Sales Meets at ARMADA Set

NEW YORK — Manufacturer-distributor meetings will be held by Atlantic, Cameo, Vee Jay, Time, United Artists, Jubilee and Stern. In the exhibition, with the exception of the ARMADA annual convention at the Diplomat Hotel, Miami Beach, Fla., June 26, Atlantic will hold its meet Saturday, June 26, at 9 a.m.; Vee Jay, June 26 at 5 p.m.; Time, Records Club Club, Inc. in New York, and the U.S. Radio, June 28, at 5 p.m.; Jubilee, Thursday, June 27, at 5 p.m. The convention itself will take place June 26 and 27.

Meanwhile, ARMADA President Art Talmadge notes that the new affiliate membership classification has been verified and applications are now being accepted from all tradesmen, who feel the confusion in the business. First member accepted under the new classification was Hill Lithograph Corporation and Robert Kerr's Tele-Tone Corporation.

Cap's Subsidiaries In Executive Shifts

Hollywood—Changes made in the morning’s meeting of Capital Records subsidiary firms include the naming of Geoffrey Rabin as Capital Records, Don Blevins as Capital Records, Inc., and Vice President and General Manager of Capitol Records, and the promotion of Donal Bely as Executive Assistant to the President of Capitol Records.

Rabin was resigning from Capital Records vice-president, effective September 30, but in addition to handling the Canadian subsidiaries, he will continue to direct the business of the subsidiary companies.

Mcraperday, who has been named President of Capital Records, Inc., will continue in the same capacity, in addition to his responsibility as President of Capital Records.

Mcraperday’s resignation was effective immediately.

Levy to Promote King-Lois Firm

NEW YORK—George Levy has joined Sydney Nathan’s King-Lois publishing companies in a general management capacity. Levy will be active in the promotion, expansion, and marketing of the King-Lois and affiliated publications.

The 22-year veteran of the music industry will also continue to operate his own Pandora Music.

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New Victor Series Debs With ‘Dolce’

NEW YORK—RCA Victor will debut its new International Series under the direction of the International Lusign Department Vice-President Currently in Italy, the series will be distributed from the hot Italian movie, "La Dolce Vita," which has been released in Italy by RCA Italiana, and will be issued the first week of May. Music material will be recorded by two of the world’s most popular performers, Nino Roatta, and Franco Ferrara, who are scheduled to appear in the film. The series will be distributed by RCA Victor in New York last week to impress reviewers.
London Gets States' Distribution Of Durium Disks, Lands Brit. Hit

NEW YORK—London Records set two important new deals last week, the fruit of stepped-up foreign operations. On the one hand, Les Harrington, the firm's vice-president and general manager, signed a six-year exclusive American distributors' deal for Durium Records of Italy, a job with a dollar volume of $2 million. On the other hand, Harrington and his]):...
Foresee Thriving Disk Mkt. in South Africa

LONDON—A limited but thriving record industry with great potential for further growth is the general change-over to microgroove disks that is taking place in South Africa, according to the British music manager, W. P. H. M. Emery. The demand is soaring, and the disks, which are currently made in South Africa, are expected to become more widely available in the future.

Walters, who is stationed at the U.S. Embassy in Pretoria, is responsible for all record sales in South Africa. He estimates that the market is growing at a rate of 10-12,000 copies per month. The disks are distributed through retail outlets and are sold at prices ranging from 5 to 20 shillings.

The British music manager, W. P. H. M. Emery, says that the South African market is expanding rapidly and that the country has the potential to become a major market for Western music. He predicts that the market will continue to grow and that it will become an important source of income for the South African music industry.

NARM Convention Focuses on Record Segment

CHICAGO—The NARMS convention, which is held annually in Chicago, focuses on the record segment of the music industry. This year's convention is expected to attract thousands of industry professionals and music lovers from around the world.

The convention will feature a number of events, including panels, workshops, and a trade show. The main event is the awards ceremony, which recognizes the best records of the year. The ceremony is expected to be a highlight of the convention and will be attended by industry leaders, musicians, and fans.

The convention will also feature a number of concerts, with a variety of performers scheduled to appear. The lineup includes some of the biggest names in the industry, as well as up-and-coming artists.

The NARMS convention is an important event for the music industry, and it is expected to generate a significant amount of media coverage and interest.

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Trade Gives Sharp Eye to Rack Jobber As Area of Growing Dollar Importance

Rack Association To Present 1961 Awards at Show

NEW YORK—The Rack Association has announced a series of awards to be presented at its annual convention, which will be held in New York City on March 15-17. The awards will recognize outstanding contributions to the rack jobber industry.

The Rack Association is a trade group that represents rack jobbers, distributors, and manufacturers in the music industry. The group has more than 400 members and is based in New York City.

The awards will be presented in a number of categories, including Best Overall Rack Jobber, Best New Product, and Best Service. The winners will be announced at a special awards ceremony, which will be held during the convention.

The Rack Association is an important industry group, and its awards are widely respected. The winners are expected to be announced in the coming weeks, and the awards ceremony will be a major event during the convention.

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Pyke & Oriole, Leading U. K. Disk Firms, Step Up Action on U. S. Market Scene

By DON WEDGE

LONDON—Two major British disk firms, Pyke & Oriole, are stepping up their efforts to capture the U. S. market. Pyke & Oriole has recently announced a major expansion of its operations in the U. S., including the opening of new offices in New York and Los Angeles.

Pyke & Oriole's U. S. operations are expected to increase the company's sales in the U. S. by 50 percent. The company plans to expand its product offerings and to increase its advertising and promotion efforts.

Pyke & Oriole is one of the leading British disk firms, and its expansion in the U. S. is expected to have a significant impact on the disk industry. The company's move is likely to be followed by other British disk firms, who may see the U. S. as a lucrative market for their products.

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Lyricist's Ballad Headlines World's First All-black Cast

LAKEWOOD, Calif.—The Lyricist's Ballad, which opened in Los Angeles last week, is the first all-black cast production in the history of the American stage. The play is based on the life of the famous jazz singer, Louis Armstrong.

The play, which stars James Earl Jones, opened to critical acclaim and is expected to run for several weeks in the area.

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No Successor for Otis Yet

CHICAGO—Mercury Records, the label of the late Otis Redding, has not yet found a successor for the legendary singer. Redding was killed in a plane crash in December of 1967, and the label has been seeking a replacement ever since.

Mercury Records has been cited for its lack of success in finding a suitable replacement for Redding. The label has been criticized for its failure to promote Redding's music adequately and for its lack of connection with the black music community.

Mercury Records is expected to continue its search for a successor for Redding, and it is hoped that the right person will be found to represent the label and continue the legacy of the late singer.
The Efficient A&R Man Of New Era: Clyde Otis

While trailblazers decay the passing of the type of artist and A&R man who dominate the business during the past two years at Mercury Records with their acumen, Wiliamson and Sarah Vaughn, among others, has been the envy of those who take a look at Mercury in 1958 as the firm's Eastern A&R head with Little A & R experience, developed Benedict into one of the nation's top hitmakers, and reaches and retains a high percentage of hit material.

Alto Otis was fairly new at A&R, he was well known in the field and had been a major influence on the hit-making prowess of his most memorable hit songs in the 1950s that included "All of Me," "That's All," "What's New," etc. During his time at A&R, Otis brought in the label's hit songs "Let's Face the Music and Dance," "Almost Like Being in Love," "I'm Just a Lucky So and So," and many others.

Otis was appointed A&R man for Mercury Records and was instrumental in the development of artists like Billie Holiday, Sarah Vaughan, and Louis Armstrong.

Billboard

Man in the News

One of the most important of the new school is Clyde Otis, whose hit singles during the past two years at Mercury Records with his A&R team William "Billy" Wood and Don Tennant, among others, has been the envy of the nation's hitmakers and hit producers.

Billboard

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LEGIT REVIEW  "Carnival!" Enchanting Musical

"Carnival!" is Broadway's newest hit and the brilliant staging of a musical comedy. The show is strongly recommended. Skillfully blending pathos and comedy, it brings an exciting, magically touchy story to the stage. A waltz of love and laughter is presented in this musical comedy.

Olaf "Carnival!" is not the most effective production number in the show. The "schoolroom" scene is too long and the "Off to the Tropicana" scene is too short. However, "Carnival!" is a hit and will continue to be performed in future years.

The standout tune of Bob Merrill's score is the theme song, "Theres Frenken Carnival!" which reflects much of the charm and spirit of the original "Hi Lili Hi Lo" movie theme. "Hi Lili Hi Lo" has been a hit since it was first released on a phonograph roll and is still being sold in record stores.

"Carnival!" is bound to gather plenty of coverage in the record field. Three different versions (by Frank Chacksfield, Jane Morgan and Danny Davis) of the title theme are being promoted by MGM.

The title theme was not cut by any artists except for Bob Merrill's score. The film side of music for the MGM label, however, was cut by Peggy Lee last year.

Mary was a major star on the night when the first performance of "Carnival!" opened. She sang and sang and sang and sang, and her performance was accompanied by a supple vocal delivery that has made her one of the world's top singers. Elsa was gracious and jolly both in her attention to audience demands and in her own singing. In her hour-long stung she sang close to a score of tunes, "I'm Satisfied," "Cari Manci," "I'll Take You At Your Word," "Let's Go to the Show," "My Heart's In New York," "Yes, We'll Have Peace," "I'll Be Lover Only," and "I'll See You in My Dreams." The audience--almost half of it young couples--handed her a standing ovation. Elsa's performance was greatly aided by Elsa Lee on piano, Elsa Lee on guitar, Elsa Lee on harmonica, and Elsa Lee on drums.

With Elsa on the bill was the stand-up comedian, Elsa Dun, who has been appearing on various jobs in his Joan Jetim actress. As the waist-length, belted-skirted, Frida Walling-Jose, Elsa Dun became a hit on the bill, and his act, "The Farmer's Daughter," was very successful. However, he does not have the impact of his make-believe character. Still, and all, his reminiscences, both as a singer and as an actor, are very entertaining. Elsa Koontz.

FOOT TALENT & TUNES

By BILL SACHS

Sullivin, local police officer, handling the promotions, Jones and Staley played Oklahoma City April 14-16. Later this month Jones and Staley will play Pensacola, Florida April 17-19.

"Grand Ole Opry" package, featuring George Jones, Stonewall Jackson, Jocke Staley, and Jack Mosley, played to a sellout crowd at the Mother Church in Nashville, Tenn., April 12-13. The promotion was handled by southern booking agent, Stoy, of Nashville, Tenn.

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George Jones, one of the executives of the Opry, said in regard to the recent tour, "We have completely fulfilled our obligations and there is no basis for this action. We are determined to continue our tour."
German Music Societies Parted by Fed. Pressure

By OMER ANDERSON

BONN—GEMA has withdrawn from the Bundeskartellamt (Federal Cartel Office), the German government's Bundeskartellamt (Federal Cartel Office).

The Cartel Office said the German counterpart to ASCAP had agreed to dissolve its links with BEM because of the admitted cartel-type arrangements which the BEM is committed to enforcing with the European music industry as a whole.

West Germany, after the war in response to pressure from Allied occupation authorities, enacted tough anti-trust legislation roughly parallel to that in effect in the U.S.

The German anti-trust and cartel laws, which are enforced by the Federal Cartel Office, prohibit price-fixing and parallel agreements.

In its affiliation with BEM, GEMA agreed to abide by the Paris-based organization's so-called "Normalvertrag"—standard contract—aimed at organizing the European music industry as a whole.

The German anti-trust office, however, has been concerned with a contract that includes provisions for collaboration to fix prices, and has expressed this concern to GEMA, according to the Federal Cartel Office.

The Federal Cartel Office, in a spokesman's discretion, suspects that the GEMA's demand for payment of a "royalty fee" on each tape recorder sold, on the theory that it will be used for the unauthorized copying of music.

The technical standards prescribed by the new rules. The two systems of Zenith Radio and General Electric Company (GEC) have been chosen by the Federal Communications Commission in its long-awaited decision on standards for the new FM stereo service. The FCC says it is "Hopeful" that the stereo broadcasting will add a new dimension to FM listening, and will, in many locations, "offer listeners pleasure comparable to that now obtainable through the use of stereophonic recordings and tapes."

Effective June 1, 1961, any FM station may send stereo programs without further authorization from the commission, but it must meet the standards prescribed by the FCC for its stereo broadcasting.

"Nurnberg Trials" on New Roulette Series

NEW YORK—Roulette Records is kicking off a new "Audio History" series on its Forum label with "Nurnberg War Crimes Trials," which feature official transcripts and photos of the historical events.

The double-fold, single pocket LP, which will retail at $4.99, was written and produced by Bud Greenman, a TV producer for the Dancer, Fitzgerald & Sansbury ad agency. Roulette is backing the Record with special display materials, a direct mailer and consumer throw-aways, Greenman will also make several TV guest shots to plug the LP.
RAY
RAY
RAY
RAY
FOR CHARLES

AND FOR ABC-PARAMOUNT

THE BIG NARAS WINNERS!

* BEST PERFORMANCE BY A POP SINGLE ARTIST
RAY CHARLES

* BEST VOCAL PERFORMANCE—SINGLE RECORD OR TRACK—MALE
RAY CHARLES

BEST RHYTHM AND BLUES PERFORMANCE
RAY CHARLES

BEST VOCAL PERFORMANCE ALBUM—MALE
RAY CHARLES

RAY CHARLES
"GEORGIA ON MY MIND"—ABC-10135

STOCK 'EM NOW... THEY'RE MONEY WINNERS!

ABC-PARAMOUNT
Capitol Reshuffles Sales Executives

HOLLYWOOD — A reshuffle within Capitol's ranks last week moved Advertising Manager Perry Mayer into the national merchandising manager's slot, vacated by the resignation of Lloyd Scale. Mayer's ad post is being taken over by John Antonino, who had served as pop album merchandising manager. Antonino's album duties in turn have been assigned to Dick Heckenkamp, who is being switched from his former single record merchandising manager's post.

Rose Dexter is being promoted to single record merchandising manager. She had served during the past year as a secretary in the single record merchandising department. She becomes the second woman in the label's history to move into the executive level. Radio-TV Promotion Manager Merrily Hammond herself had been the only female to grace the label's upper range.

Mayer reports to Capitol Records Distribution Corporation Vice-President and Merchandising Director Stan Gerigik. In turn, Antonino, Heckenkamp and Miss Dexter report to Mayer. As national merchandising manager, Mayer will retain his administrative control over Capitol's national consumer and trade advertising, in addition to supervising its merchandising and promotion activities.

SYDNEY—Top talent package to tour Australia under the Lee Gordon banner this month includes Connie Francis, Bobby Vee, Johnny Burnette, the Ventures, and Troy Donohue. Show is scheduled for the main State capitals, opening April 25-26 at Melbourne's Festival Hall (cap 3,200).

U. S. Global Exec Group Proposal of UA Brass

By JUNE BUNDY

NEW YORK—The growing involvement of foreign record sales to U. S. manufacturers has sparked a plan to set up an association of executives active in international operations of American disk companies.

The plan will be spearheaded by Art Talbidge, United Artists Records vice-president and general manager, and Sidney Shemel, UA's foreign operations director. The executives, who recently returned from an extensive tour of Europe, said there is an urgent need for an exchange of ideas and information on the international records scene.

Better Relations

Primary objective of the organization, said Talbidge, would be to work toward better relations with foreign affiliates. Among the subjects which Talbidge and Shemel suggests as pertinent discussion items are ways and means of sending over transparencies and printing matter for reproduction overseas; up-to-date reports on government regulations in various countries—duities, collections, free ports, remittance taxes, and problems involving the European Common Market.

The organization, said Talbidge, will be open to all U.S. record executives involved in any way with the foreign market. Shemel, an attorney himself, opined that lawyers should be particularly interested in such an organization in view of the increasing need for an exchange of information on that aspect, 5,000). Next appearance is the following night at the Australian Odocus, Adelaide (capacity 2,200).

Sydney Symphony Presents

ROCKIN' AND DRINKIN' MUSIC

NEW SONGS

FOR CIRCUS BAND

RAY HANEY

SYMPHONY DE PARIS PRESENTS

ROCKIN' AND DRINKIN' MUSIC

Ray Haney, Composer

Copyrighted material
Gratefully,

BOB NEWHART

ALBUM OF THE YEAR
"THE BUTTON DOWN MIND"

BEST NEW ARTIST OF 1960
Bob Newhart

BEST COMEDY PERFORMANCE (SPOKEN WORD),
"THE BUTTON DOWN MIND STRIKES BACK" — Bob Newhart

Management:
FRANK HOGAN

WARNER BROS. RECORDS

Public Relations:
SAM HONIGBERG

NATIONAL ACADEMY OF RECORDING ARTS AND SCIENCES
THIRD ANNUAL AWARDS
British Change In Taxes Given Cool Reception

LONDON.—No benefits accruing at first glance to Britain's music industry following the taxation changes contained in the annual national budget. Indeed, it seems that the position has been slightly worsened.

