Ops Flock to Chi for Dual Conventions

By PETER J. LEVINSON

HOLLYWOOD — The problems of adverse working conditions, low pay and how to prepare the Negro air personality for entry into the general broadcasting field were tackled at the sparsely attended workshop discussions during the final days of the sixth annual National Association of Radio Announcer’s convention. Only 33 of NARA’s 135 members attended the conventions.

Claus McCue, Western regional director and secretary of the Hollywood chapter of AFTRA, endorsed fair employment practices in the communications industries. The existence of such practices was whether AFTRA would endorse NARA’s specific Fair Employment Practices resolution. McCue said, “We solicit and welcome the members of NARA with open arms and we sympathize with its purposes. I would be unwilling to say that we endorse all of its policies, however.”

In a workshop discussion McCue urged NARA members to go after jobs in broadcasting because, “You’re fully qualified, not merely because you’re Negroes.” He suggested that NARA work with AFTRA to correct grievances. In small towns where disk jockies are undergoing unfair treatment, said McCue, they should get in touch with the AFTRA office in the closest major city.

Breaking up the day’s business in the Friday afternoon session was a visit to MGM to see a recording of the upcoming Elizabeth Taylor-Richard Burton film "V.I.P." A presentation of awards was made by Leon Fischer, publisher of Open Mike, with the assistance of Dick Chamberlin. Among those honored were Hal Jackson of WWRL, New York; Paul Deaver of WAKE, Atlanta; Tom Donahue and Bob Mitchell of KYA.

SORD Calls Urgent Meeting for Sept. 15

NEW YORK — The Society of Record Dealers of America has scheduled an urgent general membership meeting to take place in Washington, D.C., for Sept. 5, which will also include meetings of the SORD board, will be held at Government House. Originally planned for several weeks later, the meetings were moved up in order to permit full board and membership discussion of the Quality Stabilization Bill, now before Congress. SORD President Lou Shapiro has been summoned to testify in connection with the proposed legislation at hearings of the Harris Committee to be held in Washington, Monday (23).

The bill would have the effect of imposing Fair Trade restrictions on record prices. Many dealers have been actively pushing for the Fair Trade legislation.
Open season for Bare!

DETROIT CITY
and other hits by
BOBBY BARE

SHAME ON ME • Detroit City • Is It Wrong • Lorina • I'd Fight the World • Dear Wastebasket • All-American Boy
I Don't Believe I'll Fall in Love Today • Brooklyn Bridge • She Called Me Baby • The Gods Were Angry with Me • Book of Love

LPM/LSP-2776

EXCITING FOLLOW-UP TO BOBBY'S SMASH SINGLE "DETROIT CITY." #8183

load up!
RCA VICTOR

The most trusted name in sound
New Vee Jay Regime Broadens Horizons

CHICAGO—Reorganization of Vee Jay continued last week with the naming of Calvin Carter vice-president in charge of A&R, and Harry Vee Jay management assistant/record manager. Pipolo replaces Randy Wood, who was brought in a week ago to helm the company following a parting of the ways between Vee Jay owner/manager Vivien Bracken and then-president Bill O'Brien.

Wood also unveiled a number of activities which point to a return to the company's business and label marketing philosophy. The label plans to step up production in the folk field with albums to be released soon by Hoyt Axton on Horizon and the Big Three on FM. Axton, described by Wood as a "countrypolitan" type of artist, has a feature treatment coming in this month in Life magazine, and is known for his "Grizzly Bear" single.

Wood described the Big Three as a "Weavers-type group, with a more than 400,000-booklet having been issued for it in Los Angeles. A promotional manager, has been with the label some two and one-half years, fourteen years with Bill O'Brien, was a man named Wood.

Pipolo, the label's new West Coast representative, previously managed, has been with the label since 1969. His first assignment for Wood was to set up a sales office in Los Angeles. A former driving force, Paul Cox, was made sales manager for Kapp for Kapp and one and one-half years; before that, manager of a New York record store.

Cahn Takes on Skaff Chores

NEW YORK—Al Cahn, national sales manager for Kapp Records, is taking over the responsibilities of the post held by Phil Skaff, former vice-president in charge of sales, who resigned last month. Cahn managed the company less than a year, having moved from Cameo-Parkway where he held a similar job. Skaff had been with the company for more than two years, having come to the label from M. S. Distributing, Chicago. Speaking:

Louis Klayman Buys Into Firm

NEW YORK — Louis Klayman, the new owner of ACTON Records (New York distributing firm), has purchased a 50 per cent interest in the newly formed National Record Service Corporation. Klayman, who will participate in the management of the firm, joins forces with record veteran Abbe Lifshitz. The deal was announced last week at New York's New Deal two years ago. New Deal operates the Frank-Kate chain with singles product.

Coincidently, he started in the business 10 years ago at another New York record store, to which Dian is managed by the same Randy Wood who is now Vee Jay's president.

Singles Hit Makers Crash LP Charts Often, Fade Fast

By JACK MAHER

NEW YORK—Distributors and dealers should get moving much faster than they now do on LP's stemming from hit single action. "Get 'em quicker and be ready to jump off just as quick," seems to be the battle cry heard on the record label's distribution staff when LP's rushed out to cash in on single record hit makers have a much shorter tour on the selling end. This is therefore even more reason forLP's, with high-powered promotion and fast-selling schedules for shorter periods of time. In the same way that albums of singles, with high-powered promotion, often appear on the Contemporary charts, the LP's usually appear on the Top 15 LP's charts. This synchronized promotion approach came about because WMCA was promoting LPs from albums with a mysterious source before WINS got its hit.

Mark Ods, WINS general manager, a crusader against exclusive releases, has been able to lay down to all the companies in regard to LP's, to the competition first.

Meanwhile, back at Capitol, gombers are fearing that reports to turn down the culprit or culprits responsible to WMCA before Capitol's top promo dome even gets a week. "Keep them and no mercy once we ferret him out," stated a Capitol executive. New York.

"We're out to get assurances from the other majors that they won't play any more of our records until they are re-sold.

Meanwhile, both stations are playing "exclusive" answering, "remember, you heard it here first!" Though it is a New York illustration, it is by no means limited to one market. The impact laid on "exclusive" record releases by many radio stations across the nation give migraine headaches to the record companies, distributors and local promotion men.

On the other side of the coin, the music-record industry people engaging in the practice of favoritism are glutons for punishment. Many broadsides as well as record companies, have learned that perhaps the best thing for them to get played the music the public wants to hear. Where it's head first is actually of little consequence.

DIANE RAY COLLAPSES AT DISK SESSION

NASHVILLE—Singer Diane Ray, here for a one-week stand of cutting records, collapsed during the first day's work and was rushed to the hospital. Doctors said there is no danger and will have available for dealers a deal and streamer reading:

OFFICIAL GIFT CENTER

"Say It with Music"

"Give the gift of the season's giving"

We urge all promotion-minded dealers who want to join the Records for Gift campaign to submit their orders now by completing the gift order appearing on page 46 of the August 31 issue of Billboard. Bill Brown can get them by sending a postcard to Frank Lupineo, promotion director, Billboard, 1564 Broadway, New York, N. Y. 10036.

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**Huzzahs for Wilson, Jerry Vale**

The Midas touch of Meredith Willson is evident in the new musical "Fanny's Love," caught at Washington's National Theater (29). It is certain to give Broadway and Columbia Records a top runner during the coming season.

The show is a pure-gold combination: take the Valentine Danz's "Miracle" of 34th St., wrap it in the rollicking music and lyrics of Wilson, tie it with Stuart Ouston's tight direction, and present it with an excellently cast, and you're sure to have a jolly, crowd-winning package.

Laurence Naismith convincingly portrays Kris Kringle, the Macy's Department Store Santa Claus who goes to court to prove he's really Santa. Joan Paige is brilliantly cast as Doris Walker, the hard-shelled store exec who raises her little girl (Valerie Lee) not to believe in Santa, but finally breaks down in the glow of love and Christmas. Craig Stevens as Fred Gaily, the sentiment-stepped retired Marine officer, swings easily from the TV screen to the musical stage and turns in a creditable performance.

While the show has borrowed the George Seaton screenplay to suit present-day tastes, it has lost none of the old-show folksy feel of the original. There are "Miami, Florida" overtones in the simple, catchy melodies and stirring rhythms, assuring this vehicle widespread appeal.

While the show has no notable standout tunes, the most promising is the title number, with "My Wish" and "Look, Little Girl" coming in for a close second and third place. The show, as a whole, stands a good chance of becoming part of standard Christmas literature in the manufacturing end, and negotiations on severance arrangements are now being conducted with the union, the United Electrical Workers.

The bulk of the plant is expected to remain for at least several more years, Raine said.

In like manner, negotiations are also going on with the union on the West Coast, preparatory to closing the manufacturing facilities in the Los Angeles plant. A new plant will be opened later this year in Santa Maria, Calif., 175 miles north.

**Columbia Prepares to Close Plant**

BRIDGEPORT, Conn.—The manufacturing wing of Columbia's big established plant here, is expected to be phased out within six months.

According to Columbia's Ken Raine, about half of the current 650 employee force is involved in the manufacturing end, and negotiations on severance arrangements are now being conducted with the union, the United Electrical Workers.

**Paul Ackerman**

**Sam Chase Sets Up Novel International Disk Service**

NEW YORK—A new series for the representation of international talent, music publishers and talent has been established here, embarking several innovations including public relations, merchandising and arrangements of personal appearances.

The agency will function as a division of Sam Chase Associates, and will co-ordinate the international representation of manufacturers and publishers by negotiating agreements for representation in their behalf throughout the world. The firm will also represent international talent and its management in setting up U.S. appearances, and will perform a similar function for U.S. talent planning to go abroad.

Walter Hofer has been retained as counsel for the international operation.

In announcing the new series, Sam O. Chase, director of the firm recently upon his resignation as editor in chief of Record World, stated that "the representation of American and international companies for the placement or acquisition of copyrights and masters is, of course, an established part of our industry. However, in addition to our American artists, we feel that a knowledgeable company that will clarify that image and establish its stability with the new 80 U.S. music-record industry must be able to represent the interests of such companies both known and appreciated, hence the desireable clinicians.

The services will function from the new headquarters of Sam Chase Associates at 527 Madison Ave., New York.
FREE FOR YOUR CUSTOMERS!

SPECIAL SAMPLE RECORD WITH HIGHLIGHTS FROM THE LATEST COLUMBIA ALBUMS

This new dimension in selling puts the sales message across through powerful use of both sight and sound...tremendously inviting, totally involving, thoroughly informative!

Featuring exciting selections from these 6 new albums:

- Tony Bennett: "This Is All I Ask" CL 2056/CS 8866
- Johnny CL 2044/CS 8844
- The New Christy Minstrels: "Ramblin' Green Green" CL 2055/CS 8855
- Ray Conniff & Billy Butterfield: "Just Kidding Around" CL 2022/CS 8822
- Jerry Vale: "The Language of Love" CL 2043/CS 8843
- A Festival of Marches ML 5874/MS 6474
Capitol Names Trio of V.-P.'s

HOLLYWOOD—Capitol Records announced the appointment of three new vice-presidents last week. Named were Boyle Gilmore, Francis M. Scott I11 and Robert E. Carp. At the same time, M. S. Hardy was named treasurer of the company, according to Alan Livingston, president.

Gilmore becomes vice-president, artist and repertoire, while Scott will serve as vice-president, business affairs. In addition to the office of vice-president, Carp will continue as the firm's secretary and counsel.

Gilmore will supervise production of all pop albums and singles and will be in charge of all A&R. Staffers in Hollywood, New York and Nashville. Scott will be in charge of profit analysis, contracts and administrations, music licensing and publishing.

Committee by Shapiro when he testifies.

In advance of the SORD meeting, Shapiro urged all dealers to get in touch with their Congressmen anew in support of the bill.

On another front, Shapiro applauded the statement issued last week to Billboard by James Shapley, vice-president of Main Line Distributing in Cleveland. Shapley predicted a diminution of the importance of the rack jobber in the discount chain store scene, and voiced for full-line record dealers through better merchandising and a stouter effort.

In line with this, Shapiro said, "We hope other distributors will follow the Main Line policy and we will stress the aims of this program very much at our forthcoming meetings. We hope, in fact, to implement our own program of educating our members to proper merchandising techniques. Our business requires service, courtesy and good buying, and we will discuss all these points."

Commenting on SORD's recent efforts to break through "the barrier that has existed between manufacturers and dealers," Shapiro noted a letter of August 7, inviting manufacturers to become sustaining members of SORD. He extended the Society's thanks to Capitol Records for the interest that firm has shown in the possibility of taking out such a membership. Other majors have not yet replied, he said.

Amy-Mala in Embee Pact

NEW YORK—Amy-Mala Records last week signed an extensive production contract with Embee Productions, Inc. Artists include Del Shannon, Johnny and the Hurricanes and Don and Juan.

Embee, which is owned by Irving Mлезnitz and Harry Balk, will give Amy-Mala the go-ahead to release records by the artists when the firm's present producing contracts with other companies expire in October.

The first artists to be released under this new agreement are Kenny Chandler and the Folk Ill.

Decca Adds Hit Surfaris to List

NEW YORK—Decca Record added another top-selling act from an indie label to its stable this past week when the firm signed the Surfaris to a long-term pact.

The Surfaris, composed of Jim Fuller, Jim Pash, Ron Wilson, Pat Connelly and Bob Barryhill, have been high on the "Hot 100" with "Wipe Out, "Surfer Joe," the hit's flip side, and "I'm Blue." Both are on the Dot label.

Signing of the Surfaris again points up the open-door policy being practiced at Decca. The firm is interested in talks with any and all talent that looks as if it might have hit or catalog potential.

Recording of the California group so intimately associated with the surf craze will be carried out under the direction of Bud Dant, West Coast A&R supervisor. It also marks the second major acquisition by the company recently, the other being Rick Nelson. The group's first single on Decca is "Point of Panic" coupled with "Walkiki Run," out this week.

20th Yule LP

Continued from page 8

The Ed Sullivan Show in October, nominated in movie theaters across the country at holiday time through screen trailers and, where possible, in theater lobbies.

The album is composed of all new material with the exception of one track, and Hal Kantor wrote special material for it.
Thanks Ops,

"THIS IS ALL I ASK"

Tony

Latest Single
"This Is All I Ask"
b/w
"True Blue Lou"
Columbia 42820

Hit Album
"This Is All I Ask"
Columbia CL 2056(M) CS 8856(S)
JOIN THE JAMBOREE

GO ON A SELLING SPREE WITH NEW RCA VICTOR DYNAGROOVE ALBUMS BY THE WORLD'S GREATEST COUNTRY AND WESTERN ARTISTS

EDDY ARNOLD "Cattle Call". Everybody's favorite sings a host of his most famous melodies in sure record-selling fashion. LPM/LSP-2578.

CHET ATKINS "Teen Scene". He sold them before and he'll do it again with this package of rockin' teen dance tempos. LPM/LSP-2719.

EDDY ARNOLD "Cattle Call". A big pop piano seller. His "Oi! Man River" and other all-time favorites roll along the chart road. LPM/LSP-2701.

DON GIBSON "I Wrote a Song". Now he performs them beautifully. Prize package of originals like "I Can't Stop Loving You". LPM/LSP-2702.

HANK LOCKLIN "The Ways of Life". New hit album by a familiar chart personality. The talented Jordanaires accompany. LPM/LSP-2690.

FLOYD CRAMER "Comin' On". A big country seller. His "Oi! Man River" and other all-time favorites roll along the chart road. LPM/LSP-2704.

THE INTERNATIONAL JIM REEVES. A big name in any country entertains at home with musical tales of travel. LPM/LSP-2704.

HANK LOCKLIN "The Ways of Life". New hit album by a familiar chart personality. The talented Jordanaires accompany. LPM/LSP-2690.

JIM REEVES "The International Jim Reeves". A big name in any country entertains at home with musical tales of travel. LPM/LSP-2704.

HANK SNOW "Railroad Man". Hank is on the right country sales track with colorful carload of easy movin' train melodies. LPM/LSP-2705.

"3 COUNTRY GENTLEMEN". A new entertainment ideal! A new way to profit! Each star sings 4 newly recorded classics. LPM/LSP-2723.
BILLBOARD SPOTLIGHT PICK

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are prepared for Spotlight Picks and Popular Picks. All other albums are listed in their respective categories.

ALBUMS REVIEWED

EAGLES

The newest single by the Eagles, "Hotel California," is a haunting ballad with a folk-rock sound. The song features the harmonies of the Eagles' members, creating a unique and memorable listening experience.

THE V.I.P.s

The V.I.P.s' latest album, "The V.I.P.s," is a collection of catchy pop songs. The album features a mix of soft ballads and upbeat dance tracks, making it a great addition to any music collection.

FERRANTE & TEicher

Ferrante & Teicher's latest album features classical music arranged in a unique way. The music is perfect for relaxing and enjoying the beauty of classical compositions.

Jazz SPOTLIGHT

FULL NELSON

One of the most brilliant jazz pianists, Oliver Nelson, has released his latest album, "The Blues," which features a mix of blues and jazz styles. The album is a great example of Nelson's musical versatility.

JAZZ SPOTLIGHT

HAWK EYES

Collier Hawkins' new album, "Swingin'," is a great example of modern jazz. The album features Hawkins' unique style, which combines elements of bebop and post-bop jazz.

COUNTRY SPOTLIGHT

GRAND ole Opry

The Grand Ole Opry is known for its traditional country music. The newest set of performers includes established artists and up-and-coming talent, ensuring a diverse and exciting selection of music.

UNIVERSAL CHILDKIND SPOTLIGHT

ALICE IN WONDERLAND

Alice's Adventures in Wonderland is a classic tale that has been adapted into a musical. The cast and crew have done a great job of bringing the story to life, making it a perfect choice for audiences of all ages.

LOW PRICE CHILDKIND SPOTLIGHT

WASHINGTON, D.C.

The Washington, D.C., June 2020 album features a mix of folk, jazz, and classical music. The album is a great introduction to the diverse musical landscape of the city.

INTERNATIONAL SPOTLIGHT

ITALIAN MIA

Robertino's newest album, "Italian Mia," is a collection of Italian songs performed by top-notch vocalists. The album is a great introduction to the rich musical heritage of Italy.

SPECIAL MERIT PICKS

Special Merit Picks are albums of outstanding merit that deserve a wider audience. These albums are chosen based on their musical excellence and potential to reach a larger audience.
**SONNY AND THE STARS**

Sonny Rollins

*Prehistoric RDR 7169 (M)*

Sonny Rollins put the sides in this album in 1955-1956. He was called "Sonny" by his friends when he was a child, but it was in 1953-1954 period when he was in his early 20s and hipster. His style was evolving and becoming more modern. In his early period, playing such tunes as "Bebop," "Hard Bop," and "Free Jazz." Evidently, Rollins was a great talent, and his influence on the younger generation was significant.

**SPECIALTY SPECIAL MERIT**

**WAKE UP AMERICA**

Chuck McClure

*Caprice SCPS 435*

Here's an interesting and slightly unexpected package, which breaks the usual mold of the usual "Southern" theme with the arrival of the "Southern" theme in this "Northern" record. The album is a superbly produced collection of originals and familiar numbers, which although a source and operating basis to the soundtracks of the two pictures, you know is probably the result of some of the studio work.

**SPOKEN WORD SPECIAL MERIT**

**SIR WINSTON CHURCHILL FIRST HONORARY CITIZEN OF THE UNITED STATES**

Colpix P 5200 (M)

To the chronicles of the Churchill years and the influence of Britain, the British version of Winston were classic. Harold White has not been able to present these events in a way that is in keeping with the greatness of the man, and White is a great talent. It is the first picture we've seen to be in keeping with the greatness of the man, and White is a great talent.

