

Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating



★ NATIONAL BREAKOUTS

No National Breakouts This Week.

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

THESE ARMS OF MINE . . .

Otis Redding, Volt 103 (East-Time, BMI) (Washington-Cincinnati)

HOME GROWN . . .

East, BMI)

BIG TRAIN . . .

(Cottillion, BMI)
Booker T & the MG's, Stax 134 (Buffalo)

SHUT DOWN . . .

Beach Boys, Capitol 4932 (Sea of Tunes, BMI) (Minneapolis-St. Paul)

TORE UP . . .

Harmonica Fats, Darcey 5000 (Lois, BMI) (Buffalo)

MY FATHER'S VOICE . . .

Judy Lynn, United Artists 571 (Glad, BMI) (Houston)

MARIONETTE . . .

Legends, Ermine 45 (Venetia, BMI) (Milwaukee)

I LOVE YOU BECAUSE . . .

Al Martino, Capitol 4930 (Rose, BMI) (Boston)

THE BOUNCE . . .

Olympics, Tri Disc 106 (Marc-Jean, BMI) (Washington)

YOU AIN'T NO BIG THING BABY . . .

Sam & Dave, Roulette 4480 (Ware-Frost, BMI) (Buffalo)

ACE IN THE HOLE . . .

Jim Morrison, Curley Q 00 (LeBill, BMI) (Dallas-Fort Worth)

HOT CAKES (1st & 2d Servings) . . .

Dave (Baby) Cortez, Chess 1850 (Chevis-Cortez, BMI) (Buffalo)

THAT LOW DOWN MOVE . . .

Hank Ballard & the Midnighters, King 5719 (Pandora, BMI) (Atlanta)

SUZY'S WALTZ . . .

Sandy Smith, Hi-Fi 5068 (Hi-Fi, BMI) (Buffalo)

SEAGREEN . . .

Viceroy's, Bethlehem 3045 (Sonlo, BMI) (Detroit)

ALBUMS

Page One Albums will be found in the LP Review Section of this issue

Columbia Pix About to Sign Kirshner Deal

NEW YORK—The purchase of the Nevins-Kirshner publishing, producing and recording enterprises, comprising Aldon Music, Dimension Records and twosome young writers, should be concluded this week by Screen Gems, a subsidiary corporation of Columbia Pictures Corporation in an executive capacity, is expected to be signed for a figure of about \$2,500,000.

Kirshner's new title had not been set at press time, but it is expected to be in a high executive post in Colpix Records and
Continued on page 8

SWEDEN LAPS FIELD IN SELLING NEW UN ALBUM

By SAM CHASE

NEW YORK—Sweden still is the undisputed leader in sales of the "All Star Festival" LP, proceeds of which go to the U. N. High Commissioner for Refugees. The Swedish lead was held through the third week of sale despite the fact that none was added to its previous total due to dealers running completely out of stock and deliveries falling two weeks behind demand.

Sales are only getting under way in some nations, such as the United States and Denmark. Part of the startling sales figure racked up in Sweden is attributed to competitions by which buyers have an opportunity to win trans-Atlantic and intra-European trips. Italian record dealers are competing for a week's vacation in Cannes, courtesy of the French Tourist Office, to be awarded the Italian

dealer with the most attractive window display pushing the UN disk.

After the first three weeks, here is the sales standing by country:

Sweden	155,000
Netherlands	65,000
Norway	54,000
United Kingdom	50,000
Germany	50,000
Switzerland	23,000
Austria	14,000
France	13,500
Italy	13,000
Ireland	3,500
Greece	2,000
Yugoslavia	1,000

ARMADA 'Emergency' Meeting Set for Chi

By REN GREVATT

NEW YORK — What was called an "emergency meeting" of the board of the American Record Merchants and Distributors Association (ARMADA) to deal with "persistent intensification of problems in the record industry" has been called for Thursday (28) in Chicago by the association's President, Amos Heilicher.

Though he did not mention the Handelman Brothers by name, Heilicher left no doubt that the recent entry of the gigantic Detroit rack-jobbing concern into the record distribution field was a key factor in calling the meeting. Announcement of the affair, to be held at 10 a.m. in the Red Carpet Room of the Sahara Inn, near O'Hare International Airport, included "a general invitation to attend to all who have a stake in the record business."

Expansion of the guest list to include non-members of

ARMADA was a decision that followed a week of phone calls from manufacturer, distributor and retailer segments of the industry to the offices of Heilicher in Minneapolis and ARMADA executive secretary Paul Ackerman, in New York.

Lining Up

Among those who have already signified their intention to be at the meeting are Mercury Vice-President Kenny Myer Roulette Records' executive Bud Katzel; Monument sales chief Johnny Sippel; Juggy Gayle of Joy Records; Robert Hausfater of Roberts Record Distributors, St. Louis; Herald Lieberman, a Minneapolis distributor, and Jim Shipley of Mainline Distributors, Cleveland. Mainline and Roberts both became members of ARMADA during the past week, with others expected to follow suit shortly.

Commenting on current conditions in the record business, Heilicher noted, "If some immediate action is not taken, primarily by independent manufacturers and distributors, something drastic will happen in the year of 1963."

More specifically, Heilicher said: "The pricing situation on a retail level, instead of getting better, is getting progressively worse. Retailers are falling by the wayside weekly. Rack jobbers and functional discount buyers are becoming more demanding by the day for additional discounts."

"The percentage of sales to functional discount purchasers is far exceeding sales to traditional dealer outlets."

Discount Needed

"Some manufacturers actually try to help by absorbing part of the distributors' loss of income but others stand pat and expect us (distributors) to take all the loss due to the extra discounts. I feel that participation by manufacturers and distributors in a

Discount Needed

(Continued on page 3)

ABC 'Blacklist' Stirs Folk People

NEW YORK—An as yet unnamed organization of about 50 folk artists came into being last week during an informal afternoon meeting Tuesday (19) at Art D'Lugoff's Village Gate night club. The meeting took place because of the alleged blacklisting of two folk artists from the forthcoming ABC-TV network series of college campus, "Hootenannies."

A steering and action committee was formed consisting of Dave Van Ronk, Ed McCurdy, Judy Collins, Erik Darling (of the Rooftop Singers), Leon Bigg, Tommy Makem, Israel G. Young (operator of the Folklore Center in Greenwich Village) and Billy Faier. Faier was elected chairman of the committee.

Singers whose performances on the show were rejected by the network, packagers Ashley-Steiner, and producer Richard Lewine, include Pete See-

ger and the Weavers. Joan Baez has already declined to appear on the show.

Faier termed "ridiculous" an explanation he said was advanced by sources close to the "Hootenanny" show, to the effect that talent is being cast on the basis of ability to hold an audience without danger of boring 15 million people.

"We are now drafting an official resolution, which will be sent to all the key officials and executives at the network, the agency and the packaging firm," he said. "We expect to have a great number of the top talents in our field sign the resolution, which will, in effect, say that we consider the failure to use Seeger and the Weavers as incongruous in view of the concept of the show. We are asking them why this has been done."

Continued on page 8

Vaughn Meader Shoots for 2d Term

NEW YORK—Conjecture over whether Vaughn Meader would record a sequel to "The First Family" has been resolved. The Kennedy impersonator recorded "The First Family, Vol. 2" at CBS Studios Monday (18). The disking began at 8:30, and a cast in support of the star put the follow-up album on tape. The album was produced by Bob Booker and Earle Doud and the set will be available on the Cadence label April 1.

Meanwhile, Meader is lined up for a solid spring and summer night club itinerary.

He will be at the Hotel Sahara, Las Vegas, April 2-29. He goes to the hungry i, San Francisco, May 1 until 18, then on to Maramo Club, Columbus, Ohio, May 20-May 25. He plays the Edgewater Beach Hotel, Chicago, June 10-July 1. And July 7-13 he headlines at the Steel Pier, Atlantic City.

Autry Sells 4-Star Firms To Combine

By LEE ZHITO

HOLLYWOOD — Gene Autry's 4-Star combine of music firms was purchased this week by Challenge Records' President Joe Johnson; Dave Burgess, who has been operating the publishing companies, and Bernie Solomon, president of Everest Records.

The firms involved in the transaction include 4-Star Sales Company, Weis & Barry, Jat Music and Taj Music, Wallace Fowler Publishing Company, all BMI, and certain portions of Autry's Golden West Melodies and Western Music Publishing catalogs.

The deal also includes the 4-Star Record Company with masters by Patsy Cline, Webb Pierce, Jimmy Dean, Maddox Brothers & Rose, Hank Locklin, T. Texas Tyler, among other country and western names. There are more than 2,000 masters in the 4-Star catalog.

The publishing catalogs hold more than 10,000 copyrights, including such hits as "Tequilla" "Travelin' Man," "Young World," "Release Me," "Limbo Rock," "It's Up to You," "Don't Let the Stars Get in Your Eyes" and "Am I That Easy to Forget?"

Autry told Billboard that his sale of this publishing combine is not to be interpreted as his retirement from the music industry. He said he will continue to remain active in the music business, and pointed to the copyrights he will retain in his Golden West Melodies and Western Music Publishing firms. These include songs which Autry either had written himself, or was closely associated with making popular. All of the remaining tunes had been in the Autry publishing firms for many years, including "Back in the Saddle," "Be Honest With Me" and "Here Comes Santa Claus."

Since 4-Star had previously acquired management of the Apollo Music Publishing firms, the transaction also bestows upon the new 4-Star ownership management of Apollo's Bess Music (BMI) and Melhed Music (ASCAP).

Under 4-Star's new set-up Johnson is president of the corporation, Burgess serves as its vice-president, and Solomon is secretary-treasurer. In addition to their interest in the newly acquired publishing combine, Johnson will continue as head of Challenge and Solomon, will continue as head of Everest and its subsidiaries.

Gene Autry bought the 4-Star firms (recording and publishing) from their founder Bill McCall, in May of 1960. At that time Autry paid in excess of \$225,000.

FROM NASHVILLE

TO "CASHVILLE"

VIA

EDDY ARNOLD
"YESTERDAY'S MEMORIES"
#8160

HANK LOCKLIN
"BEHIND THE FOOTLIGHTS"
#8156

SKEETER DAVIS
"THE END OF THE WORLD"
#8098

JOHN D. LOUDERMILK
"THE GUITAR PLAYER"
#8154

ALSO HER GREAT ALBUM
"SKEETER DAVIS SINGS
THE END OF THE WORLD"
LPM/LSP-2699

JIM REEVES
"IS THIS ME?"
#8127

DON GIBSON
"HEAD OVER HEELS IN LOVE WITH YOU"
#8144

HANK SNOW
"THE MAN WHO ROBBED
THE BANK AT SANTA FE"
#8151

GET ON THE RIGHT ROAD...ORDER NOW!

RCA VICTOR



The most trusted name in sound



STAR PERFORMERS—Selections registering greatest upward progress this week.

S Indicates that 45 r.p.m. stereo single version is available.

△ Indicates that 33 1/3 r.p.m. mono single version is available.

△ Indicates that 33 1/3 r.p.m. stereo single version is available.

Billboard Award

Table of Billboard Award winners, listing titles, artists, and chart positions.

Main Hot 100 chart listing titles, artists, and chart positions.

Continuation of the Hot 100 chart listing titles, artists, and chart positions.

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Table listing songs A through Z from the Hot 100 chart.

Table listing songs M through Z from the Hot 100 chart.

Table listing songs B through Z from the Bubbling Under the Hot 100 chart.

JONAH JONES
 ★★★★★ Jonah's Sermon (Eastlake, ASCAP) (2:04) — ★★★★★ Work Song (Upam, BMI) (2:50). CAPITOL 4944

BILLY STORM
 ★★★★★ Lonely People Do Foolish Things (Valencia, ASCAP) (3:03) — ★★★★★ Deed I Do (Lincoln-Laurel, ASCAP) (2:35). VISTA 418

SCOTTY CARROL
 ★★★★★ Tell Me More (Wilkey, BMI) (2:25) — ★★★★★ Do You Always Believe What You Hear? (Saxon, BMI) (2:06). DUEL 524

BROWN AND DANA
 ★★★★★ It Was a Very Good Year (Reedland, ASCAP) (2:50) — ★★★★★ Joshua (Fit the Battle of Jericho) (PD, ASCAP) (2:15). MGM 13130

THE DEL-TEENS
 ★★★★★ The Hokey Pokey (Four Star, BMI) — ★★★★★ The Bunny Hop. (FEDERAL 12487

THE HEARTBREAKERS
 ★★★★★ You Had Time (Progressive, BMI) (2:31) — ★★★★★ The Willow Wept (Progressive, BMI) (2:46). ATCO 6258

LONNIE SATIN
 ★★★★★ Watermelon Man (Aries, BMI) (2:42) — ★★★★★ Soul Bossa Nova (Silhouette, ASCAP) (2:36). SCEPTOR 1251

COUNTRY

MITCHELL TOROK
 ★★★★★ For Somebody's Who's Supposed to Be Hurtin' (Big D, BMI) (2:49) — ★★★★★ A Mighty, Mighty Man (Big D, BMI) (2:09). CAPITOL 4946

JIMMY YANCEY
 ★★★★★ Painting the Town Blue (E&M-Macmar-Press, BMI) (2:10) — ★★★★★ Hat's Off to You Mister (E&M - Macmar - Press, BMI) (2:10). PENTHOUSE 1008

JOHNNY MOORE
 ★★★★★ Traveling Salesman (Starday, BMI) (1:53) — ★★★★★ Old Memories (Tronic, BMI) (2:35). NASHVILLE 5105

WAYNE ANGEL
 ★★★★★ Pretending I Don't Know (Willet, BMI) (2:27) & ★★★★★ Lonely Days and Lonely Nights (Willets, BMI) (2:18). WINSTON 1069

LATIN AMERICAN

FELIPE RODRIQUEZ
 ★★★★★ Mujer Borincana — ★★★★★ Cataclismo. ALEGRE 3123

KAKO
 ★★★★★ El Pollo — ★★★★★ Tombola. ALEGRE 3122

RAY BARRETTO

Michael Clark
"WORK OUT"
 #5893
IMPERIAL RECORDS
 6425 Hollywood Blvd.
 Hollywood 28, Calif.

D'Lugoff's Inside Views on Folk

Continued from page 16

perience he'll be one to reckon with."

Mike Settle is an American Indian by birth and a boy from whom D'Lugoff expects quite a contribution. "Settle is a good composer and performer who could make a mark. Valentine Pringle, on the other hand, is a man with a great voice, in the Odetta tradition, who will do great things with proper material and programming."

For the Rooftop Singers, currently at the Gate, and under his exclusive management, D'Lugoff gets almost lyrical. "Erik (Darling) is absolutely a genius when it comes to material," he enthused, "And at the 12-string guitar, there is nobody better. Lynn Taylor used to be a jazz singer and that helps her make a striking contribution to the sound, and Bill Svanoe, the youngest member, is a darn good guitarist. They are just a sensational group," said personal manager D'Lugoff, who helped put their smash records together on Vanguard, and who is now accepting bids for their TV services for months to come.

The Village Gate, incidentally, is probably the most recorded spot in the whole folk and, for that matter, jazz world as well. "We've had live sessions there by Nina Simone, Herbie Mann, Les McCann, Pete Seeger (four

albums altogether), Clara Ward and a lot of others," D'Lugoff said, a fact which has made him only more conscious of the importance of recordings in spreading the folk music gospel.

"Not so long ago, most record companies sneered if you mentioned folk," he recalled. "Today it's all different. Today they want to get on the band wagon with folk, set up a separate folk department if necessary, but anything to get into that scene. Well, this is what I hope to do, for many companies. I'm an independent producer who can provide artist, material—a complete package. I'm close with the whole little incestuous nest of the folk world and I think we have shown already in some of our Columbia and Vanguard releases that we know what's good and bad."

And to back all this up, the cheerful, confident impresario will show you his briefcase full of clippings at the drop of a hat. And it's true that there appears to be general agreement in folk and press circles on his talent and knowledge.

Fried Mates Folk and Midwest

Continued from page 16

business in the University of Chicago Hyde Park area. Today, this has dropped off, but he does a big general business—from all neighborhoods.

Fried puts on a special public relations promotion man for each concert. He sends out a huge advance mailing to a prospect list of some 10,000. All have been culled from previous ticket buyers or people who write in for information.

He also runs ads in the WFMT Guide (Chicago's fine-

WINS Brings on 'Sunday Folkfest'

NEW YORK — WINS increased its emphasis on folk music with the premiere this month of a weekly hour series, 3-4 p.m., "Sunday Folkfest." Hosted by WINS personality Dick Clayton, "Sunday Folkfest" will be programmed on the basis of the entertainment value of folk music, rather than attempting to present a history of the form or an analysis of its origin or meaning.

Clayton will utilize a variety of selections from his personal library, in addition to the spinning of current folk hits.

Irwin Kostal Takes Leave for Picture

NEW YORK—Irwin Kostal, musical director for CBS-TV's "Gary Moore Show," takes leave for nine months to be musical director for the forthcoming Walt Disney film, "Mary Poppins."

Kostal, who has been with the Moore show for the past four years, won the Motion Picture Academy Award for scoring the motion picture, "The West Side Story."

★★★★ El Watusi (Little Dipper, BMI) (2:40) — ★★★★★ Ritmo Sabroso (Little Dipper, BMI) (2:56). TICO 419

RHYTHM & BLUES

BIRDLEGS AND PAULINE
 ★★★★★ Spring (Kirchstein-Conrad, BMI) (2:48) — ★★★★★ In So Many Ways (Kirchstein-Conrad, BMI) (2:20). VEE JAY 510

FIVE DU-TONES
 ★★★★★ Divorce Court (Vapac, BMI) (2:35) — ★★★★★ Shake a Tail Feather (Vapac, BMI) (2:22). ONE-DER-FUL 4815

POLKA

TED BONK AND HIS ORK
 ★★★★★ Boom Boom Polka (Jay Jay, BMI) (1:35) — ★★★★★ At the Fair (Jay Jay, BMI) (2:55). JAY JAY 284

INTERNATIONAL

JOE SENTIERI
 ★★★★★ Riviere (BIEM) (2:04). VE-SUVIUS 1068

SPIRITUAL

BONITA CANTRELL
 ★★★★★ There Is No Segregation in Heaven (Excellorec, BMI) (3:10) — ★★★★★ Blessed Assurance (Excellorec, BMI) (2:35). NASHBORO 765

JAPAN

Radio, Label Tie To Sell By Mail

By J. FUKUNISHI
 108 Kakinokizaka, Meguroku, Tokyo

Japan Music Service was established jointly by Nippon Columbia and Radio Kanto of Yokohama to sell records and phonographs by mail order. Radio Kanto is the most popular station covering the Toyko and



LONDON—"Call Me Bwana" sing Bob Hope and Edie Adams as they record title song from their upcoming movie at CTS Studios. Session was organized by Noel Rogers of United Artists and produced by indie Michael Barclay, with Johnny Spence as musical director.

arts FM station) and in the daily papers.

Another big thing has been Fried's concentration on season tickets. He sponsors a "series" of nine folk concerts. In 1961, he sold 351 season books, last year 930.

He offers a special price for students. Last year, one high school alone bought \$1,600 worth of books at a unit price of \$23 each.

Fried notes that very little business is done the night of the show. "Ours is not a mass audience—but a growing audience of intense followers. If a folk artist has 10 fans, all 10 will show up for his concert.

"All of our business is done in advance. I always know a week or two ahead if I'm going to have a bomb."

Judging by Fried's success and record to date—he has had very few.

Yokohama area constantly broadcasting disks of American popular and jazz artists. The newly formed firm aims at selling Columbia records and phonographs by mail in answer to orders from Radio Kanto listeners. Nippon Columbia purchased a lot of 162,000 square feet adjacent to Atsugi U. S. Naval Air Base in northwest Yokohama for the construction of the second record pressing plant and an additional electronic merchandise manufacturing plant. The firm is also building another plant of 10,800 square feet (four stories) within its Kawasaki main plant.

Talent Tours

Mantovani arrives May 20 to give a series of 16 performances. . . . Robert Casadesu, French pianist, will give four recitals in Tokyo beginning May 3 after the Osaka International Music Festival.

The United Nations' "All Star Festival" LP was marketed by Nippon Victor February 22. . . . King Records is simplifying the release of various international labels by limiting logos to three: London, ABC-Paramount and Seven Seas. Telefunken, Westminster and 25 other indie labels will come under the banner of Seven Seas hereafter. This is intended to avoid confusion for dealers.

CHECK CHESS FIRST

"PUSHOVER"

by

ETTA JAMES

Argo #5437

"HEART BREAK SOCIETY"

by

THE RADIANTS

Chess #1849

"GOT YOU ON MY MIND"

by

COOKIE & HIS CUPCAKES

Chess #1848

"STORMY"

by

THE CORSAIRS

Chess #1847

"HOT CAKES"

by

DAVE "BABY" CORTEZ

Chess #1850

CHESS PRODUCING CORP.

2120 S. Michigan Chicago 16, Ill.

ATTENTION

RECORD MANUFACTURERS AND DISTRIBUTORS

New 45 rpm records

WANTED

Overstocks & Closeouts

ANY AMOUNT

Please Write

RECORDS

BOX 190, BILLBOARD PUBLISHING CO.
 188 W. RANDOLPH ST. CHICAGO 1, ILL.

Harris Calls Pulse Ratings 'Con Game'

WASHINGTON—"This appears to me to be a con game." This was the frankly regretful conclusion of Chairman Oren Harris after a two-day dissection of Pulse, Inc., radio broadcast rating service, before the Special Subcommittee on Investigations last week.

The Subcommittee's statistical adviser, Dr. Herbert Arkin, said the "extremely casual" methods of the Pulse surveying, its "weighting schemes which are an excuse to doctor figures. . . . have done and are doing incalculable harm to broadcasters and advertisers in a billion-dollar

segment of the American economy.

Summing up the two-day findings and the exhaustive checking of the subcommittee's special counsel, Robert Richardson, and statistician-staffer, Rex Sparger, during the testimony of Dr. Sidney Roslow, President of Pulse, Arkin said:

Better Be Dropped

"In the data processing field we say 'garbage in, means garbage out.'" If there is no integrity in the figures in an operation the size of Pulse, it was the expert's opinion that rating systems would be better dropped.

An alternative: Have a combined industry-government type of audit bureau setup which would constantly check on all rating services, auditing them periodically.

In the last hour of the two-day, grueling questioning of the Pulse president, the Subcommittee staff produced charts showing, with stark contrast, the rating results when Pulse's central New York office tabulated field reports—and the rating results reached by the subcommittee's staff tabulation of the same data, from the Louisville area. Pulse, with its mysterious, and never

divulged, system of weighting and variables, shot certain stations up 100 per cent, while others were depressed by the same amount to low ratings. Subcommittee counsel foresaw a number of broadcasters coming to Pulse to demand the right to make their own tabulation of field reports—and to check on past ratings.

Dramatic Highlight

A dramatic highlight of the hearings was the charge that Pulse, Inc., had fired all of its San Diego, Calif., field interviewers after they had been questioned by investigators from the

Harris Subcommittee. Further, Special Counsel Richardson asked Pulse President Roslow if "continual" phone calls had not been made out of Pulse offices to Mae Duttelle, one of the fired field workers, to find out what she had told the subcommittee.

Chairman Harris warned Dr. Roslow that "Directing your people to contact someone who would be testifying before this committee . . . gets into a very serious area."

Less dramatic, but of more vital interest to advertisers and broadcasters were reluctant ad-

(Continued on page 8)

Harrisburg Racker Hails Co-Operation Move as 'Sensible'

NEW YORK — Rack jobber Pete Wambach of Harrisburg, Pa., has written to Billboard supporting an editorial last week (March 23) called "Pulling Together" which recommended that distributors and rackers co-operate with each other, and getting together to see if they can work out some solutions to their mutual problems.

Wambach's letter said, in part:

"I have read, with much interest, your editorial 'Pulling Together' . . . what has been said therein makes a lot of sense; is indeed a sensible approach to the problems besetting the record industry at this moment.

"However, there are two points that need clarification. First—and this is purely my own opinion—we do not run to the manufacturers with complaints against one another (distributors and rackers) . . . we run to manufacturers with complaints against manufacturers. It appears to me that the manufacturer is in the unique position of hearing the cases, provided both defense and complaints, and doing nothing

about it, once the case is heard.

"It is like one judge, presiding in separate courtrooms, but never permitting the defendant or plaintiff to come together.

SERIOUS SIDE

Gregory Disk to Buy Food for Miss. Poor

PITTSBURGH — Dick Gregory has issued a serious record on his own label, Gateway, to raise \$37,000 to buy surplus food for Negro and white citizens of LeFlore County, Mississippi. The record will not be sold in stores, but through organizations, and is limited to 37,000 copies. It will sell for \$1.60 and after the 60 cent cost of the disk is taken out, every dollar will be put into the fund for LeFlore County.

Therefore I agree, that if our problems are to be solved, both ARMADA and NARM should get together in an effort at solution.

"Your suggestion is excellent. . . . In the light of today's maturity of both (NARM and ARMADA) perhaps such a meeting, as suggested in your editorial, might be feasible and beneficial. I speak only for my firm in hoping that such a convening might soon be consummated under the capable direction of Jules Malamud and Paul Ackerman," the letter said.

Capitol Inks Jack Lemon, Fatha Hines

HOLLYWOOD—Capitol Records last week signed exclusive recording contracts with actor-pianist Jack Lemon and pianist Earl (Fatha) Hines. Lemon, an Academy Award nominee for his "Days of Wine and Roses" role, will be recorded by Capitol in an album of music from his forthcoming film version of Broadway's "Irma La Douce." Lemon had previously recorded for Epic.

Hines, one of the all-time jazz greats, has been on the music scene for almost 35 years, and has been recording almost for that same period of time. His memorable recordings include "Jelly Jelly" and "Boogie Woogie on the St. Louis Blues." The Hines recording sessions will be handled by Capitol executive a.&r. producer Lee Gillette in conjunction with veteran Capitol artist Stan Kenton. Kenton will arrange and conduct Hines' first dates.

During Hines' era in the music field, he has been responsible for bringing up such disk notables as Billy Eckstine, Sarah Vaughan, Dizzy Gillespie and Charlie Parker.

On the liner notes, Gregory explains that the local board of supervisors of LeFlore County withdrew their co-operation from the U. S. Department of Agriculture to pay for the storage and distribution of surplus food to about 26,000 people in the county. The board claimed the cost (\$37,000) was too high. Gregory claims the board did it in retaliation against a campaign to have all Negroes register to vote in the county. Only 350 Negroes, says Gregory, have registered, even though there are about 30,000 Negroes in LeFlore.

The album, which was recorded live at San Diego State College, features Gregory answering questions from the students about the Negro, race relations, integrations, Black Muslims, and other matters. It was recorded after Gregory's regular comedy act.

Gregory says he is not sure that the LeFlore board will accept the \$37,000. If they don't, he says, the money will go instead to the Dick Gregory Foundation to Combat Juvenile Delinquency.

ATCO GETS HOT 'CRIED A TEAR'

NEW YORK—Atco snagged a hot master this week for a sum reported to be in excess of \$5,000. The disk is "I Cried a Tear," by Gerri Hall, and was originally released on the RAI label. It was produced by Bob Robin, deejay at WTIW in New Orleans. A dozen other firms were bidding for the platter which is grabbing action in New Orleans. The tune, "I Cried a Tear," was a hit many years ago for LaVern Baker on Atlantic. Jerry Wexler, Atlantic executive, originally discovered the tune for LaVern.

ARMADA 'Emergency' Meeting Set for Chi

Continued from page 1

general discussion is a necessary step toward a general solution."

In connection with the meeting in Chicago, Heilicher urged all those interested in attending to reach Ackerman in advance so that adequate facilities for the session could be assured.

An interesting sidelight to the meeting is the fact that at least four key MGM distributors will be represented. MGM was the first label acquired by the new Handleman distributing firm, Border City Sales in Detroit. Distributors for that label expected at the meeting are Mainline, Cleveland; Music Distribu-

tors, Chicago; Roberts Records, St. Louis, and All-State, Newark and New York.

