using personal interviews with a representa- tive number of 450 dealers. A different price group of phonographs will be published in this chart each week.

The percentage figure for each brand is the share of total sales of weighted phonographs derived from all dealer responses. Point reductions are based upon the rank order of manufacturers’ phonographs sold at each dealer, and weighted by the percentage of each manufacturer’s sales at dealers who purchase 25% or more of the total dealer points listed below.

**PHONOS LISTING BETWEEN $301 AND $400**

<table>
<thead>
<tr>
<th>RANK</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Magnavox</td>
<td>51.3</td>
</tr>
<tr>
<td>2</td>
<td>Motorola</td>
<td>8.9</td>
</tr>
<tr>
<td>3</td>
<td>Mathis</td>
<td>7.4</td>
</tr>
<tr>
<td>4</td>
<td>Webcor</td>
<td>6.9</td>
</tr>
<tr>
<td>5</td>
<td>RCA Victor</td>
<td>4.9</td>
</tr>
<tr>
<td>6</td>
<td>Pilot</td>
<td>4.9</td>
</tr>
<tr>
<td>7</td>
<td>Fisher</td>
<td>4.9</td>
</tr>
<tr>
<td>8</td>
<td>Nordmende</td>
<td>4.9</td>
</tr>
<tr>
<td>9</td>
<td>Nocomb</td>
<td>4.9</td>
</tr>
</tbody>
</table>

**BEST BUYS IN RECORDS**

These records, all of which on the Hot 100, have been selected to SHOW NATIONAL sales breakbreaks this week for the first time. They are recommended to dealers and all other readers as having the greatest potential to go off the street. Previous Billboard Spotlight Plays are marked **.

**POP**

- **THINK TWICE**
  - (Play, BMI)
- **FOR MY BABY**
  - (Play, BMI) Mercury 71774
- **YOUR FRIENDS**
  - (Conrad, BMI) Vee Jay 372
- **HEARTS OF STONE**
  - Bill Becks’ Combo (Regent, BMI) Hi 2628
- **ASIA MINOR**
  - (Bristow, ASCAP) Fedral 8612
- **C&W**
- **LET FORGIVENESS IN**
  - (Webb Pierce (Cedarwood, BMI) Decca 3197
- **R&B**

**SONIC INDUSTRIES Service Nationwide**

NEW YORK—Sonic Industries, phonograph equipment producer, has established a nation-wide network of franchised service facilities. Over 1,000 such service set- tions have been set up. Each outlet will stock all parts required for normal servicing opera- tions and will employ service men qualified to handle the line.

Sonic sales chief, Raymond Cleve- ners, noted, "this move will improve the salability of Sonic equipment by eliminating from dealers and distributors the cost of shipping units back to the factory for repair.

**DUOTONE Offers Needle Chart, Includes Prices, Illustrations**

KEYPORT, N. J. — A new replac- ement needle chart is now available to dealers from Duotone. The 1961 wall reference chart lists replacement needles by manufacturer, cartridge number, provides illustrations of needle replacement and indicates needle numbers in either half or 1/10umiam or ounces. List price is also shown for each needle.

**PRECIPITATION**

When Rain Falls, Prices Drop, Too

KANSAS CITY, Mo. — As seen at rain or snow begins to fall, dealers report a sharp drop in sales of phonographs and phonograph records. The best selling model is the "Raindrop," according to Nettie Niles, head of the big Niles Phonograph Company.

THAT'S the reason Mrs. Niles, who has frequently been heard in the Denver area on stereo phono- graphs, developed a clever ticket-stub machine. The machine provides us with more stereo records, Mrs. Niles said.

The system consists of auto- matically registering every cus- tomer who enters the door of either of two Niles stores, for a period of five years or more.

As the plan operates, every customer comes in to simply write his or her name and address on a two-point ticket stub, books of which are carried by each Niles employee. The customer retains half the ticket, "which bears a number and the opposite half of the same num- ber is deposited in a box in the center of the store."

Customers are told to keep their eyes on Niles' newspaper ads, since at regular intervals the numbers which have been deposited in the box will be pulled, a winning number drawn, and printed without identification in the newspaper ad. Thus, it is up to the customer to scan each winning number to check the numbers which are being drawn somewhere in the ad.

On finding the same number as that on the ticket stub, the winners come in, receive record accessories, a record or other similar item of value.

Simple as this plan seems, it takes a lot of work for adding no less than a thousand names per month in Niles' present list, but is sure, carefully picking over each Niles' ad in the hope of finding their lucky number.

The tickets, then, become the basis for a telephone and personal follow-up sales program.

"If a customer has already been in the store, the Niles salesmen can anticipate a certain percentage that will return and callize upon it."

Simple as the system is, the outcomes of this plan has been a sales level of at least $10,000 per month, most of which is already traceable to the fact that Niles' people are making the most of their ticket-give- out program.

In one instance, a few hours of effort in the state of Illinois brought for the most efficient stereo combination which the store had in stock.

**'DISK INDUSTRY SELLING Corp.** Formed

To Aid U. S. Indies Set Out

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

The new firm is headed by Presid- ent Doris Richmond, formerly with Capitol Records International Depart- ment here, and Mortimer Edel- stein as executive vice president. The founders of the Record Industry Association of America, recently returned from Europe, where he made a special study of problems connected with records, to European producers to handle U. S. disks abroad.

**A-F DISK, Tape Discount Plans**

NEW YORK — A special dis- count booklet to plan of one free LP for every single sold provides a 10 per cent dealer discount on four-track stereo ma- nufaoyed by Audio Fidelity's spring merchandising plan, is an outstanding one to be offered by each of the new company.

At the same time, the label has introduced two new sets in its Salome series of ten 78's, plus a 10 per cent dealer discount on four-track stereo ma- nufacturer. A set of ten 78's, plus a 10 per cent dealer discount on four-track stereo ma-

**Sonic Industries Service Nationwide**

NEW YORK—Sonic Industries, phonograph equipment producer, has established a nation-wide network of franchised service facilities. Over 1,000 such service set- tions have been set up. Each outlet will stock all parts required for normal servicing opera- tions and will employ service men qualified to handle the line.

Sonic sales chief, Raymond Cleve- ners, noted, "this move will improve the salability of Sonic equipment by eliminating from dealers and distributors the cost of shipping units back to the factory for repair.

**Duotone Offers Needle Chart, Includes Prices, Illustrations**

KEYPORT, N. J. — A new replac- ement needle chart is now available to dealers from Duotone. The 1961 wall reference chart lists replacement needles by manufacturer, cartridge number, provides illustrations of needle replacement and indicates needle numbers in either half or 1/10umiam or ounces. List price is also shown for each needle.

**GROUND SAVINGS**

NEW YORK — A special dis- count booklet plan of one free LP for every single sold provides a 10 per cent dealer discount on four-track stereo ma- nufaoyed by Audio Fidelity's spring merchandising plan, is an outstanding one to be offered by each of the new company.

At the same time, the label has introduced two new sets in its Salome series of ten 78's, plus a 10 per cent dealer discount on four-track stereo ma-

**FIND INDIESTRY SELLING Corp.** Formed

To Aid U. S. Indies Set Out

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

The new firm is headed by Presid- ent Doris Richmond, formerly with Capitol Records International Depart- ment here, and Mortimer Edel- stein as executive vice president. The founders of the Record Industry Association of America, recently returned from Europe, where he made a special study of problems connected with records, to European producers to handle U. S. disks abroad.

**A-F DISK, Tape Discount Plans**

NEW YORK — A special dis- count booklet plan of one free LP for every single sold provides a 10 per cent dealer discount on four-track stereo ma- nufaoyed by Audio Fidelity's spring merchandising plan, is an outstanding one to be offered by each of the new company.

At the same time, the label has introduced two new sets in its Salome series of ten 78's, plus a 10 per cent dealer discount on four-track stereo ma-

**INDIANAHouse to Decide Disk Fair Trade Law Fate**

INDIANAPOLIS—Sale of records and other such items are subject to Fair trade controls in Indiana again if a bill now in the House of Repre- sentatives becomes law.

Approved by an overwhelming vote in the Senate, Monday night (20), the measure would legalize sale of records and other such items to between distributors and retailers.

The measure, if approved, would make available to enforce prescribed minimum retail prices under the Fair Trade Law.

The bill provides further that violators subject to civil actions for violation of the Fair Trade Law.

Sen. Joe Rhodes (R., Center- field) and R. J. Poucher (Winchester) are the authors of the measures.