It had been hoped, although not with great optimism, for relief on the 50 per cent purchase tax levied on the wholesale price of disks. Failing this, the industry was anticipating possible introduction of a price control. But both these hopes have been dashed and only the duty payable on disks. Neither is hoped for in Chancellor of the Exchequer Selwyn Lloyd's statement Monday (7). Instead, he sought powers from Parliament to vary the purchase tax or duties by 10 per cent at any time, without waiting for the annual budget tax review.

This will only postpone uncertainty, particularly for the retailer.

Hurt Sales

The possibility of tax reductions has hampered sales each spring in the weeks immediately before budget. Now a change can be made at any time. If the tax is raised, sales therefore have fallen, capital tied up in the tax he hasn't paid before. If it is increased there must be some degree of reaction.

Among other changes planned by the government are an increase of profit tax by 3 1/2 per cent to 15 per cent, a payroll tax of up to 29 pounds a year per employee by a 30 per cent levy on television advertising and a promise to lift some expenditure allowances eliminating cost of accommodation, food and drink while personal income tax remains unchanged except for a major concession in social assistance cases being levied on incomes starting at 5,600 pounds a year will be next year at 11,200 pounds. This benefit, while applying mostly in the industry, may not likely affect the volume of music trade.

Al Rosenthal Quits
Dick Clark's Show
To Set Own Firm


Joseph J. Nason, former station manager of WFLV-FM here, succeeds Rosenthal as producer of the Clark show.

Rosenthal joined WFLV-TV in 1953 and became program director of WFLV-FM in 1955. Later in 1959, he took over Tony Marnier's production of the "American Bandstand." Prior to joining WFLV, Rosenthal was with BMI.

Shaw Points Up
Continued from page 4

people, the Emmy awards in TV and the Oscar awards in the movie field. Why shouldn't we have an annual festival that would embrace the entire industry and give wide spread recognition to the outstanding personalities, the outstanding arrangers?

Shaw adds that movie houses are fine business in weeks following that Oscar awards. "Obviously, recognition and respect promote box office."

Clyde Otis Joins Liberty
As Eastern A&R. Chief

Ties That Bind," "Kiddina," "Foots in the Sand," "Sanctions," "Think Twice" "For My Baby," To Otis also goes the credit for selecting the songs for Dinah Washington's first pop hit in "Different Drum." The show, "Different Drum," followed by "Our Secret," "In Love with You," "Love Walks In," and "This Better Bitter."" On his new role: "I have always been a strong believer in the concept of a personal A&R. This is a position that is executed by the man who is responsible for choosing the material that will be recorded. This is my job in the new A&R position at Liberty."

Otis' presence in the music industry is a great boost to the company's efforts to maintain their position as leaders in the R&B field. With his extensive background and experience, Otis is well-equipped to lead Liberty to even greater success. (Continued from page 1)

MGM 'Carnival' Album Hyped

NEW YORK — The biggest co-operative advertising and publicity campaign in its history has been launched by MGM Records to promote the label's new album of music, "Carnival," along with other packages of the show score. The first package was cut yesterday (23) by Eddie Heller in association with producer Arnold Maurin, chief of the label.

MGM has already decided to sell large ads on the package, tied in with Mother's Day, and the album will be advertised in May 7 and 8. Window and in-store displays are all part of the campaign. Both Korvette and Liberty Music Shops, which sponsor radio shows, will include plugs for the album.

MGM last week rushed out an orchestral version of the score by the British music duo, Grieg and Grieg. This is the second of the series being featured at Korvette and Liberty. The album, "American Bandstand," is on sale now.

Nothing is more important in the world of music than the promotion of new talent. With the help of Philip Morris and Denny Davis on Verve, Pete Townshend and The Who have been able to reach a wider audience. (Continued from page 2)

Victor Issues 10 Pop LP's in May

NEW YORK — RCA Victor is releasing 10 new pop albums in May. The string of new sets is led by Nelson Riddle and his LP on the label. In addition to the choral set by Leslief in a Latin groove, there are also albums by the Mekanico String String, a string set by Herman Baker and two stereo album LP's. Chalf's Jule Styne conducts his score from "Do Re Mi" on a stage dance album. (Continued from page 4)

Three of the new packages feature country and western music. The late Jimmie Rodgers, Eddy Arnold and The Sons of the Pioneers are the performers represented.

PUBLISHERS-SONGWRITERS

We are currently making deep records for many of the nation's leading publishers of songbooks. These are new and exciting records, performed by well-known artists. We are interested in publishers supplying us with a wide choice of material, which must be original songs. We can use material for own utilizes and for record sales. There are no special requirements. We pay the most competitive prices. If you have any material that you wish to send us, please contact us at the address below.

"AIN'T IT BABY"

the MIRACLES

TAMLA 54036

"BYE, BYE, BABY"

MARY WELLS

MOTOWN 1003

NEW 1 TO WATCH!

SINGIN' SAMMY WARD

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THE LAST OF THE WELL COMEDIANS. Harrison Baker, new comic from San Francisco’s hungry I, in two explosively funny sides. LPM/LSP-2349.

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Also new from RCA Victor:

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- LET’S MAKE MEMORIES TONIGHT—Eddy Arnold LPM/LSP-3237
- LURE OF THE WEST—Sons of the Pioneers LPM-LSP-3254
- SONGS OF JUAN VALDEZ—Jose Duque LPM-LSP-3257
- SOUNDS TERRIFIC—Keith Taylor LSA-1205
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UAL 4070 (Mono.) UAS 5070 (Stereo)
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BEST SONG

EXODUS
UAL 3123 (Mono.) UAS 6123 (Stereo)
Music from Preminger's Great Motion Picture

BEST MUSICAL SCORE

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UAL 3105 (Mono.) UAS 6105 (Stereo)

WINNER OF 5 AWARDS

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CONTAINING OUTSTANDING ORIGINAL HITS FROM
THE APARTMENT AND EXODUS BY FERRANTE AND
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THE GREENLEAVES OF SUMMER FROM THE ALAMO
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TOP LP'S BY CATEGORY

ALBUM PROGRAMMING & BUYING GUIDE

REVIEW OF THIS WEEK'S LP'S

Strongest sales potential of all albums reviewed this week.

SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

**POP**

RUNNIN' WILD

Dick Scoky, RCA Victor LSA 3206. (Stereo) — Dick Scoky, one of the pioneers in percussion albums, has come up with a wild new dinkering here on the label's new pop quartet. Ellis says: "I've sold well for all the ears... for all the ears... for all the ears..." His hi-fi fans and stereo fans especially should get a kick out of the exciting sounds on this pure. His album includes "I Only Have Eyes for You."" (

**ITALIA**

Mantovani and His Orchestra. London, LLI 3529. — The re-issued conductor takes a musical tour of his native land in this ambitious new pop quartet which was inspired by a visit he made recently in the land of the Aborigines. The notes are by Mantovani himself and the package includes a bound-in booklet full of colorful photos of Italy. The album appears in its best tradition, offering "Serenade Caprice," "Italian Fantasia," and "Caprice Ballad." A tailor-made production.

**JAZZ**

CARNIVAL

Ornament and the Starlight Symphony Orchestra. MGM E 304. (Stereo) — A welcome addition, this album, one of the highlights of this new hit jazz last weekend, already stews a solid hit. The label's expertise in this field was instrumental in the treatment of the score itself. Bob Merrill's appealing music is lovingly showcased by Ornament and the Starlight Symphony, with the jazzy programming package. Interestingly, the liner notes—which we had to write before the album was heard in New York—clued some critics "raved." Fortunately, that's just what happened.

**DOUBLE EXPOSURE**

Chris Connor and Maynard Ferguson. Atlantic 8049. — Next week's record at an exchange in jazz, with strong commercial appeal to jazz buyers. Selections include "Summertime," "The Lonesome Road," and "Black Coffee," to name just a few.

**GERRY MULLIGAN AT THE VILLAGE VANGUARD**

Verve LPM 1247. — Here's two live records in the Village Vanguard in New York, on its second album, the Gerry Mulligan Quartet. Among the hits are "Saxophone Melody," which adds up to exciting jazz with, among other things, a fine saxophone and drum band. Gerry and the band of the album are the stars of these two albums, as they are of most exciting peaks. Fine soloist from Willie Dennis, Bob Brookmeyer, Chick Taylor, Jimmy Deisher, and finally, Count Basie. The fine and dash of the band, as well as its delicate introspection on ballads is all magnificently apparent on this disc. The charming play of the band and the humor also do the tracks. Mulligan and Turrente matching in the same vein. Fine example. Package is an attractive double-fold style.

**THE KING'S GRAVE**

Renny Goodman or. Victor LPM 2247—Collectors of jazz recordings will find something of the past are sure to want this set of rare Goodman big band and small band takes. Most are being remixed on 12-inch LP's for the first time. Among the hits appearing with the Goodman band on these tracks are trio and quartet members Gene Krupa, Tommy Dorsey, and Lionel Hampton and singers Ella Fitzgerald, Martha Tilton and Jimmy Rushing. The sides collected here span a period from 1930 to 1935. Fine historical notes going dates and personnel of each of the tracks are contained in the liner.

(Continued on page 20)
OFF AND RUNNING
RIGHT TO THE TOP
OF THE CHART

Ask your distributor about Compact 33,
the newest idea in records on...

rca VICTOR
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## MONO LP's

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7 BRAND NEW FABULOUS Albums

Featuring famous names as FERRANTE and TEICHER, EYDIE GORME and STEVE LAWRENCE, TERRY SNYDER, SAUTER-FINEGAN, RALPH MARTERIE, and TITO RODRIGUEZ.

Percussion on Parade
Various Artists
WWS 3515 (Stereo)
WW 7013 (Mono)

Cincl Eddy Gorme and Steve Lawrence
WW 7021 (Stereo)
WW 7014 (Mono)

Golden Fours Hits
Ferrante and Teicher
WWS 3516 (Stereo)
WW 7011 (Mono)

Fandango Percussion
Tony Snyder
WWS 3508 (Stereo)
WW 7012 (Mono)

The Return of the Bedroom Blues
Sauter-Finegan
WWS 3507 (Stereo)
WW 7015 (Mono)

Golden Film Themes
Cha Cha Cha
WW 7016 (Stereo)
WW 7017 (Mono)

In Strings
Ralph Marterie
And His Orchestra
WWS 3506 (Stereo)
WW 7018 (Mono)

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WWR 3506 (Monoaural only)
WWR 3507 (Monoaural only)
WWR 3509 (Monoaural only)

Percussion on Parade
Various Artists
WWR 3515 (Monoaural only)

UNITED ARTISTS RECORDS, INC.
729 7th Ave., New York 19, N.Y.
SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

NEW YORK
-TOUCHABLES IN BROOKLYN Dickie Goodman, Mark-X
-BILBO BONG Andy Williams, Cadence
-LULLABY OF THE BELLS Delairs, Ivy
-GLORY OF LOVE Roommates, Valnor
-LULLABY OF LOVE Frank Gari, Crusade

SEATTLE
-UNDERWATER Fregon, Candix
-TRAVELIN' MAN Ricky Nelson, Imperial
-TRAGEDY Fleetwoods, Dalton
-HELLO WALLS Frank Gari, Crusade
-WHEN YOU DANCE Turbans, Parkway

CHICAGO
-UNDERWATER Fregon, Candix
-TRAVELIN' MAN Ricky Nelson, Imperial
-FOOLIN' AROUND Kay Starr, Capitol
-TRAVELIN' MAN Ricky Nelson, Imperial
-SLEEP-EYED JOHN Johnny Horton, Columbia

PHILADELPHIA
-TRAVELIN' MAN Ricky Nelson, Imperial
-THAT'S THE WAY WITH LOVE Pierre Soffici, Rip
-AFRICAN WALTZ Cannonball Adderley, Riverside

MILWAUKEE
-BONANZA Al Caiola, United Artists
-FOOLIN' AROUND Kay Starr, Capitol
-TRAVELIN' MAN Ricky Nelson, Imperial
-SLEEP-EYED JOHN Johnny Horton, Columbia

LOS ANGELES
-TRAVELIN' MAN Ricky Nelson, Imperial
-FOOLIN' AROUND Kay Starr, Capitol
-SLEEP-EYED JOHN Johnny Horton, Columbia

MIAMI
-AFRICAN WALTZ Cannonball Adderley, Riverside

BOSTON
-TRAVELIN' MAN Ricky Nelson, Imperial
-LULLABY OF LOVE Frank Gari, Crusade
-WAYWARD WIND Gogi Grant, Era

BALTIMORE-WASHINGTON
-EXODUS Eddie Harris, Vee Jay

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.

Pop
CARLA THOMAS
A LOVE OF MY OWN (East, BMI) (2:34) - PROMISES
(East, BMI) (2:19) - The bass, who has a smooth hit with "Cee White," has a solid follow-up with this disk. "A Love Of My Own" is a fine rockabilly and the flip is an excellent rock'n'roll "High/Low" with "Love Is The Only Thing".

TERESA BREWER
I'VE GOT MY FINGERS CROSSED (Cedarwood, BMI) (2:12) - NIKORD (Arron, ASCAP) (2:10) - The truth has a highly effective side in "I've Got My Fingers Crossed," featuring a moody rockabilly-styled delivery and a nice, energetic spoken solo section on the flip. "I'm Gonna Knock On Your Door" is a fine, up-tempo rock 'n' roll number.

DEE CLARK
I WANT TO LOVE YOU (Conrad, BMI) (2:12) - RAIN DROPS (Conrad, BMI) (2:57) - Clark is in excellent vocal form on "I Want To Love You," a rocking rhythm side. The flip is on a注 "I Can't Keep It In," a strong, catchy rhythm number.

MICKEY AND SALLY
LOVE LESSON (Ben Gashi, BMI) (2:15) - The team, with a splendid on the charts recently, has a charming side in "Love Lesson," a bright novelty with cute lyrics. The flip is "Love Is The Only Thing" (O'Neill, ASCAP) (2:15) on RCA Victor 7877.

DORSEY BURNETTE
GREAT SHAKIN' FEVER (Stadio, BMI) (2:30) - Dorsey Burnette does a fine job on this shakin' R&B tune. "I'm Gonna Knock On Your Door" is a fine, up-tempo rock 'n' roll number.

EDDIE HODGES
I'M GONNA BE A ROCK AND ROLL STAR (Friedman, ASCAP) (2:30) - I'M GONNA BE A ROCK AND ROLL STAR (Friedman, ASCAP) (2:10) - The young star has two strong sides here. The first rock & roll side gets a great production, not to mention the boy's vocal from the hard-hitting backing. The flip is a fine rock 'n' roll novelty item in a medium tempo.

JANE MORGAN
THEME FROM CARNIVAL (Robbins, ASCAP) (2:18) - Jane Morgan has another winner in this theme from the Broadway production "Carnival." She takes the slow ballad almost as a three-quarter-time lullaby and does it with much feeling. The flip is "Make Me Feel Like Loving You" (Harms, ASCAP) (2:10) on RCA Victor.

FRANK CHACKSFIELD AND ORK
THEME FROM CARNIVAL (Robbins, ASCAP) (2:12) - Shimmering strings and a smart, catchy beat enhance the soft vocal on this theme from the Broadway production "Carnival." The flip is "Lullaby in Blue" (Famous, ASCAP) (2:46) on RCA Victor.

DANNY DAVIS
THEME FROM CARNIVAL (Robbins, ASCAP) (2:23) - The lovely theme from the new Broadway smash "Carnival" is handled with a lovely instrumental reading here with the Davis trumpet playing the melody. Could share in the flip. The flip is "I'm Stupid" (Mil, ASCAP) (1:51) on ABC-Paramount.

GEORGE GREELY
THEME FROM CARNIVAL (Robbins, ASCAP) (2:20) - The warm and haunting theme from the new film "Parrish" receives a fine performance from George Greely over lush orchestral support. The flip is "Al's Theme From Parrish" (Witmark, ASCAP) (2:18) on Warner Bros. 5218.

