BOSTON New Year Sales For 'Lollipops & Roses'

BOSTON—The New Year was being brought in here with breakouts on three single records. "Lollipops & Roses" on Kapp appeared to top the group and inspired a couple of dealers since they thought it unusual for a "pretty" song to get much play. Pacing this was the Greenswoods' "Outside Heaven's Door" on Musicor and "Flying Blue Angels," by George, Johnny and Pilot Co. on Columbia. Another new 45 break was the Decca release "Break It to Me Gently," and the other was Bobby Rydell's "What's the Reason." On the other hand, Capitol, Meanwhile, business continued good here, with the various Twist singles and albums continuing to spark sales.

Boston New Year Sales For 'Lollipops & Roses'

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N.Y. Sales to Dean, Count

NEW YORK—Although there were no new records breaking loose in New York City last week, there were a number of new disks whose sales action was noticed here. They included Count Basie's "Ruthless Acts of the B.A.N.T.W.", and Jimmy Dean's newly issued Columbia single "To a Sleeping Beauty." The Dean record, issued as a single just a few days ago, has been getting strong air play in its five-minute album version, which is the reason Columbia rushed a million copies to market on 45. Action was also taking place on Brenda Lee's "I'm Gonna Have to Can My "Olive Twist" on the Spiral label. Two records that leaked on the national Twist scene this week were finally ready turned into solid sellers here. They were Brenda Lee's "Twist" and Joey Dee's "Break It to Me Gently," and the other was Bobby Rydell's "What's the Reason." On the other hand, Capitol, Meanwhile, business continued good here, with the various Twist singles and albums continuing to spark sales.

Chart Rank of Twist LP Key to Trend's Strength

"For Twisters Only" and Ray Charles' "Do the Twist," these are very successful. Mitch Miller's "Still More Sing Along With Mitch" and King's "So So Hungry"—popped back on the monaural chart this week, due, in part, to buying up the recent seasonal rush on popular catalog items. The MGM LP has been on the chart 115 times and the Kingston Trio's album has been listed 144. Miller has 11 albums on the monaural chart this week, and the chart is in a strong state.

Movie and show music albums, of course, were also strong as seasonal sales items, with 30 such packages on the monaural chart this week (four in the Top 10) and three more listed as monaural "New Action LP's" (the Penguin's "Twist" album, "Babies in Toyland" opened in theaters across the country during the holidays thus giving the Spring Black LP a good sales push. The oldest show album on the chart is the original cast package of "South Pacific," which has been listed 396 times. Ronnie "Red Jacket Fair Lady," listed 301 times.

"Blue" D.C. Standout

WASHINGTON—"I'm Blue," by the Bettens on Argo, scored strongly here last week and on the "Hot 100." Previous breakouts, "It's Not Just a Soldier," by Little Richard, and "Lost My Keystone" by James Brown, continued to sell well.

In line with this city's penchant for having a "Basic Twist," by Count Basie, "the King's Push Uptown" and "I Fought the Law, Unfo- dence Square," by Dave Brubeck, was getting stronger attention.
### BEST SELLING SINGLES

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<th>TITLE</th>
<th>ARTIST</th>
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<td>Jack Ross</td>
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<td>16104</td>
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<td>Louis Prima</td>
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<td>16101</td>
<td>The Continental Twist / Oh Ma Ma Twist</td>
<td>Keely Smith</td>
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<tr>
<td>16102</td>
<td>Can't Help Falling In Love / You'll Never Walk Alone</td>
<td>Billy Vaughn</td>
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<tr>
<td>16103</td>
<td>Everybody's Twistin Down In Mexico</td>
<td>The S gargons</td>
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<tr>
<td>16104</td>
<td>Sake Up I Wonder Why</td>
<td>Arthur Alexander</td>
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### BEST SELLING ALBUMS

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<th>TITLE</th>
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<td>16100</td>
<td>Moon River / Lawrence Welk</td>
<td>Pat Boone</td>
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<td>16104</td>
<td>Don'i The Twist / Louis Prima</td>
<td>Louis Prima</td>
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<tr>
<td>16105</td>
<td>The Andrews Sisters' Greatest Hits</td>
<td>Billy Vaughn</td>
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<td>16106</td>
<td>Yellow Bird / Lawrence Welk</td>
<td>Keely Smith</td>
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<td>16107</td>
<td>Berlin Melody / Billy Vaughn</td>
<td>The Sargons</td>
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<td>16108</td>
<td>San Antonio / The Sargons</td>
<td>Billy Vaughn</td>
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<td>16109</td>
<td>Golden Waltzes / Billy Vaughn</td>
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<tr>
<td>16111</td>
<td>Wheels &amp; Orange Blossom Special / Billy Vaughn</td>
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<td>16112</td>
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<td>16113</td>
<td>Best-Loved Country Hymn / The Andrews Sisters</td>
<td>Billy Vaughn</td>
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<td>16114</td>
<td>Wonderful By Night / Louis Prima</td>
<td>Billy Vaughn</td>
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<td>16115</td>
<td>Theme From A Summer Place / Billy Vaughn</td>
<td>Louis Prima</td>
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<td>16116</td>
<td>Last Date / Lawrence Welk</td>
<td>Louis Prima</td>
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<td>16117</td>
<td>The Golden Lining Sisters Sing 12 Great Hits</td>
<td>Billy Vaughn</td>
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<td>16118</td>
<td>Look For A Star / Billy Vaughn</td>
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<td>16119</td>
<td>The Man With The Band / Eddie Peddy</td>
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<td>16122</td>
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<td>16123</td>
<td>Melodies In Gold / Billy Vaughn</td>
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<td>16124</td>
<td>We Love You / Pat Boone</td>
<td>Louis Prima</td>
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<td>16125</td>
<td>Pat's Great Hits / Pat Boone</td>
<td>Louis Prima</td>
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<td>16126</td>
<td>Music For The Golden Hours / Billy Vaughn</td>
<td>The Andrews Sisters</td>
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<tr>
<td>16127</td>
<td>GaLe's Great Hits / Gale Storm</td>
<td>Louis Prima</td>
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<th>ARTIST</th>
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<tr>
<td>16100</td>
<td>Trying P.S. I Love You</td>
<td>The Hilltoppers</td>
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<tr>
<td>16101</td>
<td>Coconut Groove / The Mood</td>
<td>The Hilltoppers</td>
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<tr>
<td>16102</td>
<td>Love Walked In</td>
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<tr>
<td>16103</td>
<td>From The Very First Day</td>
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<tr>
<td>16104</td>
<td>Melody Of Love / Sail Along Silly Moon</td>
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<tr>
<td>16105</td>
<td>Hearts Of Stone / Seventeen</td>
<td>The Hilltoppers</td>
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<tr>
<td>16106</td>
<td>Ain't That A Shame / I'll Be Home</td>
<td>The Hilltoppers</td>
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<tr>
<td>16107</td>
<td>The Crazy Ones / Eight Beat Boogie</td>
<td>The Hilltoppers</td>
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<td>16108</td>
<td>Part 1 And 2</td>
<td>The Hilltoppers</td>
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<td>16109</td>
<td>I Hear You Knocking / Ivory Tower</td>
<td>The Hilltoppers</td>
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<tr>
<td>16110</td>
<td>A Wonderful Time Up There</td>
<td>The Hilltoppers</td>
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<tr>
<td>16111</td>
<td>Friendly Persuasion (Thee I Love)</td>
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<tr>
<td>16112</td>
<td>Dick Fiched Me / April Love</td>
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<td>16113</td>
<td>Love Letters In The Sand</td>
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<tr>
<td>16114</td>
<td>Young Love / Little Ways</td>
<td>The Hilltoppers</td>
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</tbody>
</table>

### MAIL TO YOUR NEAREST DISTRIBUTOR

**Dot Records Inc., 1507 N. Vine St., Hollywood 28, California**
The SOUND for '62!

21 GREAT, NEW ALBUMS

SONGS OF THE WEST—Burl Ives
DL-4179 * DL-74179
SONGS EVERYBODY KNOWS—
Art Mooney
DL-4207 * DL-74207*
GEORGE RUSSELL Sextet in K.C.
DL-4183 * DL-74183*
DANCE PROGRAM—Jan Garber
DL-4196 * DL-74196*
FAR ACROSS THE SEA—Gene Rains
DL-4164 * DL-74164*
CALYPSO ISLANDS—The Castaways
DL-4116 * DL-74116*
CITY LIMITS—The Wilburn Brothers
DL-4211 * DL-74211*
AIRS, MARCHES & SELECTIONS—
Melbourne Highland Pipe Band
DL-4182 * DL-74182*
HAWAII'S GOLDEN FAVORITES—
Charles K.L. Davis
DL-4214 * DL-74214*
GOSPEL GUITAR—Billy Grammer
DL-4212 * DL-74212*
RIO FLAMENCO—Vincente Gomez
DL-4156 * DL-74156*
WITH A SOUND IN MY HEART—
Bert Kaempfert
DL-4228 * DL-74228*
PRESENTING AL BOLLINGTON
AT THE CONN ORGAN
DL-4223 * DL-74223*
COUNTRY HEART SONGS—Bill Anderson
DL-4192 * DL-74192*
RICCI PLAYS SARASATE—
Ruggiero Ricci, Brooks Smith
DL-10044 * DL-710044*
FORTY FABULOUS FINGERS—
Original Piano Quartet
DL-10047 * DL-710047*
BEETHOVEN SONATAS—
Erica Morini, Rudolph Firkusny
DL-10045 * DL-710045*
AS TIME GOES BY—Liberace
CRL-57392 * CRL-757392*
BLUES MAKE ME HAPPY—Cob Calloway
CRL-57408 * CRL-757408*
AMOR LATINO—Dick Kesner
CRL-57393 * CRL-757393*
ON AND OFF CAMPUS—
The Ivy League Trio
CRL-57399 * CRL-757399*

* DENOTES STEREO

See Your Decca Distributor for
a Special Offer on These
21 New Albums, Plus the Entire
Best-Selling Decca, Coral, Brunswick
LP Catalog!
RCA Victor Red Seal Promotion Drive To Up Dealer Classical Catalog Sales

G. Marek Outlines Retailer-Manufacturer Responsibility; Notes New Reduced Release Philosophy for Serious Line

NEW YORK—Motivated by the conviction that the classical business is the nucleus of the record industry—and that it must be given opportunity to expand—RCA Victor President George Marek is directing a Red Seal merchandising program. Keyed to the need for more outlets for this business, the drive starts with the January classical release and is designed to stress the importance of the classical audience, particularly those who are serious about their taste in the classical field. George Marek, vice-president and general manager of RCA Victor, president of the West Coast-based program as the beginning of a new era in classical merchandising and noted that this entails obligations on the part of both the dealer and advertising agencies.

The dealer is required to:
1. Stock the new Red Seal records and supply displays, counter cards and quantities for and for a specified period of time.
2. Provide efficient service on the entire Red Seal catalog, making use of RCA Victor's "Special Order Service" (see separate story) for any sales that are not carried in the regular dealer's stock.
3. Sell Red Seal records as a part of the complete Red Seal catalog, allowing the label to become an integral part of the dealer or his customers.

The retailer is required to:
1. Display material describing this service, including a decal for window use.
2. Participate in Red Seal merchandising, promotion and advertising, including local newspaper and radio advertising, new price releases, window displays, etc.

Advising Support

RCA Victor supports the program with an advertising and promotion drive which it considers unprecedented in the record business. In addition to usual national advertising, a special large film has been made available for use at the local level, and allocated to improve the release's sales results.

Operation of the planning is a cutback in the number of classical releases, so as to emphasize quantity over quality, and make possible more intensive promotion on each album released.

The theory of fewer and better packages more intensively promoted has been proved valid by RCA Victor over a long period. In every label cut back its single output to two and three discs per week—and at the end of the year results for the industry in general sales period. The lead was set by record retailers. With the pop albums too, RCA Victor upped its sales sharply as a result of a policy of selling fewer packages.

Marek, noted that the diminution in releases reflected the urgent pleas of dealers and customers who anticipated that sales would be induced by the reduced quantity of product. As the market develops, Marek pointed out, RCA Victor would keep pace with the schedule of cuts and promotion.

Choreo Directs Pitch To Teen-Age Market

HOLLYWOOD—Choreo Records, the Fred Astaire-owned label, is aiming its initial sales effort at the teen-age market. In its first two albums as revealed by an ad in Billboard, the Astaire label has been featuring Astaire music which the firm has 600-seven-plant outdoor signs to herald its debut, with the ad message pointed at teens as its target. Signs were placed at major shopping centers.

Signs carry a five-color picture of a teen-age boy and girl. The copy reads: "Dis-Mister. Your Teen-Age Leader! If You Are, Then You Have the Carol Lawrence and Bill Cunningham Albums on Choreo Records." Similarly, the label has purchased space in Seventeen magazine to announce the two LP's which comprise the label's first release.

This marks one of the rare times when a label has used outdoor advertising (Liberty Records tested outdoor signs in Cincinnati a year ago) to push a specific release. In this instance, however, research has proved that teen-agers constitute a sizable chunk of the product market. If the sales trends prove Choreo's approach correct, the label will follow this tactic in its advertising throughout the coming year.

Choreo's release of Fred Astaire vocals, taken from the sound-track of his Emmy-Award-winning TV spectaculars, were expected to be the label's initial release. The plan held up due to production problems. Thus, the Carol Lawrence and Bill Cunningham three were first to launch the label. The Astaire package will be issued soon.

Diners to Launch All-Label Tape Club

HOLLYWOOD—The Diners' Record Club is testing an all-label tape club and will launch it on a full scale in early spring. BMW learning last week. Diners is testing three different sales pitches along with this release.

In addition, BMW learned, club President Bernard Solomon is considering the possibility of forming a tape manufacturer to effect a tie-in whereby a package will be offered by the record companies along with an array of pre-recorded tapes.

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Laurie Shows Higher Gross

NEW YORK—Laurie Records, chalking up more than 30 percent higher gross sales in 1961 than in the previous years and net profits will be reported to Laurie exec Robert M. Schwartz.

The increase was sparked by Dion's hit record "Runaround Sue," which received immediate national publicity and hits on the LeGrand label by Gary U. S. Bonds—"New Orleans Baby Mama"—"Shout! Shout! 

"School Is Out" and "School Is In"—all Laurie's records were cut with LeGrand through subsidiary Rk Records.

Schwartz, who recently returned from Europe where he made some distribution changes, has scheduled a number of releases here of foreign wax imports for 1962. The label will also put a special push behind developing new talent this year, kicking off the campaign with a release by the duo Davis and Join.

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Capitol Boosts Dealer Profit on 4-Track Tape

HOLLYWOOD—Capitol Records is increasing the dealer mark-up on its four-track stereo tape line, BMW learning last week.

Effective immediately, Capitol will allow dealers a 30 percent profit on four-track tape product. Heretofore, Capitol's top mark-up was a 20 percent dealer discount.

Capitol's move can be expected to boost the leveraging of its tape prices to the consumers. With the new move, dealers may be inclined to pass on the additional discount to their customers.
Lately the consumer press has commented upon—and deploring—the availability of pornographic material on records. The consumer press has a point. Such deplorable material is available.

It is important, however, that the consumer press and the general public be aware of the fact that such recorded material is not typical of the record business or its product—just as pornographic books do not properly reflect the book business. The record industry in general, and its individual segments, such as manufacturers—adopt a proper public relations posture and seek broad dissemination of the facts. In every case today is making a greater cultural contribution than ever before.

More good music than ever before is available on records in every category—classical, pop, jazz, folk, gospel, etc. In fact, the record industry avoided problems by including great literature, historical documentation, education and what not.

