Wallichs Sets Ticket Agency

HOLLYWOOD — Clyde W. Wallichs is adding a ticket agency to his three Music City stores to serve as a traffic builder. The actual "hand tickets" will be handled as opposed to the prevalent system of giving the buyer a redemption slip which has to be exchanged at the box office for tickets. There are two other places in the town where hard tickets to the Dodge baseball games can be purchased. Wallichs’ ticket windows are kicking off their operation with the shows of Dodger games. They will handle tickets to other sporting events, theatrical and musical performances, which will be sold at actual box-office price since Music City will be functioning as a

HARMONY ON CAPITOL HILL
WASHINGTON — This is National Harmony Week, and the Nation’s Capital began celebrating Sunday night with a concert on the Capitol steps. The Capitol songsters were devoted barbershop singers, and the event was the opening of the annual Quavers of Harmony, a musical festival which brings together choirs from all over the country.

Coinmen Thumb Noses at Recession, As ‘Juke Box, Game Collections Rise

By AARON STERNFELD
NEW YORK — Flying in the face of all economic logic, the nation’s juke box and amusement machine operators seemed determined to make money in 1961. While the unemployment rate continued to swell, and economic experts talked hopefully about the recession “bottoming out” sometime this summer, operators of coin machine and amusement devices are right now on the verge of proving to their own little private base.

Reports from BMI correspondents from such diverse points as Boston, Memphis, Denver and Los Angeles — and a half dozen other market areas in between — are virtually unanimous in their theme: Collections have picked up sharply since the first of the year, and they will keep rising for the next few months.

While nobody really seems to know why operator collections and distributor sales have made such a marked comeback after one of the worst of all post-war years, this phenomenon has provided a field day for tradecrafters who fancy themselves economic experts.

Depression Theory
Most commonly held theory is that the coin machine business is a depression baby — drives during rough times. This theory, carried one step further, is that when money is tight, people will eschew the more expensive forms of entertainment in favor of the local tavern, with its pins, pool games and shuffle alley.

The nice part about that theory is that nobody can disprove it. But nobody can prove it either.

The facts simply don’t add up to increased operator collections and distributor sales. While the game manufacturers are coming out with their face share of new models, no real hot piece of equipment has been introduced this year.

In fact, California operators report that vintage shuffleboards, pool tables, and eight-foot shuffle alleys are once again getting new orders.

Hot Bidding for Top Disk Names
Recalls Long-Term ‘40 Pacts

By BOB ROLONTZ
NEW YORK — Some of the major bidding in recent record business history for top rock and roll and even jazz names, is now going on. The bidding firms doing the buying are the giants of the field, the ones that everybody is offering their singers to. Nobody will ever know the terms of some of these deals, but RCA Victor has

 offered young Anka the most incredible contract in the business history, which piano work and vocalizing have kept him on the charts for the past 10 years.

Calif. Cats Debut
Real, Grass Roots
Blue Disk Club
LOS GATOS, Calif. — A bunch of down-home cats in this city have started a new dance club, with all releases on the Archoold label. The form offers blue boaters who sing “real, low-down, uncorrupted hillbilly song” the first albums, with the lineup featuring Mance Lipscomb, Big Joe Williams, the Black Ace, Lil’ Son Jackson, Delta Blues, and Merle Haggard.

Club offers three LP’s for $12, or all for $32. For nephews blues fans the club offers a blues sampler record to new members for free. The Archoold label has a unique name which features all of the artists who are on the Archoold label, as well as the Archoold label itself. Among the artists are Jimmy Smalls, Jasper Love, Robert Curtis Smith, Bitch Cape, Willis Thomas, and Whistling Alex Moore.

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AMERICA’S GREATEST MUSIC MAKERS are on DECCA-CORAL RECORDS!

Copyrighted material

April 10, 1961

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(Continued on page 45)
**SORD Steps Up Campaign to Establish More Local Dealer Group Affiliates**

Buffalo Retailers Follow Cleveland Lead In Climb on Prexy Juddkins' Bandwagon

By REN GREVATT

SYRACUSE: The Society of Record Dealers of America, thru the person of its traveling president, Howard Juddkins, at a meeting in Garden Grove, Calif., has moved swiftly to position itself as the expression of concern about the status of local dealer group affiliations, the purpose of the resolutions passed at the group’s recent board meeting in Coral Gables, Fla. This week, the group’s interest in Buffalo and the Greater Buffalo and the Associated Record Dealers of Cleveland, has become the first and second local groups to pledge affiliation.

A dimension of more than 40-up State New York dealers at the June 6 Milton Meeting here Wednesday (5), Buffalo Association president, Lou Dell, said his group was joining hands with SORD immediately. SORD president Juddkins, in a speech, repeated that at a meeting of the Cleveland dealers at which he was present, Tuesday (4), a majority of members voted for SORD affiliation.

Cites Improvements

Juddkins, who was the principal speaker, discussed at length the accomplishments and goals of SORD. He told the dealers that the principal headaches of clubs and price discrimination remain but that major companies have begun to “clean house,” by deconcentrating their dispositions on rock job- ers and one-stops. He pointed out that indie companies are the major problems in these areas at the moment.

Juddkins referred to a full page color ad he had seen in a magazine recently on Fordshires, shown as an example of how the “Hillbilly” type ad might appear. Following the meeting here, Thursday (6), the Fordshires show will start in October, aired on NBC, Wednesday evening, 9:00 EST, following the Fordshires show.

In addition he’s just finished a script for the national series to be aired on NBC throughout the country, which started last January. His current tour, through the East, winds up May 7 in Montreal, and covers no less than 350 shows and performances in as many days.

**Radio Promos Go Al Fresco for Spring**

**NEW YORK—Radio stations are taking their promotions outdoors these days to give the spring shows a chance to get a jump on the others.**

Mathews Amusement Park, N. L., last weekend (8-9); Station WHER of Pontiac, N. L., celebrated its 25th birthday with more than 260 listeners April 15; Station WXIF of Fort Myers, Fla., is planning a deejay picnic show on April 26; Station WCRA of收缩 1-12. More than 20 disk jockeys throughout the State have agreed to appear, according to Farthington, who also plans to have record stars and bands on hand to entertain the youngsters.

Juddkins’ currently contacting distributors throughout Chicago as well as Detroit in an effort to bring the show, which will be held on the roof garden on top of the Ill.

**DETOUR DISC’T HAS STABLE STREETS PROBE BY FTC**

**DETROIT — Dissatisfaction with industry discount practices in the Detroit area is being probed by the FTC.**

In an article in the March 27 issue of Billboard Music Week headed “Tune into Truck Rack Operators,” has stirred up a bit of dust in the world of one-and two-stops—dealers and is resulting in a get-on-the-ball investigation here.

Calls have been received by dealers from both dealers and truck rack operators in New York, and an attempt has been made to schedule Wednesday (12) to interview dealers.

**Europeans In Own Music Bid**

**MUNICH—T he ban on the Elvis Presley hit tune from his movie “G.I. Blues” by the semiautonomous record companies in West Germany and Bavaria has stimulated agitation among the fans of foreign music generally.

The radio stations banned the Presley pop hit, “Blue Suede Shoes,” because of the ground that it represented a corruption of the idea of a music form.

The stations charged that corruption of German folk music was being used to further a movement to ban the “exotic” music of musical “Greham’s Law,” with the continued efforts to force the “Grehams” off the air.”

Now German songwriters have become the spokesmen and spokeswomen for the British Songwriters’ Guild for a quarter for pop disk, gathering the broadcasting of foreign music.

German, more, are looking into the status of the new Lower Austria, where a pending law would allow a surtax on juke boxes to benefit other established retailers. (Continued on page 49)
The pick of the new releases:

**BOOZEY BACK TO BRITAIN AFTER U.S. DISCUSSIONS**

BY: BOB ROLONTZ

NEW YORK—Leslie Booze, head of Booze and Hawkes, and chief of the British board of the Brixton, the British Performing Rights Society, has returned to London this week after his annual month-long visit to the New York offices of the Brixton. The US. to visit Brixton executives here in early March to discuss new developments in the UK with the Society as well as with BMI executives.

Booze was here for three days with Billboard Music Week, Rooney covered a number of both domestic and foreign topics concerning the British and American music industries. He felt that the American music business in Great Britain today is better than it was five years ago. It is, he said, especially on the pop level, with performances being treated with great interest by the publishing business faced with declining sheet music sales.

The British executive, speaking on the serious music level, said that he felt that American composers were handicapped in the British market by the lack of performance payments when a work was performed for a non-commercial or educational purpose in Britain or on the Continent. Anxious composers were always paid when their works were performed on the concert stage, but not when they were performed in small clubs or cafes.

The British music business in the UK is, he said, one of the largest in the world, with the number of marches and bands, both professional and amateur, is as large as the number of students in the US. and in colleges and universities in the UK. So, the British feel that the US. and the UK are not as different as they may think.

(Continued on page 8)

**FTC COMPLAINT AGAINST CRDC DECLARED VOID**

NEW YORK—The Federal Trade Commission last week moved to dismiss its complaint against Capitol Records Corporation. The previous threat of the FTC to the music industry that was a threat to the Commission.

The FTC does not apply to mergers

In the Massachusetts court, Washington Post, Lee, and the other papers, in some cases, a chorus, Smart, programmable wax. 

(Continued on page 9)

**SPOTLIGHT WINNERS OF THE WEEK**

**LATE SINGLE SPOTLIGHTS**

**THE SHRELEES**

MAMA SAID (Loed, BMI) (2:10)—BLUE HOLIDAY (Loed, BMI) (2:20)—The girls are back again with two more hits. Mama Said is a bright, swinging tune, headed a powerful performance by the lead throat, "I wish the moon was a little closer," and a sweet rockabilly with a sincere, persuasive lead vocal. Scooter 1201

**THE VIBRATIONS**

THE JUNKERNOO (Arc, BMI) (2:26)—CONTINENTAL WITH ME BABY (Arc, BMI) (2:09)—On the scene for a long time, these girls have been known for their Vocals, following up their "Watson's" hit. The boys sang and the girls sang, the boys sang, and the girls sang, while "Continental With Me Baby" features a wild vocal lead. Both are disks in the groove for teen dance. Chockers 974

**ANGELA MARTIN**

GUAGLIONE (Fred Raphael, ASCAP) (2:36)—Young through Angel Martin appears on the new label with a winning personality. Her voice has a strong, silken, melodic quality, the same quality of sound that has brought her to the top. "I wish the moon was a little closer," and a sweet rockabilly with a sincere, persuasive lead vocal. Scooter 1201

**JOHN LEE HOOKER**

I'M GOING UPSTAIRS (Comrad, BMI) (2:56)—The great rhythm and blues singer turns out an exciting shout on a solid rhythm, down-home effort. His background guitar has a very persuasive quality, too. Should do business here. Bob is "I'm Mad Again" (Comrad, BMI) (2:56)

(Continued on page 9)

**LATE SPECIAL MERIT SPOTLIGHTS**

**GIRLS! GIRLS! GIRLS!**

Dianne Eddy, Janie ZLP 76 3619—Dianne Eddy and his band have a lot of cool, too. His band is a popular rhythm section with a few good, real and those who are only a song. "I wish the moon was a little closer," and a sweet rockabilly with a sincere, persuasive lead vocal. Scooter 1201

**DISK DRUM ACADEMY POLK JAMBOREE**

**LES PAUL AND MARY FORD**

**IT'S BEEN A LONG, LONG TIME (Morris, ASCAP) (2:45)

(Continued on page 46)
AMERICA'S GREATEST
Music Makers

ARE ON
DECCA®
AND
CORAL®
RECORDS!

A New and
Exciting Promotion!

SEE YOUR LOCAL DECCA DISTRIBUTOR
FOR FULL DETAILS OF A SPECIAL OFFER
ON THESE 13 GREAT, NEW ALBUMS...
AS WELL AS THE COMPLETE LONG PLAY
CATALOG OF EACH OF THESE 12 BEST
SELLING ARTISTS!
HARMONICATS!
JERRY MURAD'S HARMONICATS
WITH A NEW ONE FOR THE CAT-ALOG!
THEME FROM "HIPPODROME" b/w
"TUXEDO JUNCTION" 4-4-1967
ALSO AVAILABLE ON SINGLE 88

ON COLUMBIA RECORDS®
PROOF OF WARWICK'S SIGHT and SOUND
PERCUSSION SALES SUCCESS FROM AN OUTSTANDING AMERICAN RETAILER

MUSIC CITY HIT LIST
The Top Sellers based on actual record sales at Wallclox Music City Hollywood, Lakewood Center and Downtown stores, as well as over 500 Music City Sound Booths in Southern California supermarkets.

HIT LIST # 463 FOR THE WEEK ENDING 3/27/61

# 3 Morty Craft and his Singing Strings in Percussion Warwick-5004
# 5 Concerto in Percussion Warwick-5005
# 9 Glenn Miller meets the Dorsey Brothers Warwick-5007
#11 The Soul of Jazz in Percussion Warwick-5003
#14 The World of Percussion Warwick-5002
#16 Percussion in Hollywood, B’way & TV Warwick-5000

ATTENTION: ALL DEALERS AND AUDIO SHOPS, SEND FOR YOUR FREE STEREO SAMPLER!

4 SIZZLING SINGLE SELLERS ON THE NATIONAL TRADE CHARTS!

1. TONIGHT I FELL IN LOVE . . . THE TOKENS . . . Warwick M 615
2. BRASS BUTTONS . . THE STRING-A-LONGS . . Warwick M 625
3. A SCOTTISH SOLDIER . . ANDY STEWART . . Warwick M 627

WARWICK RECORDS
701 SEVENTH AVENUE • NEW YORK 36, N. Y.

...and 5 MORE COMING UP STRONG!

1. England’s #1 Pop Singer MATT MONRO . . . MY KIND OF GIRL . . . Warwick M 636
2. Busting out all over! THE FIREBALLS . . . RIK-A-TIK . . . Warwick M 630 b/w Yacky Doo
3. DON BACH CHEYENNE . . . . . . Warwick M 632 b/w Early in the Morning
4. SKIP & THE ECHOTONES . . BORN TO LOVE . . Warwick M 634 b/w Oh Le Le
5. Novelty Hit from Germany FRITZ JOOL . . . . . . GLADIATOREN . . . . . . . Warner M 635 b/w Dixie
The BIG ones
are coming from
EUROPE...

"Never On Sunday"
"Calcutta"

and...

NOW...

CAFÉ
ORIENTAL

2 SMASH VERSIONS

The

original
with
German Lyrics

VICO
TORRIANI

WERNER
MULLER

45-6016

45-1980

2 SMASH VERSIONS

The

original
with
German Lyrics

VICO
TORRIANI

WERNER
MULLER

45-6016

45-1980

NEWS REVIEW

Warwick Series
Sound Fan Bait

NEW YORK — Mertt Craft's
Warwick Records has unveiled a
new "Eight and Sound" $5000 price
package of audio albums with the accent
on percussion. Three of the initial
seven sets contain a large string
complement in center stage shetted
by a vast array of percussion. In
another case, there is a Ralph
Burns big band set, again with the
spotlight on percussion.

In other sets we find "The Soul
of Jazz Percussion," "Concertos in
Percussion" and "Glenn Miller
Meets the Dorsey Brothers," again
in the inevitable percussion. All of
these have been obviously well
engineered and there is a great at-
tempt to show movement of instru-
mentation, as though back and
forth across a stage. Sound quality
will find a lot of what they like and
there is much that is dansc-
able, including such wide-ranging
timed as "Concentron" by the War-
wick Symphony and an all mod-
ers jazz presentation.

What strikes a reviewer here is
the actual value of the use of the
overworked word percussion, when
in fact a bank of percussion may
serve only to introduce an arrange-
ment in the first 10 seconds or so
with the scoring then proceeding
along more conventional lines. This
appears a tendency today in "urb"areas
and a form might be better off
with a less obvious merchandis-
ing approach.

The sets are: "Percussion in
Hollywood, Broadway and TV,"
Craft and Singing Strings W50065T;
"There's Burns There's Five,"
Ralph Burns W5001ST;
"World of Percussion," Craft
and Singing Strings, W5002ST;
"The Soul of Jazz Percus-
sion;" various Jazz artists
W5003ST; "Percussion;" Craft
and Singing Strings, W5004ST;
"Concertos in Percussion;"
Warwick Symphony Orch W5005ST;
"Glenn Miller Meets the
Dorsey Brothers Per-
cussion," W5006ST.

Bronnemark.

Atlantic Releases
2 New Packages

NEW YORK—Atlantic Records
this week released two new LPs:
"Double Exposure" with Chris
Connor and the Maynard Perga-
son sextet, and Bobby Scott's "The
Composer Musician."

At the same time, Atlantic
launched a special LP sales incen-
tive plan, which the label's dis-
tributors will make available to
dealers through May 15. "Double
Exposure" is the result of an ex-
change deal Atlantic made with
Rutile Records, whereby Chris
Connor and Pergason, a Rutile
artist, would record together for
both labels.

The agreement called for both
albums to be released simulat-
aneously April 30.

Vista 33 Single Due;
Distributing Aurora

NEW YORK—The Vista label
was released last month, and
Produc-
tions has joined the swing to a
33 rpm single. The company has
picked its current "101 Dan-
iamant" and "Cruceta De Vileia" disk
to be the first titles released at the
speed. The two tunes, from "101 Dan-
isments" film, are handled by a
group called the K-Nines.

In another business area, Vista
will handle national distribu-
tion of a new Aurora disk "Closer
Than Knives" by singer Wayne
Sherwood. The line is the first
version of the smash instru-
mental "Aria Minor."

ARDC Woos Key
Dealers With
Free Intro Disks

NEW YORK—In a move to
spotlight dealer attention on its
first two album releases, Record
Producers Corporation (Allied Rec-
distributing Company label) is
sending the two packages gratis
to 700 key record dealers in 16
areas through the country.
The albums are "The Wond-
erful Teens" by Dick Powell, and
"Silly Will" by Walter Bren-
nan. There is no stringing (too bill-
ing, no consignment) on the free
albums, which list at $4.98, mon-
aural, and $5.98, stereo. In a letter
to dealers—enclosing list of dis-
tributors—Mike Elliot, ARDC's
general manager, explains that
"American Baloney" is designed
to by-pass the distributor or one-
stop, but to expedite availability of
product at the inception of a
release.

In line with this, Elliot urges
dealers to purchase future albums
in the series from their distributor
or one-stop. However, he adds, if
the LPs are not available from
those sources, ARDC will supply
them from Hollywood, c.o.d. in
units of two or more at one-stop
prices, with ARDC absorbing the
c.o.d. and air-mail costs.