(Continued on page 23)
**PROVEN LP HITS**

*from the London Group*

Something for every taste...selling in every territory

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<tr>
<th>SYMPHONIC</th>
<th>LATIN AMERICAN</th>
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<tr>
<td>Ansermet and the Beethoven Ninth</td>
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<td>That Wonderful Feeling *Bill, Blows the Candle*</td>
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<th>THEMES</th>
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<tr>
<td>Mantovani *more from EXODUS* and other great themes</td>
<td>Roy Orbison *Sings Lonely and Blue*</td>
<td>The Ebb Tide Frank Chacksfield and his orchestra</td>
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**LONDON RECORDS INC. 539 WEST 25 STREET, NEW YORK 1, N. Y.**

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*Themes from*:
- "The Secret Agent" by Alexandre Dumas
- "The Old Man and the Sea" by Ernest Hemingway
- "The Three Musketeers" by Alexandre Dumas
- "The Hunchback of Notre Dame" by Victor Hugo
- "The Idiot" by Fyodor Dostoevsky
- "The Brothers Karamazov" by Fyodor Dostoevsky
- "The Crime and Punishment" by Fyodor Dostoevsky
- "The Master and Margarita" by Mikhail Bulgakov
- "The Scarlet Letter" by Nathaniel Hawthorne
- "The Satyricon" by Petronius

*Themes of the 3rd Man Theme* by Frank Chacksfield:
- "The Hunchback of Notre Dame"
- "The Idiot"
- "The Brothers Karamazov"
- "The Scarlet Letter"
- "The Satyricon"
- "The Master and Margarita"
The pick of the new releases:

**SPOTLIGHT WINNERS OF THE WEEK**

Strongest sales potential of all records reviewed this week.

*Continued from page 2.*

**THE CLEABEND STRINGS**
LUCY'S THEME FROM PARRISH (Wiltmaks, ASCAP) (2:14) — A tender performance of the theme from the motion picture, "Parish." The strings are lovely, and the production is quite impressive. A good sale and also suitable for a novelty item. (Radio, BIM (3:4))

**THE HOLLYBIRD STRINGS**
LUCY'S THEME FROM PARRISH (Wiltmaks, ASCAP) (2:19) — A beautiful and emotional performance of the forthcoming motion picture theme. It's played with style and tone, and has a smooth feeling to it. A good sale for the price.

**JUINOR WATERS**
ROCKIN' THAT HISTORY (Elohim, BIM (2:38)) — Full Stereo recording by Don on a solo instrumental. A good top seller in a fine instrument. This item is a must in the stores. Flip it in "On Horizon," (Progressive-Brim, BIM (2:19)).

**BEN E. KING**
STAND BY ME (Progressive-Brim, BIM (2:48)) — A winning performance by Ben E. King of a personal emotional recording. With a church feel makes this look like another hit for the song writer known as the "Desidero." Flip it in "On Horizon," (Progressive-Brim, BIM (2:19)).

**JUINOR WATERS**
ROCKIN' THAT HISTORY (Elohim, BIM (2:38)) — Full Stereo recording by Don on a solo instrumental. A good top seller in a fine instrument. This item is a must in the stores. Flip it in "On Horizon," (Progressive-Brim, BIM (2:19)).

**WAVE BREEZE**
SWEET LIPS (Cedarmore, BIM (2:57)) — LAST NIGHT (Cedarmore, BIM (2:50)) — Record is a fine instrumental version. The flip is in fine voice on its two meaningful sides.

**ROGER MILLER**
WHERE TWO WORLDS COLLIDE (Tenn, BIM (2:19)) — EVERY WOMAN'S NIGHTMARE (Tenn, BIM (2:09)) — Two highly effective sides for Miller, with the first a heartfelt rendering of a tender feeling country style. Flip it in a fine instrumental version. The flip is in fine voice on its two meaningful sides.

**EDdie NOACK**
WHERE DO YOU GO (Glad-Mid Bopper, BIM (2:31)) — SHOTGUN HOUSE (South Coast, BIM (2:11)) — Two neat efforts by Noack with the top side a country western tune and the second a loveballad tune in essentially traditional style. The flip is a winner with strings and honky-tonk piano backing the classy clashing. Either could top.

**THE BLUE ANGELS**
STAY (Country in the World, BIM (4:53)) — STRONG SALES POTENTIAL

**THE CHERacoes**
THE CINDERS**
CARRIE LOU DURR**
THE BLUE ANGELS
NANCY WILSON
JOE YULE
THE FASHIONS

**BILLY DUKES**
WHAT I Do &...WITH FEET 240—Sondu recording by Don on a solo instrumental. A good top seller in a fine instrument. This item is a must in the stores. Flip it in "On Horizon," (Progressive-Brim, BIM (2:19)).

**DUKE NICHOLAS**
THE LIPS-CRISTENITIME—Valentine Re-recording by Don on a solo instrumental. A good top seller in a fine instrument. This item is a must in the stores. Flip it in "On Horizon," (Progressive-Brim, BIM (2:19)).

**BOBBY ROSS**
I DONT Look At You—ACME 622—But I sure a dancing red hot band on this middle tempo tune. The bigraph—

**RENEE ROSS**
THE DELACERDA Tunes of Miss—ROGUELIEUX 711—This is a Swivel by the Clutcherman for the pop market. A side is a good one for the country girls who faith "Miss," and bops the tune from the former side. Also a very barrel sound and the side rocks. Watch it. (Kim, BIM (1:47))

**WICKER BOW**
THREE FROM Serena and Dime—Dime 921—A very nice country ballad with a story. You can go by the story. Watch it. (Kim, BIM (1:47))

**THE CARNBIDGE STRINGS**
THOMAS From Sunset and Sun—Sun 110—This is a great one for the lover's tune. This is a country tune with a story. You can go by the story. Watch it. (Kim, BIM (1:47))

**DANNY AND THE JUNIORS**
ONE ON ONE—WARRICK 460—A very nice country ballad with a story. You can go by the story. Watch it. (Kim, BIM (1:47))

**ANDY CODY**
YOU Can Do It—NOLAN 10—A very nice country ballad with a story. You can go by the story. Watch it. (Kim, BIM (1:47))

**THE RENEGADES**
KEEP Laughing—DIXIE 501—A very nice country ballad with a story. You can go by the story. Watch it. (Kim, BIM (1:47))

**SIXTEEN ANGELS**
Loud singer takes another look at "The Greater Good." A good top seller in a fine instrument. This item is a must in the stores. Flip it in a fine instrument. This item is a must in the stores. Flip it in "On Horizon," (Progressive-Brim, BIM (2:19)).

*Continued on page 32.*
RATCO'S LP SALES TONIC
Two New Hit LP's & A Great New Dealer Plan!

SPILL SPLASH BILL BAILEY DREAM LOVER CLEMINGTON BEYOND THE SEA ARTIFICIAL FLOWERS QUEEN OF THE HOP PLAIN JANE SOMEBODY TO LOVE BALMY IN THE MORNING

LAZY RIVER MACK THE KNIFE

THE BOBBY DARIN STORY

Jorgen Ingmann

"APACHE"

Jorgen Ingmann

Special Dealer Purchase Plan!

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The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 16

THE BIX REIDERBECKE LEGEND

RCA Victor LPM 2323—Here is pure gold from the Victor vaults. This long-playing disc contains a heretofore unlensed master by Bix and the Jean Goldkette ork. "I Didn't Know," plus other sides with Goldkette, Paul Whiteman, Hoagy Carmichael's ork, and finally, Bix's own ork. Charles Edward Smith has provided wonderful notes. The careful listing of the personnel and dates (1924 through 1930), redundant with such names as Crosby and the Rhythm Boys, Frankie Trumbauer, Tommy Dorsey, Jimmy Dorsey, Keller Sisters and Lynch, Joe Venuti, etc., will give any collector. Sides include "Clementine," "Darktown," "You Took A Attitude Me," and "Tan." 

GILLESPIE & HIS ORK, Verve V 8394—This is an impressive package, with the material composed by pianist Bora Schifrin. Each movement of the suite typifies an aspect of Gillespie's talent. Thus, different titles within the suite are "Baritone," "The American," "Africa," "Toscana," etc. A distinguished group, in addition to Schifrin are with Gillespie here. Dizzy's horn is still superb.

RECHET

Sidney Bechet, Riverside RLP 149—The performances here are taken from Rudy Bechet's "This Is Jazz" radio series, dating back to 1947. They again prove the creative ness and warmth of the genius of the soprano sax. With Bechet on these sides are such great names as James P. Johnson, Joe Sullivan, Wild Bill Davison, Muggsy Spanier, Baby Dodds and George Brunis. Material includes "Sum mertime" (a great side) and many other fine performances, such as "Wild Cat Blues," "Love For Sale," "Blue Turning Grey Over You." Sound is typical of the era, but plenty good for enjoying this album.

THE COMPLEAT MUSICIAN

Bobby Scott, Atlantic 1341—The versatile Bobby Scott displays his multi-talents with rock showmanship and taste on this package, which features him as a singer, pianist, composer and arranger. He is strikingly effective in all departments. In addition to two Scott originals, selections include such memorable oldies as "Lush Life," "How Are Things in Glocca Morra" and "Without a Song." 

Country & Western

RED FOLEY

Deces EDS 2692—Foley singing in great as he ever did—and that's saying a lot. Here he sings a variety of material, including Hoagy Carmichael's "Rockin' Chair," "Lincoln Chaut's "Blues in My Red Wagon Blues," Leo Hines' "Crazy About Blanche" and Vic McAlpine's "Living Is A Lemonose Thing." These sides, and Red's performance, should be of much appeal not only to country fans but to any lover of pop music.

KITTIE WELLs

Deces EDS 2692—The great Kittie Wells is in a class by herself in this genre. Here she gives four fine performances: "The Man I Used To Know," "Carmen by the Sea," "Left to Right" and "Memory of a Love." Kittie's fans will treasure them.

Classical

TRISTAN UND ISOLDE (6-12)
Birgit Nilsson, New Philharmonic Orchestra (Solist), London OSA 1502 (Stereo & Monaural)—Here is one of the more monumental album productions of the day and one that should become a standard seller in short order. In addition to the great name of Birgit Nilsson, the six-LP set includes a fascinating rehearsal LP narrated by John Culhane and containing many ad lib rehearsal sequences as the cast prepared for the recording session. An enclosed booklet has a German-English libretto, notes and photos of the principals and many informal rehearsal shots. In addition the label has enclosed its complete opera catalog, smart move indeed. A splendid job with an impressive cover.

ROSSIN: DER BARBIER VON SEVILLAI

BARBIERE DI SIVIGLIA

Sinfonia-Orchestra des Bayerischen Rundfunks (Barleiteli), GRAMMOPHON SLP M6656-67—Although there are numerous fine recordings of this popular opera, this recording has outstanding performances provided by Gianna D'Angelo, Renata Cappello, Carla Cava, Nicola Masini and Giorgio Tadeo. It's a very classy package with a libretto complete with four laugages and photographs of the artists. The set should pull sales from the collectors.

Folk

BLUEIS IS MY COMPANION

Sonny Terry and Brownie McGhee, Verve V 3008—The best Sonny Terry-Brownie McGhee sides in a long time are on this album. The recording sound is excellent and the performances capture true blues flavor. The wailing harmonicas and earthy vocals hold the blues devotee. Some of the material is quite salty, but all in all it is part of the documentation of the blues.

(Continued on page 16)
Just For
Old Time's
Sake
CORAL 62249

The McGuire Sisters

Orchestra Directed by
DICK JACOBS
Vocal Arrangements by
MURRAY KANE
SIX NEW ALBUMS
JUST UNPACKED
FOR APRIL!

CHET ATKINS AND HIS GUITAR:
One of the nation's finest guitarists makes his first appearance on Camden. A terrific performance!  CAL-699

THE GREATEST FOLK SONGS
EVER SONG — The Wilcox Trio: Ten
great folk songs freshly interpreted by
an exciting new group!  CAL/CAS-669

GONE WITH THE WIND: The score
of this thrilling film classic —tuned with
the current revival of the film!  CAL-625

FIRST PIANO QUARTET PLAYS
LECUONA AND GERSHWIN: Powerful
renditions of outstanding works by
these composers, such as An American
in Paris and Malaguena.  CAL-624

BUNNY — BUNNY BERIGAN: Never-
before-released album from the all-time
jazz great. A great event for jazz-lovers—
real collector's find!  CAL-558

STARR BRIGHT: Kay Starr never
sounded better! This wonderful new
album includes such big hits as Lazy
Bones and Little White Lies.  CAL-664

Big stars and low prices to rack up sales for you!
The Honor Roll of Hits comprises the nation’s top tunes according to record sales and disk jockey performances as determined by Billboard Music Week's weekly nationwide surveys.

RECORDS AVAILABLE

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<td>1</td>
<td>BLUE MOON</td>
<td>1</td>
<td>By Rodgers-Hart—Published by Robbins (ASCAP)</td>
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<td>RUNAWAY</td>
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<td>By MacCorkle-Wayne—Published by Vicks (BMI)</td>
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<td>By Fred Cramer—Published by BMI (BMI)</td>
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<td>BUT I DO</td>
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<td>By Robert Guides-Paul Guides—Published by Acme (BMI)</td>
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<td>6</td>
<td>I'VE TOLD EVERY LITTLE STAR...</td>
<td>9</td>
<td>By Jerome Kern-Oscar Hammerstein II—Published by Acme (BMI)</td>
</tr>
<tr>
<td>7</td>
<td>APACHE</td>
<td>10</td>
<td>By Lardy—Published by Acme (BMI)</td>
</tr>
<tr>
<td>8</td>
<td>ONE HUNDRED POINTS OF CLAY</td>
<td>11</td>
<td>By Elia-Diana-Sapog—Published by BMI (BMI)</td>
</tr>
<tr>
<td>9</td>
<td>ASIA MINOR</td>
<td>12</td>
<td>By J. Winser—Published by Barbor (ASCAP)</td>
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<tr>
<td>10</td>
<td>SURRENDER</td>
<td>13</td>
<td>By Pennis and Schmids—Published by Pennis (BMI)</td>
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<tr>
<td>11</td>
<td>PLEASE LOVE ME FOREVER</td>
<td>14</td>
<td>By C. Grist-David West—Published by Priscilla (BMI)</td>
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<td>12</td>
<td>CLEO</td>
<td>15</td>
<td>By Elia-Diana-Sapog—Published by BMI (BMI)</td>
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<td>13</td>
<td>DEDICATED TO THE ONE I LOVE</td>
<td>16</td>
<td>By Perry Buss—Published by Acme (BMI)</td>
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<td>14</td>
<td>WHEELS</td>
<td>17</td>
<td>By Torrey-Stevens—Published by Danko (BMI)</td>
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<td>ONE MIGHT JUMP</td>
<td>18</td>
<td>By Ralston-Tucci—Published by Progress &amp; Warren (BMI)</td>
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<td>16</td>
<td>PHOTOGRAPH OF MY LOVE</td>
<td>19</td>
<td>By C. Grist-David West—Published by Priscilla (BMI)</td>
</tr>
<tr>
<td>17</td>
<td>YOU CAN DEPEND ON ME</td>
<td>20</td>
<td>By C. Grist-David West—Published by Priscilla (BMI)</td>
</tr>
<tr>
<td>18</td>
<td>PONY TIME</td>
<td>21</td>
<td>By C. Grist-David West—Published by Priscilla (BMI)</td>
</tr>
<tr>
<td>19</td>
<td>I DONT WANT YOU (LIKE ALL THE OTHER TIMES)</td>
<td>22</td>
<td>By Harry Ruby—Published by Alvin &amp; S. (BMI)</td>
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<tr>
<td>20</td>
<td>BABY BLUE</td>
<td>23</td>
<td>By Elia-Diana-Sapog—Published by BMI (BMI)</td>
</tr>
<tr>
<td>21</td>
<td>WALK RIGHT BACK</td>
<td>24</td>
<td>By Joyce Love—Published by Lens (BMIAC)</td>
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<tr>
<td>22</td>
<td>TAKE GOOD CARE OF HER</td>
<td>25</td>
<td>By Kent-Warren—Published by Rochester-Paxton (ASCAP)</td>
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<td>23</td>
<td>GEE WHIZ (LOOK AT YOUR EYES)</td>
<td>26</td>
<td>By Thomas—Published by East (BMI)</td>
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<td>24</td>
<td>TONIGHT MY LOVE, TONIGHT</td>
<td>27</td>
<td>By Paul Akins—Published by Spicas (BMI)</td>
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<td>25</td>
<td>EDDOOS</td>
<td>28</td>
<td>By James Sheppard-Charles (BMI)</td>
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</tbody>
</table>

RECORDINGS AVAILABLE

- DEVELOPED IN 1958 (continued)

- BREAKIN' IN A BRAND NEW BROKEN HEART
   By Golden-Keller—Published by Alvin (BMI)

- 46 PLEASE TELL ME WHY
   By Golden-Keller—Published by Alvin (BMI)

WARNING: This title "HONOR ROLL OF HIT" is a registered trade-mark and the listing of the hit has been copyrighted by Billboard Music Week. Use of either name must be made within the Billboard Music Week weekly surveys. All other uses must be cleared through the publishers of Billboard Music Week at 142 Broadway, New York, 36, N.Y.
THE GREATEST McPHATTER EVER!!

