**Country Influence**

History — musical history — has a rendezvous with the country field at Nashville this week. The occasion is the 14th Annual Country Music Festival. Record producers, publishers, distributors and every segment of the music business will be represented and will engage in key discussions and planning.

One common theme, however, will underlie all the talk and activity. It is that the music of America's heartland has now achieved its proper influence on both the domestic and international stages.

Surely, this is not a sudden development. It has been in the making for years, and the recent events have realized it when WSM held its first C&W convention 10 years ago, when C&W was still a self-contained culture.

The important thing is to realize the extent of its growth and contribution to music all over the world. All of us in the industry should nurture this development, for it casts credit upon the entire American music business.

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**Launch 2 Independent Record Clubs With Multi-Label Product**

By REN GREYATT and NICK BIRD

NEW YORK — A new record club has been launched, offering virtually all product from all labels. The operation is known as Record Club of America with headquarters in the south-central Pennsylvania region. The club is run by the former management of Rust Records. (Revised Club of America is being operated out of Mountaintop, N.J.)

The New York firm, which has already inaugurated a heavy national mail-order program, bases its disc offerings on the Schwann record club. The club offers new and classic albums, record lists in Schwann — from over 200 labels—at prices of $5 per cent off list or better. A feature of club membership is receipt by members of the Schwann catalog on a monthly basis. The Schwann people in Boston report they have already shipped substantial quantities of the catalog to York.

Another aspect which sets the club apart from others, particularly those operated by individual disk firms, is the fact that minimum is placed on the number of purchases required per year.

The club is being operated by two brothers, Fred Miller and Segal Friedman. Friedman, at one time, was a principal in the former College Records Club, which was owned formerly by Providence, R.I., by students of Brown University.

Contacted at the York offices and warehouse last week, Miller declined comment on the operation. "We are not ready to talk about the set-up yet," Miller noted, "since we have only just gotten underway." He admitted that the warehouse was now well stocked with product from many labels. He also reported (Continued on page 45)

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**Coin Interest High In NAMA Contab**

By AARON STERNFIELD

CHICAGO—More than casual interest in merchandise vending by tradecrafters in the musical machine and amusement game fields was displayed at McCormick Place here this weekend.

The occasion is the annual convention of the National Automatic Merchandising Association, which ends its four-day run Tuesday (1). Evidence of interest on the part of juke box and game operators in vending —and of the vending industry in juke boxes—is probably at an all-time high. Here are some of the indications:

1. Since the last NAMA convention, the vending group has passed a resolution which admits to NAMA membership juke box operators whose primary interests are in vending, or who have set up separate vending operations. Actually, juke box operators in these categories have long held NAMA membership, but now it's the admitted NAMA practice.

2. On the manufacturing level, three of the top juke box makers —Seligburg, AMI and Rock-Die—are using new carvings from cigarette units to drink-vendors. And a leading game manufacturer, Bully, is also showing a vending line.

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**Liberty Records Link With Britain's EMI Guarantees U.S. Firm $150,000**

By LEE ZHITO

HOLLYWOOD — Liberty Records’ newly concluded EMI over-all distribution deal (BMG, October 23) guarantees the firm an annual payment of approximately $150,000, Billboard Music Week learned last week.

Liberty President Al Bennett reports he will distribute the exact amount of EMI's guarantee, but admitted it's equal to approximately 24 cents per share of our stock. The contract provides that British Decca under the Liberty label. EMI takes over February 1, 1965.

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**Paid Circulation This Issue 21,119**
Non-Rock and Roll Single Action May Be Stirring Young Adult Disk Market

By BOB ROLONTZ

NEW YORK—It's a small trend, and perhaps a permanent one, but a number of adult-type singles have been getting action lately in the adult area. One new title is "Take Five" by Dave Brubeck. Another is "I'll Be Seeing You" by Frank Sinatra, also receiving good action in the Adult area on Kappy, "Somewhere Along the Way" by Steve Lawrence on UA, "Why Not Now" by Matt Monro on Warwick, "Moon River" by Margaret Whiting on Victor, "Danny Boy" by Andy Williams on Capitol, and "Rock-A-Bye Your Baby" by Aretha Franklin on Columbia.

In addition to these records, which are mainly in the young adult market, there is also a great deal of activity recently in scattered cities on records by such artists as Frank Sinatra, "Rituals"; Ben Webster, "Body and Soul"; Nat "King" Cole, "The Christmas Song"; and by Pat Boone, "Endless Love".

The success of these records indicates the sales value of young adult singles. This is not to say that these types of records are breaking out of the adult area. It is simply making a serious dent in the rock and roll market. The commercialization of this market to note that the number of discs and records being manufactured in the area have done well over the past month or two, which is significant. The record is not the same as the usual reissue of a popular song, but, of course, the record is the same as the usual reissue of a popular song, but it is the feeling that manufacturers, in their haste to get on the rock and roll bandwagon, may have been a little too late.

WASHINGTON—Aretha Franklin's "Rock-A-Bye Your Baby" on Columbia made a strong showing in the Washington-Baltimore area last week. Also strong were "Eve of Destruction" by The Mamas & Papas on Miraler, "Gypsy Woman," by The Impressions on ABC, and "My Last Cigarette" by Tanya Tucker on Monument.

WASHINGTON—The gene Thomas waxes of "Lamp Of Love" on Venus, and the Uniques' "Maigarten" on UA, are getting solid support. Ads are being placed in the top ten and dealers here as singles with a sales purpose. Aside from these promising newcomers, singles from Liberty, Capitol, and United Artists, showing initial strength included Sintzen's "Up a Lazy River" on Liberty and "The Greatest Story Ever Told" by Larry Green on Indigo.

D.C. Fall Scare

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Disk Manufacturers Rush Twist Sides as Fad Rages

NEW YORK—The Twist, long-time favorite of doo-wop singers, may be on its way out with the youngsters. That’s usually what happens when a record gets stuck on a new dance waggon, as they have been known to do during the past few weeks.

But at the rate the trend is going, the race is on between manufacturers to cash in on all the hoopla, new Twist records being rushed out last week. Roulette finished in the lead with its Peppermint Lounge, a well-deserved success at the famed Peppermint Lounge, a well-known Peppermint Twist, Parts 1 and 2. He poured all local jocks by last Tuesday.[24]

New twist singles include "The Society Twist" and "The Madison Twist" by Doo-wop singer and the Writing Jocks on Carniolo; "Peppermint Twist" by Smokey Robinson and the Miracles; "Madison Society Twist" and "Let’s Do the Peppermint Twist" by Nick Perto on Roulette, and "Madison Twist" and "Paro 1 and 2" by Pete Mazzacan on Future.[24]

Midwestern Sales Keep Retailers in Happy Mood

PHILADELPHIA — Gloria LeRoy, publisher of Billboard, last week handed out the top sellers in the Quaker City market, according to latest dealer reports from the NBC. Phil have also been included on NBC’s "Here and Now."[25]

"March" is the new number one hit, according to the NBC chart, "Here and Now."[25]

New Dance Step Has Chancing

CHICAGO — A wild, new dance called the Rock and a record of the same name by Gene and June is the big question mark among record people in the Windy City.[26]

Our about two months, the tune has been making big waves at Decco’s South Side rhythm and blues and Soul LP, and the Rock and Roll thing seems to be holding up well in the Chicago market, according to the NBC. Sales are reported strong sales throughout the city.

"We are also getting requests on the tune, both in Chicago and in its Beb City center neighborhood in the north, Milwaukee. Spotted at Hope.

Jim Langford, who also shared the hit in the Midwest, noted that kids were starting to show interest in the dance around the city and were picking it up.[27]

(Continued on page 109)

WSIX-TV Pegs Nashville Celebs In Video Showencing

NASHVILLE — The growing importance of Nashville as a national recording center was highlighted by the NBC's Music Row last Sunday (22), via a special television program titled, "City of Music."[28]

The show, which was aired at 6 p.m. EST last Sunday, was recorded and broadcast from the NBC's Music Row studio, starting with the composition of the NBC's music studio, the recording session, purchase, distribution and delivery of the disk to local dealers, sales and consumer trends.

Veteran manager-spotlighted visits to the homes of songwriters, Boudreau, and Rodeo, as well as updates on the NBC's music program. "Here and Now."[28]

"One for All"

Granz Seeks Non-Segregated Jazzman Concert Pacting

NEW YORK — A drive was started this week, spearheaded by impresario Norman Granz, for all jazz musicians to sign a non-segregation clause, meaning that a player would not be applicable for all dates played by jazz musicians, women’s clubs, churches, educational institutions, and college campuses. A committee consisting of Columbia Records, Neshi Ehrman, Chess Publications, and Columbia Records, led by Norman Granz, was formed to head this drive.

In a press conference, Granz pointed out that it was high time that jazz musicians refused to play dates for segregated organizations, and that if all artists had a non-segregation clause, they could be assured that there would be an end to segregated seating at jazz concerts. A clause in all contracts signed by Ella Fitzgerald or Oscar Peterson, the two artists he manages, Granz also said he had such a clause in all artists’ contracts in 1954.[29]

Fisher Hits N.Y.C.

NEW YORK — The motion picture "West Side Story," which was released last week, appears to have a powerful effect on single, as well as album record sales. The hit is the new number one hit, according to the NBC chart, "Here and Now."[29]

Also appearing on the NBC chart, "Here and Now," are "I'll Be Seeing You" by Billie Holiday and "You’ll Never Know," Frank Sinatra.

"The Twist" is the new number one hit, according to the NBC chart, "Here and Now."[29]

C&W Writers, Pub Awards

NASHVILLE—Broadcast Music, Inc., will present 36 writer and 22 publisher awards at its second annual awards presentation during its 6th Annual WSM country music festival here. The awards will be presented to BMI President-CEO Bob Burton. Loretta Lynn will perform with BMI Vice-President Roger Miller. Harry Belafonte will be Harlan Howard, with Acuff- Rose earning the top song in the publisher category for the year. The awards writers gaining more than one award will be Bill Anderson, Bob Dylan, Patti Page, Jimmy Dean, Patsy Cline, and John Denver. Each top publisher award winner will include Country Music, Country Music, and Tree Music, Inc., Cedarwood Music, Fye, and for each, and Paramount, three. (Continued on page 109)

Kids, Profs, Cold Perk Minneapolis

MINNEAPOLIS — The combination of a recent teachers’ convention and the beginning of cold weather continued to keep the Minneapolisper busy buying mood.

Several dealers, as well as distributors were reporting sales for singles and albums for the current season. Prospects for a strong Christmas buying period appeared encouraging.

The Twin-Cities area continued to be the big driving-selling area in the Midwest last week as several top singles were selling substantial incouls in the sales picture.

Getting Strong Action

"Watching bay, "Skeeters,"代办 Comstock, and "Let There Be Drums," Sandy Nelson (the latter tune hit Billboard’s Bubbling Under chart last week), were getting strong sales from hundred.

A number of dealers were also reporting strong sales for singles, "I’ll Be Seeing You," "I Love My Woman," and "Watcha Say, Mr. K?" by the Sickeniks, a tune they hadn’t released yet even though the Sickeniks have been most popular. Most thought this could be a popular hit.

Other breaking singles, according to dealers, were, "I Didn’t Figure on Him," Ray Conniff, and "St. Louis Woman," Freddie Laker, which had sales last week as yet seen any chart action.

Air Play

A couple of trends were also showing up on the local radio charts, including the single "I’ll Be Seeing You," and "Let There Be Drums," Sandy Nelson (the latter tune hit Billboard’s Bubbling Under chart last week), were getting strong sales from hundred.

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WIE is one of the Twin-City’s top-ranked "middle-of-the-road stations" specializing in "good music," but also playing the hot singles if the market demands it, Jim Shymian, "they’re not too hot right now.

The Fargo, N.D., outlet, KXGO, is generally recognized by dealers as a "break-out points" in the area. The Fargo outlet is said to have excellent reputation for getting on anything that may be "hot" for the area, for getting on anything that may be "hot" for the area.

The KXGO is also picking "The Commanders," by Buddy King, as their choice for the week.

King Cuts Indie Distributor Ties

CINCINNATI — King Records last week discontinued dealings with three indie distributors, sub- contracting all of their independent owned branches. The firm eliminated Leslie Distributors, Hartford, Conn.; C & C in Seattle and鑫鑫, and King-Fox in Kent, Ohio. The Quebec branches have been opened in both

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Non-GEMA Disks Become Top Juke Box Priorities

By OMER ANDERSON

FRANKFURT -- West German juke box operators will most likely be spending millions of dollars this year on juke boxes that are not GEMA-protected. The German Federal Antitrust Authority has ruled that limitations placed on juke box manufacturers by GEMA infringe on the antitrust laws.

The antitrust authority has ruled that GEMA must pay juke box manufacturers royalties in order to keep its repertoire of music. The ruling will force GEMA to license its repertoire to juke box manufacturers, and it will result in a large increase in the cost of juke boxes.

GEMA is the German copyright society that collects and distributes royalties to musicians and music publishers. It has been accused of charging不合理 royalties and of limiting the availability of music to juke box manufacturers.

The ruling will have a significant impact on the juke box industry. Juke box manufacturers will have to pay higher royalties to GEMA, which will increase the cost of juke boxes. This will likely lead to higher prices for consumers.

Atlantic Records LP Discount Deal

NEW YORK--Atlantic Records has announced a new LP discount deal for juke box operators. The deal will give juke box operators a 10% discount on all LPs purchased in quantities of 100 or more.

The discount deal is available to juke box operators who purchase Atlantic LPs. The deal can be used to purchase any Atlantic LP, and it can be used in combination with other discounts available from Atlantic.

The discount deal is a great opportunity for juke box operators to save money on their LP purchases. It is especially beneficial for juke box operators who have a large number of LPs to purchase and who are looking for ways to keep their costs down.

Dot Opens Branch in Richmond, Va.

HOLLYWOOD--Dot Records has opened a new branch office in Richmond, Va. The new office will be managed by Allen Radio Company in the Richmond area.

Dot's other company-owned offices are located in Cincinnati, Cleveland, Columbus, Detroit, Buffalo, Dallas, Memphis, Miami, New Orleans, Pittsburgh, Houston, New York City, Chicago, and Cleveland, Indiana, and Nashville. A separate Dot branch office in Richmond had not been named at press time.

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Atlantic Records LP Discount Deal

NEW YORK--Atlantic Records has launched a new LP discount deal program, which will allow juke box operators to receive a 10% discount on all LPs purchased in quantities of 100 or more.

The plan offers all "qualifying dealers" a 10% discount on purchases of 90 days or 100 LPs, whichever comes first. The discount is available to all juke box operators, regardless of whether they are Dot or other Atlantic LP sales.

The plan is kicking off this week with the release of six new LPs. The new LPs include hits by the up-and-coming group the Atco's, the popular jazz group "Jazz Abstracts," and the accomplished pianist and composer Jack DeFris.

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"BIG O"

Bad John" is getting bigger all the time!

Now a BIG album headed for still BIGGER sales...

exclusively on COLUMBIA RECORDS®
**MUSIC AS WRITTEN**

**New York**

Riverdale's subsidiary label, Jazzland, is launching an archives series. First LP features the late Pete Nappi, with the Tadd Dameron orch. Meanwhile, Riverdale chief Orin Kerawan has recorded George Shearing with the Montgomery Brothers Quartet. Set will be issued on Jazzland. Shearing's services were obtained by special permission of Capitol Records. ... Art Tordy's parents, Mr. and Mrs. Max Yarmy, celebrated their 50th wedding anniversary last week. ... Howling Wolf is off to Britain and Europe to do a series of folk singing concerts for Bill Hol's Colt Booking Agency. ... Erwin Piscus, of Piscus Music, returned to New York last week after a quick trip to the Coast to see a few men.

