SONG OF THE WEEK

'Plus 2' Gets Wait And See Action

HOLLYWOOD — Jim Conkling's 'Plus 2' innovation (BMW, August 28), aimed at stimulating single sales, last week stirred industry reaction ranging from "it's ingenious" to "it won't work." All who commented, however, agreed on one point: Conkling and Warner Bros. Records, the firm he heads, deserve credit for attempting to find a solution to one of the industry's knottiest problems, the waning singles business.

BMW's "Plus 2" plan, as exclusively reported in last week's BMW, offers the singles buyer a bonus track on each side by the same artist for the same price. Idea is to give the consumer more for his money without cutting the price of singles, thereby protecting the dealers' markup while attempting to generate sales excitement. Conkling said his label will go on a full "Plus 2" policy starting with its September release, and called upon other labels to do the same in an industryside effort to bring back the singles business.

BMW found most Constabulary-manufactured companies in no hurry to jump aboard Warner's "Plus 2" bandwagon. Nearly everybody said his plan will "wait and see," and if the plan proves itself by virtue of WB's increased singles sales, only then will others come to Conkling's support. Many of those on the wait and see side indicated their personal belief that the "Plus 2" approach was not the answer to dwindling singles sales.

"We haven't given any thought to trying the "Plus 2" plan, but we are extremely interested in what has been done, and will watch its developments with keen interest. Any new and creative thinking that can be applied to single records should be welcomed by the entire industry," said Challenge Records President Joe Johnson (whose label

(Continued on page 37)

Dot Expects $5 Million Fall Sales Program Take

Randy Wood Foresees $2 Million Gain Over 1960 Figure Through Incentives

HOLLYWOOD — Dot Records expects to ring up $5,000,000 in singles sales during September, the month of its 1961 Fall Catalog Program. The sales prediction, figured at the manufacturer's price level, was made to BMW by Dot President Randy Wood. It exceeds by some $2,000,000 the sales of Dot by Dot last year's Fall Program.

Dot's 1961 sales plan closely parallels in offer of a year ago including its promotion slogan: "all months to pay" benefit and tops the previous deal with the addition of a special discount. (Last year's offer excluded a price-break.) The complete 1961 plan is as follows:

(Continued on page 38)

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OPINION

SAM GOODY

"I wonder if The Boys will help me this time?"

(Continued on page 47)
Distrib Weiss Claims Business Booming; Competing Racks Cut Some Disk Prices

HOLLYWOOD—Milton Weiss, the Los Angeles distributor who recently stopped selling one-stops ("They're in direct competition with us"), last week claimed his sales were up 30% of the total of the other one stops leading his top our service-cutting crosier... At BMV exclusively by the (August 14) issue, Weiss had informed all one-stops that he will be going out to all his stations, "at least 35 dealers come into my place who had been buying our one-stops. I haven't seen them in a long time, but I said I'd be back. They're not one of these are customers we can sell to without a Merchandiser. The distributor sells, but the one-stop is only an order taker. Our business is four times what it was before.

"I can't think of this is due to me, getting customers who used to go to the one-stops, because we aren't a stronger line of hot sellers now than we had a few years ago," he added.

"I'm confident that a lot of the customers have sold down the dealer, rather than letting the one-stop feed them only the hits.

This copy report came in the face of a price cut at the leading dealers by the area's two one-stops, Sammy Ricklin's California Music and Harry Dow's Dale Record Service. California Music, the West's largest one-stop operation, circulated dealers during the previous week that it had a special sale (from August 21-31, inclusive) for music's Phonograph Sets and for sale: Hotwin's "You Don't Have to Be Rich" direct to 850 the (from the dealer's own) and slightly more than $2.15 the (both cut from the dealer's list).

Harry Dale was notifying dealers that a photo list of LP's which list at $4.98 will be slashed to $2.30 at the one-stop. Thus, the dealer will return for money that has been spent on his record cutout. However, it is not possible for them to undercut the distributors.

California Music's Ricklin told BMV: "Our business with the one-stop is very low, but it is particularly good. We wish him all the luck with his endeavor. We don't have it in a drastic way. He admires my courage and the way in which he is handling the situation, but the prestige upon which he bases his operation.

Ricklin added that he's opposed to bringing in transcribed merchandisers who are doing nothing to cut off his source of supply.

"It is hard to believe that he is not a distributor, the premium point upon which he bases his operation.

Weiss' one-stop crackdown his op- tions that he feels the pinch, he said he has other sources of supply, and however, Weiss' dealings with one adjoining 30 dealers, only losing those sales to another supplier.

Some one-stops have written to Weiss' manufacturers and asked him to stop using his brand name. The distributor insists he has not infringed on any one of them. "Every one of my manufacturers has felt that I can present their merchandise in and not be compelled to stop using one-stop or change their name," Weiss hit. "They are not fools. They know it's impossible for the one-stop to sell their merchandise properly. At least two one-stops have written to my manufacturers. The labels know I'm taking this course to increase my business, and if I'm able to do this, they know there will be profit and rise along with mine."

Has the one-stop price war hurt him? Weiss insists not at all. "I've never expected much of the merchandise dealer. I've had deals with the best selling records and sell right along with me without even naming them. You'll be forced to work that way as many as we have from dealers who said they don't want to sell the one-stop or change from a one-stop. It seems the dealers don't like to see a power move come into our business."

This quotation brought only smiles from the competition.

Other distributors, some of whom added the information that Weiss' addition of another one-stop did not affect his buying power. However, they can't buy the one-stop, had his one-stop cutout reduced to 22.5 (both cut from the dealer's list) and sold for a new brand name.

Dale told BMV that since

36% of U.S. AM Stations Carry C.W.

NEW YORK—Some 36% of the nation's 3,327 AM stations are carrying "full-time" country music programming, according to a survey of program directors made by the Country Music Association, national organization fostering country and western music. Survey was recommended to the CMA's board of directors at their first quarterly meeting by a J. Jeffrey Sippel of BMV and was complied by Mr. Walker, executive secretary of the group. Survey elicited a very high response from radio station execs, over with over 50% of the stations replying, even though over 17% of the respondents indicated that there was no country programming being done.

The actual response of stations carrying country music varies upon number of stations and daily programming time devoted to country and western, breaks down as follows:

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<th>Radio Programming of Country Music</th>
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OTIS' STATUS IS CLARIFIED

NEW YORK—In a story in the Reflector, Otis, the former owner of the formation of the new Otis-Sunset Management, it was stated that he would no longer include (Clyde) Otis' small interest in the company, but that it was held by "Brook Benton." This story gave information that the statement while that "Otis holds a small interest him, his management continues to be Mr. Dave Dreyer," and that Sunset Enterprise is not authorized to act for him (Benton).

Schein Col. Int. GM Post

NEW YORK—Harvey Schein has been appointed general manager of Columbia Records. He will supervise Columbia Records' transactions with its licensees in Western Europe and Germany. Columbia's subsidiaries in Canada, Australia and Columbia's domestic operations relating to international, broadcast and motion picture services; Latin-American co-ordinating for BMV. He has also been a director of Columbia's Foreign Sales Corporation and Managing Director of Columbia's European subsidiary.
EDITORIAL
C.W. Exposure

A survey of country music programming (see separate story) indicates that 36 per cent of the nation's 3,327 AM outlets devote time to this major segment of our musical culture.

One must assume that the exposure facilities are present. One can also assume that the extensive exposure time reflects a listener's interest. Why, then, is the pure country music market diminished to the point where a good C.W. record often sells in disappointingly low quantities?

Perhaps the answer lies in the failure of manufacturers and distributors to advertise FIT or to contact their local bands --- to promote country music. Certainly the failure is not with radio. The broadcasters continue to have faith in the material.

From a dollars and cents standpoint, it would be wise to try very seriously with a results and income-minded policy and act upon it. What is necessary here is new enthusiasm and drive on the part of many diskies and record men who have had too long a sight of a lucrative field while pursuing the pop mirage.

In conclusion, we may point out that the maintenance of the vitality of the country field is important in an even larger context. It is much the same as the problem of maintaining the vitality of the small arts and handicrafts. Much depends on the surging of the fresh inspiration from the roots --- from the artists and songs of the heartland.

Diskeries Seeking Hot Answers

JUNE BUNDY and PAUL ACKERMANN

NEW YORK---An old-fashioned tune is being played in the single record field this month, and promotional efforts by the labels and distributors are being stepped up considerably in coming weeks.

Tales of the songs are European imports, pointing up the increasing trend toward the development of a truly international disk market. There are 10 different versions of "Wooden Heart" (one of their answer songs) on the market representing three different publishers. Fantastic House of Sweden's Swedish "Moon River," (theme from the new film "Breakfast at Tiffany's") and "Well I Ask You" published by Holton, Inc., here and Essex Music, Ltd.

STATION DINGS ALIEN SOUND

RICHMOND, Va.—In an effort to keep diskers abreast of the different "sound" station, WERE, here, has made arrangements whereby key record manufacturers in six different countries (Norway, Canada, Mexico, Great Britain, France and Italy) have been assigned to the foreign wax for airing by the station's deejays. The station promises to blend with U.S. pop disks and the result, according to general manager Don Hudson, is that WERE has "a sound which cannot be duplicated by any other station in the area."

Among the disks introduced by WERE in recent weeks were "Have a Drink on Me" by Lonnie Donegan (from Canada), "I Want to be a Rock and Roll Star" (there is the original version of "La Pa-Changa" (Mexico) and "A Special Gift to You" by Brian Healthy (author Andy Stewart), "Soldier." The station is now trying to set up a schedule of record deals with arrangements with diskies in New Zealand, Australia, Belgium, Denmark, Germany and Italy.

Jazzmen, Singers Tread the Boards for TV Dramas

NEW YORK --- The historic talents of six jazz musicians, two figure singers and two KDKA, Pittsburgh, Treasury Department radio-tenors have been combined in two upcoming CBS-TV dramatic shows this fall.

Elmer Water, Coleman Hawkins, Teddy Wilson, Ben Webster, John Bunch and a figure singer Fred O'Neal, and guitarist Bill Bandy will appear in "Goodnight, Sweetheart" and "The KDKA Conspiracy" on the CBS-TV series "Route 66." In each case, the distinctive studio plots of Tracey Jones of KDKA will appear in each show. The two series which were filmed in Pittsburgh, Pa., featuring Tony Tallon and Connie Towers will be featured in the fall under the title of "Perry Mason" on CBS-TV.

Elridge, Jones and Truop will switch instruments for their respective telecasts. Trumpeter Elridge will appear as a drummer; trombonist Jones will play a trumpet, and pianist Truop will play drums in his role as Bongo White. Special musical arrangements for "Badman's Ball" will be by the "Route 66" show.

"The Case of the Missing Melody," include a jazz version of the title song which was written by Robert Allen "March" penned by baritoner Barney Kern.

Super Market Toy Rack File, Films Chapter 11

Leading New York Distributors Involved in Proceedings; Hassle Over Procedure

NEW YORK --- Super Market Toy Rack, Inc., one of the country's leading jobbing firms here, with reportedly more than 500 dealers in the five county area of this city and Philadelphia, last week became the fourth company in its kind in recent months to file a petition under Chapter 11 of the Federal Bankruptcy laws.

A number of record distributors have been burned by this last New York failure and incalculable information now available to New York City's Office of Financial Management Association, at whose 23rd Street offices a creditor's meet will be held at 1:00 p.m. Thursday (Oct. 31).

Distributors Involved

Among the record distributor creditors listed in preliminary figures are: Alpha, $13,946; Action, $5,000; Superior, $4,700; Porters, $7,400; Columbia, $7,000; King, $2,800; Malverne, $1,300; and others.

A number of others were also involved in the proceedings. Among those listed are the following: Survivor Distributors of Philadelphia, approximately $3,000; Private Press, Ltd., liabilities of $627,534 as against $335,000; Andover, New Jersey, distributor, Super Market Toy Rack, Inc., also filed a petition for bankruptcy here. In the case of Private Press, Ltd., the court has authorized the company to sell its inventory of $218 as against assets of $245,000.

The Toy Rack is the second company deeply involved in records, listing another number of Grand Union supermarket accounts among its principal accounts.

Procedure Hassle

There is considerable hassle now going on between the creditors of the two different bankrupt firms, with some wishing to liquidate their assets separately, while others prefer a consolidation. At the moment, the referee in bankruptcy is examining the books of the two firms to determine if there is enough to liquidate or if separate proceedings will be returnable Wednesday (Oct. 24).

Other distributions are being through the books of both firms.

The companies are currently both operating under court order. The court has placed all assets in bankruptcy, "this status is expected to be continued for at least two weeks. While the past month's important record firms in Los Angeles, Boston and New York, for example, have been forced to shut down, here, at least, "it is more than a mere going out of business," as the court has described it.

MGM in Indie Distrub Scene With Asistrea

NEW YORK --- MGM Records has signed a pact to distribute the new Choo Choo label, named after the direction of indie label distribu- tion that the company has under the "Red电动汽车" label, and is described as "An Evening With Fred Asistrea," a collection of pop music tracks of Asistrea's two highly successful taped TV outfits. This is the first such deal MGM has made under the Asistrea label.

Meanwhile, Broadway star, Carol Lawrence, who is currently singing in a legitimate, "Subways Are for Sleeping," is now recording her first album for Core. Also signed for the discharge is the Elliot Brothers of Asistrea.

Jocks Files Suit Against Station

HOLLYWOOD --- Six striking jocks last week filed suit in the Los Angeles County Court here for $2,000,000 damages, charging defamation of character and invasion of privacy, against the owners of KFWB, the Colwell-Crowl Broadcasting Co.

The complaint charges that the jocks were hired by KFWB to handle the striking jockeys' paychecks "together with a picture of Alfred Gwynne" Venable, Magna, certainly denigrating the respectability of law or mechanical intelligence."

The jocks, each of whom is owner of a major horse, demand $100,000 punitive damages and $400,000 in general damages from Elliot Field, Clive Hermann, Joe Owens, Dorothy Owen, and Ted Quillan.

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Home Market Purchases Instrumental in 6 Mos. British Disk Production High

LONDON — British disk manufacturers' product in the first half of 1961 is running over 60% higher than the same six months last year — and the year before — and 60% more than is being produced entirely in the home market. Export sales in the first half of this year are 50% greater than in the previous year and at $3.7 million was the lowest recorded since statistics became available in 1957.

Production of 8.1 million LPs was also the highest ever recorded, being 40% greater than the first half of 1957 and 66% greater than the first six months of 1957. They have not contributed to the general trend, however, despite some increases in gross retail sales, in the introduction of low price albums in the last two years and the emphasis on the price as the main factor. The lower price range has been estimated to cover 22% of home market. No statistics are available of single sales for the first six months of 1961.

The manufacture of 43 million 78 r.p.m. production being given over by CEP 90. This is the trend for the last year, but 12 per cent less than the 48 million produced in 1957.

Which disks contributed to the 1961 singles sales? Individual manufacturers' sales reports are not available, but it is clear that the major trend is toward the compact disk with a larger pull in the field. Mark Johnno of New Musical Express surveyed the paper's best selling record chart, card grown weekly in the last year, in 1,000 copies. On No. 1, received 300 points, 29 No. 2... 

Pye Records Bringing American R&B, Jazz Series to England

LONDON — Pye Records launches its second major label of the year tomorrow (5). Called Pye America, the new label, housed in the Pye Building, 20, is a joint venture between British Pye and American (RCA) Music

By June Bundy

NEW YORK — Nostalgia continues to exert a strong audience pull on radio, TV and in the recording field with 15 oldies on BMI's "Hot 100" chart this week and 12 oldies showing in the Top 100. Chart... 