WHOLE HEAP OF LOVE
b/w You're Movin' Me
#71809
AN OVERNIGHT SENSATION!

The Cash Box
Pick of the Week
"WHOLE HEAP OF LOVE"
"YOU'RE MOVIN' ME"
CLYDE McPHATTER
(Mercury 71809)

CLYDE McPHATTER's newest release, "Whole Heap Of Love," has what it takes to get a record on the charts and stay. "You're Movin' Me" is also a surefire hit. On "Whole Heap Of Love," McPphatter has a number of hot numbers in store for the public.

WHOLE HEAP OF LOVE—YOU'RE MOVIN' ME
Clyde McPhatter—Mercury 71809
Two fine sides on one record. "Whole Heap Of Love" is an easy-going but strong recording featuring Clyde's voice, which is a virtual guarantee of success. "You're Movin' Me" is a more exciting number, but still a surefire hit. Both sides are sure to get the attention of the public.

Clipped on the flipside is an easy-going but strong recording featuring Clyde's voice, which is a virtual guarantee of success. "You're Movin' Me" is a more exciting number, but still a surefire hit. Both sides are sure to get the attention of the public.

HIT PICK OF THE WEEK

WHOLE HEAP OF LOVE—YOU'RE MOVIN' ME
Clyde McPhatter—Mercury 71809
A fife-backing quickie that is sure to please everyone.

HIT PICK OF THE WEEK

WHOLE HEAP OF LOVE—YOU'RE MOVIN' ME
Clyde McPhatter—Mercury 71809
A fife-backing quickie that is sure to please everyone.

Mercury
RECORDS

The Musician
reporter

Scoop!
## Chart Climbers

<table>
<thead>
<tr>
<th>Week</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>The Beatles</td>
<td>Capitol</td>
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<tr>
<td>3</td>
<td>The Beatles</td>
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<td>5</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>The Beatles</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

*The top 10 most selling singles, these records have made the biggest gains in sales for the week. For Mick Jagger on this week's Hot 100 chart.*

## DJ Programming Chart

### Station Exec Raps Phonies

**Vancouver, B.C.**

Radio Station Q-100 in Vancouver is circulating a beef about phonies on local music stations. We hear, "I'm on my soap box this time about record stores. A lot of them have a lot of phonies too. Right now, I'm trying to sell it to the radio stations when we play a song in the station and get our phonies out. We are not going to be their best sellers: They won't be goneрад." Arthur, claims Robinson, "we give us a phony story about records that are going to sell. We don't say we're going to do so we will leave it on the playlist. We do this to move merchandise they have sitting on their shelves gathering dust."

**The Canadian jack adds**, "I understand that is also a problem in the American markets."

Unless the stores start admitting records that are going to sell, we will never receive the stereophonic programs, since the new service is voluntary. However, the committee expects there will be a plenty of publishing of non-stereo programs, where this service is applied. The Canadian record adder, "Let's hope the world is going to do in this day and age!"

## With the Country Jockeys

**Tall Paul Chaenow is the new deejay at Smokey Rogers' Radio Station in tall Paul Chaenow, Calif., where he has had as recent successors Little Jimmy Dickens, Hank Snow, Sonny James, Charley Pride, and Paul B. Trippe. Tall Paul, at 18, is in the youngest platter spinner in the San Diego sector. Charon puts in a plea for something for his platter spinner's deejay at WALM, Alhambra, Mich., to write, "Just to do the country road show. It is a wonderful road show that I know my country shows have been great across the country. And if you can come in and bring the mail, the mail is coming in strong, the bobs are happy and the folks here are enjoying the shows. I can use all the country road shows."

**Peabody, Cites Music Formats**

**NEW YORK** — Music played a prominent role in two of the George Foster Peabody Awards, which were received in April for "total programming of music of a high order," Texaco was given a Radio Public Service Award for the format of its "Music for the Air" service. Texaco was the first made by the Peabody judges to give a specific award for music. In making the award, the judges noted, "During the late 1930s Texaco created "Music for the Air." It was then that the idea of music on radio was born."

**BOSTON** — When Texaco was awarded the Peabody for "total music programming," it was not one of the awards, but a search for "total programming of music of a high order," Texaco was given a Radio Public Service Award for the format of its "Music for the Air" service. Texaco was the first made by the Peabody judges to give a specific award for music.

**The New York Times**

The New York Times station also received a Peabody award for "total music programming," Texaco was given a Radio Public Service Award for the format of its "Music for the Air" service. Texaco was the first made by the Peabody judges to give a specific award for music.

**Marvin, Cane of Cord Records, said he gave Texaco a Peabody for "sixteen Candles," a disk which he claims was "playing."

## Station Exec Raps Phonies

The second Peabody award was for "total music programming," Texaco was given a Radio Public Service Award for the format of its "Music for the Air" service. Texaco was the first made by the Peabody judges to give a specific award for music.

**Tripp has accepted the money and his counsel has assented** to show that he was an independent contractor rather than an employee of the station. There is no proof of technical testimony on this point. Tripp, station manager; Ray Katz, former program director, and an assistant to Katz, denied knowledge of the details of Tripp's having accepted money and that he was paid against this practice. Tripp signed an affidavit in February 1960 denying that he had ever received money and that any money received by the station was paid only to Katz, who was paid against this practice.

**Indie Disk Men Testify at Tripp's Payola Trial**

The defense team had been using the payola system to protect its clients from prosecution. If they were forced to prove their standards for AM and TV stations.

**Special WBZ Talent Show**

**Halls USO, Treats Soldiers**

**BOSTON** — To help commem- orate the 50th anniversary of the USO, Station WBZ here produced a show at Fenway Park, over Sat- urday (15). It was the first of its kind to be produced in the nation since 1953. Since then, the ready troops were entertained by amateur and professional acts as well as WBZ personalities, backed by members of the 18th Army Band.

**WBZ had conducted a talent search on the radio station and four selected acts performed for the entertainment of the troops.**

**Except from page 68**

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*Note: This extract may not represent the full content of the document. For complete information, please refer to the original source.*
For approximately 12 years San Antonio's Station KITE has sought to maintain the reputation as the Lone Star State's "good music station." The birth of this programming policy closely paralleled the advent of the long-playing record. As a result, the LP became the backbone of KITE's programming. Today the station uses only a few shows, showing a decided preference for the broad programatic structure offered by LPs.

KITE Program Director Robert Sterling explains his station's LP programming approach follows this premise: "The LP's offer the better music, strongly favoring pop standards, the easy listening, and soft jazz, and music recorded by the foremost bands and orchestras of the world." The station adds this worldwide to its records selections by broadcasting albums of international origin from the Capitol-Wea catalog. KITE also airs some of the more familiar light classical music.

A primary source for its recordings are the local distributors. These are obtained on a sample basis. This LP supply is sufficiently rounded out by subscribing to the various record services. Full-time the station's program director swiper, Columbia and RCA Victor services, both the popular and classical releases.

Although the station's programming is basically built on an LP basis, only a small percentage of its airtime is devoted to the broadcasting of albums. This is a two-hour classical program, scheduled from 8 to 10, a night a week. The LP's also form the basis for its Low Contrast, a half-hour program which features music that ranges from the light classics to the heavier, more modern works.

According to Sterling, "Five Row Center" is the only program of its type in the area. Indicative of the program's appeal, Sterling adds, "It is the only program that I can be guaranteed a yearly basis by an array of prestige accounts. Sales policy governing this program requires that we play no LP's by more than three sponsors. Thus, it is sold in two half-hour and one full-hour segmements.

"This program has been quite successful," Sterling adds. "It continues to build a steady third place in the area's night-time audience, and is now approximately 20% of the total listening audience.

"The Mayhew Show" holds down gab to a bare minimum. Announcers give only the titles of the music to be heard and the names of the artists, and a minimum of patter breaks of course and newsreaders. However, when it comes to the music portion of the programming, the station strongly believes in allowing the music to speak for itself.

The purpose of this approach is to guard against annoying the listener. As John L. Mayhew, the original LP presenter, put it: "An old-fashioned approach is carried over into KITE's policy governing commercial airtime. All spot announcements are carefully screened to maintain a consistent flavor in what the station broadcasts."

Has this LP-heavy programming approach paid off? The S.J. Bernstein Poll, Inc., some news director have found this type of format and policy to be acceptable by our listeners and clients, and we feel this is the current radio sound.

**FM Day at NAB Contab Fancied by FCC Move**

WASHINGTON — An all-day program of FM broadcasting by the National Association of Broadcasters' annual convention here has been set for May 7, and will undoubtedly be electrified by the FCC's recent decision to launch stereo FM broadcasting on the FM service effective June 1, 1961 (see separate story).

A panel discussion on the "Multiplication of Multithreading" will feature Everett L. Dillard (WASH, FM), chairman of NAB's FM radio committee; Edward W. FCC general counsel; Harold L. Kavenn, FCC operations manager; and Frank W. Ezzell, president of Pittsburgh—the station which held the first transmission of the FM broadcast, from the FCC made choice of Zenith and General Electric crystal receivers, stereo and monophonic transmission standards.

The morning session of FM Day at the convention, to be presented by the National Association of FM Broadcasters, the sale promotion arm of the FM industry, will feature a new FM data chart. The data is described as information which provides quick reference for FM facts and figures.

It will be explained by Fred Rabell (KITE, San Diego, Calif.), retiring chairman of the group, and there will also be regional reports on "FM Progress" and FM broadcasting from different sections of the country.

We will present the afternoon FM session, and will go into the dollars and cents angle with a special presentation by the Rubicon that has discovered the secret of FM cost cutting.

Good jazz will never be very popular because nothing very good is ever very popular. Great names—such as Jimmy Rushing—are real jazz artists, but they will never be as popular as a Frank Sinatra.

**JOHN MCCLELLAN WHDTH-TV, Boston**

Jazz influenced pop music—sometimes called "pseudo-jazz"—is still the most popular today. This industry includes such artists as Frank Sinatra and the Four Freshmen. Good jazz will never be very popular because any kind of nonsense is already very popular. Great names—such as Jimmy Rushing—are real jazz artists, but they will never be as popular as a Frank Sinatra.
EASY LISTENING

AFRICAN WALTZ, Cannonball Adderley, Riverside 4547
ASIA MINOR, Ennio, Polka 8612
BILLBOARD SONG, Andy Williams, Cadence 1398
BILL BAILEY, Della Reeve, RCA Victor 7867
BONANZA, Al Caiola, United Artists 502
BRAHMS BUTTONS, String-A-Longs, Warwick 635
DOLLAR HOUSE, A. Lamoree, RCA Victor 7855
EIN SECHS WIRD WENNEN, Lalo Alvinos, King 4748
FLASHING STAR, Elvis Presley, RCA Victor LPC 128
FLORID, Brother Four, Columbia 41953
JINNA, Lee Paul and Max Ford, Columbia 41994
MY THIRD SONG, Lawrence Walk, Dot 16198
ON THE REBOUND, Floyd Craner, RCA Victor 7840
SURRENDER, Elvis Presley, RCA Victor 7850
TAKE GOOD CARE OF HER, Adam Wadu, Cass 546
TEEMKLE, Bert Kanngert, Decca 31255
THAT'S THE WAY WITH LOVE, Patti Soffitt, Kix 224
THEME FROM GREY EYED JACKS, Ferrenc & Teisser, United Artists 350
THINK TWICE, Brook Benton, Mercury 77774
THREE PIECES, Muriel Matters, Mercury 77719
WAYWARD WIND, Gogi Grant, Era 3045
WHEELS, String-A-Longs, Warwick 603
WHERE THE BOYS ARE, Cantileer Francis, MGM 12871
WHERE YOU CAN BE, Brenda Lee, Decca 31231

TEEN BEAT

AFACHE, Jorgen Ingmann, Atco 618
BABY BLUE, Echos, Songway 103
BE MY NAY, Paris Sisters, Gramercy 2
BETTER TELL HIM NOW, Startles, Pam 1003
BLUE MOON, Marcella, Capitol 186
BREAK IN A BRAND NEW HEART, Connie Francis, MGM 12955
BULGE BOOGE, B. Durbell and the Strangers, Rendezvous 140
CHAVALA, Mireille Gottin, Columbia 345
CONTINENTAL WALK, Hank Ballard and the Midnighters, King 5491
CONTINENTAL WALK, Rollers, Liberty 53320
DANCE THE MISS AROUND, Chubby Checker, Parkway 822
DEDICATION TO THE ONE I LOVE, Shirelles, Scepter 1013
FEEL IN LOVE ON MORDAY, Fats Domino, Imperial 5734
FIND ANOTHER GIRL, Jerry Butler, Uni-Ray 375
FLASHING STAR, Elvis Presley, RCA Victor LPC 128
FOOLIN' AROUND, Kay Starr, Capitol 4542
GEE WEE, Carol Thomas, Atlantic 2086
GIRL OF MY BEST FRIEND, Rat Donnor, Gene 5102

GLOW OF LOVE, Ronette, Valmar 026
GOOD, GOOD LOVIN', Chubby Checker, Pathway 622
HAPPY HAPPY HAPPY, Kathy Turner & the Innocents, Indie 115
HOGWAT, Freddy King, Federal 12401
HOP SCOTCH, Saudi and Johnson, Canadian-American 264
I'M A FOOL TO CARE, Smokey Joe, Smash 1970
I'M A FOOL TO CARE, Oscar Black, Savoy 1600
I'M IN THE MOOD FOR LOVE, China, Tag 445
I'VE TOLD EVERY LITTLE STAR, Linda Scott, Canadian-American 123
JUST FOR OLD TIMES SAKE, McIntyre Sisters, Coral 22429
LIKE OLD HAIR, Paul Daytona and the Leaders, Garden 116
LITTLE BLUE, Coasters, Ace 6192
LULLALY OF LOVE, Frank Griege, Cadence 1023
LULLARY OF THE LEAVES, Veraddons, Dennis 41
MAMA SAI, Shirelles, Scepter 1217
MESS AROUND, Bobby Freeman, Josie 887
MOE GIL, Johnny Manns, Cass 545
NEXT RUSH, Conway Twitty, MGM 12998
ON THE REBOUND, Floyd Craner, RCA Victor 7840
ONE UPON A TIME, Bushell and the Crusaders, Swingin' 629
ONE HUNDRED HANDS OF GRAY, Gene McDaniels, Liberty 55300
PEANUT BUTTER, Marathons, Arrow 3027
PEACE, Gussie Johnson, Columbia 3963
PEACE, Gussie Johnson, Columbia 3963
PRESS ME FOREVER, Kathy Turner & the Innocents, Indie 115
PUT LOVE IN YOUR EYES, Chubby Checker, Parkway 822
PONY TIME, Chubby Checker, Parkway 818
PORTRAIT OF MY LOVE, Steve Lawrence, United Artists 201
PURRMAK, Del Shannon, Big Top 30067
RAMPED SCARED, Roy Orbison, Monument 338
SAVED, La Vern Baker, Atlantic 2090
SCHREINER, Frankie Ford, Imperial 5137
SHO RAIN, Fat Domino, Imperial 5734
SHY AWAY, Jerry Ferrler, Challenge 59104
SLEEPY EYED JOHN, Herb Hunter, Columbia 3963
SOME KIND OF WONDERFUL, Drifters, Atlantic 2016
SURRENDER, Elvis Presley, RCA Victor 7830
THEME FROM DIXIE, Duane Eddy, Jimmie 1183
TO BE LOVED IFEVERLY, Petronjas, Donna 1337
TOMMY I Fell in Love, Toxik, Warner 815
TOMMY I Fell in Love, Toxik, Warner 815
TOO MANY TIMES, Toxik, Warner 815
TOOTIN' AND TURBIN', Bobby Lewis, Beilton 1002
TRAVELIN', Fats Domino, Imperial 5734
TREASURE, Chubby Checker, Parkway 822
TUFF ELBOW, Junior Parker, Atlantic 2090
TUFF THE JUMPIN', Fats Domino, Imperial 5734
TUGGLE'S BOUNTY, Chuck Presley, RCA Victor 7850
TUCKER'S BACK, Every Brothers, Warner Bros. 599

WHAT A LIFETIME, Johnny Mathis, Cud 549
WHAT I SAY, Jerry Lee Lewis, Sun 356
WHERE YOU CAN BE, Brenda Lee, Decca 31231

NOVELTY

FOUR-BADERS IN BUCKIN', Dickie Goodman, Mica 1010

COUNTRY & WESTERN

For C&W programming, please refer to this week's Hot Chart. The following listings, from the Hot 100, are recommended additional listings.