The Orchid label has signed Tony Russo. ... Roy Coleman has joined Southern Music to head the firm's promotional department under the aegis of professional manager Lucky Caro. ... Synthetic Plastic has named Mrs. Selma Rich Brody as director of the firm's children's record division. ... Victor has signed the Grandiose Singers, a gospel group. ... Bobby Johnston has been named manager of Clyde Stief's music firm. ... Ummah Records, and the Set in Order label, have joined the RIAA. This brings the membership in the RIAA to 58 diskettes. ... Skylar Records has parted the folk duo Danny and Jack Dalton. ... Erroll Garner opens this week at the Marzam Restaurant in Columbus, Ohio. ... Colpix Records has signed Don Conn to produce waxings for the company. He will work with Colpix on a non-exclusive basis. ... Joseph Pop has joined Victor in the firm's premium sales department.

Ennie Farrell, of Count Distributing in Los Angeles, won a color TV set at United Artists' sales meet last month. ... Ronnie and the Relatives have cut new sides for Colpix. ... Danny Winchell, formerly with Colpix and Alpha distributors here, has started his own record promotion and publicity firm. ... Lester Sims is now a customer's man at Pahl's and Company at the Radio City office. He is as dapper as ever. ... Russ McInerney has joined Bourne-Rank here. Meanwhile, Joe Zagra, executive assistant to Mrs. Bourne left for Hollywood last week for a perusal of affiliated companies on business. ... Great Lakes is now distributing Prestige Records in Cleveland. ... The Penny Company in Boston is now handling the Joy label.

Bob Roltz.

**Hollywood**

World Pacific's Dick Book last week signed drummer Ron Jefferson to an exclusive recording contract. Jefferson is part of the Les McCann Trio. First recording featuring Jefferson will be issued early in 1962. ... C. P. MacGregor takes exception with the claim that Radio Recorders will be the first independent custom recording studio to offer its clients an all-inclusive service package, from recording session to completed disk (BMM, October 9). He states his firm has maintained recording as well as pressing plant facilities all under one roof for more than a decade.

Capitol has signed Gene Brewer single records merchandising manager to replace the recently resigned Rose Dexter, now with all-news station KTRK. Brewer was Epic Records' Western division sales and promotion manager. ... According to Conway Recorders' Phil Yoell, the custom recording studio firm has expanded its facilities with the addition of 55,000 in new equipment and has recorded product appearing under the Mercury, Era and Reprise banners.

Composer and Lyricist Guild of America and Universal Pictures have concluded a collective bargaining contract granting the writers a $325 per week minimum for those working on a term contract, and a $375 minimum for composers and lyricists employed on a week-to-week basis. Contract also provides for CGLA members to participate in the Motion Picture Industry Pension Plan, and includes provisions covering performing rights and screen credit. Guild will open negotiations next week with United Artists Pictures.

Capitol Records' Eastern Vice-President Joe Cohn was here for a week's conferences and attended a meeting of its board of directors. ... Les McCann Trio is scheduled for a TV guest shot on the new Steve Allen Show on November 1. ... Miles Davis opened a 10-day run at the Renaissance Room last Thursday (12). ... RCA Victor's Timothy Hay stars a Northwestern promotional tour, including personal appearances and station interviews in Northern California, Oregon and Washington on behalf of his "That's What Girls Are For" disc. Lee Zhito.

**Pittsburgh**

**NEWLEY'S SMASH LP**

**LOVE IS A NOW AND THEN THING**

*Pick of the Week*

**THE WEASEL**

*ATTENTION DJ's..........GLOSSARY OF TERMS:

**Pop Goes The Weasel**-Pronounce of pressing one's hot Tuppenny Nickel.-Cheap bran of rice.-Treadle.-Similar to molasses.

**LONDON**

120 W. 52ND ST., N.Y. 19, N.Y.
UNITED ARTISTS RECORDS

BIG HITS

1. "TONIGHT" FERRANTE & TEICHER
   UA 373

2. "COTTON FIELDS" AND "GYPSY ROVER"
   THE HIGHWAYMEN
   UA 370

3. "SOMEWHERE ALONG THE WAY"
   STEVE LAWRENCE
   UA 364

4. "YOU'LL NEVER KNOW"
   SHIRLEY BASSEY
   UA 363

5. "TOWN WITHOUT PITY"
   GENE PITNEY
   MU 1009

6. "YOUR MA SAID YOU CRIED"
   KENNY DINO
   MU 1013

WEST SIDE STORY

PLUS OTHER GREAT MOTION PICTURE AND BROADWAY HITS
FERRANTE & TEICHER
AND THEIR ORCHESTRA CONDUCTED BY NICK PERITO
UAL 3166 (MONO.) UAS 6166 (STereo)

THE HIGHWAYMEN

INCLUDES THE BIG SMASH SINGLE "MICHAEL"
UAL 3125 (MONO.) UAS 6125 (STereo)

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The Comancheros are
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COMANCHE
Inspired by the 20th Century-
Columbia Records
taking this land !!

KING

HEROS

Fox Film "The Comancheros"

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Exclusive Management
Tillman Franks Enterprises
Shreveport, La.
New Dance Step Has Chicago Dancing

**Kids, Pros and Cold**

- Continued from page 1

Milwaukee is also getting action on the Nelson number, as it is on "Garden of Eden," by Bobby Com- stock.

A new ditty by Barry Mann, of the Who Put the Bang in Bang, called "Little Miss USA" has been picked up by one big city deejay as showing strong promise. The area deejay said "One More Time," with Johnny Holiday, and "Tell Me Why," by Nate Nelson, were new tunes to watch.

At the Radio Stations


At WJJO, Jim Lonnbsury said three of the brand-new releases merited attention, although they hadn't as yet been out long enough to be called breaking; "Smile," by Titi Yaro (who had "Habu"); "They're Playing Our Song," by Jimmy Rector, and "Everybody's Crying," by Jimmy Beaufort (a take-off of all the crying records around today).

Lonnbsury said the new breaks in his surveys and requests were; Ray Donner's "Please Do Go Home," "It's About Time," and "Let's Get Together," by Boots Randolph, and "I Love You Love Me."
DIRECT FROM THE PEPPERMINT LOUNGE
RECORDED ON THE SPOT
THE EXCITING NEW TWIST CRAZE

PEPPERMINT TWIST

PART I and PART II

JOEY DEE
and THE STARLITERS

ROULETTE 4401

GIVE YOUR SALES AN ADDED "TWIST"
...WITH THESE ALBUM MONEY MAKERS

DOIN' THE TWIST
Joey Dee and His Starliters (S) R-25166

LOUIS ARMSTRONG & DUKE ELLINGTON
"TOGETHER FOR THE FIRST TIME"—LOUIS ARMSTRONG AND DUKE ELLINGTON—(S) R-31074

BASIE AT BIRDLAND
RECORDED LIVE AT
"THE JAZZ CORNER OF THE WORLD"

"BASIE AT BIRDLAND"—Recorded Live
COUNT BASIE & HIS ORCHESTRA—(S) R-32968

"AFTER HOURS"
SARAH VAUGHAN—(S) R-31070

PACHANGA CON PUENTE
Tito Puente—Tico (S) UP 1083

STRAIGHTAWAY" JAZZ THEMES
MAYNARD FERGUSON

the New Sound
in your favorite music is on

ROULETTE

the Home of the Stars
DOUBLE
FROM THE ARTIST WHO GAVE YOU "I DON"

CHUCK J

MY WILLOW TREE

Wand #115

Mgt.: ROY RIFKIN

Exclusively
DYNAMITE!

WANT TO CRY" AND "I WAKE UP CRYING"

ACKSON

THE BREAKING POINT

Wand #115

AND RECORDS

Bookings: SHAW ARTISTS CORP.
Radio Station WSM
And the Stars of the GRAND OLE OPRY
Cordially invite you to WSM's 10th Annual
Country Music Festival
And the 36th Birthday of the GRAND OLE OPRY
FRIDAY and SATURDAY, NOVEMBER 3 and 4

This invitation is extended to America's country music disc jockeys and artists with the hope and conviction that WSM's 10th Annual Country Music Festival will again reflect the pride that all who are a part of it feel in the growth and preservation of a basic part of America's musical heritage.

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE CO.
Clipper Reeves, Cline, Wilburns Sweep C&W Jock Poll

Most Promising Awards to Smith, Lynn; Bradley Wins Country Man of the Year

NEW YORK—Jim Reeves was voted by the nation's C&W disk jockeys as the "Favorite Male Singer" for the second year in a row in Billboard Music Week's 14th Annual C&W Disk Jockey poll. And Patsy Cline came in first in the "Favorite Female Singer" category, sparked by her great hit "I Fall to Pieces." The Wilburns Brothers repeated their victory of last year, coming in first again as the "Favorite Small Vocal Group." In the "Most Promising" category, the winner was Warren Smith of Liberty for the male singers, and Loretta Lynn of the Decca label for the "Most Promising" of the female singers.

The "Country and Western Man of the Year" for 1961 was Don Gibson's RCA Victor package tagged "Girls, Guitars and Gibson." This year the country jockeys nominated Harlan Howard as the "Favorite Songwriter." Howard has been responsible for a great many country hits, and his tunes have been recorded by almost every name artist in the field.

Country Jocks Pleased

The hundreds of country disc jockeys who replied to the BMJW poll this year were very pleased with the way country artists and country songs were being accepted not only in the U.S. but throughout the world. They felt that country music was still on its way up and that more and more artists would break out of the country field and gain sales in the pop world.

The biggest complaint from the country jockeys centered about the lack of records from the large companies. These jocks were mostly from the smaller stations or smaller cities, but they felt they were being slighted by the large labels, claiming that their places, as much as those of large city jockeys, helped make records.

Changes in Poll

There were a number of changes in the country poll this year as against last year's. Kirby Wells, who had won the "Favorite Female Singer" category for the past three years, finished second to Patsy Cline in the annual "Most Promising" category for the past three years, finished second to Patsy Cline.

Schedule of Events

WSM's 10th Annual National Country Music Festival, Nashville, November 2-4

THURSDAY, NOVEMBER 2

8:00 a.m. ......... Registration Andrew Jackson Hotel Lobby

10:15 p.m. ......... " Opry Star Spotlight," all-night broadcast from the Andrew Jackson Hotel Lobby over WSM, Ralph Emery, disk jockey; Grandpa Jones assisting.

FRIDAY, NOVEMBER 3

8:00 a.m. Registration Andrew Jackson Hotel Lobby

8:30 a.m. WSM Breakfast Maxwell House Hotel

Speaker: WSM, Inc.

Host: Stars of the "Grand Ole Opry"

Address of Welcome: John H. DeWitt II, President WSM, Inc.

Recognition of Sponsors: Gov. Jimmy Davis of Louisiana

Country Music Spectacular With Stars of "Grand Ole Opry"; Ott Devine, emcee.

Trade Press Awards

12:30 p.m. Lunchon Andrew Jackson Hotel Ballroom

Speaker: Dot Records

Host: Randy Woods, President of Dot Records

Speaker: Smokey Rhea of Tennessee

6:15 p.m. Pet Nill Recording Session WSM's Studio C

7:00 p.m. Friday Night Opry WSM's Studio C

Saturday Night in the stars of "Grand Ole Opry"

9:30 p.m. Mr. DJ, U. S. A. With Grant Turner, WSM's Studio A

10:00 p.m. Dance Andrew Jackson Ballroom

Host: United Artists and Pappy Daily. Music by Merle Lindsey and His Jubilee Orchestra, with special guest Gabie Tucker

10:15 p.m. "Opry Star Spotlight," all-night broadcast from Andrew Jackson Hotel Lobby over WSM, with Ralph Emery, disk jockey; Grandpa Jones assisting.

SATURDAY, NOVEMBER 4

8:00 a.m. Final Registration Andrew Jackson Hotel Lobby

8:30 a.m. Breakfast Andrew Jackson Ballroom

Speaker: RCA Victor Records

Host: Steve Sholes and Chet Atkins

12 Noon Lunchon Maxwell House Hotel Ballroom

Speaker: Columbia Records

Host: Don Law and George Ferguson

Program: Columbia recording artists

5:30 p.m. Reception and Buffet Andrew Jackson Ballroom

Speaker: Capitol Records

Host: Ken Nelson

7:30 p.m. "Grand Ole Opry's" 36th Anniversary Celebration, Ryman Auditorium

Host: WSM, Inc.

SUNDAY, NOVEMBER 5

8:00 a.m. Koffee Klink Restaurant

Sponsor: Columbia Records

Host: Don Law and Gene Ferguson

Biographies of Poll Winners

JIM REEVES Favorite Male Artist

WARREN SMITH Most Promising Male Vocalist

LORETTA LYNCH Most Promising Female Vocalist

PATSY CLINE Favorite Female Vocalist

HARLAN HOWARD Favorite Songwriter

Stage Set For Nashville Frolic

BY BILL SACHS

NASHVILLE—The country and western music industry in all its facets converges on Nashville this weekend (2-4) for Station WSM's 10th Annual Country Music Festival in celebration of the "Grand Ole Opry's" 36th anniversary. In addition to the attendance, the WSM Fest packs up as the foremost annual music gathering in the nation today. According to Robert E. Cooper, WSM general manager, and Ott Devine, manager of "Grand Ole Opry," in charge of arrangements for the three-day event, advance registrations and hotel reservations point to another record-breaking throng for this year's convention. Registration for the festival begins Thursday (2) in the lobby of the Andrew Jackson Hotel, headquarters for the convention. As in the past, the three-day meeting is open to all "working people" in the music business.
NOVEMBER IS COUNTRY MUSIC MONTH ON CAPITOL

CAPITOL SENDS BEST WISHES FOR SUCCESS TO THE COUNTRY MUSIC FESTIVAL IN NASHVILLE ON THE OCCASION OF NATIONAL COUNTRY MUSIC WEEK, OCTOBER 30 TO NOVEMBER 4. CAPITOL ALSO SENDS CONGRATULATIONS TO STATION WSM ON THE 10TH ANNIVERSARY OF THE "GRAND OLE OPRY'S" COUNTRY MUSIC FESTIVAL
HATS OFF!

TO WSM'S 10TH ANNUAL COUNTRY MUSIC FESTIVAL FROM ALL OF US...

Anita Bryant
Carl Butler
Bill Carlisle
Johnny Cash
The Chuck Wagon Gang
Lorrie Collins and Larry Collins
Jimmy Dean
"Little" Jimmy Dickens
Lester Flatt and Earl Scruggs
and the Foggy Mountain Boys
"Lefty" Frizzell
The Three G's
Hank Garland
Carol Hall
Stuart Hamblen
Freddie Hart
Hawkshaw Hawkins
Johnnie Humbird
Stonewall Jackson
Commonwealth Jones
Claude King
Joe and Rose Lee Maphis
George Morgan
Skeets McDonald
Jim & Jessie and the Virginia Boys
The Nash Family
Carl Perkins
Bill Phillips
Charlie Phillips
Ray Price
Jerry Reed
Marty Robbins
Johnny Rose
The Screwballs
Dick and Jack, The Settlers
Carl Smith
Bobby Sykes
The Tennessean Two
Mel Tillis
Billy Walker
Charlie Walker
Johnny Western
Marijohn Wilkin
Marion Worth

and DON LAW, EXECUTIVE A&R PRODUCER

ON COLUMBIA RECORDS
Country Disk Acts Just Keep Selling

By BEN CREVATT

NEW YORK—"There's gold in
them that hills" describes success-
fully how more than one well-known
disk industry executive holds the key
of country artists and records. Few
are the areas of the over-all record
business where product has so little
obsolescence.

One of the more spectacular ex-
amples of how a country artist and his
song can sell and sell and sell is
that of the late Jimmie Rodgers,
the singing brakeman from Meri-
field, Miss. Steve Sholes, 25-year
a.d. man with RCA Victor, first
began re-selling Rodgers' singles in
the form of 78-r.p.m. albums far
back in the 40's. There were three
of these and each one brought a
rewarding sale.

Later, the same material was re-
packaged and released as 45-r.p.m.
albums. Still later, the same great
Rogers catalog was brought out in
the form of 10-inch LP's and again
the gold rushed in. Finally, the
same sides were again re-packag-
ed into a series of 12-inch LP's.
Four of these are out now and a
fifth is in the works.

It's estimated that each one of
these in its first year of 12-inch LP
release, has sold about 30,000, with
an only slightly diminished sales
after that initial release period. In
each of the Rodgers LP's, there
are 16 sides. "What we have in
these volumes," a Victor spokesman
said, "we give them in extra playing
time."