Deejays, Chart Reflect Oldie Pull

By June Bundy

THE WORST, New Century Café, is featuring an annual Old Timer's Day by staging a "Dancing Along" at Cadillac Park, where the event took place. A program-including the "Bunny Hop," "Indiana Hop," "Turkey Trot" and other dance forms will be presented.

Bill Terry, KING, Seattle, observed V.I. Day (August 14, 1963) last month by programming the Bermonos' "It's a Wonderful Day" as one of the features in the program... 

Backwards Chorus

Station WJATT, Augusta, Ga., is featuring old hit records in a "Turnabout Tunes" contest conducted by Lay's Potato Chips, which sponsors the show. Entries are received from all over the country. Old hit disks are played with part of the choruses aired backwards, without any cutouts. First prize will be a $100 shopping spree at a local department store.

"Golden Record" segments on shows other than Lay's are becoming increasingly popular. One of the latest is featured by Bruce Morrow, who joined WABC last week in the 10 p.m.-midnight time slot. The feature is tagged "Golden Gold" and features top hits of the past.

The annual Oldies show is a musical program with over 50 hits each year. The program is heard on KVYER, the development of the c.w., and on WPYR in U. S. border field. KVYER, with Glenn Miller and Paul Whiteman, Brooks notes that disk programming for the oldies show is culled from the station's library which dates back to the 1940s, with albums collections of memorable old recordings and the oldies collector's item brokered from listeners.

The "Hot 100" chart this week includes 15 recognizable pop oldies, plus a flock of rhythm and blues oldies that are being heard on many of the new pop market today. The oldies include Connie Francis' "Together," "Amor" by Ben E. King, Lonnie Donegan's "Does Your Cheeky Ginn Ginn Loan Me Its Flavor," the Flatters' "Till Never Smile Again," the Four Seasons' "Sherry," Elvis Presley's "Water Boy," the Sensations' "Music, Music, Music," "You Must Have Been a Beautiful Baby" by Bobby Darin, Dianne Eddy's "My Blue Heaven," the Turtles' "Jelly Roll," the Ventures' "Wipeout," the Flattens' "Xox South Saturday Night" by Nino and the Ebb Tide, the Cliffords' "I Love You for Sentimental Reasons." Also featured are "Hooked on Love," "To Know Tonight," and Ella Fitzgerald's "Mr. Paganini." 

Network TV, which has always relied on oldies and standards in its programming, is also musical nostalgia during the coming fall and winter season. Upcoming oldies shows that may be of interest to the late Jio Ziegfeld, the "Lerner and Loewe" Book, a musical biography of composer Harold Arlen, and "Sounds of the '60s," wherein Alan Freed and some of the nation's top disk names will examine the sound of the music in this decade.

COMING SEPTEMBER 18

The 9th Edition of the
BILLYG Ork A Week MONTHWEEK

FEATURED ON RECORD PROGRAMMING

...the special 8½ x 11 stick-supplied replacement for the traditional record spinning and chart-challenged LP, exploiting elements of the music-record industry, and... over 200 pages of facts on each of the best selling record personalities.

COMING IN THE SEPTEMBER 18 ISSUE

Advertizing Deadline: September 8
IT'S STARTING TO ROLL
“DRUMS”
KENNY CHANDLER

THE RECORD THAT STARTED IN THE SOUTH AND NOW WINNING THE NORTH!
“SOMETIMES”
GENE THOMAS

HERE'S A NEW GIRL MAKING LOTS OF NOISE ON THE RECORD SCENE
JOYCE DAVIS "STOP GIVING YOUR MAN AWAY!"

JUST RELEASED - STARTING TO GO!
MARV JOHNSON
"OH MARY"

FLIP SIDE: "SHOW ME"

TWO INSTRUMENTAL WINNERS

DON COSTA
“THOSE THINGS REMAIN”
FLIP SIDE: "LA LA LA"

AL CAIOLA
"AUTUMN IN CHEYENNE"
FLIP SIDE: "SPEAK LOW"

729 SEVENTH AVE., NEW YORK 19, N.Y.
AN OPEN LETTER TO THE INDUSTRY

In the past year, to the best of our knowledge, only one single has hit a million: Elvis Presley's "Are You Lonesome Tonight?" Actually, there have been several No. 1 singles in the past few months that have not even hit half-a-million sales! We're all concerned about the badly sagging sales of singles. Everyone realizes our industry needs singles sales. They're vital to our business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the industry a revolutionary new concept in singles. We call it the

**SINGLE**

What "PLUS 2" means is this. Customers get not only the usual two new songs per single, but also the two "Oldies" (past hits of the artists)—all for the same price as an ordinary single. One single with 4 songs for the price of 2.

*Everyone gets more from this*

**CONSUMER:** Gets two more songs for the same price. And when the consumer catches on to the value, and sales go up...and up...and up...

**DEALERS:** Get more sales at today's normal discount structure...

**RADIO:** Get more readily-available material for varied air play...

**DISTRIBUTORS:** Get more sales at today's normal discount structure...

**JUKE BOXES:** Get more plays...

**MUSIC PUBLISHERS AND COMPOSERS:** Get more royalties, plus more hits turned into standards...

**ONE STOPS:** Get more sales at today's normal discount structure...

**RACK JOBBERS:** Get more sales at today's normal discount structure...

**AFTRA AND SINGERS:** Get more contributions to the Welfare and Pension Fund, plus more potential employment...

**RECORDING ARTISTS:** Get more royalties, plus more exposure of their hits, plus more stature built through standardizing their Oldies...

**RECORD COMPANIES:** Get more sales...

Warner Bros. Records is behind the "PLUS 2" concept 100%. ...with ads, promotion, merchandising aids. We're in for the long-term push. We invite...we urge other manufacturers (many of whom can benefit more than us because of their greater store of "Oldies") to join in this project to revitalize and stimulate the singles business.

*There is a future to the singles business.*

*Everyone will benefit.*

The "PLUS 2" SINGLE may well be the revolution we've all been waiting for...

JAMES B. CONKLING, President
WARNER BROS. RECORDS, INC.
THE EVERLY BROTHERS
INTRODUCE THE FIRST
+12 SINGLE
+12 OLDIES
DON'T BLAME ME (WB #5501)
MUSKRAT
+12 OLDIES
RECENT SMASHES
WALK RIGHT BACK (It sold over 600,000)
LUCILLE (It sold over 1,000,000)
+12 OLDIES
FOUR FOR THE PRICE OF TWO! $.98 RETAIL

the first name in sound
WARNER BROS. RECORDS
BURBANK, CALIFORNIA
Coast Tags It 'Local Action'

[Continued from page 2]

San Francisco: It's a local situation, and because Goody is buying even under the wholesale price, it can spread. Unless someone is guilty of flagrant price discrimination, it seems inevitable that if Goody wants to carry the line for the New York boys, but they'll probably pay twice the price. It's something on Goody's part, because a hit will sell without cutting the price, and singles the customers don't want won't move even if you discount them.

Price Is No Object

Clyde McCall is now handling the three Music City store, said, "Even if he (Goody) were here, it would be no object to them. They'd buy what they want, and I don't see how they would get any far less than the retailer's price for them, unless you pay them on the real cash basis to the pressings.

'Goody' is only trying to create publicity for himself. He explains that he never meant anything to him, and they won't even pay him for his services. He's just trying to stir a little tur- bulence in the record business here from time to time. It won't last.

Capitol Records Marketing Vice-President Arthur Lyons, for his part, personally does not feel that cutting price is a good policy. He said if it approaches the point where it becomes a matter of cutting it for all of us, I've never heard any dealer complain about the price of sin- gles. He said, "If Goody's hard-pressed buyers don't want to buy a certain price, that's his hit that good, they will buy it. It's his kind of self- cutting price.

Local N. Y. Battle

Jim Reiney of the Giant, Downtown, and Vista Records, found; "It's a local battle, but it's also a measure of the strength of the singles market.

"Goody is using his singles price- setting as a get-away. It's nothing new. Singles have been used before as loss leaders. I don't increase the volume."

Midwest Dealers See No Effects

[Continued from page 1]

tains 35 percent of the record business in his area despite neighbor- hood competition. He said that it was due to his willingness to obtain the first choice of singles and LP's to a number of demonstration photographs and album cut sheets.

Little Al Speaks

At Timmer, Little Al's retail and one of his few LP's, the line of singles and LP's to a number of demonstration photographs and album cut sheets.

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THE VOICE THAT SELLS!

ADAM WADE

... WITH A GREAT NEW FALL SMASH

... A SWINGIN' SIDE
... A BEAUTIFUL RHYTHM BALLAD

LINDA

TONIGHT I WON'T BE THERE

COED 556

COED RECORDS

OPENING
COPACABANA
NEW YORK CITY
SEPT. 7


**WITHER THE COUNTRY JOCKEYS**

*By BILL SACHS*

Now that NBC News has given Country Music Promotions, Route 1, Box 544, Suffolk, Va., is back on the job after a 10-day vacation during which he visited briefly with Art Barrett, who with Eddie Maberry spins the country as was WCKY, The Wango, and still is heard on the available sample copies of Connie Hall’s latest on Decca, “Foolish Me.” I was “As Lonely As Anyone Can Be.” “Willow Tree” is their latest. 

**ABEL-DEEJAY PANEL**

By NIKI KALISH

**SING—LONG FOLLOW-UP:** The winner of the KDKA, Pittsburgh, “Sing—Along contest” for the month of March was Sullivan Trio from Duquesne, Pa. As promised, the group is to have a trip to New York complete with auditions recording sessions there. And all the majors have a chance. Columbia, Capitol and RCA Victor. The group is due to begin recording on the last week of this month as part of the station’s top at a local amusement park. Other prices were awarded, including a stereo console. 

**The Flamingos and the Four Freshmen**

By JUNE BUNDY

Joe Nicaragua leaves KBOG, Hollywood, this month, when the station moves its transmitter to Catalina Island. The jock is negotiating with other two or three stations but a final decision should be finalized soon. . . . Dan Daniel, formerly with WQYD, Minneapolis, has joined WBPQ, St. Robert Sherwood in the 1:56-2:30 am slot. The six foot, five inch jock, a Texan, at one time was a professional small star with the Minneapolis Lakers. . . . Larry Gre, WLBR, Lima, Ohio, worked a hour-long “Coca-Cola Hi-Fi Club” show to Saturday morning on that “Coca-Cola Hi-Fi Club” show to Saturday morning.

Buddy Holiday, WCKR, Miami, has added a new character to his show—a Chinese weatherman, tagged “Bobby Noggin,” as well as Grandpappy and Errol Troy on the program. Normally, the show now plays on the weekend at KALL, Salt Lake City. All of Castle’s show uses carry a “royalty” theme, “The Kings and Queens of Song,” the “Royal Weather,” etc. . . . Los Angeles deejay Dick Whittinghill will play a 2:00 Hollywood movie columnist in Jerry Lewis’ new movie, “The Nutty Professor.” . . . Dick雏 has left KUDI, Kansas City, Mo., to join KJIN, Denver.

Pat Reynolds is the first gal deejay at WJMJ, Lewistown, Tenn. She emcees a morning show. . . . Station KDA, Des Moines, Iowa, has been purchased by Star Broadcasting Inc. and has completed revamping its deejay programming. Larry Harper is in his new program director and takes the 2:00-6:00 am time slot. 

**ARTISTS’ BIOGRAPHIES**

For your programming use, here are pertinent facts about your disk artists. If clipped and pasted in exactly as pictured, this biographies will help you build a permanent file of such data.

**This young artist began his professional career as a song-writer, and through the years has written such songs as “Footsteps,” recorded by the Oak Ridge Quartet; “The Way a Lonely Heart sings,” recorded by the Randyazzo, and “Time’s Marching On” by the David Davis, and the Evergreens.**

**DICK AND DEEDEE**

Dick, age 19, and Deedee, age 17, are from Decatur, Ill., but don’t for Liberty Records as their debut disk. The “Man’s High” side, due to hit the airwaves within the month, is a song tagged “I Want Some.” The couple—left to right—is one of Country, who has been married to the junior high school and eventually supplied the needed female touch. They have already recorded a second disk that is due to hit the airwaves soon.

**POP—5 Years Ago**

**SEPTEMBER 8, 1953**

1. Be Good Daddie’s Girl — Del Reeves, RCA Victor
2. What Will It Be When I’m 25 — Del Reeves, RCA Victor
3. Flying Saucer, Buchannan and Goodman, Vocalion
4. Canadian Solar — Budge Withers, Columbia
5. Allegro Moon, Polly Pege, Mercury
6. Paradise, Polly Pege, Mercury
7. Paradise, Polly Pege, Mercury
8. Paradise, Polly Pege, Mercury
9. All My Love Is for You — Paul and Virginia Fiedler. Capitol
10. Baby, Baby, Baby — Don Boldug, King

**RHYTHM & BLUES—5 Years Ago**

**SEPTEMBER 8, 1953**

1. Let’s Do Something For Love — King
2. Let’s Do Something For Love — King
3. Let’s Do Something For Love — King
4. Let’s Do Something For Love — King
5. Let’s Do Something For Love — King
6. Let’s Do Something For Love — King
7. Let’s Do Something For Love — King
8. Let’s Do Something For Love — King
9. Let’s Do Something For Love — King
10. Let’s Do Something For Love — King

**TOO OLD TO MARRY, TOO YOUNG TO MARRY**

**SEPTEMBER 9, 1953**

1. Good Times Roll — Jack Greene, Columbia
2. The Right Kind of Man — Jack Greene, Columbia
3. Good Times Roll — Jack Greene, Columbia
4. Good Times Roll — Jack Greene, Columbia
5. Good Times Roll — Jack Greene, Columbia
6. Good Times Roll — Jack Greene, Columbia
7. Good Times Roll — Jack Greene, Columbia
8. Good Times Roll — Jack Greene, Columbia
9. Good Times Roll — Jack Greene, Columbia
10. Good Times Roll — Jack Greene, Columbia

**TERSETTER’S HITS**

Charge of press manipulation from your Mechanic’s shelter, featuring the facts that have been the hottest in the field for the past 10 years and 10 years ago this week. Here’s how they ranked on Billboard’s charts then: 

**POP—10 Years Ago**

**SEPTEMBER 8, 1943**

1. *Be Good Daddie’s Girl* — Del Reeves, RCA Victor
2. *Don’t Take Good Times Roll* — Jack Greene, Columbia
3. *The Right Kind of Man* — Jack Greene, Columbia
4. *The Right Kind of Man* — Jack Greene, Columbia
5. *The Right Kind of Man* — Jack Greene, Columbia
7. *The Right Kind of Man* — Jack Greene, Columbia
8. *The Right Kind of Man* — Jack Greene, Columbia
10. *The Right Kind of Man* — Jack Greene, Columbia
EVERYTHING'S COMING UP HITS!

PATTI PAGE
"Broken Heart And A Pillow Filled With Tears"
MERCURY 71870

RUSTY DRAPER
"Signed, Sealed And Delivered"
71854

JOHNNY PRESTON
"Let Them Talk"
71850

BILLY ECKSTINE
"It Isn't Fair"
71862

LERoy VAN DYKE
"Walk On By"
71854

Mercury Records
BEST-SELLING PHONORECORDS, RADIOS & TAPE RECORDERS

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

The percentage figure shown for each brand is its share of the total number of captioned points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by use of dealer. Only manufacturers existing 3% or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN $401 AND $500

<table>
<thead>
<tr>
<th>Position</th>
<th>Issue</th>
<th>Issue/Year</th>
<th>Brand</th>
<th>% of Total</th>
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<td>6/4/61</td>
<td>Magnavox</td>
<td>54.3</td>
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<td>4</td>
<td>6/4/61</td>
<td>Stromberg-Carlson</td>
<td>19.6</td>
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<td>6/4/61</td>
<td>Zenith</td>
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<td>2</td>
<td>6/4/61</td>
<td>Fisher</td>
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<td></td>
<td>Others</td>
<td>8.8</td>
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</tbody>
</table>

NEW DEALER PRODUCTS

Tape Recorder Size of Camera

Telecraft has introduced a transistorized, battery-operated, portable tape recorder, Model MR 511. The new unit weighs under seven pounds and is no bigger than a folding camera. It operates on a pre-athletic battery power supply. Suggested list price is $12.35. Using this adapter, it can also work on regular house current.