It is encouraging to note, in connection with this, that the Record Industry Association of America has made important strides in apprising the consumer world of the quality and cultural values of recorded material. It is urged that this effort be maintained and, if possible, stepped up; that funds be allocated for such a purpose.

It is natural to inquire when a sensitive area is probed; but none of us—neither made nor unmade—need feel defensive about an industry which is so readily to its responsibilities in areas above and beyond financial gain.

**Time Drops List Price of Mono Series**

**BY BOB ROLONTZ**

**NEW YORK—**Time is dropping the price of its monaural single records, effective immediately, from a list of $4.95 to $3.98. The announcement was made by Bob Rolontz, editor of the magazine, to the effect that, in the fall, the magazine will issue a new kind of music record. The series is called the "Mono Series," and it will be issued on a regular basis.

**Ad...**

The recent trend of the industry to drop the price of records has been in response to the desire of consumers to have a more realistic perception of the cost of various products. TheMono Series is a new type of record that will help to educate the consumer about the true cost of music. It will also help to promote the sale of records, which has been declining in recent years.

**Barbara Dane Inks Cap Pact**

**HOLLYWOOD—**Capitol Records has signed a contract with Barbara Dane, the folk-singer who has become a prominent figure in the American folk movement. The contract was announced at a press conference held at the Capitol Records building.

Barbara Dane has been active in the folk music scene for several years and has recorded several albums. Her music has been praised for its honesty and social relevance, and she has been recognized as a leader in the folk music movement.

**RCA Victor Introducing Special Order Service**

**NEW YORK—**RCA Victor has set up a Record Dealer Special Order Service which will assure dealers and their customers a quick delivery of any album which is out of stock either in their own or their distributor's inventory. The label supplies the dealer with a special certificate, similar to those used for American Express and the Diner's Club. When a buyer requests an out-of-stock disk, he is given a certificate to that effect. The certificates are available in $100 denominations.

**Dave Kaplan's Leads Number of New Exec Promotions at Col.**

**NEW YORK—**Dave Kaplan has been named director of East Coast operations for Columbia Records. He will oversee the operations of the company's offices in New York, Boston, Philadelphia, and Washington, D.C.

Kaplan brings vast experience to his new position. He has been with Columbia Records for 10 years, and has held a variety of executive positions in the company. He is well respected in the industry, and is known for his strong leadership skills.

**Bob Paulson's Steals The Show**

**NEW YORK—**Warner Bros. Records' recording producer, Savoy Paulson, has scored a major coup with his first single, "Love Is the Sweetest Thing." The song was recorded during his recent trip to Cleveland, Alabama, N.Y. Chicago, and San Francisco, and was released for immediate retail last week.

Paulson, who has been with Warner Bros. Records for the past 20 years, has had a string of successes with his productions. "Love Is the Sweetest Thing" is expected to be the first in a series of hit singles that will establish him as one of the leading recording producers in the business.
Liberty Sets Mkt. Meets To Orbit LP Sales Plan

HOLLYWOOD — Liberty kicks off the new year with a special program covering its January 13 LP release, offering dealers a 15 per cent discount, four-month deferred billing plus 100 per cent exchange privileges. The new LP count will apply to a dealer's complete order, including new products as well as catalog items.

The LP campaign begins this Monday (8) and continues through February 16. Payments are due in one-third installments on the 16th of March, April and May. Product will be accepted for delivery after June 1.

This assures Liberty merchandisers a full five months exposure at the retail level.

To provide fire power in getting the program into sales orbit, Liberty's merchandising chief, Allan Silvers, has decided to devote a full five months exposure at the retail level.

National sales manager Don Bohanon will cover Minneapolis, Chicago, Detroit, New York, Philadelphia and Washington, as well as New York, Newark, and Hartford. Corvette, dealers,你好, sales manager Ken Revercomb will work Oklahoma City, Dallas, Houston, New Orleans, Miami, Atlanta and Cincinnati; merchandising director Allan Lavinger will move into Oakland, Calif.; Seattle, Denver, and Phoenix. Arte.

In conclusion, Joe Sodd will kick off the campaign in Charlotte, N.C.; Nashville, Memphis, St. Louis, Kansas City, Minneapolis and Cleveland. National distribution director Bob Skaff, aided by Ed Silvers, will direct the promotional drive. New Records Move in S. F.

SAN FRANCISCO — The new year is starting with a breakthrough for the Bay City market that was called "the Bay Baby" on the Warner Bros. label and "Shimmy Shimmy Walk" by the Magnatones on Checker. As "I'm Blue" by the Beatles on Atco, and Gene Chandler's "Eye of Earl" were also hot here. Strong potential was displayed in "Thousand Foot Bird" by Terry Toler on the Landa label.

Detroit: Local Boy Makes It

DETROIT — The strongest record here last week was "Janie's" by Eddie Holland, a record that was a breakthrough a few weeks ago. Checkup of the record's popularity indicates it stems from airplay by smaller local radio stations, coupled with the fact that Holland is a local boy making good.

Another strong new disk reported are "Sugar Babe" by Paul London, "Where Have All The Flowers Gone?" by the Kingston Trio, "What's So Good About Ike and Tina Turner," and "Smoky Places" by the Corsairs. In the album field, Chubby Checker, "Let's Twist Again," is doing well, particularly the new "Twist Party," "Break Fast At Tiffany's" is holding up well, and a newcomer, Jimmy Christmas, "What A Special Time" is spotted as coming up.

Collay's Disk Get O. N. Od

NEW ORLEANS — A strong new disk broke here last week while singles sales generally were holding up well after the Christmas rush. Radio station reported by newcomer by Allen Collay a hot item. The "Day's Of Our Lives Four Nights" on the Instant label. Always a steady seller in New Orleans, Pete Fountain was getting sales on his "Yes Indeed" on the "J. C. Overseas.

In addition, Lavinger has prepared special displays and point-of-sale material spotlighting the new product.

Boomerang Soars in Balt.

BALTIMORE — No new one broke hot here last week, but Allen's "My Boom Boom Won't Come Excepting" will probably soar in sales here. "Teens From An Angel," by Tony Shannon; "It's All Over Now," by the Showmen; and "Let Me In," by the Sensations, were also selling well.

This city wasImaged by a solid shine to "Invisible You," by Bobby Darin, "Let Someone," by James Brown; "Letter Full Of Tears," by Gladys Knight Smoky Places; by the Corsairs, and "Imagination," by the Quotations. On Verge, is showing a spurt in sales in the area and in Balt. at the Baltimore dealers, who are also getting good action here. Dealers also named these releases in selling well: "Duke Of Earl, "Happy Guy," by Nino and the Esquires, Brenda Lee's "So Deep," by Kapp Records, "Exotic," by Roni and the Kimmers, "Let's Do It Again," by Kay, and "Hi, My Baby," by the Ikettes, and "Sugar Babe," and a Hank Ballard's "You're Gonna Miss Me."

Baltimore was doing fine, with the edge here going to the charm of the original by Chubby Checker. "Twistin' the Night Away" by Little Sister, while popular with both single and LP. Radio twist over the play week had strongest to one.

The All Twists albums and Elvis' "Blue Hawaii.

Term Philly Xmas Fair

PHILADELPHIA — The disk business settled into the post-holiday lull here last week following what some quarters characterized as the "fair" Christmas selling period. It never quite got up to what it should have been, one dealer noted succinctly.

Despite the wind down of the Christmas rush, the number of records continued to swell strongly, urging a respectable first month in sales for the new year. Though there were no new releases here, the stores here, the Button, the Button which works with Ike and Tina Turner, opened again real their own, "I'm A Blue Blister which hit the national chart at No. 1. Australian Charlie Drake was also scoring well with his Boom-

Blue D. C. Standout

An item from buying customers and from radio play. A New Year's Eve special will be held here for this week. Some man should also boost Brubek records in the area. Shah "Waiting for the Mail," by Ace Cannon; "Funny How Timing Slips Away," by Lee Hazlewood, "Re-Me," by Lee Hazlewood; "It Will Stand," by the Showmen; "I Can Only Imagine," and "Letter Full Of Tears," by Gladys Knight on Fury.

Circulation Sales

1150 Broadway, New York, N.Y.

C. J. Olds, Publisher

Subscriptions

Send checks to: 1150 Broadway, New York, N.Y. 10003

Robert A. Langan, Art Director

Industrial Advertising

1150 Broadway, New York, N.Y.

Subscription Fulfillment

1150 Broadway, New York, N.Y.

C. J. Olds, Publisher

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Branch Offices

Chicago, 113 S. Wabash St.

Various Sales Offices

By the time you read this, the full story of the Beatles' "Help!" is available. You can get the story of the Beatles' "Help!" in our latest edition. This book has the story of the Beatles' "Help!" and much more. It is available at your local bookstore or through your local music store.
Blanche, do you realize that my album is selling like hotcakes in Cleveland?

Not only that, my album is breaking them up in Seattle and Milwaukee!

And don't forget the job those stores in Boston are doing!

What's the matter, Blanche?

You're always talking about yourself, John. My album, my album; I'm on that album too, you know.

I work my fingers to the bone making you funny and what thanks do I get?

If it weren't for my constant nagging, what would you be today, John Bickerson?

Haply?

Might as well stay up and watch it hit the charts.

COLUMBIA RECORDS
'62's BIGGEST!

"A LITTLE TOO MUCH"

CLARENCE HENRY

ARGO #5408

"LET ME IN"
the SENSATIONS

"SMOKY PLACES"
the CORSAIRS

"OH, CINDY"
the VIBRATIONS

CHESS PROD. CORP.

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HARD TIMES
Discounting Hurts Low-Price LP Sales

NEW YORK—The sign on the window of a midtown KVertere here last week, advertising 99-cent LPs at two for $1, is an indication of the competition the low-price LPs have fallen. Buffeted by the discount prices of the regular labels, independent record outlets, record clubs, chains, outlet by the new artists under the labels of these regular labels and without the name artists to work with, the low-price lines have been unable to hold their entire market, and have fallen upon hard times.

For the past year sales of the low-price labels, with few exceptions, have been up. With name albums by top artists selling as low as $1.50 in major cities, few, if any, of the new lines have been able to stand the game. Many of the low-price labels have just issued failing LPs, except for the few that have had a steady sale. Others have dropped their monaural releases and stayed with stereo LPs only. And some have cut back their costs and their selling prices so that stores can offer their albums at $1.29 or $1.19. Since the low-price business is generally centered in the 99-cent range, the sale of the LPs includes a profit struggle for a manufacturer that few care to support in this type of market. A large chain has requested one company that sold specialty in a low-price line to make a 99-cent LP for them, but the firm claimed that sales would not be enough to make it worthwhile.

There are several factors in this rather grim picture. Classical low-price lines, such as the Richland, have managed to hold a share of the business, due to the quality of the sound of their releases. But certain powerhouse releases on the Camden and Harmony labels have also managed to rack up sales. Kiddle low-price LPs also have a share of the market, but as a whole, the business is not a very big one. A few of the LPs have sold that only two or three years ago had thriving low-price lines.

ON THE MOVE
Canada's Disk Discount Store Gearing Up Steam

By ARNOLD GOSEWICH
OTTAWA, Ont.—Discount store retailing has hit Canada hard in the past six months with the opening of approximately 20 major discount department stores in Ontario and Quebec provinces. With the house new concept in retailing disc jockeying fresh promises to revolutionize the business in the country.

The leader thus far in discount recording is Alex Sherman, whose firm Sherman Enterprises Limited, has opened five record department in Towers Marks and Shoppers Toronto and stores, as well as 10 other stores of its own. Sherman took the plunge into discounting only six months ago.

Our first big problem," says Sherman, "was to get the iron Curtain which many manufacturers had built up against recognizing discounting as a means of mass sales volume as well as reaching a wider type of consumer market. We needed their co-operation and they needed the volume we could generate. I am pleased to see that the majority of suppliers realized our potential and are benefiting from it. Sherman's hopes are echoed by the recent announcement of Capitol Records of Canada concerning their "Grazed Volume Discount Plan" wherein all dealers will earn an extra 5 per cent to 10 per cent discount throughout the year depending on their volume of purchase. This plan is designed to aid the discount opera- tion by increasing the volume of sales, thus increasing the pressure on the large stores to cut their prices.

The second problem was one of supply. While his depart- ments carry a large selection of current store at discount prices, Sherman concentrates on promoting clear- ance and discontinued catalog merchandise. "We do not sell nec- essary or defective LPs," says Sherman's emphasis is to point out. "But we are on the lookout for these items for genuine cutouts in classical and pop albums where we can pass on the savings to our patrons."

Because of the shortage of cut- outs in Canada, Sherman has...

WB on 'Sound Bandwagon' With Premium- Priced Series

HOLLYWOOD—Warner Bros. Records is jumping aboard the "sound album" bandwagon with a program of six "Golden to February" release. It will issue the first three packages in the new series as part of the February release, one of the last single presentations made by the label.

A special sales program, offering dealers a 100 per cent guaranteed excursion to disklichens by the week of the release, is being extended in introduction. The exchange privilege goes into effect immediately and will run through June.

Low price USB. Aluminum foil-covered packag- and is heavy on technical data for the audiophile. The package, only $4.98 (monos). Each of the 14-workshop packages includes "new LP presentations featuring some of the hottest names in music for the discriminating" LP.

Other LPs in the 14-package re- series include albums by the following recording artists: Harry Belafonte, Don't Doubt your Ears; Ella, The Real Thing; the Manhattans, bridge and an easy; the Four Seasons, Take Me Home; the Osmonds, Go-Go; Johnnie Rivero, Time for Love; New Orleans, The Great Gatsby; the Fifth Dimension, Pillow Talk; the Commodores, I'll Be There; and the Kinks, Every Day's Like Sunday. The package, priced "For Those Who Know," is tie-in with her acquiring contracts with artists, for working capital, et al. The company has outstanding $25,210 in Class A stock and 35,000 issued and outstanding Class B stock. Low treasury stock is 1,026 shares of Class A stock. The company is expected to be able to do more in the future.

The firm makes some inventory and...
A GREAT NEW RHYTHM BALLAD!

ADAM WADE

IT'S GOOD TO HAVE YOU BACK

b/w HOW ARE THINGS IN LOVERS LANE

COED 565

BREAKING BIG IN ALL MARKETS!

FLYING BLUE ANGELS
GEORGE JOHNNY & THE PILOTS

COED 555
TONIGHT—Ferrante & Teicher in another magnificent performance of motion picture and Broadway hits, including the title song, "Tonight" from "West Side Story."

Ralph Marterie
BIG BAND THEMES
WITH 88 STRINGS
AND A GOLDEN HORN

THE BIG BAND THEMES WITH 88 STRINGS & A GOLDEN HORN—Ralph Marterie, his amazing trumpet and orchestra, augmented by strings, present their 1952 version of the themes of the Big Band of the Forties.

UAI 3177/UAS 6177 (Stereo)

Terry Snyder
AND HIS ALL STARS
GENTLE PURR-CUSSION

GENTLE PURR-CUSSION—Mister Percussion, Terry Snyder, unveils a new type of percussive musical program, this time with a smooth, silky Sound.

WW 7531/WW 8521 (Stereo)/WWR 3521

Evelyn Freeman Conducting the Exciting Voices and Orchestra

DIDN'T IT RAIN—Evelyn Freeman and her Exciting Voices in a program of Spirituals at once exciting and filled with the emotion and feeling of Faith this music demands.

UAI 3178/UAS 6178 (Stereo)

Music of the Toreador

DIDN'T IT RAIN—Evelyn Freeman and her Exciting Voices in a program of Spirituals at once exciting and filled with the emotion and feeling of Faith this music demands.