A "fair trade" bill enacted in 1957 was invalidated by the In- diana Supreme Court last April.

The unconstitutional features of the 1957 law are incorporated in the pending bill, according to Senators Rhodes and Monks.
RETAILING PANEL

If you have a provocative question to ask the nation's disk jockeys, you've come to the right place. This department, 1564 Broadway, New York City, is where it's at.

When you wander around, you'll find that it's a busy place. People are talking, people are laughing, people are rubbing noses. All kinds of people.

What's your question? What's your problem? What's your story? We're here to listen.

QUESTION

What is your most successful form of advertising?

THE ANSWERS

ESTHER (KELLY) HARTWELL

Horch Brothers, Inc.

Direct mail most of the time. We use postcards to keep our regular customers informed of special sales or we have sales up your, at times, we use the lo- ing of them. When we run a news- er, we find it pays to run the depart- ment manager's picture. Today, in our newspapers and on the phone department manager's picture is being used in the ad as a more personal touch.

MICKEY GENSLEDER

The Spinning Disc

Yonkers, N. Y.

Our best medium is our Top-30 sheet, listing records as we sell them in the store. We also include album specials, like "Connee Francis"' greatest hits for $2,29, or Neil Sedaka for $1.98. We have a list of 5,000 names but we use the big list only occasionally for equipment advertising. We mail to 50 of the Top-30 list each week. It's fast, impressive and it works.

AL PRICE

Booth's

Bakersfield, Calif.

You can't beat radio when it comes to building a steady flow of business. We have a buy around 200 spots on the local stations. We've also worked a trade deal with one station. We provide the records for a show called "New York and Broadway" in return for sponsor identification. Ads in school newspapers are not expensive and they pay in building a loyal following among the kids. But radio is best of all.

GRAY GRILIN

Graylin

Morh, N. J.

We don't have any method we consider completely successful. We used to get an occasional promotion with a new release and a program, but now it costs 23.3 cents a c opy to get one home into a house. It used to cost 7 cents. We are planning something a little maller where we will offer service and what we offer that takes and discounts don't have it. We're thinking of heavy advertising in our phone book and our Valentine's Day show this year.

ADAM AND EVENING

Adam, Voter, GPO/A.

ALISON WILDE

 исполитель альбома, "Robert's Ballad, No. 3, and Bobby Vee's "Rubber Band, No. 3.

DISK DEALS FOR DEALERS

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


Program offers a 10% discount on complete catalog including January release. Pay 20% deposit on all 10% discount orders. Mail in deposit with order form in the January 30, 1961 Rawls catalog. Discounts do not apply to any special catalog. Exchanges will be accepted between April 1 and June 30. Complete catalog to be mailed out in June. Minimum order of 75 Angel discs is required to qualify.

BETHEL—Expires February 28, 1961. Started January 1, 1961. All Bethel discs are on sale for 10% off. Free freight on orders over $100. All catalog and all discs will be available in February. See current catalog for further details.


Program offers a 10% discount on complete catalog and new releases, plus 60-day deferred payment, plus 13-week extension on orders for complete catalog, 50% of purchase. Minimum order of $25 allowed. Can not be used on orders for the first 3 weeks of May. See coupon for further details.


Special discounts for dealers. Details available from label's distributors.


All Columbia mono and stereo offers feature a 10% per disc discount, and all stereo albums are available at 10% discount. Minimum order of 75 discs is required. No minimum order for Columbia Gold label. See coupon for further details.


Program offers a 10% discount on entire catalog, plus 60-day deferred payment, plus 13-week extension on orders for complete catalog. Minimum order of 75 discs is required. 60-day deferral on orders for the first 3 weeks of May. Minimum order of $25 allowed. Can not be used on orders for the first 3 weeks of May. See coupon for further details.


Discounts are being offered 20% on monaural catalogue (100 per 200, get 35 freed). All catalog and all discs will be available in February. See current catalog for further details.


Program offers a 10% discount on complete catalog (including 1961 exchange) within the January "Twenty-One Gold" Sales. Minimum order of 75 discs is required. All catalog and all discs will be available in February. See coupon for further details.


Discounts are being offered 20% on monaural catalogue (100 per 200, get 35 freed). All catalog and all discs will be available in February. See current catalog for further details.


Major LP Expansion Program—Plan applies to complete Stand line plus new ECheers LP issue. No order minimums. No discount on LP's. See current catalog for further details.


Incentive plan, deals are on all discs from Delta factory branches. Also, on all Delta discs from Delta branches in Canada. See coupon for further details on offer Active January 1 of this year. Plan applies to all Delta, Coral and Brunswick discs (excluding singles) and all record exchanges others available only 17. See page 16, February issue for details.

KYES—No expiration date. Started February 6, 1961.

Deals buying the Brunswick Product Line. 'Buy 100 Discs, get 20 free.' Purchase must be made directly from the LP catalog. See page 95, February issue for further details.

CAPITOL—No expiration date. Started February 20, 1961.

Deals buying the Brunswick Product Line. 'Buy 100 Discs, get 20 free.' Purchase must be made directly from the LP catalog. See page 95, February issue for further details.

ALBUM COVER OF THE WEEK

American Radio Music Week

DEAL NEW LIFE PRODUCTS

Clock-Radio Let's You Sleep

Something called the "noon-alarm" on the new General Electric C433 clock-radio, permits the inevitable sleephead to catch an extra seven minutes of 'sleep without the feeling of being late. The new set has a channel control at the top of the radio that, with a gentle tap, gives the sleeper and extra seven minutes before the alarm clock can be repeated up to five times. The radio also has a presetting feature that activates and automates the station, even in two colors, antique white or rose beige, has four tubes and sells for $39.95.

Powerful Stereo Receiver

The Crosley Electronics Company boasts a powerful stereo receiver in the R80, a push-button set that they've recently marketed. The unit has a two-channel indicator for tuning and phase-control level, variable mono-stereo blend lights, speaker-headset selector on front panel, a special volume control for a turntable, and a multiple-dipole switch for facilities a non-privileged accessory multiplex adaptor. 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 3700, as the unit is referred to, has dual amplifiers and sound systems. Prices for these three consoles vary from the 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, Chic- ago, has appointed T. L. (Ted) Jacobson as sales manager for its Home Phonograph Dept.formerly Eastman was eastern sales manager for Westrex a division of Litton Industries.

Zenith Sales Corporation an- nounced that Herbert D. Thompson as advertising manager. Thompson was formerly with the Hotpoint division of General Electric Company and the Maytag Div. of Maytag Company.

New manager of the Interna- tional Resistance Company's Plan- le Products Division is John S. Kane...s. Kane has appointed Don A. Harris as the post of district sales manager for Los Angeles...Eastern district sales manager for Share Brothers is Donald H. Bittenger.

The radio Victor Scotia wing of Radio Corporation of America has a new manager of sales planning and development in Thomas W. Leane. He is a 20-year veteran of the R.C.A. - Victor organization. Mr. Leane was manager of national sales accounts for the past five years. He is the new general sales manager of the Jerrold Electronics Corporation.

Mr. Francis was named to a new position as vice president and member of the board of directors of M.H. S. Sales. Mr. Francis was formerly a member of the board of directors of Sherwood Electronics Corporation.

A new division for Westinghouse Electric Corporation was announced today by Mr. Francis. Mr. Francis is the new general sales manager of the Jerrold Electronics Corporation.

RCA Spies Seek For 'Stereo Action'

NEW YORK—RCA Victor Rec- ounts that a major corporate advertising campaign on four new "Stereo Action" LP's. In Victor promotion, un- formed guards will say on dealer windows in more than 40 important cities that they report 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 Barns guards will tour New York City, Los Angeles, Washington, and Chicago. The Barns leaves Cleveland, March 3 and March 15; but dealers who are not visited can receive the free album by sending Via a photo of the "Stereo Action" display in their window.

Aid to U.S. Indies

Continued from Page 43

British Isles, Europe, Africa, the Orient and South America. It is a strong story for a year ago, as continued to be a major factor in European record markets. Last week in Britain, 17 of the top seven discs were by U. S. artists. In France, "Are You Lonesome Tonight? No. 1, and Bobby Vee's "Rubber Ball, No. 3."