Tiny Tempest Transistor

Bulova Watch Company has brought out the tiny Tempest radio. A 1 in 12 watch-like in size, the unit also features a clock-based simulated leather gift package which can be ordered on a gift card or jewelry box. The unit, which lists at $19.95, employs a six-transistor circuit.

Compact Speaker Without Grill

Utah Electronics is the manufacturer of this compact speaker which has no grill. The unit, Model SH-3, features a random width, wood panel design to eliminate the need for a grill cloth. The unit, which may be used on a bookshelf or hung on a wall, measures 8 by 104 by 6 1/2 inches.

ALBUM COVER OF THE WEEK

STEREO 33 RPM—Finch Light and His Orchestra, Command R-12161. This week's cover announces a new sound in the Command label. Cover features a beautiful picture of a Brazilian in typical clothing, Charles C. Maguire. Tinyen from the winter in costume displays.

THE YOUNG LIONS—Various Artists, Vee-Jay LP 5013. Rickwoodocor in full color on black background with white and pink lettering. It's an attractive item for jazz lover collector display.

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown are available and expiration dates for each deal as well as the date of last record purchase. A summary of promotional opportunities for each deal is shown, including availability of promotional items and details of each promotion. Please consult these full information.

CONCERT-BOX—Limited time only. Started June 23, 1961

- 4 LP 33 rpm recordings in a single binder.
- Available in a limited quantity of 12 packages per dealer.
- Promotion ends September 1, 1961.

RECORDS—Limited time only. Started May 29, 1961

- Deluxe Gift SetBox includes: 4 LPS, 1 box of 45-LP, 1 box of 78-LP, 1 box of 45-LP.
- Promotion ends September 30, 1961.


- On a minimum order of any combination of LP's, 45's, and box sets of 78's.
- Available to all dealers.
- Chances are also eligible. See page 2, July 31 issue, for details.


- Available to all dealers.
- Promotion ends August 31, 1961.


- Label is offering a $15 per cent bonus to dealers covering new releases and catalog sales. See page 4, August 7 issue, for details.


- Full marketing program for 1962.
- Available on all LP's including new releases. See page 1, September 3 issue, for details.


- Label is offering a 10 per cent discount on entire LP library, including all new releases. See page 1, September 15 issue, for details.


- One free LP for every 200 purchases is offered to distributors. Promotion covers all releases.


- Full marketing program for 1962.
- Available on all LP's, 45s, and 78s. Promotion ends August 28, 1961.


- Full plan. Label is offering one free LP for every seven purchases. Program covers all releases, including new releases. See page 1, August 7 issue, for details.


- Ten per cent discount on all LP's. Promotion covers all releases, including new releases. See page 1, August 7 issue, for details.


- For the next 90 days, 12 free LP's will be given for every charge three LP's of any other label, stereo or mono, LP's purchased under the program. Promotion ends August 31, 1961.


- Ten per cent discount on all releases except the 5000 series, including all low-tape releases.


- Dealers gets 20 albums for the price of 24. Key series, catalog available in all new releases. Label is presented by Wonderland's line.
THE NEW AND THE GREAT
ENTERTAIN ON RCA VICTOR

THE WORLD'S
NEWEST
ARTISTS ARE
DOING SOMETHING GREAT!

THE WORLD'S
GREATEST
ARTISTS ARE
DOING SOMETHING NEW!
LC-2593. Highlights from From the sensational coming of the opera! Nilsson, serenading, Tooz.

SP-2400. Ray Ellis Plays The Twenty current top hits by a great arranger. Cap-

LC-2568. Charles Munch, phony. Ravel, Daphnis And complete suite in a perfect
day performed, popular work.

formed by two outstanding artists.

(26) LM/LSC-2515. Robert Shaw Chor-
e: The Immortal Victor Herbert. The best Herbert melodies, with full concert
orchestra.

(27) LM/LSC-2565. Highlights From "La Traviata." Best-loved airs from the Verdi opera. Moffo, Merrill, Tucker, and
other reigning vocalists.

(28) LSA-2414. Leo Addes Orchestra: Paradise Regained. Spectacular sound
and motion on Hawaiian themes. Hula skirts your eyes can follow!

(29) LPM/LSP-2354. Ai (He's The King)
Hill. The biggest horn ever! "Love
Paris, Jazz Me Blues, Three Little Words,
others.

(30) LPM/LSP-2391. Della Reese: Spe-
cial Delivery. Explosive! "Won't Come
Home, Bill Bailey, Same Day, Sweetheart,
You Made Me Love You," others.

(31) LPM/LSP-2373. George Hamilton
IV. To You And Yours (From Me And
Mine). A teen star in his first RCA Victor album. Country music...for all!

III. Toscanini, Caruso, Horowitz, others. Just $1.98* Limited time only.

(33) LPM/LSP-2335. Dave Gardner:
Ain't That Weird? A new irreverent ram-le by that hit comic of "Rajpaul, Dear
Hearts!" and "Kick Thy Own Self."

(34) LM/LSC-6156. The Flying Dutch-
man (Complete). London, Tooz, Rysanek,
Elías, Met. Opera Selection. "Staged"
for sound and stereo excitement!

(35) LOP-1509. Pop Edition: 60 Years
Of Music America Loves Best, Vol. III.
Belfonte, Sinatra, Miller, Goodman,
others! Just $1.36! Limited time only.

*Discounts have not been deducted from - Optimum with Stereo
NEW STARS... GREAT STARS IN 35 ALL-NEW ALBUMS!

RCA Victor's new albums for fall, feature the top names—favorites and new stars—in the world of entertainment!
"NEW & GREAT" AD

RCA VICTOR'S GREAT FALL RELEASE!
There's a great new excitement sweeping through the record world! It comes from RCA Victor, and it's exploding in 35 brand-new albums for fall! America's favorite stars are here in stunning new albums. Dazzling new talent discoveries are offering their specialties.
You've been hearing, and selling, RCA Victor's exciting single, "The Mime's Theme." Now... meet "Mr. Mime" himself, featured in all the "New & Great" advertising and promotion. You—and the entire nation—are going to see a lot of him in the weeks to come!

LAVISH IN-STORE DISPLAYS!
Your distributor has a complete display kit for you, brimful of eye-catching point-of-sale materials. It features life-size "Mime" figures, and the excitement of motion! Kit also includes 12-page color supplement, special "60 Years" streamers and browser cards. Also, ask about the new Stereo Action Merchandiser.

Call your distributor now and order the great new albums shown on the next page.
**Germany**

**Flemish Belgium**

**Holland**

**Korea**

**The Americas**

**Philippines**

**South Africa**

**New Zealand**

**Australia**

**Austria**

**Japan**

**Asia & Pacific**

**Meets Hail New Season**

By Henmy J. S. WAPPERMER
Editor "Patenleureurs"
P.O. Box 43, Amersfoort

Some radio programs have a very important date in Holland. The new record season started with the opening of the big new TV show with popular exhibition "Fiarle" at the new RA building on September 1st. This day there was the Bovenlaaer meeting which is being followed today (4) by the annual "Radio-Dag." Some articles in a previous edition may help to better understand the radio situation in Holland. In the American Radio History web site, you can find much information about radio and television in Holland.

**Italy**

**Enrico Caruso**

**Sweden**

**The World**

**America**

**Philippines**

**South Africa**

**New Zealand**

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BIG TWO-SIDED HIT

"HIS LATEST FLAME"

RIDING WITH

LITTLE SISTER
His Latest Flame

ELVIS PRESLEY

Elvis Presley is great in his beltin', rockin', big-beat style! Full-color sleeve, also available in 45 rpm. #37-7908. Order this double hit... big!
CONNIE FRANCIS
THE QUEEN OF POPULAR MUSIC
HAS A GRAND SLAM!

HOLLYWOOD
DREAMBOAT

K13039

MGM Records
The Starpower Label
ALBUM PROGRAMMING & BUYING GUIDE

TOP LP's BY CATEGORY

To help dealers buy and control and properly display inventory, and to help broadcasters program, the 200 Best Selling LPs are hereby listed by type of music. The same 200 LPs are listed in order of sales strength on the card board insert. These LPs listed in bold face and capital letters are on the charts nine weeks or less.

1. VOCAL LP's

2. INSTRUMENTAL LP's

3. REVIEW'S of New Albums

- Reviews of New Albums

The pick of the new releases:

- SPOTLIGHT ALBUMS "OF THE WEEK"

- Strongest sales potential of all albums reviewed this week.

- Pop

SEPTEMBER IN THE RAIN

Dean Clark has been hot in the singles field for some time now, and this package should appeal to a fan base. In addition to Clark's own title single "Raindrops," the LP includes "Cupid," "Portrait of My Love," and other ten-teen-themes. Clark is in showmanship with this package.

- HOLD ON... IT'S DEE CLARK

Low Priced Pop

LIVING STORIES & LIVING VOICES IN MUSIC OF GEORGE GERSHWIN

Caden CAS-575 (Stereo & Mono) -- RCA

- BEETHOVEN: CONCERTO NO. 4 IN G MAJOR

- JAZZ

- MILES DAVID IN PERSON FRIDAY (AND SATURDAY) NIGHT AT THE BLACKHAWK, SAN FRANCISCO (VOL. 1 & II)

- COUNTRY & WESTERN

- GEORGE JONES GREATEST HITS

Merry AMERSK 6021 (Stereo & Mono) -- A powerful package well-recorded. Jones's classic "Tender Years," "White Lightning," "You Gotta Be My Baby" and "Why, Baby, Baby." Deejays as well as dealers in c&w will find this a winner.

(Continued on page 41)
DEALERS ACCLAIM
THESE OUTSTANDING RELEASES
THE HOTTEST OF THE NEW
HOT MONEY-MAKING ALBUMS FOR
THE FALL SELLING SEASON

RAY CHARLES & BETTY CARTER
ABC-385 (Mono) ABCS-385 (Stereo)

OSCAR BRAND
SINGS FOR ADULTS
ABC-388 (Mono) ABCS-388 (Stereo)

PAUL ANKA
SINGS HIS BIG 15 (VOL. 2)
ABC-390 (Mono) ABCS-390 (Stereo)

LLOYD PRICE:
COOKIN'
ABC-382 (Mono) ABCS-382 (Stereo)

LES DJINNS:
60 FRENCH GIRLS SING ENCORE
ABC-368 (Mono) ABCS-368 (Stereo)

FOUR SERGEANTS:
BANDY BARRACKS BALLADS VOL. 2
ABC-361 (Mono) ABCS-361 (Stereo)

ROY SMECK:
HIS SINGING GUITAR
AND PARADISE SERENADERS
ABC-379 (Mono) ABCS-379 (Stereo)

TEDDY RANDAZZO:
JOURNEY TO LOVE
ABC-352 (Mono) ABCS-352 (Stereo)

FRANK CAMMARATA:
THE GOLDEN TOUCH
PLAYS 26 GOLDEN FAVORITES
ABC-377 (Mono) ABCS-377 (Stereo)

EDDIE CALVERT:
LATIN CARNIVAL
ABC-384 (Mono) ABCS-384 (Stereo)

THE SOCIALITES:
GREAT FOR DANCING VOL. 3
ABC-376 (Mono) ABCS-376 (Stereo)

LOU PROHUT:
ONE TWO! POLKA-GO-ROUND
ABC-372 (Mono) ABCS-372 (Stereo)

ABC-PARAMOUNT
FULL COLOR FIDELITY
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 above local sales increases during the last ten to twelve 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 Hit 100 chart this week.

NEW YORK
- HIT THE ROAD JACK
  Ray Charles, ABC-Paramount

CHICAGO
- THE U.T
  Harry and the Marvels, ABC-Paramount

LOS ANGELES
- TAKE FIVE
  Dave Brubeck, Columbia

PHILADELPHIA
- HIT THE ROAD JACK
  Ray Charles, ABC-Paramount

DETROIT
- PLEASE, MR. POSTMAN
  Marvin Gaye, Tamla
- YA YA
  Lee Dorsey, Fury

BOSTON
- I UNDERSTAND (JUST HOW YOU FEEL)
  G-Clef, Terrace

SAN FRANCISCO
- TAKE FIVE
  Dave Brubeck, Columbia

PITTSBURGH
- TAKE FIVE
  Dave Brubeck, Columbia

ST. LOUIS
- TAKE FIVE
  Dave Brubeck, Columbia

CLEVELAND
- DONALD, WHERE'S YOUR TROOSERS
  Andy Stewart, Warwick

BUFFALO
- DONALD, WHERE'S YOUR TROOSERS
  Andy Stewart, Warwick
- OLD SLEETFOOT
  Johnny Horton, Columbia
- WELL I ASK YA
  Edan Kane, London

BALTIMORE
- IMPOSSIBLE
  Gloria Lynne, Everest
- SATIN DOLL
  Billy Mays, K&H

CINCINNATI
- RIDERS IN THE SKY
  Lawrence Welk, Dot

SEATTLE
- SHAKE SHACK SHERRY
  Kay Starr, Capitol
- LET'S GET TOGETHER
  Hayley Mills, Vista

MIAMI
- I LOVE YOU LOVE ME
  Paris Sisters, Gremphon
- THIS TIME
  Troy Shondell, Liberty

NEW ORLEANS
- LATE DATE
  Parkays, ABC-Paramount

NEW YORK
- BRISTOL STOMP
  Dave Dorell, Parkway

MIAMI
- WELL I ASK YA
  Kay Starr, Capitol

HOUSTON
- I'M ASKING FORGIVENESS
  C. L. and the Pictures, Sabro

DALLAS-FORT WORTH
- (HE'S) THE GREAT IMPOSTOR
  Fleetwoods, Dolton

MINNEAPOLIS-ST. PAUL
- FOOLISH THING (Part 1)
  Flora, Flested

C & W
- HELLO FOOL, RALPH EMERY
  (Pumper, BMI) Liberty 3552

R&B
- TAKE ON ME, LEROY VAN DYKE
  (Stax, BMI) Mercury 71524

I WAKE UP CRYING, CHUCK JACKSON
  (Kendai, CAPAC) Wood 110

BEST BUYS IN RECORDS

These records, all of these on the Hit 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 readers as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP
* BIG COLD WIND, PAT BOONE

LOVER'S ISLAND, BLUE JAYS
(Coda-Turtle, BMI) Milestone 5008

BLESS YOU, TONY ORLANDO
(Alden, BMI) Epic 9423

KISSIN' ON THE PHONE, PAUL ANKA
(Richardson-Kasha, ASCAP) ABC-Paramount 10229

MEXICO, BOB MOORE
(Atoll-Rose, BMI) Monument 446

ONE-TRACK MIND, BOBBY LEWIS
(Sammy, BMI) Roulette 1019

LOOK IN MY EYES, CHANTELS
(Daw-Jamie, BMI) Capitol 555

C & W
HELLO FOOL, RALPH EMERY
(Tommy, BMI) Liberty 3552

WALK ON BY, LEROY VAN DYKE
(Stax, BMI) Mercury 71524

R&B
I WAKE UP CRYING, CHUCK JACKSON
(Kendai, CAPAC) Wood 110

SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

POP
SAM COOKE
FEEL IT (Kagi, BMI) (1:56)—IT'S ALL RIGHT (Kagi, BMI) (2:30)—Cooke is in fine vocal form on both sides of this potential two-sided hit. "Feel It" is a honey-flavored rhythm rocker with showmanship by the singer, flip, a poignant rock ballad by Johnny Powers, strong with warmth and heart.

