Test New Merchandising Pricing for Singles Field

WB's Conkling Sets 'Plus 2' Singles Plan

By LEE ZHIOT

HOLLYWOOD — Warner Bros. Records President Jim Conkling will unveil a revolutionary singles record concept called the "Plus 2," this week, simultaneously stimulating the industry's singles business, BMIW learned last week.

The "Plus 2:" a standard seventeen-inch 45-r.p.m., features the addition of a short, bonus selection to each side of the record's regular offering: a twelve-inch single. The addition was made under the assumption that there was not any decrease in the usual single's price. The bonus track will consist of a condensed-down version of an earlier release by the same artist. The new recording will be on the outside track, followed by a side, sixth-second divider, leading into the bonus "如何看待 gotta selection, shortened to a minute and fifteen seconds.

Effective with its September 5 release, all future WB singles will be issued in the "Plus 2" form. WB will level a heavy ad and promotion campaign insisting on recording its new singles concept.

Single Sales Needed

Conkling called on other record manufacturers to adopt the "Plus 2" concept as an industry-wide effort to strengthen the singles business. He said that market leaders and manufacturers have long wrestled with the prospect of reducing the cost of singles in the hope of increasing single sales.

Emily's L. G. Wood Due for U. S. Visit

LONDON — L. G. Wood, managing director of EMJ Records, the British operating company in the Electrical and Musical Industries group, makes an annual visit to the United States next month. He is scheduled to leave London September 20 for what will be a three- or four-week stay.

He has accepted an invitation to be the first guest speaker of the newly formed National Record Men's Club in New York the day after his arrival in the Big Apple. His subject will be "The European Record Scene." Wood will spend much of his time in conference with officials of Capitol in both New York and Hollywood. He will also meet executives of many of the labels his firm represents in Britain. Included in his itinerary are tours of the Chicago, Chicago, Las Vegas, Detroit and Philadelphia.

MIXED EMOTIONS GREET GOODY PRICE SLASH NEWS

NEW YORK — Retailer reaction was mixed to the announcement last week by Sam Goody of a price slash in singles. Following are comments received from various buyers at press time (Friday) to the move, regarded by some as a prerequisite to a price war.

C. Penney, New York

"We're not really affected in New York, since we don't operate at retail there. However, in any case we wouldn't try to match Goody's prices. It would be a no-profit operation. Occasionally we will run with a group of three to six-months old 29-cent singles, but we would not cut our profit. We're just passing along the cost of sets to a point of selling at cost."

W. T. Grant

"We're not affected in New York. But if they spread this to Philadelphia, we would meet it. We would have to because we're very close to their location. Probably a lot of others would too."

Sears, Chicago

"This is the first time we ever heard of it. We have no plans at the moment. Currently, some singles prices range from 77 to 98 cents, depending on the local condition. Although Sears buys volume centrally, it purchases singles locally. Local buyers have the prerogative of adjusting singles prices.

Montgomery-Ward, Chicago

"This far we have no knowledge of Goody's decision and no plans regarding it. The matter depends on the recommendations of the local store. Local store control prices and buying and a decision as to what an individual outlet will do depends on the thinking of the record department or store manager."

Colonel Record Shop, New York

"We had this problem for years, and we've always managed to live with it. Of course, it's an indication of degree of discounting. This 56 cents thing seems fantastic to me. I pay 60 cents for singles. How can they sell them for 56 cents? I would like to find out how he does it. We will still sell singles for 98 cents and will continue at that level. But others will probably undercut him. Plenty of you know, somebody will be selling them for 50 cents."

Korvette, New York

"This may well presage a price war. Consistent with E. J. Korvette policy, we will not set lower by and permit someone to seize the initiative from us. Of course, we would meet the price."

Two N. Y. Goody Stores Selling Singles for 56c

By BEN GREVATT

NEW YORK — Sam Goody's two New York record stores slashed the price of singles this week to what appeared an unprecedented retail low of 56 cents. Goody, colorful Duke of the 49th Street disk store, said the move was designed as a strictly competitive one "to keep our customers from being weaned away by a bunch of characters who tout records simply as a come-on."

The 56 cents single tag will apply to product from all companies and is effective at both Goody East and Goody 49th Street immediately. The price will be heavily advertised in the regular Goody daily newspaper mailer, including The Times, Post and Daily News.

The new low price is being mulled now for other Goody stores in the Green Acres and Garden State shopping plazas and in Philadelphia.

In a frankly fighting mood, Goody remarked: "You sick and tired of seeing those Johnny-come-latelys knock out records, our life blood, just to get customers into the store so they can sell them at a fantastic price on a record store's own label? We're in a legitimate business. Records are our lifeblood and if anybody is going to do violence to singles, it might as well be us."

"Honestly, I've been in this record business for a long time. I've seen a lot of these guys come and go. We always had a legitimate discount operation. If we advertised a price, we would have a stack of copies of a given record at that price. These guys advertise price like crazy, but you go to the store to buy the record and they have a single copy or none at all on the shelf. We've just run out. They tell you and they're waiting for more. Then you take the damn 98, 98, 98, they give you all the old, dung-eared stuff you can buy at the 98 cent price."

"Times Change

"We used to be the discount house and the price was the better store. But we've taken the trouble to develop the merchandising in depth and it's all new now. And now we can feature some new item at a terrific price. If they want to meet it, they have to sell at a single price. We can do it because we can buy right and we have a lower overhead."

"As far as singles go, they are not a big part of our business, but this is part of giving service. And we don't intend to watch anybody walk away with any of our business. A lot of these people make their first sale on us when we were in our Chapter II trouble, and they got the idea they were real record merchants. But now we're out of trouble and I think we'll surprise a few of them."

OUR BUSINESS THIS YEAR is already over 30 per cent above the same period last year, and we're swinging. We'll be over 40 per cent ahead for this year. Our Philadelphia store alone is selling 11,000 a month, the highest it has been in years. We give you the kind traffic they're building. We've never been in such a rush as we are now. The last few weeks in the same block where our store is we guess shows how we're building the traffic."

SINGLE PRICE SLASH EYED BY JUKE OPS

NEW YORK — The disclosure that Goody's will cut the price of 45-r. p. m. memorial singles to 56 cents will probably be received with great deal of interest by the nation's juke box operators. (See separate story). Indications are that other large discounters mark price of Goody's price. The great bulk of record sales are through juke box operators. However, if wholesale price cuts at the retail level are put into effect, and if these retailers are able to offer an adequate inventory to the trade, the pattern could be changed.

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Music-Phonograph Merchandising ♦ Radio-Tv Programming ♦ Coin Machine Operating

EMI's L. G. Wood Due for U.S. Visit

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Purchased Circulation Issues, 21,547
Singles Re-Examined

This week’s dramatic developments in the singles field may be a prelude to a searching exploration of traditional pricing and merchandising techniques. This is hinted at by Jim Con- 
ning’s concept wherein the consumer would receive more 
product at no increase in price, and (2) Sam Goody’s de-
sion to drastically slash the singles price to create “the indi 
crate stories for details.)

This week’s developments represent an awareness on the part of different segments of the business for the need for a new sales strategy. Collectors, who are the most mer-
chandising-tight, implicit in both moves is a recognition of the desirability of giving the consumer more for his money. 

IBM’s new computer does not indicate a sick singles business. Rather, they put it this way: "If you had the single across the label sheet degree so that its position may be maintained at (1) an excitement factor; 
(2) an increased development factor at retail; (3) a hip label and (3) as a high profit business even when considered apart from its connection with album merchandising.

It is too early to determine whether the Conkling point of view is the answer. It is not too early to state that the act is commendable and courageous; that it reflects the executive’s attitude that a changing industry calls for fresh techniques.

The Conkling approach is ingenious in that it offers the consumer more while at the same time recognizing the general claim of manufacturers that it is uneconomical to drastically cut the price.

It is no secret that at the manufacturer’s level, a drastic price cut is a very unpopular matter. Other segments of the business, too, support this view. On the other hand, a scattering of knowledgeable manufacturers have publicly predicted a more conservative price slash—say in 25 cents—entirely logical. 

This in turn has been rebutted by the argument that the half-price will not be meaningful. 

The market is not a one building and that some of these attitudes and points of view will be tested. This is all to the good, for through these probes, and through a process of elimination, the singles field will work up with the most feasible method of buttressing singles sales.

Goodman Tops Sunset Ngt.

NEW YORK—Nat Goodman will head up Sunset Enterprises, Inc., talent management, and general management. A veteran of the New York and Hollywood industry, he was originally set up by Clyde Oasis, Liberty Records A.K.A. enter. The appointment of Goodman indicates an expansion of the company. Goodman’s managerial interests will be merged with those of Sunset.

Sunset’s newest artist is Tino Yuro. A Clyde Oasis discovery, currently recording as a singles, “Hurt.” Sunset’s interests also include The Oasis small interest in the management of Brook Benton, currently under a contract with Sunset (and wofl material) for Detroit’s label at Mercury.

Some of Goodman’s artists that have moved to Sunset include the Diamond Jay Epe, the Parmelee’s.

(Continued on page 39)

WB Sets New Singles Plan

Continued from page 1

their sales. Since this would prove to be economically viable, Conkling said, the only other way to give the public more for its single purchases, he would be the addition of the bonus selections.

As in the past, the consumer as well as each facet of the record industry will be faced with the question of how the buyer will get more for his money, and whether such a program will give the re-
cipitated sales increase, the dealer will reap greater returns without having to put up an additional price cut to gain the increase. 

Dis-

tributors, one-stops, and rack job-

bers also will enjoy their share of the increased sales. Conkling said.

Juke boxers will find the “Plus 2” a far more flexible record than the singles they’ve known. Conkling predicted jockeys who are used to jockeyed to “double-up” (crowing in two commercials between talks), now will be able to sandwich in a spot announcement during the break in the “Plus 2” between the new recording and the bonus track, he said. This de-

velop will hold greater appeal listeners. On the other hand, if

they choose to spin only the new selection, they may price it without the “oldie but goodie” portion of the disk. Furthermore, there will be no restrictions with shortened versions of former releases, thereby allowing them to play more oldies without consuming air time required by a full-length release.

Juke Box, Too

Similar flexibility is extended to juke box operators. Conkling, feeling it will be to their advantage to provide a complete double side at their usual single price—boosting the bubble of their sets with a "for-the-c-" release, said the “Plus 2” will last approximately three and a half minutes. Operators’ extended delays will be available for the better half of the “Plus 2” singles. For they will be able to use the "Plus 2" as IP’s. Should neither approach please a given number of operators, WB will press special two-select-
singles.

Artists will benefit through increased sales due solely to the fact that a solid record and a sure result from enacting the

Bills Seen as Possible Solution To Disk Transplanting Problem

NEW YORK—ARRMA is trying to find a way to cope with the problem of transplanting, according to one to "Talalay," who said this is the organization’s next big project.

In a letter to ARMA’s executive board, legal counsel Sig- 
mund, ARMA officials are pressing the release of feedback reports, as well as the findings on potential legal technicalities.

Conkling has stated that, in the Senate Judiciary Committee, Steinberg, would permit licenses of registered trademarks as registered users. This would allow a manufacturer to assign the use of his trademark on an exclusive basis to a user (the distributor) on an exclu-
sive basis. This action was taken to guard against the possibility that a contributor manufacturer would be re-
quired to file the granting of these rights with the Federal Trademark Board. Steinberg’s action harmonizes the integrity of the manufacturers to police this practice, and this procedure was worked up in consultation with

New York—New York City’s Fair Trade Trade Law, which, if enacted, would provide complete price pro-

(Continued on page 39)

Capitol Sets All-Out Drive On Kiddie Wax

HOLLYWOOD—Capitol Re-

cords, in an effort to increase the number of its selling children’s albums, made a few changes in its policies to follow the disk’s contents by reading the album’s board-in-book. 

In those used to the art of the use of color cartoons depicting the album’s story. Record buyers interested in the forthcoming release will be the "World’s First "Walt Disney’s Real Show," Walt Disney’s The Three Little Pigs, and "Bozo at the Zoo.

The "Bozo" recording will be well-distributed by the new form and as a 33 Compact Double.

"Bozo" is Capitol’s all-time best selling record, according to the record was released in the late ’40s and was the first char-

(Continued on page 39)
Radio Luxe Serving O'Seas Night Owls

Radio Luxe was one of the earliest transmitters in America, beginning its broadcast on August 28, 1921. The broadcast took place at 9:00 pm Eastern Standard Time, and the station was located in New York City. The program was aimed at overseas listeners, particularly those in Europe, and it was one of the first attempts to establish a transatlantic radio service. The broadcast was a significant event in the history of radio and marked the beginning of a new era of global communication and entertainment.
Infants' Protected

New N.Y. Child Labor Law Affects Kid Disk Talent

NEW YORK—A new New York statute covering employment conditions of children 11 years and under makes the death knell for nearly all records issued by young performer groups and by the old-timers who have in recent years been transplanted to New York by the activities of impresarios of outstanding experience. The foreign operations chief Sidney Sheehan.

However, the new law (which becomes effective September 1) may permit the issuance of a few records by small, highly efficient, purely concert industry, in view of the field's current dependence on children for its publicity. Some of the more legitimate record firms and retail market. Top-selling disk names in this area are of course the Ernie and Zafra artists. Singer Brenda Lee, Chubby Checker, Bobby Rydell, the High Luminaries, Lights Scott, Eddie Hodges, Ricky Nelson, Paul Anka, Ann-Marget, Gene Pitney, Brian Hyland, and at least one member—and in many cases all — of most of the top groups.

In addition to New York State laws, several very young artists could not be classified by us or anyone else if we showed that the contract was reasonable and that the "infant was as much interested in the results of its work as a normal young working individual." The contract with children younger than 18 could be dismissed by the courts at any time prior to the date of their 18th birthday. Where the artist is under 18, the contract shall cease at any time prior to the date of their 18th birthday, but where the artist is under 18, the contract shall cease at any time prior to the date of their 18th birthday. Where the artist is under 18, the contract shall cease at any time prior to the date of their 18th birthday.

Spectacular proof, of PX and planter enterprises is that the young people's market, whether it is established for the purpose of selling or even making music, is not a valid one.

Authoritative sources near all of its main PXs in West Germany, France, Italy, North Africa, England and other European bases.

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W. German Deputies Reject GEMA Royalty Explanations

BONN — Bundestag deputies have rejected the Statute of German Copyright Agency (GEMA) that calls for a comprehensive review of the status of the GEMA in Bonn. After three days of debate and a vote, the Bundestag passed the measure by 185 to 146, with 64 abstentions.

The vote was a major setback for GEMA, which has been struggling to secure a larger share of the music industry's revenue. The agency currently collects fees from radio and television stations, as well as from restaurants and bars, to pay royalties to musicians and composers.

The Bundestag deputies contend that the modern development of pop music has escalated the performing rights organizations' influence, putting them in positions of tremendous political power. The Bundestag also notes that modern technology has opened vast vistas of revenue-collecting opportunities and created equally vast problems of regulation and organization. One of the 16 dispatches deputies reported, "It is in the interests of producers—individual composers and artists, the public—of their society in general—of the entire field of music...that the entire field of copyright activities be thoroughly examined."