**CHILDREN'S SPECIAL MERIT**

**SINBAD THE SAILOR**

Derek Marlow & the Famous Theatre Co.

with the Hollywood Studio Orchestra

United Artists UAC 11020 (M)

A good tale well told by Derek Marlow and the Famous Theatre Company. The film is an entertaining adventure in the land of Sinbad the Sailor. The music is fine, the acting is good, and the picture is well made. It is a film for all ages and is recommended for educational and student use.

**JAZZ SPECIAL MERIT**

**THE ABBOTT MEARS**

Sunny Days

*Prehistoric RDR 7169 (M)*

Here's an interesting and slightly unexpected package, which breaks the usual mold of the usual "Southern" theme with the arrival of the "Southern" theme in this "Northern" record. The album is a superbly produced collection of originals and familiar numbers, which although a source and operating basis to the soundtracks of the two pictures, you know is probably the result of some of the studio work.

**FIVE-STAR ALBUMS**

The following albums are awarded five-star ratings in their respective categories to be judged solely by our critics, whose studies are based on a complete list of albums.

**POPULAR**

**LOVE SHOUT**

Elvis Presley and His Band

*Prehistoric RDR 7169 (M)*

**JAZZ VIOICES IN VIDEO**

Dave Pell

*Liberty LRP 233 (M)*

**ANTONIO CARLOS JOBIM, THE COMPOSER OF DRADANOLO, PLEASE**

Voice of Brazil

*Prehistoric RDR 7169 (M)*

**THE WONDERFUL "O"**

Original Cast

*Columbia CP 4600 (M)*

**JAZZ**

*LPL/V GROOVEMAKER . . . BASIE*

Count Basie. *Verte V 8549 (M); V 8545 (M)*

**FOR BABY**

Various Artists. *Swingville SY 2166 (M)*

**THE BROADWAY SCENE**

Various Artists. *Mondo/Melody M 35 (M)*

**THE MUSIC OF RICHARD RODGERS**

Various Artists. *Melody M 35 (M)*

**SABINA PARA XIS**

Late Shipette/ Bob Broxsoner. *Verte V 8545 (M)*

**INTERNATIONAL**

**DALLAS DELLAS, DANCE**

Guy Valdi & His Band. *United Artists UAC 2100 (M)*

**SHAKESPEARESONNETS (3rd)**

John Gielgud. *London Recording Society MSR 270 (M)*

**CHILDREN'S**

**FOLK SONGS FOR CHILDREN**

Various Artists. *Premier Rec. INT 1317 (M)*

**HOW FEAR CAME**

Boris Karloff. *Columbia TC 1198 (M)*

**TOO MANY OF THE ELEPHANTS**

Boris Karloff. *Columbia TC 1175 (M)*

**LOW PRICE POPULAR**

**THE PIANO WIZARDRY OF JAN AUGUST**

Mercury Wing SW 16254 (S)

**LOW PRICE CLASSICAL**

**RAYVEL: RAPPODIE ESPIAGNOW/ IRENE ENAS**

Minneapolis Symphony Orchestra (Dona). *Mercury Wing SWW 10921 (S)*

**DEREKSON: NOCTURNES FOR ORCHESTRA/RAVIEL PAYNNE FOR A MARVELLEUX**

Minneapolis Symphony Orchestra (Dona). *Mercury Wing SWW 10921 (S)*

**TCHAIKOVSKY: FAIRY TALE HAL-LET-GENREWS/BRITTEN: YOUNG PERSONS GUIDE TO THE ORCHE-TRA**

Minneapolis Symphony Orchestra (Dona). *Mercury Wing SWW 10921 (S)*

**ROBUrts SYMPHONY NO. 3/EE-LE-TOYEN: EORNE/L'ETRUSSIAN OVERTURE**

Minneapolis Symphony Orchestra (Dona). *Mercury Wing SWW 10921 (S)*

**LOW PRICE CHILDREN'S**

**ALADDIN**

Dennis Brain & the Famous Theatre Company. *United Artists UAC 11853 (M)*

**THE PILGRIM'S PROPEST (PRESIDENT)**

*Worldvision Worldvision*
Among the WORLD'S TOP MONEY MAKERS for the NATION'S JUKE BOX OPERATORS in BILLBOARD'S ANNUAL MUSIC MACHINE SURVEY.

CURRENT HIT ALBUMS

GREATEST AMERICAN WALTZES
CONNIE FRANCIS

E 4145 Mono SR 4145 Stereo

DRAWDIN' MY SORROWS

CONNIE FRANCIS

E 4161 Mono SR 4161 Stereo

CURRENT HIT SINGLE

DROWNIN' MY SORROWS

Personal Management: GEORGE SCHECK
161 W. 54th Street, New York, N. Y. 6767

MGM RECORDS

www.americanradiohistory.com
SRO AT CARNEGIE
No Names at Hoot, Just Lots of Folk

That hoot's the thing was proved again last week when 10,000 fans, making an overflow crowd to New York's Carnegie Hall, were billed merely as "Hootenanny, '63," with no mention made in advertising of the folk singers' identities.

The show, produced by Hal Zeiger, Los Angeles producer-promoter, drew 24,060 people to Carnegie during its Friday (23) performance, and the same number for the Saturday night room show. Tickets were sold on a first-come-first-served basis at $2.50.

The only indication of what the singers were singing was given on a black-and-white sign that was held up above the stage.

"Both the Friday night audience was unusually well-behaved and showed its enthusiastic approval of each act, whether or not it deserved the reception. The crowd ap-
nounced to be mostly in the late 'banjo and early 20's bracket."

The bill had a "new faces" flavor, introducing talent which, for the most part, was getting its first at this level. Standouts among the performers included a folk flavor theme with a rich, bass-baritone voice, who impressed at a talent show that was matched by his professional stage presence. Vocalist David Troy, particularly well-received for his version of "Promised Land," songstress Tracy Newman, billed as a former member of the New Christy Minstrels.

One of the most appealing of those aboard was Phil Capo-ni, who appeared in the final set. He combined good looks with drama song projection with humor, and brought the house down with his offering of "Street Fight." Zinger had enjoyed success with his "Hootenanny" package on the West Coast before invading New York. He managed to balance two groups appearing under the same banner simultaneously on the same stage playing in the Midwest, and the second in this area. He says both the same companies have been pulling top crowds.

LEE ZHTO

TALENT TOPICS

NEW YORK

Bobby Rydell is sharing the stage this week with Jimmy Durante at the California State Fair and Shayne Bobby has worked with Durante (whom he imitates in his night act) after that engagement, Rydell returns to Philadelphia for his first vacation in two years.

Verve Records is rushing release of "The Theme of the 1964 World's Fair," a 12-inch disc recorded by Swingadelic, Smith, the film, starring Joan Baez and Alain Delon, will be released by CBS in mid-September.

Janice Harper has been signed to record for RCA Victor under the banner of Hugo and Luigi. First release is scheduled sometime after Labor Day.

Page Cavanaugh has gathered all the facts he will know as the Page 7. They have been signed by RCA Victor and their first album for the label will be entitled "The Theme of the 1964 World's Fair," a 12-inch disc recorded by Swingadelic, Smith, the film, starring Joan Baez and Alain Delon, will be released by CBS in mid-September.

The Crystals are now under the personal management of Sonny Bono and Shayne Bobby has worked with Durante (whom he imitates in his night act) after that engagement, Rydell returns to Philadelphia for his first vacation in two years.

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Jan & Dean have another smash hit faster than you can say L-i-b-e-r-t-y

JAN & DEAN
HONOLULU LULU

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MARVIN GAYE
Current Hit Single
"You Lost The Sweetest Boy"
Gordy 7022
Latest Album
"Marvin Gaye Live On Stage"
Tamla 242

MARY WELLS
"Come And Get These Memories"
Gordy 902
Latest Album
"Mary Wells Live On Stage"
Motown 611

MARTHA & THE VANDELLAS
"Heat Wave"
Gordy 7022
Latest Album
"Come And Get These Memories"
Gordy 902

THE MARVELLETTES
Climbing the Charts
"My Daddy Knows Best"
Tamla 54082
Latest Album
"Marvellettes Live On Stage"
Tamla 242
LITTLE
STEVIE WONDER

Watch for New Single Release
Latest Album
"Little Stevie Wonder The 12 Year Old Genius"
Tamla 240

THE MIRACLES

Smash Hit Single
"Mickey's Monkey"
Tamla 54083
Latest Album
"Miracles Live On Stage"
Tamla 241

www.americanradiohistory.com
Jim Denny Dead at 52; 'Grand Ole Opry' Figure

Continued from page 1

"Through this association he became the major talent source for country and western entertainers in America. Denny left WSM and the Opry in 1956, opening his own booking agency and long publishing company. Since that time he has served as agent for some of the top stars in the business, and his publishing company was responsible for scores of award winning songs. Last year his batting of exclusive songwriters wrote more than 300 new country and western songs.

He was a member of Brentwood Methodist Church, a 32d degree Mason, a Shriner and a charter member of the Country Music Association.

He was married four years ago to Dollee Deearman, who survives. It was their second marriage.

Other survivors include his mother, Mrs. Arch Parker, of Centerville, Tenn., two sons, James Wesley and John Everett Denny, both instrumentalists in operation of Cedarwood, a daughter, Linda Gayle Denny; three grandchildren, James Rae Denny H., Kevin Scott Denny, and Steven Kurt Denny, all of Nashville; and two brothers, Walter and Bailey Denny.

Red Foley Back in Nashville; May Do TV Program

NASHVILLE — Red Foley has come back to Music City. The move had been discussed for several months, but did not become final until two weeks ago. Earlier in the year it was rumored in Nashville that Foley would return here to do a network TV show.

At that time he said he would like to return, but that the decision would depend on his wife's agreement to the switch from the West Coast.

Recently, Red Foley said that the network TV idea was "just a rumor."

Foley began his career with the Chicago network show.

COUNTRY MUSIC CORNER

By BILL SACHS


Bob Richards, staff writer for Apex Music, Corporation, San Jose, Calif., has a pair of tunes, "Broken Hearts" and "My Shattered Nerves," coming up for release this week on Vassys Records, division of Linda Records, Inc.,... Kitty Wells and Johnoho Wright travel the Pacific Northwest and Western Canada September 5 through the 15th. George Hamilton IV is routed for Greensboro, N.C., September 6; Charlotte, N.C., 7; Ottawa, Oct., 14; Miami, 13, and Jackson ville, Fla., 14.

Johnny (Kix) Carson is in T. E. Schwartz Memorial Sanitarium, 915 Margaret Place, Shreveport, La., suffering from injuries sustained recently in an auto accident. Carson and his band were en route to Alexandria, La., when a tire blew out on their station wagon, forcing the car to hit a curbing and throwing Carson onto the road. Following a one-day stand at Billings, Mont., September 3, Ferril Flaky embarks on a Canadian trek that takes him to Winnipeg, Man., September 5; Brandon, Man., September 6; Saskatoon, Sask., September 7; Swift Current, Sask., September 9; Medicine Hat, Alta., September 10; Edmonton, Alta., September 11; Calgary, Alta., September 12; Red Deer, Alta., September 13, and Lethbridge, Alta., 14.

Doby Drusky displays his talents at Miami September 13, and Atlanta, September 14.

Minnie's Mother Dies in Tenn.

CENTREVILLE, Tenn. — Mrs. Fannie Tate House Colley, 88, the mother of "Grand Ole Opry" star Minnie Pearl, died last Monday in Centerville Hospital of a heart ailment. Mrs. Colley, an accomplished organist, was a member of the Methodist church.

She was married to the late Thomas K. Colley. The Colley family is currently in the Washington area but is expected back in Nashville within a week or so.

&quo
Current Album
#41 Billboard Hot 100 LP's
GENE PITNEY SINGS WORLD WIDE WINNERS
MM 2005—MS 3005

Current Single
TRUE LOVE NEVER RUNS SMOOTH
MU 1032

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FRONT SIDE or REVERSE...
you get two great hits on
this one smash release from
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DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
NEW RELEASES from CHESS

"Michael" by Steve Alaimo

"Count Your Blessings" by Little Hook and The Kings

"Strange Feeling" by Billy Stewart

"My Heart Belongs to Only You" by The Standards

"Organ Shout" by Dave "Baby" Cortez

MUSIC AS WRITTEN

CINCINNATI

Reg Kuchar, formerly head man for Capitol Records here and now a regional chief for the label out of Pittsburgh, in town last week for a meeting with local Capitol nabobs, Bill Dawson and John Joney, during Darwin's stay here, reg reportedly engaged a promotion with Big Bill Causey of WCIN and the Treer-Comet Gasoline people here on the "Shut Down" album. WLW listeners were asked to be identify the various recording groups appearing in the album, the winner to be awarded 100 gallons of gas, Tom Moore, former-ly with Decca Records here and more recently a free-lance platter promoter in the Midwest area, is now in the production department of King Records here.

The George Wein-produced Jazz Festival and Carthage Fairgrounds Friday through Sunday day was netted raves from the local press and the ticket buyers, but indelent weather on the last day dampened the business. First two days ran late of last year's attendance with crowds of 7,500 and 6,000 re-
spectively, but rain Sunday hurt the turn out with over-all attendance for the three days hitting around 16,000. This was virtual-ly on par with last year's attendance, but the gross hit just around the break-even mark. A special honoree, honey performance Sunday afternoon laid an egg due to bad weather and a snare, the dres-sing program. Wein expressed himself as highly satisfied with the over all returns and says it is certain to become an annual event here. BILL SACHS

BAGDASARIAN SIGNS PACT

HOLLYWOOD — Ross Bagdasarian, creator of the Chipmunk characters, has signed a long-term renewal pact with Liberty Records. The label will continue to exclusively release all new Chipmunk waxings as well as the entire back catalog, according to Al Bennett, Liberty prexy.

Bagdasarian will be featured as an artist under his own name (in addition to recording Alvin, Theodore, and Simon), The original "Chipmunk Song," which debuted five years ago, sold over four million copies. More than 17 million Chipmunk disks have been sold to date. The Chipmunks have launched an empire which now produces everything from glasses to children's bubble bath and wall paper. In October, 1961, the nary Bagdasarian characters premiered on the CBS-TV act as stars of "The Alvin Show" which is now in its third season.

"ELLTA FITZGERALD watches as Joe Money illustrates a few of his unique chord changes at recording date.

HOT R&B SINGLES

Billboard Special Survey for Week Ending 9/7/63

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<td>&quot;THE KIND OF BOY YOU CAN'T FORGET&quot;</td>
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<td>&quot;IT'S A MEAN OLD WORLD&quot;</td>
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<td>&quot;I'M TIRED&quot;</td>
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<td>&quot;I'M LOSING YOU&quot;</td>
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SunbrQck Signs Liston for Tours

ORLANDO, Fla. — Larry Sunbrock, head of Paramount Promotions, Inc., with headquar-ters here, announces that he has signed heavyweight champ Sonny Liston to head up a bootleg-jamboree slated to bow September 28 at the Civic Cen- ter, Pittsburgh, with dates to be play the cities mentioned above and to follow at Cincinnati Gardens, October 4; Cleveland, October 5, and Denver, October 6.

Appearing with Liston in Pittsburgh, Cleveland and De-troit will be former middleweight champ Frick, with a number of other acts, according to Sunbrock. Set to appear with the champ in Cincinnati are Brown and Burke plus the Devils, the Esquires, Steve Alaimo, Theola Kilgore, the Olympics, and Little Eva.

Jacobs Upped at UA

NEW YORK — Jay Jacobs has been named to the post of national director of sales merchandising and promotion at United Artists Records, Jacobs, formerly direc-tor of sales merchandising, replaces Buddy Friedlander, who left UA to go into personal management. Jacobs spent last week at the NARAS convention in Hollywood hosting a UA luncheon at the affair.
TOPS ON THE BOXES!!!

BRENDA LEE

VOTED AMONG TOP 10 JUKE BOX MONEY MAKERS
BY MUSIC OPERATORS OF AMERICA

WATCH FOR BRENDA'S NEW SINGLE!

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EXCLUSIVELY ON:
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MUCH ADO ABOUT CASSIUS!

The Bard of Boxing makes his record debut in an album that's an odds-on favorite for success.

I AM THE GREATEST!

CASSIUS CLAY

COLUMBIA RECORDS
TOP COIN GOES WITH THE COMPANY
THAT GETS THE BIGGEST PLAY
COLUMBIA RECORDS

Columbia Records salutes the MOA with special
coperator-oriented product...

*16 new Hall of Fame series releases, including:

Wonderful! Wonderful!/
The Twelfth of Never
4-33048
JOHNNY MATHIS

'S Wonderful/
Say It With Music
4-33033
RAY CONNIFF

Heartaches by the Number/
Release Me
4-33044
RAY PRICE

One for My Baby/
Rags to Riches
4-33035
TONY BENNETT

*Columbia’s current hit singles,
hottest in the industry, including:

I Want to Stay Here
4-42815
STEVE & EYDIE

Donna the Prima Donna
4-42852
DION DIMUCI

Green, Green
4-42805
NEW CHRISTY MINSTRELS

Ring of Fire
4-42788
JOHNNY CASH
Juilliard Quartet Plays Unique Role

VERSATILITY WINS IT HIGH HONORS

By BARRY KITTELSON

NEW YORK—The Juilliard String Quartet has a unique position in the world of chamber music. In its schedule contains more than 135 works, ranging from Haydn to Webern, it is the group's affinity for contemporary compositions that places it in the position of being one of America's most versatile chamber ensembles.

Founded in 1943 by William Schuman, president of Juilliard School of Music, in order to provide a graduate string quartet-in-residence, the group has gained respect on an international level. The members, Robert Mann and Isolda Cohen, violins; Claude Adam, viola; and Raphael Hillyer, violin, are among the leading exponents of Juilliard and conduct classes in ensemble playing, participate in educational and studio workshops and also give individual instruction.

The Quartet's members say they chose this way of conducting their life because of the most stimulating and rewarding way they could find. While working with students they are able to see their own art in a different context. So high that a perpetual touring routine could afford. The group says an artist who is committed to a main status, but must always be enriched by new ideas and new experiences.

"Play Like Angels"

In 1955, the Juilliard String Quartet made its first trip to Europe, playing 76 concerts and recording 67 tapes, for a total of 12,000,000,000. In 1958, the group was invited to perform at the Bayreuth Festival, and in the summer of 1959, they played at the 24 different music festivals in Europe. One of Edinburgh's leading critics wrote, "They played Dealers See Heavy Sales In Fall Term

NEW YORK — As the fall product hits the market, dealers in stores carrying a heavy stock of chamber records anticipate a good sales period and generally express optimism about the quality of the new releases.

In the packaged sets, the biggest volume of new, 10" records' will be the new "Tosca" on RCA Victor, which features the popular Leontyne Price. Directly on the heels of this set is London's new 10" record of "Porgy and Bess," by Sutherland and Amato. London does it again with the new 10" Record of Benjamin Britten, which continues to sell heavily due to television exposure on "Other Music." Other sets reported to have strong sales action are the new "Barber: Serenade for Violin and Orchestra," which has received Sofia Rehman of Vladimir Horowitz and "The New Orleans Symphony," with several symphonies of Beethoven, and still enjoying better than ever was the new "Hans Christian Andersen," by "Journey into Bat- tany" and London's "Command Performance." Sales of all-antique classical albums are generally more spread, through the use of popular single

Leontyne 'Aida' Opens S. F. Year

SAN FRANCISCO — When the San Francisco Opera opens here on Friday (13) it will open the season in its 41-year history.

With the series of "Aida" through October 24, Opera will have 14 performances of "Aida," with Elena Price and Regina Resnik, and the first San Francisco production of "Fidelio." New productions will be offered of the "Barber of Seville" with Mimi Greaves, "Carmen" with a new, more sophisticated interpretation, "Queen of Spades" with Dorothy Kirsten, Regina Resnik and James McCracken, performed in English, and "Falstaff." The Southern California season will be held at the Shrine Auditorium, Los Angeles and the Fox Theater in San Diego.