RCA Victor 7927

ION
RUNAWAY GIRL (Just and Mulhern, BMI) (2:27)—RUN-AROUND SU (Just and Mulhern, BMI) (2:40)—Dion wraps up "Runaway Girl"—a pretty ballad—in a pleasant, tender vocal treatment, reminiscent of his earlier hits. "Runaround Sue" is a swinging rock with hand-clapping beat. Both sides are strong.

Laurie 3110

THE EVERLY BROTHERS
DON'T BLAME ME (Robbins, ASCAP) (2:16)—MUSKRAT (American, BMI) (2:41)—The boys contribute a soulful vocal on "Don't Blame Me," the dreamy oldie. Flip is a catchy, onesided hit with a warmly yearning melody. Both sides are strong.

Warner Bros. 5591

DELLS
SO LONG BABY (Vicki-McLaughlin, BMI) (2:53)—Dell's have an impressive disk in this hard-charging rocker, which he sings with authority and drive to an effective backing. Flip is "The Answer to Everything." (Del-Fi-Balmain, ASCAP) (2:35).

Big Top 368

THE VELVETES
LAUGH (Aronoff-Rose, BMI) (2:20)—Here's an infectious side, with strong appeal for pop and r&b markets. The lead singer and group waltz in standout style on an appealing melody. Flip is "Lana" (Aronoff-Rose, BMI) (2:20).

Monument 448

BILLY VAUGHN
THEME FROM COME SEPTEMBER (Adams-Music, BMI) (2:50)—Vaughn has two strong instrumental items here. The first is the picture theme which should prove to be an important export item, while the flip is a bright melody with a catchy Continental touch. Both are set to samba beats.

Debut 16119

JAMES MacARTHUR
IF I KNEW THAT YOUR HEARTS NOT MADE OF WOOD (Wemaz, BMI) (1:40)—Still another answer to the Joe Dowell hit. This one's in both English and German and follows similar melodic patterns to the chart item. The flip is "Boy Lover" (Agatha, BMI) (2:10).

Madison 167

THE DEANVILLE TRIO
THE MAN WHO BROKE THE BANK (Brown, BMI) (2:09)—The trio sings this old favorite—folksong—in soft harmony. Boys accompany themselves on four-stringed instruments. The side is from the group's "On Campus." I.P. The flip is "Blue Skies" (Irving Berlin Music, BMI) (1:40).

Debutee 5464

(Covered on page 39)
### BILLBOARD MUSIC WEEK

**TOP LP's**

FOR WEEK ENDING SEPTEMBER 10

<table>
<thead>
<tr>
<th>#</th>
<th>Title, Artist, Label</th>
<th>Sales Rank</th>
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<tbody>
<tr>
<td><strong>MONOURAL LP's</strong></td>
<td><strong>STEREO LP's</strong></td>
<td></td>
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<tr>
<td>1</td>
<td><strong>LET'S TALK ABOUT BILL HAYES</strong></td>
<td><strong>ELEKTRA</strong></td>
</tr>
<tr>
<td>2</td>
<td><strong>THE 150 BEST SELLING MONOURAL LP's</strong></td>
<td><strong>SB'S IN LONDON</strong></td>
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<tr>
<td>3</td>
<td><strong>THE 50 BEST SELLING STEREO LP's</strong></td>
<td><strong>THE IMPERIAL</strong></td>
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<tr>
<td>4</td>
<td><strong>PERFORMANCES INSTRUMENTAL AS CHART 9 WEEKS OR HAS RECEIVED PROFIT UPWARD TRENDS</strong></td>
<td><strong>SUN RECORDS</strong></td>
</tr>
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<td><strong>SUN RECORDS</strong></td>
</tr>
</tbody>
</table>

**NOTE:** The above chart is a representation of the best-selling albums for the week ending September 10. It includes both mono and stereo records. Sales data is provided for each album, along with their respective labels. The chart also highlights performers whose instrumental performances have charted for at least 9 weeks or have shown upward trends. This information is useful for understanding the popularity and longevity of certain albums and artists during that period.
THE NEW STANDARD OF EXCELLENCE

LIBERTY

PREMIER SERIES

GUARANTEED

Quality/Sales...

The best in music
The best in performances
The best in recording techniques
The best in packaging

Response to the Premier Series is terrific. The albums illustrated below are big sellers in Liberty's guaranteed sale Fall Program.*

MANY SPLENDORED THEMES
The Fantastic Strings of Felix Slatkin
13011/14011

OUT OF THIS WORLD
Richard Marino
13007/14007

50 GUITARS
The 50 Guitars of Tommy Garrett
13005/14005

GREAT BAND WITH GREAT VOICES
Si Zentner Band and Johnny Mann Singers
13009/14009

50 GUITARS GO SOUTH OF THE BORDER
The 50 Guitars of Tommy Garrett
13005/14005

GREAT BAND WITH GREAT VOICES
Si Zentner Band and Johnny Mann Singers
13009/14009

PARADISE FOUND
The Fantastic Strings of Felix Slatkin
13001/14001

THE MAGNIFICENT XII
The Fantastic Strings of Felix Slatkin
13004/14004

PORTRAITS IN BRONZE
Bessie Griffin and the Gospel Pearls
13002/14002

THE MAGIC BEAT
The Unique Rhythms of Richard Marino
13003/14003

*Yes, we said guaranteed sale Fall Program. See your Liberty representative for details.
<table>
<thead>
<tr>
<th>Hot 100 – A TO Z (Publisher-License)</th>
</tr>
</thead>
</table>

### Hot 100 Music Chart for Week Ending September 10

#### Top 10 Songs

1. **Big Cold Wind**
2. **Bits and Pieces**
3. **The Last Waltz**
4. **Crying**
5. **Love's Theme**
6. **Knock on Wood**
7. **My Love**
8. **I Can't Help Myself**
9. **Shame Shame**
10. **The Letter**

#### Commentary

- The Hot 100 is a weekly music chart published by Billboard magazine that ranks the top 100 songs in the United States based on sales, streaming, and airplay data.

- **Big Cold Wind** was the number one song on the chart.

- **Bits and Pieces** was in second place.

- **The Last Waltz** ranked third.

- **Crying** was at number four.

- **Love's Theme** was the fifth highest song.

- **Knock on Wood** held the sixth position.

- **My Love** was in seventh place.

- **I Can't Help Myself** was ranked eighth.

- **Shame Shame** was at number nine.

- **The Letter** was the number ten song.

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This chart reflects the most popular songs of the week, with a focus on the top 10 hits. The remaining songs, from 11 to 100, are available on Billboard's official website.
FEEL IT
SAM COOKE

Sam Cooke wrote this rockin', swingin' successor to "Cupid"... and he's got another smash for sure! Full-color sleeve available in Compact 33 and 45 rpm. 7927.

RCA VICTOR
The most trusted name in sound.
'Plus 2' Gets Wait And See Action

Continued from page 1

is distributed by WBI: "I'm going to wait and see. If it works out the way Jim Cookling expects it to, I'll follow in a short period of time. His theory may be right. However, I harbor a little different theory as to why singles don't sell. Personally, I feel that singles sales depend upon the quality of the record itself, and the magnitude of the record's potential. There are a lot of smaller hits today than in the past, and buyers have a greater choice of hits from which to make their selections. If the quality of the recording is there, then you'll have a hit, but if it's as big a hit as it would have been when there were fewer ones on the market, it is still another story."

Del-Fi President Bob Keene said: "You can't merchandise singles. A single record is a fac and you can't merchandise fads. We have to go back to the star system, and give them talent, not gimmicks. The only thing that will put singles back into business is to build new stars, because they create excitement."

Consolidating Plan

Jimmy Johnson, head of the Walt Disney labels, Disneyland and Vista, said: "It's an ingenious plan to take care of the singles business, and we're definitely considering it for future releases on the Vista label."

 Said Dot President Randy Wood, after hailing Cookling for his efforts toward finding a solution to the industry's singles sales problem: "You can put out a one-sided single and get $1.50 for it if it's what the buyer really wants, it's what you give him, and not how much you give him that counts."

Commented Era Records' President Herb Newman: "They buy only one tune. If it's a hit recording, they want it. If it's not, you can give them 10 other tunes, and it won't make any difference. It's hard enough to make profits on records as it is without lessening the profits. There's nothing wrong with the singles business. Sure, sales are off, but we are sales in all other fields."

Liberty Records President Al Bennett said: "The 'Plus 2' is not going to make the public buy more records. We, the record manufacturers, cannot increase our costs. What more, it won't improve business. There's nothing wrong with the way we're pricing records today."

Reprise Records' chief executive, Mo Ostin, said: "I don't think giving the buyer a bonus track is the answer. Some labels have put out EPS as an 8¢-cent price item but it didn't do anything to stimulate the EP business. I'm for anything that will stimulate the singles business, but I don't believe this is it. The singles sales answer is not in the price but in the material. These are the facts of life in this business, and we have to face them."

Might Lose Oldie

Comment from other sectors of the industry paralleled manufacturer views. Howard Judkins Sr., president of the Society of Record Dealers, and himself a dealer (Garden Grove's Judkins Music Company), said: "I can see advantages and disadvantages to this approach. If all the other manufacturers were to jump into this, it could very well stimulate singles sales generally. However, as a dealer, I can see where it can hurt us. We are selling oldies in volume—around 100 in the oldies class per week—and if manufacturers were to give away some of these oldies on their bonus tracks, these are sales we would lose. The question remains whether the sales loss would be made up by what we would gain if the singles business could be刺激ized."

Said Clyde Wallich, head of the giant Music City Stores: "I don't think giving the buyer a bonus track at an old tune is as much as means as much to the single buyer as the old record. When a single is old, buyers don't want it, and it has zero value."

California Music's Sammy Ricken, this area's top one-stop, said: "The singles business certainly needs something to revitalize it, but this isn't it. Furthermore, juke box operators won't go for it. They don't like taking up time on their machines by giving more music than the customer is paying to hear."

Several broadcasters contacted in the area said they will wait and see before making a definite policy decision.

NEW YORK—Meanwhile, in New York, Columbia Records Marketing Vice-President Bill Gallagher opined that the "Plus 2" plan "is quite similar to EP merchandising. I foresee problems both with juke box operators and on radio," he commented. "It's doubtful that radio stations—particularly "Top 40" outlets—will program a second track. Also, the EP market to date certainly hasn't been a big one. However, we welcome any innovations to stimulate the singles market, and will watch it carefully."

One of the programming problems that might arise from the "Plus 2" singles, according to a key New York disc jockey, is that it will make it more difficult to cue in a transcribed commercial. Heretofore, stations merely let a record keep spinning while they cued in the transcription, but with the "Plus 2" disks, they'll have to pick the needle up fast to keep the second band from getting into on a commercial.

Syd Goldberg, vice-president of Decca Distributing Corporation, said: "We are watching Jim Cookling's move for what it may be worth. However, we believe there is nothing really wrong with the record business that a hit won't cure, and fortunately we've been enjoying hits."

Arnold Maxin, president of MGM Records, noted that "The idea is not really new. I know that Victor at one time gave a lot of thought to this approach. The consensus then seemed to be that adding past hits to a record could be a deterrent to sales, if the buyer already happened to have the past hit in his library. Giving something for nothing is not necessarily the answer. It might be a better idea to add a couple of throw-away sides that might not even warrant release by themselves but which might provide a concept of getting extra value for the money."
1961

FROM THE
PARAMOUNT PICTURE

"BREAKFAST AT TIFFANY'S"

THE SONG OF THE YEAR

MOON RIVER

by the Writers of the Year

HENRY MANCINI and JOHNNY MERCER

JERRY BUTLER

VEEJAY 405

VEEJAY's Greatest Year!
SHIRLEY HARMER
**** A LOTTIVA LIVIN’ (Robinson, ASCAP) (2:32) Encore 1054
— Pop Talent
APRIL FERRIS
**** JAMBALAYA (ON THE BAYOU) (Acuff-Rose, BMI) (1:48)
**** YOU DON’T KNOW ME (Brenner, BMI) (2:33) Reprise 20814

STRONG SALES POTENTIAL

HENRY MANCINI, HIS ORCHESTRA AND CHOREOGRAPHER
THE VICTOR, 7019
From the "Breakfast at Tiffany’s" picture—greatly improved. This true strong, testy, ballad-styled ballad can easily be a follow-up. The boys sing it with nice harmony touched with a hint of a big-band outdoing. It could step. Flip it is "My Miracle" (Bamboo, BMI) (2:27).

BARNS
3057

BILLY YATES
MOJO (Osborne, BMI) (2:28)—Yates is fine, shouting blues chanter and he really brings on the steam in this rollicking effort. The R&B styled wax gets a strong assist from horns, guitar and drums. Watch this one. Flip it is "All I Need Is You" (Osborne, BMI) (2:12). Iset 1202

JERRY BUTLER
MOON RIVER (Famous, ASCAP)—AWARE OF LOVE (Carr, BMI) (2:34).—One of her better recent sides and it has a good chance to move out. Watch it. Flip it is "Dark Moon" (Jamie, BMI) (2:34). Mercury 71979

FRANKIE AVALON
MARRIED (DeLamar, ASCAP) (2:44)—Avalone goes into his usual hell here as he piles in the lusty, uptown rocker, done in a fancy arrangement for ork and chorus. Good lyric is the clincher. It should go. Flip is "True True Love" (Mar-Nie, BMI) (2:22).

PATTI PAGE
BROKEN HEART AND A PILLOW FILLED WITH TEARS (Sparks, BMI) (2:00)—Miss Page sounds fine here on a breezy country-ish tune with writes for her by Page. One of her better recent sides and it has a good chance to move out. Watch it. Flip it is "Dark Moon" (Jamie, BMI) (2:34). Mercury 71987

Country & Western

GEORGE JONES AND MARGIE SINGLETON
NOT EVEN FRIENDS (Gled, BMI) (2:16)—DID I EVER TELL YOU SOUTH COAST (BMI) (2:03)—A fine pairing of artists with material to match. Top side is all about a married couple who’ve fallen out of love, while the flip is a sweet duet with the girl and boy answering each other. Two first-rate sides. Mercury 71856

JAMES OWEN
TOLL OF THE JOURNEY (BMI) (2:36)—O’Gwynn turns in a persuasive reading in the traditional style of a good wine tango. A tasteful chorus of thrusters assist. This can easily step out. Flip it is "You’re the Reason" (Starr, BMI) (2:44). Mercury 71856

Polka

LIL WALLY AND THE HARMONY BOYS
WOODEN HEART (JayJay, BMI) (2:40)—There is a great deal of action on the modern version of this tradish dance, and the four German melody, with the Joe Dewell driving float- ing around the top of this chart. This polka version will get plenty of play in the proper areas, particularly on jukes. A fine, bright side. Flip is "I Have the Blues" (Jay Jay BMI). Jay Jay 246

Novelty

DICE GODFREY
HORROR MOVIES (Kall-Bellmore, ASCAP) (2:39)—Horror movies are all the rage with the teens these days and Dice-O-Meter’s tune, does "Alley-Oop" style by Goodman, relating how his girl digs the Dracula-Frankenstein scene. This could be the size of the play. Flip it is "Whoa Mule" (Roney BMI) (2:08). Root 601

SPECIAL MERIT SINGLES

THE following records have been picked for outstanding merit in their various categories because they represent most of the quality work being done in the field, they deserve exposure.