It will permit us to legislate more effectively and, thereby, we are thoroughly familiar with every method and every cranny of the copyright preserve. It will also create conditions for all of the responsible and orderly development of copyright organizations," he continued.

The Bundestag group emphasized that the performing rights organizations are the only groups that can ensure the quality and quantity of music in the future. They also stressed that music is itself a free-press writer, an editor on a newspaper in the Rock'n Roll range. The upshot of Schaeffer's report on GEMA apparently has been to change the newsmakers' focus away from the issues in the censure of the report's operating detail.

Concertated Investigation

There is speculation that in the GEMA the French National Assembly will have a new look at the French music industry in the light of the problems in the United States, and perhaps, as a reaction to the GEMA's new look at the current state of the music industry.

SCHRADER FROM THE STRAND

The Federal Cartel Office — is still looking into complaints that the International copyright organization, is interested in footing the bill for the development of the music field. In addition, the Bundestag's report to theUnavailable Group, the International copyright organization, is interested in footing the bill for the development of the music field. In addition, the Bundestag's report to the

British Disk Production Hits New June Peak Topping 1960

BY DON WEDGE

LONDON — Production of records by British manufacturers in June registered a new high for the month. This was nearly 50,000 copies above the record period when production attained its highest level in the same month, 1960 (32,964 copies). The increase is due in large part to the new high that has been reached by the recording companies. The only slight bump below setting up another record. At $2,040,000, they were 16 per cent—less than the 6 per cent high for the month in 1959.

These encouraging statistics are among the latest in the range of statistics that have been compiled by the British record industry. The figures are based on a survey of the recording companies and indicate that the number of records sold in the United States in June was 15 per cent more than in June, 1959 ($22,404 and $20.29). The increase was 11 per cent more than in the same month in 1958, but 5 per cent below in the same month in 1957. The increase is due in large part to the new high that has been reached by the recording companies. The only slight bump below setting up another record. At $2,040,000, they were 16 per cent—less than the 6 per cent high for the month in 1959.

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'Cradle' Fad Rocking British Isles; Even Staid BBC Airs Jazz Trend

By HENRY GOLDSTEIN

LONDON — It was perhaps a sign of the times when Britain's able BBC decided earlier this summer to launch a new television program, the omnibus music show. The 'Cradle' is a fad which the BBC feel that they can exploit. The series, which is aired on Saturday evenings, is a mixture of jazz, pop, and classical music, and is designed to appeal to a younger audience.

Recent events suggest that interest in fad is far from a transient thing today. The new trend is not just confined to music, but can also be seen in television. The BBC's Omnibus, which has been running for the past few months, has attracted a large audience. It is a sign of how much music has changed in recent years, and how much it has become part of the fabric of everyday life.

Ivanhoe's New Nom de Guerre

By RICHARD H. IVANHOE

NEW YORK — Ivanhoe, the much-lauded singer with the London cabaret, has changed his name to Ivanhoe's. He has decided to drop the name of his former label, Decca, and to take up his own name. This was announced recently by the company's president, Paul Goldstein, who said: "Ivanhoe's new name will be Ivanhoe's Music, Ltd." The change is expected to broaden Ivanhoe's appeal and to bring him more success. His new label will be called Ivanhoe's Music, Ltd., and will be run by his friends, who are all experienced in the music business. The new label will be based in London, and will have offices in Paris and New York. It is expected to do well in the British market, and to be successful in America.
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Mr. Dealer: Beginning Sept. 1 to Sept. 30, 1961

NEW LP RELEASES

This listing of new LP's being released by manufacturers is intended as a buying guide for dealers and distributors. We will endeavor to list new LP releases as far in advance as possible.

LONDON
PARIS IN REVIEW—Bob Darnley—EP 4001.
BIG BAND PERCUSSION—Ted Heath and His Orchestra—EP 4013.
MELODY AND PERCUSSION FOR TWO PIANOS—Leopold Auer and His Two Pianos—EP 4061.
PERCUSSION DOWNSMEN, Rudi Bohr—EP 4065.
PERCUSSION AROUND THE WORLD—The Voices of Ron Ballard—EP 4081.
MOBY IN DIXIE—Reed Harmon—Sellette—DLR 10274.
TOMMY JONES—LML 3333 (Aug. 29).

EPIC

BETHOVEN CONCERTO NO.1 IN C MAJOR FOR PIANO AND ORCHESTRA—Op. 15—Lennie Tristano, pianist, The Cleveland Orchestra, George Szell, cond.—LML 3308.

RCA CAMDEN

THE LIVING ROOM PLAY PICTURE THEMES—CALCAS 617.
THE LIVING ROOM SING SONGS OF THE WEST—CALCAS 618.
LIVING ROOM SING SONGS IN MUSIC OF GEORGE GERSHWIN—CALCAS 619.
"THREE WISE MEN"—PERCUSSION AND "VENUSIAN SONG" AND OTHER FAVORITES—CALCAS 620.
THE SOUTHERN CANNONBALL—Black Box 631.
BELTRAM PLAYS CHA-CHAS—CALCAS 627.

IMPULSE

AFRICA-ASIA—The John Coltrane Quartet—IMP 857.
BLUES AND THE ABSTRACT TRUTH—Art Blakey and the Jazz Messengers—IMP 862.
CONTEMPORARY

TOGETHER AGAIN—Teddy Edwards and Hammond Clark—MCML-3578.
FOR REAL—Hammond Naples—MCML-3579.
FOLK JAZZ—Bill Smith—MCML-3591.

CAPITOL

RITA FAYE'S AUTOHARP—TT 1066 ST.
A TALK WITH THE LORD—TT 1067 ST.
WOODY WOODPECKER AND HIS TALENT SHOW—TT 1225.
WALT DISNEY'S THE THREE LITTLE PIGS—TT 1352.
WALT DISNEY'S THE SCROOGE—TT 1353.
SPARKY'S MAGIC PIANO—TT 1324.
GLORIA MANSFIELD ON ORCHESTRALIA—TT 1325.
LITTLE TOWN AND OTHER CONTRAS—TT 1354.
DISNEY FAVORITES—TT 1326.
BILLY BUNNY AND HIS FRIENDS—TT 1357.
BILLY STORIES—TT 1328.

BILLY TALENT & TUNES

 extra 15% discount on all Vanguard and Bach Guild records (except 9000 series)

INCLUDES: ALL DEMONSTRATION RECORDS, STEREOS (NO EXCEPTIONS) ALL BACH GUILD, SPECIAL PRICE ALBUMS, ALL VANGUARD CLASSICAL [up to $2000.00 (all qualified dealers)]

ORDER DEFINITELY EXPIRES SEPT. 30, 1961

VANGUARD RECORDING SOCIETY, INC., 154 W. 14 ST., N.Y. 11, N.Y.

By BILL SACHS

After scoring successfully recently with the Faron Young show, Station KOKE, Austin, Tex., has made arrangements for the Ferlin Husky unit to play Municipal Auditorium there September 3. Appearing along with Husky and his alter ego, Simon Crum, will be Patsy Cline, Hank Locklin and Leon Payne. KOKE's own Clyde (Barefoot) Chooser and MGM recording artist Rusty Cauthern will handle the emcee chores. Decisive's Bill Anderson, whose record of "Poor Folks" is riding high in the charts, is making personal appearances in the South in conjunction with Mercantile's special Po' Folks Sales. A Nashville furniture company recently staged such an event with the help of printing free copies of the "Po' Folks" record and special prices to the lucky ones, and is reported to have grossed over $1,000 an hour during the promotion period.

Roger Miller will be the guest of Bill Carter and band at the Rendezvous Club, Losc, Calif., September 3. ... Bill Carter, of Station KCVR, Losc, Calif., is sporting a new MGM release coupling, "Stronger, Shake Hands With A Fool" and "Shut Four Times and Dying." He plugged the new disk in a guest appearance on Bill Rees's show on KCKC-W. T.V. Sacramento, Calif., August 19. ... Jimmy Martin's new one on Decca, slated for early release, is titled "There Was a Love," ... Clyde Beaver (Beeza) made his first appearance on MGM's "Grand Ole Opry" August 19. He also fanned recently with Bill Anderson for a Radio Lakes Winnesapauku, Chahtaouga.

The memory of the late Johnny Horton is being honored in a Johnny Horton Memorial Day program to be presented just before the baseball game at the Stovrepop, La., ball park Monday.

(Closed on page 39)
DISK REPS AT RACK CONFAB

NEW YORK—Record manufacturers and rack jobbers will meet to discuss diskery-rack relationship at the mid-year meeting of the National Association of Rack Dealers (NARM) to be held at the Sheraton Hotel in Chicago, September 6 through 9. So far 35 manufacturers have said they will attend and, with the increasing activity of NARM members, are expected to be present in even larger numbers.

Among some of the firms sending reps are Victor, Columbia, Dot, Mercury, Liberty, Kapp, Reprise, Roulette, and Vee Jay. At the meetings, in addition to manufacturer-distributor problems, discussions will cover packaging and merchandising techniques as they apply to rackers and will also be used to pre-sell holiday LP product.

SHIRLEY BASSEY INKS UN AUTISTS PACT

NEW YORK—United Artists has signed Shirley Bassey, England's top-selling singer. Her first UA release as "Never Know" backed by "Reach for the Stars." Both tunes were hit singles in Great Britain earlier this summer. Shirley will arrive in the U.S. next month to start a five week engagement at London's famous Flamingo Room beginning September 13. While in the States, she will help plug her first UA discs with jocks and dealers.

FM STEREO BROADCASTING IN SHOW, SELLING TIE-UPS

NEW YORK—As more and more stations are going into full broadcast field, stereo merchandising is being discussed at broadcaster meetings and set manufacturers to local radio stations is a cropping up around the country.

Station WQXR-FM here started to talk to stereo manufacturers about FM stereo last Thursday (24), making it the first FM station in the New York City area and the 11th U.S. station to put FM stereo on the air. Since the beginning, lots of, are impatiently waiting for the necessary equipment.

The WQXR-FM stereo test series will be aired from 1 a.m. to 2 a.m. Monday through Fridays until September 7. At that time, the first FM stereo multiplexing evening programing will be aired on WQXR-FM in "New Adventures in Sound" series, sponsored by Fisher Radio from 9 to 11 p.m. The station will continue to transmit its regular AM-FM stereo programs, which have been spotlighted by the outlet for the past 10 years.

Meanwhile, the New York High fidelity Music Show, which will run from September 13-17 at the Trade Show Building here, will be exhibiting stereo broadcast adaptors for the first time since the government decision. WQXR's new FM stereo series will undoubtedly play a major role in the demonstration of this equipment.

The Greater Delaware Valley High Fidelity Stereo Record Musicians Club will be setting up a stereo broadcast booth at the WQXR-FM studio on Thursday (24) to coincide with the Music Show, which is its first year, then staying for the new FM stereo receiving sets. Although all dealers will also (Continued on page 19)

LONDON PHASE 4 FANFARED AT CHI TRADE BLOWOUT

CHICAGO—London Records' new Phase 4 fanfare, over $50,000 worth of merchandise having been sent out to dealers up to this time.

Marius officially unveiled the line at a giant party for the trade Sunday (7), with all the usual accoutrements of a hi-fi trade show. Here virtually all the city's hi-fi shops were in attendance. Phase 4 trade standards were on hand to hear the first output from the Phase 4 line. A warm welcome was extended to the Phase 4 dealer and a warm reception was accorded with the Martin organization afterwards.

TOM DIAMONIA, representing London Records and who spent the last eight months developing the line, conducted an hour-long demonstration.

LP'S, STEREO DISKS SHOW IMPORTANT UPTURN AMONG NORWEGIAN PRODUCTS

OSLO—A remarkable increase in record sales has taken place in Norway during the first six months of 1961, especially in the sale of 12-inch LP records and stereo records. Details were provided by the president of the Norwegian Record Wholesalers' Union, Per Johnsen, who also produces the British stereo discs for the Brudrene Johnsen, representing Pye, Mercury and other leading in the business.

The increase in single record sales (which, of course, dominate the market) is between 10 and 12 per cent, causing an increase last year of only 2 per cent. The increase in sales of mono EP records was in 20 per cent this year in comparison to last year's sales.

The increase in 12-inch LP records is 100 per cent, due in good part to the introduction of many new labels in Norway, such as "Golden Guinea," "Family Favourites" and others. The increase in sales of 10-inch LP records is 10 per cent, and stereo 12 LP records are in 20 per cent.

The Record Wholesalers' Union made a $200,000 dollar advertising campaign to further increase record sales in Norway partly under the slogan "Give a Record." The campaign was started in January through June of this year. In Japan 12-inch stereo albums sell for $5.55 to $5.94 (popular or classical).

The Japanese record producers association, which occupies 25 per cent of the total value of all records sold from January to June of this year. In Japan, 12-inch stereo albums seem to fall $5.55 to $5.94 (popular or classical).

During the same period, radio-phono combination sets sold 300,000. Straight phonos sold 20,000 and record turntables were sold 170,000. This shows an increase of 25 per cent in total sales of these sets during the same period last year was 12,357.

These sales also mean that Japan showed a 55 per cent increase over the same period last year.

Young people here earn very little, so most of them can only afford to purchase these more expensive models. LPs, particularly stereo, are extremely expensive when compared with the Japanese average prices. But they cherish records. Minuscule caution is taken not to scratch or dace up the surface.

Consequently, no phonograph with automatic record changer sells here. There is only one Japanese automatic changer manufacturer, but this firm has difficulty meeting production expenses due to small sales volume. However, in line with the booming stereo record sales, phonograph companies are now preparing to market phonographs with an imported automatic changer installed.

3 MORE DEEJAYS CHANGING TO NEW AIR CALL LETTERS

NEW YORK—Three key radio deejays changed posts last week. Gene Taylor replaced Sam Helman at WLS, Chicago, program director, and took over his afternoon FM program show, Red Rodney, former WQVQ, Pittsburgh, joined KTVF, Cleveland, and Bruce Morrow, ex-WINZ, Miami, joined the 10 p.m.-midnight slot at WABC here.

Heretofore Taylor piloted WLS's all-nighter from 7 to 10 p.m. His elevation to that program, as yet unannounced, will be someone from outside the program staff. Helman recently returned to WLS from the air force and will take over the 5 to 9 p.m. slot at WABC here. In his new position, Red Rodney will return to the 6:15-9 p.m. time period, Monday through Friday, and the 6-9 p.m. slot on Sundays.

Prior to working at WQVQ, Morrow was a jockey at WINS here. He's already back in the swing of things here, with two record hops scheduled for Palm Island Park, L. J., September 9 and 10.

Vee Jay all-out push on Eddie Harris LP

CHICAGO—Vee Jay is putting a big push behind its "Frenzied to Jazz" album by Eddie Harris. Vee Jay last week hit the No. 3 spot on BMI's monaural and stereo charts. Vee Jay's E. J. Funderburk has decided not to release the record for the time being. "One Way or Another" record and stereo standings.

Also, the album is being sold as part of its current buy-five-get-one-free plan, running through September 30.
WRITE-A-LONG

to the music of America’s top composers! Write words to their music and win chance-of-a-lifetime fame and prizes in CAPITOL’S SONGS WITHOUT WORDS CONTEST!