Coming on this page in later issues

Next week

September 21

Sacred and Profane

September 28

The New York Philharmonic is presently on a four-week transcontinental tour. They will appear in Denver, Milwaukee, Chicago, Ann Arbor, Detroit, Cleveland, Cincinnati, Baltimore, Philadelphia, Reading, Baltimore, Washington, D.C., and New York to open the new season September 30. Several soloists will appear with them, including Andre Watts, Anna Moffo, Phyllis Curtin, Regina Resnik, Judith Raskin, Heifetz and Patankar. The tour will be conducted by Leonard Bernstein except for individual appearances which will be conducted by Seiji Ozawa, newly appointed assistant conductor of the Ravinia Festival in Chicago, and former assistant conductor of the New York Philharmonic."
A GREAT NEW ANGEL PROGRAM FOR DEALERS
"BUY 3—GET 1 FREE" ON

Great Sopranos
of Our Time

including
97 ANGEL ALBUMS
featuring these outstanding artists
and spearheading with an exciting new Angel album
carrying the same title
GREAT SOPRANOS OF OUR TIME
(S) FS.36135

Right! A great new sure-fire disk that's bound to sell actively to every type of record collector! But extra-special though it is in itself, it's also the spearhead of a wonderful new Angel promotion.

We've assembled for you 97 Angel albums of performances of these GREAT SOPRANOS OF OUR TIMES...all on the Angel label...an illustrious sorority of magnificent voices. Operas—arias—lieder! A colorful array of albums to display under one banner...the theme "Great Sopranos of Our Time" in windows, in browsers and in your advertising!

What's more, Angel is establishing a special promotional deal on these 97 albums: you receive one album free with every three purchased! Full-page ads in national magazines will tell music lovers everywhere of this great-soprano promotion and the savings offered by participating dealers. What an opportunity for creating new excitement at your cash register!

EXCITING FREE MERCHANDISING AIDS AVAILABLE NOW!

Your Angel representative can tell you more about these realistic, sales-producing aids we have devised to help you kick-off this promotion with real fanfare:

• GIANT 4-PANEL ARTIST-PHOTO DISPLAY
• EASELED COVERS • CONSUMER FOLDERS
• STREAMERS • BROWSER DIVIDER CARDS

Here are just a few of the 97 Angel Albums in the "GREAT SOPRANOS OF OUR TIME" program

B/L 3508 Puccini's Tosca...Callas
(S) D/L 3563 Strauss, Der Rosenkavalier...Schwarzkopf
(S) C/L 3593 Puccini, La Fanciulla Del West...Nilsson
(S) C/L 3604 Puccini, Madama Butterfly...de los Angeles
(S) C/L 3605 Mozart, Don Giovanni, Schwarzkopf/Sutherland
(S) C/L 3613 Bizet, Carmen...de los Angeles
(S) C/L 3630 Lehár, The Merry Widow...Schwarzkopf
(S) FS 35585 Wagner, Flying Dutchman,
Walther Excerpts...Nilsson
(S) FS 35696 Schwarzkopf Sings Operetta
(S) FS 35719 Birgit Nilsson sings Beethoven, Weber, Mozart
(S) FS 35764 Callas Mad Scenes
(S) FS 35832 The Voice of Wagner...Crespin
(S) FS 35882 Maria Callas Sings Great Arias from French Opera
(S) FS 35937 Cantos de Espana...de los Angeles
(S) FS 35971 The Fabulous Victoria de los Angeles

www.americanradiohistory.com
Thank You, Ops: (Danke Schöen)

Hit Single
"DANKE SCHÖEN"
Capitol 4989
(Watch for New Single Release)
Recording Exclusively for:
T. M. Music, Inc.
1619 Broadway, New York

Personal Management
Tommy Amato
1504 Eastern Ave.
Las Vegas, Nevada

Released Thru:
Capitol Records

Recent Album
WAYNE NEWTON
DANKE SCHÖEN

www.americanradiohistory.com
Painted, Tainted Rose

These Capitol artists will appear and perform their current hits at the M.O.A. Convention.
The Morrison Hotel, Chicago, Ill., Sept. 4th, 5th, and 6th

Roy Clark
Tips of My Fingers

www.americanradiohistory.com
**SPECIAL REPORT**

**TONY and the VELVETS**

**SUNDAY**

**9606 ZOOM**

---

**LOS MARCELLOS FERIAL**

**CUANDO CALIENTA EL SOL**

**10713**

---

**TREMBLINSZ IVY**

**BILLY FURY**

**WHEN WILL YOU SAY I LOVE YOU**

**9615**

---

**CATHERINA VALENTE**

**HAWSIAN MELODY**

**10033**

---

**BREAKOUT SINGLES**

**☆ NATIONAL BREAKOUTS**

**BUSTED**

Ray Charles, ABC-Paramount 10481

**TALK BACK TREMBLIN’ LIPS**

Ernest Ashworth, Mercury 1241 (Ancof-Rose, BMI)

**☆ REGIONAL BREAKOUTS**

**BLUE SUMMER**

Bicycle, Chancellors 1140 (Contour, BMI) (Baltimore, Washington)

---

**SINGLES REVIEW POLICY**

Every single sent to Billboard for review is based on Billboard's Review Panel, and its sale potential is evaluated on a category of music. Full reviews are presented to Billboard's Special Sales Firms. All other singles are listed in their respective categories.

---

**SPOTLIGHT WINNERS OF THE WEEK**

Pop single spotlight is those singles with sufficient sales potential. In the edition of Billboard's Review Panel, to achieve a listing, it is required that the single hit 50 Billboard's Hot 100 chart. Spotlights are selected to achieve a listing on the Country Music or R&B charts. Spotlights win for the following categories are selected on the basis of their potential to become top sellers in their respective areas.

---

**SPOTLIGHT**

**THE ARDELLS**

Eefananny (Lowen, BMI) (3:05-3:06)

**MONKEY DO**

(McCormic, ASCAP) (2:15) (Paramount 411

**FATS DOMINO**

“Red Sails in the Sunset” (Sheppard-Greene, BMI) (2:30-2:32)

**THE SURFARIS**

“The Bitter End” (Spiral, ASCAP) (2:45-2:46)

**THE BOUNCERS**

“Let’s Have a Party” (Spiral, ASCAP) (2:45-2:46)

---

**REGGIE BOYD**

**DRUMMER MAN**

(Schon, BMI) (7:47)

---

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---

**REGGIE BOYD**

**DRUMMER MAN**

(Schon, BMI) (7:47)
THE HIT HAPPY
AMERICAN LONDON GROUP

BILLY BLACK'S COMBO
MONKEY-SHINE
HI-2088

MARCIE BLANE
YOU GAVE MY NUMBER TO BILLY
SEVILLE - 128

THE RAN-DELLS
MARTIAN HOP
CHAIRMAN - 4403

Top 10 in Houston & New Orleans
Len Snider EVERYONE KNOWS
ALL BOY - 8507

Breaking Pro-
JOE TEX
SOMEONE TO TAKE YOUR PLACE
DIAL - 3013

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<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>1</td>
<td>4 W</td>
<td>Ray Charles</td>
<td>ABC: 12345</td>
</tr>
<tr>
<td>2</td>
<td>10 MY BOYFRIEND'S BACK</td>
<td>Brook Benton</td>
<td>ABC: 6789</td>
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<tr>
<td>3</td>
<td>100 W</td>
<td>Duane Eddy</td>
<td>ABC: 0123</td>
</tr>
<tr>
<td>4</td>
<td>1020 W</td>
<td>Little Anthony &amp; The Imperials</td>
<td>ABC: 4567</td>
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<tr>
<td>5</td>
<td>10200 W</td>
<td>The Platters</td>
<td>ABC: 7890</td>
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<td>102000 W</td>
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<td>7</td>
<td>1020000 W</td>
<td>The Platters</td>
<td>ABC: 5678</td>
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<td>8</td>
<td>10200000 W</td>
<td>The Platters</td>
<td>ABC: 9012</td>
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<tr>
<td>9</td>
<td>102000000 W</td>
<td>The Platters</td>
<td>ABC: 2345</td>
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<tr>
<td>10</td>
<td>1020000000 W</td>
<td>The Platters</td>
<td>ABC: 6789</td>
</tr>
</tbody>
</table>

**Billboard Hot 100**

*STAR performer—Sides registering greatest proportionate upward progress this week.*

**BUBBLING UNDER THE HOT 100**

**HOT 100—A TO Z**

*Publisher-license*
Dot RECORDS proudly presents

5 SMASH SINGLE HITS!

STEVE ALLEN
CUANDO CALIENTA EL SOL
#16507

THE SURF BUNNIES
OUR SURFER BOYS
#16523

JIMMY GILMER & THE FIREBALLS
SUGAR SHACK
#16487

THE SURFARIS
SURFER JOE
WIPE OUT
#16479

BILLY VAUGHN
I'M SORRY
B/W
RAG MOP
#16522

BEST SELLING SINGLES

16488 BREAKWATER/SCARLETT O'HARA . Lawrence Welk
16521 IT'S A GAS / TOOTNANNY . The Rumblers
16502 DANCE EVERYBODY, DANCE . The Dartells
16509 PRETTY GIRLS EVERYWHERE / BABY, BABY . Arthur Alexander
16513 FINK . The Buttondowns

BEST SELLING ALBUMS

3535 WIPE OUT . The Surfaris
3528 SCARLETT O'HARA . Lawrence Welk
3538 MORE . Steve Allen
3525 HONEYCOMB . Jimmie Rodgers
3523 SUKIYAKI . Billy Vaughn
3516 PIPELINE . The Chantays
3515 GRAVY WALTZ . Steve Allen
3522 HOT PASTRAMI . The Dartells
3510 1963's EARLY HITS . Lawrence Welk
3534 TIE ME KANGAROO DOWN SPORT . Pat Boone
3497 1962'S GREATEST HITS . Billy Vaughn
3536 POLKAS . Myron Floren

THE NATION'S BEST SELLING RECORDS
Hello Brudduh... they're calling us the hottest act in show business!

...and now we've got a hot single, Dickie!

The New Sides of The Smothers Brothers

"Jenny Brown"
THE FUN SIDE

"You Go This Away"
THE FOLK SIDE

...and remember, the Smothers Brothers' 3 Albums are smash hits, too.

America's First Family of Fine Recordings
Roland Rennie Switches Hats, Goes From Firm's Best Buyer to Its Head

By DON WEDGE

LONDON—The best way to sell is to know the market. This dictum has been followed to the letter by Roland Rennie, former New York-based music manager who has just appointed as its president for its 33-year-old overseas branch, the Transglobal Music Corporation, which is the new largest buyer of London.

As manager of the licensed repertoire branch at EMI Records, Ltd., Rennie was responsible for the transnational repertoire at the biggest label in the world. At the same time, he also handled the management of all of the labels involved in the creation of this new independent label.

For the past four years, Rennie has been the right hand in important record production matters in a right-hand kind of way. HisErnesto Lista, managing director of EMI Records, has now moved to a new position, and for a time, he was a member of the Hayes department of sales and marketing offices.

Rennie’s decision to leave EMI was not based on the tough negotiations for both deals. Rennie was one of the team responsible for the contract that was signed with EMI’s Stateside label, the EMI’s label in the world market, and the other offices in all other countries that the cane and black label company, EMI Records, Ltd., is responsible for.

Rennie, himself, has had a tough issue on his business dealings. He wants a contract that each record is individually costed and expected to make a profit. "Risks in buying a master degree of acceptance. In Rennie’s big deal at EMI, 20th Century-Fox, set to appear on the big label with the Stateside label.

Apart from military service, Rennie has also taken other employment. When he joined EMI in 1950, he was named regional manager and was appointed the new head of the San Francisco office. EMI Records, Ltd., was named a $10 million company, but then he moved on to be the head of the new independent label.

Rennie has recently been serving for greater international experience. The company has made the Top 10 in one or other of the major label countries. He is a disk is good enough to reach that position in America, Britain, Germany, Japan or Spain, it deserves serious promotion in each of the other countries, particularly when any possible language problem can be overcome. He has been particularly disappointed with the lack of success of Cliff Richard in the American market.

Part of Rennie’s duties will be to place product for Transglobal’s Latin-American client with U.S. outlets and deal directly to distributors in five countries on a comprehensive scale.

British

Home Disks Up: Exports Go Down

By CHRIS HUTCHINS

New Musical Express

Record sales here continue to rise healthily although exports were down by 11 per cent for the first half of this year. Latest figures published by the Board of Trade show that sales were up by 12 and 13 per cent by December and January. (Wood) Phillips has reported that sales were up by 13 per cent in January and February, and reports that the same number of records pressed were up by 9 per cent in the first half of the year. The Board of Trade has revealed that the total number of records pressed was up by 12 per cent and 13 per cent in the first half of the year.

(Continued on page 35)
MR. DEALER! VANGUARD SPECIAL DEAL
SEPTEMBER 1st to SEPTEMBER 30th

10% DISCOUNT
entire catalog included

JOAN BAEZ
WEAVERS
DEMONSTRATION RECORDS
ODETTA
GERMAN UNIVERSITY SONGS
ALL BACH GUILD
ALL VANGUARD CLASSICAL
ALL FOLK MUSIC
IAN AND SYLVIA
ROOFTOP SINGERS

For qualified dealers only

VANGUARD RECORDS

See your Vanguard distributor for full details
Clancys, Makem
Topping Presley

BY KEN STEWART
Irish Times, Ltd., Dublin

Folk singing is enjoying a major comeback. Dublin, by the Clancy Brothers and Tommy Makem are outshining one another in the Presley—resulting in a most unusual situation.

Dobbin's Graffon Cinema is the city's latest venue for successful records. Midsummer shows are staged weekly by a group of young artists who began their first gig, April a decision at the Royal Hibernian Hotel. They will perform at the Savoy on Tuesday, July 28. Temporary contracts to bring a host of new artists to the city. Tommy Justice arrived for a tour and appeared on Televiser's Eireann's "Showband Show!"

Only a few days after its release, the Royal Showband's "Kiss Me Quick," had sold sufficient copies to gain a chart position for the week.

The Jockey Club's "Fifty Shades of Green" is causing a stir, possibly because it is the first British band to "Cash In" for an encore tour.

One of the handful of groups founded by the late Jock Galloway, The Jockey Club, have begun a West German tour and are well established in both France and the United States.

The latter group, after a successful season in the United States, is currently touring Europe. "I Like It," the latest release from "Kiss Me Quick," is always well received and is a hit in Europe.

Topic Records, a British company specializing in traditional music, issued a batch of new releases through its distributors in Ireland, ten or twelve weeks ago, and they are currently doing well in those countries.

In Italy, you get results when you advertise in...

MUSICA E DISCHI

The “Festival of Light Music” is being held in Munich from October 23-25. There will be more than 20 international radio networks and they will send guest singers and orchestras to Munich.

The radio stations of Belgium, Denmark, Finland, France, Great Britain, Italy, Yugoslavia, the Netherlands, Austria, Sweden and many other countries, will be represented.

Mr. Schubert has had many meetings with Nippon Yomiuri, a Japanese newspaper, and many other newspapers and magazines in Japan. The Japanese are very interested in the Festival of Light Music and they will send a delegation to Munich.

In addition to the above, there are many other international contacts. The Festival of Light Music is a great success and it is expected to bring many new listeners to classical music.
DECCA'S LATEST!
RICK'S GREATEST!
FOOLS RUSH IN
C/w
DOWN HOME
31533
International News

teen-age star Jimmy Justice visited Munich to record his first German numbers, "Die Kuckucksuhr vom Schwarzwald" and "Lindy Lou" by Rolf Hempel and Udo Jurgens for the Vogue label. The producer is Hans R. Beckerlin. Esther and Abraham Ofarim, singers from Israel, arrived in Munich to guest star in German TV programs. Greek singer Jimmy Makalis left Ariola to join the Vogue label. His new producer will be Hans R. Beckerlin. Former Deutsche Grammophon producer Hans Ritter started his new job as partner of producer Fritz Gams at Ariola-Sonopress. Dieter Heck has been signed by music publisher Ralf Arne. French hit "Un Ange Est Venu" was sung by Brenda Lee in the States under the title of "Losing You." The instrumental version for Germany has the title "Sterren Sensate." Now French singer Dalida recorded the German version "Grau War Der Ozean" for the Ariola label with German lyrics by Ernst Bader. The publisher is Meisel.

HOLLAND

Hoes Ties Up Decca Deal
By SKIP VOOGD
Job. Camphuyzen, B.H.
The Hague

Johnny Hoes, composer, lyric writer, singer and owner of one of the most important publishing houses, Heavenly Music, and J. Pilgrim's, director of Decca Belgium and Decca Holland, have clinched their deal in which his own independent trade mark Telstar Records will be exclusively distributed by Pilgrims in Holland, Belgium and Luxembourg. The record company is being launched under the new label, De Zangeres Zen-Nation, and will be run by Hubert Meuten, Harry Bordon and Johnny himself.

BEACH BOYS

Current Double Sided Hit
on the way to the TOP of the Charts!
"SURFER GIRL"
B/W
"LITTLE DEUCE COUPE"

THE

HONG KONG

Raze Pirate Disk Booty
By CARL MYATT
27 A Etoile Court (2nd Fl.) Garden Road

HONG KONG—HK $530,000 worth of pirated records, seized here during the past two weeks, will be destroyed as a result of a court order. The 10,000 records, mostly LPs containing popular American and Chinese music as well as Lingaphone English lessons, were manufactured in Taiwan.

In the recent seizure, thousands of these disks were declared at the customs as vegetables when they arrived aboard a vessel from Taiwan. The records were placed at the bottom of baskets and topped with kerosene tins and vegetables.

One of the problems confronting the local authorities is that Hong Kong does not normally communicate with the Taiwan Government. Said one Senior Police officer: "If the pirated records were not from Taiwan, we would have no problems stopping sales here." Police estimate that hundreds of people are now selling pirated records in Hong Kong. For the next three months dealing in these disks range from $50 for the purchase of one record up to a maximum of $1,000 on a first conviction. On a second or subsequent conviction, a seller could be fined a maximum of $1,000 or three months imprisonment.

These fines or penalties do not appear to be bothering the man in this illegal trade. What hurts is the actual confiscation of the records. On this they lose a lot of money.

Sammy Davis Jr. is to give two performances at the City Hall here on September 20. Davis' visit is being sponsored by the Diamond Music Company in association with Pacific Productions.
Why take slow for an answer?

Capitol Custom takes the shortest possible time—while giving the highest possible quality—between lacquer mastering and finished product.
You never take slow for an answer.
Capitol has studios in Hollywood and New York City.
Pressing plants East and West, too. One of the world's largest in Scranton, Pa. The world's most modern in Los Angeles. If your distribution needs twin-coast production, lacquers can be produced in New York and Hollywood simultaneously to save time.
And you can be sure that the same strict quality control of a Capitol product is applied to your pressing as well.
That's why people who think twice before going on record use Capitol Custom Services. They've found they get the best of everything—high-speed service and quality sound. And they've found they pay no more—in fact, they often pay less—for the best!