Dealers may put the two free
LPs in stock and pocket the pur-
chase price. However, a "bull's-eye"
stamp is stamped on the album's line
to avoid "inadvertent" return to dis-
tribution for credit or exchange.

The new album series is pro-
duced by Joe Leaby, who says the
operation will concentrate on "name
artists, and all-out exploitation."

Nordisk to Distribute
Philips, Helidor
Labels in Denmark

COPENHAGEN—An unusual
and important deal, in redistribu-
tion of records, was announced by
the Philips A-S and the Nordisk
Polyphon A-S firms recently, by
which the latter firm will take over
the distribution of the Philips and
Helidor labels in Denmark, in con-
junction with the labels it is now
handling—Decca, Deutsche
Grammophon, London, Poly-
don and Polyphon. This arrange-
mant, which will become effective
about July 1, will not affect other activi-
ties of the two firms, such as the
waxing of platters, which will con-
tinue to be handled independently.
It was reported that the Danish
Grammophon record firm has ex-
 tended a large sum in the pur-
chasing of the Danish Kusnow rec-
ding firm, and will add the Kus-
now, and some other labels, to
own Storyville Sonand and Debut
labels. As Ander Dyrup of Danish
Grammophon records, is currently on
a business trip in the U. S. A., no
news can be expected upon his
return.

GOLFING CATS
SET CLASH DATE

HOLLYWOOD — The
second annual West Coast indus-
ty golf tournament will be held on
October 6, 7 and 8 at the Indian Wells
Country Club in Palm Springs. A $5
registration fee will be charged. Pat
Boone is chairman of the commit-
tee which includes publisher Sid Gold-
stein (Buddy Morn), pub-
lisher Dave Jacobs (Chappell), publisher
Norman Green, and Billboard Music Week's Bob
McClernay.
LESTER LANIN goes top !!!40!!! "BELLS" "BOW & ARROW" 5-9444

EPIC IS ON THE MOVE !!!!
COMING... BROADWAY'S BIGGEST YET CARNIVAL

ORIGINAL CAST ALBUM

TV FILM SERIES FOR MAHALIA

HOLLYWOOD - Mahalia Jackson will be featured in a half-hour TV film series, "Mahalia Jackson Sings," to be made under Television Enterprises Corporation, Columbia Records coast to coast. Owner Irving Tannen will serve as executive producer of the show. The series calls for each program to spotlight a national guest star.

The first lady of the gospel singing realm will be backed by a 25-voice choral group. Miss Jackson will turn over her share of the show's take to the Mahalia Jackson Temple, now under construction in Chicago.

Decca-Coral Set April Promotion

NEW YORK - Decca and Coral Records announced this week (10) on 13 new releases and 88 catalog items, under the general slogan, "America's Greatest Music Makers Are on Decca-Coral." The program ends May 5.

The music makers referred to include Carmen Cavalaro, Warren Covington, Irving Fields, Ruby Flagg, Pete Fountain, June Garber, Henry Jerome, Sammy Kaye, Wayne King, Liberace, Guy Lombardo and Big Tiny Little. The merchandise covers and new albums by each of these, a 13th set which has one track from each of the other 12, and all the materials by the artists involved.

According to Decca-Coral national sales manager, Claude Benman, an incentive program is open to qualified dealers. Display material and other sales aids are also available. Artists' appearances, money of whom are on concert and tour, will be making local deejay visits and store appearances.

Rydell Would Add To Act Personnel

PHILADELPHIA - Bobby Rydell, teen-age record artist, once again had to turn to the local courts for permission to spend money. He petitioned the Orphans Court here for permission to hire and pay a musical director and drummer. The 18-year-old singer, acting through his attorney, Albert A. Cohen, his court-appointed estate, Judith J. Simon, declared that he had proposed additions to his entertainment estate the estate $550 a week would be in his "best interest."

Judge Harold D. Saylor received the petition and took the matter under advisement. Rydell has been singing in night clubs throughout the country recently at salaries of $5,000 a week.

The prospective musical director, Joe Zito, would get $300 a week plus expenses. The drummer, Raymond Decker, would receive $250 a week, without expenses.

Versailles Album Due On 20th-Fox Label

NEW YORK - An agreement between the French Versailles label and 20th-Fox Records here will see two LPs from the French opera company, dekis and a year, and a number of singles. First of the two albums to be released under the 20th-Fox banner will be "A Night at the Opera," Virgina Williams. It is due to bow in April.

Carrell is the young conductor who discovered by Ray Ventura, Versailles, is chief, and has been the recipient of the Saint Germain Award for arranging and conducting.

Sims Quits Post At Bourne Music

NEW YORK - Lester Sims asked his post as general professional manager of Bourne Music after four and a half years with the Bourne firms. At Bourne Sims was responsible for creating a large number of hits for the firm, including "Are You Lonesome Tonight?" "Dance, Dance, Dance," "You Made Me Love You," "Love Letters in the Sand" and "Armless on the Throne."

Sims, a veteran music man, had been with the Big Three as general professional manager of Music for 15 years prior to joining Bourne. At Millar he was helped get on the charts included "Ruby," "Be My Love," "I Need You Now" and many others. In addition to his activities as professional manager of music companies, Sims is also an accomplished musician and a lawyer. His future plans will be disclosed shortly.

Kapp Sales Brass Set Spring Pitch

NEW YORK - Kapp Records will launch its new spring sales program for Kapp and Medallion Records, according to Phil Kapp. A nationally known radio-tenor agent.

Staff and each of the key sales and promotion operations of the firm are on the road this week introducing the program. Most Presskill is on the East Coast, covering single. Presskill recently joined the promotion force. From the sales end, Chris Sauer will cover distributors, also in the East. Monte Lipman hits the South and Midwest. Joe Cerny will cover the West Coast and Skaff himself will cover the Midwest. Emphasis on the roads will be on selling by Siag Williams, the Grasshoppers, Jerry Jackson, Lorenz, Jack Jones and Joe Sherron.

RECORD DEALERS

Any Complaints?

The Association of Record Dealers of N.Y. and N.J. realizes the change conditions that exist in the retailing of records. Such as: Price Discrimination, Special Deals, Record Clubs and many schemes.

How long are we going to stand for this insane orgy? That is why we have banded together and must have your complete cooperation. It is up to all of us to protect our businesses from the wholesale sleaze.

Record Dealers are invited to voice their ideas at our next meeting Tuesday evening, 8:30, April 25, at the Park Sheraton Hotel (54th St. & 7th Ave., N.Y. C.)

Now is the time to Join. Dues $15 per year.

ASSOCIATION OF RECORD DEALERS, Inc. 11 Park Row, New York 38, N.Y. Wm's 4-2846.
TWIST • HUCKLEBUCK • PONY TIME

And Now...

"DANCE THE MESS AROUND"

and

"GOOD GOOD LOVIN'"

P #822

2 ROCKIN' SIDES BY

CHUBBY CHECKER

THE CHART WRECKER!!

PARKWAY RECORDS

MUSIC AS WRITTEN

Columbia Records will issue a Mitch Miller recording of his own title tune, "Eddy," will record it for the Joanne label, and MGM Records will issue the sound-track album... From the same label you can expect a David Rose LP treatment of "I'm Crying" featuring Frank Wessman's title tune... Morris Stoffle has finished scoring Josh Logan's "Fanny" score for Warners... George Duning is doing six scores per year for Columbia; his latest is John Ford's "Two Rode Together."


Boston

Joe Broderick is the new sales manager at Columbia Records, replacing Ed Masterton, who has moved to Philadelphia to take the same position there. Broderick was formerly with the Columbia distributor in Hartford, Conn. Promotion manager Sal Imogene reports Columbia Mitch Miller mouth his brother's heights for the label and Mitch... Bert Johnson of Dunham Distributors gave Tony Orlando, Epic artist, plenty of exposure on Bob Clayton's TV show and Arlie Ginnings's seven-hour talkathon for charity. Bert says this is the first time they've gone so big on a new artist. He also had Santo and Johnny, Canadian-American record artists on the Clayton show and with Dave Dennis at Providence, R. I., station WPRO.

Capitol's Bob Taylor finds dealers' interest sparked by Billboard Music Week stories on discount and Adkins's discount program helping dealer sales. He increased the sale of Oberndorfer Choir album by getting the children on the "Barn the Clowns" TV show on WHDH. Choir came in for appearance at Symphony Hall and Bob made the most of it. Kiddie viewers plugged parents to buy record. Result—sales zoomed.

Camerson Dewar.

Philadelphia

Eddie Helzer, album a.k.a. chief of MGM, in town to do a time check on the new musical, "Carnival," with the original cast album to be cut in New York. . . . American Music Guild, Inc., filed for an application of incorporation to carry on its business in Pennsylvania for the sale of stereo and hi-fi equipment. . . . National Record Club was organized here by Irwin Rubin and Alvin Gansel, setting up a plan that provides a free player with memberships... Record Tree, Inc., is the newest record shop to set up shop in town. . . . Morris Feldman, known as Mark Field, introduces his own Marwel Record label. . . . The Williams Company, for many years the leading one-stop record shop and largest music machine supplier, has added for the first time a sideline of appliances, TV receivers and refrigerators. . . . S. H. March is successor to the Centrity Discount Record Shop.

Maurice H. Orodender.

Cincinnati

Bill Downer, of Northern Music Corporation, New York, in town last Wednesday and Thursday (5-6) to plug his firm's new product, "Sincerely Yours, My Friend" which Penny Joy has waxed on the Decca label. Flip is "New York Hey Hey." This was Downer's first visit to Cincinnati since 1939, when he had the Charday Sprak orchestra here. Accompanying Bill on the round of radio stations here was Harry Silverstein, of the Nashville Decca forces, who was wax a huddle with the label's local district and to visit his numerous deejay and music contacts around the town. Downer, who has been on the road two weeks through the East and Midwest, departed Friday (7) for Pittsburgh, after which he'll spend several days in Nashville before returning to New York headquarters this weekend.

Fraimright Records bossman Harry Carlson last week made another hurry-up swing through the East to plug Bobby Darin's new Nat release, "Book of Love," which Harry claims is catching on like a house aflame in various sections. Carlson spent two days in New York on business concerning his label's artists, Jack Larson, who is slated to sing a past soon that will net him some important movie and TV work. Tom Meyer, who has been covering the Kentucky area on promotions for Decca, has joined Decca Distributing Company here in the same capacity, succeeding Tom Moore, who recently joined is Nathan's Hit Records Distributing Company here. . . . Johnny Carter, formerly laborer as deejay-performer under the name of Johnny Paris, is quitting his promotion post at Columbia Records Dispt. Representatives here to move to Hollywood for TV work in the series which Gay Mitchell and Andie Murphy will debut there in the fall.

Bill Suchs.

Milwaukee

Local No. 8's Annual Musician's Ball at the George Levine's Million Dollar Balroom drew big turnout April 5. Ballroom featured 22 local bands and combos, all for a $1 admission fee... Henry Aschenbrenner, Columbia Records salesman for wholesaler Morrel-Murphy Company, was struck by a heart attack. He is at St. Joseph Hospital. New Mercury promotion man at Garmina Distributing Company is making plans to move his family here from Dayton, Ohio... Danny Driscoll, handling promotion chores for the new "Sinbad" label, was a business visitor here... Art Auronson, working out of Green Bay, is the new northern territory salesman for Garmina Distributing Company.

Record artists slated for quick promotional visits include Nick Noble, to plug his new Coral recording and two RCA Victor sleepers, Al Hirt and pianist Peter Nero... Milwaukee audiences will also be able to take in two traveling Broadway musicals in April, "Fierlje" and "Flower Drum Song,"... A world premiere is slated for April 25 at the Fred Miller Theater when the original musical "Adam the Creator" by Sam Levenst and Ray Boyle makes its debut. Bern Ollman.
FOR YEARS
YOU'VE SEEN HER—
NOW HEAR HER

Bernadette
AND HER SWINGIN' BEARS

For the last 12 years, since
the age of 4, Bernadette
has chalked up a reputation as
the nation's most televised
little girl! Now hear the teenager
that all America has taken
to its heart—with two
of the most exciting new hit
songs ever recorded!

LISTEN TO THESE GREAT NEW RECORDS, SUNG BY
BERNADETTE, BACKED BY THE SWINGIN' BEARS...
THEY ADD UP TO THE NEWEST SINGING SENSATION!

CRAZY YOGI
B1001B

AND

WHEN YOU'RE
DANCIN' WITH ME
B1001A

ON

BEACH RECORDS

FOR COMPLIMENTARY RECORD
AND/OR COMPLETE INFORMATION, CONTACT
LEWCO RECORDS INC. 724 10TH AVE., N.Y. 19, N. Y.
(Have you heard about this traveling salesman?)

He's TONY BENNETT, America's great entertainer, who has fractured capacity crowds from coast to coast with his special brand of showmanship. But showmanship really adds up to salesmanship...and Tony's night club, T.V., and disc-jockey exposure add up to profits for you! Just display his great Columbia albums. Tony'll do the rest...

ON COLUMBIA RECORDS®
BRITISH NEWSNOTES

EMI Personnel Changes
Mark New Artist Drive

BY DON WEDGE

EMI Records (the British operation) is stepping up its efforts to launch Lenny Dee, a new pop sensation. Arthur Muslow has announced a series of personnel changes in A & R, a department. A former American, director Terry Coutts, has joined to handle Capitol. Harry Norton moves from MGM to HMV, being replaced by John Findlay. Muslow's first female singer, has taken over the management of Judy Garland, former Capitol. A new label filled by Victor Labat, a former singer-musician, has been set up to handle new artists. Mindy
Nilla Pizarro, the Italian songstress, will be heard in the night club El Pueblo.

In Person
Don't Dodd Stevens was not too lucky during her two-day engagement at the Hollywood Roosevelt Hotel, after having been introduced in Acapulco. Tony, the capacity of the Auditorium (over 10,000 seats) was sold. It was not a good idea to present her during Easter week, when more than half of Mexico City takes official vacations at the time. She appeared with several groups of "wild" rock, still extremely popular among young artists, and with Ceco Costa, who for years has been associated with "Mi Pueblo," an exact copy in Spanish of Paul Anka's "My Town." In Person

Nilla Pizarro, the Italian songstress, will be heard in the night club El Pueblo.

Angelo-U. E. exchange involving the Mayan Fraser and the Bank of Mexico, has been completed. It is worth noting that American EMI is being issued with the British label. The London leads for the shows are on the record labels of EMI, and Marty Wilco, a British producer, will be assigned to the project. EMI was similarly placed in the United States, where American EMI is being issued with the British record rights were acquired for the HMV label.

Visitors Here
As part of her European jaunt, Mahalia Jackson was presented with a London concert April 17 by Harold Davidson and Norman Granz, who subsequently uprooted a Granada-TV "Variety Show" with the Cleo Barber Band. To the U. S.

Deca singer-comedian Max Bygraves, and his manager Jack Edel we are flying to New York April 17. Bygraves was known for some time that Bygraves has been抗菌 to start a new career in the Western musical, which is expected to be popular in the United Kingdom.

Disc Biz
Mussati ordered from HMV the first Los Angeles-based singer, Sophie Loren's single Goonda Grabs Award. After the spectacular success of the trio Los Panchos in Japan, the new album, which had been recorded by Lola Beltran, Mexico's first lady of the bands, was released in the UK. The album, which had been recorded in Colombia; Manuel Villareal, the new manager of "ELI/" Columbia Records, is working hard to recognize the singer's talents. Expected from Buenos Aires Peter De Roulé, vice-president of Pan Americanas de Discos (Capitol), strictly a one-seeing engagement, through the US Air force, to the Continent Hilton Hotel, where the singer will be heard.

Disc Shorts
EMI has issued a series of 15 single records, "The Day The Bells Stopped" and "The Moon's Revenge," which range from an airfield in London. Discs in English are now sounding like various breeds of dogs barking. Unusual for discs, they are being reviewed for private use, although a license is called for purchase. . . . EMI Records have secured British release rights of Elia Kazan's "A Far Cry" for the British drawn on by the Bygraves label. The EMI "Variety Show" has been a successful hit on the Bygraves International label. Talon Tours There are negotiations for a full plan to give more assistance to new record companies in Britain, including advice on stage, TV, and press. The EMI organization, which has been taking part in this area of expertise will fit him to do this. The move is independent of the projection activity, which is aimed as a world-wide operation.

Original Cast Set
Philippe de Goris's classic revue, "Bye Bye Birdie" the Broadway cast LP is available to the firm through its tie with U.S. Columbia and will be issued by Fontana. The new label will issue the British cast LP in the UK. The shows are on the EMI label, and Marti Wilco, a British producer, will be assigned to the project. EMI was similarly placed in the United States, where American EMI is being issued with the British record rights were acquired for the HMV label.

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Johnny Burnette

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BIG
BIG
BIG
HIT
WORLD

B/W Ballad Of The ONE EYED JACKS

Johnny Burnette

HIS FOURTH SMASH IN A ROW!
**DANISH NEWSNOTES**

*Giants' Draw Critics Praise*

By TED WOLFRAV

Hotelier of Copenhagen's Superior

(Pittsburgh, PA) — The tour of Duke Ellington's "Giants" drew good reviews from theScandinavian press. After the successful series of advance builds-ups resulted in good attendance at some spots. In Copenhagen, however, where the rather small Concert House was less than half full at two concerts. Wind-up in the 2,000-capacity Foksal Concert Theater, Copenhagen, February 13, drew nearly capacity at both concerts, and the unit scored solidly with the audiences and the press.

Norman Granz is already pub-
lishing a series by Mahalia Jackson at the Foksal Centret, Copenhagen, April 13, but this has not yet been confirmed.

Platter builds-up via films and concerts are fine. Danish Gramm-GoPlay Platter and its Sound-Playare placing platter sales in conjunction with the run of Philo-

film, "Pepe," at the World Cin-
aema, and via a concert by Mahalia Jackson and his 20-piece band at the KB Hallen, on Thursday, (June 9). The same record firm is promoting tours of the Boba Bøe's Viking Jazz Band and of the Ameri-
can six player, Eric Dolphy, who is waging a series of platters for the Firm's Debut label. - Noee. Polyphon was represented by the American singer, Bill Ramsey, on the TV show, "TV i Tirol." -

**GERMAN NEWSNOTES**

*Everybody's Dancing Pachanga*

By JIMMY JUGGERNUNG

(Music producer, publisher)

The new dance craze, the pach-
anga, brought to Germany by Pe-ter Tho N. Seeger, finds world popularity. After the first Ger-
man pachanga record on Polydor, Brunswick and Capitol, rushed ver-
sions of the Columbia label.