Morris Hastings Dead

NEW YORK—Morris Hastings, senior copy editor of Columbia Records, died last week (21) of a heart attack at age 54. In his job at Columbia, he edited production notes on the firm's albums. Hastings was a well-known musicologist, having attended a number of the world's favorite record critics, drama critics and movie critics. He worked as a radio promotion writer for the Columbia Broadcasting Company before joining Columbia Records. Surviving is his brother Arthur Hastings, of South Yar- mouth, Mass.
PIPPITSBURGH

The airplane strike kept pianist Van Cliburn from his sold-out concert on February 20 at Syracuse, New York, so Ray Caldwell of the Music Guild has rescheduled the Cliburn concert to March 14. Out-(stretched, who also books the "Music for Lebanon" series, has set their own concert dates for the February 28 date when the originally scheduled Simenzetta of La Scala cancel-
cled.

Lloyd Price was a last-minute replacement for Jackie Wilson on the Fabulous Two Lads tour - one nighter booked by Sir Walter Raleigh, the WEEP-derby. . . . The Mills Brothers may return to the Fabulous Two tour on April 8, 3, to be followed by such record names as the Dukes of Dixieland, the Four 

Lads, the Four Preps, Paul Anka, Noli Sedaka, Lillian Briggs and Jonah Jones.

RCA Victor hosted a cocktail party February 26 at the Carlton House for Murray LaRocca who recently won his first LP for that label. . . . Ray Charles will head an "in person" record name show April 22 at syria Moon. . . . Charlie Jackson spent the weekend here for a club date in nearby Latrobe and appearances on the Clark Race and Dick Blanchard TV shows.

PHILADELPHIA

Promoters of the Newport Jazz Festival are trying to get the Robin Hood Dell, city-owned at free \n
ampitheater, to stage their festival next summer following the city-sponsored outdoor concert season there. . . . Dallas Music Enter-
prises, Inc., set up by the recording-
artist of that name to handle distribution and production of records and sheet music about other theatrical activities. . . . Pete McCloud, who produced "Show Me" for Benny Bennett on Len Records has written "What's the Reason" for Howard Tate who will wax it for buddy Caldwell's V-Tone label. . . . Maestro Lenny Herman, joining with Charles Shaw and Alfred H. Sturr, have set up their own record label to be known as Jowebone Recordings. . . . Frankie Brent and Jay Price and their unit, making their first appearance at Bill Miller's Riverside in Reno this week, signed be-fore leaving town for a third straight summer at The Hurricane in Wildwood, N.J., resort spot. The Day Brothers Sextet dismantled and two of the brothers, Tommy and Donny Day, are work-

ing up a comedy act. They have also been signed to a two-year contract by Chancellor Records. . . . Eddie DeLance, maestro at Dressel-

brook Inn, branches out into the concert field February 28 at Town Hall with the present sharing the platform with singers Wilbur Evans and Victoria Sherry. . . . Aubrie H. Odenker

NASHVILLE

(Big Daddy) Bert Ives, who let town Saturday (19) after recording a Decca album at Bradley Studio here, was a smash hit with all the local trade who worked with him. Ives left town saying his pretty well-liked Nashville, too, especially its Southern-cooked turnip greens. . . . Jim Ed, Maxine and Ronnie Brown were in town last week to cut a session for RCA Victor at the label's studio here. . . . Chet Atkins joined Ben Reiner and Steve Sholes in Memphis for the big Elvis Presley benefit Saturday (23), with the three following a promo trek to New Orleans and Miami. Bill Denny and his wife have a son, Kevin Scott. . . . Ray Presley, WTTA, East Point, Ga., is search-

ing for talent for "Dixie Jubilee" originating from East Point each Saturday night. . . . Shelly Harris was guest on Eddy Arnold's NBC TV today. "On the Farm" Saturday (23). . . . Among guests appearing on the Elvis Presley benefit appearance in Memphis Saturday (23) were George Jones, Dave Gardner, Bob Randolph and Floyd Cramer. . . . Bill Hall was in town last week with Mercury's Johnny Preston. Pat Twitty

C GIVE TO DAMON RUNYON CANCER FUND

MUSIC AS WRITTEN

CONTINUED FROM PAGE 5

Singletons. . . . Jim Kirkstein just signed the Five Chords for Cuda Records, Sausal City, Wis. The instrumental group includes H. Kellett, homo L. Woodward, J. Price, J. Lewis, and R. Deeks. . . . Long-time resident's wife Sylvia is recuperating nicely after minor surgery in Michael Reese Hospital last week. . . . Latest Classic Records, honored with membership in ASCAP is Mal 

Tate. His 1958 best seller was "Peyton Place." Tate will be signed under his legal name, Alex Teitelman. Nick Birn

Cincinnati

is Nathan, head of Hit Recording Distributing Company of Cincinnati, and his bride of a month, the former Rosalee Shaprio, leaving on a three-week trip that will take them to Israel, Italy, Austria, Switzerland, France and England. They will go by boat from New York to Israel, arriving there April 16 by plane. . . . Noel Hall was booked into RCA Victor Studio last week for Dat sessions, Boyd Records recorded Pamela Law and Ray Phillips at Victor Studio last week.
OMAHA — The location sales problem has become a real head- ache here, with operators reporting locations paying more than double the market price for juke boxes, games and vending machines, and glad to get them.

The problem is expected to be a hot topic of discussion among members of the Nebraska Music Guild, their bi-monthly meeting in Omaha's Sheraton-Fountaine Hotel March 6-7.

Howard Ellis, prominent oper- ator and director here, speaking for the association, noted that sales were being made by a firm identified as Lakeland Distributing Com- pany, Minneapolis.

The procedure is simple. The firm reportedly sells 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 stiffed.

Operators report the sales are going at well over double the mar- ket price and all types of equip- ment are offered. In one reported transaction, and 1800 Wurlitzer juke box was sold to a location for $3200. Ellis also lists the machine at $3200-$3959.

In another deal, a new AMI Model J machine was sold for $3000, while the factory price was $555-$7600. No prices are available for a new model.

In still another deal, a new Irving Kaye jumbo-size pool table was allegedly sold for $600.

Ellis claims he has already lost three stops, and that figure appears to be a broad average for other operators in the Nebraska area.

Dicing with One Stops

Latest move, according to local operators, is the firm (Lakel- and) is reported to be dicing with local one-stops in an effort to lose the locations with records. To date no deals have been made.

Other moves are being made in the servicing vein.

Lakeland is reported to have at- tempted to line up local servicers to service the Lakeland sold loca- tions, and at one point the firm even went to the extent of contacting local juke box and game op- erators to get them to supply service on a contract basis.

One such operator, the problem is not particularly a new one, since Lakeland as well as other firms have been making location sales in the area for sev- eral months. Usually, however, the operators feel the problem has been basically started to affect their business.

High on the agenda at the forth- coming Nebraska Music Guild meeting will be ways and means of countering sales like the one reported by Ellis. Ellis indicated that several promotional ideas have been dis- cussed but to date operators are undecided.

Toughest thing, operators note, is that the prospect of a buying a machine is so appealing one to the average location. Lula has tried to operate a machine, buy and program record and care for servicing problems, the average location owner is interested in a broad game or vending machine will be a pure game, operators say. His thinking is simple: "I get all the take instead of splitting 50 per cent with the operator."

What he overlooks are the cost of records, problems of servicing, problems of programming and, per- haps the most important, the depreciation problem that he is unable to take full advantage of. The aver- age operator is able to sell a good deal to the economics of his route with the stepping-down of ma- chines, constantly moving machines from location to location, giving each location possession of a "new" machine and thereby spurring in- terest and sales.

The location, of course, is un- able to do this, stack with the machines and it is only when one finds that customers after a year or two will not find all the same phonograph, game or vender inferior. At a time when the regular op- erator would move some machines around, or just stop some down.

The location owner is afraid to trade the machine in either as it hasn't fully been depreciated. So he keeps it.

What happens? Play tends to go down, returns tend to go down. Doors are closed more often. (Continued on page 69)

Canteen Acquires Atlas And Rowe-AMI Distributor

By NICK HIBO

CHICAGO — Automatic Carr- eer Company last week bought its second major coin machine distributor with the acquisi- tion of Atlas Music Company here. Atlas was formerly the Sec- tor distributor in Chicago and was considered one of the major juke box outfits in the Midwest.