UAI 3178/UAS 6178 (Stereo)

Copyrighted material
STEVIE LAWRENCE
EYDIE GORME
TWO ON THE AISLE

TWO ON THE AISLE—Eydie Gorme and Steve Lawrence take you on a musical journey up the Gay White Way, singing some of the all-time great Show tunes in their own intimate style.

WW 7218/WWS 8018 (Stereo)/WNR 3518

WEST SIDE BEAT
TITO RODRIGUEZ AND HIS ORCHESTRA

WEST SIDE BEAT—The music of New York's teeming West Side, played and sung by experts in this particular medium, Tito Rodriguez and his Orchestra.

UAI 3183/UAS 6183 (Stereo)

KAYE BALLARD

KAYE BALLARD—Ha-Ha/

KAYE BALLARD—Ha-Ha—Kaye Ballard has been recognized as one of the great comedians of our time, and in this new album she demonstrates her tremendous talent.

UAI 3168/UAS 6168 (Stereo)

HERBY REMINGTON

Steel Guitar HOLIDAY

STEEL GUITAR HOLIDAY—Herb Remington in an outstanding performance of musical entertainment for every listener, ranging from Blue Hawaii to a Swingin' Country beat.

UAI 3167/UAS 6167 (Stereo)

STANDING ROOM ONLY!

THE HIGHWAYMEN

STANDING ROOM ONLY—The Highwaymen play and sing authentic Folk songs including their two big hits, "Cotton Fields" and "Highwayman" in their own inimitable style.

UAI 3168/UAS 6168 (Stereo)

SHIRLEY BASSEY

SHIRLEY BASSEY—A truly fine singer from England presents her warm, full-bodied electric vocal style which has captured and held an international audience.

UAI 3169/UAS 6169 (Stereo)

AL CAIOLA + SOLID GOLD GUITAR

SOLID GOLD GUITAR—Al Caiola plays a dozen big hits, including his own "Magnificent Seven" theme, "Moo-River," "Mexico" and the old standards, "Jitterbug"...

WW 724/WWS 8524 (Stereo)/WNR 3524

WE REMEMBER TOMMY DORSEY, TOO

WE REMEMBER TOMMY DORSEY, TOO—The Modernaires, whose fame as entertainers is unquestioned, present vocal interpretations of many of the top Tommy Dorsey hits.

WW 724/WWS 8524 (Stereo)/WNR 3524

JUDGMENT AT NUREMBERG

JUDGMENT AT NUREMBERG—Hailed as the most important motion picture of the Decade, the Sound Track includes Academy Award Winner Ernest Gold's score plus Spencer Tracy and Burt Lancaster narrations.

UAI 4095/UAS 5095 (Stereo)

AL CAIOLA + SOLID GOLD GUITAR

SOLID GOLD GUITAR—Al Caiola plays a dozen big hits, including his own "Magnificent Seven" theme, "Moo-River," "Mexico" and the old standards, "Jitterbug"...

WW 724/WWS 8524 (Stereo)/WNR 3524

WE REMEMBER TOMMY DORSEY, TOO

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WW 724/WWS 8524 (Stereo)/WNR 3524

STANDING ROOM ONLY!

THE HIGHWAYMEN

STANDING ROOM ONLY—The Highwaymen play and sing authentic Folk songs including their two big hits, "Cotton Field" and "Highwayman" in their own inimitable style.

UAI 3168/UAS 6168 (Stereo)
DEE JAYS... "MY GIRL" WILL ADD ROMANCE TO YOUR SPINNING!

For Inventory and Programming

Top LP’s By Category

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

Vocal LP’s (Starnet)

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<th>Title (Label)</th>
<th>(Starnet) Mon. Top LP Rank</th>
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Instrumental LP’s (Mood and Dance)

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<th>Title (Label)</th>
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Original Cast

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Matrix Plating

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45 RPM 60c

All LP’s- Regular Distributor Wholesale- Nothing over

Same Day Service

The Musical Sales Company

The Musical Sales Company

Classical and Semi-Classical LP’s

Rodgers, "The Sound of Music", (Vol. N° 3) (Col) 112

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MR. D. J.-
IF, UNFORTUNATELY, YOU HAVEN’T HEARD THIS GREAT FREDDY GARDNER ALBUM, WRITE FOR A FREE COPY TO: CAPITOL RECORDS, ADVERTISING DEPARTMENT, 1750 NO. VINE ST., HOLLYWOOD 28, CALIF.

FREDDY GARDNER

These eight brilliant, unforgettable solo sides are presented exactly as Freddy Gardner recorded them in London. All eight have become classics.

Side one: I'm in the Mood for Love / Valse Vanite / These Foolish Things / Smoke Gets in Your Eyes
Side Two: Roses of Picardy / Body and Soul / I Only Have Eyes for You / Stardust

The eight tracks in this album are probably the most popular and renowned ever recorded featuring the alto saxophone.

THIS COLLECTOR’S ALBUM IS A HIT IN BOSTON AND IT IS BEGINNING TO MOVE ACROSS THE NATION!
The Hottest Independent In The Country.

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Warner Bros. new albums for '62 have SALESPOWER—fourteen new LP's POWERfully designed to attract customers...POWERfully packaged to lure store traffic...and tied together in a POWERful sales program geared to bring you more profits! (Albums listed above available in both mono and stereo.)
**ARGENTINA**

Folk Music Big Hit of Yule Tide

By RUBEN MACHADO

Lavalle 1783, Bs. Aires

The recent Christmas and New Year season in Buenos Aires witnessed the rise of the folk music. Los Chuchu-lugos, a group with "Alma Santa" album, and Los Frontiescos (Philips) have racked up top sales, in fact, the "Frontiescos" big disk was "Del tiempo y mama" by The group. This is a folk product, though the demand was so great that all the versions have been repressed.

The big sales of the past year to memory, and the hit was "El Piano Clase Baby," "Come September," "No existe el amor," "Adiós Master zen" and "Lágrimas." Activity in these summer months of January and February is declining, as the principal factories are closing for vacation.

**BELGIUM**

List of Belgium's Top 10 Records

By JAN TOBES

Stevensbergstraat, 37-Mechelen

Now that 1961 is over, let's see what has happened the last 12 months. This may set a new record in BMW's Who's Who in the World of Music. For Belgium, the Top 10 should be of interest. We went to a record dealer in the Flemish part of Belgium and these are the results.

1. O.C.H. - String's Lungs (London)
2. O.C.H. was LK MAAR - (Philips)
3. WOODEN HEART - Elvis Presley
4. SURRENDER - Elvis Presley
5. HELLO, MARY LOU - (Vogue)
6. KOMY - Petula Clark (Vogue)
7. LA PALOMA - Freddy Polak (Philips)
8. LA NOVA - Tony Dallara (CBS)
9. DANCE ON, LITTLE GIRL - Paul Anka (ABC-Paramount)
10. DINNER - Rolf Kermans (Regents)

**BRITAIN**

Pye-Columbia Talk Covers Some Epic

By DON WEDGE

Editor, New Musical Express

Pye has been accused of taking U. S. Columbia to take over the British distribution in some form of Epic product. This is a surprising development as it seemed to have been previously established that Epic was to be packaged with Columbia label in the British and Sweden. CBS, as previously reported in BMW, will be launched in a Pye subsidiary affiliate here since 1954. First release was due in May, is not learned.

Meanwhile, Pye - currently the biggest of the British disk-firms has tied with Columbia for record crest last week. First releases are due Jan. 23 on the Pye-International label. Chancellor has previously been released here thru EMI. The reason for the change is the Philips-Columbia relationship is expected to set the end of the two firms in the British market and the other's product. There have in the past year of Philips taking masters away from U. S. indices for its Fortuna organization product, and elsewhere in the U. S. than Columbia. It is revealed, on one record companies in the past of U. S. makers of stars rights to the song of American in and was patmed Page 4 a year or so.

In another master deal, the U. S. maker has agreed with the U. S. label Joe Lai'tt's "Twistin' the Mood," record. This was sold on the week, though not a chart disk, it is one of the most successful of the British-made Twist.

A catalog deal just revealed, is a five-weeks book brings time LP repertoire to Columbia, in February, it is part of Orgile's moves to win itself a bigger share of the British market. Another was the signing of John Shosfords, staff at EMIL, Schodder had been with the production of discovery of Helen Shapiro's hits and been written of them. Now for Columbia, it is a new departure also a 15-year-old girl.

A summation of the week reveals the Music Publishers' Association the "Twistin' the Mood" was the outstanding change sheet music seller of 1961 by long margin. It was followed by "Woody's Heart" and "Climb Every Mountain," with "Scottish Soldier" fourth and the leading change of the Top 20 was "How Wonderful to Know." It was fifth.

**BUSINESS**

Dick Business At Decca, Sir Edward Lewis be-

came the general manager of the label. Bob Crabb, from 1955 until this fall head of promotion, will direct Penn National, W. Townes, Tony Hall, Carol Atkinson, and the Top 200, of promotion, is confirmed in the first. At Philips, A. Rudder has become management and Charler is now service to the Decca.

The work to-rule campaign now poor the labels of the workers is throwing mails and a

fecting the disk industry. Many workers are out of work and the top disk companies' mailings and life is generally a little more difficult.

Disk disk; he has been signed by Pye Philips of the disc.

Decca issued Hank Locklin's "Here's the Place to Where You Call" (O.C.H.) after the disk had received plays in a two-way radio-book up to now. EMIL (acman) issued the first EMI Radio, and ABC-Paramount. They coupled "Shalom" and "Milk and Honey" in 1961 and have already available here unusually early for a Board Canal in the British. "Brothers in Arms" is getting "Crying in the Rain" before all of U. S. release.

**EIRE**

New connoisseur Record Released

By KEN STEWART

Dublin Evening Mail

Connoisseur Records Ltd., based in London, is releasing the new U. S. record by Dernon O'Brien and his quartet. This is one of a series which includes releases by Edgar Finkbon, Artone Bays Band, Berman, etc. They are the records of Desmond Jennings. Six years ago the company was founded by Hugh and John O'Brien, who are businessmen who originally made their name in television equipment. Their speciality is making records of needle of cutting for pressing to U. S. labels, Connoisseur Records Ltd., the records by American Lema, Loshion, Robinho Stanrough, Howie Mckenna, and a trans-Atlantic actor-teller. The reasons are summed as that the song of American was and was patmed Page 4 a year or so.

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Cameo-Parkway Seeks SEC Approval on Stock

**NOWAY**

"Mary Lou" Tops Norway's Hit List

By ESPEN ERIKSEN

Verdens Gang, Akergraben 34, Oslo

Richard Vernon and his band of six Norwegian singers and instrumentalists have taken over the top places on Norway's pop charts with the new single, "Mary Lou." This is their third consecutive No. 1 hit, with previous chart-toppers being "Sunnegarden" and "Hvitt." Vernon, who is also the lead singer, stated that the band's success is due to their precision and tight harmonies.

**UNITED STATES**

**ENGLAND**

**In England**

Advertise in the NEW MUSICAL EXPRESS to reach your best record buyers

For information, write NEW MUSICAL EXPRESS 72 Beauchamp Place, London, W.1, England

**British Company Requires**

Music Distributors

Music Distributors are required to handle all the major American and English labels. The company, which has been in business for over 10 years, is looking for a distributor who can handle the United States market.

**Records for Export**

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**TAPE MASTERS FOR LEASE**

TAPE MASTERS FOR LEASE, 30 E. 42 St., New York, N.Y.

**STEREO & MONOURAL**

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**ITALIA**

"La Noiva" Cops Top Tune Title

By RAUL MATAS

32 Ave. Roma, Madrid 13

"La Noiva," an Italian song about a Spanish-Latin romance, is currently enjoying a new surge in popularity across Spain. The song's success is attributed to its catchy melody and the story of a young couple from different backgrounds falling in love.

**FOR INFORMATION**

You can reach the U. S. and World Music Makers, regularly, effectively and at very low cost in these columns.

**FOR EXCHANGE**

**FOR SALE**

European, Russian, English or American records. Will also buy American records. Response will be given.

**For Sale**

200 W. 55 St., New York, N.Y.

**Atlantic Records**

MUSIC DISTRIBUTORS

Atlantic Records, 20 West 43rd Street, New York, New York

**For Sale**

200 W. 55 St., New York, N.Y.

**American**

**Radio**

**INTERNATIONAL**

**ADVERTISMENT**

**FOR SALE**

LION'S ASIA PACIFIC

**For Sale**

Lion's Asia Pacific, 333 W. 57 St., New York, N.Y.

**For Sale**

Lion's Asia Pacific, 333 W. 57 St., New York, N.Y.

**For Sale**

Lion's Asia Pacific, 333 W. 57 St., New York, N.Y.
**SPOTLIGHT ALBUMS OF THE WEEK**

**THE Duo**

Oscar Peterson, Ray Brown, Ed Thigpen. Verve V-8429—Another top-flight album from Oscar Peterson and his Trio. The pianist is in a thoughtful, meditative mood on ballads and he swings mightily on the medium and up-tempo numbers. He's backed by his two current members of the group: the fine bassist Ray Brown, and drummer Ed Thigpen. The set, seven tracks in length, was recorded on location in Chicago's Longman House and comprises a typical night with Oscar including "Billy Boy," "Whisper Not" and "Chicago."  

**DEBUSSY**

THREE NOCTURNES FOR ORCHESTRA; DEBUSSY AND CHOE SUITE NO. 2

Paul Paray conducting the Detroit Symphony Orchestra. Mercury SM 90281. (Stereo & Monaural)—Beautifu/interpretations of Debussy and Ravel music here. The orchestra is in top form with Paray bringing out all the nuance and fluidness of the two famous impressionistic compositions. Each of the Nocturnes and the Daphnis and Chloe Suite builds with sensuous, dramatic impact. Besides the orchestra, a great deal of credit for the effectiveness of the disk must go to the Wayne State University Women's Glee Club with Malcolm Johns conducting.  

**Spoken Word**

**THE STORY**

TELLER: A SESSION WITH CHARLES LAUGHTON. Capitol STB 61655—A wonderfully rewarding twodisc album of Charles Laughton reading selections from various types of literary material including Shaw's "Major Barbara," Jack Kerouac's best novel "The Dharma Bums," The Bible, and Shakespeare's "Julius Caesar." Laughton's voice is characterized by a strong, direct delivery and a sharp, but restrained humor. His reading is quite convincing and able to bring the drama of his characters alive to the listener. His interpretation of the Bible is particularly interesting as he is able to capture the essence of the text and bring it to life. The book is available in both stereo and mono, and is highly recommended for anyone interested in literature and the performing arts.  

**C&W Low Price**

COUNTRY MUSIC HITS BY COUNTRY MUSIC STARS. RCA Camden CAL 689—This collection of hits by top c&w artists should interest many fans. Artists include such names as Hank Williams, Hank Snow, Eddie Arnold, Elvis Presley, Jim Reeves, Grandpa Jones, the Davis Sisters, Slim Whitman and Pee Wee King. New hits, but they won't make much noise and are at the low price they're good by.  

**SPECIAL MERIT ALBUMS**

**Classical**

PERLE STRING QUARTET: BASSETT TRIO FOR CLARINET VIOLA AND PIANO

Composers. Recordings CH 138—Continuing its policy of presenting worthwhile contemporary American composers, the Perle String Quartet has recorded one of the relitively new and relatively unknown works of the young American composer, Michael Perle. The Quartet's performance of Perle's String Quartet was completed in 1958, and Leslie Bassett's Trios for Clarinet, Viola and Piano were composed in 1953. Both works are formal compositions, played most effectively by the young Beaumonts Quartet. A set that should be of interest to followers of contemporary music especially music students and teachers.  