Victor has also been highly suc-
cessful with repackagings of older
recordings by Eddie Arnold, Hank
Snow and Jim Reeves particularly.
Many of these stem from the late
40's, yet many are still selling at a
happy clip today. In another case,
Victor put together a series of all-
time country hits that finds its spec-
sialty, especially for PX sale over-
seas. The first of these sold upward
of 100,000 in the first three months
while the second did even better,
200,000 in the first month. These
contain items by such as Porter
Wagoner, Pee Wee King, Starnie
Hammond and Hank Locklin.

Another of the more sensational
examples of staying power, and for
that matter, post-mortem power, is
that of Hank Williams. Ever since
Williams' death in the early '50's
M-G-M Records has continually
repackaged Williams recordings
many of them obscure items re-
recorded originally in the Arista
Rows offices in Nashville. In addition
to a number of single LP's the firm
has also released several three LP
memorial albums with de luxe box
packaging. All of these continue
to sell, and the sale of Williams
songs by other recording artists,
are said to result in royalties to
Williams estate in excess of $350,000 a year.

Albums came to the country
field relatively late in comparison
to the pop market, and for years country
artists were represented with many
singles each in stores, then country
sales belt. In the last six years,
however, albums have become ex-
nostly popular in the market, one
of these making the most of
one of the best known country catalogs of all.

In recent years, Decca has pro-
duced 11 albums by Kitty Wells,
10 by Red Foley, 10 by Webb
Everett, nine by Governor Jimmie Davis,
four by Grady Martin and three by Bill
Monroe. Although released over a
period of years, all of these albums

Host of Record
Exeex to Take in
W|9S'S Festival

NASHVILLE—Advance regis-
tration could indicate a heavy influx of
top record company execs for
WSM'S 10th Annual National
Country Music Festival to be held
here this weekend (2-4).

Representing Columbia Records
will be Bill Gallagher, Robert
Punse, Al Kinly, Sol Feldman,
Bruce Lindwall, Jack Loetz, Stan
Kahan, Dave Karpinski, Don Law,
Joe Trimble, Larry Hamon,
Len Ley, Herb Linsky, Tom Catalano,
Jimmy Puckett, Tom Cade, Bob
Richardson, Harry Asch, John
Kirkland, Mike Mocool, Jim
Benny, Charlie Jones, Don Heywood
and Fred Willard.

On deck for RCA Victor will be
Chez Atkins, Steve Sholes, George
Farkhill, Pat Kellerer, Ben Ros-
er, Bob Holt, August Blums,
Frank Byall, Dick Maxwell, Jack
Brick, Jerry Weiser, Tom Potter,
Bill Baker and J. Burgess.

Carrying the Capitol Records
banner will be Alan Livingston,
Joe Casale, Doyle Gillmore, Bill
Talbot, Jay Swift, Wade Prepper,
Mannie Klein, Bill Mikels, Freddie
Martin, Paul Wyatt and Ken
Nelson.

Representing Dot Records will
be Randy Wood, president, and
on hand for the record signing will be
Pappy Daily, of Houston.

The Record That Started in Birmingham, Ala-
Has Already SOLD 30,000 in Atlanta—30,000 in Washington, D. C.—
OVER 350,000 NATIONALLY—and Now Is BREAKING in Every Major
Market in the U. S.

"YOU'LL TURN AROUND, LOOK AT ME"
(Chorus)
(Reprise)
(End Chorus)
(End Reprise)

NEW CREST HITS:
(“The Original Showing”)
(“Brenda”)

"BUZZ SAW"—A Sensational Instrumental

The Gee Cees—Crest #1088)

CREST RECORDS, Inc.
SYLVESTER CROSS, Pres.
(Distributed by CIRCA)
9109 Sunset Blvd., Hollywood 69, California

BMW 14th ANNUAL
C&W DISK JOCKEY POLL

FAVORITE FEMALE ARTISTS
OF C&W DISK JOCKEYS

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>PATSY CLINE</td>
<td>Decca</td>
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<tr>
<td>2.</td>
<td>KITTY WELLS</td>
<td>Decca</td>
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<td>3.</td>
<td>SKEETER DAVIS</td>
<td>RCA Victor</td>
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<td>4.</td>
<td>JEAN SHEPHERD</td>
<td>Capitol</td>
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<td>5.</td>
<td>WANDA JACKSON</td>
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<td>6.</td>
<td>ROSE MADDOX</td>
<td>Capitol</td>
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<td>7.</td>
<td>CONNIE HALL</td>
<td>Mercury</td>
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<td>8.</td>
<td>JAN HOWARD</td>
<td>Challenge</td>
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<td>9.</td>
<td>SHIRLEY COLLIE</td>
<td>Liberty</td>
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<td>10.</td>
<td>MARION WORTH</td>
<td>Columbia</td>
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FAVORITE MALE ARTISTS
OF C&W DISK JOCKEYS

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<td>1.</td>
<td>JIM REEVES</td>
<td>RCA Victor</td>
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<td>2.</td>
<td>MARTY ROBBINS</td>
<td>Columbia</td>
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<td>3.</td>
<td>FARRON YOUNG</td>
<td>Capitol</td>
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<td>4.</td>
<td>BUCK OWENS</td>
<td>Capitol</td>
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<td>5.</td>
<td>RAY PRICE</td>
<td>Columbia</td>
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<td>6.</td>
<td>DON GIBSON</td>
<td>RCA Victor</td>
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<td>HANK THOMPSON</td>
<td>Decca</td>
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<td>9.</td>
<td>GEORGES MAREK</td>
<td>Decca</td>
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<td>10.</td>
<td>JOHNNY CASI</td>
<td>Columbia</td>
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A HIP...HEP...HOORAY FOR THE ANNUAL 'COUNTRY MUSIC FESTIVAL'


DROP'N AND SEE US...WE'LL BE WAITING TO SHAKE HANDS IN RCA VICTOR'S HOSPITALITY SUITE IN NASHVILLE: ANDREW JACKSON HOTEL STATE ROOM—11TH FLOOR.
Owen Bradley Wins C&W Man of Year

Owen Bradley, Decca's country & western chief, has been selected as Billboard Music Week's "Country and Western Man of the Year" for 1961. Like his predecessors in other years (see list below), the self-styled Nashville recording chief was named for the "Man of the Year" award for his great contribution to the field of country music and for his help in spreading the gospel of country mu-
sic, via his records he has produced, throughout the world.

Bradley came up through the ranks to reach his present position as Decca's Nashville & Western chief. He was born in Westmoreland, Tenn., in 1915, and when he was 10 years of age, displayed little enthusiasm for music. But while rearing from an eye injury, he became interested in playing the guitar, and he became so enamored of the instrument that he kept on playing. Eventually he learned to play a number of other instruments, includ-
ing piano, organs, vibes and trombone. He declined on music as his career, and played his first profes-
sional engagement as a member of a small hillbilly band. He continued to play in bands on radio and in night clubs in Tennessee until the outbreak of World War II. He joined the U. S. Merchant Marine and wound up as a member of the Ted Weems service orchestra. After Weems left the service Musician First Class Bradley became Decca's New York staff engineer.

When the war ended, Bradley joined Station WSM and soon was a member of the Golden Arrow radio show. He started to record for Coral Records in 1949, and his first recording, "Blues Stay Away From Me," was a hit. In addition to recording, he also wrote songs, many of them in collaboration with Bradley Smith. In the 1950s, Paul Cohen, then a c&w chief for Decca, asked Bradley to assist him in turning out c&w songs. Bradley did, and the Cohen-Bradley association turned out hit after hit for Decca. When Cohen left Decca for Coral in 1958, Bradley moved up to the post of Decca country recording chief.

Since then Bradley has gone on to bigger and bigger triumphs. This year his chart toppers include records by Patsy Cline, Kitty Wells, Brenda Lee, Roy Clark, Webb Pierce and Ernest Tubb. He is very proud of the success of both Brenda Lee and Patsy Cline, who are now among the top thres of stars in the country field, along with the top country field, just recently he recorded with both, and the Antar King, from L.A., in addition to his work with recording companies, Bradley and his brother Harold ran the Owen Bradley Stud-
ies in Nashville, one of the busiest in the country, where the tapes of label make their recordings. It is estimated that the studio has handled about 700 sessions a year. In addition, Bradley occasionally makes recordings himself with his own band. When he has a moment to spare, he does, he'll spend it with his wife and two children in Nashville.


Las Vegas a Bonanza for Western Orks

By JIM HALSLEY

Though young in years, Jim Hal sley is already the shooting star of the country & western music business, chiefly as a producer, artist and manager of c&w talent. He is regarded as one of the top talent men in the business, with a broad base of Western bands to promote during the last few years. He is a former agent manager to country singer Wanda Jackson and western band leader Hank Thompson, whose Brisco Valley Boys were one of the top Western bands in the nation. Hal sley has helped create many of the Western bands, such as, Ken, where he operates the record company, and the Starday Artists, c&w talent agency.

Ever since Vernon Brown and Bob Wills started playing country music with a big beat throughout the Southwest in the 1930s, country and western bands have been one of the mainstays in the c&w business.

Today, the Western band business is bigger than it has ever been, and dates, included in their itineraries, will list nearly all of the top ballrooms and clubs in the United States and Canada, as well as a heavy schedule of important fair and rodeo dates.

During the past year, Las Vegas has been a hot area for big c&w bands and one of the top Vegas gambling houses, the Golden Nugget, has a steady stream of c&w bands and talent through their entertainment lounge filled to capacity during their 21 hours of shows each week. Wanda Jackson and her band, which plays regularly at the Golden Nugget, has been a big hit.

The Golden Nugget has featured, this past year, many of the top names in the business, including 13 weeks of Hank Thompson and his Brisco Valley Boys, 17 weeks of Bob Wills and his Texas Playboys, 18 weeks of Wanda Jackson and her Party Timers, and many other top drawing names—Jimmy Wakely, Lonnie Donegan, Judy Lynn to name only a few.

The Golden Nugget has become so popular as a showcase for top talent that Wanda Jackson recently recorded an album for Capitol, direct from the Nugget stage. This is the first in person musical album ever recorded in the country field. The release date is October 30 and Capitol expects this to be one of its biggest sellers this year. In promoting such places as Salt Lake City's New Lagoon Amuse-

ment Park, Milwaukee's Grand Davine's Million Dollar Ballroom, Denver's Rainbow Ballroom, the Terra Archer and Prom chain through the Midwest, country music through Western bands looks a big step forward. It opened the door for other country record acts to prove they too could do the box office in locations such as these. Many of the top band leaders are big selling record artists themselves. Names such as Hank Thompson, Bob Wills, Tex Williams, and Pee Wee King have sold records into the millions of copies. This, as well as being a good musical organization, only increases the prospects in the box office.

Because most of the band leaders have always been interested in the

(Continued on page 25)

Mr. Dealer: ** Free for 5 on all **
1 Free for 5 on all **
2-Pocket LP's! **

** Stand* **
** Stand* **

Mr. Dealer: ** Free for 5 on all **
1 Free for 5 on all **
2-Pocket LP's! **

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Slim
WHITMAN

With 2 Big Winners!
"THE OLD SPINNING WHEEL"  "IN A HUNDRED YEARS"

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IMPERIAL RECORDS
IN CANADA • LONDON RECORDS, Ltd.
NO HILLBILLY

Sparks Fly in Country Feud in Stars & Stripes

DARSTADT, W. Germany—The U. S. Army's overseas newspaper, Stars and Stripes, is embattled with the troops simply because it published a press association story critical of country and western music.

Although it is known that c&w is popular with the troops, even the military newspaper was aware of the passions which attack on country music could arouse.

On its entertainment page, Stars and Stripes published a Press International story by Vernon Scott Jr.'s UPI Hollywood reporter, expressing his feeling about the TV show "Five Star Jubilee." Scott wrote: "Country singer Roy Acuff has a nice smile, but his voice is only slightly less pleasant, say, than running your fingers down a blackboard."

That did it. Stars and Stripes circulated from Ireland to Italy, and from Morocco to Saudi Arabia. Indignation welled up uniformly among U. S. troops and airmen deployed over this vast area. To mollify its irate readers, Stars and Stripes devoted nearly a page to printing the protest.

Major sentiment was expressed by Technical Sergeant and from Mexico to Ethiopia.WHO

"I personally find the article distasteful and insulting.... I know a lot of people within this small area who were angered by the article, and I am afraid that this is as distant from the entertainment world as the article was from reality. If you can't say anything good about country music, the least you can do is not say anything bad," the specialist said.

Specialist 5 Arthur L. Ellis, an intelligence specialist in Germany, conceded that "we hillbillies are a minority, but we aren't the only people in the world." Ellis pointed out: "Not only are Carl Smith and Roy Acuff well-known to European and western singers, but some of the songs mentioned were very big hits in the late 1940's and early 1950. While Scott is quoting these songs, maybe he should try listening to one of Carl Smith's well-known songs, 'Live and Let Live.'"

Makes Friends

"These men will make more friends with the songs they compose and sing than Scott will with his sarcastic observations about them." The ATC Division penned a protest from its base at Rota, Spain: "We (the men of our division) are from different parts of the United States, including Pennsyl

..."It is my purpose to bring you the music of country and western in today's paper. I have heard people cut it down, but I think this is much too.

This is expressed by the Army's attitude in the matter. In the military, country and western are part of the American way of life the troops are defending overseas.

To underscore its attitude, the Army prohibited reference to country and western in official statements as "hick" or "hillbilly music.

It may only be referred to as "country and western," "country," "Western," or "c&w," but nothing is said about it, and all air force entertainment is called "Grand Ole Opry" or "Hillbilly music.

Senior Army Commanders, it is reported, have intervened on behalf of c&w, declaring it sym-... the country music field, with all events, which run virtually around the clock, free to all those attending.

The festival officially kicks off Friday morning with WSM's opening breakfast at the Maxwell House Hotel, with Gov. Jimmy Davis of Louisiana, himself a prominent country artist, making the keynote address. His talk will be followed by a country music spectacular of the stars of "Grand Ole Opry" after which the trade press will make their awards in the various categories.

Sen. Etta Kefauver will be the principal speaker at the Friday noon luncheon hosted by the Record-...ness will be the "Responsibility of the Day to the Youth of America." Other speakers at the luncheon will be Gov. Buford Ellington of Tennessee, governor of Tennessee Frank Clement, and Mayor Ben West of Nashville. Friday night, United Records and Pappy Daily will host a dinner featuring the music of Elvis Lindsay and his band.

The moning breakfast will be sponsored by RCA Victor Records, with Steve Sholes and Chet Atkins playing host. With Don Law and Gene Ferguson in charge, Columbia Records will host the Saturday luncheon at the Maxwell House, with an array of c&w stars. Artie Shuck will furnish entertainment for a 90

A Daily Newspaper

Capitol Records, which will publish a daily newspaper during the run of the convention, will entertain its visitors at the annual dinner at the Andrew Jackson Hotel, with Ken Nelson as host for the occasion. Only night tour that attendees of the convention will be the main event of WSM's radio program "Grand Ole Opry" at the Country Music Hall of Fame.

In addition, radio stations throughout the country, Broadcast Music, Inc., will hold its annual dinner at the Belle Meade Country Club Thursday night (3), at which time Bob Burns, BMI vice-president, will present awards to the writers and publishers of the year's top country tunes. Owen Bradley's band will play for dancing.

CMA Dinner and Election

On Friday night (3), the Country Music Association will stage its annual dinner at the Hillwood Country Club, on which occasion the first three members of the CMA's Hall of Fame will be announced. Supplying entertainment for the evening will be Homer and Jethro, the Jordans, the Anita Kerr Singers, Hank Thompson and His Brazos River Boys, Wanda Jackson, the Nashville Recording All-Stars and Bill Paree.

The CMA will hold its third an-..." to all our dear Jay friends!