* 10 winning lyrics to be published under song-writing contract!
* 10 $500.00 cash advances to be awarded against royalties!
* 3 bonus winners to be recorded by a Capitol Records artist!

These famous composers have written songs for this contest:

* Poulenc
* Gene de Paul
* Ray Livingston & Ray Evans
* Jimmy McHugh
* Johnny Mercer
* James Van Heusen
* Harry Warren

Country & Western
Audrey & Joe Allison
Cindy Walker
Rock 'n Roll
Barry DeVorzan
Winfield Scott

THIS IS A SURE WINNER!

You are looking at an album that’s about to explode into sales excitement! The fantastic new Capitol “Songs Without Words” contest is breaking right now with a tremendous national advertising campaign, hitting millions of readers in the Sunday newspaper supplements all over the country! This unique contest will have amateur songwriters—and they number in the hundreds of thousands—clamoring for the album they’ll have to hear to enter the contest. Now is your chance to take advantage of this special, high-powered promotion. Stock up now, and you will be a “winner” in Capitol’s fabulous “Songs Without Words” contest!

(SST-1601)

AND SPEAKING OF WINNERS...

Dick Williams

Immortal music from the movies

Whitmore & Lowe

Movie music is really hot! Whitmore and Lowe come through with a real winner that means tremendous sales for you. Most popular movie themes of all. (SST-1599)

Here’s a whole new sound... Dick Williams with The Singing Orchestra! It’s new... it’s different... it’s loaded with sales appeal! Don’t wait on this big one.

(SST-1600)

SEE YOUR CRDC REPRESENTATIVE... RIGHT NOW!
Dot® RECORDS proudly presents

LAWRENCE WELK

His 5th Straight HIT

"RIDERS IN THE SKY"

#16237

Best Selling Singles

#16244 Big Cold Wind/That's My Desire
Pat Boone

#15811 Does Your Chewing Gum Lose Its Flavor (On The Bedpost Overnight)
Lennie Weinman

#16243 Black Land Farmer
Wink Martindale

#16249 Because of You
Louis Prima, Keely Smith

#16222 Yellow Bird
Lawrence Welk

#16220 Blue Tomorrow
Billy Vaughn

#16235 We Kiss In A Shadow
Patsy Cline

#16209 Moody River
Pat Boone

#16234 Yellow Bird
The Mills Brothers

Best Selling Albums

DLP 3389 Yellow Bird
Lawrence Welk

DLP 3380 Golden Waltzes
Billy Vaughn

DLP 3384 Moody River
Pat Boone

DLP 3385 Blue Moon
Louis Prima

DLP 3387 Deary Beloved
Keely Smith

DLP 3388 Orange Blossom Special and Wheels
Billy Vaughn

DLP 3338 Yellow Bird
The Mills Brothers

DLP 3339 Calcutta
Lawrence Welk

DLP 3363 San Antonio Rose
The Mills Brothers

"THE NATION'S BEST SELLING RECORDS"
FM Stereo Broadcasting in Show, Selling Tie-Ups

*Continued from page 16*

be able to demonstrate the new sets in person, the WLON opening broadcasts will be geared to the Philadelphia territory exhibitors and audiences. Another station, WLKB, a small station in New Haven, which is heard in the Philadelphia area, has also ordered the new stereo equipment and hopes to be on the air in time for the Music Show.

In addition to WQXR-FM, FM stereo broadcasting is now aired by KFMI, Los Angeles, which went on the air on November 1st, and on WJRT, Ann Arbor, with a two-hour musical concert, KLSN, Seattle, which broadcasts its morning hours of all types of music on stereo; KDFK, Dallas, has dial-expanded its early-morning talk show; and KUOM, St. Cloud, is engaged in its two Chicago outlets since June 1.

**LABEL-DEAL PRIVISIONS**

By NIKI KALISH

CHEWIN GUM ANYONED

Jim Binger, WQR, Charlotte, N. C., tells of a monumental scientific experiment he conducted recently with the last cited in conjunction with Lennie Donegan. Binger has tagged Your Cheewing Gum Loses Its Flavor (On the Beefside Overighty)? He received numerous answers to the query and Writer reports the results he has already heard in whole. "Since those people have been given no directods, rather than be left out of the fun, they have taken to sticking their heads out the window. To this end I would like to predict a big boom in chewing gum business and a sharp drop in the sale of 'new' gum." . . . The Donegan disk has also garnered a lot of action down in Dixie. Derick Gary Gar, WRB, Lafayette, C. says, he received letters from listeners in New York City and the Georgia area. "Does Your Cheewing Gum Lose Its Flavor" for all the wrappers they could find and send in. Gar says, "I didn't know what I was letting myself in for. Anybody who has ever chewed gum wrappers I may never buy gum again."

LUCY SECOND HONEYMOONERS: Capitol Records has a promotion scheme with the above-namearry voice of Theodore Wibell will do the mmering for Patricia Newton in "Climb Every Moutain" which is not unexhllled. When children add a light note to the music, which otherwise would not be the same, the song is one of the greatest and will linger in the ears longest. Hancock has been played and sung.

Hancock Indicted On Tax Evasion

HOLLYWOOD - Rhythm and blues disk jockey Hunter Hancock, accused of failing to report payola illegally received from 1956 to 1958, has been indicted here last week by a federal grand jury on a charge of tax evasion.

Hancock, a disk jockey in this area for a number of years, has been convicted with negotiating to report payola he allegedly received during 1956, 1957 and 1958. He currently holds a nightly (6 to 9 p.m.) time slot on Hollywood's Stations KFJT.

**THE QUESTION**

What is your favorite Broadway musical-original cast album?

**THE ANSWERS**

JOHNNY CARVER

KVI, Seattle

"Cfimival". The score glimmers with excitement, beauty and wit. The singers can really sing, and the music is infectious. It is bubble gum with humor and good taste. Will you lead us to the appealing adventure of Lilli Di Felice? If you cut is a fairytale, but as a whole it is the standard of music in the U. S. on the Dot label. It broke wide open in Boston.

BRUCE BRADLEY

WRQ, Boston

"I'll pick 'West Side Story" for two reasons, one of which is the following: In recent years there has been a wave of "Tonight"-worthy talent. It starts with the Peabody award for poignancy and lyricity as the second prize at the KMI "On the Sound of Music!" The moving performance of Patricia Newton in "Climb Every Mountain" is not unexhllled. When children add a light note to the music, which otherwise would not be the same, the song is one of the greatest and will linger in the ears longest. Hancock has been played and sung.

BENEDT WXTG, Thomsville, Ga.

The first rich tones of Mary Martin's voice and the uncanny voice of Theodore Wibell will do the mmering for Patricia Newton in "Climb Every Moutain" which is not unexhllled. When children add a light note to the music, which otherwise would not be the same, the song is one of the greatest and will linger in the ears longest. Hancock has been played and sung.

**FM STEREO BROADCASTING**

PROGRAMES PANEL

If you have a provocative question to ask the nation's disk jockeys, please send it to this department, 1546 Broadway, New York, N. Y. Your name will be credited when it appears.

**THE QUESTION**

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**YESTERDAY'S HITS**

Changes of program parameters from your librarian's shelves, featuring the disks that were the hottest in the last five years ago and 10 years ago. Here's how they ranked on Billboard's charts then.

**POP—5 Years Ago**

**SEPTEMBER 1, 1956**


**RHYTHM & BLUES—5 Years Ago**

**SEPTEMBER 1, 1956**

IN THIS SALES GAME
IT'S MERCURY
TO HITSVILLE!

HITSVILLE

BROOK BENTON
Frankie and Johnny
71050

RAY STEVENS
Jeremiah, Etc.
71063

BILLY ECKSTINE
It Isn't Fair
71081

TINA ROBBINS
Play It Again
71092

FRANK DALTON
& The Dalton Gang
Quick Draw McGraw
71087

RICHARD HAYMAN
Night Train
71090

JAN AUGUST
That's My Desire
71097

TRAVIS & BOB
The Spider And
The Fly
71086

JOHNNY PRESTON
Let Them Talk
71085

JAY EPAE
It's Driving Me Wild
71046

Mercury
RECORDS
Dealers Co-Op Moves to New Storage Site

NEWARK, N.J. — Dealers in Sound Corporation (DISC), local record dealers, have agreed to lease a newly constructed warehouse, 1, 000 foot. The move is being made to better serve member dealers in Connecticut and Long Island in their respective areas.

The new headquarters will be at 320 Madison Avenue, between the Holland Tunnel and New Jersey Turnpike. Meetings of members will henceforth be held here. The warehouse also contains a number of inquiries regarding membership in DISC, the successor to River-Side Records, which is wholly owned by DISC.

The organization now has close to 10,000 members, but is always in need of new members. It is eager to help the new members in the area.

CHICAGO — Zenith Sales Corporation last week introduced a new line of stereo FM equipment including a single channel and a two channel model. The multiplexer eliminates the need for an adapter to convert present FM receivers to stereo.

The multiplexer may be used in conjunction with any of the company's current FM receivers for reproduction of music, operas, symphonies, or any other program material that can be received in stereo.

The unit is a compact, lightweight piece of equipment, and is priced at $99.95.

Included in the new line are 11 AM-FM stereo console phonographs, a 16-watt amplifier, and a 40-watt amplifier.

Big Disney Push Set for 'Babes'

NEW YORK — The Walt Disney labels, Disneyland and Buena Vista, are going on an all-out campaign to support the new Disney film "Babes in Toyland." The picture opens in New York this month and stars the voices of Robert Walker and Mary Livingstone. The film has been released in Britain, where it has received a huge success, and is scheduled to open in other countries in the near future.

The Disneyland label will make available LPs with the story as well as a selection of soundtracks. Also, the album will contain a selection of songs from the film. The album will be available in a range of prices and will retail for $4.98.

Meanwhile, the film is running in the United States, and the DVD and digital versions are also available.

Judy Garland Cap Single in Decade

Hollywood — Capitol Records, which has not had a single in the past ten years, is believed to be the first in a new and exciting trend. The company has recently entered the record business with the release of its first single, Judy Garland's "Over the Rainbow." The single has sold over 100,000 copies in the first week of its release, and is expected to reach the top of the charts in the coming weeks.

Best-Selling Phonographs, Radios & Tape Recorders

These are the nation's best sellers by manufacturer, based on results of a month-long study using personal interviews with a representative national sample of record 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 by that manufacturer in that price range. The brands are ranked based on the sales of new manufacturers' sales at each dealer, and weighted by the manufacturer's operating earnings percentage. The top 5% of the dealer points are listed below.

Phonograph Models

<table>
<thead>
<tr>
<th>Brand</th>
<th>Model</th>
<th>Price Range</th>
<th>Units Sold</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Magnavox</td>
<td>D-440</td>
<td>$301 - $400</td>
<td>4,516</td>
</tr>
<tr>
<td>2. Stromberg-Carlson</td>
<td>12-250</td>
<td>$301 - $400</td>
<td>1,611</td>
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<tr>
<td>3. Zenith</td>
<td>6-665</td>
<td>$301 - $400</td>
<td>710</td>
</tr>
<tr>
<td>4. Pilot</td>
<td>5-660</td>
<td>$301 - $400</td>
<td>710</td>
</tr>
<tr>
<td>5. Motorola</td>
<td>6-665</td>
<td>$301 - $400</td>
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Radios

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<th>Brand</th>
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</thead>
<tbody>
<tr>
<td>1. Webcor</td>
<td>8-665</td>
<td>$301 - $400</td>
<td>360</td>
</tr>
<tr>
<td>2. Silverton</td>
<td>8-665</td>
<td>$301 - $400</td>
<td>360</td>
</tr>
<tr>
<td>3. Fisher</td>
<td>6-665</td>
<td>$301 - $400</td>
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Tape Recorders

<table>
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<tr>
<th>Brand</th>
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<th>Price Range</th>
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</thead>
<tbody>
<tr>
<td>1. Other</td>
<td>6-665</td>
<td>$301 - $400</td>
<td>540</td>
</tr>
</tbody>
</table>

Disk Deals for Dealers

A summary of promotional offers for dealers and distributors of recording artists, record labels, and other related products.


Dot RECORDS proudly presents
THE NEXT #1 RECORD IN AMERICA...

"BERLIN MELODY"

by

BILLY VAUGHN

B/W COME SEPTEMBER #16262

Best Selling Singles

#16244 Big Cold Wind/That's My Desire
   Pat Boone
#15911 Does Your Chewing Gum Lose Its Flavor
   (On The Bedpost Overnight)
   Lonnie Donegan
#16243 Black Land Farmer
   Wink Martindale
#16255 Sad Movies (Make Me Cry)
   Lennon Sisters

#16249 Because of You
   Louis Prima, Keely Smith
#16222 Yellow Bird
   Lawrence Welk
#16220 Blue Tomorrow
   Billy Vaughn
#16235 We Kiss in a Shadow
   Sons
#16209 Moody River
   Pat Boone
#16234 Yellow Bird
   The Mills Brothers

Best Selling Albums

DLP 3389 Yellow Bird
   Lawrence Welk
DLP 3380 Golden Waltz
   Billy Vaughn
DLP 3384 Moody River
   Pat Boone
DLP 3385 Blue Moon
   Louis Prima
DLP 3387 Dearly Beloved
   Keely Smith
DLP 3386 Orange Blossom
   Special and Wheels
DLP 3338 Yellow Bird
   The Mills Brothers
DLP 3358 Calcutta
   Lawrence Welk
DLP 3363 San Antonio Rose
   The Mills Brothers

Dot RECORDS

"THE NATION'S BEST SELLING RECORDS"
Five New Drop-In Console Models Added to 1962 RCA Victor Line

INDIANAPOLIS—RCA Victor has added five new drop-in stereo console models to its previously announced 1962 phonograph line.

Also, the company has introduced three additional transistor radio models. Three of the stereo console sets have a built-in stereo FM radio while the other two units contain just the optional FM stereo adapter. The Victor phones range in price from $390.95 to $490.95. Early American, Danish Modern, French Provincial and Contemporary stylings are available.

The transistor radios, according to RCA marketing Vice-President Raymond W. Saxon, make use of such advanced design features as brushed aluminum finish. The radio models, under the tags, gift, Welch and Manchester, and Seaside fall into the $29.95 to $32.95 price bracket. Also added to the high-end line is a PHOENIX Needle.

Jensen Cuts Price Of Phono Needles

CHICAGO — Jensen Industries is dropping the price on its phonograph needle line and is recommending a dealer list price of $4.95, $5.95 and $6.95. Previously, needles were pegged around $11 and in some cases as high as $25. Jensen announced that a pattern includes window banners to dealers and distributors, and a campaign aimed at both in- and out-of-stock and general public.

Jensen will recommend new prices on each needle package.

Elektra Debuts New Album Plan

NEW YORK — Elektra Records has set a new full plan, starting this week and continuing through September 30, 1963. Dealers are being offered one free record with every seven purchases.

In addition to this dealers will receive 30-60-90-Day extended billing privileges. All albums in the line are available under the plan except samplers.

GAC Opens Rome Subsidiary

NEW YORK — GAC is forming an Italian subsidiary, General Artists Corporation of Rome, which will open in Rome early in November.

The move is another step in GAC's recent world-wide expansion plans, which started earlier this year.

Promotions Director

Jensen will recommend new prices on each needle package.

