March 6, 1961

Music-Phonograph Merchandising • Radio-TV Programming • Coin Machine Ops

LABELS GIVE DEALERS BIG SPRING TONIC
Payola Probes Won’t Die; Pose Perennial Problems

Indie Labels, Distributors Say Payola Runs Rampant, Especially in R.B.B. Field

NEW YORK—Payola probes, supposedly buried in Washington last year, are beginning to shape up as perennial problems in the radio music business. For San Francisco-Oakland, Calif., radio station KYA, KSAN, KDDA, and KEWB—currently being investigated by the Federal Communications Commission—are possible payola among their disk jockeys.

At the same time, indie record labels and distributors report that payola practices are still widespread; payola (indirect, secret payments in U.S. money or in foreign currencies) is more rampant than ever over radio stations across the country. Disk jockeys are also said to be using the labels in interviews to suggest that records are giveaways and/or gratis guesstimate appearances by disk artists at a loss.

Two FCC fieldmen have been conducting a series of interviews with disk jockeys and management at the four San Francisco stations involved in an effort to determine if any money has changed hands to get a disk played and if any of the deals has a financial interest in the station company or distribution firm.

Management at all the stations denies payola practice exists, and said their personnel have been interviewed by FCC Field Supervisor Don Patterson, manager-owner of KSAN, subsequently issued a “no payola” statement to all disk jockeys and programmers/pluggers to his jockeys.

New House Comm. Handles Juke Bills

WASHINGTON—Membership of the new House Judiciary Subcommittee on Copyrights and Patents, which will handle anti-performers examination bills for juke box music, has increased by two Democratic members over last session’s four Democrats and four Republicans.

The group must okay any House-introduced copyright legislation, including the new copy-right examination bill, which has been referred to the subcommittee.

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RCA Victor’s Shakes Symphony Project
Victor, Capitol & Mercury Slash Album Prices 25%

BY LEE ZHOTO

HOLLYWOOD—Capitol Records last week invaded the electronic scene in full force with the purchase of two electronic firms and the establishment of a wholly owned subsidiary. Electric & Musical Industries (E & M), Ltd., Capitol acquired the Hoffman Electronics Co. of the West Coast, N.Y., and the Vos-Shan Electronics Division of Los Angeles’ Vos-Shan Industries, Inc., to form the new company, EMI-U.S. Thun Capitol has made its long anticipated move into a diversified, new endeavor.

Hoffman is a national distributor of electronic tubes and microwave components for the past three years, has distributed EMI tubes in this country, and Vos-Shan Electronics has been active in developing and manufacturing travelling-wave tubes. Key personnel of both Hoffman and Vos-Shan will remain as part of the EMI-U.S. staff.

The newly formed Capitol subsidiary, which will be run by the label’s Home Instruments Division which at present helps Capitol’s activities in the phonograph field. At the outset, EMI-U.S. will concentrate its efforts on manufacturing and marketing a wide array of electronic devices aimed at the general consumer as well as military, government and industrial use.

Most of its products will be supplied by the Capital Records parent company. The new company, EMI, one of the world’s major electronic firms and the United Kingdom’s largest manufacturer and distributor of magnetic tape. Among the first products to be marketed by EMI-U.S. will be video tape, making it the second company in this country to offer broadcasting a videotape line (Herstcroft, Minnesota Mining and Manufacturing Co., manufacturer of videocassette). EMI’s video record will be sold via the usual BBC and the Canadian Broadcasting Company.

Capitol Tower plans to serve as a headquarters for EMI-U.S. It will have an Eastern sales office in New York, manufacturing facilities in Los Angeles, and service and warehouse in 28 U.S. cities. Capitol Records, Inc., vice-president, Dan Bonbright, will be in charge of the electronic activities. Among his CRI executive responsibilities has been Capitol’s Home Instrument Division. Concurrent with the formation of the new electronic subsidiary, plans call for a new studio in Hollywood, a new MFG. office in New York, and 50 Angel albums. The Capitol plan applies to all album product, stereo and monaural, with the exception of the Burkhardt album (33) doubles. The Capitol sales plan started last week and continues through March.

Mercury Plan

Mercury’s plan is similar to the Capitol plan for the firm’s entire line, with the exception of its Sound Series of Perfect Presence and Living Presence records. Mercury plans to slash prices of free album for every three purchased, and it includes both stereo and mono disks. The sale started March 3 and runs through April 17. Mercury also plans to clear out a number of albums that consist of a score of a LP’s, the sale prices being $1 each for every five purchased.

Capitol Shuts

RCA Victor’s program marks the third consecutive year in which the firm has slashed prices on its LP disks. In March 1960 and 1959 RCA Victor slashed prices in the firm’s entire line in which the consumer could buy a record at a special cut price when he bought 33% more disks at regular price. This year the firm decided to slash all LP’s, and the sale prices average $1 each for every five purchased.

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Music Pop Charts
Chi Dealers Note Interest: Answer ‘Not Now’ to Buying Co-Op Proposal

By NICK BIRRO

CHICAGO—Dealers here are watching the formation of a buying cooperative on the West Coast with much interest, but to date there is no plan to follow suit, at least for the time being. Following the meeting here of a group of dealers about a month ago, it was generally agreed that such a co-operative would currently entail more headaches than it was worth.

The group, known as Associated Radio Stores, made up of some of the city’s better-known and more influential dealers, met January 31 to specifically discuss the buying co-operative idea (BMM, Jan. 30).

Answer is ‘Not Now’

A great deal of discussion has taken place since the meeting, but the answer is still the same now.

Basically, dealers here feel that unless the price offered to co-ops is materially less than that available through legitimate distribution, it would be to the dealers’ advantage to continue to buy through the regular distributor channels.

They cite such advantages as delivery, no handling and protection against loss through unsafe or defective merchandise.

Moreover, dealers here don’t feel that their situation is comparable to the West Coast, and they are not fighting to keep it that way.

Focused Into Co-op

It was pointed out recently that record prices on the West Coast can be bought at retail for $1.96—not just limited items but complete lines. Dealers here feel that the West Coast buying cooperative is being forced into the co-op set-up to compete.

In the Windy City, although discount dealers have flourished from time to time and a few top discount dealers are offering record product at substantially cut prices, the discount practice hasn’t spread to the extent it has in the West.

Dealers here point out that by setting prices, they might get at best, 20-30 cents off their current price of $2.47 for a store album.

Take Advantage of Sales

This would bring the dealer’s cost down to $1.72 to $1.97. Consider, however, that most dealers would be happy to see a gain of 10 per cent off the distributor price of $2.47 by taking advantage of such cut-rate prices.

Moreover, consider also that dealers would have to absorb all the overhead and profit that was once part of the same costs that are now absorbed by the record company.

All would reduce this price differential to a few percentage points, but it’s worth the gamble.

The one big advantage would be if dealers here would go into disc-counting operations of their own. This would mean that they wish to a high-volume, low-overhead type operation and conceivably the co-op plan, and its few percentage points advantage in buying price may be the way to go.

At present, however, the discounting operation is something that is not working.

For one, most feel that the discounting of type operation is not the way to go, and in addition, one dealer pointed out, this business (Continued on page 52)

Dots Bump Dames Off a Cover

By BEN GREGG

NEW YORK—“The struggle for album exposure has produced several interesting new trends, both as types of covers being turned out and those being distributed by dealers.”

If one were to try these trends are frowned upon in the professional world, a memorable piece of advice given by Philips Brothers, A&R, Stiff and Love’s election, is that the cover should be simple, clear and not cluttered with too much information.

The &; the mask, of course, is considerably more involved than this. It is the artist that sells the album. Nevertheless, there has been in recent years a movement towards the use of many covers, which are selling dealer approval.

One dealer put it this way: “Whether the cover is a part of the record itself, the cover is the place where you can use eye-catchers to merchandise a new artist. But an experience has shown, if the record doesn’t have it in the grooves, it won’t have it on the cover.”

All-Time Picks

In Decca Drive For March $5

NEW YORK—“All Time Golden Favorities,” a series of 300 albums containing both big records and selling singles by the label’s past and present crop of artists, is the backdrop of a special promotion campaign by the firm for March.

The new “Golden Favorities” albums have been released to augment the series which started last fall with six packages. In the latest group are collections of the biggest hits of the past two years by Bing Crosby, Milt Gabbi, Abbey, Eddie Fitzgerald, Kenny Dee, Nick Wallis, Red Foley, famous tenors, and Barbra Streisand.

A dealer incentive plan is being offered through March 24. In addition, dealers will receive counterpieces for window and counter display, mounted lithos and consumer leaflets carrying the theme, “Every Song in Every Album is a Million Hit.”

MGM’s Anger, Handwring to New Positions

NEW YORK—Two new departmen to handle advertising, promotion and publicity have been established in the MGM-Verve production field. Richard Brandt, vice-president in charge of sales and operations.

Under the new set-up, Sol Handwring, veteran promotion man, has been named director of publicity, promotion and advertising, while Harry Anger Jr., assistant to the president, has become head of the promotion services. Brandt said under the new arrangement both men will take on greater responsibilities directly.

Handwring will concentrate his efforts in the publicity field, with special emphasis on developing campaigns for television, radio and live shows as well as newcomers. His efforts will be directed to building the names of the artists and dealers both domestic and foreign.

Anger will be formed with RCA Victor and Warner-Handwring Records, will be responsible for the creation and development of advertising, packaging and display programs. He will also handle the dedicated sales promotion for MGM for the past year.

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Editorial Department

BRIAN HURST, Managing Editor

The Billboard Group

2160 Patterson Street

Cincinnati 22, Ohio

January’s Hot Singles Ease February Losses

NEW YORK—Although billboards and fashions were slowed down the singles business for the first two weeks of February, dealers could look for a strong pickup in March as sales equal to or better than the same four-week period during 1960 for singles sales.

Singles sales in record shops during the first four weeks of this year were off 7 or 8 percent as compared to the same four-week period from January 13, 1958 to February 9, 1958, which was period that was relatively healthy for record business was in December 1958, when David Seville’s “Chip-

“Dumpling” sold 485,000 copies, and the Shirelles’ recording of “Tomorrow” on Scepter; Ferrante and Teicher’s “Exodus” on United Artists and Eddy “Calcutta” on Dot; “Poony Time” by Booby Checker on Parkway, and “Beat Around the Mickey” by Elsa on Tama. These, as well as many others, were top five singles in December, and it was shown that singles sales were up in December compared to January 1959.

Comparing January 1961 with January 1959, sales of the singles this January were up 51 per cent as compared to January 1959. It must be recalled, however, that January 1961 was the weakest month for singles in the entire year.
**Academy's Song Nominations Set Off Scramble for Ballots**

**BY JUNE BUNDY**

NEW YORK—The announcement last week of more than 20 nominations for films in Hollywood's 1961 Academy Awards competition caused what was perhaps an even more frantic than usual scramble for votes at the office of the songwriters whose publishers in the form of TV game shows, trade papers and special film distributors.


Playing a particularly active role in the promotion push is the Big Three (Robinson, Font and Miller), which has two of the tunes. "The Green Leaves of Summer" and "The Second Time Around." At least one Robinson, Font or Miller song has been nominated for the last 24 consecutive years. A total of 38 Big Three songs were nominated during this period and five were awarded an Oscar. During the same period, the Big Three have had their share of nominations resulting in 11 Oscars. In the "Best Score" category, the firm has the "Alamo" and "Let's Make Love."

Although "Green Leaves of Summer" was recorded by more than 20 different artists around the world, the Big Three obtained even more exposure (on the West Coast only) with a special recording by Sarah Vaughan—recorded versions of the tune which might possibly ultimately be released by Columbia and Roulette in show music albums by the two stars.

Meanwhile, the writer committees and the nominating boards of both, TV and movies, will have long and involved discussions over Jimmy Van Heusen and Sammy Fain of the husband-and-wife team; Paul Francis Webster has won two Oscars, and Jimmie and Dimitri Tiomkin have each won one. Previn is nominated in three different categories this year: Tiomkin in two.

Previn will again act as musical conductor for the Academy Awards telecast and the live winners are announced April 17. Bob Hope will emcee the event, with Jane Morgan and Roger Miller not scheduled as presenters. Miss Morgan will sing "The Second Time Around" and "I'm Gonna Love Me Again." Miss bergen will perform "Never on Sunday." Local trade paper ads are spotlighting glowing testimonials to the various tunes by figures such as Frank Sinatra and Sigourney Spathe. Sinatra's ad is a testimonial to his close friendship reference to his new waxing of "The Second Time Around" (the first release of a Reprise label which is distributed by MCA). Williams will play "Never on Sunday."

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It is interesting to note that United Artists Pictures, which scored strongly with three theme waxings by UA Records on the best-selling singles and album charts in 1960, has also been nominated this year with 41 nominations. Three of the five nominated songwriters are associated with "Never on Sunday and "The Alamo." Four of the five film score nominees are from UA albums — "The Great Gatsby," "Exodus" and "The Magnificent Seven."

**Flick Execs Dig Deep Into Disk Artist Ranks For Box-Office Attractions; Tap Deeja, Too**

NEW YORK — Movie executives are digging deep into the ranks of hit makers and their top albums and field albums in their never ending search for hit songs and hit records. And a number of important disk jockeys are being tapped as the "in" artists.

Meanwhile, the current success of various tunes is changing the face of the hit disc in helping to create excitement about hit movies, has caused a scramble.

Also featured in a lake jacket scene will be "Hey Jude," written by John and Paul in a flurry of activity, and released by the British rock group as the theme for the new NBC TV show "The Beatles." The song will be used in that scene.

Sidney Mills Back With Mills Music

**NEW YORK**—Sidney Mills, veteran music man, has signed with Mills Music as general mechanical manager. He has been with Mills since 1937, and Paul in acting as liaison with labels and men of the various recording companies.

Sid Mills had left Mills a few years back to start his own music publishing company. He will continue the active management of the firm, but with the added responsibility to sign and manage new songs and Diana Records. He will also continue the important work of representing recording artists Sami Hawkins, Vic June and Bobby Hamilton, in addition to his other duties with Mills Music.

**MORE FRANTIC THAN USUAL**

**Strictly Top 40**

Disk-Pioneering Spirit Fading Fast in Boston

**BY CAMERON DEWAR**

BOSTON — The old Yankee pioneering spirit, at least as far as the radio business is con- cerned, appears to be dead in this once No. 1 kick-off town, according to the information given by the broadcasters and record dealers. The feeling is that many recorders are desiring of attention by the go-betweens on the radio stations.

Radio stations appear to be sticking strictly to the Top 40, neglect rhythm and blues and rock 'n' roll and non-commercial stations and less almost wholly on pop tunes. Talking with some teen-agers and record dealers reveals the marks of interest that there is a great fascination for the older R&B numbers, but

**Wein Unveils Big Plans For Castle Hill Concert**

**BY CAMERON DEWAR**

BOSTON — George Wein, director of the Newport Jazz Festival, said he would be bringing some of the other major performers of the festival to Boston at an early date in the fall. The plans for Castle Hill, Ipswich, were put off in July in order to avoid a conflict of interest, should the same situation develop in the future. The plan is to have the festival held in the fall of 1963 or later.

Wein said he believed that Castle Hill would be the perfect location for a series of concerts, because of its location in the countryside, lovely gardens and spacious area over the bank of the Ipswich Bay. "It's a setting for that kind of performance in the quietness of the countryside, the Castle Hill concert series has been supported by a loyal core of sponsors, and we feel that the show is ready to expand its sponsorship.""}

Wein plans to bring the Kingston Trio, Dino Elluming, Mort Sahl, the Weavers, Mahalia Jackson, the Modern Jazz Quartet and many other artists who have already been announced. He said he also hopes to make "the kind of atmosphere that will keep our entire audience.""}

While classical performances include Isaac Stern, Lenny Price and Leora Fleisher, who have appeared at Castle Hill in the past, the festival will also be a noncommercial venture. Service inmates will be of necessity limited to the 1,700-seat capacity of the garden and 4,000 in the amphitheater, for the festival will go to Castle Hill sponsors.

**SPOTLIGHT WINNERS OF THE WEEK**

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Victor, Capitol & Mercury Slash Artist Prices 25%  
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both mono and stereo. According to Rockefeller, it is the first time that commercial sales at RCA Victor, the company's 1960 "Save-on-Stereo" campaign, have been increased by 25% in a single month. Although the company was quick to note that it was not possible to "really" put stereo on its feet, it was clear that the record industry was starting to show signs of life. Rockefeller, for his part, was optimistic about the future of stereo, and said that he expected sales of stereo records to continue to grow at a rate of 25% per year.

Mercury Records President Sidney Wald, in a statement on the same day, said that he expected a similar increase in sales for stereo records at Mercury, and that the company was already planning to introduce a new series of stereo records, which would be available at a savings of 25% over the previous series.

In addition to the price reduction, the companies also announced that they would be offering a "Quality Products Need Less Discount" program, which would allow dealers to offer their customers a discount on the purchase of a record, which would be applied to the price of the record at the point of sale.

The program was designed to encourage dealers to sell more records, and to give customers a better value for their money. According to Rockefeller, the program would be a "win-win" situation for both the companies and the dealers, and would help to stimulate the record industry.

In a related development, the companies also announced the formation of a new group, the "Quality Group," which would be dedicated to the promotion of high-quality records. The group would be composed of representatives from the companies, and would meet regularly to discuss ways of improving the quality of records and the overall experience of the listener.

The companies also announced that they would be launching a new promotion program, called "The Quality Sweepstakes," which would offer customers the chance to win a variety of prizes, including records, stereo systems, and other equipment.

Finally, the companies announced that they would be introducing a new line of record albums, which would feature a wider selection of artists and genres, and would be available at a savings of 25% over the previous line.

In conclusion, the companies expressed their confidence in the future of the record industry, and their commitment to providing customers with the best possible records at the best possible prices.

New York

Max Silverman, the general proprietor of the Quality Record Shop in Washington, and his assistant, Gene Levy, have had several runaway hits on their hands this spring, "Call Me," "I Can't Stand Myself," and "You're Nobody," with Tibby Hubbard, has already started to garner attention in Washington, Nashville and Philadelphia, says Max.

Lee Allinson sister's producer, Konrad Moser (B.M.V.), Feb., also includes Pauline Music, the ASCAP firm that includes the entire Allinson catalog, and the exclusive distributor for United Artists Records in Columbia.

Vestron Records in New Jersey has appointed Dunne Davidson in Cleveland and Dic Distributors in Boston to handle the label.

Nelson Riddle backs Johnny Mathis on his new single, "Dream with Me," produced by Capitol for the L.P. Along with a new musical, "Kicks & Co.," is due to hit Broadway in the fall, book, music and lyrics by Nat Hentoff and Bobby Strong. Wally Riker, formerly with Fats and Furry labels is now handling distribution for his new label, "Fatty Records." Fats and Furry is off to Europe on a four-week trip to acquire new tunes for his plans. John and Ivan Mogul Music firm, and to work on "Poiny Time" and "You Can Have Her." Bobby Checker is making a TV film showing the "Pony Time" dance which will distribute throughout the world with his label.