The pachanga will be featured in upcoming films, "Hugo Os-
terwald Story" and "Brigitte Bardot" will dance it in her new pic. Ed-

Edmunds, that for Pepe, "Urales," while Wim Koning in Eisen, "Brigitte in Donnersdorf," Rose Petrys in Dusseldorf feature the pachanga in their programs. The pachanga will be at the top of the next exclusive season in Berlin and Munich, with the Charleston and the cha cha cha. Leading German newspapers and Sunday tabloids like the Wochenspiegel cover the pachanga story and teenage mags feature lessons on the dance.

**Talent Scout**

Lolita "Peter" and Tso ("Morgen") Rob, tour Switzerland this month.

Jubilee

Music producer, music publisher, Ingemarl Peter Schaeffler cele-
brates the 50th Jubilee of his publishing firm.

Festival

For the German Song Festival, scheduled in Baden-Baden, German composer, Peter Schaeffler will be the only German to submit a.sing.

**GERMAN CLERICS FIND 'SCHNAPS' NOT SO FUNNY**

MAINZ, Germany—Cler-
ic leaders have protested against a box tone stereo-
ning from the market—"Schnaps, Das War Sein Liebstes Wort" ("Schnaps, That Was His Last Word.") The record is a nursery number about the fellow who collapsed in utter happiness after too much schnaps.

But the Protestant Church in West Germany doesn't find the "Schnaps" so funny. It is protesting against the disk-
ery (Arild) and the composer (Hans) and the producer, comic writer.

Produced for the carnival season, the plotter sold 500,000 copies and is still going strong.

But the church leaders, hearsay, knows that their word is music that the production is the only proper way to condemn the recording as making light of heaven and implying that the man dead drunk is happier than the virtuous up-

Ariola contends in rebuttal that the tune is in strict keep-

ing with the old-time carnival tunes and, within the context, it should be regarded as offensive.

But the riposte that hurt came from the composer; "Schnaps" was recorded by Doc Deco and Denon Heinrich Seesen,

claim the song is polite and dangerous. What the pro-
ducer and disker consider important is that the music leaders condemn as making light of heaven and implying that the man dead drunk is happier than the virtuous up-

Ariola contends in rebuttal that the tune is in strict keep-

ing with the old-time carnival tunes and, within the context, it should be regarded as offensive.
THE VERSION THAT'S HEADING FOR THE TOP OF THE CHARTS!

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AFRICAN WALTZ

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A MOST UNUSUAL INSTRUMENTAL SINGLE BY THE BEST SEL-LING JAZZ STAR/BIG NOW AND GETTING BIGGER EVERY MINUTE

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- BELOW THE BELT
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- LAFARAMA
- HAVE ONE ON ME
- PILLOW PARTY FUN
- DOWN BY THE RIVER
- BLAME IT ON THE BLUES

**BEST SELLERS**

- LAFF OF THE PARTY
- RACY TALES
- SONGS THRU A KEYHOLE
- REDD FOX FUNN
- SLY SIX
- THE PARTY, Vol. 5
- PARTY RECORD PARTY
- THE SIDE-EPLITTER
- NIGHT IN HOLLYWOOD

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**POP LP'S**

- **SIXTY SING ALONG FAVORITES**
  - The Original Thirty-Six-Inch Chordophone, 30TH F.C.P. 1002—Here's a package that can't help but be enjoyed by the many successful ring-tunes turned out by Mitch Miller. There are no vintage tunes here, but the same set of pop songs has been put together with a colorful cover and it can be sold.

- **SPECTACULAR STRINGS**
  - David Brown and His Orchestra, M-G-M 3092—The scoring arrangements of David Brown are skillfully, beautifully renditions of standbys. Variety and pace are achieved through changes in tempo and rhythm. Musical standards such as "Small World," "Beach Party," "The Sandokan Revue," "Dancing on the Roof," "Waltz of the Flowers," "Carnival (Habanera)" and "Ko-Ko-Ko (Koala)" make for an enjoyable offering.

- **LONELY BLUE NIGHTS**
  - Bandleader G. M. & His Orchestra, M-G-M 3093—The scoring arrangements of David Brown are skillfully, beautifully renditions of standbys. Variety and pace are achieved through changes in tempo and rhythm. Musical standards such as "Small World," "Beach Party," "The Sandokan Revue," "Dancing on the Roof," "Waltz of the Flowers," "Carnival (Habanera)" and "Ko-Ko-Ko (Koala)" make for an enjoyable offering.

- **LOVERS' LULL**
  - Lee Frost and His Orchestra, Columbia CS 1061—(Hoey & Mammon)—A breeze of the wind that never blows the same is what the nightingale is. Lee Frost and his orchestra give us an evening of music which is sure to please. The arrangement is beautiful and the vocals are superb.

- **OVERSEAS AMERICAN MUSICAL THEATER, Vol. 1**
  - China Marsden Orchestra, COLUMBIA MPS 2316—(Hoeys & Mammon)—This fine LP set contains the hits that have made American music history, including "Nine O'Clock Jump," "Tuxedo Junction," "Waltz of the Flowers," "Carmen," and "The Charleston." Each album features a full program of music, including both vocal and instrumental pieces.

- **REVELATIONS & THE BLUES**
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From their first recording session since Gary went in the Navy...

**THE FLEETWOODS**

**TRAGEDY**

**& LITTLE MISS SAD ONE**
THE UNFORGETTABLE VOICE OF...
JOHNNY HORTON

Destined to be the biggest Horton record in history.

THEY’LL NEVER TAKE HER LOVE FROM ME
—ACUFF-ROSE PUBLICATIONS
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SLEEPY-EYED JOHN
—VANGUARD SONGS
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I'M A FOOL TO CARE
JOE BARRY

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Took off like a tornado
in the South on the
JIN label. Now headed
your way on SMASH.

It's the original. It's a SMASH!

THE MUS-TWANGS
MARIE
S-1700
Hit Chicago like a hurricane. Now breaking all over.

THE PARAMOURS
THAT'S THE WAY WE LOVE
S-1701
Kicked up a whirlwind in the West. Moving East fast.
San Remo Remains Some Sales Disappointments

By SAMPL STEINKMAN
Piazza S. Amelio 1, Rome

Publishers and disc jockeys are agree:
daing up to the results of the San Remo remo event and looking ahead of the results. Sales were far better than those of the last three years and it is now obvious that the selection of artists from Europe's networks, especially the network of disc jockeys, has been fruitful in the entertainment of all artists. It was a great success in the entertainment of the nation's television pool.

For example, Mila, the hit of 1963, and Paris, the hit of 1964, are becoming the San Remo of all artists. An artist who had no luck in the film which it was meant to serve as the theme song. A surprise that came with the Easter release of "The Swinging Session," RCA Italiana has brought forth LP's featuring New Orleans and "The St. Louis Wraggs" sound track.

Mull Tour Deal

BBC, Col Joyce

By GEORGE HILDER
19 Federal Road

In the event of Col Joyce going to England the B.B.C. has made an offer for an exclusive contract with his brother-manager Kevin Jacobson states that they are still in the money. And they have nothing to lose in any event in the way of a trip as Col has plenty of work and has not had time to see or to last for the TV camera. He has at least four spectacular shows over the period of the past six months. The singer last week recorded his first disc since his tennis operation six months ago. This disc was the result of a"Yes, Sir, That's My Baby" which was sold out. On his own version, even though Ricky was touring that week, when he sold the records released.

Col has just collaborated with "St. Louis Wraggs" with a number entitled "Naughty Gal." The new record will be released within two weeks on the Festival label.

Mill Tour Deal

The Crescent finally signed an exclusive contract with London's television network, "The Three Sons" and "Out of a Clear Blue Sky," Col Joyce and his orchestra as the main acts, as the event of the network for the new season, the St. Louis Wraggs and his orchestra.English entertainer Max Bygraves arrived here, probably to make a few weeks' season on TV. To coincide with his visit, HMV is to release a new Max's latest disc "Ain't We Got What They Used To Be?"

Vocal Kimono for Nat Cole?

By JOHN LUCKWORTH
Tokyo Correspondent

Tochihana Records announced that Nat's scheduled, has a plan to ask Nat King Cole to record some Japanese version of "a" song by French vocalist Dalida. The song is "Naughty Gal." which I am to expect.

Elvis on First RCA 'Compact'!

By JAN TORGES
Editor, Juke Box, Melchior

RCA Victor offered its first-size single compact record to dealers on April 18, 1961. It's "Elvis' latest, his "Surrender." In a few weeks, Capitol will do the same with "Little Red Ridding Hood" at a price of 90 fr. instead of 99 fr. which is the price of the LP record. Among these releases are Nat King Cole, Frank Sinatra, the Kingston Trio and others.

New Releases

Two famous American hits are being shipped this month, two classic hit songs, "Surrender" and "Wheels."

Decca released another French version of "Petula Clark's" "Downtown" in Italian, "Il Treno." And French vocalist Dalida, Freddy Sandy made the first Dutch version of "Petula Clark's" "Downtown" which turned heads down and indicated it would be featured at the British Pop Music Festival in the summer of 1960. It is also expected to be featured at the English Pop Music Festival in the summer of 1960. It is also expected to be featured at the English Pop Music Festival in the summer of 1961.
NEW YORK  
-CHARANGA  
Merv Griffin, Carlton  
(LT NEVER HAPPENS) IN REAL LIFE  
Chuck Jackson, Wand  
-GOOD GOODBYE  
Bob Knight Four, Laurel  
-NOBODY CARES  
Jeanette (Baby) Washington, Neptune

CLEVELAND  
-GLORY OF LOVE  
Roommates, Valmor  
-BONANZA  
Carola, United Artists  
-SCOTTISH SOLDIER  
Andy Stewart, Warwick

BALTIMORE-WASHINGTON  
-EXODUS IN JAZZ  
Eddie Harris, Vee Jay  
-AFRICAN WALTZ  
Cannonball Adderley, Riverside  
-M-E-PRIDE  
Chuck Jackson, Belmont  
-WELCOME HOME  
Sammy Kaye Ork, Decca  
-THREE HEARTS IN A TANGLE  
Roy Drusky, Decca

LOS ANGELES  
-AFRICAN WALTZ  
Cannonball Adderley, Riverside  
-BONANZA  
Al Caiola, United Artists  
-CALIFORNIA SUN  
Joe Jones, Roulette

PHILADELPHIA  
-EXODUS IN JAZZ  
Eddie Harris, Vee Jay

DETROIT  
-COME ALONG  
Maurice Williams and the Zodiacs, Herald  
-I TOLD YOU SO  
Jimmy Jones, Cub

SAN FRANCISCO  
-BONANZA  
Al Caiola, United Artists  
-TANGLE  
Jane Grant, Caprice

ATLANTA  
-THE WATER WAS RED  
Johnny Cymbal, MGM 12978

BOSTON  
-AI Caiola, United Artists  
-CALIFORNIA SUN  
Joe Jones, Roulette

PITTSBURGH  
-MERRY- GO-ROUND  
Marv Johnson, United Artists  
-VERY THOUGHT OF YOU  
Little Willie John, King  
-LITTLE PEDRO  
Olympics, Arvee

CINCINNATI  
-BONANZA  
Al Caiola, United Artists

SEATTLE  
-I'LL JUST HAVE ANOTHER CUP OF COFFEE  
Claude Gray, Mercury  
-TREES  
Pitters, Mercury

MILWAUKEE  
-WHAT I SAY  
Jerry Lee Lewis, Sun  
-I'LL JUST HAVE ANOTHER CUP OF COFFEE  
Claude Gray, Mercury  
-BONANZA  
Al Caiola, United Artists  
-ARE YOU SURE?  
Allisons, London  
-SLEEPY-EYED JOHN  
Johnny Horton, Columbia

NEW ORLEANS  
-AFRICAN WALTZ  
Cannonball Adderley, Riverside

REVIEW OF THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

CONNIE FRANCIS  
BREAKIN' IN A NEW BROKEN HEART (Aldon, BMI) (2:55) - SOMEONE ELSE'S BOY (Aldon, BMI) (2:55) - Two more sides bound to perpetuate Connie's chart-topping habit. The first is a smart flash-track job on a piece of material that has a strong country touch. Powerful flip is a buoyant rock-oriented side that swings. MGM 13568

RICKY NELSON  
HELLO MARY LOU (Roulette, BMI) (2:17) - TRAVELIN' MAN (Four Star, BMI) (2:12) - Nelson comes through with a powerful vocal on a bright Latin tune penned by Gene Pitney. Side II is an easy-moving ditty about a lover with many flames. Both have a chance. Imperial 5741

THE COASTERS  
LITTLE EGYPT (Progressive, BMI) (2:51) - KEEP ON ROLLING (Progressive, BMI) (2:19) - The boys come through with two sensational performances here. Top side is an item about a fabled belly dancer that really rocks. Hard-hitting blues in the train groove makes the flip potent, too. Both sides are in the best Leiber-Stones tradition. Atco 6192

JOHNNY MAESTRO  
WHAT A SURPRISE (Jimsklip-Allen K., BMI) (2:44) - Johnny Maestro, the lead voice with the old Crests, has a strong ballad here with a teen-slammed lyric that's loaded with surprises. Flip is "The Warning Voice" (Winnipeg, BMI) (2:53). Imperial 5472

WANDA JACKSON  
RIGHTING WRONG (Columbia, BMI) (2:56) - The throat's strong vocal sells this rockabilly in tender, moving style. Fine ark backing and choral effects add mightily. Flip is "I Feel Like a Fool" (Columbia, BMI) (2:08). Capitol 4583

JAMES RICKS  
HI-LILLI HI-HELLO (Robbins, ASCAP) (2:33) - The pretty oldie gets a unique treatment from Rick's deep voice. An unusually smart arrangement for the accompanying orchestra does much to enhance the proceedings. Flip is "Young at Heart" (Chesley, BMI) (2:28). Atco 6153

CHUBBY CHECKER  
GOOD GOOD LOVIN' (Lois, BMI) (2:25) - DANCE THE MESS AROUND (Kahluana, ASCAP) (2:23) - Another gasper of a couple for the wild cha-cha. On top is a reprise of an old hit for James Brown and the Famous Flames, while the flip is another rip-roaring rocker, also likely for Bobby Freeman. Both these sides should be watched. Parkway 822

ARETHA FRANKLIN  
ARE YOU SURE (Frank-Rainer, ASCAP) (2:39) - From the musical "The Un-Americans" Brown composes this swinging gospel item which the throat sings with fervor and feeling over a driving bass line. Flip is "Maybe I'm a Fool" (Gosnell, ASCAP) (3:15). Columbia 41985

THE NEW YORKERS  
MISS FINE (Finger, BMI) (2:35) - A rhythmic little rocker is handed a swinging go by the vocal group over bright percussion backing on the new label. Flip is "Dream A Little Dream" (Finger, BMI) (2:22). Wall 547

ANDY AND THE LIVE WIRE  
YOU'VE DONE IT AGAIN (Peter Jan, BMI) (2:12) - The new couple leaves on the vocal with a smart performance of a novelty item aided by an oddity rhythm figure in the arrangement. Flip is "Maggie" (Peter Jan, BMI) (1:44). Liberty 55321

BOBBI ROSS  
BOOK OF LOVE (Sherman-Deyorven, BMI) (2:05) - A big, big ballad gets a mighty convincing vocal from Ross over a soothing string and colorful arrangement. Flip is "Lorea" (Sage and Sand, SESAC) (2:06). Federal 878

(Continued on page 38)
BUSTIN' WIDE OPEN

"IN MY HEART"
THE TIMETONES
b/w
"MY LOVE"
TIMES SQUARE RECORDS
#421

Boston says "TERRIFIC"
Hartford says "OUT OF THIS WORLD"
Albany says "IT'S A HIT!"
New York says "IT'S THE HOTTEST-ON THE CHARTS"
Philadelphia says "GOING GREAT"
Cleveland says "FABULOUS"

Cincinnati says "THE BEST-EST"
Chicago says "IT'S THE GREATEST"
Pittsburgh says "GOING LIKE MAD"
Newark says "NOTHING LIKE IT"
Los Angeles says "IT'S HITS-VILLE"
Detroit says "GOING AWAY FAST"

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COSNAT RECORD DISTRIBUTING CORP.
JAY-GEE RECORD COMPANY, INC. 315 West 47th Street, New York 36, N. Y.
ELVIS FLAMING STAR
By Request

ARE YOU LONELY TO-NIGHT?
NEVER SUMMER KISSES
WINTER TEARS

COMPACT 33 DOUBLE
FROM THE 1968 CHICAGO COMMISSION "ELVIS SINGING IN COLOR"
AND 3 OTHER GREAT SONGS

TO

RCA VICTOR
LPC-126

APRIL 10, 1961
Everybody's going Compact. Stock for the rush with RCA Victor's exclusive COMPACT 33 DOUBLES:

THE KING OF THE CLARINET—Artie Shaw Orch.—
Begin the Beguine; Summit Ridge Drive; Stardust; Dancing in the Dark. LPC-102

GLENN MILLER SERENADE—Glenn Miller Orch.—
Serenade in Blue; In the Mood; Moonlight Serenade; Sunrise Serenades. LPC-101

TOMMY DORSEY ORIGINALS—Tommy Dorsey Orch.—
Reggie Woppo; There Are Such Things; Mack; Till You See You. LPC-102

TUMBLING TUMBLEWEEDS—Sons of the Pioneers—
Tumbling Tumbleweeds; Wagon Wheels; Cool Water; The Last Round-Up. LPC-103

HENRY MANCINI SHOWCASE—Henry Mancini Orch.—
Peter Gunn; Moon Talk; My Lucky; Sing, Sing, Sing. LPC-104

NEIL'S BEST—Neil Sedaka—Oh! Carol; Stairway to Heaven; The Diary; Run Samson Run. LPC-105

THE GOLDEN TOUCH—Frankie Carle Piano and Orch.—
Panhouse Serenade; Deep Purple; Sunshine Serenade; Falling Leaves. LPC-106

OLD TIMERS' NIGHT AT THE POPS—Fiedler, Boston Pops Orch.—Jubilee; Ritual Fire Dance; Old Timers' Night at the Pops. LPC-107

TILL THE END OF TIME—Perry Como—Till the End of Time; When You Were Sweet Sixteen; You'll Never Walk Alone; No Other Love. LPC-108

TWILIGHT TIME—The Three Suns—Twilight Time; Don't Take Your Love from Me; Peg O' My Heart; Arrivederci Roma. LPC-110

AND NOW PRESENTING DELLA REESE—Someday; Not One Minute More; And Now, Daddy. LPC-111

THE AMES BROTHERS SING THE BEST OF THE BANDS—Moonlight Serenade; And the Angels Sing; Heartaches; It's the Talk of the Town. LPC-112

JEANETTE MACDONALD AND NELSON EDDY FAVORITES—Will You Remember; Indian Love Call; Ah, Sweet Mystery of Life; Wishing You. LPC-113