SALAZAR EASES CENSORSHIP OF JUKE BOX WAX

LUSITANIA — For the first time ever, juke boxes in Por- tugal are beginning to offer old songs instead of new pil- lorying—the regime of Prem- ier Salazar. The new juke box Salazar. One such disc is a parody of the Pirates of Pen- zance spoofing the Santa Maria Pirates. This disk already has landed at the top of the chart list in Lisbon. After years of tight control over all non-lyric, Portuguese authorities have suddenly relaxed their vigilance. The "old" poster appears to be in the clear. Record distributors attribute the easing up to the general liberalization which seems to be taking place in the Salazar regime. Also for the first time in 30 years, legitimate papers are being permitted to criticize the Salazar regime. Ob- servers say Salazar is permit- ting criticism and speaking over the pirate incident as an escape valve for the tension surrounding the Santa Maria incident.

Unlike Canteen's purchase of Trumbore Automatic Sales Com- pany in Boston three weeks ago, however (BMW, February 6), the Atlas purchase represents a move that involves any juke box or game routes. The purchase is of the Atlas distributorship.

Seeburg, meanwhile, has made no announcement of an acquisition or distribution plans for the Chicago area.

The move is a shocker as far as the coin machine trade here is concerned and in general has locked upon as one of the few distribu- tion 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 factory.

Atlas immediately began selling the Canteen line of AMI juke boxes, back-up equipment and Rowe vendes last week. The firm is also holding nightly meetings with Winifred Coaglen to acquaint them with the move.

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

"Atlas intends to maintain the..." (Continued on page 69)

CMC Supplies Student Counsel

CHICAGO — The Coin Machine Company has supplied information on opportunities and training for an occupational brief which will be used to advise high school students seeking vocational guidance.

Russell J. Fernow, New York City vocational counselor, received the material and will prepare the brief outlining business opportunities in the operating segment of the coin machine industry.

Williams Ships New 4-Player Caravelle Game

CHICAGO—Williams last week began shipping its new four-player ball game, Caravelle. The game has three or five-ball play, with a two-way double-shoot feature, and... (Continued on page 69)

TWIN TRAIL BLAZER

Games, Inc., Bows Twin Trail Blazer

CHICAGO—Games, Inc., last week began shipping its new four-player ball game, Trail Blazer. The game is modeled after the firm's single-player Trail Blazer. (Continued on page 60)
PHONE MRS. STUDY 'ECHO UNIT'

MUNICH—German juke box producers are eying intently the development of a so-called "echo unit" by a number of electronics manufacturers. It can be the gimmick to give German producers to look towards as a market in an age when competition is tightening on world markets. The "echo" effect is also used in the development of the U.S., and a race appears shaping up as to which manufacturers will be successful in bringing this "echo" effect to the principal juke box markets. The Germans claim world leadership in electronics development, and producers here admit to no doubts that they will be able to move in this fascinating further development and exploit the suitability of "echo" for juke boxes. German firms engaged in the "echo" apparatus development, are Blaupunkt and Grundig. It is based on the principal of an electronic delaying circuit. The original signal is picked up and fed through the electronic delaying circuit; and the result is a fraction of a second delay. The resultant signal is then injected back into the main output along with the original signal, resulting in what the Germans call a "Spatski" effect, a weird, outer-space signal. However, the effect is not an echo. On the contrary, its fans will claim it duplicates concert hall ambiance, especially when played stereo. German juke box expert see "echo" as giving the juke box a new dimension, a "something extra" which the operator can promote.

EFTA Nations Cutting Tariffs

GENEVA—Britain's coin machine industry will benefit significantly from the debut of the European Free Trade Association (EFTA) to accelerate the elimination of tariffs among its seven member countries. The next reduction of 10 per cent has been advanced to July 1, 1961, instead of January 1, 1962, as originally planned. The cut will bring the tariff rates among EFTA members to the same level as that which U.S.-Europe six-nation European Economic Community (Common Market). In the case of Britain, the EFTA speed-up will benefit its coin machine manufacturing sector against British producers as their principal rivals, the U.S., West Germany and France. The U.S. is on the outside of both trade blocs, and the Germans and French belong to the Common Market. For the British, it is a case of being cut off from the mainland of Europe by half a century and it has been unable to make advances against the strong U.S. and Continental distribution. But now the U.K. producers' strategic advantage is eliminated by the EFTA tariff structure, which, becoming, at least in theory, a British coin machine preserve.

Tito Imports U. S. Phonographs

BELGRADE—The juke box is firmly entrenched as part of the Communist—Tito—style—of-life. The State board of trade is just starting plans to import 35 American juke boxes and 15 European makes (most of them German) for the country's hotels and night clubs. Yugoslavia handles juke box imports as a routine commercial transaction, and nobody here is exercised at the idea of spending foreign exchange in this manner. It is reported that Tito has set any dollar as an easy exchange for a juke box at his vacation retreat of Belgrade. The Marshall is said to enjoy stocking his box with Yugoslav folk tunes. The official line is that as long as the U.S. is willing to share its products with the world, it is quite possible to import U.S. juke boxes (or other makes), provided at least 25 per cent of the music played is Yugoslav. Tito's Yugoslavia has been having difficulty with its tourist trade, and the go-ahead for the import is a saving grace. The market has more or less a direct competition to the U.S. gold gap. Yugoslavia is not so much interested in trying to bridge the gap through the music box spending as in catering to U.S. tourists.

Music Ops Watching Decibels

ESSEN, West Germany—Juke box operators throughout Germany are being asked to co-operate in a nationwide anti-noise campaign which has been nearing 15 years. The never-ending feud between the music box appliances and establishments is being held by the machine police, and equipped to take the field in a crackdown on noise-making. Many cities are drafting legislation to suppress noise. It is prohibited to play radios anywhere in residential areas after 10 at night and before 6 in the morning. Even carpet-beating is prohibited. The local police generally are resisting the voice of the juke box operators, who have been asked to make the juke box operators the whipping boy for the drive. Police are seeking to avoid the multi-colored, noisy, street-dwelling scene, and that these box operators are not necessarily blameless.

Juke Box in Priest's Plan

PARIS—A juke box market is being created for Catholic churches and parishes. The French American Roman Catholic priest, the Reverend Ronald Gray, a Chicago-born Carmelite priest, is the prime mover behind a plan to distribute platitude disks to convents and monasteries all over the world. Records would be designed for playing in juke boxes located in the convents and monasteries. Reverend Gray, who already has begun distribution of his disks, explains, "There is no reason..."
DIFFICULT AT FIRST, BUT—

Playland Operations in Big Stores
Snowball for Walbox Distrib. Firm

By O. R. ALLEN

DALLAS—Phil Weinberg of Walbo Distributors
in Chicago, an intimate friend of mine, has Playlands venture in discount houses and in large
shopping centers was somewhat difficult at first;
but, he points out, once a few locations incor-
porating the idea were put in and once the owners saw
the advantages of the Playlands, the result was smooth sell-
ing from then on.

And, he goes on to point out, because of the
low price house which his operation brought to
the discount houses and to 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 the ways he has used the bright colors and
chisels, he has recently opened an office in Chicago
to handle the nationwide framing from the busi-
ness angle. Stuart Herst has been named business
manager for the Illinois office. The operative side
will itself continue to be in Dallas.

To give some idea of the magnitude of some of
these Playland locations, Weinberg explained
that his company has recently installed one of the
indoor amusement arcades in a large shopping cen-
ter in South Oak Cliff, a suburb of Dallas. The
area covered by this installation is approximately
5,000 square feet and the school serves as the
space for the snack bar. This setup includes bowlers,
games and kiddie rides.

Plans for the immediate future include a sched-
uled Playland opening in a discount house in At-
chis, Tex.

How does one go about getting these locations in
the discount houses and in the shopping centers? of
himself, he says, “We contact the national chains or
the local on an every 24 or 48 hour basis and explain
it to them.”

Talking to him, it seems the way things seem to
be is that the installations have by now proven
their financial success. It is very hard to get the
owners to have spoken for themselves and to be still speakingor itself. The executives of chain discount houses, the
independents and the shopping center owners
have learned through observation that such a set up
as Weinberg offers is to their financial advan-
tage.

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 Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures
is, as has been pointed out, the fact that they in-
crease business in the discount houses and in the
shopping centers. These consist of one in Rich-
don, North Carolina; one in Fort Wayne, Ind.; York, Pa.; Detroit, Milwaukee; Kan-
sas City, Mo; Amarillo, Odessa, El Paso, Houston
and Dallas, Tex.
Small City Route Built on Service Rapport With Location Customers

By HAL R. REVES

PORT HURON, Michigan—In the eyes of John and Murray Music Company, its bus operation is not the largest operation in Michigan, and it is not the most profitable one. But the company is proud of the fact that for almost five years on the job, the route's box routes in the nation can't compete. Although John and Murray haven't lost a location since it began operating in 1952. And every week, the company finds that nine locations is still a good ac-

IRVIN and Murray's formula is a fairly simple one. According to Louis E. Murray, the company's key salesman, it may be summed up in one word: Service. That word is very important.

