MOA CONCLAVE RAISES CURTAIN

2,000 Attend Ops' Miami Beach Show

By AARON STERNFIELD

MIAMI BEACH, Fla.—An estimated 2,000 attendees, including some of the top executives of the juke box and amusement game operating, distributing and manufacturing firms—together with representatives of major and independent record labels—attended at the Deauville Hotel here today (15) to attend the 11th annual convention of the Music Operators of America.

Hottest topic of conversation at the three-day meet is expected to be whether the 11 single (BMW, May 8), with the subject to be discussed at a forum meeting Wednesday morning (17). Panelists will be Joe Lyons, Columbia Records, Jim Telford, MOA director, and George Urey, Dot Records. Representatives of several record companies, as well as juke box operators, distributors and manufacturers, are expected to be on hand.

The mood of the nation's operators is to resist any development which would allow them to change their current equipment, or cause them to go to the expense of making conversions. The trend in the record industry is to release all records at a single speed, whether they be albums or singles. It is doubtful whether these diurnally opposed views will be changed in a single hour of forum discussions.

Not the Time

The operators realize that the juke box industry will eventually have to follow the lead of the record manufacturers, but they feel that this is not the time for them to lay off large sums of money for conversions and new equipment.

While collections have been improving of late, juke box operators still can't forget the dismal record of 1960. According to the annual Music Machine Survey, appearing in this week's issue of BMW, some 71 per cent of all juke boxes on locations averaged on a long-term basis less than $10 a week before commissions last year, and 37 per cent averaged less than $5.

(Continued on page 58)

Canteen Draws Plans for Entry Into Coin Music

By NICK BIRO

CHICAGO—Automatic Canteen Company of America last week officially outlined its first plans regarding entry into the coins operated music field.

JOEL M. KLEIMAN

WHAT'S NEW?

ROBOT MUSIC!

NEW YORK — If the current trend toward automation continues, robots may become members of ASCAP and BMI in the future. Electronic music composed by computers and tape machines will be spotlighted on "What's New in Music?" over WORX here May 20 from 3 to 4 p.m.

Compositions scheduled include "Illustrious" for String Quartet" by the Illustrious Electronic Computer at the University of Illinois; "Poeo Electrophone" and a Capriccio for violin — representing the first attempt to write a chamber work for a "live" solo instrument with electronic accompaniment; and "Rhapsodic Variations for Tape Recorder and Orchestra," where in two men (Otto Loncin and Vladimir Ushakovsky) operate their tape machines as members of the Louisville Orchestera.

SORD to Mfrs.: Adjust Pricing

By LEE ZITO

HOLLYWOOD — The nation's record manufacturers (ARM) were called upon to reappraise the industry's "unrealistic" inflated price structure of LP records in general, and to remove the present "piddling price inequity" between stereo and monaural disks, among other matters. The plea was made in the form of a letter addressed to the leading record companies by Society of Record Dealers President Howard Judkins Jr., as he attempts to reach the record firms earlier today, Judkins pointed the manufacturers that "The wide discrepancy between the 'priced lists,' we are told, are due to the 'inflationary process.' Among the "ills"... various groups are the manufacturer's list price; the 'priced lists' are excessive, discounting, the resale markup; and the "false" markup to the unluckily still support the dealers, followed finally by the wholesale dumping of merchandise; unable to bring the unnecessarily high list price.

Stereos Extra

Judkins pointed out the standard practice of charging an additional 33 1/3 for stereo LPs as a glaring example of manufacturers inflating prices without cause. "At the advent of stereos," Judkins said, 'additional production costs dictated higher retail prices.' The high rejection rate on early-day stereo pressings required labels to charge more for stereo versions. This problem no longer exists, now that stereo disk production methods have been perfected, Judkins said, stressing that "today, all manufacturers will agree that this higher price is no longer necessary." In continuing to demand a higher price on stereo LPs, the SORD president charged, record manufacturers are, in effect, penalizing that segment of the record-buying public which is most important to the record business.

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CQJ: Complete Operating ............................. $1
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CQJ: Complete Record ............................... $1
CQJ: Complete Album ................................ $1
CQJ: Complete Tape .................................. $1
CQJ: Complete Videotape ............................ $1
CQJ: Complete 'Stats' ................................. $1
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CQJ: Complete Tape Recorder ...................... $1
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CQJ: Complete Phonograph ........................ $1
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Paid Circulation This Issue 21,714, including 1,882 Overseas
BMW Now Flying Full Edition Abroad

By ROB ROLONTZ

NEW YORK — The release this week by Cameo Records of a compact disc version of Chubby Checker’s hit, "The Monster," has caused great excitement among record collectors and audiophiles. The track was originally released as a single in 1972 and has since become a classic. The new release on CD, produced by Bluebird Records, features a remastered version of the original recording. The release has generated a lot of buzz among collectors and audiophiles alike, with many eager to get their hands on a copy. For those who are unable to find a physical copy, there is also a digital version available for download. The release has also sparked renewed interest in the era of disco, with many fans nostalgic for the music and fashion of the time. Overall, the release is a testament to the enduring appeal of classic music and the passion of those who are dedicated to preserving and enjoying it.

Chubby Checker Compact Double Issue By Cameo Closely As 33 Tester

See German Cartel Probe Baring Bias Toward American Pop Music

By OMER ANDERSON

BONN, Germany — Any West German investigation of cartel activity in the recording and music industry is expected to highlight increasing Continental discrimination against the American pop music scene.

There is no longer any doubt in West Germany that much of the material produced on the Continent against U.S. pop music, particularly on the record of the chart, is in itself an exercise in "censorship" or "mushroom music."

West Germany’s Bundeskartellamt (Federal Cartel Office) is investigating several major labels in the music industry, on the one hand, and two Continental groups suspected of organizing a music cartel — the "European Broadcasting Union" and the International Federation of the Phonographic Industry (IFPI). The IFPI is based in Paris and the IFPI in London. The Federal Cartel Office’s probe has resulted in the withdrawal of the West German music export tariff, "CEMA," from the IFPI. Now West Germany’s Parliament is being asked to withdraw the tariff. The move is likely to result in a valid action by the European Commission against the cartel.

"There is no one, to our knowledge, who has ever produced any 45 stereo disk, because of lack of demand. He said he was ready to go into 33 stereo singles, however, whenever they might be needed.

There are no plans to build the plant to produce any 45 stereo disks because of lack of demand. He said he was ready to go into 33 stereo singles, however, whenever they might be needed.

No 45 Stereo

As far as singles went, Abner said Victor decided not to produce any 45 stereo disks because of lack of demand. He said he was ready to go into 33 stereo singles, however, whenever they might be needed.

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3 Charged in Counterfeit Change Pleas of ‘Not Guilty’

HACKENSACK, N. J. — the trial in Federal court here today of three New Jersey men charged with a conspiracy to violate trademark laws in connection with the phony sale of phonographs and phonograph records, ended in a hung jury yesterday morning. The jury deliberated 13 hours over three days before returning a verdict of not guilty on charges of conspiracy to violate trademark laws and of forgery.

Each of the defendants, John M. Bach, 29, of Hackensack, Frank J. Zipp, 32, of Millburn, and Robert W. Hefner, 28, of Newark, had pleaded not guilty to the charges.

EAST’S DEALERS CAST PRO, CON VIEWS ON LOW-COST 33 PLAYER

NEW YORK — Not all dealers regard the concept of a low-cost 33 rpm phonograph as the panacea for long-held complaints about the higher cost of turntable equipment.

The dealer, who has been very active in the growing field of consumer electronics, said that the problem of eliminating the high cost of turntable equipment was not yet solved. He said that the concept of a low-cost 33 player was not yet practical.

“We have been involved in the development of a new concept in low-cost equipment,” he said. “We believe that it will be a practical solution to the problem of low-cost equipment. But we still have a long way to go before we can say that we have solved the problem.”

The dealer also said that the concept of a low-cost 33 player would not be practical until it was developed into a fully functional product. He said that the concept was still in the experimental stage and that it would take several years before it could be brought to market.

NAB Wields Music, Broadcasting

WASHINGTON — The National Association of Broadcasters held its annual convention here this week, and the highlights of the event were the keynote address by President Bush, who spoke on the importance of free speech in a democracy.

The convention also featured a panel discussion on the future of radio and television, with panelists including former FCC Chairman Dan Rostenkowski, former NAB President Bob Nelsen, and current NAB President John Heartfield.

FCC Shaping New Anti-Plugula Rules

WASHINGTON — The Federal Communications Commission (FCC) has proposed new rules to limit the use of “plugula” or “clicker” systems in broadcast advertising.

The proposed rules would require stations to disclose the presence of a clicker system in their advertising, and to allow listeners to opt out of the system if they choose.

The FCC’s action follows complaints from radio and television listeners who have reported experiencing delays and disruptions during broadcast advertising.

ALL THAT MEAT & NO POTATOES

HOLLYWOOD — The cast of the film “Meat & Potatoes” has been interviewed at a recent press conference, at which they discussed their upcoming film and their roles in the production.

The cast, which includes John, Jane, and Mary, as well as several other actors, discussed the challenges of filming a movie with such a large cast and the importance of teamwork.

The cast also talked about their personal relationships and the difficulties they faced on set, as well as the importance of laughter and support during the filming process.

The film is scheduled for release in the fall and promises to be a heartwarming tale of friendship and adventure.
MUSIC AS WRITTEN

New York

Al MASSLER, head of AMY-Mala Records and Bestway Products, leaves for May 16 for a three-week trip to Africa to investigate the possibility of starting a record business there. The trip is sponsored by the Rockefeller Foundation. The accompanying Massler will be plant expert Iren Gershon, C.E., Henry Glover, a.d.r. topaz from the Green label, is on the road working on "Heart And Soul" by the Cleffsho and "Florida Rag" by the Regents. Eric Steinmetz, director for Kapp, is back from a tour of Latin America, covering Mexico, Venezuela, Brazil, Argentina, Panama, Costa Rica, Panama, Colombia, Peru, Ecuador and Brazil. Jack Wilson, Dinah Washington's former pianist, will be discharged from the U. S. Army in August.

Chapter Ted Russell Jr., has signed a managerial agreement with Ken Bubys' Warner Bros. Records, which will rep the label in the U.S. and Canada. slides are due back from the Coral a.d.r. staff to concentrate in India production. Julian Aberbach, of the publishing Aberbach, became the first American producer, on the Coral a.d.r. label, to concentrate in the U.S. and Canada. Slides are due back from the Coral a.d.r. staff to concentrate in India production.

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One of the newest services was offered by Magne-Tronics, Inc., who also offers a tape background music, "Motional-

Automated Programming
Major NAB Exhibit Item

Flock of Robot Music Systems & Packs Pose as Controversial Subject to DJ's

BY JUNE BUNDY

WASHINGTON — Automation — considered by many jocks to be more of a threat to the personality deejay than the "Top 40" format — will be the subject of the exhibit schedule of the National Association of Broadcasters Convention here next week. Six different computerized music programming systems and packaged musical programming services were demonstrated to broadcast jocks.

One of the newest services was offered by Magne-Tronics, Inc., who also offers a tape background music, "Motional-Audio" for factories and offices, and a device concealed in showrooms to broadcasters. The background music service is currently carried in more than 400 factories.

Automated Radio

The new Mojney-Tronics, Inc., service, which comes in 20 languages with a new reel each month, provides continuous automated radio programming, including commercials and announce- ments. The program is recorded on tape and a magnetic strip is placed in a pre-recorded cassette. The tape is played in the broadcast studio, and the program is transmitted to the broadcast station. The program is then broadcast on the air.

The service includes five-min-
ute pre-released programs for broadcast, with "Eco-Fonic Sound" promised for the early months of the year.

Tops Firm Enters Premium Disk Race With 6 Key Reps

HOLLYWOOD—Tops Records is launching an intensive drive for a share of the lucrative premium record market and for premium service. The company will offer a variety of products, including compact discs, 45-rpm records, and 78-rpm records.

Turner & Scott Add Angel Sales Power

HOLLYWOOD — In the latest in a series of moves to beef up its sales force, Turner & Scott has added a new executive to its sales department. J. Anthony Schulte, who has been with the firm for several years, will be promoted to the position of national sales manager.

Set Up Publisher for Adler's Show Score

NEW YORK—Dick Adler and Chet Atkins have set up a new label, Sadie Music, Inc., to publish the score of Adler's upcoming show, "The Green Hornet." The score will be written by the late Alan Jay London and the English-African star, Johnnie Hooker. A full production is scheduled, with pre-Broadway openings at the Winter Garden Theatre, Toronto, and the Colonial Theater, Boston.

Gene Autry Buys McCall's 4 Star Co. for $75,000

SEVIGON in Decca Long-Term Pact, Cuts New Series

NEW YORK — Andes Segovia, one of the world's greatest classical guitarists, has signed a long-term pact with Decca Records, according to Executives Vice President Leonid Schneider. The pianist, who will also have an association begun in 1944, copied a Decca longest-playing record for the artist by Andes Segovia. Last week, Segovia completed recordings for the forthcoming Decca New York studios. In addition, Decca has indicated that it also will record a concerto with the Symphony of the Air. Prior to his departure for Europe, a series of recording projects was announced with Andes Segovia and Israel Horowitz, Decca classical & d.r. chief.

Segovia's newest release for the Decca Gold Label series, titled "Three Centuries of the Guitar," amounts to a virtual history of the instrument and brings to an even wider audience the vast talents of each guitarist. Among those included are the work of such greats as Paganini, Tchaikovsky, and Chopin.

Discontinue Weller Jr. Suit

NEW YORK—The action filed by Jack Weller, Jr., against Charles Thomas Weller Sr., a few weeks ago (BMW, April 24) against Joy Records, Inc., and Ronald Weller, Sr., against the Weller Sr. copyrightees, was discontinued last week by the plaintiffs. The music firm and Weller Sr. had filed lower court suits against the Weller Jr. and the Weller Sr. publishing companies.

(Continued on page 22)
TALENT TOPICS

NEW YORK

Tommy Smalls, former Dr. Jive of the Jive Aces, has rejoined the Guild and is now one of the executives of Alto Records, has discovered a new group. The group, which has been billed and also signed to the label by Ray Brew-

er, is the Brand New Flames, as well as Annie Laurie and Cat Anderson. ... The Ralph Simmons, the late-grown Virginian, is still with Flamingo, but he has teamed up with Criss Cal-... Merle Travis starts at Car-... Remus Lewis Trio and Walt Holdren Band

Burton Lamester, head of United Southern Artists, Hot Shots, reports that the firm's a.a.r. director was signed Randy Page, young West... ForSee, Steiner's star-up, upholds the musical endantly.

The crowd was almost as enthusiastic over the perfor- mance as the Alf Hirt fans. A large number of them were blowing, the Hirt group drew big bands with its cori... Publicity for the event are: "I'm On My Way" and "I'm Roof Blues." There is little doubt that it's a commercial combo, although musically it leaves much to be desired. ForSee, Steiner's star-up, upholds the musical endantly.

This is the first of the many funny bits of comedy with his droll jibes, including Russian, Italian, Cuban, and even Japanese, and his take-off on the way a commercial combo, although musically it leaves much to be desired. ForSee, Steiner's star-up, upholds the musical endantly.

The night, however, belonged to Sarah, and she made the most of it. She was not only a good singer at Basin Street East," but it should be. Bob Rolontz.

SAUCE FOR THE GANDER

Some Distributors Eyeing Self-Service Rack Set-Ups

PHILADELPHIA — Several distributors here who have re- ceived some attention from the formal organization to discuss matters of mutual interest, saw their sights on a new gambit: namely, the opening of com- plete self-service racks in their stores.

It's no secret that some dis- tributors have been bugging the increasing amount of busi- ness for self-service racks, and there are quite a few that feel it's a way to beat the job- bing. With the share of the to- tal business self-service racks de- velopment, there is no longer a problem here.

Moreover, the distributors feel that the new rack system could be used to their advantage, in that it would give them a better chance of getting the business.

Now the distributors feel, in a sense, that what's wrong with the rack system is that it has not been developed.

In other words, if the racks are of the shopping centers and supermarkets, so can the distributors. By so doing, they feel that they have gravity of the share of the business for themselves.

It's indicated here that dis- tributors will set up a separate and independent self-service rack manager and a route staff. Re- tail disk tress will be set up in any store, either a complete rack or a rack of self-service racks.

The customer will pick the brand of candy from a self-service rack, and the self-service racks will be one of a kind, serving its own purpose.

One independent dealer in the Quaker City area, apprised of this possible development, commented: "Oh, that's lovely, that's simply the end!"

'Bud' SACHS

FOLK TALENT & TUNES

'Exodus' Movie Theme Racks Ups 5 Hot Versions on BMW Tone Charts

NEW YORK — One of the hot- test tunes of the season is "Exodus," the theme from the film by Ernest Gold and pub- lished by Chappell, has five versi- on's that have hit on and around BMW's "Hot 100." The theme is unique in that it has had many different ver- sions, depending on the single that has been included in a different mood and in a different style.

Currently, the Eddie Harris Vee style of "Exodus," the theme from the film by Ernest Gold and pub- lished by Chappell, has five versi- on's that have hit on and around BMW's "Hot 100." The theme is unique in that it has had many different ver- sions, depending on the single that has been included in a different mood and in a different style.

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Currently
COPACABANA, N.Y.C.
SECOND APPEARANCE IN 5 MONTHS

Opening June 20th
SAHARA HOTEL
Las Vegas
SECOND APPEARANCE IN 8 MONTHS

Exclusively
MGM RECORDS

Personal Management
GEORGE SCHECK
161 W. 84th St., N.Y.C.

IN JAPAN
#1 Where the Boys Are

IN ITALY
#1 Jealous of You
#8 Valentine

ITALIAN NEWSNOTES
Connie's triumph predicts follow-ups by other artists

GERMAN NEWSNOTES
Rear of approval at Connie
Copa German Star Awards

Connie Francis, who was in
Hamburg for new recordings,
prepared for Radio London
Sunny Garden's show for the
Vifa for Erich Sellmayer's party.
Munich's 'Earhardt's' club.
Favorite

CONNIE FRANCIS

Thanks to my friends all over the world
and a big hello to the juke box operators
of America at their convention in Miami Beach

Connie

Current Smash Single

BREAKIN' IN A BRAND NEW BROKEN HEART

SOMEONE ELSE'S BOY

This One
best wishes to the music operators of America
1961 MUSIC MACHINE SURVEY

by Thomas Lea Davidson
Assistant Professor of Marketing
School of Business Administration
University of Connecticut
Prepared by BILLBOARD MUSIC WEEK

THE PROFILE OF A TYPICAL OPERATOR IN 1960

RATE YOURSELF

☐ 1. Operates juke boxes, amusement games and one or more other types of coin equipment.

☐ 2. Has 66 locations
   ☐ 52 monaural
   ☐ 14 stereo

☐ These locations are:
   ☐ 30 taverns or bars
   ☐ 19 restaurants
   ☐ 10 soda shops
   ☐ 5 diners
   ☐ 2 other

☐ 3. Bought 10 new boxes in 1960. Seven were stereo and three were used.

☐ 4. Added seven new locations.

☐ 5. Plans to buy several types of equipment in 1961 including at least stereo and amusement games.

☐ 6. Bought 6,618 new records, this amounts to 93 records per machine.

☐ 7. Employs the equivalent of three full-time persons.

☐ 8. Finds about $14 in an average coin box per week, of which he gives $7 to the location and keeps $7.

During 1960 the juke box industry was characterized by slow but consistent growth. Coin music machine operators experienced net gains in number of juke boxes, number of locations, number of records purchased and variety of machines operated.

This growth in scope of business was sustained despite a noticeable weakening in the industry sales volume. Out of a total of 336 operators who were queried, 49 per cent suffered a net loss in net income, whereas, only 29 per cent reported a gain. Twenty-two per cent said that net income was the same in 1960 as it had been in 1959.

These figures and the data contained in this survey were derived from an analysis of the 1961 Music Machine Survey sponsored by Billboard Music Week.

The purpose of this study was two-fold. It was intended to highlight the importance of the music machine business in the American economy. Second, it was intended to provide each individual operator with facts that he could use to improve his operation and make it more profitable.

The music machine operators who compose the specific industry which was the subject of this study are defined as those businessmen who buy coin-operated music machines and then place these machines in various locations. The operator retains control over his machines and is responsible for their service and for the programming of records. He generally pays a commission or some other form of monetary compensation to the location.

To obtain the data used in this analysis, a mail questionnaire was sent to a representative sample of music operators. These operators were selected from BMW's subscription lists. Each operator in this sample was sent a letter explaining the purpose of the survey and requesting his cooperation by completing and returning the enclosed questionnaire.

In addition to the mail questionnaire, a control group was also surveyed. This control group consisted of a panel of operators composed of those businessmen who had provided data in previous years. This group received a questionnaire by Western Union messenger. To follow up this delivery, each of these operators also received a phone call several days later to determine if the questionnaire had been returned. If it had not been then the respondent was urged to do so.

In all, 300 questionnaires were used as the basis for this report. These questionnaires were returned directly to the research director and were tabulated by him and his staff. This procedure assured the anonymity of any individual returns. Figures are considered sufficient in quantity, geographic distribution, and size of responding firm to provide a representative picture of the entire industry.

As was the case in previous years, the research team found it necessary to estimate the total number of businessmen who operated one or more juke boxes as a commercial venture. After careful study of BMW subscription records and after re-

viewing the project returns, it was decided to use the same figure as in 1959. Thus, projections used in this report are based on an estimate of 10,000 juke box operators.

If used properly, this survey can provide valuable assistance to an individual operator. Comparisons of his own business with the data in this report provide each operator with a means of measuring how he stacks up to his fellow operators.

In using the figures in this survey, however, each music operator should keep several things in mind. Failure to do this can destroy the value of this report.

Of primary importance is the fact that these figures are not intended to represent the "best" nor are they intended to portray any one specific operation. In fact it would be more coincidence if there is any one operation in existence that mirrors this profile. Rather, these figures represent the sum total of all of the operators who responded to the survey. They are norms around which all of the individual operators tend to congregate.

Second, it is very important to remember that it is not the fact that any one operator deviates from these figures that is important, but it is the reason why he deviates. A deviation, either up or down, may be good as well as bad. The purpose of a deviation is merely to serve as a red flag that says, "Here is a place that should be studied to find out why I differ from the industry."

If the reason is good, then it should be reinforced; if it is bad it should be changed. In most cases the operator can start with the idea, "If I change my operation so that it more closely resembles the industry, will I make more profit?" and follow this with "Can I change or how do I go about changing?"

Finally, one must remember that these figures were derived from a sample. Small differences are not significant. In this study a difference of approximately 6 percentage points could be due to mere chance. This margin of error is relatively small and was achieved only because of the high rate of returns from the control group.

The Man Who Did the Job: Professor Davidson

The 1961 Music Machine Survey was organized and compiled by Charles H. Borchers, assistant professor of marketing, School of Business Administration, University of Connecticut.

Professor Davidson holds a B.A. and an M.B.A. from Marist College and a Ph.D. degree from Northwestern University. He has served as a marketing research consultant for Standard Oil of Indiana and as an assistant to the marketing division of American Tobacco Company. He has also served as a market research consultant for the American Tobacco Company. Professor Davidson is a member of the American Marketing Association, the American Economic Association and this American Association of University Professors.
Roulette Records
takes great pride in presenting
the debut performance of
the magnificent voice of

ENZO STUARTI

MY HEART BELONGS TO YOU
and
I'D CRY NO TEARS
R-4369

ROULETTE
1631 BROADWAY, N.Y.C.
1961 MUSIC MACHINE SURVEY

JUKE BOX LOCATIONS

Despite the many changes taking place in the music machine industry, the nature of the juke box location remains virtually unchanged. Figures for 1959 and 1960 are almost identical, with taverns and bars accounting for slightly more than half of the locations, and restaurants accounting for nearly a third. Soda shops and restaurants account for all but 3% of the balance. Last year 80% of the operators added new locations, with 77% of those operators adding new locations placing equipment in at least one tavern, and 69% of the total adding at least one restaurant. Some 30% of the operators adding new locations placed machines in soda shops. Hence, adult locations continue to account for the great majority of juke boxes, despite the fact that much of the programming is geared for teenagers. The location payment structure remains virtually unchanged from last year, with 77% per cent paid by straight commission. Nine percent give the operator front money, and another 3% have a maximum guarantee. Rents increased from 5% per cent to 4% per cent.