Harrow Herson, New York dance band leader for 30 years, dead last week in Lathica, N. Y. Annette LaVine has joined Bobby Heller's distribution firm in Philadelphia as an operations department chief.

Hollywood

Gardena Records has signed aexclusive deal with the Gary Paxton and Kim Fowley production. Gardena also picked up the Paxton-Fowley master to "Baby, You Got Soul" b/w "Ain't Nobody's Biz" which is now available on a 45-rpm.

Dean "(Ghost Riders in the Sky) Jones" latest, "Sweet Little Miss." Three-Russ label here by the Russ Brothers. Tune in a ballad.


Seventeen-year-old singer-actor Ronnie Kerby (LeRoy "The Great Gildersleeve" show) has been signed by Elane Records. Kerby recently signed a contract with "Moonlighting" and "My Little Susie." Color Tracks record's band, Bill Silva, is setting up a West Coast office with branch offices in San Francisco, New York, Hollywood, and Los Angeles. Bill Silva is issuing a special disk-jockey promotional record that includes a Lawrence Welk voice-track stating the sinopsis of Kerby's recent picture with "Moonlighting" and including the disk jockey pressing of "Theme From My Three Sons" to be "Out of a Clear Blue Sky." Lee Zhao.

Chicago


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Ernst Anderson (Mercury) cut a single in New York Friday, O. according to Mercury a.m. "Tip-Off, Hill Bill Hill," Celts Records, has set Bob Hellman and Gear Caster, Rec- ord Distributing Company, to handle his farm's Philadelphia distribution. Jack Russell was re-elected president of the Midwest region of the Artists' Representative Association for the eighth year in a row. Red Rooster has a new record for the "Danny Thomas Salute to the Centurion" show April 26 here. Distributor James J. Martin has been appointed a new Eastern distributor.

Enzo Altschuler, Columbia a.m. man, was in town last week for record sessions with Immam and Ira, currently at the Gate of Horn, and Johnny Jacobs. Mr. Altschuler also cut a comedy LP with the Kirby Stone Four during a live performance at the Playhouse. Norman Dalph, Columbia booking agent, was returned from a two-week conference in New York.

Nashville

Bob Riley last week produced Chamberlin sessions at the Bradley Studio by Nicollet and the Les Men. Jim Reeves, new RCA Victor album is called "Talk Tall and Short Tempos," and his songs are quoted with great enthusiasm by Hunton, "Sings My Mother Never Sang." The Williams Brothers, second major label for "Dreams,N. D. M. F. Roberts that bass man Bob Moore's "Theme From My Three Sons" destined to become a top pop instrumental.

Carl Allin recently ended young Hollywood continuous as the label of the label of his page 52.
OUT TWO WEEKS
NO. 1 on WINS & WMCA
NO. 2 on WMGM & WABC
New York Radio Stations

Gladys Pora
N. Y. Distributor
"Fastest Selling Record
Since '48!"

Eddie Rothberg
Miami Distributor
"Sorry to Call You at
Home Saturday—But
I Need Records and
Quick!"

Mary Browdy
Cleveland Distributor
"It's Just Fantastic!"

One N. Y. Prog. Director
Comments:
"In My 22 Years in
the Business, This
Tops 'em All!"

Joe Cohen
New York Distributor:
"The Best We've
Had Since 'The
Chippers!"

CURRENT SMASH
managed by Julius Kraupir
colpix cp 186

NEXT SMASH

the
skyliners
managed by Joe Jack
Consistent Chartmakers (Such as "Since I Don't Have You," "Pennies From Heaven," etc.)

COMING NEXT WEEK

the door is still open
colpix cp 188

COLOPIX
Permanent U.S. Body Oversees Govt. Agencies

WASHINGTON—A permanent subcommittee on regulatory agencies will replace the defiant legislative oversight subcommittee which held the spectacular payola and TV quiz during the 86th Congress. Chairman Harris (D., Ark.) of the full House Interstate and Foreign Commerce Committee announced last week that he has no intention of "abandoning or neglecting the responsibility" of his committee in the important field of keeping an eye on the major regulatory agencies of the government.

Membership of the new subcommittee has not yet been announced. Harris said he expects to recruit new staff members, but will utilize the staff of the parent committee.

Although Harris said moves by agencies like the Federal Communications Commission and the Federal Trade Commission to improve effectiveness were a "most encouraging sign," it will be the job of the new overseer group to see that the agency legislation and administration keeps up with the changing times and develops fewer bottlenecks.

Reside from the business of the 86th Congress includes promises by members of the former Special Legislative Subcommittee to examine network programming, including their handling of musical programming, and to determine the responsibility of ratings in forcing broadcasters into top-40 programming.

ASCAP 1960 Receipts Surpass 1959 Figure By Over $2.3 Mil.

HOLLYWOOD—Coast membership of the American Society of Composers, Authors & Publishers learned at last week's semi-annual meeting here that the Society's |960 receipts decresed from previous year's income by more than $2,300,000. They also applauded ASCAP's increased recognition of the Coast's importance as revealed by the appointment of a representative who will serve as a liaison with the Society's New York headquarters. Furthermore, President Stanley Adams said it was likely that ASCAP's board of review would convene annually on the Coast to hear problems presented by Western members.

ASCAP's 1960 receipts were as follows: It collected from licensees $31,485,789.61; from U. S. Treasury bills and notes, $249,590.35 from membership dues, $110,755.37. Total receipts amounted to $32,212,689.78, as compared to the previous year's receipts which totaled $30,030,967.14.

After expenses were deducted, ASCAP had available for distribution to its members $26,212,689.78. A total of $507,015.52 was set aside for payments to foreign performance rights collection societies. In turn, ASCAP distributed to its own members $2,618,549.43; it had collected for the performance of their works in foreign countries.

These countries include Argentina, Australia, Belgium, Brazil, Canada, Denmark, England, England, France, Germany, Holland, Israel, Japan, Mexico, Norway, Spain and Switzerland. All collections were settled through 1958, with the exception of Canada, which paid into 1959.

License payments in the symphonic and concert field showed a $5,000 gain over the previous year, amounting to $47,250.72. Treasurer's report was read to the membership by veteran Coast board member, Wolfe Gilbert, in the absence of Treasurer George Hoffman, who couldn't attend the meeting due to illness.

ASCAP is expected to identify a Coast liaison man sometime this month. According to some reports, Harry Garfield was mentioned during a board meeting as a likely appointee. Need for a full-time ASCAP Coast rep has been mounting during recent years, with the increasing activity of ASCAP affairs in this area. For some 25 years, Wolfe Gilbert has served the Society in that area here as a non-paid helper. Gilbert is a board member, voted in favor of appointing a salaried rep to handle these affairs since the expansion of this area has resulted in more than a part-time aid can handle.

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*Responsible for musical backgrounds to all Roy Orbison hits

Movement up charts: Vertical

Bright future

Volume sales
U. S. Bill Would Thin Out Income Tax For Creative and Performing Talents

WASHINGTON — Songwriters and other creative and performing talent subject to heavy income tax in windfall years will watch newly introduced legislation to allow tax spread. An early bird in this field is Rep. Thomas Curtis (R., Mo.), who has offered a bill to extend present provisions in the internal revenue code to permit tax spread for any individual whose income for the current taxable year exceeds 150 per cent of his average income for each of the preceding five years.

Proviso for the back-spread of the tax in the Curtis Bill, H.R. 4816, would result, for example, in a tax base of $4,500 when actual personal income for that year was $9,000, while earnings for preceding five years averaged only $2,000 annually.

Curtis explains details in the somewhat complicated back-spread method like this: “Let us assume an individual whose average taxable income for five consecutive years has been $3,000. The sixth year he receives $9,000. His tax liability for the sixth year would be based upon first, 150 per cent of his five-year average, or $4,500; second, one-sixth of the surplus $7,500, for the current year, and third, one-sixth of the surplus for each of the preceding five years. The entire amount which is received is taxed, but a portion of that received in the big income year is refunded back to previous years.”

The President is known to favor more equitable tax spread for the creative and performing earners, but a bill from the Democratic ranks is more likely to receive action in the present Congress.

SIMON PICKED AS NARAS EXEC

NEW YORK — George Simon, record producer and former editor of Metronome magazine, was selected this week as the executive director of the Eastern wing of the National Academy of Recording Arts and Sciences (NARAS). This is the first paid post for the organization. Simon’s duties will encompass membership drives, radio-TV exposure, publicity and music scholarships.

Warners Ponder Promo on Wheels

HOLLYWOOD — Warner Bros. Records executives discussed with their district sales managers whether the label should push its fall convention on wheels again this year by chartering a Pullman car and sending it to the nation’s key markets. Talks also included WB’s spring and fall plans. Meeting was held in Palm Springs, Calif.

Those attending included the label’s four district sales managers, Stuart Woodruff (East), Bob Samms (Midwest), Reggie Tobin (South), and Fran Howell (West). Also present were promotion manager Don Graham, San Francisco; Eastern operations manager Monroe Glazberg, New York; Western operations manager Gene Bensen, Los Angeles; comptroller Ed West, merchandising director Joel Friedman, assistant to the president Herb Bender, international director Bob Wein, engineering and recording director Lowell Frank and president Jim Condlin.

IRS Bolks at Cabaret Tax Rule of Federal Court

WASHINGTON—Internal Revenue Service announced last week that it will not follow an appeals court decision relating to which portions of services and refreshments are subject to the cabaret tax.

In the Bush’s, Inc. decision, handed down by the Seventh Circuit, it was held that services and refreshments furnished to patrons after entertainment terminated were not subject to the levy, that those furnished during the entertainment period were properly taxed, and that those furnished before the entertainment period were properly taxed only to the extent paid for during or after the entertainment period.

IRS pointed out that under the Internal Revenue Code of 1954, the tax applies to all amounts paid for admission, service, refreshments or merchandise by patrons of a cabaret who are entitled to be present during any portion of the entertainment furnished by such an establishment. The service held the position that amounts paid under the management of this case for pre-entertainment sales to patrons who are present during any portion of the entertainment are specifically taxable under the law and applicable regulations, regardless of when paid, and that a similar result is called for in the case of post-entertainment sales furnished to patrons who were present during any portion of the entertainment.

IRS said it will not ask the Supreme Court to review the decision, but will take an appeal to the Eighth Circuit.

Dot to Issue 7 Singles as First Compact Release

Europe Networks Set Song Contest

PARIS—The radio and TV networks of France, Switzerland, Belgium and Canada organized an international contest of French songs for composers and French language authors residing in these countries. A total 1,778 songs have been entered in French RFP received 818 songs; Switzerland, 160; Belgium, 200; and Canada, 600. National selections will take place in each country to select the three best songs. France’s finals will take place at the Salles Pleyel, March 10. International finals will take place the week of March 17. There are 10,000 Swiss francs for the winning writers.

THE STRING A LONG

A DIVISION OF
Seven Arts Records Corp.
MORTY CRAFT, PRESIDENT
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first... "WHEELS"

NOW... their latest smash!

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Keeping The Drifters’ chain of hits unbroken!

"SOME KIND OF WONDERFUL"

(A Lieber-Stoller Production)

by

The Drifters

b/w

"HONEY BEE"

2096

ATLANTIC RECORDS
CONCERT REVIEW

Garnett's Old Favorites Pleasing

Erroll Garner stuck mainly to his old album favorites as he pleased the varied audience at the Civic Opera Hall in Chicago's Old Town Hall last Saturday evening (25), and from audience reaction, it was exactly what the crowd had come to hear.

The maestro retains every bit of the imaginative, light-fingered style which has made him a recognized recording artist. In his concert offerings, he used the standard Garnett format — a series of impromptu numbers between going through a wide range of improvisation that seldom lacked for imagination and often, daring.

In the past, he has said, it would have been the lack of variety—the same sameness bordering on boredom—had kept him from being played more often. With the exception of an interesting bass solo by Edward Calhoun, and a very delicate brush ride by percussionist Kelly Mortensen, there was nothing in the program to give a clue about too much of a good thing could have some application here.

LEE LOVINGER TO ANTIRUST

WASHINGTON—The President's choice of Lee Lovinger, former chairman of the Minnesota Supreme Court, to head the antitrust division of the Justice Department will be of special interest to the American Society of Composers, Authors and Publishers.

DisidentASCAP publishers are trying to bring to the Justice Department's ASCAP consent decree for an antitrust action formalized under the division's former antitrust chief, Robert Topper, at the American Music Week, February 13.

Lovinger's name, who was well acquainted with antitrust problems of small business and has represented small professional committees on these matters, has been formally presented to the antitrust division, 1941-1946, and 1948-1953, and is a present court position by Secretary of State, who was appointed by FDR when the latter was governor of Minnesota.

King Records

2 for LP Sale

CINCINNATI—King Records is offering a price-of-one album deal on a series of European and American orchestral works. Under the deal, the factory has packaged a series of albums sets of two LPs, each of which is offered at the suggested price of $3.98. The albums feature world-class orchestras and concert material.

Songs of Italy Festival

At Carnegie Hall Tabs 'Realla' for Top Place

NEW YORK—A song composed and sung by Claudia Vills named 'Realla' sold at the "Second Festival of Italian Songs" held at Carnegie Hall last week. Villa recorded the song in America for the Coral label and the song is recorded for Columbia by Corri in Italy.

Two second places went to "Il Sole" and "Il Sole di colori" by the Italian composer Tommaso Comici, sung by Canuto Luigi, and "La Mattina" by the Italian composer "La Mattina" and "La Mattina" by the Italian composer "La Mattina." The song was performed by the orchestra at the festival.

Chuck Berry Sets

Fun Park opening

ST. LOUIS—Chuck Berry, the king of rock 'n' roll, has a new adventure—opening a fun park for himself near his downtown home. The park, called "Berryland," is an outdoor park that features a variety of rides and attractions. It is located on a large piece of land that has been converted from a warehouse for several years. The park opened to the public earlier this month, and it has been well-received by both children and adults. Among the features of the park are a swimming pool, a miniature golf course, and a large roller coaster. The park is open six days a week and is closed on Sunday. The park has a variety of other attractions, such as a petting zoo and a small amusement park. The park is located on the city's east side, near the riverside area.
you're hearing it everywhere...

the new hit by

the McGuire Sisters

JUST FOR OLD TIME'S SAKE

Orchestra under the direction of DICK JACOBS

62249

CORAL RECORDS
Shucks.
How can I hear
PATTI wail
with those dern
Cash Registers
making all
that Noise!

A CITY GIRL
STOLE MY
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PATTI'S powerful
bid for #1
WATCH IT CLIMB!

PATTI PAGE
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b/w DONDI
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OF A SMASH!

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Destined to be their Biggest Yet!

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3330 Barham Blvd., Hollywood 28, Calif.
SIDE BY SIDE!

* SMASH! SMASH! SMASH!

"HAPPY BIRTHDAY BLUES"

Ind. 115

"The Cinderella"

KATHY YOUNG

MATCH OF THE YEAR!

ATTENTION—D.J.'s, DISTRIBUTORS & DEALERS... Be Sure to listen to "KATHY YOUNG FINDS THE INNOCENTS GUILTY"

NOW AVAILABLE!
SCANDINAVIA EXCITED

By TED WOLFRAM

COPENHAGEN — The
Eurovision annual pop song com-
petition, "Melodi Grand Prix," has
not aroused any great enth-
usiasm or optimism in the
"durability" of the tunes that
were winners in Scandinavia.
Most of the singers who took
part did a good job selling the
songs, but critics were inclined
to be cynical as to their quality.

Intermittent heavy fog dur-
ing February startled all forms
of communications so that it has
been difficult to get an accu-
rate

report of all the Scandinavian
songs.

Copenhagen streets gave
great coverage to the finals of
the Danish, which took place in
the theater at Frederica. The
winner was 16-year-old Axel
Rasmussen, who wrote both the
melody and lyrics of "An-
gelique," the winning tune. He
is a disabled person as result
of football and auto accidents
and was unknown until the night
of February 18, when the final
was sent out over the TV and
radio networks.

Dun Campetto sang the
song and both he and the com-
poser have been receiving offers
of contracts from music pub-
lishers and record firms. Otto
Brandenburg, Birthe Wilke, Wil-
nel Rasmussen, Grethe Snick,
Kati Rodiger, Gustave Winnicki
and Pedo Riker were the other
singers taking part in the fin-
als. All handled their songs well
and netted plaudits—but the
hit of the evening was the
singing of Svend Saaby's Chor-
us, an added attraction.

The results of the final in
Finland which took place February 12, are avail-
able. The Swedish finals were
held in Stockholm, February 6.
Swedish Malmin sang the win-
ning song, "April, April," which
was written by Robert Kroman,
who also was the composer of
the tunes which won second
and third places. Lil-Ball (Be-
son), Lilly Berglund and Lasse
Nordin were also among the
singers.

The finals in Norway were
held Monday (27), in Oslo, with
Gretel Molvig, Sver Nielsen,
Sjur Anga, Per Aaglen and
Nora Brockstedt singing the
song.

Wind-up of the competition
takes place in the French Riviera
resort town of Cannes, March
18.

Ornette Coleman

THIS IS OUR MUSIC

#1353

Hank Crawford
(The highly-praised alto saxophonist in the Ray Charles band)

MORE SOUL

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8000 SERIES

$3.68 monochrome

$5.98 stereo

Chris Connor

A PORTRAIT OF CHRIS

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UA Notes 300%

$1 Billings Boost

NEW YORK — United Artists
Records has announced that the
upgrading is more than 300 per
cent in its gross billings for the
first two months of 1961 as compared to the
same period last year, according to
Vice-President General Mana-
ger, Art Taladige.

Taladige noted that these
figures reflect the company's
swing in foreign sales which have
also occurred and which are keep-
ing pace with domestic growth of the
firm.

Ferric and Telcher have
played a major role in this growth.
The piano team's single "Exodus"
has passed the 1 million sales
mark and their "Great Motion
Picture Themes," largest album
sold in U.A.'s history, has gone
over $1,000,000, while their
album, "Latin Twin Pianos," U.A.'s fastest breaking LP to date.

Anita Bryant's
3 Days' Session

NEW YORK—Carlo Record's
is planning a busy, three-day re-
cording session for star vocalist
Anita Bryant. The thrill will take
place in the near future, to
record four new albums comprised
of some 48 tracks for release in
the fall.

These new albums will figure
prominently in a distributor pack-
aged deal, the same as did Anita's
last two albums which were re-
leased simultaneously for January's
"Anita Bryant Month" promotion.

NEW REPRISE 45

DUE THIS WEEK

NEW YORK — The second
single on Reprise Records
coming out this week features
the Link Eddy combo in an in-
strumental waxing titled, "Big
Boy C." The platter was cut by
Edie Cooke of the Four
Pfors and Lincoln Mayorga.