Record-keeping is the focal point of routine service. When the operator goes in to change rec-

IRVIN and Murray's method of location rapport can be summed up in one word: Service.

Team Operation

Above: A unique policy is that the two partners go around together, working as a team. They do not keep very good records, and they want to know that you are interested. When we both go in together, it works out beauti-

service as a whole—a week—today they have a thin location. The farthest stop on their route is not more than an hour's drive. Much of the time is spent driving the service call, phones in before returning, so that we can take care of our Modern Records customers, who may have come in at the same time. The longest down period for any machine in their experience is one week.

Murray takes the service calls at night, Irvin in the afternoon. The music business is a 24-hour a day business, so he has to be available. Murray, who is a partner in a local movie theater, has to talk to other partners about the success of the theater.

Service Paramout

Reliability is the key to the success of M. Murray, says Irvin. "If your location gets used to your coming on a certain day, they'll feel you'll be there, because you deal with a bartender or a waiter. I like to deal directly with the owner. If you have a connection that proves useful, it is in the location owner's mind that you will be there on that date. They know you will be there on time, and they can plan their day around you." 

Location Tastes

Irvin and Murray believe in buying records to meet the tastes of their stations. Usually, if they know what the tastes are, they can make a record of the station. For example, in one store, the tastes are very different. In another store, the tastes are very similar. In many stores, the tastes are different from week to week. In some stores, the tastes are very similar. In some stores, the tastes are different from week to week. In some stores, the tastes are very similar.

One interesting location is Sunnys Knoll, on the outskirts of Port Huron. The people there are very much into country music—but the patronage is largely Polish. On Friday, and Sunday, the owners of the location have very large parties. The owners have always been very good to us, and they have always had a big crowd. We have never had a squawk on records from any of our locations.

Customer Requests

The partners are quick to handle customer requests to make out a list of customer requests for records—because each location manager can learn what his cus-

Board games are a popular attraction at the location, but the patrons are largely Polish. On Saturday, and Sunday, the owners of the location have very large parties. The owners have always been very good to us, and they have always had a big crowd. We have never had a squawk on records from any of our locations.

The location owner simply puts a pad of paper upon the bar, and everyone is encouraged to write down their requests. They soon see that all the orders are coming through at the same time. Murray finds this the easiest way to plan the board games. He takes the orders through a customer-written purchase order list—"and he doesn't have a sales order to do it.

Irvin says he is ready to be a mixed route, but "we found that if we make good records, and they have to be in either one or the other. We found that when we sell in game records, the customers are willing to buy the music boxes—and the latter were slipping as a minor point.

"True, there is more money per unit per week in games—but they have to be changed so that you are in the location every week, or twice a week."

Game Locations

Today they operate only two game locations—three games in all, including two bowling games and a pool table. The rest of their game route will be sold, after years of operation, to Carson Nichols, who specializes in game locations. One of the changes in the policy was retaining the game locations, because it was an easy way to get game locations. Since the game locations are not sold, the music business is still in place. John and Murray's formula is a fairly simple one. According to Louis E. Murray, the company's key salesman, it may be summed up in one word: Service. That word is very important.

Record-keeping is the focal point of routine service. When the operator goes in to change rec-

IRVIN and Murray's method of location rapport can be summed up in one word: Service.

Team Operation

Above: A unique policy is that the two partners go around together, working as a team. They do not keep very good records, and they want to know that you are interested. When we both go in together, it works out beauti-

service as a whole—a week—today they have a thin location. The farthest stop on their route is not more than an hour's drive. Much of the time is spent driving the service call, phones in before returning, so that we can take care of our Modern Records customers, who may have come in at the same time. The longest down period for any machine in their experience is one week.

Murray takes the service calls at night, Irvin in the afternoon. The music business is a 24-hour a day business, so he has to be available. Murray, who is a partner in a local movie theater, has to talk to other partners about the success of the theater.

Service Paramout

Reliability is the key to the success of M. Murray, says Irvin. "If your location gets used to your coming on a certain day, they'll feel you'll be there, because you deal with a bartender or a waiter. I like to deal directly with the owner. If you have a connection that proves useful, it is in the location owner's mind that you will be there on that date. They know you will be there on time, and they can plan their day around you." 

Location Tastes

Irvin and Murray believe in buying records to meet the tastes of their stations. Usually, if they know what the tastes are, they can make a record of the station. For example, in one store, the tastes are very different. In another store, the tastes are very similar. In many stores, the tastes are different from week to week. In some stores, the tastes are very similar. In some stores, the tastes are different from week to week. In some stores, the tastes are very similar.

One interesting location is Sunnys Knoll, on the outskirts of Port Huron. The people there are very much into country music—but the patronage is largely Polish. On Friday, and Sunday, the owners of the location have very large parties. The owners have always been very good to us, and they have always had a big crowd. We have never had a squawk on records from any of our locations.

Customer Requests

The partners are quick to handle customer requests to make out a list of customer requests for records—because each location manager can learn what his cus-

Board games are a popular attraction at the location, but the patrons are largely Polish. On Saturday, and Sunday, the owners of the location have very large parties. The owners have always been very good to us, and they have always had a big crowd. We have never had a squawk on records from any of our locations.

The location owner simply puts a pad of paper upon the bar, and everyone is encouraged to write down their requests. They soon see that all the orders are coming through at the same time. Murray finds this the easiest way to plan the board games. He takes the orders through a customer-written purchase order list—"and he doesn't have a sales order to do it.

Irvin says he is ready to be a mixed route, but "we found that if we make good records, and they have to be in either one or the other. We found that when we sell in game records, the customers are willing to buy the music boxes—and the latter were slipping as a minor point.

"True, there is more money per unit per week in games—but they have to be changed so that you are in the location every week, or twice a week."

Game Locations

Today they operate only two game locations—three games in all, including two bowling games and a pool table. The rest of their game route will be sold, after years of operation, to Carson Nichols, who specializes in game locations. One of the changes in the policy was retaining the game locations, because it was an easy way to get game locations. Since the game locations are not sold, the music business is still in place. John and Murray's formula is a fairly simple one. According to Louis E. Murray, the company's key salesman, it may be summed up in one word: Service. That word is very important.

Record-keeping is the focal point of routine service. When the operator goes in to change rec-

IRVIN and Murray's method of location rapport can be summed up in one word: Service. That word is very important.

Team Operation

Above: A unique policy is that the two partners go around together, working as a team. They do not keep very good records, and they want to know that you are interested. When we both go in together, it works out beauti-

service as a whole—a week—today they have a thin location. The farthest stop on their route is not more than an hour's drive. Much of the time is spent driving the service call, phones in before returning, so that we can take care of our Modern Records customers, who may have come in at the same time. The longest down period for any machine in their experience is one week.

Murray takes the service calls at night, Irvin in the afternoon. The music business is a 24-hour a day business, so he has to be available. Murray, who is a partner in a local movie theater, has to talk to other partners about the success of the theater. 

Service Paramout

Reliability is the key to the success of M. Murray, says Irvin. "If your location gets used to your coming on a certain day, they'll feel you'll be there, because you deal with a bartender or a waiter. I like to deal directly with the owner. If you have a connection that proves useful, it is in the location owner's mind that you will be there on that date. They know you will be there on time, and they can plan their day around you." 

Location Tastes

Irvin and Murray believe in buying records to meet the tastes of their stations. Usually, if they know what the tastes are, they can make a record of the station. For example, in one store, the tastes are very different. In another store, the tastes are very similar. In many stores, the tastes are different from week to week. In some stores, the tastes are very similar. In some stores, the tastes are different from week to week. In some stores, the tastes are very similar.

One interesting location is Sunnys Knoll, on the outskirts of Port Huron. The people there are very much into country music—but the patronage is largely Polish. On Friday, and Sunday, the owners of the location have very large parties. The owners have always been very good to us, and they have always had a big crowd. We have never had a squawk on records from any of our locations.