BIG HITS BY PRADO—Perez Prado Orch.—Cherry Pint and Apple Blossom White; Mambo No. 5; In a Little Spanish Town. LPC-114

EDDY ARNOLD SINGS THEM AGAIN—Boquet of Roses; I'll Hold You in My Heart; Anytime; It's a Sin. LPC-119

HANK LOCKLIN'S GREATEST HITS—Please Help Me; I'm Falling; It's a Little More Like Heaven; Send Me the Pillow You Dream On; Gelasia Girl. LPC-116

HIGHLIGHTS FROM "THE STUDENT PRINCE"—Mary Lange; Deep in My Heart; Guadalupe Iglesias; Serenade; Drink, Drink, Drink. LPC-117

MORTON GOULD AND HIS SYMPHONIC BAND PLAY SONGS—Stars and Stripes Forever; Semper Fidelis; Washington Post; El Capitan. LPC-118

MORTON'S NIGHT TRAIN—Buddy Morrow Orch.—Night Train; Quarter to Twelve; One Mint Julep; Git; You're on My Mind. LPC-119

INSPIRATIONAL SONGS—George Beverly Shea—In the Garden; Sweet Little Jesus Boy; How Great Thou Art; Old Time Religion. LPC-120

HIGHLIGHTS FROM "VICTORY AT SEA"—Vol. I—
Bennett, RCA Victor Symp., Orch.—Glad лучших March; Beneath the Southern Cross; The Pacific Rolls Over. LPC-121

HIGHLIGHTS FROM "REJOICE, DEAR HEARTS"—
Dave Gardner—The Motorcycle Story; David and the Giant. LPC-122

CHET ATKINS PLAYS GREAT MOVIE THEMES—
Themes from "The Dark at the Top of the Stairs"; Themes from "Picnic"; Lullaby; Meet Mister Callahan. LPC-124

SAM CROCKETT SINGS—Chet's Gang; If You Were the Only Girl; Teenage Sonnet; You Understood Me. LPC-126

HIGHLIGHTS FROM "BELAFONTE AT CARNEGIE HALL"—
Harry Belafonte—Joy O' Jamaica Farewell; Man Smart, Shemamadou. LPC-127

A JOB WELL DONE! RCA Victor and its family of Stars, its Distributors, and Dealers join with the millions of Americans in congratulating Elvis and the Colonel for their unselfish contributions in raising over $51,000 for the Memphis Charities, February 25, and over $53,000 for the U.S. Arizona Memorial Fund at Pearl Harbor, March 25 (both 100% Benefit Shows).
DEALERS - DISTRIBUTORS - D. J.'S...
SURVEY PROVEN ON INDIGO!!!
The ORIGINAl and ONLY RECORDING of
"PICK ME UP ON YOUR WAY DOWN"
by Pat Jill
Ind. 119
ORDER NOW!!!

TALK ABOUT ACTION

"THE WHITE CLIFFS OF DOVER"
b/w "How Many More Times"
The Robbins
On LAVENDER Records
Ly-001
A Division of Indigo Records

★ BE SURE TO HEAR THE FOLLOWING ★
"DARK CONTINENT"  "CRY BABY HEART"  "DINAH"
Part I (and Part II)  "I STOLE YOU AWAY"  "The Greatest Story"
Bobby Paris  Vicki Lynn  Larry Green
Magenta-A03  Ind. 118  Ind. 117

The Action Company ... indigo ... of the Record Business
3330 BARHAM BLVD., HOLLYWOOD 28, CALIF.
**Reviews and Ratings of New Records**

*Continued from page 3B*

Here's a girl's name called set to the melody of "In a Wild Rose." It's a new with a good touch by Vini. Her appeal. (Surrey, BMG) (3:10)

**ABBY HUFFNER'S TRUMPETS**

"In a Wild Rose"—ABBY HUFFNER—Exciting instrumental recording featuring a fine brass and a warm sound. Trumpet solo against a fine Lurie bandstand and trumpet chorus. This has a good appeal. (Proclaim, BMG) (3:12)

**JACK BAILEY**

"Life Is Like the River"—BAILEY—Exhilarating instrumental playing of one of the classics which has a driving beat. The solo horn is a fine touch. This is a good record. (Buck, BMG) (3:12)

**JEROME MCREA**

"Kiss Me, Sinister—DECCA"—This is a fine jazz piece with a strong ending. It has a good appeal. (Buck, BMG) (3:12)

**VIVIAN—**Vivian is a fine vocalist and this is a good cut. It has a good appeal. (Buck, BMG) (3:12)

**MRS. TELLS**

"Hearts of Stone—COLUMBIA"—The old "I'm in love with you" song is a fine cut with a good arrangement. (Buck, BMG) (3:12)

**SUD COOPER AND ONE**

"Buddy Tinsley's Dixieland—COLUMBIA—Fine Dixieland cut with a good arrangement. (Buck, BMG) (3:12)

**JAN AYRES**

"I Love You—Surrey"—A fine cut with a good arrangement. (Buck, BMG) (3:12)

**DOORS DAY**

"Dorothy and Miss Lou—COLUMBIA"—A fine cut with a good arrangement. (Buck, BMG) (3:12)

**CARY SPITZER WEIR**

"The Care—Buck & Bembo"—A fine cut with a good arrangement. (Buck, BMG) (3:12)

**GEORGE SCOTT**

"Twilight—MARKO 801"—A fine cut with a good arrangement. (Buck, BMG) (3:12)

---

**The Blockwell**

"Movin' in All Major Markets"
THE FIRST TRIBUTE TO OUR FIRST LADY

"Theme for Jacqueline"

ORCHESTRA AND CHORUS UNDER THE DIRECTION OF

RUSSELL FAITH

C-1076 Chancellor RECORDS INC.
DISTRIBUTED BY AM-PAR RECORD CORP.
**Reviews and Ratings of New Records**

- **RHYTHM & BLUES**
  - **AMOS MELBURN**
    - "My Sweet Baby's Love—VINGE 45—The combination of fine Melburn's tender swinging on this bright rhythm. Besides a bewitching rhythm melody the supporting combo also shows off some fine vocal work. (Columbia, BLM 1248)
    - "Heartache That Makes You Cry—Melburn shows off this side and blues, which is taken as a measured, quick stride. The rocking side also shows fine guitar and sax work. Watch it. (Columbia, BLM 1249)

- **JIMMY WILSON**
  - "Take It Easy—DWAYNE 45—Wilson has an impressive vocal quality on this record. He's backed by an excellent guitar and sax section. Good, persistent backing for the band. The last has varied vocals. (Columbia, BLM 1250)
  - "My Way Cuts Out For You—The upbeat, rockin' blues side. Wilson again gives his material a good side. (Columbia, BLM 1250)

- **CLARENCE ARNOLD**
  - "I Want You My Baby—GOLDEN 45—Arnold demonstrates a fine use of gives on this driving rockabilly. He adds the fine fidelity and good vocals come from some new and staples in the supporting combo. (Golden Leaf, BLM 1250)
  - "Lonely LB—The boy has a solid and versatile voice and he does good vocals on this time sentimental ballad. (Golden Leaf, BLM 1250)

- **AL (TNT) BRADIG**
  - "An Angel (You Rating Is Me)—PRIDE 45—Brady's material is well written and covers a good group behind him. Side A is a fine blues figure bolting the lead. The last has varied vocals. (Columbia, BLM 1250)
  - "I Don't Think I Can Make It—A slow, MATT-WRIGHT-LANDERS (Arrived) hardly effort. Brady's fine voice and a bit of blues backing add to the happy side. (Columbia, BLM 1250)

- **CHILDREN**
  - "THE KINGS" (Recorded)
    - "Criminals of the World—VISTA 45—The "Teenage Shockers" from Walt Disney's "The Caverns" is the subject of this night rockin' song by male choir. (Vista, ASCAP (1:15)
    - "The Caverns—The title tune of the picture is sung by a group in popular style. "The Caverns" is a popular song. (Vista, ASCAP (1:45)
    - "Teen Boy—Beautiful trumpeting gets before before the end. The singing is made done by the male trio to fine backing. (Columbia, BLM 1250)

- **TENDER PASSION**
  - "Amor He's the One..." 626 COVER: PALLETE RECORDS
    - 1732 Broadway, N.Y.  (Continued on page 43)

- **ITALIAN AMERICAN**
  - "La Panchina—DECCA 45—La Panchina comes through this with latest version of the "La Panchina. Male side does a fine song on the turn and the band does the dance rhythm a running reading. (2:45)
  - "L'Amore—Beautiful trumpeting gets before before the end. The singing is made done by the male trio to fine backing. (Columbia, BLM 1250)

- **MANTOVANI DISPLAY MATERIAL**
  - Streamers
  - Browser Box Cards
  - Catalogs

- **MANTOVANI ITALIA MIA**

- **NEWS**
  - New Yorker
  - Ladies Home Journal
  - Time
  - Newsweek
  - Playboy

The 10th Annual "May is Mantovani Month" Promotion

**EXTRA DISCOUNT**

100% PAID ADVERTISING

(*time supplied*)

100% EXCHANGE

**DATING**

Including this great new release

Catali, Catali, Capriccio Italiani; Italia Mia; Vivaldi d'Arte; Matinée; Carnival Of Venice; E Berzogni; Come Back To Sorrento; Return To Mia; Nunez Darmey; Italian Fantasia; Medley; Tarantella; O Sole Mio; A Francine, Santa Lucia; Maria, Mari, Funicul Funicula; Monti; L. S. 1202

Steven F. 1932

TENDER PASSION

is the voice... Amor He's the One..." Record Processing & Pressing the stress management of all and all. "In Material Processing with the Grain..."

SINDE Y. WAKEFIELD

17612 N. Black Capen Loop, Phatell, Ariz. for East Record 188.0124.

Record Processing & Pressing the stress management of all and all. "In Material Processing with the Grain..."

SINDE Y. WAKEFIELD

17612 N. Black Capen Loop, Phatell, Ariz. for East Record 188.0124.
**Best Selling Sheet Music in U. S.**

Tours are listed in order of their current national selling importance at the sheet music publisher level.

<table>
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<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Change</th>
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<td>1. EXODUS (Chappell)</td>
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<td>2. CALCUTTA (Pincus-Symphony House)</td>
<td>2</td>
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<td>3. APACHE (Regent)</td>
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<td>4. ASIA MINOR (Barbroth)</td>
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<td>5. WHERE THE BOYS ARE (Aldon)</td>
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<td>6. WHEELS (Dundie)</td>
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<td>7. THEME FROM THE APARTMENT (Mills)</td>
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<td>8. ANGEL ON MY SHOULDER (Sherman-De Vassor)</td>
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<td>9. NORTH TO ALASKA (Robbins)</td>
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<td>11. LAST DATE (Acuff-Rose)</td>
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<td>12. MISTY (Octave)</td>
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<td>42</td>
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<td>13. HEY, LOOK ME OVER (Morris)</td>
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<td>14. WONDERLAND BY NIGHT (Rooswald)</td>
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<tr>
<td>15. CALENDAR GIRL (Aldon)</td>
<td>12</td>
<td>10</td>
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</tbody>
</table>

| Reviews and Ratings of New Records |

**Continued from page 43**

Lazarus The Heathen's hit is a folk music version of a traditional ballad. (BMI) (2/15)

**SACRED**

**RICHARD CULLEN**

**Thank You** - GOSPEL TIME 101 - A heartwarming message to those who are not as fortunate as we are. (BMI) (2/15)

**HILLARD HOOKER AND THE BOY BROTHERS**

**Mother Goose in COUNTRY**

Betty Fowler - What is He Doing? - Saddlebred's Cricket CREST 107

Country & Western

Levon Brown - All Because of You - Capitol. ARMS 110

Sister Ada Allen - The Path of the Pioneers - GOSPEL TIME 101 - A beautiful story of the pioneers. (BMI) (2/15)

**RHYTHM & BLUES**

**THE BENDED KNEE**

**Jumping Jacks** - Mercury. YALE 240

**SACRED**

**BEY. MARSHALL, BACHELOR WITH THE FAITH CONTENDERS BAND**

Let Me Witness - GOSPEL TIME 101

Johnnie Starnes - You Can Do It - Three Disc Jockey. 576

**RHYTHM & BLUES**

**THE AMERICANS**

**Jumping Jacks** - Mercury. YALE 240

**EUGENE BROOKS**

**Boom Boom** - Rare Earth. LONDON 122

Betty Fizer - Only a Miracle - Saddlebred's Cricket CREST 107

**NOVELTY**

**JOE MEYER**

**Sure a Long Time** - Parrot. YALE 240

**Foyle Gets Brazil Good-Will Award**

LOS ANGELES — Sid Frey, chief of Audio Fidelity Records, was presented the Brazilian Good-Will Ambassador Award here Friday (8) by Brazilian Consul General San- rad W. Smith. Smith said he decided to give Frey the award because of Frey’s work in pushing Brazilian music to the world through his company’s use of high fidelity sound. Frey operates a Brazilian subsidiary firm, Audio Fidelity of Brazil. He returned from Rio only last week where he completed recording two new albums of Brazilian music for the United States market. Smith also added that the Brazilian government would like to see more and better recordings made in Brazil.

**Former Era Partners Sign Consent Order**

WASHINGTON—Three Hollywood businessmen, formerly co-partners in Era Records but now separately manufacturing disks, have signed a pact providing for a consent order with the Federal Trade Commission promising not to make undercover payments to broadcast personnel for record push.

The FTC order is against Herbert Newmayer, Louis J. Bollendorf and James W. Harris, all of Newmayer-Harris, Inc., Newmayer-Harris, Inc., and Era Records until May, 1959. Consent was issued November, 1960.

**Three New Crooky Veepepes**

CINCINNATI—Three new vice-presidents were elected to the Crooky Broadcasting Corporation at a meeting of the board of directors here last week. All three new v-p’s have been general managers of their respective Crooky television stations for some time. They are Jack R. Babcock, vice-president-general manager of WLW-W, Indianapolis; Walter Bartlett, vice-president—general manager of WLW-C, Columbus, Ohio; and George E. Gray, vice-president—general manager, WLW-D, Dayton, Ohio.

Heller Adds 3 New Labels

PHILADELPHIA—Bob Heller, head of Bob Heller Record Distributing Company, announced the addition of three new labels which he has won in recent weeks. Added to the Heller line are Kip Records from New York City, Allegro Records which originate in Los Angeles, formed by Donlup Stewart, and the Shadrack’s Acts Records from Indianapolis, Ind.

Boosay Back

pointed out that there were many, many orchestras at British schools and universities and that they were creating a growing market for scores, etc.

When asked for his opinion of the current American music scene, Boosay said that he and PRS did their best to stay aloof from U.S. domestic politics. He did add, wryly, that it was a shame that there had to be two performing rights societies in the U. S. Concerning the current split between GEMA, the German Performing Rights Society, and BMI, the French-American business magazine, he went on to say that he felt things would eventually sort themselves out.

**RECORD STORES Increase Selling Efficiency**

The original and most comprehensive source of up-to-date selling power data, record store buying reports, and detailed sales reports, All Breaking Records, the only international magazine of its type, contains a record store buying report, complete with trends, commodity suggestions, and detailed sales reports. All Breaking Records, the only international magazine of its type, contains a record store buying report, complete with trends, commodity suggestions, and detailed sales reports.

**DANCE ANNUNTE** BY 3305

Who Will The Next Fool Be?

CHARLIE RICH

Phillips

Int. 3566

639 Madison

Memphis, Tenn.

Send your tape—we do the rest! SONICOLOR

**RECORD PROCESSING AND PRESSING**

By Remodeling old recording equipment, we are able to offer a high quality record pressing service at significant savings to record producers. **RECORDMAKERS INC.**

Philadelphia 19, Pa.
DJ Programming Charts

Here, for DJ's program directors and librarians are four ready-to-use programming features which can be integrated into record shows during the coming week:

Chart Climbers

The week's most exciting songs, these records have made the biggest upward jump and have been named Star Performers for the past four weeks.

Chart Hit

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Nippon Stations Want Indie Hits

- Continued from page 1

100 chart; "Western Bonanza," a daily show featuring U.S. country and western music; "The Jack Benny Program," a weekly program featuring the top 20 hits of the week; "The Jack Benny Show," featuring a poll of KANTO listeners; "Test-the-Disk," which spotlighted new records and artists from the Nippon Records label; and "Port Yachts," a show featuring a mixture of Jap and English and Japanese of records from various countries.

Finn DJ Indie Hits

Although many country music labels in Japan have yet to have their music available in Japan, indie disk fans frequently request their music by name on radio. The reason for this is that they can hear the music on the Far East Network, a U.S.-sponsored radio operation beamed at U.S. personnel stationed in the Orient. Finns can also listen to the Port Yachts show, which features music from various countries on which are not available to Japanese stations or dealers.

Hondo Kochi is a disk jockey who has been playing indie rock hit records during his stay in Japan. He has also been involved with several companies that supply disk jockeys to radio stations who supply disk jockeys for radio stations in Japan. He is a regular on the disc jockey circuit in Japan and has been involved with several companies that supply disk jockeys to radio stations.

DEBUT DISKS

These disks, which entered the chart for the first time this week, are receiving one of their first national and local chart honors.

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DEBUT DISKS

From all the releases of the past year, here are the selections of Billboard Music Week's review panel as the records with the best chance of success. For comment on each of thesepromising titles, see the singles reviews this issue.

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Biff Hits

From all the releases of the past year, here are the selections of Billboard Music Week's review panel as the records with the best chance of success. For comment on each of thesepromising titles, see the singles reviews this issue.

After all the releases of the past year, here are the selections of Billboard Music Week's review panel as the records with the best chance of success. For comment on each of thesepromising titles, see the singles reviews this issue.

New Treatment for National Radio Month Promo Jingles

WASHINGTON - (From Billboard) - The initiative of National Radio Month will Feature a shuffle rhythm, second one, and the last one, jingles for radio stations featuring their format. The jingles are designed to attract attention to different jingles in the set, varying in length from 5 to 10 seconds. Each set will be available in a musical format for the Best Address in Sound ... Radio Station Jingle, which has a rhythmic and rhythmical jingle format, with a musical jingle format and a rhythmic jingle format.

The jingles have been produced for every frequency on the North American radio spectrum. Only one set will be sold to a city, protecting the station from duplication within their own market.

Promotion Jingles for Air Stations Released

DALLAS — Commercial Recording Corporation, producer of musical commercials and station promotion jingles, has released a new set of identification jingles for radio stations featuring their format. The jingles are designed to attract attention to different jingles in the set, varying in length from 5 to 10 seconds. Each set will be available in a musical format for the Best Address in Sound ... Radio Station Jingle, which has a rhythmic and rhythmical jingle format, with a musical jingle format and a rhythmic jingle format.