Philip Skaff Tops
The Band #45

NEW YORK — Kapp Records
has established an independent
sales division and the man named
to head the operation is Philip
Skaff. The 28-year-old appointee
left his position of sales manager
of Milh Salton's M & S Distribut-
ing in Chicago to take over the
new slot.

Company spokesmen believe this
is the first time an indek disc or-
ganization has set up its own sep-
parate sales division. The division
will incorporate individual depart-
ments of promotion, merchandising and advertising.

Skaff, described by head man,
Dave Kapp as a young man with
new ideas that will keep time with
today's market, will replace Jay
Locke, who has left to take the post of sales chief
of Frank Sinatra's Reprise Records.

One of Skaff's first acts was to
name Joe Cerami as national sales
manager of the division. Cerami
became Kapp divisional sales chief
out of Cleveland last August, and
was also a retailer and a box
jockey and was active with the
Capitol Records Midwest sales
organization.

70 Traders

Train to Bristol

For 'Music Man'

LONDON-In one of the most
unusual—and costliest—stunts
ever staged here for a musical,
impresario Harold Fielding hired
a train to take 70 depays, pro-
ducers and other music personal-
ities from London to see the
opening of the English stage
production of 'The Music Man,' which he
is presenting.

It is Fielding's first presentation of
a transferred Broadway show,
The show was on try-out at Bris-
tol, 119 miles away. Fielding
therefore decided to transport
the music business to the show as
he could not take it to them. As
an added gimmick he hired British
railways latest luxury diesel, the
Bristol Pullman which doesn't
normally run on Saturdays. It was
the first time it had been used for
a private party.

The cost was estimated at be-
 tween $4,800 and $5,600, most
of which was being met by Field-
ing EMRI Records was also making
a sizable contribution. The firm
was the Broadway original cast
album on Capitol and will record
the London cast March 19, pro-
duced by Norman Newell, for
HMV release. Frank Music, the
publisher, was also meeting a sub-
stantial part of the cost. It is the
first time a record firm and a
publisher have joined with a pro-
jucer to such an extent in a sin-
ilar promotional venture.

So far, there are 23 discs issued
containing music from the show. Most have been centered on singles of "76 Trombones" (Frank Santa
Colombia) and Edmund Hockridge
(Frye). The show lead is played by Van Johnson, returning to the stage for the purpose. He is the
only American in the cast.
DECCA®
CORAL® BRUNSWICK®
PRESENT
ALL-TIME GOLDEN FAVORITES
EVERY SONG IN EVERY ALBUM
A ONE-IN-A-MILLION HIT

THE GOLDEN FAVORITES OF

THE FOUR ACES
THE AMES BROTHERS
TERESA BREWER
BING CROSBY
LENNY DEE

ELLA FITZGERALD
RED FOLEY
THE MILLS BROTHERS
WEBB PIERCE
ERNEST TUBB

LAWRENCE WELK
KITTY WELLS
JACKIE WILSON
THE McGUIRE SISTERS
KITTY WELLS
& RED FOLEY

SEE YOUR LOCAL DECCA DISTRIBUTOR
By DON WEDGE
News Editor
New Musical Express

As expected, Britain’s Eurovision Song Contest concert was written and recorded (on Fontana) by the Allison has become
the first to be presented by EMI’s new British Decca. The concert will be televised and recorded for the
British Decca has rushed through sessions for two more sides to form an EP for release in early September.

Visitors
A party of executives from London
and abroad was visiting British Decca for con-
certs records are not only the top
luar artists for recording for the U. S. market. In the party were Lee Hadlock, Ed Rice and Tony

DANISH NEWSNOTES
Diskeries Book
Stars in Tours

By TED WOLFRAM
Hotel Osterport, Copenhagen

Danish and foreign distributing
companies are cashing in on the performances on their recording stars. Their stars were
lowed up by appearances in other Scandinavian countries and on TV and radio shows. Some
of the distributors have booked offices of their own, which line up one-night
stands, but in many cases agencies which promote his parade shows arrange such tours when ever they can round up sufficient number of
locations. Although many of the TV and radio shows are also exchanged tours.

Bobby Rydell was brought here by the Skandinavisk Grammofon for a one-week tour. He played on Saturday (25) which was sent out over all TV- and radio stations, and on Sunday he went on to
stockholm for a guest appearance at the Nordic Hall. Bobby Rydell is now on his way to Sweden.

The concerts are distributed by Nordisk Poliphonic, and Roberto Lopez, the Italian television company.

Belgian phonograph bill and both on west to Sweden, which is known to be one of the best
places for concerts. The concert was assembled a concert group which played Malmo, Lund and Guthrie
band. Other disk stars on the tour were "Little Lou" Johnson and "Little Lou" from Germany and Mats Baas (Sweden).

Singing
Kaspar Ramant has signed a four-year contract with Decca for the Danish Grammofon (slogan label) from 1961.

Three French ‘Talk’ Versions

By JAN TORBES
John Box Magazine, Mechelen, Belgium

"You Talk Too Much" is becoming more and more popular in France. The French version, recorded by popular singer
Richard Anthony, Johnny Hally
and Alain Delon, is the one that was chosen for the French version of another popular hit, "The Leaves of Summer," titled here "Le Blues de L’Eté" and recorded by John Wilkes.<n


After having made a hit of "Oh William," the Belgian CBK Records have chosen "Sad Sarong," well-known Radio Luxembourg deejay Camilo Feirão’s version, now titled "Nun Ein Schatten" (Schatten, meaning "Shadow").

RCA is heavily promoting its new single disk "Wooden Heart", "Blue Heart" and "Blue Blues." Prestler's new "Surrender"
will soon be released.

Udo Jurgens, who became ever more popular in the foreign "Song, Jeny," on French TV, sang at the very TV-festival in Antwerp this month. His popular song "Gefühle," sung by the "Treasure of Kirk," is made for the French market through Fontana.<n
Contest
The Italian Professionals Cultural Center has opened an International song contest for professional singers. First prize is a recording.

Belgian News Notes

Germans Select Eurovision
Song Contest Entry Tune

By BRITTE KREEK
Music Editor, Automaten-Markt, Bratislavia

On February 25, TV broadcast the first round of the public vote for the Grand Prix Eurovision Song Contest. The winner, which will be chosen in the Kulturtheater of Bad Honnef, will be announced on March 19. The first prize was won by Karl Antrim and his group "Unser Wunder," who "Once More Apart" with a song titled "Nochmals." Second prize went to Fred Schmitt with the song "This Time" by Fritz Schule-Reichel.

The final competition in which all participants will be chosen will be March 18 in Canet. These winning entries from the advance competition will be judged on records soon. The winners will be picked in Cottbus.

German Music Notes

The preparations for the Ger-

mam Song Contest 1961, for the first time arranged by Deutsche Schleswig-Freistaat E.V., are in full swing. An international jury chose 24 from 713 compositions as qualified for the competi-

German TV will broadcast three full programs (like last year), artists in four different shows taking place in Hamburg, Stuttgart April 28, Hamburg May 5 and Berlin May 12. The final will be held in Baden-Baden.

Among other results were Tinus Turlor’s "Sound Off!" (Pathéphone) for "What’s There Something On Your Mind?"

On May "A Good Rich Race" (EMI) and Bert Kaempfert’s "Carmen" (Polydor). In view of the recent general release of "Take a Giant Step," a new release of "A Dream" (Columbia) — looking in its first work of release as No. 11 of the "Dream" was released, "Portura’s "Samantha" by the Kenny "African Waltz" by the modern John Dollarworth (Columbia from Roulette).


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AL HIRT'S "JANINE"
FIRST SINGLE

He's new! He's magnificent! A complete show-stopper on tours in Vegas, Chicago, New Orleans, plus appearances on top TV programs like the Dinah Shore and Perry Como shows. Breaking at the same time, his first album, "Al Hirt - The Greatest Horn in the World." Stock both big!
ITALIAN NEWSPNOTES

'61 San Remo Relatively Quiet

By Sam'l Steinman
Piazza S. Anselmo 1, Rome

The top surprise of the 1961 San Remo Song Festival is that it ended with less drama and excitement than any of its predecessors. The national poll to choose the winner turned out to be a success and the top song was one of those which were generally considered the best. Looking back on the 11th Festival, these are among the salient highlights:

Luciano Tapaji, a popular Italian singer who has been heard in the U. S. and elsewhere throughout the world but who never competed before in the Festival, shared his laurels with Betty Curtis, one of the top favorites of the younger set, providing a complete contrast. Second place also was shared by a newcomer, Little Tiffy, born formerly known as an Italian who had scored a great success in England, along with Adriano Celentano who was released from his army service to compete.

On the distaff side, Milva, who has been in the shadow of Milva these past two years, emerged as the top girl in this sweepstakes.

It was suggested that next year only four songs be dropped each of the first two nights instead of six, leaving for the third when four more can be eliminated. Under this year's system the country's Jewish antipathy was a problem.

By postponing the result for a week, all records sold big instead of only the three leaders in the charts. Since most of the sales, many of the disk companies recognized their own success and cut down to the numbers which eventually placed the money. Top winners among labels this year would seem to be CGD, Jake Box, Durium, Music and Cetta.

The Song Festival saw the San Remo festivities and foreign appearances at its annual jazz festival, "Jazz Experience," sponsored by the Radio/Television Station San Remo.

One of the big stories of the Festival was the Golden Burlesque on its fall on its face. This year the ailing DVD has not repeated itself only within a few months to the year. Only the category in which "A'L Italiana" has been chosen for selection and the other choices have been limited to the Festival of European TV stations in dates Madrid (Canale), Italy's Little Tony Labriola, how has appeared again;

The successful "Il Pullover" hit several Italian cities. "What a Sky--Nicci Tinoco"

1. NON MI DIRE CHE SÌ FAMOSA (Catal) 100,000
2. IL BIMBO CHIUSA DI PAPÀ (70,000)
3. TONIGHT'S THE NIGHT (Dario Luzi, Carlini, George)
4. LA BUCARELLI (Go (Vic) Padova), Rovato, Italy
5. IL LEONE ROSSO BLU-MIA (Journal, Milan)
6. IL LEONE ROSSO BLU-MIA (Journal, Milan)
7. IL LEONE ROSSO BLU-MIA (Journal, Milan)
8. IL LEONE ROSSO BLU-MIA (Journal, Milan)
9. IL LEONE ROSSO BLU-MIA (Journal, Milan)
10. LE ENFANTS DU PÈRE (Catalonia, Spain)
11. MANDOLINO, MANDOLINO, Serigo (Vic, Padova), Teo Tedeschi (Rome, Italy)
12. THE GREEN LEAVES OF THE CAPERNAUM (Cap) 250,000
13. IL SALVE DI GIUDA (Gino, Roma) 200,000
14. LASCIAZIAMI LA ZANNA (Bari, Italy)
15. LASCIAZIAMI LA ZANNA (Bari, Italy)
16. LASCIAZIAMI LA ZANNA (Bari, Italy)
17. LASCIAZIAMI LA ZANNA (Bari, Italy)
18. LASCIAZIAMI LA ZANNA (Bari, Italy)
19. LASCIAZIAMI LA ZANNA (Bari, Italy)
20. LASCIAZIAMI LA ZANNA (Bari, Italy)

JAPANESE NEWSNOTES

Stereo Making Gains in Japan

By TEN KATOKI
Tokyo Correspondent

Japanese disc entries have been good luck with the overseas market, and this year will be no exception. On the one hand, there is a growing demand in Japan foe the "Vinyl Age." On the other side, over 7 million records were sold in Tokyo alone.

Some of the most common are the little numbers, and many of them are made for the children.

Talent Tours

Nicola Arigliano, who has had his first four sides, two in Italian and two in English, chose for release his American debut, "My Fair Lady" by Capitol, "Sosu Distel, having had success in Europe, is the four release for its record of its songs across the Atlantic.

Personals

Domenico Modugno, whose musical stage appearance in "Rinaldo in the Far East," is reported soon to be released, and will be in the top ten, next fall, has been inducted into the New York film festival for the "Sea Song Festival" at Istanbul in mid-September. Bobby Rydell, who appeared on "Blackboard Jungle," has expressed interest in singing at the festival, and has been offered to sing as a guest. Betty Curtis will sing on the San Remo Finance winner, "Out of the Blue" by San Remo Finance and the San Remo Festival at Cannes March 18.

SPANISH NEWSNOTES

Eurovision Tune Named by Spain

By Raul Matas
Editor, Discomania Madrid

Eurovision has decreed its annual festival, March 18. For the first time, Spain will be in the song with a song by Augusto Martin, "Tu Pido," with a composition by his friend, "Estados Unidos." Canchita Baltista will sing the song for the European audience with Frank Ziegler, and will also be on the television competition to be the place for the year for the contest. Last year, Jacqueline Boyer, a French singer, was the winner with "Tom Pillibi." Visitors

Alfa Anka's father came to Maracaibo, Venezuela, and the family tried to purchase the rights from the Spanola people for the song "Tu Pido." RCA-New York is now in Spain.

Disco Ria

RCA launches the Compact 33 1/3 record in all its series, Hoya disc announced their new plastic recog

FRANCE NEWSNOTES

R&R Fans Cheer in French

By EDDIE ADAMS
Rui Quil Marechal Joffre Courbevoie (Seine)

As expected, Paris' first Rock and Roll Festival (February 24) at the Stade des Sports, with mutton dressed and met with great success. Rock and roll fans cheered as "Tornade du Rock" (Canal; Colombia; Italy's Little Tony Labriola, how has appeared again; Emil Ford and his Checkmates (Far; Vogue; France's Johnny Molloy (RCA), Tornade du Rock (Decca) and Les Chaussettes Noires (RCA)

Bobby Rydell, who visits France for the first time, announced five European TV dates in March (Champaignen, Stockholm, Luxemburg, Rome and London). Back in the U. S. he will succeed Johnny Mathis at the Copabana.

German songstress Conny songs in French for the first time. EMI-VMS has issued an EP containing three French songs and the French version of "Wanna Wanna." "Je Pense a Toi." "The Four Preps have won on Capitol with their French title here. ..A new French vocal version of "Misty" by Gill Animal has been issued on VSM label.

On the stereo equipment front, a large number of electric appliance manufacturers have featured new radio and phonographs on record stereos for sale for broadcast. Prices range from $85.33 to $257.72, and they are all selling well. One Chief model of the Japanese giant, wa, put on sale by Nippon Victor for $4,575. The model is equipped with devices for receiving regular horizontal stereo and mono discs as well as stereo tapes and also with 17-inch television sets.

Visitors

Bobby Darin is scheduled to come to Japan in May, Visiting this country in June is the Modern Jazz Quartet, and in July is the Japanese trump Nancy Uemek is coming home.

Best-Selling Pop Records in SPAIN

For week ending March 3, 1961
(Compiled by Discomania Madrid)
1. ERES DIFERENTE--Carmen Sevilla (Hispano Sideral)
2. RANBRELADE--Juanita Navarro (Hispano Sideral)
3. CANDY KANE--Juanita Navarro (Hispano Sideral)
4. TONIGHT'S THE NIGHT--Carlini, Luzi, Gino (Journal, Milan)
5. THE BLACK NIGHT--La Bucarelli (Gino, Roma)
6. RANBRELADE--Juanita Navarro (Hispano Sideral)
7. CANDY KANE--Juanita Navarro (Hispano Sideral)
8. RANBRELADE--Juanita Navarro (Hispano Sideral)
9. CANDY KANE--Juanita Navarro (Hispano Sideral)
10. TONIGHT'S THE NIGHT--Carlini, Luzi, Gino (Journal, Milan)

Myers Sets Up Zircon in Canada Distribution

PHILADELPHIA -- Jim in my Myers, publisher and dicker here, has announced an agreement with Zircon Records for distribution of Zircon's records label and Bandbox Records in Canada. The agreement is subject to changes announced by sales chief, Dick Colani, including the appointment of Bobs, Philadelphia, Buffalo; Music Sales, Metaphor; and F & F, Charlotte, N. C.; Times, Nashville, and National, Atlanta. Copyrighted material
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FRANK SINATRA—"All the Way" (S)W 1536 • NAT COLE—"The Touch of Your Lips" (S)W 1574 • JACKIE GLEASON—"The Gentle Touch" (S)W 1519 • GEORGE SHEARING/NANCY WILSON—"The Swingin's Mutual" (S)T 1524 • WEBLEY EDWARDS—"Let's Sing With Hawaii Calls" (S)KAO 1518 • PEE WEE HUNT—"A Hunting We Will Go" (S)T 1523 • RUTH WELCOME—"Romantic Zither" (S)T 1527 • JACKIE DAVIS—"Hi-Fi Hammond, Vol. II" (S)T 1517 • ERICH LEINSDORF—"Rimsky-Korsakov: Scheherazade" (S)P 8538 • ROGER WAGNER CHORALE—"A Song at Twilight" (S)P 8543 • VIRGIL FOX—"Organ Music from France" (S)P 8544 ... AND MANY MORE!

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ELEKTRA'S MARCH MERRY GOROUND OF NEW SOUNDS ARTISTS

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

FROM BONDAGE TO FREEDOM

Theodore Bikle. Elektra EKL 200—Theodore Bikle's large following will find him in fine form here. As indicated by the title, these are songs about injustice and the fight for freedom. They are derived from many sources—French, German, Irish, Negro, Scottish, Hebrew, Vudhiah. Some are sad but most are inspirational and all gain a special force from Bikle's spirited delivery. Among folk disks, this should deliver a strong sale.

Specialty

THE RESTORATION REVISITED OR THE PURSUIT OF HAPPINESS

Pro Musica Erotica. Off Beat O 401—Genuine 17th and 18th Century English and French catches and glees prove that erotic drives have changed less than musical styles since then. The music is charming and quaint. The lyrics are earthy, and as the harmonies come together, the words suddenly take on new meanings that are apt to bring blushes to the unsuspecting. An adult item, this is a witty, wicked collection that should tickle many a funny bone. The performances bring out the nuances exceedingly well.

Documentary

GREAT MOMENTS AT THE UNITED NATIONS

Narrated by Dave Garroway (2-12'). Signature SM 9001—Here's a standout, two-LP documentary set which covers the story of the UN, from its birth to the present. Dave Garroway is highly effective in a narration which flows neatly through a flock of actual recordings of memorable moments in United Nations History. Inside and extending to the back cover of the book-fold package are fascinating notes and commentary on the UN. The production was planned and executed by Bud Greenspan and an excellent job was done. The set can come into wide usage among the classroom set in schools and colleges.

Sound

FAR AWAY PLACES

Enoch Light & His Orch. Command RS 8225 (Stereo)—Here's another standout recording, bound to grab a lot of attention. The sound here features a harpsichord with various types of percussion. The numbers are keyed to the title idea and include "Rab Ha!"

(Continued from page 29)

NEW NATIONAL DISTRIBUTION BY ELEKTRA SALES CORP.