Customer Requests

The partners are quick to handle customer requests to make out a list of customer requests for records—because each location manager can learn what his cus-

Board games are a popular attraction at the location, but the patronage is largely Polish. On Saturday, and Sunday, the owners of the location have very large parties. The owners have always been very good to us, and they have always had a big crowd. We have never 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 finger-tip 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.

33 1/3 and 45 RPM INTERMIX CHANGER
The Rock-Ola built dual-speed changer permits complete intermix of 33 1/3 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.

ROCK-OLA Manufacturing Corporation
600 N. Kedzie Avenue
Chicago 51, Ill.

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.

ROCK-O LA
REGIS
THE TRULY DISTINGUISHED PHONOGRAPH
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 conclave 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 brand owners will hold their traditional dinner-dance, or ball if you please, winding up the convention special events Saturday night (10). Called Riverboat Jamboree, the event will feature a buffet dinner, entertainment, dance music and decorations consisting of showboats, plantations, outside cafes, and according to Leaf, a liberal sprinkling of Southern belles.

St. Pats
On St. Patrick’s Day night (17), a pair of Irish leprechauns with horseback accoutrements, Sam and George Epply, are throwing a wingding 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 festivities, and Mrs. Maple Graff, co-chairman. On Friday, the gals will be guests of the Cranmer Gum Company and will be treated to a style show and tea at the Sheraton-Towers Romanesque-style pool.

On Saturday morning, Karl Guggenheim, Inc., will serve the girls a continental breakfast while they learn the art of making professional floral centerpieces. A special surprise is also planned.

Record Number
Of Exhibitors
For NVA Show

CHICAGO — National Vendors’ Association has signed up a total of 27 exhibitors to date for its March 16-19 convention at the Sheraton Towers here. The number already exceeds five, last year’s total of 22, and registrations will have some 300 to go.

Besides the usual line-up of bulk machine manufacturers and suppliers, several new faces, for NVA conventions, will be on hand.

The Volkswagen Company is planning to show a completely outfitted Volkswagen truck especially adapted for the bulk vending operator servicing his route.

Abbey Finishing Company, New York, will show a line of bulk stands, stamp machines and card machines. Cole Products, Chicago, will show a line of drink vend machines, one of the first firms in the coffee and drink field to rack the NVA convention.

Confection Sales, Cleveland, headed by Herman Eisenberg, is the newest newcomer to the charm manufacturing field. Eisenberg, one of Cleveland’s biggest operators, is president of the Ohio Vendors’ Association and one of the more respected veterans in the vending industry. He will exhibit a complete line of his new charms.

Commercial Equipment Company, Chicago, will show coin changers and counters, and Roboc Company, Paterson, N. J., will exhibit 0-cent and 5-cent stick gum machines.

Last of the newcomers is Albert Fischer, Newport, Ky., a not new vendor, since he exhibited at last year’s meet but new in the the sense that he will show kiddie rides for the first time. At last year’s meet he showed charms.

A full line-up of NVA exhibitors will appear in the special NVA convention issue dated March 13.
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, of Border-Sunshine Novelty Company, distributor of bulk vending machines.

Until late 1960, he said, most bulk-vending routes in the New Mexico capital were "moon and pop" operations, seldom amounting to more than 23 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 bulk gum.

A recent change, however, came about when one large Texas operating firm installed more than 200 machines on multiple stands throughout the city, and a Denver firm followed suit, and a few months' emphasis has swung from single machines on individual stands to big, multiple-head installations on attractive wrought-iron on blond-hairwood stands, blossoming out in supermarkets, drugstores, variety stores, service stations, hotel lobbies and theaters.

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

Most of the new multiple-head vendors are operating a wide variety, such as Graff Distributing Company's fruit drops, cinnamon and grape bulk gumballs, charms, bridge mix. Surprisingly, card vendors, which have been the main emphasis in other Rocky Mountain cities, have been a standby in Albuquerque, so that in many multiple-head locations, a card vendor is the only vendor there.

Commission arrangements with retailers seem to vary sharply, with some notable instances in which the big, modern six-head installations 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, telling how many machines and which type he operates, what he gets for commission, how he services, etc. By filling out the questionnaire immediately 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 on more than one list, there will be some duplications.

Good things happen when you help

Play a Cigarette Holder

A beautifully designed ivory miniature, extends to 2 1/2"—collapses to 1". Scotch taped for perfect vending.

SURE LOCK, the perfect capsule. Forest No. 2764213. Outstanding items. Send $5.50 and receive 100 quality filled capsules. Contains our complete line.

FRED PEPPERMINT WATCH CO.

555 Main St., Pittsford, N. Y.

The PENNY KING

Company 1515 Miami Street, Pitsburgh 3, Pa.

World's Largest Selection of Attiretive Gumballs

Penny-Nichols ATLAS MASTER Vendors

IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by Billboard Music Week, the only trade publication bringing you complete weekly editorial coverage of your industry.

Weekly coverage which includes:

NEW TRENDS • TRADE NEWS • BULK BANTER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES • PENDING LEGISLATION • FINANCING AND TAXES • LATEST N.V.A. NEWS

Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar.

COIN MACHINE DISTRIBUTORS place 75% of their trade paper advertising in BILLBOARD MUSIC WEEK. Doesn’t this seem to prove that THE BILLBOARD does bring RESULTS for advertisers?

The N.V.A. Convention will be held at Sheraton Towers Hotel, Chicago, March 16-19.

BILDBOARD MUSIC WEEK’S N.V.A. CONVENTION ISSUE WILL BE DATED MARCH 13 ADVERTISING DEADLINE MARCH 8

Promote YOUR Convention by using hard-selling advertising copy on your product in N.V.A. Convention issue. Copies will be distributed free 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 33 Singles Drive Gains

By OMER ANDERSON
FRANKFURT — The Seeburg, spectrophone single industry is in full swing and the industry is showing signs of growth. The Seeburg factory, located in the heart of the music industry, is currently producing a wide variety of singles, ranging from popular hits to niche genres.

The success of the Seeburg single industry is due to the innovative technology and marketing strategies employed by the company. The Seeburg factory has invested heavily in research and development, resulting in a range of high-quality singles that cater to a diverse audience.

The Seeburg single industry is expected to continue growing in the coming years, with new technologies and marketing strategies being developed to keep up with the changing music landscape.

The Seeburg single industry is a testament to the power of innovation and the importance of staying ahead of the curve in order to succeed in today's fast-paced music industry.
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.

WURLITZER 2500
The Ultimate in Automatic Music

THE WURLITZER COMPANY EST. 1858 NORTH TONAWANDA, N.Y.
Sandy Moore, 2 Others Charged With Conspiracy

BROOKLYN — Sanford J. (Sandy) Moore, 28, of 45 Schwab, a business associate, and Allen Kerner, a brother-in-law of Mayo Schmidt, were arraigned yesterday on a three-count indictment handed up by Brooklyn Federal Court, Fri.

The trio is accused of conspiring to use post office boxes which belonged to the Gibralter firm.

The three were scheduled to plead to the indictments on March 9. If convicted on each of the three counts, they face a maximum sentence of five years in prison and/or $5,000 fine. Specifically, they are charged with conspiracy to violate the National Bankruptcy Act. The prosecutor evinced that the violation occurred between March 1960 and March 1961. The indictment was handed up by a Federal Grand Jury to Federal Judge James Mahoney. Williams said the Grand Jury is continuing to investigate other phases of this case.

David Baker Sees Need Of New Operating Plan

ARLINGTON, Mass. — A whole new concept in music operating is vitally needed — and quickly — if the music is to hold on to all of its fervor. This is the opinion of David J. Baker, president of Melo-Tone Vending Company, a firm that operates in the Greater Boston area.

The little man today is caught in a squeeze play between step-up competition and rising operating costs," he believes that unless he is prepared to diversify, he will go to the wall as the big competition moves in with their efficiency and streamlined business methods.

Many of the small operators, Baker feels, think they are doing all right if they hold their own. But if he is firm conviction that in order to just stay even it is necessary to show an annual increase of about between 5 and 8 percent.

Small Operators

He expressed his hope for the small man who runs his own route and has his wife do the bookkeeping between household chores. Unless he expands — and quickly — he feels the right direction of diversification will be determined by the large companies now entering the field of operating routes, sales, and service.

He points to the present acquisition of one of Boston’s largest distributing firms by the Centen-Rowe group. This, he feels, is a signal of what is the pattern that will be established in the music business in a very few years. In line with this trend, Melo-Tone has acquired a small distribution route as an experiment in diversification. The firm is beginning to sell cigarette routes successfully for something.