FLAMING STAR, Elvis Presley, RCA Victor LPC 128
FOOLIN' AROUND, Kay Starr, Capitol 4542
GROUNDO, Brown, RCA Victor 7866
ON THE REBOUND, Floyd Craner, RCA Victor 7840
SURRENDER, Elvis Presley, RCA Victor 7850
WALK RIGHT BACK, Every Brothers, Warner Bros. 599

RHYTHM & BLUES

For R&B programming, please refer to this week's Hot Chart. The following listings, from the Hot 100, are recommended additional listings.

AFRICAN WALTZ, Cannonball Adderley, Riverside 4547
BE MY NAY, Paris Sisters, Gramercy 2
BETTER TELL HIM NOW, Startles, Pam 1003
CONTINENTAL WALK, Hank Ballard and the Midnighters, King 5491
CONTINENTAL WALK, Rollers, Liberty 53320
DANCE THE MISS AROUND, Chubby Checker, Parkway 822
ESOUSD, Eddie Harris, Van Jay 378
FELL IN LOVE ON MORDAY, Fats Domino, Imperial 5734
GOOD, GOOD LOVIN', Chubby Checker, Parkway 822
HAPPY BIRTHDAY BLUES, Kathy Turner & the Innocents, Indie 115
I'M IN THE MOOD FOR LOVE, Chubby Checker, Tag 445
IT NEVER HAPPENED IN REAL LIFE, Chuck Jackson, Wend 108
LITTLE HOPF, Coasters, Ace 6192
MAMA SAI, Shirelles, Scepter 1217
MESS AROUND, Bobby Freeman, Josie 887
MORGAN CARGES, Janette (baby) Carges, Washington 122
MURPHY, Bushell and the Crusaders, Swingin' 629
PEANUT BUTTER, Marathons, Arrow 3027
PLEASE LOVE ME FOREVER, Kathy Turner & the Innocents, Indie 115
SAVED, La Vern Baker, Atlantic 2090
SHO RAIN, Fat Domino, Imperial 5734
SURRENDER, Elvis Presley, RCA Victor 7850
TO BE LOVED FOREVER, Petronjas, Donna 1337
TOMMY I Fell in Love, Toxik, Warner 815
TOOTIN' AND TURBIN', Bobby Lewis, Beilton 1002
WIVES, Platters, Mercury 77171

COIN MACHINE PRICE INDEX

(continued from back page)

Spook Gun (Bally) $5.98, $175
Sportfishing Shooting Gallery (Bally) 11-54, 125
Squats Wafer Pals (Aspen) 5-37, 365
Sportsman (Klondike) 11-54, 125
Star Shooter (Bally) 4-56, 75
Date Pal (Gott) 11-54, 125
Shark Shoots (ICI) 5-56, 9-90
Super Big Top (Gem) 12-55
Super Hammer Run (ICI) 3-34, 75
Super Pannonia Baseball (Melco) 1-54
Super Star Baseball (Melco) 3-54, 3-50
Super Star Baseball (Melco) 3-54, 3-50
Square Table (Melco) 5-56, 3-36
Target Ball (Melco) 5-56, 3-36
Tenn Mis (Melco) 5-56, 3-36
Tennis Court (Melco) 5-56, 3-36
Tennis Court (Melco) 5-56, 3-36
Tic-Tac-Toe Baseball (Klondike) 3-39, 275
Three Hockey Mel (Melco) 5-56, 3-36

SPECIAL INTRODUCTORY SUBSCRIPTION OFFER

Billboard Music Week, 2160 Patterson Street, Cincinnati 22, 0.
Sign me up quickly for Billboard Music Week. As I'm sure to get the May 8 issue with the 1961 Source Book, please send me two issues of Billboard Music Week for only $7.50. Two EXTRA issues for cash with order.

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$7.50 for 24 issues
New subscription
Renewal
ARTISTS' BIOGRAPHIES

For your programming use, here are pertinent facts about their disk artists. It clipped and pasted on 3 by 5 cards, these biographies will help you build a convenient file of this data.

ERNEST K. DOE

This veteran recording artist was born Ernest Keder Jr., in New Orleans. He changed to the phonetic pronunciation when he began his singing career. Ernest was born on the 11th of November to a family of 11 children born to Rev. Ernest Keder Sr., a Baptist minister, and his wife. He began singing in his father's choir at the early age of 7. After graduating from high school, he served in the U.S. Navy and won a series of local talent shows.

At the age of 16, K-Doe began his professional career with appearances at local night clubs. During this time he completed high school and even managed to win a harbor playing football, basketball, and track. After graduation K-Doe took to the road for a national night club tour and began to use some of his efforts. His first disk to gain national recognition is “Mother-In-Law” on the Mind label. It is currently No. 3 on the “Hot 100.”

LINDA SCOTT

LINDA SCOTT was born Linda Joy Sampson on January 31, 1943, in Brooklyn, N.Y. The young lady has been performing as a singer since the age of four. She has been living in New Jersey for the last five years and is now a sophomore in high school.

In the last two years Miss Scott has been dividing her time between appearances at local functions and preparing for record sessions in New York. She has been under contract to Canadian-American Records since the beginning of this year and her waxing on that label of “I've Told Every Little Star,” called “Three Guises,” is one of her efforts.

YESTERDAY'S HITS

Choice of post programming from your listener's choice, featuring the disks that were the hottest in the local Pres. You and two years ago this week, here's how they ranked on Billboard's Best Sellers chart:

POP-5 Years Ago

APRIL 24, 1956

1. Fourteen Kool, Elvis Presley, RCA Victor
2. Del Bridgery, Percy Costa, RCA Victor
3. Four People of Peru, Latin Society, Capitol
4. Blue Shade Shoot, Earl Paulin, Sam
5. Lilith Antin, Matrix Music, Capitol
6. Why Do We Fall In Love, Frankie Lymon & the Teenagers
7. Temptations, Temptations
8. I've Never Met a Girl Like You Before, Eddie Fisher, Capitol
9. If You Love Me (Really Love Me), Billy Eckstine, Vee Jay
10. I Can't Help My Feelin' For You, Bettye Ackerman, Capitol

POP-10 Years Ago

APRIL 24, 1951

1. Run High the Moon, Les Paul & Mary Ford, Mercury
2. On Top of Smoky, Tony Gibbons & His Band, Mercury
3. Hound Dog, Elvis Presley, Sun
5. Don't Be Cruel, Everyday People, Columbia
6. A New Day, Billy Eckstine, Vee Jay
7. Do You Love Me, Melba Moore, RCA Victor
8. A Kiss for Daddy, Chief Michael, Columbia
9. A Date with Romance, Duke Ellington, RCA Victor
10. I Apologize, Billy Eckstine, MGM

ROCK AND ROLL...4 Years Ago—April 24, 1958

Long Tall Sally/Yeah! /Listen to My Kiss/My Guy/Do You Love Me/And I Love You

With the Country Jockeys

• Continued from page 3

country and gospel was I can get and how to turn on their stations. Can all use tape station breaks and promote to answer all the

LAWTON WILLIAM, C.W., deejay at KCKL, Fort Worth, Texas, which he'll be happy to send to jocks who'll write him at the station. 

ROBERT B. HUBBARD, who kicked off the country music shows on WCGN, Columbus, Ga., with five hours, 9 p.m. to 2 a.m. Tuesday, is now moved Monday through Friday by Rusty Roy, who is

heard from 10 a.m. to 11 a.m., until noon, and Donnie Davis, who takes it from noon to 2 p.m. The trio is always on the lookout for local feature stories and material for tape.

The group is now heard from 6 a.m. to 10 a.m., with his country platter show, or "WECD, Greensburg, Pa., has added a gospel and sacred disk each Sunday beginning at 8 a.m. He requests service on gospel and sacred releases.

Station KMBG, located in Lebanon, Missouri, Carrhern Building, Tulsa, Okla., has watched from the west coast to swing western on a full-time basis.

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

7 out of 10 will give "Billboard Music Week's Hot 100" in the weeks ahead.

Every Week...

...dJ Jockeys all over the nation help spotlight their record shows with this fresh, lively material furnished exclusively by Billboard Music Week.

Copyrighted material
DEALERS 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 the nation’s dealers. A different price group is published in this chart each week.

The percentage figures shown for each brand is the base of its total number of weights. In no case are weights based upon the rank order of manufacturers’ sales at each dealer and, as a result, it is possible for one manufacturer earning 25% or more of the total dealer points to fall below.

BEST-SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

These records, all of those on the list 100, have shown to have NATIONAL sales by dealer action this week for the first time. They are being requested by dealers and all other readers having the greatest potential to get all the way. Previous Billboard Spotlight Picks are marked (*)

POP

FLAMING STAR (Glinsys, ASCAP) RCA Victor LPC 128 (33 Compact)

MAMA SAID (Tristam, RKO) RCA Victor 4095

SAVED (Columbia) RCA Victor 1009

GIRL OF MY BEST FRIEND (RCA) RCA Victor 4881

GOOD, GOOD LOVIN’ (Kapp, BMI) RCA Victor 4882

(DANCE THE) MESS AROUND (RCA) RCA Victor 4899

PLEASE TELL ME WHY (RCA) RCA Victor 5034

AIN'T IT BABY (RCA) RCA Victor 5035

CLAITON DEBS DUCHESSES PHONO

NEW YORK — Claiton Sound Corporation, a relatively high fidelity manufacturer, has introduced its line of Duchesses phonograph models suitable for Satisfactory distribution. The series are provided in the cabinet and sell for $699 or $729, depending upon the choice of cabinets. Trade designation for the Duchesses is S-500.

DEALERS PIN BIG HOP ON STEREO FM MOVE

NEW YORK — A decision last week by the Federal Communi-
tications Commission to permit FM stations in principal cities to use an equal number of multiplexed stereo trans-
mitters June 1, is being seen as a potential windfall to manufacturers of records, phonographs, FM radio and related products.

After many months of intensive study of at least four separately developed new FM stereo broadcast systems, the FCC decided in favor of the separately developed but al-
most identical methods of Zenith and General Electric. In earlier pioneer days of stereo broadcasts, a favorite method of two-channel broadcasting was the use of the same station’s AM and FM out-
lets.

The never-paved entirely satis-
factory, since a listener without a FM or AM radio could not enjoy the benefits of that particular broadcast, the FCC decided that a stereo component of a broadcast is limited to a narrow frequency re-

course, as of the stereo signal and is also subject to static interfer-
ences. The systems developed by GE and Zenith are for the trans-
mission of both channels on a sin-
gle AM- or FM-frequency channel, with the stereo signal being transmitted on a separate subcarrier in the AM band. The GE-AM and Zenith-FM systems use different methods of encoding the stereo signal.

Zenith has a patented method of encoding the stereo signal for trans-
mission on the FM broadcast. It relies on a conventional technique of encoding the stereo signal in the FM broadcast, but the FM broadcast is limited to a single frequency channel, and the FM broadcast is limited to a single frequency channel.

The Zenith-FM system is based on a technique of encoding the stereo signal in the FM broadcast, but the FM broadcast is limited to a single frequency channel. This is done by using a special technique of encoding the stereo signal in the FM broadcast, but the FM broadcast is limited to a single frequency channel.

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DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records or special terms. Showroom displays and other merchandising devices are detailed. Each section concludes with a list of manufacturers providing details of each promotion. Please consult these for full information.

ALLIANCE COMPANY—Junior offer. From offers its two initial LP releases free to selected dealers in 16 areas throughout the New England States.


An offer of two free LP's for every five that are purchased. Stores will receive the two free LP's in the color offered. The MRP/1025/11/4.50.


Label is offering 10% discount on monostereo and stereo versions of the Label's LP's. This offer runs through March 31, 1961. See page 16, March 29, 1961.


"100% Pure Oscar." Labels offers free two LP's for every 100. Startled January 1, 1961. See page 8, April 30, 1961, for details.


Label is offering one LP for every five that are purchased. Minimum order of 100 Capitol albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


Label is offering one LP for every five that are purchased. Minimum order of 100 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


Label offers one LP free to every five that are purchased. Minimum order of 15 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


The offer is based on our prior order of 100 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


The offer is based on our prior order of 100 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


Label is offering one LP for every five that are purchased. Minimum order of 100 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


Label is offering one LP for every five that are purchased. Minimum order of 100 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.

RETRAILE PANEL

THE QUESTION

How do you determine what to order?

THE ANSWERS

STAN ATKINS

Nash & Atkins

El Centro, Calif.

We've been in business for 43 years, and have built up a strong clientele. A number of our customers order from us by standing orders for their favorite artists. In our case, our customers have their own standing orders in force for the major artists who are well known to sell, and of the type of music we think will sell. We try to sample most every record order with the exception of the releases we know our customers do not wish we remember when we bought from only six labels, now it seems there are 600.

MARIE PRICE

Price's Record Shop

San Francisco, Calif.

For all my pop singles and albums, I use the Billboard charts extensively. I use the chart to determine what's moving up and down on the Hot 100. With jazz, we look mainly at the Cashbox. We phone in a copy of the weekly Cashbox and also get a copy of the Cashbox. We get a copy of the Billboard chart, which we get by phone, and we get our own copy through our own subscription. We also use the Billboard chart, which we get by phone, and we get our own copy through our own subscription.

JACK SCHEPP

Hibbitt Music

Chicago

On standard stock LP's, we keep a perpetual inventory using a computerized stock control system. This consists of a computerized stock control system and when we go below a certain minimum, we reorder. On new LP's only, we keep a perpetual inventory based on our judgment based on past experience. We determine what we need to show our new merchandise, and refer to reviews. Singles are slightly difficult to keep track of. We have the advantage of being exclusively by the charts. We also go by the Billboard charts. If we get a call for an item, we order. We also keep a card inventory on singles, but a perpetual inventory is not necessary. We keep a perpetual inventory on our stock machine and we keep a perpetual inventory on our stock machine.

HARRY E. CALLAWAY

Theatre Music Company

San Diego, Calif.

Under present conditions with the tremendous number of releases coming from the great number of manufacturers, the dealer can only use his best judgment. In order to obtain records for immediate sale, we buy samples made available by the record manufacturers in competition. In another section of the store, we buy samples made available by the record manufacturers in competition. In another section of the store, we buy our records, and the store is divided into sections, each person in charge of each section.

ELLA FITZGERALD—Sings the HARMONY RECORD COMPANY

-休みに- Benzinger's

1118 Main St.

North Chicago, Ill.

An offer of five free LP's for every five that are purchased. Minimum order of 50 albums. Also offering free five LP's for every five that are purchased. See page 8, April 30, 1961, for details.


Label is offering one LP for every five that are purchased. Minimum order of 100 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.

RIVIERE—No expiration date. Startled February 6, 1961.

Label offers one LP free to every five that are purchased. Minimum order of 50 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


"For two free albums, buy one at regular price, get second one at half price. Offers covers complete catalog. See page 10, April 30, 1961.


"For two free albums, buy one at regular price, get second one at half price. Offers covers complete catalog. See page 10, April 30, 1961.


Label offers one LP free to every five that are purchased. Minimum order of 50 albums. Also offering one LP for every five that are purchased. See page 8, April 30, 1961, for details.


"Second summer sale." Albums will be priced specially to the consumer. $4.16 each or $6.96 for two. Also offering free five LP's for every five that are purchased. Program covers complete catalog. See page 10, April 17, 1961.

ALBUM COVER OF THE WEEK

THE COMPLEAT MUSICIAN—Baby Boom, Atlantic 4141, Distinctive, flexible, fun, a dependence on the long black-combed hair. It's the new hairdo of the moment, with the title in white, in red and in blue. The instant photo print is available just for jazz connoisseurs.

Capitol in Force at AAR ShowMiami

HOLLYWOOD—Capitol Vice President, Alan Livingston, will head the label's half dozen executives attending this week's National Association of Record Merchandisers annual convention in Miami Beach (24-28). The label is also contributing to various events, which will serve as master ceremonies of the Rock Jockeys' Awards Banquet. (Recipients of the NARM awards were exclusively in Miami Beach (24-28) and the AAR Show (March 6) issue.

Other Capitol executives attend-
2-Year Guarantee on Speakers

Two new speaker systems, the S-2 and S-3, being manufactured by the H. B. Scott Company, carry two-year guarantees. The S-3 (picture here) comes in a low resistance woofer, mid-range unit and tweeter. The slightly larger S-2 contains a woofer, two dual-cone mid-range speakers and a special wide dispersion tweeter. Mid-range and tweeter controls on both units allow for fine adjustment of each speaker system to particular acoustic environment.

Disk Gets the Brush in This Display

The little long-hair picture here gives access to a new recording-safer accessory brought to you by the Donut Company of Keyport, N. J. The unit is called the selector-comb and combines a finger-sized groove selector with a brush which automatically sweeps dust from the disc's grooves in front of the stylus. The device fastens to any tone arm and sells for $2.95. A number of the units can be displayed on the special card which shows seated individually in their own bags.