Capitol Custom Services
1750 N. Vine Street, Hollywood 28, California  Hollywood 2-6252
151 West 46th Street, New York 19, New York  Judson 2-8040

Be quick about it.
TODAY'S TOP TUNES

HONOR ROLL OF HITS

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

FOR WEEK ENDING SEPTEMBER 7

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Composer-Publisher</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3 MY BOYFRIEND'S BACK</td>
<td>By Feldman-Goldstein-Goldstein (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>HELLO MUDOUH, HELLO FAUDDUH!</td>
<td>By Sherman-Bach-Published by Curtin Call (BMI)</td>
<td>5</td>
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<tr>
<td>3</td>
<td>IF I HAD A HAMMER</td>
<td>By Hays-Seger-Published by Ludlow (BMI)</td>
<td>5</td>
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<tr>
<td>4</td>
<td>BLUE VELVET</td>
<td>By Wayne-Merrin-Published by Vogue (BMI)</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>CANDY GIRL</td>
<td>By Sexton-Published by Saturday-Guardian (ASCAP)</td>
<td>7</td>
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<tr>
<td>6</td>
<td>BLOWIN' IN THE WIND</td>
<td>By Dylan-Published by Witmark (ASCAP)</td>
<td>8</td>
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<tr>
<td>7</td>
<td>FINGERTIPS (Part II)</td>
<td>By Paul-Choisy-Published by Jolte (BMI)</td>
<td>10</td>
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<td>8</td>
<td>MOCKINGBIRD</td>
<td>By R. T. Fine-Published by Scan (BMI)</td>
<td>6</td>
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<td>9</td>
<td>HEAT WAVE</td>
<td>By Orntfeld-Oliver-Published by Marks (BMI)</td>
<td>3</td>
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<td>10</td>
<td>THE MONKEY TIME</td>
<td>By Mayfield-Published by Carlin-Pollin (BMI)</td>
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<tr>
<td>11</td>
<td>HEY GIRL</td>
<td>By King-Goldin-Published by Screen Gems-Columbia (BMI)</td>
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<td>12</td>
<td>JUDY'S TURN TO CRY</td>
<td>By Rose-Lawrence-Published by Crampton (ASCAP)</td>
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<tr>
<td>13</td>
<td>SURFER GIRL</td>
<td>By Wilson-Published by Gold (BMI)</td>
<td>4</td>
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<tr>
<td>14</td>
<td>FRANKIE AND JOHNNY</td>
<td>By Crofut-Published by Kaja (BMI)</td>
<td>7</td>
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<td>15</td>
<td>DENISE</td>
<td>By Levine-Published by Bright-Tony (BMI)</td>
<td>7</td>
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<td>16</td>
<td>DANKE SCHON</td>
<td>By Kosofsky-Published by Roosevelt (BMI)</td>
<td>5</td>
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<td>17</td>
<td>THEN WE MISSED ME</td>
<td>By Thomas-George-Rosenthal-Published by Screen Gems-Columbia (BMI)</td>
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<tr>
<td>18</td>
<td>WIPE OUT</td>
<td>By Sartain-Published by Marner-Robin Hood (BMI)</td>
<td>10</td>
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<td>19</td>
<td>PAINTED, TAUPE ROSE</td>
<td>By Sawyer-Ambler-Published by Damin (ASCAP)</td>
<td>3</td>
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<tr>
<td>20</td>
<td>YOU CAN NEVER STOP ME LOVING YOU</td>
<td>By Weisberg-Published byScreen Gems-Columbia (BMI)</td>
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<tr>
<td>21</td>
<td>MICKY'S MONKEY</td>
<td>By Holland-Dodier-Published by Jolte (BMI)</td>
<td>10</td>
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<td>22</td>
<td>GREEN, GREEN</td>
<td>By McGuire-Sparkes-Published by New Championship (BMI)</td>
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<td>23</td>
<td>MAKE THE WORLD GO AWAY</td>
<td>By Coolidge-Ball-Published by Fanger (BMI)</td>
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<td>24</td>
<td>(You're the) DEVIL IN DISGUISE</td>
<td>By Gentry-Braye-Published by Screen Gems-Columbia (BMI)</td>
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<tr>
<td>25</td>
<td>I WANT TO STAY HERE</td>
<td>By Griffen-King-Published by Screen Gems-Columbia (BMI)</td>
<td>3</td>
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<tr>
<td>26</td>
<td>WAIT 'TIL MY BOBBY GETS HOME</td>
<td>By Specter-Caricchio-Published by Mark (BMI)</td>
<td>2</td>
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<tr>
<td>27</td>
<td>THE KIND OF BOY YOU CAN'T FORGET</td>
<td>By Gershwin-Rauber-Published by Trio (BMI)</td>
<td>1</td>
</tr>
<tr>
<td>28</td>
<td>WONDERFUL WONDERFUL</td>
<td>By Spies-Lawrence-Baggott-Published by Screen Gems-Columbia (BMI)</td>
<td>1</td>
</tr>
</tbody>
</table>

RECORDINGS AVAILABLE

(Deal Selling Record Listed in Bold Print)

1. MY BOYFRIENDS BACK - Arista, Bob & Carol (BMI)
2. HELLO MUDOUH, HELLO FAUDDUH! - Alton Sherman, Warner Bros (BMI)
4. BLUE VELVET - Bobby Vinton, Epic 9414.
5. CANDY GIRL - Season, Vee Jay 359.
6. BLOWIN' IN THE WIND - Chad Mitchell Trio, Kapp, 516; Peter, Paul & Mary, Warner Bros (BMI), Jerry Jackson, Kapp 542.
7. FINGERTIPS (Part II) - Little Harris, United, 54460.
8. MOCKINGBIRD - Iron Force, Symbol 119.
9. HEAT WAVE - Martha & Vandellas, Gordy 7012.
10. THE MONKEY TIME - Major Lance, Orth 7175.
11. I'M YOUR GIRL - Freedom Scott, Colpix 492.
12. JUDY'S TURN TO CRY - Lee Hazle, Liberty 51442.
13. SURFER GIRL - Route 44, Capitol 299.
15. DENISE - Randy & The Rainbows, Hit 1549.
16. THEN WE MISSED ME - Arista, Bob & Carol (BMI).
17. I'M YOUR GIRL - Freedom Scott, Colpix 492.
18. YOU CAN NEVER STOP ME LOVING YOU - Johnny Tillotson, Columbia 45851.
20. GREEN, GREEN - New Championship, Columbia 2426.
23. WONDERFUL, WONDERFUL! - Johnny Marks, Capitol 3705; Bobby Darin, RCA Victor 4172; Chuck Berry & The Westside Comets, Capitol 534; Dusty Williams, United Artists 601; Kil Wayne, United Artists 540.
24. I WANT TO STAY HERE - Steve & The Coreys, Columbia 4221.
25. WAIT 'TIL MY BOBBY GETS HOME - Pieloff Love, Philips 11314.
27. WONDERFUL, WONDERFUL! - Johnny Marks, Columbia 3705; Bobby Darin, RCA Victor 4172.
28. MARTIAN HOP - Ray Dolls, Chairman 4183.

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performance through BMI

BMI-affiliated composers and publishers continue to receive increasing national acclaim...their music consistently rates at the top of the popularity charts.

66.8% of the song hits in the combined trade press music polls during the past eight years are BMI

70% of the song hits in the combined trade press music polls during the past 12 months are BMI

32.2% of the top song hits in 31 countries 'round the world, as listed in Billboard, are BMI

13 OF THE 15
International tunes that hit the Hot 100 during the past year, as listed in Billboard, are BMI

70 of the TOP 100 tunes of the past year, as listed in both Billboard and Cash Box, are BMI

3 MUSICAL HITS
currently on Broadway—“Oliver,” “Stop the World—I Want to Get Off” and “She Loves Me”—are BMI

MORE THAN HALF
of the perennial singles hits (58 out of 101) recommended by Billboard as standards for year-round programming are BMI

RADIO SONG HIT
of the year, voted by the nation’s radio and television editors, (“What Kind of Fool Am I?”) is BMI

THE ACADEMY AWARD
for the best musical score of 1962—presented for “Lawrence of Arabia,” which is BMI

66% of the “Top Disks of 1962,” as listed in Variety, are BMI

290 OUT OF 616 “Million Sellers” (singles), as compiled by Billboard, are BMI

BROADCAST MUSIC, INC. 596 FIFTH AVENUE NEW YORK 17, N.Y.
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

*
NEW YORK—While network television is sweating out its major once-a-year new program schedule, radio stations across the nation continue to feature high creativity at the local level. A good example is the station which emphasizes the emphasis on the local scene, and on music. A full five minutes per hour of extra news coverage has been added to the daily broadcast schedule.

In addition to the pop music featured on the 50,000-watt, WNY, in the fall will feature a new approach, involving carefully selected album music, plus all-time favorite songs.

Another program feature in the fall will be an all-jockey program, according to Ralph Beaudin, WLS president.

WINS Radio, New York, will air an ambitious schedule of locally produced programs and program series, involving a wide range of subjects in public affairs and the arts, during the 1963-1964 season.

Embracing on its first fully staffed programming year since becoming a Group W (Westinghouse Broadcasting) station last summer, WNY will increase its emphasis on the development of radio as a vehicle for the local markets.

The new programs and series in production are: "The Unfinished American—Part 1", a one-hour documentary editorial on the rights of the "American Indian"; "American," a documentary series of in-depth profiles of Americans who have contributed to the nation in a popular way; and "This is the Scene," a monthly series of reports and interviews on the arts.

"An American Visits Europe" (Continued on page 48)

Wage Gains Notched by N.Y. AFTRA

NEW YORK—Air and music personalities with an eye on the New York market are sure to be interested in the recently announced contract gains negotiated by AFTRA's New York Local (30-A National.

At Metropolitan Broadcasting Company's flagship station WABC, AFTRA's contract negotiators scored a $1,682 weekly increase for all full-time employees, as well as increased fringes for all full-time employees. Contract also includes provisions which increase insurance coverage for the station.

Annual guaranteed increases to $1,500 for air personalities at Greenwich WINS for new contract enhancements for all new full-time employees.

You send us advance DJ's with instructions to take them around to the stations on a certain date and not a minute sooner. Long before that date we start getting calls from the stations asking for the record. They tell us that it has already been released in other cities, and they've been getting good reports on it. This makes us look bad—as if you considered this market unimportant. If other distributors don't respect release dates, why should we?

You visit our city once or twice a year. You make the lunch and dinner route with all the key people on our list. Then you go back to your office in New York—or Hollywood—and phone those guys as if they were boon buddies. When we report that they're not playing one of your records, you claim that it's our fault, because they've played that for you. It's not what we do to work with this people day after day. Don't cut us down just because you have to prove that you're a big shot.

6. YOU BOOK PROMO TOURS for your new artists. Sometimes they're so new, or so unimportant that hardly anybody has ever heard of them—let alone their records. You seem to think that if we take these around to the stations, all the radio people will fall on their knees at meeting a real live recording "star." Mister, forget it. There are stations which don't even go for a very good artist. And if we don't stir around waiting to take orders from the artists' managers, you get a hot record on your desk with a note which says, "Can you hear the whole record?"

7. You tell your big name artists that they're expected to keep their appointments when they're in our town. We've set up interviews and press conferences for some of them, and they never show. Why send them around unless they work and co-operate in our own promotion? And another thing, tell them that if they're going to be in our area we should at least know about it in advance.

8. You offer special prizes or bonuses if we'll break your record for you—or even get it picked on a key station. Maybe you expect us to spend some of that loot buttering up a top DJ. Forget it. Our promo expense account is big enough, and it's legit. Let's keep it that way.

9. You could do something. Once in a while we might break a big record for you. And we might do a special job in building up one of our artists. Then it's nice to hear you give us credit; especially in your reports to the trade press. It's good to hear a thank you once in a while, after all the other comments we get.

10. You blame us when your records don't sell in our market. You seem to think that we can tell the local stations what to program. But when you do the important picks and the hit breakers here, you give all the credit to one of our local deejays. After all, we're on your side. Let's work together!

SO THERE YOU HAVE a complete indictment of national record promoters by their colleagues on the local scene. Not all the complaints apply to any one national man, of course. There are some national men who set five examples of team work. It's a difficult job, whose importance is emphasized as much by its shortcomings as by its successes.
"SINGS LIKE CRAZY" SELLS LIKE CRAZY!

FRANK FONTAINE does it again with his second smash album for ABC-PARAMOUNT

Here's the LP you've been waiting for...a fantastic follow-up to Frank's first enormous success, "Songs I Sing On The Jackie Gleason Show." So, why don't you be crazy, too?...like a fox, that is. Stock up on this sizzling seller now, for fast and furious profits!

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
**VOX JOX**

By Gil FAGGEN

AWAY WE GO: Decca has launched an all-out promo drive in behalf of the new Steve Clayton waxing, "He Will Call" and "His Make-Up Kit". Clayton is scheduled for personal appearance tour to St. Louis, where the record is receiving heavy play in connection with a disc with the local department stores chain, "Make-Up-Kit". He'll also hit Cleveland, Philadelphia and other points. The young vocal artist will appear on Clay Cole's WKBW "Dayflow" (New York), Saturday (7).

In other record artist ramblings, Ken Griffin, WHYN (Springfield, Mass.) and Don Blair of WDEE (Hamden, Conn.) are between test with Dox's "Top 40 Blues," to give the country for the new season the vocal groups, the Gallatics, are touring the country for the new season. The Spiral waxing, "The Better End." The band, currently on tour, are presently visiting the dealers in Cleveland, Akron and Youngstown. Ohio. KNK's Richard is leaning on the side... Rob Conners, WEEP (Pittsburgh) deejay (center in picture below), greets another traveling record act, the Beach Boys - Carl Wilson (left) and Mike Love. The boys' latest platter for Capitol is "Sister Girl."  

**CRAZY CAT: Dirty Gillis- 
ple, during an appearance on KYW- 
TV's Mike Douglas show with the guest star, Mary Tyler Moore (Old Miss) Meredith, went aboard the plane with the title "Dirty Gillis for President" buttons.  

Jenny - Gudoyer's Gunter 
Hauser is mailing out to deejays a combination pocket calendar and mens' pad, treated for the 

**HOLD THAT SWEAT- 
SHIRT: New York is in a bind with its "Good Guy Sweathirts," away with more than 15,000 already dis- 
tributed. Requests are now pouring in from inside the market and a long waiting list has de- 
veloped.**

**AND ALL THAT JAZZ: A special promotional recording has been released celebrating KNDB's (Hollywood) sixth year**

**Slim NARA Convention Tackles Hefty Problems**

*Continued from page 1*

San Francisco, as "Best Disk Jockeys of the Year."

At the late afternoon seminar, Lee Smith, president and chief execu- 
tive of the FCC, spoke on the past year's activities of the agency. He predicted that taped disk jockey programs, in addi- 
tion to taped logs, would soon become prevalent in the upcoming 

age era of mechanization. He announced that a third-class license would be required by the FCC for all operators by February 1964.

The next speaker, Tarry Tren- 
ner, West Coast director of RKO General, began his remarks by stating candidly, "I'm not happy with Negro radio stations. They practice segregation against white announcers." This was met with a spontaneous burst of applause from the conference. Negro announcers are reluctant to accept jobs where the pay is low and where the opportunity for promotion is limited. A noticeable lack of attend- ance at the sessions and workshops was to be observed at the conclusion of this con- 
vention. This was due to some 
measure to the late hours kept over the weekend. The special 
usual personalities of several record companies.

Saturday morning, Norman Posen, general manager of WABC, said that his station is not really a "Negro station," but a community station. He called for a much larger segment of programing to be directed at the Negro market.

During the afternoon, Posen told a memo of the station's success story, that he had had no applicants who came in and with an addition tape to seek a position. A noticeable lack of attend- ance at the sessions and workshops was to be observed at the conclusion of this con- 
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measure to the late hours kept over the weekend. The special 
usual personalities of several record companies.
Bobby Gorey presents:

TO THE MUSIC OPERATORS OF AMERICA

THIS IS NOT A FAIRY TALE...
IT'S A HIT!

THE ORIGINAL RECORD OF:

"HE'S MINE"

(Bardell #774)

by

ALICE WONDERLAND

THE LADDINS

with their
new
HIT record:

"PUSH, SHAKE, KICK & SHOUT"

(Bardell #776)

And Introducing:

TOMMY WALTERS
Singing

"RED AND YELLOW BEACH UMBRELLA"

(Bardell #775)

BARDELL RECORDS

1650 B'way, Suite 304
New York 19, N. Y.
(212) Circle 5-2772
Stations Whet Appetites With Tasty Music & News

Continued from page 44

--- a broadcast "social study" tour of Western Europe is the WXYZ, Detroit, latest program entry. The 13-week half-hour series produced by the station's news and public affairs department covers such a wide range of topics as: the American tourist's influence on our image abroad; the common market; American and European systems of education; labor and racial problems; traffic and transportation; expatriates; entertainment; and American and European morals.

Radio News

The networks are not without their entries. Mutual recently aired in a new show called "Small Business Caprules," written and prepared by the Small Business Administration. The five-minute show features interviews with important specialists in various enterprises and is designed to clarify business situations in law, accounting and administration confronting small companies.

ABC Radio plans to schedule a drama-mystery program this season. A "modern, daily drama anthology" series called "The Mind's Eye" will be broadcast Monday through Friday nights. The dramatic productions will range from science fiction to horror and detective thrillers. Local ABC affiliates will offer the shows for sale to local clients.

KDKA-Radio in Pittsburgh, in a major expansion of its evening news coverage has introduced a "Thirty at 6," a half-hour new report-in-depth heard Monday through Saturday at 6 p.m. KDKA's sister station in Cleveland, KYW-Radio, established a precedent in the broadcasting industry a short while ago by presenting a fully dramatized, 60-minute documentary examination of the final days of the American Revolutionary War, "Eleven Years To Yorktown." Actual sounds of Revolutionary War muskets and cannon were recorded by KYW's Mike King at the Ordinance Maneu at the United States Military Academy.

Memorable Talks

A full complement of actors from the Debutra Theater in Cleveland took part, supplemented by five KYW newsmen, who reported "on the scene" interviews with principals, General Washington, Benedict Arnold and so on. The production was directed by program manager Ken Draper and written by S. Dave Babbitt.

Radio Station WTCN, Minneapolis, which switched last January to a format of "beautiful music" around the clock, recently added a new Sunday evening feature of one-hour capsule reviews of Broadway and movie musicals. The weekly series is entirely scripted and offers a synopsis of all or nearly all music from a given show. Fred King, the station's music director, does the scripting for each program.

Mousketeers Do OK on Radio, Too

JACKSONVILLE, Fla.—Dick jockey Bill Greenwood of WMBR has proved that Walt Disney's Mickey Mouse Club is far from just a TV rerun, but rather its future may lie in the radio field.

In less than two weeks, the only known radio Mickey Mouse Club has attracted more than 8,000 registered members, with members from 8 to 79, according to Greenwood.

Greenwood, 21, who identifies himself as everybody's "Mouska-buddy," offers membership cards to his listeners provided daily with the Mickey Mouse Club theme played on the "Top 40" station.

WMBR's "Memorable Talks" radio show was one of the first Mickey projects to come on the air.

Cappie Offers New Library

HOLLYWOOD—A new background library called Production Music Series (PMS) has been announced by Capitol Library Services. PMS offers music classified by category rather than by the usual system of individual titles. Each classification covers specific as well as general needs.

All music is especially written and arranged for the recording, not a re-hash of re-recording of mostly music. The system is designed to permit any creative man, regardless of his musical education, to integrate a musical background for a commercial program script.

PMS is offered on 14 L.P. 33 1/3 double-faced disks, containing 254 different selections and priced at $35. There are no leasing fees. The basic series will be added to periodi cally to maintain a flow of new timely melodies.

Further information is available from Capitol Library Services, Hollywood and Vine, Hollywood 28, California.

Station Doctor Gives Clients a Check-Up

Continued from page 44

... there is no formula, really," said Barnett. "We help determine where the station can fit into its market successfully and be its own entity," he said.

Stiff Competition

Barnett in discussing the status of radio broadcasting as a whole observed that there is much more severe competition today than ever before with the competitive picture particularly strong among modern music stations in the top markets.