WHERE JUKE BOXES ARE LOCATED

NEW LOCATIONS

HOW LOCATIONS ARE PAID

1961 MUSIC MACHINE SURVEY

DIVERSIFICATION

The operator who has only juke boxes on his route is becoming increasingly rare. Some 90% per cent of juke box operators operate at least one other type of coin equipment. Games, of course, are the most common type of non-juke box coin equipment, with more than nine of ten juke box operators in the diversified category having amusement machines on their routes. In the merchandise vending category, cigarette machines by far lead the list, with 39% per cent of the group operating cigarette machines. Juke box operators are still slow in entering other phases of vending, but a respectable 9% per cent of the diversified operators had food or drink machines. And no adult rides are still a factor in the industry, with 14 per cent operating the napkin machines. The anticipated move toward greater diversification on the part of juke box operators did not materialize last year. Figures don't vary by more than a couple of percentage points between 1959 and 1960. However, many of the juke box operators who have entered vending have made major efforts in this direction, so the actual percentage of juke box operators in vending does not fully represent their influence.

DIVERSIFIED OPERATORS - EQUIPMENT BY TYPES
Everybody's Favorites

THE McGUIRE SISTERS

current smash single:

JUST FOR OLD TIME'S SAKE

CORAL 62249

exclusively CORAL RECORDS

personal management MURRAY KANE
Thanks, Music Operators of America, for all your help—Chris, Phyllis, Dottie
1961 Music Machine Survey

Equipment

Total Juke Boxes

Juke boxes capable of playing both monaural and stereo last year accounted for 19 per cent of those on location, up 6 per cent from the 1959 figure. Nearly all of these dual-channel pieces were purchased in the last two years.

Juke Boxes Purchased in 1960

Per Cent Monaural Per Cent Stereo
Some 57 per cent of the juke boxes purchased last year were capable of playing both monaural and stereo. As this figure includes both new and used boxes, the percentage of stereo boxes was considerably higher than the 57 per cent.

Juke Boxes Purchased in 1960

Per Cent New Per Cent Used
Of the equipment purchased last year, 72 per cent was new and 28 per cent was used. The great majority of the new equipment can play both monaural and stereo, and 23 per cent of all purchases were capable of playing 33⅓ singles.

Records

Monaural singles still account for the great bulk of purchases by juke box operators...92 per cent, only a percentage point down from the previous year. The new 33⅓'s accounted for 2 per cent of operator purchases, and 45 stereo accounted for 4 per cent. EP's were down from 3 per cent to 2 per cent.

One stops are stronger than ever, accounting for three-quarters of operator purchases last year, 8 per cent more than in 1959. Distributors sold only 22 per cent of the juke box operator market, as compared with 31 per cent in 1959. Evidently operators are influenced by the specialized services offered by one stops.
America's newest teen queen!

CATHY JEAN

Thanks everyone for your wonderful reception to "Please Love Me Forever." I hope you like my latest on Valmor just as much...

Cathy Jean

"MAKE ME SMILE AGAIN"

VALMOR 009

Direction: GAC

Exclusively:

VALMOR RECORDS
215 W. 57th St., N.Y.C. JU 3-5742
A Division of Countess International, Inc.
1961 MUSIC MACHINE SURVEY

INCOME

Gross Income Per Machine

Collections were way off in 1960. The previous year, 14 per cent of the nation’s juke boxes grossed less than $10 a week before commissions. Last year the figure was 21 per cent. In 1959, a third of the machines on location grossed between $10 and $15 a week; last year 37 per cent of the machines were in this bracket. Only 22 per cent of the machines grossed between $16 and $20. All told, 58 per cent of all juke boxes averaged $15 or less a week.

<table>
<thead>
<tr>
<th>'59</th>
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<tbody>
<tr>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>33%</td>
<td>29%</td>
</tr>
<tr>
<td>LESS THAN $10</td>
<td>LESS THAN $5,000</td>
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<tr>
<td>21%</td>
<td>50%</td>
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<tr>
<td>28%</td>
<td>27%</td>
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<tr>
<td>$10-$15</td>
<td>LESS THAN $10,000</td>
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<tr>
<td>37%</td>
<td>30%</td>
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<tr>
<td>22%</td>
<td>11%</td>
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<tr>
<td>$16-$20</td>
<td>$10,001-$15,000</td>
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<tr>
<td>11%</td>
<td>10%</td>
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<tr>
<td>10%</td>
<td>11%</td>
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<tr>
<td>$21-$25</td>
<td>OVER $15,000</td>
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<tr>
<td>10%</td>
<td>9%</td>
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<tr>
<td>15%</td>
<td>26 AND OVER</td>
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Net Income All Operators From Juke Box Operations

Despite the drop in collections, income remained remarkably stable. About half of the operators earned $5,000 or less from juke box routes, the same as the previous year, and 30 per cent earned between $5,001 and $10,000. Another 10 per cent earned between $10,001 and $15,000. The remaining 10 per cent earned more than $15,000. However, these figures do not include collections from games, vending machines and other coin units.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>50%</td>
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<tr>
<td>LESS THAN $5,000</td>
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<td>$10,001-$15,000</td>
<td>10%</td>
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<tr>
<td>10%</td>
<td>10%</td>
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<tr>
<td>OVER $15,000</td>
<td>10%</td>
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</tbody>
</table>

1961 MUSIC MACHINE SURVEY

EMPLOYEES

A rule of thumb is that operators with routes of less than 25 juke boxes average one full-time employee, while those with 25 to 50 machines on location average 1.5 employees. Medium-sized operators—with 51 to 100 machines—average 3.5 employees. On larger operations the rule is one employee to every 22 to 27 machines, depending on the size of the route.

PERCENT OF TOTAL PERSONS EMPLOYED BY JUKE BOX OPERATORS

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<tr>
<td>FULL TIME</td>
<td>83%</td>
</tr>
<tr>
<td>PART TIME</td>
<td>17%</td>
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1961 MUSIC MACHINE SURVEY

PLANNED PURCHASES

Only 31 per cent of operators plan to buy manual juke boxes this year, while 52 per cent plan to buy stereo units, mostly those which will play 33 1/3 singles. Nearly two-thirds plan to buy amusement games and 23 per cent plan to buy cigarette machines. An amazing 17 per cent said they planned to buy nothing this year ... as compared with only 6 per cent the previous year.

Percent of Operators Planning to Buy...

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<tr>
<th>'59</th>
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<tbody>
<tr>
<td>JUKE BOXES</td>
<td>45%</td>
</tr>
<tr>
<td>STEREO UNITS</td>
<td>31%</td>
</tr>
<tr>
<td>DIAGRAMS</td>
<td>32%</td>
</tr>
<tr>
<td>PRINTED ITEMS</td>
<td>11%</td>
</tr>
<tr>
<td>CIGARETTE MACHINES</td>
<td>8%</td>
</tr>
<tr>
<td>AMUSEMENT GAMES</td>
<td>9%</td>
</tr>
<tr>
<td>BOWLING</td>
<td>6%</td>
</tr>
<tr>
<td>NONE</td>
<td>17%</td>
</tr>
</tbody>
</table>

Copyrighted material
IT'S IN THE CARDS...

"SOLITAIRE"
EMPRESS 101

by THE EMBERS
(a fabulous new group!)

on a great new label...

a subsidiary of Valmor
225 West 57th Street, New York, N. Y.
Phone: JUdson 2-5742
Operators Resist Switchover to 33 Singles

Boston Operators Unconvinced on 33's

By CAMERON DEWAR

BOSTON—Any discussion of 33 speed records in the musical field has an inherent element of opinion between operators, who would mostly prefer 45's, and the distributor at the moment engaged in pushing the phonograph manufacturer's product that has pioneered the 33 line. Such a discussion would not seriously give the 33 a chance that he will benefit greatly.

Another distributor reports that he has had exactly one request for a conversion kit and that his customers don't seem to be the slightest bit interested. The operators are not too interested in the cost and expense of trying to promote 33's wouldn't pay. The majority says that for the present, the 33's are not a factor in the music business.

Actually, there is very little change in the attitude of operators in the Greater Boston area to the sentiments expressed by them over the past year or so. Some point out that when the 45's displaced the 78's that there was merit to the move. Less bulk, better playing records which weren't necessary to replace because of war and breakage, and a number of advantages made the 45's a welcome change from the 78's. Few see any advantage at the moment to shifting again to 33's.

The biggest problem with 33's appears to be the trouble in procuring them. The operator's biggest source of records, the one-store, won't stock them because they say the selection is poor and the calls for them are few and far between. Some operators have expressed the fear that the movies, which usually come out in singles, and the speed isn't important so long as there is a good selection. What can they give us different on 33's that you can't get on 45's? One distributor says that the majority of his operators won't even consider 45's when they are in the market for a new machine.

Donald Feo of Major Music Company, Randolph, has much the same feeling. "The problem is that there are very few customers and no one seems to ask for them. I don't want them, but if I'm forced into them I'll have to have them; there will be very little selection when 78's went out. There was some benefit to that, but I do not feel the change to 33's will help collections. I'd rather get a single-speed machine first and save the $5.50 I can get a conversion kit later if 33's work out."

Philadelphia Coinmen to Wait and See

By GEORGE METZGER

PHILADELPHIA—The operator that doesn't start converting to 33 records won't be in business five years from now.

Those are the words from Bill Adair, of Eastern Music Systems. The reason, he said, is the fact that 78's have been replaced by 45's and 33's. "More standards are being played today and 33's fit nicely into this category. The standard 33 is a more stable commodity, whereas the modern 45 enjoys fad action but a shorter life," said Mr. Adair.

"The selection is limited, however. I bought eight separate records and only one is getting any action," he added.

Mrs. Robert Williams, president of S. L. & L. Clary, does not buy 33s. She claims that her juke-box playing clientele doesn't know the difference in hi-fi and stereo or 45's and 33's. She won't hang around juke boxes, she said, and Mrs. Williams also said, "Five records come in an album, one is good and for the rest I'd prefer the Standard Music Company, who buys a 33 adapter for all new equipment. "If a real good 33 hits the market, I have difficulty getting them, and if 45's are any good they probably are better."

Helen believes high-class 33's and stereo equipment is a high class piece of equipment, a high-class restaurant is a poor joke box location, the latter is a number one location.

Sylvan Goldstein, vice-president of Monroe Coin Machine Company, has been pushing 33's for years. He thinks they are going to be a real success and he expects to sell over 78's a good one for all, but he thinks the switch to 33's isn't from necessity.

"We must have and after selection of 33's to prove their worth," pleased James Ross, head of J. R. Music. "There are not enough selections."

Cleveland Trade Hostile to 33 Singles

By BOB SUDYK

CLEVELAND—The 33 speed records and phonograph equipment that are being purchased are in such quantities and numbers that woe to the one who is not interested or is hostile. A fashion enthusiast a "reaver" enjoys in the Ozark Mountains.

Every operator interviewed took verbal pot shots at 33's and some had a head on music for any popularity the new developments enjoy.

Few customers would buy a phonograph containing a 33 record. In Cuyahoga County there is a dozen tax assessors in Cleveland and the 33 customers account for 33-speed records and their complaints provided a bigger eye-opener than anything sold at the same price in the new record was unannounced and the position held by operators.

Customers admitted:

(1) They did not understand what 33's or 45's meant.

(2) They did not know the difference between hi-fi and stereo.

One knowledgeable patron reported, "Man, if the song I liked was on 100 45's, I'd play it. I dig the music, not the speed.

Both importers are buying 33-play equipment and attachments slowly, but reluctantly. There are a few, however, who are holding the line against it. None believe that the introduction of a new speed will perk up activity directly and all label the present available line of 33's aemic, as long as there is a few only of a few that have gone into 45's. They claim they are happy and don't want to change. I wouldn't be willing to increase the split and really don't care about the move.

Says Dave Gromp of Beacon Hill Music Company, Boston: "I don't want a shift of steps and before worrying about 33 I still want individual hit

However, summer see's larger part of the Automatic Music Company, Cambridge, takes a different view. "If the operator will properly categorize the records and put some thought into the record buying for the type of customer he will find his business increasing. At least mine did. "I have sold six records for our new machine and it's not available on 45's. There's a finer kind of music on 33's or the right location. There doesn't seem to be any sense to the trouble 33-speed makes. I think we are sure to be exporting for conversion anyhow. Companies now producing 33's on the larger orders are in wider range and greater variety than we ever knew before.

"I never use any new, single," says David J. Baker, of Melodee-Tone Radio Co., Arlington, "first, because they are too hard to come by and secondly, the effort to promote them wasn't paid. For the time being I don't favor them. I'm buying single-speed machines and if 33's take over I can get conversions at low cost. Quickly. The change from 78's was good and worked out as a big advantage to the operator, but I can't see it with 33's and in dollars and cents I can't see it worth the difference.

Another operator who plans to stick with 45's is Ben Ross of Graben Radio and Coin Machine Corporation of Newton: "We have been buying some new modern machines and there is no sense in changing to 33's before I think of changing. It's still too early to say if 33's are here to stay or if they're just another gimmick. There is some locations coming up and an operator can't beat this by investing in expensive 33's. It's one of the worst things in the world. It's the competitive collections. The only way to do this is to have a good, strong operator group. There are too many locations all in a row. I don't think I'll consider multiple speed machines or 33's for the time being.

The day of the 33's does not appear to be in the near future for the Greater Cleveland area, according to operators. Few who seem to have moved over and are prospering. General acceptance will come apparently when 45's can no longer be had. For the present most are solid for the status quo and it will take a great deal of work on the part of record and distributor firms before many of the Boston boys will be running on 33's.
The NEWEST COMEDY SENSATION!

CHARLIE MANNA

“I WANT MY CRAYONS”

SALES BLASTING OFF!!

featuring

HIS GREAT COMEDY ROUTINE

“THE ASTRONAUT”

THIS ALBUM AVAILABLE IN MONOAURAL AND STEREO

DL 4159
DL 74159 (S)
Am-Par Distributors Get First New Erroll Garner Disk in Three Years

NEW YORK — The first new Erroll Garner recording to be issued in almost three years started shipping to ABC-Paramount distributors last week (11). The recording, called "Dreamstreet, was issued on the Octave label, a firm in which the pianist has an interest, and is being distributed by ABC-Paramount. The official release date is tomorrow (16) but demands from the distributors for the album were so strong the Am-Par jumped its own release date.

The contract between Garner's Octave label and ABC-Paramount was finally signed between Garner, manager Martha Glaser, and Am-Par chief Sam Clarke a few weeks ago after lengthy negotiations. It concluded one of the longest guessing games in the industry as to which firm would handle the Garner discs. It is no secret that after the pianist's break with Columbia, almost a dozen disk firms had sought to sign Garner or distribute his records. A dickey that almost had a contract with him last out because it wanted his records for its record club as well. Garner and Miss Glaser are strongly against record clubs. ABC-Paramount will not only distribute this new recording of Garner on Octave, but also has a long term second contract effective June 1, under which Am-Par will have the exclusive distribution rights to all new Erroll Garner recordings.

The new Garner album, "Dreamstreet," is named for a new tune penned by the pianist. It also contains a flock of standards. Material for the album was cut after Garner signed an exclusive agreement with Octave in October 1960. He had been recording for Octave on a non-exclusive basis since February 1959. Octave, in addition to recording Garner, will also cut other artists, and Am-Par will have the right of first refusal on Octave's recordings featuring these other artists. At the moment the distribution deal between Octave and Am-Par covers only the U.S., but negotiations are now under way for foreign distribution possibilities.

Garner is overseeing all of his own work on Octave, including the selection of material to be released. He will have a single issued on Octave in June. Cal Lamplcy is doing some freelance arrangements.

MOA CONVENTION

Hotel Deauville, Miami, May 15-17

PHONE: UNION 6-7231

to leave a message . . . or to contact someone during the convention . . . and be sure to stop by frequently to pick up any messages that may be left for you.

GEMA Seeks AFN Royalties

FRANKFURT, Germany— GEMA, the German performing rights society, is trying to negotiate its claim to $17,000 in back royalties with the U.S. Armed Forces Network (AFN). GEMA filed suit against AFN, but the suit was rejected by the German courts, which ruled that AFN is a nonprofit arm of the U.S. government and hence cannot be used in German courts.

GEMA has refused to drop its claim, however, and is resorting instead to direct negotiation on the theory AFN may be persuaded to ante up at least part of the money if it can avoid the risk of establishing a legal precedent whereby U.S. government agencies can be sued in German courts. In essence this was the issue in GEMA's suit against AFN.

At the same time the U.S. Armed Forces' numerous junkies (Continued on page 71)

Next Van Cliburn RCA Disk With Chicago Ork

NEW YORK — Van Cliburn's next release of Victor will be with the Chicago Symphony Orchestra under Fritz Reiner. The pianist started recording last week with the Chicagoans in the Beethoven "Emperor" Concerto and the Brahms Piano Concerto No. 2. Following the Chicago wax sessions, according to Victor's Red Seal chief Alan Kayes, Cliburn will return to New York to record his first solo album.

Octave, and Sid Feller, of Am-Par, is also doing some special projects. Garner last recorded for Columbia in June 1958. At the present time, Columbia and Garner both have suits pending against each other for breach of contract. Columbia claims Garner breached his contract with them and is suing Garner for $500,000; Garner claims Columbia breached the contract and is suing the firm for $1 million. While at Columbia, Garner had sold the biggest album sellers on the label, "Concerto by the Sea," which at last report was around the 500,000 mark.

by MARCY JOE

ROBBEE #110
WITH THE COUNTRY JOCKEYS

By BILL SACHS

Jim Brannon, whose hour-and-45-minute country and western show, "Country Music Hall of Fame," is heard on Station KAND, Corpus Christi, Texas, says he receives good disc service from most sources, with the exception of Decca. . . . Sam Short, Jr., president of Del-Ray Records, 4 Center Street, Harrington, Dela., invites deejays wanting country releases by Cowboy Howard Yoken and Rudy Thacker to write him at the above address.

Jimmie Williams, until recently with the all-country station, WYCR, Ashland, Ky., has taken over the top C.C.W. deejay post at WCKY, Cincinnati 50,000-watt, succeeding Wayne Ramsey, forced to resign recently due to ill health. . . . Deejays who may have been missed in the mailing on the new Andy Dull tune on the Ad label, may obtain copies by writing to Big Carl, Ad Records, Okeefe, In. . . . Jim Parker, songwriter of Blue Ridge, Ga., and formerly heard on the Country Jubilee label, has joined the staff of Mark IV Records, East Point, Ga., and promises to supply releases to all jocks who'll write in.

Leo Jacques, of Marlo Music, 147 Geoton Avenue, Cortland, N.Y., has just Atlanticized one of his own tunes with a country flavor on his own label, Carol Records. Ditties are "Salt, Salt, Salt" and "If You Should Ever Say Good-Bye," and Leo says he'll send a sample to deejays who write in. . . . Srangie Bruce Harper, of WLAC Radio, Nashville, writes that Bob Jennings, now on

WTRY

MUSIC SURVEY

ACTIVE A-CURATE

FEATURED BY WTRY'S MUSIC PERSONALITIES

THIS LAST WEEK

PICK OF THE WEEK

May 6, 1961

1. 8. I'M GONNA KNOCK ON YOUR DOOR - EDDIE HODGES - CADENCE

20. 1. I'M GONNA KNOCK ON YOUR DOOR - EDDIE HODGES - CADENCE

The Newest Juke Box Favorite

Thanks op's... It couldnt have happened without your help -

current smash single

MOTHER-IN-LAW

And watch for my newest

REAL MAN

b/w

TE-TA-TE-TA-TE

Personal Management: Larry McKinley
Exclusively: Minit Records
Bookings: Shaw Artists
2 Teen Favorites Together for the First Time—on a Swingin' Single!

Tommy Sands & Annette
Sing Two Great Songs from Walt Disney's Forthcoming Motion Picture —
"THE PARENT TRAP"

Starring...
MAUREEN O'HARA—BRIAN KEITH
and HAYLEY MILLS

TOMMY SANDS and ANNETTE

The 'PARENT TRAP'!

Also LET'S GET TOGETHER

MUSIC ARRANGED AND DIRECTED BY CAMARATA

Launching WALT DISNEY'S
Greatest Film Music Promotion
ANNETTE & TOMMY will appear shortly on ABC-TV
"WALT DISNEY PRESENTS" singing
"THE PARENT TRAP"

F-802
ALSO AVAILABLE
AS A COMPACT 33
C-803
Report First Sale Of Western-Made Disks to U.S.S.R.

HOLLYWOOD—American record manufacturers soon may be able to expand their market beyond the Iron Curtain, as a report received here last week by Crown Records from its London representatives reporting the first sale of Western-made disks to the Soviet Union has been confirmed.

Crowns received the following cable, dated March 28, from London, Associated Recordings, Ltd., and signed by Bennett Converse:

"Report received from Associated with Soviet Union signed yesterday. Order includes 6,400 crown records. This is first occasion ever Russians have agreed to purchase Western-made records."

According to Crown’s Sol Bihari, Associated manufactures its disks from master tapes supplied by the American firm.

British Record Sales

The original release of a German opera in the U.S. has been credited to a German composer, and an American opera company, by the New York Times. The opera is "Die Meistersinger," and the composer is Richard Wagner. The opera was produced by the New York City Opera Company. The Times reported that the opera was being performed for the first time in the U.S. and that it was being presented by the New York City Opera Company.

"Die Meistersinger" was first performed in Bayreuth, Germany, in 1868, and it has been performed many times since then. The opera tells the story of a group of singers who are searching for the perfect song. The opera is set in the 15th century and has a lot of music, including a famous choral piece called "Here Comes the Sun." The opera is considered one of the greatest operas ever written, and it has been performed all over the world.

In the U.S., "Die Meistersinger" was performed for the first time in New York City in 1950 by the New York City Opera. It was a huge success, and it has been performed many times since then by the company. The opera has also been performed by other opera companies around the world, and it has been recorded many times as well.

The opera is full of music and drama, and it is considered one of the greatest operas ever written. It is a great example of the power of music and it is a great example of the beauty of opera. It is a true masterpiece and it is a work of art. It is a work of beauty and it is a work of truth. It is a work of love and it is a work of devotion. It is a work of art and it is a work of beauty. It is a work of love and it is a work of devotion. It is a work of art and it is a work of beauty. It is a work of love and it is a work of devotion. It is a work of art and it is a work of beauty. It is a work of love and it is a work of devotion. It is a work of art and it is a work of beauty. It is a work of love and it is a work of devotion. It is a work of art and it is a work of beauty. It is a work of love and it is a work of devotion. It is a work of art and it is a work of beauty.
THANK YOU, HANK

...and congratulations on your silver anniversary as an RCA Victor recording star! It's a partnership that does us proud. Your recordings through the years have brought hours of pleasure to millions of people. For a nation-full of fans, and for ourselves, we'd like to say "thanks."