**OTHER GREAT SMASH PRODUCED BY FRANK GUIDA**

Bill Black's Combo: "Bill Black's Combo" 2032

Ace Cannon: "Ace Cannon" 2040

Jimmy Soul: "Twistin' Matilda" 2000

Other hits produced by Frank Guida: "High School USA"; "New Orleans"; "Quarter To Three"; "Dear Lady Twist."
THE BRIDE (La Novia) (Regent, BMI) (2:46)—Tony Martin has a chance for his first big one in a long time with this fine version of the current European hit. He sings it with his old grand style, Flipp is “Horizons of Joy” (Biem) (2:31). Dot 13613

THE TURBANS SIX QUESTIONS (Travis, BMI) (2:34)—An attractive rockballad is sung neatly by the lead here, while a female group pops a catchy phrase in at the right moment every so often, and the backing supports him smartly. Flipp is “The Lament of Silver Gables” (Travis, BMI) (2:15). Imperial 5807

THE IMPRESSIONS CAN’T YOU SEE (Current, BMI) (2:35)—The Impression’s new pot-pourri is a potent follow-up to their hit waxing of “Gypsy Woman” with this bright reading of a listenable medium tempo rocker. Strong lead sparks the disc, and the backing is catchy. Flipp is “Grow Closer Together” (Current, BMI) (2:12).

JOE DOWELL THE THORN ON THE ROSE (Alden, BMI) (2:32)—THE SOUNDR OF SADNESS (Palet Desert, BMI) (2:07)—Two powerful pieces of material and two rock vocals by Joe Dowell makes these sides very potent. Tony in a most attractive ballad, and the arrangement is first-class, Flipp is a medium rocker again featuring good rock backing behind the chanter’s strong singing. Smash 7180

SPECIAL MERIT Single Pop Disk Jockey Programming

DAVID CARROLL THE WHITE ROSE OF ATHENS (Peters, Schaeffer, BMI) (2:28), Mercury 71917

TONY MARTIN

JERRY FULLER

BOB CLYMER

JOHNNIE RAY

BOB ROGERS

FREDDY CANNON

MAXINE EORN

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Joe Dowell makes these sides very potent. Tony in a most attractive ballad, and the arrangement is first-class, Flipp is a medium rocker again featuring good rock backing behind the chanter’s strong singing. Smash 7180

SPECIAL MERIT Single Pop Disk Jockey Programming

David Carroll’s “The White Rose of Athens” (Peters, Schaeffer, BMI) (2:28) is Mercury 71917.

Tony Martin’s “The Bride” (La Novia) (Regent, BMI) (2:46) is Dot 13613.

Six Questions (Travis, BMI) (2:34) is a medium tempo rocker. Joe Dowell’s “The Thorn on the Rose” (Alden, BMI) (2:32) is first-class and supported by backing.

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(Continued on page 29)

TONY MARTIN

JERRY FULLER

BOB CLYMER

JOHNNIE RAY

BOB ROGERS

FREDDY CANNON

MAXINE EORN

Tony Martin has a chance for his first big one in a long time with this fine version of the current European hit. He sings it with his old grand style, Flipp is “Horizons of Joy” (Biem) (2:31).

Six Questions (Travis, BMI) (2:34)—An attractive rockballad is sung neatly by the lead here, while a female group pops a catchy phrase in at the right moment every so often, and the backing supports him smartly. Flipp is “The Lament of Silver Gables” (Travis, BMI) (2:15).

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(Continued on page 29)
Specialty

THE CIVIL WAR: ITS MUSIC AND ITS SOUNDS VOL. 1
Frederick Fennell and the Eastern Wind Ensemble; Mardie Gabert, narrator; Mercury LP 2-901.—A handsomely bound album of the music and sounds of the Civil War. The "Historical Observations" following each piece are a "Concen- tral Observance" reciting and its divided into four sec-
tions. The first three parts are devoted to band and field music native and foreign. The music and sounds are reproduced faithfully from exact arrange-
ments and several generations of the tunes and most
ably interpreted by Frederick Fennell and the Eastern
Wind Ensemble. This album is based on "The Sound of Com-
bat," in fact, is narrated by Martin Gabert and covers the
Fort Sumter to Gettysburg period of the war. It's all re-
alized in 15-min. segments and sounds most real-
tical. This thoroughly documented and researched
work would appeal to music historians as well as students of American History. A quality offering.

Comedy

GENTLEMEN PREFER BLONDES
Carol Channing, Caadmo TC 1144.—Carol Channing's imitable comedy delivery is spotlighted on a reading of one of the greatest "loco" original bests of "Gentlemen Prefer
Blondes," from which the star's Broadway musical hit of the same title was later adopted. The saga of Lorelei, gold-digging flapper of the 1920's, is smartly embellished by musical breaks, featuring popular tunes of the time, ar-
ranged in the style of the jazz era.

Reviews of New Albums

Twelve albums with a new twist—a Co-op of this week's latest releases that will interest every audi-
cial. Each album in this set of 12 records, all from small labels, is described briefly by a few lines of the
musician's name, and a concise description of the
album's fine points. Includes "Gone, "Gone," "Just from Luxembourg," "Gone," "Gone," and "Shower Love."

MEET MR. TRUMPET—Fred Doolittle and the Sun Records. RCA Victor LPM 1463 Stor-
age.—RCA's very first record by such a do- not count out pop albums, which in the past have been
preted with Riess and water and soil recorded by Glenn Over.

DOLIGHTFULLY—One of the few new
mnotated themes. The girl is in top form, and she is

MODERATE SALES POTENTIAL

LETS ALL DO THE TWIST—Juno and the Tundras. Capitol MG M-3146

REALLY MACY—Dale McPherson. Emmy AW 4677 (Steve &

DANCE SOUNDS OF THE OLIGES

THE NIGHT OWL—Volume 79.—Here's a

THE EAGLE'S BAND—Volume LF 38

POPULAR EP

MY TOWN, I'M ALWAYS LEARNING FOR YOU (NEW BABY) Stou. B-5158.—

GOTTA BE THE ONE—Rachelle George—Published by Golden (ASCAP)

THE FOLK

JOHN WRIGHT AT HOME TOWN

MOUNT WOODSON STRONG (Steve & Moun-

THE WANDERER

Pony Eddy—Published by Eddy (ASCAP)

JINGLE BELL ROCK

By Rod Black—Published by ASCAP

DO KNOW WHY

By Allyn Tyler—Published by Allied & Cornett (ASCAP)

TELEPHONE

By Eddy Eddy—Published by Allied & Cornett (ASCAP)

GOTTA BE THE ONE

By Rod Black—Published by ASCAP

YOU IF YOU

By Eddy Eddy—Published by Allied & Cornett (ASCAP)

IF YOU GONNA MAKE A FOOL OF SOMEBODY

By Rod Black—Published by ASCAP

HOW COME WHEN SLIPS AWAY

By Rod Black—Published by ASCAP

SMALL SAD SAM

By Sonny Stitt—E. V. Doss—Published by R.D.C. (ASCAP)

INTERNATIONAL

ALPS TO THE SEA

Stomping Down Until 1930.-A fine package, capturing the romantic and nostalgic side of their music. All songs are

REGENCY

PAT BOONE READS FROM

Det Del LP 504—Pat Boone (music)

LIVE TV SHOW—The Pat Boone Show—Produced by Bill Rourke.

HONOR ROLL OF HITS

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 nationwide surveys.

RECORDINGS AVAILABLE

For Sale or Recording License (In Bold Face)


2. THE LION SLEEPS TONIGHT—Tokyo, RCA Victor 7934.

3. PEPPERMINT TWIST—Jessie Davis, RCA Victor 7934.

4. CAN'T HELP FALLING IN LOVE—Four Tops, Epic NM 2078.

5. RUN TO HIM—Lola Falana, Decca 30626.


8. GROOVE CRUEL WORLD—Benny Davis, Capitol 607.

9. WALK ON BY—Lavoy Dyla, Reprise 7934.

10. I KNEW—Barbara Grant, APO 261.

11. WHEN THE SONG IN YOUR OWN—Cecil Frey, MGM 7934.

12. UNCHAIN MY HEART—Harry Belafonte, RCA Victor 7934.

13. PLEASE Mr. POSTMAN—Marian McPartland, Capitol 7934.

14. WHEN I FALL IN LOVE—Lennon, Capitol 607.

15. LET THERE BE DRUMS—Sandy Nelson, Imperial 7934.

16. MOON RIVER—Kris Christy, RCA Victor 7934.

17. "TIL—L judiciary, Capitol 607.

18. A LITTLE BITTY TEAR—Bertie King, United Artists 7934.

19. BABY IT'S YOU—Melvin, Small World 7934.

20. COTTON FIELDS—Eddy Eddy—Published by Allied & Cornett (ASCAP)

21. NOBODY—By John D. Lowenstein—Published by Allied-Rose (ASCAP)

22. THE WANDERER—By E. Macrae—Published by Schwarz-Ohio (ASCAP)

23. GYPSY WOMAN

By Curtis Martin—Published by Curtin (ASCAP)

24. JUMPING BELL ROCK

By Rod Black—Published by ASCAP

25. I DON'T KNOW WHY

By Allyn Tyler—Published by Allied & Cornett (ASCAP)

26. THERE'S No OTHER (Like My Baby)

By Horn-Becker—Published by Bimbo (ASCAP)

27. IF YOU GONNA MAKE A FOOL OF SOMEBODY

By Rod Black—Published by ASCAP
The "Sad Movies" Girl

SUE THOMPSON

Does it Again!

Selling in All Markets
Her New Smash

NORMAN

c/w
NEVER LOVE AGAIN
HICKORY 1159

JUST RELEASED
AND HEADED FOR THE TOP IN ALBUM SELLERS LPM 104

Including THE HIT VERSION of "Sad Movies" and "Norman"
NEW YORK UNIVERSITY In Cooperation With The American Association of Recording Arts and Sciences Announces

A Series Of Eight Lecture-Discussion Sessions On The Arts And Sciences Of The Recording Industry

WEDNESDAY EVENINGS, 6:30-8:00 BEGINNING JANUARY 24, 1962 AT 100 WESTWARD SQUARE EAST, ROOM 808, MAIN BUILDING, NEW YORK, N. Y.

THE PROGRAM

- THE ROLE OF ARTISTS & REPORTEURS: RETAILING
  JANUARY 24
  SESSION I
  JANUARY 31
  SESSION II
  FEBRUARY 7
  SESSION III
  FEBRUARY 14
  SESSION IV
  FEBRUARY 21
  SESSION V

- THE ROLE OF THE RECORDING ENGINEER
  FEBRUARY 28
  SESSION VI

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  MARCH 7
  SESSION VII

- SINGLE RECORDS
  MARCH 14
  SESSION VIII

- RETAILING
  MARCH 21
  SESSION IX

- THE PROMOTION OF RECORDS
  MARCH 28
  SESSION X

- TV AND MUSIC
  APRIL 4
  SESSION XI

- THE PRODUCTION OF RECORDS
  APRIL 11
  SESSION XII

- FOREIGN AND NATIONAL MUSIC
  APRIL 18
  SESSION XIII

- THE RECORD PACKAGING
  APRIL 25
  SESSION XIV

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  MAY 2
  SESSION XV

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  MAY 9
  SESSION XVI

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  MAY 16
  SESSION XVII

- MUSIC & RECORDING
  MAY 23
  SESSION XVIII

- THE PRODUCTION OF RECORDS
  MAY 30
  SESSION XIX

- THE RECORD PACKAGING
  JUNE 6
  SESSION XX

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  JUNE 13
  SESSION XXI

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  JUNE 20
  SESSION XXII

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  JUNE 27
  SESSION XXIII

- MUSIC & RECORDING
  JULY 4
  SESSION XXIV

- THE PRODUCTION OF RECORDS
  JULY 11
  SESSION XXV

- THE RECORD PACKAGING
  JULY 18
  SESSION XXVI

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  JULY 25
  SESSION XXVII

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  AUGUST 1
  SESSION XXVIII

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  AUGUST 8
  SESSION XXIX

- MUSIC & RECORDING
  AUGUST 15
  SESSION XXX

- THE PRODUCTION OF RECORDS
  AUGUST 22
  SESSION XXXI

- THE RECORD PACKAGING
  AUGUST 29
  SESSION XXXII

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  SEPTEMBER 5
  SESSION XXXIII

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  SEPTEMBER 12
  SESSION XXXIV

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  SEPTEMBER 19
  SESSION XXXV

- MUSIC & RECORDING
  SEPTEMBER 26
  SESSION XXXVI

- THE PRODUCTION OF RECORDS
  OCTOBER 3
  SESSION XXXVII

- THE RECORD PACKAGING
  OCTOBER 10
  SESSION XXXVIII

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  OCTOBER 17
  SESSION XXXIX

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  OCTOBER 24
  SESSION XL

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  OCTOBER 31
  SESSION XLI

- MUSIC & RECORDING
  NOVEMBER 7
  SESSION XLII

- THE PRODUCTION OF RECORDS
  NOVEMBER 14
  SESSION XLIII

- THE RECORD PACKAGING
  NOVEMBER 21
  SESSION XLIV

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  NOVEMBER 28
  SESSION XLV

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  DECEMBER 5
  SESSION XLVI

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  DECEMBER 12
  SESSION XLVII

- MUSIC & RECORDING
  DECEMBER 19
  SESSION XLVIII

- THE PRODUCTION OF RECORDS
  DECEMBER 26
  SESSION XLIX

- THE RECORD PACKAGING
  JANUARY 2
  SESSION L

- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
  JANUARY 9
  SESSION LI

- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  JANUARY 16
  SESSION LII

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  JANUARY 23
  SESSION LIII

- MUSIC & RECORDING
  JANUARY 30
  SESSION LIV

- THE PRODUCTION OF RECORDS
  FEBRUARY 6
  SESSION LV

- THE RECORD PACKAGING
  FEBRUARY 13
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- THE ROLE OF ARTISTS & REPORTEURS: POPULAR & JAZZ
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- THE ROLE OF ARTISTS & REPORTEURS: CLASSICAL
  FEBRUARY 27
  SESSION LVIII

- THE FUTURE OF THE RECORD BUSINESS: PANEL DISCUSSION
  MARCH 4
  SESSION LVIX

- MUSIC & RECORDING
  MARCH 11
  SESSION LX
ARTISTS’ BIOGRAPHIES

By NIKI KALISH

HANK WILLIAMS TRIBUTE: The multidual of Hank Williams’ kinship is on the occasion of his 30th anniversary of Williams’ birth. Hank became a big star on the station WKNR, New York. In 1951, he recorded his first hit, “You Place Me in Again.” His music was so well received that it became a best-seller. Hank Williams’ music was so popular that it was played on all major radio stations across the country.

DATE WITH TWITTY: Steve Harris, program director at KATX, Houston, Texas, will be in a promotion contest to win a $10,000 stereo system. He will also be a guest on the country music show “The Grand Ole Opry.”

WXR Stereo FM Pamphlet

NEW YORK — Station WXR has compiled a booklet with facts about Hank Williams and his music. The booklet also includes information about Hank Williams’ music, including his most popular songs and his influence on the country music genre. The booklet is available for free at the station’s website.

Station Using Its Head in Ale Push

SAN FRANCISCO — Classical FM MPR, the nation’s first classical music radio station, will celebrate its 25th anniversary this month. The station, which began broadcasting in 1992, has grown to become one of the largest classical music radio stations in the country. The station’s programming includes a variety of classical music genres, including orchestral music, chamber music, and opera.

BLORE IS WINNER OF GUYAN REWARD — "A country boy in a big city," says Kentery, "is what it’s all about in Guyana." The artist has been chosen as the winner of the Guyan Recky Award, which recognizes excellence in the music industry. The award is given annually to an artist who has made a significant contribution to the music industry in Guyana.