NEW YORK—At press time, the Chicago ARMADA meeting took on added significance as a good many indie manufacturers indicated their intention to attend.

Latest entries were Sam Clark and Larry Newton, ABC-Paramount; Phil Skaf, Kapp; Ewart G. Abner Jr., and Jim McCormick of Vee Jay and Phil Chess of Chess. Earlier, reps of Roulette, Monument and Joy-Select had indicated their intention to be at the session.

Billboard BACKSTAGE

Our Nancy & the Bros. Four

NANCY LEWIS is a pert junior majoring in radio and television at Michigan State. She's also a Campus Cub for Billboard, which means that she does a good deal of hopping around in behalf of the music-record industry, keeping in touch with record dealers, radio and TV shows and the student newspaper in East Lansing. Nancy is intelligent, enthusiastic and hip.

Not long ago, Mort Lewis (no relation) booked the Brothers Four at Michigan State and Mort says that our Nancy played no small part in getting that done.

Seems that until last spring, administration policy at MSU was to present only classical music at campus concerts. Grumbling by students that they'd like to see such acts as the Limerickers, the Kingston Trio, Bob Newhart, and Peter, Paul and Mary went unheeded. But finally, at the persistent urging of Nancy and several thousand classmates, Dr. Wilson Paul, head of the lecture-concert series, said okay to the Brothers Four. He wanted the petitioners to know, however, that the university believed a concert by the Budapest String Quartet would be more appropriate.

Came the night of the concert and a full hall of 3,800 turned out. Just before the curtain went up, an off-stage voice announced: "The lecture and concert series takes pleasure in presenting the Budapest String Quartet. . . ." The crowd groaned.

The curtain went up to show the Brothers Four replete with \$40 worth of rented tuxedos and manning stringed instruments—miming to the gentle recording of a string quartet. The curtain fell and it was announced that the first half of the program was thus concluded. The audience didn't know what to think.

When the curtain rose again the Brothers were out of their tuxedos and were cavorting in free-swinging sweaters and slacks and making their own uninhibited sounds. The audience, including Dr. Paul, thought it was a pretty funny bit.

It's a safe bet that now that the breakthrough came off so smoothly that other pop artists will be seen at Michigan State. For which Nancy and her classmates can take a small bow. And we in the record industry can be proud that our interests are being looked after by guys and gals like Nancy working as Billboard Campus Cubs.

Hal B. Cook
PUBLISHER

DEPARTMENTS & FEATURES

- General
 - Talent12
 - Country Music20
 - Rhythm & Blues18
 - Folk Music18
- Music Pop Charts
 - Hot 10024
 - Page 1 Singles1
 - Top LP's32
 - Page 1 Albums34
 - Honor Roll of Hits26
 - Hot Country Singles14
 - Hot R.&B. Singles16
- Record Reviews
 - LP Reviews30
 - Singles Reviews22
- International
 - Hits of the World28
 - Int'l News Reports36
 - Int'l Exchange38
- Radio-TV Programming
 - Programming Newsletter39
 - Ready-to-Go Programming40
- Phono-Tape Merchandising
 - Equipment Newsletter41
 - Best Selling Phonos42
- Coin Machine Operating
 - Music Machine Programming47
 - Double-Play Disks47
 - Bulk Vending48
- Buyers & Sellers
Classified Mart43

Sales Volume Out as Exhibit

WASHINGTON—An exhibit on gross dollar volume of LP sales of 56 record manufacturers was rejected last week by Federal Trade Commission Examiner Donald Moore as part of the government's case in the continuing hearings on monopoly aspects of the Columbia Record Club, subsidiary of Columbia Broadcasting System.

However, FTC attorneys Richard Lavine, Morton Needelman and Peter Dias, who introduced the exhibit, asked for and were granted until Tuesday (26) to consider what further action, if any, may be taken with regard to the exhibit or the general area covered by it.

FTC Examiner Moore made the decision to reject during a conference here, at which CBS counsel Asa Sokolow argued against introduction of the exhibit as part of the hearing evidence in the case.

The government's compilation of sales figures for the 56 record companies was intended to show relative share of the mar-

ket held by Columbia and competing firms.

Inference Open

Examiner Moore found that the basis for the exhibit figures, though arrived at in good faith by all who aided in compiling the exhibit, was open to too much interpretation.

Factors he considered included: Different ways of reporting sales, by different manufacturers; lack of any precise definition as to what constitutes "sales at the manufacturers' level"; inclusion of sales to be made overseas, and finally, even the basis for Internal Revenue manufacturers' excise was not clearly understood in the industry.

Examiner Moore felt it would be impractical, if not impossible, to attempt to call all 56 manufacturers to confirm or adjust the sales figures in the exhibit.

The decision left government attorneys with three possible moves, according to those close to the case.

The Choices

First, an appeal on the decision can be made directly to the full Federal Trade Commission. Second, the government may forget the exhibit entirely and rest its case. Third, they may summon witnesses from all 56 companies involved in an effort to clarify the bases for the sales figures as compiled by the companies, to the satisfaction of the examiner and defense counsel.

Following a final disposition of the issue currently at stake, the next move is expected to be the hearing of a motion by Columbia counsel to dismiss the case. Following this, assuming such a motion is not granted, the respondents will present the

TRADE BANDS FOR BENEFIT FOR MAC KIN

PHILADELPHIA — Record artists, air personalities, and the recording industry band together Sunday March 31, to put on a memorial benefit show for the family of the late Mac McGuire.

Slated to appear on the all-star show to be staged at the Delaware Valley Gardens, Haddonfield, N. J., are: Chubby Checker, Fisher and Marks Al Martino, Dick Lee, Ed McMahon (NBC-TV's "Tonight"), Johnnie Ray, Bobby Rydell and Dee Dee Sharp.

The benefit will be emceed by Dick Clark, aided by Philly air personalities, Hy Lit, Larry Brown, Red Benson, Jerry Blavat and Sally Starr. Ted Kelleme, local Columbia promotion manager, is chairman of the entertainment committee.

McGuire, who died suddenly several weeks ago, was a veteran of some 25 years on the Philadelphia radio and entertainment scene. He was host of WPEN's early morning stanza until his untimely death.

case for the defense. This was originally scheduled for April 15, but current delays are expected to put off the start of the defense for at least two weeks beyond this date.

Firms Plan Meets in Fla.

NEW YORK — A number of record firms will hold distributor sales meetings during the forthcoming convention of the American Record Merchants and Distributors Association. The annual ARMADA conclave will be held at the Eden Roc Hotel, Miami Beach, June 25-26.

The label sales meetings will be held both before and after the official ARMADA functions. Already planning meetings are ABC-Paramount, Atlantic, Roulette, United Artists, Vee Jay and Monument, with announcement of additional entries expected shortly.

Plans for the ARMADA convention will be completed next Friday (29) during private sessions of the association's board at the Sahara Inn, Chicago, following a day-long general meeting, Thursday (28). (See separate story.)

Emil La Viola Named by S-B

NEW YORK—Emil La Viola is the new general manager of Shapiro-Bernstein & Company and vice-president of Painted Desert Music, the firm's swinging BMI company. La Viola comes to S-B after three years as vice-president of Aldon Music, the Nevins-Kirschner firm that is hottest of the newer music companies. He succeeds Al Gallico, who exited S-B last week.

The hiring of La Viola by S-B came as an intriguing move to the trade. Main reason was that S-B, now celebrating its 50th year under the S-B banner, always has been regarded as an ASCAP pillar, and La Viola's major experience has been with a BMI firm. However, there is no doubt that the present management of S-B is anxious to get even further into the current pop scene, often called the teen scene, than ever before, and is counting on La Viola to come up with hit teen material.

At a press conference held in the S-B offices last Wednesday, attended by Dick Volter, president, and execs Dave Shenker and Leon Brettler, La Viola said that he would attempt to build a stable of young writers for S-B as he had had a share in doing at Aldon. Most of the new young writers are expected to enter the Painted Desert portals.

On the S-B front, La Viola said that he would exploit the deep and standard-filled S-B catalog and come up with fresh ideas for these standards to get them recorded with hot young artists.

Another area that La Viola is aiming to turn into a proving ground for young songwriters is California. This State, with a population greater than New York, has never been fully exploited, said La Viola, and he expects it to become at least as important as New York as a song center.

He will also personally supervise the firm's Nashville operation. No changes are contemplated there at the present time, with both S-B executives and La Viola happy with the work of Merle Kilgore in running the shot and as a hot writer.

Other areas that will be exploited by S-B were named by La Viola at the press meet. He said that he would work very closely with TV and movie producers to supply them with new writers for songs and themes.

He said that the firm would also work on developing writers for the Broadway musical scene, an area that S-B has been away from for a long time.

La Viola's move to S-B was not influenced by the sale of Nevins-Kirschner firm to Colum-



EMIL LA VIOLA

bia Pictures. It is understood negotiations for La Viola to join S-B have been going on since the first of the year.

Billboard

Published Weekly by The Billboard Publishing Company, 2160 Patterson St., Cincinnati 14, Ohio. Tel.: 381-6450

Publisher

Hal B. Cook . . . New York Office
Editorial Office
1564 Broadway, New York 36, N. Y.
PLaza 7-2800

Editor-in-Chief . . . Sam Chase

Editors . . . Robert Rolontz, Aaron Sternfield

Associate Editor . . . Ren Grevatt

Department Editors, New York
Music News . . . Robert Rolontz
Phono-Tape & Special Issues . . Ren Grevatt
Radio-TV Programming . . . Gil Faggen
International News . . . Jack Maher
Talent & Copy Editor . . . Jack Orr
Coin Machines . . . Aaron Sternfield
Editorial Assistant . . . Barry Kittleson

U. S. Editorial Offices
Cincinnati, Exec. News Editor . . Wm. J. Sachs
Chicago, Midwest Editor . . Nicholas Biro
Hollywood, W. Coast Manager . . Lee Zhito
Washington . . Larston Farrar & Mildred Hall
Nashville . . . Mark-Clark Bates

Research Department, New York
Director . . . Thomas E. Noonan
Pop Charis Mgr. . . . Andrew Tomko

Production Department, New York
Art Director . . . Lee Lebowitz
General Advertising Office, N. Y.
Director of Sales . . . Andrew Csida
Advertising Manager . . . Peter Heine
Promotion Mgr. & Intl. Sales . . Frank Luppino
Midwest Music Sales . . . Richard Wilson

Coin Machine Adv., Chicago
Coin Machine Ad. Mgr. . . Richard Wilson

Circulation Sales, New York
Circulation Manager . . Walter F. Grueninger

Subscription Fulfillment
Send Form 3579 to
2160 Patterson St., Cincinnati 14, Ohio
Fulfillment Manager . . . Joseph Pace

U. S. Branch Offices
Chicago 1 . . . 188 W. Randolph St.
Central 6-9818
Hollywood 28 . . . 1520 North Cower
Hollywood 9-5831
St. Louis 1 . . . 812 Olive St.
Chestnut 1-0443
Washington 5, Rm. 889, Natl. Press Bldg.
ME 8-3422, 8-3423, 8-3424
Nashville 3 . . . 726 16th Ave., South
Tel.: 244-1836

International Offices
European Office . . . Arthur Rosett, Dir.
44 Curzon St., London W. 1
GROsvenor 7496

Brazilian Office . . . Mauricio Quadrio, Dir.
Rua Visconde de Gavea 125
Rio de Janeiro

Argentine Office . . . Ruben Machado, Dir.
Lavalley 1783, Buenos Aires

Cable Address:
BILLBOARD, NEWYORK
Subscription rates payable in advance.
One year, \$15 in U. S. A. (except Alaska, Hawaii and Puerto Rico), Canada and Europe. Rates in other foreign countries on request. Subscribers when requesting change of address should give old as well as new address.

Published weekly. Second-class postage paid at Cincinnati and at additional entry offices. Copyright 1963 by The Billboard Publishing Company. The company also publishes Vond, the semi-monthly magazine of automatic vending; one year, \$7 in U. S. A. and Canada; Amusement Business, the weekly magazine of amusement management; one year, \$10; High Fidelity, the magazine for music listeners; one year, \$7, and American Artist; one year, \$7. Postmaster, please send Form 3579 to Billboard, 2160 Patterson St., Cincinnati 14, Ohio.



Reprise Off Winging in Jazz Switch

NEW YORK — Reprise is winging into the jazz field in no uncertain fashion this month when the label issues a dozen albums in the genre. Reprise's Eastern sales meeting, held last week at New York's Hotel Algonquin, concentrated on entry of Reprise into the jazz market in big style.

The Reprise jazz sets spot such names as Duke Ellington, Count Basie, Dizzy Gillespie, Barney Kessel, Eddie Cano, Chico Hamilton, Shorty Rogers and Mavis Rivers, Marv Jenkins, and a reissue of a waxing by the late great Django Reinhardt.

According to Mo Ostin, executive vice-president of the Sinatra label, the firm will back up its releases with heavy advertising and in-store promotion.

Case Ends at Last; Freed Pays Fine

NEW YORK — Former top New York deejay Alan Freed has paid a \$300 fine assessed here last December 17 in connection with a guilty plea entered at that time to various payola charges. Fine was paid by Freed's attorney.

The Freed case had been postponed for months, during which time the deejay contin-

ually stated his wish for a full-dress trial. The guilty plea came as a surprise and was regarded in the trade as anti-climactic, following the long and suspenseful build-up to the case.

Meanwhile, from his home in Palm Springs, Calif., Freed admitted bankruptcy but said he has taken a job as an a.&r. man for an old friend, Bobby Shad, who operates Time Records.

Chi Korvette Shakes 'Em Up

By NICK BIRO

CHICAGO — A purple-toed, five-legged visitor from another planet wouldn't create much more fuss among record people than the expected opening of four new Korvette stores here this spring. It's the most talked about topic in the industry.

Korvette — generally considered the No. 1 user of records in the country—is opening stores in Elmhurst and Chicago's South side (87th and Cicero) in April, in Chicago Heights in June, and in Morton Grove in July.

Curiously enough, the reaction among the trade here is divided. One school holds that Korvette will put a lot of people out of business—especially small dealers and some competitive discounters.

Puts the Test

Another school holds that

"Korvette will make better merchandisers out of us all," as one dealer said, and that their entry will help the business.

One big distributor here summed up both sides of the argument.

He listed as plusses the following:

(1) Korvette carries full catalog. It may not carry depth but it carries length. The exposure will help everybody.

(2) Korvette's aggressive merchandising and promotion will force other dealers and discounters to "become better salesmen or get out of business."

On the negative side, the distributor noted:

(1) We may move more merchandise, but we'll make less percentage of profit. Korvette will demand a better price.

(2) Korvette will "clobber" a

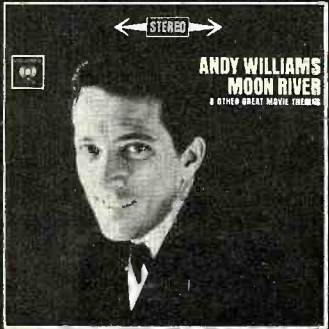
lot of small stores in their area. Just about everybody agreed that many small dealers will be hurt.

(3) Besides small dealers, Korvette is expected to take a big bite out of the business of many larger discounters. Most frequently mentioned are stores like Polk, Allied, CMA, Shoppers World and Tops.

Buys Locally?

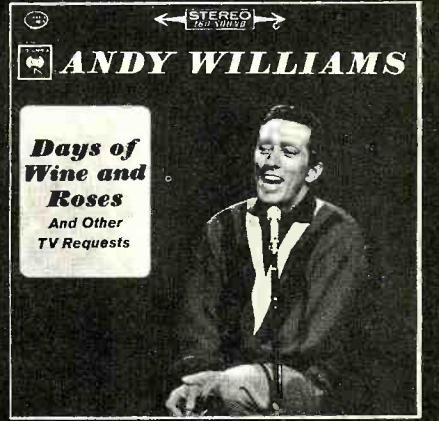
Most distributors feel Korvette will buy locally but they're not sure for how long and at what price the outlet will demand.

Some distributors feel that the Chicago market will continue to move the same number of records but that there will be less outlets. Korvette, they feel, will take over a very substantial percentage of the local volume and that a lot of other outlets will either go out of business or drop records completely.



CL 1809/CS 8609 *

1962 1963



CL 2015/CS 8815 *

another Andy Williams year



on Columbia Records 

O'Seas Record Buying Habits Go Under NARAS Microscope

NEW YORK — Nat Shapiro, international a.&r. director for Columbia Records, gave details of overseas disk buying habits at the NYU-NARAS "Art of Recording" symposium held last Tuesday (19) in the RCA Exhibition Hall here before students of the course. John Stevenson, vice-president of the Capitol recording club, spoke on the habits and tastes of Capitol Record club members. The session was moderated by Dario Soria, RCA Victor's vice-president of RCA Victor's International Liaison Department.

In his talk, Shapiro broke down trends and tastes in the international market. He started with England, which he called "the second market," noting that there has been a marked trend away from American product. "Five years ago," he said, "8 out of 10 of the top hits were from America; today it's only 1 out of 10."

Basic Points

Additional points brought out by Shapiro:

1. England is basically a singles market. Long-playing records are becoming more popular, but a 50,000 to 100,000 sales mark is still considered a big hit. Show albums are the most popular of all packaged goods.

2. Canada, the next biggest market, has tastes similar to ours and can be considered "almost another distributor."

3. Australia and New Zealand has the highest per capita market in the World, U. S. product sells much better there than English does.

4. South Africa does well with both U. S. and English product. By far the biggest hit there is Cliff Richard, an English singer who is "bigger than Presley."

5. Germany is the biggest of the European continent markets. Highly nationalistic, its potential for a domestic hit is 1,000,000; for a U. S. import it's 100,000. About 45 per cent of its sales are in the classical field. Requests for German language versions of American hits are increasing.

6. Japan is a surprisingly good classical market.

7. Italy is a 95 per cent singles market; 1,000 copies is a big sale for a classical album. There's a big swing to rock and roll but in Italian versions.

8. France has no singles market at all. There is, however, a 45 EP demand. Seldom does an American record get into the Top 20. The classical market is good, but prices are high—almost \$2 for an EP; up to \$7 for an LP.

9. An outstanding development in the Scandinavian market is the fantastic popularity of jazz in Sweden, "the best jazz market in the world." There EP's are very big.

After tracing the history of the record club and explaining how they try to judge tastes and habits through the use of split

ad runs in national publications, Stevenson said that:

1. Record clubs spend between \$8 and \$10 million annually.

2. He claimed record clubs help retail sales. He said: "When the 'Pal Joey' album was given away by the Capitol club in Canada, it moved inventory of the record off dealers' and distributors' shelves and created a demand for more copies. Previously the record had been dead. As for his own Young Peoples Record Club, Stevenson said that its biggest seller in stores is its give-away record.

3. Record clubs account for about \$80 million worth of the industry's yearly business, or approximately 9 per cent of the total.

INDUSTRY BRIEFS

Liberty Hires Cason

HOLLYWOOD—Buzz Cason was appointed to Liberty Records' artist and repertoire department by its executive a.&r. director, Snuff Garrett. Cason, formerly in Nashville, will assist Garrett in preparing sessions, acquisition of artists and outside masters. Cason had been a member of the Casuals, the vocal group which backs Brenda Lee.

Opens in Nashville

NASHVILLE—The Aberbach group of publishing firms last week officially opened its new office here. To be known as Hill & Range Enterprises, Ltd., the office will be operated by Jack Perrin, who has been with the Hill & Range New York operation. He'll be assisted by Warner MacPherson. The office is located at 801 16th Avenue South in the heart of the music business district of the city.

Atlantic Color Books

NEW YORK — Atlantic and Atco Records have issued new two color catalogs. The Atlantic brochure has 28 pages and lists 230 albums. The Atco catalog is a 16-page tome with 52 LP's.

Impulse Catalog Bulges

NEW YORK—There are 32 jazz albums and two folk albums in the new Impulse four-page catalog. The ABC-Paramount subsid's consumer catalogs contain full-color reproductions of all album covers.

Las Vegas Plant

HOLLYWOOD — Bill Putnam's United Recordings will break ground on a new recording studio in Las Vegas within 60 days. The move is the latest in United's expansion program which during the past year saw its acquisition of Western Records here and Coast Records in San Francisco. In addition, Putnam also is founder and board chairman of Chicago's Universal Recordings.

Putnam told Billboard that the Las Vegas recording operation will consist of one studio to handle large sessions and a smaller studio for combos. In addition to the two studios, the firm will have mastering facilities.

Alden Shuman Firm

NEW YORK—Alden Shuman, best known for his songwriting efforts with his brother Earl Shuman ("Caterina," "Hotel Happiness") and Marshall Brown ("Seven Lonely Days," "Banjo's Back in Town") has formed Alden Shuman Music, Inc.

The firm will be known as ASMI Publishing and will handle talent management and TV commercial production as well as music publishing.

Hamburg Gets Hickory

NASHVILLE — Hamburg Brothers in Pittsburgh will now handle the Hickory Records line. Hickory's Joe Lucas was in Pittsburgh last week to complete arrangements with Hamburg.

Paul Siegel to Bring Berlin Welk on TV

NEW YORK — Paul Siegel, who functions in Berlin as publisher, deejay and record producer, arrived in New York this week to meet with publishers, writers and record companies. Siegel is negotiating for new material for his Teldec (Telefunken-Decca) productions featuring the Oederland orchestra and chorus.

The first Oederland single is just being released in the U. S. by Dot, containing "Atlantis" and "The Minutemen." Siegel is also seeking material for sessions featuring Bianca, Swedish-born Teldec artist, who sings in English.

Siegel has arranged to spread U. S. culture in Berlin through the Lawrence Welk TV series. He has acquired the right to air tapes of the show in Berlin, with Siegel opening and closing the show live in German. Simultaneously, he would help supply European artists to Welk for appearances on the show. Siegel provided "Calcutta" to Welk, and it became one of the maestro's top hits.

Siegel is due to return shortly to Europe, where in addition to his other activities he will also begin functioning as music critic for Berlin's largest newspaper, "Der Telegraf & Nachrichten."

Keep Eye on O'Seas Radio, Diskmen Told

NEW YORK—American record manufacturers and music publishers were urged to get together with performance rights societies, mechanical collection agencies and even the U. S. Government, to be sure that U. S. music is not played 24 hours a day in some countries without proper compensation.

This admonition came from George Cooper, managing director of Boosey & Hawkes of Australia, who addressed a luncheon meeting of the International Record & Music Men's Club. Cooper also has been president of the Australian Performing Rights Association for the past few years.

In stressing this point, Cooper noted that "all over the world people are fattening on your product."

He cited the situation in Australia, in which commercial radio in 1952 had a gross revenue of \$30 million, a figure expected to grow to \$35 million this year, with an estimated net profit of better than half the gross, before taxes. About 90

per cent of the programming fare leading to this huge take, Cooper said, was U. S. recorded music.

Need U. S. Charts

"Australian radio could not exist without U. S. charts," he said. "The stations get advance information flown in by airline pilots and then broadcast the great new record successes that hit the chart in Billboard."

Despite the distance separating Australia from New Zealand, Cooper said they must be regarded as a single market of 12 million people, of whom 10 million are Australian. These, he said, are almost a replica of the U. S. cousins, "except that we do the twist anti-clockwise. Elvis is King, Connie Francis is Princess and the voice of the transistor is heard loud and clear."

Singles sell for \$1 retail. A manufacturer has to press and sell 5,000 at a cost of 75 cents each to break even. The average single sells about 8,000 copies. A new rock single may hit 10,000. A strong ballad can go as high as 35,000 to 40,000 if it remains on the charts three or four months. Frank Ifield has sold as many as 75,000.

In 1962, some \$750,000 was collected by the Australasia Performing Right Association, Ltd. Of this, some 80 per cent was distributed overseas because Australia primarily is a user nation, originating relatively little music.

2,000-Copy Floor

Music publishers must print a minimum of 2,000 copies to get distribution. Average sheet music sale runs 10,000 to 15,000 copies for a ballad, as high as 20,000 for a good-selling one. Rock music only sells an average of about 3,000 to 5,000 copies.

At present, mechanical copyright is restricted to 5 per cent of the retail selling price by law, but Cooper expressed confidence that a revision shortly would raise this to the 6¼ per cent rate which exists in Britain.

Cooper urged that Australian commercial TV be granted world clearance to produce shows using American tunes and to license such shows for overseas showing. "Leave it to your Australian rep to get you the best possible deal," he urged.

Lizzie Miles Dies In New Orleans

NEW ORLEANS—The music world lost one of the oldest established jazz stars last week with the death of Lizzie Miles in her native New Orleans.

Ranked with the late Bessie Smith as a classic blues singer, Miss Miles sang with a variety of jazz artists, including Jelly Roll Morton and King Oliver.

Miss Miles, who was 67, will be widely remembered for her famous rendition of "All of Me."

Jack Mills to Tokyo

NEW YORK—President Jack Mills of Mills Music is now on his first trip to the Far East. Primary purpose of the jaunt will be organization of a Mills branch in Tokyo. He will visit music dealers, jobbers, disk jockeys and musicians in Hawaii. He will make a special effort to view school music activities throughout his tour. He will return to New York in early April.

Services for James Davis

NEW YORK — Funeral services were held in Collingswood, N. J., and New York City for RCA Victor executive James P. Davis, who died March 17.

Davis, who joined RCA Victor in 1945 as a cost analyst in the company's Camden offices, was elected a division vice-president in charge of the RCA record operation department in 1957.

He is survived by his widow, Mrs. Ruth Ann Davis.