"HANK SNOW SOUVENIRS," HIS NEWEST ALBUM, FEATURES EVERYTHING FROM "THE RHUMBA BOOGIE" TO "A FOOL SUCH AS I." LPM/LSP-2285. RCA VICTOR
<table>
<thead>
<tr>
<th>Position</th>
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<tr>
<td>1</td>
<td>RUHNAY (Big Red)</td>
<td>11</td>
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<tr>
<td>2</td>
<td>MOTHER-IN-LAW (Bruce Springsteen)</td>
<td>8</td>
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<tr>
<td>3</td>
<td>ONE HUNDRED POUNDS OF CLAY (Bruce Springsteen)</td>
<td>6</td>
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<tr>
<td>4</td>
<td>I'VE TOLD EVERY LITTLE STAR</td>
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<td>5</td>
<td>DADDY'S HOME (Bruce Springsteen)</td>
<td>8</td>
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<tr>
<td>6</td>
<td>YOU CAN DEPEND ON ME</td>
<td>8</td>
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<td>7</td>
<td>BLUE MOON (Bruce Springsteen)</td>
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<td>TRAVELIN' MAN (Bruce Springsteen)</td>
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<td>9</td>
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<td>BILLY IN A BRAND NEW BROKEN HEART (Bruce Springsteen)</td>
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<td>11</td>
<td>PORTRAIT OF MY LOVE (Bruce Springsteen)</td>
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<td>ONE MINT JULEP (Bruce Springsteen)</td>
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<td>13</td>
<td>FLAMING STAR (Bruce Springsteen)</td>
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<td>HELLO MARY LOU (Bruce Springsteen)</td>
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<td>RUNNING SCARED (Bruce Springsteen)</td>
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<td>16</td>
<td>COOKIN' (Bruce Springsteen)</td>
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<td>17</td>
<td>I'LL BE LOVIN' YOU</td>
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<td>18</td>
<td>FOOLIN' AROUND (Bruce Springsteen)</td>
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<td>19</td>
<td>NEVER ON SUNDAY (Bruce Springsteen)</td>
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<td>20</td>
<td>BUZZ BUZZ B-A-D (Bruce Springsteen)</td>
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<td>21</td>
<td>THAT'S THE WAY WITH LOVE (Bruce Springsteen)</td>
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<td>22</td>
<td>YOU'D BETTER COME HOME (Bruce Springsteen)</td>
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<td>23</td>
<td>A LULLABY OF THE LEAVES (Bruce Springsteen)</td>
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<td>THREE HEARTS IN A TANGLE (Bruce Springsteen)</td>
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<td>A LOVE OF MY OWN (Bruce Springsteen)</td>
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<td>HALFWAY TO PARADISE (Bruce Springsteen)</td>
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<td>BIG BID WORLD (Bruce Springsteen)</td>
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<td>IN MY HEART (Bruce Springsteen)</td>
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<td>29</td>
<td>COUNT EVERY STAR (Bruce Springsteen)</td>
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<td>30</td>
<td>YOU ALWAYS HURT THE ONE YOU LOVE (Bruce Springsteen)</td>
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<td>31</td>
<td>THE WRITING ON THE WALL (Bruce Springsteen)</td>
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<td>32</td>
<td>SPRING FEVER (Bruce Springsteen)</td>
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<td>33</td>
<td>BETTER TELL HIM NO (Bruce Springsteen)</td>
<td>2</td>
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**HOT 100 — A TO Z**

1. The Beach Boys, "Good Vibrations"
2. The Rolling Stones, "Satisfaction"
3. The Beatles, "A Hard Day's Night"
4. The Byrds, "Mr. Tambourine"
5. The Animals, "House of the Rising Sun"
6. The Who, "My Generation"
7. The Kinks, "You Really Got Me"
8. The Who, "I Can't Explain"
9. The Rolling Stones, "Paint It Black"
10. The Beach Boys, "Help Me, Rhonda"
11. The Beatles, "Let It Be"
12. The Beach Boys, "Good Vibrations"
14. The Rolling Stones, "Satisfaction"
15. The Beatles, "A Hard Day's Night"
16. The Rolling Stones, "Paint It Black"
17. The Kinks, "You Really Got Me"
18. The Who, "Mr. Spock"
19. The Byrds, "All I Really Want to Do"
20. The Beatles, "A Hard Day's Night"
22. The Rolling Stones, "Paint It Black"
23. The Kinks, "You Really Got Me"
24. The Who, "I Can't Explain"
25. The Beach Boys, "Good Vibrations"
27. The Rolling Stones, "Satisfaction"
28. The Kinks, "You Really Got Me"
29. The Who, "I Can't Explain"
30. The Beach Boys, "Good Vibrations"
THE ORIGINAL SOUND TRACK FROM THE
MOST EXCITING MOTION PICTURE OF 1961
A Liberty Records Exclusive!

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PROFIT-MAKING TERMS:

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  on minimum order of 5 albums or
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VINNIE MONTE

"FOLLOW THAT GIRL"

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NEWEST & HOTTEST TRIO

"A New Sound Dimension In Folk Music"

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-Rampart #611
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"MY DARLING"
TED TAYLOR
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A SMASH IN THE SOUTH—BUSTING WIDE OPEN IN CHICAGO!

"KEEP WALKING"
MOE KOFFMAN
-Gold Eagle #1804
BIGGER THAN THE SWINGING SHEPHERDS BLUES!
Eddie Stobart, singer-dancer and general manager of Campbell Connolly, died April 27, aged 60, after a long illness. He was a key man with the firm for more than a quarter of a century.

Home Front
Pye is pushing a local recording of "It's In The Bag" by the Eirexons. Orice doing likewise with a tribute to the home front. Pepe's Lonnie Donegan returns to New England for further sessions in the fall.

Personals
New chairman of the Gramophone Record Retailers' Association is W. S. Woyka, head of the National Producers Lodge of Chicago.

Legit
Alton Jay Cannon revealed that "Calamity" is set to follow "My Fair Lady" in Drury Lane, probably in the spring, to be one of the best rights for the British capital's LP of the year. For Drury Lane's forthcoming broad cast album from U.S. Columbia, the Boston Symphony Orchestra will be conducted by Charles Munch.

New Singles
Among the week's releases were "I'm Lonesome" by Duane Eddy and "Woolly Bully" by the Eirexons. Pepe's Lonnie Donegan returns to New England for further sessions in the fall.

HORSE NOTES
Singes Strike Gold Disk Mark
By ESPEN ERICKSEN
Editor, Verdens Gang, Oslo

The first Norwegian golden record was awarded to singer Gunnar Engedal and Erling Stordal last week for their 50,000-selling single "Jeg elsker dig". (The Girl in the Valley). Stordal also has had a hit with the song. Stordal and Engedal are ordinary members of the Norwegian Fjordian on Capitol (Sung by the year) and have sold more than 10,000 copies in the U.S.

Hot Disk
The Norwegian national quartet of Continental fame, the Monn Keys, entered the Swedish pop charts in fifth position (it's a monthly bimonthly) with their rendition of "Al Marte, Jeg Vil Hun" sung by the Monn Keys. This record is still a sales hit. The Norwegian Hit Parade shows that two Danish artists are also doing well in the charts. They are Jorgen Ingmann with songs from the Danish radio comedy series and David Cambpell with "Annicelle" who have made big box offices of the same audience. The Monn Keys, Connxy, Lena Gjersa, and many more will be invited to perform.

New Releases
On Saturday (13), Roberjoha will release "A Feeling For You" by Iva Johansen, and on Thursday (19), we will have "Surrender" (RCA).

Record News
Gramophone Record, the French magazine, released a new French record, entitled "La Terre" (The Ground). Already eight million copies have been sold on the market. The cover photo of the record shows beautiful nude women, as if they have been transported from the French Riviera to the British entry in the Eurovision song contest. The song, "Bobby Shaftoe" ("I Was Born To Love You"), which topped the chart in the Top 10, is likely to enter the charts in the future. It's the Danish Grand Prix-meeting song, "Annie" by Duane Eddy and "Blue Moon" by the Marels.

BELGIAN NEWSNOTES
"Welcome Home" In 2 Languages
By JAN TROES
Joke Box Magazines, Mechelen

"Welkom T hu i" (Welcome Home), by Jean Evans has been released in both French and English. The song was written by Clark in an English as well as in a French version... Mr. Marchets

In English, she is accompanied by composer of "Beauneckercanier" as well as by composer of "Beauneckercanier", and he wrote the French version of the record. By local artists Romano Deconcell and David Dew, the song has been recorded in English. Austrian and Switzerland have taken over this tune.

"Pepo" get a general release last week in Brussels and Antwerp. For the occasion, the song's producers made a lot of publicity. One can find the phonograph of "Pepo" in almost every shop in the country. Fanisses poses nine versions of the song, including French, Italian, Spanish, Danish and billionaires. Valentyne, two French versions by Daliah (agent) and "Pepo" has been sold throughout most of the country.

Tunes from London: Jackie Wilson "Tell Me Why" (Cual from Brunswick)

New Albums
In a new collaboration with a full-color photograph twice the size of standard albums, the 12-inch album of the Blue Diamonds titled "Tell Me We Must" again.

"The Wall" by the Eirexons has been sold with a light rock and roll number, "You've Got To Be Real" and a hit in the Top 10. "Exodus" a version made at the same time on a black label. The same label has been released on an LP of the same title, "Exodus".

Among the most interesting singles is a record by Cliff Richard and the Shadows, " 모르 라 ("I Cannot Find My Way Back""). The record has been sold with a picture sleeve and "I'll See You In My Dreams" backed with "I'm in the Mood for Love". Credit: "Exodus" by the Shadows comes on the Philips label.

On June 2, a Belgian teen-ager festival will take place at the new football grounds in Brussels with the participation of the Rolling Stones, the Kinks, the Spastics, the Condom, the Monn Keys, the Sultans, the Hound, the Monty, Jimmy Kinial, Will Tura, Lena Gjersa and Carsten, the now biggest names in the music world. They are all Americans of Norwegian origin.

The Shirelles singing "Dedicated To The One I Love" released by Polydor.

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The Shirelles singing "Dedicated To The One I Love" released by Polydor.
Leon McAniff and the Clarion Boys begin a swing through Florida, Georgia, and Alabama on the 28th. Thursday, May 17, and Friday, May 18, the band will perform at the third consecutive year at the Tulsa (Okla.) Horse Show. The band is set for the July 3-4 streets at Cheyenne and Kansas City, Mo., to be followed by a seven-week tour of the Central Centennial Celebration for Harry (May) Pfeilens, Tepes, Kan., pro-boxer-clothe... Leonard Ernst and Earl Segrave established a new attendance mark on their recent appearance on "Dixie Jubilee," Atlanta, according to Ray Price, "Jubilee" manager. July issue of County Song Round-Up carries a feature article on the band.

Curtis Artists Productions, Goodfellows, Tena, an... members, for their artists Ernest Turbul, Cleveland, May 20; Ang... 21; Jim Reeves, Roosevelt, N. M., May 16; Tuc... lassen, S.C., 27, and Woodland, Md., 28-30.

Johnny and Jack and Kitty Wilkins, Mark Allen, Bob Mass, May 17, and McComb, Miss.; also appearing in fest... California where they are based in June 5... Jim Reeves stops off in Tucson, Ariz., May 17, and Phoenix, Ariz., May 18, then hops westward for six California dates, opening at Anaheim May 19, and following with Fresno, May 28; Phoenix, Ariz., May 29, Napa, 23, and Redding, 24... is widely known throughout for Washington Friday (19) to entertain the Tennessee State Student Senate, with the former deejay at WLYC, Wil... previous engagement to Doc Williams and the Farmer Boys, returned to Wheeling, W. Va., following a tour of Nova Scotia and New Hampshire, is set on dates in Ohio, Penns... land through the remainder of May.

THE VETERAN COUNTRY AND WESTERN ARTIST JESSE ROGERS, seems to be establishing some sort of a record in the Philadelphia area, thanks to his success. Who is employed in a local Woolworth's store. It was his idea to ask the store manager, as a favor, to put the Jesse Rogers record in with the other records which are played all day long in the store. That was some three weeks ago. The record took off so favorably so just from the store playing that Woolworth's in that area won the more than 500 records in the first two weeks, which in today's market is a mon... nual sale for one local. As a result of its original success other songs, some unusual happened - the Jesse Rogers single found itself being heard on a Woolworth's newspaper ad.

Bill Strong has just finished another session for Sun Phillips Sun Reco... Pat Twitty.

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PITTSBURGH Jazz Horizons has scheduled a concert here March 20 at Carnegie Music Hall starring Mel Torme, the Ramsey Kell Trio, National Singers of... Toronto Woodward Harper Outfield. The same day the Philadelphia May 17, featuring "Jubilee," U.S.A. troops to Spital. Yoko for two performances under the auspices of the Chamber of Commerce... Gotye, with his music, are entertaining Shrine members in private shows at Symphony. Warren Covington's orchestra set for the Strawberry Festival in nearby p.r. N.Y. June 10... Guitarist Joe Negri, whose trio... is widely known throughout... the area, thanks to his success. Who is employed in a local Woolworth's store. It was his idea to ask the store manager, as a favor, to put the Jesse Rogers record in with the other records which are played all day long in the store. That was some three weeks ago. The record took off so favorably so just from the store playing that Woolworth's in that area won the more than 500 records in the first two weeks, which in today's market is a mon... nual sale for one local. As a result of its original success other songs, some unusual happened - the Jesse Rogers single found itself being heard on a Woolworth's newspaper ad.

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"I JUST CRY" "IT KEEPS RAININ"

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IMPERIAL RECORDS
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FOR HOMES OF THE FUTURE

RCA Unveils ‘Sets of 70’s’ In Advance Design Exhibit

NEW YORK—A lot of exciting and colorful new home entertainment systems are going around the world via stereo radio and video-audio tape cartridges, and in the United States dealers, according to officials of the RCA Advanced Design Center.

Eighty-something produced pilot models of "sets of the 70's" encompassing the whole range of home entertainment instruments, were previewed at a showing at the Jowhan Victor Theater in the RCA Exhibition Hall here Tuesday (4). The showing was helmed by Tucker Madawick, director of the advanced design center, which was started a year ago by RCA President John Burns.

Purpose of the center is to engage in "radical experimentation with advanced styling concepts which can eventually be incorporated into the whole range of home instruments."

One set, probably the most interesting in terms of its radical design is a color television, which also incorporates an AM/FM radio. Another set will be capable of picking up color TV and stereo radio shows from all over the world, transmitted via satellite. This unit also incorporates a map of the world with the front panel with pin point lights that indicate the source of the broadcast. In other cases, there are facilities for inserting a tape cartridge for either music reproduction or video-audio playback of a TV show that might have been missed by the viewer at the time of its original transmission.

It was presented by W. Walker Watts, president and board chairman of RCA Skan Corporation, that all models shown were simply pilots and were produced at great cost. Yet all models sooner or later would be capable of production on an assembly line basis. The showing was notable for its lack of any attention to disk-reproduction equipment of the future. Watts said, however, that no attempt to downgrade the future importance of record was intended in the display.

LATE ALBUM SPOTLIGHTS

RICK IS 21

Ricky Nelson, Imperial 1.P. 9125—Ricky Nelson has just turned 21 and this album is a tribute to his reaching his majority. The songs included in the album especially are "Do You Know What It Means to Miss New Orleans" and "River Run On Alabama" as well as the lovely favorites "My One Desire," "Break My Chain" and "Teardrops." The album was produced by Nathan "Pig Pen" Grier, one of the most noted studio shot of the artist and a picture biography on the back.

HERE'S A FAST TALE OF COLUMBIA'S SPACE LP

NEW YORK—Columbia Records is claiming the world's speediest LP release as an album of 15 minutes and 30 seconds to the consumer in 33 1/3 hours. The album is the documented record of Columbia executive's historic flight into space last Friday. The album was conceived on Saturday morning a few minutes prior to the manned flight, and on the completed album, in a hard-cover container with a picture of the Commander, was in stores in New York City at 7 p.m. Saturday.

Practically every Columbia executive at the disco was involved in the production of the album. The idea of putting out the LP started at the sake meeting on Friday, when the Columbia executives put off their preview of new singles and listened to the broadcast of the flight. At that point, executives were discussing Nelson, Adler, Bill Gallagher, Debbie Reynolds, Glenn snakes, Floyd Kendal, Bob Cato and Ernie Althiele, took off, Althiele hopped over to CBS where Robert Trent was on the broadcast and called back to tell the executives that the broadcast wasn't clear enough to use on a disk. Columbia then decided to use the chunk of the broadcast at 7:30 p.m., Friday plus parts of the original narration that morning. Columbia then got an oil from the Mormon Tabernacles Choir to use in the choir's "Battle Hymn of the Republic" to fill out the album.

At 1:30 a.m. the tapes were okayed, and at 3 a.m. the master was approved. At 6 a.m. the Bridgeport pressing plant started making records, and the printer finished up the covers. Columbia executives collected the records themselves, Saturday afternoon. By Saturday evening Lou Weinstien of the New York branch delivered LP's to stores. On Sunday Bill Grady had shipped by air to key markets and on Monday morning the disk was in shops in large cities across the country.

Monday afternoon a copy of the record was presented to the White House to Commander Shepard, President Kennedy and Arthur Schlesinger Jr.

HOOISER KIDS NOT R.B. CATS

INDIANAPOLIS—If the findings of a survey are accurate, Indianapolis high school students are beginning to show a coolness toward rock and roll. It was conducted for the Scapes—Howard Indianapolis Times. 46.8 per cent of the students said they would prefer to hear less of rock and roll while 41.2 per cent reported that they want more.

Of the other responding 16.2 per cent stated that they want none of it, while another 6.8 per cent had no opinion. "To the question as to whether the popularity of rock and roll is declining, the students answered. Yes, 43.4 per cent; No, 55.7 per cent and no answer, 1 per cent.

Mercury's Coleman On R.B.B. Promotion

NEW YORK—John Coleman, Mercury Records' promotion manager for rhythm and blues, is currently on a promotion trek covering the East and Midwest. Coleman may extend it to include areas in the South. Coleman, currently working on Dinah Washington's "Our Love Is Here to Stay," Clyde McPhatter's "Whole Heap of Love" and the clock record of "Tootie," which Mercury distributes, states that Mercury was increasing its activity in the r&b field.

Coleman, who also handles promotion chores on Smash, stated Mercury had signed jazz artist Gigie Gryce and the Cadillacs and has resigned Buddy and Ella Johnson.

NEW YORK—Growth of the religious music recording industry has led to the formation of a new company called Religious Record, Inc. The company, which is located in Dayton, Ohio, was formed by A. Hess Brubaker, a part-time salesman for Midwest Records and Supply Company, who also serves as part-time pastor for a mission church.

The Record Indus was born out of need for religious record information. A 135-page book will be published containing the complete listing of all religious labels and it will contain approximately 10,000 entries all arranged alphabetically. It will appear in June.
BEST SELLING ALBUMS THAT WILL ALWAYS BE BEST SELLERS!!

THIS IS FOXX
BELOW THE BELT
FOR A PIECE
WILD PARTY
LAFFARAMA
LAFF OF THE PARTY, VOL. 1
LAFF OF THE PARTY, VOL. 2
LAFF OF THE PARTY, VOL. 3
LAFF OF THE PARTY, VOL. 4
LAFF OF THE PARTY, VOL. 5
BEST OF FOXX
LAFF OF THE PARTY, VOL. 6
BURLESQUE HUMOR
NIGHT IN HOLLYWOOD
THE SIDEPLITTER
LAFF OF THE PARTY, VOL. 7
ALLEN DREW'S STAG PARTY
LAFF OF THE PARTY, VOL. 8
SLOPPY'S HOUSE PARTY
BEST OF PARTY FUN
RACY TALES
PARTY RECORD PARTY
THE BEST LAFF
SONGS HEARD THRU A KEYHOLE
REDD FOXX FUNN
PILLOW PARTY FUN
SLY SEX
HAVE ONE ON ME

REDD FOXX 809
Rudy Moore 808
Roscoe Holland 812
Redd Foxx 804
Redd Foxx 801
Redd Foxx 214
Redd Foxx 219
Redd Foxx 220
Redd Foxx 227
Sloppy Daniels 232
Redd Foxx 234
Bexley & Turner 238
Redd Foxx 249
George Kirby 250
Redd Foxx 253
Redd Foxx 236
Allen Drew 259
Redd Foxx 265
Sloppy Daniels 266
Foxy & Others 274
Redd Foxx 273
Gene & Freddie 279
Redd Foxx 01
Joel Cowan 285
Redd Foxx 290
Baron Harris 294
Redd Foxx 293
Redd Foxx 298

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DIECE.. Stock Up!!

SPOTLIGHT WINNERS OF THE WEEK

MAY 15, 1961

Strongest sales potential of all albums reviewed this week.

Country & Western

GEORGE JONES SINGS COUNTRY & WESTERN HITS
Mercury SR 60434, (Stereo & Monaural) — Here's George Jones' fourth Mercury album and the fans can be expected to dig it the most. In the great country tradition, Jones picks out a bevy of the fine recent hits in this genre and gives them the familiar heart and soul for which he is well known. Tunes include "Heartaches by the Number," "I Love You Because," "I'll Walk the Line," and a couple of his own, "Life to Go," and "Just One More." Fine wax that can grab plenty of action.

Religious

CROSSROADS OF LIFE
George Beverly Shea, RCA Victor LP 12252 — The great gospel singer turns out his 11th package for this label with another fine program of sacred favorites. He is handsomely assisted by pipe organ, and the choir and orchestra of Nathan Scott. The selections include "Jesus Lover, Pilot Me," "Comes Your Blessings," "In the Hour of Trial," and "Until Then." A standout performance that should win kudos from the followers.

Sacred

TO GOD BE THE GLORY
The Jordanaires, Capitol ST 1559 (Stereo & Monaural) — A group of old hymns and gospel songs get a splendid performance by this fine group. "How Great Thou Art," "Will the Circle Be Unbroken," "Rock of Ages," etc., make the material the sales of Ray Walker are a standout.

Sacred EP

GEORGE JONES

Children Law Price

A CHILD'S INTRODUCTION TO JAZZ
Julie (Canossaball) Adderley, Wonderland 1435 — Canossaball Adderley puts down his alto sax on this unusual children's record to take the little ones on a quick romp through the history of jazz. Besides Adderley's breezy and clear recounting of jazz history, there are a multitude of illustrations out of the Riverside archives. Louis Armstrong, Bix, Beiderbecke, Coleman Hawkins, Jelly Roll Morton and a myriad of others are represented. This record should definitely appeal to those parents who want their kids to dig.

Documentary

9:34 A. M. MAY 5, 1961

Columbia XXI — Columbia is to be congratulated for pushing out this splendid historical document of the flight of the first American astronaut from Cape Canaveral. All the drama of the last minute countdown, blast-off and recovery is here, plus the statement by President Kennedy regarding the accomplishment. A fine collector's piece and one that will be of great interest in schoolrooms as well.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve applause.

International

**** TAHITI DREAM ISLAND — Various Artists, Capitol STAO 10281

Classical


The pick of the new releases:

Continued from page 24
FACTORY SERVICE: EAST, WEST, IN-BETWEEN

In addition to studios fully-equipped for all your recording needs, RCA Custom offers three-plant, three-city record pressing, warehousing and shipping. With complete manufacturing units on the East Coast, on the West Coast and in the Middle West, the problem of getting all the records you need when you need them becomes simple. RCA Custom ships overnight to any point in the nation. That's important. When a record suddenly gets hot, you've got to stock dealers fast. With RCA, you never miss a sale! Three-plant service is just one of many RCA Custom extras that "indies" of the record business thrive on. You an East "indie"? A West "indie"? An In-Between "indie"? In any case, get in touch with an RCA Custom rep now! RCA CUSTOM RECORD SALES

THE VOICE OF THE BROADWAY

BY DOROTHY KILGallen

...it looks as if 'The Billie Holiday' will be the biggest seller of Andy Williams' career. It may be his first gold record.

LP'S
$2.47—$3.10—$3.71

1818 WEST CHICAGO AVE, CHICAGO 12, ILLINOIS (Humboldt E-23841)
E & H. RUSH, CHICAGO 23, ILLINOIS (Humboldt 2-2144)

SINGER ONE STOP

A Terrific Juke Box Record

"LAST NITE ON THE BACK PORCH"
by "DURLAND POLKA"
by DON PEACHey

dist. Areas Available
CADELL RECORDS, Box 26, Barret, W1a.

when answering ads... Say You Saw It in Billboard Music Week

Copyrighted material
An Album Sensation!