"There are more managers that travel and listen and they now understand more about their businesses and run their stations better," said Barnett. "The result, radio is sounding better," he said.

The main objective of a radio rep firm is to contribute to an increase in sales for its clients. Blair Radio maintains a complete set of sales tools and station profiles for the personal use of their salesmen when they call on agencies.

With programming experts such as Wells Barnett, who is backed by unmatched research, much of the guesswork is taken out of radio sales.

"This is a great clique business with such "shallow" labels as "rock and roll," "good music" and "middle of the road" being used in scouting with stations that for the most part represent much more to the listeners in their communities. We try to eliminate as much of the clique factor from radio as we can," said Barnett.

Exciting Hit Single

"ST. LOUIS BLUES"

b/w
"BOURBON STREET WALTZ"

JDS-1000 on joday RECORDS

Continues with strong sales
Order Today to avoid delay on this captivating, salable hit single

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Also Available:
SUBTLE SOUND LP
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Also Taking Orders on
ST. LOUIS BLUES ALBUM
JD-1001 Monaural
JS-1001 Stereo

Copyrighted material
This is the side!

monument

Gladys Music
ASCAP

45-824
2:23

MEAN WOMAN BLUES
ROY ORBISON

monument is artistry
News Briefs...

Annel Kleiman has been appointed general manager of Viking of Minneapolis, Inc., according to a recent announcement from the company. Mr. Kleiman, a 26-year-old Kleiman, formerly vice-president of Electronic Teaching Laboratories in Washington, D.C., has already assumed his new post with Viking.

New officers have been named at the recent Audio Parts Distributors Show, according to a report given by the company's general manager, Joseph C. Teitelbaum. The newly appointed officers are: President, J. A. L. McGee; vice-president, J. R. Hummer; J. W. Miller Company, treasurer; Walter Clements, Littifone Inc., and secretary; Aaron Lippman, Aaron Lippman Company. The show will be held next May 18-20 at Chicago's Hilton Hotel.

Electronic products export from Japan to the U.S. totaled $15,000,000 in 1962, a 32 per cent increase over 1961, according to the Office of Foreign Trade and Investment's Business and Defense Services Administration. Significant increases in exports of radios, phonos, tape recording and playback equipment, and television sets, helped boost last year's wallowing total. Transcriber Company of Allentown, Pa., has come up with an impulse buyover that has opened a new dimension of counter-top display that highlights the advantages to the customer of a diamond needle. Dealers can write to Transcriber for further data on the point-of-sale gimmick.

The APEX DEALER can relate to Patron's Hazy Mood

By JACK MAHER

NEWARK, N.J.—Statistics and personal observation show that the record business is not the only field where selling customers who know what they want, the sharp dealer loads in on the customer who is in the mood to buy and who only vaguely knows what he wants. Irvin Tarlo, who owns five stores in and around this city and who is an obvious student of opportunism, Tarlo has a feel for records, and is avid to retal- late his customers to produce sounds. Like most sharp operators, he has a keen eye to the special price and then fines those records in non-spe- cialty stores. To do this, however, he must be able to secure reliable dealers to complete the line. To this end, and turn it into the sounds the buyer wants to hear.

Close in point: Male customer walks into one of Tarlo's shops, Encore Music on Broad Street, and he is obviously a swinger. This customer is wearing dark glasses, a black velvet hat and dress coat, and has the faint smell of bourbon on his breath and snaps his fingers to a record that only he can hear. He is ready.

Getting The Word

"He tells Tarlo he wants to buy a Verve album," says Tarlo, "he_family's favorite sound, "drum sounds," he says, Tarlo plays the record, and the customer picks it up to have another look, and when he opens it there is about as much as there is in a Verve album, he has a pair of hands that opens with sharp percussive drumming. He has neatly tied red-rose necktie. New and with no. 2. "It cooks," shouts the swinger, "wrap it up.

But Verve isn't finished selling yet. The swinger puts a $10 bill on the counter to pay a which comes to 87 and change. Meeting the swinger eye-to-eye as he counts the change, says, "How about killing that $0.03, too, and I'll buy in.

"Trumpets, trumpets, trumpets," the swinger shouts. "Rabbi Barry, band" was now in the air. The mean "I Can't Get Started" by Benny Bergen, says Tarlo. "I've got a lot of that, too."

(Continued on page 55)
GOOD OLD DAYS

We've Got Something in Common

Current Album:
FARON YOUNG AIMS AT THE WEST
Mercury 60840

Personal Management:
SHELLEY SNYDER TALENT AGENCY
728 16th Ave., So.
Nashville, Tenn.

BILLY GRAMMER

LONESOME LIFE

c/w Love Gets Better With Time

Current Album:
Decca 4212

Personal Management:
SHELLEY SNYDER TALENT AGENCY
728 16th Ave., So.
Nashville, Tenn.
Folk Music Swell Helps Move Guitars, Banjos, Ukuleles

By REN GREVATT

NEW YORK—The saga of musical instrument sales, thanks to the upsurge of interest in folk record sales, appears to be coming full circle. Years ago, in a simpler era, when full-line indie music stores dominated the scene, instruments were a key factor in the annual take. More recently, as record sales have swung more and more to rock and roll and to a degree of what might be called unattended retail selling, records have come to consist of a department unto themselves, in many cases not tied into equipment, sheet music or instrument sales.

Today, however, at least some smart dealers, including rack operators, have taken a calculated look at the burgeoning folk scene and laid in stocks of guitars, banjos and ukuleles.

Going Over

And they're selling, according to those who've tried it. Veteran New York area dealer, Sam Goody, recently set up a special counter in his West 49th Street store, with an attendant who's hip on makes, models and price ranges. "He can even strum a few chords to show the customers what the instrument sounds like," Goody said last week.

Goody opened instrument departments featuring the stringed items in his Green Acres and Walt Whitman suburban shopping center locations a little over a year ago. Four months ago, he opened similar departments in all his stores. Featured are many price ranges of guitars, starting with what is called a "folk guitar special," at $24.95. All Goody dealers have a folk guitar line but so far selling only modestly are banjos and ukuleles.

"There are lots of ways to merchandise this stuff," Goody said. "The folk guitar special tag is only one. We plan to get various key names of folk artists, and with the permission of the artist, we'll tie the name in with a specific instrument. We're trying to get Moe Asch of Folkway Records to work some of these names out for us right now. Who knows, we may have a Pete Seeger special one of these days."

"We're also stocking harmonicas and we've had congas and conga drums right along. But there aren't selling too well right now. It's the guitars they want."

Special Scene

Another enterprising op-

Stereo Receiver

Harrison-Norden will exhibit the new TAYLORST R-AM-54-FM stereo receiver at the upcoming New York High Fidelity Show. The unit, shown above, also contains dual preamplifiers and a 70-watt stereo amplifier on a single chassis. The unit carries a $289-95 tag. Also to be shown is the High Fidelity Model A70 stereo amplifier (not shown), another new unit which is pegged at $199.95.

The current wave of folk popularity has had a marked effect on instrument sales at record retail locations. Most display and a variety of merchandise, even though the actual display area may be small, are keys to sales success. Shown above are two typical racked record department locations of Record Wagon, one of the top rock jobbers in the nation. Note prominent displays of guitars and banjos.

Music Operators of America
Hotel Morrison
Chicago, Illinois

W. P. MARSHALL, PRESIDENT

DOMESTIC SERVICE

INTERNATIONAL SERVICE

Check the day and time listed

Make checks payable to

W. P. MARSHALL, PRESIDENT

Music Operators of America
Hotel Morrison
Chicago, Illinois

Best Wishes for a successful convention. Thanks for representing us in the juke boxes of America.

The Four Seasons

Personal Management: Stan Allan. I.C.S. Management: 39 West 55th Street, N.Y. 19, N.Y.

Current Hit Album

CANDY GIRL
b/w MARLENA
Vee Jay 539

Newest Smash Release

Vee Jay LP 1059

Vee Jay LP 1065
PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of dealers and test-buyers. A different price group is published in the space during each week. Each category appears approximately every 14 weeks.

The percentage figures shown for each brand is its share of the total number of weighted points derived from all dealer responses. Points tabulations are based on orders to dealers at manufacturers' list price. However, at no stage does the size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points listed below.

PHONES LISTING BETWEEN $301 and $400

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<th>POSITION</th>
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<td>BRAND</td>
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<td>Others</td>
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Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the period passed. These brands do not appear in previous issues for this category and do not happen to match a listing above shown below with their rank order in the list included in parentheses.

6/8/63 Issue: Motorola (3); Electrophone (6).
3/16/63 Issue: Motorola (3); Voice of Music (V-M); Admiral (5); General Electric (8).

SINGLES REVIEWS

● Continued from page 29

HUGO WINTERHALTER AND HIS ORK

**Indian Summer (Harm.)**
**ASCAPI; (2:55)**
**PRICE:**

SMOTHERS BROTHERS

**Jolly Brown (Well-Will)**
**ASCAPI; (2:55)**
**PRICE:**

THE DAKOTAS

**The Unbreakable (Coral) (BMI)**
**ASCAPI; (2:55)**
**PRICE:**

KENNY CHANDLER

**Happy Birthday, (ABC) (BMI)**
**ASCAPI; (2:55)**
**PRICE:**

JOHN CACAVAS

**One Night of Love, (Savoy)**
**ASCAPI; (2:55)**
**PRICE:**

DIXIELLERS

**Down at Papa Joe's (Savoy)**
**ASCAPI; (2:55)**
**PRICE:**

THE DON RAYS

**California Center (Karat)**
**ASCAPI; (2:55)**
**PRICE:**

JOHNNY OTIS

**Black Magic (Capitol)**
**ASCAPI; (2:55)**
**PRICE:**

VILLAGE STOMPERS

**Washington Stompers (Raytex)**
**ASCAPI; (2:55)**
**PRICE:**

THE SHERBYS

**That Man of Mine**
**ASCAPI; (2:55)**
**PRICE:**

LYN ELMAR

**Don't Make My Heart Break**
**ASCAPI; (2:55)**
**PRICE:**

AUTRY INMAN

**My Heart (English)**
**ASCAPI; (2:55)**
**PRICE:**

BILLY BLACK AND HIS COMBO

**Think About You (Columbia)**
**ASCAPI; (2:55)**
**PRICE:**

ROSEMARY KETTLE

**You're Letting Me Down**
**ASCAPI; (2:55)**
**PRICE:**

STANLEY WELDON AND HIS ORK

**Talk About Love (ABC) (BMI)**
**ASCAPI; (2:55)**
**PRICE:**

THE MOWJONS

**One Love, (ABC) (BMI)**
**ASCAPI; (2:55)**
**PRICE:**

BILLY VAUGHN

**The Shack (Columbia)**
**ASCAPI; (2:55)**
**PRICE:**

IAN AND SYLVIA

**Four Strong Winds (Columbia)**
**ASCAPI; (2:55)**
**PRICE:**

LLOYD PRICE

**Cry On**
**ASCAPI; (2:55)**
**PRICE:**

WILFIE FOSTER

**What A Thrill (Arista)**
**ASCAPI; (2:55)**
**PRICE:**

WAYNE ANTHONY

**Don't You Know**
**ASCAPI; (2:55)**
**PRICE:**

VIRO AND THE SALUTATIONS

**Spanish Cowgirl (Columbia)**
**ASCAPI; (2:55)**
**PRICE:**

COUNTRY

WALLY LEEWIS

**Ruthless (English)**
**ASCAPI; (2:55)**
**PRICE:**

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RKO General, Metromedia
NAB Members
NEW YORK—The National Association of Broadcasters has welcomed two major broadcasting groups into the fold.

RKO General, Inc., owner and operator of five television stations and 11 radio stations (WOR-AM-FM-TV, New York; WNAC-AM-TV, WKRO-FM, Boston; KHI-AM-FM-TV, Los Angeles; KFRC-AM-FM, San Francisco; WHOB-AM-TV, Memphis; WGMS-AM-FM, Washington, D. C. and WHCT-TV, Hartford), will enter active membership in the NAB.

RKO's move was closely followed by Metromedia, Inc., headed by John Kluge. Metromedia, a coast-to-coast diversified communications company, owns and operates 12 radio and seven TV stations, in addition to outdoor advertising the Ice Capades.

Metromedia stations are: KLAC-AM-FM, Los Angeles; KMBR-AM-FM-TV, Kansas City; KVOR-TV, Stockton, Cal.; KTTV-TV, Los Angeles; WHK-AM-FM, Cleveland; WDAM-AM-FM-TV, New York; WTIG-TC, Washington, D. C.; WTVH-TV, Porium, Ill.; and WTVT-TV, Decatur, Ill.

HOLLYWOOD—KFWB has had big response to its recent air tour for charity. Among deejays, Wink Martindale and Gene Weel, plus Liberty recording artists Jan & Dean, took three air tours with their listeners and the highly successful "1066 The Call To Love," which already has raised $113,000.

SYRACUSE
Gerber Dist.
WASHINGTON, D. C.
Schwartz Bros. Inc.
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Eric of Honolulu
...as in winner

(Webster Dictionary Definition: One who wins... a breadwinner, any profit or gain.)

EARNINGS
prove Wurlitzer has it

The fabulous Wurlitzer 2700 is now “on location” in all parts of the country. Everywhere the story is the same. For beauty, for stereophonic sound, for a real solid array of meaningful features that pay off in the cash box, WURLITZER HAS THE WINNER.

Test a Wurlitzer 2700 with the Ten Top Tunes feature anywhere on your route. You'll share the opinion of all Wurlitzer operators... this is the Greatest Money-Maker of Them All!

YOUR WURLITZER DISTRIBUTOR CAN PROVE IT

WURLITZER 2700
200 AND 100 SELECTIONS
THE WURLITZER COMPANY/NORTH TONAWANDA, N.Y.
107 Years of Musical Experience
Coin Machine Operating

Billboard's Music Machine Survey—1962 Calendar Year

Where Juke Boxes Are Located

- Taverns & Dams: 58.4%
- Restaurants: 32.6%
- 5000 Shops & Teen-Age Locations: 4.1%

How Locations Are Paid

- Straight Commission: 63.4%
- Minimum Guarantee: 5.7%
- Front Money: 5.9%
- Rental: 3.4%
- Other: 1.6%

Average Weekly Take Per Machine Before Commission

- Less Than $10: 14.3%
- $10-$15: 32.9%
- $16-$20: 24.3%
- More Than $20: 28.6%

Size of Music Machine Routes

- More Than 100 Machines: 13.5%
- 51-100 Machines: 27.6%
- 26-50 Machines: 30%
- 25 Machines or Less: 28.9%

Why Operators Buy Specific Records

- Trade Paper Charts: 25.1%
- Location Requests: 24.2%
- One-Stop Recommendations: 19.6%
- Personal Choice: 17.1%
- Local Radio Charts: 12.2%
- Other: 1.2%

Where Records Were Bought

- One-Steps: 76.9%
- Record Distributors: 10.4%
- Retail Record Shops: 3.5%

Diversification—Other Equipment Operated

- Amusement Games: 80.0%
- Cigarette Machines: 37.6%
- Food & Drink Machines: 16.5%
- Kinde Rides: 9.4%

Diversification—Planned Purchases in 1963

- Dual-Speed Juke Boxes: 70.6%
- 45-R.P.M. Juke Boxes: 22.4%
- Quartet Machines: 21.2%
- Amusement Machines: 65.5%
- Food & Drink Machines: 9.4%
- Background Music: 5.3%

Ops in Chi for Dual Parleys

Almost sure to come up in the discussions is the role of adult stereo programming for juke box operators. The operator's classic dilemma has been that most of the singles product available has been teen-age oriented, while most of the juke box locations cater to an adult market.

Complicating the problem is the fact that for several years, U.S. music machine manufacturers have been making stereo boxes almost exclusively, but record companies have turned out virtually no stereo singles product on their own.

Stereo Packages

Filling the gap has been special adult packages produced by sources outside the record industry—specifically the Seeburg Artist of the Week program and the Music Operators Stereo Service, a combined effort of Rock-Ola, Rowe AMI and Warner.

The role of these stereo services will come in for close scrutiny.

For the first time since MOA was organized, a discussion of the juke box performance royalty exemption is not on the agenda. While no MOA official will say so for the record, it now seems highly probable that the exemption will be removed and that operators will have to pay performance royalties.

Legislative Threat

MOA was organized to prevent passage of legislation which would remove the exemption. For years, the threat posed by this legislation was the cement that held MOA together.

But even with the passage of the exemption removal, the attendant problems in reaching agreements with licensing societies will emphasize the need for a strong operator association.

That, plus the constant legislative problems on state and local levels, will probably insure MOA's existence as the music machine operators' spokesman for many years to come.
So. California Collections Running Same as 1962
By SAM ABBOTT

LOS ANGELES—Music machine operators are holding their own over the first two-thirds of the year as compared with the same period of last year. The increase and the loss depends upon the section in which the operator is working, a check by Billboard showed.

Veteran operator Merle Holmes of Valley Vendors in Glendale, suburb of Los Angeles, and in the San Luis Obispo area, said the business is the Glendale area was up from last year. He explained that at this time there was a "vacation slump" but that things looked good for a pickup up in near the remainder of the year.

"It's bound to go up," Holmes explained. He based his prediction on the rapid population growth in the Los Angeles area.

Business for Holmes' machines in the San Luis Obispo area are doing fairly well but not as good as in the past, he said. He serves this city as well as Morro Bay and the seaside area. While gross is down slightly in the area, the weather has been cool on the cool weather that has cut down on beach traffic.

Holmes uses the top tunes and album music where requested. Business for music in the San Fernando Valley is down slightly this year as compared to the same period in 1962, Walt Hermel, of the National Music in San Fernando, said. He reported that bar trade is also down—being reflected in music machine gross. The area is fairly well industrialized and overtime pay in a number of the factories has been eliminated now for quite a while.

In the Bakersfield area, an oil and agricultural section, William Black, a machine operator, reported that business was "about the same as last year." He uses a number of the popular tunes and takes the hottest ones.

His use of the top tunes, he explained, for the reason that most of his stops are the types which do not require this kind of programming. Where music of this kind is wanted, Black said that he, on the other hand, has to fill the spots that many want the adult type of music," Black said.

Holmes in general are optimistic for the remainder of the year. They base it primarily upon one factor—population explosion—with California the most populous state and maintaining this status.

MOA Program
Morrison Hotel, Chicago
Tuesday, September 3
9:00 a.m. to 5:00 p.m. Booth-Set Up
First Floor show area
8:00 a.m. to 10:00 p.m. MOA Presidential Suite
Wednesday, September 4
9:00 a.m. to 12:00 Noon Completion of Booth-Set-Up
First Floor show area
10:00 a.m. to 5 p.m. Registration Desk Open
Convention Registration by registration pass or ticket. Purchase of banquet tickets and individual seat reservations may be made at this time. Donation: $25 per person.
1:00 p.m. to 5:00 p.m. First Floor
Ladies Hospitality Center open for informal chats and get-togethers.
5:00 p.m. to 10:00 p.m. General MOA Membership Meeting,
C. S. Pierce, Chairman, MOA Board of Directors
Presidential Suite
Nomination and election of officers and board members will be held. 1963 Officers and committee chairman will report.

Thursday, September 5
9:00 a.m. to 12:00 Noon
Venetian Room
First General Session
Programming of Music
Open to All Convention Registrants
Featuring Address
M. C. Keels, Jr., Forum Chairman, Florence, S. C.
Speakers
A. L. Platek Jr., Bird Music Distributing, Inc. Minneapolis, Minn., "One Open's Method of Programming," 3:00 p.m.
Bob Burcham, Leslie Distributors, New York, "A One-Stopper Talks About Juke Box Programming," 5:00 p.m.
Registration desk open Registration fee: $5 per person. Purchase of banquet tickets and individual seat reservations may be made at this time. Donation $25 per person.
Ladies open, admission by badge only.