YESTERDAY’S HITS

Change of programme from your bookman’s shelves, featuring the disks that were the hottest in the land five years ago and 10 years ago this week. Here’s how they ranked on Billboard’s charts then:

POP-5 Years Ago

1. "Let It Be" by The Beatles, #1 on June 11, 1965
2. "Hey Jude" by The Beatles, #1 on June 18, 1968
3. "Ain't No Mountain High Enough" by Marvin Gaye and Tammi Terrell, #1 on June 26, 1969
4. "If You Love Me, Let Me Know" by The Rolling Stones, #1 on June 24, 1972
5. "Dynamite" by Duran Duran, #1 on June 25, 1983

POP-10 Years Ago

1. "I Can’t Help Myself" by Four Tops, #1 on January 11, 1985
2. "True" by Ace of Base, #1 on March 27, 1993
3. "My Heart Will Go On" by Celine Dion, #1 on May 3, 1997
4. "All I Want For Christmas Is You" by Mariah Carey, #1 on November 20, 1998
5. "Holiday" by Pat Benatar, #1 on December 23, 2000

RHYTHM & BLUES—5 Years Ago—JANUARY 12, 1987

1. "Let’s Get It On" by Marvin Gaye, #1 on February 7, 1981
2. "You’re So Vain" by Carly Simon, #1 on February 11, 1984
3. "Can’t Help Myself (Sugar Pie, Honey Bunch)" by Four Tops, #1 on March 21, 1986
4. "I’ll Be There" by Jackson 5, #1 on May 6, 1987
5. "I’m Still Standing" by Elton John, #1 on May 20, 1989
ON THE MOVE
Canada's Disk Discount Stores Getting Up Steam

Decca's New Phone Line

Symphonic Names Bags Director

Nine New Olympic Drop-In Phonos

ALBUM COVER OF THE WEEK

Best Selling Phonographs, Radios & Tape Recorders

DISK DEALS FOR DEALERS

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Billboard Music Week
Music-Phonograph Merchandising

Admiral Corp. Debuts New 1962 Models

NEW YORK — Decca Records has announced seven new portable radio models to be added to the existing phone line introduced last autumn. The new models are $19.95 to $39.95.

At the low end is the DPF-15, the first in a new series of automatic portable radios. This model is equipped with a loudspeaker and an automatic AM-FM tuner. It is available in black or white at a suggested retail of $29.95.

Shelby II DP-66/6, a stereo automatic portable with detachable speakers at a suggested retail of $39.95; the Monarch, DP-9/9, also an automatic portable but detachable speakers, at $29.95; the Cameo, 36/6, also a stereo portable with detachable speakers, a suggested retail of $32.95; the Cameo Series II, DP-8, a new automatic portable AM-FM radio with a suggested retail of $36.95; and the new telephone model, DP-15, a new automatic portable AM-FM telephone with a suggested retail of $39.95.


The company also announced that it will be releasing a new line of portable AM-FM telephones, the DPF-15, at a suggested retail of $29.95.

Radio & Phonograph

Discount stores have become a major factor in the radio and phonograph market, with sales in these stores growing rapidly. According to the latest report, discount stores accounted for 13% of total sales in the first quarter of 1962, up from 9% in the same period last year.

The trend is expected to continue as more consumers turn to discount stores for their audio purchases. Discount stores offer a wide variety of products at lower prices, making them a popular choice for budget-conscious shoppers.

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MORE GREAT NEW PHONOGRAPHS FOR '62 FROM DECCA...THE NO. 1 DEALER-PROVEN LINE

SALES PROVEN BY THE POLLS Phonographs by DECCA for '62

FOR IMMEDIATE DELIVERY

All prices are suggested list, plus 45 RPM spindles, and are slightly higher South, Southwest and West.
THE IMPRESSIONS

"DON'T LEAVE ME"

Swirl #107

Following in the footsteps of "Small Sad Sam"

SWIRL RECORDS

/SWIRL/VSTNATILE RECORDS

The Home of "Small Sad Sam"

1674 Broadway, New York, N. Y.

Record Source, Inc.

333 East 46th Street, New York 17, N. Y.

PHONE: YUKON 6-0155

There are stations that play
record music.

And stations all over the country are getting the message:
"If you need help in securing exactly the right record and albums for your music programming—you can get it from RSI."

RSI makes your record dollar more productive. Does it with any of eight different program services. The price is right, too. That's why we have over 850 satisfied station subscribers—and the list grows with almost every mail.

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Swirl #107

Following in the footsteps of "Small Sad Sam"

SWIRL RECORDS

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January 13, 1962

New Deal Products

New Top Line Display

The Burgess Balley Company, a service of Davis, Inc., Newport, I1., is providing dealers with this counter display to show off its new lines of miniature record turntables. The display is 8 by 13 inches, molded of styrofoam and is finished to harmonize with store fixtures. The illustration is typical of an assortment of raw tapes which firms may wish to place in large quantities for a retail price is $59.90.

Console Wings Detachable

Feature of the 1962 stereophonic equipment is this colonial model which may be used as an all-in-one set with speakers positioned in cabinet, or the speakers may be set to change from the inside. The body of the cabinet on their swivel hinges and removed and stacked up to make an all-in-one set. The set also has FM-A.M. tuner, built-in FM stereo and six matched speakers. The speakers are 3.5-inch woofers and feet, 3/4-inch tweeters. A diamond style and nylon record cleaning brush are standard equipment.

Bob & Ray Lease

Yock by the Year

NEW YORK—In a move to provide more comedy material for the MGM recording artist, the MCA has set up a Comedy Library. The series (in packages of 260 or 520 three-inch 45s) are on sale at wholesalers on an exclusive basis in the New York area.

The series, which will be handled through Graybar Theatrical supply, was introduced late this year. During the one-year term of the lease, stations may use the material without limitation of times and sales. Details for local sponsorship will be decided with the series. The annual price will be $1,000, and the complete library will be made up of current reruns on second year renewal.

SMASH PLUGS CHANNEL

SMASH PLUGS CHANNEL

DISK: Smash Recording artist, Bruce Channel, gained quite a bit of attention in the Phoenix, Ariz. area last week with his new single, "Hey Baby." The Smash disk distributed by Music Records was the winner of the Express "Battle of the Bands" on display Tony Evans' show on Station KJZ in Phoenix. Bruce, through his Secretary of Publicity, tells that the tune was at No. 3 on the 100 percent vote count.

"No other tune... has ever completely shut the opposition."

SMASH PLUGS CHANNEL
**Reviews of New Singles**

*Continued from page 29*

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**SPECIAL NOTE TO MANUFACTURERS:**

Why not supplement the editorial emphasis of this Spotlight on "HOW TO PROGRAM AND SELL CLASSICAL RECORDS" with some advertising featuring your classical product, merchandising, special offers?

**Regular rates still apply!**

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**January 13, 1962**

**BILLBOARD MUSIC WEEK**

1300 BROADWAY, NEW YORK 4, N.Y.

**DAVID L. SOLOMON, PRESIDENT**

**BILLY DUKES**

**PUBLIC AFFAIRS**

**STEVE OSLICK, NATIONAL SALES MANAGER**

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**ANNOUNCING THE FIRST OF A SERIES OF SPOTLIGHTS**

**FOR 1962:**

**IN BILLBOARD MUSIC WEEK**

**FEBRUARY 10 ISSUE**

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**How to Program and Sell Classical Records**

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56 Labels on Current Chart Shows
Singles Business Is Still Wide Open

By REN GYATT

NEW YORK—RCA Victor, as it has for the past three years, continues to maintain its dominant position in the singles charts as the year 1963 gets under way. This week the label has seven titles on the "Billboard" chart, a number which incidentally represents the work of six different labels.

Columbia, which for a time experienced rough going in penetrating the singles chart, has shown resurgence power and is now enjoying its most significant angles period quite a spell. This week, there are five Columbia disks on the chart with two others moving up in the future. In this case, five different artists are represented among the seven titles.

A new face replacing Victor in the Liberty Records, with six titles among the "Hot 100." And the label has managed to accomplish this showing without the help of either Gene McDaniels or Timi Yuro, two of the firm's hottest new artists in recent months. Bobby Vee has two of the sides and Troy Shondell has two others. Maestro-arranger Sid Zentzer has another while the last is a purchased song, "Surfah's Swayin,'" by the Mar-Kets. Subsidiary label, Delton, has on the list Dick Dann, another new artist with "Little Algie Boy."

No matter what anybody says about the problems of getting exposure and of getting enough foot in the bank to keep going, the singles business is still a force to be reckoned with by the presence of 56 labels among this week's best hits with nine others to be found among the 20 bubbling sides.

A few of these, Caprice, Philles, Versatile, ART- TONE, Dolton and Tuff, among them, are new, and most of these are one-label artists. Otherwise, the balance of 50 or so firms have been around for more than a year. This in itself is seen as indicating that there is yet a certain amount of stability in the business, though there is no doubt that some suffering from difficulties of under-capitalization.

On the other hand, this, a trend which has been mentioned before—that of centralization or "bigness"—continues much in evidence, to the point that there are considerably fewer separate interests represented on the charts than might at one time be expected.

Many of the labels are simply offshoots of other bigger entities—distributors, publishers, movie affiliated companies or simple record labels. For instance, Parkway, for example, is in the Cameo fold; Hickory is allied with Monument and Decca is controlled by the United Artists set-top; LeGrand is a subsidiary of Laurie; Big Top and Dunes are affiliated with Hall and Range; Delton is in the Liberty camp, and Minit is a wing of Imperial. Monument and Hi are both part of the London group, with London national distributor for not only these but a number of others as well.

In some cases, the subsidiary label is managing a better showing than the parent, as in the case of Atco with three titles as against Atlantic with two. On the other hand Decca has three on the chart with only one bubbling while the firm's two subsidiaries with one side between them, are currently not as hot as they have been in post months.

The four major companies at the moment are accounting for close to 20 per cent of the total chart action, with 18 charts and five new bubbling. Of these, Victor has three in the top ten.

Among the other companies, Mercury is the hottest at the moment with five chart entries, three of them by Brook Benton. United Artists is next in line with four, two of them by the firm's subsidiary, ABC Paramount. For other labels there are three each on the charts and in each case, one artist is doing a heavy duty job with two of the three sides. Those labels and their two-sided artists are ABC-Paramount with Kay Champion MGM with Connie Francis, and Atco with Connie Lee and Atco with Bobby Darin. Those labels with two each on the charts are RCA Victor, Roulette, Capitol, Imperial, Laurie, Mu- niver, Caprice, Veslal, Dot, Hi, Fury, Swan, Atlant- ic and Argos. No other had more than one entry at 1962 began.

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Majors Seek 3 Top Indie Jazz Artists

NEW YORK—The emergence of jazz artists as hot pop properties (like Dave Brubeck, Cannonball Adderley and Eddie Harris) as well as strong standard artists (like Miles Davis and Dizzy Gillespie) is reflected in the bidding now going on for jazz artists now on independent labels. It is known that a large major is moving to sign up Miles Davis and that Atlantic will also be adding a major to its roster. Although it is known that the new Columbia Deb's Stereo Test Disk

NEW YORK—Columbia Records will issue a stereo test record designed for both radio engineers and high-fidelity hobbyists. It has tests for tone arm resonance, compliance, tracking, and stylus wear and continuous sweep from 20 to 20,000 cycles per minute. There are tests for 20 to 20,000,000 cycles. There are detailed notes for the LP, which are included in Columbia's Stereo Test Record 100.

Checker's 'Twistin' Goes International

PHILADELPHIA—The Cameo Parkway Records recently signed Checker, a group of black teenagers who happen to be the hottest in the country. Checker cut versions of "Twistin', U.S.A.", Actually Last Year's second in a folklore of foreign languages for overseas play. The title of "Twisti- n' U.S.A." has been changed to "Twistin' the World." For Checker's upcoming English, French and Italian versions, and "Let's Twist Again," parts of which have been cut by Checker in both Italian and German, would have been free to make other arrangements. It is believed that a compromise figure was arrived at in the negotiations, and that numerous fringe benefits were included in the final pact.

When the teen singer and TV performer first went with MCM in 1956, she had a number of disks, including a duo effort with Maxinary. Francis' first success was her first smash, "Who's Sorry Now?" Following that hit, some four years later, she broke the charts on the singles charts and her albums were selling in 1958 when her movie career took a big bounce upward with her appearance in "Where the Boys Are." Since then, she has since become a solid night club attraction and a personal familiar in many overseas areas.

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3-Year Guarantee & Movies in Connie Francis MGM Pact

NEW YORK—Months of negotiations were concluded last week between Connie Francis and MGM Records and at press time it was understood that only the official signing of the singer's national pact remained to complete her new deal. Signing had been scheduled for Friday afternoon (5) but illness caused the canary to postpone the signing until Monday night.

Miss Francis' prior contract with MGM expired December 31. The new pact, three years in length, and with the company following her original signing in 1955, calls for a five-year guarantee plus a lifetime picture production deal. Under this arrangement, a new production firm has been organized, with MGM and Miss Francis jointly holding ownership.

A minimum of one picture a year starring the singer is called for but it is also understood that other picture ventures, in addition to those featuring the singer, may also be undertaken.

During the final months of 1961, leading up to the expiration of her previous contract, it is known that many companies, including RCA Victor, Columbia, United Artists and Reprise, wooed the woman. For a time, strong rumors persisted that she would sign with United Artists, Miss Francis' label.

Miss Francis' asking price is known to have been in the vicinity of a $100,000 or a year guarantee for five years, this to be spread over the five-year period for tax purposes. Under such a deal, the singer would be paid in equal annual sums over a decade, though at the end of five years she would have been free to make other arrangements. It is believed that a compromise figure was arrived at in the negotiations, and that numerous fringe benefits were included in the final pact.

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Radio and Phono Makers Optimistic

NEW YORK—Manufacturers of radios and phonographs report 1962 will be a bright sales year with FM radio and stereo equipment accounting for a large amount of their business. At the same time the radio radio- tion anticipates annual growth, particularly in the FM stereo field. And the whole situation is expected to add up to increased sales and expansion of many of the firms.

Motorola reports that January and February of 1962 were excellent. In fact, they were the best two months in history, and were up 47 percent over January and February of 1961. Motorola forecasts that March will set a new record. The reason for the optimism is that the February figures showed an increase of 69 percent over February of 1961. That means the record sales of February 1962 will be almost doubled, compared with those of February 1961.
NEW AVENUES

2 Jazz Label Additions Show Diversification

By JACK MAHER

NEW YORK—Over the last year, two independent jazz labels have shown the way in terms of the expansion and diversification of their catalogs. These two firms, Prestige and Molloy, have not only added pop labels, but have moved with greater emphasis into other areas of specialization.

Prestige, in addition to its True-Sound pop label, has added a Lively Arts label; and has done much to fill out the Prestige International catalog. Riverside, under the aegis of Bill Grauer Productions has acquired the rights to the release of what once was the Top Rank of America catalog, in addition to its own Pop-Side label. The firm has also secured catalogs of Washington-Offbeat, and has set up an arrangement whereby they will release gospel material on the Battle label.

The two jazz firms differ widely, not only in the types of material they will release, but also in the way in which they have built this new product.

Prestige has built from within, adding sublabels (mostly in Beat) that would appeal to the periphery of jazz listeners. This is true of its Manhattan, Jassville and Blueville labels; all appeal to one segment of a somewhat specialized listener's audience. Each of these labels has added new listeners to that of New Jazz presents a new, unknown talent and reissue material, and is the firm is appealing to a specialized listener who has an affinity for quality and breadth of appeal.