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Spring Gives Rodeo Promos Outdoor Pitch

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- Continued from page 2

Shows on weekends, with WGMG deejays ensuring the programs. Springfield promotional radio was criss-cross the first show, April 8, and Mike Lawrence took over April 9. Ad Minneapolis promotion director. Use the park's outdoor amphitheater. It's free, and a chance to experience a first-class-first-class basis.

The Brown show spotlighted Frank Lyon, Tim Turner, Bob Knight, Wyatt, Kansas Jean and the Rochester Sisters. Daily Blend, the I, Frank Garl, Adam Wade, Sunny and Johnny and the Royal Tandem. The Lemon Sisters, the Babbitt Sisters, and Freddy Cannon, Linda Scott, the Jennies, and most of the above artists.

Station WHEB, Prestonburg, KY 1000 Watts, Daylight Time, Half Day Time, Half Day Time.

Station WWJ, Indianapolis, 5000 Watts, 1000 Watts.

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Station WIND, Madison, 5000 Watts, 1000 Watts.

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A description of the LP programming philosophies and techniques of leading radio stations. Five of the country's top programmers share original approaches to the use of LP's for programming are invited to submit detailed presentations of their techniques. Here in this issue of Billboard, Music Week, 1209 S. Hewitt St., Hollywood, Calif.

Station WINA, Charlottesville, Va., does not have any LP shows, but feels that it is important to use LP music for about 75 per cent of its broadcast day, on all its personalities, "The Ed Desmond Show," "The Life of Jim Hightower Show," "Jules Moran Your Music Man" and "The Israel Desk Show." WINA's music policy is "adult oriented variety." Also, under the provisions of the FCC's requirements, WINA sign-on through 10 p.m. to be up-tempo and of strong melody. This is necessary, they feel, for a format that includes a considerable amount of talk and news.

WINA began its adult music policy on a formula basis in August, 1966. From that point on, research, that within three months its acceptance was widespread. In October of 1967, much of the WINA show was increased to a normal, judging indications an additional substantial degree of acceptance. WINA continues to be its first in the area.

WINA's image is one of news and public service aiming towards an audience that is interested in what is going on. In the daytime hours its programming is blocked into informal fifteen-minute segments, including a musical selection, commercials and a new feature, a weather report and making full use of the NBC News and Emphasis shows. Evening segments are similarly blocked but on a seven-minute formula. Emphasis is on instruction.

Specifically banned from its music pattern are: rock and roll, rhythm and blues, opera, and novelty and heavy classical. An hour and a half of classical music is scheduled on Sunday nights and there are, from time to time, special music presents, such as "Classical Showcase." None of the pieces are played on his programs. Management control is exerted by periodic airing of "Adult Music Panels." Bannister said: "All its newspaper ads are geared to "The Sparkling Sound" and their music policy is the same as is the listeners. We have some 600 copies of a record listing to persons who request them.

On the mechanics of handling its LP records, it files by categories: dance bands, pop concert, vocal male, with numerical searches by artists. No attempt is made to file. It receives service from Capital, RCA Victor, Columbia, London and makes selections from special catalog offers. On an average, 30 per cent of LP's are purchased for NBC-LP service.

I think distributors and companies could help us in making catalog purchases easier and by including a few lines of descriptive music on the album or in the catalog listings," said Ed Desmond, program manager.

Here are comments and a sample disk listing by Ray Reed, program manager, WHOT, Washington, D.C. "The only disk Bannister has on WINA. He writes: "I am working with 'NBC News on the Hour,' and 'Wayne Morse.' "In each of these stations, Bannister "is the complete 25-minute pattern. Before I have listed a 25-minute pattern as an example of my programming.

1. "St. Louis Blues." EP (Capitol 15-140) (Star Line Series), Always a brilliant instrument to open, usually brass. The opener sets the pace-the creating, tempo of the mood.
2. "Come Fly With Me" by Frank Sinatra (Cap.) (T 520). Always vibrant, appealingly underscored by a formidable reed section in this case by Nelson Riddle Orch.
3. "What's New?" by Nat King Cole on a cover of "I'm a Penny For Your Thoughts." Wall to Wall (Cap.) (T 4467) Star Line Series. Here's another vocal that really moves and moves fast. If this one is not quite as successful as "Fly With Me" it's still a good one.
4. "The Syncopated Clock" by Ken Griffin on the organ (Cap.) (CL 1518). Always instrumental and always medium to fast, by Ken Griffin on the organ or piano sound.
5. "Hello Inn" by Pete King Chorale and Orch. From Broadway musical, 'Wildcat,' (Kapp, 367X). Quite often I use a vocal group or chorus here, with the tempo not quite as wild but still bridge.
6. "Zip-A-Dee-Doo-Dah" by Joe Heinz Orch. (Cap.) (T 520). An instrumental made to fast tempo completing the 25-minute pattern to network. May be brass or strings, anything medium to fast.
7. "I have a feature I Call-' What's New in Comedy on Record'-featuring the monolog routines of the likes of Bob Newhart, Don Rickles, Paul Lynde, and Mike Nichols. Elaine May, plus others. Lee Zilko.

FCC Legalities to Aid Milt Grant

Continued from page 3

deal with a third company, An-...
YESTER YEAR'S HITS
Changes of some programming from past listener's favorites, reflecting the dates that were the trend in the last few years ago and ten years ago this week. Here's how they ranked on Billboard's charts:

POP—5 Years Ago
AUGUST 14, 1956
1. Poor People of Paris, Les Baxter, Capitol
2. Glory Belongs to Him, Elvis Presley, RCA Victor
3. It's Five O'Clock Somewhere, Dave Barry, Capitol
4. Love, Love, Love, Four Tops, Motown
5. I'll Be Home, Pat Boone, Columbia
6. Jambalaya (On The Bayou), Hank Williams, Columbia
7. My Heart Cries for You, Jackie Trent, Decca
8. She's My Girl, The Flames, Decca
9. Sugar Baby, Pat Boone, Columbia

POP—10 Years Ago
AUGUST 14, 1951
1. I Don't Want to Be a Leader, Red Norvo, Capitol
2. My Love, Moon Lovin', RCA Victor
3. Nebraska Hill, Bill, Paul Mary and Mary, Capitol
4. Run Run Run, The Tokens, Columbia
5. Show Him the Way, Les Paul, Coral
7. Long Tall Sally/Jeepie Pie, Little Richard, Specialty
8. Brown in My Own Skin, Ray Charles, Specialty
9. Silly Love Songs, The Beatles, Decca
10. A Whole Lot Of You, Bobby Vee, Twentieth Century

WITH THE COUNTRY JOCKEYS
Slats Jackson, deejay at Station WMVC, Milledgeville, Ga., who bills himself as the last of the Spur- fleux Boys, pipes in to say that flood waters recently hit the station's library and destroyed many of the records. He says he needs c&ws, samples of all kinds—old and new, and if you have any, he would appreciate a copy of Jimmy Swain's new one, "My Dreams," are asked to write to him at 1501 W. 10th Street, Nashville, Tenn.

THE CHIMES
"I'm in the Mood for Love" is the follow-up hit on that disc for the Chimes. Recently they had their first tag waxing, "Once in a Blue Moon," to become their prime chart item on the Hot 100.

The group, comprised of Leonard Cocco, leader; Patrick DePrisco, first tenor; Richard Mercado, second tenor; Joseph Cairo, baritone, and Patrick McGuire, bass, was formed two years ago in New York City. They rehearsed twice a week for a year and a half, developing their repertoire and style. During this period, they recorded with such acts as the Rat Pack for arrangements and other expenses.

The Chimes' debut recording, signed the Chimes when he heard them making a demo record in a local recording studio. The boys are managed by Roy Berger, Ross Newman, & Son.

DEL SHANNON
Big Top recording artist, Del Shannon, was born in Grand Rapids, Mich., on December 30, 1939. Although his family had lived in the United States for several years, the family's musical background was from their native Catholic country. Shannon was heard singing and playing the guitar at the age of 14. After graduating from high school in 1957, Shannon entered the Army, where he auditioned as a guitarist and appeared in one of the 7th Army's musical productions.

After discharge, he appeared as lead guitarist for a Michigan swing group and later moved to California. In 1958, Shannon recorded for the first time, releasing a single that charted in the United States. His first major break came in 1960, when he recorded his first album, "The Big Top," which featured his smash hit, "Apache." Shannon's music career continued to grow, and he soon became a well-known figure in the music industry.

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LAVERN BAKER hits the Hot 100 this week with her new single, "The Good Old Days." Baker, a veteran of the music world, has been working hard to make her mark on the charts. She released her first album in 1962, "The Good Old Days," which featured her passionate interpretations of classic R&B songs.

Baker's latest release is a departure from her previous work, as she has ventured into the world of country music. She has been working closely with some of the industry's top producers, and the result is a album that is sure to appeal to fans of all genres.

"The Good Old Days" is a powerful, soulful ballad that showcases Baker's incredible vocal abilities. The song is a tribute to the memories of a simpler time, and it speaks to the universal appeal of nostalgia.

Gloria Lynne performs two fine love songs this week. "I Love You More Than I Ever Have Before" and "She Needs Me and the Loyal Wife." Lynne's talent as a Twice performer is on full display in these recordings. She is a master of the soulful crooner style, and her voice is a joy to listen to.

"I Love You More Than I Ever Have Before" is a heartfelt ballad that speaks to the depth of Lynne's emotions. She sings about her love for someone who has been there for her through thick and thin, and her passion is evident in every note.

"She Needs Me and the Loyal Wife" is a more upbeat tune, with a catchy melody and a driving beat. Lynne's voice soars over the production, creating a memorable listening experience.

JOHNNY MATHIS, Columbus's smooth-talking vocal, comes up with a hot new single and a new LP. The single, "If I Should Love Again," is a slick, rich ballad that highlights Mathis's smooth vocal style. His voice is a perfect match for the rich arrangement, with its lush string section and soulful guitar work.

Mathis's new LP, "If I Should Love Again," is a must-listen for fans of the singer's soulful, soulful sound. It is a collection of hits and new material, showcasing Mathis's ability to deliver a classic hit with ease.


SAM COOKE's That's It, I Quit, It's Over is gaining momentum, climbing the Hot 100. The young RCA Victor artist's latest single is a soulful, moody creation that showcases his incredible vocal abilities. Cooke's smooth, velvety voice glides over the melody, creating a hauntingly beautiful sound.

The song is a love ballad, with Cooke singing about his decision to walk away from a relationship that no longer serves him. His performance is both emotional and powerful, making it a must-listen for fans of soul music.

BILLY ECKSTINE, Billboard's No. 1 Artist of 1958, has released a new single that is already making waves on the Hot 100. "The Night Before," a collaboration with Sarah Vaughan, is a soulful, jazzy ballad that highlights Eckstine's incredible vocal abilities.

The song is a tribute to the singer's late wife, and it is a powerful reminder of the love and support she provided throughout his career. Eckstine's voice is as smooth as ever, and he delivers a performance that is both emotional and soulful.

Doris Day, the original Miss Washington and Miss America of 1949, has released a new single that is sure to appeal to fans of classic crooners. "It's Friday Night," a jazz-infused, soulful number, is a perfect match for Day's silky-smooth voice.

The song is a celebration of the weekend, with Day singing about the joy of spending time with friends and family. Her performance is both energetic and soulful, making it a must-listen for fans of classic crooners.

This WEEK'S NEW Money Records
an alphabetical listing of the records manufacturer's are making with special feature treatment in big-name Billboard Music Week ends.

BIG, BIG WORLD—Johnny Berritt
TRAGEDY—The Fireworks
AFRICAN WALTZ—Camellia Adkins
REVIVAL—Coastline
CRAZY COUSINS—Bob and Carol
LOVE FROM ME—Horace Horne
CRISS CROSS—Eddie DeDote
COOL CRAZY LOVE—When You're Dancing With Me—The Imps
HIPPODROME—Hollywood Legends, Columbia
THEME FOR JACQUELINE—Bobby Feale
CHARLIE BROWN—Good Lovin'—Charlton
CHERRY CHECKER—Packaway

According to statistics maintained over a period covering thousands of releases...

7 out of 10 will reach Billboard Music Week's "Hot 100" in the weeks ahead!
MUSIC-PHONOGRAPH MERCHANDISING

DEALER INVENTORY CHARTS

These are the nation's best sellers by manufacturer, based upon results of a month-long study using personal interviews with a representative national cross-section of retail phonograph dealers. A different price group is published in this chart each week.

The percentage figure shown for each brand is the share of the total number of phonographs sold. The sales statistics are based upon the rank order of manufacturers' sales at each dealer, and weighted by size of dealer store. For instance, manufacturers earning 3", or more of the total dealer points are listed below.

PHONOS LISTINGS UNDER $30

<table>
<thead>
<tr>
<th>RANK</th>
<th>BRAND</th>
<th>POINTS</th>
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<tr>
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<tr>
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<tr>
<td>3</td>
<td>Columbia</td>
<td>11.8</td>
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<tr>
<td>4</td>
<td>Voice of Music (V-MA)</td>
<td>6.8</td>
</tr>
<tr>
<td>5</td>
<td>RCA Victor</td>
<td>6.0</td>
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<tr>
<td>6</td>
<td>Webcor</td>
<td>3.9</td>
</tr>
<tr>
<td>7</td>
<td>Others</td>
<td>18.8</td>
</tr>
</tbody>
</table>

BEST BUYs IN RECORDS

These records, all of those at the Hot 100, have been chosen to make the weekly charts for the first time. They are recommended to dealers and all other readers as having the greatest potential to go up the way. Previous Billboard Spotlight Picks are marked (').

1. "POP"

BYE BYE BABY  (Jebute, BMI) Motown 100
LIKE LONG HAIR  (Paul Revere and the Raiders, BMI) Columbia 33
FUNNY (Maxine Brown, BMI) Sony 200
I'M IN THE MOOD FOR LOVE  (Chimes, ASCAP) Tag 445
AIN'T IT BABY  (Marvin Gaye, Tamla) Tamla 30
BUMBLE BOOGE  (B. Bumble and the Stingers, Warner) Rendevous 140
CONTINENTAL WALK  (Hank Ballard and the Midnighters, Aladdin) King 50

1. "FROGG" (Luddow, BMI) Columbia 4198

1. "MOTHER-IN-LAW" (Ernie K-Doe, Minit) Dint 623

AF OF M & AGVA HOLDING AUDITIONS FOR USO TOURS

NEW YORK—The USO in cooperation with the American Federation of Musicians and American Guild of Variety Artists will hold their third open audition for performers to appear in USO tours next March. The auditions will be held at the Hotel Muehlebach in Kansas City, Toje Club, St. Louis, and Miami Beach, Florida. This will be the first part that its not had dropped previously and the full audition is for the part of the Columbia's Record Club to gain new members.

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5 Speakers in 4-Inch Thin Cabinet

An ultra-thin speaker system has been introduced by the Audio branch of the Rek-O-Kool Company, which is based in California. The speaker is 4 inches deep by 21 inches wide by 25 inches tall and contains five speakers. It is designed to be placed on the floor, in a corner, or hung from the wall. The cabinet is of oak wood with a beige speaker cloth. The system weighs 18 pounds and costs $195.00. The series will include cabinets in traditional, classic, and modern designs.

Tape Conditioned to Pro Standards

The Midwest Industries Magnecord tape record/playback units, which now come with the new units, are conditioned and high-quality tape. The condition is that the tape is right, easy to handle, and has a smooth feel. The tape is then cleaned and stored in a clean room to prevent dust and other contaminants. The tape is then conditioned to the Pro Standards before it is sent to the customers.

FOLK TUNES & TALENT

Continued from page 8

music in the San Antonio area, with what I 0,000,000 KENS turns out to be a 12-station operation. KMAC, now doing several hours of country music a day, in addition to A. V. Ramford, who has long promoted music out of Cali- fornia, has announced that the new station will begin broadcasting on Sunday, April 15. The station is expected to be a hit in the San Antonio area, and the station manager said that they are very excited about the new format.

A Martha White-Pet Milk unit featuring Flat and Scruggs, Steelman, Music Fool, Margie Rowes, the Wil- born Brothers, Don Helms and Jimmie Davis, is playing the American Theater, Roanoke, Va., April 13, and Mecklenburg County, N.C., April 14. A second Martha White-Pet Milk package, with Jim and Jesse, is playing the New York Colos- su, June 24. The package also includes a fourth head for quarter-track play at the Nashville sound.

One-Unit System in Bench

The Los Angeles High-Flattish Show last week was the occasion for the Scott Company to unveil its latest line of one-unit systems. The new one-piece unit is made of wood and includes a phonograph, a radio, a speaker, and a lamp. The lamp is positioned on a shelf above the speaker, and the radio is positioned on a shelf below the speaker. The unit is designed to be placed in a corner and is intended to provide a complete entertainment center in a compact space. The unit is available in two colors: a natural finish and a red finish.

Unit sells for $125, the stor- age cabinet is $39.95 and the three-way speaker system goes for $75.

be happy to put him on your personal mailing list. I Carl Hargrove, President of the company, says that the company’s line is a combination speaker and record stool that can accommodate some 65 records. The combination unit sells for $245, the stor- age cabinet is $39.95 and the three-way speaker system goes for $75.

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**Reviews and Ratings of New Albums**

*Continued from page 30*

...this collection includes three instrumental works and two vocal albums for double choir, brass, and organ. The music for RenaissanceREDITION is vividly re\ncreated in these performances under the direction of Dr. Carl L. White.

An attractive package for the connoisseurs of early music.

---

**Hot Bidding for Top Disk Names**

*Continued from page 1*

...had simultaneous offers from at least three major firms, all offering big advances for his services.

What is most interesting about the bidding war among the major labels is that they are trying to sign popular acts that have been dropped by the large firms for disk names, in order to add to their sales and rock roll ranks. A few years ago there were only a few labels and the firms had the necessary resources to make bids. Today, with the vast number of labels, there are now multiple bids on a single act. This has led to a war for disk names, as acts are signed by multiple labels, which are then divided into smaller units for distribution.

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**WALLS Sets Ticket Agency**

*Continued from page 1*

...ticket broker but serve its customers as a ticket agency.

Walls says the system will provide a valuable service to the public, since tickets are not available in advance through normal channels. He agrees that it will benefit the Los Angeles area. He expects the Music City stores to reap a windfall from the increased ticket sales.

---

**New Albums**

**INTERNATIONAL**

***SONGS OF THE ALVENER Rinka Dedres, soprano, Vanguard 2795 (2 CDs)***

This French cycle of classic and popular French folk songs which was not available in the US until now. The songs are sung by Dedres, who is a native of the Southwest, and accompanied by pianist Jean Baptiste, who is a native of the Northeast.