Now, thanks to the complete cooperation of the record companies (including all the majors), there's an unmatched, one-stop record source for broadcasters!

Now, through RSI, you can get the hot record product (albums as well as the singles we've been delivering) of every top label in the business. Included in the listing of the new releases . . . the "Spotlight Winners" selected by the Record and Music Staff of The Billboard.

Six different record services available

They're services that fit your programming as neatly as fit your budget. And each is sold with an unconditional guarantee of complete satisfaction!

**SPOTLIGHT** singles

<table>
<thead>
<tr>
<th>&quot;Hot 100&quot;</th>
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<tbody>
<tr>
<td>10 new records weekly</td>
</tr>
<tr>
<td>&quot;Easy Listening&quot;</td>
</tr>
<tr>
<td>8 new records weekly</td>
</tr>
<tr>
<td>&quot;Country&quot;</td>
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<tr>
<td>5 new records every 2 weeks</td>
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**SPOTLIGHT** albums

<table>
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<tr>
<th>&quot;Popular&quot;</th>
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<td>10 new albums monthly</td>
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<tr>
<td>&quot;Classical&quot;</td>
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<td>10 new albums monthly</td>
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<td>&quot;Jazz&quot;</td>
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<td>5 new albums monthly</td>
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Regular mail. Domestic ground and foreign air freight rates on request. No cash on call.

Already, over 600 satisfied stations subscribe to one or more RSI services. Make sure you too, get the best of the new releases . . . faster than you could otherwise—through RSI. Fill out and mail the coupon below, today.

RSI RECORD
ALBUM SERVICE
INCLUDES ALL THE TOP LABELS!
Contents: One Voice

Talent makes a record. Not the plastic. Not the label. Not the album cover. The talent of a voice or a group of voices, wrapped up and handled with care by the talents of many other people—A&R men, writers, arrangers, engineers—all highly skilled professionals. We like to think that the reason an unusually high percentage of Cadence records sell (we are acknowledged to have the highest percentage of hits in the industry) is that we constantly strive to properly combine all of these talents. However, we realize that Cadence doesn’t make talent. Talent has made Cadence. Talent—and Time. It takes time to earn the kind of success Cadence has had. It takes time to produce our kind of records. But, it’s the time that we take to produce quality... not quantity... that makes it more probable that a Cadence release will hit the charts. Our current singles prove this. Check the positions of: The Chordettes’ NEVER ON SUNDAY, Eddie Hodges’ I’M GONNA KNOCK ON YOUR DOOR, Don Shirley’s WATER BOY. The Everly Brothers’ ALL I HAVE TO DO IS DREAM is moving up on the charts for the second time. (Remember? It was a million-and-a-half seller in 1958.) And check Johnny Tillotson’s WITHOUT YOU. Our two newest releases have been wrapped up in this careful Cadence manner: Don Carroll’s SEVEN UP AND ICE CREAM SODA and Florian Zabach’s OCEANS OF LOVE. Watch them. As a matter of fact, watch every release you get from Cadence. We’ve taken great care to wrap up the right combination of talents that will make them play... and_sell_for you.
**INSTANTLY**

**another HIT from INSTANT!**

**"A VERY TRUE STORY"**

*b/w*

**“PACKIN’ UP”**

**CHRIS KENNER**

**INSTANT RECORDS**

628 BARONNE STREET

NEW ORLEANS, LA.
7 CHART-BOUND SMASH SINGLES!

Breaking wide open!
I REALLY LOVE YOU
The Stereos

Exploding in 5 markets!
(SIn Full Color Sleeve)
SWEET SORROW
Conway Twitty

Joni's got a winner!
(Full Color Sleeve)
YOU WERE WRONG and
SOMEONE ELSE IS
TAKING MY PLACE
Joni James MGM K13037

Sure to be a smash!
DEVIL IN VELVET
The Harptones

Solid DJ reaction!
LONELY ISLAND and
TURN ME ON
Mark Dinning MGM K13024

Red hot!
ONE HOT DOG
The 5 Shades

Lots of action!
GOOD LOVIN' TONIGHT and
THE STARS FELL
Junior Waters MGM K13027

MGM RECORDS THE STARPOWER LABEL
Toshiba Records First Japanese Mountain Resort Jazz Festival

By J. FUKUNISHI

108 Kakinomoto, Meguroku, Tokyo

Toshiba Records, an affiliate of Angel Records, announced that it had recorded for immediate release the first jazz festival staged in Japan. Held at Karuizawa, famous mountain resort four hours out of Tokyo, the event was sponsored by K. Yashiro Quartet, M. Yagi Quintet and T. Koizumi. Performances were three nights from August 17 to 19 at the Haruanyama Hotel. On the final night, dancing was the by the police to celebrate the opening of the festival.

Despite scanty advance publicity by the sponsors, Somagin Music Center of Tokyo, tickets sold fairly well. Encouraged by this, the sponsor plans to hold a second festival with more combos and big bands in the summer of 1961. Karuizawa is in the place where the foreign residents spend the summers.

NEW ZEALAND

Viking Promo on 'Caravan'

By FRED GEBBIE

Box 2443, Auckland

Local boy hasn't signed a long-term contract with his old label, Viking, Sunding had some degree of success last year and put Viking on many charts. ... Also obtained the rights to release Dunno Dedy's new single, "Caravan," and Ron Dolton, of the title as well. With the biggest promotion ever accorded a Viking disk.

Festival Records' promotion on "Six Lip's Last Out" this week. Arthur reissued the UA disk of "The Magician" and the BBC chart topper "Boogie Woogie" by Lonnie Johnson and the Guggenheims.

... Pye acquired the rights to release Dave Edmunds' "Rama Lama Ding Dong," Ampex has the new Paul Anka "Dance On Little Girl." (Continued on page 43)

AUSTRALIA

Australian Radio Buys Hit U. S.

Disks Based on Classical Themes

By GEORGE HILDER

19 Tofman Ave, Sydney

Nour Burn, a local Pye Records exec, is feeling very proud of the new sound which he created for the "LI" Of Me," an instrumental by a new group called the Brazi Monkeys. Burn is two major new features which have been plugged to an amplifier with a built-in echo chamber, and recorded on this new sound for the label is a weird instrument which he claims is the most popular disk in the country.

It is a strange fact that Australian labels have less hit disk in the world today than any other country, but the success of this new sound is a great improvement for the record companies in Australia, as they now have some hope of competing with the American labels.

The big BBC in London reverts to broadcast any pop adaptation of classics, and now, in Australia, too, a number of pop adaptations have been recorded. The list includes Dalies’ "This Don’t Know," "In A Boat," and "Big Boys." (Continued on page 43)

HOLLAND

Rain Provides Good Disk Sales Weather

By HEMMY J. S. WAPPEROM

P. O. Box 43 Amersfoort

Day after day, for weeks and weeks, the rain has been pouring in Holland, and the dog in this country, there are even those who say it is a sign of the weather will be like a silvery lining. One good result of this blue period is that record sales have been better than ever, and the prices of the 1961 clearance sale (July 15 to August 1) for albums and business is still while the "Sennex" has still to come in September.

The Evely Brothers disc "AI I Want To Do Is Dream" came back after four years on the Billboard Hot 100 in August. At the same rate.

PHILIPPINES

Bayanihan Tour May Help Expose Disks

By LUIS MA. TRINDAD

264 Escolta, Manila

The Philippine National Disc Company left here by ship on August 22, heading for a two-month tour as the first "official cultural representative of the Philippines abroad. The tour will be under the direction of Con- dictor Carlos P. Garcia according to a new policy of the company which is to make such an appointment as necessary. The move provides the government to contribute to transportation and expenses overseas for the designated artists.

Police Seize Bootleg Hits

By CARL MATTY

44 Mt. Kellett Road, the Peak

A series of anonymous letters delivered to several dealers resulted in the Hong Kong police seizing a large quantity of disk recordings of American and Hong Kong hit records. Revenue net swept in the past year of the police. Records were taken in the Hong Kong and Confucian College.

This was the first big haul made in the city in the form of pirated disks. When the piracy story first broke here, the police were checking these pirates quite thoroughly, said one official. Now it has been proved quite conclusively that the records are being sold here. Continued efforts will probably be redoubled.

Jack Elliott, Kapp a.s.r., manager of the Hong Kong group with the police. There have been some other revealing things to say about the American music business. Kapp has an office with the group and this office is now open for business. Kapp and Mr. Jones has outlined the situation briefly and that program of the police must be on their guard.

"Up-quicky-down-quicky re-recorded."

(Continued on page 43)

Mexico

Secco Waxed Maxatrons

By OTTO MAVER-SERRAS

Apogdo 4688, Mexico City

Selig, president, and Ray- mond Spiteri, sales manager of Secco Records, are in town plan- ning new recordings of their Cuban rhythm offerings which is a valuable addition to the label.

Also arrived from New York is Jacki Liberman, composer of numerous hits, who has rented the Bel Air Studios where he recorded a dozen 45s. These records will be pressed and distributed by Peter Meers, president of the company.

Kika Da Silva is recording for Peer- the typical pop song of her country, accompanied by Argentine harpist Juvenal Barbosa, several guitars and a mandolin band. Her record is meant to have Sound American flavor.

Before leaving towards the end of the month for Puerto Rico, and Kapp, of the group, announced that Cellofoll will record for Monat an outstanding new singer named Mario Garcia, who was under the wing of Mario Miranda, one of the best disc jockeys in the world. The first session was held here, and the second will be recorded in the city.

New Label has New Record Label, the Fanal. The first number is a Spanish version of "La Sevilleña," performed by the famous Renato Serrurier, the label will go from Calesthen to Muñoz within the next 18 months.

Teletex is going out on plans to launch a new television station in the next few months. The station will broadcast on records, German TV, and radio. All leading German newspapers and magazines are full of pizz and news of her, and VW European chief across the nation will be in person.

MODERN CATS DIG TRAD 20’s TUNES

By DON WEDGE

News Editor-British Columbia The current British interest in traditional jazz—or more properly, "Swing," has meant renewed action for old copyrights, supplementing the general tide of revivals of some other recent hits.

Acker Bilk’s "That’s My Home"

(Continued on page 43)

BELGIUM

"Brigitte Bardot" Becomes a Belgian Smash Record Hit

By JAN TORES

Steinbergaart 37, Mechelen

Digne Garcia came back a few days ago from a film tour against South America. He brought back from there (two great hits: "Me-Me-Me Cafe" (No. 1 in Argentina) and "Brigitte Bardot" (No. 1 in Chile) which were made an EP which was reissued some days in France and Belgium. This version on "Brigitte Bardot" has made great traction in Belgium and France. Garcia and his new version on the Dutch market.

(Continued on page 43)

GERMANY

New Company Formed by Mendelson

By BRIGITTE KERB

Music Editor, Automation-Markt Braunschweig, Germany

The country and western trend in Germany is growing. After ex-Gis Gis Backes topped the charts with "Du schaust der alte Haupstieg" (You watch the old staircase) and "D’am Schürze" (You wear your apron) on Polydor, Carentina Valente was the next artist to record the top song of the year with "Es ist wie ein Lieb" (It is like a love). It was the first song on which Michelangelo and the group. In the next three weeks after its release, this song has become an instant hit in Germany. Germany is a country that follows the trend, to follow this new trend by releasing new product of this kind, such as "It's My Way" and "The Tears of a Clown" released by English top artist Bobbe Boppenheim on the label Riva. Riva is the label of the Riva, Conny has a best seller with "Mon Night gie on the boy" on Electra, "Texas Jimmy," second place song on German "First 1961," was a remarkable success in Germany, in the label of Siemens and Michael Hohofen on Tele- tonik, Polydor is to issue "Hit- the-Booty" by Michelangelo. Tel- deker released "Unser Shiff is "Yes, it's the Big Ship," and several others have been released or are still in production.

PUBLISHER BRIEF

Melodie der Welt Publishing Company have taken over the firm of G. Franch, Day & Hill in New York, and have given the rights for "Marching to the Latest" and "Yes, It's the Big Ship" to the publisher, and "Aimez vous Brahms?" will be released by Philips, Tel- derich on United Artists Rec- kard "ein Glas vom Produktie- Grammophon. The standard "Yes, Sir, That's My Baby," has sold over 100,000 copies.

(Continued on page 43)
ALBUM PROGRAMMING & BUYING GUIDE

TOP LP'S BY CATEGORY

To help dealers buy and control properly display inventory, and to help broadcasters program, the 200 Best Selling LP's are here listed by type of music, and arranged alphabetically. The same 200 LP's are listed in order of sales strength on the chart below. Those listed in bold face and capital letters are on the charts nine weeks or less.

VOCAL LP's

<table>
<thead>
<tr>
<th>Title (Label)</th>
<th>(Store)</th>
<th>Hours (Top 20)</th>
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<tbody>
<tr>
<td>Alice in Chains (CBS)</td>
<td>170</td>
<td>2</td>
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<tr>
<td>All the Way (Columbia)</td>
<td>130</td>
<td>3</td>
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<tr>
<td>Al Green (Columbia)</td>
<td>120</td>
<td>4</td>
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<tr>
<td>Al Jarreau (A&amp;M)</td>
<td>110</td>
<td>5</td>
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<tr>
<td>Al Green (Columbia)</td>
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<td>6</td>
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<td>Al Green (Columbia)</td>
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<td>Al Green (Columbia)</td>
<td>70</td>
<td>9</td>
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INSTRUMENTAL LP's

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<th>Title (Label)</th>
<th>(Store)</th>
<th>Hours (Top 20)</th>
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<tbody>
<tr>
<td>A Pink Ribbons (Capitol)</td>
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<td>10</td>
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<td>A Pink Ribbons (Capitol)</td>
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<tr>
<td>A Pink Ribbons (Capitol)</td>
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NEW PIANO IN TOWN

New Piano By RCA Victor LP: 2383 (Stereo & Mono)-Nero hit the best selling charts solidly with his first album outing "Piano Forte," and this marks another helping of his innovative, and stylish Nero pianistic offerings, with their interesting Garnerish touches. The artist is in great form. "Body and Soul," "Marina," "Slow Boat to China," etc. This one can move off the shelves rapidly and should cause a stir with jazz.

THE SLIGHTLY FABULOUS LIMELIGHTS

RCA Victor LP: 2393 (Stereo & Mono)-The group has created much noise both in singles and albums in the last year and this new package should do nothing to break the chain. The stylish trio turns out a bevy of folk material with varied derivation - Israeli, American, etc.; to their own smart string arrangement. Colorful cover finds the boys poised, arms unstretched, astride a foreign car. Set can do a lot of business.

WOODEN HEART

Joe Dowell, Smash MGS: 27009 (Stereo & Mono)-A group on the current hit parade. The group's charts with "Wooden Heart" and this album should be a sock seller too. In addition to his hit single, the charter's "Coraline," "Corinna, Corinna," "100 lbs. of Clay," "Everyday," "Young Love" and "Dream Lover." Trendy teen wax.

EXOTIC PERCUSSION

Barry and His Orch. London SP 90004-This should be the first of the best selling items from London's new Phase 4 percussion line. monastery has long been a solid seller for the label. Here he has some extra plus factors working for him. The colorful two-channel arrangements play up the raga aspects of each tune as "Temptation," "Old Devil Moon," "My Song," "Banana," "Canary," etc. And London's sound is startling real. It's all opened up with lavish packaging.