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THE MAGIC BEAT The Unique Rhythms of Richard Mannie LMM-13001/LSS-14001 The thrill and beat of an excitingly different musical sound, presented by one of the nation's leading arrangers-conductors. "Listen To Me," "Seven The Tremendous," Poor People of Paris, Colonel Bogey, High Noon, Lennon, and 6 others.


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Unique gold-foil counter merchandiser! Special demonstration LP! Colorfully illustrated brochures!

Artistic die-cut covers, inside spreads for instant eye and buy appeal! Backed by action advertising!
SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 24

EXCITING SOUNDS
The Clifton Strings & Percussion. Mercury PFS 6012; DFS 8012. (Stereo & Mono)-There have been many good "sound" records but this one by the Clifton Strings should prove a real seller for dealers. Like most of the "sound" sets it features extraordinary percussion work and excellent sound—but the arrangements and the tunes are what make the LP outstanding. The arrangements are both tasteful and musical, and what is more they engage attention and hold it all the way through. Tunes include "Golden Earrings," "Quiet Village," "Yours" and "My Snowfall." For all hi-fi and stereo buffs.

POP LP'S

NEW RELEASES

WILD PARTY........... REDD FOXX 804
LAFFARMA................ REDD FOXX 809
HAIR ONE ON ME........ REDD FOXX 296
PILLOW PARTY FUN..... BARON HARRIS 294
DOWN BY THE RIVER..... ZION TRAVELERS 807
BLAME IT ON THE BLUES...... WILLIE HAYDEN 293

BEST SELLERS

Laff of the Party........ REDD FOXX 214
Racy Tales............. REDD FOXX 279
Songs Thru a Keyhole..... JOEL COWAN 285
Redd Foxx Fun........ REDD FOXX 290
Sly Sex................ REDD FOXX 295
Laff of the Party, Vol. 1
... SLOPPY DANIELS 235
PARTY RECOR D PARTY........ CENE & FREDDY 279
THE SIDESPLITTER, Vol. 1 & 2..... REDD FOXX 233-270

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"STAR-CROSSED LOVERS"
EDDY & TEDDY
May 1430
AMY RECORDS • 1650 Broadway, N.Y.C.

LOW PRICED POPULAR

"THE HITS OF HARRY JAMES
Capitol Y 1518-Back in the mid-40's, Harry James formed this collection of standards, bringing the trumpet in the key made famous. Titles include 'The Mule,' 'You Made Me Love You,' 'Keep,' 'Dear,' 'Sunset in the Smoke' and 'Some Other Joe.' The sound has been updated tastefully, and the piano has been included, along with some fine instrumental arrangements. A must for the older set.

"THE HITS OF BENNY GOODMAN
Capitol Y 1484-Three sides were by PGA crew in the mid-50's and they feature the Goodman band. Titles include 'Yes,' 'Bossa Nova,' 'American Beauty,' 'Mr. C.' and 'Beginning.' This is an important offering. For the many, many Goodman followers.

"ANDY AND THE BEAT SISTERS
RCA Victor LP 1293-Andy and the Beat Sisters, although born in the U.S., have made more of a name in Europe than here in the States. They have a sort of complete arrangement and conducting on this set by the various bands. The recording is excellent on this highly priced set of 12 selections. 'Let's Fall in Love,' 'I'm a Long, Long Time,' 'All Alone,' 'Imagination,' and the title tune are just a few of the fine tracks.

(Continued on page 24)

LOW PRICED POPULAR

"DREAM" Juan Belmont, Volume 1017 (Stereo & Mono)-Frank Connick and Lou Ran
tome team into a fine line of arrangements and conducting on this set by the mea,
which is excellent. This is a fine comple

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We will shortly announce the address of our New York headquarters.
Thank you, Irene Fink.
# Billboard Hot 100 - March 6, 1961

**FOR WEEK ENDING MARCH 12**

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<td><strong>6</strong> PONY TIME</td>
<td>Chubby Checker, Parrotay 818</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>10</strong> PONY TIME</td>
<td>Chubby Checker, Parrotay 818</td>
<td><strong>3</strong></td>
</tr>
</tbody>
</table>

**HOT 100**

**FOR WEEK ENDING MARCH 12**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record No.</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> BABY SITTING BOOGIE</td>
<td>Bobby Rydell, Cameo 146</td>
<td><strong>3</strong></td>
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<tr>
<td><strong>2</strong> GOOD TIME BABY</td>
<td>Bobby Rydell, Cameo 146</td>
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<td><strong>3</strong> GOOD TIME BABY</td>
<td>Bobby Rydell, Cameo 146</td>
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<td><strong>4</strong> GOOD TIME BABY</td>
<td>Bobby Rydell, Cameo 146</td>
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<tr>
<td><strong>10</strong> GOOD TIME BABY</td>
<td>Bobby Rydell, Cameo 146</td>
<td><strong>3</strong></td>
</tr>
</tbody>
</table>
MARCH 6, 1961

BILLBOARD MUSIC WEEK

& TOMORROW’S TOPS

BUBBLING

UNDER THE HOT 100

TOP MARKET BREAKOUTS

1. COWBOY JIMMY JOE
   Leroy, Kapp 370
2. KOKOMO
   Flamingos, End 1085
3. LITTLE TURTLE DOVE
   Otis Williams and The Charms, King 5455
4. PLEASE SAY YOU WANT ME
   Little Anthony and the Imperials, End 1086
5. LITTLE SAD EYES
   Casals, Era 3038
6. RANCHED IN BOSTON
   Len Grinn, Calvin 540
7. MERRY-Go-Round...
   Mary Johnson, United Artists 294
8. THE WORLD IS WAITING FOR THE SUNRISE
   Don Gibson, RCA Victor 7841
9. HEY, LOOK ME OVER...
   Pete King Chorus, Kapp 367
10. WHY YOU TELL THE WOMEN YOUR NAME...
    Clyde McPhatter, Mercury 71783
11. HOLD IT...
    James Brown’s Band, King 5438
12. CHERRY BERRY WINE...
    Charlie McCoy, Cadence 5390
13. SOME OF YOUR LOVIN’
    Johnny Nash, ABC-Paramount 10181
14. CHURCH BELLS MATT RING...
    Willow, Melba 102
15. MEMPHIS
    Darrie Brooks, Era 3042
16. HOT ME...
    U.S. Bands, LeGrand 1005
17. ILLUSION
    Nat King Cole, Capitol 4519
18. MILORD
    Frank Pourcel, Capitol 4493

HOT 100: A TO Z

REVIEW OF THE WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pap

JACKIE WILSON

PLEASE TELL ME WHY (Loma, SESAC) (1:59)
FOR ONE AND ONLY LOVE (Pearly, BMI) (2:37)

Wilson has two strong sides here (both from LP’s), with emotion-packed readings on both tunes. “Please Tell Me Why” is a dramatic item, with gospel styling in the chorus. The flip is an attractive tune with a familiar melody.

Brunicardi 55520

THE STRING-ALONGS

BRASS BUTTONS (Dundee, BMI) (1:59) — PANIC BUTTON (Dundee, BMI) (2:03)

The group has a current smash, “Wheel” and “Brass Buttons”, an interesting, blues-patterned instrumental, could move out as well. Flip, a blues-styled medium-tempo effort, is also a solid instrumental. However, “Brass Buttons” has the edge.

Warwick 623

THE KINGSTON TRIO

WE'LL SONG MISS ME (Frankie and Johnny) (Granada, BMI) (2:53) — Sock upbeat material by the boys on a new version of the folk classic. There’s a lot of fancy pick ing here to match the high quality of performance. Flip is “En Al Aigua” (Santa Rosa, BMI) (2:16)

ETTA JAMES

TRUST IN ME (Advance, SESAC) (2:55) — The thrust could have a smash with this fine performance of the great standard. Backing effectively features fiddles and tripies. Flip is “Anything to Say You’re Mine” (Arc, BMI) (2:55)

ARGO 5958

THE BROTHERS FOUR

WHISKEY (Riverside, BMI) (2:41) — SWEET ROSANNA (Lund, BMI) (3:12) — The boys come on with two pieces of material with strong potential. First tune is folk-based and has humorous spoken break-ins. Flip is a soft folk ballad and in that groove might be a follow-up to “Greenslades”.

Columbia 41920

RAMROBS

TAKE ME BACK TO MY BOOTS AND SADDLES (Lasalle, ASCAP) (2:13) — The Ramrods stay on the Western kick with this rocking instrumental follow-up to their current chart entry, “Ghost Riders in the Sky”. Flip is a rhythmic clobber version of the Scottish classic “Loch Lomond Rock” (Leo Roger, BMI) (2:50).

Any 817

JEANNE BLACK

DON’T SPEAK TO ME (Anid-Rose, BMI) (2:27) — Jean turns in a warm weeper much in the country vein. Big rock recording is a definite success, “When You’re Mine” is the flip and is a fine medium-tempo ballad (West, Spencer, BMI) (2:14)

BOBBY FREEMAN

CUT-THROAT (Benelli & Ed-Dar, BMI) (2:25) — Freeman had “Shimmy Shimmy” on another label and this rocking version, with that same vitality, will give him a chance to go, too. Other side is a slow rockabilly with Freeman semi-singing the lyric to “So Much to Do” in fine style

Cotillion 4633

BOBBY VINTON

LITTLE LONELY ONE (We Three, BMI) (2:23) — This bright new tune, based on “Santa Lucia”, is handed a rock performance here by Bobby Vinton. Although there is a lot of competition, this could be a solid contender. Flip is “Corinna, Corinna” ( Mills, ASCAP) (2:57)

Epic 9490

LITTLE LONELY ONE (We Three, BMI) (2:23) — Another rocking version of the melodic tune, this one spot-lighting a rock vocal by Martin and a fine multi-stringed arrangement. Flip is “Are You Sure” (Darchics, BMI) (2:16)

LITTLE LONELY ONE (We Three, BMI) (2:23) — Another rocking version of the melodic tune, this one spot-lighting a rock vocal by Martin and a fine multi-stringed arrangement. Flip is “Are You Sure” (Darchics, BMI) (2:16)

LITTLE LONELY ONE (We Three, BMI) (2:23) — Another rocking version of the melodic tune, this one spot-lighting a rock vocal by Martin and a fine multi-stringed arrangement. Flip is “Are You Sure” (Darchics, BMI) (2:16)

CHARLIE RICH

YO-YO IN THE MIDDLE (Hi Lo, BMI) (2:28) — Who’ll take the next FOOL BE (Hi Lo, BMI) (2:20) — Two exciting sides by Rich who can jump back on the top with this dishing. Top side is a catchy novelty; flip is a warm blues swing with much charm

Phillips 2566

(Continued on page 19)
**Best Selling Sheet Music in U. S.**

Titles are ranked in order of their current national selling importance at the sheet music retail level.

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Weeks Ch.</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>EXODUS (Chappell)</td>
<td>15</td>
</tr>
<tr>
<td>2.</td>
<td>CALCUTTA (Picnic-Symphony House)</td>
<td>10</td>
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<tr>
<td>3.</td>
<td>LONDON BY NIGHT (Rotholz)</td>
<td>9</td>
</tr>
<tr>
<td>4.</td>
<td>THEME FROM THE APARTMENT (Mills)</td>
<td>33</td>
</tr>
<tr>
<td>5.</td>
<td>ARE YOU LONGSOME TONITE</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>LAST DATE (Acetate-Rose)</td>
<td>17</td>
</tr>
<tr>
<td>7.</td>
<td>NORTH TO ALASKA (Robbins)</td>
<td>1</td>
</tr>
<tr>
<td>8.</td>
<td>HEY, LOOK ME OVER (Morris)</td>
<td>6</td>
</tr>
<tr>
<td>9.</td>
<td>WHEELS (Smuider)</td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>CALENDAR GIRL (Alston)</td>
<td>5</td>
</tr>
<tr>
<td>11.</td>
<td>WINGS OF A DOVE (Gee Music)</td>
<td>12</td>
</tr>
<tr>
<td>12.</td>
<td>WHERE THE BOYS ARE (Alston)</td>
<td>2</td>
</tr>
<tr>
<td>13.</td>
<td>SECOND TIME AROUND (Miller)</td>
<td>12</td>
</tr>
<tr>
<td>14.</td>
<td>MISTY (Octave)</td>
<td>2</td>
</tr>
<tr>
<td>15.</td>
<td>EMOTIONS (Cedarwood)</td>
<td>2</td>
</tr>
</tbody>
</table>

**UA Holding Meet With Dept. Heads**

NEW YORK — United Artists Records is holding a semi-annual meeting with all department heads, regional field managers and executives here, Tuesday (7). Purpose of the concise is to analyze the label's past six months' activities and discuss upcoming plans for the spring season.

The label's new Ultra Audio program will be introduced at the meeting which will also be attended by UA's Eastern distributors, followed by a sales seminar conducted by national sales manager Andy Miele.

In attendance at the sessions will be all of UA's executives, including Vice-President and General Manager Art Talmage, Executive Vice-President David Pierce, Artist and Repertoire Chairman Edmond Lee, National Advertising and Publicity Director Norman Weise, and National Promotion Director Eddie Mathews.

**Teddy Charles Is Jazz A&R Chief Of Warwick Disks**

NEW YORK — Warwick Records entered the jazz disc market place with President Morris Craft's appointment of Teddy Charles as jazz a&r. Charles has been prominent for some years as a modern jazz instrumentalist on vibes, composer and leader of his own group.

His first act features his own New Directions Quartet in a concert at the Museum of Modern Art Garden. Other dates will star such names as Donald A. Byrd, Pepper Adams, Curtis Fuller, singer Nat Wright, and an all-star group in "The Soul of Jazz Percussion." On the pop front, Warwick purchased the master of "Scotland Soldier" by Andy Stewart from Top Rock Records. The label claims the disk is breaking out in Detroit.

**Stuart Winer Leaves MGM to Join Father, Sparkle Artists Corp.**

NEW YORK—Stuart Winer, MGM Records vice-president in charge of promotion and public relations, is leaving to rejoin his father, George Winer, and Johnny Branden in the operation of Sparkle Artists Corporation. Sparkle is involved in the business of record production. Artists now in the fold include Wallie Hawkins, Marilyn Maxwell, Ken Lyon, Dixie Dixon and the Deacons, Sammy Davis, Pampy Dixon and the Clouds, Joe Simmons and the Inspirations.

Meanwhile, George Winer leaves March 15 for London and other European points to conduct talks with talent agencies on behalf of SAC. In April, Stu Winer heads out on a talent trek to the West Coast.

---

[Image and text from Billboard Music Week]
FIRST IMPULSE SINGLE!!
FROM THE HOTTEST ALBUM IN THE COUNTRY!!

BY RAY CHARLES!!

ONE MINT JULEP
b/w Let's Go
IMP-200

COOL INTOXICATION BY THE MELLOW MAN WHO IS THE LEADER OF THE SOUL MOVEMENT!!!

... IMPULSE!! Swinging into the chart tops with two of the biggest tunes out of the hit album Genius + Soul = Jazz!! By versatile Ray Charles!! A winner of the 1960 Down Beat • Metronome • Playboy readers' poll!! Are you with it??

Making Musical history - Ray's first Impulse album, Genius + Soul = Jazz!! IMP/A-2, monaural; IMP/AS-2, stereo

The new wave in jazz... feel it on

BE WITH 'EM WHEN THEY WANT 'EM!! RACK 'EM NOW!
**ILLUSTRATION**

**SPOTLIGHT WINNERS OF THE WEEK**

The pick of the new releases:

**FIVE STRANGEST PLOTTE MEOWS POTENTIAL**

Strangest plot potential of all recorded records in the week:

- Continued from page 31

**LITTLE WINNERS**

**I’M SORRY** (Arono-Big Star, BMI) (2:19)—THE VERY THOUGHT OF YOU (Witmark, ASCAP) (2:18)—Here’s an exciting couple for the chart. On top of her she starts with a few meaningful spoken words then moves a roaring vocal on the fire ballad, which is not the same as the usual song. On top of the other, she has a warm, full reading of the standard. Either way. King $455.

**JERRY LEWIS**

**WHAT’D I SAY** (Progressive, BMI) (2:35)—It’s been a long drawn out battle, but not surprisingly, Word Publishing has got the Ray Charles song, once a hit for Chelsie himself, can bring him back, with the proper push. Lewis pumping already matches it. This can go. Flip is “Livrin’ Lovin’ Neck” (Hill & Range, BMI).

**THE TIME TONES**

**HERE IN MY HEART** (Claron, BMI) (2:40)—Here’s a new group and a new label and it’s an impressive debut. The side rocks, uptempo-styled and the lead head is sincere. The trouble is, it’s not by the way, the old Al Martino hit. Side could easily catch on. Flip is “My Love” (Claron, BMI) (2:43).

**TIMES SQUARE 421**

**THE WANDERERS**

**PINBALL WIZARD** (Reprise, BMI) (1:54)—Another fine hit, but not as outstanding as the renditions of the Ray Charles song, once a hit for Chelsie himself, can bring him back, with the proper push. Lewis pumping already matches it. This can go. Flip is “Livrin’ Lovin’ Neck” (Hill & Range, BMI).

**SPECIAL MERIT SPOTLIGHTS**

The following records have been picked for outstanding merit in their various categories because of their strong commercial appeal, lack of commercial support, they deserve exposure.

(See Reviews Elsewhere in This Issue)

**End of Disk Jockey Programming**

**IRA IRONSTRINGS**

**MILODGE (Alamo, ASCAP) (2:45)**

**TWO WAY STRETCH (Miller, ASCAP) (1:56)**

Warner Bros. 5268

**BILL BROWN & FORD**

**TWILIGHT (Southern, ASCAP) (2:25)**

**DRUMBOOGE (Eddy, ASCAP) (2:38)**

Gold Eagle 1802

**Country & Western

**BILLY BROWN**

**LOOK OUT HEART (Four Star, BMI) (2:40)**

**IT DON’T TAKE LONG TO LEARN**

(Walton Golden Melodies, BMI) (2:45)

**SPLENDID STRONG MERIT POTENTIAL**

**Sally—GONE 59**—Here’s an up-tempo, snappy rock 'n' roll record of “White Silver Sands” in the treatment. Cool sax, guitar, and solid drumming make this a winner. Should be watched. (Columbia, BMI) (1:52)

**Hi-K Hi-U—Lindsey, ASCAP**

**two time arrangement of the famous Mountain of Love song, with the lyrics altered to sound like a hard rock country record. This could and should be a winner. Home, ASCAP (2:29)

**BILLY CRAMMER**

**Rainbow Road My shoulders—**

**EAGLE** (2:35)—Here’s a solid chance with this bouncy rhythm tune with an added sax number. This solidifies the infectious beat and Cowan and a chance on the note. Watch this. (Combust, BMI)

**Colombia Style broom—**

**Gordon** (2:18)—This fast-paced feel of the cat who wants to be a king. Boss and the cat, which really MPG access. Two solid sides.