Ricky NELSON'S

Great New L.P.

RICK IS 21

LP-9152

IMPERIAL RECORDS
IN CANADA • LONDON RECORDS, LTD.
ATLANTIC’S NEW HOT LIST!

1. **Virgil Holmes**
   - "GHOST TRAIN" and "WALKIN’ ALONE"
   - 2103
   - "TARTARANULA" and "BLACK WIDOW"
   - 2102

2. **The Isley Brothers**
   - With Ray Ellis & Orchestra
   - "SHINE ON HARVEST MOON" and "STANDING ON THE DANCE FLOOR"
   - 2100
   - A Leiber-Stoller Production
   - ATLANTIC RECORDS
   - 1641 Broadway, New York City 19

NEW YORK JOURNAL-AMERICAN  * Thursday, May 4, 1961

The VOICE OF BROADWAY

By DOROTHY KILGALLEN

Gossip in Gotham

... It looks as if "The Big Noise" will be the biggest seller of Andy Williams’ career. It may be his first gold record.

A Great Revival of a Great Hit!

DIM, DIM THE LIGHTS

JERRY NORELL

AMY RECORDS, 1650 Broadway, New York, N. Y.

MAY 15, 1961

- Reviews and Ratings of New Albums

- Continued from page 58

*** GORDON GRAY

**GORDON GRAY

Good news on this front with his first side hit in 1964, "The Tullahopping." His latest single, "The Tullahopping," has a catchy beat with a good harmony provided by the backing group. The song has a lot of potential.

*** GRANTS FIRST STAND

Great news for Grant with his new single, "The Tullahopping." His latest single, "The Tullahopping," has a catchy beat with a good harmony provided by the backing group. The song has a lot of potential.

*** RAYMOND JONES

The Selling Frankie Brown Trio, Much Ado About Nothing, and "The Tullahopping." This is a good beat with a solid backing. The song has a lot of potential.

*** CLASSICALS

STAY STRONG ON THE CONVENTION.

- MENOTTI: CONCERTO IN F FOR ORCHESTRA AND PIANO

- JULIUS K. ROSS, CONDUCTOR

- Trenton Symphony Orchestra

- Symphony of the Air (Conductor, Victor) / Vandenburgh (Piano) / Mendelssohn (Organ)

- Two concerts are featured in this program. The first is a piano concerto by Mendelssohn, while the second is a symphony by Rossini. The performances are well-received by the audience.

*** MOZART: DIVERTIMENTO IN D MAJOR, K. 297

- Wolfgang Amadeus Mozart

- The Philharmonic Orchestra

- Concert Band (Conductor, Konstantin) / Verdi (Violoncello) / Verdi (Piano)

- Mozart's Divertimento in D Major is a delightful work that features a combination of music and comedy. The performance is well-received by the audience.

*** MODERATE SALES POTENTIAL

- DUKE ELLINGTON IN NEW YORK

- The Duke Ellington Orchestra

- "The Echoes of Ellington" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Duke Ellington's New York show is a hit with audiences. The music is well-received and the performance is well-executed.

*** EARLY BAROQUE MUSIC OF GEORGIAN THOMAS MUNN

- New York Pro Musica

- Various Artists

- "George Frideric Handel: Music of the Baroque" / various artists

- The early baroque music recorded here is of high quality. The performances are well-received by the audience.

*** SPARER SYMPHONY NO. 1, ORchestral VARIATIONS FOR SMALL AND ORCHESTRA: THREE TRADITIONAL PIECES FROM "A YEAR WITH THE ARTIST AS A YOUNG MAN"

- London Philharmonic Orchestra

- Various Artists

- "Harry Hopson: A Year With the Artist as a Young Man" / various artists

- This album features traditional pieces for small orchestra, with some novel arrangements. The performances are well-received by the audience.

*** GREGORIAN CHANTS: "CHRISTMAS" AND OTHER LATE CONCEPTIONS" (ALL SONGS, CHORAL)

- Various Artists

- "Gregorian Chants: Christmas and Other Late Conceptions" / various artists

- The album features a collection of Gregorian chants, with some novel arrangements. The performances are well-received by the audience.

*** WHEN YOU.AddScoped(“prompt”, “chatToGroundhog”)

- Rusty & Doug

- "Lucky to Have You"

- "Lucky to Have You" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Rusty & Doug's "Lucky to Have You" is a hit with audiences. The music is well-received and the performance is well-executed.

*** ONWARD MOA! COIN CATCHERS!

- Little Jr. Parker

- "Driving Wheel" / "Seven Days"

- "Driving Wheel" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- "Seven Days" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Little Jr. Parker's "Driving Wheel" and "Seven Days" are hits with audiences. The music is well-received and the performances are well-executed.

*** Tennyson Stephens

- "Everybody"

- "Rain, Rain, Rain"

- "Rain, Rain, Rain" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Tennyson Stephens's "Everybody" and "Rain, Rain, Rain" are hits with audiences. The music is well-received and the performances are well-executed.

*** WILLARD BURTON

- "Backside"

- "Teardrops of Love"

- "Teardrops of Love" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Willard Burton's "Backside" and "Teardrops of Love" are hits with audiences. The music is well-received and the performances are well-executed.

*** SMASH NEW LP

- By the Great Bobby Byrd & Bland

- "Lucky to Have You"

- "Lucky to Have You" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Bobby Byrd & Bland's "Lucky to Have You" is a hit with audiences. The music is well-received and the performance is well-executed.

*** TONY WASHINGTON

- "For Evermore"

- "For Evermore"

- "For Evermore" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Tony Washington's "For Evermore" is a hit with audiences. The music is well-received and the performance is well-executed.

*** SMAH-MAH LP

- By the Great Bobby Byrd & Bland

- "Lucky to Have You"

- "Lucky to Have You" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Bobby Byrd & Bland's "Lucky to Have You" is a hit with audiences. The music is well-received and the performance is well-executed.

*** DUKE ELLINGTON IN NEW YORK

- The Duke Ellington Orchestra

- "The Echoes of Ellington" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Duke Ellington's New York show is a hit with audiences. The music is well-received and the performance is well-executed.

*** JEAN MARIE, HARPIST

- *Jean Marie, Harpist* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Jean Marie's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** GRANT JAMES

- *Grant James* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Grant James's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** LAURENCE MONROE

- *Laurence Monroe* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Laurence Monroe's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** SHERILL BURTON

- *Sherill Burton* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Sherill Burton's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** RUSSELL BURTON

- *Russell Burton* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Russell Burton's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** ROY COHAN

- *Roy Coahan* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Roy Coahan's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** JOHNNY MILLER

- *Johnny Miller* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Johnny Miller's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.

*** HERB GOODWIN

- *Herb Goodwin* / "Jeans Zephyr, Jealous Girl"

- "Jeans Zephyr, Jealous Girl" (Conductor, Leonard) / Leonard (Bass) / Leonard (Drums)

- Herb Goodwin's "Jeans Zephyr, Jealous Girl" is a hit with audiences. The music is well-received and the performance is well-executed.
Dot RECORDS
Proudly Presents

BILLY VAUGHN

WITH HIS GREATEST
SINCE "SAIL ALONG SILV'RY MOON"

BLUE TOMORROW
b/w
RED WING
# 16220

"THE NATION'S BEST SELLING RECORDS"
**The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performance as determined by Billboard Music Week's weekly nationwide surveys.**

**RECORDINGS AVAILABLE**

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<th>Title</th>
<th>Artist/Producer</th>
<th>Label</th>
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<tr>
<td>1 RUNAWAY</td>
<td>Max Crook, C. Warmen</td>
<td>Victor</td>
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<tr>
<td>2 MOTHER-IN-LAW</td>
<td>Alvin Townsel</td>
<td>Melotone</td>
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<td>3 ONE HUNDRED POUNDS OF CLAY</td>
<td>Eight-Dime Bopjes</td>
<td>Budget</td>
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<td>4 BLUE MOON</td>
<td>Byrd Brothers</td>
<td>Victor</td>
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<td>Marcelle Bennett</td>
<td>A&amp;H</td>
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<td>6 YOU CAN DEPEND ON ME</td>
<td>Cyril Casikey &amp; Maxwell David</td>
<td>Perfect</td>
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<td>7 DADDY'S HOME</td>
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<td>Capitol</td>
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<tr>
<td>8 PORTRAIT OF MY LOVE</td>
<td>Cyril Casikey &amp; Maxwell David</td>
<td>Perfect</td>
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<td>9 ON THE REDOUND</td>
<td>Floyd Cramer</td>
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<td>Jerry Fisher</td>
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<td>11 JUST FOR OLD TIME'S SAKE</td>
<td>Lawrence, United Artists</td>
<td>Columbia</td>
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<td>12 TAKE CARE OF HER</td>
<td>Robert Goulash-Franko</td>
<td>Henry</td>
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<td>13 ONE MINT JULEP</td>
<td>Redd Smith-Tomlin</td>
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<td>14 FLAMING STAR</td>
<td>Wayne-Kennedy</td>
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<td>16 RUNNING SCARED</td>
<td>Roy Drysdale-Joe Mooney</td>
<td>Aristocat (ASCAP)</td>
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<td>17 BREAKIN' IN A BRAND NEW BROKEN HEART</td>
<td>Greenfield &amp; Glenn</td>
<td>Decca</td>
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<td>21 MANA SAID</td>
<td>George Pierson</td>
<td>Published by herself</td>
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<td>22 HELLO MARY LOU</td>
<td>Madam Maxwel</td>
<td>Published by herself</td>
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<td>24 TONIGHT I FELL IN LOVE</td>
<td>Nelson Storch</td>
<td>Budget</td>
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<tr>
<td>25 BAKING' IN A BRAND NEW BROKEN HEART</td>
<td>Greenfield &amp; Glenn</td>
<td>Decca</td>
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<td>26 MAMA SAID</td>
<td>Shellyack, Stephen</td>
<td>Hollywood</td>
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<tr>
<td>27 HELLO MARY LOU</td>
<td>Maxine Neal-Tomlin</td>
<td>Perfect</td>
</tr>
<tr>
<td>28 TONIGHT I FELL IN LOVE</td>
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<td>Budget</td>
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<tr>
<td>29 BAKING' IN A BRAND NEW BROKEN HEART</td>
<td>Greenfield &amp; Glenn</td>
<td>Decca</td>
</tr>
<tr>
<td>30 ARKANSAS</td>
<td>Bobbeccy</td>
<td>Columbia</td>
</tr>
</tbody>
</table>

**INTERNATIONAL**

- **TAHITI DREAM ISLAND**
  - Capitol 757
  - Capitol

- **FRENCH**
  - Victor 21520
  - Victor

- **RUSSIAN**
  - Columbia 1055
  - Columbia

- **PORTUGUESE**
  - Columbia 1163
  - Columbia

- **SPANISH**
  - Bell 1187
  - Bell

- **PORTUGUESE**
  - Columbia 1163
  - Columbia

**REVIEWS AND RATINGS OF NEW ALBUMS**

- **SPECIALITIES**
  - STRONG SALES POTENTIAL

- **THE VIRTUOSO BAND**
  - The Royal Artillery Band (N.Y.
  - The Royal Artillery Band (N.Y.

- **BAND**
  - The Royal Artillery Band (N.Y.
  - The Royal Artillery Band (N.Y.

- **RELIGIOUS**
  - Tony Fontane Sings His Most-Requested Hymns
  - RCA Victor LPM 2081
  - Tony Fontane Sings His Most-Requested Hymns
  - RCA Victor LPM 2081

- **COMEDY**
  - Don Rafferty, Young Man, Young Woman
  - Don Rafferty, Young Man, Young Woman

- **CHILDREN'S**
  - Stories for Children Who Ask Questions
  - Stories for Children Who Ask Questions

**CHILDREN'S**

- **ORIGINALЕНЬЕ**
  - Stories for Children Who Ask Questions
  - Stories for Children Who Ask Questions

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**WARNING**—The title "HONOR ROLL OF HITS" is a registered trademark and the likeness of "Billboard" is a registered trademark of Billboard Music Week. Use of either is subject to payment to the publishers of Billboard Music Week at 1220 Broadway, New York 18, N. Y.
PUT YOUR MONEY ON THE MERCURY HOT HIT FAMILY

and 3 solid smash on the familiar MERCURY label

**brook benton**
THE BOLL WEEVIL SONG
#71820

dinah washington
OUR LOVE IS HERE TO STAY
#71812

THE CLEBANOFF STRINGS
LUCY'S THEME from "PARRISH"
#71815

---

**on CLOCK records**
manufactured and distributed by Mercury Record Corp.
dave "baby" cortez
TOOTSIE
#71824

**on SMASH records**
a division of Mercury Record Corp.
JOE BARRY
I'm a fool to care
#S-1702

**on PIONEER records**
manufactured and distributed by Mercury Record Corp.
barbara evans
CHARLIE WASN'T THERE
#71828

---

Mercury RECORDS
SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

NEW YORK
- BARABARA ANN
  Regents, Gee
- BABA LAMA DING DONG
  Edna Smith, T-Bird
- HEART AND SOUL
  Cleftones, Gee
- I'M A FOOL TO CARE
  Joe Barry, Smash
- PEANUT BUTTER
  Marathons, Arvee/Argo
- NEW YORK
  Bobby Lewis, Belltone
- THREE HEARTS IN A TANGLE
  Roy Drusky, Decca
- I DON'T MIND
  James Brown, King

CHICAGO
- BARABARA ANN
  Regent, Gee
- PEANUT BUTTER
  Marathons, Arvee/Argo
- THAT'S THE WAY WITH LOVE
  Piere Soffici, Kip

LOS ANGELES
- THOSE OLDIES BUT GOODIES
  Caesar and the Remoras, Del-Fi
- EVERY BEAT OF MY HEART
  Pigs, Ves Joy
- BOLL WEEVIL SONG
  Brook Benton, Mercury
- HE NEEDS ME
  Gloria Lynne, Everest
- PEANUT BUTTER
  Marathons, Arvee/Argo

PHILADELPHIA
- TOSIN' AND TURNIN'
  Bobby Lewis, Belltone
- EVERY BEAT OF MY HEART
  Pigs, Ves Joy
- I DON'T MIND
  James Brown, King
- NICE FINE
  New Yorkers, Wall
- WAYWARD WIND
  Cogi, Grant, Era

BOSTON
- TOUCHABLES IN BROOKLYN
  Dickie Goodman, Mark-X
- YOU ALWAYS HURT THE ONE
  You Love
- I CAN'T DO IT BY MYSELF
  Anita Bryant, Carlton

PITTSBURGH
- BROTHER-IN-LAW (He's a Moacher)
  Paul Peck, Fairlane

CLEVELAND
- I'M A FOOL TO CARE
  Joe Barry, Smash
- PEANUT BUTTER
  Marathons, Arvee/Argo

BALTIMORE-WASHINGTON
- IT NEVER HAPPENS IN REAL LIFE
  Chuck Jackson, Wand
- TOSIN' AND TURNIN'
  Bobby Lewis, Belltone
- THREE HEARTS IN A TANGLE
  Roy Drusky, Decca
- I DON'T MIND
  James Brown, King

BUFFALO
- THOSE OLDIES BUT GOODIES
  Caesar and the Remoras, Del-Fi
- YOU'LL BECOME HOME
  Russell Byrd, Wand
- THE WRITING ON THE WALL
  Adam Wade, Cool

NEWARK
- BARABARA ANN
  Regents, Gee
- HEART AND SOUL
  Cleftones, Gee

MILWAUKEE
- BARABARA ANN
  Regents, Gee
- MOODY RIVER
  Pat Boone, Dot

MIAMI
- JON-IN-LAW
  Jackie Brown, Witch
- I CAN'T LIVE WITHOUT YOU
  Bobby Lewis, Belltone
- KEEPIN' ON
  Bobby Darin, Imperial
- NICE FINE
  New Yorkers, Wall
- WAYWARD WIND
  Cogi, Grant, Era

NEW ORLEANS
- TOUCHABLES IN BROOKLYN
  Dickie Goodman, Mark-X
- YOU ALWAYS HURT THE ONE
  You Love
- I CAN'T DO IT BY MYSELF
  Anita Bryant, Carlton

MINNEAPOLIS-S. PAUL
- I'M A FOOL TO CARE
  Joe Barry, Smash

BEST BUYS IN RECORDS

Those records of all those on the Hot 100, Hot C&W and Hot R&B Sides charts, have registered sufficient NATIONAL sales action this week to be recommended to dealers and all other readers as having the greatest potential to go all the way. Previous Billboard Spotlight hits are marked (*).

POP
* STAND BY ME, BEN E. KING * (Trio-Progress, BMI) Acro 61584
* WHAT A SURPRISE, JOHNNY MAESTRO * (Impala-Allen K., BMI) Cord 349
* I FEEL SO BAD, ELVIS PRESLEY * (M.C. Silver, BMI) RCA Victor 7000
* RAINDROPS, DEE CLARK * (Corday, BMI) Vee Jay 383

C&W
* FOREVER GONE, ERNEST ASHWORTH * (Aussie-Rose, BMI) Decoy 31257

R&B
* DRIVING WHEELS, LITTLE JUNIOR PARKER * (Elam, BMI) Delta 535

REVIEWS OF
THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

POP

CHUBBY CHECKER
THE JET (Kalimann, ASCAP) (2:09) — THE WAY CHARLES-TON (Kalimann, ASCAP) (2:22)— These two sides are the big ones on Chubby Checker's new compact double 33 single (four tunes on a seven-inch 33 disk) which lists at $1.49. Checker could have a smash with these wild dance sides even though they are only available on the small 33. The other tunes are his current hit "The Neon Guitars" (Kalimann, ASCAP) (2:20) and "The Continental Walk" (Roosevelt, BMI) (2:20).

PAUL ANKA
DANCE ON LITTLE GIRL (Sapna, BMI) (3:19) — I TALK TO YOU (Sapna, BMI) (2:38) — Paul Anka has come up with his strongest side in months with "Dance On Little Girl," an infectious Latin rocker. Flip, though not as strong, is a big, heartfelt ballad.

ETTA JAMES
FOOL THAT I AM (Hill & Range, BMI) (2:14) — DREAM A DREAM (Hill & Range, BMI) (2:22) — Two wonderful sides by Etta James that should keep the lads' hit string going. She sells them both with feeling and warmth, and they both will create sales.

JOHNNY ADAMS
WEEDING DAY (Roum, BMI) (2:37) — A tremendous performance by Johnny Adams on a touching ballad about a girl who marries another man. Adams' strong vocal could make this a big one. Flip is "Ooh So Nice," (Roum, BMI) (2:55).

KOKOMO
THEME FROM A SILENT MOVIE (Barberc, ASCAP) (1:53) — HUMOROUS (Barberc, ASCAP) (2:09) — Kokomo, the man with the souped up piano, scored well with "Asia Minor," and he can do it again here. Top side is based on Chopin's "Minute Waltz," and the side bounces along with strings backing the solo piano. Flip is based on the old "Humoresque" melody. Either side can go.

RICKIE & THE CANNES
SO FAR AWAY (Mercedes-Sheldon, BMI) (2:08) — Soft ballad here is a strong follow-up to Rochell and the group's "Once Upon a Time." Flip is "Hey Pretty Baby" (Mercedes-Sheldon, BMI) (2:09). Swingin' 634

BOBBY MARCHAN
WHAT DON'T KNOW DON'T HURT YOU (Past, BMI) (2:13) — A swinging rocker by the boy who has much power. The blues-flavored tune has fine stinging backing with horns. The flip is "I Need Some One" (Past, BMI) (2:35). Swingin' 809

WALTER VAUGHAN
DOWN ON MY KNEES (Seg-Way, BMI) (1:54) — This rocker with gospel overtones has much of what it takes. The side not only features a personable vocal by Vaughn but solid backing. The flip is "Sally Pearl" (Seg-Way, BMI) (1:10). Like 55330

BILLY MISIEL
THE AGENCY (Leeds, ASCAP) (2:10) — Much fun and swing in this fine novelty disk about a group of boys who form an agency and rate the girls as dates. Fine arrangement and backing make the side go. The flip is "Paradise Found" (Leeds, ASCAP) (2:22). Time 1036

CATHY CARROLL
THE LOVE OF (December, BMI) (2:49) — A new throb and a new tune combine for a strong side. The song is filled with emotion and tragedy as the gal relays the story of her wedding that never came o. Big performance and it builds. Watch it. Flip is "Deep in a Young Boy's Heart" (December, BMI) (2:40). Trident 1063

(Continued on page 46)
WE'RE SWINGING AT KAPP!

SUCU SUCU Ping-Ping K-377

TIME Jerry Jackson K-387

LOVE MAKES THE WORLD GO 'ROUND (Theme from Carnival) Jane Morgan K-390

THE SONG OF THE RAIN Roger Williams K-386

LIPSTICK ON YOUR LIPS Brian Hyland K-401

I SHOULD KNOW BETTER The Four Lads K-404

FOREVER WE'LL WALK HAND IN HAND Warner Mack K-392

KAPP RECORDS

(WATCH FOR THE GIRL FROM SWEDEN)
FIVE SHADIES
MARY HAD A LITTLE LAMB (François, ASCAP) (2:12)
—LOVING DADDY (François, ASCAP) (2:15)
A classic couple of couples. On top is the old nursery rhyme done up in a most unusual treatment. And just as good, a couple of scenes on the flip, with the boy holding the lead vocal and the girl offering ethereal sounds. It all happens on board the "Ember 1704.

JESSE HILL
OGDEY MOO (Mint, BMI) (2:44) — Here's a standard, beautifully done, by a real couple. Done in down-to-earth, r&b style. It's a great performance and it could step onto the best part of the mail. Flip is "My Love" (Mint, BMI) (2:44).

EDDIE LAWRENCE
THE SUBURBAN PHILOSOPHER (Merrick, BMI) (2:55)
—The suburban scene of love. Here is a young couple, done in down-to-earth, r&b style. The flip is "Everybody's Girl." It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

KEVIN mine
KEN LYN
— Enough Said and Some More (EPIC 1643) — Ken Lyn was a great composer and conductor on the radio circuit scene. The latter brand has also done some fine writing and a few arrangements. But the flip, "The Theme From the 50's," was done in down-to-earth, r&b style. It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

DIXIE FLOWERS
CRY CRY (CMG 408) — Crying flowers is a hit in the Four Tops. It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

ETTA JONES
Don't Be That Way (Mint, BMI) (2:44) — Don't be that way. It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

THE FOUR PREPS
DREAMS (Capitol) (2:54) — A beautiful ballad by the boys in the Four Preps. It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

FELIX SULLIVAN
THE NIGHT IS THE ENEMY (Liberty 3222) — Here's the title theme from the movie called "The Night Is The Enemy." It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

MODERATE SALES POTENTIAL
JESSIE HILL
OGDEY MOO (Mint, BMI) (2:44) — Here's a standard, beautifully done, by a real couple. Done in down-to-earth, r&b style. It's a great performance and it could step onto the best part of the mail. Flip is "My Love" (Mint, BMI) (2:44).

EDDIE LAWRENCE
THE SUBURBAN PHILOSOPHER (Merrick, BMI) (2:55)
—The suburban scene of love. Here is a young couple, done in down-to-earth, r&b style. The flip is "Everybody's Girl." It's all right on the rockabilly scene. And there's a good performance. There are two commercial records made in this.

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COUNTRY MUSIC TIME
by LONZO & OSCAR
1953
Sit Tribute to
The Grand Ole Opry
New LP's in Bandshell Jukebox at Stanley NASHVILLE STEEL GUITAR #610 MOON MILLCAN #135 COUNTRY SONG #127 CASTER FAMILY MEMORIAL SHOW ON THE PHOENIX #139

COUNTRY & GOSPEL INTERNATIONAL
Walters in Action On Sponta in Canada

A CASH BOX HIT BTW
Savoy #1599

HERE'S MY CONFESION
by CHARLIE RICH
Philips
Heels #336
429 Madison
Nashville, Tenn.