AL (HES THE KING) HURT AND HIS BAND

RCA Victor LP: 2354 (Stereo & Mono)-Al Hurt has a big selling album on Victor right now and this new set should be another winner for the horn man. His golden trumpet is heard in strong performances on "I Love Paris," "The Old Folks at Home," "Lover Come Back to Me," and "One O'clock Jump" on this brilliant, swinging disk. The rest of the tunes are mainly familiar standards and the group has him stylishly. Strong wax for the horn man's many fans.

CHILDREN

BABIES IN TOYLAND

Original Songs. Disneyland ST 919.-This is the second version of the music from "Babies in Toyland" on the label. It not only contains the entire score by Victor Herbert with its updated lyrics, but also a 12-page picture book which kids should enjoy. The recording is excellent. A narration that should make it easy for children to follow, which stars Annette and Tommy Sand, goes into release.
### MONOAURAL LP's

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the sleeper hit of the year
9 months in the making!

NOW A ROARING GIANT!

"MICHAEL"
by THE HIGHWAYMEN

UNITED ARTISTS RECORD NO. 258

IT'S UNITED ARTISTS RECORDS ALL THE WAY!

BE SURE TO CASH IN ON THIS HOT SELLING ALBUM WHICH INCLUDES THE HIT, "MICHAEL"
UAS 6125 (STEREO)
UAL 3125 (MONO.)
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<tr>
<th>TITLE</th>
<th>Artist</th>
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<td>42 68 85</td>
<td>THE MOUNTAIN'S HIGH</td>
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<td>I DON'T WANT TO TAKE A CHANCE</td>
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<td>WHEN WE GET MARRIED</td>
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<td>LET ME BELONG TO YOU</td>
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<td>NOBODY BUT YOU</td>
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<td>57 73</td>
<td>LOVER'S ISLAND</td>
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<td>78 98</td>
<td>MORE MONEY FOR YOU AND ME</td>
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<td>BIG COLD WIND</td>
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<td>71 88</td>
<td>MAGIC MORN</td>
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<td>60 69 71</td>
<td>CANDY MAN</td>
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<td>66 77 80</td>
<td>TEARDROPS IN MY HEART</td>
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<td>57 21 68</td>
<td>LONELY STREET</td>
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**BUBBLING UNDER THE HOT 100**

- **THE ASTRONAUT**
- **THE DORITOS**
- **THE NUTS**
- **THE PRETZEL**
- **THE CHEEZ-IT**
- **THE KRAKES**
- **THE CHIPS**
- **THE BAGELS**
- **THE DONUTS**
- **THE CUPS**

In addition to the main Hot 100, there are also several tracks that are bubbling under the top 100, each with its own distinct sound and style. These tracks are sure to be the talk of the town and are sure to make your heart beat faster.
Cash in! This powerful instrumental has the kind of haunting melody and electrifying rhythm that is totally unique in our business. Splashed with European color, the Mime's Theme is captivating America! Order today.

LISTEN!
(They're playing my song.)

FREE OFFER! For each of the first 2000 coupons received, RCA Victor will send 5 free copies of The Mime's Theme. Mail coupon now.

Name: ____________________________
Address: ___________________________
City__________________________Zone____State________

Please check:

[ ] Coin Operator [ ] Dealer [ ] Radio [ ] Other

Check one: [ ] Compact 33 [ ] 45 rpm

Mail to: RCA Victor, Box 38 (B), Rockaway, N. J.
SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

Records shown here are important to buyers and programmers because this measurement of local popularity may well indicate popularity and sales on a national scale in the weeks ahead. These records have shown steep local sales increases during the last two to six weeks, but are not necessarily best sellers in their markets. Records selling strongly in a sufficient number of markets have this national strength reflected in the Hot 100 chart this week.

NEW YORK
- IMPOSSIBLE
  Gloria Lynne, Everest

CHICAGO
- STICK SHIFT
  Duets, Sue

LOS ANGELES
- I LOVE HOW YOU LOVE ME
  Paris Sisters, Gregmark

PHILADELPHIA
- IMPOSSIBLE
  Gloria Lynne, Everest

DETROIT
- YOU'RE THE REASON
  Joe South, Fairlane
- PLEASE MR. POSTMAN
  Marvelettes, Tamla

BOSTON
- MR. PAGANINI
  Ella Fitzgerald, Verve
- THIS TIME
  Troy Shondell, Liberty

SAN FRANCISCO
- I LOVE HOW YOU LOVE ME
  Paris Sisters, Gregmark

PITTSBURGH
- I CAN'T TAKE IT
  Mary Ann Fishers, Seg-way
- REALLY LOVE YOU
  Stereo, Cub

CLEVELAND
- SATIN DOLL
  Billy Mused, K & H
- BILLY MUSSED, K & H

BEST BUYS IN RECORDS

These records, all those on the Top 100, Hit C&W and Hit R&B Sides charts, have registered sufficient national sales action this week to be recommended to dealers and all other retailers as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (%).

POP

* LITTLE SISTER
  Elvis Presley, BMI (%)

* MARIE'S THE NAME* LITTLE FLAME, ELVIS PRESLEY

IT'S GONNA WORK OUT FINE, IKE & TINA TURNER

* FRANKIE AND JOHNNY
  Brook Benton, BMI (%)

* TRANSISTOR SISTER
  Freddy Cannon

* SAN HAY-ZAY
  (Boo Hoo, BMI) Federal 4538

* LET ME BELONG TO YOU
  (East West, BMI) ABC-Paramount 10536

* NOTHIN' BUT GOOD
  (Hula, BMI)

* MORE MONEY FOR YOU AND ME, FOUR PRESSES
  (Various) Capital 4099

C&W

DIGGY LIGGY LO, RUSTY & DOUG

COZY INN, LEON McCULLIF

R&B

* AMOR, BEN E. KING
  (Pep, BMI) Atco 6303

* NOTHIN' BUT GOOD, HANK BALLARD & THE MIDNIGHTERS
  (Pep, BMI) King 5519

MUSIC, MUSIC, MUSIC, SENSATIONS

HURT, TIMI YURO

* AS IF I DON'T KNOW
  (Woramah, BMI) Good 553

* I LOVE YOU, YES I DO, BULLMOOSE JACKSON
  (Udell, BMI) Seven Arts 705

REVIEWS OF NEW SINGLES

SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

- Pop

RAY CHARLES

THE DANGER ZONE (Tamitarle, BMI) (212)

- A haunting, slow-tempo ballad with a wistful, lonesome air. Recommended for all soft rock and easy listening listeners.

FARON YOUNG

BACKTRACK (Vanguard, BMI) (235)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.

ROY DURSKY

I WANT OUT OF MY WAY (Mono-Rose, BMI) (236)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.

NAT COLE

CAPPELLA (No Publisher Listed) (240)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.

MARY MILLER

YOU CAN KNOCK ON MY DOOR (Sigma, ASCAP) (147)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.

RAY PRICE

HERE WE ARE AGAIN (Cedarwood, BMI) (240)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.

WEBB PIERCE

HOW DO YOU TALK TO A BABY? (Cedarwood, BMI) (240)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.

COWBOY COPAS

SIGNED, SEALED AND DELIVERED (Lola, BMI) (240)

- A soulful, heartfelt ballad with a powerful vocal performance. Recommended for all R&B and soul listeners.
The Honor Roll of Hits comprises the nation’s top tunes according to record sales and disc jockey performances as determined by Billboard Music Week’s weekly nationwide surveys.

**RECORDINGS AVAILABLE**

**Best Selling Record Listed in Bold Face**

1. **WOODEN HEART**
   - Br: Wine-Waite-Thomas-Kempner—Published by Gilday (ASCAP).

2. **MICHAEL**
   - By Dave Whitey—Published by United Artists (ASCAP).

3. **TOSIN’ AND TURNIN’**
   - By R. Brown—Published by Brown (BMI).

4. **LAST NIGHT**
   - Published by J. Rice—Published by Kapp (BMI).

5. **YOU DON’T KNOW WHAT YOU’VE Got ’til You Lose It**
   - By R. Brown—Published by Kapp (BMI).

6. **I LIKE IT LIKE THAT**
   - By Ray Conniff and Motion—Published by Warner (BMI).

7. **DUM DUM**
   - By W. Carson and M. Christian—Published by Warner (BMI).

8. **PRETTY LITTLE ANGEL EYES**
   - By L. Burrell—Published by J. (BMI).

9. **SCHOOL IS OUT**
   - Published by J. Rice—Published by Kapp (BMI).

10. **DON’T BET MONEY HONEY**
    - By B. Brown and M. Christian—Published by Warner (BMI).

11. **HURT**
    - By J. Rice—Published by Kapp (BMI).

12. **I’M GOING TO KNOCK ON YOUR DOOR**
    - By R. Brown—Published by Kapp (BMI).

13. **LET THE FOUR WINDS BLOW**
    - By A. Dominguez—Published by Sony (BMI).

14. **TOGETHER**
    - By B. Brown and M. Christian—Published by Warner (BMI).

15. **HILLBILLY HEAVEN**
    - By M. Christian—Published by Warner (BMI).

16. **NEVER ON SUNDAY**
    - By M. Christian—Published by Warner (BMI).

17. **DOES YOUR CHEWING GUM LOSE ITS FLAVOR**
    - On the Bedpost ( overdubbed)

18. **LET’S TWIST AGAIN**
    - By A. Dominguez—Published by Sony (BMI).

19. **LITTLE SISTER**
    - By R. Brown—Published by Kapp (BMI).

20. **SEA OF HEARTBREAK**
    - By R. Brown—Published by Kapp (BMI).

21. **AMOR**
    - By M. Christian—Published by Warner (BMI).

22. **I JUST DON’T UNDERSTAND**
    - By M. Christian—Published by Warner (BMI).

23. **WHO PUT THE BOMP (in the Bomp, Bomp, Bomp)**
    - By M. Christian—Published by Warner (BMI).

24. **I’M TELLING YOU**
    - By Outer Space—Published by Continental (BMI).

25. **TAKE CARE OF MY BABY**
    - By R. Brown—Published by Kapp (BMI).

26. **WITHOUT YOU**
    - By R. Brown—Published by Kapp (BMI).

27. **A LITTLE BIT OF SOAP**
    - By R. Brown—Published by Kapp (BMI).

**Children’s SONGS**

1. **“Voices,” Golden Love**—The cartoon characters are top-rated TV show stars and this package should sell Accordingly.

2. **“The Bozo Show,” Bozo the Clown**—Bozo and his friends are loved by children everywhere.

3. **“The Huckleberry Finn Show,” Huckleberry Finn**—The adventures of America’s favorite pioneer are enjoyed by kids of all ages.

4. **“The Flintstone Show,” The Flintstones**—This classic cartoon series has enchanted children for years.

5. **“The Banana Splits,” The Banana Splits**—These lovable monsters are a hit with kids across the country.

6. **“Rocky & Bullwinkle,” Rocky & Bullwinkle**—Fans of these beloved characters are legion.

7. **“The Captain & Tennille,” The Captain & Tennille**—The catchy tunes of this popular duo are not to be missed.

8. **“The Blunder Clan,” The Blunder Clan**—This fun-loving group of animals is a favorite with young listeners.

9. **“The Captain & Tennille,” The Captain & Tennille**—The catchy tunes of this popular duo are not to be missed.

10. **“The Beatles,” The Beatles**—The music of these legendary musicians continues to be enjoyed by children of all ages.

11. **“The B-52s,” The B-52s**—The unique style of this band is loved by kids everywhere.

12. **“The Monkees,” The Monkees**—The Monkees’ tunes are classic for a reason.

13. **“The Beach Boys,” The Beach Boys**—The Beach Boys’ music is timeless and beloved by children.

14. **“The Rolling Stones,” The Rolling Stones**—The Rolling Stones’ music is a hit with kids of all ages.

15. **“The Who,” The Who**—The music of The Who is a classic for a reason.

16. **“The Animals,” The Animals**—The music of The Animals is a classic for a reason.

17. **“The Byrds,” The Byrds**—The music of The Byrds is a classic for a reason.

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30. **“The Monkees,” The Monkees**—The Monkees’ tunes are classic for a reason.
and the Medallion Strings record the new hit by HADJIDAKIS, writer of NEVER ON SUNDAY

"ADIOS MY LOVE" from the new motion picture "Dream Land of Desire"
OUR HIT MACHINE DOES IT AGAIN!

A GREAT NEW ACT!
THE
DOVELLS
A GREAT NEW DANCE!
BRISTOL STOMP
B/w OUT IN THE COLD AGAIN
Parkway 827

Bruno Seeking Broader Retail Representation
NEW YORK — Bruno Records, the label owned by Bruno Ronty in Wilson, Conn., is offering dealers an opportunity to become "accredited Bruno dealers" on a national basis. Signed deals direct from the label. The offer is being made in the form of a dealer a copy each of five to 10 LP's issued by the label each month, with 100 per cent exchange privileges, plus an extra 10 per cent discount. Cost to the dealer will be $2.12 per disk. Dealers who order five or more records at once, will make their cost $2.11 per disk.

Bruno also has the Colos- semi-classical disk with these disks at a special 50 per cent discount for the month of September. Contact dealers of Colossemi Records is $1.23 with the retail price set at $1.95.

N. England ARD Sets Meeting
WALTHAM, Mass. — The Associated Record Dealers of New England last Tuesday (22) at the Charterhouse Motor Hotel here, to discuss plans for a forthcoming New England Dealer convention next month and to hear an explanation of the revision to the APRAO: Trade Com- mission for a disk industry trade association.

The convention of New England record dealers has been tentatively set for September 26. Boston's Sheraton Plaza Hotel was mentioned as a possible site. The meeting was also featured by the press as a group's new president.

Cap Kiddio Wax
Continued from page 2

One LP's in the September re- lease include "Walt Disney's Sorcerer's Apprentice," "The Magic Piano," "Rust in Orchestra- ville," "Little Tooth and other Walt Disney Tapes," "Tanuki and His Friends," and the Claude Rains "The Beast." They are pegged at $1.98 for the 12-inch LP's. $2.48 for the Record Reader albums, and $2.35 for the "Pseudo" Compact Double.

There has been a great deal of TV was blamed for the kiddio business taking a vacation after a strong past decade. However, indications are that the children's record field is regaining its strength. According to many of its children's selections are written and recorded with the "ill" Capitol feels that its forthcoming labels are going to help combat these sales impediments in the field.

Goodman Tops

Get You "Freedom" Has been a recent favorite of several stores and Sellers Brothers. The Diamonds, who have had numerous hits on Mercury, are now on the Chas. C. Everett label "One Night." Jay eps are the top artist on the label this month and "Patti Patti." Another member of the Sunset label is Bedford Hendriks, noted arranger.

SHOWBIZ MAG COVERS DISKS
NEW YORK — The record industry received unprecedented coverage in the consumer field in the first issue of Playboy magazine's new publication Show Business Illustrated this month.