Console Bears 'Integrity' Mark

As the lovely young lady so strikingly points out, the new line of Stromberg-Car- son stereo radio-phonograph consoles are custom designed and styled with young America's in mind. This set, the SP-711/721, is constructed of hardwood inlays, is finished in mahogany and Danish walnut. The controls are top-mounted and the radio provides reception of AM, FM or AF-MFM stereo simulcast.

One Unit AM, FM Radio-Phono Console

120 US is being marketed by Majestic International, Sales of Chicago. The new model combines AM, FM, shortwave radio and a four-track in simple terms. The unit comes in black or white, is faced in modern black Forest walnut cabinet which contains a two-section drop front for access to record player and controls. There are five speakers in the set—three of the large-to-medium range and two variety.

Swiss Transistor Disk Player Debs

Lecensemble is the name being given to a new portable transistorized record player being introduced by the Transistor Sound Laboratory of Coram, N. Y. The set is particularly designed for use in schools, outings, parties and weights only 10 pounds. The player has an automatic shut-off mechanism. The motor is encased in a clear lucite housing and is capable of spinning at a speed with battery voltage from 12 to less than 4 volts. It is priced at $69.90.

Tape Recording Reference Guide

A comprehensive tape recording reference guide has been published by the Nortronics Company of Minneapolis. It explains the fundamentals of tape recording and the procedures involved in making recordings.

The publication is profusely illustrated with such features as cross-section drawings of erase, record and playback heads and complete reference and cross-reference tables on four-track conversion and replacement parts.

The reference guide is available for 25 cents.

US Engages

• Continued from page 2

in a variety revue called "Caught in the Act" at the Crystal Palace in Gaylask Square. The performers are the young singer and bass of the Smothers Brothers Comedy Hour, on October 1-2. After doing the Smothers special, he will use his popular television characters, Barbra Streisand and Producer Jay Landrum said the show is the first production of series designed to showcase rising talent. "Caught in the Act" started April 17 with performances at 9:30 p.m. Monday through Thursday and at 8:30 and 11 p.m. Friday and Saturday, with an expected run of about six weeks. Al Hirt, jazz trumpeter featured on the Decca Shore show, scheduled a one-night-only performance (18 with the regular occus, the Jazz Central group, at Jazz Central, Delmar and Skinker Boulevard. John Hicks.

PITTSBURGH

Guy Lombardo and his orchestra have been booked into Syria Mosque May 8-9 for private appearances, and Lombardo has also been booked into Rose Caldonone's Twin Couches club in Octoiber. Joe Hill, Graham, dulex, local promoter, can- celed Dinah Washington, who was originally booked to headline the show at Carnegie Music Hall April 19, charging that she allegedly insisted upon three times the salary.

California welcomes the world

• Continued from page 5

"Treasure of Love," "One More Chance" and many more. Dejory and Marathon are booked for seven 20-minute flights by the Dejory at P. O. Box 8, Tenbrook, Tex.

Grandpa Joes has just concluded a string of Southern dates for the Grandpa Joe Hill Trio, reflects Deep South feeling, with the trio's appearance in September. A notable accomplishment for the group is its appearance in the American Song Festival in New York City.

Canadian country singer Russell Fringer, who has a regular show on radio in that area with his Redo-International taping of "The Death of Johnny Cash," who makes his debut in Canada, has been heard and for a time from the Province of August. Wheeler has a new radio-transmitter, a trio of five present from. The disc is the "African Adventure," a new release in its last record, has been heard and for a time from the Province of August.

Wagner, who has a regular show on radio in that area with his Redo-International taping of "The Death of Johnny Cash," who makes his debut in Canada, has been heard and for a time from the Province of August. Wheeler has a new radio-transmitter, a trio of five present from. The disc is the "African Adventure," a new release in its last record, has been heard and for a time from the Province of August.

Cellar Bill Seeks Stiff Penalties

• Continued from page 2

Julian Ables, counsel for the Music Publishers Protective As- sociation, has been fighting for years for this type of legislation. Although there are still a few remaining Committees that about one third of all the works are produced, the yearbook is published by a group of about 500 record firms. Ables made the statement that the association is considering the use of booking jockeys to be used to track copyright. Ables said that the courts did not rule the idea of the other, the idea of the copyright law, in June, 1959.

During these hearings, Sub- committee Chairmen Willis (D., La.), who is chairman of the House, said that the House, Congress, had agreed with Ables that a revision of the Copyright Law should be made as well as the mechanical royalty re- ceived from the record piracy. Ables pointed out that although the courts in individual cases helped whenever possible, the recovery limited to the mechanical royalties customarily came to "peanuts" under the present copyright act.

Tough

Ables had pointed out that with counterfeiters operating "out of doors" and considerations of the TVS provision under the Copyright Law it was almost impossible to prove counterfeiting of hundreds of thousands of records which flooded the market and killed the legitimate competition. In more than 50 cases a few men might have all the problems of the dealers, which are usually made on a cash basis. Recovery may be impossible then, and there is usually about $300 on, for example, 500 counterfeit discs, the actual loss in royalties, sales and prestige was in the thousands. (The Budget, June 12.)

The suggestion of criminal penalty for disk piracy was made at that time, bringing along with it a smile of pure bliss to the face of veteran music attorney Ables.
MOA Exhibits Space Near Sell-Out, Planning at Peak

CHICAGO — Music Operators of America is to co-ordinate activities at convention time. Diverse Ratajak indicated that exhibitors would include the most "diverse" list of coin-operated equipment ever gathered under one roof, nothing from walking horses to toy machines.

**ATTENDANCE**

According to advance reservations, it is expected to be exceptional.

A wide range of forum and (Continued on page 49)

Katz Sets Districts For Kiddielane Co.

WESTBURY, N. Y. — Charles Katz, equipment sales chief for Kiddielane Manufacturing here, has returned from a trip to the West Coast with stops in San Francisco, Oakland, Los Angeles, Seattle and Denver.

Katz set up new distributorships and added to the firm’s new Whirlwind Helicopter and Moon Rocket riders. Katz made each stop a presentation based on tests made during the last nine months on the earning power of the units.

**NASSAU JUNKET IN MOA PLANT**

CHICAGO — A three-day excursion to Nassau will be among the many social events available to operators and guests at the May Music Operators Association Congress Convention this May 18-20.

Walt Disney’s Tours, Inc., Milwaukee, is handling the trip, with costs to be kept nominal.

The excursion will leave Miami Thursday (18) morning via Sunport Express. Upon arrival at Nassau, various activities will include the operators to the British Colonial Hotel. After the evening meal, guests will get an exotic tour of Nassau’s night life.

The following day’s schedule calls for tours of the city “Old Nassau,” native quarters, Old Fort Charlotte and other landmarks. Then we will be at the British Colonial Hotel for tea and dancing.

The third day is available for golfing, swimming, fishing and other island activities. Shoppers will enjoy an opportunity quite an attraction as visitors will have a $200 duty-free allowance of merchandise to bring back to the U. S.

**ABE GREEN AND BARNEY SUGARMAN (L to r), from Runyon Sales, local AMI outlet, trade chatter with Al (Satanor) Bodkin, The Seeburg distributor at the annual meeting of the Westchester Operators Guild held Tuesday (18) in Yonkers, N. Y.**

Another Bill to Outlaw Shipment Of Gaming Units Hits Congress

WASHINGTON — Another bill to outlaw the shipment of gaming devices in interstate and foreign commerce has been introduced in Congress, this time by Sen. James Eastland (D., Miss.).

The Eastland bill (S. 1658) is similar to bills introduced earlier this session by other members of Congress (BMW, January 30, February 13). Basically, it would close the Johnson Act to outlaw the shipment of machines described as follows:

"Any other machine or mechanical device (including but not limited to, roulette wheels and similar devices), designed and manufactured primarily for use in connection with gambling, and which, when operated, may deliver as the result of the application of an element of chance, any money or property, or (b) by the operation of which the player is entitlert to receive, as the result of the application of an element of chance, any money or property, or (c) be sent or delivered, for the purpose of being used in connection with gambling, in any state, the District of Columbia, the Virgin Islands, or any other place subject to the jurisdiction of the United States, shall be subject to the provisions of the Act, and the Act shall apply to the movement of such machines from one place to another within the United States, and the Act shall apply to the shipment of such machines from any place to any other place in the United States, and the Act shall apply to the shipment of such machines from any place to any other place outside the United States.

Bill was referred to the Senate Judiciary Committee for study and comment. Senator Eastland is chairman of the committee.
Milwaukee Ops Hear CMC Story

TAKING TIME OUT for refreshments are, left to right, Joe Beck, Mitchell Novelty Company; Eddie Pulsia, Triple A Amusement Company, and Sam Cooper, Poster Distributing Company. The operators heard Lou Casola defend the industry against "shakedown" charges by local newspapers.

LOU CASOLA, left, president of the Coin Machine Council, chats with Doug Oplori, Wisconsin Novelty Company, who has been appointed to represent Milwaukee operators on CMC. Casola was main speaker for the evening (BMW, April 17). The event was covered by the daily press, at the invitation of the local association. The meeting is the first in a series calculated to show the image of the industry in its proper light.

Mr. Ophs Faced With Increase In Cig Taxes

ST. LOUIS—Passage of a bill by the Missouri Legislature to increase State tax on cigarettes from 2 to 4 cents a package has started operators here thinking about the effect the measure will have on the cigarette vending in- dustry. The bill was signed by Governor John M. Dalton to sign it April 13 to Governor John M. Dalton to sign it May 1. The cigarette tax bill carries an emergency clause which will make it effective the same day the governor's signature.

Lou J. Casola, St. Louis cigarette tax increase from 1 cent to 3 cents in July 1958 was passed by both the operators and the wholesalers here. The operators here have no alternative but to pass on the tax. In the state of Missouri, 3 cents across-the-board, the tax operators will have to add an additional 2 cents to the cost of the cigarettes, or it will be impossible. The cigarette industry in the state of Missouri, 3 cents across-the-board, the tax will bring in about $100,000 a year. The operators will be increased to 30 cents.

Cigarette dispensing operators said when the St. Louis tax increase almost tripled, the business became effective that the hike was felt since it was not before the cigarette was sold. But now with a 2-cent increase cannot be absorbed.

Under the bill as passed by the Legislature, consumers will be permitted to claim the tax as a deduction on their State and Federal income tax. The measure was first passed by the House of Representatives and the Senate in a slightly different form. The Senate amendment defined the proposed total tax of 4 cents as a package as a tax on consumers— the so-called "mark-up tax"—it being deductible from income tax. It was passed by the Senate by a vote of 29 to 4.

The House concurred in the Senate version of the bill 122 to 18 in a roll call vote. The present 2-cent State tax is not deductible from income tax and is not deductible from State and Federal income tax re- turn.

Stan. Automatic Holds Bally Service Fellowship

LITTLE ROCK—Standard Automatic Distributing Company, Inc., held a service school on the Bally line, conducted by Paul Calamari, Bally sales engineer, April 4 at the Albert Pike Hotel here.

Operators from Arkansas, Tennessee, Mississippi and Missouri attended the all-day session which included a luncheon hosted by Dan Levin, Standard Automatic.


From Little Rock: L. D. Sprallin, R. E. Mims, Hasell Pearson, Bill White, George Cash, Bud Worthington, Jimmy Wilson, Bob Pravlik, J. D. Ashley and C. W. Holmes.

Nine-Speaker Set-Up Hikes $$$

SALT LAKE CITY—Lee Caputo, owner of the Radio City Lounge here, is one location owner- er who believes in the old adage "You've got to spend money to make money."

When he signed up with J. H. Rudder, veteran Salt Lake City operator, he met a kindred soul, Rudder, a Worthington distributor as well as operator, doesn't hesitate to install as elaborate an installation as the location will warrant, and in this popular downtown cocktail lounge, he created the sort of convincing testimonial which has led to many similar installations throughout the Mar- mon capital.

With a seating capacity of 150, and featuring five music two nights per week, the Radio City Lounge provides what is probably the best balanced stereo music coverage in the Rocky Mountain area. To keep the sound at a smooth, penetrating level throughout the huge bar, Rudder and Walt Poteet, Western States supervisor for Worthington, installed no less than nine speakers. averaging about 15 feet apart throughout the two long, narrow rooms which make up the 150-seat bar. In addition, as a trump card, a big bass speaker was installed right on the bandstand used by the weekend live talent—where it brings the heavy bass sound closest to the dancers. (Salt Lake City is one of the few major cities in the country which encourages juke box music for dancing.)

Bar Control

With a multiple control behind the bar, Caputo can adjust the decibel level accurately throughout the big bar area, and keep it at a pleasant pitch which makes possible average-tone conv- ersation throughout the Radio City Lounge but still provides plenty of beat for dancers. Some- thing of a student of acoustics himself, Caputo found through experience that the presence of many people in the lounge was in itself enough to soak up much of the sound produced, as were many drapes and hangings throughout the bar. "I proved that to myself on the first Sunday, after the installation came in, when the system was turned on during a clean-up period, Caputo grinned. "It was actually loud enough to be irritating, with the rooms empty, but at a thoroughly com- fortable level with them full."

Caputo's theory, as he expressed it to Posett and Rudder, was to literally surround his customers with good music: no matter where they happened to sit. With the nine speakers, all strategically placed, this hasn't been difficult to do.

Caputo, whose former juke box installations had been more or less standard, began learning things right away after the complex stereo installation went in. Originally, he spotted the 200-play Worthington back at the dance floor, which is somewhat removed from the front. Here, returns were about moderate. Disappointed, the bar owner experimented instead with re-routing the juke box midway between the dance floor and the booths and bar-raid section at the front. Here, it was within easy reach of each patron at the front where traffic is naturally the heaviest during peak dancing hours, play was up 20 percent greater than at the rear.

Lazy Dancers

"People simply would not go back to the dance area to put their coins in the juke box, unless they were actually dancing," Caputo indicated. "Whereas, on the other hand, they would cheerfully walk up to the front to select music. Now, we use wall boxes, mounted along the wall to keep the photophone itself, midway so that the coin drops are nearly all in the front, 50 per cent of the floor space. There, it shows best returns."

Surprisingly, although Caputo oversees every element of his juke box operation closely, he has left it up to Rudder to provide the music menu, requesting only one or two records per week on an average. Only three or four records a week are changed on the big juke box, a figure which Caputo admits is somewhat light. "We might improve things by changing 10 per week," he said. "However it is very difficult to hit on the exact combination."

Radio City Lounge is dance music, parts department, enlarging its stereo facilities, adding the possibilities to other loc- ation owners.

World Wide Revamps, Modernizes Facilities

CHICAGO—World Wide Distributors, Inc., head- quartered outlet for Seeburg, is under- going extensive overhauling and modernization of its music menu.

The firm is installing a complete set of their stereo facilities, remodeling show-rooms.
Ernst Browning Combines Civic Responsibility With Coin Operation

By JOHN HICKS

ST. LOUIS—Ernst Browning, 51-year-old transplanted St. Loui- sue, is a business man with two distinct careers: careers of being a common man since 1936 and a leader in civic affairs—both of which are fitted in perspective in his outlook on life.

Browning is founder and currently a partner in the Browning and Farber Company, one of the largest game and music operating firms in the metropolitan St. Louis area. In the line of civic activities, the columnist also was president and a founder of the St. Louis Men’s Club of the Jewish National Home for Authentic Children and Children’s Asthma Research Institute and Hospital. The club, started 17 years ago, was one of the first men’s clubs established in the United States.

Civic affairs have been interwoven into Browning’s life since he came to the United States from Germany in 1914. He is active in several organizations and recently was elected a St. Louis delegate to the 34th International Variety Clubs convention in Miami Beach at the Fontainebleau Hotel.

Browning and Farber Company is a progressive firm which attributes its success to service given on a personal basis. This approach is apparent in Browning use in getting locations.

He says: “I will tell owners that any operator can supply the same equipment. I have to sell myself as well as the service we provide. Competition is the same but it is the extra little service that is given to customers that counts. The solid foundation and reputation is built in the business through the years by treating location owners as individuals—listening to their problems and trying to help solve them from genuine interest.”

An example of Browning and Farber’s progressive attitude is the switch to 33 records on new music machines. The company has many 35’s out, not because the firm believes they will bring in more money but because “it shows customers you are willing to give them the latest equipment and it creates goodwill.”

Browning put it this way: “Supplying 33’s is just like a building owner redecorating an apartment for good customers—it’s part of the service that is supplied. A customer doesn’t have to come to us and say he wants a better machine. When you see his collection warrant and he deserves it, we give the newer machine here.”

His attitude is based on practical philosophy: “If we don’t have good equipment and service, the location doesn’t make money. This affects us too.” Mechanics of the company are on duty daily until midnight. Record costs are high, the operator said, but if the location wants new records it feels they will help the business, we get them.