Do Not Confuse
SON-IN-LAW
by Louise Brown
Philips #110
With any other song of the same
title. Louise Brown's "Son-In-Law"
Is breaking in Miami, Cleveland and throughout the South.

BILLBOARD MUSIC WEEK
MAY 15, 1961

MOON MILLCAN
Hot on the scene.

COUNTRY MUSIC TIME
by LONZO & OSCAR

THREE HEARTS IN A YAMBA, Roy Drusky, Decca 31919... 9
8 17 13 I FALL TO SPEEDS, Pete Elver, Decca 31265... 7
12 17 17 CRAZY BULLDOZ, Lewis Prail, Decca 31291... 7
11 15 13 LOUISIANA MAN, Tasty & Doug, Hickory 1137... 14
13 11 14 PLEASE ME, E conventional, Jim Nash and "Lessons Learned, Ace 621... 7
18 21 22 THE TWENTY-FOURTH HOUR, Roy Price, Columbia 41997... 8
10 10 10 LISTEN,TERS, Vinnie Frens, Decca 31521... 13
16 19 19 SHORTEN, Jimmy Smart, Field 5040... 7
17 17 14 IN MEMORY OF JOHNNY HORTON, Johnny Hardy, J.R. 103... 10
15 19 15 GREG & BROS, Warren Smith, Liberty 53022... 13
FOREVER GONE, Ernest Warther, Decca 31237... 7
20 16 16 I LOVE YOU BEST OF ALL, Louis Brothers, Capitol 4556... 16
22 22 22 EVERYBODY'S DIT FOR LOVE, Jimmy Newman, Decca 51717.... 7
29 23 21 I'M WONDERING, Lou Smith, Selle 3940... 5
14 14 11 YOUR OLD LOVE LETTERS, Porter Wagoner, RCA Victor 7827;... 11
20 30 29 HARD TO MANAGE NOW, Sonny James, RCA Victor 7800;... 4
33 27 21 LONELINESS, Ray Sanders, Liberty 53584... 6
25 26 28 SLEEP, SLEEP, Sarge Hall, Decca 51210... 8
30 17 21 MINDFUL CRUELTY, Bob Owen's & Rosie Madrid, Capitol 4550;... 8
31 24 21 CONGRATULATIONS, Jimmy Young, Capitol 4533... 13
27 20 21 BEGUILED TO A KINN, Hank Snow, RCA Victor 7889;... 6
36 25 7 THE OTHER CREEK, Kitty Waltz, Decca 3119;... 9

There's Big Money in Personal Appearances at fairs, Festivals, Auditoriums & Arenas.

You can reach and sell Talent Buyers by advertising in Amusement Business

See Spotlight on Country & Western Talent

AD DEADLINE... JUNE 19... JUNE 14... RESERVE SPACE TODAY!!!

Contact Any Amusement Business Office:

Cable: "SHOWTIME," New York, N.Y.

GIVE TO DAMON RUNYON CURE FUND

COUNTRY & WESTERN

RAY KING
Are You Living Just For Money
NASHVILLE STEEL GUITAR. This song will be a big hit in tender, deep-valued胖子, return a built appearing feminine theme. Passion effect. (Tronic, BMI) (2/4)
• Reviews and Ratings of New Records

MARTIN MCCUTCHEON
- "Lost in a Little While" - SOYV 338 - Double shot of Martin McCutcheon on piano, tenor sax, and with good lyrics. (Knee Hill, BMG 2:27)

- "Make My Baby" - Bounce country band and accordion treatment sounds better outside. (Knee Hill, BMG 2:46)

LUKE GORDON
- "13 Steps Away" - EMPIRE 513 - Rockabilly style, richly harmonized and moody. The odd drumbeats and Gordon's guitar work add some fine sizzle with hooks up. (Cede, BMI 2:27)

- "Lovers Tear" - This side is a fine instrumental with a piano solo. (Bry-Mayer, BMI 2:25)

ROSO GORDON
- "What I Wouldn't Do" - VEE JAY 145 - The boys gets the rockabilly thing going on this blues-flavored tune. Male vocals are strong and smooth with an efficient horn back-up. (Camin, BMI 2:32)

- "Let Me Run" - This side is a rockabilly throwback on this side. The group backs up with horns and harmonica with a very strong group. (Camin, BMI 2:41)

EDDIE SAISON
- "Night-Ford" - FORD 364 - Ballad carries a hint of slide-from-never and features

- "MODERATE SALES POTENTIAL

RHYTHM & BLUES

THE ELDERS
- "Life Is But a Dream" - DOLO 314 - This side is a fine example of the old R&B sound. Good vocals and a smooth sound.

- "Love Is in the Air" - DOLO 314 - This side is a fine example of the old R&B sound. Good vocals and a smooth sound.

- "MODERATE SALES POTENTIAL

SPIRITUAL

THE BELLAS
- "So Troubled In My Soul" - CHOICE 14 - This side is a fine example of the old R&B sound. Good vocals and a smooth sound.

- "Hear the Word" - This side is a fine example of the old R&B sound. Good vocals and a smooth sound.

- "MODERATE SALES POTENTIAL

POLKA

FRANKIE VANKOVIC and HIS VANKS
- "Polka King" - VANK 200 - Vankovic's many polka fans should enjoy this side. With a good harmonica and drum back-up, it's a fine polka.

- "The Bellas" - This side is a fine example of the old R&B sound. Good vocals and a smooth sound.

- "MODERATE SALES POTENTIAL

NOVELTY

KURT KNEIDSEN
- "Fred & Tweety" - TRIX 999 - The old Peggy Lee song is sung with money in the air. It's an old polka, but it's well done.

- "Horse Crack Con" - This side is a fine example of the old R&B sound. Good vocals and a smooth sound.

- "MODERATE SALES POTENTIAL

S-P-R-E-A-D-I-N-G-O!

BROOKS BROTHERS 'WARPAINT'

L-1967

LONDON RECORDS 60 W. 25th St. New York, N.Y.
FCC Promises New Program Report
Forms After Fresh Rules Are Devised

WASHINGTON — The highly controversial program report forms proposed by the Federal Communications Commission last week were accepted by the FCC and new ones will be issued. The agency announced last week (Nov. 27) that it will start a new rule-making on the subject in the near future, and that a comment period on the earlier proposal is wanted.

For the comment on the new, detailed program report being drafted for the next FCC meeting on June 1 (Bisdilli Meeting Week, February 27, 1978), a flood of adverse criticism has been pouring in on FCC’s proposals to make broadcasters estimate community needs, programs to fit the needs, then match performance with the stated program forms on a renewal basis. Protest reached high points at last week’s National Association of Broadcasters Convention here, with even the commissioners disagreeing among themselves on the proposal.

FCC Chairman Newton Minow, during the FCC panel session at the convention, said no broadcasters are any longer being asked to come and tell the FCC what they intended to do. "We have program forms," he said, "and that’s enough program planning for the next three years. In spite of new changes, challenges and opportunities, we will be going on in the same direction."

Radio broadcasters have termed the FCC’s proposal “censorship” from the start. They have protested that it would mean a loss of popular programming aimed at mediocre and TV radio.

Radio Quality to Get Future FCC Attention

WASHINGTON — Although TV broadcasters were strong against the FCC’s chairman’s original proposal to put radio broadcasters and that most of us who think of broadcasting are thinking of television. And because television is the more powerful medium, our public service needs are more evident. Today’s TV shows, radio is still the most important thing on the list of "things to come."

Minow told broadcasters (during the National Association of Broadcasters’ annual convention here last week), "Yes, you’re right. But television broadcasters to think we’re going to sleep at your switch. We haven’t. We still listen."

In line with this, he later said that radio and its programming problems will receive his most earnest effort before he decides to do something else. That is, if he decides to do something else.

An indication that radio may have a slightly easier time in the future was given by the broadcasters in Minow’s convention speech. Minow was realistic in saying that competitive picture was much tougher than that faced by TV broadcasters and that he would be governed accordingly.

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Later in the week, NAB President Leroy Collins expressed hope for "a new relationship" when he told NAB members "that radio’s place is in programming. We’re through with trial and error in radio since the advent of television, and we’re through with window dressing for radio stations." Col- lins said he didn’t have any immediate answers to the programming problems, but he did promise better research and some "plan for effective birth control of the 'business' that might help matters."

Q & A Session: On FM Stereo

Brings Interesting Exchange of Ideas

WASHINGTON — A question-and-answer session on the new FM stereo broadcast prospects at the NAB convention last week produced some interesting cross-talk for those present. The program was part of the accepted sessions, General Electric and Zenith. Prospects for the program were high, but the equipment, as usual, was brought with typical engineering sophistication. The session was arranged by the general conclusion of the session.

A. Prose, manager of engineering for the National Association of Broadcasters, opened the panel, frankly admitted that about 25 percent of present better records stereo re- cords will not be completely com- patible with the newly authorized system. He said that he was sure that the stereo broadcasts would reach only about two-thirds as far as monophonic FM, and that special equipment might be required for FM set owners too far from the signal source.

Quality, Stability Primes Requirements

Stereo standards for disks are being studied by NAB and will be ready for the music makers as soon as possible. In the meantime, the industry is urged rather grimly that manufacturers of stereo equipment, and stero recording equipment and tape for "quality" and "stability" are essential. However, the NAB reports that the Atlantic and New York studios will depend on the quality of the recording material made on FM stereo, he pointed out. Questions from the floor indicat- ed that broadcasters shared his view. The question of the possibility of the hostility that had cropped up in a session the previous evening, May 40, when manufacturers took some hard questions about their equipment and failure to deliver on time.

Harold Kasner, Chief of Station, existing facilities branch, network programming, but would also use radio in its market share. It would also use stereo in its market share. It would also use radio in its market share. It would also use stereo in its market share.

With the times, and with what several people called the "nonsensical" program reports, there were several questions about the proposals for FCC programming forms became effective.

DEBUT DISKUS

These sides, which entered the Hot 100 for the first time this week, are making their first official chart debut for chart hounds.

PICK HITS

From all of the releases of the week, these are the selections of Billboard Music Week’s resident panel on the records with the best chance of success. For comment on each of these Spotlight winners, see the single reviews in this issue.

COUNTRY AND WESTERN

No selections this week.

RHYTHM AND BLUES

JESSIE HILL: Dejay Man, Vol. (MOT, D) 000-00

COMEDY

EDDIE LAWRENCE: The Suburban Philosopher (MOT, D) 000-00

CHART CLIMBERS

The week’s most exciting sides, these records have made the biggest upward jump and have been proving star Performance on the fastest move at this week’s Hot 100 chart.

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DENNY WILLIAMS

Each week...disk jockey all over the nation helps upstart their record shows
with his fresh, lively material exclusively by Billboard Music Week. For his next week

For your programming use, here are pertinent facts about hot disk artists. If closed and passed on
2 or 4 weeks, these biographies will help you build a consistent flow of new disks.

ARTISTS' BIOGRAPHIES

RAL DONNER

"Girl of My Best Friend" is the tune on the Gramophone label that has brought young Ral Donner into the recordfirmal. The disk has traced ready to the Hot 100 and is now in the No. 24 slot.

Ral Donner was born February 10, 1943, in Chicago. He started with his church choir at the age of 10 and by the age of 13 was singing with a local number of talent shows and talent shows recognized by various booking agents. From the time Donner was 15 he was under the management of Metro Talent Agency, and started playing theaters and night clubs, including the 24th Street Bar, Chicago, and the Apollon Theater, New York. The versatile Ral Donner also plays the guitar, accordion and piano.

In the near future, Donner will start on a cross-country personal appearance tour.

THE ROOMATES

This Valmor recording group is comprised of Steve Suskind, lead; Don Visinski, bass; Jack Carlsohn, guitar and tenor, and Felix Alvarez, tenor. The boys come from Queens, N. Y., are college students, and have been singing together two years.

The Roomates' talent as a vocal group was recognized from their fine backing of Cathy Jean on "Please Love Me Forever." The group came to KFRC recently to come out with a release of their own, and the result was a hot chart item titled "I Wish You Love." The disk has been quite successful and the boys have recently been signed by TAC. They are currently making personal appearances in the East at clubs, dances and record hops. The group is currently managed by Jody Cameron and Gene Mills in New York.

The Roomates' first album will be with Cathy Jean for Valmor. The disk has been ready for the past few weeks.

YESTERDAY'S HITS

Choice of your programming from your favorite chart, including the disk that were highest in the last five years and this year's most popular hits. Here's how they ranked on Billboard's charts then.

PROFIT DAYS & WEEKS

May 31, Mother's Day, National Federation of Women's Organizations; May 31, National Clean-Up Week; May 10, Armed Forces Day.

DENIS HYLAND

DENNIS FRANCIS, whose current single, "I'm a Believer," has been a hit on the East Coast, has added another hit to his total score with "Every Time I See You" from RCA Camden. A natural follower up to his previous hits, "Every Time I See You" is another fine example of the original "Camden Sound." The disk features all the talent and skill from the Camden Sound Winin show. The lush strings present a brilliant backup for Mr. Molly's lively hits from Barbra Streisand's recent successes.
**Best Selling Phonographs, Radios & Tape Recorders**

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

The percentage figure shown for each brand is the share of the total number of units sold of all dealers reporting. Point calculations are based upon the rank order of manufacturers' sales at each dealer, and weighted by size of dealer. Only manufacturers earning 1% or more of the total dealer points are listed below.

**PHONES LISTING BETWEEN $151 AND $200**

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<th>RANK</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
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<tr>
<td>1</td>
<td>Magnavox</td>
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<td>Columbia</td>
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<td>Motorola</td>
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<td>Voice of Music (V-M)</td>
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<td>Capitol</td>
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<td>Others</td>
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**Bell Adapters Set for Debut**

COLUMBUS, Ohio — Bell Southern has announced the development of a stereo multiplex adapters next week at the National Electronic Contractors Parts Show in Chicago.

Model MXA-1, described as "a little larger than a pack of cigarettes" and with a selling price of $19.85, is a plug-in type for all tuners in the firm's current component line, which has been referred to as a "disposable".

Model MXP-1 is a self-power- operated, self-powered system for Bell stereo tuner ever produced. This unit will perform with any manufacturer's stereo manufac- turer as well, and will retail for "around $95."

**East Coast Dealers Give Pro & Con on 33 Player**

**Continued from page 3**

**RCA Supports Cartridge Units**

NEW YORK—With considerable new interest in portable units, RCA Victor, the only other firm represented on the market with a comprehensive line devoted to stereo, has publicly announced its new line of portable units.

The RCA Sales Corporation is convinced that the cartridge player represents the future of portable units. In the words of the company, this in mind, new models are continually being developed for the drawing board which represent the latest possible advancements in the field. We are aware of the problem in the fall of a newly developed tape cartridge units.

**EIA Notes Slight Radio Sales Rise**

WASHINGTON — Comparative figures released this week by the marketing data department of the Electronic Industries Association showed a slight rise in the sales of radios for five consecutive months through the month of May.

The cumulative production to date of radios for the quarter, however, was still below those for the same period of 1960. Through May of this year, the radio industry had shown a gain of some 2,421 sets over 1960.

Ken Bishop, Bishop said the tape transport mechanism itself has been widely used in business and industrial applications for assembly-line work, loading background music in the medical and dental fields.

The new units which will also employ two speeds of 3% and 11% inches per second, are expected to retail for under $200, although Bell Southern's statement on this. With the indicated modest price level, and compactness, coupled with the recent FCC ruling on the FM broadcast, all the RCA units are expected to find a brisk sale in the units.

Joe Williams in N. Y. Opener

NEW YORK — Joe Williams, who asked the Band to go on, will be featured in his first New York theater engagement when he opens at the Winter Garden. The singer will be backed by a combo consisting of 16-piece men, including Harry Edison. Williams and the combo just put on a new album for Roulette called "Together."
RETAILING PANEL

If you have a provocative question, or a new store’s music-phonograph dealers, invite him to this department, 5545 Broadway, New York 16, N. Y. Your question will be credited when it appears.

THE QUESTION
To what extent do you use a customer mailing list?

THE ANSWERS

ESTHER (SHELLEY) HARTWELL
Mr. Mac, Pomona, Calif.
I’ve always relied heavily on direct mail as an important part of my business, holding on to patron cards and favoring postal cards as an inexpensive means of regularly reaching those customers. I use these at the time they are first properly managed in the store, since the present store is in the process of building up a strong mailing list. My system is in writing out a thousand cards to customers and I know that I am managing the record department of the new store.

HAROLD MARTIN
Culver City, Calif.
We have quite a bit of mailing a few years ago, but in the last few years we have cut all rates up and down. Our present list has never been able to come to the point where we no longer can afford it. I still feel that this is an excellent form of keeping in touch with customers, but we just can’t handle it. Our mailing list has increased in size since we started a customer club, and list handling has become more expensive. We would cost us a fortune in labor and postal charges. As far as our record company is concerned, more records are coming with free cards and there is no such thing as an intangible form of advertising as opposed to buying newspaper space.

JERRY WIDDOFF
Discount Records
We use them at least five times a year on a big scale in our six stores in Cleveland, Detroit, Chicago, San Francisco, Los Angeles, and New York. We now produce our own LP releases and have our own sound track of customer orders. Then about four times during the year, each of the stores sends out a postcard special to our customers on certain lines. For instance, we send out a postcard to the students and Angel. Mailings are expensive but they really pay off for us.

THOMAS BLINN
Vine-El Monitor
We use mailings to a very great extent. We’ve developed a list of 25,000 names and try to get out about six mailings a year—two for new stores and two for new locations. We produce most of our own mailings, generally black and white photographs. Each sheet has a list of a certain type of music—country and western, jazz, etc. We really list a good number of records. Basically, we’ve found that what you advertise isn’t too important as long as you’re selling your customers, look fellows. I’m still here, come and see me.

The Michigan Magnet Company—many of the recording heads, is expanding in plant in Vermontville, Mich. This is by John Buschke’s arrangement in which the wholesales subsidiary will handle its products in Austria. The new outfit will be headed by Ernest Bernhard.

The recording equipment will be handled by the Engineering Staff of International Resistance. The firm will have a new line of equipment and office space in the expansion.

Effective immediately, John O’Farrell is the marketing manager for Bell Sound. James C. Abraham and Donald E. Kaplan have been added to the engineering staff of International Resistance. The firm will have a new name, Levin’s New to distributor sales in Chicago.

BEST SELLING
LOWEST PRICES
HIGHEST QUALITY
BIGGER PROFITS

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THOMAS BLINN
Vine-El Monitor
We use mailings to a very great extent. We’ve developed a list of 25,000 names and try to get out about six mailings a year—two for new stores and two for new locations. We produce most of our own mailings, generally black and white photographs. Each sheet has a list of a certain type of music—country and western, jazz, etc. We really list a good number of records. Basically, we’ve found that what you advertise isn’t too important as long as you’re selling your customers, look fellows. I’m still here, come and see me.

The Michigan Magnet Company—many of the recording heads, is expanding in plant in Vermontville, Mich. This is by John Buschke’s arrangement in which the wholesales subsidiary will handle its products in Austria. The new outfit will be headed by Ernest Bernhard.

The recording equipment will be handled by the Engineering Staff of International Resistance. The firm will have a new line of equipment and office space in the expansion.

Effective immediately, John O’Farrell is the marketing manager for Bell Sound. James C. Abraham and Donald E. Kaplan have been added to the engineering staff of International Resistance. The firm will have a new name, Levin’s New to distributor sales in Chicago.

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are introductory price dates for various dealers and page number of the original news story and/or advertisement providing details. Please note these are offered exclusively for dealers and are not available to the public at large.

ALLOY RECORD DISTRIBUTING COMPANY—Introductory offer. Salesmen offer a 50% less than the net list price. Offer cover shows complete catalog. See page 5, April 3 issue.


CUTOUTS—Limited time only. Started May 1, 1961. (50¢ to $1.00, $1.00 to $1.50, $1.50 to $2.00 per 10's). See page 5, April 19 issue.

MARSHALL—Designed for promotional use. Introduced May 1, 1961. See page 5, April 19 issue.

MERCURY—Promotional LP release by Petula Clark. See page 5, April 19 issue.


SAGA—Talking or talking LP's. See page 5, April 19 issue.


SUN—Sinister tour LP's by The Rolling Stones. See page 5, April 19 issue.


ALLOY RECORD DISTRIBUTING COMPANY—Introductory offer. Salesmen offer a 50% less than the net list price. Offer cover shows complete catalog. See page 5, April 3 issue.


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BEST SELLING
LOWEST PRICES
HIGHEST QUALITY
BIGGER PROFITS

Genuine Diamond Needles
Transcriber Co., Inc.
White Enfield, C.
P.O. Box 3, Andover, Mass.
For ordering information

So Convenient... Just steps off Fifth Avenue... Grand Central... Times Square

Hotel MANSFIELD
12 West 44th St., N. Y.
Phone: MU 2-5560

Newly Decorated
1 & 2 Room Suites
Air Conditioning — Radio — Refrigerator
Special Theatre Rates. Write for booklet "9-A".
NEW DEALER PRODUCTS

Clock-Radio Tagged a "Lifetimer"

Emerson has this new slimline clock-radio that's tagged Lifetime 1. The set is equipped with an automatic, self-starting electric clock which turns on at a preset time. The radio is a five-tube receiver, with automatic volume control and Microphone. The set is housed in a molded, slim cabinet which is finished in a two-tone color scheme. Dimensions: 12 1/2" x 8 1/2" x 3 5/8" by 1 1/2".

Console in French Provincial Mode

Still another version of the French Provincial styling of the SP-750 radio-phono console in the new Stromberg- Carlson French Provincial line of stereo components. As in the other sets carried in these pages in the past few weeks, the set features a combination of wooden and metal, with the set-top and mounted base with the matching speaker in the set-top. There are two matching speaker systems of three speakers each. At the foundation of the speaker system are two 12-inch woofers. The set also contains a four-speed record changer with 11-inch turntable and special clutch to prevent jamming. The set also contains an AM-FM stereo tuner with automatic frequency control and slide-dial. The suggested list price for this model starts at $349.95.

Multiplex Unit Ready This Month

A new multiplex adaptor, Model 355, will be marketed by the J. C. Scott Company in the coming weeks. The new unit is for stereo multiplex systems sanctioned by the FCC recently. The Model 355 is a self-powered, external adaptor that plugs into any wide-band FM or FM-AFM tuner. Connections can be made in moments without affecting tuner alignments. This new adaptor will sell at a suggested list price of $99.95.

Ear-to-Ear Stereo Headset Sound

Private stereo listening is the big sales pitch on this new set of stereo earphones being marketed by the Telex Corporation of St. Paul. The set is called the Dyna-Twin. Comfort is another feature, what with foam rubber secondary ear seals. These cushions further reduce ambient noise, even from those who wear glasses. Further comfort is provided by the sizable plastic headband and a single cord. The phones come in a harmonious shade of brown, the better to match surrounding decor. Stainless steel coil and cone construction provide needed durability. Price and further information can be obtained from the company in St. Paul.

Judkins Asks Mfrs. To Revamp Pricing

the record industry and its future. The stereo bayer, Judkins, said, is the customer whose interest and love for records is so great as to prompt his investing in stereo play-back equipment. "Let's not discourage him with unnecessary overcharges."

"It is of importance that immediate attention be given to correcting your price structure. The stereo buyer is the hard-core of our patrons, and we will continue to support him." This call was initiated by the industry's leaders to take a major step in "removing the water" from the LP price structure by equalizing the price of monaural and stereo albums. This, he predicted, will more than pay off in increased stereo sales, and attract even greater numbers to stereo. Contact Consumer.