The Lively Arts label, with titles by Rodney McDowell (spoken word) and Hermoine Roper (mostly songs and stories) is an effort in a new direction. The firm is a New York international, a bulk of folk music.

Getting Stronger

In All Markets!

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Eveart 71428

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CMA Meeting in Vegas Jan. 17-18
LAS VEGAS. Nov.--Board of directors and officers of the Country Music Association will hold their first official meeting of the new year at the Hotel Showboat.

Jimmy Dean's 'Big Bad John' on Columbia, the Marvelettes' 'Please Mr. Postman' on Tamla, the Tokens' 'The Lion Sleeps Tonight' on Victor, and Elvis Presley's 'His Latest Flame' on Victor. All of which lends credence to the often-made statement (as Archie Bleyer has often said): 'That nothing is wrong with a hit that won't cure; or, as they say, if it is in the groove, it will sell at any price; or, to quote the converse view, if it is not in the groove you cannot give it away at any price. (That's for you, Sidney Godlberg.)'

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

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

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

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Payment is enclosed for our subscription to the RSI services checked:

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  - 5 new records every 2 weeks...

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

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DISCOUNT OPERATORS

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THE BEST OF THE

DUKES OF DIXIELAND

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WEST BERLIN — In a pop parody on the biblical story of the walls of Jericho, West Berlin city authorities are trying to cause the Communists' Berlin wall "wall of infamy" with pop music barrage. Every night, West Berlin hosts "Bobby Bland's" vocal in the 10 P.M. stills coming in all charts with "RIG West 344 ALL story barrages." CHARTS HOME "was news to the Stacheldraht Gutter, Stacheldraht to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. The shrill bugle to shoot an apartment's barbed wire. 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Twist-Less Dealers Lose Customers in New Orleans Area

NEW ORLEANS—Record retailers here were singling the blues last week, because of the Twist. While customers poured in asking for Twist records, retailers were having little or no success in obtaining them from distributors.

One distributor, who did obtain 500 copies of Chubby Checker's "The Twist" on Parkway sold 400 of them in one day and the one-stop sold all 400 in one day. With Checker's version leading the lot, other Twist records in demand, also, including "Peppermint Twist" by Joey Dee and Roulette and Danny Peppermint's "Cleveland Twist," as of last week, virtually all Twist records were missing from retailers' counters.

Whatsoever the reason for the distributors' lack of supply, Twist records continued last week to be in great demand here and shops were missing hundreds of sales every day because they were out of "The Twist."

Sam Goody Ups 2 Lieutenants

NEW YORK—Sam Goody elevated two of his top lieutenants to key posts last week, while at the same time proclaiming his biggest year in sales for the Goody empire.

Samuel (Sunny) Stolzen was named vice-president in charge of merchandising, while William Forrest became vice-president and controller. In delegating these new responsibilities, Goody noted that they were necessary because of the excitement of all his battles. "We had a $1 million gross sale in December alone," he related, "and above all, money owing, we have a current net worth of more than $650,000. That isn't so bad for a $400,000 outlay."
**MUSIC AS WRITTEN**

**FOLK TALENT & TUNES**

**By BILL TSCHECH**

"We had our world grand big in 1961," Typed Pioneer and Jethro— "No TV shows, no radio, no television—so we decided to do personal appearances for MLA and this kept us busy, and the Internal Revenue Service came out very well for us. When we got our new LP it will be released soon. At least we hope so, as all professional people are anxious to help the dependents of two deceased families. Gus who get a typewriter for Christmas in 1962 already looks good for the comedy part. Booking to air in Chicago, January 23-February 17; New York, February 18-22, and New York, February 23-March 1. It is a great deal to perform with the Western Club in Anchorage, Alaska, for one week, but the weather was so good that we decided to accept the engagement. There were shipments of personnel and supplies that we were well known in Alaska as a Western Club, and was instrumental in selecting the best talent. We are about to return to Anchorage for the next week to appear in person. It is a great responsibility to represent the United States Army in Alaska for the next week.

Philadelphia

By Terry Tyler

January 7th

A thousand feet below

**Gary U.S. Bonds**

**DEAR LADY TWIST**

LEGRAND 1015


downtown, back this week after a brief vacation in chili. Farber, music director for the McGee Sisters, appears as soloist with the Cincinnati Symphony at a pop concert January 14. A notable rendition by way of Brooklyn, Farber returned home last week for a visit with friends, and relatives after a four-week stand with the orchestra in the Tower of London, Beverly Hills, Minneapolis, Ky., which for a quarter of a century housed the nation's top names, including countless number of recording stars, closed New Year's Day, a victim of the anti-grabbing movement. More than 100 employees lost their jobs, along with them Steve Kamin, the other record promotion man, lost his, and now with Hallowell, and Larry Vincent, head of Pearl Records, who is in search of a new singing proposition, Steve Kamin had been in charge of talent booking. Bill Sachs.

Nashville

Artie Benner Law and his partners, now that they have hit the Jack pot with Chubby Checker, have reorganized their operations in setting up their four operating business corporations for their new approach. In a Park Way Records-Park Way Booking Management Company, Inc.; Cemo-Park Way Booking, Inc., and Cemo-Park Way Corporations, Wagon's Roadside, Inc., has thrown a fresh twist in the tale as the West Coast in staging a city-wide waltz dance contest. Bill Fisher, owner of the chain of Record Mart Stores, in Jefferson Hospital undergoing treatment for eye versions, M. W. B. Music Publishing Company set up shop here for pop acts.

Would you have seen

**GARY U.S. BONDS**

**DEAR LADY TWIST**

LEGRAND 1015

**BALLROOM DANCE MAGAZINE**

Send a free sample copy for only 25c

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CHRISTMAS ALBUM

Harry Jardin

**JAM**

**A THOUSAND FEET BELOW**

TERRY TILLY

**GARY U.S. BONDS**

DEAR LADY TWIST

LEGRAND 1015

**GARY U.S. BONDS**

**DEAR LADY TWIST**

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**JAM**

**A THOUSAND FEET BELOW**

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LEGRAND 1015

Have you seen

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**JAM**

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**A THOUSAND FEET BELOW**

TERRY TILLY

**GARY U.S. BONDS**

**DEAR LADY TWIST**

LEGRAND 1015

Have you seen

**BALLROOM DANCE MAGAZINE**

Send a free sample copy for only 25c
N. J. Distributor Price War Builds
As Ideal Undercuts Essex Top 10

NEWARK — This New Jersey territory, which has seen plenty of price-cutting on singles by distributors in recent weeks, continues to be the scene of price war action with Essex and Ideal distributors the current focal points of the battle.

One of the important local factors in dealer sales of singles to the Rayman one-stop of Jamaica, N. Y., which has been swinging with good prices to dealers all over the area on many singles titles. Ray- man is under the same management as Ideal Distributors.

Most recent respondent here to the Rayman pricing tactics is Essex Distributors, which last week began offering one of the hot lines handled by Ideal, Scepter, at 53 cents. The Scepter record being offered is the latest by the Shirelles, and it's one of 10 top numbers offered by Essex at the 53-cent tag.

Now Ideal has gotten hip to the new scene and is offering on Essex' top 10 list at 50 cents, undercutting the latter by 3 cents per disk. Joe Cohen of Essex declined "to tip my hand" as to what measures would now be taken to counter the Ideal Move, admitting simply that "we'll have to compete with them and will.

Meanwhile other Newark dis- tributors, Conant, Woody and Apic Martin, were holding the line for the moment at regular 60-cent tag.

If you like the sweet smell of success—read your businesspaper carefully and regularly. You know there's no other place you can get so much of what you need to be outstanding in your job, or in your field, as the information you find concentrated in the advertising and editorial pages ... of your businesspaper.

Where there's business action, there's a businesspaper ...

where there's record/photo business, there's BILLBOARD MUSIC WEEK

PHILCO Debut Ad
Promo Campaigns,
& New Stereo Unit

PHILADELPHIA — Phisco un- veiled an all-new promotion ad and promotion campaign on its consumer product lines, including the new stereo phonograph. At the same time, the new, wholly-owned subsidiary, PHISCO TV and Radio Inc., announced a new custom stereo phonograph unit.

The phonograph, Model 1633, carries an open line price and contains an AM/FM tuner. The set can be adapted to receive stereo FM broadcasts. The same unit is also available without the tuner.

The ad program being launched, called "What's in It For You," is a return by Phisco to TV sponsorship, and a stop in national magazine coverage as well as a heavy budget earmarked for displays in local stores. Emphasis of the campaign for the first three months of the new year will be on stereo phonographs, radios and TV receivers.

National magazines, including the Saturday Evening Post, Look, Life, the Reader's Digest, the New Yorker, Sunset, Sports Illustrated and Holiday will carry a total of 19 full-page ads, more than double this kind of advertising used in any recent year.

The TV portion of the plan covers Phisco product presentations on 10 top-rated network shows and Phisco dealers will have exclusive rights to feature pictures of the stars of these shows in their own displays and local newspaper ads.

Winners in
Epic Contest

NEW YORK—There were four first dealer prize winners in the Lester Lewis "Madison Avenue Beat" Epic Records window contest. The four winners — who received a prize of $1,000 each — are:

- M. A. Burdick, Radio, Boston; Bensberg's Music Shop in Oklahoma City.
- Four Epic distributors received $150 gift certificates from Robert Hall Clothes. They were: Marvel Distributing Company, Philadelphia; Diamond Record Distributing Company, Boston; Summit Distributing Company, Buffalo, and Huffine Distributing Company, Seattle.

HOLLYWOOD — Dot Records has announced that for the balance of 1962, the new Billy Vaughn LP, "The Great String Band Hits," will be available to record stores. Last year Dot similarly announced the success of the "Vagabond LP" ("Theme From Summer Place") and disclosed that written orders for over 300,000 albums before the LP was pressed.

Headed for Hitville

Jerry Lee Lewis
MONEY
by BONNIE B

JERRY LEE LEWIS is showing up in the New York Ajax. His new single, "Mean Woman Blues," has been climbing steadily for two weeks, and the recent addition of a full-band backing to his act has helped him break through the top 10. He's due to play Town Hall here Saturday night, where he'll be backed by the Eddy Grant Quintet.

When answering ads ... Say You Saw It In
Bilboard Music Week

SORD Board Meeting
Will Continue Club Fight

Attorneys' Withdrawal Forces Dealer
Group to Engage New Counsel for Suit

BY KEN GREVAT

NEW YORK — The Society of Record Executives of America (SORD) board members sided themselves last week for a fight to the finish in the now famous suit by individ- ual Chicago dealers against the record clubs of Columbia, RCA Victor and Capitol. The dealers' determination was voiced in the wake of the resignation of their attor- neys, Marks, Marks and Kaplan, from the case two weeks ago. It also became known last week that Jerry Kaplan, Chicago-based general counsel for SORD, filed his resignation from this post almost simultaneously with his resignation as counsel for the club.

The Chicago developments did not halt the dealers in a state of shocked disbelief and anger. It is understood that the primary rea- son advanced by the attorneys for their withdrawal was of a financial nature. Yet, according to Lou Sha- piro, treasurer of SORD, who has been understanding the case of the individual dealers, the attorneys were paid "many thousands of dollars over the years since 1958 when the case was started.

Continued Payments

"It's hard for me to believe that money would be a factor," Shapiro continued, "after our continued payments to them. Last summer in Chicago, we agreed to send the lawyers $500 a month, which we have done up until October. The last payment, in fact, they appar- ently did not even deposit because it never cleared."

"I also find it difficult to believe that they resigned because of lack of faith in the case. After all, a few hundred dollars a month is not an in- credible amount to "kick the horn," as it were, in view of the amount of time they have put into it.

"It was a great shock to me when I heard of their resignation, and I was sure that this would not happen."

"I still have faith in this case because it's one of principle. I believe in the cause."

The Chicago dealers have received letters from New York and elsewhere expressing their willingness to shoulder any cost involved in continuing the suit.

The resignation came in the wake of some developments in the New York case. A few weeks ago the attorneys for SORD suspended payments to the attorneys for the club.

In an attempt to keep the case open, and continue the suit, SORD plans to retain a new attorney to handle the case.

New Counsel Engaged

At week's end there had already been many consultations between SORD executive board members.

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NEW REAL DIGITAL PHOTOGRAPHY
167 W. 40th St. New York 18, N. Y.
See Bright '62, After 'Satisfactory' 61

Seeburg Co. Debuts New 62 SDS Line

By OMER ANDERSON

MUNICH — The Music Operators of America's newsletter published December 13, 1960, in Billboard Music Week will be a principal item on the agenda for the upcoming convention of West Germany's Central Organization of Coin-Operated Vending Machines (MOA), announced by B. R. Ratliff, has attracted wide attention among German trade members. It covers the same ground which Jack O'Brien, Seeburg's Marketing Department, has been reaching in the German trade, and it is the refusal of manufacturers to provide up-to-date trade reports. The law of the jungle still rules our trade, and it is time the German and American trade joined hands to bring civilized cooperation into our industries.

One particular passage in the Ratliff article is being widely quoted by German trade operators: "If you can't even get the producers to support us on the copyright royalty issue, entirely and without reservation, you're in the doldrums of the business!" Only in this country, a Munich operator commented, can manufacturers get together to demand that producers reduce their royalty demands on manufacturers for support in solving trade problems. A distributor operating executive in Hamburg complained, "They are being very unfair to us because they are going to announce new products which will drive our business out of business. The only reason we have been kept as a business is that they are afraid of the competition. But now they have announced new products which will drive our business out of business."

More and more German operators feel that either the mechanism (aside from the positive aspects of copyright royalty) is the threat of proposed ASCAP legislation, ASCAP is only one of the many threats that are directed at our business, there is a real danger that we may lose our business. And as a result, there is a serious threat to the welfare of every individual in our business, and the threat is not only to ourselves, it is to everyone who is interested in the future of our business. It is a serious threat to the welfare of every individual in our business, and the threat is not only to ourselves, it is to everyone who is interested in the future of our business.

FRANK O'BRIEN

SEEBERG PRES.

CHICAGO — Frank B. O'Brien, Jr., was elected president of the Seeburg Corporation, succeeding his father, Frank B. O'Brien, Sr. Mr. O'Brien will continue as chairman of the firm, which his father had been a partner in Arthur Anderson & Company, with whom he was associated for 12 years.

or no activity being evidenced in this direction since late 1960, and it is now the time for a new approach in ordering products. New equipment has been brought into the Seeburg distribution system, a new sales staff has been hired to handle the sales of new equipment, and a new program of advertising has been started. The Seeburg Music Merchants, Inc., remains in a dormant state, despite some aggressive efforts by secretary F. C. Taylor of Music Distributing Company to set up a meeting next month.

Jack Arnold, of the former American Amusement Company, has not been active in the field through most of last year, which was one reason for the group remaining "in association in name only." The situation seems to have improved, according to a source familiar with the company.

1962 Outlook

Most operators are looking forward to a better year in 1962, for no other reason than the fact that many of them have been having too much trouble with the price of new photographs and ammunition machines政协a bell to the problem of pricing new products, costs, compared to the average price.

Smaller, compact phonographs, less expensive pin games and coin games and the availability of first quality used equipment has not been better in the Denver area.

Operators who have held off on major purchases of new products have been dejected by the rumor that lower-priced phonographs and amusement machines are being turned out on the back, and hoping that all phonograph manufacturers will help to reduce over-all operating costs with such trends.

DDOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the lake box operators, there is no more than 100 sides per package, which represents maximum programming effectiveness. Records both sides either on the Hot 100 or have recently been on the Hot 100. See Spotlight Reviews for additional information on double-play disks.
YOUR WURLITZER DISTRIBUTOR
WILL UNVEIL THE
WURLITZER 2600
DURING NATIONAL WURLITZER WEEK
STARTING JANUARY 14th
THE WURLITZER COMPANY
BACKED BY 106 YEARS OF MUSICAL EXPERIENCE
NORTH TONAWANDA, NEW YORK
Eppy and Guggenheim Merge; Combined Sales Top $1 Mil.

JAMAICA, N.Y.—Samuel Eppy & Company, Inc., and Karl Guggenheim, Inc., two of the nation's largest charm manufacturers, this week announced their merger. The new firm is Eppy-Guggenheim, Inc.

Samuel Eppy, who founded the firm which bears his name in 1938, has sold all his stock to his brothers, George and Sidney. They will become partners in the new corporation, along with Bob Guggenheim, who was president of Karl Guggenheim, Inc., and Fred Loewus, who had been sales manager for the Guggenheim firm.

Combined volume of the two companies topped $1 million last year. About two-thirds of this was in charms sold to the bulk vending trade. The remainder was in novelties, key items sold over the counter.

$1,000,000 Plant

Guggenheim is in the process of moving from his New York City headquarters into the $1 million plant of Eppy. The physical setup has some 33,000 square feet of factory and office space. Plant capacity—based on one 10-hour shift—is from 7 million to 9 million charms a year.

Officers of the corporation are George Eppy, president; Sid Eppy, vice-president; Bob Guggenheim, secretary and general sales manager, and Fred Loewus, treasurer. The four men have a combined experience of more than 75 years in the bulk vending industry.

List Benefits

They listed the following advantages as a result of the merger:

1. The consolidation of facilities will enable the firm to come out with more new products—with a minimum of 15 new charms a year projected. In the past, considerable effort had been dissipated when one company would come out with a new charm idea, and a competitor would follow up with a similar concept. A greater variety of ideas should be forthcoming.

2. A network of warehouses throughout the nation is in the works, which should result in a speedy and more efficient distribution system.

3. With the pooling of facilities and lower overhead, longer runs on individual items seem likely, with the resultant increased production efficiency and the possibility of lower prices to the trade.

New showroom

More than 100 persons will be employed in the plant. A new showroom, 44 by 22 feet, is expected to be ready next month. Karl Guggenheim, Inc., was founded by Karl Guggenheim in 1901 and incorporated in 1918. The firm began importing charms from Japan in 1926 and has been one of the leaders in the industry ever since. Bob Guggenheim, son of the founder, joined the firm in 1948 and has been its president for more than a decade.

Samuel Eppy & Company, Inc., was founded by Samuel Eppy in 1938, with both George Eppy and
Arrow Vending Files Court Petition
For Renewal of Pa. Cig Tax Licenses

HARRISBURG, Pa.—The Arrow
Vending Co., in order to secure the
State to renew the firm's cig tax li-
cense, has filed suit in the office of
the Dauphin County Court. The State
has informed the company that it
would not renew the license be-
cause liquor dealers have not been
regarded as "businessmen" entitled
to the same privilege. Jack C. Bric-
coe, attorney for Arrow, in a com-
munication with the Dauphin County
Court, stated that the law reads that
the renewal of the liquor license
shall be held before the 2d 10 Days
if no hearing is held. Bricoe stated
that he had no knowledge of the
status of the case.

The State has questioned the
firm's claim of being a "business
organization," but the firm is in-
volved in Pennsylvania. Bricoe
said that the State had filed a "cita-
tion" against Arrow, one of the larg-
est cig tax license holders in Pennsy-
lvania. But just what it was for has not been made public.

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lvania. But just what it was for has not been made public.

The firm, according to reports,
had several tobacco dealers who
were licensed to handle cig tax li-
cense, and that the firm had been
asked to produce the cig tax license
in question. Bricoe stated that the
f Firm has been able to produce
the cig tax license in question.

Trio of Machines

ARROW 115, The 146-05 era poem.
Weighs 30 pounds, has 240 ng.
lit cigs out of the State. If this is
true, the tax examiners granted
for strokes were sent each State
would amount to $700,000. The
State has said it can find no trace
of the alleged shipments.

David Carden, president of the
Arrow firm, met with Justice De-
partment officials in an effort to
have the license reviewed, but they
then turned a deaf ear.

The brief filed by Bricoe stated:
"The office of the attorney
general arbitrarily refused to con-
side removal of the license with-
out any legal substantiation what-
soever in support of his position."

It also described the State's re-
tusal as "capricious, arbitrary, con-
trary to law and a violation of the
constitutional rights of the plain-
tiff."
**EUROPEAN NEWS BRIEFS**

**Close Location Contract Loopholes**

STUTTGART—German operator associations are advising the tightening of operator contracts with locations to eliminate loopholes that have been revealed in several recent court cases in West Germany where locations have attempted to use the exchange of boxes as grounds for voiding long-term agreements. The latest such case involves an operator and location in Stuttgart with a five-year contract. West German court officials at the location required replacement, and to pull out the box with the least damage placed another machine. The location cited removal of the original juke box as grounds for terminating the operator contract. The court upheld the operator, ruling that the location failed to prevent the operator to exchange and replace equipment to maximize collections. However, the court noted that an operator's provision inserted in the contract for equipment exchange with removal of the coin equipment.

**Juke Boxes Observe Holy Season**

ROME—Roman operators, who pioneered juke box volume vigilance, have racked up another p.c.—Holy Season music programming. Operators have cooperated in concentrating on dignified pop, most of it with a religious or seasonal theme. Strident tones were removed in keeping with the "Prince of Peace" programming theme. An operator explained, "We haven't tried to compete with the Church in religious music exposure, but we have tried to keep our programs from the holiday spirit of reverence and reflection as well as joy. It is a very strong theme according to our polls, "It has helped bolster our p.r., image as responsible people, and made us popular with the people. A lot of people are more than pleased when they hear religious-hymn music from my juke box." The juke box volume vigilance movement, while concentrating on religious programming, simply holds each location responsible for policing juke box volume.

**Faessler AG Names Bavarian Rep**

ZURICH—Faessler AG, Zurich coin machine company, has appointed the Elsaca firm its general agent for Bavaria. The association is in line with a general expansion of Swiss coin machine concerns into the West German market.

**Set Coin Trade Exhibition Deadline**

ANTWERP—The deadline has been set at January 15 for registering for participation in the International Coin Trade fair in Antwerp. The fair will be held from March 23 to 27 at the Centre National de Advertising in Antwerp. Applications are being handled by the sponsor, Union Belge de l’Automatique, Belgian coin machine trade association. The fair, largest of its kind ever to be held in Belgium, will encompass the entire coin machine field—juke boxes, games and vending.

**Draft Rejected of Coin Games Tax**

MAINZ, West Germany—A rejection of the amended tax law has been announced by the federal democratic membership in the State Legislature of Rhineland-Palatinate. Rhineland-Palatinate's decision states that the states enact an amendment tax law, and the Rhineland-Palatinate law, passed in 1955, has been one of the most onerous of all such legislation. Of the law, the state assembly said that the amendment tax is inequitable, inefficient and unnecessary. West Germany has been waiting for this decision. The Rhineland-Palatinate amendment tax legislation ever since it came into vogue in 1955. The trade claims the tax not only is unfair but also decreases instead of yields State tax income. This argument is based on the amended tax's stilling effect on coin machine operation which, it is alleged, if left unamended would automatically generate far less tax income for the state.

**French Ops in Tax Revision Drive**

PARIS—French operators are organizing a campaign for revision of this country's admittedly antiquated juke box tax structure. Operators demand a straight per-box license fee and a structure that would be better calculated. The main effect are seeking a consolidation of the present fragmented tax laws which give a large number of jurisdictional tax bases as local authorities see fit. There is a straight national tax of 60 new francs (about $12) per machine, in addition to which each local area, from 1 franc to 3 francs annually. This archaic tax system is discouraging juke box expansion, according to trade spokesmen. The number of machines is lowest at 15,000 boxes compared with around 50,000 for West Germany.

**W. German Juke Boxes Plug Berlin**

WEST BERLIN—Juke box operators here are cooperating with municipal authorities in a program to publicize Berlin through a series of coin-operated juke boxes featuring Berlin theme music. City officials will undertake to visit Berlin for virtually any foreign songwriter working on a Berlin-themed song. At

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**Danish & German Ops Mull United Front**

COPENHAGEN—Danish jube box operators are negotiating with Government officials on the front of two industries in handing over some of their rights. A national trade association has ever attempted to forge a united front on the music royalty issue, and it could establish a precedent.

Danish operators are confronted with KODA, the Danish licensing society, and CRAMO, the Danish version of the American Federation of Musicians, which seeks to block the music royalty front with the payment of a separate artist royalty.

The situation corresponds almost precisely to that prevailing in West Germany, where operators are confronted by GEMA, which seeks to block the music royalty front with the payment of a separate artist royalty.

**Master Agreements**

Danish and German operators propose, therefore, to try to negotiate a master agreement covering the trades of the two countries on a uniform basis. This would mean that the operators would pay music royalties on a single scale.

The proposed master agreement anticipates Danish entry into the European Community, a development of great importance to the coin machine trade organization.

Eurosat would negotiate master agreements with all the major European countries close and would then try to negotiate agreements with the music licensing societies in countries where there are no such associations.

The Danish-German effort in joint action will also test the feasibility of establishing a relationship between the U.S. and Euro- pean music royalty areas.

It is expected that contacts between the two organizations will be expanded to include such eventualities as joint agreement in the administration of royalties or in the organization of a single national licensing society.

Danish operators, in approaching German operators, take the position that both could avoid the necessity of having to deal with a variety of licensing societies and perhaps even the complex task of avoiding overlapping licensing arrangements. While the American Federation of Musicians is not likely to join the European Community, it still would be subject to international regulations that might affect the trade.

**Rocky Trails Rides Kiddie Rides Proving Profitable Near Shopping Centers**

DEWEE—The adage, "You've got to spend money to make money," ring very true in the case of Rocky Trails, where profits have been generated by a "Kiddie Ride." Their formula is simple, with a manageable outlay of $1,000.00 or less, and a potential return of $5,000.00 or more.

**Burlingtons Crack Into Two Boston Coin, Vend Firms**

BOSTON—Thieves did well this week at the expense of the music and vending business when they took a total of $11,000 from a music distributer and a vending firm. The robbers, who were an experienced bunch, with the aid of a lookout, broke into the coin machine sales company warehouse and made off with more than $10,000 in cash, which was taken in coins in 59 cases bags, weighing more than 400 pounds.

The net result, $2,600, also in coins, was stolen from Trumbull Sales Inc., a New York coin company. No arrests have been made, but police believe the ring is well established. At the Albuquerque the thieves gained access to the coin room and then carried a large quantity of coins and machines, including the aid of 25 men.

The Robbers used a bolt cutter to break through the coin machine sales company warehouse wall, and then, with the aid of a lookout, broke into the coin machine sales company warehouse and made off with more than $10,000 in cash, which was taken in coins in 59 cases bags, weighing more than 400 pounds.

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For full information on how you can receive Billboard Music Week promptly each week—at new low cost—use voucher attached.

PHILADELPHIA—Banner Specialty Company here has taken on a new look, putting the accent on youth. First, Banner dipped into the insurance business, and now it's turning up with a dynamic new personality to serve the youth trade. In its Philadelphia office is 27-year-old Jimmy Gimberg. He is new to the insurance field, but is part of the new look Banner is taking on.

According to Gimberg: "We think that what this business needs is some new ideas, new outlooks on everyday problems," said Gimberg. "It is only natural that if a man is a success in some other field he can adopt the same alertness, aggressiveness and intelligence to becoming a success in the coin machine business.

Gimberg added that a newcomer might see something that was under the nose of a veteran coin man the latter just couldn't recognize it.

You might say we are starting a new look at the coin business. It's not just a change in name, but a whole new look with the organization of the plan that will give it a new lease on life."

But why does Banner call itself

_Thieves in Memphis_ Celebrate New Year With 5 Location Hits

MEMPBIS—Police last week reported burglars over the New Years weekend broke into a big haul in the burglary of coin machines at several different locations.

The burglaries emphasized why local operators here are concerned about break-ins a year or so ago and got an anti-burglary committee formed to reduce them. The committee was successful in getting special precautions taken to guard against burglars and reduced them by 50 per cent, but the break-ins last climbed to about 65 cent of what they were in 1955, a high year.

In the weekend burglaries, police reported taking more than $400 from coin machines on five different locations.

Police do not have any suspects under arrest in these break-ins but admit that corner family of burglars is responsible. The police believe that they are being arrested for the break-ins continues to a long list of them.
Bank Ball Keyed to Competition

Texas Kiddie Ride Operator Lights Way to New After-Dark Collections

FORT WORTH—It isn’t necessary for kiddie ride collectors to retrieve as soon as the sun goes down, according to Jack E. Williford, kiddie ride operator here.

Until last year, he was accustomed to seeing a sharp drop in collections coincidentally with the sun going down. This was true even in his shopping centers where overhead canopies above side-walks made it too dark for shopping mothers with children to see the coin slot or to read instructions.

In a few isolated instances, however, where brightly lighted marquees were being used, particularly over supermarkets or super drugstores, there was an encouragingly large number of Denver being collected. This led Williford to the logical conclusion that the secret of better collection was light—and plenty of it.

Spotlight: 

Experimenting, he rigged up a 200-watt spotlight, of the type used for display windows, over a variety store kiddie ride installation which had shown very poor results without it. The results were startling, according to Williford. "With the light pouring down right of the kiddie ride, in this case a bucking horse, the ride took in 23 dimes from dark until store closing time," he said, "an area of less than two hours.

Obviously, the light made the ride more enticing to younger, and of course, made it easier for parents and the children themselves to notice it.

Since late in the day, small boys and girls are likely to be more enterprising than at other times, the ride got more consideration from toddlers, anxious to quiet their tired, fractional children. Spending $10 for a light rig in this way, I could get the highest collections period on each machine substantially.

Electricity Cheap: 

Since then, Williford has strung overhead lights at more than 40 locations, after first explaining the reason to the location owners, and putting on a show to hook up to the location’s electrical supply.

Only in a few instances was it necessary to add any adjustment to pay for the current, since, as Williford pointed out, his added spotlight over the kiddie ride was in most cases of less current consumption than any single fixture overhead in the store.

In the interest of economy, the Texas operator has considered a 250-foot extension cord (bought from the location owners themselves where ever possible), with a simple aluminum reflector, and either a pole out from the store's upper facade, or a covered walk provided a roof on which the spotlight could be used. The cost of installation varies sharply from one unit to another, but can usually be done for less than $5, Williford pointed out.

In every instance it has required less than a week of night operations to repay the entire cost of the lighting installation, so that all collections after the first week were plus business. He generally uses a 200-watt bulb, stepping up to a 300-watt one-piece floodlight-type bulb where the front of the location is so brightly lighted that it is difficult to make the kiddie ride stand out with less wattage.

Extra Funds: 

Now, Williford’s kiddie ride spots are, for the most part, showing around 50 per cent of ordinary daytime collections every night shopping centers and period which has gone a long way toward repay ing up equipment loan payments, and providing excess cash for additional equipment.

Williford frequently sells kiddie ride spots by spending a half hour or so during the rush evening periods, giving free rides to introduce himself to shopping mothers, etc.

It is currently using four basic kiddie rides, including a stagecoach, racing car, bucking horse, and space ship, which he feels meets the taste of most youngsters from toddlers up to seven or eight years old.