Phonograph music “laid on egg,” he thinks, principally because the records were not available. “If on a 160-record machines, we got records for them and distributed them” as we do—guaranteed, that is what the public wants. As to 33’s he said there is no problem about getting 33 singles. They are coming out slowly but there are enough to satisfy the needs for the boxes which play them.

Browning is convinced that what industry needs is the Coin Machine Council, which was set up to achieve for coin operators community respect, public understanding, industry recognition, operating stability and increased prosperity. Browning said that the operator can be a good citizen, pay his taxes and respect the law but a few bad ones can give the industry as a whole an unsavory reputation.

Equipment Donated

The Browning and Farber Company has made gifts of game machines and juke boxes to many charitable organizations for both the good will such gifts create and the sincere desire to help and assist people. The gifts have been made without regard of race, creed or religious beliefs.

The company founder said: “Since I was born in the United States and came here as a refugee, I feel the only way to show my appreciation to a country in which a man can start from nothing and make good is to do something to help and in any way he can.”

This concern of Browning for the welfare of other people has been shown through membership in the Founders Group of the Auxiliary Police of University City to St. Louis municipality until he moved to the municipality of Olivette three years ago, serving as a member of the St. Louis.

(Continued on page 51)
Juke Box Serviceman Is Part-Time Bulk Op

INDIANAPOLIS—Ask Otha A. Abbott Jr. why he got into the bulk vending field, and he is likely to give you this characterization of his occupation: "I just like it." His interest in the vending business comes naturally to the operator who is a juke box repairman during the regular week.

The 26-year-old coinman devotes his spare time to his route of about 300 bulk vending machines. He started out in the industry with five penny peanut machines about two and a half years ago, and plans to expand his operation to 700 machines by the end of this year.

A native of Indiana, Abbott is engaged in a fund raising program in co-operation with St. Margaret’s Home, 1131 Euclid Avenue, Indianapolis, to assist mentally retarded children in Indianapolis. He has been assisted in this by his bulk vending locations by Guild President Michael E. Phillips, who said he has been "very cooperative." No Commission

As in the case of other operators whose routes are run for charitable and non-profit organizations, the locations assisted are those which Abbott’s route receive no commission. Owners donate space for the machines as their contribution to the cause of the service organization for children.

Boys Town of Ill., Bulk Operator, Holds Annual Picnic on June 24

GRAFTON, Ill.—Boys Town of Illinois, which operates a bulk vending route of some 2,500 machines from its headquarters near Peru Marquette State Park during the picnic season, has invited the general public June 24 for the annual picnic of the charitable organization.

An invitation has been extended to.gif the public to this beautiful spot of 720 acres of wooded land and facilities and inspect the facilities for boys under care. These facilities include a school building and living quarters provided by the organization.

Guided tours will be conducted on the grounds of Boys Town during the picnic. The ticket price will also be given away. They will include an RCA color television set as first prize, a second prize RCA portable television set and three third prizes which will be Polaroid cameras.

Tickets will be sold from those who take 25 cents donation tickets (or live for $1). A winner need not be present to receive his prize. Donations for the tickets to help the organization in its service of assisting boys to become good citizens.

Meanwhile, Boys Town is continuing to put out more bulk vending machines throughout Illinois. The institution has been "published" by the interest shown in this program. All receipts received from the bulk vending operations are earmarked for a program to extend its service to younger boys.

The vending machine program is under the direct supervision of Jason Kortiz, chairman of the public relations committee of Boys Town of Illinois, with assistanc from his son Mark.

NCAW Sets Meet

WASHINGTON—The National Candy Wholesalers Association will hold its 3rd Western Candy Show and Convention, February 27-28 and March 1, at the Flamingo Hotel, Las Vegas.

According to Harvey Thiele, of San Francisco, president of the Western committee of the NCAW board, the 1962 show will include a packaging clinic for candy and confections. Plans for the show and convention will be announced in the near future.

NO EXCUSE FOR CHEWING NAILS

DENVER—A sense of humor is just about as valuable in merchandising ball gum, as in any other sort of retail operation, according to Lawrence Bell, with bulk operations in most Colorado communities. Bell, March 15, and under April 15, Bell posted a sticker on each of his bulk locations which read "Income Tax Problems? Chew Gum And Re-". He found, as he had expecte, that the label got a very big grin from most people who read it, and reminded about twice as many people as normal to drop a penny in for ball gum.

W. Corp. Opens New Plant, Office With Festivities

CHICAGO—Northwestern Corporation hosted some 350 town officials to the official grand opening of its new plant and office in Morris, Ill., last Wednesday (19).

Several bulk vending attendees arrived at a boisterous preceding the festivities. Included were Don Mitchell, National Vendors Association counsel; Jane Mason, Lead Board sales representative and NVA executive-secretary; Paul Crisman and Tom King, King and Company, Northwestern’s sales district distributors; Fred Amann, Vending magazine; and Dick Ford, Billboard Music Week. Hosting the festivities were Wal- do Bolen, Northwestern president, and Ray Greiner, sales manager.

The plant was opened to the public in the evening. Refreshments were served and tours of the facilities were made.

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ACORN & S VENDOR

with new "PEPSI"

INTRODUCTORY DEAL:

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One-third deposit required, balance on delivery.

Satisfactory samples available.

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COMPANY:________________

ADDRESS:________________

CITY:____________________

Please rush complete information and prices of "PEPSI" (vending machine, PEPsI Service 1st advertised) as well as other North- western items.

NAME:____________________

COMPANY:________________

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CITY:____________________

Please rush complete information and prices of "PEPSI" (vending machine, PEPsI Service 1st advertised) as well as other North- western items.

NAME:____________________

COMPANY:________________

ADDRESS:________________

CITY:____________________
Expanded Enforcement of Store License Law Feared by Ind. Ops.

By JOSEPH KLEIN
INDIANAPOLIS — Expanded enforcement of the old store license law may result in what would be tantamount to the imposition of a per-machine tax on thousands of vending machines in Indiana.

Plans for the comprehensive assessment of vending equipment at the graduated rates provided by the State’s ‘chain store tax’ law was announced last week by Anthony Maio, head of the State License Division of the State Revenue Department.

The license would not be required for machines on locations for which the owner has already obtained a license.

Operator Problem

However, many types of premises — such as public and office buildings, for instance — are exempt from the state store law. Thus, whenever such exemption is granted, the responsibility for securing the license falls upon the owner of the operator whose equipment is installed there. Maio explained. In this category, he said, are machines dispensing cigarettes, soft drinks, candy and snacks.

Notice of the law with demand for payment of the license fee will be served immediately. Maio disclosed. He revealed further that three investigators are at work compiling a list of the unlicensed equipment. The number of such machines is not yet ascertainable, he said.

That the division will assume a stern attitude in pursuing the matter was confirmed by his further announcement that a double penalty for delinquent licensees will be payable from the date of the law back as 1859.

Rate Schedule

As provided by law, the rates for each since — or vending equipment — follow:

<table>
<thead>
<tr>
<th>Rate</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10</td>
<td>1 to 5 stores or equipment</td>
</tr>
<tr>
<td>$15</td>
<td>6 to 10 stores or equipment</td>
</tr>
<tr>
<td>$20</td>
<td>11 to 15 stores or equipment</td>
</tr>
<tr>
<td>$25</td>
<td>16 to 25 stores or equipment</td>
</tr>
</tbody>
</table>

Enacted in 1929, the graduated feature of the law has been under challenge ever since.

Modification Sought

The Indiana Commissioner of State Tax and Financing Policy, a body created by the General Assembly, has been asked for its modification over a decade.

Mystifyingly, however, the Legislature has ignored the recommendations.

The enlarged application of the law is certain to ignite a crisis in the State’s vending business. A bulk of the entire operator with 50 or 75 pieces of equipment will suddenly be faced with an assessed tax bracketed with A&P.

For, in fact, the tax was conceived and created at a time when local business, staggered by the depression, had little competitive margin on chains stores.

Archie Law

The Indiana Chain Store Council has charged that store license fees discriminate against a selected segment of business. The organization points out that the fee was the result of ‘depression financing’ that in recent years the demands for this type of license fee has almost vanished and that only 16 of the original 28 States still impose such fee.

Even the Associated Retailers of Indiana, a powerful organization of local independent merchants, supports the Council in its quest for the repeal of the law. As a member of the organization, stated the Tax. As an ARI spokesman told the Commissioner that ‘the former feeling of bitterness on the part of independent stores toward the chains no longer exists’ and that the tax ‘in its nature is unjustifiable and unjustifiable.’

In the report to the Legislature, whatever might have been its justice for the original Act, the schedule in the light of current conditions is discriminatory.

The Commission was of the opinion that the original state tax law should still be required to register each year, largely as a method of policing public income collections.

In summing up its recommendations, however, the Commission stated: ‘...the tax license act be amended to repeal the graduated rates (the “chain store tax”) for stores under the same general management, ownership and control and that all retail outlets be registered annually at the present uniform rate of $3, plus the 50 cents filing fee.’

As the State’s vending operators were prepared to cite the permission from the State to be in retail business however annual the fee,” a Council spokesman declared at the time. ‘As long as such an excise, it is a potential threat to all retailing by drastic increasing of the rate, thus combing the injustice.’

Only a change in the law could now bring relief to Indiana vending operators.

This remedy, however, will be unavailable to them until the Legislature reconvenes in January, 1966.

New Mexico Op Known as Penny Man

ALBUQUERQUE, N. M.—Doing away with the impersonality which usually exists in bulk vending, and getting better cooperation from local owners in the purpose of a unique business Mogin said by Bruce Standifer, bulk operator here.

For the past five years, Standifer has identified himself as the ‘Penny Man’ in all contact with his customers and location owners. So successfully that 8 out of 10 phone calls he receives ask for "the Penny Man" instead of by name.

Standifer, who has 250 locations in the New Mexico capital city, billed the idea when he (Continued on page 32)

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We will send you a FREE SAMPLE of one of our Charm Operators and FREE SAMPLES of new CHARM OPERATORS in all currently available CAPACITIES. No obligation. No salesman will call. We just want you to keep you posted on exciting new ideas in Charm Vending.

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izations and all the mechanical, decorative and optional shini-

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Monroe Coin Sells Route to L&N

CLEVELAND — Monroe Coin Machine Exchange Company, a distributor since 1946 of operator since 1955, has sold its route to L & N Music Company, Inc. for an undisclosed amount. George George, president of Monroe Coin Machine Exchange Company, said that the transaction involved a route that was "very much in excess of 150 locations." Louis and Nate Pearlman of L & N Music, purchasers, have been in the business since 1932. They are primarily music operators with some games.

Distributor Since '46

Monroe Coin Machine Exchange has been a distributor of coin machines since 1946, after George left the music service. It is entered as operator nine years later.

"We, as operators, were in competition with our customers in the distributing line and for a long time felt it was not good business," said George. "We decided to put all our eggs in one basket.

There is an exciting future ahead in sales, believes George, by concentrating on selling, he emphasizes Monroe Coin Machine's larger service to the operator, to the manufacturers they represent and to the public."

Expansion Program

Monroe Coin Machine Exchange, the largest operator on Ohio, Georgia, and Monroe Coin, Irving Kaye, Valley and River Coin has announced. The firm is in the midst of an expansion program and hopes to handle all Rowe-AMI lines in the near future.

Monroe covers the entire North-Delta-Oklahoma area. George is about to launch a sales campaign in which he or one of his salesmen will contact every operator within this territory.

He is preparing a program to show operators how they are losing money by not keeping equipment up-to-date. An equipment loaning program is already underway.

Export Plans

Monroe Coin Machine Exchange expects to enter the export picture itself soon. The lure of shipping to world ports through the St. Lawrence Seaway has interested the firm. It has exported through East Coast brokers in the past.

The firm plans office personnel changes in a premontium of new salesmen. Within the last two years Monroe Coin Machine Exchange has added 7,000 square feet of space. More than $700,000 has been spent on new property and refurbishment of it. A two-story warehouse has been modernized with a new truck dock, attic, windows and interior office partitions.

Italy Relaxes Pinball Ban

ROME—the Italian Interior Ministry has just handed down an "interpretation" of the anti-pinball law relaxing the hilarity and３00 a year. The ban on pinball—called "bippers" by the Italians—are still illegal in restaurants, amusement arcades, and similar places to which the public has access. However, the bars are dropped for private clubs. This puts the "bippers" in roughly the same category as fruit machines in Britain under the new law which became effective January 1. The question in the industry is: how elastic is the Italian Interior Ministry's interpretation of "private premises."

There are no official figures—or at least industry with- ful thinking to pinball games are legal and would like to recognize that the anti-pinball law was motivated by proximity games was a tax shift and would like to recognize that the anti-pinball law was motivated by proximity games as a tax shift.

From 80 per cent of Italy's juke boxes are operator-owned. Many locations just marginal for juke boxes would be huge with a pinball added to the juke box.

German Operators Get Break

HAMBURG—The Federal Administrative Court has reversed a decision of the local administrative court which had disqualified war-compensation payments for investment in juke box opera. In 1952 West German enacted so-called "qualification of the juke box," an effort to ban or at least to limit the extent to which tax breaks would go to juke box operators. A Hambur jurist ordered the operator for "Lastenanschlag," which is paid routinely for investment in business enterprises, but was not the case of the West German court had been engaged in a line of work which "enangered youth." German coin machines were closed and ranks behind the Hamburg operator. The case was taken to the high court, which ordered the lower court to pay costs of the trial. The case is important as a precedent for payment of Lastenanschlag to coin machine operators.

Oklahoma Scores in Germany

A. W. Adick's Nova Apparatus is distributing Gottlieb's new 10-cent pinball machines to German coin-op operators. Initial reports indicate will be a best seller. At the moment orders exceed the supply. The name Oklahoma, which is the name of the country, the musical comedy of the same name has been a terrific hit disk hit. Multi-player games have more appeal in this country than solo or even two-player games, mainly because the Germans have been introduced to coin games through the success of Oklahoma.

Secemau Sets Export Plan

PARIS—Secemau Corporation of France is launching an export program for its domestic best-selling target game, Stella, and its French version of the Space Invaders. Stella has been sold in France in the last few years, is a miniature rifle and range game that is based on the original Czechoslovakian rifle on tanks to simulate actual firing of the tank's cannon. Stella is, according to its manufacturer, a technically precise simulation of the firing of the first World War. Stella is, also called Stella, is an even bigger favorite with the French, Secemau is the leading pinball game maker throughout France. The game is soundproofed and the playing table features telescopic legs adjustable to the desired game height. Secemau is soliciting applications for distributors. The firm's address is Rue Scipion, Paris 5-e.

Bowl Photocopy Machine

MUNICH—A Munich firm, Micromat-Apparatbau, is bringing onto the market a coin-operated photocopying machine, the Express Copy automak. The machine, after insertion of the coin, delivers a complete copy of the desired page of the machine. Coping is done by the thermal process. There is no need for ink or chemicals. The machine is entirely silent in operation and can be operated by anyone. It will copy any page of a book or document once it has been loaded in the machine and will operate as a normal copy machine. The advantages of the Micromat is its guarantee of privacy in the copying of documents and its adaptability for day or night, which makes it ideal for traveling businessmen. The firm believes that most of the machines will be placed in hotel and terminal areas and it is understood that the German Federal Railways is also interested in installing the photocopying machines as an adjunct to the secretarial services provided on these trains.

Lucky Horoscope

5c, 10c, or 25c Play
National Coin Register in each machine
Two Coin Returns
Easy to Load—holds approx. 1,000 tickets
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Belgian Coinman Uses Scientific Calculations for Game Placement

By OMER ANDERSON

KNOXKE, Belgium—European resorts this season are producing selective coin machine placements on a scale hitherto unexplored. It is scientific placement, with some operators of academic bent even going so far as to chart seasonal weather patterns going back 50 years.

Time was when Europeans viewed coin machine operating as an unimaginative trade-you simply did the same thing over and over again. The same number of machines and the same types at the same locations, distinguishing only on the basis of the season and non-season.

But no longer. The space-age operator, however, has become a Wake up. Here at this week's Belgian beach resort, Bernard Noel, who operates 40 juke boxes and 25 games at Belgian surf and sand sites, explained:

"Science has invaded business today, and that's no kidding. It's not necessary to be running a billion dollar corporation to apply scientific calculations, or at least the scientific approach, to your business.

Maximum Return

"Briefly, I try to use what one might call the 'computer approach' to help me get maximum return from my machines. Instead of simply placing so many machines at the same old locations season after season, we now try to forecast what we call 'patronage patterns'—in other words, where the people are going to flock this season.

"Noel calls it the 'computer approach' because he has taken into consideration all of the factors. As yet Noel does not have his computing in his head but the day may not be far off when common will take their problems to computing machines.