---

**COMEDY**

***SOME LIKE IT HIP***

Pat Harrington Jr. and Arturo Aran. ABC

Harrington is a master at playing the hipster and Aran is a convincing example of the mod.

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**MUSIC**

***GREAT STRONG SALES POTENTIAL***

The classic songs from the golden era of American music have long been a staple of radio and television programming. These songs continue to be popular today and are a great way to introduce children to the world of music.

---

**FOLK**

***SONGS OF TOMMY MARVIN***

Traditional 1045 - Tommy Marvin is a folk singer who has been influenced by the works of Bob Dylan and Woody Guthrie.

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**INTERNATIONAL**

***SCOTLAND MY SCOTLAND***

*Good Country* - Tommy Marvin is a Scottish folk singer who has been influenced by the works of Bob Dylan and Woody Guthrie.

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**LOST CHILDREN**

***SONG AND STORY TIME***

Gillie Kelly, Hamish H. 2928 - Kelly often performs at schools and libraries and will have a special program for children. This event is expected to be a hit for children.

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**COUNTRY & WESTERN**

***THE STANLEY BROTHERS***

"We're Sorry We Had a Ribbin'" - The Stanley Brothers release their latest album, "We're Sorry We Had a Ribbin'." The album features their signature sound and is a must-listen for fans of country music.

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**SUPPORT**

***Red+Cross***

The Red Cross is a great organization that provides support to those in need. They are always looking for volunteers and donations to help those in crisis.

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NAMA Clears Up Attitude on Games

By NICK BIRDO

CHICAGO — Automatic Canteen Company of America's membership in the National Automatic Merchandising Association will not be affected by Canteen's recent acquisition of a joke box and game distributor.

The point was officially cleared up when a NAMA member from Tom Hungerford, the association's executive director, talked to The Daily Record about the joke box and game distributor.

Hungerford said it had been the policy of NAMA for the last two years to accept in membership eligible game operators owning by companies that operate other types of coin-operated equipment, provided such operations were set up as separate companies and operated under different names than those of the parent companies.

Separate

Canteen's board chairman, Frederick Schuster, had previously disclosed that Canteen had formed its Automatic Service Vending Corporation some eight years ago.

It is presumed that Canteen's joke box and game interests will be set up under this separate company.

The Hungerford letter did not mention the specific company or its names, but referred to a question in the April issue of Vend, sister publication of VendMag.

Vend had noted that NAMA had long held the position that operators who use automatic machines (provided they use only vending) did not operate for games.

Clarify

The Hungerford letter was to clarify this "how about games?" question.

(Coin Machine Operating, page 59)

Coin Operated "Upwings: Real Reports

By CAMERON DEWAR

BOSTON—Music operators in the Greater Boston area are expressing concern over the current and future business conditions throughout the territory. The general tone of conversation is that the music business is looking forward for the first time in years. Biggest factor in the slump is attributed to the toughest winter in years.

The weather, coupled with a touch of recession in many lines of work has produced slimmer grosses in the business.

Many operators were down to figures they would appear to work out that business since the first of the year has been off about 10 per cent, but the so-called recession has put localities off in an up to 20 per cent, and when their business comes back the music business will also come back. But operators do not seem to be worrying about the fact that the business shows every sign of leveling off, and that businesses who have not experienced a marked upturn are hopeful in one of the business.

The status quo seems to be obtaining in these parts as far as new arrangements are concerned. As Dave Gropp, owner of Beacon Hill Music Company of Boston puts it: "It's business as usual. How much will you advance me, or what chances of an extra bonus?"

Operators with 15 months and 18 months' experience feel that business is definitely on the way up. But saying: "The primary interest here is not service, equipment, or anything else."

Donald Finch of Major Music in Randolph reports that they are in fine shape, have shown an encouraging turn around, and looks forward to better collections as the weather improves. He is, however, disturbed and worried over the outlook of "business" into the realm of the regular type of operator, but for the moment, the recession slackoff is over and the future looks as though it will produce a better income.

An optimistic note was sounding by David J. Barker of Midland Music in Newton. As reporting that there was no recession apparent in the firm's collections, he attributed the fact that grosses had been below normal to bad weather and the seasonal situation of the operators. But there were definite signs of a reawakening of interest on the part of customers and locations, he said, and an outlook that was as bright as any other year in the past.

Barker pointed out that the main reason why his firm's any real slump was that he insisted on a minimum return from his routes. His average break-even point, he said, was $67.50 per week. Unless a new machine was producing at least $515 per week and used pieces a minimum of $10, he pulls out of the location. He is still sticking to a 20-20 split basis, but as costs increase he feels that it will be necessary to increase his split.

Optimism was the order of the day among other operators questioned and there wasn't one who didn't see a brightening ahead for the next few months. This also was evident among distributors, all of whom agreed that business was definite on the up.

At Trimount Automatic Sales Corporation (AMI), Marshall Carus reported himself amazed at the circumstances that business had held up as well as it had under the strain of rough weather, the Easter competition and some recession indications. He said he was very positive feeling of good business ahead in the air and that Trimount had been heartened by the fact that everyone seemed to have been able to keep up with payments. His only complaint was a shortage of good used equipment.

Bob Jones of Reid Distributing Company (Beechwood) said business had been no worse than in other years and conditions were relatively good for this period. He said he had heard many complaints from operators of a tough year, but that collections had held up remarkably well. Jones expressed the feeling that the worst was over and that the next few weeks would see an upswing.

Robert E. International Vending Corporation (Rockola) said that if we had a highly positive approach to coin-operated equipment sales, the chances were outstanding ahead for the company and it would continue to do its part to help the industry through the recession, which he called "a long-term one."
Cleveland Capers

Shaffer Music Company of Cleveland is planning to sponsor a service school on the new Seeburg ice maker, according to Mel C. Stone, Northeastern Representative for Shaffer Music. Attending a recent Shaffer Music service school on juke box repair are C. G. Campagni, Jr., of Shaffer Music Company; Charles Metro and Charles Metro, Jr., of C. M. Music Company; Frank J. Bublik, J. C. Conlon, Ray Hughes, and J. L. Poltrone of Lorain Music Company and George Herman of Modern Music Company.

Joseph Abraham, head of Lake City Amusement Company, and his wife Josephine Abraham, expect to leave on a European tour in July. Charles Connell, who with his brother Mike Connell, operates Cadillac Music Company, reports that he will buck baseball and softball teams in the city's sandlot leagues. The Connells have sponsored ball teams since 1952 and were runner-up in a State amateur baseball tournament.

Helen Dugan, head of Dugan Music Company, has finally returned from a month's sojourn in Acapulco, Mexico. Her return was delayed by a Mexican airlines strike. It delayed her three days and could have been longer, but she knew a few people who knew a few people who knew a few people who knew that was not enough, Helen lost a valuable polaroid camera and most of the film of her vacation.

Landing a 250-pound shark in Acapulco waters was Fred Witt, associate of Helen Dugan. It took him two and a half hours to land the big one. He also continues his interest in photography, according to reports. Mrs. Robert K. Williams, president of S. L. & J. Curry, has run the business since her husband died seven years ago. The firm is one of the oldest operators in the area, she claims.

Collections, which have been falling for many months at Samco Amusements Company, have improved to level off at last, reports Sum Solomon, president. Monroe Coin Machine Exchange Company has sold its route and will concentrate on its equipment dealing activities, reports Norman Goldstein, vice-president.

(Continued on page 65)
people have more money than they have ever spent before. There are more people who are looking for entertainment. They are willing to spend more money on things that they enjoy. This has led to a rise in the prices of many goods and services.

He said he felt there was a general upsurge in the national economy, and that sales were starting to pick up. Albert M. Rodstein, president of Banner Specialty Co., commented that he had been able to increase the outdoor locations during the warm spring and summer months. For the operators who are selling their equipment, it has been a good year. He said they should reserve some money for next year and not spend it all on new equipment.

Adair differed on his view of the coming season. He argued that the interest rates were higher than they had been in the past. Many operators were looking forward to the coming season at the Seaboard. They seemed to feel that it will be a good season. They pointed out that the increase in prices means a larger profit for the operators.

Cleveland Distributors Report Gains

By BOB SUKLY

CLEVELAND—The coin machine industry's rear-end roller coaster ride downward, which saw collections skilled as much as 40 per cent, has suddenly bottomed and, in the process, has gained considerable momentum. This quick turn of events has left operators breathless and wondering: Is this the long-awaited upswing or just a passing at another blind?

Clouding another bright outlook are the unemployment rolls in Greater Cleveland which show 50,000 out of work, or 9.7 per cent of the total work force.

Cleveland distributors' sales in the first three months of this year for Shaffer Machine Company, Lake City Amusement Company and Monroe Coin Machine Exchange, as reported to the Manufacturers Association, are reported with 1960 increases of 20 to 35 per cent at this time.

Cleveland Coin Machine Exchange, however, has experienced its best March in the last three years. Sales have rocketed up 35 per cent. "Our backlog has not been this large since 1938," said Morris Gisser, president. "There is a real need for new machines and equipment. This is a good sign that the market is coming back."

With stronger emphasis on vending lines this year, Shaffer Muni's gross sales inch up 10 per cent in recent weeks.

Distributors reap praise on operators as being good credit risks. Payments have been regular despite a slow-down in collections. Coin machine operators (operators) are the best credit risks of any business," added Morris Gisser. "We have never had a customer who has not paid. The picture is healthy with operators who need extensions showing a larger cash flow."

"Despite understandable caution, a majority of operators see a solid rise in music and game collections after Easter. Most encouraging report is from Mrs. Robert Wilk, whose 3 L. D. Curry shows a 15 per cent hike, after tremendous activity in the last five weeks.

Within about 14 days of the BAM survey, Associated Enterprises of Southern California, which had an earlier show, reported that its music and game collections have increased for the first time in over a year. This is the first time in over a year that operators are showing a significant increase in collections." - Charles Corvisel of Cadillac Music reports a slight improvement in the last three weeks; the first good sign in the previous six months. Hyman Silverstein of Excel Phonograph was pleased to reveal a halt after a steady drop in collections from the past three years. James Ross Age, who has been on the market for 50 years, said a summer upturn despite a mediocre showing now.

"Adair's Robert Levine has reservations, however. "Before I get too excited about the future, I want to see the employment picture begin to improve, which it has not," he said.

Detroit Coinmen Defy Recession

By HAL REYES

DETROIT—General business levels are down in this typical Ohio river-industry city. Factory employment is notoriously low, the city and State are presented to the nation in periodical stories as centers of unemployment, and the cost of living is high.

The actual drop in business appears to be actually more pronounced. People are still spending for amusement in various forms, including coin-operated games and juke boxes. In fact, the outlook is fairly promising in these fields, contrary to a too widely circulated pessimism. People appear to be able to afford as well to actual conditions despite the current recession.

In games, for instance, collections were drastically down in February, according to a spot-check of operators and distributors. But every month since the turn of the year has shown a marked improvement. This result in games may well be one of the best volume is not up to normal.

The new machine picture is a muddled one. Like so much else in the coin trade, a general outside impression is one of depression. One distributor says, "To our knowledge there are no new games whatever available for new equipment coming in.

"Some operators are happy about this—they can get caught up with the bills they have acquired. There was a time not so long ago that the coin machines were coming out right in succession and it rather strangled the operators."

One thing, at least one new game has been doing well here, reports confirm—the new 92-inch six-pocket pool table. This game, distributors say, "has given operators a lift.

Detroit Coinmen Defy Recession

"No other new types of games appear to be coming here. In fact, operators of the standpoint is in a condition of the trade in this locality—often welcome, but sometimes frustrating to a would-be promotion-minded operator."

"The credit situation appears to be sound. Payments by operators are okay," a distributor says. "I talked to a 15-year-old last week and the young people have accounts at all the local banks, which is a good sign."

"Collections have been lacking the same for music and games. People in the city have been coming in to town for conventions and shows, and it will mean a real improvement in our business."

"This solid optimism appears to be fairly general. Thus, Mrs. Joseph Auon, of King Pin Equipment Company distributors, reports, "Looking ahead, I think conditions are improving."

"We have had a small spurt—in pool tables mostly. I think the boys are getting ready for spring time. Business is improving."

"Our sales have been fair. Operator payments have been coming through fine. We have had no delinquents at the bank."

"Yet realistically, looking at it from the operators standpoint, I think conditions are very much as represented by general conditions. This latter applies more to a gradual change in business, in which we are present."

"The weather is breaking."

Chi Coinmen See Signs of Recovery

By NICK BIRD

CHICAGO—Most operators here have had a poor year but there are promising signs of a recovery. Collections are either about even with last year or down a bit—as much as 15 per cent.

March, however, was the strongest month in about a year and the general outlook for the remainder of 1961 is optimistic.

One thing stands out in a spot-check of juke box operators made by Billboard Music Week last week. The higher class or better-neighborhood spots were hardest hit. The low-class spots in the streets seem to hold their own and business remained fairly constant.

This seems ironic, as it is the lower-income worker who has been hardest hit by the recession. Operators note, however, that the white-collar or upper-income groups tend to be more conservative. If they’re short on cash, they’ll stay home and play cards. But middle-income groups, on the other hand, have less of a variety of entertainment to choose from. If they’ve got any money at all, they’ll go out and spend it.

M. J. Proffitt, head of South Central Novelties, large South Side juke box operation, said his collections were off as much as 15 per cent from last year and that December was the worst month of all.

"We stopped our selling was picking up—"still under last year, but the latter part of March was much better," Proffitt said.

The general outlook, said Proffitt, was encouraging. "I saw a lot of business on the street this week that I didn’t see last week. But that summer expenditure, especially in construction, would help remedy this."

Proffitt said his biggest drop was in the higher-income bracket locations, especially the white-collar spots. The so-called "mass trade" spots with high traffic were keeping well.

An important development in Detroit is the disappearance of the coin trade from the downtown shopping center. The area has been established, offset to a small degree by the entry of a fair number of new operators. Casualties appear to be very few. A few operators have closed their doors, but the big routes have been consolidating and taking on the amount of small operations and the result is a concentration of ownership—more true in the music field than in games.

A disturbing situation is the trend toward locations taking up new games, particularly with a few names with no juke boxes. A leading operator put it this way: "You’re finding more and more percentage of requests for games—loans from locations—bills particularly. It’s getting to the point where operators are finding they can’t get their money out of other locations, and this is because of a lack of business."

They have to call a halt. The requests are far outnumbering the new games coming in.

To my understanding this is contrary to the Liquor Control Commission location regulations. However, many operators are doing it, and the bars are apparently exactly the same."

"Now that the $500 liquor license for bars is coming due May 1, they are asking for loans from operators. It is making quite a burden on operators.

"The liquor business, of course, is doing well. Operators are not complaining because business is good, but it is not as good as it was. There is a difference."

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Frank Padula, Melody Music, operating throughout Chicago, noted business was about 5 per cent down but that he was seeing signs of a pickup.

Better employment and the end of Lent were two factors cited by Padula as pointing toward recovery. He also cited a recovery in the stock market as encouraging.

Padula said operators—especially those who had been hardest hit in the better neighborhoods, while the locations in the poor districts were well ahead of the game."

Padula said his firm had lost a lot of spots—at least 20 per cent. "They’re not paying the $500 liquor licenses."

With business picking up, however, he expected this to end soon.

Mrs. Mary Gillikin, of Phonograph Service Corporation, was perhaps the most optimistic of all operators investigated. (Continued on page 60)
Ex-Southern Automatic Employees Not Affected by Royal Purchase

CINCINNATI—The recent acquisition by Royal Distributors of the local distributorship of Southern Automatic Music Company will not affect the way of doing business, according to the company's Regional Manager, Mr. John Weinfelder. With the acquisition of the local Southern distributorship, Royal will be able to offer the following additional merchandise: Bally, Chicago Coin, Fisher, Midway, Williams, and Games. In addition, the company is entering the Ohio and parts of Northern Kentucky and Eastern Indiana. The firm will continue to operate at its headquarters at East Third Street and will maintain sales representatives at 800 Broadway. According to Hoffman, the company is looking for larger showrooms.

Southern's distribution in Ohio and Kentucky has been affected by the acquisition, but the company will continue to maintain sales representatives at 800 Broadway. According to Hoffman, the company is looking for larger showrooms.

Ark. Operators Look To Greener Pastures

By ELTON WHISENHEUT

LITTLE ROCK—A number of music and game operators along the State are diversifying their operations into the growing vending field or in setting up various businesses in different areas to get a good sign of the economic health of the industry.

Here at Little Rock, Robert J. Kirsch, president of Kirsch & Holt Enrichment Company, is continuing a major expansion into the vending field. The company plans to operate their machines on the corner of 4th and Main Streets. The company has announced that they will place at least 50 machines in the downtown area.

D. J. Ashley, Globe Coin Machine Company, Little Rock, is completing a new 800 machine, 752 lane bowling alley, in addition to their new 800 machine, 752 lane bowling alley. They have been making a steady profit, and are planning to open a new 800 machine, 752 lane bowling alley in the downtown area.

At Lepanto, C. C. (Tuffy) Tillier, owner of Lepanto Novelty Company, is expanding his operation. The company has announced that they will open a new 800 machine, 752 lane bowling alley in the downtown area.

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At Little Rock, J. Earl Gill, Gill Amusement Company, has expanded into the food vending field. He is setting up equipment at various factory sites to vend soups, sandwiches, pastries, cold drinks, milk shakes, ice cream, hot foods, cold drinks, and cigarettes.

At Marked Tree, John Brunner Jr., owner of Marked Tree Amusement Company, has completed a new model, a pleasant, modern, smoking machine with the place for the vending machine trade.

At Stuttgart, Olmec Jordon, Amusement Company, is making a name in the vending field. They have opened a new 800 machine, 752 lane bowling alley in the downtown area.

At Tontitown, Harry C. Morris, owner of Morris Novelty Company, has opened a new 800 machine, 752 lane bowling alley in the downtown area.

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Anti-Pin Measure Fails in Maryland

WASHINGTON — The Maryland General Assembly has adjourned without passing anti-pin legislation requested by one State's attorney and without passing any legislation that would outlaw the pin machines in various counties. The Senate did, however, pass a bill providing $1 for each pin sold, and amending Prince George County's anti-gambling laws by including remotely controlled pinball machines.

William L. Kahler, State's attorney for Prince George County, had urged that pinball machines be outlawed here. He has continued for the same time that the presence of the machines gives the county a bad name. Kahler said that the state did not have authority under the present law to outlaw the machines.

The county delegation to the general assembly turned thumbs down on his proposal, and it died without action.