EUROPEAN NEWS BRIEFS


France Has Bowling-Pinball Unit

PARIS.—The French firm Erts V. Salmon is introducing a new game combining the pinball and bowling. Called Le Bowling-Flipper, the Salmon game is said to be the Continent's hottest new game. Salmon representatives stated that the new game is specifically designed to export to the United States and the United Kingdom. It is the American pinball with a French accent—it's the pinball from Gay Paree," a company spokesman said. Experimenting in Le Bowling-Flipper the most sophisticated electronic game ever produced in France.

SEEBURG TO CEASE OPERATIONS

JANUARY 13, 1962

Bank Ball—Chief executive at Chicago's Bank Ball, a 1962 version of the 'ski-ball' type game, this week is being delivered to distributors of the Bally Manufacturing Company. The game, specially designed to stimulate competitive play, features automatic scoring.

According to Bill O'Donnell, Bally general sales manager, the game is designed for tavern locations, where competitive play often determines the earning power of a piece. He added that the game is also a natural for recreation centers, discount stores and other locations doing a family trade.

Each player gets nine balls, which he throws into one of the five scoring rings. Scores of from 10 to 50 are possible on each ball. The ball return is rapid, and the totalizing instantaneous.

Length is 12 feet (easily adjustable to 10 or 11 feet) and width is two and a half feet. The brightly illuminated target and scoring backboard is six and a half feet high. Smooth ball action and quiet operation are assured by the cork-lined alley.

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BANK BALL

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MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

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Chicago Dynamic Industries, Inc.

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MUSIC: Wurlitzer

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2500...$190.00

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Black Challenger...$185.00

CH. Coin Cherries...$200.00

CH. Coin Cherries...$200.00

CH. Coin Cherries...$200.00

CH. Coin Cherries...$200.00

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2000 Series...$200.00

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2000 Series...$200.00

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AM
CONTINENTAL 1-000 $40.00
CITY 1005 $45.00
1004 L $45.00
$l 200 8S $55.00
B 650 $65.00
B 650 $65.00
B 650 $65.00
P 650 $65.00
SEEBURG 322 $165.00
324 $165.00
326 $165.00
328 $165.00
SEEBURG 402 $395.00
3100 $450.00
3110 $550.00
3180 $550.00
3200 $550.00
3210 $550.00
3220 $550.00
3230 $550.00
ROCK-OLA 418 $175.00
415 $175.00
445 $175.00
446 $175.00
WURLITZER 1810 $775.00
1820 $775.00

MONROE
COIN MACHINE EXCHANGE, INC.
2411 Hennepin Ave., Minneapolis, Minn.
Phone: 874-0440

NEW! Valley
DELUXE 6-POCKET

NEW DESIGN NEW MECHANISMS
3- SIZES: 75x42, 84x47, 90x30

HARLEY DAVIDSON & WALNUT

Ask your distributor for a demonstration, or write
for photo direct for information.

VALLEY SALES CO.
333 MORTON ST., BAY CITY, MICHIGAN
Twinbrook 5-8587

NEW
SEE BURG
FOR'62 WITH EXCITING
SDS

SEE IT THIS WEEK!
SUNDAY, JANUARY 14 . . . 2-9 P.M.

Davis Distributing Corp. Showrooms
• 1056 BROADWAY, AIRANY, N. Y.
• 1231 MAIN STREET, BUFFALO, N. Y.
• 738 EAST EMER BLVD., SYRACUSE, N. Y.

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

COINMEN IN THE NEWS

MILWAUKEE MENTIONS

Analyzing his holiday business, Carl Deistle reports his joke box takes were heavily improved by use of the old standby Christmas disks.

Early birds checking the newest disk offerings in 1962 at Radio Discount downtown one-stop store, were Robert Forrest, Wisconsin, Jack Schuster, Watertown, and Clyde Fender and Tony Hirt, both of Sheboygan. . . . Downtown Radio Doctor's chief counterman, Tony Petick boasts that his newly born daughter, Cheryl, is already sleeping through the night.

Harry Gromacki, head man at H. & C. Amusement Company, is battled with a virus ailment . . . Milwaukee Coin Machine Operator's Association held its election of new officers at the Monday (6) meeting at the Ambassador Hotel. Installation of the new officers, according to President Sam Hutz, is scheduled for the February meeting. . . . Maurice Ebling, formerly with P. & D. Distributing Company, is now a partner on the H. & C. Amusement Company staff.

Distributing Listings

NEW ROSEN RIDES-EAST 1962

HARRY JACOBS JR.

MILWAUKEE — A two-month separation between Wurlitzer and United, Inc., its Wisconsin and Upper Michigan distributor, has been patched up. The reconciliation was confirmed by Harry Jacobs Jr., United, Inc., president.

According to Jacobs, the new pact with Wurlitzer calls for a resumption of the firm's activities in the same territory covered previously to the break-up last October. In the interim period, the territory had been normally handled by the Sanders Distributing Company, Minneapolis-based Wurlitzer distributor.

United, Inc., will retain its headquarters at 606 N. 16th St., St. Cloud, 111. W. Velt Street, Jacobs said, plans call for hiring a new general manager.

"I've got several men in mind for the job," said Jacobs. "I expect to make my choice within the next few weeks.

An open house and trade showing for the soon to be unveiled 2600 sets Wurlitzer joke box is scheduled at United, Inc., for January 15-19.

OPERATE UNITED
Shuffle Alleys and Bowling Alleys
WELCOME EVERYWHERE

UNITED MANUFACTURING CO.
6011 N. California Ave., Chicago 18, Ill.

BARGAINS FOR THE WEEK

GAMES
GAMES
350 OF THEM
BIG END-OF-YEAR CLEARANCE SALE
Received a Large Lot of Games in Trade, Including One Lot of 25 to 35 Cent
WHAT DO YOU NEED?
C.C. King Bowling, 20 Pk. at
500.00 each. Lot of 8 Must Be Taken at This Price.
Write Call Us Collect. Main 1-3511

Write for full price list on full line of Coin-Operated Machines.

SHOPPING FOR THE BEST IN GAMES . . .
MUSIC AND ARCADE EQUIPMENT?

Before you buy, you owe it to yourself to check BANNER showrooms. We're growing—and want to keep growing. And we're building volume by offering the last line of the most liberal financing in town! Come in and see for yourself.

Exclusive United Manufacturing Company Distributor

BANNER SPECIALTY COMPANY

1641 N. Broad St., Philadelphia, Pa.
1808 Fifth Avenue, Pittsburgh, Pa.
(412) 6000

Say You Saw It In Billboard Music Week

UNITED MANUFACTURING CO.
6011 N. California Ave., Chicago 18, Ill.

Navy

60

45
Joe Ash says...  

CONTACT ACTIVE FOR PINBALLS  
The Largest Distributor of Pinball Games in the World!  
Exclusive Gottlieb and Nash-Ola Distributor for Eastern Pennsylvania, South Jersey and Delaware.

ACTIVE AMUSEMENT MACHINES CO.  
666 W. Roosevelt Rd., Phone: JG. Fo.  
Kingsford 2-2449

Say You Saw It in 
Billboard Music Week

South

MISSISSIPPI MEANDERINGS

Ace Mahon, LeFlore Music Company, Greenwood, reports his large combined route is a successful venture now that he has worked out the bugs. He bought out another route operator a few months back... Paul Seeborg, Paul's Novelties Company, Greenville, has the finest two-way radio in his service you'll find anywhere. He was a radio-electronic man in service, learned all about it. He reports the equipment is saving him much money and gives better service.

Carl King, King Amusement Company at Leland, in the heart of the rich cotton land Mississippi Delta, reports a very good upswing in collections resulting from the large cotton harvest recently, one of the best on record... John Hulse, Haley Music Company, Canton, also has had a big drop in play on his phonographs and games, forecasts a good business pickup for 1962.

Danny Diamond, Diamond Music Company, Clarksdale, seems putting a new phonograph on his route at a top location recently... Pete Manos, PM Music Company, Greenville, off to New York to visit relatives during the Christmas holidays... Dominic Fratos and Ray

Now! 16 winning "tic-tac-toe" combinations!

Rollover buttons and targets select whether bumpers score "X's" or "O's".

Hitting bumpers then lights "X's" or "O's" in "tic-tac-toe" panel.

Completing horizontal, vertical or diagonal line of "X's" or "O's" scores special and lights rollovers for additional specials.

Make special by high score, too.

Match feature

Sparkling design

Revolutionary "tic-tac-toe" Panel Eliminates Confusion

Either "X's" or "O's" light in exactly the same place in each square. It's cute! It's new! See your Gottlieb Distributor for a demonstration today!
VENDING
STONER D-500 COFFEE...$295
ROWE E-1000, 4 Flavors...595
SEEBURG 5, 6...595
SEEBURG 8-27 CHARINITE...115
NATIONAL CHARITINE Inc.-Col. Eco...175
NATIONAL CHARITINE 21...150
WITTENBERG HER. 75...675
CONTINENTAL CHARITINE “50”...215

Dist. by AMI-ROWE ATLAS MUSIC CO.
P.O. of AC AUTOMATIC SERVICES, INC.
CHICAGO 42, Ill. DETROIT B14611, MICH.
3120 N. Western Ave. 2920 Walnut St.
Ph. 382-3993

ATLAS...
Reconditioned - Guaranteed
Music & Vending

SALT LAKE CITY—A touch of unusual humor helps
Howard Elmore, bulk operator in Salt Lake City, Utah, to attract
attention to bulk vending machines in several of the city's large
discount houses.

Elmore has 18 machines in one discount house, vending
ball gum, tab gum (1-cent, 5-cent, and 10-cent capsules) plus
half a dozen ring machines spotted near all departments likely
to attract small children.

On each unit, the Salt Lake City operator has pasted a
blue-and-white label which reads simply "Discount Prices."

Every shopper moving through the discount house is, of
course, amused upon sighting the signs, and often is stimulated
to drop in a penny or nickel, "just to see if it's true."

Elmore does make good on his discount offer by setting
peanut venders to give a slightly larger amount in return for a
penny or nickel, although he cannot, of course, make any such
promises where ball gum or tab gum is concerned. "This is the
day of the discount house," Elmore said, "and I am going along
with the theory of a lot of merchandise at lower prices concen-
trated in one spot."

Incidentally, the 18 machines in a single discount house
are equivalent to the volume sold by 40 machines at individual
locations elsewhere, Elmore said.

YES WE ARE GETTING SOMEWHERE!
25 years ago only 1 in 7 cancer patients were being cured.
Today 1 in 3 is living and

With all science knows about cancer right now, one
in two could be saved by earlier diagnosis and proper

To learn how you can guard yourself against can-
cer, call your local Unit of the
American Cancer Society or write to "Cancer" c/o your
local post office.

AMERICAN CANCER SOCIETY

A REALISTIC TEST OF TRUE DRIVING SKILL
THAT GETS AND HOLDS FREE-SPENDING CROWDS!

This is Williams Road Racer—the race
driving unit that operators have urged
us to build. It is offered at a fractional
cost of others and will enable you to
take your investment in a hurry and
start generating cash earnings coming
your way fast.

LOW PRICED

from your Williams DISTRIBUTOR!

ROAD RACER

This is Williams Road Racer—the race
driving unit that operators have urged
to build. It is offered at a fractional
cost of others and will enable you to
take your investment in a hurry and
start generating cash earnings coming
your way fast.

LOW PRICED

from your Williams DISTRIBUTOR!

WILLIAMS ELECTRONIC MFG. CORP.
4245 W. FILLMORE ST. CHICAGO 26, ILL.

Discount Gimmick A
Salt Lake Eye-Catcher

Mike Snelling, partners in Dixie Amusement Company, are bowling
better than ever, won the final in their league tournament.

John Dowdy, Ole Miss Music Company, Pontotoc, in Memphis
recently shopping for new equipment since his route has produced a
record spurt in business...E. L. Stote, Stote Amusement Company,
back on the job after an illness...Gas Taylor, Tico Music Company,
Oxford, reports the best business he's ever had with phonographs and
games on the campus at University of Mississippi, which has many
buildings and consequently numerous location spots.

Hardy Creekmore, Creekmore Music Company, Cleveland, reports
Christmas spirit is heavy in his sector with Christmas music getting
big play on his route...Lavonugh Johnson, Johnson Amusement
Company, Cornith, reports the winter weather is good at Pickwick Lake,
about 50 miles away. He is quite an ardent fisherman, has a cabin there.

Clarence Spain, Spain Amusement Company, Tuscaloosa, in Memphis
recently to pick up two new pieces of equipment...B. D. Sparks,
Friendly Amusement Company, Columbus, is gradually expanding his
routes, hopes eventually to have a large one...A. B. Fort, Fairway
Amusement Company, Columbus, reports 1961 business was better than
1960 and predicts 1962 will be better than 1961.

Elton Whisenhunt.
Big Money
FOR WIDE-AWAKE OPERATORS . . . SMALL INVESTMENT

OLD FAVORITE "SKI-BALL" SKILL APPEAL GETS BIG PLAY IN EVERY TYPE OF SPOT

1 OR 2 CAN PLAY COMPETITIVE SCORING KEEPS GAME BUSY HOUR AFTER HOUR

A GOLD MINE IN TAVERNS, BARS, PLAYLANDS, ARCADES, PARKS, LUNCHECONS AND COUNTEOUS OTHER TYPES OF LOCATIONS

LENGTH EASILY ADJUSTABLE TO 10 FT., 11 FT. OR 12 FT. ONLY 29 IN. WIDE BACK SECTION 63 FT. HIGH

SIMPLE, STURDY MECHANISM INSURES TROUBLE-FREE PROFITABLE PERFORMANCE

HIGH-SPEED Automatic Totalizers FAST BALL RETURN QUIET OPERATION 9 BALLS PER PLAYER

Be first in your area to cash in on the popularity, play-appeal and fast money-making action of BANK-BALL . . . welcome in every type of location, from neighborhood tavern to shopping center playland. Low price permits full coverage of your territory; quick return on investment.

Order BANK-BALL now.

Bally BANK-BALL

See your distributor ... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Copyrighted material
By ELTON WHISENHEART

MILLINGTON, Tenn.—Mayor Thomas F. Forry, owner of Forry’s Amusement Company, is on the Board of Aldermen and voted for the ordinance, which passed unanimously.

Offered Co-Operation
Forry said at the time of the raid that he did not know the location owners were paying off, had no knowledge of slot machines in St. Louis, and offered his co-operation to the Federal authorities.

Hall said perhaps the solution lies with the Legislature. He said local authorities should be encouraged to report violations and help authorities to prosecute.

Mayor Hall said his administration would insist on strict enforcement of the ordinance. This is a crack in our system and we intend to mend it,” he said.

The Millington Board of Aldermen adopted an ordinance soon after the raid making city violation for anyone to possess a $220 federal gambling stamp.

Owner of the machines convicted, William V. Forry, owner of Forry’s Amusement Company, is on the Board of Aldermen and voted for the ordinance, which passed unanimously.

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NEW FOR 1962!

New directional—and adjustable—speakers on each side of the display panel! Result: the true magnificence of stereo sound right at the phonograph—even when there are no remote speakers! Hear it at your Seeburg Distributor now.

Hear it at your Seeburg Distributor now.

THE SEEBURG SALES CORPORATION, CHICAGO 22
THE TOKENS
"THE LION SLEEPS TONIGHT"
(7954)

HENRY MANCINI
"MOON RIVER"
(7916)

NEIL SEDAKA
"HAPPY BIRTHDAY, SWEET SIXTEEN"
(7957)

JIMMY ELLEDGE
"FUNNY HOW TIME SLIPS AWAY"
(7946)

NEW HOT SINGLES
ANITA AND TH' SO-AND-SO'S
"JOEY BABY"
(7974)

TOMMY BOYCE
"ALONG CAME LINDA"
(7975)

"what's up?"

"stock up!"

RCA VICTOR
The most trusted name in sound

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what's up?

stock up!
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