Pop Disk Jockey Programming

HENRY MANCINI, HIS ORCHESTRA AND CHORUS
**** MOON RIVER (Famous, ASCAP) (2:41) RCA Victor 9716

THE PICKS OF THE WEEK

SPOTLIGHT SINGLES OF THE WEEK

The pick of the new releases:

SPECIAL MERIT SINGLES

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SPECIAL MERIT SINGLES

The following records have been picked for outstanding merit in their various categories because they represent most of the quality work being done in the field, they deserve exposure.
PERSONAL ATTENTION is a Custom at RCA! “Indies” of the record business flock to RCA Custom for personal attention to their needs. RCA representatives offer their customers expert advice—free. Plus, custom-tailored service and step-by-step supervision of every order. Custom men are knowledgeable fellows, with the latest know-how on every phase of recording and manufacturing...packaging and distribution. These friendly lads cherish your satisfaction. They’d dearly love to help you to your first gold record. They could do it, too! Call soon.

RCA CUSTOM RECORD SALES
New York: 355 E. 34th St., 349-7200; Chicago: 416 N. Lake Shore Drive, WU 4-3255; Hollywood: 1510 N. Vine St.; D6-1000
Nashville: 500 17th Ave., N., S-5759; Canada: RCA Victor Co., Ltd., 1901 Leree St., Montreal; 229 Wavell St., Toronto
The pick of the new releases: SPOTLIGHT ALBUMS OF THE WEEK

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by Billboard Music Week's weekly nationwide surveys.

RECORDINGS AVAILABLE (See Selling Record Guide in Gold Forts)

FOR WEEK ENDING SEPTEMBER 10

1. MICHAEL — Hillbillyman, United Artists 256.
2. TOSSEN'S AND TURNER — Bobby Weir, United Artists 151.
3. WOODEN HEART (Mississippi John Hurt) — Joe Dowell, March 12.4; Gun Bok, Bock, and Weir's, $10.50.
4. YOU DON'T KNOW WHAT YOU'VE GOT (Until You Lose It) — The Beatles, Apple 108.
5. MY TRUE STORY — Bob Dylan, Columbia 209.
6. 10 SCHOOL IS OUT — Byttaan-Hughes, Columbia 220.
7. AM I IN TROUBLE — Byttaan, Capitol 221.
8. DON'T YOU CHEWING GUM LOSE ITS FLAVOR (On the Bedpost Overhead) — Byttaan-Hughes, Columbia 222.
9. 25 I'M GONNA KNOCK ON YOUR DOOR — Byttaan-Hughes, Columbia 223.
10. 10 I JUST DON'T UNDERSTAND — Byttaan-Hughes, Columbia 224.
11. 5 AMOR — Byttaan-Hughes, Columbia 225.
12. 5 CRYIN' — Byttaan-Hughes, Columbia 226.
13. 5 I LIKE IT LIKE THAT — Byttaan-Hughes, Columbia 227.
14. 5 THE MOUNTAIN'S HIGH — Byttaan-Hughes, Columbia 228.
15. 30 A LITTLE BIT OF SOAP — Byttaan-Hughes, Columbia 229.
16. 30 WHEN WE GET MARRIED — Byttaan-Hughes, Columbia 230.
17. 30 LET THE FOURS WINDS BLOW — Byttaan-Hughes, Columbia 231.
18. 30 HILLBILLIE HEAVEN — Byttaan-Hughes, Columbia 232.
19. 30 BIG COLD WIND — Byttaan-Hughes, Columbia 233.
20. 30 SEA OF HEARTBREAK — Byttaan-Hughes, Columbia 234.

WANTED—Title "HONOR ROLL OF HITS" is a registered trade-mark and the issuing of the hits has been copyrighted by Billboard Music Week. Use of either may be made without Billboard Music Week's consent. Requests for such consent should be addressed in writing to the publishers of Billboard Music Week at 1504 Broadway, New York, N. Y., 10036.
**MODERATE SALES POTENTIAL**

**BREAKING IN CHICAGO!!!**
"I DON'T LIKE IT LIKE THAT" by the BOBBETTES
GONE RECORDS 1600 Sway M. N.Y. C. N. Y.

**NEW**
**SOUND EFFECTS ALBUM!**
**FRED MILES PRESENTS!**
Record for Jazz Fans
Dist: Some chain territories available.
Fred Miles, Inc., 111 E. 11th St., New York 10, N. Y.

**ROARING TWENTIES**
**YESTERDAY'S HITS!**
The Fifth Avenue Serenaders, Mercury 78's, St. Jude's Morn, and
**PACHANGA IN PERCUSSION**
Ray Barretto and His Orch. Fortunate Yes 10 457 (Steara & Morn). 
**TO YOU AND YOURS (FROM ME AND MINE)**
James Last IV, RCA Victor LPM 2372 (Steara & Morn). 
**GREAT ORGAN HITS**
Elke Layton, Mercury 804 839 (Gleno & Morn). 
**EDDIE HIGGINS**
Vee Jay LP 391.

**THE ALL DOG AUSTRALIAN**
**HARROW**
Low Price LP 457.

**MODERATE SALES POTENTIAL**

**CHARLEBOIS: ESPANOL SUITE NATURALIA**
Peter Reinald, Debut Records (Pye). Mercury SR 61442 (Steara & Morn).
**MONSTER PAUL PERRY and the Detroit Symphony**
**MELODIOUS TREADS of their Charlier pipes. The**
**music is full of life, excitement and conductor Perry manages to**
**make every note of this film instrumental program**
**SHAMA BEETHOVEN: VIOLIN CONCERTO**
Philadelphia Orch. (Columbia). Columbia MCL 5365 (Steara & Morn,).
**RED ROCKET**
**MUSIC from the motion picture**
**WALTON: BELMONT ACADEMIA**
Philadelphia Orch. (Columbia). Columbia MCL 7165 (Steara & Morn).
There are no questions as to the volume of recordings available on the motion picture.
**BEETHOVEN: SYMPHONY NO. 5**
Philadelphia Orch. (Columbia). Columbia MCL 7165 (Steara & Morn).
There is no question as to the volume of recordings available on the motion picture.

**STRONG SALES POTENTIAL**

**JACK'S CROSSOVER**
Jack Sheldon and His All-Star Big Band, Contemporary.

**STRONG SALES POTENTIAL**

**THE HIT SOUND of GLORIA LINNE IMPOSSIBLE THIS LITTLE BOY OF MINE**
EVEER 19418

**EBB TIDE**
A Great Album by EARL GRANT on DECCA DL 4165 (mono) DL 74165 (stereo)

**MODERATE SALES POTENTIAL**

**LIVING VOICES SING BIBLIES**
**THE HIT SOUND of GLORIA LINNE IMPOSSIBLE THIS LITTLE BOY OF MINE**
EVEER 19418

**REACHING THE TOP**
**TEASIN' MELODY**
**ROLL OVER BEETHOVEN THE VELVETS**
Jumble 11108

**GUYDEN**
**REACHING THE TOP**
**MODERN SPARKS SINGERS**
Various Artists, Famous JSP 145—be-

**STRONG SALES POTENTIAL**

**COCAINES BLUE**
(T. J. Red Arnell)
Sung by Freddy Countryman
DEALERS--DISTRIBUTORS--ORDER DIRECT
Quantity of $5.00 10 or more.CASH, CHECK OR MONEY ORDER—NO C.O.D.

WESTERN ELECTRONICS DIVISION
P. O. Box 25187, Los Angeles 25, Calif.

LP'S
$2.47 — $3.10 — $3.71
1512 WEST CHICAGO AVE., CHICAGO 32, ILLINOIS (Inchide 4-7400)
4503 S. BULTED, CHICAGO 11, ILLINOIS (Burlington 2-1441)

SINGING ONE STOP
Free Drone

Red Hot Action!!

“COCAINES BLUE” 

(T. J. Red Arnell)
Sung By
Freddy Countryman

SINGING ONE STOP
Free Drone

Give us a call in our store and you'll be pleasantly surprised at our prices and selection.

**REALLY BLOWING**
**DOES YOUR CHEWING GUM LOSE ITS FLAVOR?**
**YOGI BEARS FRIENDS**
BMHuck, Inc., 1617 West, N.Y.C.
**Reviews of New Albums**

*Continued from page 39*

**STRONG SALES POTENTIAL**

LATOMERICAN

**MACITO AT THE CRESCENDO**

Funk/Collective PM-7925

- Machito and his orchestra have created a new dimension in Latin music with this album.

**SOUND**

**FIRST PERSUASION**

Release 1985-215 (Kronz & Menem)

- An exciting new jazz vocalist that is sure to impress fans of all ages.

**MODERATE SALES POTENTIAL**

COUNTRY & WESTERN

**CARTER FAMILY MEMORIAL ALBUM**

The Carter Family, Stax LP 146.

- A tribute to one of the greatest country music groups of all time.

LATIN AMERICAN

**EL REBOLAN PLAYS CHANA**

Selena Quintanilla, Cetacean Call 79.

- Selena's unique style makes this album a must-have for Latin music enthusiasts.

**SONGS OF THE MORMON**

Brigham Young University, Festival LK 139.

- Inspirational music from the Mormon Church.

**Reviews of New Singles**

*Continued from page 39*

**STRONG SALES POTENTIAL**

LACI THOMPSON

**SAD SONGS**

Mickey Yo (Lo)

- A抒情 song that is sure to touch the hearts of listeners.

**THE ORIGINAL**

SUE THOMPSON

**SAD SONGS**

Mickey Yo (Lo)

- A抒情 song that is sure to touch the hearts of listeners.

QUALITY NOT QUANTITY

CADEO RECORDS, INC.

119 W. 57 St.

N.Y.C. N.Y.

OUTSTANDING SALES OPPORTUNITY

To be associated with leading promotional record company.

Must be experienced and available immediately.

All territories.

SYNTHETIC PLASTICS RECORD CORP.

230 Fifth Ave., New York City

• Best Selling Sheet Music in U. S.

These are sales in retail of their current national selling importance as of the above monthly issue level.

**THUNDERSTORM**

Funkin' Nuts 7921 (Kronz & Menem)

- Funkin' Nuts' new album is a must-have for funk enthusiasts.

**SOUNDS OF SPEED**

Stax RLP 654 (Kronz & Menem)

- A funky, groovy album that is sure to get you moving.

**THE CAT'S SISTERS**

**CONSIDERATION II**

The Cat's Sisters, Groovy Cat (Kronz & Menem)

- A unique and catchy album that is sure to be a hit.

**THE CASTLE SISTERS**

**CONSIDERATION II**

The Cat's Sisters, Groovy Cat (Kronz & Menem)

- A unique and catchy album that is sure to be a hit.

**SHAMBLES HARMON**

**LITTLE LUCY**

ECOND 904

- A garage rock album that is sure to be a hit.

**THE STANZ**

**COMMITMENT OF LIVES**

The Stanz, Groovy Cat (Kronz & Menem)

- A psychedelic rock album that is sure to be a hit.

**LITTLE DO YOU KNOW**

**THAT**

ECOND 904

- A garage rock album that is sure to be a hit.

**THE CHAPERONES**

**THAT**

ECOND 904

- A garage rock album that is sure to be a hit.

**ROBERT KINGS**

**THAT**

ECOND 904

- A garage rock album that is sure to be a hit.

**“GIVE MY TOT TO THE NEXT DOOR”**

Eleventh Floor Music, Inc.
• Reviews of New Singles

• Continued from page 43

STRONG SALES POTENTIAL

JERRY PHILPOT
"Almost a Heartache"—Big Foot—New Fable Tunes, UNITED ARTISTS 351.

DOUG ADE
"When You're Young and in Love and Born With a Silver Tongue"—The Heart—FOX 236.

FREDDO ROBINSON
"The Murder"—The Murder—FOX 237.

JOEY
"Blonde—The Orchestra—The Orchestra.

WERNER MULLER AND HIS ORCHESTRA
"The Old Man From Nowhere"—The Old Man From Nowhere.

LAURENCE (PIANO) COOK
"Downtown Blues—Decca 1500.

THE TEEN BEARS
"Rock On Black—Night Surfing—ORIGINAL SOUND 1385.

EUGENE McGUIRE
"Give Me a Chance"—Heaven—Peacock 597.

RHYTHM & BLUES
"I Need You and I—I, OH 03—Isle of Man Love, CHECKER 198.

NICK TUNER
"I Sold My Soul for You"—Little Lou, INFINITY 888.

A.N.N.
"I'm Here to Say Good Night—You're Wanting Me, WANTING ME, MUSIC OF AMERICA 196.

THE FIVE CHORDS
"Let's Fall in Love—Red Wine, CUC 1537.

LITTLE BONNIE SESSIONS

WALTHERS
"Can't You Stop a Young Man's Heart"—Sailor Love, SARAH 304.

BANNED TO THE 2ND
"Dream Girl—I Just Want to Know—Ebbie—Decca 740.

DOUGIE KULLOFF
"Don't Let Them Tell Me (Tough Talkin')—You're Goin' About a Little Too Trippin' 1603.

DONNIE GUY
"A Woman's Love—A Party

RICK WALTER
"Error of No Return—Miss West"—Foam, What a Fine Adventure 80.

DIANE HAWLEY
"Footsteps of Rainbows—Let's Never Remember—LIBERTY 276.

MAYOR TURNER
"You're Not Just a Pretty Face—You Can't Get Away with Love, QUEEN 1684.

AL COLBERT
"Feelings of Happiness—All I Need, RIDER 106.

SMASH!!!
"Right Now!"

WILLIE NELSON
"Goin' on (The Other Side of Nowhere)"—Big Foot—FOX 236.

SMASH!!!
"Right Now!"

BILLY JOE ABBOTT
"I Don't Want You No More"—Decca 168.

JOHNNY THOMPSON
"The Four Mills of the Valley—ALLIE 351—Relaxing and ennui moving in the West"—FOX 237.

BILLY JACQUES
"I Keep on Singling'—Feeling good, feeling strong, feeling strong, feeling strong, feeling strong...

JIMMY DURANTE
"What About Love—You're The One—FOX 237.

RADIO MASTER AND THE SAVAGE SIMPSONS
"Let The World Go By"—FOX 237.

RAY Manufacturing
"What About Love—FOX 237.

THE SPOTLIGHT JUBILEES
"If I Were a Millionaire"—FOX 237.

DON'T FORGET THE JUBILEE FAMILY
"I'm in the Mood for Love"—FOX 237.

BERNIE MCGRAN ET
"I'm in the Mood For Love—FOX 237.

RAYMOND RASBERRY AND THE SAVIOR SINGERS
"Let's Fiddle Around"—FOX 237.

DON'T FORGET THE JUBILEE FAMILY
"I'm in the Mood for Love"—FOX 237.

THE SENSATIONAL JENKINS FAMILY

FOX CHANCELLOR

FOX CHANCELLOR
"I'm in the Mood for Love"—FOX 237.

COUNTRY & WESTERN

ED DRAKE
"You Just Missed Me—FOX 237.

GEORGE JONES
"You Just Missed Me—FOX 237.

JOHN CARROLL
"You Just Missed Me—FOX 237.

THE MODERATE SALES POTENTIAL

EDDIE RIGGIN
"When You're Young and in Love and Born With a Silver Tongue"—FOX 237.

JOHN CARROLL
"You Just Missed Me—FOX 237.

GEORGE JONES
"You Just Missed Me—FOX 237.

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"I'm in the Mood for Love"—FOX 237.

THE SENSATIONAL JENKINS FAMILY

FOX CHANCELLOR

FOX CHANCELLOR
"I'm in the Mood for Love"—FOX 237.
More Things Happen...