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MISSOURI BULK GROUP STARTED

CHICAGO—A State bulk vending association was set up by opera-
tors in Missouri last week—the sixth such group to be started in the
industry.
Jason Kortzi, Mary J. Yancing, Convention, Mo., is president of
the association which lists seven members to date on its roll.
The association has actively affiliated with National Vendors Asso-
ciation, the national bulk vending group, according to Don Mitchell.

N.Y. BULK ASSN.

To Meet Wed.

NEW YORK—The New York Vendors Association will hold its
regular monthly meeting Wednesday, May 10, at the St. Regis Restau-
rant, Queens Boulevard, Forest Hills.
President Roger Fels, a leading vending executive, will discuss the
association's situation at the Concord, Catskill Mountain resort, June 2-4,
in conjunction with the New York Automotive Retailers Association, or
whether to hold an annual meeting in September.

NORTHWESTERN TO HOLD OPEN HOUSE

CHICAGO—The Northwestern Corporation is holding an open
house for townspeople and local operators at its newly rebuilt plant
in Morris, III., April 19.
The plant is being held exactly a year after Northwestern's big
fire in 1963. The firm has since completely rebuilt its main
facturing facilities and is in full production on its leading lines.
The all-day event will include refreshments and tours of the new
facilities.

Eppy Bows Boot Series

NEW YORK—Samuel Eppy & Company, local charm manufactu-
ring company, this week introduced a boot series in row boat, speed boat and
cruiser variations.

NATE RAEK, right, of the Radio Coin Machine Exchange, Philadelphia,
recently played host to Sid Bloom, of the Oak Manufacturing
Company, of a showing of the new Oak line in Philadelphia. Local
operators saw the new Oak 25-cent capsule machine and the
new sanitary unit.

NAMA CLEARS UP GAMES ATTITUDE

admitting companies who also
operate other types of coin ma-
chines (provided such operations are set up as a separate company)
dates back to the founding of
NAMA. One of the founding
firms was Mills Automatic Mer-
chandising Corp., a wholly
owned subsidiary of the old Mills
Novelty Company.
The letter goes on to state
that "if a reputable music or amuse-
ment enterprise goes into mer-
chandising vending, and sets up its
vending operation as a separate
company, under a different name,
the vending company (not the current company) is eligible under
present policy for NAMA mem-
bership.

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March Collections Pick up in Milwaukee

By BENN OLLMAN

MILWAUKEE—As the first quarter closed, an upswing in the economy provided heartening news for coin industry members here.

Automotive factories in this area have begun to recall workers laid off earlier in the winter. The regular seasonal pick-up in breweries and other major industries here as the weather warms up has begun to make a dent in unemployment totals.

Beer City music and games operators and distributors admit that the first quarter of 1961 was a tough battle. Sharpest declines have been registered in the games department where local customer interest has dropped considerably due to poor weather and sparse promotional efforts.

The most cautious note came from Bert Bondilii, who said many of his stores had been hit hard by a storm that swept through the area. Sales that had dropped in collections were now picking up.

B.A.B. Novelties, who said collections were about even with last year but that he didn't expect the rest of the year to be too good. He felt business in general was down about 10% and that the next several months seemed to be getting better.

Bondilii was not preparing for the problem of new locations demanding outright gifts of between $500 to $1,000 from the Jake Box or game operator. He said this was keeping him out of spot deals that they would normally be willing to accept.

Bondilii added a lot of locations had gone out of business and some locations had closed 100% in locations of about 3 per cent.

Both Bondilii and Mary Gillette added that the lower-income locations were holding up best and the higher-class bistros were hardest hit by any deep in business.

Mid-South Business Steady

By ELTON WHISEN HuNT

MEMPHIS—Eight months ago, this recent month has slowed payments of accounts from operators to distributors, but operators' business in the Mid-South remains strong, although business is down, collections are not.

Operators' gross revenue is about the same now as it was a year ago. Several operators who were spotted checking receipts and distributions this month said collections from lower operators now compared to a year ago.

Edward H. Newell, Os-Matt Amusement Company, operator of Clement Hall in Memphis, said about the same now.

"With pretty weather now and many people going back to work, particularly in farming and the construction business, there is not a lot of people not playing," he said.

"Yet, with winter and some people out of work, they stay inside and my machines get good play. The mystery is the way the machines work, where do they get the money to play the machines?"

"It is an interesting paradox. The winter—December, January, February and even March are my best months. There is a slump in summer."

"In the Mid-South area generally, there is always a pickup in business around Christmas time and in the fall when it is chopped, and later when it is harvested."

Newell has a medium-sized phonograph and game room route, reports average per phonograph weekly revenue of $10, with $8 to $9 on shuffleboards and pins. Newell, who said he was not particularly down on collections, had collections from Bodenheimer, Bodenheimer Amusement Company, report business as the same this time last year with contracts and steady business from customers. Newell reports a new game going for him—Peltel Games.

Bodenheimer said: "For years I have been saying I don't see how business is going to hold up, but it always does. The location owners sang the blues about so many people being unemployed, but there's always money in the machines.

"None saw any great demand for stereo phonographs; Bodenheimer has none. Canale and Newell have some, but do not see any increased revenue from them."

From the distributor side, George Sammons, president of Sammons-Pennington Company, and Charles V. McVey, general manager of Southern Amusement Company, says payments are slower from operators than a year ago.

"The money in recent months, they said. Sammons said saying that was no more than 25 per cent. "It attributes the slow payments to the war and the higher taxes we've had this past winter," Sammons said.

"He said sales remain good as this time in 1960 and expect the money situation and the war to be the biggest barrier in opening "up" anything, even games.

McDowell says contract payments are kept current, but open account payments are lagging behind what they were a year ago. Reason, he says, money is tighter, operators are obligated to make contracts. But less money or higher operating costs, they can't keep open account payments up to date.

West Coast Operator Credit Good

By SAM ABBOTT

LOS ANGELES—Music and game operators are meeting their payments on conditional sales contracts and distributors and jobbers are confident that things are picking up in this area.

The supplying firms are in agreement that conditions are not bad in the credit line because most of them know that the operators are paying on time and that the sales are being made on the pre-sale stage when the agreement is set to fix customers.

Those who handle the credit for these firms also point to another factor in selling in this area: The West is fast to feel a recession and the first to come out of one.

Jim Crosby, credit manager for the Seaborg Distributing Company, said he was not experiencing any difficulty with payment. He added that the number of representations was at the same level as last month.

William R. Hoppel at Badger Sales, distributor for A.M.I. said that business was rolling along well. "We have had a nice traffic of buyers," he explained. "This has brought good business with those who have in the need of equipment yet to come in, they will be around and this will be plus business. It looks good to me."

Roy Barry, manager of the Wifilter Company, said that sales at this time are far ahead of the same period last year. Barry attributed this to a large holiday season.

At Paul Lamyn, Inc., which handles the Rock-Ola phonographs, said that sales were up from last month with loading of other distributors. His business, he said, had increased within the past two months, brightening the outlook for the future.

"Collections are running the same," Hank Troick of C. A. Jones, told U.S. Distributors. "We are conservative and issue credit cautiously. And, too, we operate a small, all-employee staff, and the phones are handled from headquarters. There is some improvement. I would say, I believe, the industry is showing more stability.

Two local operators who had anticipated tough sledding the first quarter of 1961 reported that collections were considerably above anticipations. And while there cases are not atypical, they show as indication that business is on the upswing.

Jack Gutierrez operates music and games in the Big Bear resort area—a skiers haven in winter and good fishing country in spring and summer. The past year in this area had little snow this year, business has actually picked up. And despite the fact that the waters have not been as large as in 1960, Hemphill's First National Music recently moved in to Big Bear.

Both operators report that in recent weeks 22-foot shuffleboards, six-pocket pool tables and eight-foot shuffle alleys machine in locations. In some instances, these reports some are using is bringing in more revenue than theAltas.

St. Louis Tradesmen Holding Own

By JOHN MICKS

ST. LOUIS—Game and music operators in this area are optimistic about business conditions and conditions in general in the next few months, specifically because construction and other outside workers will be back on the job when pleasant weather becomes the rule rather than the exception. Their thinking is that more jobs will mean more money in circulation, with the result that more will be spent on recreation and amusement by location customers.

Collections have been somewhat slow, but this does not mean that operators feel that they have been severely hit hard by the present unemployment. Local operators are finding their business is not being greatly affected by unemployment rolls in the St. Louis area. By and large, opera-
Press Invited To Milwaukee Assn. Meeting

CHICAGO—Representatives of the daily press in Milwaukee, Wis., have been invited to learn the truth about the coin machine industry, at a special meeting of the Milwaukee coin machine operators association, tonight (19).

Lou Casada, president of the Coin Machine Council, public relations arm of the coin machine industry, will address the group.

Casada will outline the aims of CMC and its effort to present an accurate picture of the coin machine industry to the general public.

INK BUILT

The coin machine industry recently took a beating in a series of "expose" articles done by one of the Milwaukee papers. Although giving most of the operators there a clean bill of health, the articles were filled with innuendo about the industry being filled with questionable elements.

Tonight's invitation to the press was given by the Milwaukee association's president, Sam Hastings, who welcomed all questions. The meeting is slated for Milwaukee's Ambassador Hotel, 8 p.m.

The tour to Milwaukee by CMC is part of a general membership drive being conducted by CMC throughout the country. Casada, together with Earl Fishberg, Public Relations Board (public relations counselors for CMC), recently completed a trip through the East that was termed very successful.

BILLY RAY

The current tour, starting with Milwaukee, will take the pair into Indianapolis, Ind., Tuesday (18); Louisville, Ky., and Cincinnati, Wednesday (12) and Columbus, O., and Toledo, O., Thursday (13).

Setting up the tour in each city are: Indianapolis, Sam Weinberger, Southern Automatic Music; Louisville, Lee Weinberger, same firm; Cincinnati, Joe Westerhaut, Royal Distributing Company; Columbus, G. L. Hopkins, Century Music; and Toledo, Ron M. Bettinetti, Toledo Coin Machine Exchange.

Operator's Daughter Cited

MEMPHIS—Linda Newell, 19, daughter of Mr. and Mrs. Edward H. Newell, was honored last week by being selected to represent the N.B.C. (North America Club) of Memphis as its lady-in-waiting during the Cotton Carnival in May. Newell owns Or-Matt Amusement Company, game and phonograph operators.

GERITZ IN DARK ON HIS STATUS IN AMI PICTURE

DENVER — Pete Geritz, veteran distributor here, is "sitting it out" while waiting to see what effect the recent Row-Ami changes will have on his Mountain Distributors. Continuing business as usual, Geritz has no knowledge to date as to whether the newly designated Ami Distributors, formerly R. P. Jones Company, will buy him out, assign him to a territory, or otherwise. A busy one-stop with many other stores besides Ami, Mountain Distributors can operate indefinitely "as is," according to Geritz. Although he has been hospitalized twice in the last six months with serious operations, Geritz wants to keep active.

Mountain Distributors operates a large route in Wyoming along with distributing activities on phonographs, games, records and specialties. Geritz had been an Ami distributor for several years.
WANTED TO BUY

BALLY BINGOS, GOTTIEB AND WILLIAMS PINBALLS

WILL PAY CASH OR WILL TRADE

REDD DISTRIBUTING CO.
126 LINCOLN STREET
BOSTON (BRIGHTON) MASSACHUSETTS

FOR IMMEDIATE SALE

No reasonable offer refused. Will sell whole deal cash or separate.

1 Chicago Coin Basketball
2 Chicago Coin Baseball
2 Chicago Coin Rummy
2 Chicago Coin Pinball

DEALS WANTED:

Ballards
2nd Place
Gottieb

S E U B E R G
225.........$895.00
201D.........775.00
100T.........325.00
3W1 Wallbox..........47.50

SEUBE R G HEADAWAYS
HC200..........$350.00
HI 100W........250.00
HM 10D.........75.00

AM I LIKE NEW 100 SELECTION
...$750.00
LIKE NEW 200 SELECTION
...$1000.00
CONTINUOUS
...$1400.00
WRITE I-2000
...$2000.00
H-200E.........305.00
E-125...........135.00

WURILLETTE
2520.........$449.00
2250.........$350.00
2000.........$275.00

CIG VENDORS
SEUBE R G 6-1.........$249.00
EASTERN MARK II
22 cts........99.00

Terms 1/2 deposit required.

St. Louis Operator Is Robbery Victim

ST. LOUIS - A column was robbed and games and music machines were looted in separate raids over the weekend in St. Louis.

Domestic Kahabaz of A-1 Third Street Amusement Company reported to police his automobile had been stolen between 10 and 1:30 o'clock on a Friday night while he was leaving his place of business on a lot at 1200 South Twelfth Street. He was returning the following Sunday at 8:30 p.m. by police.

Missing were four canvas bags carrying $900 in coins, an operating machine valued at $100 and a spare tire. Police recovered the automobile in the 250 block of Osage Street after reports were received that someone was tampering with it.

Later during the night that Kahabaz's car was found, three men took an unattended urn from a joke box, bowler and cigarette machine and cash register in the Ridgeway Bar, 5114 Ridge Avenue. The men beat up bartender Leo A. Avetta, who is sleeping quarters in the rear of the tavern.

Avetta, brother of tavern owner Austin, was awakened by the men beating him about the face. He was tied up with a belt, necktie and pillow case. Leo Avetta, who is hard of hearing, did not hear anyone going around the front door of the location. He freed himself about an hour and a half hours after the attack and called police. The bartender suffered scratches on the head and eyes and a lacerated lip and was taken to Homer Glen Community Hospital in serious condition.

The robbers also took a radio and electric shaver, and ransacked the establishment before fleeing.

when answering ads
Say You Saw It in
Billboard Music Week

---Continued from page 55---

Bucks's Modern Music Company also operates a recording rack jobbing operation:

"Games need more promotion," said Joseph Solomon, head of J. B. Music Company, "Merchants who are induced to promote equipment more than is the minimum demand from the local field." ... Sal Larran, who celebrated his 27th birthday yesterday (2), said he plans to begin to improve in the last two weeks.

Sal is route manager for J. L. Music Company.

Bob Shadr

OUT MINNESOTA WAY

The increasing number of vending machines which take coins was given by the Federal Reserve Bank in Minneapolis as one reason for recent shortage of coins in the territory. The bank ships coins to member banks in the Ninth Federal Reserve District several times during the year. In the normal course of circulation, the coins can be expected to return. Last year, shipments from the bank exceeded receipts by $3,500,000. The reason people need and are carrying more coins, especially pennies, than ever before.

Bob Crosby, who was in charge of Sandler Distributing Company's shop in Des Moines, has joined the Eum's Music Company as a sales engineer. He will call on operators and assist in their service problems, according to Irving Sandler, president. He recently returned from a vacation in Miami Beach where he called on Eddie Trumpkin, Wurlitzer distributor in Florida, and conferred with A. D. Palmer, Wurlitzer advertising and publicity manager. Sandler set up some new promotional plans for the year.

"Niles" Peterson, operator at Oceola, Wis., is confined to a hospital in Oceola with pneumonia. ... Oute-State operators who have been in the Twin Cities recently include Julius Koers, Rapid City, S. D.; Leo Run, St. Cloud, Minn.; Harry Anderson, Frederick, Wis., and Will Buck, Mountain Lake, Minn., ... Fot O'Neill is the new shipper at All-Record Sales, Minneapolis one-stop. ... Erna Spiegel, secretary of Sandler Distributing Company, was married April 1 in Lidgerwood, N. D.

Jack Karter of Midwest Novelty Company, St. Paul, bowled a 264 average for six games in the recent Tropic Club, Minneapolis, bowling tournament held in Minneapolis. In the singles event he hit a 645 score. Karter recently completed his 500th sale of a shop in the rear of his building at 777 University Avenue, St. Paul. This shop represents a new store front and is improved and the latest tools and is comparable to facilities of the distributor's main headquarters.

With the advent of spring weather receipts have picked up in the Twin Cities operators. ... Jay Jaffey Advertising, St. Paul, has been hired to handle advertising for Depoe's Music Company, Minneapolis. ... Harold Lieberman, president of Lieberman Music Company, Minneapolis, and his wife are continuing their tour of Africa. ... Ted Lam of T. J. E. Sales, Minneapolis, is back at work part time after being hospitalized.

Don Lyons

MILWAUKEE MENTIONS

It was a costly bowling game for Ken Katlow this week. While he was in a bowling alley, some thief broke into his car and made off with $100 in cash, credited for his route sale. Ken, who is Frank York's city manager, Geiger Automatic Sales, will become the father of the bride in May. Don Nelson, district manager of St. Mary's nursing home, Rochester, Minn., will be married on May 20.

A sure sign of spring, says Sam Hastings, Hastings Distributing Company, is when certain Northern Wisconsin operators stop around to look at used machines and used games equipment. This is the policy of Wilmer and Al, Two Lakes, Wis., operator of an amusement arcade in the resort area. The boys call and make sure you are getting the best of summer equipment was Harry Chisholm, veteran Waldos, Wix, operator.

Joe Pelfigino, P & P Distributing Company, will celebrate the graduation of his son Tom from the Marine University School of Engineering. ... Asher Rubin, Automatic Merchandising Corporation, has been married a year in 1963 Jewish Welfare Fund Drive. ... Midwest Novelty Company has scheduled its Rock-Ola service school for Monday (10) and Tuesday (11) at the firm's new headquarters. ... Jack Barabash and Sales Representative Leo Reich, both of Chicago.

According to John Plump, Bay Music Center, the Music Industry Golf Outing will be held September 13 at the Fort Washington Country Club. ... Route receipts are at a lowebb, reports Geake, G & W Novelty Company. Baseball games, he adds, are not providing the expected profit. ... Ten Hecht, H. G. Amusement Company, became the father of a daughter recently, his first child.

South

AMBLING ABOUT ARKANSAS

Hot Springs: The boom season is in full swing, with people from all over the nation in town for the horse races and conventions. Mrs. John Marks, Phil Marks Coin Machine Company, says the two extra weeks of horse racing has made it a successful season for him. The Legislature passed a low extending gaming rights from 30 to 40, and counting a weekend it put folks in town an extra two weeks.