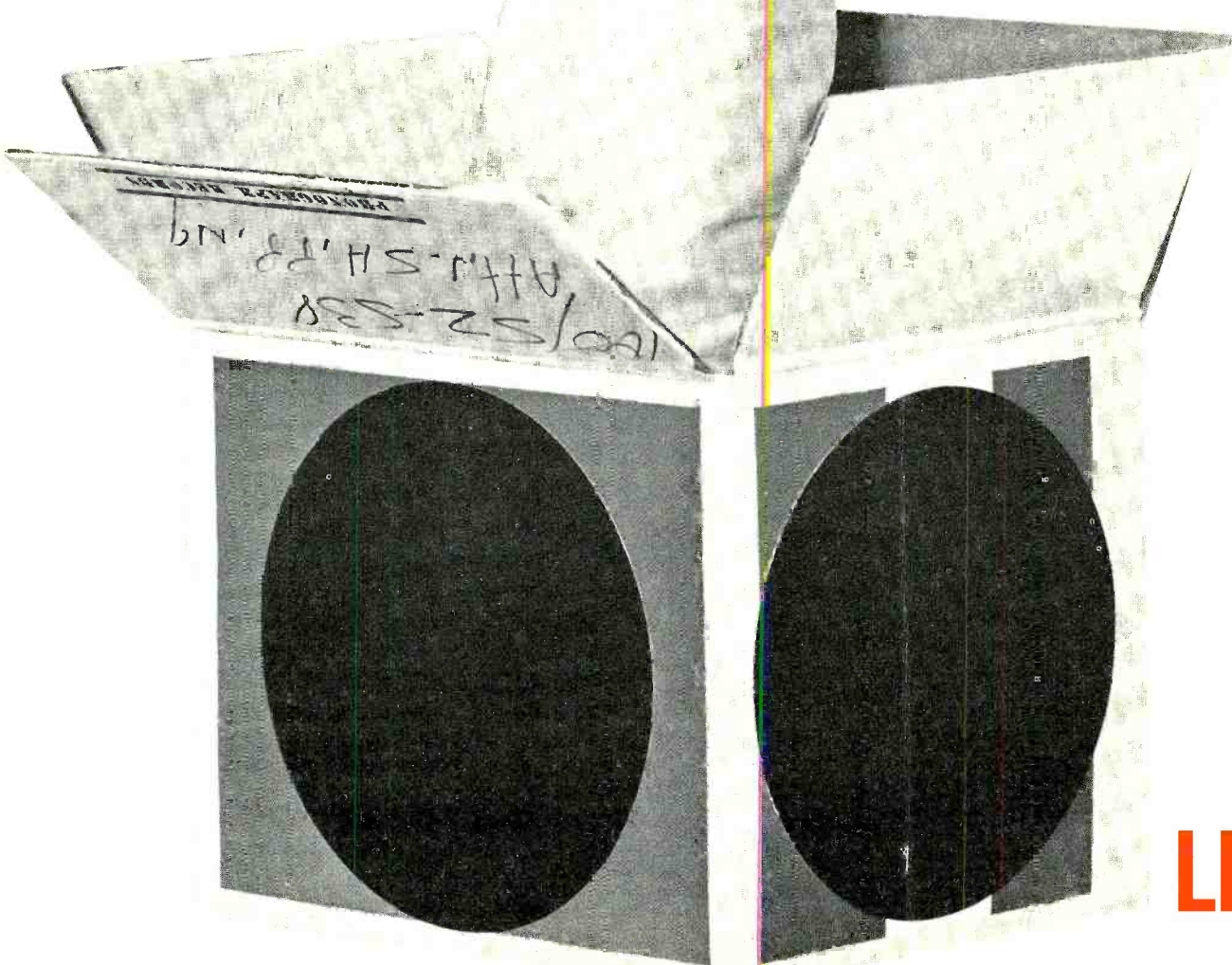
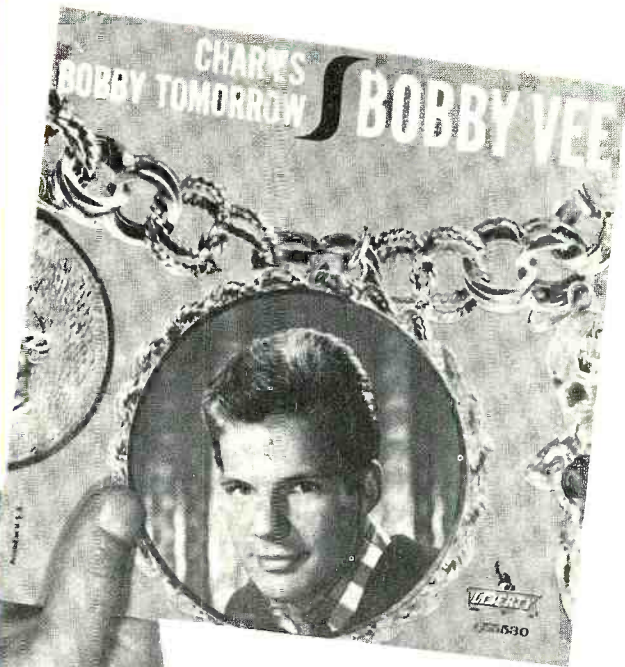
Singer Dies in Crash

NEW YORK — Singer-musician Maurice Evans, 24, was killed in an auto crash Monday (11) on the Lehigh Valley Thruway, Pennsylvania. His latest record was released two weeks ago. It is titled "My Son" and is on the United Artists label.

we're handing you a hit!

“CHARMS” BOBBY VEE

#55530



A SUBSIDIARY OF AVNET ELECTRONICS CORP.

LIBERTY RECORDS

English Sales Volume Reaches All-Time High

By DON WEDGE

LONDON—Manufacturers' sales of disks reached a new high of \$48.7 million in 1962. It was almost \$4 million more than in 1961, the previous highest year.

The high level of trading is attributable to the continued growth of album production. More than 20 million were made last year, a million more than in previous year. Sales of 78's and 45's combined totaled 57 mil-

lion, seven million less than in 1957, the peak year for singles and EP production.

Statistics obtained from the manufacturers were published by the Board of Trade, a gov-

ernment agency. They reflect only production sales at manufacturer level.

A total sale of about \$48 million was forecast in a Billboard year-end survey of the British scene in the special "Who's Who in the World of Music" section.

The figure might well have been higher, but for an unexpected drop in December when production of over seven million was 10 per cent lower than in the same month in 1961. Nevertheless, more expensive records were sold and total sales of \$6.6 million were the highest ever for the month.

Though export sales of \$470,000 were the lowest ever for any December, exports during the year rose above the 1961 level by 3 per cent to \$7.7 million. Nevertheless, this is a considerable way behind the peak year of 1959, when \$12.5 million worth of records were sold overseas.

FILM SONG

Williams Does 'Peking Theme'

NEW YORK—Andy Williams has recorded the "Peking Theme (So Little Time)" from Samuel Bronston's "55 Days at Peking," in English, Spanish, German, French and Italian. Columbia Records will release Williams' recordings in the U. S. and Canada; CBS Records will handle the distribution overseas.

The disk's release will coincide with the international release of Bronston's film, which has its world premiere in London, May 6. The movie makes its New York bow in June.

their counsel would agree that a poorly based survey, on so small a sample as to be subject to rating changes on the basis of three household checks is "better than nothing." Better to have nothing—than the competitive hurt the distortion can produce, was the consensus. It was noted that if survey accuracy had to be judged "subjectively" by an advertiser familiar with an area—then the same man might as well make a common-sense judgment of what station he wants his message to go out on.

Pulse Rating 'Con Game,' Says Harris

• Continued from page 3

missions by Pulse president that aspects of local field surveying were "not good," that data published on station ratings "could be misleading," and that interviewers might in some cases be easily identifiable to broadcasters and susceptible to "pressure."

Dr. Roslow protested — as have a series of other broadcast rating executives—that the business of giving stations ratings or "estimates" is complicated and difficult. He complained that stations and advertisers insist on reading more into the ratings than they represent.

Read the Fine Print

Counsel Richardson suggested that Pulse subscribers would do well to read the fine print in the brochures and survey reports. He raked through the entire structure of the surveying firm, which covers 250 radio markets, 650 radio stations, has 150 agency subscribers, employs 101 full-time workers and "between 800 and 900" part-time field workers who average \$5 to \$6 per "block" of house-to-house radio listening check.

Richardson Fires Questions

Counsel Richardson bombarded the Pulse president with these questions:

"What degree of inaccuracy does Pulse estimate for its surveys," which are admittedly only "estimates?" Pulse president could not set a figure. Counsel asked how subscribing stations and advertisers determine accuracy of their reports?

"Reliability must be based on the judgment of the subscriber," was the answer. The subscriber judges the "history" of his survey ratings in his area and is generally satisfied if only moderate fluctuation occurs — say, up to 30 per cent.

Do Pulse reports show actual date of survey on the face of reports to subscribers? Or do they sometimes put current dates on old field surveys in some in-

stances? The answer was "sometimes," with lengthy explaining. Counsel Richardson said advertisers can be fooled by "current" dates on a rating, although there may have been rating and program changes since the field work.

Roslow was challenged on a recent Pulse advertisement in a trade magazine, claiming that Pulse had been including substantial "out-of-home" listening in its surveys right along. Counsel Richardson brought out that only between 1 and 5 per cent of Pulse surveys is made up of "out-of-home" listening. Roslow admitted the percentage was low, but—remaining extraordinarily cool through the whole grilling—he would not admit the ad was "misleading."

Counsel also asked if "special" surveys by stations based on differing areas of a market, and producing three different "No. 1" stations at one time in Washington, for example, were not misrepresentative. In Washington, one survey was based on an over-all metropolitan area, one on several counties, and one on "Washington City." Station WOOK was top in the last-named survey and was able to take ads announcing that it was No. 1 in D. C. Roslow said advertisers should not be fooled—"each different survey was put out in a different color."

"Randomness" Challenged

Further, the counsel challenged the "randomness" of the "random" start for block surveys allegedly mapped out for field workers to follow. In many cases supervision was so lax, they could take almost any section of an area they chose to sample.

In defending small samples for survey basis, Pulse President Roslow said "even a sample of only 20 is better than nothing." But neither the Subcommittee Chairman, nor the members, nor

reproduction capabilities of high fidelity equipment sold to the consumer.

"Manufacturers would have a better competitive climate to advertise and promote their products if the consumer could honestly believe in the performance specifications advertised in relationship to the selling price. Today this is not possible."

On the positive side, Gallagher suggested a three pronged program to be adopted by industry groups. This would include first, the development of measurement standards of each component of the system; second, development of testing procedures and making of arrangements with independent testing labs to perform the service for manufacturers, and third, manufacturers should stipulate performance specifications of products in accordance with test results.

MRIA Says No to Govt. Defining Hi-Fi

NEW YORK—The Magnetic Recording Industry Association has taken a firm stand against any attempt by the Federal Trade Commission to define the term "High Fidelity." In a resolution passed by the MRIA board at its recent Las Vegas meeting, the association has asked the FTC not to define the controversial term on the grounds that "it would seriously mislead the U. S. consumer to believe all products so endorsed were government approved."

In a letter to the FTC, MRIA President Bill Gallagher, who is also vice-president of marketing for Columbia Records, stated three basic reasons for the association's view. First, he said, "adequate agreement for measurement standards in acoustic systems does not now exist. Secondly, equipment to accomplish measurements, should standards be agreed upon, is not available to most manufacturers."

"Finally," Gallagher noted, "A definition of high fidelity agreeable to the manufacturers of so-called high fidelity equipment is definitely not acceptable to the low-cost equipment manufactured predominantly represented in organizations urging adoption of such a definition."

Gallagher also noted MRIA's belief in the "need for identifying in quantitative terms for

ABC 'Blacklist' Stirs Folk People

• Continued from page 1

Seeger and the Weavers and various other artists have been repeatedly denied TV exposure in the recent past because of their refusal to sign so-called loyalty oaths. In one case, the Weavers were asked to sign just before appearing on the NBC-TV "Tonight" show. They refused and did not appear.

Seeger was cleared over a year ago of a contempt of Congress citation by the U. S. Supreme Court. The contempt citation arose out of Seeger's refusal to answer questions about past Communist affiliations before a Congressional investigating group.

Faier said: "This is all a basic issue of whether a person can have his own political convictions, whatever they are, and not have them affect his ability to earn a living. Any infringement of this basic right is intolerable and runs counter to the Constitution. The time has come to make a stand on this issue and our group intends to do that. If we do not receive a quick answer to our resolution and one

in good faith, we intend to publicize this whole affair.

"Love the Idea"

"All of us in the folk field love the idea of this 'Hootenanny' program. But we don't feel it should rise or fall on the basis of an artist's political outlook."

Faier said developments could be expected to occur rapidly, with daily meetings of the steering committee. Another meeting of the over-all group was scheduled Tuesday (26), again at the Village Gate.

Meanwhile, the Gates proprietor, Art D'Lugoff, attacked the "Alice in Wonderland" aspect of the situation which finds foreign artists from Communist countries such as the Moiseyev and Bolshoi ballet companies, David Oistrakh and Emil Gilels getting the green light here, with blessing from the State Department for all forms of exposure media, while "a few people who may have performed for groups of varying political persuasions seem to get black-listed."

Kirshner Deal Nears Completion

• Continued from page 1

Dimension Records, and in Columbia Pictures and Screen Gems in the musical area.

He will bring with him Lou Adler and Danny Davis from Aldon, as well as his office staff, and such top pop clefters as Jerry Goffin and Carole King, Barry Mann and Cynthia Weil and Howard Greenfield. Kirshner's contract is reported to be for five years, at a salary of close to \$75,000 a year. Al Nevins, though he will not come to Columbia Pictures with Kirshner, will act as consultant under the new set-up.

The Kirshner-Aldon acquisition is not expected to disturb the management of Colpix Records, which is handled by Jerry Raker, nor affect Gower Music, the Columbia Pictures music firm under the helm of Marvin Caine. Dimension, according to reports, will be operated as a separate subsidiary label, and will continue with its current line-up of distributors.

Kirschner will concentrate not only on coming up with the same hot material from his writers as they have produced over the past three years for Aldon, but will also groom his writers for Broadway musical scores, Hollywood picture scores and music for TV shows.

The tie-up here between Aldon Music and Columbia Pictures and Screen Gems TV shows is obvious.

Negotiations between Don Kirshner and Screen Gems were handled by Abe Schneider and Stan Schneider, Columbia Pictures high executives.

HOLLYWOOD — Song and comedy writer Floria Vestoff died here suddenly last Monday (18). She was 43. Miss Vestoff wrote for Joe E. Lewis, Jackie Gleason, Eddy Goy Jr. and Maxie Rosenbloom. She was known as the "Dancing Old Gold Cigarette Box."



DISK JOCKEYS

**There'll Never Be
A Dull Moment! . . .
. . . with BILLBOARD ALWAYS
AT YOUR FINGERTIPS**

Just mail request order today

BILLBOARD, 2160 Patterson Street, Cincinnati 14, Ohio 703

Please enter my subscription to BILLBOARD for

1 YEAR \$15 3 YEARS \$35 New Renew

Payment enclosed 2 EXTRA issues for cash Bill me later

Above subscription rates are for U. S., Canada and Europe.
Other overseas rates on request.

Company _____

Name _____

Address _____

City _____ Zone _____ State _____

Type of Business _____ Title _____

Each New Weekly Issue of **Billboard** gives you fresh, exciting material that'll enthral your listening audience.

BE THE FIRST
To introduce "tomorrow's"
hit tunes—Today!

Subscribe Now →

THE ORIGINAL SMASH HIT!



“LITTLE BIRD”

IS BY

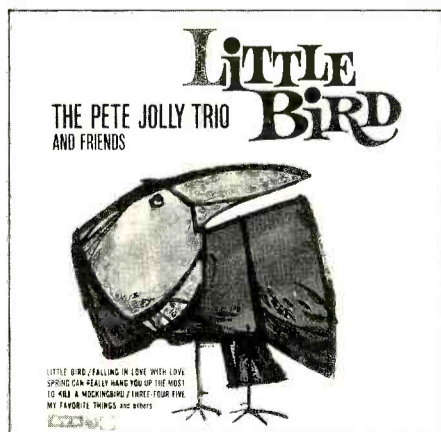
THE PETE JOLLY TRIO AND FRIENDS

C/W

FALLING IN LOVE WITH LOVE

C-116

AVA RECORDS



ALSO A SMASH HIT ALBUM!

LITTLE BIRD

THE PETE JOLLY TRIO AND FRIENDS

A/AS-22



Ava Records are distributed by MGM Records

ARMADA SAYS:

Now Comes Dealers Big Challenge

By PAUL ACKERMAN, Executive Secretary, ARMADA

The traditional record dealer during the past five years has met his roughest test. He now faces his greatest challenge. Marketing patterns have changed and the competition of racks, discount houses, supermarkets, chains and record clubs has intensified. To a large degree these developments are the natural results of an expanding industry seeking to tape new markets while keeping up with shifts in population and other phases of the continuing socio-economic evolution. During this evolution, notably

in the last 10 years, the total dollar volume of the record business has quadrupled. But for many segments of the industry—many manufacturers as well as dealers and distributors—it has become more difficult to achieve a profit.

One of the key elements in this situation is the traditional dealer. Perhaps he, more than any other facet of the industry, has been hardest hit by the marketing evolution; and upon his ability to cope with conditions depends not only his own survival but also the health of the industry at large.

What are his chances, and what must he do if the indus-

try's dealer potential is to be realized?

Blunt Answers

In answering this double question it is best to be blunt: His potential is a good one, and he can play a tremendous role in stabilizing and strengthening the entire industry, if—and it is a big IF—he can modernize his merchandising methods in keeping with principles of modern retailing.

In addition to the dealer's adoption of principles of modern retailing and merchandising, he must also become, to a more profound degree than is often the case, a part of the industry he represents; that is, he must consider himself a part of the record business, of the show business, and be acutely aware of its basic product and the promotion and merchandising of that product.

Thirdly, and very important, the dealer must understand his community, its cultural slant.

Perhaps the greatest obstacle towards achieving these aims is apathy: the natural resistance to change, the desire that business be conducted according to the comfortable routine of years ago.

Those dealers who accept or succumb to this apathetic point of view will find the going increasingly harder. In fact, their future as record merchants is questionable. For those who take up the challenge, the future is a good one. The business is not only the most glamorous of the retail field, but it can yield gratifying profit and provide room for growth.

Should you question this statement, then merely analyze the various retail outlets in the market with which you are most familiar. The answer will be apparent: There are still many retail outlets which are profit-

Cover Firms In Changes in Philly

PHILADELPHIA — Among the local manufacturers and printers of phonograph record album covers, jackets and related record items, one such firm has announced a major expansion move while another filed for reorganization arrangements under Chapter XI.

Crown Associated Products, Inc., along with its subsidiary Crown Album Company, leased a major portion of the building at 2923-25 North Broad Street to expand its facilities and operations. Nathan M. Cohen, Crown president, said that its present quarters at 1241 Carpenter Street will be continued for warehousing purposes. Crown is one of the major album cover manufacturers in the East.

Pioneer Sample Book Company, Inc., also manufacturer of record album covers and jackets, with its plant at 4839 Lancaster Avenue, filed a petition with the courts for an arrangement under Article XI.

ARMADA BOWS DEALER SERIES

This is the first in a series of articles written at the invitation of Billboard by Paul Ackerman, the executive secretary of the American Record Merchandisers and Distributors' Association (ARMADA). These articles will survey the current condition of retail record dealers and will explore their needs and the steps which can be taken to take full advantage of their promotional and merchandising opportunities and responsibilities. We are grateful to the author and to ARMADA for this material.

able, progressive and look forward to greater expansion.

Business There

In brief, the business is there. It can be recaptured by many provided there is sufficient will and know-how. It is also important that the dealer realize that in tackling the challenge of present-day conditions he is not alone. Upon his health depends the health of his distributors; and upon his health depends the success of many substantial manufacturers who depend upon him for that most important aspect of their billing—catalog sales, sales which are insignificant among competing types of outlets which offer only the cream, current hit product.

The nature of the record business is such that catalog continues to be of tremendous significance. It was once argued that the record industry's tremendous output of product tends to obsolete the concept of catalog. This has been proved only partly true at most. It has been shown that notwithstanding the rapid pace of pop production, the most stable labels are those with a catalog "image." And for the successful merchandising of this catalog product the dealer—and his distributors—are essential.

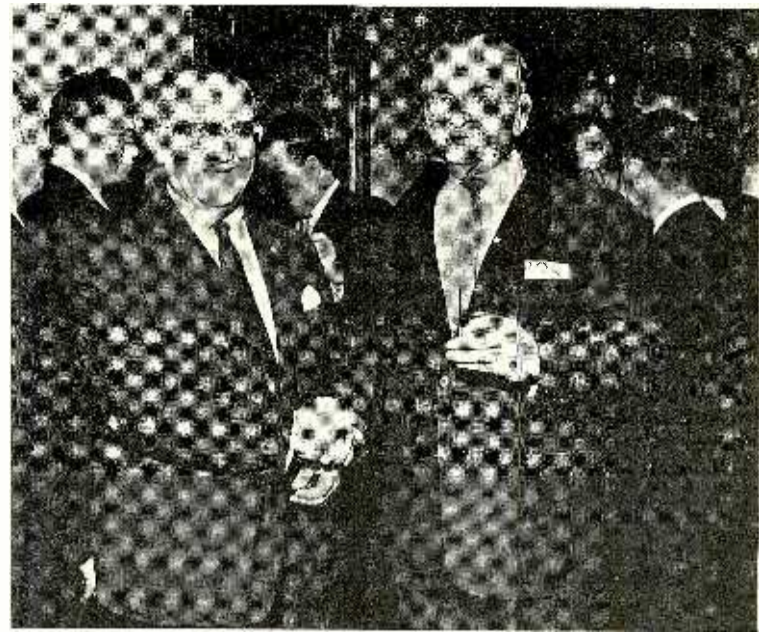
In this initial article we have posed the chief problem—that of the changing times and the pains and woes which accompany a growing industry. We have also outlined the challenge. In subsequent pieces we will analyze what the dealer must do to meet the challenge—in merchandising, in promotion and in other areas affecting his profit picture.

National Geographic Replaced at Last

BOSTON — Special musical programs will be made available for patients in doctor's waiting rooms in conjunction with the new closed-circuit medical radio service for doctors to be offered by Westinghouse's WBZ-FM.

The service will be a pilot project to broadcast over multiplex audio channel, medical news, information, and educational programs to special fixed-channel receivers in doctors' offices, as well as the special musical fare for waiting patients.

The system will be physician-supported with no advertising.



VICTOR EXECS BEN SELVIN AND DAVE FINN meet on the occasion of the retirement dinner tendered Selvin by his friends in the industry. Selvin headed the Victor custom record division for the past decade. He will continue to be active in the music business.

'Oscar' Songs Advance Brisk For Star Show

NEW YORK — The Big 3, consistent performer in the Academy of Motion Picture Arts and Sciences nominations race for the past 26 years, has two tunes in competition this year. The Robbins-Feist and Miller music publishing combine represents "Love Song From Mutiny on the Bounty" and "Tender Is the Night" which have been nominated for the Best Song Award in the 1963 competition.

At least one Robbins, Feist or Miller song has been in the race since 1936 with a total of 42 Big 3 tunes nominated in all. Five have won the Best Song Award.

The firm also has a streak going in the Best Score category for 25 years. Some 74 Big 3 Best scores have been nominated and 11 have taken the top prize. This year Big 3 is represented by "Mutiny on the Bounty" score.

Reprise Makes Move Into C&W

HOLLYWOOD — Frank Sinatra's Reprise label is moving into the country and western field, and last week signed Del Reeves as part of its c.&w. move. He was with Decca before joining the Sinatra firm.

The label last week expanded its pop artist roster as well, signing Ray Castle, England's singer-dancer who has been featured on the "Garry Moore Show," and Patti Powdrill, a 15-year-old songstress. Label's confidence in the lass' sale potential is evidenced by the fact that she was signed to a five-year contract.

Big 3 Acquires Big British Hit

NEW YORK — Big 3 Music has acquired the rights to the big British hit, "Diamonds." To date there have been five U. S. recordings of the tune, which was published in Britain by Francis, Day & Hunter, The hit version in the British Isles was by Jet Harris and Tony Meehan, released here on London. Other versions are by Don Costa (Columbia), Buddy Harman (Mercury), Barney Kessel (Reprise), and Billy Mure (Riverside). The tune is being handled by the Robbins Music wing of the Big 3.

NASHVILLE—Brisk advance sales promise s.r.o crowds for a star-packed c.&w. show to be staged March 31 at the Municipal Auditorium in Memphis.

Shelley Snyder, who is promoting the show with Oscar Davis, said the package will play two performances in the 9,000-seat auditorium. Early sales reports indicate a complete sellout for both shows, Snyder said.

Included in the package are Ray Price, Faron Young, Flatt and Scruggs, Kitty Wells, Grandpa Jones, Minnie Pearl, Stonewall Jackson, Billy Grammar, Roger Miller, Skeeter Davis, Johnny Wright and the Tennessee Mountain Boys, Red Sovine, Ralph Emery and Eddie Bond.

Davis only recently completed a highly successful package tour in the West in conjunction with the Ray Price Enterprises.

Essentially the same group, but with the addition of Claude Grey, Carl Smith, Billy Walker, Jimmy Dickens and Carl Butler, will play in Indianapolis on April 21 at the Fairgrounds Coliseum.

The package will play Cobo Hall in Detroit on May 5. The Detroit stint will include three shows in the 12,000-seat hall.

SESAC Suite To Offer C&W

NEW YORK — A number of outstanding country and western recording artists, including Bill Anderson, Roy Drusky, Darrell McCall and the Blackwood Brothers have been added to the roster of entertainers who will perform live in SESAC's Celebrity Suite at the NAB Convention, March 31-April 3, being held at Conrad Hilton Hotel, Chicago.

Among others scheduled to perform in the SESAC suite are songstress Betty Madigan, Richard Maltby, Woody Herman and Bill Snyder.

Broadcasters will be able to tape interviews with any of the artists for use on their local radio stations throughout the country.

JIMMY RUSSELL
Organ Music That Swings
"FOR PETE'S SAKE TWIST"
b/w
"BLUE BEGUINE BOSSA NOVA"
#107
DORIAN RECORDS
1815 N. Kenmore Ave.
Hollywood 27, California

SMASH HIT!
I LOVE YOU BECAUSE
b/w
Merry-Go-Round
AL MARTINO
#4930
Capitol RECORDS

Moving to the Top 100
"I'M GONNA TELL IT ON YOU"
JAMES DAVIS
Duke 359
DUKE-PEACOCK RECORDS, INC.
2809 Erastus St. Houston, Texas
OR 3-2611

Heading for the Charts
BOBBY CURTIS
"What If I Lose You"
b/w
"Most Perfect Girl"
Deejays, write
CAPA RECORDS
803 Government St. Mobile, Ala.

CUSTOM RECORD PRESSING
Mastering—Processing—Labels
POLYMAX 100% ANTI-STATIC
FACTORY CLEAN
SIDNEY J. WAKEFIELD
P. O. Box 6037, Phoenix 5, Ariz.
Direct Dial 602-252-5644

ANTHONY NEWLEY
THERE'S NO SUCH THING AS LOVE 5201

LONDON
 RECORDS



Pick of the Week

"THERE'S NO SUCH THING AS LOVE" (2:39)
 (Ludlow BMI—Frazer, Hackney) [Aldon BMI—Mann, Anthony]
 ANTHONY NEWLEY (London 5201)
 The multi-talented English star follows his money-making version of "What Kind Of Fool Am I"—from his "Stop The World" smash with two strong ballad veepers. They're the soft best cha cha, "There's No Such Thing As Love," and the enchanting lilt, "She's Just Another Girl," that Newley and the Billy Mure ork-chorus wrap up in most attractive manner. Superb double-decker.

Billboard
SINGLES REVIEWS

POP SPOTLIGHT

ANTHONY NEWLEY

THERE'S NO SUCH THING AS LOVE
 (London BMI 12 097)

SHE'S JUST ANOTHER GIRL
 (Aldon, BMI 12-021—London 5201)

the music reporter
SINGLE SCOOP
 best single

ANTHONY NEWLEY
 "THERE'S NO SUCH THING AS LOVE"
 (London, BMI 12-097) 2:39
 "SHE'S JUST ANOTHER GIRL"
 (Aldon, BMI 12-021) 2:13
 Music Anthology
 LONDON 5201
 © 1970 W. W. Norton Co. New York City

MUSIC VENDOR

SURE BETS

THERE'S NO SUCH THING AS LOVE (Ludlow BMI) - Anthony Newley - LONDON XAM 5201Y.

Started on
 better music stations
 now catching on everywhere...

CATERINA VALENTE

LA MALAGUEÑA

10021

LONDON

INTERNATIONAL



New Releases...starting to move

THE BACHELORS

CHARMAINE

B/W

OLD BILL

9584

LONDON
 RECORDS

BILLY FURY

LIKE I'VE NEVER BEEN GONE

B/W

BECAUSE OF LOVE

9594

LONDON
 RECORDS

A great new recording of a smash standard

GRACIE FIELDS

NOW IS THE HOUR 9582

LONDON
 RECORDS

LEGIT REVIEW

It's Scarlett
In Red Face

Despite an outstanding performance by Jean Pierre Aumont and a characterization by Vivien Leigh which was delightful though never believable, the new musical version of "Tovarich," which opened in New York last week, must be assessed negatively.

Weighing against the show are a weak score, outdated story, clumsy book and uncertain direction. Not even the glamor of the names of its principals and obvious hard work by all concerned seems to be enough to salvage the result.

Characterizations are, for the most part, little more than caricatures — the typical American businessman and wife and their zany teen-age kids; the very noble White Russian nobility whose studied charm begins to get wearing midway through the first act and gets progressively more saccharine as it goes along; the colorful Russian characters in exile in Paris; the evil-comic Bolshevik agents stalking the nobles.

Attempts at humor are far too precious. The direction in general is reminiscent of the days of "Countess Maritza" and her kin. Not to be too hard on Rolf Gerard, who staged the show, the material with which he had to work just seems anachronistic in this atomic age. There's little he could do that could work with this creaky tale about ex-Russian nobility forced to take jobs as domestics with the wealthy Americans.

The music, by Lee Pockriss, is reminiscent of show tunes by a variety of composers, including Offenbach, Rodgers, Loewe and Kurt Weill. Lyrics by Ann Crosswell are serviceable.

Interestingly, this is one of the few musicals of recent memory that has come in without an original cast album deal. While some of the lighter songs have novelty appeal, there doesn't seem to be any single number with real hit potential.