When they see it in

BILLBOARD MUSIC WEEK

—a brief presentation of documented facts on advertising effectiveness
Among Big City Dealers:

- Always: 79%
- Frequently: 5%
- Sometimes: 7%
- Seldom: 4%
- Never: 1%
- No Answer: 4%

Types of Action:

- Used an advertisement from Billboard for display in store: 16%
- Placed a direct order for a record: 66%
- Contacted a phonograph distributor: 6%

Among Grass Roots Dealers:

- Always: 53%
- Frequently: 25%
- Sometimes: 12%
- Seldom: 7%
- Never: 1%
- No Answer: 2%

Types of Action:

- Used an advertisement from Billboard for display in store: 17%
- Placed a direct order for records:
  - Singles: 64%
  - Albums: 68%
- Filed an ad or made some other notation about it for future buying reference: 38%

Among Big City Disk Jockeys:

- Programmed records: 43%
- Tried to arrange for a personal appearance: 14%
- Contacted a manufacturer, distributor or dealer: 28%

...And what about Disk Jockeys in these markets?

Programmed records: 48%

Tried to arrange for a personal appearance or an interview with an artist who was advertised in Billboard Music Week: 18%

Contacted a manufacturer, distributor or dealer: 48%

Used information from ad as chatter material: 32%

Believability Is The Key

The key reason why more things happen when they see it in...
**EDITORS**

**Put Up or Shut Up**

Within the next 90 days, the Coin Machine Council will either be laid to rest or it will be in business for another year. Right now, the odds favor the former, but let's make sure that doesn't happen.

If the industry's public relations arm ceases to exist, every operator, distributor and manufacturer who failed to support it will pay a price.

And it's a grave responsibility to bear. The demise of CMC will mean that the coin machine industry will be virtually destitute of a voice to its public. It's a bit too early for a post mortem. CMC isn't dead yet and there's fighting chance that it won't be 90 days from now. Once the mop-up is complete, sending a $10 check to the Coin Machine Council, 75 E. Wacker Drive, Chicago, Ill., will bring $25 or $50 from larger operators will also be welcome.

Membership fees for distributors are $200 a year. Among the hundreds of distributors in the nation, only 36 are currently CMC members.

Manufacturer support of CMC is now shoulders thickly by such distributors as Kellogg and Kennedy.

Right now, it isn't a question of who is or isn't doing their share. Manufacturers claim they would support CMC if operator membership sustained such support. Distributors are holding off because the manufacturers whose lines they handle haven't joined. They are holding on because of the pathetic distributor and manufacturer support.

Let's stop worrying about what the next follow-up is and do something. If CMC goes under, no operator, distributor or manufacturer will escape. We all must stand together and the industry will have any right to yell "foul" every time the newspaper strikes the industry. For whatever happens will be of their own doing.

**MOA Voice Protest**

On Mirror Editorial

CHICAGO — Music Operators of America made its voice of protest heard last week in its editorial in The New York Mirror calling for the outlawing of juke boxes in New York City (BMW, Aug. 28).

In a letter addressed to The Mirror, the MOA’s managing editor and co-owner, Jack Rutajak, had this to say: "We have charged the paper with a "flagrant violation of newspaper integrity," the letter charged. The MOA had presented facts and went out of its way to give the Mirror the facts. Rutajak noted he was speaking for the association representing the music industry, and not as a member of the American Federation of Musicians.

The letter noted that "At various times, juke box operators have been innocent victims of abuse. The association has not thought twice about their protection. We don't frighten racketeering by punishing the victims."

**SEEBURG BUYS BALLY COFFEE UNIT FOR $3 MIL**

CHICAGO — The Seeburg Corporation has agreed to buy the coffee vending machine assets of the Bally Vending Corporation and its manufacturing subsidiary, Lion Manufacturing Corporation, for $3 million. The purchase in no way affects the assets and operations of Bally Manufacturing Com pany, a separate entity.

In a press release, Seeburg president Bruce Lenk said his company has no plans to manufacture coin-vending machines, "just as a cup of coffee is a cup of coffee," he said. The combination will be "a full-service, one-stop, single-unit, cup machine." Seeburg currently makes a basic vending machine and owns a separate company that makes a single-unit, cup machine, which has gained wide acceptance in the trade.
Market Merger to Hit U. S. Biz

By OMER ANDERSON

BRUSSELS—Britain's decision to seek affiliation with the European Common Market will have great impact on American coin machine manufacturers.

Briefly, Britain has now put U. S. coin machine concerns in a position where they can no longer delay decisions to manufacture or not to manufacture—in the big market.

If Britain goes ahead and joins the Common Market, as is now almost taken for granted here in this unofficial Common Market capital, the result will be the fusion of the Common Market and the European Free Trade Association (EFTA) to form a gigantic super-market of 240 million people, stretching from Portugal to Norway and from Ireland to Austria. No one here doubts that if Britain joins, her six partners in EFTA will delay long in following suit. Then Europe no longer will be at sixes and sevens, but will be a tremendous trading bloc of 11 nations.

Tariffs to Go

Tariffs among the 13 partners will be abolished, and the trading bloc will then be faced with the question of erecting a common trade wall against the rest of the world. The United States included.

It is significant that certain American enthusiasts of European economic integration, once the forefront of agitation for creation of the Common Market, have now come to have second thoughts. The scared-up super-market could be a blow against U. S. exports.

Already, there is heady talk in Brussels on erecting a trading sanctuary for the Common Market member nations. There is talk that now, Europe, with the prospect of an even bigger "domestic" market than the U. S., is now in a position to "turn the tables." Recession

There has always been recession among European nations because they were forced to struggle for export markets while U. S. manufacturers enjoyed a fat-cut existence of luxury buying on the part of the big U. S. domestic market. Such at any rate has been the stereotype propagated on the Continent.

Until now the argument was that U. S. manufacturers would be well advised to "wait for the dust to settle," but now the fast, and U. S. producers have two clear-cut alternatives: one, becoming a European manufacturing operation, or to stay put and take their chances on the tariff wall not materializing to any burdensome extent.

The trading bloc situation now promises to become more attractive to U. S. producers because they no longer will be required to deal with two competing blocs (Common Market and EFTA).

However, the two decisive questions still remain governing a decision to enter, or stay out of, the Common Market:

1. Will the Common Market (assuming its merger with EFTA) erect a sharply discriminatory tariff wall against U. S. coin machine exports?

2. Is it really cheaper and more efficient for key domestic manufacturers to be based in the United States?

Despite much lip-sputtering, there are no easily predictable answers. At this stage, the Commonwealth, if Britain in fact joins the Common Market, will be tremendously influenced by the decision on the erection of a tariff wall. It would be difficult, if not impossible, to erect a wall that included the Commonwealth nations but exclud ed everybody else, most of all the U. S.

However, the U. S. could hardly be expected to tolerate any flagrant discrimination against American producers. There is also the strong possibility that other regional trading coalitions will soon emerge and will multiply.

U. S. coin machine manufacturers with European production facilities prefers to be well served by U. S. producers without European production facilities to minimize their import costs—and also prefer to be served to work from their U. S. plants.

Prime Example

The look of the future, the prime example is Seeburg. The U. S. Jukebox Kingpin has no European manufacturing plants—and has no plans to acquire any, come the Common Market and high water.

George Gilbert, Seeburg International's vice-president, contends that foreign production facilities are vastly overrated. He believes American production skills are unsurpassed and American productivity so much greater than that abroad as to easily compensate for higher U. S. wage scales.

Gilbert's views are interesting and command wide attention, because Seeburg is competing actively for the European market against U. S. competition with European production facilities.

Everywhere in Europe Seeburg is winning its share of the market—and usually more—with U. S.-based production.

Indeed, Seeburg makes effective use of the fact that its products are "Made in America," down to the last nut and screw.

Bush Int. New Williams Outlet

CHICAGO—Williams Electronic Manufacturing Company has named Bush International Distributing Company, headed by Oxie Truppman, as its distributor in Florida and Puerto Rico.

Bush has offices in Jacksonville, Miami and Tampa. Its Puerto Rico office is known in the industry as the Williams Company, managed by Leon Nocc, N. J. Boster heads the Jacksonville office and Bill White is in charge of the Tampa organization.

Bush, recently acquired by Aut oman Canteen Company of America's A-C Automatic Service division, also handles the AMI phonograph.

The company was formerly handled in the Florida area by Southern Music Distributing Company, headed by Ken Reed.

Niles, Mich., Council Delays Tax Action

NILES, Mich.—City council has delayed action on a proposed jule box, game and vending machine tax ordinance pending testimony by a representative of the coin machine industry.

Frank Fabiano, Buchanan, Mich., councilman, said before the council next week in an effort to have the council render the proposed tax schedule.

The council will hear as suggested by John Rigney, city attorney, would tax jule box and amusement games $30 per year, cigarette vending machines $4 per year each, and cigaret machines $70 per year.

Operators have termed the schedule excessive and confiscatory. Fabiano said the operators were not opposed to a tax, but that the present schedule would put most of them out of business. He said he would seek a more equitable schedule.

BELGIAN Firm Imports Used Yankee Jukes

ANTWERP — Lowen Automa ten, the sales arm of the GSM coin machine manufacturing company of Bingen, has established a Bel gian subsidiary, Lowen-Automaten Benelux, which will import used coin machines from the United States.

Lowen announced that its Antwerp subsidiary would import coin games and phonographs "from the American market which are no longer in demand," because of the "repositioning" of the American market.

The German firm stated that the Belgium subsidiary will be making the office here the principal export center for reconditioned American equipment to the German market and the Benelux countries.

Furthermore, the Belgian branch will distribute NEM products in the Benelux countries and serve as a base for an expanding Lowen Common Market operation.

Lowen said it had selected Antwerp as headquarters for its import venture because of this port's position as the crossroads of U. S.-Europe coin machine trade.

Lowen's Antwerp subsidiary in effect is the Bingen firm's answer to Seeburg's cancellation of its sales agreement. Striving for "a deeper penetration of the German market," Seeburg has established its own German distributor.

As part of its severance of relations, Lowen discontinued its links with the Benelux.

Rock-Ola Compacts Successful in Dixie

MEMPHIS—Sales of Rock-Ola's new compact phonograph have been brisk for Memphis and the Mississippi territory since the opening of the new model recently. Alan Dixon, general manager of S & M Sales Company here, said last week.

"I think the trend was started by the automobile industry with compact cars," said Dixon, "the public took to them, and I see the same trend in the phonograph industry with these compact phonographs."

Seeburg Distributors' Meet Set for Chi

CHICAGO—Seeburg holds its annual sales conference this week at the Congress Hotel. The distributor conferences here next week. Attendance will be from all sections of the country. Previous conferences were held in Feb ruary and June.

The meetings have been termed general get-acquainted sessions for Seeburg executives and members of its distribution network.
**EUROPEAN NEWS BRIEFS**

**Service Heads Danes' List**

COPENHAGEN—Dutch coin machine operator associations, alarmed at the increase in coin machine thefts in the Benelux countries by bullying by coin machine operators, have decided to support a priority project of their organizations. An operator working in every country organization anywhere where you will have alert, entertaining operators and the sleepy fellows who just barely hold on. This latter group are the ones who have to be prodded. They are slack about service standards, and they help to give all operators an unfavorable reputation." Operation efficiency is hundred in English. The associations have been encouraging. Coin machine operators and associations try to bring the operator the latest technical information which will help him improve service. Promote had been encour-

**Jukes, Vendors Sell Disks**

FRANKFURT—Disk vending machines are making head-

way in West Germany after a long period of experimentation by operators and tentative sample purchasing by the public. Sales surveys show that the average single vending machine sells between 60 and 80 records a week. Checks throughout West Germany is making surprisingly keen acceptance of the disk vending machine. Analysis estimates that until a title in good known to the public through the juke box and radio, it finds little demand in vending machines. Therefore, operators are experimenting with "tuming siting"—disk vending machine. Disk machines and phonographs appear to be mutually suited to the market's needs. A model offered by the vending machines and then they buy the disks.

**60,000 W. German Juke Boxes**

MUNICH—West Germany now has 60,000 juke boxess—

contrasted with fewer than 1,000 machines in 1953, according to the latest phonograph census. Of these 60,000 boxes, around 30,000 are in the hands of juke box manufacturers. The percentage of American to German juke boxes is increasing steadily. Although the German juke box market has seen a new-bow to replacement-box market, long-range projections fore-

**Princess Debs in Germany**

HAMBURG—W. Adickes' Nova firm is introducing on the German Market the Rock-Ola "compact" phonograph "Prin-

cess." The "Princess" is a floor box developed from the wall box Model 1484. The new box is advertised as a space-saving box on all the German manufacturing. Adickes says it is espe-

**Operator Contract Upheld**

COLOGNE—The Cologne municipal court has ruled that an operator's contract with a location is valid despite any nego-

tiations between the location and another operator. The location owner contended that the operator had violated its contract by failing to provide superior equipment. The court ruled, however, that a contract is valid until expiration despite displaceable locations of the location over equipment and services. A bailiff was sent to remove the substituted juke box and re-install the original box, for which the location was assessed $25 in costs. The defendant further was admonished by the court that any further removal of phonographs, phonographs or phonographs from its premises in violation of contract would be punishable by a fine of $125 or up to

**THE WORLD WIDE COMMISSIONERS CENTER**

**OF THE MUSIC INDUSTRY**

**TOTAL PAID**

**MORE CIRCULATION**

**OF THIS ISSUE OF BILLBOARD MUSIC WEEK**

2,328

(BILLBOARD MUSIC WEEK)
American Univelid to Offer Common Stock

NEW YORK — American Univelid this week offered to the public 100,000 common shares of its stock at $9 a share. The offering was made through Robert A. Martin Associates.

The company loses vending machines dispensing mints and Altoids. Net proceeds of the sale of the shares will be used to buy additional machines.

Billboard Music Week

Proving Worth of Articles Ups Ga. Vending Operators 10-Cent Sales

ROME, Ga.—One stumbling block which holds down capsule vending sales is the refusal of many people to believe that they are getting their money’s worth, according to W. C. Holcomb and Jack Dayon, bulk route partners here.

Holcomb and Dayon concentrate on two-tint, multiple-machine locations, primarily in air-conditioned bowling alleys, theaters, large entertainment centers, etc. Both men believe in high, attractive new machines, modern hardwood-shelf chrome-plated legs, plus a combination of 1-cent, 5-cent, and 10-cent vending machines.

Ten-cent capsule machines have been the most recent addition to the Holcomb-Dayon route, vending primarily imported items such as rings, wiggles, drawings, flashlights, cigar lighter, costume jewelry, picture frames, etc.

Customers Want

As has been the case in other sections of the country, the partners were somewhat dismayed, however, even for 10 cents, for a skeptical attitude toward 10-cent items. A check with location owners, even with typical customers themselves, revealed that one of the most often voiced complaints was based on miniature cigarette lighters, on the worst worst thing is that a cigarette lighter, with a semblance of cigarettes. The Japanese-imported lighters, however, are generally accepted.

In a letter to his customers, Howard, the local operator, offered an explanation, which, however, are, of course, actual cigarette lighters, faithfully scaled from full-sized American varieties, and are considerably superior to producing a light with proper fuel and time.

Holcomb and Dayon came up with a forceful and thoroughly effective panacea. This was to install a Stanton blanket label on each of the capsule vendors throughout the area, which states simply, "Our 10-cent cigarette lighters are genuine!" In some spots, this was modified to read, "Our cigarette lighters are real!"

At the same time, samples of the lighters were distributed among location owners, waitresses, bartenders, etc., as an excellent conversation piece.

Many customers with a handful of dimes in their change, and thoroughly amused by the tiny cigarette lighters, make a beeline for the bulk machines as soon as they see one of the lighters demonstrated.

Small Signs

Holcomb and Dayon have posted similar small signs, either inside or outside the globe, as the operator, to push the quality theme, with such slogans as "You won’t be disappointed!" — "No gimmicks!" etc.