**GAYE STARRS**

**Little Daddy One—MADISON** (2:18)—The new interpretation of the older side, “Santa Claus” gets a new reading from Gaye, who has been absent from the scene. A pleasant performance with a solid go. (Atlantic, BMI) (2:18)

**GARY CANE**

**Dark Days—**

**SNEL (BMI)**—This is a spot in a very minor moment for the U.S. It’s not a hit, but it has a nice off-brand type of rhythm and a choppy one. Good style. It’s a hit, and a long story in a boot. Watch it. (Savoy, BMI) (2:20)

**GEORGE TENLEY**

**Come Close Your—**

**HERALD** (2:35)—Tenley’s sing in pairing tunes with repeating vocals in a full-fledged manner. They both lack the push on the record which could do it. It’s a lot in the old school. With a bit of cleverness here. (Mercury, ASCAP) (1:34)

**BOBBY HENDERSON**

**Happy Heart—**

**MERCURY** (2:18)—This side does receive a solid performance from Henderson aided strongly by the “Pennywise” genre, and it could bust out. (Verve, BMI) (2:20)

**TENLEY**

**MODERATE SALES POTENTIAL**

**Art Muno & Group**

**Frenchy’s Ghost—**

**Pattie Brooks** (2:18)—Another solid rhythm and light and hillbilly instrumental effort. It lacks a hit, but could be good for sales. (MCA, BMI) (1:55)

**Norm S—**

**Hillbilly novelty effort re—**

**acting interest from performances from Henderson aided strongly by the “Pennywise” genre, and it could bust out. (Verve, BMI) (2:20)

**WAYNE MORES**

**Super-Sonic HOC**—

**Morin** (2:20)—Morin’s EP side on skid mark-up tempo is a solid number. This could do well. (MCA, BMI) (2:20)

**BILL SANDERS & OBER**

**Eclectic 998—**

**Buckaroo** (2:18)—Graham has accepted Elvis guitar talent. This side with an instrumental watt, highlighting the Lefty Fite. A wonderful side. (Columbia, BMI) (2:20)

**TOM SAMPSON**

**Here’s Your—**

**Viva Columbia** (2:20)—This side could be a winner with a better reading of the song that is possible. (Fame, ASCAP) (2:52)

**CHANCELLORS WITNESS—**

**Annihilate—**

**Wonderland.** A selection of chords could be likely. (Fame, ASCAP) (2:18)

**WILLIAM WRIGHT**

**Queen of the West**—

**REVEU** (2:18)—The side on this track recording was crazy. This side has its potential but could have a good deal of potential to it. (MCA, BMI) (2:20)

**WILLIE NEILE**

**Yes Sir, I Can Fly**—

**REVEU** (2:18)—This side could be a hit too. It could be a hit too. (MCA, BMI) (2:20)

**DAVE THORTON**

**Shake Up**—

**River** (2:20)—Another solid choice with a lot of potential. (Fame, ASCAP) (2:18)

**TASS & TASS** (2:20)—This side could be a big one for the group. They could go all the way with this one. (Mercury, ASCAP) (1:34)

**DEBRAH GEMLEB**—

**Eclectic 998—**

**Three** (2:18)—Graham has accepted Elvis guitar talent. This side with an instrumental watt, highlighting the Lefty Fite. A wonderful side. (Columbia, BMI) (2:20)

**NORM allemers**

**Long Time in the West—**

**RCA** (2:55)—There’s more money-styled dirty is a solid chance with this record. (Columbia, BMI) (2:18)

**BRUCE WINTER**

**Hank Williams—**

**Columbia** (2:18)—Another solid country styled tune goes a little better on the good side with the same songwriter. (MCA, BMI) (1:34)

**JERRY FULLER**

**Wichita Lineman—**

**Challenge** (2:15)—Appealing up-tempo rock-in-a-boat side. The show is the key here. (Gold, BMI) (2:13)

**BOBBY HENDERSON**

**Happy Heart—**

**MERCURY** (2:18)—This side does receive a solid performance from Henderson aided strongly by the “Pennywise” genre, and it could bust out. (Verve, BMI) (2:20)

**JOE HARRIS & HIS BAND**

**That’s Right—**

**Columbia** (2:50)—This was a big hit for both Willie John and Joe Harris and the band came through with a powerful, percussive effort on the rhythm and bass. This could go all the way with this. (Verve, BMI) (2:20)
RAY PRICE

IS RIDING "HEART OVER MIND"* TO THE TOP OF THE C&W CHARTS! ON COLUMBIA RECORDS

* B/W THE TWENTY-FOURTH HOUR, 4-41947—ALSO AVAILABLE ON SINGLE
PERSONAL ATTENTION is a Custom at RCA! "Indies" of the record business flock to RCA Custom for personal attention to their needs. RCA representatives offer their customers expert advice—free. Plus, custom-tailored service and step-by-step supervision of every order. Custom men are knowledgeable fellows, with the latest know-how on every phase of recording and manufacturing...packaging and distribution. These friendly lads cherish your satisfaction. They'd dearly love to help you to your first gold record. They could do it, too! Call soon.

RCA CUSTOM RECORD SALES
New York: 150 E. 21st St., N.Y. 10, N.Y. Chicago: 410 N. Lake Shore Drive, Ill. 6-2215/2293. Los Angeles: 1119 N. Vermont St., D4-4166

Copyrighted material
Roulette Campaign In St. Louis Stores Gets Wide Backing

ST. LOUIS—Roulette Records are being pushed in an area-wide sale at selling music stores here. Newspaper ads, stating that the entire Roulette stereo and hi-fi catalogue of records is available for making selections, list some of the popular Roulette recordings included.

A list of the artists includes the Bobino Sisters, Frankie Avalon, Woody Herman, Tony Bennett, Joe Reisman's orchestra, Connie Bessie, Jimmie Rodgers, Sarah Vaughan, the Boyles, Junior, Billy Eckstine, Joe Williams, Johnnie Ray, Charlie Parker, Tito Peretone, Pearl Bailey, Richard Malbry, Joe Jones, Johnny Smith, Machito, Stan Getz, Maynard Ferguson and Dizzy Gillespie. Dedicated Roulette buyers will find $3.98 are offered for $2.60. Regular $4.98 records can be purchased for $3.33 and the $5.98 records are being offered for $3.98.

Newspaper ads also carry a breakdown of record sales by areas or sections of the city of St. Louis and the nearby Illinois communities. In St. Louis, 34 locations are included in the ads.

In addition to the consolidated sales pitch, the individual stores carry window displays of the records available. These, too, are presented in an inviting way to record buyers who want to take advantage of a bargain.

Since Mitch Miller's "Sing Along" program started on television, department store and specialty stores and stores in shopping centers have been selling high-priced and delivertings albums by Miller in both stereo and monaural recordings.

Ann Whitenes Launches Promo Office in South

NASHVILLE — Ann Whitenes opens offices today in Atlanta for Ann's Promotion Service, from which she will handle 22 states. These are the Northern part of Ohio, Georgia, Alabama and the East Tennessee.

Ann is associated with Bill Lowrey and Art Godwin at National Record Distributors in Atlanta. Miss Whitenes has— for the past two years — been associated with the Max Music Distributors of New York and also with Max Music of Hollywood and Wallace in Atlanta.

Cap 32-Album Run

HOLLYWOOD — Cap Records has announced a regular quarterly cash dividend of 10 cents per share, payable March 1, 1961, to the stockholders of record as of March 16, 1961.
Payola Very Much Alive; Indies Note Fresh Flurry

**CHART CLIMBERS**

*The week's most exciting ideas. These records have made the biggest upward jump and have been named Star Performers as the fastest risers of this week's Top 100 charts.*

**PAYOLA CLIMBERS**

*Continued from page 1*

... asking for 5 cents on every record sold. In their area to get behind a new release. The executive didn’t know if there had been any takers.

At least one job is making a wide spread of selling record pluggers tickets to "special events" in order to promote their records. The prices are set at $1.50 each.

Opinion is divided on the legitimacy of record giveaways by stations as a way to promote music, in terms of which companies record companies are true — that deserts at an important Southwestern city are now

**DEBUT DISKS**

*These singles, which entered the Hot 100 for the first time this week, are making their first foray on the chart horizon.*

**PICK HITS**

*From all the releases of the week, these are the selections of Billboard Music Week's panel on the records with the best chance of success. For comments on each of these Spotlight winners, see the written program.*

**POP**

*From Billboard Music Week's panel on the records with the best chance of success. For comments on each of these Spotlight winners, see the written program.*

**COUNTRY AND WESTERN**

*From Billboard Music Week's panel on the records with the best chance of success. For comments on each of these Spotlight winners, see the written program.*

**BILLBOARD MUSIC WEEK**

*From Billboard Music Week's panel on the records with the best chance of success. For comments on each of these Spotlight winners, see the written program.*

**NEW 1961 BILLBOARD MUSIC WEEK SOURCE BOOK**

*BILLBOARD MUSIC WEEK's INDUSTRY-WIDE CIRCULATION circulates fullreadout at every level of the music-industry circuit, plus leading trade shows and conventions such as the NAMM, KAB, MAMA conventions and the ARMSA meetings.

*... FOR A FULL YEAR, providing you with an exceptional opportunity for long-term, low-cost advertising.*

*... AND MORE NATIONAL AND INTERNATIONAL ADVERTISING...*

*... FOR A FULL YEAR, providing you with an exceptional opportunity for long-term, low-cost advertising.*

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BILLBOARD MUSIC WEEK'S
NEW 1961 SOURCE BOOK

By Far . . . the Music-Coin Industry's Most Widely Used Reference and Buying Guide . . . containing the most wanted, most complete, up-to-the-minute lists of products, services and supplies used at all levels of the industry.

1961 BILLBOARD MUSIC WEEK'S SOURCE BOOK

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COMING APRIL 24
LITTLE BULL GOES LONG WAY FOR KTKT’S JOCKS

NEW YORK — The trend toward rougher and rougher promotional stunts by disk jockeys was topped—at least momentarily—last week when six deejays of KTKT, Tacoma, Ariz., entered the bull-fighting ring at Nogales Sonora, Mexico.

The station sold out $280 for jockey for insurance, since the spinnets were actually pitted against two bulls—baby, yes, with capable hooves and each weighing about 600 pounds. The brave deejays were Program Director Guy Williams, Dave Nelson, Frank Kalil, Lee Smith, Bobby Dean, Jerry Stowell and Robert L. Lee.

Able Nelson suffered a cut hand from one of the bull’s horns and Williams was bruised when a bull chased him behind a barricade, the stunt paid off with new advertising for KTKT. For the first time, KTKT has signed Mexican spinnets—the Cavern Caf and Arena Hotel in Nogales Sonora, and, of course, the bull ring. “It was a switch to see the bull throw the disk jockeys,” says Williams, “and a good time was had by all, including this bull, because the jocks didn’t kill him. But I wouldn’t do it again.”
THE SMASH SINGLE
"YOU CAN HAVE HER"
— NOW A
SMASH ALBUM!

ROY HAMILTON / YOU CAN HAVE HER

YOU CAN HAVE HER
I'LL NEVER BE FREE
I NEED YOUR LOVIN'
NEVER LET ME GO
DOWN BY THE RIVERSIDE
ABIDE WITH ME
DON'T LET GO
ON MY WAY BACK HOME
JUNGLE FEVER
DREAMS OH DREAMS
CRAZY FEELIN'
I'LL LIVE TRUE TO YOU

EPIC IS ON THE MOVE!
BILLBOARD MUSIC WEEK

MARCH 6, 1961

FROM BILLBOARD MUSIC WEEK SALES DEPARTMENT

PAUL ANKA: Billboard Music Week considers Paul Anka's new release, "I Wonder Why," a hit. "I Wonder Why," love is a theme. Mike Lawrence, owner of Minor支行, a record store, in the Triangle, Mr. Lawrence, "the best hits in recent months." First side is a bright new song, "The Love You LS So." The second side features the。Anka's theme song, "In The Morning, In The Morning." Paul appears at the Forrest Theater in Miami Beach, April 1. and Bimini's Room in Boston, April 24.

BROOK BENTON, whose singing showmanship has made him a concert showman, is in the hit-making genre with his new tune, "For My Love," a love song which Benson claims with charm, by his Thin Twist, a rhythm band. Both moved up to No. 1 on Billboard's singles list, it's An Also At That Time. So Many Ways and Baby (with Danie Washington), are featured in the Memory album, Brook Benton follows.

TERRESA BREWER, pin-studded, hip-swiveling female of ball, walks on the stage of Little Richard, Whipt-Peri-Wil, Terrera, who started singing when she was two and toured with the music Brown Avenue House, makes an appearance on Ed Sullivan's TV program.


FLOYD CRAMER goes into Billboard Music Week's Hot 100 this week with "Fast-Talking Star Performer." On his heels come his first release, Whipt-Peri-Wil, and also dancing with a title. Floyd is living up to his title "Most Promising Solo Instrumental." Cram announces "The Deep Roll." It is started for Floyd with Last Date.

TENNESSEE ENRI FORD has an impressive new release, Dark As A Dangerous, in the order of his million-selling hit, 16 cent. He tells of the face of a woman's life with feeling a "Billboard Music Week Spotlight Winner."

WANDA JACKSON, 20-year-old singer from Oklahoma City, on the scene with new release, "She's a Big One." Rock in Her Block Number Nine, an old cookie in the music tradon. It's an old song by Len and Bobbie. The new tune is a rocking song. Flip side is Little Charlie Hardin, a rest, indefinitely time.

SONNY JAMES of Young Love fame makes his new tune on RCA Victor with Chet Atkins, the first vocal versions of the program on Central America. AAR Magazine reports: "James' voice is a long-time performer of the American music business. Billboard Music Week rate it a Spotlight Winner.

GENT MCDANIELS says 100 Lbs. Of Clay — that's his new Liberty release. But it is not all about the weight. Clay is an article against a good arrangement featuring the vocalist, "Gent," a son of a mother, whose voice is based on equal parts of Gospel music and the early recordings of Ella Fitzgerald and Frank Sinatra. Can't get much better instruction!

PROGRAMMING: IMP'S GOLD ALBUMS The Second Industry Association of America has quoted 16 albums for Gold Record status this week. To qualify, an album must have sold at least 500,000 copies in the US. Columbia topped by catching numerous hit songs: Captain Cap's teen, FSA, RCA, Decca, and the CBS. The Columbia albums, including "Concerts of Ministry Miller's King's Chapel," "Robbie Rist's Hymn," "Weeds, and Merry Christmas," the original cast of "Godspell." Capitol brought in a five for the Kingston Trio and Port Kent's "Jeanie." The Red, RCA's were Marie's Lennon's biggest tune, 100 Years Of Music, and Bob Dylan's "Like A Rolling Stone." Ken Burns, Pat Boone's "Christmas," and Dick Clark's "Christmas," which is the longest number of awards certified under RIAA since it began awarding records in 1957.

HENRY MASCINI should have another much album for RCA, "Menas," Henry Mancini, his new album. On it are a lot of hits, "Love Theme from The Pink Panther," "Till There Was You," and "Lonely TV music as well as the Peter Pan." RCA's album sold 500,000 in its first week.

BENNY CARRIE has a hit with "Christmas," "Like A Rolling Stone," and "Lonely TV music as well as the Peter Pan." RCA's album sold 500,000 in its first week.

THE MODERN JAZZ QUARTET, with Lewis, Brown, and Colman Kay, have, through their long increasing concert schedule, established a strong position in the world. The group has performed with a great number of jazz groups. Their music, which is "European," is well known. The album, "The Modern Jazz Quartet European Concert," went into this new release. 

PRODUCTION DOWNS & WEEKS, three things that happen during the week: General Strike, the beginning of National Strike Week, which is News, and "One Week Down, Days to Wipe It Out," which is the American Red Cross.

花费：AMERICAN MUSICAL THEATER is the title of a new release.

Bobby Vee has a lot to smile about. The Rather Bad Band has two new sides working for him on the Hot 100. "For My Love," and "I'm Your Fool." The Imps, a new group, have a hit on the Hot 100, "I'll Be There," and "I'll Be Home for Christmas," an escape, disenchanted child.

This issue brings to us and our readers of music DISCOn. On March 5, 1961 Billboard's emphasis on new activities in the music/music field. It has been our pleasure to do business on our behalf in promoting their music to new listeners. Next week's issue will remind us of the capable pen of Dennis Byrd, Tom Rolfe.

This week's new Money Records...

...an alphabetical list of the records are being back by special feature in this month's Billboard Music Week ad.

ASHLEY'S "CITY GIRL STOLE MY COUNTRY BOY——" Mercury

HAPPY BIRTHDAYS B L E S S, now in its second year, will be featured in Billboard Music Week. MAY 17

AL HANCOCK, "Mama," "Randy," and more

WEDDINGS: THE INNOCENTS, "I've Never Been In Love Before," "It's A Shame," and more

ALBUMS

ONE MINT JULEP — Ray Charles

YOU CAN HAVE HER — Ray Hamilton

Each number is based on statistics maintained over a period covering thousands of releases... out of 10 will reach Billboard Music Week's "Hot 100" in the week ahead.

Despite the current economic situation, Billboard Music Week's "Hot 100" still holds a significant place in the music industry. The charts are a crucial tool for artists, record labels, and industry professionals to gauge the popularity and success of their music. Billboard Music Week is one of the most respected and influential music charts in the world, reflecting the preferences and trends of music lovers across the globe.

Every week... disk jockeys all over the nation help spark their record shows with this fresh, lively material furnished exclusively by Billboard Music Week. Watch for next week, too!
Music Slated for Big Role In Int. Telemeter Pay-TV

NEW YORK—Music will play an important role in pay TV, judging by the new programming lineup being developed by International Telemeter, pay division of Paramount Pictures Corporation, Toronto.

The lineup spotlights Patricia Neway in Gil-Carlo Menotti’s opera “The Consul,” starting March 16, and 14 live telecasts of Carl Chapman’s hit musical “Show Girl” direct from the Broadway theater April 2; and “An Evening With Edith Piaf in Paris,” taped at the Olympia Theater in Paris, starting May 4. Also scheduled is the off-Broadway hit drama, “Holda Gable,” starring Anne Mechem, beginning April 20.

“The first phase of the development of Telemeter—technical field testing of the system on a large scale—has been completed,” said International Telemeter President Louis A. Novins. “We are now planning our pamphlet phenomenon extension of programming.” The first phase of the television pay TV shows was “An Evening With Bob Newhart.” Some 6,000 To- méte subscribers tuned in the Telemeter, which charges $1.50 per program.

**WHICH COUNTRY JOCKEYS**

Bill Nelson, now offering 17 hours of c.d.w., music a week on \[KDDI](\), the Dallas, Tex., puts in a part for pay TV. He also requests tapes from artists explaining in their own words how important c.d.w. and letters are to “The Bill Nelson Show” and to country and western music in general.