The mug suggested 192 album reviews were done by the classical, jazz, folk, and spoken word. Record reviews are not credited to anyone on the list, but Donald Goldman, editor of Show Business Illustrated, is quoted as saying that Bill Ewald is senior editor in charge of the classical department (a capsule review section including concert reviews). Not Henhoff does most of the jazz reviews and Gene Landau, editor of Down Beat magazine, handles the pop reviews, which are also done by Gold and other reg- ular staffs. Ewald said Show Business Illustrated will run about 150 such reviews in the next issue, which besides longer and reviews of new re- leases.

"The 10 of the Top," a list of the 10 best selling LPs according to BMI's charts survey, is also carried in each issue.

Capitol Revives Lyric Contest
Hollywood — Capitol is going back more than a decade to sponsor a lyric writing contest al- bum for its "Songs Without Words" LP being released this week. It contains original melodies (pop, rock 'n roll, country and western) for which contestants must provide original lyrics for at least one tune that, in the opinion of a contest judge, will become a hit record. The author of the lyric judged best will be awarded a $5000 royalty advance and a songwriter contract. In addition, one song in each of the above entries will be recorded by the Capitol label for national release.

The contest is called "A Musical Lyric-writing contest album in 1950. It was a precursor to today's contest with President Alan Livingston, who last week recalled to BMG: "We put out a album in 1956 and the battle of the speeds brought the industry's album to the top, and that didn't pay off in sales. We then ran about 150 such reviews in the next issue which besides longer and reviews of new releases."

"The 10 of the Top," a list of the 10 best selling LPs according to BMI's charts survey, is also carried in each issue.
This is the valuable 8½ x 11, slick-stock reference work used months on end by all record buying and exploitation elements of the music-record industry and featuring the popular . . .

ARTIST BIOGRAPHY SECTION

offering biographical, record and talent-buying facts on each of the 200 best selling record personalities.

PLUS ADDITIONAL FEATURES OF INTEREST

to help disk jockeys program

to help dealers buy and sell

to help operators buy and program

to help talent buyers select the best artists for their locations, movies, TV shows, etc.

to help newspaper columnists with an unending source of interesting, useful material

Watch for it...

Plan for it...

Put it to work for you...

THE SEPTEMBER 18

Spotlight on RECORD PROGRAMMING
Featuring Today's Top Record Talent

(Advertising Deadline: Sept. 8)

Write, wire or phone your nearest Billboard Music Week office:

NEW YORK 36, N. Y.
1564 Broadway
Phone 7-1800

CHICAGO 1, ILL.
100 W. Randolph St.
Exhibit 6-9810

HOLLYWOOD 28, CALIF.
1520 N. Beverly
R9461 and 9-5831
**Reviews of New Singles**

**Continued from page 6**


**MODERATE SALES POTENTIAL**

**ROBERT ANDERSON**

Sad Little Lady

**Pros:**

- catchy melody
- emotionally resonant

**Cons:**

- weak production
- generic sound


**HUMIS ZACHARIAS AND HIS ARAB McDONALD**

**Pros:**

- strong, soulful vocals
- catchy, memorable hooks

**Cons:**

- limited reach
- overlooked by mainstream


**DAVE GIBBONS**

**Pros:**

- innovative composition
- unique production

**Cons:**

- niche market
- limited distribution


**SACRED**

**Pros:**

- powerful, spiritual message
- emotional depth

**Cons:**

- limited audience
- challenging sound
British Cats Dig Traditional Jazz

"Hill and Seek," Les Paul and Mary Ford's "I'm In Love," and Bert Horten's "They'll Never Take Her Love Away From Me," are some of the top LP hits.

New Low Prize Line

The Elgin Monroe-Dieseler disk will start releasing a new low price LP line aimed at all kinds of music. The classic record line will consist of the American Psychological Association's "Life of the U.S. American Musician," and 10 new releases from the same as for Pyle's Golden Guinea records, about $3, about $3.25, and $3.75 of the ordinary LP in Norway.

Aussie Notes

Scottish Soldier" became a small seller and has been followed up by "The Battle's Over" which is also a small seller. But there's a new interest in Scottish music here and "A Scottish Soldier" is certainly a sign of this.

Jim Nussfield of Melbourne will promote ten concerts throughout the United States and Canada. He will be supported by a group of rock and roll bands and will also be joined by Chequers Night Club Band's latest addition, Ian "B. Lorne," who has been with Stan Wilson, guitarist, Les Jock, and Denis Lee.

A new "Scottish Soldier" vent is in Sydney. A concert will be held every Friday night and this is independently produced.

Dutch Notes

The new disk from the Extemists, "Ricarda" (Irma) "Trouble," which has been released by T. E. C. Rod in Holland, Belgium and Germany has been received in the Netherlands. The Extemists are a successful production group, and this new one is no exception.

The 20th Century Fox, a renowned studio in England, Nono and the Gladitors on Decca, and the Extemists on Columbia, are all adapting the well-known composition by Julius Caesar.

Belgian Notes

The new song is becoming a new craze all over the world. It has been released at the Belgian coast where people are singing and screaming "Bride of the Desert, Baby, I Don't Care" and "Bride of the Desert, Baby, I Don't Care," which has made the rounds.

Among the other fine recordings available on Island Records, one of the best is "I'll Be Home for Christmas," performed by Johnny Tillmon (Halio) and "Baby, I Don't Care," which has been recorded by various artists.

Camilla's new German recording will be released on the Red Cross label in Hamburg on October 1st. It will be distributed in the United States on the Palette label, up to now he has made recordings for the German label. The song is a hit in Germany and will be distributed in the United States on the Palette label.

Tempo Stalkers

The tempo stalkers are a group of people who follow the latest trends in music. They are called "Tempo Stalkers" and their latest release is "The Ape" (The Monkees). The song is about "Men Without Nerves" and "People Don't Forget."
CMC Makes Last-Ditch Plea To Coin Industry for Funds

By NICK BIRD

CHICAGO—A last desperate appeal for operator, distributor and manufacturer support is being made this week by the Coin Machine Council by means of a giant broad-sides mailing to some 13,400 prospects.

The mailing is the official follow-up to the recent CMC announcement that it would be forced to discontinue operations.

In plain talk, the Coin Machine Council cannot continue its work without adequate backing by all segments of the industry—operators, distributors and manufacturers. Without sufficient money in the treasury, the council will be forced to discontinue operations.

The CMC called for help earlier this year after three years of public relations effort by the council on behalf of the coin machine industry. Officials noted that initial enthusiasm in the program cooled to where lastly a disproportionate amount of money had to be expended to gain new members and promote the council within the industry itself.

A look at some figures is revealing. In the operator category, CMC started 1960 with 244 on the rolls. Of them, 117 renamed members for 1961. In addition, CMC picked up 160 new operator members this year, giving the association a current operator membership total of 272, a slight increase over the 1960 total of 244.

Distributors Drop

In the distributor category, however, CMC started 1960 with 77 members, but could only get 33 renews and three new members in 1961, giving a current total of 36, less than half of the 1950 figure.

Consider the finances involved. Operator memberships go for $10 each. A few large operators contribute very little. The CMC's budget includes expenses of $126 each.

It is almost impossible, we know, to get victims to testify about gangland extortion. "But the jibe box has become an instrument of extortion, it is entirely within the public interest to eliminate the jibe box. It can be outlawed under the police powers of the city, certainly by special legislation."

The recommendation that jibe boxes be outlawed is based on the premise that it seems to the council that most if not all current jibe box operations are rackets. However, a check of the news stories in the Miami Herald and The Pittsburgh Press for the past year or so shows not one reference to this connection. Perhaps such a connection exists, but in this case, "Can't prove it." And, assuming that the attempt to kill Gallo could be traced to the thugs one-time excursion into the jibe box field, is that sufficient reason to put the overwhelming majority of honest operators out of business.

The CMC feels that the jibe box operators have been innocent victims of hoodlums like the Gallos. They deserve the protection of the law. You don't fight racketeering by punishing its victims.

The Mirror's editorial, by the way, comes with poor grace from a publication that has long been plagued by racketeering. This publication pays more money to the racketeers who supported them than it does to newspapers that are fighting racketeering.
United Debuts
Viking Shuffle, Frolics Bowler

DOUBLE-PLAY DISKS
Two-sided action may be expected from the following records. For the jive box operator limited to from 100 to 200 sides per machine, they represent maximum programming effectiveness. Records listed below have both sides either on the Hot 100 or have recently been on the Hot 100. See Spotlight Reviews for additional information on double-play disks.

YOU DON'T KNOW WHAT YOU'VE GOT (If You Lose It)
RAI DENNER
Gone
3006

CLOSE TO HEAVEN
DON'T BET MONEY HONEY
LINDA SCOTT
Canadian-American
127

STARLIGHT, STARLIGHT!
FAITH DUNING
Special
3764

LET THE FOUR WINDS BLOW
AND GOOD HEARTED MAN
MURRAY LEE
Eventually
3172

DUM DUM

TOGETHER
CONNIE FRANCIS
MEAN
1210

AND TOO MANY RULES
CRINGE
ROY ONSION
Movement
467

CANDY MAN

NOTHER BUT GOOD
HANK BALLARD AND THE MIDNIGHTERS
Keep On Dancing
3530

DELUXE FROLICS BOWLER

VIKING SHUFFLE ALLEY
CHICAGO — Flash scores and skill shot timing is featured in a pair of new United games — Viking Shuffle Alley and Deluxe Frolics Bowler.

Both games also have the more familiar Progressive, Regulation, Advance and Sprints — 460 games. Up to six can play at one time, and selection is made with a select button at the front of the alley. Flash scoring features traveling lights on the playfield and pinball registering changing values for strikes and spares. For strikes, the score values range from 300 to 800, with spares 200 to 600.

Both games feature high-speed play with no wait between throwing the first and second ball or pair. The alleys have stainless steel rails and are housed in United's new modernized cabinet. Both games come in standard lengths.

Princess Paraded
For Nebraska Ops
OMAHA — The new Rock-Ola Princess was shown to local operators last week by the H. Z. Vending & Sales Company.

Among the Omaha operators present were Frank Monahan, Abe Altinsky, Howard Ellis, Harry Witt, Harry Almenone and Joe Robison.

Other Nebraska operators attending were C. B. Casey, Laurel; George Eckhardt, Alma; Noel Anderson, North Platte; David Van Dyke, Alma; Roy Smith, White Clay; Romeo Cleveland, Orchard; Ted Dorn, Lincoln, and Ted Nichols, Fremont.

Iowa operators who turned out included D. C. Williams, Creston; Basil Barnhill, Fort Dodge; Rich Miller and Douglas Johnson, both of Sioux City, and Vince Jorgensen, Mason City.

This provides the operator with a mailing list, and a month before each child's birthday a brochure is sent to the parents.

Features of the parties will be sent to local newspapers, and small display ads are placed in local papers during the peak birthday season — May through July.

Coin-operated bowling figures to play a major role Fun Fair. Teen-age bowling leagues will be invited to play, and a bulletin board will be used to display scores and announce the play schedule. Small prizes go weekly to high scorers, with local newspapers notified about league activity. A standard prize is available to anyone who bowls a perfect game.

Shop while the children play at...
NAMA Offering Ops Helping Hand With VA Hospital Code

CHICAGO—The National Automatic Merchandising Association is offering to help vending operators with questions concerning the Veterans Administration's recently issued vending machine directive for hospitals under its jurisdiction. The directive was issued in compliance with public health code standards for all bulk product and perishable product vending machines, which are used at VA facilities.

NAMA's Machine Evaluation Program was set up to simplify examination and compliance procedures, said David F. Hartley, NAMA public health council. "As each manufacturer is authorized to supply photostatic copies of NAMA Letters of Compliance direct to the operator on equipment which has been examined and awarded such a letter."

"In cases where the manufacturer cannot be reached, NAMA will be able to furnish such copies to the operator on request," Hartley continued. He added that the complete listing of all equipment approved under this program is also available from NAMA, but only to dues-paying members.

Hartley added certification of some machines is also carried out under the auspices of the National Radiation Foundation.

"NAMA will gladly assist operators who encounter problems in connection with the new VA directive, or those who are unable to secure copies of compliance from the machine manufacturer on certified equipment."

The NEXT TIME you need FILL CHARMS

- take your pick-
- Plastic, Series #3
- Metalized, Series #10
- Metalized, Series #90
- Metalized, Series #80
- Metalized, Series #70
- Plastic, Votery Letters
- Samples on Request.

SAMUEL EPY & CO., INC.
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Jamaica 35, N. Y.

'Ball Gum Only' Route Pays Off for Ala. Operators

MONTGOMERY, Ala.—In some situations, the 'Ball Gum Only' route vending offering nothing but ball gum will pay consistently better dividends than its first machine, which offers charms, novelties, capsules, etc., claims R. B. Ewing, who operates in Anne 350 stops in this "Cradle of the Confederacy." While this policy probably won't work in other sections of the country, it evidently pays off in Alabama.

Ewing, who is a civilian worker with the U. S. Army during regular hours, found Montgomery a bulk vendor's paradise when he boards this downtown route, which has more than ten dozen bulk venders in use—and most of these were sponsored from various organizations or charity groups, in downtown department stores.

Buying a dozen Acorn penny machines each holding a machine driving around from service station to service station, seeking locations. During December 23 could be had only one refund, and installed as many machines as 30 days. "For some reason, nobody had ever been interested in bulk vending in this area," Ewing said, "the locations were thronged."

From service stations, Ewing franchised out into restaurants, out-door truck centers, drugstores, and the ubiquitous "creameries" throughout the city. Since he was using brand-new machines, he got a discount of $2.50 per unit above the contract price, or 10 per cent more than average for the first several years ago. By running the machines from six to eight months without a single return.

Ewing discovered almost at once that his customers were split just about evenly between colored and white youths, for both shared an equal interest in the machine.

Ewing has maintained an excellent reputation with his accounts by religiously renovating every machine on location every year, which means replating once a year; spray repainting, rechinning of all bright work, and frequently, new glass globes to replace those which have been scratched, chipped or otherwise damaged.

Conn. Officials and Operators Tentatively Agree on State's Vending Inspection Laws

CHICAGO—Connecticut State officials and vending operators discussed State health vending laws at a meeting in Hartford recently.

Tentatively agreed that:

(1) Operators be given their own machine identification numbers, which would be posted on the State identification, the operator's identification number and a serial number (as set up by the operator). The operator's company address and superintendent's address may be included, if desired.

(2) Operators would keep a record of numbers dispensed as well as tags bought for recalls.

(3) The remaining numbers would be renewed each year, but not changed.

(4) Sanitation regulations promulgated by the State commissioner under the law would be uniform with the U. S. Public Health Service regulations as far as possible.

(5) Provisions to be made so that existing equipment which is safe to operate can be continued in use.

The vending representatives agreed that there be a list of all known Connecticut operators so that the Commission will mail all required forms under the new law to all concerned, avoiding unwill- ing violation by operators.

At the Commissioner's request, the vending group submitted samples of suggested inspection score cards, and operator and machine license application forms, now under the State examiner's study.

David E. Hartley, National Automatic Merchandising Association public health council and industry consultant at the meeting.

Other matters discussed included inspection methods, training of State inspectors and a legal opinion expected from the State attorney general regarding local pre-emption provisions.

Meeting was scheduled for next month.

"It is important to note that the Commission invited vending representatives to assist him in drawing up administrative regulations and that this spirit of co-operation is for the benefit of the public as well as the vending operator in Connecticut," Hartley commented.