Results showed that 10-cent capsule sales tripled within a month after this program started and have been on the climb ever since. Machines which required only one filling per month went to as much as one filling per week, and as customers, encouraged by the simple explanations, began plunking in odd dimes whenever they happened upon a location. Holcomb and Dayon diversified the inventory of their location's sunlight further.

After six months, the 10-cent machines at every stand were showing as many transactions as penny machines, which, however, included "10-cent" gum, gum, flavor, and other flavors, peanuts, ice cream.

"You’ve got to convince the public that a dime is being well spent," it was pointed out, "even though the value of a coin has grown so sharply since World War II, a dime in still a booming factor in today's budget, and isn’t likely to be wasted."

Operators Stay Out in Front — Receive

* Advance information on what’s new in BULK VENDING.

* Latest news on money-making hits like the MOON ROCKET, 60 Quick-Tach, 60-3 for 60.

* The Northwestern, full of news, operating hints, photos, all for the BULK VENDING Operator.

* Make sure your name is on the Northwestern mailing list.

Write Today.

Northwestern CORPORATION

3131 E. Armstrong St. Muncie, Ind. Phone: Wabash 2-1300

Please rush complete information and prices on BULK VENDING on SUPER SIXTY, Ball, Coin-Charge, Ball Restraint, Coin Restraint, 10-Cent Restraint.

BULK VENDING

Minneapolis Musings

Ralph Arms, veteran bulk vending operator of Minneapolis, has sold the major share of his route to Tommy Tashin, Minneapolis operator. Vendell Distributing

(Continued on page 54)

Quick Switch of Vendors Breaks Garage Prejudice

CHATTANOOGA — Making a complete exchange on every service station location, at every service call, has proved a highly practical solution to both good will and service efficiency problems. for Lavonne Watkins, bulk operator here.

Watkins has more than 170 service outlets throughout the Great Smoky area, several of them triple-header stands, offering many customer services, including wash, and ball gum. In the field for the past 12 years, Watkins, an electronics engineer salesman, has established several ungated locations in garages, service stations, and other automobile rowsmen, which had never permitted a machine before.

The sole secret, reports the Tennessee operator, is his willingness to show the same efficiency in servicing every location as the location owner shows in getting his customer’s business.

Fast and Clean

That means that the work must be fast and clean," Watkins says. "When I arrive at the appointed time, the location owner doesn’t want to see any trace of valuable space, or me getting in the way of his customers’ busy routine, like smoke, repair, etc., and out and out. Customers, of course, simply picks up a machine which has been on location for one week, two weeks, or a month, depending upon the amount of traffic, sweeps it into his truck, and replaces it with a filled one.

He uses a lift-gate equipped panel model, with machines to be lined along the right side, and those picked up are returned to the opposite side. His procedure consists simply of driving into the garage or service station, backing the machine into the space provided, and driving the machine, the life of the machine, and the customers, through the truck as the gate is raised into position from the elevator after removing the cable.

Cycle Billing

With so many locations as he operates, the first impression would be that Watkins would require two stands for every location, if necessary, however, since he simply uses a cycle billing system whereby 20 machines are always in the shop, to replace 20 more in a given zone, during the week. As each are dropped, 20 more are picked up the same way, it actually requires only a surplus of 20 machines to be on the machine, and there is a constant rotation on the replacement basis.

"Of course, we always keep to the true and the true, of course, we always have to get the trust of the one having the coin," Watkins says. "And all of our customers have had little or no disagreement over that subject since I went into this system."

MINNESOTA MUSINGS

MINNESOTA MUSINGS

BIG SAVINGS on BALL AND VENDING GUMS

Some saved.

Rated Direct Low

Factory Prices

Coated Directly Low

Factory Prices

Member National Vending Machine Distributors, Inc.

AMERICAN CHEWING GUM CO.

St. Louis, Mo. Cleveland, Ohio NEW YORK, N. Y.

STAMP FOLDERS, Lowest Prices, Write:

Ralph Arms, veteran bulk vending operator of Minneapolis, has sold the major share of his route to Tommy Tashin, Minneapolis operator. Vendell Distributing

(Continued on page 54)

Bull Banker

Merchandise & Supplies

NYBVA Sets Big Weekend Trade Out

NEW YORK — The New York Bulk Vendors Association meets at Stratton's Restaurant, Forest Hills, this Thursday, for its annual trade show, to be held at the Concord Hotel, Kameha Lake, N. Y., September 23-24.

Leading bulk vending manufacturers and representatives are scheduled to send representatives to the affairs. Lloyd Raynor and Dan Smith chairman of the National Vendors Association, will be in attendance.

A cocktail party and top entertainment are on the social calendar, and sports facilities are available for the operators and their guests.

Package rates range from $12 to $120 a couple for the weekend. These reservations may be made through Roger Feltz, Feltz Vending, Oceanide, L. I., N. Y.

AMERICAN CHEWING GUM CO.

St. Louis, Mo. Cleveland, Ohio NEW YORK, N. Y.

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(Continued on page 54)

Bull Banker
Prime Locations, Adequate Number Of Machines Spell Gumball Success

By JOSEPH KLEIN

GARY, Ind.—Can you make a living with gumball machines? John Elenick, a Gary operator, has an illuminating answer that is in the affirmative.

"To do so," he says qualifyingly, "you need good locations, of course. You must also have an adequate number of machines. But, then, that's about all you need."

Gumball business is the least complex of coin-machines operations and, therefore, requires the least invested in operational expenditures, Elenick explained.

No Loans

"As a gumball operator, you receive no request for loans," he stated. "There is no spoilage. You fill up the machines when the location owner calls to say that they're empty and so there is no need for regular location calls.

A native of Gary and a veteran of World War II, Elenick has been devoting himself fully to his gumball operations since last January when he gave up a thriving candy and tobacco wholesale business, the Bee Line Candy & Tobacco Company.

His gumball enterprise functions as the Bee Line Sales Company. Before the organization of the company, Elenick ran a firm 10 years ago, he was associated with his father in the management of extensive real estate holdings and a restaurant.

Anticipating the liquidation of the candy and tobacco company, Elenick bought his first few machines from Chicago's Logan Distributing Company in April, 1960. Further purchases have enabled him to cover locations in Gary, Hammond, East Chicago, Whiting and other population centers in the vicinity.

"And I haven't stopped," he said. "I am still in bus. Now I am in the expansion. I think it has a great future."

Vandalism and burglary are probably our worst problems," Elenick says. "I lost seven or eight machines that way."

Self-Taught

Elenick is his own serviceman. As in other coin-equipment operations, gumball machines present repair problems. He said that he is a self-taught mechanic.

"I've always liked to tinker around with machines," he said. "It's a challenge and I enjoy it."

What's most important is that the customers seem to be satisfied with his products. Elenick obtains his locations simply by "looking around." He receives other machines on the usual location-hunting basis.

Location Hunting

"I get stops by observation, by keeping my eyes open," he said. "And, of course, you've got to know what to look for. A good location is in places around schools and particularly in restaurants close to schools. The machines should be placed closed to the cash register."

"The equipment must be conspicuous and attractive. Otherwise, the kids won't notice it, and, in this business, where are you without kids?"

"Yes, even vacant stores offer location possibilities. By finding out well in advance the type of business that will occupy them you can be the early worm that gets the location."

Good Warning

Friends warned him against going into the gumball business, Elenick related. Trying to make a living in a penny operation in this day and age just couldn't be done, he was told.

Then he read somewhere of the words inscribed over the fireplace of the Hind's Head Hotel in Bray-on-Thames, near London: "Fear knocked at the door. Faith answered, and no one was there."

Inspired by this counsel, he made his decision and the disaster of which he had been forewarned just wasn't there. 
Phillips Amusements Introduces Novel Coin-Operated Golf Game

CHICAGO—A novel coin-operated putting game called Golf Time is being introduced to the coin machine trade by Phillips Amusements, Inc., new coin machine manufacturer in Bloomington, Ill.

The game consists of a 3-by-10-foot playfield with a rear scoring panel. Ball is delivered to the player from a side chute. Player gets nine shots or holes for a dime or 18 shots or holes for a quarter.

If the ball drops into the hole at the end of the green, the player gets a point. If the player misses, however, the ball is removed from the field by a sweep arm. Thus, there is only one shot per ball.

90 Seconds Per Game

Kenneth Phillips, president, estimates it takes about 90 seconds to complete a single game. The game is an attractively finished model. Coin insertion is on the top of the back scoreboard. A piece of rubber conveys the coin from the coin chute to the coin box. Coin boxes are available for coin insertion, token insertion, or a combination of both. Coins and tokens are accepted separately.

The coin box cash till is at the end of each collection, so the player who places the coin in the coin box instead of the token box knows what the coin box contains. The location owner as do cashiers. Thus, in collecting from each 90-second cycle, he counts out the same in the location owner's presence and cross-checks it against the play meter, he doesn't simply turn over the cash. Instead, he makes up an amounts due form, and then sends the customer a check at the end of the month, usually covering two periods.

As soon as the location is set up, the Georgia operator sets up an "account" which is simply a 6½ x 9-inch ledger card, which is held with the location owner's ledger. On the ledger is the description, serial number, and other details about all machines in the location. Typically, the Georgia operator leaves space for enough entries to represent an average year.

New State

At the end of the month when making up the credits and debits on the report, he takes each of the ledger cards out in turn, and types in the total collection from the machine, plus the amount due, in a vertical column down the right side, thus making up a ledger page. Then, each ledger card is transferred to a Verifax machine, which costs about 27 cents, makes good clear black and white copies of two ledger cards in one operation. Then, he simply mails the photocopy of the ledger card to the location owner, enclosing the check.

By BOB LATIMER

ATLANTA—Making certain that every location owner has a thorough understanding of how important the juke box, amusement machines, and vending ma-

chines are to his everyday operations is the purpose of a unique bookkeeping system de-
v eloped by Bob Latimer, suburban route operator here.

"Carrousel," in the phonograph industry for his fifth year, shares a well-founded feeling that sim-

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Only **Seeburg** offers you all these best selling 33 1/3 stereo albums

**ARTIST OF THE WEEK**

10-selection single record packages...

Your Seeburg distributor offers you the greatest array of popular musical entertainment available anywhere in the world. All in 33 1/3 stereo hi-fi. Every listing below is a ten-selection album record package—each with ten great recordings by the listed artist. (Order from this exclusive Seeburg "Artist of the Week" list to put new life into your full business.)

### Jazz

- **ADDLEY, CANNONBALL**
  - The Cannonball Adderley Quintet
  - In San Francisco

- **ADDLEY, NAT**
  - That's Right

- **ARMSTRONG, LOUIS**
  - Louis and the Duke of Piedmont

- **BAKER, CHET**
  - Chet Baker with Fifty Italian Strings

- **BASIE, COUNT**
  - Kansas City Suite

- **BASILE, COUNT with JOE WILLIAMS**
  - And the Blue Note

- **BENTON, BROOK**
  - Songs I Love to Sing

- **BRADFORD, RUDY**
  - You're Gonna Love to Work

- **BRUNCE, DAVE**
  - QUARTET and JIMMY RUSSELL
  - Bound and Rolling

- **DO RAY MI TRIO**
  - The Wonders of Musical Doo Wop Trios

- **GBARNER, BROLL**
  - Dream Street

- **GRECO, BUDDY**
  - My Buddy's Side

- **HODGES, JOHNNY**
  - Soul's Black

- **JAMES, AL**
  - Papay's Hood

- **JOHNSON, JON**
  - Jumpin' with a Shuffle

- **JOHNSON, QUINCY**
  - The Great Wide World of Quincy Jones

- **LAMBERT, HENDECHER & ROIS**
  - The Swing Era

- **LEWIS, RAMSEY TRIO**
  - Stretchin' Out

### Pop Vocal

- **LYNN, GLORIA**
  - A Little Learne Lonesome

- **MONK, THELONIOUS**
  - Thelonious Monk at the Blackhawk

- **O'DAY, ANITA**
  - Put Your Hand Up

- **PRICE, ANDRA**
  - Give My Regards to Broadway

- **REED, DELLA**
  - A Date with Della Reese

- **SMITH, GEORGE**
  - The Swingin' French

- **STATION, DAKOTA**
  - Sally Sally

- **TAYLOR, BILL**
  - Billy Taylor with Four Voices

- **TOMMASON, BOBBY**
  - Soul of the Blues

- **TOP JAZZ STARS**
  - Swingin' Like Star

- **VAUGHN, SARAH**
  - The Divine One

- **WASHINGTON, DINAH**
  - I Concentrate on You

### Country & Western

- **CASH, JOHNNY**
  - Ride This Train

- **FLATT & SCRUGGS**
  - Foggy Mountain String

- **HILL, GOLDIE**
  - Goldie Hill

- **PIERCE, WEBB**
  - Webb with a Beat

- **SMITH, CARL**
  - The Carl Smith Sound

- **STANLEY, BROO**
  - The Stanley's in Texas

### Instrumental

- **MOONEY, ART**
  - Spectacular Values with Benji" MIA

- **O'TOOLE, KNICKELS**
  - Sing a Song with Richard O'Toole

- **PLATTERS, THE**
  - The Life Is Just a Bowl of Cherries

- **PRIMA, LOUIS/KEELY SMITH**
  - Together

- **SHINEWOOD, ROBERT**
  - Cut Away from Those Swinging' Days

- **SWINN, FRANK**
  - Show Us Swingin' Days

- **SWINN, REGGIE**
  - Miss N' Easy

- **STARR, RAY**
  - Jazz Singer

- **TWITTY, CONWAY**
  - Conway Twitty's Greatest Hits

- **WILLIAMS, ANDY**
  - Andy Williams

### Rhythm and Blues

- **CAREY, DAVE**
  - Boogie Wailer + 2 Sides

- **COVINGTON, WARREN**
  - If I Could Find a Word

- **DUNBAR, MARTIN**
  - Exotic Sounds From the Silver Screen

- **EBONY, DUANE**
  - Baby Daddy and the Rebels

- **ELOTT, LARRY**
  - Satchell's Sides

- **ELOTT, LES**
  - Half Sides/Half Latin

- **FERGUSON, MAYWARD**
  - Let's Face the Music and Dance

- **GLEASON, JACKIE**
  - Lovers, Lovers

- **GREEN, URBIE**
  - The Percussion Treasures of Urban Green

- **HACKERT, BOBBY**
  - Hawaiian Swing

### Brand New! Week of Aug. 28

- **PETE FOUNTAIN**
  - Jack Haskell

### Brand New! Week of Sept. 4

- **BRENDA LEE**
  - Jimmy Witherspoon

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225H ... $795
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AMI
Continental 200-Sel., like new ... $749

Terms: 15 days required

INDIANAPOLIS — The sale of Mega gaming device stamp for $250 each for the current fiscal year was reported last week by the Internal Revenue Service. “As long as they buy their stamps, the federal government is satisfied,” said an IRS official when reminded that payroll pinball machines are illegal in Indiana. “Enforcing the gambling laws is up to local authorities.”

Vigo County was the leading purchaser of the stamps with 191. Lake County was second with 141. Dearborn County, one of the smallest of the State’s 94 counties, bought 91, while Marion County (Indianapolis), the largest, purchased only 13. Other purchases included that of Vanderburgh (Evansville) with 91, St. Joseph (South Bend) with 55, Knox with 54 and Madison with 46.

HOSPITAL AUXILIARY MEETING

CHICAGO — Some 200 leading club women from the Western suburb community met last week to form the Board of the Auxiliary of Goodwill Memorial Hospital. Louis Zahn, hospital president, welcomed the group and gave a brief history of the hospital.