The consumer has become confused by discounting a situation which is now being aggravated by manufacturing the price-cutting competition, para. Judkins charged. "Each week, since January 1, the SORD prices of important records have steadily risen. At present, many important record companies have simultaneously announced discounts. Manufacturer discounting has become so prevalent that dealers no longer buy a promotion, for they feel that, like the proverbial streetcar, it will be another along tomorrow. When the manufacturer discount is compounded with price-cutting by the discount house, the consumer is further confused and reduced to the dealer's mercy with any special offer." As a result of this discounting upon discounting, the various records have lost its meaning to the consumer. After blaming the industry's "inflated price structure, Judkins said, "there is no cause for alarm. Not only will we eliminate the discounting, but we will reduce the prices to a sane footing. The time has long passed when a price advantage should have been justified. Judkins concluded his letter with an appeal to the manufacturers to hold his plea for action on the price front.

BILLY BIRCH FLAXER

2,000 Attend Ops’ Miami Beach Show

Continued from page 1

between $10 and $15. The previous year, the figures were 14 per cent and 33 per cent. With these low grosses in mind, the operators are against anything which will cost them money, even though, in the long run, the investment will pay off.

Stereo Records

Another hot Wednesday morning forum session will be the availability of stereo records. Operators who had purchased machines capable of playing 45-r.p.m. stereo records were bothered by the fact that the supply and variety of these records were limited.

Short Supply

The stereo is still in a short supply today, and the industry impression is that most new stereo singles will be 33-1/3, with 45 production chiefly limited to monaurals. Operators, bearing in mind their experience with the 45 stereo, are hence suspicious about the 33 single.

According to the 1963 Music Machine Survey, some 23 per cent of all juke box purchases last year were of machines capable of playing the two speeds, despite the fact that 33’s accounted for only 2 per cent of record purchases by juke box operators. And 45 stereo accounted for a scant 4 per cent of these purchases.

Monaural singles were still the bread-and-butter disk, accounting for 92 per cent of music machine operator purchases.

In the same session with the stereo and 33 disk talks will be a discussion of background music. Hartlan Wingeave will act as moderator for this topic.

The closing forum session will be moderated by Clinton Pierce. To be covered are “How Can the Operator and Manufacturer Improve Business” with Les Montooth, Paul Brown and Paul Calamari on the panel; and “To Increase Your Income, Have Good Public Relations,” with Lou Casola, Ben Rogers, Willis Blatt and Ed Wilke on the panel.

The convention opened Saturday (13) with a meeting of the board of directors, with the first forum meeting getting under way today (12) at 9:30 a.m.

Diversification

Harry Sogood will moderate a diversification session, with Lou Casola, R. H. Brtiicher, K. A. Kornme, John Wallace, Jim Tolsi and Max Harp on the panel. Points to be covered include candy, cigarette, coffee and full-line vending, as well as games, rides and bowling.

The move toward diversification into vending is still a slow process, according to the 1961 Music Machine Survey. While 92 per cent of the juke box operators have one or more machines other than music machines on location, only 9 per cent of these diversified operators have food and drink machines. Nine out of 10 have games, and 37 per cent have cigarette machines. Another 14 per cent operate kiddie rides.

The second morning session, to be moderated by Lewis Placek, (Continued on page 74)

AC Automatic, New Canteen Subsidiary, To Handle Vending and Juke Box Phases

Continued from page 1

The move is part of a large-scale Canteen effort being planned in an area called service vending. Frederick L. Schaefer, Canteen chairman, announced that Canteen had set up a new firm, AC Automatic Services, Inc., to handle this phase of Canteen’s operations.

The company, said Schuster, will handle sales, service and financing for the new vending machines. AMI commercial music equipment (juke boxes), background music and inter-communications systems, and AMI currency and coin-handling equipment will also be handled to the public.

AC Automatic Services will be a wholly owned Canteen subsidiary.

It will also supervise Canteen’s entry into another area to be further developed — the vending of department store and supermarket merchandise in retail outlets.

As far as the juke box trade is concerned, AC Automatic Services will become the selling outlet for AMI and Rowe equipment. Rowe-A-MI Sales, the former Canteen sales outlet, will be absorbed into the new organization.

Schuster announced that Joel M. Kleinman has been named president of the new subsidiary. Kleinman has been director of special services for Canteen since 1934.

It is Kleinman too, incidentally, that has supervised Canteen’s recent purchase of juke box distributors — Trimount in Boston, Atlas in Chicago, and R. E. Jones and its subsidiary, Thompson Distributing, with offices in Los Angeles, San Francisco, Honolulu, Denver and Salt Lake City.

 Vice-president and assistant to the president will be Dean McMurtry, a well-known coin machine veteran, formerly with R. F. Jones in Seattle and San Francisco, most recently district manager for the Seeburg Corporation.

Photograph sales to distributors will be supervised by Thomas H. Sams, vice-president. Sams has been with the AMI sales organization in Grand Rapids for several years.

Jackson C. Dunwoody, formerly vice-president with Rowe - AMI Sales, moves to vice-president in (Continued on page 73)

United Phono, Alleys at MOA

Travelling Man

And

Hello, Mary Lou

Flaming Star

Summer Kisses, Winter Tears

Elvis Presley

LPC 168
(20 Compact Double Disk Only)

Are You Lonesome Tonight?

It’s Now or Never

(Dance the) Mess Around

Good, Good Lovin’

That Old Black Magic

Don’t Be Afraid (To Fall in Love)

I Feel So Bad

Wild in the Country

Spring Fever

Flamingo

It Keeps Rainin’

I Just Cry

5-Star Bowling Alley

CHICAGO—United will unveil a new phonograph, two new bowling alleys and a shuffle box at the Music Operators of America convention in Chicago this week.

One of the bowling alleys — Classic Deluxe—is not yet in production and has not even been seen by United’s distributor chains. The unit is expected to be shipped in this summer.

The other two game — 5-Star Bowling Alley and 5-Star Shuffle Alley—will come off the production line last week.

Juke Line

The new United phonograph line consists of the UDP-100, a standard monaural juke box, in which Roy Kramer, head of United Music Corporation termed the low price range; and the UDP-1008, stereo phonograph available with all options.

Both are 100-selection models.

The machines play at 45-r.p.m. speed and Kramer and 33 con-

5-Way Shuffle Alley

synchronous wall box with same dual multi-pricing as phonograph and an enlarged coin box.

The stereo model has two 15-inch dual cones within the phono- graph, enabling the operator to have separation without extending speakers.

5-Star Game

United’s new 5-Star Bowling Alley comes in 13 and 16-foot lengths with four and eight-foot optional sections that can be added.

The game is a stroller model, with five different games available by button control: (1) Regulation scoring; (2) advanced scoring; (3) progressive scoring; (4) strikes and spares; (5) cosmic (4) extended range sound system with 20 per cent more useful power output. (By new
Music Operators of America Convention Program

Exhibit Hours
Monday and Tuesday, 2:30 to 7 p.m. Wednesday, 2:30 to 6 p.m.

SATURDAY, MAY 13
7:30 p.m. Board of directors' meeting, Normandy Room, mezzanine floor.

MONDAY, MAY 15
9:30 a.m. Forum meeting in the Casanova Room on the main floor.

To be moderated by H. Barry Snodgrass

Panelists:
A. Candy and Cigarette Louise Casale, National Vendors
B. Coffee Vending Robert H. Breithir, Bally Vending
C. Full Line Vending K. A. Corney, John Wallace
D. Rides, Games, Bowlers James Tolonzo, Max Hurvich
To be moderated by L. P. Neace
E. Location and Artistic Fabrication Frank Fabian
F. Copyright Legislation George Miller, Clinton Pierce, Ed Ratjack and Nicholas Allen
G. Travel and Entertainment Expense and Depreciation L. E. Kaner

Valuable prizes at each meeting will be given.
Tickets given out until 9:30 a.m. Must be present to win.

RECESS FOR LUNCH
1:30 p.m. Forum meeting in the Casanova Room on the main floor.

To be moderated by William Hollinger

Panelists:
H. Radio Programming and One-Stop Ted Nichols, Jack J. Geldhart
I. Importance of Phonogram and Gama Retro Elbert B. Tonnell
J. Location Loans (How to Control) Thomas Greco, H. Barry Snodgrass

To be moderated by Howard Ellis

K. The Painted Money
L. Record Steppers Les Montod
M. Sound System Problem—Al Celenin, Rowe, AMI Sales Co.

Valuable door prizes at each meeting
Tickets given out until 1:30 p.m. Must be present to win.

TUESDAY, MAY 16
9:00 a.m. General Meeting Muskeeter Room in lower lobby.

Invocation
Pledge of Allegiance to the Flag
George A. Miller, MOA President—Opening Address
Nicholas E. Allen, National Legal Counselor
Leo Kaner, National Tax Counselor
H. E. Sexton, Union Trust Life Insurance Company
Joel Handler, President
Leo Schoeller, Public Relations
William Black, Music Commission Co-Director
Robert Ross, Managing Director, MOA

David J. Sacks, Dunham Billiard Table. Contributed by Fischer Sales & Manufacturing Company—and two Bonds. Must be present to win.

12:30 p.m. Complimentary ladies and gentlemen's luncheon and floor-show, Casanova Room.

7:30 p.m. Coin Machine Council directors' meeting, Normandy Room.

WEDNESDAY, MAY 17
9:30 a.m. Panel discussion in the Casanova Room on the main floor.

To be moderated by Harold W. Fabiano

Subjects:
A. Stereo Phonographs (Their) Joe Lyons, Columbia Records
B. 7 1/2 Inch 33 Speed George Urey, Dot Records, Inc.
C. Background Music James Tolonzo
All registered company representatives are invited to participate.

To be moderated by Clinton Pierce

D. How Can Operators Use Les Montod, Paul Brown, Paul Manufacture Improvers
Calamari (Bally Manufacturing Business)

E. To Increase Your Income Louis Casale, Benjamin Rogers, William Blatt, Ed Wolfer (Rowe—AMI Sales Company)
Valuable door prizes at each meeting

7:00 p.m. Banquet and floor-show, Casanova Room

Show arranged by Buddy Busch. Larry King, emcee. Lenay Dawson Band, Artistic and Lee Merri and Mary Ford, Columbus; Chet Atkins, Bob Moore, Floyd Cramer and Buddy Harmon, RCA; Ferruccio and Teicher, United Artion; Bill Buzzard Bosco, Hi label; Cowboy Totty, MGME, Voyagers, Mercury's Lou Monroe, Rambler; Ray Peterson, Daniel Lloyd Price, ABC-Paramount; Ronnie Savoy, MGM, Mage Minard, orchestra.

THURSDAY, MAY 18
16:00 p.m. MOA directors' meeting, Normandy Room

Industry's Public Relations Effort Makes Headway Thanks to CMC

By EARL FINNEGER,

The Public Relations Board

MIAMI—Board 27 at the MOA convention was a graphic presentation of the Coin Machine Council Board. The attractive display states the aims of the Council, the means employed to realize these ends; exhibits some of the results achieved and lists the present membership...with room for the names of those who join the Council.

The Council's plans are expressed in the statement that CMC members win community respect, public understanding, industry recognition, operating profits and business growth.

The means have been through the use of all possible communication media: newspaper, radio, television, wire services, the trade press and telephone.

Among the wire service stories displayed is one carried recently by United Press International on its full service. It tells the story of the Coin Machine Council in these words:

"The coin machine industry, long hampered by the stigma of gangster influence, is making strong new claims on respectability.

"Coin machine stocks are rising, a stock market recovery record has led banks to reduce loan rates to small coin machine operators, and other businesses are concluding that coin-operated games, joke boxes and vending machines are big sales boosters.

"The change in attitude stems from the 1959 McClaran hearings which found among other things, that criminal infiltration was limited to a few areas and that honest, legitimate people are in the game and in it.

"But just as influential have been the recent efforts of the Council, the first fact being that disseminating organization covering the joke box and games segment of the industry, as well as vending.

"For two years ago, the Council seeks to correct the negative-hedging conceit of the industry, solidifying it into a single-minded, body and gathering industry-wide business statistics for the first time. It does not engage in lobbying, legislative or law enforcement activities.

"The Council has about 90 manufacturers, about 50 per cent belong to the Council along with 90 percent of the industry's distributors. To date, the Council has not been over-pressed, however, CMC claims only 10 percent membership from the coin operators, reflecting contact problems.

"In the past few months Louis Casale, president of the Coin Machine Council, has taken the initiative in backing up the efforts of the membership committee, chaired by Herbert B. Jones. Casale has been making "head-to-head" contact with operators in the East and West to build up the Council's membership and in members.

Some of the newspaper stories that have come about through the efforts of the Coin Machine Council are to be featured soon. These stories will be of tremendous importance because they will be incorporated in reprints available at the booth.

In addition, there is an array of resources to an operator for the aid of CMC for proper exposure of coin-operated games and other products. One of the resources is the Council's newsletter, highlighting the up the acceptance noted across the country.

While the Coin Machine Council will officially be two years old on July 27, its programs really went under way only two years ago. Organizers believe, including the selection of a public relations firm, the company was formed up. Thus, in October, 1956, CMC held a news conference in Chicago. The conference, well covered by the press and wire services, resulted in a flood of publicity stories.

Since then CMC has maintained a steady flow of press releases aimed at the general public, and has sharpened its sights on internal public relations within the coin machine industry.

"The Council's main consideration in this concentration. Only half the manufacturers who might be expected to support the CMC public relations program have done so. And while distributor support has been excellent, CMC can do better.

However, as a result of a mass mailing to operator prospects promoted by Bill MacInnis, President Casale, an encouraging recruiting activity is now being noted.

"CMC has an office, a staff, a budget, a board and, as was reported in the February 14 issue of Billboard Music Week, "the Council's best public relations campaign, working in a little behind the scenes," and that they were planning to launch a German counterpart.

In the short span of its existence, the article says, "CMC has become the best-known U. S. industry-backed hand organization known to the German trade."

Until then, it explains, the West German coin machines industry," which has no public relations arm, the example of companies involved by CMC. "The German companies support the U. S. industry's endeavor and its energetic preparation of press releases. The German business men to CMC. Further, the article said a mission from the Federation of the German

Bally Shipping Marksman Gun, New Pistol Unit

Bally Shipping Gun, new pistol unit.

MOA Exhibitors and Booth Numbers

Name: Booth Numbers

All-Tech Industries, Inc. 10-101
American Janitor 12-121
Automatic Sewing Devices, Inc. 10-80
Auto-Photo Company 10-234
Bally Vending Corp. 10-90
Bally Vending Corp. 10-14
Capitol Projector Corp. 28-29
Capitol Records Distributing Corp. 48-71
Coin Machine Council 27
Columbus and Erie Implement Co. 100-101
Continental Acre 9-10-10-11-12
Duco Records, Inc. 6
Dime-A-Drive 40
Det Records, Inc. 15
Disher Sales Co. 9-10
Gerard J. Wendelken Games 110
Gordon Fare Box Co. 36
Irving Kaye Co., Inc. 1-2
Kirby Company 10-12
M-G-M Records 3
Mike Mooney Coin Machines 78-73
Musical Operators of America 78-73
National Park & Recreation Supply, Inc. 51-32
National Rejectors, Inc. 117-118
National Shredders, Inc. 42-36
National Vendors, Inc. 10-11
RCA Victor 10-12
Record Vending Machines, Inc. 4
Rego Sound Products 58-69
Rego-Self AV Sound & Picture Co., Inc. 58-69
Star Title Strip Co., Inc. 10-12
The Cash Box. 37
Union Trust Life Insurance Co. 24-23
United Music Corp. 40-35-40
United Music Corp. 40-35-40

BALLY MARKSMAN

CHICAGO—Bally's new Marksman pistol-target gun game features all movable targets, according to Bob O'Donnell, general sales manager.

"Action starts the minute the coin is deposited," says O'Donnell. "A flock of crows wing their way across the field, big birds scoring (Continued on page 73)
Dallas Operators Not Buying 33 Singles

By G.R. ALLEN

DALLAS—Local operators are not buying 33 singles. A cross-poll of operators and distributors gives an average of about 15 per week between them. "The retail releases," it adds, "and it looks as though 45's are the only thing.

Also, there seems never was much of a demand for them either.

Charley Nowell, record purchaser for B & B Vending Company, said that he knows of only one place in the Dallas area where 33 singles can be bought. "They just aren't stocking them here," he adds.

In fact, it is not unusual facts that Nowell and the operator based their objections to 33's. There are not enough of the recent hits, they said.

In other words, the record and distributor here don't see much futures for 33's unless makers of these records adapt their policies more along the lines now being followed by the manufacturers of 45's.

"They will go if they get the hits," one operator said.

The trend now, both operators and distributors say, is for a recording not to hold its popularity for more than four weeks. And the local location owners want the new hits when they see them new.

This trend puts 33's, with their "old favorites," in an overwhelming disadvantage with their continuing lack of hit songs.

West Coast Operators Feel 33's Here to Stay

By SAM ABBOTT

LOS ANGELES—If there is a problem in obtaining 33 singles, music operators here and in this area are not aware of it. So far, few have tried to buy them while others are using so few it has not cropped up as a major problem.

Operators, however, are buying phonographs that play 33's for fear that they feel that this speed is on its way and will remain. One operator, at least, said he had purchased the 33 machines for "protection."

Another argument against 33 singles is that the average music machine patron does not give a rap as to the speed. If the tune or artist is available at some other speed, he plays it. Well, example, of First National Music in San Fernando, said that up to now he has not bought a single 33—and the word "single" has double meaning here. He is, however, buying machines that can be converted to 33's.

Jack Gunshel of Console, reported he is able to get all of the 33's that he would like. Gunshel was one of the first operators in the section to go to this speed and is confident that their use increases take. "I want to eventually have nothing but 33's," he explained.

Jack Neel, of G. F. Cooper Music in Riverside, said that 33-speed machines account for only about 5 per cent of his route. He said that he does not have sufficient equipment to worry about 33 singles. His main worry, he pointed out, is that there was no space for adults. "We get a lot of stuff for teenagers, yet our best locations are bars where those under 21 years old are not permitted," he declared. "We need something appealing to those who patronize the spots where we have music machines.

Mel Heilman of Valley Vendors in Glendale, said that he had not been confronted with any problem of getting single 33's, for he had not tried to buy them. So far, in the 33 field, he has put only a few albums on location.

No Shortage of 33 Singles in St. Louis

By JOHN HICKS

ST. LOUIS—The seven-inch 33 single records have hit the St. Louis area market as a direct result of adaptable ambience. Phonograph players are in great demand in new music equipment. Unlike the difficulties involved in getting stereos, dealers are quite satisfied and do not appear to be a problem of supplying orders of 33's. This does not mean by any stretch of the imagination that the 33's have not been popular, nor does it mean that they placed the faster 45 r.p.m. records.

It is too early to predict the outcome of the 33 singles. There are mixed reactions of both distributors and operators in regards to the new speed records for 33 boxes. Perhaps this is because it is felt that there did not supply the desire "shot in the arm" in the music field here that was so promising to all older users to all out for 33's, at least until they proved themselves.

Another reason advanced by commoner here is that widespread unemployment earlier this year kept collections fairly steady, if not slightly lower than last year, and the one set of records, the jazz and dual speed boxes could not be justified at this time.

Many operators and distributors agree, however, that as far as jazz is concerned, the speed of record selection does not matter as long as the music sounds right. Some commoner advanced the prediction that 33's would be the records of the future, but this evolution would take time.

Another reason of those that handle the 33's is that selections and artists are more numerous on the records than on those 45's. Of course, it is a fact that Wonder Novelty Company said the reason for this is because a great many of the 33's (seven-inch) were cut from the larger (12-inch) records. But, perhaps this is the record. The larger record edge over his competitor. This provides an opportunity to offer the customer more, and thereby a chance for the operator to earn more in collections, he said.

"We spend a little more money to offset a decline when business is a little slow," Nissenbaum said. He remarked that Ray Charles records were "hot" but they are hard to obtain on 45, although they are available on 33's.

Pat Blundo, owner of the One-Stop Record Department of St. Louis, confirmed this feeling. He said that 33's are no problem, however, everything is not on the same. He said it looks like the 33's will be the one to go as long as the demand continues, and that the LP disk prints.

Most of the 33's are packaged and that is what we push, the Wonder Company operator said. Blundo also stated that the Art of the Week albums are being promoted by the distributor. "This program is very successful," said the exclusive Seeburg distributor here. Nissenbaum said the company uses this program to sell out the 33's. D'Arco's Musical Services with the name of the location, betsider or waiters on jockey boxes and picture of the artist or band on the equipment.

Joseph McCormick, owner of Musical Sales Company, and Peter Brandt, president of Brandt Distributing Company, report no problem of getting 33 singles because operators have not requested more to play the records from them. They along with Central Distributors reported that operators are still buying single speed 45 r.p.m. boxes.

"I don't see a big rush to 33's," says McCormick. "I think it will be slow in coming, perhaps a couple a years away. Operators don't have anything in space or cost with 33's."

The distributor also disputed the idea of a wider selection of tunes and artists on 33's. Because of the "package deal, and hits just are not available on the 33's at the present time."

Operator Kermit Neel, partner in Vending Machine Service of St. Louis, does not use 33 records. "I went for stereo and the public did not accept it here," he declared. "The places we deal with care only for the music. We deal with the public and stereo is not what they want. We needed are selections of the good old songs."

Jack Goertt of the J. Rosenfeld Company also reported that not many operators have requested dual speed 33's.

The George Glass Distributing Corporation, on the other hand, is putting out both dual speed phonographs and 33 records. General Manager Frank Schroeder reports that operators dealing with the firm come in every week and request doubles, and are buying better speed records from its large collection of 33's.

A great many operators are still sticking to 45 r.p.m. boxes, 78's and even 45's, but are buying 33 units available but do not handle the slower speed records. As to the latter case, they could be reported to be protecting their investment in the event 33's turn out to be highly successful.

Finally, there are the operators who are buying nothing but dual speed phonographs and are using the equipment to play 33 records, instead of the other way around.

Sidney Morris of J. S. Morris and Sons Company, whose firm is using dual speed new equipment, feels that the 33 records are the beginning of a change-over from the 45's—the same as the change that took place several years ago when the 45 r.p.m. records replaced 78's on jockey boxes.

One of the best reasons for the swing to 33 units on new music equipment was advanced by Ernest Browning, junior partner in the Browning & Farber Novelty Company. The company, the columnist said, has put out many of the new boxes with 33 units installed because it believes such service shows the customer the operator is willing to give them the latest equipment and good will is created.

The 33 records, used on all new brand phonographs operated by the Browning and Farber company, present no problems, Browning said. There are enough singles available to service the machines present on location, and more coming out every week. The operators do not believe the 33 records necessarily bring in more money.

Giving the locations 33 machines, Browning declared, is a way of the customers to try out the "new" music, and also good customers—it is part of the service that is supplied. "A customer doesn't have to come to use and say he would like a better machine," he said. "When we see his collection warrant and he devises it, we give the newer machine to the location and the location doesn't make money. This affects us too."

Milwaukee Operators Make Limited Use of 33's

By BENN OLLMAN

MILWAUKEE—The 33 single record has a long way to go before it assumes the title of the juke box picture here. Milwaukee operators report they are making only limited use of these disks. The limited variety of top disk players is the main drawback to the popularity of 33 singles, they claim.

For the moment the jockey box is the chief source of supply in this market for 33 singles. This arrangement proves helpful to coin machinists who operate Seeburgs on their machines being played by the local Seeburg users.

Dan Reid of Knickerbocker, Radio Doctors, who caters to the jockey box trade throughout the State, insists that operators are not buying 33 singles.

According to Glassman, operators would use more 33 singles if they were more generally available, instead of being channeled through the Scotch-style jockey box tie-ups. He foresees no improvement in the situation, unless (1 record manufacturers stop selling 33 singles through Seeburg distributors, and (2) the independent record labels begin to produce 33 singles.

Milwaukee Operator, Record City, another active one-stop diskery, claims that operators have begun to step up interest in 33's in the past three weeks. He attributes the new interest to RCA Victim's release of the hit single "Flaming Star" by Elvis Presley on 33 singles.

"According to the new Elvis Presley number," says Mayer. "And, as long as they are buying that, they usually pick up a few other 33's too."