Baker sees two types of operators in the near future — the small, housewife-assisted, low-expense type and the large, well-managed firms of national and even international scope. Rounding out the picture he sees in- crements and keen competition.

Seeburg Names Russo Coast Vend-Div. Mgr.

CHICAGO—The Seeburg Corporation has named Stan Russo West Coast vending division manager. Announcement came last week.

Ill. Bill Would Ban Free Plays

SPRINGFIELD, Ill. — A bill to outlaw pin games granting free plays has been introduced in the Illinois legislature here by Sen. Joseph McElory (R., Lake Bluff). The bill states that any pinball machines played for amusement shall be registered with the pinball operators with money, credit, or free games. Former Gov. William G. Stratton signed the bill in 1959, contending it was unconsti-
tutional in Illinois. The decision was reversed in 1954 by the Illinois Supreme Court, in a 5-4 decision, had ruled in a similar case.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to Billboard Magazine for a full week (52 issues) at the rate of $15.00 (excluding foreign exchanger for single copy rates). Foreign rate $30.

Name

Occupation

Company

Address

City

State

Send to: BILLBOARD MUSIC WEEK, 1160 Patterson St., Cincinnati 22, Ohio

GIVE TO DAMON RUNYON CANCER FUND

ILLINOIS

No money required.

TAB 10 deposit required.

2200

$475.00

$240.00

$225.00

$115.00

$75.00

$45.00

$20.00

$19.00

$15.00

$11.00

$5.00

$5.00

$4.00

$1.00

$1.00
Jake Kahn, Dean of Memphis Ops, Sees Coin Trade Community Boom

By ELTON 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 a whole.

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

Interviewed last week on the 27th anniversary of his first venture into the business, Kahn related some lean and tough days back in the 1930's and 1940's when the business wasn't as well ordered as it is now.

There were attempts by some, aided by police, to control and other operators from various locations if they didn't know how to do what the men in authority wanted. Kahn didn't give in, fought for a clean city and won.

Jake Box Ban

Another time the Jake box business was outlawed by city ordinance for two years. Kahn moved his equipment to Mississippi till the law was repealed in 1949 to operate.

Kahn and his son, Charles R. Kahn, jointly own and operate Tri-State Amusement Company. Jake Box Ban and a steady, able man is who is eager to please location owners and, in doing so, has earned their gratitude and friendship—and made his operation a thriving success.

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

Speaking of operators generally, Kahn said: "We put a lot of people in business in Memphis. It takes maybe $760 to $800 cash to buy or open a small café. We loan the location owner money. Sometimes we loan as much as $2,000, sometimes $1,500.

"We co-sign notes at the bank usually. Sometimes it is $500 to $600 to get started. We leave the building. This way we have no competition on a location for phonographs, pin games and shuffleboard.

"The foundation of the scale business today in Memphis depends on the amusement businesses. The location owner gets 50 cents per game from the machines—we—also give him 5 cents off the top to play the phonograph. Some operators don't give it.

"Average income from the average cafe on our 35 locations is $35 a week for two pieces of equipment, a total income will average $50, but the over-all average is $35.

"This is $1,225 a week gross for the Kahn, but, of course, from that comes: Salary for a renter, their own salaries, operating expense on truck, expense on office, records, maintenance upkeep, money set aside for purchase of new machines, payment on machines bought on time, etc.

"Yes," Kahn reminded, "we are in the best times in Memphis now the amusement industry is booming in a way we never thought it would be. We have to keep it that way. It has taken a long time for it to happen, but it is nice to come to the door."

"We have had a good, clean industry here for years and we are proud of the public and other operators and among the city's reputable businessmen, as it should be. We are a vital part of the community, the city's economy. We shall keep striving to maintain this."

Cleveland Shippers Note Seaway Hypo

By BOB SUDYK

CLEVELAND—Export of music and radio equipment from the Port of Cleveland and the St. Lawrence Seaway rose 50 per cent last year over 1959, a survey of Cleveland and Ontario distributors indicated.

Trade source predicted another 50 per cent hike for the 1961 shipping season.

Major distributors have released these statistics: Cleveland Coin Machine Exchange Corporation capitalized over $2,000 music and game devices through this terminal from April through November.

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

Shaffer Music Company, Seeburg distributor, estimated shipments of about 300 machines.

About 10 to 15 per cent of these export totals consisted of new equipment.

Port Strike

These gains were made despite a longshoremen's strike at the height of the shipping season last year. Cleveland and other major Great Lakes ports were idle for three weeks. Additional cargo was diverted for at least a week before and after the shutdown.

The opening season of the Seaway in 1959 found many boats that had planned to use the bottleneck in the Welland Canal Canadians had done an effective job of increasing the efficiency of the Seaway.

With these obstacles hurdled, distributors here feel that 1960 exports could exceed 1959 totals.

Cleveland Shippers' note that 1960 Seaway export total will be about 50,000 units.

Shaffer Music Company, Lake City Amusement and Cleveland Coin Machine Exchange saved nearly $20,000 in shipping last year during the eight months of the season.

Distributors here simply load coin machines into a truck and drive a few miles to the nearest port where stevedores stow the equipment directly into ocean-going container or break-bulk flat with no offloading required.

Old Routing

Equipment remains on board until the vessel arrives at its foreign destination. Prior to the opening of the Seaway, equipment was routed through such ports as New York, Baltimore and New Orleans and could be hauled several hundred miles by truck.

About 2,000 of the 8,000 ships that use the Seaway pass through Canadian ports.

Ferry boat service links the ports of New York, Shanghai, Hong Kong and Japan on Japanese vessels for the first time last year.

Both Shaffer Music and Lake City Amusement concentrate their export trade in the open months of the Seaway.

"We have increased more than 70 per cent of our total exports into the Seaway," said Joseph Abraham, head of Lake City Amusement.

Bob Flynn, of Shaffer Music, believes that the Seaway is only beginning to display its potentiality to the industry.

Lower Rates

Morris of the Miami Coin Company, sees more foreign shipping with sales of equipment to Mexico, Argentina and Europe at lower rates because of lower exchange conference rates. He is also concerned with the loss of shipments.

"Our rates are the best rates offered are still about three times water freight figures."

Cleveland provides berths for the ships to anchor along the downtown waterfront during the year. The facilities will be used when the Seaway has disappeared from the West Third Street Pier.
SWEETER MUSIC MAKES DRIVE-IN ADULTS’ HAUNT

WHEATRIDGE, Colo.—Deliberately doing away with the popular ‘barn dance’ music, a prime lure in favor of another instrument was a unique experiment which has been carried out by Paul Hill, of Columbia Music Company here, at the Frontier Drive-In, popular drive-in restaurant.

The drive-in, operated by Carl Severny, has made itself famous through “negative advertising.” The restaurant advertisement, “Horrific Burgers,” solemnly assured its patrons that stomach pains are kept in readiness, and keeps wire receptors according to which patrons throw old show before the end of next season’s ash-trays and hamburgers. Naturally, when Severny opened up, he thought that the drive-in would attract a lot of traffic. It was when the location was given to Columbia Music Company, a lot of rock and roll as well as jazz, was programmed along with the top 40, novelty songs, and relatively few old favorites.

As the first year went by, Severny was surprised to find that the Frontier Drive-In was not attracting teens as had been expected (due to a steady stream of them at another Frontier Shootsman location), instead, the restaurant was apparently pulling a lot of adult customers, whole families, instead of the young crowd.

Severny was definitely in favor of this situation, as music as family customers, representing a cut of the chuckers, rather than budget-pocketer bookend teenagers, who were spending more money. It was equal to a restaurant, as time went by, that the programming rock and roll was no advantage at all. In fact, there were a lot of older customers, either visiting in the dining, room, or in their cars, were definitely annoyed.

Accordingly, Severny and Hill took the unusual step of cooperating with the regular programming, and substituting instead 100 sweet instrumental, including a majority of old favorites. The instruments, with the emphasis on string instruments, were introduced to dinner music, and as Severny put it, “mean just as much to the couple enjoying cheeseburgers as the colored, pleasant under in dance.”

Now the exclusive instrumental program has broken all records for collections at the Wheatridge restaurant, and even more its potential is no longer being thwarted than at any time in the past. “We only goofed on one record,” Hill said, “which got into the hands of an accident. The first one was played, a bit of cup-solo, it was so noticeable that I took it off at the next service.”