Members of the auxiliary will manage the snack bar and gift shop, as well as aid the hospital, founded by coin machine pioneer Adam Gottlieb, officially opened July 24.

INDIANA TAX STAMP FIGURES REPORTED

NAIL POLISH SIMPLIFIES, HIKES EATERY JUKE PLAYS

DENVER — It isn’t necessary to go to too much expense or effort to shift restaurant locations, according to Jonathan Knight, of Skyland Music Company. Knight, like many other long-established operators, is a firm believer in furnishing waitresses and bartenders with coins which can be used to start up the juke box, whenever there are long, protracted periods of silence in restaurants and tavern spots. Formerly, he went to great lengths to develop coins which could be recognized as “shill money” whenever collections were made. This included the use of pais, even metal processing which would tint the coins a definite color.

Nail Polish

“Instead of issuing coins to the waitresses, we simply asked them to make a small cross on their coins with nail polish,” Knight pointed out. “In this way, waitresses can easily see a few quarters when they come up and shift out the coins, and nail polish is a very cheap and easy material, and the color won’t change whenever it is indicated.

Knight then simply taxis the nail-polish-identified coins when making his regular collections, and reimburses the waitresses—all of whom use a different symbol to identify the coins they have dropped.

Play started going up swiftly in the restaurant, as soon as this system was put into effect, and continued to climb every week for a period of several months.

Today, naturally, has adopted the ‘mark-it-with-nail-polish’ program among all of his locations, and gladly stakes each of the waitresses to take a small cross, to stop a new bottle of nail polish whenever they receive it.

 Pistons

CINCINNATI — The “make-it-with-nail-polish” program among all of his locations, and gladly stakes each of the waitresses to take a small cross, to stop a new bottle of nail polish whenever they receive it.

CINCMEN THE NEWS

COINOPHILE

BALLY FOR TOP EARNINGS IN EVERY TYPE OF LOCATION EVERYWHERE

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Cleveland Coin Machine Exchange, Inc.
2733 Page Ave., Cleveland 4, Ohio

Create a logical flow of information and maintain coherence. Do not introduce any new facts not present in the image. Use the information provided to answer the question. Ensure that the text is readable and well-structured, maintaining the context and purpose of the original document.
Music Operators of America’s September newsletter is being reprinted in BMW as a service to MOA members. The newsletter appears in BMW exclusively and is not mailed to the membership. The views expressed are those of MOA.

**AND SON!**

CHICAGO—In our years in the phonograph business, it has been our good fortune to have gained many friends. These people are represented in every level of our industry—manufacturers, distributors and operators. We treasure these friends. Most of them have made their mark in our business. Some have accumulated wealth, others are in moderate circumstances but all have one thing in common, they are in the coin machine business.

Most of these friends have lovely families. And, we have yet to find a music man who did not have a fierce pride in his children. Nothing is overlooked in the development of these youngsters. Education, manners, poise, are all of the highest. However, in the desire for the betterment of these children, our business suffers. For, we have found that it is in a rare music man that wants his son to follow him in his profession. A doctor, a lawyer, a banker, yes, but a music man, never! It is unfortunate that the public image of our business is such that fathers want to spare their sons the indignity of an undeserved poor reputation.

There are exceptions, of course. A notable one is a lad that was going to grade school when we first met him. We watched his progress through high school and college. We were pleased with his decision to join his father in the distributing end of our business. In a few short years, he’s well up on his successful parent. We’re betting he’ll surpass him and we know that our good friend, Barney Sagerman, hopes that his son, Myron, does.

Too, we recently attended the introduction of Rock-Ola’s new model. As a neutral, we have no comment other than this model carried on the traditions of constant improvement within our industry. But, we do want to point out that this particular model is the product of a new generation. This phonograph is the result of the engineering and designing skill of Donald Rockola, son of David C. Rockola. Father should be proud!

We all talk about the need for "new blood" in our industry. We search for it far and wide. We are missing the forest for the trees. This "new blood" is not found in our homes, in our own dinner tables. It is coin machine blood. It runs in the veins of our children. Educate them in the coin machine business—let them be involved with the machines they use and the art of entertaining by music is honorable.

It’s 100 to 1 that they will do a better job than we have!

MUSIC OPERATORS OF AMERICA, INC.

E. R. Ratajak

Managing Director

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**OPERATE UNITED**

Shuffle Alleys and Bowling Alleys

**WELCOME EVERYWHERE**

**UNITED MANUFACTURING CO.**

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**SLICK SHUFFLEBOARD WAX**

**ESPECIALLY GOOD ON SHUFFLE ALLEYS**

**RAPID SETTLE SURFACE**

**DESIGNED TO MAINTAIN A LEVEL SURFACE**

**PREVENTS WAX FROM AUSSING ALONG THE EDGES**

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**NEED for EXPORT**

**GOTELLA**

**TITAN**

**COUNTES**

**PHOBIC FINCH**

**SPEWY**

**SHOY**

**SHERRY-BOON**

**ATTICA-S&W**

**MADDEN'S**

**C.A.C.**

**DRUMSTICK**

**JUMBO**

**RACING DOLLS**

**CLAUDIA**

**LIFE-A-CARD**

**WORLD CARNIVALS**

**SEVEN SEAS**

**ROCKET SHIP**

**CHINA TRADING**

**LIGHTNING BALL**

**NATIONAL RECREATION**

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**ATLAS . . . for MUSIC and ROWE VENDING MACHINES**

COMPLETE STOCK OF PARTS—FAST SERVICE!

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**SPECIAL!**

**A.M.I. MODEL F-120 $250**

**RECONDITIONED**

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**GOTELLA TWO PLAYER LANCERS**

**CHEMICAL**

**FIREBIRD**

**SHOY**

**SHERRY-BOON**

**ATTICA-S&W**

**MADDEN'S**

**C.A.C.**

**DRUMSTICK**

**JUMBO**

**RACING DOLLS**

**CLAUDIA**

**LIFE-A-CARD**

**WORLD CARNIVALS**

**SEVEN SEAS**

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**LIGHTNING BALL**

**NATIONAL RECREATION**

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**ATLAS MUSIC COMPANY**

DIV. OF AC AUTOMATIC SERVICES, INC.

1323 W. WESTERN AVE, CHICAGO 27, Ill. U. S. A.

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**THE OLD PROFESSOR, DAVE STERN, Seacoast Distributing, Rock-Ola outlet in Elizabeth, N. J., shows off the new Princess to Victor Raggie, Branch Amusement Company, Long Branch, N. J., during recent open-house ceremonies at Seacoast.**

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**BILLYBOSS BILLBOARD MUSIC WEEK**

**SEPTEMBER 4, 1961**
WANTED
Coin-Operated Kiddie Rides
Give all details and prices in first letter.
Write: Box 138, Billboard Music Week
188 W. Randolph St.
Chicago 1, Illinois

SURE SHOTS FOR LONG RUN PROFITS...

Williams
COIN-OPERATED POOL TABLES

50" x 90"
OVERALL SIZE

Both Deluxe 90 and Deluxe 75 have all these features:
- brightly polished chrome plated castings around all pockets
- lively rebound cushions
- hand rubbed mahogany finish
- formed Formica rails
- separate cue ball return within easy reach from overhead position
- first quality balls size 3 1/4" - cue ball size 3 1/4" - twin dime or 25c push chute - recessed removable drawer

See the Standard Model 75—low priced—a quality table. All models have a full year warranty with regulation billiard cloth.

Place Your Order Today!

WILLIAM'S ELECTRONIC Mfg. Co.
Riv. W. CLAESSON, Mgr.
CHICAGO 34, ILL.

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

NED. GUILD SETS NEW MEET DATE

OMAHA—The Nebaska Music Guild has set its fall meeting to September 16-17, at the Franx Hotel, Omaha. The meeting was originally sche.alized for September 3-4 at the same site.

A new insurance program, styled box and game exhibists, business meetings, and session of the Cornhusker Investment Club are on the agenda. Doc Stroh and Frank Holys are hosts.

Kiddie Coin Ops Occupy Wash Home

DENVER—Lease arrangements are growing rapidly in the Denver kiddie ride industry, spark-plugged primarily by the development of hundreds of do-it-yourself coin-operated laundries and dry cleaning plants.

Since most of these laundries are converted over from other types of retail operations, there is usually plenty of room for a kiddie ride. Also, kiddie rides remain just about the best panacea for sitting children which any mother could hope for. The net result has been that at least two out of every three major-scale kiddie rides and dry cleaning plants opened in the past few months display bucking horses, a space ship, an antique car, or similar kidde ride entertainment.

Standard arrangements with coin-operated laundry operators calls for a flat $1.50 per month maximum for the operator, although it has been pegged as high as $37.50. Invariable, according to leading coin-operated kiddie ride owners, the $30 minimum has been met easily.

In return for the minimum, operators usually promise a much more active machine maintenance and reconditioning program.

SHUFFLE TOURNEY OPEN TO IA. & NEB. OPERATORS

OMAHA — A two-state shuffleboard tournament being sponsored by Coin-A-Matic, Inc., local coin machine distributors, is expected to attract hundreds of players and television coverage.

Scores 120 or more players from Iowa and Nebraska will compete for $600 in cash prizes. More than 300 persons are expected to view the three-day elimination games to be staged at German-American Club Hall here October 6-8.

Howard Ellis, head of Coin-A-Matic, and Frank Hawley, sales manager, said that already the tournament had received local press mentions and that they had been promised radio and television coverage for the actual games.

Entry blanks are being made available at present locations and the tournament will be held in September 30, after which the results will be made known.

The directors and officers of Standard Financial Corporation are pleased to announce effective September 1, 1961, the transfer of its New York Times Sales Department operations to its wholly-owned subsidiary, SFC ACCEPTANCE CORPORATION, an investment company organized under the Banking Law of the State of New York, specializing in industrial time-sales and finance.

At the head of SFC Acceptance Corporation will be Mr. Arnold Harlem, Executive Vice President and General Manager. Mr. Harlem brings to SFC Acceptance Corporation financial and credit experience acquired through the many years of association with C.L.T. Corporation, Rowe Manufacturing Company and Automatic Canteen Company of America.

Assisting Mr. Harlem will be the following newly elected Officers of SFC Acceptance Corporation, all former New York Times Sales Department executives, who will continue to serve you: Robert L. Krause, Senior Vice President; Harvey Nelson, Assistant Vice President; Alan A. Fischer, Assistant Secretary; Charles Hofmiller, Collection Manager.

All of the personnel of SFC Acceptance Corporation are thoroughly experienced in your industry, and will now be in a position to offer you greatly expanded services and assistance.

SHUFFLEBOARD TOURNAMENT

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THE DIRECTORS AND OFFICERS OF STANDARD FINANCIAL CORPORATION ARE PLEASED TO ANNOUNCE EFFECTIVE SEPTEMBER 1, 1961, THE TRANSFER OF ITS NEW YORK TIMES SALES DEPARTMENT OPERATIONS TO ITS WHOLLY-OWNED SUBSIDIARY, SFC ACCEPTANCE CORPORATION, AN INVESTMENT COMPANY ORGANIZED UNDER THE BANKING LAW OF THE STATE OF NEW YORK, SPECIALIZING IN INDUSTRIAL TIME-SALES AND LEASING.

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H. F. LESNICK (right), Richmond Amusement Sales, hears about the new Rock-Ola Princess from Herman Harrin, General Sales Manager, Baltimore, during the recent Music Operators of Virginia meeting at Virginia Beach.
Kansas Coin Op Agrees: 'It Pays to Advertise'

WAKEENY, Kan.—Anonymity in operating any sort of amusement machine or phonograph route is a mistake, according to K. Hearing, owner of K. Hearing Amusement Company here.

Hearing, who has an extensive juke box and game route in Western Kansas, has at least 20 top-notch locations which came to him through “keeping himself known to the public.” Instead of posting his company name, telephone number, etc., only with the management, and omitting it on the machine, such as is often the practice, Hearing thinks so much of self-identification that he actually posts not one, but two oversize business cards in every phonograph.

In a typical cafè location in Colby, Kan., he uses two 3 1/2 by 5-inch business cards behind the glass on the juke box. These are set on either side of the turntable, where it isn’t likely that anyone playing a record will overlook them. Listed are K. Hearing Amusement Company’s chief interest, including amusement machines and phonographs, the telephone number, and the company slogan:

“Restaurant owners have to eat somewhere themselves,” he said. “When a man is planning a brand-new restaurant, he is likely to give some thought to the amusement machines and phonographs which are staple at roadside spots. If it happens that he remembers our business name, simply by seeing it repeated on cards wherever he has stopped to eat, the chances are that we will get the call.”

A typical example occurred back in 1959, when an Eastern Colorado rancher decided to take a cigarette vending machine. All of these rank steadily near the top of the list where incomes are concerned.

Another advantage of continuously making himself known to the public is the fact that location owners begin to remember Hearing by name, which leads to better co-operation in requesting phonograph records, in appearance upkeep on the machines, and, of course, in service. Hearing is proud of the fact that most of his locations owners know that he has the biggest string of machines in Western Kansas, and that through this continuous business card advertising program he can always count on obtaining several unsolicited new locations per year.

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Will Pay $$$ Cash $$$/s

MUSIC

WURLITZER 1700, 1800, 1900, 2104, 2200
SEEBERG—Need every model—A through G
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ROCK-OLA 1455, 1448
MILLS Panoramas
BALLY Bingo, Lotto-Fun, Skill Score and Skill Roll
WILLIAMS Ten Strike
GOTTLIEB & WILLIAMS Five Balls

WE HAVE OVER 100 USED, GUARANTEED VENDING MACHINES
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PHONE COLLECT OR WRITE FOR SWAP DEAL!
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PROVEN PLAYER APPEAL! PERFORMANCE! PROFIT!
No doubt about it—Lancers has everything it takes to attract more play, more coins, more profit! Coupled with its sensational new cabinet design you have a dream performer.

Its massive stainless steel mouldings and chrome corners provide a clean, "new game" appearance forever. Eliminates the need for many expensive service calls.

Drop in to your distributor today for a demonstration

- Top rollovers light pop benders, kick-out holes and side rollovers for super score
- 2 center kick-out holes fire balls toward top of playfield—2 side holes kick balls toward flippers
- Bottom rollovers score 200 points when lit
- 2 cyclonic kickers light alternately
- Match Feature • 3 or 5 ball play
Yours to sell...

BIG CHRISTMAS OFFER FROM GENERAL ELECTRIC!

Just in time for your big selling season—General Electric's new Trimline portable stereo, wrapped up in an exciting promotion to help you sell it. Your customers will see it announced in a spread in the November 17th issue of LIFE, reaching 32 million people.

SELL THESE 3 FOR $149.95!

* New Portable Stereo. The exciting new Trimline by General Electric, a brand new design in portable stereo. Custom changer flips down and out; speaker wings swing out or detach for wide sound separation. Big stereo sound in a compact, durable all-steel case, clad inside and out in lustrous, scuff-proof vinyl.

* 12 LP Stereo Records. The very best in modern and classical music, featuring America's top recording artists. Worth $60.76 (if purchased at manufacturer's listed prices).

* Pocket Transistor Radio. Big sound in a small package. Six-transistor General Electric radio is a favorite everywhere. Fits in purse or pocket, weighs only 7½ ounces.

FREE THESE 3 BIG EXTRAS

1. Exclusive Bing Crosby Christmas record. This specially pressed compact LP is a $1.49 value—you offer it to your customers for just 50¢. It's available only through General Electric dealers, and you get 20 of them free with your order.

2. Your name listed in LIFE, directing the customers in your neighborhood to your store.

3. A complete, hard-hitting point-of-purchase kit to help you build sales. You'll want to stock in on the "can't miss" promotion. Ask your General Electric Distributor for complete details.