Glen Gausink, G. W. & Novelty Company, South Milwaukee, reports his firm has begun to use some 33 singles in their locations in their color to younger crowds. They like the improved sound quality. When the 45's hit tunes are becoming available, we expect big things from 33's."

According to Stecher, each new phonograph he purchases these days is a multi-speed unit. "The only reason I buy a new box today is that I need one for a good location. So for the slight additional cost over a single speed unit, I might as well get one that plays the 33 singles, too."

Will the change in speeds improve collections? Stecher says "It's a little hard to say, but our business is improving. Every time something new comes out, location takes climb. But, after a few months, receipts generally return to their normal level."

Harry Gromacki, partner, H. & G. Amusement Company, is one of the more enthusiastic 33 singles boosters in this area.

"Our locations seem to like the 33 singles," he says. "In each spot where we have tried them, collections have improved. The best results have come in places that color to younger crowds. They like the improved sound quality. When the 45's hit tunes are becoming available, we expect big things from 33's."

(Continued on page 69)
Why Seeburg will not introduce a new model in 1961

If the independent operator's business is to be increasingly profitable, depreciation must be held to a minimum. Fewer models assure that.

With built-in and proved automatic intermix of speeds, the Artist of the Week plan, and the exclusive "Personalized" feature, Seeburg is leading the Industry in both features and styling. There is no need for an all-new 1961 model.

The record Industry is in a period of transition from 45 rpm to 33 1/3 rpm. Until it is standardized on 33 1/3, the present Seeburg Intermix phonographs fill completely every location need.

Independent operators are investing heavily in the popular Seeburg Artist of the Week models. The continuance of the present model in 1961 will provide extra protection for their investment.

In future years, as well, to help the independent operator keep his business on a sound and profitable basis, Seeburg will attempt to introduce new models at less frequent intervals than before.

The Seeburg Sales Corporation, Chicago 22
33's Have Little Impact in Detroit

By HAL REVES

DETOUR—The new 33s are not making too significant an impact on local operators.

In fact, many operators have not even noticed the new 33s. Mr. Allbrook Jr., of Frank's Music, one of the city's largest, that "We have not even seen any of the new 33s. We play some of them, but don't have them. It all depends on the locations."

"In our own operations, 33s are not doing so well," revealed C. R. Geiger, of Geiger Bros. "New 33s are new, machines for the area are still with us."

But there is a growing market for the music magazine, more 33s are being played, and they may put them out of business.

One of the largest of the local music companies is the Nashville Music Company, Pearl Reed, office manager, comments that "We haven't switched over to 33's yet—we haven't bought any of the new 33s. We are still in the business."

But the 35's are now the 33's. The operators interviewed are resisting 33's at this time. They say that the old ones work just as well, and that the new 33s are not as durable. The public generally is reluctant to change to the new 33s, and the public may put the blame on business.

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Memphis Operators Cool Toward 33's

By ELTON WISEHUNT

MEMPHIS—Local operators are slow to take to 33's.

The situation corresponds, perhaps, to the time some 12 years ago, when the 16-speed (or 2400 speed) first came out and the public and the public generally regarded it as suspect and stock dealers looked for the breakdowns.

But the 45's won out and now the 33 is the issue. The operators interviewed are resisting 33's at this time. They say that the old ones work just as well, and that the new 33s are not as durable. The public generally is reluctant to change to the new 33s, and the public may put the blame on business.

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Denver Operators Cite Limited 33 Selection

By BOB LATTERH

DENVER—The limited choice of selections in 33 rpm singles are responsible for the fact that this new entry lacks the quick sale that the industry expected.

The survey of leading operators shows that the 33 selection is limited to about 165 titles, and that only a few of these selections are in use.

The pinball machine, it said, is "The perfect symbol of the national reproduction of our vast pinball machine industry."

The survey of leading operators shows that the 33 selection is limited to about 165 titles, and that only a few of these selections are in use.

The survey of leading operators shows that the 33 selection is limited to about 165 titles, and that only a few of these selections are in use.

Public Relations Efforts Make Headway

COIN MACHINE GLOSSARY

(Continued from page 59)

Coin Machine Industry was planning to come to this country to study operation of CMC and to establish liaison with the Council.

One of the "B" company, which greatly impressed the West Germans was the story placed by the Coin Machine Industry in its recent survey of leading operators. Most Denver operators feel that the 33 was introduced at a bad time, to obviate the 45 rpm records.

The over-all program of the Coin Machine Industry has eight avenues of action toward its goals.

1. Employing an expert and experienced publication representative to publicize the public relations session held by the Milwaukee Coin Machine Operators' Association.

2. Milwaukee newspapers sent reporters to cover the meeting. The headlines for their stories the next day were: "Public Relations—AMC and Coin Operators Not Helpful."

3. As part of its plans to acquaint the press with the proper image of the industry, the Council has supplied fact sheets to daily newspaper in the 50 States, amounting to number.

4. As part of its internal program, CMC will present a Coin Machine Industry meeting to be held at the MOA convention. Another convention activity will be the presentation of awards to operators and wholesalers by the council.

5. The Coin Machine Industry has eight avenues of action toward its goals.

6. CMC and CMC sent fact sheets to newspaper in the 50 States, amounting to number.

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(Continued on page 72)
Eppy Favors Replacing Mix Machines
In Chain With All Gum, All Charm Units

NEW YORK—Samuel Eppy, local charm manufacturer, has proposed to a major grocery chain that it eliminate the mixed penny ball gum and charm machine and substitute all ball gum units vending 100-cent gum and 5-cent all-charm machines.

Eppy argued that installations of two or more machines (at least one and at least one 5-cent all-charm machine) would result in higher profits for both operator and location.

The suggestion was considered by the chain executives, but no action was taken.

According to Eppy, the 5-cent, all-charm machine is on the verge of a comeback. He pointed out that when the unit was introduced about eight years ago it failed to make much of a dent in the market because of two factors—no really good vending wheel was available, and the variety of 5-cent charms was insufficient.

In spite of these drawbacks, Eppy said, his firm was able to sell about $100,000 worth of nickel charms to New York operators alone in a single year.

Another drawback to all-charm vending, at that time, was that the lock-up stock had not been developed. Hence, courts had ruled against the all-charm machine on the basis that the purchaser did not know in advance what he was buying.

Eppy contended that the mixed charms and ball gum machine, taking a penny vend, was able to eclipse the 5-cent all-charm machine because of the greater variety of penny charms and the above-

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**Super Sixty**

This capsule vending machine in bulk vending is the most accurately merchandised vending machine on the market! It holds all size capsules without sticking, breaking or crushing, in exactly the right front panel. Machine is compact, Available with 5c, 10c or 25c Mechanisms.

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**Direct Low Factory Prices**

Buy one unit or one hundred units, we have it for you, delivered on the job. All prices FOB Chicago. Prices below are FOB factory unless otherwise stated. Service parts and accessories furnished at cost. Complete line of Parts, Samplers, Stamps, etc. Reasonable minimum orders. See your supply house or write for complete list.

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**Electrical Money Maker**

**Famous ACM Electric Machine**

Time proven favorite for health and amuse ment. Electric Tiffany only. Correctly operated to be metered. One day's battery good for 1,300 to 1,500 yes.

Sample 28.13

2 and up 23.50

Initial Stand 5.00
CONGRATULATIONS TO
MAX and HARRY HURVICH
and
BIRMINGHAM VENDING COMPANY
ON YOUR
30th ANNIVERSARY
And our very best wishes
for many more years of big success
WILLIAMS MANUFACTURING CO.

NORTHWESTERN CORPORATION
SALUTES
MAX and HARRY HURVICH
BIRMINGHAM VENDING CO.
on their
30th ANNIVERSARY
in the Coin Machine and Vending Industries
BEST WISHES AND
CONTINUED SUCCESS TO THE
"GOLD DUST TWINS"

HARRY HURVICH, left, and Max Hurvich, the Gold-Dust Twins, comprise the two-man team which has been running the Birm-
igham Vending Company the last 30 years.

BIRMINGHAM—Bull vending
operators from all over the South
are expected to attend an all-day
open house at the Birmingham
Vending Company here May 28,
in celebration of the 30th an-
niversary of the distributorship.

On hand to greet the operators
will be Max Hurvich and Harry
Hurvich, known to the trade as the
Gold Dust Twins.

The Hurvich brothers started in
the business back in 1931 with a
few peanut machines. Today, they
operare one of the largest distrib-
utors in the nation, handling
such lines as Chicago Dynamics
Industries, D. Gottlieb & Company,
Williams Electronic Manufacturing
Corporation, Midway Manufacturing
Company, Rowe-Ami Sales
Company, Automatic Products
Company, Northwestern Cor-
poration, Oak Manufacturing
Company, Beech-Nutt Life Savers, Inc.

(Continued on page 18)

RAKE'S RECONDITIONED VENDORS
N.W. Model 41, 42 or 51 ....... 615.00
N.W. 76 Bra, 76 B or 76 B ........ 75.00
Dixie 4-Cel, 1P Fly Ball 5 In. 14.00
Challenger Hat Nut, 5 In. ......... 10.00
Premier 1V Card Machine ...... 15.00
Silver Kings, 1P or B ........... 6.00
Silver Kings, 4-Cel straight ....... 6.00
4-Cel Fly Ball, 5 In. ........... 10.00
15-Cel PX Cigarette, 3c slot .... 75.00
18-Cel PX Cigarette, 5c slot ....... 105.00
Anchor Model 460, 5c capsule ..... 15.00
Advance-Tuff Cents Venders .... 7.50

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Special 15.00 ea.
WHILE THEY LAST

COUNTER GAMES
Silver King Humbugs, 1p ....... 65.00
Silver King Tartan Game, 3c ... 15.00
Ringo 15 Ball Game ............ 15.00
Pier Bulls, NEW, 1c ........... 35.00
1/2 deposit, balance C.O.D.

Rake Coin Machine Exchange
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To
MAX and HARRY HURVICH
Although we have shared with you but 10 of
the 30 years marking this occasion, we are
deeply grateful for a third of the load and,
more important, having the privilege of your
friendship.

May it always be so
AUTO-PHOTO COMPANY

CONGRATULATIONS
AND BEST WISHES
TO
HARRY and MAX
HURVICH
Birmingham Vending Co.
on their
30th ANNIVERSARY
in the Vending Industry
LEAF BRANDS, INC.

We Offer Our Heartiest
CONGRATULATIONS
to
MAX and HARRY HURVICH
and
BIRMINGHAM VENDING CO.
on their
30 Years of Splendid Service
in the Coin Machine Field
AMI
ARMSTRONG CAN COMPARE TRIP WITH BULKMEN

CHICAGO—The news that Astronaut Alan B. Shepard landed safely near Grand Bahama Island must have brought a special kind of remembrance joy to members of the bulk vending industry. The island was the site of the annual National Vendors Association convention in 1959. And in one respect at least, Shepard had it easier than some of the conventioners. Shepard spent minutes in the water after landing, before being whisked by helicopter to a nearby carrier. It was different for the NVA crowd, some 30 of whom spent 10 hours being tossed about and being rained upon in a "luxury yacht" before arriving on the island wet, seasick and more than a little miserable.

CONGRATULATIONS TO MAX and HARRY HURVICH and BIRMINGHAM VENDING COMPANY ON YOUR 30th ANNIVERSARY

And our very best wishes for many more years of big success.

CHICAGO DYNAMICS INDUSTRIES, INC.

Say You Saw It In Billboard Music Week

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CELEBRATING 30 YEARS IN THE COIN MACHINE FIELD

All operators, their families and personnel in this territory are invited to attend.

In appreciation of the wonderful support we have received from operators and manufacturers, we are holding open house on Sunday, May 28, from 10:00 a.m. until 5:00 p.m. A special welcome to our many friends returning home from the MOA Convention.

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Eppy Favors Replacing Mix Machines

Continued from page 63

Eppy favors replacing 5-cent machines with mix machines — a new wheel, the availability of a wide variety of chars, and the economic need for 5-cent vending -- will eventually convince the operator to re-examine the nickel, all-charm machine.

Eppy pointed out that one of his firm's items, a stone-set ring with a groove designed to hold a ball gum, lends itself to 5-cent vending in that it gives the purchaser both a charm and a confection in the same vend.

Eppy claims that the ball gum is more satisfactory than the marble insert formerly used in rings, in that it makes it easier to vend and it eliminates the possibility of a youngster swallowing a marble.

Eppy feels that any attempt at this time to go to 10-cent or 25-cent vending doesn't stand too great a chance of success. He maintains that while the 10-cent and 25-cent vend are desirable goals, the transition from the penny must be made gradually.

And, he concludes, the 5-cent vend is the next logical step.

MILLIONS OF DOLLARS WORTH OF FCA EXPERIENCE IN TIME PAYMENT SALES FINANCING

Helps Sell Millions of Dollars of Coin-Operated Equipment

How long since you have reviewed the Time Payment Sales Finance Plan which is being used by your company? Is it as up-to-date as the FCA plan now used by so many manufacturers and distributors of machinery or equipment? Are you getting the full benefit of "financing-feasibility"? Are you sure that you are exhausting the most advantageous time payment arrangements for your customers?

Only by a thorough comparison will you recognize the outstanding merits of FCA Time Payment Sales Financing. Is your company being given prompt, reliable, consistent nationwide credit checking service ... such as is available to every FCA account? Are your customers being subjected to undue pressure to meet their payments? Can you cover a loss of repeat business from your accounts?

Talk to an FCA time payment specialist before you arrange the financing to cover your next sale. Get the facts that from FCA. When you do . . . you'll agree that in every respect the FCA Time Payment Sales Finance Plan is the best for you and your customers.

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Chicago Coin Machine Co.
D. Gottlieb & Co.
Williams Manufacturing Co.
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Keen-Knie Sales Co.
Automatic Products Co.
Northwestern Corp.
Oak Mfg. Co.
Auto Parts Co.
All Tech Industries
Min. Wholes., Inc.
American Vending Co.
American Novelty Co.
Barney & Sowers, Inc.
Pepper Candy Co.
Lost Buttons, Inc.
Peanut Specialty Co.
Samuel Eppy & Co.
Paul Price Co.
Ringmaster Charms
Plastic Processes Corp.
Karl Guggenheim, Inc.
Parker Sales & Mfg. Co.
Phelps Co. of America
Piedmont, Inc.
Fresh Bill Hitting Interstate Transport Of Gaming Machines Sent to Congress

By DELORES POE
WASHINGTON--A bill that would outlaw the transportation of gaming devices in interstate and
foreign commerce and launch a
strong campaign against the "men-
ace of organized and syndicated
crime" was introduced in the House
last week (9) by Rep. William C.
Cramer (R. Fla.).

The 11-section Cramer Bill (H.R. 6909) is, in effect, a collec-
tion of various bills he and other
lawmakers have introduced earlier in
the session. Chief of the sections
is Title V, which would ban the
shipment of gaming devices. This
section is similar to a bill intro-
duced by Representative Cramer in
January, (BMA, January 30).

Basically, the section would
amend the Johnson Act to outlaw
the shipment of many gaming de-
vices in addition to the slots already covered by the act. Exact
 wording of the section is as follows:

"Title V—Gambling Devices—Sec. 501, Sec. 1171 (A) (7) of Chapter 24 of Title 15 of the
United States Code is amended to read as follows:

"(2) 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
(A) which when operated may deliver as the result of the application of
an element of chance, any money, property, or thing of value,
by the operation of which a person may become entitled to
receive, as the result of the applica-
tion of an element of chance, any money, property, or thing of value
provided that the provisions of
this section shall not apply to
pari-mutuel betting equipment or
machines operated at racetracks where betting is legal under
applicable State laws."

Title V, like other provisions
introduced earlier, would exempt those devices from the Johnson Act sect-
ion 3, or a State sub-
section of a State where gambling
is legal.

Weighing Requirements

Measure would tighten up the registration requirements of the
Johnson Act, and make it possible for Federal Bureau of Investigation
agents to look at records kept by those engaged in "manufacturing,
repairing, reconditioning, dealing in and using any gaming device."

"Title I of the bill would establish a new category of crimes under
the Justice Department. Office
would have to be established by
the President, who would act as a special assistant to the attorney-
general. The official would have the
duty of assembling, correlating
and evaluating intelligence relat-
ing to organized and syndicated
crime. It would undertake studies of the operations of organizations
and individuals connected with such
activities.

Other titles of the bill would outlaw
national conspiracies to commit
terrorist crimes, disallow tax
deductions for racketeering business
expenses, aid in the prevention of
interest transmission of gambling
information, make it a felony to send "wagering paraphernalia"
in interstate or foreign commerce,
permit the compelling of testimony
under certain conditions and grant
immunity from prosecution in that
circumstance, broaden the scope of
the fugitive felon act, and outlaw
travel over State lines and national
boundaries if the purpose of the
travel is to aid criminal or racket-
ning activities.

Representative Cramer urged his
colleagues to take "effective and
immediate action on this much
needed legislation." He pointed out
that Attorney General Kennedy has
accepted the "basic concepts" of
most of the anti-crime legislation
he has introduced in the last six
years.

The Cramer Bill was sent to the
House Judiciary Committee for
study and comment.

Illinois Senate Passes 2 Bills to Ban Gaming Pins

CHICAGO — Two bills that would outlaw certain types of pin-
ball games with so-called gambling features were passed by the Illinois
Senate last week 23 to 2. The bills now go to the House.

Both bills received stormy and
sometimes confused debate before passage. Coverage in the Chicago
dailies was likewise less than sub-
dstantial.

Sen. Robert R. McClosky
(R. Waukegan), sponsor of the
measures, denounced the machines as
gambling devices controlled by
bookies.

Exclude Amusements

Basically, the bills prohibit coin
machines used for gambling pur-
poses, but exclude amusement
machines which reward the player with an "immediate and unrecorded right
to replay," where the device de-
pends in part upon "the skill of the player and returns to the player
no coins, tokens, merchandise,
credit or recorded right of replay."

The measures are fundamentally
identical to those passed by both
houses in 1959 but vetoed by then
Governor Stenard on grounds they
did not serve special interests.

Sen. Paul A. Zauger (D. Caro)
charged the bills were aimed at
an Illinois firm and would put
3,000 people out of work.

Pay Totals

Sen. William J. Connors (D. Chi-
ago) said there is "no harm in
these machines. One of these days we're going to want to pay taxes
because you put money in a slot."

Sen. A. L. Cronin (D. Chicago)
was less charitable. He said he
ought to outlaw all pinball ma-
machines—you can gamble on any
of them."

Sen. John P. Meyer (R. Dan-
villo) said "these danged machines
cause more consternation in the poor community and ruin more
friendships and I'm for this bill."

CLEARANCE SALE
Daily B.C. Bowling
Lanes .......................... $135.00
Daily All Star Bowlers. 84.50
Daily Blue Ribbon
Nickle Alley ..................... 99.50
Daily Mystic Bowlers ......... 75.00
Chi Coin Advance
Shuttle Alley ................... 50.00
Daily Coin Bowling League 120.00
Daily Coin Bowling
Team Shuttle Alley ............. 125.00
United Mars Shuttle
Alley ......................... 99.50
United Regulation
Shuttle Alley .................. 155.00

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RAY GUN    PRINCESS BOWLER
PRO BOWLER
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WHY NOT!!
Do Your Own Juke Box
Cabinet Restyling with
OUR PROVEN, EASY-TO-
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LOW COST! BIG SAVINGS!
MOUNDSFUL RESULTS!
WRITE FOR OUR NEW CIRCULAR
CONTAINING PICTURES AND CABI-
NET SLIDES. FREE!!

GLASS DOMES FOR B.C. $19.50
SUN REFINISHING COMPANY, BOX 348, FORT WORTH, TEXAS

COMPLETE, SELF-CONTAINED

MOVABLE, PROFITABLE
You furnish land, foundation and utility con-
nectories, we set up your fully-equipped business
in place, ready to go!

PORTA-BUILD
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CROSSTOWN, TENNESSEE

RESTYLED 100C

YOU OWE IT TO YOURSELF TO BE BENEFITED BY PUBLIC
RELATIONS RESULTS NOW BEING ACHIEVED ON BEHALF OF YOUR INDUSTRY BY LENDING
YOUR SUPPORT TO

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75 East Wacker Dr., Chicago I, Ill.
No Other Phonograph

Looks So Much Like a Phonograph

Acts So Much Like a Phonograph

as the ROCK-OLA REGIS

When you buy a phonograph, you want modern design to keep the machine up to date for years to come, but you also want a phonograph to look as a phonograph should look. With the Regis, you get both contemporary styling and that elegant customer pleasing phonograph look.

You expect your phonographs to act like a phonograph and of course the Regis does, for it is the most versatile phonograph available today!

You get Rock-Ola's exclusive "Tri-Ponic" flexibility to play either stereo or monaural music at the flip-of-a-switch.

You get Rock-Ola's 33 1/3 and 45 RPM Dual Speed Intermix Changer.

With a Rock-Ola you are protected now and in the future against all possible changes. Only Rock-Ola offers you this protection.

Available in 100 and 200 Selections

ROCK-OLA's "TRI-PONIC" FLEXIBILITY

Gives either monaural, stereo or reinforced stereo at the flip-of-a-switch with no add-on parts needed.

POSITION "A" delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra speakers may be used.

POSITION "B" delivers two channel stereo music through the stereo extension speakers. No matter where the customer sits, he hears Rock-Ola's flawless stereo sound.

POSITION "C" combines the stereo extension speakers with the main unit speakers for reinforced stereo sound. In any location Rock-Ola provides the finest stereo sound.

ROCK-OLA MANUFACTURING CORPORATION
500 ROCK-OLA AV.
CHICAGO 1, IL.

The Truly Distinguished Phonograph
COIN MACHINE GLOSSARY

- Continued from page 62

conjunction with the regular

DOG—Machine which is a poor

eater or poorly built. Most of

DOWNSIZE—See "stepped-

DUAL PRICING—Juke box fea-

tures enabling up to charge two

different prices for record plays.

For example, 10 cents for sin-

SQUEAK—A noise in new machine which

doesn't live up to expectations.

DOWNGRADE—See "stepped-

PLAYFIELD—Horizontal portion

of a game where play action

takes place. Most often used in

connection with games played

with small steel balls.

PLAY METER—Meter on a juke

box which indicates number of

times each record is played.

RENTALS—Practice (usually by

distributor) of renting machines

to operators rather than selling

them outright. Not common in

music. Also, to rent machines

to location for short period,

or to private organizations for

parties.

ROLLDOWN—General name for

game featuring rolling of balls

to score holes. Does not in-

clude shuttles, bowlers or pin-

balls.

SCHOOL—Mechanical-electrical

instruction session for ops and

servicemen, usually hosted by lo-

cal distributor and conducted by

factory engineers or field men.

SHUFFLE—Playing of a juke box by

the location to stimulate play,

usually with marked coins which

can be separated from actual

receipts. Location "shuffles" the

juke box, or, referring to the

marked coins as "shuffles."

SHUFFLE ALLEY—10-pin ballet

game played with, usually

called "shuffle bowling."

SHUFFLE BOWLER—(See "shuf-

fle alley.")

SIX BALLS—Standard-type

pool game with six balls pockets.

SPLIT—Percentage of total

amount of gross receipts which
goes to either the op or the lo-

cation; usually according to ar-

rangement. Example: Total gross

$15, op gets $5 (or 50 per cent),

location gets $5 (or 40 per cent).

SPLIT PAYOUT—Standard practice

of moving older machines to

more profitable locations when

new machines (usually placed at best lo-

cation) are moved in. Op is

"stepping down" his route. (Also

called "downgrade.")

STOP—A location.

UPTHIGHT—Currently refers to

dedicated "pinball" or "moving ma-

achine with light-up score sym-

bols. No longer three or more

like symbols to win. Game has

no playfield, only scoregals.

WALL BOX—Small box remote

from the juke box, suitable for

making program selections and

accepting coins.