FERRIN HUHKY
FARON YOUNG
BILL ANDERSON*
ROY DRSUKY

HUBERT LONG TALENT

618 EXCHANGE BUILDING NASHVILLE, TENNESSEE
Alpine 5-4154 Alpine 5-0891

Favoritc Small C&W Vocal Groups

Position Artist Label
1. THE WILDFORK BROTHERS Columbia
2. THE LOUVIN BROTHERS Capitol
3. LESTER FLATT & EARL SCRUGGS Columbia
4. RUSTY & DOUG Hickory
5. THE BROWNS RCA Victor
6. TOMPAUL & THE GLASER BROTHERS Decca
7. WILMA LEE & STONEY COOPER Decca
8. JOHNNY & JACK RCA Victor
9. ONDO & OSCAR RCA Victor
10. DON RENI & RED SMILEY King

Favorite Songwriters

Position Songwriter Publisher
1. HARLAN HOWARD Pumpin, BMI
2. BILL ANDERSON Champion, BMI
3. KEN LOUDER MILK Cedarwood, BMI
4. WILLIE NELSON Pumpin, BMI
5. MUSKY ROBBINS Pumpin, BMI
6. DON GIBSON Austin, BMI
7. BOUDLEAUX BRYANT Austin, BMI
8. ROGER MILLER Tree, BMI
9. ROY DRSU KY Lamar, BMI
10. BUCK OWENS Central, BMI
When it Comes to Country Music... DECCA® is Tops!

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SAVE YOUR TEARS        BILLY GRAMMER
I'D LIKE TO KNOW WHY     31321
LET ME DOWN EASY         TOMPAUL & THE
TIRED OF CRYING          GLASER BROTHERS
OVER YOU                 31322
THE GIRL THAT I AM NOW   LORETTA LYNN
I WALKED AWAY FROM THE WRECK  31323
GIVE ME HEAVEN           JIMMY NEWMAN
ALLIGATOR MAN            31324
I'M SO LONESOME          CARL BELEW
DO I HAVE TO (Have A Reason)  31325
TIME CHANGES EVERYTHING  JIMMIE DAVIS
SITTING ON TOP OF THE WORLD  31327

...and thanks for your help in putting these great records on the charts...

Congratulations to WSM and the 10th National Country & Western Music Festival!

Happy 36th birthday to the Grand Ole Opry!

WALKING THE STREETS  31298
HOW DO YOU TALK TO A BABY  WEBB PIERCE
PO' FOLKS              BILL ANDERSON  31262
I WENT OUT OF MY WAY   31297
I'VE GOT SOME          ROY DRUSKY
I FALL TO PIECES       PATSY CLINE  31193
THROUGH THAT DOOR       ERNEST TUBB  31300
BE MINE AGAIN          ERNEST ASHWORTH  31292
CRAYZY                 PATSY CLINE  31317
BIG MAMOU              JIMMY NEWMAN  31281
HEARTBREAK, U.S.A.     KITTY WELLS  31248
OUR MANSION IS A PRISON NOW
DAY INTO NIGHT          KITTY WELLS  31313

Be sure to stop by in our hospitality suite #640!
PARDON OUR CROWING A LITTLE-

JUBILEE'S FIRST ENTRY INTO THE C&W FIELD COMES UP WITH 3 SMASHES!

RINK HARDIN
the original smash version

MAN NEEDS A WOMAN

Jubilee 9-1061

THE RUNABOUTS
BRING BACK MY BABY
v/w TRAIN

Jubilee 9-1000

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Vinnie Monte
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About to make a record? As soon as your artists and tunes are set, RCA Custom is ready to do the rest. Take recording, for example. RCA has spacious studios in each of four cities, fully equipped for all your recording needs. RCA engineers have extra know-how, and, using the world's finest equipment, they make precision masters of matchless quality. RCA Custom then produces just what you need from the smallest to the largest order...then solves your packing and shipping problems...and offers fast delivery. All this, plus facilities for 45's, Compact 33's, paper records.

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FRED MADDOX
New Smash
"FOR OLD TIMES"
b/w
"WHO'S GONNA CHOP
(My Baby's Kidnillin')"
#969
Produced by Tony Ladd
Arranged by Ty Maddox
FLAT-IT-GIT RECORDS
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NORWALK, CALIFORNIA

CONGRATULATIONS, WFM FROM
JIMMIE SKINNER
(MERCURY RECORDS)
LATEST SINGLE BIG CITY-
4 WAILIN' AT A CILING
(MERCURY 71783)
LATEST LP: JIMMIE SKINNER-
COLEMAN, BARNETT, BOYD 4122
LATEST EP: JIMMIE SKINNER
(MERCURY 1-4337)

"WHAT A PLEASURE" -- "THE KEY TO YOUR WORLD"
ON DECCA 31310

FOLK TALENT & TUNES

BY BILL SACHS

Harry (Hap) Peabody, Wichita, Kan., promoter, set a package comprising Freddie Rock and band, Sunnie Wilson, Norma Jean, George Morgan, Eamon Napier and the Plaiains and Eddie McAniff and His Climboys Boys for one-nighters at Omaha, Neb., October 19; Lincoln, Neb., October 20; St. Joseph, Mo., October 21, and Kansas City, Mo., October 22... Gov. Jimmy Davis of Louisiana has just commissioned H. W. (Pappy) Daily a Louisiana colonel on the occasion of the latter's appointment as head of the Louisiana United Artists... Pee Wee King stopped off recently in Indianapolis for a visit with Bob Todd and Dick Good, of Station WGGI, to plug his new Britel Record release which features Red Stewart doing the vocal honors on "Tin Proving for the Day Peace Will Come," which Pee Wee wrote with the late Jimmie Davis.

Grandpa Jones has joined the Jim Dandy Artist Bureau, Nashville, under an exclusive management pact... The Donnelly orchestra booked Jimmy Dickens for the October 17-21 period at the Four Seasons, new Aurora, Colo., club, which has just switched to a policy of using country music artists five days a week the month of October... The show and dance program at the Skyway in Des Moines, newly converted to Jim Denny's Flame-Theater-Café, Minneapolis, October 23-28, is through the Jim Denny office.

One side of Jim Reeves' new release, "How Can I Write on Paper What I Feel in My Heart," was written by Danny Hartman, Don Carter and George Kent. The other side, "It's Always You," presented by Maddox Brothers and Rose, has replaced his earlier record company known as Flat-It-Git Records. Firm's initial releases are Maddox's "Who's Gonna Chop My Baby's Kidnillin'." b/w "For Old Times" and Freddy Rose's "Merry-Go-Round" b/w "77 Louisiana Fiddlers." Maddox and Rose, together with Vern Stovall and Bobby George, appear nightly at Maddox's Playhouse, Champaign, Ill.; Vern Stovall's "Long Black Lonesome" b/w "Lovin' on Borrowed Time" is reportedly still getting a lot of response for Crest Records.

Radio Ozarks, country network with headquarters in Springfield, Mo., has announced a one-year deal with the Jack Red off network TV, the "Ozark Ozarks" commercials are only regularly nationwide exposure outside of Springfield, enjoying its greatest popularity since his movie days of the '40s, than the old Ozark, Rogers and Stand films being shown on television, continuing as the king of the one-nighters, having played more than 61,000 to date.

Tennessee, Tenn., held its 16th Annual Hillbilly Day Celebration Saturday, October 14, with about 5000 great participants in the around-the-clock activities of music, movie stars and business houses co-operated in promoting the event, which included a "Grand Ole Opry" show and a two-hour telecast of "The Madison Music Mart" and "Lillie Langtry Night." The Madison Music Mart offered a two-hour show featuring Tall Paul Charon, Chase Webster, Beverly June and Chris and Charlie, early Mac Wilson, of El Cajon, Calif., presented a "Nashville" telecast, known as a "brand-new release on the Irwin label," b/w "Lonnie Carter," is slated to bow with a follow-up in December. Beverly's material is written and composed by her uncle-agent, Bob A. Sherwood, and arranged by Gene Lamzer, Background vocals are by Andy Gordiano and the Blue Flamens.

Bell Rock (Belcher), former bass player with Johnny and Jack, is on tour in Alabama and Mississippi, promoting his new release, "I'm Torn," b/w "On a Hand," on the Queen label, recently reorganized under new management by Howard Vehles, of Vokes Music. The new group has been assigned to Studio Music, Inc., Madison, Tenn., foreign rights to the record in national and several of the band's foreign outlets. Lark Music is in charge of handling rights in all countries outside of Canada. The record is a "shock treatment" for fans in this state, "Ghost of a Hanky Font Slave," "Ballad of Johnny Homer's Last Day," "I'm Torn," "Who's Gonna Chop," and "It's a Wonderful World" have just been issued.

Gene Burley is now covering Louisiana, Mississippi and part of Alabama for King Records, Inc., New Orleans.

The Andy Doll band, which made an appearance on "The Nat 'King" (Mercury) KOEL, Cleo, Ill., is routing through November as follows: Janesville, Ill., November 1; Clear Lake, Iowa, November 2; Prairie Du Chien, Wisconsin, November 3; Madison, Wisconsin, November 16; Janesville, November 18; Winona, Minnesota, November 19; Fort Dodge, Iowa, November 30; Spencer, Wisconsin, December 1; Worthington, Iowa, December 2; Watertown, Iowa, December 19; Fennimore, Wisconsin, December 24; La Crosse, Wisconsin, December 26; Winona, Minnesota, December 27; Decorah, Iowa, December 29; Band personnel comprises Larry Smith, sax; Carl Fredrickson, drums; Harry Frederick, Freddie Bradley, vocals; Charlie Moomen and Andy Doll.

Madeleine Baker, handling psychology
(Continued on page 52)

BMW 14th ANNUAL C&W DISK JOCKEY POLL

MOST PROMISING FEMALE ARTISTS OF C&W JOCKEYS

Position   Artist                  Label
1.  IORETTA LYNN   Decca          
2.  MAGGIE BOWES   History       
3.  SUE THOMPSON   Starbuck      
4.  MARGIE SINGLETON Capitol        
5.  MICKIE GILBERT  Capitol        
6.  DOTTIE WEST   Startstar       
7.  JONIE NOBSY   Challenge  

MOST PROMISING MALE ARTISTS OF C&W JOCKEYS

Position   Artist                  Label
1.  WARREN SMITH   Liberty        
2.  CLAUDE GRAY   D'            
3.  ROY VAN ORICE  Mercury       
4.  BOBBY EDWARDS  RCA Victor     
5.  ROGER MILLER   Liberty        
6.  RAY SANDERS   Liberty        
7.  DENNIS ASHWOOD  Decca         
8.  RALPH BARKER  Columbia      
9.  CLAUDE KING   Columbia      

Country Disk Acts Keep Selling

- Continued from page 18

Around," by Margaret Whiting and Jimmy Wakely, "What It Was Was Football," by Andy Griffiths, and "Knoxville Girl," by the Lewis Brothers. As in Kansas City, there are many sellers for Capitol, among them such venerable acts as "Smoke Smoke Smoke That Cigarette," by Tex Williams and Mark Carlson's "Church in the Wildwood.

At Columbia, the country discs sales curve is described as "stretching out almost indefinitely in 1951 and your next batch material by the Chuck Wagon Gang and Flecky Jean are the most popular sellers. We have three new titles, a duet by Johnny Horton and Jack McRae, and a spoken word record for kids. "And much of it is of all ages. Johnny Horton's sales are as strong as ever. Other big sellers, all of whose albums continue to move briskly across country counts, include Marty Robbins, Carl Smith, Lefty Frizzell and Ray Price. As the spokesman said, "We continue to get country hits of course. But almost more important is the long life. There's not even a 15 per cent decline in sales in year to year in most of these albums."

King Records, too, has shown much strength when it comes to country discs. Their "Champ" records of some of their older titles, such as "That's Why Every Year This Top Band Leader Continues to Take Up Big Money Jobs, and Around," by Margaret Whiting and Jimmy Wakely, "What It Was Was Football," by Andy Griffiths, and "Knoxville Girl," by the Lewis Brothers. As in Kansas City, there are many sellers for Capitol, among them such venerable acts as "Smoke Smoke Smoke That Cigarette," by Tex Williams and Mark Carlson's "Church in the Wildwood.

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King Records, too, has shown much strength when it comes to country discs. Their "Champ" records of some of their older titles, such as "That's Why Every Year This Top Band Leader Continues to Take Up Big Money Jobs, and Our Spin- off records are doing terrific in the country field.

Las Vegas Bonanza

- Continued from page 50

C&W. Jock Poll

- Continued from page 15

Cline, Jan Howard, last year's "Most Promising Male Singer," moved into eighth place in the "Most Promising Singer" field. The "Most Promising Male Singer," Back Owes, moved to the No. 4 slot on the "Favorite" poll.

A number of the indie labels appeared to have made a deep imprint in the country field with their artists. Liberty placed three artists in the "Most Promising Male Singer" list, including Warren Smith, Ray Sanders and Ralph Emery plus Shirley Collins on the "Favorite Male Singer" chart. Hickory placed Maggie Bowes and Sue Thompson on the "Most Promising" list and Roy Van Orice and J.C. Hill on the "Most Promising Female Singer" list. This year, most of the labels, including Decca, Capitol, Columbia, Mercury, and others also had artists up there. The major labels, Victor, Decca, Capitol, Columbia, Mercury, were still strong in the field, with Capitol Records having an exceptionally good year for its country roster,
WITH THE COUNTRY JOCKEYS

By BILL SACHS

Clyde Beavers reports from Nashville that his new Decca release, "I Ain't Gonna Drink No More," b/w "I Wanted Heaven," is taking off bigger than his "Here I Am Drunk Again," which was his biggest to date. He invites jockeys to write in for a sample. His address is 220 Rockland Road, Hendersonville, Tenn. . . . Slick Norris reminds jockeys to write to Don Rule, Liberty Records, 6292 Sunset Boulevard, Hollywood 28, for a copy of Warren Smith's LP titled "The First Country Collection of Warren Smith. If you don't get results, says Slick, "please let me know." Norris' address is P. O. Box 653, Highland, Tex. "I still have some sample tapes on Rusty Productions' c.a.w. singles," continues Slick. "If your boys haven't received a sample, and I understand, have them drop me a note. They are a must."

Jim Birger Jr., who spins a c.a.w. set from 5-7 p.m., Monday through Saturday, over KKBW, Brawley, Calif., typescript: "My show is the largest country and western program in the Imperial County, county. It covers everything from the Valdai to the Rocky Mountains. I make sure that all the songs are in English, but I will pick up a little Spanish from time to time. My show is very popular. I have a lot of good talent on it, and I am very much enjoyed by the listeners."

TONY HOFFMAN

Cahoon's New Label: Lescay

NEW YORK—Lee Cahoon, president of Belson Records, has debuted a new label, to be known as Lescay Records. The first release of Belson kicks off with two new singles by the Carnations and Barbara J. and the Silver Slippers. Unlike Belson, which is distributed by Federal Distribution, Lescay will be handled through indie distributor Dino Pallini, with the promotion work of Atlantic staffers Larry Maxwell and Norm Rubin.

D. C. Fallout Scene

Continued from page 2

Changes in neighborhood residents are another factor the dealer has to watch. George Shelley at Circle K said they'd had a good trade in progressive jazz, but sales began to taper off when that particular item was taken off the shelf. The other is a 12-inch LP of The Kometz, which features Rodgers and Hart songs woven into a show titled "Too Good for the Average Man." Both revues received string notices from the daily's top when they opened last month.

THE JIVE FIVE

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Bookings:

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Bookings:

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ATTRACTION IDENTICAL TWIN GIRL SINGERS FOR TOP NIGHT CLUB ACT must be no more than 5 ft. 5 in. Age 18-24 Send pictures and resumes to BOX A-246

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ROCK A BYE YOUR BABY WITH A DIXIE MEDLEY

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FREDY GANNON • SWAN

SHIODS B/W LA FEMME

LENNE MARTIN & HIS ORCHESTRA

ROXIE MURIEL • HALLS MUSIC, INC., 1819 Fayer, N.Y.C.