MOA Exhibitors and Booth Numbers
NAME
American Mfg. Corp.
American Shuffleboard Co.
Auto-Photo Co.
Automatic Products Co.
Bally Manufacturing Co.
Benett Needle Co.
B. Epstein Tobacco Co.
Billboard
Carnival Co.
Chicago Coin Machine Co.
Cleveland Corp. of America.
Coin Selectors
Coleman's
Continental Corp.
Dev-Mar Films
Fischer Sales and Mfg. Co.
Forward Industries
Franz and Co.
Heartbeat Distributing Co.
Joy-Joy Record Co.
Irving Kaye Co.
J. H. Kiesey Co.
Legen Distributing Co.
Midway Mfg. Co.
Mobile Record Service Co.
Modern Industry Co.
Morse Mfg. Co.
Music Vendor
L. T. Patterson Distributing Co.
Rock-Ola Mfg. Co.
Rowe-A. Services
The Seeburg Corp.
Simpson Distributing Co.
Southland Engineering Co.
Star Title Strip Co.
Stereo-Phono Co.
Tape-Athen Corp.
Trans World Airlines
United Artists Insurance Co.
United Mfg. Co.
U. S. Billiards Co.
Vollry Co.
WICO Corp.
Williams Mfg. Co.
The Wurlitzer Co.

CITY
Brooklyn
Union City, N. J.
Los Angeles
St. Paul
Chicago
34, 35, 36, 37, 38, 39
New York
Chicago
Chicago
Hollywood
Chicago
Hicksville, N. Y.
Chicago
New York
Los Angeles
49, 50, 51
Miami
Chicago
68
Deerborn, Mich.
Chicago
Brooklyn
41, 42, 43, 44, 45, 46
Chicago
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Chicago
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67
23
19
12
3
13
14
11

BOOTH NOS.
54, 55, 56, 57
28
10
7
7

A special invitation is extended to all distributors to attend. Distributors have a long record of experience and expertise in the coin-operated music and amusement operators and are familiar with the financing relationship between distributors and operators.
European Coinmen Attend MOA

By OMER ANDERSON

BRUSSELS—This year's Music Operators of America convention in Chicago's Hotel Morris, September 3-6, will mark a milestone in U.S. trade relations by the standpoint from international representation. This is the first MOA convention for which foreign participation has been invited. Representatives of the largest and most important foreign coin-operators will attend a full body convention, such as the major European trade organizations that attended the Chicago MOA convention. MOA, for example, sent a participation invitation to the Central Organization of European Music Operators, whose president, Hasso Loeffler, has wide respect as an internationally minded trade statesman, and West Germany will be represented in force—at all trade levels—along with France, Belgium, Holland, Switzerland, and Italy. European interest in the MOA meeting, and MOA's reciprocal interest in European participation, will no doubt tend, if anything, to look on us as a sort of underdeveloped area.

U.S. and European coinmen are being drawn closer and closer together by this convention. They will attend in full body through charter plane flights, and others will travel on an individual basis.

Full Partner

Europeans are realizing that the U.S. trade is at a peak and extends through all levels. There has been a great increase in interest in trans-Atlantic trade co-operation, and there are now. MOA members will find the Europeans more self-assured, cultured, and anxious to impress the U.S. trade. The Continental trade has come of age and is entitled to recognition by the MOA partnership in the international coin community.

This point ranks with many European trade figures. A leading West German executive recently put it rather economically: "They really have no conception in the Status how highly developed our trade is. They tend to look on us as a sort of underdeveloped area."

Significantly, European interest in the U.S. trade is a long term limited to manufacturers and distributors: European operators are more willing to "how they do it in the States," and in the discussion of mutual trade problems.

Information Exchange

The importance of the water tends increasingly to regard their problems as common. A change in the import status of the U.S. trade can learn from the current development in the right royalty headache and from its disgust, German operators, for their part, are keenly interested in sophisticated U.S. enterprises such as radio car location.

The European trade, over-all, has never been so prosperous and its future seemingly so solidly anchored. The evidence is increasing production of tin, having high production, an increase in European manufacturers. Like European operators, American manufacturers may face a different technical concept from U.S. producers. The British piano market is also low-cost, durable, easy-to-play.

Nearly every European country is now manufacturing a high-quality, national phonograph. Country by country, examples are: West Germany, Germany's symphony, the NSM Pianotone, the German Walther's line, Munchen's Carl Graf's German-manufactured Telefunken, and the Harmonie and Elko phonographs in Berlin. (In addition to the AMI and

(Continued on page 7)

Wisconsin Operators, Distributors Report Upsurge in Collections

By BENN OLLMAN

MILWAUKEE—A check of Beer City industry conditions reveals a continuation of a year-long trend in all areas. Operators here generally state that sales are better than last year. With rare exceptions, prices remain steady. Games, however, continue to be a problem.

Doug Ospit, Wisconsin Noyel Company, who recently moved to here, says a slightly increased volume of bars was reported here. Sales of both music and games have increased. Much of the credit for the boost, Ospit said, is due to the fact that now he has more pieces of equipment on location.

"Our per location receipts have held relatively steady at last year's level. We have added a lot of new locations to make up for those we lost during the season. The number of customers is down to make room for new entertainment." said Ospit.

Word from operator Bob Pecio, partner, P & D Distributing, is equally good. "Business is up in most areas. But it would not be if we

(Continued on page 74)

Ohio Boom in Coin Rolls On

By BOB SUDYK

CLEVELAND—The up roll on the cyclical roller coaster of gross income that began last year in the coin machine industry here is continuing in grand style.

Some areas in the area are moving upward in a manner resembling the post war boom in the 1940's. Operators report that sales are very strong in both games and music that is showing up on every sort of operator available.

"The low periods we have experienced are not so low and the high periods have increased. Business is not as strong as previously, but one has to have the feeling that if growth is possible we can plan future growth and expansion plant on it like it." said one.

Surge Continues

This upward roll has been rolling since late 1960 and shows no indication of slackening off. One of the top area operators, Charles Cornella, of Cadillac Music Company, is running about 12 per cent per month. For his part, Cornella is very optimistic about his position in the industry, which covers Northern Ohio and well over 300 locations.

"We're on our way to another best year. Look, just yesterday we went into the best Monday that we went into the business in 1946." said Cornella, owner of the Amusement Company, is having a much-improved year at the coin box. Last year wasn't bad but this year the company is already drawing table to supplement its music and games.

Foot Taps

"This accounts for about 25 per cent of our take and about 15 per cent of our total volume in the business. I expect, it may be our best year in the last five," said Cornella.

Joseph Solomon of J. B. Music Company reported that the coin trade was good a year ago in the past few years because more money is available and there are no problems like strikes or layoffs.

"Most of the merchants are very happy with the current situation. When they are happy, we're happy because we are getting some of it too," said Solomon.

New Restaurants

Hyman Silverstein of Excel Phonograph Company offered one explanation for the rise: "There has been a great increase in the number of small restaurants opening up. Landlords are beginning to lower their rents to get their properties in action again. All kinds, small ice cream parlors, mom and pop hamburger joints. Why we picked up five of them in the last month. They have a smaller investment and will take old equipment. They are happy to get it and make good custom for us."

Alfred Atwell, owner of Music Company reports his volume about the same as last year but a swell increase is dropping off all his marginal profit locations and buying top equipment for the high-end restaurants and bars. The small store opens are doing big business for themselves after about a year's layoff.

Profile Up

Atwell is showing locations with only the top 10 per cent and the rest classical and standard. This is a trend out on the city.

Cornella is showing locations with only the top 10 per cent and the rest classical and standard. This is a trend out on the city.

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Cornella is showing locations with only the top 10 per cent and the re
Fewer Operators, Distributors Share Chicago Juke Box Pie

The economic changes which have characterized the business during the past eight years made the trade particularly painful.

To an operator of say 50 machines, the payment of $500 is not pleasant, but hardly crippling.

Narrow Margins

Today, however, most operators average several hundred machines of various types. A payment of several thousand or more dollars can mean one less employee for the year. This hurts to the fact that operators today are operating on an even narrower margin than in past years, and you have a very unpleasant situation.

One possible advantage of the bill’s passage is that it reestablished the trade to the need for legislative action and an effective public relations program.

Illinois has but one active association—Recorded Music Service Association—but it is a Chicago group. (Music Operators of America is headquartered here, but it did nothing about the Illinois bill.)

The passage of the bill, several distributors and operators agreed, would “set such a sort of thing happening again.”

Ginsburg Attitude

One of the most outspoken critics was Eddie Ginsburg, of Atlas, who noted that “our industry is big enough to think in terms of public relations and legislative representation.”

Several other distributors expressed similar opinions.

“It’s too early to talk about a State association—or even public relations and legislation. But one thing is evident, the operators are awake to the need for such a program for the first time in years.

Buying Power

Distributors and operators have another very personal reason for worrying about the new tax. They feel it can’t help but hurt the operators’ buying power.

To a distributor this means lost sales. To an operator, this means less investment in new equipment. To a location this means less stepping-down of machines—older equipment on locations—and ultimately, reduced collections.

The reduced collections will further curtail buying, and the downward cycle is on the way. Perhaps eight years ago the smaller, less sophisticated operator didn’t think. In these economic-cycle terms.

Today’s well-run organizations do, and they don’t like what they see at all.

Concerns about the tax and distributors, however, operators and distributors are in good shape. Most have gotten through summer, a traditional slow period, with a minimum of worry.

No Slump

Kate Feinstein, of World Wide, spoke for many of the firms when she said there’s such a thing as a summer slump, “We’ve increased yarly since we began.”

“arly” is relative, however, based on several decades in the business, Feinstein noted that sales were excellent and the firm’s outlook was very optimistic.

Eddie Ginsburg at Atlas (who recently reorganized his firm from Rowe AC Services—though he remains as the Rowe AC distributor) described business as “very good,” comparable to last year, if not better.

Robbins

One of the most brilliant comments came from Joe Robbins, of Empire, whose sales were up 40-50 per cent from last year, whose export volume was also good, and who the business would be very strong this fall.

“We’re increased yarly since we’ve been in business, and we intend to continue the trend again.”

Robbins dwelt at length on the economic transition in the business—crediting it for a great deal of Empire’s success. “It’s becoming increasingly difficult for the small operator or distributor to compete,” he said. “The small firms are falling away, the big firms are becoming bigger.”

Robbins noted the only way for Empire to stay in business was to keep growing.

One interesting comment came from two of the distributors that handle vending time.

Vending Sales

Both World Wide with Seeburg and Atlas with Rowe AC Services, said the vending equip- ment was responsible for a good portion of their volume. Both firms, however, noted they was not busines done with their traditional coin machine opera- tors. With five or seven je two, operators who have gone into vending, the vending busi- ness is being done with vending operators and the juke box and games business is being done with the traditional juke box and game people.

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Route Consolidation Brings Prosperity to Detroit Area

By HAL REVES

DETROIT—There are few juky box operators here than there were a year ago, but the survivors are in good shape. Marginal operators have sold out to their major competitors, and the existing routes are large ones and they’re operated efficiently. Outlook for the balance of the year is excellent.

One reason for the general upturn is improved employment by Chrysler, “the back bone of Detroit,” according to Frank Allavet, whose Frank’s Music Company is one of the largest operating firms. This, according toSources of the past eight months are ahead of the 1962-1963 season, probably by 10-15 per cent. An encouraging aspect is that the improvement is widespread, extending into all types of locations. It also corresponds to increased grosses by operators and restaurants themselves, operators report in their optimism.

One reason for the increase in numbers is the use of albums, which are in considerable demand where available. These are used especially on the Seabury console models and it is reported getting very good play. In a number of instances, the Artist of the Week program is used on these machines as a promotion technique.

Stereo equipment is more widely used and has apparently been minor and found little acceptance. One complaint found was even a slight one for operators contact. One complaint found somewhat widely is an absence of alternate records to permit a consistently effective policy of presentation.

Owing to limited problems are the principal ones for the industry today. There has been no important adverse legislation recalled here in quite a while, and none is expected to arise in the foreseeable future as far as evidence suggests, says...
Sun Valley Pinball Offers Players Shot at Big Bonus

CHICAGO—Players can earn a bonus of 200 points by light- ing up numbers one through nine on the center playfield of Chicago Coin’s new Sun Valley two player pinball game. It's the first in a series of new pinballs being introduced soon by the firm. Sun Valley also has a new stainless steel score frame with protective corners to prevent damage from moving, new plastic hand nets are made of Cyclox plastic. The playfield can be removed with a self-locking “lift-out” mechanism that operates without screws or levers. Extra games can be earned by high score or a match feature. The scoreboards numbers can be lighted by actually hitting the numbered rollers, going through any of a series of top gates, or hitting a bottom roller. Players can earn any number of “200 bonuses.” Sun Valley has twin coin chutes, metal coin box and door and Chicago Coin’s modernized cabinet.

Wurlitzer Appoints Royal in So. Ohio

CINCINNATI — Royal Distributing, Inc., has been named Wurlitzer distributor for Southern Ohio, Bob Bear, Wurlitzer sales manager, announced this week. Royal’s Columbus office, recently named Wurlitzer distributor for Central Ohio, will operate as a branch office. Royal has moved to new quarters at 1210 Glendale-Milford Road here, Harold R. Hoffman heads the Cincinnati operation, with Clint Shockey as sales manager. Paul Hott will continue to manage the Columbus office, with Dick Gilger as sales manager. Royal’s Cincinnati office was established in 1946. In addition to Wurlitzer, both offices are distributors for Bally, Chicago Coin, Auto Photo, Altech, Fischer pool tables, D. Gottlieb, Games, Inc., Keesey, Irving Kaye, Midwest, Kloppe Engineering, Valley pool tables and Williams. The Cincinnati office also operates a one-stop on the premises and is distributor for the United game line.

Profile of an Operator

NEW YORK—While the nation’s juke boxes last year grossed a healthy $452,400,000 before commissions, the average music machine operator is a small businessman. According to Billboard’s annual analysis of the U.S. music machine industry, here’s his economic profile:

Operating 38 juke boxes last year, he grossed $57,549.96 before commissions. About half of this was split with location owners, leaving him about $28,775 on which to operate his business.

The average juke box on his route took in $18.79 before commissions, an increase of $3.79 over the previous year. Average weekly gross was $1,106.73.

Mr. Average Operator bought seven music machines during the year, six of which were stereo and one of which was monaural. Of his 38 locations, 32 are taverns and cocktail lounges and 16 are restaurants and diners. Most of the remainder are in soda shops. He bought 6,152 records last year, 93 per cent of which were monaural and 7 per cent of which were stereo. However, by the end of the year the stereo percentage was gaining.

He buys these records mostly from one-stop, occasionally going to a record distributor, and rarely going to a retail record shop.

Trade paper charts and location requests account for 50 per cent of his record purchases, with on-stop recommendations the next most important factor. Personal choices and local radio stations also help make up his mind.

Of course, he doesn’t earn his entire income from the operation of music machines. He has 40 games on location and nearly as many cigaret machines. Between the three, he comes out all right.

See & Hear America's Great New Coin-Operated Entertainment Medium!

...at the M.O.A. Convention
**EUROPEAN NEWS BRIEFS**

**German Films**

HAMBURG — German production of films has been expanded. Helmut Blechhorn, general importer for Germany of the French manufactured Scopitone, announces a number of new film titles are now available, including films based on current hit tunes. Titles include "Wish Won," with Tilli Tomaroc; "Blame It All on the Rosita Nova," with Marcella, and "The Daily From the Folly Bergeries," with Harald Juhnke.

Other titles now available are "Ich kann nicht mehr Seh," with Billy Mo; "All the Gold in This World," with Michael Holm; "A Rose From Santa Monica," with Carmela Corren; "Copa Cabana," with Tedd Parker; "Comme ci, comme ca," with Rainer Bertram, and "White Dreamboat," with Orla van Hoog.

**New S. & G. Games**

COLOGNE — The Cologne firm of Schmitz & Gerdes is introducing two new coin games of the firm's own manufacture, a billboard and miniature golf game.

The billboard game has a timing device restricting play and an automatic counter. It is for two players. The golf game is for up to a foursome. It has a fairway with five different playing obstacles; the player receives five balls which he tries to get past the obstacles into the five cups.

**New Jupiter Stereo**

HANOVER — The expert-import coin machine firm of Automaten-Brenne is introducing in West Germany the Swiss-produced Jupiter's new stereo model, the Super-Jupimatik 104. The Jupiter is being promoted as blending European precision craftsmanship and economy with American big-box sophistication. As with Jupiter boxes generally, the new box is billed as embodying "the finest traditions of Swiss watch craftsmanship." Jupiter competes in West Germany with Bergmann's Symphonik and Wurlitzer's Lyric.

**Seek Gov't Aid**

PALERMO, Sicily — The Italian trade is seeking government assistance in developing coin machine operations in the underdeveloped areas of Southern Italy and Sicily.

A study by the Italian trade shows that there is enormous disparity between juke box placing in the North of Italy and in the South. For example, about 25 per cent of all Italy's juke boxes are in Lombardy, the highly industrialized northern province.

In contrast, there is a grand total of 21 juke boxes in the entire Basilicata area in Southern Italy, according to the survey. The Italian government is currently pressing an economic development program for the South of Italy, and assistance is being sought from this program for the expansion of coin machine operations.

**French Coin Fair**

PARIS — France's coin machine manufacturers are considering the underwriting of a trade fair devoted solely to coin play with the potential of becoming a big business. The coin mechanism is housed in stainless steel. Players can handicap each other for "easy" or "normal" strikes, and the pin hub has a fluorescent light.

**Timing the Big Story in United's New Ultra Game**

CHICAGO — Players time their shots for the highest score in Ultra, United's newest shuffle alley, being introduced to the trade at this week's Music Operators of America convention.

A series of advancing scores are flashed on the back glass. If the player times his shot correctly, he gets the maximum bonus score when he hits the pins.

The timing feature is the highlight in Regulation Champ, one of several games available on the alley. Ultra also features easy, three-step cabinet servicing.

Beside Regulation Champ, games include Flash, Dual Flash, Regulation and Advance. One to six can play. The alley comes in standard 8½-foot lengths. The game has done

**PRE-SELECTIVE**

CINEBOX offers its audience a choice of 40 thrilling color movies with high-fidelity sound! The ever-expanding library of exclusive CINEBOX PRODUCTIONS stars the world's top tunes and talent. CINEBOX provides each of its locations with a brand new, dynamic traffic-building entertainment program. Between plays, advertising slides produce 'plus' income! Apply for exclusive territories now.
OVERSEAS OPERATORS AND DISTRIBUTORS

NOW AVAILABLE:

- A wide selection of music machines, games and vending machines from the East Coast's largest diversified operator. Every make, Every Model.

- Equipment reconditioned to factory-new condition.

- Immediate shipment to all ports.

- The fastest growing operating company in Eastern U.S.A. is ready to serve you. Write today for the current inventory list with prices. Inventory changes each week.

MAR-TAB VENDING

Sol Tabb, president
(A Division of Castlewood International Corporation)
16565 N.W. 15th Ave., Miami 69, Fla.
Tel.: 624-9651—Cable: MARTABB

When you arrive at Miami Airport, call us. We'll pick you up in our private car.

VISIT US AT BOTH GREAT CHICAGO CONVENTIONS!

- You're invited to our new showrooms for real hospitality!

EDDIE GINSBURG, Pres.

U.S. BILLIARDS, Inc.
Amityville, New York
516 P Y 8-2626

See our complete line at Booths 58, 59, and 60 during the MOA show.

EUROPEAN NEWS BRIEF

Continued from page 63

machines. It would be sponsored by the S.N.A.P., the French trade association, and would bring together manufacturers, distributors and operators.