The dancing, in some decade
(Continued on page 14)



"Dear Enthusiastic Fan: I'm glad you enjoyed my last record and enclosed please find a lock of my hair as requested . . ."

CLUB REVIEW

Oh's & Ah's
For Williams

Roger Williams, playing to an unfortunately slim house in his Gotham night club debut here, ploughs as much lather and spirit into his act as any showman worth his AGVA card would to a full room. To a half-full Empire Room of the Waldorf on the second night of his current debut stint there, Williams still drew many oh's and ah's of pleasure as he put on a listenable and occasionally dramatic 40 minutes of pianistics.

Following a few warm-up openers, full of typical Williams full keyboard runs and trills, he embarked on a highly entertaining tour of 50 years of pop stylings. In his slow, easy-going, almost bumpkinish twang, Williams got the audience on his side quickly as he explained and illustrated the development of the styles, ranging from the "Nola" and "Kitten on the Key" era down through the typical
(Continued on page 14)

CLUB REVIEW

Peggy No
Paper Doll

There is only one established newspaper being printed daily in New York these days, but the legion of Peggy Lee fans didn't need a newspaper to tell them that Peggy was back at her favorite home in New York, Ralph Watkins' Basin Street East. On Monday night (18), usually a slow night in the club business, Peggy packed the large room for her first performance, and had them standing in line on the street trying to get in to see her second show.

Peggy's hold on New Yorkers is so strong that she is the only act on the bill at Basin Street, except for an intermission combo. She stays on for almost an hour and a half, and this reviewer is prepared to say that she does more to and for an audience in 90 minutes than many another act could do in days. Looking as captivating as ever, the lovely Lee proved again in her latest flirtation with the Basin Street audience that she is firmly enthroned as the top femme crowd pleaser in the business.

For her 1963 act Miss Lee led off with nine new additions to her repertoire, and made them all groovy through stylish interpretations, and the punching performance of the large ork under the baton of Max Bennett. "Let's Take It Nice and Easy," "Alley Cat," "A Taste of Honey," "Days of Wine and Roses," "Mack the Knife" and "One Kiss," sparked this part of her act. And then, when she had the fans curled up in the palm of her hand, the thrush belted out the Peggy tunes, like "I'm a Woman," "Big Bad Bill," "Fever," "Manana," and her own special tribute to Ray Charles. Peggy could have stayed on and on and on.

The lines should be long, the tables should be filled, and Watkins should be happy be-

Continued on page 14

'Unquote'

Charlie Mingus (admonishing his lawyer after getting a suspended sentence on an assault charge in a New York criminal court): "Don't call me a jazz musician. I'm just a musician, man. A composer. . . ."

Radio Free Europe, hearing that Czechoslovakia State Radio is running a contest with first prize a three-week holiday there: "Second prize will be a six-week holiday in Czechoslovakia."

Arturo Sergi, a New York boy who will sing at the Metropolitan this week in "Boris Godunov," after studying 14 years in Europe: "Success all blongs to my momer who snent me her salary she earned working for the International Ladies Garment Workers Union ever since my GI Bill ran out."

Dick Gregory: "Isn't this the most fascinating country in the world? Where else would I have to ride on the back of the bus, have a choice of going to the worst schools, eating in the worst restaurants, living in the worst neighborhoods—and average \$5,000 a week just talking about it?"

Lennie Bruce (on hearing a Chicago court had sentenced him to a year in jail for night club obscenity): "I think the decision is obscene."

TV GUEST APPEARANCES
BY RECORD TALENT

The national network TV guest appearances listed below provide outstanding promotional opportunities for alert, aggressive record dealers and for all others who can benefit from the exposure of these record artists to millions of consumers. This chart should be used as a calendar around which to plan window, counter and other displays by which the TV appearances can be merchandised to the record-buying public.

MARCH 25-31
(All Times Eastern Standard)

- MONDAY 25—CLARA WARD & WARD GOSPEL SINGERS**
On the Danny Thomas show (CBS-TV, 9-9:30 p.m.). Latest Vanguard LP is entitled "Come in the Room."
- MONDAY 25—LAMBERT, HENDRICKS & BAVAN**
The jazz vocal trio will appear on Westinghouse tape-syndicated Steve Allen show. The group is well represented on Columbia with Annie Ross who has been replaced by Miss Bavan.
- TUESDAY 26—BOBBY RYDELL**
Cameo recording artist is guest of the Red Skelton Hour (CBS-TV, 8:30-9:30 p.m.). His latest album for label is "All the Hits by Bobby Rydell."
- TUESDAY 26—JONATHAN WINTERS**
Comic joins the Garry Moore show (CBS-TV, 10-11 p.m.). His latest Verve album is "Humor Seen Through the Eyes of Jonathan Winters."
- TUESDAY 26—OSCAR BROWN JR.**
Composer-singer will be seen on tape-syndicated Steve Allen show. "In a New Mood" is title of his latest Columbia LP.
- TUESDAY 26—JIMMY SMITH**
Blue Note's bashin' organist makes initial bow with Johnny Carson's Tonight show (NBC-TV, 11:15-1 a.m.). Currently big on charts with "Back at the Chicken Shack."
- WEDNESDAY 27—MEL TORME**
Jazz vocalist is on tape-syndicated Steve Allen show tonight. Latest single on Atlantic is "Cast Your Fate to the Winds" b.w. "The Gift."
- THURSDAY 28—VAUGHN MEADER, PETE FOUNTAIN**
Both join the Andy Williams Show (NBC-TV, 10-11 p.m.). Meader's "First Family" album on Cadence is still top seller. Latest Coral LP for Pete Fountain is "Let the Good Times Roll."
- FRIDAY 29—CHARLES AZNAVOUR**
French singing star makes American TV debut on Jack Paar show (NBC-TV, 10-11 p.m.). His latest Mercury LP is "The Time is Now."
- SUNDAY 31—NBC OPERA COMPANY**
This is first of a two-part color production of Bach's "St. Matthew Passion" (NBC-TV, 1:30-3:30 p.m.). Cast includes John McCollum, John Boyden, Lee Cass, Judith Raskin, Maureen Forrester, Donald Gramm and Mallory Walker, under the direction of Alfred Wallenstein. It will be sung in English.
- SUNDAY 31—McGUIRE SISTERS**
Singing trio are guests of the Ed Sullivan Show tonight (CBS-TV, 8-9 p.m.). Their latest Coral release is "Songs Everybody Knows."
- SUNDAY 31—MILDRED MILLER, JEROME HINES**
Two Met opera stars are featured on the Voice of Firestone (ABC-TV, 10-10:30 p.m.). Included on program will be highlights from Mr. Hines' opera "I Am the Way."

Villanova Fest Taped for Summer

PHILADELPHIA—The Villanova Jazz Festival, annual festival at suburban Villanova University, featuring the best of the jazz talent in the collegiate set, was taped for rebroadcast on FM and educational stations throughout the country.

Jazz festival, which was held a fortnight ago, was taped by WRCV for WHY, local FM educational station. WHY plans to broadcast the event over a 70-city hook-up sometime this summer.

TALENT ON TOUR

(Top record talent in top record towns this week)

SOUTH

Classical pianist **Gina Bachauer** gives concerts at Robinsion Memorial, Little Rock (25) and McFarlin Memorial, Dallas, on the 31st. . . . **Smothers Brothers** on campus of University of Virginia, Charlottesville, on March 26. . . . **Josh White** concert set for University of North Carolina, Chapel Hill, March 29. . . . Singer **Johnny Tillotson** headlines weekend show at the Coliseum, Houston, starting the 29th.

EAST

The **New Christy Minstrels** headline the Latin Quarter March 27-April 16. . . . French singer and composer **Charles Aznavour** makes U. S. debut at Carnegie Hall March 30. . . . Singers **Earl Wrightson** and **Lois Hunt** have concerts at the Irem Temple, Wilkes-Barre, Pa. (26) and the Mt. Pleasant High School Auditorium, Wilmington, Del. (28). . . . Weekend gig for **Gene Krupa** and quartet at the Cork and Bib, Westbury, L. I. . . . **Steve Lawrence** singles at the Monticello Club, Framingham, Mass., through the 30th. . . .

Folk singer **Martha Schlamme** does two sets at Philadelphia's Town Hall March 30 and 31. . . . Liberty's **Gene McDaniels** in New York for record date moonlights at Joe Scandori's Elegante in Brooklyn (27). . . . The **Smothers Brothers** at Central State College, Bristol, Conn. (28) and Memorial Hall, Pittsburgh (30). . . . **Woody Herman** currently at ye olde Metropole, New York.

MIDWEST

Count Basie on the go at National Guard Armory, Maryville, Mo. (27); Pere Marquette Hotel, Peoria, Ill. (29); Iowa State University (30), and the Val Air Ballroom, Des Moines (31).

WEST

Janet Blair opens for two weeks at Hotel Riviera in Las Vegas the 25th. Sharing the bill with her is trumpeter **Al Hirt**. . . . **Phyllis Diller** at Harron's, Lake Tahoe, Nev., on March 28 through April 10. . . . Columbia vocalist **Frank Verna** held over in the Riviera Lounge, Las Vegas, until April 9.

ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.



JACKIE WILSON
(Brunswick)

PERSONAL MANAGER: Nat Tarnopol. **BOOKING OFFICE:** Universal Attractions. **HOME TOWN:** Detroit. **AGE:** Late twenties. **HOBBIES:** Swimming. **BACKGROUND:** The entertainment business nearly lost singer Jackie Wilson to the boxing ring back in his high school days. Jackie won the Golden Gloves welterweight crown when he was only 16

by claiming he was 18. Not that boxing was his only love, Jackie always hoped to be a singer and in 1953 he was signed with Billy Ward's Dominos as their lead singer. The big step, however, came when a local music publisher, Nat Tarnopol signed him to a personal management pact and brought him to Brunswick Records. "Reet Petite" was his first single for the label and an immediate hit. Jackie has been an established performer in supper clubs, television and records ever since. Numbered among his many talents is songwriting. He is an ambitious songwriter and hopes to contribute to the musical scene on that front. Another of Jackie's ambitions is to be an actor. There's no shadow boxing about his latest Brunswick release, "Baby Workout." In it's fourth week on the chart, Jackie's made the enviable Top 10.

LATEST SINGLE: "Baby Workout," is working out just fine, form charts attest.

LATEST ALBUM: "Jackie Wilson Sings the World's Greatest Hits" was released in January.

THE CHALLENGE:



WHAT THE COMPONENT MFR'S SAY:

Milton D. Thalberg, **SONY CORP. OF AMERICA**, New York, N. Y.

"... the new Dynagroove records ... are excellent ..."
"They were tested on a very fine hi-fidelity system and I found them free of surface noise and distortion"

Haskel A. Blair, **UNIVERSITY LOUDSPEAKERS**, White Plains, N. Y.

"They are without question the finest records ... their dynamic range, their quietness and clarity of reproduction are outstanding ... Dynagroove will move way out in the competitive market ..."

E. S. Miller, **SHERWOOD ELECTRONIC LABS., INC.**, Chicago, Ill.

"Excellent in every respect! Good dynamic range, low distortion, noise-free record surface."

Robert Schmetterer, **HARTLEY PRODUCTS CO.**, New York, N. Y.

"... the perfection of the new Dynagroove method of recording ... should set the industry on its ear." "... recommending this entire series for ... demonstrations with our speakers."

Harry Norman, **ROCKBAR CORP.**, Mamaroneck, N. Y.

"... Dynagroove records ... proved remarkably realistic in sound; "You fellows really have a tremendous and dynamic entity, in the 'Dynagroove' method of recording."

A. A. Hart, **PRECISION ELECTRONICS, INC.**, Franklin Park, Ill.

"... RCA has reached a new peak in high fidelity reproduction from records. They are the closest thing to master tape that my ears have heard ..."

THE PROOF IS IN THE LISTENING... HEAR IT! COMPARE IT!

DYNAGROOVE

THE NEW SOUND BY RCA VICTOR

APRIL SHOWER
OF HITS ON

King

SEAGREEN
THE VICEROYS

Bethlehem #3045

THAT LOW
DOWN MOVE

HANK BALLARD

King #5719

JAMES BROWN
EVERY BEAT
OF MY
HEART

King #5710

HAWKSHAW HAWKINS
LONESOME
7-7203

King #5712

COMING UP STRONG!

Honky Tonk
Bossa Nova, Pt. II

BILL DOGGETT

King #5718

Cheer Up
KENNY ROBERTS

Bethlehem #3052

I'm Just a Drifter
CHARLES BROWN

King #5722

Baby Please
Change Your Mind
HANNIBAL

King #5706

King
RECORDS

1540 Brewster Ave.
Cincinnati 7, Ohio
PLaza 1-2211

Everybody Loves Mel Torme Now He's Got a Hit

NEW YORK—Mel Torme is a veteran singer who had a solid loyal following of fans and disk jockeys and worked respectable clubs for respectable money at respectable times of the year. All of this loyalty and respect has been put to the test by Torme's biggest hit in many years, "Comin' Home Baby" on Atlantic Records.

According to the singer, "Baby" has had its biggest effect on his standing in the disk jockeys capricious world. "Top 40 and pop jockeys who wouldn't have touched me with a 10-foot pole six months ago, are playing the 'Comin' Home' follow-up, 'Cast Your Fate to the Wind.'"

But Torme points out that a few of the jockeys who used to program him as a "jazz pet" are now calling him a commercial sellout.

"What they seem to forget,"



MEL TORME

the singer says, "is that both 'Comin' Home Baby' and 'Cast Your Fate' were instrumental

pop hits by legitimate jazz artists."

The first was started as a jazz single on Atlantic, while the second was a jazz single for Vince Guaraldi on Fantasy.

The publicity and excitement have also bounced him into the national limelight in press as well as radio. Since the appearance of a Time magazine piece some weeks back, night club offers have stepped up, not only in money and attendance, but in preferential booking. The big clubs and hotels come to him now for immediate dates, not standard bookings spelled out as being "sometime in July or August."

Everybody Wants It

Audiences know and want to hear the hit, even in the poshest spots. A few remember "Blue Moon" and "County Fair," but

the great majority call for the new one.

Torme is swinging in his new groove. TV, always a natural medium for him, has also opened up even wider. His next single will feature a tune written by a TV buddy, Steve Allen, called "Gravy Waltz," and, according to the singer, it's an exciting gospel-type tune already recorded and in the can.

Goulet Maps 9-Week Tour

NEW YORK—Singer Robert Goulet, who just finished an engagement at the Flamingo Hotel in Las Vegas, has crystallized plans to take to the road this summer for a nine-week tour in a variety theatrical attraction in which he will star. Tour will start July 9 at the Civic Auditorium in Pittsburgh.

Goulet, who in the past year has become a familiar talent in all entertainment media, will be making his debut as a package show. He will have the assistance of the Weire Brothers, the dancing Step Brothers, and as special guest star, singer-dancer-actress Carol Lawrence. The show is booked into the Fisher Theater, Detroit, the Dallas State Fair Auditorium, the Chicago Opera House, the Oakdale Musical Theater in Wallingford, Conn., and concludes at the Carousel Theatre, Framingham, Mass., on September 15.

"The Wonderful World of Love," a recently released LP, is Goulet's fourth album for Columbia.

TALENT TOPICS

NEW YORK

MGM's international ambassador, **Connie Francis**, embarks for two-week tour of major cities in South Africa. . . . **Al Bruno**, **Jimmy Dean's** manager, confirmed that his client is set to star in a weekly TV variety show next season over ABC-TV. The "Jimmy Dean Show" will be another **Bob Banner** production. . . . The **Four Lads** were signed up for Reprise by **Al-Jill Enterprises** through an indie recording deal with **Ray Ellis** handling production. . . . The White House will enjoy a hint of heather March 27 when the New York Light Opera Company presents their production of the **Lerner and Loewe** musical, "Brigadoon." Cast will include **Sally Ann Howes**, **Peter Palmer** and **Edward Villella**. . . . The Playboy Club grabs Hickory recording star **Tommy Zang** for two weeks starting March 25. . . . Veteran jazzman **Lionel Hampton** made the rounds of Macy's department stores recently giving autographs and promoting new bossa nova LP on the Glad-Hamp label. . . . This month's medal for altruism goes to Met opera star **Eleanor Steber**, who will turn over proceeds of her April 10

Roger Williams

• Continued from page 12

trademarks of the Carle's, Duchin's, Cavallaro's, Heywood's and finally his own hit "Till."

Later, he brought the enthusiastic audience up to the minute with "Alley Cat" and the even more recent "Fly Me to the Moon-Bossa Nova," a current hit for his Kapp Records stablemate, Joe Harnell.

Then, in a final flashy tour de force, he offered Rimsky-Korsakoff's "Flight of the Bumble Bee." Following a hearty hand, he wrapped up the show with a well-received and emotional performance of "Exodus."

That Williams has charm, warmth and sincerity, there is no doubt. The fact that he continues to sell out at concert halls bears this out. Whether a posh supper club setting is his exact cup of tea is questionable, but without a newspaper strike, it can be assumed that a considerably healthier crowd would have been on hand to catch this pleasantly diverting act.

REN GREVATI

concert at Philharmonic Hall to the Association for the Help of Retarded Children, Inc. . . . Conductor **Erich Leinsdorf**, who recently took charge of the Boston Symphony Orchestra, has been awarded the Grand Prix du Disque for his RCA Victor recording of Wagner's "Die Walkure." . . . **Murry Kane**, personal manager to the **McGuire Sisters**, announces that they have signed representation contract with Creative Management Associates, Ltd. . . . Also on the dotted line are the **Bobettes**, whose future records will be produced by **Teddy Vann** for release on the Diamond label. Announcement comes from **Joe Kolsky**, who is hot on their latest release, "Row, Row, Row." . . . There is some very friendly government probing going on by the New York State Council on the Arts. A detailed survey is under way to determine the most effective means of State support for orchestras. Nice big brothers!

BARRY KITTLESON

SAN FRANCISCO

Big shindig at the Mark Hopkins (18) to mark release of **Gretl Rath's** first light classical vocal LP for MGM. . . . Hosts were **Karl C. Weber**, Austrian Consul; **George Killion**, MGM board of directors member, and **Jesse Kaye**, West Coast vice-president, MGM Records. . . . **Rosemary Clooney** is at the Venetian Room of the Fairmont Hotel this week for a three-week engagement. This is her first appearance in San Francisco. . . . **Dick Stewart** made such a smash hit at his opening at New Fack's—the biggest in the history of that night club—that he is scheduled for a long engagement. The KPIX TV star is making his night club debut, and will soon record his second record. . . . A unique new night club for "young adults" has just been opened on Bush Street here, known as The Million Cellar. It will feature top name recording stars appealing to the young group, and is further distinguished by the fact that it serves only soft drinks with ever such exotic names. **Robert Joseph** and **Peter Marino** are owners. Opening artists include **Bobby Freeman**, **Troy Dodds** and **Rockin' Jerry Hill** with music by the **Pyramids**. . . . The **Wanderers Three** are beginning an engagement at Frenchy's in Hayward this week.

(Continued on page 35)

'Tovarich' So-So

• Continued from page 12

gone by, might have seemed exciting. But watching Broadway chorus boys making like Russians is pretty tame stuff to anyone who has seen the real thing as imported by Sol Hurok every year.

In short, the likely verdict on "Tovarich" is "nyet."

SAM CHASE

Peggy Lee

• Continued from page 12

cause Peggy is back at Basin Street East. And Capitol should record another strong-selling album called "Peggy at B.S.E., Vol. XI." **BOB ROLONTZ**

"OUTSTANDING INSTRUMENTAL SOUND THAT
COULD PUSH THIS GROUP INTO THE HEADLINES"

Bill Gavin

KILIMANJARO

by the

QUARTETTE TRES BIEN



NL 107 (LP)

N-534 (45)

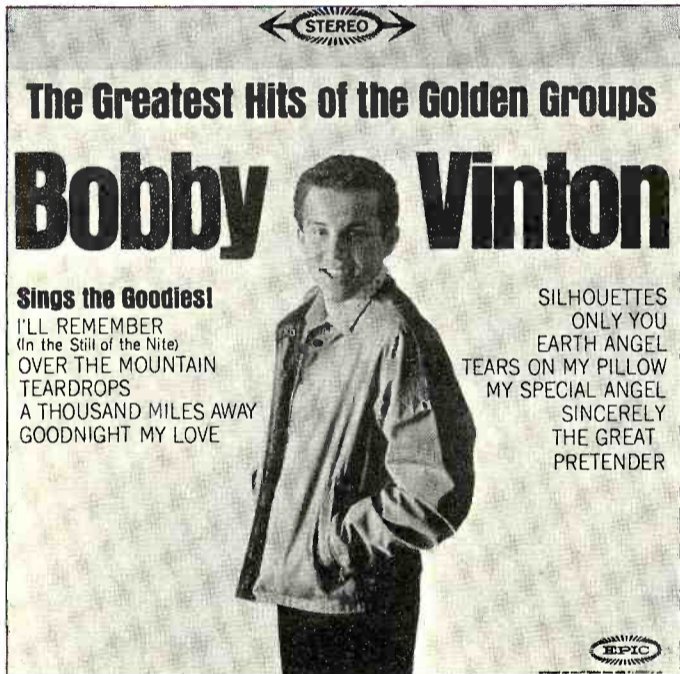
Currently — Apollo Theater, NYC

NORMAN
RECORDS INC.

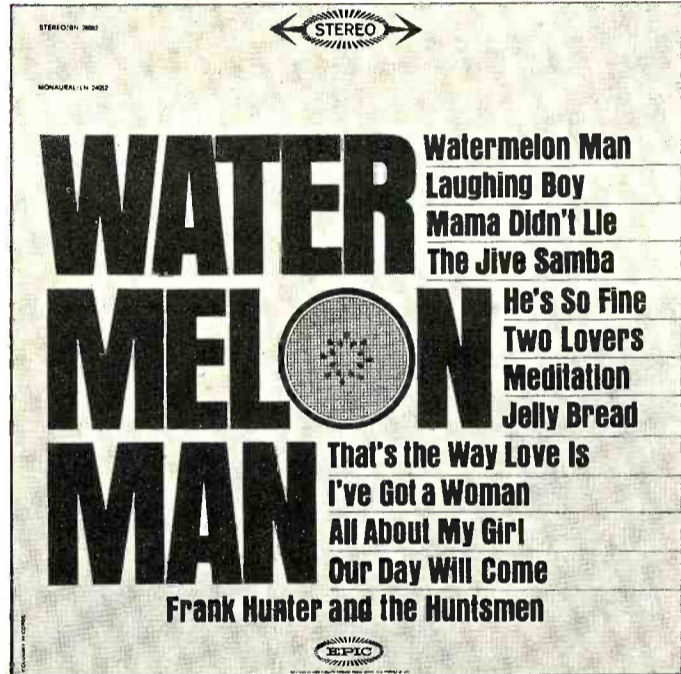
1914 WASHINGTON AVE. ST. LOUIS 3, MO.

1 2 3 4

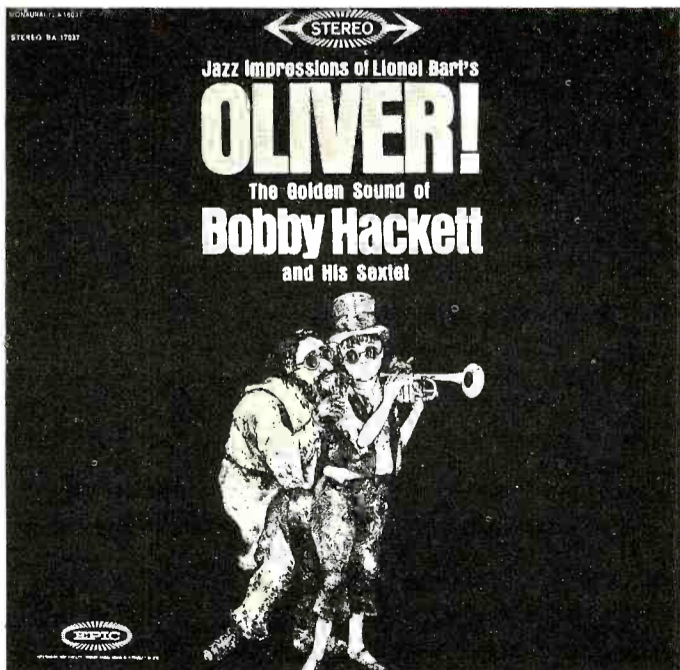
one for the money / two for the show / three to get ready / watch these four go!



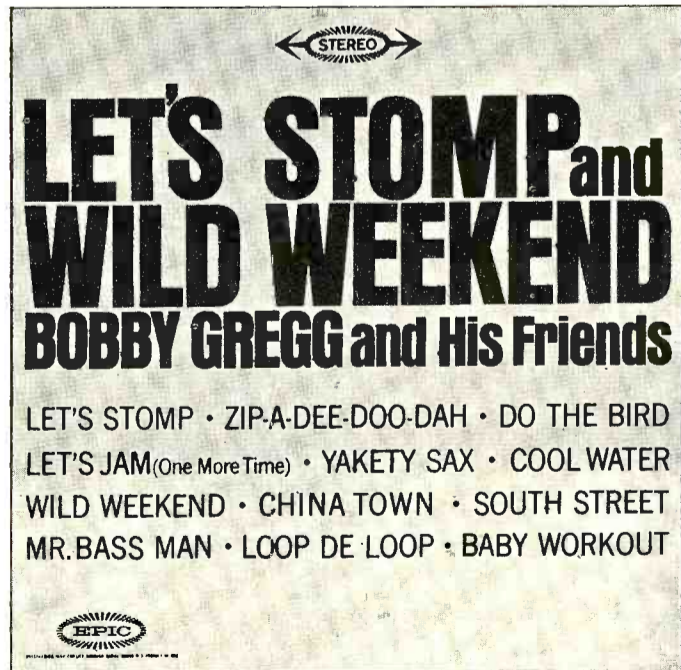
A new concept from Clark Race, LN 24049/BN 26049*
KDKA, for all-time best sellers!



The first album containing the hit single! LN 24052/BN 26052*



Hackett gives Oliver a new twist! LA 16037/BA 17037*



The best of the current chart singles! LN 24051/BN 26051*

 for quick profits

Art D'Lugoff Presents . . . His Inside Views Inside Folk

By REN GREVATT

NEW YORK—If any one of the college students, Sutton Place denizens, bearded intellectuals or midnight strollers along the byways of Greenwich Village—who comprise the mushrooming legion of folk music fans here—should tarry to discuss their favorite art form, the chances are good that someone will mention the name, Art D'Lugoff.

Not that the portly impresario, finder of new talent and keeper of the yawning, cavernous bistro known as the Village Gate, limits himself to the folk form exclusively ("I've rubbed shoulders with the best of them in the flamencan, calypso, jazz and international scenes") but it seems only natural that D'Lugoff, having meshed the three substantial talents of Erik Darling Lynn Taylor and Bill Svanoe into the Rooftop Singers, should become a synonym for folk music these days.

D'Lugoff, who never quite fulfilled himself in such varying careers as waiter, newspaper copy boy or cab driver, turned to his many current careers (recording man, club operator, talent manager and concert producer) only five years ago, after first having tried his wings as a concert promoter and producer. With even this short span of experience tucked under his straining belt, the man who produced the first midnight hootenannies in Greenwich Village has watched a veritable honor guard of talent parade through his club. He has also developed pronounced ideas about the art.

Beats Out Now

He looks back on the beatnik era, for example, with nothing but contempt. "We're way beyond that now," he says. "It was a do-nothing, phony era. As a matter of fact, the beatnik concept in a way was all imaginary. It was a product of the imagination of some of the critics. But whatever it was, it's all



JUDY HENSKE
". . . a lot of drive."

behind us, thank God, and today we're strong, solid and varied."

D'Lugoff disagrees almost violently with those who talk of purity in the folk field. "I don't believe in purity as such," he maintains. "To call something pure is not determining whether it's good or bad. There is no such thing as purity because all music represents evolution and a blending process. The simplest example I can give is the fact that the music coming out of Nashville today is by no means the same kind of thing that came from there 10 years ago or even five years ago. Yet whatever it is, it's still called country music.