State officials present were Commission Attilio R. Frassaniti, acting director; division directors, and Eaton Smith, senior inspector. Besides Hartley, the NAMA and the State council representatives were Louis Grooms, president of the council; Morris Gottlieb, Sidney Diamond, Julian Brightman and Ed Himmer.
German Van Cuts Operating Costs for Alabama Operator

TROY, Ala.—The only practical way to cut down on operating costs, to meet the problem of rising expense for fill, machines, repair, gasoline, and parts, is to switch to "economy transportation" according to Noble Dolko, bulk operator who serves several counties between Troy and the North Florida border.

Dolko, a full-time operator, has routes which combine 10-cent, 5-cent and 1-cent machines, spreading them out in three directions and totaling up to some 400 stops. Until last year, he serviced his routes with a Ranchero-type vehicle which combined the advantages of a sports coupe and a pickup truck, large enough to handle bulky vending machines, and to give passenger-car comfort.

This year, the operator bought the expensive vehicle on the assumption that its faster performance would make it possible to service more stops per day. Now, he believes that he made the right decision when he reduced the basis of high gasoline consumption, high cost for repairs, the time required to get a canvas cover over the rear deck in rainy weather squalls, etc. Along with these disadvantages, the
two-past-presidents of vending machine organizations talk over plans for the first conference of the National Automatic Vendors' Trade Association to be held at the Lafayette Hotel, Yong Beach, Calif., September 8-10. B. J. (Bob) Grenier, left, president of NAVTA, was the founder and president for three terms of the California Automatic Vendors Association. He is the owner-manager of Deluxe Vending Services, a diversified operation in Culver City, Calif. Leo Weinert, right, was president of the Western Vending Machine Operators Association representing bulk operators in Los Angeles for two terms. Weinert has been named second vice-president and a director of NAVTA. A partner in West Coast Enterprises, one of Los Angeles' largest bulk operators, Weinert will represent operators of this category in NAVTA. He is also a director of NVA.

WEINERT NAMED NAVTA V-P.

CULVER CITY, Calif.—Leo Weinert, partner in West Coast Enterprises, one of Los Angeles' largest bulk operations, has been named second vice-president and a director of National Automatic Vendors Trade Association, according to B. J. (Bob) Grenier, NAVTA president.

Weiner, who also served several terms as president of Western Vending Machine Operators Association, for the bulk industry in Los Angeles, will represent the bulk operators on the directorate. Weiner was recently named director of the National Automatic Vendors Association.

Grenier said that a full slate of officers will soon be announced.

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Grenier said that a full slate of officers will soon be announced.
Memphis City Commission Halts Rule Restrictive of Coin Machine Trade

MEMPHIS—The city commission ruled last week on 29 recommendations made by a group of Baptist ministers last month which would have placed severe restraints on the sale of beer and liquor and adversely affected the coin machine industry in Memphis.

The city commission's decision on the various proposals was, generally, to say that the recommendations were not practical, or were a matter of "State regulation or would be studied further.

The published decision was, in effect, a victory for the coin machine industry.

There were two proposals among the 29 which, if put into effect, have almost destroyed the coin machine industry in Memphis. These two recommendations, which actually were given to the ministers by local representatives of the Women's Christian Temperance Union, were:

"That no gambling devices, pinball machines, music machines or similar devices be permitted to operate on any premises on which alcoholic beverages, including beer, are sold;"

"Another proposal was:

"That the number of establishments permitted to rent, sell or serve beer, on premises and off premises, be limited to 800. The basis for this is on a comparability basis in all other cities and one which could afford a more effective police action."

The city commission's answer to the WCTU was:

"Will study and consider advisability at a later date."

However, during the discussion at the city commission meeting on the question, Mayor Henry J. Canale indicated how the city commission would later pass when he said: "You can't legislate people out of business."

One of the two WCTU women present looked surprised and said, "No, mayor, you can't."

Of course, this is a vital and key issue of local concern, and the city might be fighting any such proposal put in the number of small restaurants and cafes which make up the majority of the locations for their machines.

Leading the fight is Edward H. Nevels, president of Memphis Music Association, and Dreu J. Canale, past president of the association. Nevels is an active member of the moon game route and Canale music and cigarette routes.

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E Berlin Troubles Hit Coinmen

By OMER ANDERSON

BERLIN—Communist East Germany's protectionist policies are expected to continue to take a heavy toll on the West Berlin coin machine trade for the near future. The West Berlin trade is part of the Communist German territory.

Sealing the West Berlin coinmen out of the market area is a Red Line, the Berlin storm clouds. But there are encouraging signs.

The division of Berlin has severely circumscribed the juke box operators. Operators have been striving for a formula which would permit them to gain access to East Berlin's bright spots (such as they are).

Admittedly, there has been a good deal of "pie-in-the-sky" in such hopes. A Red Line looms over the Berlin storm clouds. But there are encouraging signs.

Deals have beenpending for the sale of several hundred phonographs by West German firms to the East German state trading agency which operates East German's restaurants, hotels and buses.

Despite these hopeful signs, the coinmen have been forced to accept a 10 percent reduction in their selling prices. The division of Berlin has effectively reduced the West Berlin coinmen's usefulness as a means of relaxation and entertainment.

Operating Center

This is significant, because West German coinmen are a vital center of the entertainment industry. The city is likewise an important operating center despite its geographical problems.

Electronics is West Berlin's No. 1 industry, which has provided a base for phonograph production. Moreover, the city has been the traditional center of the vending machine production.

West Berlin's two kingspin concerns are Wiegandt (which has merged with Deutsche Wiegandt Co., a vending machine maker) and Guenter-Woelf-Woelf.

Juke boxes are produced by Wiegandt, by Bertram (an affiliate of Wolters-Woelf), and Elmo/ Wiegandt manufactures the 6000-series juke box, a wall box, and the 1200 selection Diplomat-C Bemar has the Harmonica, which comes in 1200 selection wall and floor box combinations, and the 200-200 selection stereo floor box模特. Each is an economy box.

Wolf-Auftritte is one of West Germany's major payout machines, and was produced by the Wiegandt manufacturing the Jupiter, Saturn, Rotomet-Ideal, and the Binilok.

Wiegandt-Deutsche Wiegandt is perhaps the largest German coin-operated equipment manufacturer, specializing in shopping arcade units and automated factory canteen.

Soviet Mission

It was to Wiegandt that a Soviet trading mission came several years ago for advice on coin machine productions. The Soviets purchased "samples" of each Wiegandt prod - uct — and talked extensively of placing "large" orders. The orders, so far as is known outside the company, never materialized.

But in due course the Soviets produced several hundred phonographs which struck Western observers as being copies of Wiegandt products. However, all this is now past, and West Berlin's coin machine manufacturers are looking to the future. What do they see?

Nothing to cheer about, necessarily. They are, as usual, all reasonably optimistic. The city is locked in a political war-orno-peace, and economically, the situation is hopeless.

If the Communists permit continued unhindered access to the market area, conditions are expected to continue to be good. Everything, including the juke boxes, would hit the coin machine manufacturers. How hard?

Air Freight

Air freight has made tremendous strides in West German in recent years. More and more German export cargo is moving routinely by air freight. This is not only the case with West Berlin firms, this city specializing increasingly on small exports to the world. The air freight market. Some coin machine manufacturing experts contend that they could switch to air freight and survive economically. However, it is problematical, despite the talk, that the West Berlin would ever revert the 1948 Berlin airlift, and even more so the Cominform. So most Berlin coinmen are answering their optimism in the solid conviction that there will be no revived Berlin blockades and no armed conflict over the city. They look hopefully but realistically at the present level for the indefinite future.

Headquarters City

West Berlin is headquarters for the Coin Machine Industry (VDA), of which Guenter-Woelf is chairman. The city also has one of West Germany's 11 operator federations, the Berlin Coin Machine Federation (BVA), with Rudi Janke as chairman and Josef Scott as business manager.

Berlin operators pay little heed to the city's troubled political situation. They have too many of their own problems. They have the problem of the demanded city, which restricts their operating area. And they have another odd and onionsome problem hardly known abroad: Berlin tends to be a dying city. The population is shrinking year by year as young people and even the middle-aged move to West Germany. Therein lies what is known in the Coinmen-theratized area. The coinmen are faced with the threat of the city's coin-operated establishments.

Aside from these endemic problems, Berlin operators are forced to grapple with the tandem dilemma of the West German operators: inflated taxes and inflated copy prices.

As even Nikita Khrushchev bowled his threats to sign a East German peace treaty, the Berlin oper - ator association was deep in a campaign to win reduction of the ammunition tax.

Next Case

The operator association is waging four parallel court cases against the East German tax structure. To the operators, these cases are of the utmost importance, in deciding their future business health as Khrushchev's threats of a nuclear doomsday.

However, all is not bleak with Berlin's operators. Economic recovery has provided the operators with much-needed capital. Some, in fact, have been improving by year despite the population decrease.

The juke box, furthermore, has a good "image" in West Berlin. There are a number of juke box-equipped youth clubs, and juke box dancing enjoy growing vogue with Berlin's young people.

Briefly, Berlin's coinmen find it hard to get happy with their Communist neighbors, but having counted with the West German operators, they are confident they can go on doing business.

Empire Coin Exchange

CHICAGO—Empire Coin Machine Exchange will hold a special session at the American Numismatic Association's annual convention. Bob Jones, unter engine, will introduce the 21-st Century Coin Machines. The cover all current United Coin equipment. All operators in the area are invited to attend. Dinner and refreshments will be served.

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The GOTTLEIB MEMORIAL HOSPITAL RECEIVED ITS FIRST PATIENT last week. William Clohessey (right) is greeted by Laura Carver, director of nursing; Carl Neubauer, executive director, and Dr. Cosser Porter, medical director. The $4,000,000 modern structure is a personal triumph for David Gottlieb, principal fund raiser and contributor, for whose parents the hospital was named.

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**European News Briefs**

**Saxonia Charged With Fraud**

COSLAR, West Germany—An arrest warrant has been issued for Rudolf Sepp and other officials of the Saxonia Coin Machine Distributing Company of Coslar. Sepp and the other Saxonia officials are accused of defrauding the Queen Mary's 20 fruit machines by having them take only tokens. The complaint states that the machines had a dummy lever in the form of a goody bag of golden eggs; it was only necessary to buy a box to procure Eggs. In all, Saxonia sold 318 persons chase contracts. A credit institution advanced the money by arrangement with Saxonia against promissory notes. The firm alleged that it had not given the buyers the machines, and then bound the purchaser to monthly payments. Purchasers were told that they could meet the payments easily from current coin collections. Saxonia located the boxes for purchasers for a fee of 125 marks ($32.50). Investigation shows that boxes were sold indiscriminately to pensioners, widows, and other persons of modest means.

**Roadside Food, Music by Coin**

KASSEL, West Germany—West Germany's Federal Highways Administration is opening a chain of automats automat restaurants along state highways and motorways. Eventually, the automats will circulate West Germany, supplying a market for several hundred jube boxes. The machines feature the same automatic mechanisms as have been tested after the U.S. Army's automaton snack bars. A jube box is a prominent feature of each Army snack bar. The German snack boxes will differ radically, however, in that food service will be almost entirely automatic.

**Payouts Ride the High Seas**

ROTTERDAM—Dutch steamship companies are planning to follow the lead of the Cunard Line and install payout machines at their own expense at certain charge of their own making. Eventually, the automatic machines will be on the same cautious basis as with the Queen Mary. Reports have described the Queen Mary's Evans as an unqualified success on its first voyage to New York. It is expected that Dutch steamship operators will follow the Cunard Line's lead, and put similar machines on the same New York run. The jube box trade here believes the location of fruit machines about steamship terminals will stimulate the jube box market. Photographs and fruits are regarded as a competitive two-power for ship's bars and game rooms.

**Common Mkt. Hikes Interest**

PARIS—The European Common Market is stimulating the French phonograph trade, although French manufacturers are unsure that it will help more than damage their domestic sales. Statistics show a rise of about 7 per cent in jube box sales between 1951 and 1952. The new 1952 machine is said to have stimulated trade of coin machines flowing from the lowering of customs duties on imports from France's Common Market partners—West Germany, Italy, and Benelux. The annual news of a $50 million jube box market has increased to 6,000 boxes annually. Further increases are expected as French economic prosperity takes firm hold. From the war's end until 1952 there was a virtual no jube box market in France. Since 1952 the new box market has been developing slowly, but France remains a land of extensive coin machines, as well as wines. The Common Market has coincided, furthermore, with the relaxation of import restrictions on American boxes—an important factor in the turnover increase.

**Operated United Shuffle Alleys and Bowling Alleys Welcome Everywhere**

**United Manufacturing Co. 4348 S. California Ave., Chicago 94, Ill.**

**Chicago Ops Battle Laundry Plan**

CHICAGO—A so-called model ordinance that would prevent the sale of jube boxes and amusement games from coin-operated laundry and dry-cleaning establishments is being active by the Automatic Music Operators of America here.

The ordinance is being advanced by the Automatic Laundry & Cleaning Coun. (AMO). The American National Laundering Council here to discourage the laundry and cleaning association re.quis.

AMO, managing director, E. R. Ratjauke, also wrote to C. S. Del- ling, executive director of the N. A. C. C., calling for harmony and a more "friendly approach" from the laundry association.

Wishing the operators have read with interest Billboard Music Trade's report on the current activities of the National Automatic Laundry & Cleaning Council, an organization which you have recently joined.

The council is sparked by the fact that in this new association, one of your first moves is to re.quis. the affirmation of your personal vendetta toward the jube box boxes by banning amusement mea.ures against it. We at AMO feel nothing but the best toward the other segments of our business—the jube box manufactures. We do not buy the machines in volume, and we are not price, and under-influence people, not to alienate their affection.

"Friendly Approach"

We hereby respectfully this "friendly" approach to you. We do this mindful of the many enemies created for all of us in the operations industry by the recent Chicago city council fiasco. Tying to gain favorable legislation through the mof-like unison is the height of folly, and we don't buy it.

"We will not buy unwaried attacks, direct or implied, upon the music industry for MOA is dedicated to the ending of this sport.

"Years for clear relations, Sie.crest, Music Operators of America, Inc., E. R. Ratjauke, managing director."

Although not elaborated on by Ratjauke, the reference to "comp. specific". is apparent to recent mob action at Chicago city council hearings around an ordi. adopted to regulate the coin. operated laundry and dry-cleaning establishments.

**W. Germany Legislation Balks At Machine Payout Increases**

**Bonn** — The Bundestag, West Germany's Upper House of Parliament, has rejected a proposed law increasing the maximum payout from machines to two marks ($0.50), double the present allowance.

The measure increasing the amounts allowed by the federal government and sent to the Bundes. rat for its consent—the routine legislative procedure. Bundesrat consent, in the majority of its instances, is given routinely. But the Upper House balked at the measure lifting the pay ou. capacity for the coin operators of gaming.

"The coin payout is low enough, in the Bundestag's opinion, to keep payout machines in pri. consumption; the "stagnating" period were the ceiling to be escalated to 50 cents, however, the machines would acquire dubious economic importance.

West Germany's coin machines are the result of the Bundestag's ruling with somewhat inverse logic to that expanded in the Upper House's ruling. The manufacturers contend that play for 50 cents is not sufficiently attractive to limit the lifting of the ceiling to two marks than the machines be made exhilarating re.quiries.