"The Belgian operator has records of weather patterns on his beach-going area going back 50 years, along with attendance at the resorts (to the extent that it has been recorded). He obtains annual long-range European weather forecasts and local forecasts.

"The weather is highly important, but it isn't the all-determining factor. Noel says these additional factors must be given due weight: local improvements and attractions influencing attendance at a particular resort; changing customs and fads; miscellaneous factors such as improved transportation to the resorts, longer vacations, and altered consumer buying habits, which have a significant impact on the particular area.

"It takes subtle and sensitive calculations to produce accurate "patronage pattern" forecasts. But once an operator like Noel has mastered the art he can boost his take many-fold.

"Noel elaborated, "The holiday season is short and the average operator has limited resources. It takes time and money to shift equipment from one season to another, and often a great amount of shifting is impossible after the season begins and sites are frozen.

"Most Games Right

"You have to be right the first time. We figure the season at not more than six months at the most. If an operator guesses wrong he can let himself in for a disaster.

"European weather is extremely variable, particularly in the summer. Summers fluctuate between extremes of heat and cold and sun and rain, often within the space of a few hours.

"An external factor which can have important implications for a local coin machine operator in Europe is illustrated by the currency revolutions of the past few years in Germany and Holland.

"When I got news of the revolutions I automatically increased the number of machines at the prime beach locations and I increased the prices.

"Noel also makes an effort to be "mobile." One has to be able to shift machines from location to location to keep up with the fluctuation in prices.

"He says, "It's very important to be able to move the business. The business is there, but it's not always at one location just because the machine is there."

"Machine parking should be geared closely to the patronage patterns and the patronage forecast.

"The Belgian operator anticipates one of the best coin machine seasons in many years. "But not because I look for good weather. Just the opposite. I believe in a wet, cloudy summer that will keep people pretty much indoors—playing my machines," Noel said.

"But if the weather is cloudy and damp, wouldn't that drive away patronage? Noel grinned broadly. "That question involves another "computer factor," he replied. Resorts in Belgium are so crowded that reservations have to be made months in advance. The forecast last winter, when most people started booking in resorts for this summer, was for a very dry summer.

"Now the weather forecasters are backtracking, and saying it will probably be cloudy. Noel wiped some muck from his brow and concluded, "You see what I mean by the scientific approach? I could use a college professor in my business."

Michael Shows at Restaurant Meet

MOA Exhibits

"Continued from page 41

Panel discussions should be one of the highlights of the show. Subjects are expected to include the current hot button—145+ single straight question, diversification, 33 r.p.m. singles, public relations, various problems related to running of a successful operation, and probably even the old favorite—dime play.

Copyright

The personal copyright question will be on the agenda, as will discussions on taxation and forum discussions with record company officials.

The subject of copyright was virtually assuaged with the introduction of the 145+ single straight question discussion, which was introduced by Congressman Emanuel Celler, N.Y.

The Miami vacationland site is prime for an attention to be given to the question of how many operators who will be able to combine a business trip with a few days of pleasure.

Side trips have been arranged by MOA, among them a special trip to Miami Beach (see story). A special social program for the ladies is also in the works.

The convention will wind up with the traditional banquet and floorshow Wednesday evening (17).
WESTCHESTER OPERATORS GUILD president, Carl Pavese, pictured at the annual dinner of the group with counsel, Malcolm Wiseman, toastmaster of the dinner. Dinner was held Tuesday (18) at Tropical Acres, Yonkers, N. Y.

GERMAN COINMEN REFUSE CHARGE OF CORRUPTION

BONN — West Germany’s Minister for Family Affairs, Franz-Joseffwig, in an interview broadcast briefly to the German coin machine industry, which the family minister accuses of contributing to the corruption of youth.

Wuerzelmig wrote an open letter to the Sunday edition of Die Welt, the Hamburg national newspaper which is one of Europe’s most powerful dailies.

"In our youth spoiled?" asked Wuerzelmig’s article. The family minister contended that German youth has it “too good,” and he wagged an accusing finger at the coin trade.

Too Much Money

Wuerzelmig implied that juke boxes and payout machines were contributing to juvenile delinquency. He said youth had too much money to spend and, encouraged by coin machines, were becoming idle and thrill-seekers.

The family minister estimated that German youth under 25 has amassed purchasing power of DM 12 billion ($3 billion) annually. He claimed youth is squandering this hard earned on some 56 million phonograph records purchased annually at a cost of $200 million (DM 500 million).

Moreover, Wuerzelmig complained that German youth is feeding an endless stream of coins into this nation’s 50,000 (according to Wuerzelmig’s figures) juke boxes.

Finally, the family minister exoricated the payout machine trade, calling the machine’s “Leihwirtschaftskeller”—pay envelope swallowers. Wuerzelmig wound up his blast at the coin trade with the warning that German youth is squandering its future in coin machine delinquency, and he admonished parents and youth alike to take a hard look at Communist youth, “to whom the future may well belong unless your youth proves more industrious.”

Industry Reply

Now the Central Press Office of the German Coin Machine Industry has just fired back at Wuerzelmig, accusing the family minister in effect, of being “all wet.”

The press office has the right to ridicule youth because they earn so much money. This fact alone refutes Wuerzelmig’s charge that youth squander their money.

And the trade spokesmen wonders who furnished Wuerzelmig with his data figures, pointing out that 56 million disks represent the entire German disk output for 1960. And if, as Wuerzelmig claims, youth disposes of purchasing power amounting to $3 billion annually, then the trade finds that $50 million spent on disks (presumably many of them high-brow as well as pop) would not seem unreasonable.

Earned Relaxation

And what does Wuerzelmig have against juke boxes? asks the trade. After a hard day in the plant or office (as proved by $3 billion youth earns annually) youth is entitled to the relaxation provided by listening to a juke box.

The trade is even prepared to defend payout machines, which are termed “a model for the rest of the world to admire.”

According to the machine’s panier of officials, such machines must be inspected and licensed by the Federal Institute of Physics Technology at Brunswick.

Payout machines are adjusted to provide for the paying out of a fixed percentage of receipts and the amount played is limited to under 25 cents. Moreover, the machine cannot be played fast. Nobody ever got rich—or poor—playing a German payout, the trade claims.

BULK VENDING • Continued from page 48

ple machines, usually wall-mounted and seldom conspicuous, even though they were vending ball gum or peanuts. Now with the advent of at least 25 new major shopping centers and new stores of all types blossoming out throughout the city, bulk vendors have found it difficult to keep up with location possibilities.
Lyric

Am i
Continued

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SLICK SHUFFLEBOARD WAX

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especially good on shuffle alleys

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- New Cabinet - 76/60 Numbered Sets Available
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- New Cabinet - 76/60 Numbered Sets Available
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Specially Offered Flippers Give Player Control Across Entire Bottom of Playfield

Order Today!

SPECIALS OF THE WEEK
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SHUFFLE ALLEY...

Completely Reconditioned

American's IMPERIAL

means BIGGER Profits!

Not true, it is the ultimate in shuffleboards.

A basic part of the IMPERIAL'S design is Magnetic Play Control which utilizes magnets under the playing surface to stop balls or deflect pucks when the game is over or when time expires.

This, naturally, leads to more coins in the coin box when you make your collections.

The IMPERIAL operates flawlessly and looks like a million—you have to operate one to believe it.
New Mexico Operator Known as Penny Man

Continued from page 47
found that the average location owner was far too busy to give any thought at all to bulk vending machines, a lot of them would be set up and never even thought about. The result was adoption of the slogan "the Penny Man" which has been used steadily ever since to identify Standifer in the minds of his customers.

First, in as he calls on every acount, Standifer carries at least a dozen rolls of pennies, offering them to perpetually change-hungry retailers. Location owners are invariably pleased to see Standifer come in with his pockets full of change, more often than not, saving them a trip to the bank for the same purpose.

New Pennies

Next, wherever there is a cluster of children in one of his locations, Standifer distributes, hands out, shiny pennies, and points out the machines, even where only tiny toes are concerned. Most youngsters remember his introduction as "the Penny Man," and, of course, associate him with the machines.

Stripes of gummed tape, with the familiar label "the Penny Man," and the phone number, complete the routine, taped on the rear or bottom of each machine, where any emergency call information can be found.

Standifer naturally pleased for co-operation in the matter of keeping machines well located, clean and attractive, hands over a weekly list to this end, and, of course, is pleased to find shortly after beginning the "Penny Man" program that location owners were physically pleased enough to wipe off the machines, show more care in protecting them from vandalism, and otherwise providing the sort of co-operation necessary for full location returns.

Standifer, who retired from the East several years ago, to Albuquerque, continues to deal, buy, sell, and even think pennies, and feels that life has been much more pleasant with "something to do."

Say You Saw It in Billboard Music Week

Can Use AMI D-80's

D-120's

MUST BE COMPLETE.

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Cleveland Capers

Cadillac Music Company is touring its horn about its two amateur baseball teams now being organized for the 1961 season. The firm, headed by Charles and Mike Camilla, has sponsored ball teams since it went into business in 1946. Mike said Cadillac's Class B team has been runner-up in State competition in 1954. This season the firm will send team to Columbus.

George George, president of Monroe Coin Machine Exchange Company, is planning to change the name of the firm. George, who runs the company and his music and games route to concentrate on distributing pinball machines, said:

... James W. Burke, Modern Music Company boss, reports collections off about 10 per cent. He's not so optimistic about a business pick-up.

Back at desk after 10 days of combing business and pleasure in Miami is Morris Gisser, president of Cleveland Coin Machine Exchange Company. He met customers from the Dominican Republic and the Virgin Islands. The firm just began shipping to these countries a few months ago, but deliveries are expected to increase.

The first skip through the St. Lawrence Seaway is scheduled to dock at the port of Cleveland. Cleveland Coin Machine has a shipment of 535 games caged up for Belgium, Baseball games are packing up for J. K. Music Company, says James Ross, president. Helen Dugan, head of Dugan Music Company, expects an upswing in activity, now that Lent is over.

Morris Gisser of Cleveland celebrated the Passover by distributing imported wine and masses to his business associates.

... Hornbeck, head of Shaler Music Company's Cleveland outlet, reports a big demand for ice-making cold drink machines. When the weather warms up a bit, he expects to be swamped with orders.

... Bob Smith, who runs Associated Enterprise, says collections are holding up better than expected.

CHICAGO CHATTER

Mr. and Mrs. Sam Wolberg, Chicago Coin, have just returned from a two-month winter vacation in Orlando, Fla. With Mr. and Mrs. Ed Levin, also of Chicago Coin, off for a month's safari in Miami Beach. Fla., Art Winslow and Mort Sorek, handling the backlog of orders on the firm's Princess and Pro Bowlers, will be extremely fortunate if they can get as far away as Milwaukee.

World-Wide Distributing Company is undergoing renovation of the firm's headquarters. It will have elaborate showrooms for phonos, records and phonograph accessories.

... Al Gottlieb returned last weekend from a fishing vacation in Miami.... Al Adickes, Nova Apparatus, Hamburg, distributor for Rock-Ola and Gottlieb, was a Windy City visitor last week with factory executives. Adickes had a golf date at Bryn Mawr Country Club with Gottlieb's Judd Weinberg that luckily was completed before the big blizzard came...

... Al Gottlieb, Rock-Ola's Midwest sales head, was in the work at Dixon Distributing Company's new Chicago outlet, as Don Maloney and Mac Brier held an unofficial welcome for Chicago area operators.

SOUTHERN AUTOMATIC

NOW IN LARGER BUILDING

As of now, Southern Automatic Music Company is in a new building in Indianapolis.

To better serve our Indiana customers, we are now at

717 N. Capitol Avenue

INDIANAPOLIS, INDIANA

We have about three times the space we had before, large show room, shop and warehouse. Complete parts and service department.

PARKING LOT LARGE ENOUGH FOR 100 CARS

We will carry complete stock of all new and used machines. Visit us now at

717 N. Capitol Avenue

INDIANAPOLIS, INDIANA

Sam Weinberger—George Burch—Fred Allen

KLUB POOL Is the new game bumper pool released by the Irving Kaye Company last week. New features include a completely re-casted drawer and coin chute. Table size is 56 inches by 40 inches, and the slate bed measures 32 inches by 48 inches. Top rolls are أمريكا and bumpers are metal. Legs slip into joints, with no nails required.
Badger Holds Rock-Ola Service School

JACK BARABASH, field engineer, is shown with his students. Seated, left: Casey Karpinski, Kewpie Novelty Company, Milwaukee; Jack Barabash; Jerry Starnes, Wausau, and Art Jones, Marinette. Standing, rear: Art Jones Jr., Marinette, and George Klamn, Badger Novelty Company.

Milwaukee — Attendance held up well at Badger Novelty Company's first Rock-Ola service school in the firm's new headquarters, Monday and Tuesday (10-11). Turnout on Monday was hurt by competition of the Milwaukee Braves' opening ball game, according to Badger's Carl Happel.

Jack Barabash, Chicago Rock-Ola factory service engineer, conducted the training sessions for operators and their personnel. Badger Novelty Company staffers on hand included Carl Happel, Orville Carnitz and George Klamn. A partial list of operators who signed included Robert and Tony Zoor, Sheboygan; Roger and Cliff Bookmeier, Green Bay; Ben Ludewig, Oshkosh; Martin Gierthweck, Horizon; Richard Mira, Rhinelander; Mattie Wolf, Wausau; Ray Jenner and son, Wausau; Art Jones and his son, Art Jr., Marinette; and Laddie Steinhoff, Kenoshaw.

Local operators included Casey Karpinski, Kewpie Novelty Company; Harry Cisler Jr., Cisler Musia, Casper Reis, and James Basile.

NAMA Tells How Ops Should Select Route Servicemen

CHICAGO — The National Automatic Merchandising Association recently released a first in a series of "NAMA Special Reports" aimed at assisting operator members with the management of their businesses. The initial report, "How to Select Route Servicemen," is based on the association's professionally conducted research on testing and hiring which has been carried on for the past two years, according to Thomas B. Hungerford, executive director.

The booklet contains methods of interview with a description of the battery of tests to be given the potential employee. It is hoped that such testing procedures will not only help operators select better operators, but also decrease the costs of personnel turnover.

Future "NAMA Special Reports" will deal with specific management subjects concerning accounting, government regulations, insurance coverage, and other topics important to the vending operator.

A minimum of 15 such reports per year, designed for binding, and color-coded as to subject matter, will be furnished to the members.

United's Durant Slated For Fed. Tax Query

CHICAGO — Lyndon A. Durant, head of United Manufacturing Company here, was indicted last week on federal income tax charges. Durant has to answer government charges against him at a future date.

The government charged that Durant underreported his income during 1954, 1955 and 1956.

Final Date Picked For Hurvich Fete

BIRMINGHAM — Birmingham Vending has set May 28 as the date of its 30th Anniversary party. A gala open house is planned by the firm. Max Hurvich, co-proprietor of the firm, said the date is final and supersedes any other previously announced dates for the affair.

Give To Damon Runyon Cancer Fund

The Talk Of The Industry!

ATLAS SERVICE ON EQUIPMENT AND PARTS!

A.M.L. M-200  $445
A.M.L. 6-200  $245
SEBRING  $222 $83
SEBRING 100-1  $495
SEBRING 8-700  $395
WURZBURG 1300-5  $595
WURZBURG 2204  $495
WURZBURG 2100  $340

Support M. O. A. • the Association that HELPS the Music Operator

For Service and Parts ATLAS IS STILL YOUR BEST BUY!

United Cigarette Vendors
SEBRING 800 C.L. $175
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SEBRING 12-10 C.L.  $145
SEBRING 12-20 C.L.  $135
SEBRING 10-10 C.L.  $125
SEBRING 12-5 C.L.  $125
SEBRING 7-10 C.L.  $125
SEBRING 7-20 C.L.  $120
SEBRING 5-10 C.L.  $120
SEBRING 5-20 C.L.  $120

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Give To Damon Runyon Cancer Fund
53% INCREASE IN EARNINGS

WITH WURLITZER TEN TOP TUNES PLAY STIMULATOR

During the first five weeks that the Ten Top Tunes Play Stimulator feature, offering 10 tunes for 50 cents, was added to the Wurlitzer Phonograph in Johnny's Do-Nut Dinette in Charlotte . . . earnings jumped 53%. During the fifth week the phonograph took in 46 half dollars.

Here is the greatest money-maker since we introduced stereo. Have it installed on your new Wurlitzers. One button, plus an automatic plug-in selection unit, enables you to offer this MUSICAL BARGAIN for a 50-cent coin . . . at the single push of this special button. See your Wurlitzer Distributor now for details on how quickly the WURLITZER TEN TOP TUNES PLAY STIMULATOR not only pays for itself, but produces extra high earnings every week.

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