VALENTINE PRINGLE
". . . like Odetta."

"Music never stands still. There is always change from one year to the next. I think the deciding factor of goodness is the material itself. Is it cheap or something basic that lasts? 'Stardust,' for instance, certainly lasts, and I would classify it today as almost a folk song."

The Big Four

There are four facets to the complete folk presentation, according to D'Lugoff (who added the apostrophe in his name to aid pronunciation). First there is the performance itself; then the quality of the voice; the instrumental ability of the artist; and finally (and most important) the material itself.

Thinking along these terms, he can quickly point out five artists who'll bear watching in the months to come. "One of these is Judy Henske, a California coffee shop development," he said. "She's a good singer and comedienne with a background in jazz and she has a lot of drive. She's coming into the club (the Gate) for three weeks."

Then there is the Israeli lad, Ron Eliron. D'Lugoff sees him as "a very gifted singer, guitarist and accordionist who does some writing too. He's been working the coffee shop circuit too and with a little more performing ex-

(Continued on page 23)

AIRWAVES GIVE FOLK BIGGEST PUSH YET

NEW YORK — Folk music continued its strong showing on the air with announcement last week of a new Westinghouse Folk Special and new developments on the projected ABC-TV "Hootenanny" series, to be aired from college campuses. Also, the Dillard's, new Elektra Records folk act, made their TV debut on the Andy Griffith CBS-TV show Monday (18), with a repeat taped performance set for late April.

Westinghouse Broadcasting's "They Call It Folk Music," has been set for airing late this month and in early April on the various Westinghouse outlets across the nation, and is part of the web's continuing hour-long children's special series.

Featured will be Barbara Dane, Brother John Sellers, the

Christy Minstrels Get N. Y. Booking

NEW YORK — The New Christy Minstrels, currently being seen on the Andy Williams NBC-TV outings, have been booked for a three-week stint at the Latin Quarter here. Group opens Wednesday (27). Randy Sparks is leader of the outfit, which broke out in a rash of action last year during its initial appearances in the greater Los Angeles area. All 10 members of the group both sing and play instruments.

Staple Singers, Lynn Gold, Chief Red Thunder Cloud, Marian Williams, Professor Alex Bradford and the New Lost City Ramblers. Host for the show is John Henry Faulk.

ABC's new "Hootenanny" series will be hosted by 25-year-old Jack Linkletter, eldest son of Art Linkletter. The series will bow Saturday, April 6.

Frank Fried Mates Folk & Midwest

By NICK BIRO

CHICAGO—Four years ago, the man conceded to be one of the three largest producers of folk concerts in the country put on his first show. He lost \$3,000.

Last year, Frank Fried's Triangle Theatrical Productions grossed slightly over \$250,000. For the current September to April season, Fried will have produced more than 30 folk shows and he is projecting a 25 per cent increase over his year-ago receipts.

His folk names include some of the biggest in the country. This year he's put on two concerts by Peter, Paul and Mary, two by the Clancy Brothers, and one each by Joan Baez, Theodore Bikel, the Chad Mitchell

Trio, Odetta, Miriam Makeba, Josh White, Carlos Montoya and Flatt and Scruggs. He's the largest producer of folk concerts in the Midwest.

Fried parallels his success to a general folk revival in the country and an unprecedented interest in folk records. In recognition of the trend, Mercury Records last fall set up a wholly independent folk department in which Fried has been a major factor. It is known that other labels are now interested in the same separate folk wing arrangement.

Together with Lou Reizner, folk sales manager for Mercury, Fried helped organize the department and subsequently signed as an independent producer for the label.

To date, he's produced al-

FolkScope

Hoyt Axton, writer of the Kingston Trio's current chart item, "Greenback Dollar," will get the depth profile treatment in the upcoming Wolper Productions TVer, "The Story of a Folk Singer." Show will feature the singer-cleffer doing many of his own tunes, including "Greenback Dollar," which he also recorded himself on the Horizon label sometime back.

Axton has just completed a run at the Matador in Stafford, Ariz., and later appeared in concert in Charleston, W. Va. . . . Barry and Barry (Barry Kane and Barry McGuire) have broken out of the New Christy Minstrels to form their own act. Recently they've scored at the Cocoanut Grove, Carnegie Hall and on the Andy Williams show, along with the Minstrels.

Kitty White is currently at Hollywood's Oyster House. . . . The Contemporary Folk Group has wrapped up a month at the Ice House, Pasadena. . . . And the folk groups get bigger and bigger! Newest entry on the scene is the group known as the Troubadour Singers, 28 voices strong. . . . The Charles River Boys have been signed by Prestige International Group, composed of Bostonians, includes Bob Siggins (banjo), a teaching fellow at Boston University; Ethan Signer (mandolin and fiddle), who holds a master's degree in biomolecular scientology; John Cook (guitar), a language major, and Fritz Richmond, a wash-tub bassist.

Addis and Crofut, who've just had their first Verve album released ("Such Interesting People"), have won the personal plaudits of UN Ambassador Adlai Stevenson. Group has been booked with Stan Getz for North Miami Beach Auditorium Friday (29). . . . Prestige will issue two album volumes recorded live at last year's Philadelphia

DEAL ON FOR ELEKTRA DISKS

NEW YORK—Elektra Records has announced a special, month-long discount plan on two albums, by Theo Bikel and the Limelitters, Sales chief Mel Posner said the album, "The Best of Bikel" and "The Limelitters," will be offered from now until April 15 at \$3.69 for the normal \$4.98 mono package and \$4.40 for the regular \$5.95 stereo set. Posner added that extra promotion and advertising will back up the special price deal.

Folk Festival, next month. Heard in the two sets are Bonnie Dobson, Prof. Clarence Johnson, Mabel Washington, Mike Seeger, Sonny Miller, Jack Elliot, Tossi Aaron, Blind Gary Davis, Bill Keith and Jim Rooney, Fritz Richmond and Pete Seeger. . . . Keith and Rooney have also signed with Prestige to do additional disks on their own.

Judy Henske, formerly of Dave Guard's Whiskeyhill Singers, will have her first Elektra album, "Miss Judy Henske" released shortly. Meanwhile she opened a three-week stand at Chicago's Gate of Horn Tuesday (12). Late in April she'll headline for three weeks at New York's Village Gate.

REN GREVATT

Folk Singers Have a Field Day Playing the Halls of Philadelphia

PHILADELPHIA — Folk singers continue to dominate the concert spotlight here. Interest now centers on the Clancy Bros. and Tommy Maken, the latest in a strong line-up of recent artists to make local showings. The boys will be at the Academy of Music Friday (29), under the banner of attorney Bob Borden, in association with New York promoters Arthur Cornfield and Willie Grumman.

Recently Allan Sherman played the Academy of Music with the

same locale set last Friday (22) for the Kingston Trio and Peter Nero. Town Hall here was the setting for a Theo Bikel concert earlier this month.

Last month, too, LaSalle College sponsored a folk week with such artists as Odetta, Leon Bibb, Ruan MacKinnon and Susan Reed. "Skimmer Day" festivities next month at the University of Pennsylvania's venerable Franklin Field will include a presentation by the Limelitters.

bums by Josh White, Sheldon and James, Inman and Ira, purchased the master by a new group called the Knob Lick Upper 10,000, and has a new album coming by Stu Ramsey.

He's also participated in negotiations with other artists and has served in an extensive advisory capacity. Big aim, besides success for his own Triangle Productions, is to build Mercury's folk library to where it has complete lines of ethnic and commercial product.

When Fried started in the business four years ago, he had a background of just about everything except producing. He was manager of the Gateway Singers and had worked in such diverse undertakings as public relations, the steel mills and market research surveys.

He started producing folk programs for no other reason than he "thought the time was ripe for it." After losing \$3,000 on his first show, he borrowed money to put on a second.

This one, by Pete Seeger, was a success. So were his next two by Theo Bikel and the Weavers. For all practical purposes, Fried was then on his way.

The folk audience, as Fried has found out, is like no other. "It's the most conscious crowd in the world—they always plan ahead."

Biggest percentage is in the 25 to 35 age group—a lot of young marrieds. Second biggest is in the 17 to 25 group.

The audience is slowly changing too. A few years ago, Fried noted he used to do a lot of

(Continued on page 23)

PATSY CLINE'S

WALKING AFTER MIDNIGHT

**HER MILLION SELLER RE-RELEASED
ON EVEREST #2020**



NEW RELEASE

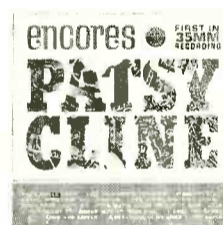
IN MEMORIAM—PATSY CLINE

MONO 5217 • STEREO 1217

INCLUDES: WALKING AFTER MIDNIGHT

**SPECIAL
30 DAY OFFER**

**BUY FIVE, GET TWO FREE OF ANY
PATSY CLINE ALBUM ON EVEREST**



*OTHER OUTSTANDING ALBUMS BY PATSY CLINE ON EVEREST ARE:
PATSY CLINE'S GOLDEN HITS 5200/1200 • ENCORES—PATSY CLINE 5204/1204*

HEADING FOR N° 1

THE ORIGINAL HIT VERSION

JIMMY HOLIDAY'S "HOW CAN I FORGET?"

EVEREST #2022

EVEREST / THE FIRST IN 35MM SOUND

Bernie Solomon: President • Murray Cohen: Vice President-General Mgr.



R & B ROUNDUP

By NICK BIRO
(Chicago Office)

Sue Records' Jimmy McGriff is back in New York following a Midwestern tour. Sue claims his "I've Got a Woman" LP sold over 80,000 in three months. Another LP is coming in April. . . . Sue's Barbara George is expecting a child momentarily. . . . Frank (Jivin' Gene) Barrow of K-ZAM FM, Seattle's r.&b. outlet, writes to tell us of "boss action on 'How Can I Forget' by Ben E. King, Atco; 'Who's Sorry Now' Lloyd Price on ABC-Paramount, and 'Locking Up My Heart,' the Marvelettes on Tamla." Gene's pics include: "What Is Love?" by the Pyramids on Vee Jay and a new tune by Johnny Taylor on Derby (Sar Records subsidiary), "Dance What You Wanna." . . . Columbia's Carl Davis is doing a session here next week with a new group, the Artistics. They're six Chicago boys who sing, backed by guitar. . . . The Dutones are back in Chicago following a stint in St.

Louis. . . Major Lance leaves for Dallas and New Orleans March 17. The Major has a hot new side that just broke on WYNR's list. It's "Delilah" on Okeh. Davis produced the side.

OTHER CHICAGO CHATTER: Columbia has reissued "Hambone" by Red Saunders on Okeh. It was a big hit 10 years ago but broke in New York recently after being used as a television show theme. Saunders was a drummer at the Club DeLisa, formerly on Chicago's South Side. . . . Potter Distributing Company's John Muse is laid up with pneumonia. He's doing nicely but the outfit must be jinxed. Joe Cerami is just recovering from a broken leg which he got jumping off a New York street curb. . . . Potter hosted the wildest bash ever, when Cannonball Adderley came to town for his opening at the Sutherland Lounge here. Vee Jay's Ewart Abner, who also owns the Sutherland, is turning it into one of the top showcases for jazz in the country. It's strictly a big-name talent policy.

. . . Last Tuesday (12) Joe Segal hosted his eighth annual memorial concert at the Sutherland for Charlie (Bird) Parker. Hard to pick favorites but Roland Kirk was outstanding in an all-star cast. He was beautifully backed by Richard Abrams, piano. Argo's Gene Shaw also blew up a storm as did the Joe Daley Trio with Russel Throne, bass, and Hal Russel, drums. Shaw, incidentally, is very close to Freddy Webster, the old Ekstein trumpet man, with a touch of Clark Terry.

Neb. 1st Lady Has Own Seg

OMAHA — Stations looking for a change of pace program that could be a real audience grabber could well emulate the example of WOW radio and television here. That is, if their State's First Lady has the talent of Mrs. Frank Morrison, wife of Nebraska's governor.

The stations this month kicked off "The Maxine Morrison Show," an informal stanza in which Mrs. Morrison shares her experiences as wife of the Governor. The format will eventually permit introduction of acts, and Mrs. Morrison also will invite appearances from wives of prominent Nebraskans and Iowans. The show airs once monthly, in an early morning slot (9:30 to 10 a.m.), and repeats later that day on radio (6 to 6:30 p.m.).

World Jazz PR Outfit Set Up

DETROIT — What is termed the world's "first public relations consulate for jazz" has been set up in this city by Marc Crawford. The organization, called "The International Institute of Jazz Arts," has been formed here in an effort to unify the world-wide jazz community.

Jazz Arts has been set up as a fellowship of musicians, artists, writers, critics and scholars, students, historians and sociologists who will be encouraged to form central committees for the assessment and documentation of jazz facts.

Some of the early projects that have been started are the publication of a weekly newspaper, an international jazz press club, a jazz artist-in-residence program, a traveling jazz laboratory project which would produce experimental jazz works on a regular basis, and the establishment of a national jazz history. Official headquarters of the International Institute of Jazz Arts is located at the Minor Key, a night club here.

NARAS Dinners Set on Coasts

NEW YORK—The NARAS Award Dinners will be held simultaneously again this year on both coasts. Date is set for May 15, with the New York dinner to be held at the Astor Hotel and the Los Angeles dinner at the Beverly Hilton. There will also be a NARAS dinner in Chicago. According to George Simon, of NARAS East, a record number of votes have been cast by members in the first round of voting for winners of the Grammy Awards.

Decca's Air Hope

NEW YORK—Decca Records is making a special effort to obtain play for its new comedy LP by Bob Hope, "Hope in Russia and Other Places." The label has issued special 45 promo singles for stations but the 45's will not be issued for sale. The album was recorded in a special performance before American Embassy personnel and diplomatic corps in Moscow in 1959 and before an audience at Notre Dame in 1962.

HOT R&B SINGLES

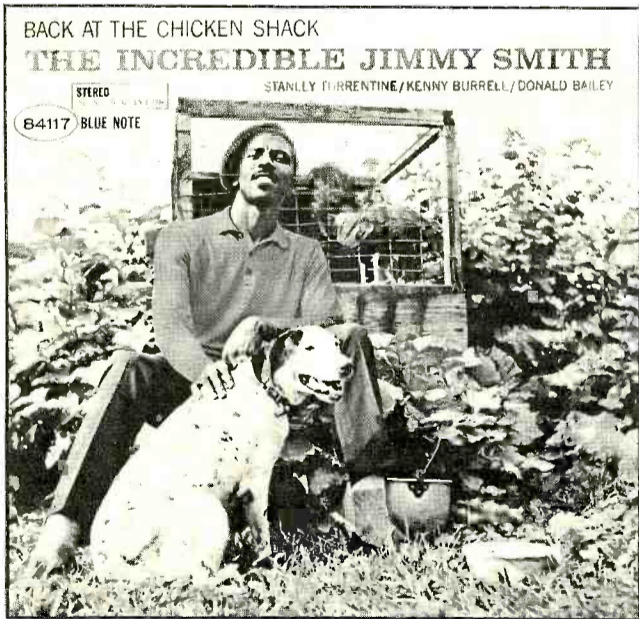
Billboard SPECIAL SURVEY
FOR WEEK ENDING 3/30/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	OUR DAY WILL COME Ruby and the Romantics, Kapp 501	5
2	8	HE'S SO FINE Chiffons, Laurie 3152	5
3	14	BABY WORKOUT Jackie Wilson, Brunswick 55239	2
4	2	SEND ME SOME LOVIN' Sam Cooke, RCA Victor 8129	8
5	5	RUBY BABY Dion, Columbia 42662	8
6	3	WALK LIKE A MAN 4 Seasons, Vee Jay 485	8
7	6	CALL ON ME Bobby Bland, Duke 360	9
8	10	RHYTHM OF THE RAIN Cascades, Valiant 6026	6
9	7	THAT'S THE WAY LOVE IS Bobby Bland, Duke 360	11
10	17	END OF THE WORLD Skeeter Davis, RCA Victor 8098	3
11	4	HEY PAULA Paul and Paula, Philips 40084	9
12	13	TELL HIM I'M NOT HOME Chuck Jackson, Wand 132	6
13	18	DON'T SET ME FREE Ray Charles, ABC-Paramount 10405	4
14	19	SOUTH STREET Orions, Cameo 243	5
15	21	LAUGHING BOY Mary Wells, Motown 1039	5
16	16	HITCH HIKE Marvin Gaye, Tamla 54075	8
17	12	YOU'RE THE REASON I'M LIVING Bobby Darin, Capitol 4897	8
18	11	YOU'VE REALLY GOT A HOLD ON ME Miracles, Tamla 54073	14
19	9	MAMA DIDN'T LIE Jan Bradley, Chess 1845	9
20	22	LET'S TURKEY TROT Little Eva, Dimension 1006	6
21	25	RAINBOW Gene Chandler, Vee Jay 468	8
22	24	LET'S LIMBO SOME MORE Chubby Checker, Parkway 862	2
23	—	I GOT WHAT I WANTED Brook Benton, Mercury 72099	1
24	27	ONE BROKEN HEART FOR SALE Elvis Presley, RCA Victor 8134	2
25	—	BLAME IT ON THE BOSSA NOVA Eydie Gorme, Columbia 42661	1
26	—	WATERMELON MAN Mongo Santamaria, Battle 45909	1
27	29	HOW CAN I FORGET Jimmy Holiday, Everest 2022	3
28	—	DO THE BIRD Dee Dee Sharp, Cameo 244	1
29	—	THE DOG Rufus Thomas, Stax 130	3
30	—	DON'T SAY NOTHIN' BAD ABOUT MY BABY Cookies, Dimension 1008	1

CLIMBING ON THE CHARTS

Jimmy Smith's
BACK AT THE
CHICKEN SHACK

BLP 4117



THE HIT CHART SINGLE
BACK AT THE
CHICKEN SHACK

Blue Note 45 x 1877

Blue Note 43 West 61st Street,
New York 23, N. Y.



NO JAZZ IN THE GARDEN: A bouquet was given to tenor sax star Sonny Rollins when he played a concert in Germany recently and he looks as surprised and pleased as any operatic prima donna.

3 YEARS IN A ROW!



PICKWICK INTERNATIONAL

thanks the N.A.R.M. for the award for the **best selling** economy priced record line for the third year in a row



A SMALL SELECTION FROM OUR CATALOG OF HUNDREDS OF TOP SELLING ALBUMS



PICKWICK  INTERNATIONAL

Producers of: DESIGN, BRAVO, HURRAH, GRAND PRIX & HAPPY TIME RECORDS
For Sales Information Contact:
PICKWICK INTERNATIONAL • PICKWICK BLDG., L.I.C. 1, N.Y.

COUNTRY MUSIC

COUNTRY MUSIC CORNER

By BILL SACHS

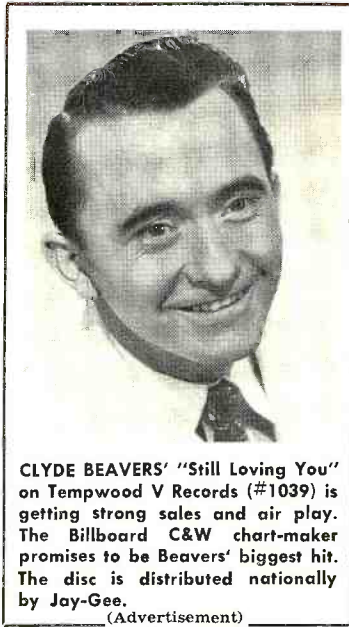
After several months' illness which kept him inactive, Norman Mackay, of Greenlay, Que., has revived his Rambling Playboys group and will soon begin a tour of Eastern Canada, to be followed by club dates in Canada and the Eastern U. S. . . . Charlie Phillips, currently sporting a new release on Columbia, "No One to Love" b.w. "Til Sunday," is moving to Nashville March 30 to enable him to work closer with his agent, Bod Neal. . . . Travelin' Dave Carter, c.&w. deejay at CJLX, Fort William, Ont., reports that Johnny Cash and his troupe are set for an appearance there April 15. If business done by Ferlin Husky, Bill Anderson, Loretta Lynn and Minnie Pearl there a month

ago is any indication, the Cash showing should chalk another sell-out, Carter opines.

Tompall and the Glaser Brothers, now working under the guidance of Hubert Long Talent, Inc., Nashville, begin a five-week stand at the Mint Club, Las Vegas, April 18. . . . Jim Hadley, who conducts his own country platter show on WSIV Radio, Pekin, Ill., six days a week, cuts a session for Buddy Records at the Bradley Studios in Nashville in mid-April. . . . Johnny Cash winds up his March bookings with stop-overs at Henry Kiel Auditorium, St. Louis, Thursday (28); Prom Ballroom, St. Paul, Friday (29); Terp Ballroom, Austin, Minn., Saturday (30), and Surf Ballroom, Clear Lake, Ia., Sunday (31).

Ray Price and His Cherokee Cowboys last week played a string of one-nighters in the Seattle-Puget Sound area for Jack Roberts, Seattle promoter, and Saturday (23) appeared as guests on Roberts' TV show, "Evergreen Jubilee," on KOMO-TV, Seattle's ABC network affiliate. The television show, which stars Jack Roberts and features the Evergreen Drifters, the Maddy Brothers, Marty Dahlgren and the Turnbull Sisters, moves to a new time spot on the station (8 p.m., Saturdays), starting April 6. . . . Ka\$h Records and Tom-Cat Publishing, Nashville, owned by Tom Reeder and Clyde Beavers, this week are issuing a release on country-music newcomer, Mac Scott. Title is "I've Created My Own Hell."

Jim Gemmill Promotions, Richmond, Va., reports fair bookings running well ahead of this time last season. Fairs already set by the office for "New
(Continued on page 21)



CLYDE BEAVERS' "Still Loving You" on Tempwood V Records (#1039) is getting strong sales and air play. The Billboard C&W chart-maker promises to be Beavers' biggest hit. The disc is distributed nationally by Jay-Gee.

Country TV Spec Set for Showing In 15 Markets

CINCINNATI—A 90-minute country music spectacular, "Music From the Heart of America," video taped recently at WSIX-TV, Nashville, is slated for showing in 15 key Southern and Southeastern markets, 7:30 to 9 p.m., Thursday, April 18, with Southern Nitrogen Company, Savannah, Ga., picking up the tab.

Dennis, Parsons & Cook, Inc., Jacksonville, Fla., adagency, has launched a promotion campaign to build a TV audience for the one-shotter throughout the South and Southeast.

In the show's cast, set by Hubert Long Talent, Inc., Nashville, are Ferlin Husky, Webb Pierce, George Jones, Minnie Pearl, Roy Drusky, Bill Anderson, Grandpa Jones, Skeeter Davis and the Glaser Brothers.

Glenn Reeves, Jacksonville adagency exec, produced the show and serves as emcee for the showing.

"SHERRY'S LIPS"
b/w
"MISS BROWN"
#3583 Phillips International
David Houston
Sun Records
639 Madison Memphis, Tenn.

Climbing to the Top!
"Mr. Heartache, Move On"
COLEMAN O'NEAL
Chancellor 108
D. J. Samples Available, Write:
YONAH MUSIC, INC.
P. O. Box 73 Nashville, Tenn.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 3/30/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	DON'T LET ME CROSS OVER 17 Carl Butler, Columbia 42593	17
2	2	FROM A JACK TO A KING 14 Ned Miller, Fabor 114	14
3	4	END OF THE WORLD 15 Skeeter Davis, RCA Victor 8098	15
4	6	IS THIS ME? 8 Jim Reeves, RCA Victor 8127	8
5	3	SECOND HAND ROSE 15 Roy Drusky, Decca 31443	15
6	9	STILL 6 Bill Anderson, Decca 31458	6
7	5	BALLAD OF JED CLAMPETT 17 Lester Flatt and Earl Scruggs, Columbia 42606	17
8	8	THE YELLOW BANDANA 5 Faron Young, Mercury 72085	5
9	11	NOT WHAT I HAD IN MIND 8 George Jones, United Artists 528	8
10	7	I TAKE THE CHANCE 14 Ernest Ashworth, Hickory 1189	14
11	13	MR. HEARTACHE, MOVE ON 10 Coleman O'Neal, Chancellor 108	10
12	12	YOU TOOK HER OFF MY HANDS 5 Ray Price, Columbia 42658	5
13	10	T FOR TEXAS 16 Grandpa Jones, Monument 801	16
14	15	WALK ME TO THE DOOR 5 Ray Price, Columbia 42658	5
15	17	LEAVIN' ON YOUR MIND 7 Patsy Cline, Decca 31455	7
16	16	HELLO TROUBLE 19 Orville Couch, Vee Jay 470	19
17	19	PLEASE TALK TO MY HEART 4 Country Johnny Mathis, United Artists 536	4
18	21	ROBERT E. LEE 7 Ott Stephens, Chancellor 107	7
19	24	LONESOME 7-7203 3 Hawkshaw Hawkins, King 5712	3
20	14	CAN'T HANG UP THE PHONE 10 Stonewall Jackson, Columbia 42628	10
21	-	SHEEPSKIN VALLEY 2 Claude King, Columbia 42688	2
22	29	SAWMILL 4 Webb Pierce, Decca 31451	4
23	-	HIS AND HERS 1 Tony Douglas, Vee Jay 481	1
24	20	YOU'RE FOR ME 14 Buck Owens, Capitol 4872	14
25	30	CIGARETTES AND COFFEE BLUES 2 Marty Robbins, Columbia 42701	2
26	-	FORGIVE ME 1 Beverly Buff, Bethlehem 3065	1
27	18	KNOCK AGAIN, TRUE LOVE 6 Claude Gray, Mercury 72063	6
28	-	COLD AND LONELY 1 Kitty Wells, Decca 31457	1
29	25	FADED LOVE 11 Leon McAuliff, Cimarron 4057	11
30	28	LONELY TEARDROPS 3 Rose Maddox, Capitol 4905	3

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Station KRAK, Sacramento, Calif., recently attracted crowds of better than 12,000 people when it conducted two live remotes combined with stage shows. Southgate Shopping Center was the scene of a two-hour variety show emceed by KRAK's Dick Haynes and Bob Burns. Also on hand was KRAK's Paul Westmoreland, crackerjack steel guitarist and composer of "Detour." Two days later, the KRAK entertainment unit staged a four-hour live show from Southland Homes, new real estate development in Sacramento. The developers are reported already planning for another live show to be presented soon.

Happy Day, deejay at KNEZ, Lompoc, Calif., who handles various emcee chores for the Air Force's recreational services in the California sector, was named Master of Ceremonies for 1962

in a worldwide talent contest held recently by the Air Force, at a recent surprise birthday party, the Air Force presented him with a bottle of champagne and a traveling case as his winner's prize. . . . Bill Mack is new on the deejay crew at KCUL, Fort Worth. . . . New on the staff of WTMA, Charleston, S. C., are Bob Mitchell, formerly of KAOK, Lake Charles, La., program director, and Al K. Hall (Bob Clayton) formerly of KALB, Alexandria, La., on the country turntables.

Chris Mack, P.D. at WFNC, Fayetteville, N. C., is programming a new seg titled, "Country Weekend," said to be the only all-country show on the airways in the Fort Bragg-Fayetteville area. The 10,000-watt station covers parts of North and South Carolina and Virginia. Chris,
(Continued on page 21)

TESTED AND Proven!
OUR SINCERE THANKS TO

- KCUL—Ft. Worth
Lawton Williams
Bill Mack
- KLPR—Oklahoma City
Jack Beasley
- KFMJ—Tulsa
Bill Nash
- WLAC—Nashville
Bob Jennings
- KSTL—St. Louis
Skeets Yaney
Col. Bill Green
- WEXL—Detroit
Bob Clark
- KTRB—Modesto, Calif.
Hilda Higbee
- KPMC—Bakersfield, Calif.
Paul Biermann
- KUDE—Oceanside, Calif.
Jimmy Brogden
- XERB—San Diego
Buck Wayne
- KDRO—Sedalia, Mo.
Tom Adams
- WNOH—Raleigh, N. C.
Joe Merritt
- WEEN—Lafayette, Tenn.
Loren Atwell
- WORC—Worcester, Mass.
Dave Martin
- Las Vegas, Nevada
Bret Steele

and many others!