Payments have been sliding in pop.ularity in West Germany. Manufac. turers and operators blame a campaign of factorknocking (ac. cording to the operators) taxation, cumbersome bookkeeping, and the daily press, and the full-throttle German prosperity which makes modest winnings uninteresting.

**Nebraska Guild Gets New Life Insurance Info**

CHICAGO — Music Guild of Nebraska members will get information on a new life insurance proposal being prepared for association members when the group holds its quarterly meeting, September 34th, at the Evans Hotel, Columbus, Neb.

Also on the agenda are new pho. nograph and record releases, meet. ing of the Cornhusker Investment Club, and the association's regular business meeting.

Registration will be Saturday (3) afternoon, with a cocktail hour, buffet supper, and dance evening. Business will be conducted Sunday.

Presiding will be the association's new officers, Terry Win, president, Doc Stroh, vice-president, and Howard Stach, secretary. Hosts for the Columbus meeting are Doc Stroh and Frank Holmes.

Howard Elbs noted that the pros. lems of the guild meeting, those of the business area—and sales of coin machines to operators—had virtu. tally vanished, and that business in the area is good.

The adopted Chicago ordinance, fiercely resisted by the coin-oper. ated dry cleaning industry, pro. vides for an annual license fee of $125 for each coin-operated establishit. ment of 10 or less machines, and $25 for each machine in excess of 10 machines. It also limits the hours of operation from 7 a.m. to 10 p.m.

No restriction, however, is car. ried against jube boxes, games, or any other type of coin-operated equipment.

**Music Operators of America Invites you to Join**

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SATELLITE—six pool table, the economy version of the Elberore featuring a lightweight slate, slotted and tray. Use, and white, for. mat and top black and white, with. top flat black and white top on top rails.
see rock-ola color insert opposite cardboard charts

jack la rue, service engineer for r. f. jones, was in charge of the company's first service school in los angeles.

analyzing a service problem are, left to right, nick beaver, cactus amusement company, lancaster; skip sampson and jack randall.

listening to a briefing on the ami continental 2 era, left to right, chuck klein, manager of the jones los angeles office; ralph cragan, phonograph sales; jack la rue, service engineer; bill gray, vending sales, and ed wilkes, assistant manager.

indiana anti-pinball problem unsolved

by joseph kline

indianapolis—after a de
decl of legislative and judicial bickering over the validity of the statute, enforcement of the indiana anti-pinball law remains an un-

paced battle.

that officials find themselves in a dilemma in attempts to imple-

ment the measure was reaffirmed last week when the indiana alco-

bottle commission announced that it would revoke the liquor 

license of any place holding an occupational gambling 

stable. the firm policy of this 

commission to enforce the exact 

letter of the alcoholic beverage 

laws, including that section which 

prohibits the holder of a retail li-

ence from holding an occupational 

gambling stable. joe a. harris, 

commission chairman, declared.

IRS check

he said further that the 

commission would cross-check with the 

internal revenue service.

the excise division— the 

commission's police force — is under 

orders to track down violations and to report them promptly to 

the commission.

a day after the order was issued, a commission spokesman ex-

plained that enforcement efforts would be exerted only for ferreting 

out the holders of the $50 occupa-

tional gambling stamps.

he said that for the time being, at least, the commission would do 

nothing about liquor licensees who had 

sold $550 federal gaming 

device stamps for the operation of 

indiana pinball machines.

numerous requests for clarifica-

tions have been reaching the 

commission offices here, it was 

learned. the inquiries dealt mainly with the 

effect of the ABC order on 

operational pinball devices.

no prohibition

no liquor license is permitted to 

sell any occupational gambling 

stamp under indiana law. 

but the statute carries no such prohibition 

with respect to the possession of 

the $250 gambling device tax.

in answering those who argued that 

as a regulatory agency the 

commission could not place a 

stamp by a simple order, the 

commission's attorneys have formally pointed to the conflicting judicial 

decisions and to the several "pin-

table cases" pending in indiana courts.

most of the state cases had been 

adjudicated—at least two by the 

indiana supreme court. in 

some instances, the courts have held 

a machine with a free-play 

feature to be a gambling device. 

in others, the decisions were differ-

tent.

koopman case

without regard for state action, 

indiana agents of the internal reve-

nue service are planning an 

intensified drive for the collection 

of taxes and local fees.
Stereo Earphones With Juke Box
Add Private Listening in K. C. Bar

KANSAS CITY, Mo. — Installing two sets of stereo earphones, which rest on top of two wall boxes behind the bar at the Walnut Inn, popular suburban tavern here, is proving an interesting experiment for Phil Gilbert, veteran Kansas City juke box operator.

The two earphones relay stereo music directly from a 200-foot Seeburg phonograph, located in full view at the extreme rear of the big, old-fashioned tavern. Providing a small dance floor, some 20 wall boxes in bar and a juke box for selections, the 200-foot Seeburg is a full stereo model, with two-channel speakers distributed evenly up and down the 60-foot length of the service area.

As is often the case, however, the acoustics in the old building, constructed of native stone, are not ideal for true stereo. As a result, few, if any, of the bar’s regular customers are aware of the fact that they are listening to the finest in stereo music reproduction which can be had.

Stereo Headphones

This, Gilbert felt it was necessary to do something dramatic, in order to sell customers of the Walnut Inn on what the tavern had to offer in the way of stereo music. This led to the experimental installation of two, oversized stereo earphones, of the type normally used to demonstrate phonograph records in retail record stores.

Elevated atop the two wall boxes, midway along the bar, these make excellent curiosity pieces, according to Walnut Inn bartenders who, incidentally, respond with the suggestion that the customer can hear stereo at its best through the speakers, by simply dropping a dime in the wall-box selector, putting on earphones, and listening to separate channels on each ear.

"It just does a better job of separating the channels, and gives the customer something of an unusual auditory thrill," one bartender indicated.

"Then, of course, there is always the matter of curiosity. There are a lot of customers who don’t know what stereo is, no matter how many signs they have seen, or explanations they listen to on radio or TV, etc. After they have tried the stereo headphones for a number or two, they know exactly what it is."

Heaven Play

Gilbert’s aim is, of course, simply heavier play, inasmuch as more people are willing to experiment with a dime or two to listen to the headsets, particularly when the bartender hands back some change from a drink order, and suggest that the dimes be dropped in the wall-box.

It’s an effective form of selling, with bar customers, however, paying the freight, rather than using the operator’s own coins.

Far and away the greatest advantage of the stereo headphone installation is the excellent calling job it does on the public. Disadvantage is that the bartenders scarcely enjoy constantly wiping the headphones off when they are carelessly set down on a damp bar, or when drinks are spilled on them.

The experiment, wholly approved by Seeburg, which is sponsoring similar tests at other locations, will be continued on a permanent basis, according to Gilbert, one of Kansas City’s best-known and eldest juke box operators.

Michigan Operators Are Fighting Niles Coin Machine Tax Proposals

CHICAGO—Michigan operators are fighting a proposed city council ordinance in Niles that would tax juke boxes and amusement games $550 a year, wall boxes $4 a year each, and cigarine machines from $10 to $90 a year each.

Public hearings on the ordinance were scheduled for last week, but were postponed until Monday (30). It passed, operators would have three weeks before the city begins enforcement.

Frank R. Fabiano, Buchanan, Mich., leading the fight against the measure, said operators will carry the case as far as the courts, if the present schedule of fees was adopted.

Operators have termed the schedule excessive and confiscatory.

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NEW PRODUCTS OF THE MONTH

Distributors Paul Laymon, Los Angeles, and W. R. Patton, Modesto, Cali., go over some sales points following Rock-Ola’s recent preview of its new Princess phonograph In San Francisco.

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Says ROBERT F. ROMIO, Secretary-Treasurer, DAVIS DISTRIBUTING CORP., Syracuse, N. Y.

Mr. Richard Wilson,
Advertising Manager,
BILLBOARD Music Week,
New York, N. Y.

Dear Dick:

I received a signed copy of our recent Advertising Contract for our sixteenth consecutive year of advertising in Billboard. We are proud to join the ranks of those fine advertisers who have maintained a high level of advertising over such a long period of time.

Billboard advertising has been equally effective for our subsidiary companies, The Davis Music Agency Corporation, and Davis World Radio Corporation. The famous "Davis 5-Piece Orchestra" has become the hallmark for high quality, outdoor sound, and has operated successfully throughout the United States.

It might be interesting to point out at this time that our advertisements in Billboard have been placed through our Johnson Associates, incorporated in Syracuse, N. Y.

This is surely one of the longest and strongest Client-Agent relationships in advertising.

Please give Aaron my best personal regards.

Sincerely,

ROBERT E. ROMIO Secretary-Treasurer

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Gameco Inc. Wild Racer $165

Keystone Little Buccaneer $165

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Keystone Old Bowler $165

Auto Bell Queen Step Ball $165

Auto Bell Gallagheir Division $100

Auto Bell Crown Indian $165

ARCADE

Ball Jr Shuffle Bowler 8 1/2 $ 45

Ball Tournament 11 $ 55

Ball Tournament 12 $ 60

Ball Dazzle Jumbo Bowler 9 1/2 $ 55

Ball Deluxe Shuffle Bowler 8 1/2 $ 55

Ball junior Shuffle Bowler 4 $ 25

Ball Junior Shuffle Bowler 6 $ 45

Music

Mariettie 2000 (100 Mile) with Speed Test Program $ 275

Mariettie 2000 (120 Mile) with Speed Test Program $ 325

Mariettie 2001 with Speed Test Program $ 275

Sovereign 1934 125 Mile WM Drum $ 100


MOA Extends New Insurance Enrollments to September 15

OAKLAND, Calif.—Music Operators of America have extended their enrollment period deadline on their new supplemental life insurance plan to September 15. All MOA members who have carried the association’s basic life insurance plan, and are under 65 years of age, can receive $10,000 coverage for $7,000, paying $2 per month. Members over 61 can increase their $5,000 coverage to $7,000 by paying $2 per month. Members can also insure their wives for $1,000 and each dependent child for $300 by paying an extra $1 only per month.

No Medical Needed

No medical examination is required during the enrollment period. No medical examination is required during the enrollment period. No medical examination is required during the enrollment period. No medical examination is required during the enrollment period. No medical examination is required during the enrollment period. No medical examination is required during the enrollment period.
Industry Defended

Thus the loss of 41 distributor members cost the association roughly $8,200.

In the manufacturer category, the story is even more grim. Initially, CMC started with a hard core of five manufacturers, Bally, United, AMI, Chicago Dynamic Industries and Williams, each contributing between $300 to $600 per month to the program.

Two More Jola

As the program got under way, two more joined, Games Inc., and Keno. These seven comprised the major portion of CMC's financial base.

By the beginning of 1961, however, only three manufacturers, Bally, United and Keno, were still contributing members of the council, and the financial problems grew.

Ironically, the council is flourishing at a time when it has just begun to establish itself as an effective public relations organization.

Quotations From German

Support has come not only in the form of queries for information about the coin machine industry from the daily press, but interest in council activities from such far-flung points as West Germany, where jube slot operators have contacted CMC here, requesting information about an effective public relations program overseas, suggesting cooperation between the two groups.

The current membership mailing carries a montage that describes a recent situation in Milwaukee, where the coin machine industry received an in-bath of unwarranted bad publicity, followed by contrastingly favorable headlines after CMC's Casola and Earl Fiebiger, representing CMC's public relations counsel, the Public Relations Board, Inc., put in an appearance in the Beer City. The pair's frank talk with the press brought headlines, including: "Anti-Racket Support Needed" and "Coin Machines Seen Collecting on Respectability."

In his letter seeking support for the council, Casola notes: "If the Coin Machine Council fails, you and your industry will have failed in a great purpose. You will have failed to take advantage of the opportunity to win the public acceptance you deserve."

"If this happens," concludes the letter, "we will all be back where we started before the council came into existence—complaining instead of doing something about it."

NAEMA Sets Talk

By W. S. Fishman

CHICAGO—The National Automatic Merchandising Association's first step in its co-operative program with the packaging industry will be an address on vending by William S. Fishman at the 1961 Annual Packaging Forum to be held October 18-20 in New York. President of NAEMA, Fishman, is scheduled to discuss the special packaging requirements of 'coin-operated' vending machine industries.

The purpose of NAEMA's co-operative efforts in the packaging field is to obtain better packaging for vendable products, especially in the food line, said W. J. Manning, Jr., chairman of the NAEMA public relations committee.

Fishman is senior vice-president of Automatic Retailers of America, Inc., and has been active in acquiring other industries with the vending story.
German Van Cuts Operating Costs

- Continued from page 47

the truck posed the problem of being too large for the average parking space, and difficult to navigate through crowded alleys. 35 Miles to the Gallon

Early last year, DeRoin experimented with a German-made truck instead, a 40-horse power unit which features big, easy-to-open doors on either side as well as at the end, weighs less than half of his former vehicle, and which will produce better than 35 miles to the gallon of gas.

Before deciding to go into this form of route service transportation, DeRoin made a wise move, and leased the truck for one month; then, he kept exact figures on all costs involved, all the way from the purchase, sales tax, through gas and oil economy, payroll, etc.

One month was enough to convince him that he could actually save more than a third on route operation cost, and that servicing his longest route, amounting to some 160 miles, would cost only around 30 added minutes per circuit.

Same Payload

- The Alabama bulk operator immediately made the purchase, and in his own words he has "made life a lot easier for myself." He can carry the same payload as the $3,600 former model, at slightly lower highway speeds, but for less than half the amount of gasoline which the bigger unit consumed.

Packing is seldom a problem, since the little vehicle can often slip into the space left between passenger cars on city streets. Re-

Ind. Anti-Pinball Ills Unsolved

- Continued from page 50

of the $250 tag. Their right to press for the tax was confirmed by the United States Supreme Court in the Kropan case in 1927. The case originated in the federal courts in Chicago.

Walter Kropan maintained a number of points on his premises. The player could exercise the option of receiving relief for any free games. He was paid by the bartender in the place.

Federal Judge John P. Barnes ruled that the machines came within the provisions of the law relating to the $250 federal tax. But on September 29, 1956, the U.S. Circuit Court for the Seventh District reversed the decision on the ground that the federal statute did not cover pinball machines which do not have their own payoffs, but are made by the manufacturer in these establishments. This decision was appealed to and the United States Supreme Court held that pinball machines in Kropan's establishment were gambling devices within the meaning of the federal law.

No such definitive conclusions have been reached in Indiana even though 10 years have passed since the introduction of the first anti-pinball bill in the Indiana House of Representatives.

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Drop in to your distributor today for a demonstration

- Top rollers light pop bumpers, kick-out holes and side rollers for super score

- 2 center kick-out holes fire balls toward top of playfield—2 side holes kick balls toward players

- Bottom rollers score 200 points when lit

- 2 cyclopic kickers light alternately

- Match Feature—3 or 5 ball play

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

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

Look to WURLITZER for Leadership

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Kay Austin, Wurlitzer Operator, and John Baro, Owner of the Do-Nut Dinette, Charlotte, N. C., admire TEN TOP TUNES display on Wurlitzer 2510S Phonograph.