Columbia Cutting New York Revues

NEW YORK—Columbia Records has landed two local cabaret revues and is cutting them shortly for album release. One is the new Julian Momok show at his "Upstairs at the Downstairs" called "Seven Come Eleven." The other is a tab revue at the Camelot, which features Rodgers and Hart songs woven into a show titled "Too Good for the Average Man." Both revues received string notices from the daily's top when they opened last month.
It's unanimous! Stock up now on the original cast recording of this new smash hit musical.

7 out of 7 rave reviews!
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</table>
An Exciting New Sound!

BILLIE JEAN HORTON

with her smash new pop release

OCTOPUS

b/w

DEVOTED TO YOU

20TH FOX #291

Thanks, D. J.'s, For All Those Spins. Look Forward To Seeing You In Nashville.

BILLIE JEAN

TILLMAN FRANKS ENTERPRISES

604 COMMERCIAL BUILDING

SHREVEPORT, LOUISIANA
## 50 Best Selling LP's

<table>
<thead>
<tr>
<th>No.</th>
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## 150 Best Selling MONOAURAL LP's

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## STEREO LP's

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BOOSTS LOCATION PROFITS

NEW

TOP TALENT

AMI "100"

MAIN STEM
STARS SPUR PLAY

Now you can feature names, record jackets and song titles of TOP-TALENT entertainers on the distinctive, illuminated selector panel of the AMI "100." Here's an extra that brings in more location customers—puts the stars to work for you.

STEREO ROUND STIMULATION!
The crowning attraction of the AMI "100" is the wonderful realism of Stereo Round. This unique sound system gives full stereo effect without the use of remote speakers. More listening pleasure—more coins in the chute. Only AMI has it, plus Automix to play 33 1/3 or 45's interchangeably.

Another Star Performer—THE AMI "200"
Genuine diamond stylus standard equipment on both "100" and "200" models.

See Your AMI Distributor or Write
AC AUTOMATIC SERVICES, Inc.
18 S. Michigan Avenue, Chicago 3, Ill.

TOP BILLING
FOR LOCATION, TOO

What's more, the selector panel allows generous space for the name of the host or location (easy-to-use strip-in letters supplied). A personal touch that makes friends—builds profits.
Circulation Leadership

Billboard Music Week's paid U. S. and Canadian circulation is almost 2½ to 1 over the next music-coin publication. And in overseas circulation — by conservative estimate — the margin is as much as three to one!
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 sharp local sales increases during the last ten days to two weeks, but are not necessarily best sellers in their markets. Records selling strongly in a sufficient number of markets have this national strength reflected in the Hot 100 chart this week.

NEW YORK
-TONIGHT
Eddie Fisher, Seven Arts
-DO NOT KNOW WHY
Linda Scott, Canadian American

CHICAGO
-THE ROACH
Gene and Wendell, Ray Starr
-BACKTRACK
Faron Young, Capitol
-ROCK ISLAND LINE
Lonnie Donegan, Fakelader
-WHAT I FEEL IN MY HEART
Jim Reeves, RCA Victor
-DON'T WALK AWAY FROM ME
Dee Clark, Vee Jay

LOS ANGELES
-SOMETIMES
Gene Thomas, United Artists
-GOD BLESS THE CHILD
Edie Harris, Vee Jay

PHILADELPHIA
-IF YOU GONNA MAKE A FOOL OF SOMEONE
James Ray, Capitol
-LOVE (I'm So Glad) I FOUND YOU
Spinners, Tri-Phi
-DO NOT KNOW WHY
Linda Scott, Canadian-American
-DANNY BOY
Andy Williams, Columbia
-SEEING (This Is Uncle Sam)
Valadsworth, Miracle

BOSTON
-STEP 1 & 2
Jack Scott, Capitol

PITTSBURGH
-EVERYBODY'S CRYING
Johnny Beaumont, May

BALTIMORE
-I KNOW
Barbara George, AFO

WASHINGTON
-I KNOW
Barbara George, AFO

MILWAUKEE
-DON'T WALK AWAY FROM ME
Dee Clark, Vee Jay

NEW ORLEANS
-ON BENDED KNEES
Clarence Henry, Argo
-TIL
Angels, Caprice
-OUR LADY OF MOUNTAIN
Ernie K-Doe, Mint
-I KNOW
Barbara George, AFO

MIAMI
-DANCE WITH A DOLLY
Dambudsu Jo, Mercury

MINNEAPOLIS-ST. PAUL
-I DIDNT FIGURE ON HIM
Ron Dolan, Gone
-ST. LOUIS WOMAN
Freddie Lure, Thank
-ROCK ISLAND LINE
Lonnie Donegan, Fakelader

MEMPHIS-NASHVILLE
-WALK ON BY
Leroy Von Dyke, Mercury

THE ROACH
Gene and Wendell, Ray Starr

BEST BUYS IN RECORDS

These records, all of these on the Hot 100, Hot Cash and Hot B&R Side charts, have registered sufficient national sales action this week to be recommended to dealers and all other outlets as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked "**".

**SCHOOL IS IN, GARY (U.S.) BONDS
(Pep, BMI) Decca 1013

**CRAZY, PATSY CLINE
(Peper, BMI) Deca 3137

ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY, ARETHA FRANKLIN
(Warwick & BMI, ASCAP) Columbia 41517

**GOODBYE CRUEL WORLD, JAMES DARREN
-(Adam, BMI) Capitol 609

**TONIGHT, FERRANTE AND TEICHER
-(Skapec, ASCAP) United Artists 373

COUNTRY & WESTERN

-HANGOVER TAVERN, HANK THOMPSON
-(Brass Valley, BMI) Capitol 4605

*HOW DO YOU TALK TO A BABY, WEBB PIERCE
(Cedarwood, BMI) Decca 31928

RHYTHM & BLUES

*JUST OUT OF REACH (of My Two Open Arms), SOLOMON BURKE
-(Pave Way, BMI) Atlantic 3114

REVIEWS OF NEW SINGLES

The pick of the new releases:

SPOITTLE SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

NEIL SEDAKA
HAPPY BIRTHDAY, SWEET SIXTEEN (Adam, BMI) (2:40)—DON'T LET ME GO (Adam, BMI) (2:56)—Neil Sedaka has one of his strongest records in a long time here, and the disc could easily hit the top of the charts. First side a bright rocker with teen-slanted lyrics, flip is a tender ballad with feathery background vocals by RCA Victor 7577.

TIMI YURO
HE REALLY LOVES YOU (Eden, BMI) (2:40)—SMILE (Bourne, ASCAP) (2:46)—Timi Yuro follows up her first big hit "Hurt" with another sock disk. Top side features the emotional love in a soulful reading of a tender love song; flip is a potent version of Chaplin's great song aided by strong vocal support.

PATTY BOONE
JOHNNY WILL (7-Lyle-Holly, Jo, ASCAP) (2:25)—Another two-sided winner for Pat Boone here. "Just Let Me Dream" is a rock style tune with a breezy feel, chanted nicely by Pat; "Johnny Will" is a swinging country effort featuring strong vocalizing and good rhythm.

RAY STEVENS
SCRATCH MY BACK (Lawrey Music, BMI) (2:04)—The kid who had the sock novelty, "Jeremiah Peabody's," etc., turns in a solid reading on another catchy novelty, and displays the same bright vocal gimpickety as on his first hit. This could be big. Flip is "When You Wish Upon A Star" (Bourne, ASCAP) (2:49).

ADRIAN KIMBER
GOD BLESS AMERICA (Berlin, ASCAP) (2:10)—Kimberly has a strong follow-up to his best selling "Pomp and Circumstance Suite." The Berlin oldie is wrapped up in a bouncy, joyful march-tempo treatment with cute chipping by teen choruses. Watch it. Flip is "Greengreenies" (Roeke, BMI) (2:21). Caliope 6284.

KARL HAMMELL
SITTING ALPHABETICALLY (Jay-Kay, ASCAP) (1:57)—SITTING ON MY FACE-A TEAR IN MY HEART
(Jay K-Kay, ASCAP) (1:30)—The lead contributes an excellent, warbling stent on "Sitting Alphabetically" a catchy r.f. Song with strong teen-appeal lyrics. Flip spotlights a feelingful reading on a plaintive rock ballad. Arista 1011

GINGER DAVIS
I'M NO RUN AROUND (Schwarz-Dial, ASCAP) (2:40)
A SMILE ON MY FACE-A TEAR IN OUR HEART
(Tunis-Dial, ASCAP) (2:10)—This Cure-in-a-Pill hit is wrapped up in a bouncy, joyous march-tempo treatment with cute chipping by teen choruses. Watch it. Flip is a strong rock ballad reading with an equal chance. Watch both. Arista 6206.

JACK FURBANKS
SEARCHING (Tiger, BMI) (2:32)—Here's the Country old hit done up in a snappy instrumental setting, with a deep South harmonica lead. A good chorus sound backed well, and even "could" move. Flip is "A Message to Mary" (Acuff-Rose, BMI) (2:28). Monument 451

BILLY STORM
WHOLL KEEP AN EYE ON JANE? (Gremmack-Time, BMI) (2:19)—The lead sound is a touching boy going into the Armed Forces and the girl he leaves behind. Solid material for today's market. Flip is "3,600 Tears" (Time-Gremmack, BMI) (2:19).

Cont. on page 319.
Dot RECORDS proudly presents

A TWO-SIDED MILLION SELLER

PAT BOONE

JUST LET ME DREAM

B/W

JOHNNY WILL

#16284

ALBUMS BY PAT BOONE

DLP-3384 Moody River
DLP-3386 My God And I
DLP-3346 Great! Great! Great!
DLP-3365 This And That
DLP-3270 Moonglow

DLP-3261 Pat’s Great Hits Vol. II
DLP-3234 He Leadeth Me
DLP-3222 White Christmas
DLP-3199 Side By Side
DLP-3180 Tenderly
DLP-3121 Yes Indeed!
DLP-3118 Star Dust

DLP-3077 Pat Boone Sings Irving Berlin
DLP-3071 Pat’s Great Hits
DLP-3068 Hymns We Love
DLP-3050 “Pat”
DLP-3030 Howdy!
DLP-3012 Pat Boone
DLP-9000 April Love

Dot RECORDS

“THE NATION’S BEST SELLING RECORDS”
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 national record survey.

RECORDINGS AVAILABLE
(Back Salling Record Listed in Bold Face)

1. RUNAWAY SUE — Dion, Laurie 210
2. BRISTOL STOMP — Del-Fi, Park-
    way 87
3. HIT THE ROAD JACk — Ray
    Charles 73
4. BIG BAD JOHN — J. Davis
    Capitol 864
5. SAD MOVIES (Make Me Cry)
    — B. Marcus, Capitol 864
6. ME, IN YOUR EYES — L. Woman
    Decca 4740
7. SOULXER — T. Hahn, Liberty 357
8. IT'S YOU — Z. DiSapio, Mere-
    mont 911
9. THE ONE YOU LOVE — R. Smith,
    Cameo-Parkway 53
10. MAMMY SONG — N. Carter
    Bullet 038
11. ONCE A DEAR — F. Proper, Decca
    516
12. SUGAR RAY — S. Smith, Decca
    474
13. YOU'RE THE ONE — J. McGraw
    Decca 474
14. IT'S A MILLION — L. Davis
    Decca 474
15. BIG BAD JOHN — J. Davis
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    Bullet 038

GEMA Presses Copyright Payments on Grundig

MUNCHEN — GEMA, the West German copyright society, is de-
termined to force copyright payments by tape recorder manu-
facturers. GEMA has already filed an exclusive claim in Berlin, which, if successful, would result in forcing Grundig to pay GEMA a substantial royalty on Grundig's new tape recorder. Grundig, however, is not willing to pay GEMA anything, and has therefore decided to stop the sale of its new tape recorder. GEMA, in turn, is planning to take legal action against Grundig to force the company to make royalty payments. Grundig, however, is not willing to pay GEMA anything, and has therefore decided to stop the sale of its new tape recorder. GEMA, in turn, is planning to take legal action against Grundig to force the company to make royalty payments.

Copyrighted material
a great new star on the horizon!

PETE BENNETT
and the Embers

with a SMASH SINGLE!

FEVER

S-1002

thanks, disk jockeys, program directors and librarians for all your help.

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Phil Terry

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SUNSET RECORDS
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Philadelphia 26, Pa.

Phone Direct:
Livingston 8-5010
**WSIX Shows Nashville Tops**

- Continued from page 3

**SCHOOL AIRE LACKS ROCK**

PINE BLUFF, Ark.—School aires are making a come-back in the first local radio. The outlet is beaming its noon program directly into local schools during the lunch period from noon to 1:30 p.m. At the request of the Pine Bluff Board of Education, KSOT is not emphasizing rock and roll during the lunch period. Instead, selected LP selections and standards are integrated with current pop ballads and "quality" hit singles. "We save rock and roll for after school hours," reports KOTN program director Dave Carrico.

**ARTISTS’ BIOGRAPHIES**

For your programming guide, here are pertinent facts about hot disk artists. It is hoped and posted on 3 in 5 days, these biographies will help you build a listener-oriented program.

**THE MARVELETTES**

The five throaty that make up the Marvelettes group are lead singer Gladys Horton, Katherine Anderson, Berniece Sanders, Verlene Jones, and Wanda Young. All the group members are freshmen at Eastern Michigan University. The Marvelettes were performing in a high school talent contest earlier this week for Berry Gordy Jr., president of Motown Records, who heard them by their versatile stylings and impressed him. A scout quickly followed and signed the group to the label. "Please Mr. Postman." The disk is moving up well on the Hot 100.

**WSIX Shows Nashville Tops**

**LABEL-DEAL JAY PROMOTIONS**

**REALTY MELODY**

Deny Ray, Carol, of Station WFLD, Chicago, Illinois, reports that George Shearing’s "Let’s Call Cطار" has been on the air for over a month and has attracted many listeners for the Capitol LP. The song has been given a lot of attention on the "Tempo Time" show, and it seems to be a "Meant to Be" melody and a hit in the Chicago area. The song has been given many repeats and is getting a lot of attention in the city.

**BIG BAD JOHN**

Deny Dee Robinson, a key figure in the real estate business, reports that he has been on the air for over a week and has been attracting many new listeners for the Capitol LP. The song has been given a lot of attention on the "Tempo Time" show, and it seems to be a "Meant to Be" melody and a hit in the Chicago area. The song has been given many repeats and is getting a lot of attention in the city.

**SEASONED STATIONS**

Glenn Gray, Capitol Records publicity manager, reports that the song has been given a lot of attention on the "Tempo Time" show, and it seems to be a "Meant to Be" melody and a hit in the Chicago area. The song has been given many repeats and is getting a lot of attention in the city.

**REELING PANEL**

If you have a provocative question to ask your favorite jazz artist about his latest show or record, submit it to the panel at 1564 Broadway, New York, N.Y. Your question will be considered when it appears.

**THE QUESTION**

Do you have a favorite disk that you'd like to see "open up" on your show?

**THE ANSWERS**

BRUCE MORROW, WABC, New York

My opening theme is very important to me. It was written and produced for me by talented people. This theme is now an integral part of my show and it is the most popular of all the performances on my program. Recently, the sale of my latest LP has increased my fan base and the response from my listeners has been overwhelming. I am excited to see my "Big M" theme for my own collection, as it is a true classic.

DAVE CARRICO, KOTN, Pine Bluff, Ark.

Yes, I feel a successful disk jock should have his own personal "theme." I believe that a theme is important to the listener. Therefore, I use personal assistants to record and produce all of the disks and themes I use in my show. This allows me to maintain a consistent style and appearance for my listeners. I also believe that a theme can help make a show more memorable and enjoyable for the listener. When I present a theme, I try to incorporate elements that are relevant to the listener, such as their favorite music, events, or even personal experiences. This helps to create a personal connection and makes the listener feel more connected to the show. In conclusion, a successful disk jock should have his own personal theme, as it can help create a unique and memorable experience for the listener.
DEALERS... DISK JOCKEYS... RACK JOBBERS!

THE WORD'S OUT!
... On the Sound-est issue of the year!

Billboard Music Week's

SPOTLIGHT on SOUND RECORDS

Coming NEXT WEEK

The big issue that highlights the rise of Sound LP's as a sales and programming bonanza.