More on Hot Springs: J. Earl Gill, Gill Amusement Company, reports a busy week. He is expanding the operations of Lewis Novelty Company, reports top business, with folks from New York to California in town. "One of the best seasons we've ever had, if not the best," he said. ... Dunne Fauh, Fauh Amusement Company.
Europe News Briefs

France Lowers Coin Tariffs 5% PARIS—France is lowering tariffs on U. S. coin machine equipment by 5% per cent. At the same time the French have completed dismantling of restrictions on coin machine imports. The combination of the tariff reduction and ending of all import restrictions is expected to stimulate U. S. imports substantially. Industry sources explained that French importers are in the process of a mass replacement program which, in many instances, involves equipment dating back to the last war. The government's measures are expected to accelerate this program and gain a bigger share of the market for U. S. equipment. Most encouraging from the standpoint of the U. S. manufacturer is the fact that France appears to be veering away from her policy of extreme protectionism. In addition to slashing tariffs (some as much as 10 per cent) the government also ended domestic price controls. The complex of measures was taken, the government said, to put French industry under pressure to halt rising price levels. Prices have been rising at a rate threatening France's export market. The tariff cuts just announced, which became effective April 1, apply to France's five Common Market partners automatically. The Common Market countries—France, West Germany, Belgium, the Netherlands, Italy, and Luxembourg—are scheduled by treaty to lower tariffs among themselves by 10 per cent on December 31, which will bring the total reduction since 1959 to 40 per cent.

Coin Den Set for Swiss Fair BASEL, Switzerland—The 45th Swiss Industries Fair is expected to attract well over 100 coin machine and coin-operated equipment exhibitors from at least 12 countries. The coin machine manufacturers will include representatives of new electronic components, especially miniaturized production in keeping with the precision product theme of the fair. The fair will run from April 13 to 25. All told, 2,300 exhibitors will participate. Main attention will center around the exhibit of new vending machines and equipment being developed on the Continent. There is also considerable interest in new mechanisms for juke boxes.

Coin Units Aid Tourism HEIDELBERG, West Germany—West Germany's labor shortage is stimulating the automatic coin machine industry through coin machines, Coin machine "gaiders," at the drop of a coin, reveal facts and figures of points of interest. By setting on the dial, the patron has a choice of English, German, French, Dutch or Italian. The machines are spotted at each point of interest, and those here so far this season indicate a potential market running into the tens of thousands. The machines are relatively simple to build and service, consisting of a tape recorder. Moreover, the machines are advantageous over a guide of reproducing songs and other sound material connected with the tourist theme of a particular locale or battlefields, for example, the machines reproduce the thunder of cannon and cries of battle. Coin machine tourists also has produced a growing demand for coin-operated telephones. Several hundred new coin telephone sites are being opened this season along the main routes. The most famous—and original—such site is at Travesneau, near Luebeck, where coin telephones are available for the Communist troops and civilians of the area. The Communist authorities beginning to erect electrified wired wire barricades along the frontier, and this construction activity has boomed the coin telephone trade.

Bulgars Order Juke Boxes VIENNA—Communist Bulgaria has ordered 15 juke boxes from Siemens for distribution to its communist regime. Most of the boxes are to be placed in the new hotels built by the West Bulgarians and Russians on the Black Sea. Bulgarian tourist officials report that visitors to the Black Sea resorts have increased from 18,000 in 1956 to 200,000 in 1958. There are new juke boxes in all the leading Sofia tourist hotels, and Elvis Presley records are receiving top play, according to the Bulgarians. Bulgaria's purchasing mission just here to buy the 15 juke boxes. The mission took back a shipment of the latest Presley platters, remarking, "You're welcome to listen to anything you like in our juke boxes. We have nothing against Presley," Tourist visa enabling visitors to travel around Bulgaria are now freely available from Bulgaria's foreign embassies and legations.

For Sale

Barnett Coin-op Service Equipment

SAULT STE. MARIE, Mich.—A special sale of coin-operated equipment for employees of Lock City Music Company was held here recently by the newcomer in the coin machine business here, organized six months ago by Anthony Rogers, who also attends the school sessions.

C. B. Ross, a field service engineer, conducted the classes. Also on hand were James Hunter, North Trumbull, N. Y., Wurlitzer distributor; Harry Jacobs Jr., Milwaukee, United Coin Inc., Wurlitzer distributor. Students included Cecil M. Zenz, service manager of the new firm, and route men Gil Zenker, Don Tibbet and Joseph Gray.

"Joe is Going Fishing" Joe Weinberger, who has been associated for 32 years with his brothers in the Southern Automatic Music Co., Inc., is retiring.

We are all sorry to see him leave.

However, we are happy to announce that ROYAL DISTRIBUTING, INC., of Cincinnati will supply the operators in the same territory formerly served by Joe through his Cincinnati office of Southern Automatic Music Co., Inc. ROYAL will do everything with the same spirit and service; the A.M.I., United, Gottlieb and Automatic Products lines, as well as their own.

We know that Royal will have a fine policy and will co-operate with you as Joe has.

Southern Automatic Music at Louisville, Indianapolis, and Lexington will remain in business and will continue to serve their customers in the same territory as previously handled by them.

At Louisville, it is Leo Weinberger and Jimmy Cheek.

At Indianapolis, it is Sam Weinberger, George Burch and Fred Allen.

At Lexington, it is Homer Sharp and Frank McMullan.

May we at Southern express our thanks to all of our friends in the Cincinnati territory for the past splendid business relationship and extend our very best wishes for your continued success, through your future dealings with our friends at Royal Distributing, Inc.

SOUTHERN AUTOMATIC MUSIC CO., INC.

LOUISVILLE • INDIANAPOLIS • LEXINGTON

Distributors for Auto-Photo

ROYAL

222 E. 3rd St., Cincinnati 2, O.
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Distributors for Auto-Photo

Bally Chicago Coin

Boley Fischer Gold Medal Products

Glidden Midway

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United

Give-A-Way Sale... Lowest Prices Ever

Games

Bally ARC Bumper Ball 55"
Bally Space Invaders 75"
Bally Space Cruiser 85"
Bally Space Invaders Bumper Ball 55"
United Space Invaders 75"
United Space Invaders Bumper Ball 55"
American Vending Co. 60"

Sellers Coin Machine Center

The Cincinnati Coin Machine Center

American Vending Co.

3417 Cassie Ave., Indianapolis 3, Ind.

AMERICAN VENDING CO.

GIVES 25 FREE COIN machines to its customers

3417 Cassie Ave., Indianapolis 3, Ind.

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AMERICAN VENDING CO.
BUY METAL TYPERS
VENDING ALUMINUM DISCOUNT COIN

WHY?
1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY $10.00 DOWN

Ữ STANDART HAVARD METAL TYPER INC.
1211 N. WESTERN AVE.
CHICAGO, III, U.S.A.

M. S. GIESER
Sales Manager

EXPERTS IN EXPORTS

BINGO

1211 N. WESTERN AVE.
CHICAGO 22, III.

Lyric Mi
Continental

the styling of tomorrow
for more play today

CINEMA MACHINE EXCHANGE

COIN OPERATED GAME ROOMS

 Completely Equipped

THE WORLD'S LARGEST SELECTION
OF COIN OPERATED MACHINES
FOR PACHISLO, FOLIO, SLIDE SHOWS, ETC

Write for Free Catalog

MIKE MUNSEY CORP.
215 10th Ave., New York, N.Y. 10011

THE BEST FOR LESS

PHONOGRAHS

AM-70-60 $ 50.00
AM-71-120 $ 95.00
Seeburg Model C $ 225.00
Wurlitzer 2110 $ 600.00

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Pointmaker $245.00
Circa Drops 90.00

ARCADES

C.C. E. $65.00
Bally Strike Bowler $95.00
Bally Magic Shuffle $65.00
Unlimited Simulated Bowlers $295.00

Call, Write or Cable
GLEN LEW

SHOW IN
SHOWBOAT

A NEW SINGLE PLAYER

GOTTLEB

- New College Tomorrow's Design
- Non-Collapsible Design
- Made in U.S. A.
- Easiest Game for New "DOU-MATCH"
- Extra Large Lighted Glass Base
- Large Figure Shows Games in Action, Entire Base of Play Field

Order Today!

SPECIAL OF THE WEEK
Daily at
SHUFFLE ALLEY $1.65

COMPLETELY RECONDITIONED

WANT TO BUY
MICROPEX PILEHEADS
GOTTLEB CHALLENGER-"WIDE TRIM"
GOTTLEB "SPINNER"
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GOTTLEB "SUN-COMB"
GOTTLEB "UNLIMITED"
GOTTLEB "HERO"
GOTTLEB "AMERICAN HERO"
GOTTLEB "PACER"
GOTTLEB "PACHISLO"

RING YOUR OWN BELL

Rush Your List!

GIVE TO DAMON RUNKIN CANCER FUND

Rowe-AMI to Set Record on Exhibit Space

CHICAGO — AMI and Rowe equipment will be shown in the largest booth ever taken by a single company at the May 15, 1961, Coin Machine Show. The firm's line will take up the entire corner of the convention floor—a space equal to 26 one-room booths. Show will be the AMI line of juke boxes and background music systems, Rowe vending machines and ART bill changer. Jack A. Duvall, Rowe-AMI Sales Company vice-president, said the firm wanted to have enough space to demonstrate its full line of equipment, and that the decision was arrived at as a result of the expression of company's contact and support of the independent operator.
Colorado Business Improves

By Bob Latimer

DENVER—Collections have been surprisingly on the upgrade for phonograph operators here since the turn of the year, encouraging numerous operators to buy new equipment early instead of waiting for the peak season.

Such veteran operators as Johnny Knight, of Skyline Music Company, attribute the 10 per cent increase for May 1961, as compared to May 1960, to the fact that the recession which hit the East has not made itself felt particularly in Denver. Lee Wysczar, of Lee Music Company, games specialist, reports collections up only around 5 per cent, definitely encouraging operators to buy and do not merely wait and see, as they have been doing reporters collections down, and even in the industrial sections of the city the takings isn't down over 1960.

The collection picture for the next few months looks rosy, according to such distributors as Mike Sivo, of Druco Sales Company, and Pete Geriz, of Mountain Distributors. A good tourist year has been forecast by early hotel and motel registrations, advance sales of fishing licenses and similar barometers. There is always a drop after June 15 when Denver's horse racing and greyhound racing tracks open, siphoning off much of the tourist market, but this is a problem now 10 years old.

While distributors report that operator equipment payments are running about 25 per cent higher this year as compared to last year, the optimistic trend is said to be due to the fact that dealers are more evident in Pueblo, Colo., an industrial steel producing city which has suffered from long, protracted strikes throughout the year. Operators have been more successful in getting labor into their plants in a few cases where operators have not diversified equipment or types of locations efficiently.

"The operators' credit standing isn't affected by slow payments in such instances," one distributor pointed out. "We have been able to get payments on time from operators in areas where we are not diversified, and in other areas where operators are diversified, we have been successful in getting our money from them, and that is the most important thing in our business."
Canteen Int. Plots European Expansion

By OMER ANDERSON
FRANKFURT — Automatic Canteen Company of America is laying the groundwork for a vast overseas operation aimed at dominating both the manufacturing and operating fields of the European market.

Europeans are almost awed by the scope and scale of Canteen's planning, which is altogether in the German tradition of Grundlichkeit — thoroughness.

Canteen's overseas subsidiary, Canteen International, is moving simultaneously in a number of directions—of directions.

Canteen appears to be carrying out a carefully co-ordinated program aimed at encompassing the American coin machine giant in the Continental market before the competition materializes.

At any rate, this is the impression left by a visit to the Canteen plant at Neu Isenheim, which was acquired from a German concern, Toromat, 18 months ago.

Expansion

Already, Canteen has tripled the floor space of the Toromat plant, has rented an additional 15,000 square feet of space, and has acquired the equipment of a large competitor, making the Toromat property sufficient for the existing demand and a generous amount of production capacity.

Canteen now has the land to expand its production and supplying facilities here almost indefinitely, possibly to 500,000 square feet of space.

Neu Isenheim, a Frankfurt suburb, will become the main European Common Market production base for Canteen. The Toromat plant is assembling AMI jule boxes, continuing to build Toromat boxes for the Continental market, and reconditioning vending equipment.

Vending Machines

It is planned, in addition, to manufacture Rowe vending equipment at Neu Isenheim and another line of vending equipment tailored for the European market. Furthermore, there are plans to establish Neu Isenheim as the center of Canteen equipment research and development on the Continent.

Canteen's operation at Neu Isenheim is taking advantage of the reservoir of German scientists, engineers, technicians and skilled labor. German technical skills make this country a natural center of scientific research and development.

Wage scales are sufficiently low that those in the U.S. to make Continental manufacturing attractive to American industry on an ever-expanding scale.

In fact, experts at Neu Isenheim say U.S. and European production, as illustrated by the AMI operation here, tend to be complementary, AMS mechanisms and mass-produced stamped metal sections are sent here for bonding with German-produced components.

The result is the "optimum cost factor" box, a jule box honed in the U.S. experience in mechanisms production and U.S. mass production techniques with German handcrafting skills and generally lower labor costs.

Toromat Profitable

Shrewdly, however, Canteen is striving to preserve the essential European Common Market production base of the Toromat operation. Therefore, production of the Toromat jule box is being continued (in fact, Toromat is a money-making production enterprise) and vending equipment will be produced especially for the European market.

Canteen has has established a new foot in each of the rival trading blocs—on a larger scale in Europe as well as the European Community, and Canteen is pressing the simultaneous expansion of manufacturing and operating.

In a single recent week Canteen International acquired 36 firms in England, Germany and Sweden, all of which, well-established firms in Europe. Canteen acquired full control of Rowe Automatic Machine, Leeds; in Germany, Helmut Rehbach, Hamburg; and in Sweden, Automat Forsvarening - AB, Stockholm.

In West Germany, Canteen already has operations in Frankfurt, Wiesbaden and Munich, in the Ruhr. It is establishing operations in Cologne, Bochum, and Stuttgart and, in Hamburg, expanding the Rehbach operation to include the complete vending operation in the Hamburg area.

Canteen Benches

Further illustrating the scope of Canteen's planning for a completely integrated European operation, the firm has just added "Canteen Benches," in Antwerp, Belgium, the European coin machine shipping center.

Canteen Benches will provide complete full-line vending services throughout Belgium and expand it to Holland.

Canteen International expects its sales in England and on the Continent to top $4 million this year, and this figure is regarded as only the beginning.
THE HORSE THAT GOES PLACES...
NOT A JIGGLE OR SHAKE RIDE
Sensationally NEW...TRAVELS
Can't be pushed into corners...COMMANDS
PRIME LOCATION!

WESTERN TRAILS

World's FIRST
Greatest Coin Operated
TRAVELING Kiddie Ride
MULTIPLE COIN CHUTE for MULTIPLE RIDES

IT'S A HORSE...PROVED TO BE ONE OF THE GREATEST
MONEY-MAKERS...NOW IT TRAVELS

★ The original TRAVELING Kiddie Ride.
★ Horse—molded fibre glass.
  Beautifully airbrushed for naturalness.
★ Jet-type heat treated aluminum Carriage in gay
  California colors. Hood hinged for easy servicing.
★ Base: Fibre glass covered for weather resistance
  -14' x 4'.
★ Corral: California Redwood.
  Western cattle brands burned into railings.
★ Genuine all leather Saddle, Martingale and
  Bridle.

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660 North Broad St.
Polar 8-6465

BANNER SPECIALTY CO.
1500 PNW Ave.
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Clark 1-9373

BILOTTA ENTERPRISES, INC.
224 North Main St.
Newark, New York
O'reilly 1-1875

FIRST COIN MACHINE EXCHANGE
1700 W. North Ave.
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Dickens 2-5500

GENEBRAL VENDING SALES CORP.
219-221 W. Noble St.
Baltimore, Md.
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REDD DISTRIBUTING CO.
219 Lincoln St.
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AL 4-2426

RUNYON SALES CO.
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SOUTHERN AUTOMATIC MUSIC CO.
725 S. Brook St.
Lauderdale, Ky.
JU 5-5594

TARAM DISTRIBUTING CO.
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See your nearest Distributor or Write, Wire or Phone
THE LEADER IN NEW KIDDIE RIDES

Southland Engineering, Inc.
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Bally ANNOUNCES NEW BARREL-O'-FUN

IN BRILLIANTLY Styled NEW CABINET

All the money-making features of original BARREL-O'-FUN... including combination high score and light-a-line play-appeal... popular Super-Lines... earning power up to 6 coins a game... now built into a brilliantly styled eye-catching cabinet. Available in replay or non-replay (FUN-SPOT '61) models... now at your Bally distributor.

Smartly styled but practical, new streamlined cabinet permits under-panel service without pulling game away from wall. Backglass is easily removed from front for convenient replacement of lamps.

NEW TUFF-KOTE PLAYFIELD FINISH

"AUTO-MISSION" COIN-DIVIDER
STANDARD EQUIPMENT

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Now **Chicago Coin** Brings You **ALL 4 in One New Bowler**...

**ALL STRIKE BOWLING**
Strikes Only — with Bonus Feature!

**FLASH-O-MATIC BOWLING**
Exciting High Scoring Feature!

**New 300 CHAMP**
with "glowing" RED PIN
Continuous Strike Feature
Plus Red Pin Bonus!

**PRINCESS BOWLER**

Look!
New "FLOOD-LIGHT" Illumination!
Gives Brighter Pin Lighting from 2 Standard 60 watt bulbs beneath hood in steel reflector shades!

When You Think of Profits Think of Chicago Coin Games

Modern New **SIX GAME**
**"PRO" SHUFFLE BOWLER**
Imagine — 300 Champ; Flash-O-Matic; All-Strike; Red-Pin; Light-O-Matic and Regulation Scoring for the same price as many 2-game bowlers!

**RAY GUN**
New — TRANSISTOR Type PHOTO ELECTRIC CELLS
New Modern Circuitry — NO AMPLIFIER!
FITS ALL LOCATIONS — Minimum Space 6 Feet! Maximum Space 15 Feet!
20 SHOTS 10¢ — POSSIBLE 100 BONUS SHOTS!

*Chicago Dynamic Industries, Inc.*

1725 W. DIVERSEY BLVD  CHICAGO 14, ILLINOIS
Greatest Profit-Producer Since Stereo

WURLITZER

TEN TOP TUNES PLAY STIMULATOR

To the already high earning power of the Wurlitzer 2500 comes another exclusive feature that means even more money for you—the Wurlitzer Ten Top Tunes Play Stimulator.

One easily installed button, plus an automatic plug-in selector unit, makes it possible to offer a MUSICAL BARGAIN—ten top tunes, programmed with location or area favorites, for a fifty cent coin.

On-location tests have proved the Ten Top Tunes Play Stimulator is a phenomenal extra profit-producer.

See it in action at your Wurlitzer Distributor's. Learn how it is priced to quickly pay for itself. Talk with operators who are enjoying its profits. Then get Wurlitzer Ten Top Tunes Play Stimulators working and earning for you.

LOOK TO WURLITZER FOR LEADERSHIP

THE WURLITZER COMPANY · Established 1856 · NORTH TONAWANDA, NEW YORK