Billboard BUYERS!
If not available from your distributor ORDER DIRECT!
DJ copies rushed on request!

★★★★ 4-STAR REVIEWS
AL HORN
★★★★ It's Much Too Soon (Ashna, BMI) (2:20) — ★★★★★ Where Does Love Go (Window, BMI) (2:20), DO-RA-ME 1424

Alpine 5-3828
Nashville 2, Tennessee
P. O. Box 701
Cypress 7-4967

RECORDS
Al Horn's
WHERE DOES LOVE GO
and
IT'S MUCH TOO SOON
DO-RA-ME 1424
Personal Mgt. DEE PEOPLES
105 W. 6th St., Tulsa, Okla.
Phone 918 LU 2-5218

GETTING BIG ACTION!

- DRM 1432 SAMSON AND DELILAH BOB TAYLOR
- DRM 1426 LET'S TALK THINGS OVER JOHNNY STILLS
- IHS 601 BATTLE OF SAN JUAN HILL IN MY TIME THE WEBSTER BROTHERS
- THANK GOD FOR U.S.A. MY GOD'S EVERYWHERE

COUNTRY MUSIC CORNER

• Continued from page 20

Dominion Barn Dance," featuring Shirlee Hunter, Pete Pike and the Vandergrift Brothers, include Wilson, N. C.; Gloucester, Va.; Mannington, W. Va.; Uniontown, Pa.; Centre Hall, Pa.; Newmanstown, Pa.; Schoneck, Pa.; Palmyra, N. Y., and Bainbridge, N. Y. Unit is also set for the Shenandoah Apple Blossom Festival, Winchester,

Trade Dinner Dance Planned for Denver

DENVER—A dinner-dance to cement closer relationship in the country music industry and to honor c.&w. deejays for their support in furthering country music, is planned for the Four Seasons night club here May 6. Everyone associated with country music is invited to attend, according to Gladys Hart, head of C.&W. Record Promotion here, one of the originators of the dinner-dance idea.

The dinner will be preceded by a roundtable discussion to find better ways and means to promote country music, and Miss Hart and her staff will be on hand to promote new c.&w. releases, as well as established artists and labels.

Heading the entertainment committee for the affair are Kurt Goletz, of the Goletz Recording Studios here, and Tony Lombardo, Denver songwriter. Members of the country music trade are invited to write to Homer Fiske, Fiske Music Enterprises, Continental Terrace Building, Denver, for full information and tickets.

Va., and the Tobacco Festival in Richmond. Pete Pike, heard on the Rebel label, has just cut a new album titled "Pete Pike Sings Bluegrass." The Vandergrift Brothers wax for King Records and are regulars on the "WWVA Jamboree," Wheeling, W. Va.

Neal Merritt, program director at KOPY, Alice, Tex., reports that the station, in co-operation with the Alice Chamber of Commerce, is sponsoring a Country Music Association - sanctioned National Championship Old-Time Fiddlers' contest to be held in the Alice football stadium April 26-28. Prizes totaling \$1,000 will be awarded, Merritt says. First-place winner will get \$500 in cash and a recording pact with a major label. Second, third and fourth-place winners will also be awarded cash prizes. Those wishing to enter the contest are asked to send \$5 registration fee, along with their name and address, to the Chamber of Commerce, 612 East Main Street, Alice, Tex. Contestants may also register after their arrival in Alice. Deadline is 5 p.m., April 26.

Tex Ritter and Johnny Bond have engaged the veteran songwriter, Eddie Miller, to represent them in Nashville for a two-week period beginning March 28, in the interest of their Vidor Publications, Inc., with headquarters in Burbank, Calif. Eddie, who has to his writing credit such standards as "Release Me," "There She Goes," "After Loving You," "Three Cigaretts in an Ashtray" and "Same Ole Town," will make his Nashville head-



AL HORN collecting top air action via his Do-Ra-Me "WHERE DOES LOVE GO" and "IT'S MUCH TOO SOON." Midwestern sales showing strong. Tulsa's HORN used the Nashville sound to produce for the new Nashville diskery. (Advertisement)

quarters at the Vidor and Red River Songs office in the Capitol Building, 806 16th Avenue, South. Eddie's wife Barbara, who also writes, will accompany him on the trip.

Jay Copeland, veteran c.&w. entertainer who suffered a heart attack February 22 while appearing in Gainesville, Fla., is convalescing at his home, 2713 Mineola Drive, Lakeland, Fla. Jay will be out of action for several months and would appreciate hearing from friends. . . . Kathy Dee, now heard on the United Artists label, comes off the promotional trail to play an engagement at the State Theater, Niagara Falls, N. Y., April 6. The date will be bracketed with nitery appearances in the same sector.

WITH THE COUNTRY JOCKEYS

• Continued from page 20

together with Ruth Charon, has organized a Question and Answer Corner, wherein Ruth answers questions sent in on country music artists, records and songs. She answers questions over the air on the artist in discussion, and Chris spins the request tune. They report good reception to the idea. . . . George (Country Boy) Fleming conducts "The George Fleming Show" on KMAE, McKinney, Tex., from 12:45 p.m. to 3 p.m., Monday through Saturday, spotting all c.&w. music.

"Teen-agers in this Texas Coastal Bend country are going for country music in a big way," writes Neal Merritt, of KOPY Radio, Alice, Tex. "First," continues Neal, "we were lucky in hiring Jack Page, ex-KENS, San Antonio, country music deejay, to handle the turntables from 7 to 11 p.m. As soon as Jack takes the air each night, the phone starts ringing and never stops. The requests are all for country music and nine out of 10 calls are from teen-agers. This is phenomenal, as there are Top 40 stations in Corpus Christi, just 40 miles away, that boom into Alice with rock and roll, but the kids are beginning to prefer country music."

Uncle Len Ellis recently aired his first c.&w. program over Station WOPA, Oak Park, Ill. The platter show is heard over the Chicagoland area daily from 8:30 to 9:30 p.m. Together with his regularly scheduled country music programs on WWCA, Gary, Ind., heard daily from 11 p.m. to 1 a.m., and Saturdays, 9 a.m. to 5 p.m., it gives Ellis a

total of 23 hours of country music weekly in the Chicago territory. Len has been spinning country records since the early '50's. . . . Vernon Stewart, c.&w. jock on KXRJ, Russellville, Ark., has a new country release on the Vee Jay label, "The Way It Feels to Die."

Tom Lindquist, of the Oberlin College Student Network, Oberlin, Ohio, writes: "For the past several months I've been engaged in trying to make country-type music click here at the college. Our folk-bluegrass shows and my two country-bluegrass segs add up to about one-eighth of the station's programming. The problem we face, of course, is that of records. A mention in your column would be a great help to us." . . . After 40 years' service, Station KVOR, Colorado Springs, Colo., is programming country music for the first time. The lad responsible is veteran jockey Norm Tester, formerly heard over KPIX in the same city. Norm is doing a country show from 4 to 6 p.m., six days a week.

On Route To Being A Hit!

BOB LUMAN'S HICKORY 1201
"INTERSTATE FORTY"

What's "BIG" and "Little" and groovy all over . . .

. . . and still getting **BIGGER?**

LENOX RECORDS Release #NX 5565

"YOU NEVER MISS YOUR WATER"

(TILL THE WELL RUNS DRY)

b/w **"IF YOU WANT IT"**

(I'VE GOT IT)

by **"LITTLE ESTHER" PHILLIPS & "BIG AL" DOWNING**



the nation's best selling records

1963'S EARLY HITS

Lawrence Welk
DLP 25501 DLP 3510

DAYS OF WINE & ROSES

Pat Boone
DLP 25504 DLP 3504

FUNNY FONE CALLS

Steve Allen
DLP 3472

1962'S GREATEST HITS

Billy Vaughn
DLP 25497 DLP 3497

FOLK CONCERT

Jimmie Rodgers
DLP 25496 DLP 3496

FAVORITES

The Lennon Sisters
DLP 25481 DLP 3481

BOSSA NOVA JAZZ

Steve Allen
DLP 25480 DLP 3480

WALTZ TIME

Lawrence Welk
DLP 25499 DLP 3499

A SWINGIN' SAFARI

Billy Vaughn
DLP 25458 DLP 3458

BABY ELEPHANT WALK

Lawrence Welk
DLP 25457 DLP 3457

GOLDEN HITS

Pat Boone
DLP 25455 DLP 3455

GREATEST ORGAN HITS

Jerry Burke
DLP 25450 DLP 3450

MOON RIVER

Lawrence Welk
DLP 25412 DLP 3412

CALCUTTA

Lawrence Welk
DLP 25359 DLP 3359

RAGTIME PIANO GAL

Jo Ann Castle
DLP 25249 DLP 3249

BLUE HAWAII

Billy Vaughn
DLP 25165 DLP 3165

GRAVY WALTZ

AND 11 CURRENT HITS
Steve Allen
DLP 25515 DLP 3515

THE END OF THE WORLD

AND OTHER GREAT HITS
The Mills Bros.
DLP 25508 DLP 3508

GREAT GOLDEN HITS

The Andrews Sisters
DLP 25452 DLP 3452

I LOVE YOU TRULY

Pat & Shirley Boone
DLP 25475 DLP 3475

BEST SELLING SINGLES

- # 16440 **Pipeline** **Chantay's**
- # 16453 **Hot Pastrami** **The Dartells**
- # 16457 **Gravy Waltz / Preacherman** **Steve Allen**
- # 16456 **Granny's Pad / Blues Bouquet** **The Viceroy's**
- # 16455 **Sorry (For The Way I Treated You) / Boss Strikes Back** **The Rumlbers**
- # 16454 **I Wonder Where You Are Tonight / Dream Girl** **Arthur Alexander**
- # 16461 **Diamond Head** from the Columbia picture "Diamond Head" / **How The West Was Won** from the Metro-Goldwyn-Mayer and Cinerama Presentation "How the West Was Won" **George Cates**
- # 16439 **Meditation / Days Of Wine And Roses** **Pat Boone**
- # 16452 **Blue (THE ORIGINAL!)** **Bill Lindsey**
- # 16448 **Heartaches / Happy Melody** **The String-A-Longs**
- # 16450 **Face in A Crowd / Lonely Tears** **Jimmie Rodgers**
- # 16421 **Boss** **The Rumlbers**
- # 16451 **The End Of The World / Big City** **The Mills Bros.**
- # 16436 **Release Me / My Smoky Mountain Home** **Billy Vaughn**
- # 16449 **Tia Juana Ball / Here Comes Mr. Love** **Bill Giant**



MILLIS MUSIC, INC.

Will fly to the top!
I'M GETTIN' SENTIMENTAL
OVER YOU (Bossa Nova)
BURT FARBER
and His New Piano Sound
(FELSTED)

Either Side a Hit!
BROKEN DATE
 b/w
Broken Date—Bossa Nova
FRANK HUBBELL & HUBB-CAPS
(TOPIX)

WHO'S SORRY NOW!
LLOYD PRICE
(ABC-PARAMOUNT)

Headed for a Hit!
'COME AND GET
THESE MEMORIES'
MARTHA &
THE VANDELLAS
Gordy #7014
MOTOWN/TAMLA RECORDS
 2648 West Grand Blvd.
 Detroit, Mich.

THE
ROYALETTES
No Big Thing
 b/w
Yesterday's Lovers
 C-1133
Chancellor
Distributed by ABC-Paramount Records, Inc.

LITTLE BAND
OF
GOLD
James Gilreath
JOY 274
JOY RECORDS
 1619 B'way, N.Y. 19, N.Y.

First Time on Newtown!
BILL HALEY
and the Comets
UP GOES LOVE
 b/w
TENOR MAN
Newtown #5013
NEWTOWN RECORDS
 6635 N. Broad St., Philadelphia, Pa.

"SECOND
BEST"
 by
BARBARA JACKSON
A New Star
VJ #507
RECORDS
 1449 S. Michigan Ave.
 Chicago 5, Ill.

RECORD PROCESSING
AND PRESSING
 45 R.P.M.—33 $\frac{1}{3}$; R.B.M., any quantities.
 Complete Record Service.
 Includes Labels—Processing—Masters.
Send your tape—we do the rest!
SONCRAFT
 1650 Broadway
 New York 19, N. Y.

THE NATION'S TOP TUNES
HONOR ROLL OF HITS
 TRADE MARK REG.

FOR WEEK ENDING MARCH 30

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	3	HE'S SO FINE	By Mack—Published by Bright-Tunes (BMI)	4
2	1	OUR DAY WILL COME	By Hilliard-Garson—Published by Rosewood (ASCAP)	6
3	2	END OF THE WORLD	By Dee-Kent—Published by Summit (ASCAP)	6
4	7	SOUTH STREET	By Mann-Appell—Published by Kalmann (ASCAP)	4
5	5	RHYTHM OF THE RAIN	By Gummoe—Published by Sherman-DeVorzon (BMI)	9
6	4	YOU'RE THE REASON I'M LIVING	By Darin—Published by Adaris (BMI)	9
7	26	BABY WORKOUT	By Wilson-Tucker—Published by Merrimac (BMI)	2
8	11	OUR WINTER LOVE	By Cowell—Published by Cramart (BMI)	5
9	12	IN DREAMS	By Orbison—Published by Acuff-Rose (BMI)	6
10	8	BLAME IT ON THE BOSSA NOVA	By Mann-Weil—Published by Aldon (BMI)	7
11	6	WALK LIKE A MAN	By Crewe-Gaudio—Published by Saturday-Gavadema (ASCAP)	9
12	10	WHAT WILL MY MARY SAY	By Vance-Snyder—Published by Elm Drive (ASCAP)	7
13	16	I WANNA BE AROUND	By Vimmerstedt-Mercer—Published by Commander (ASCAP)	6
14	13	ONE BROKEN HEART FOR SALE	By Blackwell-Scott—Published by Presley (BMI)	6
15	23	LAUGHING BOY	By Robinson—Published by Jobete (BMI)	2
16	17	ALL I HAVE TO DO IS DREAM	By Bryant—Published by Acuff-Rose (BMI)	3
17	9	RUBY BABY	By Lieber-Stoller—Published by Tiger (BMI)	9
18	28	DO THE BIRD	By Mann-Appell—Published by Kalmann (ASCAP)	2
19	—	PUFF	By Yarrow-Lipton—Published by Pepamar (BMI)	1
20	—	CAN'T GET USED TO LOSING YOU	By Pomus-Shuman—Published by Brenner (BMI)	1
21	20	LET'S LIMBO SOME MORE	By Mann-Appell—Published by Kalmann (ASCAP)	5
22	15	WILD WEEKEND	By Shannon-Todaro—Published by Shan-Todd & Tupper (BMI)	8
23	25	DON'T SET ME FREE	By James-Jones—Published by Tee-Pee (ASCAP)	2
24	29	TWENTY MILES	By Mann-Lowe—Published by Wyncote-Kalmann (ASCAP)	2
25	14	HEY PAULA	By Hildebrand—Published by LeBill-Marbill (BMI)	11
26	—	YOUNG LOVERS	By Hildebrand-Jackson—Published by LeBill-Marbill (BMI)	1
27	—	FOLLOW THE BOYS	By Davis-Murry—Published by Francon (ASCAP)	1
28	—	DON'T SAY NOTHIN' BAD ABOUT MY BABY	By King-Goffin—Published by Aldon (BMI)	1
29	—	MR. BASS MAN	By Cymbal—Published by Jalo (BMI)	1
30	—	OUT OF MY MIND	By Tillotson—Published by Ridge (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- HE'S SO FINE** — Chiffons, Laurie 3152.
- OUR DAY WILL COME** — Eddie Cano, Reprise 20147; Rudy and the Romantics, Kapp 501.
- END OF THE WORLD** — Skeeter Davis, RCA Victor 8098; Mills Brothers, Dot 16451.
- SOUTH STREET** — Orlons, Cameo 243.
- RHYTHM OF THE RAIN** — Cascades, Valiant 6026.
- YOU'RE THE REASON I'M LIVING**—Bobby Darin, Capitol 4897.
- BABY WORKOUT**—Jackie Wilson, Brunswick 55239.
- OUR WINTER LOVE** — Anita Bryant, Columbia 42739; Bill Pursell, Columbia 42619.
- IN DREAMS** — Roy Orbison, Monument 806.
- BLAME IT ON THE BOSSA NOVA**—Eddie Gorme, Columbia 42661.
- WALK LIKE A MAN** — 4 Seasons, Vee Jay 485.
- WHAT WILL MY MARY SAY** — Johnny Mathis, Columbia 42666.
- I WANNA BE AROUND** — Tony Bennett, Columbia 42634.
- ONE BROKEN HEART FOR SALE**—Elvis Presley, RCA Victor 8134.
- LAUGHING BOY**—Mary Wells, Motown 1039.
- ALL I HAVE TO DO IS DREAM**—Richard Chamberlain, MGM 13121.
- RUBY BABY**—Cody Brennan, Swan 4089; Dion, Columbia 42662; Drifters, Atlantic 1089.
- DO THE BIRD**—Dee Dee Sharp, Cameo 244.
- PUFF**—Peter, Paul & Mary, Warner Bros. 5348.
- CAN'T GET USED TO LOSING YOU**—Andy Williams, Columbia 42674.
- LET'S LIMBO SOME MORE**—Chubby Checker, Parkway 862.
- WILD WEEKEND** — Rebels, Swan 4125.
- DON'T SET ME FREE**—Ray Charles, ABC-Paramount 10405.
- TWENTY MILES** — Chubby Checker, Parkway 862.
- HEY PAULA**—Paul & Paula, Philips 35017.
- YOUNG LOVERS** — Paul & Paula, Philips 40096.
- FOLLOW THE BOYS**—Confie Francis, MGM 13127.
- DON'T SAY NOTHIN' BAD ABOUT MY BABY**—Cookies, Dimension 1008.
- MR. BASS MAN** — Johnny Cymbal, Kapp 503.
- OUT OF MY MIND**—Johnny Tillotson, Cadence 1434.

WARNING—The title 'HONOR ROLL OF HITS' is a registered trade-mark and the listing of the hits has been copyrighted by Billboard. Use of either may not be made without Billboard's consent. Requests for such consent should be submitted in writing to the publishers of Billboard at 1564 Broadway, New York 36, N. Y.

MAURICE CHEVALIER and HAYLEY MILLS
 take you to...
TEEN STREET
 DOUBLE FEATURE MOVIE
ANNETTE
BILLY STONE
 The Great Sinner
CAMARATA
BV 3313

HIT BOUND!
SANDRA
THE VOLUMES
Jubilee 5446
 Nationally distributed by
JAY-GEE RECORD CO., INC.
 318 W. 48th St., N.Y. 36, N.Y.

"CRYING IN
THE CHAPEL"
LITTLE RICHARD
Atlantic 2181
ATLANTIC RECORDS
 1841 B'way, New York 23, N. Y.

Groovy
Sound!
"EVERYBODY
SOUTH STREET"
JAMIE #1247 The Four Evers
Jamie/Guyden
 Dist. Corp.
 Philadelphia 23, Pa.

A Smash Hit!
MEMORY
LANE
THE HIPPIES
 (formerly The Tams)
P 863

ONE-STOP
RECORD SERVICE
 Complete line of Spirituals,
 R & B and Catalog Merchandise.
 Write to be placed on our
 national mailing list.
We ship anywhere C.O.D.
Barney's One-Stop
 1144 S. Kedzie Av., Chicago 12, Ill.
 Phone: NE 8-9053

SAM and DAVE
"IT WAS SO
NICE WHILE
IT LASTED"
R 4480
ROULETTE RECORDS
 1631 B'way, N. Y., N. Y.

Coming Next Week



Billboard's
**BIG SPRING
"PROGRAMMING
& TALENT"
SPECIAL**
issue

designed for broadcasters
and every other exciting segment of the music industry

*The season's most important, most influential
industry-service publication*

A special section in the April 6 issue . . . full Billboard size . . . of concise, authoritative information, fully researched programming charts and surveys, capsule biographies of the world's leading recording artists, and the personal messages of the stations, the companies and the artists making news—making history.

A powerful, colorful medium affording you maximum distribution and impact to sell and influence . . .

Radio Station Management • Disk Jockeys • Record Dealers • Columnists • Talent Buyers • Distributors • Juke Box Operators • TV Producers • Agencies/Sponsors • Movie Producers.

THE TIME WAS NEVER BETTER — THE VALUES NEVER GREATER . . . for your selling message to reach the industry's largest, most concentrated buying market.

ad deadline: March 25th

CONTACT YOUR BILLBOARD SALESMAN NOW.

New York Hollywood Chicago Nashville London

PROGRAMMING:

A vastly expanded and comprehensive study of Radio Station Program Practices . . . with data acquired through scientifically conducted direct-mail surveys:

- Average deejay hours on the air
- The "who" behind record selection
- Records' share of broadcast time
- Share—by type of music
- Frequency of play
- Basis of selection
- Sponsorship patterns

AND . . . pre-convention announcements and agenda notes pertaining to the

NAB (NATIONAL ASSOCIATION OF BROADCASTERS)

Chicago Convention, March 31 through April 4 . . . with free distribution of this special "Programming & Talent" issue to all Convention attendees.

TALENT:

- Famous Artist Biography Section
- Detailed management, label and record data on each artist
- Top artist background material for deejay "chatter"
- Talent buying facts and figures

FORMAT:

Billboard's new slick paper, offset format now allows this special "Quarterly" to be produced in full Billboard page size . . . at absolutely no cost increase over previous page rates for this special issue which were less than half the size!

PLUS . . . a FREE second color on all units of one page or more.



VANGUARD
RECORDS

their 2nd smash single!
... headed for the top of the charts!



THE ROOFTOP SINGERS

**"Tom
Cat"**



C/W "SHOES"

VRS-35019
45 RPM

ORDER NOW
FROM YOUR VANGUARD DISTRIBUTOR

ERIK DARLING
LYNNE TAYLOR
BILL SVANOE

ALBUM REVIEWS



BILLBOARD SPOTLIGHT PICK

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

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. Ratings of only the outstanding LP's of the week are published, including all receiving a 4-Star review or better, thus focusing attention on albums with the greatest sales potential. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all 4-Star LP's are listed under their respective categories.



POP SPOTLIGHT

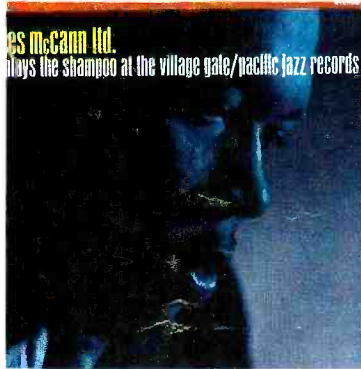
1963'S EARLY HITS

Lawrence Welk. Dot DLP 3510 (M); DLP 75320 (S)

Welk has been repeatedly successful with chart album contenders and this one, patterned on his well-established formula of re-creating current and recent single record hits, Welk style, should be a repeater. Nice arrangements, sometimes with chorus, are applied to the likes of "Our Winter Love," "You're the Reason I'm Living," "Rhythm of the Rain," "Days of Wine and Roses," etc. Strong programming material here.

1963'S EARLY HITS LAWRENCE WELK

OUR WINTER LOVE • YOU'RE THE REASON I'M LIVING
WHAT WILL MARY SAY • THE END OF THE WORLD
ALL I HAVE TO DO IS DREAM • WALK RIGHT IN
DAYS OF WINE AND ROSES • BLAME IT ON
THE BOSSA NOVA • RHYTHM OF THE RAIN
THEY REMIND ME TOO MUCH OF YOU • I REALLY
DON'T WANT TO KNOW • ALICE IN WONDERLAND



POP SPOTLIGHT

LES McCANN LTD. PLAYS THE SHAMPOO AT THE VILLAGE GATE

Pacific Jazz 63 (S)

Les McCann always scores with the jazz crowd, and this could be one of his biggest albums on this label ever. It's a potent set filled with that great, gutty McCann piano that roars as well as it whispers. "The Shampoo," "Too Close for Comfort" and "Someone Stole My Chitlins" might boost this artist across from the jazz to the pop market. Much here for deejays, too.



COUNTRY SPOTLIGHT

COWBOY COPAS SINGS HIS ALL-TIME HITS

King 553

This package was issued, ironically, a few days before the untimely death of Cowboy Copas in a plane crash. For this reason, the set can be expected to take on added importance as a collector's item. Beyond this, any fan of Copas will want it, since it contains his greatest old hits like "Filipino Baby"; "Signed, Sealed and Delivered"; "I'm Waltzing With Tears in My Eyes"; and "Down in Nashville, Tennessee." Smart dealers in the right areas can move this one.



POP SPOTLIGHT

I COULD GO ON SINGING

Sound Track. Capital W 1861 (M); SW 1861 (S)

Miss Garland's career revival continues with her latest movie appearance—and her first movie musical in almost 10 years—in "I Could Go on Singing," a vehicle with several good Garland music showcases. The score is actually a patchwork affair, with one tune—the title—by Harold Arlen and Yip Harburg; another, "Hello Bluebird," by Cliff Friend; still another, "It Never Was You," by Maxwell Anderson and Kurt Weill, and the familiar "By Myself" by Schwartz and Dietz. She sings them all in telling style, with great Mort Lindsey backings.



JAZZ SPOTLIGHT

THE NATURAL SOUL

Lou Donaldson
Blue Note 4108 (M)

Lou Donaldson, always a consistent jazz performer, has another solid set here. In addition to the altoist and top-flight rhythm section, organist John Patton and trumpeter Tom Turrentine contribute swing and sass. The funky blues blower clique will go for this one as will some of the r.&b. crowd. "Sow Belly Blues," "That's All," "Funky Mama" and "Spaceman Twist" should get the calls.

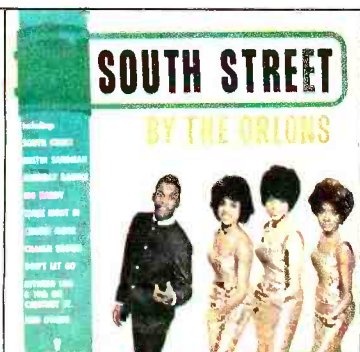


POP SPOTLIGHT

SOUTH STREET

The Orions. Cameo C-1041 (M)

The Orions have been consistently hot as singles sellers and this latest album, featuring their current "South Street" smash, along with revivals of great oldies like "Mister Sandman," "Charlie Brown" and "Between 18th and 19th on Chestnut Street," and newer items like "Big Daddy" and "Walk Right In" should also be a fast mover. The performances are rockers all the way and the package gets a great cover sendoff.

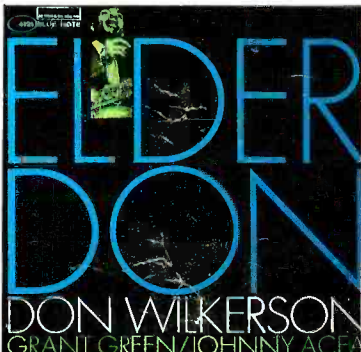


JAZZ SPOTLIGHT

ELDER DON

Don Wilkerson
Blue Note 4121 (M)

This new artist to the Blue Note label really scored with his first "Preach Brother" set. He should consolidate his gains with this swinging set that has much of the same solid, down home tenor sax blowing. Touch of the Latin scene is refreshing with "Renorita Eula" and "San Antonio Rose," two of the better tracks.



POP SPOTLIGHT

BRECHT ON BRECHT (2-12")

Original Cast. Columbia 02L278 (M); 02S203 (S)

A two-disk recording of the off-Broadway production consisting of songs, poems and drama by Bertolt Brecht and rendered by Dan Clark, Anne Jackson, Lotte Lenya, Viveca Lindfors, George Voskovec and Michael Wager. The growing numbers who consider Brecht one of the truly great writers of this century all will regard this as a must set. In turn, ironic, amusing and intensely moving, it provides a truly unique program.



CLASSICAL SPOTLIGHT

BACH: MASS IN B MINOR (EXCERPTS)

Various Artists
Deutsche Grammophon LPEM 19 300 (M); SLPEM 136 300 (S)

A one-disk collection of excerpts from the remarkable three-record set. On this are arias sung by contralto Hertha Topper, baritone Dietrich Fischer-Dieskau, and the Munich Bach Choir and Orchestra conducted by Karl Richter. The extraordinary reputation of the full set will be instrumental in moving this highlight disk.