DEALERS & RACK JOBBERS: Check these "How-To" articles designed to help you display and SELL these albums.

"How I Sell Sound Albums"—Articles on key dealers in major albums.

Merchandising—How manufacturers merchandise, featuring a list of dealer aids—from racks to window displays—Including photos.

Sound Catalogues—A complete product listing of major companies in the field.

Sound LPs and Stereo Phonos—How Sound Disks Influence the sale of stereo sets.

DISK JOCKEYS: There's a wealth of programming success stories for you:

FM Stations and Sound LPs—Programs built around them—both regular shows and stereo.

Study of Sound Programming Successes—Case Histories of stations enjoying outstanding results in this area.

Sound LP Stations Across the Country—A complete list of all stations currently doing Sound programming.

These and many more features of interest to you are scheduled for this big issue.

THE WORD'S IN!
... Concerning

Billboard Music Week's

SPOTLIGHT on COMEDY and SPOKEN WORD ALBUMS

Coming NOV. 20

Featuring items on how dealers, rack jobbers and DJ's can take advantage of the current boom in Comedy and Spoken Word Albums.

This solid line-up of sales and programming aids blankets all facets of the field including:

"Selling Comedy and Spoken Word Disks"—How successful dealers have built up solid sales in this product.

Words on Wax—Covering Drama, Poetry, Documentary, Language and Educational records—Stressing the top sellers.

Comedy & Spoken Word Disks on the Air—FM & AM programming around the country; how much air-play these records get; promotional efforts and programming aids by record manufacturers.

Hot Comedy Albums—A detailed listing of the best selling comedy albums in 1961.


Display Material—Dealer aids, racks, window streamers, counter boxes, etc., available to distributors and dealers.

Plus many, many more articles and features designed to help you sell and program these LP's successfully.

BILLBOARD MUSIC WEEK

NEW YORK 1864 Broadway PL 7-2000
CHICAGO 188 W. Randolph CE 6-9810
HOLLYWOOD 1520 N. Gower HO 9-3833

SPECIAL NOTE TO MANUFACTURERS:

Why not supplement the editorial emphasis in both these issues with strong advertisements featuring your records, your merchandising, your special offers.

Advertising deadlines:

SPOTLIGHT on SOUND RECORDS: Nov. 1
SPOTLIGHT on COMEDY and SPOKEN WORD ALBUMS: Nov. 15

CONTACT YOUR NEAREST BILLBOARD MUSIC WEEK OFFICE TODAY!
NEW DEALER PRODUCTS

The Baroness Is Not a Lady

Along with members of the firm's 1962 line of stereo consoles, Carillon Sound Corporation of Canada, Ltd., introduced the Baroness, a new model that is styled along similar Provincial lines. It has facilities for multiple TV and tape. It has Garrard center turntable, A-hand-curved legs and suggested price of $750. Low-priced car speakers which break down into two EMI cone woofers and four EMI tweeters.

A New "Hutch" Stereo Console

Part of the current RCA Victor line of stereo consoles is this unique unit designed in Early American styling. The set contains all stereo console accommodations. The "Hutch" design puts speakers above, or even with, depending on the height of the listener (at ear level). The set also includes built-in FM radio in stereo form. The RCA guide price on the unit is $255.

Recordings Done on 3 Heads

The Korting 114 is a new four-track tape recorder desk being introduced in this country from West Germany by Kimbro Corporation, Inc., New York City. The set contains three tape heads for recording, playback and erase. It also has dubbing control which allows recording from one track and dubbing, simultaneously, onto another. It has reversible effects, and other features. The 114 sells for $275.95.

PLAYBACK ARM GETS A LIFT

The new Empire 980 is a component playback arm that has many new features, among them "lift and show." This lifting device eliminates stylus abuse, the firm says, because it lifts the arm from the disc more delicately than is possible by hand. The unit also has a stylus overhang adjustment which permits adjustment of cartridge position in shelf for the lowest tracking error. The new Empire 980 sells for a list price of $50.

Disk Cleaning Kit Debuts

The Dustone Company of Newport, N. J., is marketing what they call a stereo cleaning kit, designed to meet a need for the electronic music fan. The kit comes in a vinyl bag for storing and lists for $5.00 complete. The display picture here is also available and contains the products plus a minibus, bortion, and a dusting maestro.

GEMA Presses Copyrighth Payments on Grundig

Continued from page 40

qucite music as staple programming fare.

Dr. Schulz states, however, that GEMA will press its campaign against the record manufac-

New Deal products

turers on a legal wide front until victory is achieved, e.g., until GEMA is receiving a license fee for every set produced. There has been talk in GEMA circles that the copyright organization would ask a fee of 10 marks ($2.50). Dr. Schulz's statement did not spell out the organization's precise thinking on this issue.

Presumably, however, GEMA would negotiate with the record manufacturers, the lump sum license payment to be calculated. There is little likelihood of the house holding in hand to allow for bids on license fees on sets once sold.

Dr. Schulz's statement to the press with respect to the copyright intention was to bill recorder owners 10 marks a year. This would not be without precedent, since all radios and TV set owners in West Germany pay a monthly fee which finances the industry's licensing of radios and TV.

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**Disk Dates in Clubs and Halls**

- **Continued from page 1**

...turns to Carnegie Hall" is also on the verge of breaking into the best selling chart group.

Throughout all the night clubs offer their facilities (for personal recording sessions) free in return for having the club featured on an album cover. Carnegie Hall charges $300 per recording date and gets an extra $500 for the use of the name on an album cover. However, Carnegie evidently isn’t stung about the content of packages recorded on its stage. In addition to the varied lineup of artists listed above, Belle Barth is scheduled to record her first album for Roulette during a midnight Carnegie Hall concert next month.

**Sight and Sound**

Capitol 57, executive Andy Wiswell, cut the record. However, Wiswell noted that he sometimes has trouble dating a date in a nifty way, because there isn’t room to set up a control room and he has to depend on earphones. One advantage of dating a date in a night club (rather than a concert hall), said Wiswell, is that it’s possible to play it off to right effect if the first take doesn’t go.

In addition to the four Carnegie albums, the monthly chart this week lists the following "live performance" albums: "Joe/Jimmy/Stan at the Hungry I" No. 5; "The Four Peppers/On Camera," No. 6; "Tonight in Person," by the Limeys; "Hossie/Rudy's/Rudy's at the Top," the Kingdom Ten, No. 3; "From the Hungry I," "Basie/Sade." East Proudly Presents Miss Peggy Lee, "Miles Davis in Person Friday night at the Blackhawk, San Francisco," and 55 Fitzgerald's "Mac the Knife/Elga in Berlin" and "Mona Mabey at the Playhouse Club." Horsing just off the chart is "Shelley Berman-A Personal Appearance," which was recorded at various night spots around the country.


**NARAS to Show**

- **Continued from page 1**

A strong program of instruction on various aspects of the record industry was the highlight of the forthcoming program which was set up by Joe Wells, RCA custom recording manager here, chairman; Mike Simpson, manager, Don Bernstein, photographer, and Don Gold, SBL associate editor.

In addition to the film and discussion, NARAS will hold its regularly scheduled business meeting. Refreshments will be served.

**Liberty's Link With Britain's EMI**

Bennett, fresh from London where he closed the deal with MI Records Managing Director G. Wood, appeared profoundly impressed with the potential of the British market in general and the possibilities for Liberty in particular. Liberty is shooting for an over-all sales volume that will equal Liberty's domestic gross, today. Bennett's foreign sales are between $6 million and $10 million in EMI's business, Bennett said.

A dominant feature of Liberty in England is its very strong record market. Britain's capacity for singles records is proportional to this country's singles sales during hip young peak years and the proportion to population, the 21 albums under £1 in England, is approximately double of what it is in the U.S. Singles have an average cost of 3s. 6d. in England, said Good, "and what's more, it is also a popular market for LP's as well.

**Foreign Sales Goals**

Bennett feels his EMI affiliation will go a long way toward helping him achieve his foreign sales goals.

**Indie Record Clubs**

- **Continued from page 1**

The New Jersey club is being managed by C. W. Schrum, who is in charge of the disc sales activity at Harmony House, a large high-end and light clientele record store in both Springfield and Eastonville. The club is open only to customers who offer product from all labels on a one-to-one discount. easy disc purchases made from Harmony House, combined with merchandise requirements for the club, makes this agreement a substantial discount structure possible.
**Germany**

**Interest Strong in The Pepito Tune**

By JIMMY JUNGERMANN

103 Imsanagen Street, Munich 27

Early next year Connie Francis will be appearing on the Pittsburgh (Pa.) television station WPIT, and she will tour Germany for the first time in an important concert series which German cities. She will be accompanied by the Kurt Edelhagen orch.

Top Italian record star Pepino di Capri arrived in Munich to make a new Michael Pugh's new TV spec.

**Toppita**

The popular French record star Marcel Amont arrived in Munich and Vienna.

**Licht Shorts**

Clara Kutter wrote the lyrics for a new version of the "Happy Little Tree Theme" by Anton Karas. "Oh, happy little tree" from the famous film "Happy Little Tree" by Karas.

Visitors to the new film "Happy Little Tree" who would like to see the real character "Happy Little Tree" in the film can see a model of the tree in the Film Museum in Munich.

**Changes**

Dr. Gilbert Obermann, composer and conductor, has received a large sum of money from the German Federal Government. The sum will be used to support a new symphony orchestra in Munich.

**Toffel Leaves Columbia**

By OTTO MAYER-SERRA

Editor, Audiomagnifique

André Toffel, general artistic director of the Columbia Company of Mexico City, has left the company to become an independent artist for Columbia Records.

The company, which has been highly successful in recording the works of Mexican composers, has appointed Charles K. Harris as its new artistic director.

**MEXICO**

**Avlon Due to Play Hotel**

By ANTONIO CONTRERAS

26 Cordoba St., Santa Fe, N. M.

Frankie Avalon is coming to New Mexico in about a month's time to play a role in the movie "The Big Wheel". It is reported that Avalon has been invited to return to this country to play the role of the star in the important charity affair.

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**Cherry Weather**

Sunny Mood on the Radio Screen

In the film "The Big Wheel", which is being released in New Mexico, Frankie Avalon is playing the role of a Mexican singer who is trying to make it big in Hollywood. The story takes place in Mexico City in the 1920s and is set in a time when the Mexican Revolution was at its height.

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Barrage of Criticism Hits RA-TV's "Canzonissima"

By SAM P. STEINMAN
Piazza S. Alessio 1, Rome

RA-TV is running into one of its most serious crises of the fu-
sult of the first two "Canzonis-
"criticism. From some sources says, it is an unusual feature that RA-TV's top programs are now under fire from nearly all directions.

With 14 songs already presented, programs have already been heard, the majority of which are sent to the general law of digestion but to the poor surrounding pro-
ducers. The problem is that the ras-though lacking accent, are sug-
gest that the producers are given more time, because this is the first time in RA-TV's TV decade that disk labels have been air on the air.

In introducing numbers, labels such as Staccato and Durian are giving special distinction to numbers introduced on the pro-
gram.

By contrast, another new musical arrangement, "DayLight," has won a new order in the $18,000 weekly, has won top sup-
ports from critics, "Staccato. One" on Saturday nights, presents Mina, Ar-
turo Tosti, Quantette Casino, Ameri-
cana, Carla Gilli, and the late Kristy Winters and a Las Vegas show each week.

Whether the outcry for "Canzonis-
"criticism is real or just that RA-TV is now paying $3,200 weekly, another record sum, to Caterina Valente who is recording a series of weekly shows which will take the air in 1961.

Meanwhile TV plans for opening of the new "Canzonissima" se-
conda re 4 moving ahead. Opening night will be a three-part special, presented by the Vico Herman. It will be run for 18 with one part devoted to songs by the Beatles, another to the Viennese Vamps. Roanna Cartierie, Raffaie Arle and other stars will be joined by Tonino Cappellini will direct.

Music Critics at RA has also praised itself for the future by forming a new company named "Telespazio" with the intention to handle all future Ita-
lan communications and broadcast-
ning by way of outer and the Liscio Rletiker, cured of the drug habit, but was released early in Novem-
ber from a French Saint in Rome and plans to begin a tour of Europe im-
medately. The Theater of Song will present a gala of its major talents on stage at the "Opera," first time the theater has admitted such an event, in Novem-
ber under Giaco Conte's baton.

NEW ZEALAND

Spat of American Artists Released

By FRED GEBBIE
Box 504, Auckland, New Zealand

Jack Scott is back on the scene again with a new disk for Capitol entitled "Strange Desire." The ever-
popular Nat King Cole has a good chance of making the charts with "Canzonissima" hits. Jack Scott Thompson has an early Christmas gift for Nat King Cole with his new EP "A Merry Xmas from Jack Scott".

Gary, U. S. Bonds missed air-
time with his "Quarter to Three," but not before he has sung for Allied International, "School Is Out," and "You Can Have My Heart, My True Story," is not out on the air.

Jack Scott's "Strange Desire" is a hit and he is singing it on all of the top radio stations.

Mercury has the new by the Patlits, "I'll Never Smile Again." This is picked as a hit here...

LOCAL ADS: Fredy Bell and the Stavallers have a good

By MARIO DE LUIGI
Editor, Musica e Disci, Milan

Maestro Alceo Guastelli with his ensemble appeared on Thursday, "Quattro Passi Tra Lo Nole," pre-
pared by the latest Buffalo stack of young composers, rape Bella, and Il Treno. The recording was released on the Fonfa-

Similarly, a new series of 12 L.Ps for 107,500 francs in-
another, was released, is $80, with a first cash deposit of 50 francs for delivery of $9 and $30 monthly installments. All numbers bought in a series such as to $89.

Recording Festival new records a rock and roll group named Les Vinsatour with Benko King, who recently channeled his electronic "Canzonissima" industry, is making his bow on the French Edison label with four rock and roll numbers and three in concert.
NEW RELEASES

WITHOUT A FRIEND IF YOU PLAY WITH CATS

CHARLES GREENE...KING 5599

SHURE MADE MY BLOOD RUN COLD

DOUKEY'S "A TRUE LOVER'S CHAIR"...KING 5563

COME-A-COME, A BABY

TED MILLER AND HIS ORCHESTRA...KING 5565

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TOBACCO TREAT

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"WE'RE JUST IN LOVE"

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Johnny Burnette

"GOD, COUNTRY AND MY BABY"

155379

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"IT'S NOT OVER UNTIL IT'S OVER"

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THE PASSION OF OUR LORD

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Originators of the patented "Hollywood" noiseless disc record type record

RESEARCH CRAFT CO.

HOLLYWOOD 46, CALIF.

SPECIAL REPORT

ILLUSTRATED BILLBOARD

THE MOST我想 recording our OUR TIMES

CHARLTON HESTON

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for the continent

136 West 14 Street, New York 11
"BREAKING ALL OVER" – BIGGER THAN "GONEY" – James Booker's "TUBBY" – Parts 1 and 2 – Pecock 1908

Just Released and Breaking Big!
OUR SONG AGAIN – THE CHANTELS
End 1105

"You're Telling Our Secret" – "Don't Walk Away From Me" – Dee Clark

51

MODERATE SALES POTENTIAL

CARL REED

THE TERRORIST – Ronsie Hendrix – BERT SAMSON

Pecock Records, Inc.

If you can imagine a document or a page of text, please provide it so I can assist you better.
**FOLK TALENT & TUNES**

**AUSTRIA**

**Regent Music Picks Up Guy Backus Click**

By FRED ZELEK

Mollwaldplatz, Vienna

Harry Goodney, the brother of the famous Regent Music President Ernie Goodney, has recently established the Regent Music Corporation, New York. Goodney, a native of New York and a graduate of the University of Pennsylvania, has been in the music business for several years. He is currently active in the American music industry, particularly in the field of music publishing.

The company is primarily focused on the production of sheet music and other music publications. Goodney has brought with him a wealth of experience in the music industry, having worked for several major companies in the past. The move to New York marks a significant expansion for the company, as it allows for greater access to the music market and a wider range of opportunities.