Bill says that he’s giving good response to his tune, “The Hand That Held the Hand,” recorded by Decca by Lewis Pruitt. Deejays who may have been missed in the mailing may obtain a sample by writing to Bill Downer, Champion Music, 245 Park Avenue, New York City. Downer also has samples of tapes by Nettie North, “A Time,” by Joannahumbird on Columbia, and “Sleep,” by Bill Nelson on Conway Hall on Decca.

Jack Morris, early morning man at KFOX, Long Beach, Calif., said his label’s Neal Hefti units sound these days and that he’ll be happy to service all labels which will drop off tapes in his offices. He comes from Bill Collie, KFOX country music director, who said that with his wife Shirley, heard on the label, is mending nicely from a recent operation by the doctor putting a floating kidney back where in belonged.

Lucille (Pernilla) Gallison, now offering 17 hours of c.d.w., music to each country music director at KDDI, Dallas, and also to his writing, to write “Thanks so much for the publicity on our records,” to his radio stations, to country and western and western music. The publicity director in obtaining records from the various companies had his eyes on the Río Grande Valley Live- stock Show in Meadows, Tex. Our booth will be decorated in a country and western theme, and we are in need of photos, booklet cover pictures of country singers and anything else pertaining to country and western music. This show attracts over a half million people each year. Country and western is a way of life in a big way in South Texas.”

“We have started a country and western show with the accent on the country part of the show,” said George Schuman, program director at WSM, Nashville, Tenn. “This is not a slam,” continues Schuman, “it just seems that our audience would be more interested in country than a western song. We are programming information into a heavy Saturday night and are going to increase it until we have at least five hours in a week. In the usual case, we were in no way programmed, and we are getting phone messages from both listeners and sponsors. We are the only station in the area that took the chance, and we are happy. Our library is short on the current releases and we would appreciate being put on the mailing lists of the record companies that put out c.d.w. records. I’ll keep

**YESTER YEAR’S HITS**

Conservatory-programs featuring the latest disks in the last five and 10 years ago from Bill Nelson’s charts.

**ROYAL ROCK & ROLL**

5 Years Ago

**ANNETTE FILM PROMOS READY**

NEW YORK — Walt Disney Productions has completely relaid the striplines of six individual film strips to promote six of their titles this fall, and one of them is “Dance Annie” album. The segments are being offered for use in school dance assembly and dance shows, and may be used either individually or as a 20-minute short. One of the features is the film in Attendance and demonstration of “The Glide.”

**ARTISTS' BIOGRAPHIES**

For your programming use, here are pertinent facts about hit disc artists. It clipped and stored on 2 by 3 cards, these biographies will help you build a convenient file at such data.

**THE LIMELIGHTERS**

The newest group to hit on the album scene is RCA Victor’s recording artists called the Limelighters. The boys are Louis Gottlieb, bass player and the group leader, the group’s pianist, Glenn Yarbrough, classical guitarist, Oscar Treadic, and Dan Hastev, guitar and banjo-playing baritone.

Before the merger in Los Angeles, each had worked as a single. Their first group, the Four Limelights, organized the trio as the Limelighters, and they soon began a tour of successful club appearances. Although they have appeared on many network TV shows, on a national tour with other groups, and in many night spots.

The LP to bring the group into the recording spotlight is RCA Victor’s Tonight In Person.” The boys also have an earlier LP titled The Limelighters on the RCA Victor label and in week they have their first single release for RCA Victor, “A Dollar Down”, b/w "When Twice the Moon Has Come and Glow.”

**PAUL DINO**

Promo recording artist, Paul Dinola was born on February 10, 1939. He began singing in high school in the glee club and at dances and private parties.

Upon graduating from high school Dino went to barber school. But he didn’t last long in that profession. One day he was fired for listening to rock ’n roll music while trying to cut a customer’s hair. From then on music became his career.

Dino auditioned at Prom for Billy Lash, who signed him to a contract. The result was his current hit, “Guinne Bar.”

His hobbies are bowling, golf and farming. Dino has made many personal appearances in theaters and at rock hops. The cornerstone is presently making club appearances. This versatile new artist plays the sax, piano, drums, accordion and is a songwriter (wrote “Ginnie Bell”) and arranger.
Bell Sound Uncorks Unique Dealer-Customer Components Sales Plan; Feature Home Demo

By REN GREVATT
COLUMBUS, Ohio—Bell Sound Demo Corp., subsidiary of Ray-Way Products, Inc., here, has unveiled a unique sales plan that is designed to bring the benefit of increased sales volume to the independent retailers and distributors of stereo components. The plan embodies a portable stereo demonstration unit that is available to dealers on a rental basis, and gives dealers in opportunity to demonstrate stereo in their own living room.

An idea born of the brain child of Andy Loran, director of advertising and promotion for Bell, explained: ‘We found that much of our so-called co-op advertising money was being wasted in ineffective promotion. After all, newspaper ads constitute promotion of a backburner sort. So we decided to substitute a highly personalized approach.’

Loran pointed out that the Bell program is a concept of sole ownership of the display unit and carriage cart, different from the sales picture, wherein certain other home-theater manufacturers have chosen to substitute or rent display units. Bell had developed a portable unit including an amplifier plus two-way speakers made and assembled in California by the H.E.C., a leading distributor of stereo manufacturers in selling dealers on the Bell line of components. Bell RD’s all have had a view of the unit.

The display unit was first demonstrated at the Winter Consumer Electronics Show in January, at which time it was noted by the trade as the ‘unit’ to watch. As the display unit is now in the dealers’ homes, Bell also has included a direct mail unit for use as a co-op advertising tool. All a dealer needs to get in on this plan is to have one of our portable demo units and one of our floor ‘stereo center’ display units for the customer. The basic idea is to have an order book and carry order book with his first order for our equipment.

We believe the dealer a personalized direct mailing to up to 200 of his customers is something that we are putting together with the nannus and we make the mailing, which consists of a letter personally written by the sales manager, to the dealer and a copy directed to Mr. Bishopp. We give the prospect three questions to answer by yes or no, on the card. The list of these has to do with whether he would like a stereo demonstration in the store or in his home. We also file the dealer’s name and address right into the letter.

The cards are returned to us for checking and screening so we can have an idea of how well these mailings are working. The cards are turned back to the distributor salesman and then to the dealer. Those who have asked for a demonstration in the home can be referred to the local independent dealer. If the dealer happens to carry records, this certainly gives him another reason to want the component equipment but to make a demonstration in his store.

The salesmen working for the new line-up of Bell distributors across the nation are also given certain home incentives for getting the dealer’s mailing list together. The plan is to have all dealers participate in the cost of the mailings. ‘It costs us about $25 to mail each card piece in a home, but we feel the personal direct mail approach will provide far more effective than the general run of newspaper ads.’

An interesting aspect of the plan is the fact that the stereo demo unit, containing the stereo ampliﬁer and matching speakers, can be sold to the customer. ‘It’s emphasised that jacks in the back for ease of moving, as it’s mainly dedicated to get as many people as possible in the home with it.’

BELL SOUND’s handy ‘stereo sound center’, which occupies only two square feet of ﬂoor space, yet makes an effective visual presentation of Bell’s entire stereo equipment, Bell makes available all of its new component products, including the disk changer, Ferris a Garrard unit is shown here.

Bell plans to kick off a $250,000 advertising campaign next month in 29 key cities using direct mail as a substitute for co-op newspaper advertising. All a dealer needs to get in on this plan is to have one of our portable demo units and one of our floor ‘stereo center’ display units.

Cap Invades Electronics; Buys Mtr’s.; Forms Subsidiary

OAOboxy, Bellleigh named Bruce Rozet as EMI-U.S. vice president and general manager. EMI-U.S. will have four divisions.

Copenhagen—A serious ef fort is being made here to introduce stereo sound into the retail market. Philips firm. Philips is now using a large amount of newspaper space for its sound project, it is also providing dealers with means of holding down the cost of displays. In order to assist retailers in the promotion of stereo, a number of platers of various labels.

New radio car dealers have also installed booths where stereo and other special platers can be auditioned, and many distributors have tossed catalogs and pamphlets listing the new paragraphed of stereo platers. The firm has also been talking to potential dealers on more popular items, such as its "Star Parade," which offers pop stereo plater bearing the Poly- dorf label, as well as a "Decca" model, which is listed as "Great Artists, Unique Guests."

DEALER INVENTORY CHARTS

These are the nation’s best selling phonographs by manufacturer, based upon results of the recent survey made by Hammarlund and covering nearly national cross-section of record-player dealers. A different price group of phones will be published in this chart each week.

These are particularly shown for each manufacturer in terms of total number of weighted points derived from all dealer responses. Points tabulations are based upon sales of each manufacturer’s phones at each dealer, and weighted by size of dealer. Only manufacturers earning 25% or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN $401 AND $500

<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>47.0</td>
</tr>
<tr>
<td>2</td>
<td>Zenith</td>
<td>11.7</td>
</tr>
<tr>
<td>3</td>
<td>Pilot</td>
<td>7.8</td>
</tr>
<tr>
<td>4</td>
<td>Fisher</td>
<td>7.8</td>
</tr>
<tr>
<td>5</td>
<td>RCA Victor</td>
<td>7.8</td>
</tr>
<tr>
<td>6</td>
<td>Motorola</td>
<td>6.2</td>
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<tr>
<td>7</td>
<td>Harmon-Kardon</td>
<td>3.9</td>
</tr>
<tr>
<td>8</td>
<td>Others</td>
<td>7.8</td>
</tr>
</tbody>
</table>

BEST SELLING PHONOGRAPH

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BEST SELLING PHONOGRAPH
RETAILING PANEL

What type of manufacturers' point-of-sale material is most useful?

THE ANSWERS

PAUL VILLA-LOBOS

Consumer Electronics, Inc., Calif.

Window display material, album covers and posters are the most helpful sales aids manufacturers can use. We particularly favor sales aids as they are the most effective in stimulating sales.

Most important feature of top-selling aids is currentness. We rarely use material that is not up to date.

We consider material on known artists, as names are still the top draw. Secondly, the materials should be related to material that we can use ever since there is no need to be selective in what we use.

BELL RINGER

Special Phoning System Effective

MINNEAPOLIS — Marshall Roethke of Edina Record Center here, has built his telephone up to the point where it will attract more business for the store.

Customers have gotten in the habit of inquiries about records by phone, and Buarbon is now one of the most of these selling opportunities.

This is one way of competing with the mass mail order houses, as noted. "If we can, we give the customer the phone number and tell him we'll call him back as soon as possible."

In his office, Baurbon has a stack of books on the wall, arranged by distributors, to accommodate phoning one's telephone directories. As soon as the desk comes in from the distributor, the phone is picked up and the customer is called. The desk is then placed, with the customer's name attached to it, in a basket in front of the store for fast pickup when the buyer comes in.

Many of the callers become known to store personnel who will gladly charge the purchases. In the customer's home, the desks are popular because the regular buyers are asked to leave a small deposit before the order is placed.

THE DRINKING MANS TROMBONE

Al Grey, Argo LP 677, Eye-catching trombone playing with some good names on it. A very good album with a lot of good songs on it. Five playing time.

WALTER SEMAGIN
The Shop, Buffalo

Enlarged album covers, especially the ones in the free die-cuts, make the best display material for phonograph purposes. The covers have a certain eye appeal, yet are not too flashy.

Some of the labels are printed to the point where the covers become over-whelming and some are too big. They have been used well, like Capitol's, we find are best for display.

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HIGHLAND PARK, Mich.—Much of the profit that a record and a stereo equipment dealer can show is a 10 to 15 percent profit from poor inventory control. It is in the opinion of Milt Keever, manager of Uptown Radio Company here.

Thanks to a detailed inventory control program, the store has increased its turnover from four times a year to five, and has shown a 10 percent better profit on exactly the same dollar volume.

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GOURMET DIAMOND NEEDLES

TRANSMITTER CO. INC.

WHITE DEP. 502
P.0. BOX 2191, MIDDLETOWN, N. Y.
FOR ORDERING INFORMATION

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NEW DEALER PRODUCTS

Counter-Top Display for Dealers

The Walco Company, East Orange, N. J., has debuted a new "Gillette"-type, counter-top display which can put 160 of the firm's needles on display on a double-thick, unbreakable glass top and may be used as part of the firm's counter-woofer space area.

3 New Custom Furniture Cabinets

The Allied Radio Corporation, an affiliate of the Allied Radio Company, has introduced new furniture styles for housing stereo and electronic equipment. Pictured here is the French Provincial cabinet, which is made in two sizes, one in Danish Modern and the other in Colonial. Overall, the cabinets measure

some 33 inches high, some 36 inches deep. The interiors are divided into a top shell to accommodate an amplifier and tuner; the lower half is for storage and the speaker. Matching speaker enclosures are made to fit each horn, with provision for two and three-way system components.

The French Provincial unit will be $129.95, excluding tax. Danish Modern is $94.50 and $94.50, and the Colonial is $11, $129.95 and $79.95.

MUSIC AS WRITTEN

Victor here. College lad Eldridge was discovered by Jim Stretch, of RCA Victor, to get into their distribution list. . . . Hank Locklin comes to town to appear on "Grand Ole Opry" May 9th. RCA Victor is releasing the Tommy Dorsey Records' Joe Lucas is expected over Roy Acuff's latest release, "Streamlined Cannon Ball" by "Time Will Make You Pay." Pat Twyman.

Philadelphia

Ben Kraus' new record, "When the Saints Go Marching In," which he issued under his own label in Philadelphia, called Kraus Record, has been taken Enter- prise distribution for distribution. . . . Johnny Salerno, head of Sako Records, Philadelphia, is a patient at Osteopathic Hospital in that city—bad back trouble. . . . Mr. and Mrs. Lloyd Ryan, who own their own record labels in Philadelphia, has a dozen recording artists help them celebrate their 22nd wedding anniversary at the Venus Lounge in that city. . . . Nat Fisher moving his Record Mart in the Broad and Shyney section in Philadelphia to larger quarters in the same Shyney building. The store will be devoted exclusively to records and record players.

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Toronto

Whitley Haines was busy last two weeks doing promotion on the "Florella" show at the O'Keefe Centre. It paid off with increased sales of the Capitol disk in the city. Windows on the undulating disk show white. White Star. . . . Nelson Riddle around the city. Riddle was in for a TV appearance, which he's getting into, and he's on a couple of other TV shows and two deejay programs. . . . George Keeney, of Quality Records, was in Montreal for a busi- ness trip... Supermarket appearances are being arranged for Conway Twitty in connection with the rack displays of Hadelman.

RCA Victor of Canada will be first in this country to issue its compact 33 double, shipping out to key dealers across the country a prepress which includes merchandiser, 23 titles, and 100 pieces of promotional material. Dealers are being given an extra discount in this promotion... Bravo label has the top three songs at San Antonio, Texas, W. St. Clair Low of Canadian Music Sales. These include "24,000 Kisses" with Celentano, "Un Uomo Vivo" with Tony Dalla, and "Della" with Luciano Tollo. . . . Phil Andrews, Sound distributors in Canada for Stereo Oddities, was proud to announce that the record dealer Gerry St. James Stereo Centre, Port Arthur, Ont., placed second in the North American contest for the best promotion with Woody Woodburn's "The Sallys." He picked up a cash prize of $300 Canadian funds. . . . Columbus Record of Canada is embarking on merchandising four-track stereo tapes, offering 20 of the top selling titles. Harry Allen Jr.

Flick Execs Dig Into Disk Ranks

Continued from page 3

In Germany this summer, Manlie Van Doren may coast in the picture, which deals with the Communist threat to occupation forces in Germany.

Bobby Darin's first studio production will be "The Sound of Hell" with Dick Shawn as his co-star. Darin starts his second movie this month ("Too Late Blues," for Paramount) with Andre Previn as composer-conductor for the score. Pat Boone's Coogee Mogoa Film Production has an ambitious two-year schedule, set to produce five films: three pictures starring Boone himself—two musicals and the picture comedy, "Young Man About Washington." Boone prepared the lyrics of a current best-selling film theme, "Foolish." His next movie for 20th Century Fox is "Dr. Zink to Me Only," in which the warbler will play his first non-scat role. (Boose is a tenorist.)

Connie Francis' personal manager, George Sicken, was in Hollywood last month to handle with local movie moguls and discuss ideas for possible movie roles to follow the career's first picture, "Where the Angels Are." Miss Francis' waxing of the title theme is No. 5 on the "Hot 100" chart this week.

Frankie Avalon is currently working on "Gypsy," the Broadway musical, and is scheduled to take the show in Canada by special arrangement. Pat Twyman.

Chicago Dealers

Continued from page 2

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Dislike Change

Perhaps the most important to the point is the fact that dealers are reluctant to change a method of operation that they have been in business with for many, many years.

"One local dealer pointed out, "Changing to a discount operation for me would mean changing my way of doing business. Instead of hiring five people, I would probably hire one. I would put a guard at the door to watch customers, I would specialize in high-quality merchandise, and when a man asked me for a specific item, I would perhaps look on him like I do now. I would simply say, 'check the bin over there.'" Frankly, I'm not sure I'm ready to make this switch." Neither, it seems, do many of the other dealers here.

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Continued from page 4

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Where there's business action, there's a businesspaper
Milwaukee Coin Industry Survives Ink Bath

Rock-Ola Sales Meet For Midwest Distribs

Controlling concessions of trade by coins and loans to barroom owners were growing to be evils of the industry here. And the city's attitudes toward gaming was described as "contrary and contrary," since on one hand it licenses pinball and at the same time declares them illegal gambling devices.

To the credit of the industry, it was pointed out by those that suggested several changes that could be taken by the city to insure that the coins in bars here will retain their racketeer-free status:

1. Require tavern license holders to reveal the extent and nature of their business debts.

2. License coin companies and taverns operated by corporations to identify stockholders in each.

3. Require operators to state on license application forms whether they have been accused or adjudged to pay off in free games or gambling devices.

According to the articles, police officials had no indication in the last 15 years that any of these attempts had entered bars on the Milwaukee.

Why have racketeering elements stayed away from organizing the distillery here? Hidden in the final paragraphs of the last of the five articles is that the principal dual operators and locations "stood up" to barroom when an attempt was made to enter Baraque in the early 1940's."
Walt Tatum, operator, Calmusic Co., Santa Ana, California, says:

"most beautiful jukebox I've ever seen, and my locations agree"

the AMI Compacts are selling, selling, selling!

Walt Tatum’s enthusiasm for AMI Compacts is being echoed by operators all around the country. They already know from experience that the bold, new years-ahead styling of the Lyric and Continental can open up new locations, and increase the take up to 100%. See for yourself... cash in on the AMI Compacts.