This, in a nutshell, is the story of the Frontier Drive-In, and as he can show a much better return from the machine with changing records, can pay more per month, and because the restaurant owner now pushes the phonograph more enthusiastically than he did before.

### UPRIGHTS

Paintmaker

Circa Days

30.00

### ARCADES

C.C. Steam Show

$9.00

C.C. Rocket Shuttle

65.00

William Flyer

155.00

Bally Striker Flyer

165.00

Us. Deluxe Bumper

35.00

Undersea Raider

95.00

Speedball Flash Bumper

45.00

Bally Magic Shuttle

85.00

William Flyer Deluxe

250.00

Cone Big Top

165.00

### WANTED

Chicago Coin

Advanced Pool Table

Cell. Write or Cable

E.W. Sells & Sons

2222 S. Racine Avenue

Chicago, Illinois

Phone "CH" 1813

### EXPERTS IN EXPORTS

BINGO

Distributors for WORLD-WIDE, UNITED STATES & MEXICO

### COMING IN MARCH 27 ISSUE

A brand-new low-cost

CLASSIFIED MART!

Buyers and sellers in the coin machine industry will find this convenient marketplace for the best source of equipment, supplies, services and personnel—serving more than 20,000 buyers, sellers and users of music, records, tape and home entertainment equipment.
Canteen Acquires Chi's Atlas Music

- Continued from page 47

Canteen officials as a straight stock transaction. No figures were disclosed. Atlas was described as the new Midwest outlet for Rowe and owned. The acquisition was described by...

Jumbo BUMPER POOLS...$75.00
Size 70 x 36 x 32
Refinished—new cloth, new balls, new cues
225-24 N. WESTERN AVE. CHICAGO, ILLINOIS JUNIPER 6-1516

FIRST COIN...Exclusive Distributor* NOW DELIVERING—WESTERN TRAILS
The Hottest Hit at the M.O.A. Show!
Complete with Live-Action Items, which actually travels down the trail and kicks Funky and Hallewell.
- First Rider with Tp-160-$25.
- Cedar Chain.
- Exciting action on drumming center right or public.
- Write for full particulars.
- All Chicago, Northern Illinois, Northern Indiana, Southern Wisconsin, Western Iowa.

INDEPENDENT DISTRIBUTOR

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

COIN MACHINE EXCHANGE

1110 W. NORTH AVE. * CHICAGO 12, ILLINOIS Daleham 5-0500

Slifer Named to ASE Association

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

Walter Clavellle

- Continued from page 47

a house in the new Williams cabinet recently introduced by the firm. The Clavellle is imported from a French Parisian light box complete with Elfin Tower, some high-style Parisian female and a French Parisian airliner cruising through the sky. Scoring is built around a big center drum with a target and a pair of drop-balls, each scoring 10 times the side of value as it hits. Hitting the side of the target adds the value of the drop ball. There is also a pair of red and green bumper walls on each side of the playfield for the drop balls and kick-bumpers that apply the scoring.

Twin Trail Blazers

- Continued from page 47

er, introduced earlier. Twin Trail Blazer permits dual play with a separate coin chute for each side of the machine for each player. The game also has the firm's "magic-viewer" windows, a row of the colorful glass windows for the flashing symbols signifying score. In addition to the regular symbols, the game has the game holes, the game holes, the game holes, which are wild, and a row of four stars score 1,000 free plays. The cabinet measures 53 inches high, 30 inches wide and 18 inches deep.

Fischer POOL TABLES
STANDARD OF QUALITY
"4" & "DELUXE-POCKET" POOLS
All your distributor or call Bill Westman
FISCHER SALES & MFG. Co.
N 45th St. and Chicago Ave. Chicago 17, Illinois

WANT TO BUY—
HIGHEST PRICES PAID!

WEEKLY SPECIAL!
RALLY B & ARC & CONGRESS $165
Shipping 20% PAID.
Completely Assembled

H. ILLINOIS, M. ILLINOIS
You'll Hold Appeal—Action—Points Waiting In OKLAHOMA
GOTTLIEB'S NEW 4-PLAYER
Immediate Delivery! Order Now

NATIONAL COIN MACHINE EXCHANGE
1611-13 N. Elston Ave. Chicago 14, IL
Bridgewater 1-3211
WILL TRADE

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

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

MUSIC SPECIALS!
Reconditioned—Refinished—Guaranteed!

SEEBURG 200 SEL. WALLYMATIC
Reconditioned—
LIKE NEW
SEEBURG 200
$69.50

WURLITZER 2300-5.............$595

NEW YORK—Oscar Parkoff, manager of the Newark, N. J., branch of Atlantic-Steeltown New York, feels that the coin machine industry is overlooking a good bet in not using paint trucks and station wagons to promote the industry. Parkoff suggested that the hundreds of service vehicles in the New York area could carry industry promotion signs, reminding people that their favorite recorded music is available at their neighborhood taverns and restaurants. He pointed out that these mobile reminders, over a period of time, could help stimulate trade in taverns and restaurants, with the jingle and ambient game operator benefitting.

PARKOFF SEES MOBILE SIGNS AS TRADE AID

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 16 times indicated value when matched
★ Double Jet Shooters fire ball up field at Roto-Targets
★ Jet Shooters spin Roto-Targets
★ Side rollers spin Roto-Targets individually
★ Spotted lights indicate top triple rollover values

Tomorrow's Design Today!
★ High, wide and handsome canted light-box
★ STAINLESS STEEL moldings
★ Sparkling plated legs and front door panel
★ Hard chrome finish corner castings

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

Gottlieb's

BILLYARD MUSIC WEEK
FEBRUARY 27, 1961

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, amount collected was $1,728,000, down $688,000 from the last quarter of 1959. Excise on coin-operated gaming devices added $1,096,000 to the cof fter, a decrease of $336,000 from a year earlier.

Tax on admissions to theaters and concerts totaled $10,615,000 in the final quarter of 1960, an increase of $499,000 over the final quarter of 1959. Levy on musical instruments totaled $4,917,000, up some $396,000. The excise collected on bowling lanes and pool tables amounted to $417,000, an increase of $45,000. Excise on coin-operated amusement devices increased $2,000 to a total for the final 1960 quarter of $336,000.

The Road to Profit Is Paved With

WORLD WIDE BUYS!

UPRIGHTS

Games Inc. TRAILBLAZER BLACK..................$275
Games Inc. TIGER CAT ..........................$275
Games Inc. DOUBLE SHOT .........................$150
Games Inc. CUPID ................................$125
Games CARNIVAL ................................$195

SHUFFLE ALLEYS

BALLY

CLUB .............................................$325
DELUXE CONGRESS ...............................$325
DELUXE ........................................$325
GOLD MEDAL ..................................$225
CH. CARNIVAL ..................................$195
CH. CARNIVAL FLASH ...........................$195
United REGULATION .............................$175
United LIGHTNING ...............................$195

Tennis courts on roof of Chicago's new sports facility.

Gottlieb's

1140-54 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS
It's Always Profitable to Operate Gottlieb Games

Copyrighted material
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.

New Chrome Flash Cabinet Styling

SHARPSHOOTER

Real Gun Actually Shoots Plastic Balls

FAST PLAY

AND EXCITING ACTION

100% SKILL

AND ENSURE TOP EARNINGS

WINS WELCOME

LONG LIFE ON LOCATION

FROM TAYLOR TO KIDDIE-LAND

Fast adjustable to 40 or 50

De Luxe

JUMBO BOWLER

Players' Push-Button Choice

OFFICIAL BOWLING

TOUR SCORE 300

JUMBO SPEED CONTROL

BOWLING TOP SCORE 6000

Popular SUPER STRIKES

HIGH-SPEED TOTALIZERS

1 TO 6 CAN PLAY DIME-PLAY 9½ ft. by 23 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

Look! Most BEAUTIFUL, MODERN Cabinet Design I've seen!

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!

FAST PLAY 6-PLAYER ACTION!

Compact "Profit-Maker" Fits all Locations!

Push-Button Play Selector!

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!

"ELECTRONIC-EYE" RAY GUN
New TRANSISTOR Type PHOTO ELECTRIC CELLS!
No Modern Circuitry — NO AMPLIFIER!
FITS ALL LOCATIONS — Minimum Space 6 Feet!
Maximum Space 15 Feet!
20 SHOTS 10c — POSSIBLE 100 BONUS SHOTS!!

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

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

A RE-STATEMENT OF SEE BURG 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.