In addition to Goodney, the company has also hired several other experienced professionals to help with the expansion. The move is expected to bring significant growth to the company, and Goodney is confident that the company will be successful in the competitive music industry.

Despite the challenges that come with launching a new company, Goodney is optimistic about the future of the organization. He believes that with hard work and dedication, the company will be able to make a significant impact on the music industry.

The move to New York is a significant milestone for the company, and the team is looking forward to the challenges and opportunities that lie ahead. With a strong team and a solid strategy in place, Goodney is confident that the company will be successful in the competitive music industry.
## Coin Machine Exports
### July, 1961

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**Totals**: 2,803,000

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### U. S. Coin Exports Jump 50%

NEW YORK — Dollar value of United States jade box and amusement exports for July jumped nearly 50 per cent from the $993,376 the country shipped in July, 1960, according to information released this week by the United States Department of Commerce. The current figure is $2,136,812, as compared with $1,224,505 a year earlier.

But while the dollar volume showed a healthy increase, the number of pieces shipped actually dropped from 6,466 to 5,245 for the month.

For example, while the number of new jade boxes shipped to foreign countries increased from 1,704 to 1,333, the value of new music machines rose from $96,010 to $105,000. In other words the $993,376. And, while game shipments dropped from 4,169 to 3,263, their value increased from $605,937 to $931,927.

The increase in dollar volume, of course, represent a rise in shipping costs in this country. They also indicate that foreign buyers are insisting on used equipment of fairly recent vintage and in pristine-operating shape.

### Williams Bows Road Racer

**Road Racer**

- **Chicago**, Ill., place a year earlier with purchases of $159,246. **(Continued on page 60)**

### Coin Interest High in NAMA Confab

- **3.** On the distributing level, Seeburg, ACM, Rock-Ola and Bally outlets are doing a fine vending business. This means that they are selling merchandise vendors to juke box and game operators.
- **5.** The Atari of course has happened, but not nearly as often. Cigarette operators, after having few locations to juke box operators, began placing automatic photographs.

### Double-Play Disks

- **Two-sided cards may be expected from the following records:**
  - Fiddlin' John Carson — "I'm Goin' Home To Texas"
  - Guy Mitchell — "I'm Goin' Home To Texas"
  - "I'm Goin' Home To Texas" (Double-Play)
- **(He's My) Dreamboat**
  - **Hollywood**
  - **Crying**
  - **Candy Man**
  - **FOOL # 1**
  - **ANYBODY BUT ME**
  - **A WONDER LIKE YOU**
  - **EVERLOVIN'**
  - **LITTLE SISTER**
  - **RCA Victor**
- **I WANT TO THANK YOU**
- **I WANT TO THANK YOU (And to Paradise)**
- **BERLIN MELODY**
- **THEME FROM COME SEPTEMBER**
- **A CERTAIN GIRL**
- **I CRIED MY LAST TEAR**
Moore l. l. Dp, Sentenced For Briley Attempt of Fed

NEW YORK — Sanford J. Moore, 41, former Long Island joke box and amusement park operator, and concurrent Wurlitzer distributor for New York, is serving a three-year prison sentence this week in a case that allegedly involved attempted bribing of federal officials.

On two federal trials with Moore are two of his associates, Sherwood Schwab, 36, sentenced for two years, and Allen Kennedy, 56, who has been given an 18-month sentence.

The trio was arrested by the Federal Bureau of Investigation on charges of extortion, involving more than 100 joke boxes and amusement games from recievers in a bankruptcy case.

Bankruptcy Case

The federal bankruptcy court had been filed against Wurlitzer distributors, and Moore was vice-president and Schwab was operations manager — by the Wurlitzer Company, on March 18, 1960. Prior to that time, the Wurlitzer Company had been Wurlitzer distributor in New York and Long Island.

At the time the arrangements, Gibraltar had agreed to be operating under the bankruptcy laws and provisions to receive $100,000 from the Wurlitzer company, the court held.

On March 9, Moore, Schwab and another Wurlitzer distributor, Daniel B. Fink, were ordered to appear in court on charges of diverting $100,000 from the bankruptcy fund to the Wurlitzer Company.

Fink was arraigned, Gibraltar had alleged to be operating under the bankruptcy laws and provisions to receive $100,000 from the Wurlitzer company, the court held.

Automatic in New Chicago Office

CHICAGO — AC Automatic Service Company, sales arm here for A.M.I. and Row equiv., moves from the Merchandise Mart to the enlarged quarters in South Michigan Avenue.

The automatic Canteen Company of America’s service division will occupy some 30,000 square feet of space, with the firm’s entire administrative, sales and service departments, management housed under one roof.

Official open house will be held soon. Heading the operation on South Michigan will be AC’s staff: J. 0. Orlando, president; David M. McDonald, vice-president and assistant to the president; James P. Bynum, vice-president in charge of manufacturing; Thomas R. R. Smith, vice-president in charge of sales; Dick Prendergast, director of sales; Bill Dalton, general manager in charge of back-up sales.

Dave Ellis, vice-president in charge of the firm’s bid-charge division, is currently at Central’s Lexington Avenue plant but will move to the South Michigan Avenue quarters in the near future.

Prendergast

New Automatic Mkt. Director

RICHARD M. PRENDERGAST

CHICAGO — Richard M. Prendergast has been named to the newly created post of director of marketing for AC Automatic Service Company, Automatic Canteen Company of America, sales arm.

In announcing the appointment, Orlando, president, AC Automatic Service Company and Automatic Canteen Company of America, said Prendergast will be responsible for sales promotion and marketing programs for Rows vending machines, A.M.I. joke boxes, A.M.I. currency and coin-handling device, and Custom-made background music, including commercials.

For the past years, Prendergast has been an account executive with the O’Hara-Leonard-Grey, Inc., Chicago-based advertising agency. Prior to that he was assistant advertising manager for Inland Steel Company.
**EUROPEAN NEWS:**

**FRANKFURT**—It will probably be at least a year before the Deutsches Gerichtsgericht issues the last of its decisions concerning the insurance tax levied on jube boxes. Dr. Horst Groth, director of the legal expert, told the German operators' association that only the first of a series of court decisions was to be expected this year. The trade has been battling the assurance tax on a wide front, and a meeting of experts is in session with the high court in Karlsruhe attacking the tax as unconstitutional. Dr. Groth reported that this would be followed by a series of increasing the tax burden of operators, and no relief in sight.

The trade hopes that favorable high court rulings will provide a base for a general legal assault against what operators regard as confiscatory taxation.

**ROSEN SALE**

Reconditioned Ready To Go

**PRICED RIGHT**

**PIN GAMES**

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**SHIPMENTS**

BEGAN last week on United's new 7-Star bowler and Stardust shuffle alley to distributors throughout the country. Alleys are broken down and shipped in major components. Here a back section is loaded onto a new, lightweight metal trailer for shipment to Royal Distributing Company, Cincinnati.

**Sign Deal for Scopitone Export**

**PARIS**—Arrangements to export Scopitones, the French film jube box, to half a dozen additional foreign countries were made at the Paris hotel equipment fair. C.A.M.E.C.A., the Scopitone producer, said the largest of the export arrangements involved Britain, and that it was expected to start shipping here in volume by next January. A network of representatives and servicing centers is being established through West Europe and in Scandinavia. Scopitone boxes, which are produced in Paris, will be sold and serviced at low initial prices for a few years.

The box shows 35-mm sound film of orchestras and other musical entertainment. Productions are made specifically for Scopitone viewing. The box can be needed for a maximum of 36 titles at a single loading. However, the Scopitone organization is building up a library of several thousand films, and this library will be kept constantly supplied with new films by the C.A.M.E.C.A. film production unit.

**Osterfeld Wurlitzer O'Seas Rep**

**ZURICH**—Wurlitzer Overseas Corporation has appointed Willard Osterfeld as its vice president for Europe. The appointment was announced by Hans Schiedegger, general manager, Wurlitzer Overseas Corporation, with headquarters in Zurich-Zug. Osterfeld will give assistance with service problems to all Wurlitzer representatives, dealers and customers in Western and Central Europe. He is responsible for Wurlitzer products manufactured in both the U.S. and Europe, including phonographs, electronic organs, pianos, electronic pianos, and other instruments. Osterfeld's appointment is another step in the expansion of Wurlitzer's European operations, which began last year with the founding of Wurlitzer's overseas organization and the establishment of production facilities in West Germany.

**Flying Circus in German Debut**

**HAMBURG**—A U.S. Adieck's Nova Apparate company is introducing the first Flywheel jube box to exploit the big new market developing in West Germany for "compact" jube boxes. The compact Harmonies boasts all the major features present in standard 200jube boxes without the substantial weight in their box. Compact promotion is directed mainly at locations unsold to the more expensive machines. Therefore, German dealers and distributors have assumed that locations were divinity between the big Flywheel and the box. Hannover, experiments with "compact" jube box production has disclosed an unsuspected market for between-box offering economy with most of the big-box jube. Harmonies, moreover, has produced a product of Berlin's "Isherbadel"—precision craftsmanship.

**Belgian Op's Press Pinball Debate**

**BRUSSELS**—Belgian operators are pressing a legal offensive with the aim of invalidating all pinball machines in the country. The Union Belge de l'Automatique (U.A.A.) has adopted a policy of automatically appealing to the higher courts all objections of U.A.A. members. The pinball machines' legal status is virtually almost entirely from court to court, despite the fact that gambling charges have been made. The operators take the attitude, however, that the citizen gambling in the casinos goes on to pass the entertainment at its disposal. The pinball is regarded by some Belgian judges, on the other hand, as a disguised form of gambling. There is no standard interpretation when playing pinball is gambling and merely amusement, but the criterion for most courts seems to be whether winners are awarded tangible prizes or free plays.
Florida Bulk Operators Hold Regional Meet

ST. PETERSBURG, Fla.—An even dozen of so operators attended the first regional meeting of the newly formed Penny Vendors Association of Florida, held here last week.

Another is scheduled for Orlando, Fla., November 4, at 1204 North Mill Street at 1:00 p.m. A luncheon will precede the business session.

The Florida group was formed with an initial organization meeting in Miami Beach recently, at which time M. J. Abelson, Oak Sales of Florida, was elected temporary chairman.

Purpose of the group is to provide legislative representation, tax advice, and to serve as a forum for exchange of improved operating procedures and ideas.

Plans for formal charter and election of officers for the coming year will be discussed at a general meeting to be held in Miami later this fall.

Several members of the Florida (Continued on page 60)

BULK VENDING

NVA Figures Uncover Tax Bite Suffered by Bulk Men

CHICAGO—While most of the interest here this week will be focused on the annual convention of the National Automatic Merchandising Association, members of the National Vendors Association, representing the bulk vending industry, will be quietly planning their 1962 convention in Miami Beach.

NVA represents its members in collective dealings with all levels of government in legal, tax and licensing matters; provides individual operators with counsel at the local level and acts as spokesman for the industry.

It also provides another important service—compiling national averages for consideration by legislators whenever industry taxes and license fees are considered. Here is how NVA breaks down the income and expenses on all bulk machines:

Per-Machine Yield

The average machine yields to the operator, after all expenses, but before taxes, $7.21 a year if the operator services his own machines. If he employs a man, he deducts $4.20, leaving the operator $3.01. An average bulk gum and charm machine with a large globe glass will take in when completely empty about $14 a month. When a machine is serviced it is not entirely empty—and there is less than $14 of gross take. Machines with small globes gross closer to $10 employed.

It takes 6 1/2 pounds of gum at an average price of 28 cents per pound, or $1.62 worth of gum to fill a large machine. It takes $1 worth of assorted charms to mix in with this gum, so that an adequate selection of charms is offered. Thus, you have a $4.62 worth of merchandise per fill for a large machine.

When the machine is empty, the average commission given to a location is 30 per cent, which is $4.20 of commission to the location. Add $4.20 for commission to $4.62 for merchandise and you have a total cost of $9.02 per machine, in round figures, $9. The largest machine takes in $10.40 and the prime cost is $9 which leaves a gross profit of $1.40 per emptied large machine.

There are two factors which must be considered in evaluating how much of this $5 is left for the operator.

Service Costs

The first important consideration is that to service a machine costs $3.50 to service an empty machine. Included in this $3.50 for service per emptied machine is the cost of the car or truck, depreciation, garage, insurance, gas and oil, maintenance and repairs, parts for machines, and various sundry equipment including stands, brackets, glass globes, springs, wheels, and gears.

Also included in this $3.50 figure is the cost for machines ruined by water or rain; they are turned over and broken and the contents spilled, machines that are stolen from locations, whereby everything is lost, including the merchandise, a very difficult situation to illustrate on the part of the servicer, which is hard to control.

Unusual competition, high commission rates, and the general factor of overhead. Deduct $3.50 for cost of service per emptied machine from the $5 gross profit and you have only $1.50 per machine per month to go to the operator to live on and to accumulate additional funds for replacement of equipment.

The second important consider-
Electric Money Maker
Famous ACME
ELECTRIC MACHINE
Time proves farce on health and strength. Electric vibration current is known as the best form of daily call for better tone and 3,000 plus.
Sample 2 pieces $2.13
2 and up... 23.50
Floord Stand 5.00
ORDER TODAY
1/2 doz. 86, 100, 850, F.D.R., N.Y.
J. SCHENDEL
Factory Distributor of Bulk and Bell Guns
Vendlers, Hardware, Guns, Stoves, Steamer, Bicycles, Heavy War Goods
EVERYTHING THE OPERATOR NEEDS
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Send for Your
FREE Copy of RAKE'S NEW CATALOG TODAY!
BULK MERCHANDISE

OAK MANUFACTURING COMPANY, INC.
1961 Bogotardere Ave., San Leandro, California

**ACORN**
All Purpose Vendor
The all-time favorite of the vending business. Vends all 1c, 5c and 10c machines perfectly—the one machine which virtually never shows depreciation. Today's ACORN looks the same as original.

WE HAVE oaks'

Time payments available on Oak machines through all distributors.

**NEW WESTERN CORPORATION**
Cordialy invite you to stop in and see us at Booths 707 and 708 while attending the N.A.M.A. Convention, McCormick Place, Chicago.

SEE THE
SUPER 60
HI-LO MULTIPLE STANDS

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**See the Model 60**
An Outstanding Bulk Vender
Model 60 dispenses all small products from Spanish peppers to candies and jumbo bulk gum.

These stands make multiple vending easy for operators, brings more and larger profits.

**OAK MANUFACTURING COMPANY, INC.**
1961 Bogotadero Ave., San Leandro, California

Phone: Whitten 2-1300

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Please send complete information and price on Northwestern Bulk Gun Vender to W. H. Allen, Box 340, Allentown, Pa.

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WE'RE SHIPPING GOTTLIEB'S LATEST!
FLIPPER FRAME
CREATED BY THE ADD-A-BALL GAME'S
SPECTACULAR LIGHT SHOWS!

WANT TO BUY GOTTLIEB GAMES
SINCE 1933
SHOWBOAT-OKLAHOMA-
FABULOUS TROUBLE-CHAR-LENE-
KEEF-DOLL-CAPT. KEEF-
WHEEZY WOODS TRUNK TRAIN
WIZ OF OZ-ALL NIGHT-
 jdbc-CALEDONIA-
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1961 CATALOG
ON DEMAND

COIN MACHINE EXCHANGE

November 10, 1961

Non-GEMA Disks Get Juke Box Priority

American phonograph operators to
copyright law.

It is no secret that Europe is long on changing tunes, so
it comes as no surprise that a juke box trade
law. A spectacular example is the recent Enlgish court decision that the Italian folk song "O Sole Mio.

In fact, the German state of Ba-

curs has erected the radio broad-
tuning U. S. hits on tunes on the

tings to certain moves in

sion to this popularity of


eastern European

ting to "displease" the national

heritage.

All of this is in the for the

right to generate music whose long

have argued that in Germany, at

any rate, it is the juke box which is
decisive in posting-top tune rat-

ings.

This same argument applies to
proposals that the juke box trade

is free of copyright complications.