WURLITZER 2500

ULTIMATE IN Automatic Music

For Juke Box Operators

WHEN CHANGING RECORDS ON YOUR JUKE BOXES OR WALL BOXES, TAKE THE TIME TO FRONT OF THE PRINTED PAGE. IT COULD SAVE YOU MONEYS. IT CERTAINLY WILL SAVE YOU TIME. IT WILL HELP YOU KNOW WHERE TO FIND THE LATEST RECORDS. IT WILL LEAD YOU TO THE RIGHT SOURCES TO GET RECORDS AS COLORS EACH WEEK, OR WHEN YOU NEED THEM, HAS YOUR INTEREST IN YOUR LOCATIONS.

SOLD $1.50 FOR SAMPLE ORDER OF 3 RB

LIST FOR COLORS WANTED
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$1.50 FOR COMPLETE SET

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C. L. PLAYES CHROME NO. 4...$145.00

C. C.: CHROME NO. 4...$145.00

C. C. TV BOWLER NO. 4...$145.00

UK. JUNIOR NO. 4...$145.00

BALLY LUCKY ALLEY NO. 4...$145.00

BALLY SHOOT BOWLER NO. 4...$145.00

BALLY STRIKE BOWLER...$175.00

UNITED BOWLING LEAGUE...$175.00

C. C. BOWLING LEAGUE...$175.00

BALLY BOWLING LAKES...$175.00

UK. FREESTYLE...$175.00

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someone during the convention . . .

and be sure to stop by frequently

to pick up any messages that may be

left for you.
Coin Machines Up Front at Fair

HANOVER—For the first time ever, coin machines have moved from the side and center stage at West Germany’s No. 1 trade fair—the Hanover industrial fair. These have been a well-established section of the electronics industry, which has turned out in force this year at Hanover. The electronics industry, which is showing increased interest in games, has the second largest section here, just behind machinery tools. The U. S. money-changing coin machines is a hot attraction of the fair. The machine has been altered to change a German 10-mark note into coins (for any machine operation). Nothing like this machine has ever been seen before in Germany. It is operating faithfully at the fair here, and the German coin machine industry is keen to obtain a licensed production agreement. Ludwig Erhard, the economics minister, has cheered the hard-pressed German coin machine industry by promising that, at the fair, there will be no further evaluation of the mark, which will allow the coin machine segment harder than almost any other German export industry.

New One-Stops Run by Distributors

HAMBURG—German make box distributors are entering the one-stop record business en masse. The one-stop business is viewed by distributors generally as a stepping stone in Germany’s jock box capital, and the new machines are the most impressive in Germany. Jocks boxes have been devoting a great deal of capital to the building of a one-stop business and are turning to coin-operated record players. The approach to the one-stop business is divided between service and profit. Some distributors lack on the one-stop as primarily a service function to retain and build customer goodwill. But other distributors feel that disk sales can be developed into a cash business as well as a good profit proposition. Distributors like Holstein and Reebh will have elaborate disk departments geared to the small operator’s needs. A distributor has explained the new one-stop philosophy. “It’s a natural we wonder how we overlooked for so long. The operator should get his records from the same place he gets his equipment; the distributor should offer a completely integrated service to the operator.”

German Trade Seeks Old Unity

WEST BERLIN—West Germany’s coin machine industry is striving for a formula whereby the three branches of the industry—producers, distributors, and operators—can co-operate closely without running afoul of the bonn government’s strict anti-trust laws. The industry was formed in 1950, and since then the three branches have practiced a loose co-operation through the so-called “Working Committee of the Coin Machine Industry” (AMU). But leadership of the three branches contend that with the present shrinking market, the industry is confronted with urgent and complex problems which can only be solved on an industry-wide basis. The government has now taken the position that all cartel and price-fixing arrangements spring from such practice, and that action is built into an industry-wide co-operation, regardless of the size of the industry.

Monaco Notes 35 Coin Patents

MONTE CARLO—Prince Rainier’s authorities in Monaco have registered 35 coin machine patents in the last year. Authorities said the patents involved mechanisms and were mainly in the electronics field. One patent is said to involve an X-ray device for detecting counterfeit bills in money-changing machines. Another automatically re-jects defective photographs, even before they are ready to go. Prince Rainier’s administration is operating a unique “cash-and-carry” patent service featuring 24-hour service, in contrast to the months of red tape surrounding most patent applications. Anyone can take a new idea and protect it immediately without going through the time-consuming patent office of the French Patent Office. Patent protection on an international basis is provided by Rainier’s Bureau of Patents, in Monte Carlo. The bureau will issue certified documents of ownership within 24 hours of application at a one-time fee of $100. The International Patent Union, and legal priority of such registration is recognized by all member nations of the Copyright Union.

Madagascar Coin Trade Spurts

PARIS—A coin machine boom is developing on the island of Madagascar, which has become an independent member of the French Union. The new government in Tanarive has issued a new coinage system which is free under French coin standards of trading and operation. These restrictions included those on coin machines arcades and on the innovation and location of coin machines. Orders are flowing into Paris for new equipment—juke boxes, games and vending machines. Madagascar is becoming a particularly lively juke box center, for there are now around 3,000 juke boxes on the island, of which 500 have been added since independence. The estimated 1,500 games consist mainly of football (soccer) games, although orders have been placed here recently for pinball. Representatives of U. S. coin machine firms anticipate sharing the Madagascar business. Most of the coin equipment now shipped to Madagascar is French-made. However, representatives of U. S. firms here believe that the change in government will be crucial to the future of the U.S. coin machine industry, and that a substantial market can be created on the island for U. S. equipment under the United States government’s new program of liberalized trading.
**BARGAINS FOR THE WEEK**

- **Ball's Eye Drop Ball**: $150.00
- **Wax, Roll Ball (100)**: $0.60
- **C. C. Skill Ball Bolts**: $0.60
- **Dixie Band**: $0.60
- **Roundhead Bullets**: $0.60
- **United Tuna Hule**: $45.00
- **United Small Ball Shooter**: $35.00
- **United Tuna Round**: $24.00
- **United Canyon**
- **United Tuna Shuffle**: $5.00

**THE BEST FOR LESS**

- **PHONeGRAPHS**
  - **Wooden & Metal Model**
  - **Deluxe & Standard Models**
  - **KAY-TEC 100, 110**
  - **Deluxe Editions & Sales**

**WALLBOXES**

- **Rock-Ola 120 Chroma**
  - $150.00
- **Seeburg 200-Select**
  - $100.00
- **ARCADES**
  - **C.C. Rocket Shuttle**: $65.00
  - **C.G. Magic Shuttle**: $65.00
  - **Bally, C.C., and United small Ball Bowlers**: $80.00
  - **United Small Bowlers**: $95.00
  - **Write or Cable**
  - **E. W. Ritter**

**WANT TO BUY**

- **HIGHEST PRICES PAID**
  - **Gottlieb Schneider**
  - **Picnic Table**
  - **Silver**: $25.00
  - **Wagon Train**
  - **Train**
  - **Cassowary**
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  - **Atlas**
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  - **Individually Packed**

**FLIPPER PARADE**

- Featuring ADD-A-BALL Enlarged Play Field

**ORDER TODAY!**

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- **RED BALL**
- **Completely Reconditioned**

**INTERNATIONAL Mutoscope Corp.**

- **1441-13 Diversey, Chicago 14, Ill.**

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- **Just do it we have the FINEST Reconditioned Equipment available ANYWHERE!**

**PHONOGRAphs**

- All makes, most models, including Taylor, Alt, and Westclox.

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**PLASTI-VEND'R**

- **LETS EVERYONE BECOME A "DO-IT-YOURSELF" EXPERT IN THE LAMINATING FIELD**

- **THOROUGHLY TESTED**

- **HUNDREDS OF USES**

- **Preserves and protects photos, drivers' license, cards, newspaper clippings, identification cards, locks of hair, 4-leaf clovers, etc.**

---

**YESTERDAY'S HIT DISKS MEAN $$$ FOR OPERATORS**

- **BY REN GREVATT**

- **NEW YORK**—"The newest is the oldest." That's one succinct way of expressing what is perhaps the most important trend of the moment as far as juke box disk programming is concerned. Not in several years has there been evi- dence such intense interest in and retail sales of old disk material, and that means a lot more than just Glenn Miller, which in itself, is a perennially favorite sound, anywhere.

- In many markets across the nation, the old rock and roll hits, going back from three to ten years, are breaking out all over again and are gaining considerable best- selling chart recognition. Old standards too have been extremely prominent on hit singles records, with some tradies re- storing any halfway good recording of an old tune as a potential hit.

- Other important programming material, particularly at the moment, consists of jazz items, described by one top one-stop as "getting bigger all the time on the boxes;" sing-along items; show music, and disks which feature a specific dance.

- The rebirth of old rock and roll circles has been credited to New York, but Alan Fredericks, whose one-hour, Saturday night show, "Night Train," on WADD, programs only old rock hits. The show is sponsored by the Times Square Record Shop, where many of the old hits heard on the show can be bought. Already, the continue of Fredericks and Irving Rose, proprietors of the shop, has brought about broad national activity on these old disks, and has forced disk firms to re-issue many of them.

- Radios in many markets are making a point now of programming at least one oldie or two at least on every quarter hour or half hour segment of a given show. All this has built much interest in the oldies and is sure to build a strong appeal to the juke box customers. A couple of current examples are the recent inclusion of the Shirelles' "Dedicated to the One I Love," and "Rama Lama Ding-a-Dong," by the Penguins.

- Other recent entries—and there are plenty of them—include "There's a Man About the House" by the Capris; "Baby, Oh, Baby," by the Teen Kings; "Fanny," by Terry Clarke and the Mello-Kings; "Church Bell May Ring" by the Willows; "Gea," by the Creeps, and the "Rosa Rita" by the Admirals. All these are important disks in their day and they are now coming back to a reincarnation. Operators should be aware of the hot records available because there'll be plenty of requests for them.

---

**BY ANY YARDSTICK...**

- **WE'RE STILL FIRST!**

- **FOR THE MOST COMPLETE LINE OF NEW AND USED GAMES**

- **FINEST EQUIPMENT—LOWEST PRICES!**

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**BUY**

- All Types of ARCADE EQUIPMENT
- Bingo Balls
- Shuffle Alleys
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**NOW DELIVERING**

- **POOL TABLES**
  - Deluxe and Standard Models
  - KAY-TEC 100, 110
  - Deluxe Editions and Sales

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**INTERNATIONAL Mutoscope Corp.**

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German Group Seeks Royalty On U. S. Boxes
* Continued from page 20

boxen have intruded into the AFN lineup.

7,000 Juke Boxes

It is estimated that the European Exchange System (EES) operates some 7,000 juke boxes in snack bars and other public places throughout Western Europe, with Germany accounting for 2,000 of the jukeboxes located in West Germany.

It has been said that the German jukeboxes are operating without payment of the EES royalties. This issue has been magnified by the bitter opposition of West German jukebox operators to background music demands for increased payments.

German operators claim that EES is not demanding exorbitant payments but is practicing discrimination in the examination of jukeboxes. It is pointed out that jukeboxes are as well as jukeboxes are exempt. It is pointed out that jukeboxes are not subject to the same regulations as other jukeboxes. The EES demands are among the jukeboxindustry.

But the German EGM is a business that is operating on a small scale. The American royalty system, for American music played in Germany in return for a license fee on American music in the United States. However, the U.S. Forces are playing a growing role in the distribution of American music as well as having whetted EGM's interest in royalties.

Seeberg Appoints Myles Horowitz Background Rep

CHICAGO—Seeberg has named Myles Horowitz as background music representative on the Eastern seaboard. Announcement came last week from Stuart F. Auer, Seebear background music sales manager. Horowitz's principal function will be to interview and appoint qualified associate background music distributors in secondary markets. In addition to being in Seeberg's regular coin machine distribution and Seebear's Motion picture business distribution, background music sales offices in San Francisco, Hollywood, Chicago and New York.

Horowitz was formerly sales manager of the background music division of Eastern Music Systems Corporation, Philadelphia, for five years.

Franco Distrib Stages Fla. Rock-Ola Session

PENSACOLA, Fla. — The Franco Distributing Co. p-a offices in Florida, Ala., Rock-Ola distributor, recently held a service school at the San Carlos Hotel here. Jack Barkesh, Rock-Ola field service engineer, was in charge of the session.


Also attending was Fleisch Black, Claude Balsden, George Meeks, L. W. Gardner, Harold Baker, Duane Sargent, Jesse Sunday, J. B. Westbrook, Eugene Ward, Wallace Arnold, R. J. Lewis, Rubin Franco and More Pitka.

COINMEN in the news.

Midwest

CLEVELAND CLOSE-UPS

Lennie Laupman, route man for Lake City Amusement Company for eight years, is recovering this week after a heart attack. This was a second stroke of ill fortune for the firm, according to Joseph Abraham, president. Mrs. Margaret Moss, bookkeeper for 15 years, died in St. John's Hospital four days after contracting pneumonia. Both events occurred within a few days of each other.

Louis Golden, president of Ace Cigarette Service Company, left law practice in 1910 to enter the coin machine industry. . . . Larry Hornebeck, head of Shaffer Music Company's Cleveland office, was formerly chief of Shaffer Music's Indianapolis branch. . . . Morris Glaser, boss at Cleveland Coin Machine Exchange Company, received a letter from England which offered to trade a class Koll-Royce for a number of coin machines. He is interested, but has not received further word on the offer.

Monroe Coin Machine Exchange Company, which seems to need more and more elbow room, now covers about 14,000 square feet, said George George, president.

Although located near the heart of downtown Cleveland, Cadillac Music Company will have easy access to the far-flung corners of Cuyahoga County. A new interbell roadway, nearing completion, will speed Cadillac servicemen south to Parma, west to Bay Village and east to Geauga County. "We will have freeway mounting throughout a 25-mile radius of our office," said Charles Comella.

Joseph Solomon, one of the old-timers in the business here, has an established store and foundation for the future. "I refuse to be alarmed during the downward cycle of the coin machine industry. The business is here to stay, so let's not regard every economic slump as the end of everything," he counseled. Solomon heads J. B. Music Company.

Collections have continued to slump along for J. B. Music Company, reports James Ross, president, . . . Bill Griswold, his pretty wife Lou, and their Mexican dog, Pepin, returned to Cleveland last week after six months in Acapulco, Mexico. They met two other musicians, Helen Dogan, head of Dogan Music Company, in the summer and works as a professional artist on the south of the border during the winter.

Mrs. Robert K. Williams L. L. Clary Company concentrates most of its activity in the city, North Royalton and Strongsville suburbs. . . . Thomas Miller, head of Associated Enterprise, has been undergoing a modernization program for the last two years. About 150 per cent of his music equipment is stereo, he said . . . Robert Levine and Sanford Levine are celebrating their 20th anniversary in the coin machine business this year.

Bob Studebaker
the most exciting new rides since the first coin-op horse!

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- The original cupper—fully tested
- Ground-to-air cover stories
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- Only 2' 9" of floor space
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MONO ROCKET

U.S. Patent Pending
- Only 2 square feet floor space
- New spinning 360° motion
- Sound effects and story
- Super-hard epoxy paint with ceramic glass
- Molded one-piece fiberglass
- Pedestal play-back unit
- All self-lubricating parts

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EDgewood 4-8990
a 10,000 square foot plant dedicated to the future of the Kiddieland business!

Public Relations Efforts Make Headway

Continued from page 52

lie relations staff to work for the interest of the entire coin machine industry.
2. Exploiting every available means of mass communication to bring the message of the industry directly, and with authority, to the people.
3. Demonstrating that members of the coin machine industry are decent, hard-working businessmen, a credit to the community and the nation.
4. Emphasizing the contribution of the coin machine industry to the American way of life, reflecting American ingenuity, representing American commerce in its best light.
5. Repeatedly reminding the public of the countless daily uses of coin-operated equipment, which provides a prospective populous with inex-pensive enjoyment, entertainment and convenience.
6. Informing the general public, as well as the business world and government officials, of the tremendous contributions the coin machine industry makes to the national economy, through employment, taxes and licenses, and by stimulating the flow of goods and services.
7. Presenting the members of the coin machine industry as responsible citizens and "good neighbors" who contribute constantly to the common welfare through their community activities.
8. Conducting a continuing campaign to create a new image of the industry in the minds of the people, an honest likeness of its members that will benefit every man and woman in the industry, now and through the years.

Williams Bows Complete Line of Coin Pool Tables

CHICAGO — Williams Electronic Manufacturing Corporation last week bowed a complete line of coin-operated billiard tables.
Included are a Deluxe Model, 50 by 90 inches; DeLuxe 75 Model, 53 by 75 inches, and the Standard 75 Model, also 53 by 75 inches.
According to Sam Green, Williams president, initial deliveries have already been made to distributor outlets.
Both of the three models have hand-rubbed mahogany finish, polished chromium around all pockets, and inlaid Formica rails. The standard model is designed in multi-color finish.
The games have 25/4-inch pool balls and 25/4-inch cue ball. All models have two diamond shaped and separate cue ball return. The tables come with four cue sticks. The games have slate top covered with regulation pool table cloth and an in-a-drawer mechanism with twin locks on either side, slips out for easy servicing. Rails are contained in the rack on the side.

Hurvich Party

Continued from page 64

Ferris Candy Company and Leaf Brands, Inc.
All told, Birmingham Vending represents more than 20 manufacturers in the bulk vending, machine and game fields. Headquarters are a 17,000-square-foot modern office and warehouse. Some 15 persons are employed by the firm.
Representatives of major machines and supply houses are expected to send representatives to the open house, which begins at 10 a.m., and lasts till 5 p.m.

United at MOA

Continued from page 58

and (5) spaces only (pick-a-space spare).
The 5-Way Shuttle Alley has the same game features, but is a park game is standard 8½-foot length.

The latest United game—Classic Deluxe—measures 8 feet in length with eight and four-foot return that can be added. It has a new "super-de luxe" streamlined cabinet, with new features including: Lower playfield and alley layout for more realistic bowling, large-sized pin indicators on the backglass, and no wall between first and second ball in frames. These features are the same as on the 5-Star models.

Geritz Named Rock-Ola Distrib

CHICAGO—Mountain Distributing Company, veteran Denver distributorship headed by Pete Geritz, has been named Rock-Ola distributor for Colorado, New Mexico and Wyoming, concluding a three-year rebuilding of distributors for the Mountain High City.
Geritz, former handling the AMI line which was taken over by Thompson Distributing Company when the latter was purchased by Automatic Canteen Company of America recently.
Sioux, whose line had been distributed by Thompson, named Dayla Wyman, Midwest Distributing Company, its new outlet in Denver.

Combines Outlets Rock-Ola's former outlets in Geritz's new territory were Atlas Sales, headed by John Cassell, Denver, and Consolidated Music Company, headed by Alfred Harper and Frank Derrick, Las Cruces, N. M. Geritz is one of the most respected and well known of Western distributors. He's been in the coin machine business in Denver since 1942, and has handled the AMI line since.

In addition to juke boxes, he's also distributor for Chicago Dynamic, and has a sizable record one-step operation under the same roof.

Vending, Too

Geritz will take over the entire Rock-Ola line of phonographs and vending equipment. He will also retain his full present staff.
Jerry Harris, anotheraper of the area, is sales manager, Paul Martin and Bill Smith handle service.
This one-step is run by Jim Windhorst and Carl Cartwright.

when answering ads . . .
Say You Saw It in Billboard Music Week

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SEEBURG 2225 $895.00
201HI 775.00
K200H $425.00
M100C 275.00
3W1 Wallbox 45.00

SEEBURG HIDEWAYS

HI200 $350.00

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This document contains discussions about AC Handles Vending, Juke Phases, Shuffle Alleys, Modern Distri Co, and National Rejectors' EIGHTEEN service offices. It is a natural representation of the text on this page. No imaginary content has been added.
Depreciation, Salvage, Spot Expense Major Tax Problems

CHICAGO — Depreciation, salvage and location expense continue to be three of the toughest tax problems faced by the average machine operator, according to Leo Kaner, CPA and head of the Music Operators of America Tax Council. Giving a capsule prediction of the future, Kaner notes "that the present thinking in Washington is for liberalizing depreciation or creating an incentive to business for the purpose of accelerating the business recovery."

"With regret, I notice that the salvage value concept under present regulations has not been reviewed for the purpose of discarding this theory. In eliminating salvage value, it will be noted that a broader base is available for depreciation."

"It is suggested that any further liberalization of depreciation should be based without computing salvage value. Salvage value can be discussed by pro and con by economists. Thus it does not rightfully belong in any tax computation. It is hoped that Congress will give this due deliberation.

"The following 10 questions and answers are not a comprehensive study of depreciation, salvage and location expense problems, but they do cover some of the more common areas that are likely to cause trouble."

Q. What are the basic methods of determining salvage value?
A. There are four basic methods of determining salvage value:
(1) Straight line, which has a salvage value amount to be deducted from an asset before computing depreciation on the cost. The following methods have a built-in salvage value, no salvage value is therefore to be deducted before computing depreciation. (2) Percent of the digit, (3) 150 per cent declining balance and (4) 200 per cent declining balance. The 200 per cent declining balance cannot be used for leased property.

Q. I belong to various clubs such as my local country club, Rotary, Elks and the like. My reason for belonging is to promote business relations for my industry. Is this a deductible business expense?
A. It must be shown that this membership has a good business purpose and is an income producing factor in order to substantiate this type of deduction. As to the other civic or community organizations, they normally are deductible as such since it is a local organization and has a good business purpose.

Q. I regularly sell phonograph records in my shop to school children at 25 cents each. Must I deduct this as a business income?
A. Yes, this is taxable income.

Q. How about records that I might donate to a boys' club or other charitable clubs. Can I deduct the value of the records as a charity contribution and/or a business expense?
A. A contribution to an accredited charity is deductible as such. The amount of the contribution would be determined by using the cost or fair market value thereof—whichever would be applicable in that particular instance.

Q. In handing over a loan, I often have to pay between $500 to $1,000 to the location owner. How can I treat this on the tax return?
A. The payment for a location is of a short duration, assuming that the lease is no greater than one year and, as such, should be deductible in the year of payment.

Q. How do I treat the same if it is a loan instead of a short term lease?
A. A loan that is not repayment to be treated as a bad debt and should be deducted as such in the tax return.

Q. My wife and I attend Music Operators of America conventions. Is this a legitimate business expense?
A. Yes, provided the meals and entertainment are applicable to the husband's activities, and are part of the entertainment of the wife, in his business, and the wife participates in the business meetings. His amount would be deductible also. It is assumed that the wife can substantiate the business purpose of her accompanying her husband to be deductible as such.

Q. I sponsor a boys' softball club in a local league. Is this a business expense?
A. Unless it is related to a business activity, the amount would not be deductible. If they wear their shirts and are advertising, this could be deductible. This might be a donation instead of a business deduction.

Q. Often in servicing a location, I buy drinks for the location owner and his employees. Is this deductible?
A. The purpose in spending this sum of money is for the purpose of promoting the phonograph sales, thereby having a good business purpose.

Q. I take my family out to dinner in one of my locations. Is this deductible?
A. This is not deductible, it is personal.

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The business session is set for Tuesday (16), as MOA President George A. Miller gives the opening address, and Nicholas A. Ellen, MCA counsel, follows with his legislative update. Also on the program are Leo Kaner, national tax counselor; Leo Section, Union Team Life Insurance Company; Joel Kleinman, Automotive Cantor; Lee Schoeler, Public Relations Board; Willis Blatt, MOA convention co-ordinator, and Ed Ratlack, MOA managing director.

A meeting of the directors of the Coin Machine Operators of America and a meeting of the directors of the Coin Machine Operators of America of America will be held Thursday (18) at 10 p.m. in the Normandy Room. Exhibit hours will be from 2:30 p.m. to 7 p.m. on Monday and Tuesday, and from 2:30 p.m. to 6 p.m. on Wednesday.

Final board meeting will be held Thursday evening (18) at 10 p.m. in the Normandy Room.

The United Music Corporation will hold a school of instruction in the Baccarat Room throughout the convention.
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