**LYRIC 100A - 100M**
Intriguing top turret design puts titles and mechanism in the spotlight together.

**CONTINENTAL 200A - 200M**
A distinctive new silhouette with all the world famous AMI performance features engineered in.

the styling of tomorrow for more play today from **Rowe AMI**

NOW WITH OPTIONAL *AMi AUTOMIX 45-33 RECORD SPEED*
N. German Group Picks Chiefs

HAMBURG—Carl Heinz Wende has been re-elected chairman of the North German Coin Machine Operators Association. Serving on the board of directors with Wende are Martin Meyer, Helmut Scholz, Eran Lincoln, Hans Huber, Heinz Baldeweg, and Peter Wiesel. Elected to the arbritration committee are Gustav, Johannehe, Kobelt, Schneig, and Wiesem. The members, Bernd Gerhard Wacke of Hamburg, one of West Germany’s leading experts on constitutional law, has just written a book on the subject of the taxation law in all 13 German States to violate the Federal Constitution. Dr. Wacke has conducted an investigation into the amendment of the law, and his brief cities from courts of sorts in the individual States. Briefly, he contends that the amendment is not a tax but a tax levied against the operating business, which tax is prohibited by the Federal Constitution.

Ops, Pic Firms Battle New Taxes

HANOVER, West Germany—Motion picture theater owners are joining in a battle over a new tax on admissions. The three Western movie distributors have shipped or have orders for 12 boxes. The boxes will be installed in theaters and restaurants catering to Western tourists, mainly in Bonn but also in other Western cities. Dist-ributors here quote their Hungarian clients as announcing that West German movie theaters would be forced to close down, as it is no longer profitable. All of the boxes ordered are recertified, but the Hungarian are talking of beginning a new box-seller program which will provide Western tourists with certain of their expectations. The distributors report that at least three-quarters of the boxes in Hungary are of American manufacture, albeit vintage production. The box house owners were placed through the State trade ministry, but this fact did not slow the objections concerned of specifying American-made boxes. It is reported that the Hungarians are not only buying American equipment, but are also stockpiling with US, A, top tune dishes, some of them surprising currency. "They really dig that Yankee dollar on the Red Danube," a Vienna distributor zings.

Shape Tax Proposals to EEC

PARIS—Chancellor Konrad Adenauer’s visit to Paris and London within recent weeks is being accompanied by efforts to harmonize and unify tax and other trade legislation inside the EEC, and the coin machine industry is among the leaders in the tax unification. Representatives of the coin machine industry and individual groups are at work here in Paris on specific proposals for handing to authorities of the six-nation European Economic Community (Common Market). Recommendations on the establishment of the Free Trade Area (EEFTA), as Adenauer’s latest trip to London has raised hopes here, have been handed to authorities of the Common Market and European Free Trade Area may be nearer than is suspected. As concerns the coin machine industry, the proposals in this: each country’s industry is now being assimilated by the Federal legislation, en-acted on both the local and national levels. Tax laws vary from country to country, and indeed, from province to province. As long as this tax muddle exists it is quite possible to speak of free and equitable competition in the six-nation (France, West Germany, Italy, Holland, Belgium and Luxembourg) market. Since low-tax producers will have a built-in advantage over high-tax producers, it is essential that tax structures be harmonized to ensure fair competition. The experts here believe that seeking a common Common Market approach to problems such as amusement taxes, turnover taxes, licensing fees, and artist royalties.

Hungary Boosts Phon Imports

VIENNA—Juke box distributors report a modest surge in business in Hungary over the past year. A local firm, Western, imports phonographs and phonograph records, has shipped or has orders for 12 boxes. The boxes will be installed in hotels and restaurants catering to Western tourists, mainly in Budapest but also in other Hungarian cities. Distributors here quote their Hungarian clients as announcing that Western movie theaters would be forced to close down, as it is no longer profitable. All of the boxes ordered are recertified, but the Hungarian are talking of beginning a new box-seller program which will provide Western tourists with certain of their expectations. The distributors report that at least three-quarters of the boxes in Hungary are of American manufacture, albeit vintage production. The box house owners were placed through the State trade ministry, but this fact did not slow the objections concerned of specifying American-made boxes. It is reported that the Hungarians are not only buying American equipment, but are also stockpiling with US, A, top tune dishes, some of them surprising currency. "They really dig that Yankee dollar on the Red Danube," a Vienna distributor quotes.

Aircraft Firms Study Coin Field

HAMBURG—West Germany’s reclusive aircraft industry may be poised for a new wave of consolidation in line with trends to diversification by aircraft producers. German aircraft producers are conducting surveys in Britain, where two major companies, Goering and Krupp, are being considered for the Chancellor coin machine, with a major producer of transport aircraft, producing coin machines, is also said to be interested in the Chantal coin machine. Aircraft companies are the ideal diversification item because they are present to some goods and an expanding line of production.
Far-Flung Music Route Challenges Operator's Programming Ingenuity

LAJARA, Colo.—Even on remote routes, where records are changed only once a month, a little attention to detail can save pay dividends, according to Ralph Rivera, phonograph operator here.

Rivera’s customers are in Colorado's big San Juan Valley, in the south-central section of the State, where there are 300 square miles as far apart as 40 or 50 miles, in a rich potato-growing belt.

Rivera, who naturally must travel long distances, does all collection service, and besides, he is in spot-spotting services 40 locations on the average of one or two a week. The major change is made at these points. Most of his spot owners, in cafes, taverns and roadside restaurants throughout the area, are interested in the service and still change often enough—but Rivera sticks to his guns, and has cut out that routine music changes, and the resultant increases in operating cost would wipe out his profit otherwise.

Delivering Discs

For a while, admitting that location owners would get better play with more frequent changes, the Southern Colorado operator experimented with mailing records together with instructions on making the changes. He was flabbergasted to find out, however, that most of the selfsame location owners who had complained most, did nothing at all about changing the records then, and if they still would be in the mailing carton when Rivera made his next service call.

Rivera has tried other ideas, such as sending the records by box, and spending a little more time, but with no better alternating to teach him the mechanics of simple repairs and changing records.

Co-op was not good, much better, but still too erratic, and they made their own problems to give much thought to the juke box except as they served.

Accordingly, the Southern Colorado operator has been forced to use several ideas for improving play for his customers. Some of these are the result of the location owner and makes returns better without more frequent record changes.

Old Favorites

One of the most effective of these has been to play a special selection on the box during the monthly change, then slipping in the next disc, and the faces of popular artists reproduced in this way, on each single route the operators have, such as “Nature Boy” by Nat King Cole, “Autumn Leaves” by Roger Williams, “Star Dust” by various instrumental groups, “Long Ago and Far Away” by Margaret Whitling. Use of the sleeve inside the phonograph makes for a different effect that’s proofed against dust, breezes or handling, has always brought such good results that the two or four records furnished for each location is played as much as new play today.

Where there is a varying population of Spanish population—and this is true of 85 per cent of his territory—Rivera evidently don’t provide plenty of Spanish music, but popular songs in the language to call attention to favorites. This has been successful in the Mexican States, where the records, for Mexican, or Mexican-Americans, brought in to help pick the potato crop under government license, have been all receive for the price of a record, thus seeing some Mexican old favorites thus featured that seemed “up” with a box.

Rivera, who has many 100-play Rock-Ola along his route, deliberately buys his machines to the juke box owner’s local or minor. He insists.

In isolated small towns the juke box is an important instrument of entertainment where there are no theaters or TV, and because of this the spot owner will often devote plenty of time to keeping it properly stocked, and very much as attractively as possible. Rivera is careful to honor any request from location owners for special numbers, inasmuch as it is often something of a serious problem to fill up the 100 record slots on many of his machines.

Looking For

When a location owner is conscious enough of music to come up with a special request such as this, the chances are that he will suggest it to his own management, and with that as a basis, it means much letter writing and research, and will usually locate the desired disk.

And so, by his scattered routes Rivera has been able to find enough a location owner’s request when he stands some part of electronics. In such instance, he leaves a stock of replacement parts for the tube, a resistor, and a couple of tubes, and goes out. A juke owner who enjoys the juke box music just as much as he does a well-kept car, has a heavy on to take a stab at putting the box back into action if Rivera has been able to give him enough information to do without damaging the equipment.

Dare to Maintain

Another plan to maintain routes which may show only three phonographs in a 70-mile drive out, and a 7-mile drive back, Rivera agrees. The operator may have a box that takes up three hours to deliver, and accepts long hours behind the wheel as a “necessity.”

COMPACTED COSTS

Snodgrass Motor Fleet Brings Route Dividends

ALBUQUERQUE, N. M.—Amusement machine operators who are trying to cut route operating expenses, to get higher pay per mile, either American or foreign-built, can learn a lot from the experiences of Harry and John Snodgrass, father and son combination, the owners of Snodgrass Sunshine Novelty Company here.

Snodgrass, a veteran of every phase of coin machine operations and currently operating machines in American and foreign-built, is thoroughly enthusiastic over what he calls the “new era of ‘packages’ of foreign miniatures.

According to the Snodgrass brothers, four Italian Fiat cars, tiny four-passenger sedans, for route supervisors, besides the available, is another factor for plus the maintenance and service work so exorbitantly chargeable to the bare minimum.

The Snodgrass brothers first entry into the foreign car field came when they bought four Isotas, egg-shaped, one of them in France, the others among the first to make their appearance in American.”

While the little “one-hangers” would carry only two people, there was plenty of baggage space to service both amusement machine operators, it routes, plus rush deliveries of cigarettes and food items for the vending

Speaker of N. Y. State Assembly to Talk at UJA May 3 Dinner

NEW YORK—New York Assembly Speaker Edwin C. Alger will be the guest speaker at the annual dinner of the coin machine division of the AMACU at the Hotel Astor Thursday evening, May 2, honor of the 1961 affair will be Irving Hutnick, New York state director of UJA East Coast Distributors here.

The goal of this year’s UJA drive is $30,000,000, the national $5,000,000 for what has been termed the special Adoption-Project project, and the local $25,000,000, the area of the campaign will be put toward a special agreement for rehabilitation of the Negro region. The meeting last week was occupied by assignments of lists of names to the salesmen and reports on preliminary fund-raising activity from area chairman, Albert S. Denver, who urged increased several local development already received by National Vending, United East Coast Distributors.

Beyond this there was considerable discussion as to ways and means of putting the campaign over, as two of the district chairmen, Chairman Denver called for and lowering the prices and instituted a campaign was adjoined. The meeting took effect as a result of the meeting. The cost was set for Thursday, May 3, at UJA’s West 56th street headquarters. Midwest

MILWAUKEE MENTIONS

Three coin machine firms were among the exhibitors at the 26th Annual Food and Equipment Exposition, Milwaukee Auditorium, February 28-March 2. Exhibiting background music, joke boxes and cigarette vending machines were United States Novelty Company. A sign on hand showing a line of bar equipment was Win-Coin, Inc., of Oshkosh, headed by Val Andreas and Donald Snow, veteran operators.

Informal talks before a dealer’s meeting Monday evening, March 13, at the Ambassador Hotel... Sam Hastings, Hastings Distributing Company, nates a special effort on the part of the dealers and operators are preparing for the tourist rush expected within the next month. The coin machine manufacturers, Coin Machines, Unlimited, Colfax; Jack Zimmerman, Watertown; Fort Record Shop, Fort Atkinson, and Joe Halliday, Halliday Coin Machine Service, Green Bay.

Jerome (Red) Jacomet says: “I bet that I’ve gotten over 100 favorable comments from location owners and personal acquaintance at the $100 that the Milwaukee Coin Machine Operators’ Association presented to the March 12 dinner on their telephone.”... But that is not all... Nothing comes from the Southern Novelty Company branch of the AMACU, which has become a favorite time on Christmas day. Wilcox and his wife have been blessed with three sons of their own born on Christmas Day!... Also passing out cigars at the Southern Novelty Company at about the same time was the brother of the owner, J. M. Wilcox, a capable man who works very efficiently.

Best Davidson, Chicago, Wurlitzer distributor sales manager, spent most of the week at the United, Inc., showroom. Also checking was the Wurlitzer field sales engineer, C. B. Rosett, and Herb Geiger, Geiger Automatic Sales, reports that much business was being done. The AMACU convention will be held at the Westin November 5th.

Clint S. Pierce, Pierce Amusement Co., Service, Appleton, and Carl Mullman, Automatic Merchandising Co., Milwaukee, give the impression that the AMACU takes at a 1 low club.

CLEVELAND CAPERS

Officials at Shaffer Music Company report stereo head phones increasing in popularity in several locations including the Harlem Sports Center in 1, 15th and 16th St. at 75th Ave. At Shaffer Music Company were David Myers and William Klauck of Universal Music Company of Akron, and another of the shop’s were Honor Williams and Raymond Abbot of Castle Music of Cuyahoga Falls, J. F. Thompson of B. T. & Amusement, Bud Bell and others.

Morris Glisser, president of Cleveland Coin Machine Exchange Company, continues to distribute between 25 and 75 coin-operated machines a day at Shaffer Music Company, in Cleveland, Ohio. Most of the coin-operated machines are new, and others incoming and outgoing, due to the firm’s many far-flung branches. The firm’s telephone costs will exceed $1,000 a month.

Joseph Abraham, head of Lake City Amusement, Inc., insists he
**Charm MRs. Consider Use of New Germicide**

NEW YORK—Sanitation—or at least the attitude toward sanitation taken by various public health officials—has long been a major concern to the bulk vending industry. And while the record of the bulk vending industry with regard to selling contamination-free products in a good one, bulk vending machines have been restricted in isolated areas for health reasons, real or imagined. Service manufacturers of charms used in bulk vending machines are investigating the possibilities of a new germicide called Permache on for use in the industry.

A leading industry figure is reliably reported to be negotiating for the Permache franchise for the entire vending industry. According to an article in the February issue of Pageant magazine, Permache does not evaporate as do other germicides. The article claims that this substance constantly disinfects the air with which it comes in contact, and it is capable of destroying a whole culture of bacteria.

The germicide is available in clear liquid, as a spray, as a paste, or in powder form. Possible uses for Permache in the bulk vending industry include the impregnating of gloves with the germicide and impregnating the machines. Protection is said to last for months.

For the operator, spray containers, retailing for $1 to $2, can be used to safeguard gloves periodically.

**GETS CALLS BY MAIL**

Op Gives ‘Bus Service’ Top Stops in Boondocks

SANTA FE, N. M.—Robert Gallegos, bulk operator here, has found an effective way to cut down travel costs where long distances are involved between spottol Gallegos, who has over 200 machines in Colorado’s potato-growing San Juan valley, services his most remote locations by bus delivery.

Since it is an expensive proposition to visit all of his villages, hamlets and roadside locations by truck, even on a once-a-month basis, Gallegos keeps in touch with bus stops by postcards. When there is an indication that any peanut, bridge-nix, ball game, or tag-gun usher is about to run out, Gallegos’ location owners simply send in the postcard with the facts.

Sends a Machine

Gallegos, instead of sending a replacement head, with the danger that the location owners may break it, or spill the fill, sends a complete machine by bus. The cost amounts to only about half of what a trip by car or truck would be, and gets a machine in perfect condition—bright and clean and painted up for fall. And it fits the eye-appeal—into the spot, usually on the same day.

Gallegos shows astonishingly good returns from economically barren areas in the northern part of the State where there is little industry or agriculture other than potato growing. The probable reason for this, Gallegos reports, is simply that people who do not have a dime handy for a candy bar from a vending machine, usually have a few pennies, and satisfy their sweet taste with the products of bulk vendes.

---

**Northwestern Corp. Sets Distrib Meet**

CHICAGO—The Northwestern Corporation will hold a meeting for its distributors preceding the National Vendors’ Association convention here March 16-19.

Northwestern has scheduled its meeting for March 15 at the Sheraton-Tow item Hotel. Agenda has not been announced.

**Northwestern HEADQUARTERS**

Northwestern HEADQUARTERS
Whatever your bulk vending requirements might be we can serve you.
Always a complete stock of outstanding Northwestern products, parts and supplies.
Write today for complete information and price list.
H. B. HUTCHINSON, JR.
1794 N. Deerer Rd., N.E.
Phone Delta 1-4900 Atlanta 7, Georgia
Hurvich Look Back on 30 Years

By THOMAS F. HILL

BIRMINGHAM — Thirty years of successful coin machine operation will be celebrated here April 16 by Max and Harry Hurvich, whose Birmingham Vending Company has grown from a penny basement operation into a busy vending machine enterprise stretching over several States.

The depression had braked the industrial and economic wheels of the nation to a near halt when Max and Harry switched from a lasin candy-jobs business to the coin machine field.

Their initial order of a few Columbus peanut machines in 1931 proved to be a winning step, and from this modest beginning they soon branched out into the distributed business.

"We started with penny machines then," said Max Hurvich, "because there were more pennies in circulation than any other coins. We worked in our homes with our wives, Rebecca and Rosalie, helping us.

Success Story

A true American success story, the Hurvich saga started with a few peanut machines, a borrowed telephone number, a good-sized basement, and a lot of hope. The business grew and prospered until today the brothers — still operating as a partnership with their wives — have 15 employees and are headquarters to a modern office and warehouse that has 17,000 square feet of floor space. They represent more than 20 manufacturers of displays, coin在接受者，and have customers in Alabama and in the adjoining fringe area of Tennessee, Georgia, Mississippi and Florida.

As they did on their 25th anniversary celebration, Max and Harry will want all their customers and distributors to join them at a gala house party at the Birmingham headquarters.

In appreciation for the support and help given them by customers and distributors, the Hurvich's will open their offices and showroom Sunday, April 16, from 10 a.m. until 5 p.m., to enable all operators, their families and friends to attend the celebration.

Many major factories have notified the brothers they will send key personnel to the open house.

Having come up on a rocky trail as small operators, Max and Harry specialize in helping the little man get started.

"The fact that a fellow has 1,000 machines doesn't impress me nearly as much as a little fellow making a good living," says Max.

Diversification

"We feel there is still a wonderful opportunity for the individual to make a living in the bulk vending machine business," they say. "We urge diversification as a solution to staying in business in a highly competitive field.

The brothers see further developments in the fields of music, games, and the vending of coffee, food and other drinks.

"After 30 years, this business is even more fascinating than it was at first," said Max. "We have developed in the background music field, with hospitals, public buildings, industrial plants, doctors, and even private residence becoming potential customers.

In addition to better machines operating in new fields, the brothers see many other advances made by their industry. They point with pride to the fact that the vending machine business is now recognized as started by hands and finance companies who now are eager to provide credit and handle their affairs.

With their steady and planned growth, Max and Harry have added new lines.


Their early success and drive, plus heads of hair on the red side, brought them the title of "Gold Dust Twins." The years have turned the gold to white, but they haven't slowed down a bit. These two brothers. They are quick to point out that although they may be snow on the red now, there still is plenty of fire in the furnace.

BONGOS! HOT! HOT! HOT!

Felt Tickles, Adults Only!

They all want BONGOS!

1 for 99c. 4 for $1.49 get 50c.

Embossed plastic plates with white heads. 50c. 2 for $1.00, or 3 for $1.49

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with CRAMER'S

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for NEW IDEAS
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"Presidential Suite" SHRATTON HOTEL
CHICAGO
March 16th to 19th inclusive
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CARMER'S ANGEL
DICK ROLLINS

CRAMER C.O.M. INC.
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Members
National Vendors Association

NORTHWESTERN SALES AND SERVICE CO.