In fact, German state of Ba-
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tuning U. S. hits on tunes on the

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Why Seeburg's exclusive ARTIST OF THE WEEK plan makes more money for the independent operator

The experienced independent operator knows that the phonograph designed to sustain interest and excitement among location customers can automatically boost his income. The phonograph that can do this will increase profitable income in top locations. It cements a firm operator-location relationship. It maintains high resale value for future trading.

More than that, such a phonograph makes it possible for the operator to obtain more equitable commission arrangements with his locations. For as costs of doing business continue to rise, such arrangements are more than desirable: They are a necessity.

Coin-phonograph music has always reflected—and profited from—the public's taste. Customers have always preferred to play, in locations, the same kind of recorded music they buy for their home phonographs. When the 45-rpm single was riding high at home, it was king on the coin-operated phonograph.

But when the public trend started moving toward the 33⅓ albums, and store sales of 45s began to slump, the music operator soon found himself in a situation he could not turn to his advantage. His equipment could not play the records most persons were buying for their homes.

When the record industry finally introduced the 33⅓ stereo single, Seeburg correctly forecast that this was the record that would solve both problems. It would bring adult album music to the juke box once more. It would halt the national decline in single sales.

“ARTIST OF THE WEEK” IS A MUSIC SELLING PROGRAM

First, the phonograph itself. Seeburg automatic Internals, which has never required any adapter kits or devices, is completely use-proved in locations from coast to coast. Operators know it works. As long as they are available, 45s can be freely intermixed with 33⅓ singles.

Second, Seeburg's Artist of the Week plan can provide the location with a new “show” every week or two—a ten popular new album selections all by the same artist. And these are displayed on a special title strip panel to encourage the most play by customers.

Third, the Seeburg Artist of the Week plan brings that proved music salesman—the colorful album cover itself—right to the phonograph. Seeburg’s brilliantly lit top panel displays the album-cover from which the ten Artist of the Week records have been chosen.

Fourth, for every operator, Seeburg has a compact, portable audio-visual presentation that takes all the guess-work out of selling this profitable plan to the location. It sets up in a minute—on bar or table—and in sound and color pictures spells out the business facts you want the location owner to understand.

The Seeburg Artist of the Week plan has been proved effective over and over. Everywhere it is worked, it boosts income, paves the way for better commission arrangements, and pleases the location customers.

If you do not understand it thoroughly, and what it can do for your business, call your Seeburg distributor and tell him you want a full demonstration. You owe it to yourself, to your business, to do it, soon.

THE SEEBUG IS PERSONALIZED FOR EVERY LOCATION

THE SEEBUG SALES CORPORATION, Chicago 22
FOR SALE
GAMES

Normal $15.00
Wagon Wheel $9.00
Hokkata $8.00
Streak Pong $25.00
Jo-Joe $12.00
Bomber $15.00

PHONOGRAPH
AMT Continental Stove 200, card or write $16.00
AMT Melody Stand 100 $15.00
AMT Melody Stand 100 $9.00
AMT Warning Signal $25.00
Seagram 6 $25.00
Seagram 8 $35.00
Blum 310 $35.00
Blum 340 $35.00
Blum 310 $35.00
Blum 340 $35.00
Seagram Wall Box #315 $15.00
AMT Wall Box #316 $15.00
AMT Wall Box #320 $15.00
Call, Wire or Cable Cable Cable
Newly appointed distributor for Stove 200.

ROLLING RINK PATRONS don't have to remove their skates to play the coin games in the arcade.

Rink, Coin Mach. Sales
Roll on Convenience

DENVER—The only practical means of making sure that amusement machines will take in maximum collections in a roller rink is to make it possible for skaters to use the machines while wearing skates, according to Bob Chad, owner of Roller City, huge roller rink, trampoline, and fun center west. When Chad originally built Roller City, he incorporated a complete amusement arcade, with a dozen participation games, five pin tables, etc. These proved to be only moderately successful, and in fact were somewhat discouraging until Chad checked into it and found that skaters objected to the necessity of having to remove their shoes before entering the 20 by 18-foot arcade.

The solution, naturally, Chad agreed with a Denver operator who owns the amusement machines, was to install a folded-up heavy duty plastic floor, capable of taking roller skate wheels without damage. The floor, as eventually installed, was actually a duplicate of the heavy duty plastic-impregnated floor used on the roller rink itself, and thus, eminently capable of withstanding the shocks, sharp edges of wooden and rubber roller skate wheels without damage.

Now, instead of having only one or two patrons at a time, the Roller City penny arcade, with only twice the machines originally installed, is filled with patrons during all skating hours, as skaters "ring up" their entries by skating into the arcade, and trying their skill at hockey games, bowling, boxing and baseball games, as well as pin tables.

With a convenient changer, located between the arcade and the roller rink floor, Chad added to the economy of the penny arcade the one of the most popular side diversions in his big Denver amusement complex.

Gottlieb Flipper Fair
Continued from page 58
The most successful of the three in field tests.

Three Ways
Players receive an extra ball by making the top four rollers, lining up yellow and green spots on the phyifield by hitting a target, or scoring 2,000 points.

After the top rollers are made for the first time, the player is given one extra ball, and the target rolls make only two for an extra ball.

When each of the rollers is made, a corresponding pop bumpers roll up.

Flipper Fair has Gottlieb's new cabinet and light box, with stainless steel moldings and chrome trim.

Road Racer
Continued from page 58
classifies the driver and tells his station, manipulates a full steering wheel on the front of the game, and looks out at the "highway".

Driver categories range from "perfect driver" for 100 points to "try again" for from zero to 10 points.

NOW SHIPPING
1962 VALLEY POOL TABLES

FLIPPER FAIR

BILLY JOE SMITH

U.S. COIN EXPORTS
Continued from page 53

Guaranteed Phonographs
At New Low Prices

SEEBURG
222 $499
120 $499
120 $399
140 $399
Y1 $249
H100 $299
150 $299
100 $299

WURLITZER
2204 (Stereo) $529
2500 $399
2500 $349
2500 $299
2500 $299
1200 $299
1200 $299

AMT
Continental 200 $129
Like new Wire or Call
Lyric 100 $99
Lyric 100 $99

SPECIALS:
$147

WORLD'S WIDEST CIRCULATION
OF THIS ISSUE OF BILLBOARD MUSIC WEEK

42 Times More
Circulation
Than the Next Magazine!

Copyrighted material
Horse Ride for Shop Centers

DENVER — Kiddie ride operations on a major scale have been launched by the new Rocky Trails Company here, which plans to install between 300 and 500 kiddie rides at locations within the next 12 months.

Rocky Trails is headed by E. A. Pyle, a former disk jockey in Denver, Dallas, and Chicago, and Don Largent, a former stock car driver turned nightclub owner in the Colorado capital. Both men are thoroughly familiar with the amusement industry, and plan to expand operations to other areas in time.

The company has an enthusiastic faith in Rocky Traveler horse-type kiddie rides.

Space Problems

This ride, in which the horse trails are mounted at either end of a 15-foot long revolving ride, has proved extremely popular with Denver youngsters at a dozen locations, but represents a location problem because of the large amount of space involved.

"We have actually worked the things for ourselves by installing each kiddie ride inside a redwood corral which naturally increases the amount of square footage required," Pyle said. "Of course, we have a real selling job in convincing the location owners that it will be worth while to tie up so much square footage for the ride. Because it provides the sort of Western atmosphere that the children love, however, we haven't experienced too much difficulty in getting the spot."

For the two locations, which Pyle expects to be a relatively small percentage of the total, another form of bronce ride is being installed, which occupies only around five square feet, with the horse rolling a circle, instead of the familiar figure eight.

E. A. PYLE shows a youngster the proper way to ride a bucking horse.

SFC to Acquire Loan Association

NEW YORK — The Standard Financial Corporation, a diversified financing company which specializes in coin machine paper, has acquired the Security Industrial Loan Association of Richmond, Va., in exchange for Standard Financial's preferred stock, Theodore H. Silbert, SFC president, announced this week.

Security Industrial, with loans in excess of $1 billion, will operate as an SFC subsidiary. In addition, SFC will form a new wholly owned subsidiary, Standard Financial Corporation of Virginia, to broaden and diversify the company's time sales financing, factoring and commercial financing in Virginia.

Harry Witten Joining Scott-Crosby Outfit

PHILADELPHIA — Abe Witten, president of the Scott-Crosby Company, announced this week that his son, Menie, has joined the company's department. He has had six years experience in the coin machine field.

Witten cited the Ball 16-foot hoolander as one of the reasons it was necessary to expand the sales force. He said he also had a good acceptance of the Barrel of Fun '62 and a new shuffle game.

Witten made an extended tour of the South on a buying mission in July, and he stated that he is continuing another sojourn for the same purpose.

High Bid Profits—Yours!

Operate on Nickels, Dimes, Quarters thru a single coin opening—Simple Play Advantages—Single Coin Multiplier & the Operate Now

HORSE RIDE

See Scott-Crosby Offerings at Your Convention

Ultra Modern Cabinet
WEIGHT: 155 lbs.
SHIPPING WOOD: 170 lbs.
SIZE: 56" High, 30" Wide, 21/2" Deep overall.

Order Today for amusement only.
SURE SHOTS FOR LONG RUN PROFITS . . .

**Williams**

**COIN-OPERATED**

**POOL TABLES**

**90**

**50” MODEL**

**90” OVERALL SIZE**

Supplied with 4 best quality cues

*Both Deluxe 90 and Deluxe 75 have all these features:*
- brightly polished chromed plated castings around all pockets
- lively rebound cushions
- hand rubbed mahogany veneer finish
- formed Fornica rails
- separate cue ball return within easy reach from upright position
- first quality balls size 2”
- cue ball size 2 1/4”
- twin dimes or 250 push clutches
- recessed removable drawer

**Place Your Order Today!**

**Contact Your Nearby Williams Distributor:**

**WILLIAMS ELECTRONIC Mfg. Co., 160 M. HOBART ST., CHICAGO 24, ILL.**

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**ROCK-OLA**

proudly announces
the appointment of another new distributor

who knows quality, dependability and engineering excellence in coin operated phonographs

**FLOWER CITY DISTRIBUTING COMPANY**

389 Webster Ave.
Rochester, New York

---

**REDD DISTRIBUTING COMPANY** showed the full Seeburg line at the Eastern States Feeding and Housing Exposition held recently in Springfield, Mass. Representing Redd at the exhibit were Bob Addleman, appointed eastern representative; Julius Jacobl, general sales manager; Redd vending department; and Raymond Levy, sales manager. The show was held at the Springfield Armory.

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**MORRIS NOVELTY COMPANY, INC.**

807 OLIVE STREET, ST. LOUIS 3, MO.

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**YEAR END CLEARANCE SALE!**

All equipment will be cleaned, completely checked and ready for location.

**Five Ball Free Play**

- **Gottlieb DOUBLE ACTION** $25.00
- **Gottlieb SEVEN SEAS** $25.00
- **Gottlieb HIGH SEVEN** $25.00
- **Gottlieb KENWOOD** $27.50
- **Gottlieb SLADE & CO.** $25.00
- **Gottlieb MONTGOMERY** $20.00
- **Gottlieb BRAMBLE** $19.50
- **William OSMAND** $15.00

**Shuttle Alleys**

- **4 x 11 Bally** $15.00
- **16” United** $15.00

**Ball Bowlers**

- **United Official Professional** $25.00

**Miscellaneous**

- **5000 Jumbo** $100.00

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**Question**

**WHY HAS FLOWER CITY DISTRIBUTING CO. SWITCHED TO ROCK-OLA?**

---

“Rock-Ola has recognized the basic problems of the operators of coin operated Phonographs. They have manufactured a phonograph that is priced to enable the operator to meet his obligations and perform at a profit.

The Rock-Ola Princess Phonograph which is the result of painstaking research is the Answer.”

---

Look to Rock-Ola for ADVANCED PRODUCTS FOR PROFIT

**ROCK-OLA MANUFACTURING CORP.**

800 North Kedzie Avenue
Chicago 51, Illinois
Southern Vend Reps at NAMA Chi Meet

MEMPHIS — A number of Memphis and Mid-South vending operators are in Chicago attending the four-day National Automatic Merchandising Association Show at McCormick Place which ends tomorrow (11).

From the Mid-South:


Belgian Ops Stress Advantages Over Location Ownership in Juke Exhibit

BRUSSELS — Belgian operators are stressing a series of show-case locations in a revived campaign to crack the stiff location phonograph front in this jive box-happy country.

Leading Belgian operators have picked strategic locations for a practical demonstration that operator ownership provides for superior service to location ownership.

The Belgian campaign is focusing on the three points where location ownership admittedly is most vulnerable:

1. Equipment.

At the showcase locations Belgian operators are installing the best new equipment, are providing up-to-the-minute top-tune programming, and are maintaining the boxes in perfect working order.

However, it is all being done with tact. The operators are blowing their own horn with appropriate advertising — but blowing it plantains.

"It's enough to make clear that the phonograph you're listening to is an operator machine and not one owned by the location," one of the participating Belgian operator remarked. "We propose to let the results speak for us."

Equipment being used in the missionary program is new but not flashy. Rather, the effort is to select equipment appropriate to the location.

Techno Vending Into New Offices

NEW YORK — The Techno Vending Corporation, parent company of the Capital Projector Corporation, Kings Midget Enterprises, Midget Movies, Inc., and Movie Max, Inc., has moved to new quarters at 524 W. 43rd Street.

According to Sam Goldsmith, director of operations, the new building will have 17,000 square feet, double that of the former location.

Techno manufactures kiddie rides, and operates amusement machines, rides and vending equipment.

GOTTIEB'S

Latest and Greatest of the Add-A-Ball Games!

Spectacular light box animation draws players like a magnet. Score additional ball and the clown in the light box juggles large white ball. Add-A-Ball extended play feature holds players interest for continuous repeat play. Result: More and more coins in the cash box. And remember, our time-tested cabinet design incorporates stainless steel moldings and chrome corners to provide a clean, "new game" appearance forever!

- Skillful play adds an unlimited number of balls to each game
- Each time 1 to 4 players are made, player receives additional ball
- Each rollover lights corresponding pop bumper
- Target adds 1 ball when green and yellow spots are in line
- Scoring 2,000 points adds 1 ball
- New tilt feature: 1 ball plus ball in play — then play continues

SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION

Copyrighted materials
Mr. Victor Halm, President, R. H. Belam Co., Inc.
Exporters and Importers of Coin-Operated Machines, Says:

"THROUGH BILLBOARD DIRECTLY WE MADE CONTACT WITH A CUSTOMER IN THE FAR EAST, WHO HAS GIVEN US NEARLY $75,000 WORTH OF BUSINESS IN APPROXIMATELY SIX MONTHS!"

Mr. Morris B. Nahum
Sales Manager

October 32, 1961

Mr. Richard Wilson
Billboard Music Week
130 W. Randolph Street
Chicago 1, Illinois

Dear Dick:

I feel I owe it to you and to Billboard to tell you how pleased we are with the results of our advertisements in Billboard.

As you surely know we have been exporting Coin Operated Machines throughout the world for nearly 15 years — but it has been only within the past 4 or 5 years, when our ads began to appear in Billboard, that our sales began to rise — in a manner that was wholly unexpected. We attribute a good deal of this success to Billboard.

As an example, through Billboard directly, we made contact with a customer in the Far East, who has given us nearly $75,000 worth of business in approximately six months! Another in Australia has given us deals that amount since starting with us in 1959. Furthermore, we can assure you that hardly a week passes by without some new customer somewhere writing or cabling for details. Some develop nicely, others do not — but the contacts remain.

I really have found out that it does 'pay to advertise' and I want to thank you personally for having convinced me 5 years ago to try an ad with Billboard.

Sincerely,

R. H. BELAM COMPANY, INC.

For your added information, we have made customers in nearly every country of the world — to name a few:

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SPECIAL NOTE TO OPERATORS: You're sure of the most and the best in bulk vending equipment every week in . . .

BILLBOARD MUSIC WEEK

"We are pleased with the results of our advertisements in Billboard."

". . . hardly a week passes by without some new customer somewhere writing or cabling for details."

". . . it has only been in the past 4 or 5 years, when our ads began to appear in Billboard, that our sales began to rise."