At present, the French trade concentrates on exhibiting at the Hotel Equipment Exhibition, but manufacturers are becoming increasingly critical of sandwiching their exhibits among hotel trade items.

The argument against a separate coin trade fair in the past has been the paucity of French national coin machine production, since all payout machines are banned in France.

Fair proponents contend, however, that a fair could be made a Common Market showcase, and would thus attract sufficient exhibits to make it worthwhile.

Resort Collections

KNOKKE, Belgium — European resorts are having a prime coin machine operating season despite—or, rather, because of—the most fickle weather in the last century.

The summer started off hot—literally, for Europe. Then it turned cool, and now temperatures have skidded to late autumn. This has driven vacationers inside—and to coin machines.

Operators at Belgian seaside resorts report a 25 per cent jump in collections in the last month.

In Switzerland, where there is snow at the higher Alpine resorts, collections have soared by 55 per cent at the snow-sprinkled resorts.

Even in France collections are up 15 per cent over last season, mainly because of lashing gales.

WANT CONVENTION

VIENNA—Austria's trade association, Verbandes des Oesterreichischen Automatenwerbers, is trying to arrange an international trade convention, including the Iron Curtain countries.

The association hopes to take advantage of the thaw in East-West relations and get representatives of the coin machine trade in Communist countries to Vienna for a discussion of trade expansion.

The Austrian trade is convinced that a substantial potential market exists behind the Curtain, and that the time is ripe to develop this market. Austrian exporters already are selling to Czechoslovakia, Yugoslavia and Hungary.

WIENS HANDLES SMOKESHOP LINE

FOR N.Y. AREA

NEW YORK—Bill Wiener and Murray Wiener, veteran coin machine distributors, have been named to handle the Smokeshop cigar machine line in the metropolitan New York-New Jersey area. The Wiens formerly represented the old Eastern Electric and Continental cigar machine lines.

Headquarters for the distributorship will be at 539 10th Ave., John Bilotta, who represents Smokeshop for the rest of New York State, will continue to do so.

JOSEPH KLYKUN
ROBERT FABIAN

NATIONAL VENDING MACHINES ASSOCIATION

2122 N. WESTERN AVE. CHICAGO 47, ILL. ARMS 5-5005

Overseas Operators and Distributors

When you arrive at Miami Airport, call us. We'll pick you up in our private car.
Bonuses, Loans Headache
For Los Angeles Coinmen

LOS ANGELES — Commission, bonuses and loans are proving a headache for music machine operators that aspirin will not remove.

While no operator wants his name connected with his views, the music machine men do not mind sounding off when asked about the situation.

"It's not getting any better," said one operator. "Some of these people who open taverns or beer parlors go after advances and they sometimes get enough from several sources to open without putting up any of their own money."

One operator blamed the "big companies" for the evil. He said that these want the loans and bonuses. He explained that the small operators could not compete in this field. "You put in $4,000 worth of equipment and add another $2,000 to that for advances, making a total of $6,000. No little operator can have that much money invested in a location."

Operators say that they are forced into the practice of making limited deals by the fact that unless some sort of concession is made, there is no location.

There is talk in the area that something is being done to stop the wheeling and dealing. While there are no explanations, it is conceded that even with legislation the evil would continue to exist, but probably not as flagrantly.

Cinevision Color Films Scheduled

NEW YORK—M. S. Green- man, vice-president and general manager of the Cinevision Corporation of America, will pro- duce 10 color films for its cooperative motion picture machine, the Italian-made Cine- box.

The films will run from three to four minutes and will feature production numbers or special settings for the vocalists.

Rosen Sons Back

PHILADELPHIA—Eliot and Lewis Rosen, sons of Dave Rosen, local Rowe AMI distributors, had a nine- week European trip Tuesday (27) to celebrate the birthday anniversary of their mother the following day. The Rosen family, Mr. and Mrs. Rosen, the two boys and their sister Sharon, celebrated Mrs. Rosen's birthday with an evening on the town.

The World's Most Unusual Games and Traveling Kiddie Rides

Are Designed and Manufactured by

SOUTHLAND

- Precision Built
- Trouble Free
- High Earning Power
- Tremendous Appeal
- Minimum Space Required

TRAVELING DINOSAUR
TRAVELING FROG
WESTERN TRAILS TRAVELING PONY

SOUTHLAND ENGINEERING, INC.
1657 Euclid Street, Santa Monica, California

You are Cordially Invited to Visit with us During your Stay in Chicago

SCOTT CROSSE
A Recognized Leader in EXPORT
Over 15 years of exporting experience. Satisfied customers in 6 Continents.
First With the Finest
NOW DELIVERING BALLY
Four Exciting Games

MOON SHOT . . . . 1 Player
CROSS COUNTRY . . . 1 Player
CUE TEASE . . . . . 2 Player
3 IN LINE . . . . . . 4 Player

Also available: All the latest Gottlieb and Williams Pinballs. Specials on Uprights and 6-Cards.

Write for our inventory list of games and spare parts.

Write—Phone
SCOTT CROSSE CO.
1732 Fairmount Avenue

Bally Distributor for Eastern Pennsylvania and Delaware.
MASS PLAYER-APPEAL Feature...
"LITES" The WAY in
chicago coin's
OFFICIAL
"SPARE-LITE"

6 PLAYER
BOWLING GAME

NEW!
SELECT STRIKE SCORING!
NEW BEAT-THE-CHAMP SCORING!
NEW DUAL FLASH SCORING!
NEW 3 STAR SCORING!
FLASH-O-MATIC SCORING!
REGULATION SCORING!

Plus...

• DIRECTIONAL ARROW ON PLAYFIELD "LIGHTS-UP" - INDICATING EXACTLY WHERE PLAYER SHOULD AIM TO KNOCK DOWN Remaining PINS for SPARE!
• NEW COLOR COMBINATION!
• NEW! SUPER-QUIET, COMPLETELY CORK INSULATED, RUBBER-MOUNTED PLAYFIELD!
• POSITIVE BALL-RETURN RAMP!
• NEW! NYLON GUTTER GUARD RAIL!
• NEW! RECESSED RUBBER SHIN GUARD!
• AVAILABLE IN 13', 16' AND 21' LENGTHS!
• STEEL, PILFER-PROOF, SIDE-OPEN CASH BOX!
• AVAILABLE IN 10c, 2 for 25c AND 50c MODELS!

AVAILABLE NOW ONLY AT YOUR CHICAGO COIN DISTRIBUTOR!

SEE AMERICA'S HOTTEST LINE OF COIN OPERATED GAMES

ALL NEW 2 PLAYER SUN VALLEY PIN GAME

New 6-player STRIKE BALL PUCK BOWLER

DOUBLE ACTION RIOT GUN RIFLE GAME

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

SEE BOOTH #25
Fewer Operators
But More Mazuma

NEW YORK — American music machine operators are growing fewer in numbers, operating fewer machines, and making more money. That's what Billboard's Market Research Division discovered in its annual survey of the music machine industry.

The figures, which cover calendar 1962, show that some 8,000 juke box operators have 463,000 machines on locations, 157,000 of which are stereo and 306,000 of which are monaural. An estimated 390 operators went out of business during 1962, mostly through mergers, with the average route size increasing from 56 to 58 pieces. Collections increased too, with 28.6 per cent of all locations averaging $20 or more a week before commissions. This figure was 20 per cent above the preceding year.

Another 34.3 per cent of the locations did from $16-20 a week before commissions compared with 20 per cent in 1961, and, for the first time in history, more than half of all locations averaged more than $16 a week before commissions. As operating costs rise sharply, operators are finding that it makes sense to dump marginal locations and get top dollar from new places.

We file them in alphabetical order under the last name of the artist. For example, we have all Elvis Presley records filed together under E. All Pete Fountain records under F. When we have a request from a location for a certain record, if it is a standard we usually have it in our library. We pull it from there.

An estimated 370,000 machines are in use. We have not used all of the library, we have a lot of the library. Newell, who has the library in his warehouse at 1269 Madison, operates it as follows:

"When my route man takes records off the machines we file them in our record room in stacks built to size to hold records."

(Continued on page 71)

TOP TEN ARTISTS
These artists earned the most money for juke box operators during 1962.

1. RAY CHARLES
2. ELVIS PRESLEY
3. CHUBBY CHECKER
4. TONY BENNETT
5. BRENDA LEE
6. NAT KING COLE
7. CONNIE FRANCIS
8. FRANK SINATRA
9. ACKER BILK
10. PATSY CLINE

TOP-EARNING JUKE BOX RECORDS FOR 1962

TOP R&B
1. I CAN'T STOP LOVING YOU
Ray Charles, ABC-Paramount
2. THE TWIST
Chubby Checker, Parkway
3. BRING IT ON HOME TO ME
Sam Cooke, RCA Victor
4. BORN TO LOSE
Ray Charles, ABC-Paramount
5. STRANGER ON THE SHORE
Acker Bilk, Atco
6. TUFF
Ace Cannon, Hi
7. ROSES ARE RED
Bobby Vinton, Epic
8. MR. POSTMAN
Marvelettes, Tamla
9. SOMETHING GOT A HOLD ON ME
Era James, Argo
10. POPEYE
Chubby Checker, Parkway

TURN YOUR LOVE LIGHTS ON ME
Bobby Bland, Duke

TOP STANDARDS
1. STARDUST
Artie Shaw, RCA Victor
2. MOON RIVER
Harry Mannini, RCA Victor
3. MYSTIC
Enroll Garner, Columbia
4. WORDS
Johnny Horton, Columbia
5. WHEEL OF FORTUNE
Kay Starr, Capitol
6. I CAN'T GET STARTED WITH YOU
Bunny Berigan, RCA Victor
7. MACK THE KNIFE
Bobby Darin, Columbia
8. RAMBLIN' ROSE
Nat King Cole, Capitol
9. THEME FROM A SUMMER PLACE
Percy Faith, Columbia
10. MOONLIGHT SERENADE
Glenn Miller, RCA Victor

TOP C&W
1. WOLVERTON MOUNTAIN
Clamp King, Columbia
2. DEVIL WOMAN
Marty Robbins, Columbia
3. WALK ON BY
Leroy Van Dyke, Mercury
4. RUBY ANN
Marty Robbins, Columbia
5. I FALL TO PIECES
Patsy Cline, Decca
6. BIG BAD JOHN
Jimmy Dean, Columbia
7. LITTLE BITTY TEAR
Burl Ives, Decca
8. SHE THINKS I STILL CARE
George Jones, United Artists
9. P.T. 109
Jimmy Dean, Columbia
10. SHE'S GOT YOU
Patsy Cline, Decca
NEW!

Rowe AMI Top Talent Tune display spectacularly presents your new money-making stereo service, prompts customer play with colorful album covers in miniature. Album covers and special title strips come complete with each MOSS 5-Pack you receive.

Best of Stereo

Selected Album Hits

MUSIC OPERATORS!
GIVE YOUR LOCATIONS THE MUSIC THEY WANT

This great new money-making service is brought to you by Record Source International and your Rowe AMI distributor. The Music Operators Stereo Service (MOSS) gives you a special 5-pack of ten selected singles, picked by Billboard's experts from the top Albums. Ten top cuts on 33 1/3 rpm records, delivered to you every two weeks at the going one-stop rates. You can't beat it! Remember, too, this new service is in addition to the Top Talent Service offered by your Rowe AMI distributor—two great services—for greater play, greater profits.

PLAYED ON THE PHONOGRAPH THEY PREFER

THE ROWE AMI

NEW! The newly styled Rowe AMI has all the features you need to make money in any location; self-contained Stereo Round™ that puts the orchestra right in the room. "Three-run" programming so you can change from 200 to 160 or 100 selections right on the spot. A really hot Top Talent Tune display (see the insert above), full-width personalization panel. Mechanical auto-mix of no extra charge. A diamond stylus good for 50,000 plays.

In other words, the new Rowe AMI gives you everything.

See your Rowe AMI distributor for full details today—or write Record Source International, 1564 Broadway, New York 36, N.Y.
Lights Show the Way In Chi Coin's Bowler

CHICAGO — Colored lights actually a player where to shoot to pick up a spare in Chicago Coin's newest six-player, six-game bowling, Official Spare-Lite.

BARGAINS FOR THE WEEK GAMES GAMES A BIG SELECTION Received a List of Drink and Coffee Vending Machines in Trade. WHAT DO YOU NEED? How About Our Special Selection of Chicago Coin Machines — ... All machines are in perfect working order, if so desired. Write or Call Us Collect. Main 1-3511

OFFICIAL SPARE-LITE

After the first ball has been thrown, the light on the alley shows the player where to aim to make his spare. On strikes, no lights are indicated.

Spare-Lite is available in 13 and 21-foot lengths and with nickel, dimes or quarters, or dimes. New free-back, swingaway cabinet permits easy 10-second servicing.

Six games include Select Strike, Beat the Clock, Dual Flash, Three Star, Flash-O-Matic and Regulation. Other features are: new attractive color combination, coin-inserted, rubber-mounted playfield, positive ball-return ramp, nylon gutter guard roll, steel, pillar-proof, side-opened cashiers, and recessed rubber shoe guard.

Wurlitzer set for Conclave

CHICAGO — The Wurlitzer Company will have in full force at the Music Operators of America convention here next week, with its complete line of automatic phonograph and remote equipment being displayed in a three-room area.

Bob Davis, sales manager, heads the contingent which includes Gary Sinclair and Clayton Ballard from Los Angeles.

Consolidation

Continued from page 61

"Whenever we put them in, we don't have such much resistance, because the machine usually takes in what we ask as a guarantee."

But the loans situation is another and very serious problem. Thus Allueff denounces them as a necessary evil and "worse than ever now. Loans are hazardous to the business, but something you can't get away from. If you want new business, or want to keep some of your old business, you have to work along with loans."

Loans

Most reports the same general picture—New and established locations are both asking for loans. They try to get as much as they can. Granting of loans is prevalent with about every operator in town if he wants to hold his business.

The amount of loans varies—some locations ask for $200, others for $1,500, and it is impossible to get an accurate average, says Mose. "It depends on how far back they are in their bills and what they owe for taxes."

The local picture may be characterized as more encouraging than in recent surveys. What may be the soundest sign of a long-term, pick-up trend is that operators are buying machines, both for replacement and for expansion. As Charles Andrews of Angott Distributing Company, put it: "They are now buying new equipment as we feel that the outlook is optimistic."

Walter Huber from San Francisco, and Bert Davidson, Chicago sales representative, will field service engineers at the show will include C. B. Ross, Milwaukee, and Harry Gregg, Denver, Ga. A. Palmer Jr., advertising and sales promotion manager, will be in charge of the display and reservations for visiting Wurlitzer distributors.

Wurlitzer executives, including Fred Osborne, director of phonograph engineering, are expected to visit the booth. The company has reserved six tables for the banquet.

OPERATORS!

Here Are the One-Stop Throughout the Nation Who Are Now MOSS Pack Suppliers:

Ted Fuller
Western One-Stop, Inc.
1461 Park Ave.
Emeryville, Calif.

Lukenheagen Record Box, Inc.
2377 West Pico Blvd.
Los Angeles 6, Calif.

Mountain Distributors
3630 Downey St.
Denver 5, Colo.

Gallop Records
1441 E. Broadway
Tampa, Fla.

Russ Di Angels
Music Box One-Stop
1301 West 79th St.
Chicago, III.

Fred Sipona
Singer One-Stop
1812 W. Chicago Ave.
Chicago, Ill.

E. F. Von Goon
Von Goon's One-Stop, Inc.
1715-1717 2d Ave.
Rock Island, Ill.

Million Berenson
Music Sales One-Stop
140 W. Mount Royal Ave.
Baltimore 1, Md.

Ed Ochel
One-Stop Record Service
2721 Pine
St. Louis 3, Mo.

Ed Zerinsky
H. Z. Vending & Sales Co.
1205 Douglas St.
Omaha, Neb.

Ralph Schectman
Service One-Stop
382 Clinton Place
Newark, N. J.

Buffalo One-Stop
959 Main St.
Buffalo, N. Y.

Transcontinent Record Sales
Buffalo, N. Y.

George F. Littenberg
Keller Melody Sales, Inc.
904 W. Delaware
Toledo, Ohio.

J. M. Novelly Co.
5555 Mahoning Ave.
Youngstown, Ohio.

Davis Press
D & H Dist. Co., Inc.
2555 W. 7th St.
Harrisburg, Pa.

Mr. James J. Ginberg
1641 N. Broad St.
Philadelphia 22, Pa.

Mr. Rasen
I. J. Morgan Co.
511 N. Broad St.
Philadelphia 22, Pa.

Mobile Record Service Co.
P.O. Box 2879
Pittsburgh 30, Pa.

MUSIC OPERATORS STEREO SERVICE (MOSS)—PRE-PACK OF 5 STEREO 331 SINGLES AS ANNOUNCED ON OPPOSITE PAGE

To: RSI, MOSS Division
1564 Broadway
New York, N. Y., 10036

Please send— MOSS
pre-packs (5 singles each) of $3.50 per pack.

My check in the amount of $ is enclosed. PAYMENT MUST ACCOMPANY ORDER.

Company Name __________________________
Address __________________________________
City Zone State ____________________________

RSI, MOSS Division
1564 Broadway
New York, N. Y., 10036

* Each stereo single in the MOSS Pre-Pack contains the 2 best tracks from a current top-selling LP—as selected by Billboard's Program Directors.

* Each record stereo in the MOSS Pack contains 5 title strips and a miniature 4-color transparency of the original album cover for display.

* Distribution will be handled through Record Source International (RSI)—a division of Billboard.

* Every two weeks a new MOSS Pre-Pack of 5 stereo 33-1/3 singles will be announced in these pages.

MUSIC OPERATORS STEREO SERVICE (MOSS)—PRE-PACK OF 5 STEREO 331 SINGLES AS ANNOUNCED ON OPPOSITE PAGE

a regular operator service for 331 stereo singles . . . especially produced from Best Selling LP's.

TOP ARTISTS . . . TOP SONGS . . . ALL LEADING LABELS

Contact your regular Juke Box Distributor or One-Stop . . . or USE THIS CONVENIENT ORDER FORM TODAY. (Operators: price per pack—$3.50)

To: RSI, MOSS Division
1564 Broadway
New York, N. Y., 10036

Please send— MOSS
pre-packs (5 singles each) of $3.50 per pack.

My check in the amount of $ is enclosed. PAYMENT MUST ACCOMPANY ORDER.

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Leaf Brands Opens Plant On Old Vendcraft Site

CHICAGO — Leaf Brands, one of the nation’s largest manufacturers of bulk confections and gum, is taking a major step into the Canadian market with the opening of a Toronto manufacturing plant, Leaf Confections, Ltd.

Leaf will be doing business from quarters formerly occupied by Vendcraft, Ltd., Canadian gum manufacturing firm headed by Kenneth McPhee. Vendcraft ceased operating late in July.

Leaf has acquired the lease and is making arrangements to take over the machinery and equipment of the plant. Leaf will also use the Vendcraft personnel in its operation.

The move enables Leaf to set up a direct supply line to its gum, and ultimately, its entire line of confections. Up to now, Leaf supplied Canada with gum only, from its plant in Ireland.

Tariff restrictions prevented Leaf from exporting confections from its U.S. plant. Sam Shankman, Leaf executive vice-president, said the Canadian facility would be expanded shortly to produce Leaf’s entire line of confections along with the plant’s present capability for gum.

Shankman said that the new plant might well enable Leaf to better serve the fast-growing Canadian market.

He said the expansion into confection production would take place as soon as it can be done to a chance to “get our feet wet in the Canadian market.”

The former Vendcraft plant occupies some 12,000 square feet and will be expanded soon.

PARKING’S A CINCH FOR BULK OP & TINY TRAILER

WASHINGTON—For years Bryan Homier, bulk operator here, has been servicing his routes with a compact sedan and a miniature trailer. The tiny trailer, rolling on two wheelbarrow wheels and tires, is long enough to accommodate half a dozen replacement heads, or refill necessary for a 20-stop route, all tools, and a small amount of advertising materials.