NORTHWESTERN EQUIPMENT DISTRIBUTORS, Inc.
440 W. 30th St., New York 1, N.Y.

IMMEDIATE DELIVERY on the New

NORTHWESTERN SUPER SIXTY

This capsule vendor is truly the Mail Box on the market. Has every convenience without shipping, breaking, bending, crushing or crushing. Will deliver for 50c per box from national capacity.

Available with 2c, 5c or 10c Machines

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

CELEBRATING 30 YEARS IN THE BUSINESS are, left to right, Mr. and Mrs. Harry Hurvich and Mr. and Mrs. Max Hurvich.

BIRMINGHAM VENDING COMPANY employees assemble in front of the office and warehouse.

WINS, WINS OR PHONE FOR COMPLETE DETAILS

NORTHWESTERN

2211 F. Armstrong St., March, Ill.
Phone: Whitney 2-1300
Ohio Vendor Association Slats Its First 1961 Meet During NVA Show

COLUMBUS, Ohio—The Ohio Vendors Association will hold its first meet for North American Aviation and as an in- structor for the Dallas Board of Education. Active in community affairs, he is a member of the local school board, a life member of the Parent-Teachers Association and assistant director of Civil Defense. But he and his wife are the proud parents of 14-year-old daughter, a student at Jefferson Junior High. She is also studying piano and violin in the school orchestra. Another daughter, another grandchild of the Ohio Vendors Association and the Minnichore Music, is a junior at the University of Minnesota.

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First showings of the forthcoming NVA convention in Chicago, according to Herman Eisenmenger, president of the group. The time and place will be determined and announced during the convention.

Due to recent Confection Sales, Cleveland, will report on the status of the Ohio General Assembly tax. On the O.V.A. of the group’s committee on health and sanitation standards headed by Charles Neumegen, B. B. & S. Sales, Toledo.

A combined effort will be made to recruit for membership in the O.V.A. of the group’s N.A.A. members not based, but operating in Ohio, to enlist their aid and support of the O.V.A. for the protection of their Ohio investments.

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

WVDJO Meet Shifts Program

LOS ANGELES—Discussion of an important tax problem was postponed by the Western Vending Machine Operators Association until the next meeting, March 28, when only a few members were present at the February meeting. Tuesday night 12C, at the Nick’s Bob Restaurant here.

A student was affected by the tax problem, who was told that mistakes were made in selecting the notices for the session. The dues, however, were collected at the meeting, and the tax problem is still on the agenda of the meeting.

The seriousness of the tax problem was discussed. Several members volunteered to make contacts before the next meeting when a complete report is expected to be ready.

Supermarket Sued

Continued from page 58

Funk appointed NAMA Legal Arm

CHICAGO—Richard W. Funk was appointed legislative council for National Automatic Merchandising Association, succeeding Herbert B. Beiel, a member of the NAMA who has been assistant general counsel for five years, who is leaving the association to join a private business enterprise.

Funk, 34, is a graduate of the University of Chicago (1950) and the University of Michigan Law School (1959) and has practiced law for six years in Chicago.

Dunden Riverport

For a fall two weeks following the showing of the new Wurdler 2500, Dracor Sales Company was welcoming out-of-town operators. Included were Zillit Ganev, of Cheyenne, Wyo.; Len Hildebrandt of Phips, 1156 W. 20th Ave., Denver, and Jack Simote, who heads the firm, said it might be necessary that he was on his own time. Made by Len and Henry Leach of Standard Coin Amusement Company, Inc., Oaklawn, are built to their respective clients following a business trip to Las Vegas. Dracor Distributing recently installed a complete point-of-sale system for the company.

For a deal with a small chain of Sierra Distributing and Minnichore Music before going into music operating on his own, is reported seriously ill but coming along as well as can be expected.

Len Simote, Leopard Distributing Company, and Heriberto Stefaniak of Standard Coin Amusement Company, were present at the February meeting. Tuesday night 12C, at the Nick’s Bob Restaurant here.

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W'chester Op's Annual Dinner Looking Good

WHITE PLAINS, N. Y.—Reser-

vations are pouring in for the 10th Annual Dinner of the Westchester operarists Guild (April 18), accord-

ing to Seymour Pollack, general

chairman of this year's event.

The affair will be held at Tropi-

cal Acres, recently opened in Yonkers.

Branch, the famous Diana and

Pompano Beach, Fla., restaurant.

Pollack said that announce-

ments on the emcee and guest stars

for the event would be made next

month. Final negotiations are un-

der way now. Entertainment co-

chairmen are Nate Besky and

Larry Crane.

Space in the journal for the even-

t is closing up rapidly, accord-

ing to Pollack, who added that the

final closing date is April 8. Re-

servations for the dinner may be made through Guild headquarters here or through Pollack.

FOR SALE

1 United Bowl & Rama, 20’
1 AM T-1920
1 Rock-o-lite 1455
1 WAB 1200 Stereo
1 Seabrook H-100 A
1 Seabrook H-100 B
1 Capitol Projector Auto-Test
1 Radio Challenger, 14’, new
1 RCA A-55
1 Nash Radio Phone
1 Nash Radio Derby
1 Nash A750
1 Nash Clipper, A-1

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SIDELIGHT OF DOLLAR DRAIN

Giant Coin Operations Serving U. S. Forces Seen Emergent in Europe

By OMER ANDERSON

FRANKFURT — The U. S. dollar drain promises to create the opportunity for giant coin machine operators serving the U. S. Forces overseas, notably in Europe.

U. S. military officials state that the entire supply-housekeeping arrangements are under tight control to prevent any dollar drain on the European economies, and to reduce dollar expenditures period.

As government the military pursues a haphazard program of issuing change in machines, which have grown within the military lability like Topsy.

Every officer club handles its own jok box, and even the more outlandish devices have been issued to the local currency.

Wherefore, this practice of cutting the local

man in on as much of the military trade as was possible has been official military policy. It was considered a relatively painless method of helping bolster local economies.

It was done on the theory, as with U. S. aid generally, that Europe was still suffering from the war and needed help from the strong and prosperous U. S.

Overnight, however, the military has awakened to find the 10 cent and 25 cent coinage of the military is now in the throes of revising its coinage policies and properly marketing this new coin to Washington's "buy American" credo.

Opportunity

In the opinion of military housekeeping officers, this policy spells gold-plated opportunity, in the field of coin machines, for U. S.-based distributors and operators.

Some experts predict that the military's coin machines eventually will be provided—and maintained—by contract with a large U. S. coin company. The companies would undertake to supply machines and issue coinage, even to the extent of printing the coin with the U. S. and to base virtually all of their operations on the U. S. and the U. S. Army.

But the military's "think-big" logistical officers are aware that the coin is being tried in even more radical terms. They are scanning the spectrum of coin (Continued on page 68)

Best Way to Interest Supermarkets? 'Talk Big Money,' Dallas Op Advises

DALLAS—Dallas T. L. Reese, local bulk vending operator, claims the best way to land big machine orders is to talk big money.

To illustrate, he told of unsuccessful operators who had tried to land chain stores.

"They all approached the executives of the chain with a small money proposition, Reese said. "They told us how many machines his chain would take on each year per machine, and, of course, the executives were not interested. Their talk of profit per machine just didn't seem like enough to make it worth the bother."

Total Profit

Reese tries to place machines on the exit side of the store, by the door. The theory is that when a customer enters, rather than goes shopping, the children have been over looking at the machines, waiting for her. When she is ready to leave with her purchase, usually large change, she will not yet put away, the children have decided to try the machines.

Reese offers a word of caution: When the doorbell is not an electronic eye variety, place the machines so that there is no danger of the children being hit by the doors as they swing open. Hearing this advice, he says, might avoid a costly lawsuit.

"Change Handy"

Reese offers another tip, this in regard to the location owner. He says that almost all stores appreciate being paid the same way. They do not want to keep change.

When servicing his route, he enters a location with rolls of pennies or whatever denomination coins the commission might call for. These coins, of course, furnish the location owner with large change. In this event of being overhanded with change, he is also prepared to pay in bills.

Another observation of the veteran operator is that supermarket executives are sticklers for the clean, neat appearance of machines in their stores. On his service trips, Reese carries a Windsor style bottle to touch up the machines. He also advises getting in good with the porters at the locations, who will keep the machines dusted for you between trips," he explains.

He discounts variation as a minor worry.

In five years of operation he has only lost, he estimates, four or five machines. These losses were caused by the theft of machines.

Operating System

His method of operation on the supermarket service calls is to check each machine's take. He then submits a ticket for the commission, leaving one with the manager of the market and keeping one himself. At the end of each six weeks, he returns to the market and checks for the commission together with the corresponding ticket which he has left with the manager and which the manager returned to him.

As seems to be the rule with most successful operators, Reese believes in the personal touch when dealing with location owners. He says that in almost all his locations through a big part of North Texas, Louisiana, Arkansas, Mississippi and a part of Tennessee, he knows the owners personally, knows them by their first names and even knows the number of children they have.
Bills to Regulate, License Games
Sent to Ill. Judiciary Committee

CHICAGO—A pair of bills dealing with licensing and regulation of coin-operated devices in Illinois, introduced by Sen. Robert McClory (R-Lake Bluff), have been assigned to the judiciary committee. Basically, the bills prohibit coin machines used for gambling purposes, but exclude amusement devices which reward the player with an "immediate and unrecorded right to play," where the device depends in part upon "the skill of the player and returns to the player the money, tokens, merchandise, credit, or recorded right of replay." The bill specifies that "any immediate and unrecorded right of replay shall not represent a valuable thing, and be presumed to be of value without the permission of this act.

Also called for is an annual privilege tax of $50 for amusement-type pinball games, $10 for electric game guns, and $25 for mechanical bowling or shuffleboard games.

The bills provide for confiscation of any machine found to be a gambling device and specifies fines and imprisonment for operation thereof.

The licensing bill, S.138, is introduced as an amendment to Section 1 of "an act to provide for the taxation and licensing of certain coin-operated amusement devices and to prescribe penalties for the violation thereof," approved July 7, 1953.

Copies

The regulatory bill, S.137, is an amendment to Sections 1 and 2 of "an act to prohibit the use of clock, tape, slot or other machines or devices for gambling purposes," approved June 21, 1955. Copies of both bills (S.137 and S.138) are available to readers, from the Billboard Music Week, on request.

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WILLIAMSONS--Like New

11 Coll. Machines, 111...$15

10 Coll. National...$15

25 Coll. National...$25

10 Coll. Continental...$20

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Wurlitzer—All Models Make Best Offer

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CLASSIFIED MART!
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Say You Saw It in Billboard Music Week
Pennsylvania Pin Locations Socked
By DA Raid in Montgomery County

PHILADELPHIA — The latest batch of thefts involving the multiple-coins machine and the State of Pennsylvania came about Wednesday (22) when State police agents, in a surprise raid on a number of locations in neighboring Montgomery County, RAIDED five locations and made five arrests.

Not all machines seized were strippers or multiple-coins. Some of the "spinner" variety, while others were in-line games.

District Attorney Harold W. Spencer said the raiding party was made up of 23 State policemen, five county detectives and 10 local policemen. They made all their raids in 45 minutes.

The DA said the raids eliminated four months of coin machine-playing by his men in an effort to gather evidence. He said his men told him although the 10 cents were marked "for amusement only," they would get a cash pay-off for winning.

Those location owners arrested were, W. B. H. Jennings, 53, for gambling charges. Operators of the machines made bail for many of the location owners.

The Eastern Pennsylvania Amusement Machine Association said it would not make any public statement at this time, but said it would make a public statement at another time.

An interesting sidelight to the raids was the fact that Directors of the Pennsylvania Amusement Machine Association were over the amusement machine.

St. PAUL—For the second time this month a bill to legalize coin-operated machines has been introduced in the state legislature. The bill was introduced by Rep. John O'Brien, D-Montgomery, who said he believes the machines are legal.

The bill would permit them under heavy licensing fees.

A newcomer to the county detectives was a 25-year-old man identified as John McNaughton, who has been an ornamental gardener most of his life. He estimated he has been with the machines for four months.

TRAIL BLAZERS

Rings Still Draw Indians' Attention

ST. PAUL—Circus operators are largely responsible for the apparent death of two bills before the Minnesota Legislature which would outlaw vending machines in public places.

Sponsors of the bills said that they were killed in their present form, the bills would have been a severe blow to Minnesota operators.

The bills were brought before the House Commerce, Manufacturing and Retail Trade Committee of the House of Representatives, which held a hearing on them. At the hearing, the operators generally expressed their opposition to the proposed bills. As a result, they have been "thrown back" into committee and it is not expected that the bills will be considered for a vote at this legislative session.

Store operators only every two months or so, prefers to vend charms and rings over food items, but on at least one ball gum machine, and as many as four charm and capsule vending machines in the store. Rivals use many elderly machines, including old Vendors, Hoon, Northwestern and Tupper equipment, picked up there and, as well as 26 new Acorn vendors. A happy circumstance which pleases him is the fact that the hardware store operators throughout the huge reservations in both States are generally hands with tools and provided with keys to the vendors, will usually keep them in perfect mechanical shape.

Pick the Winner!

Operate America's IMPERIAL!

You pick the winner when you operate America's IMPERIAL. The shuffleboard game wins more coins for you because exclusive Magna Play Control prevents additional play, unless coin is inserted, when the game is over or when time expires.

Your customers love to play the IMPERIAL, and locations are just wild over its design and construction. Trouble free, too.
Giant Coin Operations Serving U. S. Forces Seen Emergent in Europe

• Continued from page 63

machines, and producing eventual gigantic integrated operations on a theater-wide scale.

They foresee:
1. The banning of fruit machines and a revived boom, as a consequence, in games.
2. Introduction of automatic merchandising into military installations on a vast scale.
3. Finally, in consequence of these developments, the emergence of gigantic integrated operations placing all military coins machines overseas in the hands of a few huge operating companies which would own and operate all military coin machines overseas.

Large Profits
Most experts believe the military's profits will far exceed the "buy American" campaign in oblique but fatal fashion. The machines, by official military admission, are generating large profits for the military service clubs.

Ironically, it is a case of the machines being too successful. All military clubs are waxing fat from fruit profits, which profits they are investing in better food and entertainment for the patrons.

It was for precisely this purpose that the machines were installed, and until recently their success had been applauded by most military officers riding herd on the fruits.

But the gold drain has reversed official attitude toward the fruits. There is criticism now that club profits are being siphoned off onto "buy foreign" splurging. Clubs are criticized for living it up with foreign floorshows and with foreign gourmet items.

The military's revised attitude toward the fruits tends to be that they are not for the machines, the club owners will be bare instead of being, and there would be diminished temptation to splurge with American dollars on the local economy.

Patronage Shift
It is also theoretically true that if fruit machines didn't draw patrons from fruits they would patronize entertainment on the local economy, the net outflow of dollars being the same.

It is also true that nobody forces service clubs to splurge fruit machine profits on riotous foreign living, and that the profits could be used to cut club prices to the bone.

But few experts believe the fruit machines can long survive a service club that is willing to conduct simultaneously operations in juke boxes, games and vending machines.

There seems to be tremendous potential in the vending-machine operations alone, provided that the military could be persuaded to yield to trials. For example, there are virtually no beverage dispensers in the entire theater—not hot beverage or cold beverage machines. Beverages, as with food generally, are handled manually.

Yet, the opportunity is now there, opportunity to mount and conduct simultaneous operations in the entire theater—hot beverage or cold beverage machines, beverages, as with food generally, is handled manually.

But the opportunity is now there, opportunity to mount and conduct simultaneous operations in the entire theater—hot beverage or cold beverage machines, beverages, as with food generally, is handled manually.

Avenue to reducing employment of local help (another facet of the dollar drain) and cutting costs generally in its merchandising operations.

Since the post exchange and allied military merchandising activities overseas are conducted in a more costly manner, they can be regarded solely from the aspect of efficiency, after making due allowance for customer convenience and wishes.

Hence, with local wage rates low and military installations scattered, the U. S. Forces have had little incentive to introduce automatic merchandising.

But the gold drain has stimulated the military's interest in automatic merchandising. Quarter-master and European Exchange System (EES operates post exchanges and related consumer services) indicate that substantial savings could be effected by large-scale introduction of automatic merchandising.

The chief consideration at the moment is the reduction in local employees and in services which must be paid in foreign currency. Surveys also seem to establish that service could be substantially improved by introducing vast vending operations.

Military installations are being steadily concentrated, making feasible vending operations. Surveys suggest that a considerable number of post exchange operations could be replaced by vending machines. PC's could be closed down, reduced in scale, and consolidated.

In general, it is a situation which seems to offer a coin machine paradise for operators able to conduct large-scale operations scattered over Western Europe and England.

In most cases, experts believe it's an assignment which can only be handled by a combination of a man, a large organization able to mount, and conduct simultaneous operations in juke boxes, games and vending machines.

Of course, the U. S. military officers in the local economy.

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COMPACT CABINET

HEIGHT 53" WIDTH 30" DEPTH 18"

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Lucky Horoscope
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• National Coin Relector in each chute
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Easy to Lead—Holds approx. 1,000 tickets

Size: 18" x 8" x 6" Wgt: 20 lbs.

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Syracuse, New York

Bob Sudyk
TAC OF NEW ORLEANS PURCHASES 225 SEEBURG ARTIST OF THE WEEK PHONOGRAPHs FROM WOLFE DISTRIBUTING CO.

TAC AMUSEMENT COMPANY, New Orleans, is in the process of putting two hundred and twenty-five new Seeburg Artist of the Week phonographs on its route. The industry's biggest single order in a decade required five railway boxcars for shipment from Chicago to New Orleans.

"Tac" himself, one of the South's best-known and most successful independent operators, location-tested Seeburg's exclusive Artist of the Week, and he found it the most productive music-merchandising plan ever offered the industry. Artist of the Week greatly widens audience appeal, draws more substantial patrons to the location, and continuously steps up music revenue.
FIVE CARLOADS!
INDUSTRY'S SINGLE BIGGEST PHONOGRAPH
ORDER IN A DECADE!

TAC OF NEW ORLEANS
PURCHASES 225 SEEBUGR
ARTIST OF THE WEEK
PHONOGRAPHs
FROM WOLFE DISTRIBUTING CO.

TAC AMUSEMENT COMPANY,
New Orleans, is in the process of
putting two hundred and twenty-five new
Seeburg Artist of the Week phonographs on its route.
The industry's biggest single order in a decade re-
quired five railway boxcars for shipment from Chicago
to New Orleans.

"Tac" himself, one of the South's best-known and
most successful independent operators,
location-tested Seebarg's exclusive Artist of
the Week, and he found it the most productive music-
merchandising plan ever offered the industry.
Artist of the Week greatly widens audience appeal,
draws more substantial patrons to the location, and
continuously steps up music revenue.