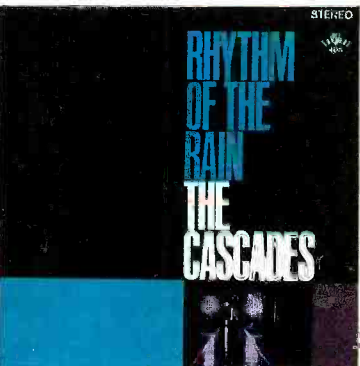


POP SPOTLIGHT

RHYTHM OF THE RAIN

Cascades. Valiant 405 (M & S)

This vocal group scores solidly with a fine interpretation of their current hit on this LP and a flock of other performances, some of them in the same groove. The five lads sing a few teen-slanted pieces of material along with some teen-slanted ballads that have become standards like "Angel on My Shoulder," "Last Leaf," "Shy Girl" and "There's a Reason." Good wax that can score.



CLASSICAL SPOTLIGHT

MOZART: PIANO CONCERTOS 8 & 27

Wilhelm Kempff, Piano
Deutsche Grammophon LPM 18 812 (M); SLP 138 812 (S)

Kempff's renditions of Mozart's final concerto (and the early No. 8) again show his approach which appears detached but has great emotional involvement beneath the surface. It will excite this great pianist's huge following. The orchestra is perfectly in accord with Kempff's approach. Many will swear by these as the best of all versions.



POP SPOTLIGHT

OUR DAY WILL COME

Ruby & the Romantics
Kapp KL 1323

This solid pop group has a mighty entertaining LP here founded upon the hit single they clicked with a short time ago, "My Day Will Come." The album is composed of standard and recent hit tunes, some sung in a soft but torchy rocka-ballad style and the others handed an easy beat with a slight bossa nova quality like the hit, "Heartaches," "Day Dreaming," "The Masquerade Is Over" and "I'm Sorry" are a few of the imposing tracks.



RELIGIOUS SPOTLIGHT

JAN PEERCE SINGS CANTORIAL MASTERPIECES

Vanguard VRS 9121

The magnificent tenor voice of Met opera star Jan Peerce is put at the disposal of Hebrew prayers and chants, most of which are delivered traditionally by cantors in synagogues. As sung by Peerce with backing by a choir and orchestra, it is a program that can be appreciated by lovers of great singing as well as those to whom it has religious significance.

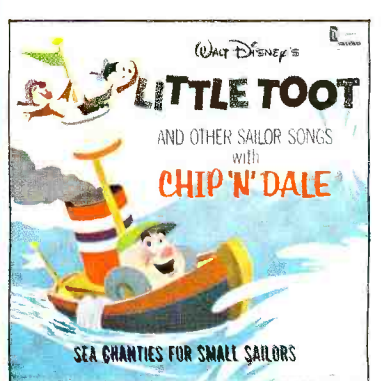


CHILDREN'S SPOTLIGHT

LITTLE TOOT AND OTHER SAILOR SONGS WITH CHIP 'N' DALE

Disneyland DQ 1233

Little Toot is a ferryboat, a little ferryboat, and this is all about some pretty frightening adventures he gets involved in with some bigger ferry boats and a liner. In addition to this delightful tale, narrated by Robie Lister, there are a flock of tunes for little sailors, like "Life on the Ocean Wave," "Sailing, Sailing," "A Capital Ship," and "Asleep in the Deep." Strong wax with broad kiddie appeal.



CHILDREN'S SPOTLIGHT

PETER COTTONTAIL

Disneyland DQ 1234

Rabbit stories are always captivating to little kiddies, and this collection of songs and stories should hit the mark solidly. There are such stories as "Thumper," "The White Rabbit" and "Grandpa Bunny," all narrated by Lucille Bliss, and numerous songs about rabbits, with vocals by the Vonnair Sisters and bass, Thurl Ravenscroft, as well as Robie Lister. Well-organized program is capable of maintaining maximum kiddie interest.



CRITICS ACCLAIM!

6 best-selling new Mercury albums

TODAY'S TOP HITS!

GO AWAY, LITTLE GIRL TELSTAR
 ALLEY CAT FLY ME TO THE MOON
 WALK RIGHT IN LIMBO ROCK
 MY COLORING BOOK HEY, PAULA
 DESAFINADO RAMBLIN' ROSE
 I LEFT MY HEART (IN SAN FRANCISCO) ESO BESO

AS STYLED BY
DAVID CARROLL
 AND HIS ORCHESTRA

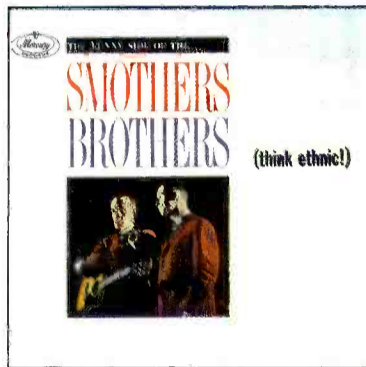


POP SPOTLIGHT

TODAY'S TOP HITS

David Carroll & His Orch.
 Mercury MG 20786 (M); SR 60786 (S)

David Carroll has a fine album of instrumental interpretations of current or recent hits here. The tunes are styled for the big ork format with tight ensemble work and good rhythm throughout. Tunes include "Alley Cat," "Telstar," "Limbo Rock," "Hey Paula," "Ramblin' Rose" and "Go Away Little Girl."



POP SPOTLIGHT

THINK ETHNIC

The Smothers Brothers
 MG 20777 (M); Mercury SR 60777 (S)

Pioneers in the now-popular act of spoofing folk songs, the Smothers duo have a sharp and witty album here, recorded on location during a recent tour. Sample: They introduce a "Venezuelan Rain Dance" which turns out to be the Israeli oldie "Havah Nagilah." BT—"Wreck of the Old 49" (Hollis, BMI) (2:14)

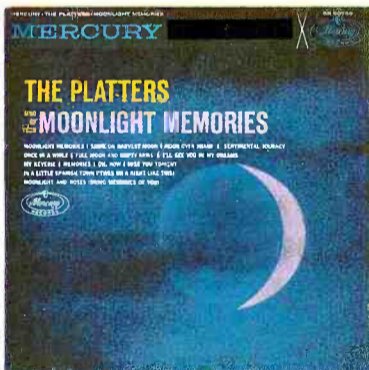


POP SPOTLIGHT

MOONLIGHT MEMORIES

The Platters
 Mercury MG 20759 (M); SR 60759 (S)

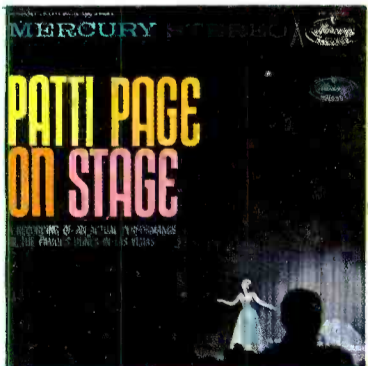
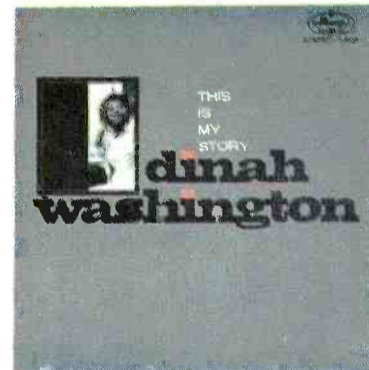
The Platters have another top-notch album under their belts. This one, which should join their other hits, is based on a moon theme as the title indicates. Some of the better titles are "Moonlight Memories," "Shine On Harvest Moon," and "Memories," "Moonlight and Roses," "Full Moon and Empty Arms" and "I'll See You in My Dreams."



Pop Spotlight

THIS IS MY STORY

Dinah Washington. Mercury MGP 2-103 (M); SRP 2-603 (S)
 Here's a mighty powerful set from Dinah. This set contains some of her most potent singles material recorded over the years with the Mercury label. The album is profusely illustrated and features exhaustive notes by Leonard Feather. The album touches on the Queen's success in the blues as well as the pop market. In it are included such notable successes as "Time Out for Tears," "Salty Papa Blues," "Trust in Me," "September in the Rain" and "What a Difference a Day Made." Solid collection for fans and serious devotees of jazz, blues and pop.

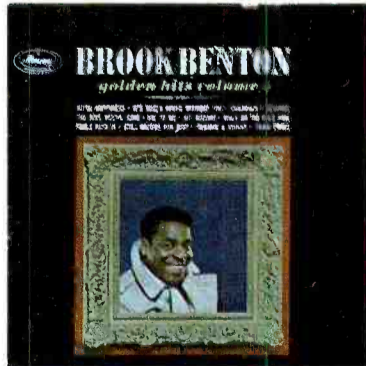


Pop Spotlight

PATTI PAGE ON STAGE

Mercury MG 20758 (M); S 60758 (S)

Patti Page, recorded live at the Dunes in Las Vegas, is an exciting singer, and that excitement comes across on this new waxing. The tunes range from her hits like "Old Cape Cod" and "Left Right Out of Your Heart" to "The Boll Weevil Song" and "Night and Day." And it contains such Page faves as "Doggie in the Window" and "Tennessee Waltz." A strong set for the new year.



POP SPOTLIGHT

BROOK BENTON GOLDEN HITS, VOL. II

Mercury MG 20774 (M); SR 60774 (S)

Benton is on another string of hits and a number of them are here. "Hotel Happiness," "Lie to Me," "Boll Weevil" and "Hit Record" are just a few of the hit singles by the singer included. This one should move out rapidly.

America's First Family of Fine Recordings



Get them now!

The **BIG HIT**

Sound of

**BRENDA
LEE**

**LOSING
YOU**

c/w

**HE'S SO
HEAVENLY**

31478



on **DECCA**  **RECORDS** naturally

TALENT TOPICS

• Continued from page 14

HOLLYWOOD

"The Swinging Years" package comprised of the former **Glenn Miller** band vocalists (**Tex Beneke**, **Ray Eberle** and the **Modernaires** with **Paula Kelly**), kicks-off its spring tour March 27, with an appearance on the **Perry Como** show, followed immediately by a three-week stand at Harrah's Lake Tahoe.

The **John Coltrane Quartet** will open a week's run at Shelly's Manne-Hole, local jazz spot owned by the drummer, on Tuesday (19). **Manne and His Men** and vocalist **Irene Kral** play weekends at the club. . . . The **Sylte Sisters** currently are on tour throughout the Midwest for the Sun Ray Oil people, providing an opportunity to plug their latest Coliseum single, "Cinderella Jones" b.w. "Double Feature Movies."

Steve Allen show producer, **Milt Hoffmann**, has set **Jennie Smith** as the TV show's regular vocalist. Program, which originates here on Station KTLA, is syndicated in 33 markets by Westinghouse. . . . **Jimmie Rodgers**, through his personal managers, **Dick Gabbe** and **Seymour Heller**, has been set with the William Morris Agency, who will represent the singer in all fields.

LEE ZHITO

PITTSBURGH

Phyllis Diller has been set for Holiday House for two weeks beginning May 6. . . . The **Clancy Bros.** and **Tommy Makem**, whose March 1 booking at Memorial Hall was clobbered by a heavy snow, have been set again for the same spot on May 11 by promoter **Lenny Litman**. . . . **Erroll Garner**, the Pittsburgh-born pianist, did terrific business in his first appearance at Tony Chakeres' Horizon Room.

Kay Stevens was rushed back into a Holiday House date when comedian **Joe E. Lewis** suddenly canceled out. **Timi Yuro** is currently featured at the club. . . . Violinist **Isaac Stern** of Columbia Records was the featured guest with the Pittsburgh Symphony Orchestra at its weekend concerts on March 22 and 24 at Syria Mosque. . . . Talk of the city is the amazing business racked up by the new **Harold Betters'** album, "Harold Betters at the Encore," on the local Gateway label. It's already topped 7,000 locally, and Betters also drew a heavy turnout on March 15 at Memorial Hall, the biggest business for any concert here since the **Limelitters** played in January. Betters' brother **Jerry**, incidentally, has a new single just out this week in "Caravan" on Gateway. . . . **Stan Getz's** local date was a dud, drawing only 200 persons to Memorial Hall.

LEONARD MENDLOWITZ

HOUSTON

Ed Ames, brother to and former member of the **Ames Bros.** singing group, is heading the show at the Tidlands. Also on the bill are **Anita Ray** and **Diane Hall**, known professionally as the **Bookends**. Trumpeter **Don Goldie** and his quartet provide the music for the show and dancing. . . . **Gaylor and Holiday**, formerly known as the **Gaylords**, have opened at the Shamrock, Hilton's International Club.

The Ames brothers, Joe, Gene and Vic, continue to head a revue called "Go Texan" in their

own aerie atop the Rice Hotel. Comic-emcee **Bozo St. Clair**, currently heading the show at the Stork Club, is a veteran of some 40 years in show business. He started out in the old burlesque houses.

Frank Fontaine, of the **Jackie Gleason** show, has been signed by the Galena Park Ex-Student Association for the group's **Follies of '63** on March 22.

DETROIT

The after-dark circuit is awaiting the reopening this week of the enlarged and completely redecorated **Roostertail**. The waterfront supper club will have an entire new stage, dance

floor, bandstand and sound system. Opening attraction will be Las Vegas favorites the **Steiner Brothers** with the **Joe Vento** orchestra.

First album on the Savoy label for the **Jack Brokensha Quartet** to be cut "live" at the Cork and Embers within two weeks. Brokensha's jazz quartet also initiated a live weekly stereo broadcast over WDTM-FM from the lounge. . . . Savoy Records also interested in signing the **Terry Pollard Trio**, another local jazz favorite.

Elmwood Casino in Windsor apleam for two weeks with the candelabra and dimples of **Lib-erace**. . . . The **Limelitters** played to a 60 per cent capacity at a Friday night concert in Ford Auditorium.

Folk singer **Nancy Ames**, in town promoting her latest disk, "Cu Cu . . . Paloma," a Liberty release. She was formerly managed by **Harry Belafonte**. And at the **Retort**, a two-week Folk

MUSIC AS WRITTEN

NEW YORK

Nancy Tatum, dramatic soprano from Memphis, scored quite a critical success in Saarbrücken, Germany, where she is a member of the local opera company. . . . **Bill Crofut** married **Susie Plehn** here last weekend. . . . **Okeh Records** has released "Hambone" by **Red Saunders** on a regional basis. First area to get the disk is the metropolitan area here for the disk is featured on the **Sandy Becker** kiddie TV show. . . . **Bernie Wayne** is writing the score for the **Lambs Club** show again. This one, which will be held April 6 at the Waldorf, is dedicated to **John Wayne**. He's also conducting the ork for the show. In addition, **Berne Wayne** has been signed to record for **Laurie Records** and he will write the music for the "Miss America Pageant" on CBS in September. . . . **Rayven Music** has the copyright for the **Wanders'** "Run Run Senorita."

The owner of **Jilly's**, the night spot frequented by **Frank Sinatra** here in town, is in the record business. The impresario went into the disk trade with the Tahoe label. Talent manager **Al Schwartz** is also involved through **Ai-Jill Enterprises**, which controls the label. . . . **Mayham Records** has set up **Southern** representation in Georgetown, S. C., under the supervision of **Mrs. Dorothy Smalls**. Her assistant is **Miriam H. Mayhems**.

Jimmy Myers and **Red Benson** have formed a firm to purchase, sell and produce feature motion pictures for theaters and television. . . . A new firm, **Duane Syndicate**, is now involved in the production and release of **Wye Records** from Warwick, R. I. A member of the **Duane Syndicate** is ex-Rhode Island Gov. **Christopher Del Sesto**. . . . President of **Record Sales Corporation**, Memphis, **Bob Adams**, is currently recuperating after surgery. . . . Two Philadelphia record firms have merged to make the **Parktowne-Darrow Records**, a subsid of **Ramshead Productions**. . . . Reports are that a number of labels are mulling the advisability of signing fighter **Casius Clay** for spoken word disks. Poetry is his forte. Is **Nick Kenny** fuming?

Prestige Records now has Big Town as distributor in Chicago and Cosnat in Cleveland. . . . **United Artists Records** picked up a master on the B-W label by **Kathy Dee**. A **WelDee** date by **Marc Raven** has been picked up by **Swan Records**

through **Frank Slay's** office in Philadelphia. The disk has been issued under the **Raven** label. B-W's Nashville office moved a master to the **Dot** label called "Teardrops." . . . **Roy Horton** of **Southern Music** is rounding up performances for "You Knew Me When You Were Lonely" and "It's All Over But the Crying," written by **Harry Finster**.

JACK MAHER

BOSTON

Jack Sager, of **Disc Distributors**, had the **Concords** in town to promote their "On a Cold and Frosty Morning" on the **Herald** label. Sager notes these singles really flying: "Call on Me," by **Bobby Bland** on **Duke**; "Laughing Boy," by **Mary Wells** on **Motown**, and "Watermelon Man," by **Mongo Santa Maria** on **Battle**. . . . The **Tarriers** at the new espresso spot, the **Uni-corn**, doing well with their album, "The Bitter End," on **Decca**.

Alan Ross, **Decca** manager, putting on a big promotion for the 34th anniversary of **Pop Eye** with "Pop Eye and His Friends." **Rick Nelson's** first recording for **Decca**, "You Don't Love Me Anymore," looking like a hit. . . . The **Platters** in town at **Blinstrub's**. **Zola Taylor's** new husband, **Lee Savage**, flew in to see her there for a couple of days.

Si Spiegelman, manager of **Dot's** recently opened Boston outlet in Brighton, had some excellent promotion with the **Lennon Sisters**. More than 2,500 persons showed up at **Jordan Marsh's** department store to purchase albums and get autographs during the girls' appearance there. . . . New personnel at **Dot** include **Don Masters**, for nine years program director at **Radio Station WHIL** here, who is now the public relations chief. **George Mull**, known locally in the record business for the past 12 years, is now **Dot** sales representative, and **Don Baker**, new to the business, also on the sales staff. . . . **John Penney**, of **Penney Distributors**, who recently went out of the singles business, claims he has something really going in comedy-folk singer **Peggy Lord's** "The Lusty Trusty Buster" on **StereOdities** label.

CAMERON DEWAR

PITTSBURGH

The **Ahmad Jamal Trio** and **George Kirby** have been set for prom dates this spring throughout the area by booker **Zeke**

Festival will feature 13 Detroit folk singers, including **Kay Britten**, **Mike Sherker** and the **Top-siders**. **BEVERLY BELTAIRE**

BOSTON

On the same day two record companies issued two different albums of impresario **George Wein and His All Stars**. **Impulse** issued "George Wein and the Newport All Stars," and **Smash** released "Midnight Concert in Paris; George Wein's Newport Jazz Festival All Stars, a public performance recorded around midnight at the **Olympia Theater** in Paris, April 15, 1961, the day French generals revolted against **General De Gaulle**. . . . **Roger Williams** is due at the **Statler-Hilton's Terrace Room** April 15 where **Sandy Scott** is the singing star these two weeks.

The **Lennon Sisters** surprised **Blinstrub's** clientele this week with a versatile vaudeville act which included their dad **Bill Lennon** and their younger brother **Danny**. The girls have decided to take no more long trips and will devote themselves to weekly appearances on the **Lawrence Welk TV show**. . . . **Blinstrub** has signed **Phil Foster** for the first time for the **Holy Week** date.

Nicholas. . . **Roger Karshner**, Capitol branch manager, is confined to his home with a case of mumps he acquired from his young son. . . . **Lenny Martin**, co-owner of the now defunct **Calico and Robbee Records**, is reported seriously ill in a local hospital.

Milton Berle gave the **Holiday House** a near-capacity, nine-day run. **Dion** was there, followed by **Joe E. Lewis**, **Timi Yuro**, **Xavier Cugat** and **Abbe Lane** and **Jackie Wilson** in that

Onetime Boston song plugger **Jack Haley** is being brought back from Hollywood to serve as emcee for the **Hub's** famed **Clover Club's** **St. Patrick's Day** dinner. . . . **Manny Greenhill** will present **Theodore Bikel** for two nights at **Jordan Hall** as part of his **Folklore** series. . . . The **Clancy Brothers** and **Tommy Makem** play a one-night stand this week at **Donnelly Memorial Theater** which will be followed by an Irish festival of stars starring the long-absent **Carmel Quinn** and featuring top Irish entertainers and folk singers.

CAMERON DEWAR

PHILADELPHIA

The **Magnificent 7**, a South Carolina singing group, has settled here under the management of **Moore Artist Corporation**. . . . The bands of **Eddie Shaw** and **Glen Gale** make the music continuous at the newly opened **Henry's** on the **Jersey** side at **Cherry Hill**. . . . **Dixieland** returns to the **Three Chefs** with **Chink Murphy** and **His New Orleans Six**. . . . **Si Zentner** set for an April 20 at the **Drexel Institute of Technology** here. . . . **Tom Steele Trio** new at the **Saxony East**.

MAURIE H. ORODENKER

order. . . . **Sal La Cotta** of **Big Top Records** spent two days here on a promotion visit. . . . Showing definite strength here are **Paul and Paula's** hit follow-up "Young Lovers" on **Philips** and **George McCurn's** "I'm Just a Country Boy" on the **A & M** label.

Pete Tambellini, publisher of the **Teenager Magazine**, sponsored the visit last weekend of the **Delcos** who have a substantial hit in "Arabia" on the **Show-case** label.

Thanks for

'The End of the World'!

★ Thanks, **ARTHUR KENT**, for writing its wonderful melody.

★ Thanks, **SKEETER DAVIS**, for recording it so beautifully on **RCA Victor**.

★ Thanks, **Summit Music's HERB REIS** and **LARRY SHANE**, for publishing it.

★ Thanks, **CHET ATKINS**, for having faith in it.

★ Thanks to all the d.j.'s everywhere for playing it.

★ Thanks to the powers that be for letting me write its lyric.

SYLVIA DEE

Tune Not Copy, London Appeal Court Rules

LONDON—Peter de Angelis' song "Why" was not copied from "In a Little Spanish Town," three judges sitting in the Appeal Court here ruled. Any similarity between the two tunes was a coincidence.

Two publishing houses, Francis, Day & Hunter, London, and Leo Feist, New York, had appealed against a decision on June 27 last year by Mr. Justice Wilberforce in the London High Court that "Why" was not a reproduction or adaptation of part of "Little Spanish Town."

An injunction to restrain Sydney Bron and the Debmar Publishing Company of London from reproducing "Why" and a claim for damages for copyright infringement had been refused. The appeal judges upheld the original ruling and awarded costs to F.D.&H., and Feist, unofficially estimated at \$16,000.

Giving judgment on the appeal, Lord Justice Willmer said that "Spanish Town" had appeared to have retained its popularity. De Angelis denied having seen the music, copying the tune, or consciously hearing it. In the original hearing Judge Wilberforce had accepted that there was insufficient material to justify the inference that de Angelis had copied even unconsciously. For F.D.&H.-Feist it had been suggested by counsel that "reproduction" must be identical reproduction; but this offended against common sense.

AUSTRALIA

ARC Signs Guitarist Star

By GEORGE HILDER
19 Todman Ave., Kensington,
Sydney N.S.W.

Jose Luis Gonzalez celebrated classical Spanish guitarist who is at present resident in Australia under contract to Record Music Publishing, to teach and concertize throughout the country has signed an exclusive recording contract with the Australian Record Company. Gonzalez studied guitar under Andre Segovia.

Two disks which are selling at a quick rate to stereo fans are Terry Snyder's U. A. album "Footlight Percussion" and Kapp Records "All American Marches." . . . RCA continues issue of "Our Man in" series with Paul Anka, Sonny Rollins and Chet Atkins. . . . Jim Cuff, RCA's sales chief, stated that the most popular disk to date in the series is Limeliter's "Our Men in San Francisco."

The World Record Club is receiving many inquiries about an English-produced album which the club issued during February entitled "London—Portrait of a City" produced by Hywel Davies of the BBC. Another release from this organization is the London Cast album of "The Music Man."

Talent

Overseas visitors scheduled for

International NEWS REPORTS



LONDON—Tommy Roe, here for concert tour, hands over tape of his first British release, "The Folk Singer," to EMI Records general promotion manager Arthur Muxlow. Roe is accompanied by his manager, Cotton Carrier, and the pair spent a week in London promoting the record before starting tour.

appearances in night club include Earl Grant, Marie McDonald and Mary Kaye Trio.

Swaggie Records, the Melbourne label that has released so many gems of classic jazz over the past few years, has made some rare Johnny Dodds albums available. Two of their new records are devoted to the music of Dodd's Black Bottom Stompers with one side of Volume Two actually being the work of Dodd's Beale St. Washboard Band. On this disk we hear the rather obscure Herbert Morand on his first recording date. . . . CBS is issuing the original 1959 Broadway cast album of "Gypsy" and a piano jazz version of the musical score played by Teddy Wilson. The "Gypsy" release coincides with the opening of the musical in Melbourne.

Dave Bridges HMV single "The Swan" is breaking in a big way on the local charts. Going into the Top 40 a week after its release. The record is also being released in Germany on the Electrola label. The title was arranged by Joe Halford and Bridge and the publisher is Castle Music. . . . The new Robyn Alvarez HMV single "Do Me a Favour" was arranged by English band leader Charles Blackwell during his recent visit to Australia and rush released by EMI.

Col. Joye will now remain in Sydney for two months, during which time he will make television appearances and cut a single for Festival Records which will be "Starlight of Love" by Barry Gibbs and "How Am I to Know" written by CBS artist Jerry Wilder. . . . EMI acquired a single deal for London Records from U. S. Phyllis label for the release of "Why Do Lovers Break Each Others Hearts" by Bob B. Soxx. Also, London has arranged for a rush pre-release of Rick Nelson's Imperial album "It's Up to You."

Teresa Brewer's "Ballad of Lover's Hill" was slow to take off but is now showing up in No. 4 position on Sydney charts although it has not broken out as yet in the states. Others moving are "Hey Paula" and "I Saw Linda Yesterday."

Scout Here For Belgian Jazz Tour

NEW YORK—Benoit Quersin, director of jazz radio on Belgian radio and TV, was in New York for three weeks lining up talent for a novel jazz concert tour series on the Continent. Quersin, who returned to Brussels Wednesday (13), was hiring talent for a unique, rotating set of concert tours covering three European cities, Paris, Brussels and Stockholm.

Quersin stated that the radio-TV networks of Belgium, France and Sweden were co-operating to bring a steady flow of jazz artists to Europe to play the three capital cities. The artists are being booked on one-week contracts. The first to appear April 20 through 27 will probably be chosen from Max Roach, Sonny Stitt, Howard McGhee and John Coltrane. Another tour will probably be booked during May with even further bookings, it is hoped, taking place on a more or less regular basis from October of this year through April of next.

Philips Gets 7 in Finals

LONDON — The far-flung operations of the Philips group in Europe provided it with seven of the 16 competitors in the Eurovision Song Contest final held here last Saturday (23).

As well as Britain's own entrant, Ronnie Carroll, Philips' singers concerned were Annie Palmen (Netherlands), Ester Ofarim (Switzerland), Monica Zetterlund (Sweden), Jacques Raymond (Belgium), Heidi Bruhl (Germany) and Nana Mouskouri (Luxembourg).

Mouskouri recorded her entry in English, German and Italian versions, as well as the French version which she sang for Luxembourg.

This was written by Raymond Bernard and is called "A Force de Pien." The English title by Bunny Lewis is "The One That Got Away." In Italy, it is being released as "La Notte non la sa" (new version by Alberto Testa) and in Germany as "Die Worte Dieser Nacht" (by Hans Bradtke).

famous Martini Bar in Brussels.

Ardmoore & Beechwood report that they have distributing rights for the following records for the entire Benelux market: "Ich bin in deinen Mund verliebt," by Mary-Lo; "Mama oom mow mow," by the Rivingtons; "Noche no te vayas," by Las Sombras; "Alles Gluck auf dieser Erde," by Kenneth Spencer on Columbia; "Kelly," by Rosy Armen on Vogue; "Johnny Day" and "In the West," by Rolf Hariss.