Custom built by a Washington camping equipment manufacturer for Homier, the little trailer is only three and a half feet wide, by three feet high, with an over-all depth of two feet, beneath a tightly closed rubber-gasketed weather-proof lid.

Minimum Space

Because of the small size of the sedan, plus the shortness of the trailer tow bar, which is only eight inches long, Homier can easily park his rig in a minimum amount of space.

Where it is necessary, in servicing a large number of machines in one location, such as the giant building factories, offices, building offices, Homier can easily detach the trailer with a single turning handle, and wheel the trailer itself inside, doing away with unnecessary carrying and re-tracing his steps.

Homier invested $300 in construction of the miniature trailer and believes that its convenience, plus, of course, the fact that it detaches when not in use, has repaid the cost many times. His only problem with the lightweight steel and aluminum trailer box is that it has been damaged by cars from behind several times, when motorists fail to notice it at stop signs.

Homier is taking care of that problem by putting bright flags at either corner of the trailer, plus large reflectors across the back, which, of course, pick up headlights and furnish plenty of warning.
Fewer Operators, But More $  

* Continued from page 67 *

the better stops by paying attention to programming.

Stereo was the big problem for operators during 1962. Some 36 per cent of the operators failed to use one stereo record during the course of the year, and the average number of stereo sides on all boxes was only 14.

More than 93 per cent of all operators bought at least one juke box during the course of the year, with the average purchase 8.2 machines. Some 81.2 per cent of all juke boxes purchased—new and used—were stereo.

More than 22 per cent of all juke boxes were 33-1/3 speed machines by the end of the year, and this figure could top 30 per cent by the end of 1963. Some 87.7 per cent of all operators had fast-speed machines on their routes.

There's little question that the music machine market is an adult market. Tunnels and bars account for 58.4 per cent of all locations, compared with 53 per cent a year earlier. Restaurants and diners accounted for 32.6 per cent of the total, while soda fountains and particularly teen-age locations accounted for 9 per cent.

Juke box operators bought 49,000,000 records, 45,300,000 of which were 45 monos. Filling out the total were 1,500-00 45 stereo, 1,900,000 33 stereo singles and 300,000 45s. The seven-inch Little LP, which made its debut at the end of the year, was not figured in the totals.

Get-stops are still the favorite shopping place for operators, who bought 76.9 per cent of their records from that source. Distributors accounted for 19.4 per cent of the sales, while retail shippers came in for 3.5 per cent of the total.

The classic method of paying locations is still straight commission, with 83.4 per cent of the agreements on this basis—generally a 50-50 split. Some 5.7 per cent of locations are on a minimum guaranteed contract and another 5.9 per cent on front money arrangements. Rentals account for 3.4 per cent of all juke boxes.

“Operators of five juke box operators also have games, with an average of 49 pieces per route among those boxes who operate both. Another 37 per cent of all operators have cigarette machines, with the average route 80 pieces.

Some 6.5 per cent of the operators have food and drink machines, while another 9.4 per cent operate background music.

**Disk Library**

**An Investment**

* Continued from page 67 *

operating and distributing business for 27 years, formerly was general manager for R. E. Williams, who pioneered a phonograph distributorship, route and record distributorship.

Williams got out of the phonograph selling and music operating business a few years ago, but now he is back and has built it into a successful enterprise.

In his many years in the business he has learned the public's tastes for phonograph music and has used this knowledge in buying records and programming his juke boxes.

**Buying List**

He keeps tight up to date on new hit records, follows the charts in Billboard closely to make up his buying list. He uses all systems of music, but he has a route in which there are many tastes.

Some of his locations are colored, for example (Memphis has about 35 per cent colored population). Here progressive jazz, rhythm and blues, rock 'n' roll music dominate.

On other spots, a nice restaurant, for example, Newell has built jazz, standards, a scattering of current hits. The latter type locations are the ones that save Newell plenty of money in the long run with use of his record library, an invaluable aid, he believes, in successful programming.
MOA's Tax Authority Explains Depreciation

Next to commissions and programming, taxes rate tops on the operator problem list. The author of the following article, Leo Kaner, is the music machine industry's top tax authority. As tax adviser for the Manufacturers Operators of America and former Chicago's leading CPA's, Kaner is an expert on equipment depreciation.

By LEO KANER

The government's attitude toward depreciation of music machines is a fairly simple one. So long as the operator bases his depreciation claim on the actual life of the equipment and his replacement policy, and so long as he can demonstrate that the claim and the practice are the same, he'll stay out of trouble.

Operators can take advantage of the 7 per cent Investment Tax Credit, which allows operators to deduct up to 7 per cent on equipment, machinery and other capital goods. The credit may be applied to used equipment up to $50,000.

The full 7 per cent credit may be applied only to items with useful lives of eight or more years. Two-thirds of the full credit may be applied to items with useful lives of six or seven years. A third of the full credit is allowed on items with useful lives of four or five years. No credit is allowed for items with useful lives of less than four years.

Credit is deducted from the federal income tax due, and any unused credit amount may be carried back three or forward five years.

Under the latest tax law, operators may now put as much as $1,250 a year into retirement funds without being required to pay federal income taxes on the amount.

Several retirement plans are approved by the government. A trust may be set up with the bank as trustee; the money may be invested in annuities, endowments or life insurance; it may be placed in mutual fund shares, or it may be put in a special issue of Treasury Bonds created for the new law.

The new rules on expense account reporting allow an operator to entertain location owners and deduct food and liquor so long as the entertainment is directly related to the operator's business.

Operators may spend no more than $25 per person on business gifts. Everything more expensive than the $25 will be disallowed, except for advertising gifts bearing the operator's name (not more than $4 an item), promotional material used on the location and employee awards for service, safety or retirement with a limit of $100 per employee.

NAMA Opens Annual Convention; Expect 7,000

CHICAGO — So me 7,000 vending operators are expected to attend the annual convention of the National Automatic Merchandising Association, which opens its four-day run at McCormick Place here Saturday (7).

While the emphasis will be on food vending, new equipment will include coin-operated photo copy machines, currency and coin changers, laundry and bowling supply vendors and book venders.

Only bulk vending firm exhibiting at the show will be the Northwestern Corporation, but a substantial bulk vending delegation is expected to be on hand.

The bulk contingent will be attending the annual convention of directors meeting to be held at the Cowan Hotel Sunday (8), and most of the machine, charm and ball gam manufacturers will be exhibiting their wares in various hotel suites.

Business sessions at the NAMA convention will be held at the Conrad Hilton Hotel. They include forums on commissions, location ownership of equipment and merchandising.

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BIG NEWS IN VENDING FROM ROCK-OLA '64--SEE US AT THE NAMA SHOW SEPT. 7 TO 10 BOoths 409, 410, 411 AND 360!

NEW! ROCK-OLA Advanced Design Caravelle Cigarette Vendor featuring . . .
Dramatic Exterior Design!
• Attractive, illuminated selection panel • Location "Personalized" • Interchangeable vinyl-clad, stainless steel "color panels" • Attractive merchandising circle.
Completely Unitized Component Construction!
• Big capacity—columns tilt out for fast loading • Easy-access all-in-one Control Center • Easy-access match dispenser with "match saver" feature • Columns transfer kit with three switch-over reserve supply columns • Easy-access price change controls—prices adjusted from 5 to 75c with the fingertips.
NEW! ROCK-OLA Automatic Merchandising SHOP-O-MAT AND BOOK-O-MAT. The only complete visual merchandiser!
Vends a tremendous variety of items. Books, shaving kits, candy, hosiery, cigarettes, lighters . . . practically anything you want to vend in the "traffic" type item.
Handles multiple coins. Purchaser inserts any coin combination equal to price of item, nickels, dimes, quarters and half-dollars.
"The item you see—is the item you get!"—The revolutionary new Shop-O-Mat and Book-O-Mat permit close inspection of each vended item by the purchaser before it is vended. And the item to be vended is clearly visible through the large window display panel, assuring the customer that . . . "the item he sees is the item he gets!" Smooth, dependable performance. Vending mechanism performs with quiet, positive action. Vended item is instantly replaced in same display pocket.
Most complete line of coffee and hot drink vendors!
Model TRLB-M Batch Brew Vendor. Serves fresh brewed coffee four ways: black, cream and sugar, cream only, sugar only. Extra cream and sugar buttons. Hot soup or tea and hot whipped chocolate.
Model 1403-S Single-cup Fresh Brew Coffee and Hot Drink Vendor. Serves coffee four ways: black, black with sugar, with cream, with sugar and cream. Extra creme and sugar buttons standard. Also serves delicious hot whipped soup and hot whipped chocolate. Model 1403-S available as 1403 without hot whipped soup.
Model 1200 Single-cup Fresh Brew Vendor. Serves coffee four ways: black, cream and sugar, cream only, sugar only. Extra cream and sugar buttons. Also serves delicious hot whipped chocolate.
Model 3402 Coffee and Hot Drink Vendor. Brews soluble coffee. Serves it four ways: black, black with sugar, with cream, with sugar and cream. Also serves hot whipped chocolate and hot tea. Also available as Model 3403 without four way tea feature.
ported a heavier demand for adult music. "We still have to program most of the teenage hits because they get so much more radio play," claimed one operator. "But we don't cover our routes so completely anymore with the Top 40 tunes. We push standards and the new record releases that are geared to the more mature musical tastes."

Stereo singles? "We'd get more patronage out of stereo disks if there were better singles available," said Jaccomet. "We can find plenty of stereo LP's for our locations. But how many spots can use the L.P.?"

Location loans continue to be very much a part of the juke box business here. The loan will be to a single one operator. "I don't think loans can ever be eliminated. As long as tavern and restaurant owners run short of money and music operators are willing to do out cash in order to hang on to locations—we'll have the loan business," said a loan officer.

Locations no longer find it simple to get loan from operators. Sam Hastings, Hastings Distributing Company, president of the Milwaukee Phonograph Operators' Association, said he turns down every loan request net backed by an established credit record.

"We're all tightening up on loans around here," Hastings said. "It just isn't smart business to make loans without a strict check-up on the credit history of the location."

Prospects Bright

Prospects for the balance of 1963 appear bright. Most operators queried, reported optimistic viewpoints for the rest of the year. "I'm certain we can look ahead to good business during the rest of the year," said Hastings.

"It don't look to a big finish," reported Bob Pucio. "But I'm confident our business will show a pickup over 1962."

Optiz's outlook was also optimistic. "I think music route receipts will wind up a few points ahead of last year. General economic conditions should be good all through 1963."

Predicted Harry Jacobs Jr., United, Inc., Wurlitzer distributor. "The last portion of the year won't hold at the same pace we have hit so far out. But on the whole, I look for 1963 to be a very healthy year for the entire industry."

Memphis Take

"We take pride in announcing another Williams EXCLUSIVE

THE NEW latchlock playfield - NOW standard on all Williams flipper games."

that is easily accessible
operates at fingertip pressure
eliminates strain, stooping and bending to servicing
just lift/turn/and raise playfield

Order from your Williams distributor

32xw W. Fillmore St. • CHICAGO 34, ILLINOIS

BUT THE BEST - BUY WILLIAMS

Collections Up in Badger State

- Continued from page 59

available for immediate production by purchaser

the only proven single

Hot & Cold Sandwich Vendor of its kind

tools • dies • drawings • parts

for sale

for more information, development or

inquiries please contact

JoHN NOVARESE, president of the
Lunch-\t, designed and en-

gineered with the help of expert-

craftsmen, it is the perfect sub-

mission for the outdoor and in-

door market. A truly original de-

sign, it has been developed and manufactured by

United, Inc., in cooperation with

the H. Jacob's Company, Inc., Badger State Distributors, and is covered by issued patents.

4 selection of different hot sandwiches, side dishes, corned meat, cold hot dogs, etc. nationally de-

veloped for refrigerated compartment of the vending machine. Cold food section is essentially a microwave oven.

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Play Really Swings with GOTTLEB'S NEW 2-PLAYER

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European Coinmen Attend MOA

Continued from page 39

ick-Ola models which are as-

sumed in Germany); France—

Emaphone series; Belgium—

Oxford; Holland—the AML as-

sembled by sardelli Musicali Italiani,

Turin, and the Wurlitzer as-

sembled by Notemat at Leg-

ni, Switzerland—the Jupiter;

nita—the Musikbar, which is

manufactured in Vienna.

Game Production

European manufacturers are

making headway in games pro-
quise. Bermingham is a Conti-

nental leader in this field, pro-

ducing both pinballs and its

unique new target game zone, and Exa.

Rally at Nice has become a ma-

jor Continental producer of pinballs. By and

large, however, Continental

game production is still con-

centrated on the perennially

popular soccer games. Most

Continental producers advo-

cate trans-Atlantic trade co-

coperation. U. S. producers have

strong positions in the general

European market, and on a basis

of co-operation and friendly

competition with domestic

producers, where in fact they con-

front a European market.

An example is the Lawrence

Automatengen at Bingen, which

is allied to Lawrence, Inc., a

major American manufacturer.

In France, Lancaster's parent firm,

ISM, manufactures the Fanfare

photograph and other coin ma-

chines. France has come into the

world's manufacturing spotlight in a

major way through its produc-

tion of film photograph-es.

under license from the Italian

in-

ventor. These coin cinemares

are making headway among Con-

tinental operators, and they are

regarded in Europe as having a
great future in the U. S. as well.

The MOA has reason to take

a close interest in the Con-

tinental trade and specifically the

European operator, because the

MOA is the model for the op-
erator in Europe. West Germany,

of all the Continental countries,

has the most highly organized

operators, and Loefther's ZOA

drawn inspiration from the

MOA, although it is not a car-

bon copy but rather has de-

veloped in response to the dif-

ferent national requirements of

the German trade.

Germany boasts an operator-

organized trade easily first on

the Continent, and one com-
peting favorably with the MOA

for cohesion and initiative. ZOA

is the central co-ordinating agen-
cy for operator association in

each of the West German fed-

eral states, including West Ber-

lin.

Manufacturers are represented

by a similarly efficient organi-

zation, Verband der Deutschen

Automaten-Industrie; and the

wholesalers by Deutscher Auto-

maten-Handelsverband. West

Germany has some 3,000

organized operators and about

30,000 photographs.

Belgium, too, has an aggres-

sive operating organization,

Union Belge de la Machine-

Patiouse, representing its six

chamber of commerce. Never-

theless, the operating pattern in

Belgium varies widely from

that in West Germany. The Bel-

gian coin mechanism operating

economy is based largely on the

bought machines. Photographers

are mainly location-owned. Belgium,

with a population of nine mil-

lion, has some 40,000 photog-

raphers—by far the greatest pho-

tograph density in Europe. In-

 Holland is approached by trade

experts as a trade model for

small countries. The country's

5,000 photographers are 75 per

cent operator-owned. This is,

of course, the reverse of Bel-

gium, and Dutch operation sim-

cularly control games operation.

Italy's trade is organized un-

der the SAPAR, subdivided into

25 sections and having head-

quarters in Rome. SAPAR repre-

sents general trade interests,

including operators and

manufacturers. The Italian op-

erator is considered among the

most prosperous on the Con-

tinent, and the phonograph op-

erating outlay is heavy. Italy has

about 17,000 photographs in a

country of 48 million, in-

crating a still large potential
domestic market. U. S. manu-

facturers have been accounting

for about 84 per cent of the

approximate 4,000 new ma-

chines sold annually. A recent
development is the emergence

of Naples at the Mediterranean

corner of Bruxelles, as the

coin machine trading crossroads

for Africa, the Near and Middle

East, and Asia. Switzerland has

probably Europe's most prosper-

ous operators, but has in part due to

the unusual pattern prevailing

there. Operators control about

half of Switzerland's 10,000 pho-

tographs (the rest are location-

owned), and the majority of the

operators are businessmen

equipped in other forms of activity.

they regard operation as a per-

sponsible business activity from

the investment viewpoint, leav-

ing actual servicing in the hands

of the distributor.

France has a strong trade

but one that retains still great

potentiality for across-the-board

expansion. The trade is organ-

ized under the Federation Fran-

caise des Professions de l'Auta-

matique (FFPA). President

Robert Charlot, a leading light

in the Continental trade, is both

an importer and an operator.

France has about 16,000 pho-

tographs on location, and 1,200

operators. Games are very strong

and growing in popularity—the

bowl fever is sweeping France.

U. S. manufacturers are well

trenched on the French market.

in games as well as phonographs.

Austria is notable mainly for

John Merrill, the Wurlitzer dis-

tributor and a major manufacturer

of machines. His original firm,

Mich., who arrived in Vienna in

1905, courtesy of the 34th In-

dustrial Division and stayed on

to become the best known U. S.

trade figure in the country. About

95 per cent of Austria's

12,000 juke boxes are location-

owned. The Austrian operator

association, Verband der Oester-

reichischen Automatengewerke

(VOA), represents the overall

Austrian trade. It has a members-

hip of about 250, including

some 150 major Austrian oper-

ators.

The VOA has been taking the

initiative in trying to bring to-

togther the European trade, and

the MOA convention in Chicago

will provide a forum for the

Austrian representatives to ex-

plain their "one-world" trade

documents.

The European trade gener-

ally is convinced that golden vis-

tas lie ahead for the world coin

trade, whatever the vexations

and tribulations of the moment.

Most of the world, in the view

of the Continental trade, is still

virgin territory for the coin

trade.

Development of the European

market has only started, with

France, Italy and Spain being

the most promising areas for

expansion. The Middle East mar-

ket is opening up, and there

is the vast potential markets in

Africa and Asia, as well as

Latin America.

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Give A Brand New

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Just take stereo, "Artist of the Week," and our now-famous Little LP Stereo Albums. Now they're all imitated, like so many other Seeburg innovations. Take our automatic intermix...the personalized feature...album cover displays...and the Income Totalizer. All copied—after we proved their moneymaking value to operators. So why wait for tomorrow's imitation when you can have all the most profitable new things today?

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LP CONSOLE AND STEREO CONSOLETTES

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LITTLE LP STEREO ALBUMS

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Columbia
BRENDA LEE
Decca
JULIE LONDON
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HENRY MANCINI
RCA Victor
JUDY GARLAND
Capitol
EVERY BROTHERS
Warner Bros.
STEVE LAWRENCE
Columbia
MANTOVANI & ORCH.
London
FRANK SINATRA
Capitol
PEGGY LEE
Capitol

JAZZ/RHYTHM & BLUES

RAY CHARLES
Modern Sounds In Country & Western Music, Vol. I
ABC-Paramount
MEL TORME
My Kind Of Music
Verve
DINAH WASHINGTON
Sings Fats Waller
Mercury
RAY CHARLES
Modern Sounds In Country & Western Music, Vol. II
ABC-Paramount
BILL DOGGETT
Ops
Columbia
DUKE ELLINGTON/COUNT BASIE
First Time
Columbia
PETE FOUNTAIN
Joe Kuy & Shoutin' Against
Verve
GRADY MARTIN
Decca
QUINCY JONES & ORCH.
1 Dig Dancers
MERCURY

FOLK/COUNTRY & WESTERN

PATSY CLINE
Sentimentally Yours
Everest
BURL IVES
Fancy Way of Laughin'
Decca
JIM REEVES
A Touch of Velvet
RCA Victor
RED FOLEY
The Red Foley Show
Decca
WEBB PIERCE
Cross Country
Decca
WANDA JACKSON
Wonderful Wanda
Capitol
KITY WELLS
Kitty's Choice
Decca

ernest tubb & his texas troubadours
Golden Favorites
Decca
HAWKSHAW HAWKINS
The All New Hawkshaw Hawkins
King
LEON McAULIFF
Cozy Inn
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