Though the bossa nova and the twist are still high among the favorite dances of our youngsters, a new dance craze has arisen: the tamoure. Some 10 years ago, the first records of this original Polynesian dance were brought on the market and were at that time taken up by the customers who liked folk music. Now, dancing teachers have added the dance on their repertoire. The records are selling well. The tamoure should

VIAREGGIO TILT DISKS APPEAR

ROME—Viareggio has just concluded its anti-San Remo Festival and the records are beginning to appear. Awards are given a year after the festival to the songs which have succeeded with the public during the past 12 months. Durium has brought out one of the first, "A Needle," sung by Loredana. . . . Pino Donaggio received top prize at this year's Viareggio Golden Song Burlesque for his song "Quiet Skies," which had the leading sales of any number offered at the 1962 event.

Steinhaus Hops On Europe Swing

NEW YORK—Stanley Steinhaus, vice-president of Ronde de Venezuela, S. A., headquartered in Caracas, is currently on a European swing to line up material for his Venezuelan firm. The executive has covered, or will cover, Lisbon, Madrid, Paris, Germany, Holland and Milan for the Arton label. He is seeking European labels which his firm will represent.

The company has introduced the Mara label in its home country and local folk and pop talent will be presented extensively on the logo. Ronde de Venezuela also now represents the Reprise label in the country and will release 18 of the U. S. firm's LP's per year. Former distributor for Reprise in Venezuela was Venevox.

have its best time in the summer season.

Coming up very strong in Walloon Belgium are Johnny Hallyday's "Elle est Terrible" and "Orange Blossom Special," by the Spotnicks, a dynamic young Swedish guitar group.

BRAZIL

New O'seas Law Causes Confusion

By MAURICIO QUADRIO
Rua Visconde da Gavea 125, 4
Rio de Janeiro

The new law of profit transfers to foreign countries voted by the Brazilian congress and signed by its President, Senator Auro Moura Andrade, has created some misunderstanding in many fields, including publishing business and record industries.

The law as finally approved, contains many regulations regarding remittance of profits abroad, interests and amortizations and royalties.

This law—and the ordinances 231 and 232 issued by the Currency and Credit Control Board (SUMOC)—have a special interest for publishing and record firms in Brazil because many record companies and publishers represent North American and European groups.

Directly related to the musical field are Articles 3, 11, 12, 13, 14 and 16. Subject is the transfer of royalties, copyrights and technical assistance. Article 3 of this law establishes that the royalties remittance must be registered by SUMOC. Articles 11, 12, 13, 14 and 16 establish the taxations, royalties and copyrights.

Lentino, director in Brazil for

Peer International and Southern Music, stated that this law does not establish clearly any difference between artistic and industrial royalties. Regarding the taxations of such remittances, he added that the author rights are not taxed due to Article 203 of the Brazilian Constitution which exonerates it from the income tax. His company transfers abroad just the author's rights; the profits do not leave the country.

Oswaldo Santiago, president of U.B.C., the organization that collects and distributes authors rights (similar to American ASCAP), stated that since the new law was voted, UBC has sent to the SUMOC a request, asking for immediate liberation for artistic royalties remittance.

Bossa Nova
The first bossa nova album in English has been recorded by RCA with the pianist and singer **Johnny Alf**. RCA has also issued a new bossa nova album on the Pawal label, "Isto e Bossa Nova Mesmo" ("This Is True Bossa Nova").

Neil Sedaka sings big hits in Spanish in his new album released by RCA this month. "Tudo Lembra Voce" is the latest LP recorded by **Cauby Peixoto**, sung in Portuguese, French, Italian and Spanish. **Nico Fidenco**, **Flavio Carraresi**, **Sergio Endrigo**, **Jimmy Fontana**, **Danatella** and **Pierfilippi** are the Italian singers introduced in Brazil by RCA, in the new album "Italia Moderna."

CBS News
CBS songstress **Vanderlea**, successful in TV shows, recorded her first LP album and singles, already on the market. Singer-composer **Tito Madi**—the "Best" 1962 singer—recorded a new bossa nova album by U. S. request.

"Voa Passarinho" ("Fly Little Bird") composed and sung by **Rossini Pinto**, an artist of the young set, is selling well here. Also the Brazilian version of "My Fair Lady" following the show's success, is grabbing good sales.

BRITAIN

Continent People Overrun London

By **DON WEDGE**
News Editor,
New Musical Express

By the end of last week London was full of music personalities from the Continent. The 15 other competing countries in the final of the Eurovision Song Contest brought a deluge of artists, musicians and publishers, supplemented by television executives and technicians. Mills Music, which has the French entrant "Elle Etait si Jolie" ("She Was So Pretty"), gave a party for its French affiliates and **Alain Barriere**, who both wrote it and sang it in the show. With him was musical director **Frank Pourcel**.

Visitors

Pet Clark was due in from Paris last week for foreign language recording at Pye. . . . **Henry Mancini**, here, writing a film score, did "Juke Box Jury" March 23. . . . **Nat Cole** now set for a tour—probably with the **Ted Heath** band—from July 13. . . . **Paul** and **Paula** are due in for a three-week tour April 7. . . . **Caterina Valenta** is due in April 1 to make a Decca LP with **Johnny Keating**. . . . **Peter Pritchard** of the Grade Organization left last week for talks in New York with Ed Sullivan about European talent appearing on the latter's TV series. . . .

Last week **Robert Farnon** left for Scandinavia where he was conducting the State Radio Orchestra of Norway, Sweden and Denmark, and then going on to New York to discuss further recordings for U. S. Philips. . . . **Henri Rene** arrived in London to make an album for the writer **Henry Tobias** and his wife due for their first visit to London for five years April 12.

Les Cocks, Rye Records assistant general manager, was leaving for New York March 22; after calls in Toronto and Philadelphia, he was due back March 30. . . . **Acker Bilk** and his trad band were due to begin an Australasian tour Monday (25), in Auckland, New Zealand. On April 12 they go on to Australia and then visit Singapore and Hong Kong before returning home May 20. . . . The **Ted Heath** band spent a week in Valencia, Spain, as one of the attractions with **Marlene Dietrich** for the city's Festival of Bonfires. . . . The BBC completed arrangements for Heath to record two programs for New York station WNEW. The latter's deejay **William B. Williams** comes here April 8 to introduce the show at the recordings. . . . The **Tornadoes** are confirmed for two weeks season at the Paris Olympia from April 4.

Record Business

Baton Music, **Jack Heath's** publishing firm, cut its own disk version of "The Peppermint Man," by **Rey Anton**, which is being issued by Oriole. Capitol is issuing its version by **Dick Dale**. Another Aton master taken by Oriole was "Lawdy, Lawdy," by **Lionel Blair**. Baton Music has the British right of "Peppermint" and its affiliate, Good Music, has "Lawdy." . . . Though EMI has part-financed the British production of "How to Succeed," which was opening in London Thursday (28), by previous contract arrangements RCA Victor has the British cast LP. Decca group has issued singles of several of the show's songs, among them "Love From a Heart of Gold" (**Karl Denver**), "Brotherhood of Man" (**Bryan Johnson**) and "I Believe in You" (**Dickie Henderson**). . . . Philips rush-released the **Paul** and **Paula** LP "Young Lovers" on the strength of the singers' "Hey Paula" hit ahead of the single issue of the same title. . . . EMI has arranged for Capitol of Canada to release the sound track LP's and singles from the score of the **Cliff Richard** film "Summer Holiday," which will be shown in Canada at Easter, with local reaction being used as a springboard for the American campaign. . . . Now visiting New York for television appearances with **Garry Moore**, **Roy Castle** is engaged in negotiations with Reprise Records. Previously he waxed in Britain for Philips and Pye. . . . Philips is issuing the **Springfields'** "Folk Songs From the Hills" album here April 3. It was recorded in Nashville last December.

EIRE

Plan Tours Top U. S. Disk Acts

By **KEN STEWART**
Irish Times Ltd., Dublin

Promoter **Philip Solomon** has arranged Irish tours for **Hank Locklin** (April), **Jim Reeves** (June), **Chubby Checker** (July) and **Johnny Cash** (September). Other stars due in the next few months include British stars the **Beatles** and **Bill Haley**. **Don Arden** will present the **Brenda Lee** show in Belfast,

Cork and Dublin later this month. Also on the bill are **Steve Perry**, **Mike Berry** and the **Bachelors**, a local group currently on the British chart with "Charmaine."

Because of growing interest in albums here, producer **Bill O'Donovan** of Eamonn Andrews Studios started a new series of weekly sponsored programs devoted solely to spotlighting LP's. Emsee **Larry Gogan** introduces six tracks from a single album in each show. The UN benefit disk, "All Star Festival," was among the first so treated.

Patrick O'Hagan, the local tenor of "Irish Patrol" fame, now making a concert tour of the U. S., presented to **President Kennedy** in Washington.

Liam Devalley, star of the Telefis Eireann program "Beirt Eile" is making his third U. S. tour. Highlight will be a special concert at Carnegie Hall staged yearly by **Carmel Quinn**. Proceeds will be donated to underprivileged Irish children. . . . The **Radio Eirmann Singers**, under their director **Dr. Hans Waldemar Rosen**, now on a 13-day tour of some of Germany's principal cities. They will record programs of folk songs in Gaelic for various radio stations. . . .

Vladimir Ashenazy, the young Russian pianist who won the International Tchaikovsky Prize in Moscow last year, will give a recital at Dublin's Olympia Theater shortly, in aid of the Concert Hall Fund. . . . An offer of more than \$500,000 for **Elvis Presley** to play a few dates around the British Isles (made by an anonymous Northern Ireland businessman) has failed to attract the singer. . . . Students at Queen's University, Belfast, intend to spin records—many supplied by a local store—for more than 77 hours to raise money for the Rag Fund. They hope to break the existing world record of 77 hours set in Nairobi.

The latest Telefis Eireann line-up with Eurovision was for the 1963 Eurovision Song Contest, televised under the auspices of the European Broadcasting Union. Irish Television recently became a member of the E.B.U. The time element prevented Ireland from entering this year's contest, but it is hoped that the link-up was a means of making local songwriters familiar with the fundamental idea of the contest and has acquainted them with the type of song entered. It is likely that T. E. will participate next year.

Cliff Richard's new movie, "Summer Holiday," is now showing at the Adelphi, Dublin, and should provide a considerable sales push for both the single and the track album bearing that title. A further valuable sales point is the fact that the English singer's life story is currently in a local evening paper.

FRANCE

Philips Takes On Audio Fidelity

By **EDDIE ADAMIS**
92 quai du Marechal Joffre
Courbevoie (Seine)

Audio Fidelity's new distributor in France is Philips Records. First albums (both mono and stereo) to be released are: "Satchmo Plays King Oliver"; "Bossa Nova, New Brazilian Jazz," by **Lalo Shiffrin**; "Mexico," by **Miguel Dias**, and "Sound Effects."

VISITORS IN: **Barney Ales**, Motown Records' vice-president, and **Esther Edwards** of Jobete

Music Publishing Company were in to discuss distrib possibilities. . . . **Joe Dee**, **Helen Shapiro**, **Frank Ifield** and the **Spotnicks** made successful personal appearances.

ACCORDION: Despite the recent big sales of electric guitars due to the twist craze, the accordion remains France's No. 1 pop musical instrument. According to a recent survey, there are actually 100,000 amateur accordion players in France, of 25,000 play regular dance dates on Saturdays and Sundays.

PERSONAL: Decca - RCA's classical a.&r. director **Max De Rieu** died in an automobile crash.

THIS AND THAT: Unofficial reports say that 1962 record sales are 25 per cent higher than in 1961. . . . Italian **Mina** and German **Margot Eskens** have come out with their first French record on Polydor. . . . President Records seems to have made a specialty of issuing most of the French TV's signature tunes such as "La Roue Tourne," "Monsieur Tout le Monde," "Intervilles 62," "L'Europe Buissoniere," "L'homme du 20 Siecle" and "Tele-Match."

GERMANY

'Marcel' German Eurovision Tune

By **JIMMY JUNGERMANN**
102 Ismaninger St., Munich 27

Germany's representative in the Eurovision contest will be "Marcel," music and lyrics by **Charlie Niessen**, published by Edition Tonleiter. The singer will be **Heidi Bruhl**. Luxembourg's tune will be "A Force De Prier" by **Raymond Bernard**. **Nana Mouskouri** will sing the French version by **Pierre Delanoe**, and the German lyrics by **Hans Bradtke**. The publisher is **Peter Schaeffers**. Both numbers will be issued on the Philips label.

Visitors

Frank C. Chalmers from the Overseas Division, International Repertoire Section, of EMI Hayes, came to Cologne for two days to have discussions with **Werner Raschek** of the international Pop Repertoire Department of Electrola on repertoire and sales matters of mutual interest. Discussions also took place between Chalmers and **Dr. Veder**, General Manager, and **Mr. Batzem**, Export Manager of Electrola. . . . **J. K. R. Whittle**, Marketing Manager Classical Repertoire, EMI Records, London, visited Electrola in Cologne to choose German

repertoire for forthcoming release in England. . . . **Petula Clark** arrived in Munich to record more German songs for the Vogue label. The former British singer, who lives now in Paris with husband **Claude Wolff**, has two German songs high in the charts already: "Monsieur" and "Casanova Basiami." The numbers are published by Munich's **Hans R. Beierlein**.

HOLLAND

Dutch Decca Puts Out Hawaiian LP

By **SKIP VOOGD**
Editor **Platennuus**,
Joh. Camphuisstr. 189
The Hague

Robert Oeges started a new independent record company at Heemstede (Holland), called Negram is a continuation of the former Dutch Record Company. . . . An album of Hawaiian music was released on a Dutch Decca EP by **George de Fretes** and His Royal Hawaiian Minstrels.

The colorful CBS covers have met with admiration of the dealers and buyers in the Low Countries. All singles, EP's and LP's are released in a new type of sleeve, a service not usual here.

Among recent fast-climbing hits released by L. C. Phonogram this week are **Little Eva's** "Let's Turkey Trot" and "Our Day-Will Come," by **Ruby** and the **Romantics**, both on the London label.

Dutch organist **Feike Asma** recently made a series of recordings for Philips on the famous

HITS FROM 20th FOX RECORDS

SING WE NOW THE SONGS OF FAITH album FXG-5006

PEACE IN THE VALLEY single Fox-400

TENDER IS THE NIGHT (Academy Award Nominee) GOGI GRANT

THE LONGEST DAY (DIXIE) (MARCH) MORTY JAY

1721 Broadway, New York 19, N. Y.

R & B One-Stop HEADQUARTERS

Just ask for it. We've got it. Write to be put on our mailing list. Free Title Strips for Ops.

MUSIC BOX ONE-STOP
1301 W. 79th St., Chicago 20, Ill.
Phone: AB 4-3600
2524 W. Pico Blvd., Los Angeles 6, Calif.
Phone: DU 5-2915



GRAMOPHONE RECORD RETAILERS' ASSOCIATION

1, PECKHAM PARK ROAD
LONDON. S.E.15.
ENGLAND.

1963 CONFERENCE AND EXHIBITION

April 21 & 22

**HOTEL NEW AMBASSADORS,
Upper Woburn Place. W.C.1.**

CONFERENCE APRIL 21ST, GOLD ROOM, 11 a.m.-6 p.m.
APRIL 22ND, GOLD ROOM, 10 a.m.-4 p.m.

EXHIBITION APRIL 21ST, SOCIETY SUITE, 10 a.m.-9 p.m.
APRIL 22ND, SOCIETY SUITE, 10 a.m.-4 p.m.

ANNUAL DINNER APRIL 22ND, SOCIETY SUITE, COMMENCING AT 8 p.m.

TRADE INQUIRIES TO:

H. A. TIPPLE, GENERAL SECRETARY
G.R.R.A. 1, PECKHAM PARK ROAD, LONDON. S.E.15.
PUBLIC INVITATIONS FROM THEIR LOCAL RECORD STORE.

organ of Amsterdam's Old Church, that will be the last performances on this beautiful organ for many years to come. Some parts of the church's construction have fallen into a serious state of decay, and restoration of Amsterdam's oldest church has now been started. Some new releases from Asma's last recordings in the Old Church are the Philips singles in the series "Sounds of the Organ" (singles of \$1.10 each in special sleeves), with the familiar Nuptial marches by Mendelssohn and Wagner, Variations on Hymns and a Fantasy on "A Mighty Fortress Is Our Lord."

The 10" LP series "Grand Gala" on the Dutch Philips and Decca labels (famous Classics in

\$2.40 albums) were extended by Alexander Uninsky, Famous Verdi Opera Choirs, Schumann's Piano Concerto, by Gulda and Beethoven's Fifth, by the Hague Philharmonic.

The ecumenical ideology of modern clergymen took shape in Holland recently when a Catholic priest and youth-leader, the Rev. Chaplain Louis de Rooy (32), recorded an EP for Philips with a charitable purpose: the building of "Two Houses for One Lord," viz. the founding of a Catholic and a Protestant youth center in co-operation with a Protestant minister. Chaplain Louis appeared in the Dutch Rudi Carrell TV show of March 8; the Rev. Louis plays the guitar and sings his own ballads. The EP is entitled: "Plenty, Plenty."

American organ virtuoso Doug Duke and family came to Holland last December to make his home here for a while. The first Duke EP on Philips was

released this month: "The Duke Swings on the Organ."

On March 2 Dutch TV presented the entire French Brigitte Bardot TV show, dating from last year. Brigitte performed the songs in her recent Philips LP. This 12" album (over \$8!), containing some of the best BB-photos ever made, is a best seller in France. Otto Vrienzberg of Dutch Philips told us that the initial import quantity for Holland of this album, in spite of the high price, was sold out after the TV show.

Two very interesting United Artists albums were released in Holland this month: "Money Jungle," by Duke Ellington (64 next April!) at the piano, with Max Roach and Charlie Mingus, and a recording of Billie Holiday when she made her first and last personal appearance in Europe, 1954. It is the sound track from the Berlin recording with spoken intro, in German, by Leonard Feather.

NORWAY

Define Operatic Arias On Radio

By PAUL GYONGY
Derutcka 6, Budapest

Sandor Fischer on Radio-Budapest introduced a new information broadcast entitled "Several Faces of an Aria." First he explains the characteristics of the aria, the intentions of the composer and then introduces the aria in interpretations by four different world famous artists. He also explains the differences in the conception of the performers.

Budapest's State Opera's "Generalmusikdirektor" Janos Ferencsik, back from his British tour, is heading for Belgium where he conducts two concerts at Radio Brussels with the Belgian radios symphony Orchestra. In April Ferencsik will conduct the Hungarian State Concert Orchestra on its Austrian tour. In the second half of August the same orchestra will be at the Edinburgh Festival. Towards the end of the year he will conduct in San Francisco and Los Angeles.

The first Hungarian bossa nova, written by your reporter, will be produced at the studios of the Qualiton label next week. . . . One of the Hungarian hits Paul Siegel took to the U. S. A. will be recorded in English and German on Teldec with the Oederland orchestra. The Oederland recordings will be released in the U. S. A. on the Dot label.

Obituaries

Hungarian musical life suffered two great losses a short while ago: Ferenc Fricsay the great conductor died after a long hospital treatment and several operations, at the age of 48 of cancer. . . . Professor Laszlo Lajtha, the fine composer and musicologist died at the age of 71 here of heart failure. Lajtha as composer of symphonic and chamber music was highly regarded outside Hungary, especially in France.

It seems the Hungarian Performing Right Society is a weak opponent for Hungarian Television. Both enterprises are State owned, but the Society, in representing the interests of composers, has been knocked out in their dispute over fees. TV, which started here a couple of years ago with only 5,000 set owners, agreed to pay a monthly fee of 5,000 forints (which is roughly \$2,500 per year). TV subscribers paid 50 forints per month per set. Television now has a yearly income of approximately \$8.25 million.

HUNGARY

Adams Waxing 'Con Dios' Hit

By ESPEN ERIKSEN
Verdens Gang, Oslo

Norwegian pop-singer Ray Adams, currently No. 2 in the Swedish Hit Parade with his rendition of "De Tusen Sjoars Land" (Land of the Thousand Lakes), recently recorded the old Les Paul-Mary Ford success, "Vaya Con Dios," for the Scandinavian market.

On March 30 and 31 the Nordic championship for local Shadows bands has been arranged in Oslo. Bands from Denmark, Sweden and Norway

will compete. Shadows bands (named after British band of same name) play with three electric guitars and drums.

The young Italian boy soprano Robertino, has changed into a tenor on his last record, "Reginella Campagnola." His name is now Roberto Loreti.

The Bjorklund Sisters moved to Egil Monn Iversen labels where their first record on Tirola will be issued soon. . . . Only one recording has been made of "Solhverv," this year's Eurovision Song Contest winner in Norway. The artist to sing the tune is Jan Hoiland on the label Columbia (diskery Iversen & Frogh A/S). One recording of the runner-up song has also been made, by Jens Book-Jenssen, "Jekteskipperen" on Odeon. Anita Thallaug represents Norway in the London final, however.

POLAND

Firm Spreads Out World-Wide Ties

By ROMAN WASCHO
Glogera 4, Warsaw 22

Polski Nagrania — the only recording firm in Poland—has expanded its European and world-wide ties. Firm now has arrangements with:

Carinia, Australia—tapes exported on license.

Teldec, Telefunken and Decca, West Germany — tapes exported on license and collaboration in recording.

Deutsche Grammophon Gesellschaft, West Germany—tapes imported and exported on license and collaboration in recording.

VEB Deutsche Schallplatten, East Germany—export and exchange of tapes.

Shinsekai, Japan — tapes exported on license.

Le Chant du Monde, France —tapes exported on license.

Electrocord, Roumania — exchange of tapes.

Polski Nagrania also exports disks to the Soviet Union, East Germany, Hungary, Rumania, Bulgaria, Czechoslovakia, Yugoslavia, Britain, the United States, Cuba and Denmark.

At present the firm is negotiating contracts with Durium—the Italian recording company—for the import of Marino Marini disks, and with Jugoton — the Yugoslavian company — for the exchange of tapes.

Polski Nagrania has recorded many top European and North American acts which have appeared in Poland.

SPAIN

Iberian Labels Into So. America

By RAUL MATAS
32 Av., Jose Antonio, Madrid

Stanley W. Steinhaus, formerly with Orfeon-Dimsa, Venezuela, has been visiting in Spain on behalf of a newly formed independent company in Caracas. Steinhaus came to Europe and established immediate relations with several labels from Portugal and Spain, never before known in South America Fonopolis, Cor (spanish folklore), Pax and ENDE (National Encyclopedia of Education), will soon be released in Caracas.

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



Buyers & Sellers

INTERNATIONAL EXCHANGE

A convenient international directory of companies now offering their experience, facilities and services for the sale, distribution, exploitation or manufacture of products in the music and phonograph record field.

ARGENTINA

MICROFON RECORDS

The most aggressive record company in Argentina

Representing

- Audio Fidelity (U. S. A.)
- Durium (Italy)
- Supraphon (Czechoslovakia)

AND NOW!

Cadence — Coral — Brunswick — Everest — Chancellor — Canadian-American — Prestige.

MICROFON ARGENTINA SRL

Lavalle 1759, 5 Piso
Buenos Aires, Argentina

GREECE

WE SEEK ONE ADDITIONAL RECORD LINE FOR GREECE, EGYPT & LEBANON

With over 30 years' experience in handling records in this part of the world, we know you get a fair treatment only from the firm that concentrates on your label, not ten or twenty or thirty others.

If you want experience and honest consideration, why not write now to MIDDLE EAST RECORDINGS

Evans Plomaritis, President
4 Spartis, Athens, Greece

GENERAL

THE RAY CONNIFF CLUB. A CLUB FOR people who like Ray's kind of music. For details send Reply Coupon to Lois Hollands, 99 Hurst Rd., Erith, Kent, England.

NORTHERN IRELAND

There's no "blarney" about EMERALD RECORDS

Ireland's leading recording company. We are specialists in Country & Western, Religious, Irish and Scottish Records. We are always interested in leasing material in the Country & Western and Religious fields.

For further information write Mr. Mervyn Solomon, President
67/69 Ann St., Belfast
Northern Ireland

Members of the International Federation of the Phonographic Industry.

UNITED STATES

RECORDS

Manufacturers' representative, all American brands, low prices, speedy, accurate shipments. Special closeout offerings. Also television, phonographs, radios.

CARDINAL EXPORT CORPORATION
135 W. 29th St. New York City 1

FOR INFORMATION

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

For information contact:

THE AMERICAS

MEXICO: Dr. Otto Mayer-Serra, Apartado 8688, Mexico City
PUERTO RICO: Anthony Contreras, 26 Gertrudis St., Santurce
VENEZUELA: Clemente Vargas, Jr. Radio Caracas
Av. Paez, El Paraiso, Caracas
BRAZIL: Mauricio Quadrio Billboard
Rua Visconde da Gavea, 125 Rio de Janeiro
ARGENTINA: Ruben Machado Billboard
Lavalle 1783, Buenos Aires
CHILE: Ricardo Garcia Radio Minería, Moneda 973, Santiago

ASIA & PACIFIC

AUSTRALIA: Brian Nebenzahl P. O. Box 418, North Sydney
HONG KONG: Carl Myatt 27 Estoril Court, Garden Road
JAPAN: Robert Wynn 521-2 Chome, Sihimo Meguro Meguro-ku, Tokyo
NEW ZEALAND: Fred Gebbie P. O. Box 5051, Auckland
PHILIPPINES: Luis Ma Trinidad 264 Escolta, Manila

EUROPE

Arthur Rosett, European Director 44 Curzon St., London W. 1 GROSvenor 7496
ITALY: Samuel Steinman Piazza S. Anselmo 1, Rome

Frank Luppino Jr., International Advertising Director, Billboard, 1564 Broadway, New York City 36

ADVERTISING RATES INTERNATIONAL EXCHANGE

CLASSIFIED: Per line \$1. Minimum 4 lines per insertion.
DISPLAY: Per inch \$14. Minimum one inch.

Above prices are for one insertion in one issue. Cash With Order, Please. Lower rates for 12, 26 or 52 insertions in a one-year period.

ENGLAND

MOBILE SOUND, LTD., SEEKS exposure of top-flight material for international release. Mono masters available immediately on the following: Modern Jazz, Dixieland Jazz, Hammond Organ, Folk Singers, Ragtime Piano, Easy Listening Pops, Classical Piano. First-class material only. Heavy and constant sales potential. Publishing rights also available in your territory. Please contact Don Thompson now, 211 Phipps Bridge Rd., London, S.W.19, England. Personal attention.

FRANCE

WANT TO BUY For France

BALLY DE LUXE BOWLERS

Write—Wire—Cable

ETS PARIS-SWING

5 Bld des Italiens
PARIS 2, FRANCE

GERMANY

PAUL SIEGEL (BERLIN-NEW YORK), producer of Telefunken-Decca (Teldec) Records. Disc Jockey: Radio Berlin (SFB). Music Publisher: Hi-Fi Musikverlag GMBH. Cable: Symphynex, Berlin. Telephone: Berlin 247029. Address: Tauentzien str. 16, Berlin W30, Germany

SAY YOU SAW IT IN BILLBOARD

programming newsletter

By BILL GAVIN •

Billboard Contributing Editor • Publisher, Bill Gavin's Record Report

MANAGEMENT AND THE DISK JOCKEY: Last week we had things to say about what makes a good disk jockey. We said very little about the problems and limitations surrounding the deejay, curbing his freedom of action. The circumscribed area within whose boundaries the disk jockey exercises his talents is known as "station policy." This is simply another way of saying "what management wants."

Station policy controls the kind of music to be played, the range of disk jockey discretion in programming his own show, the amount of humor he may—or must—use, the handling of time, temperature and weather announcements, the use of production gimmicks, the frequency of call letter and personal name mention, and so on. As most of our readers know quite well, these requirements vary considerably from one station to another.

In the "early" days (pre-1950) of the name disk jockey, he was pretty much his own boss. The main considerations were his ratings and the amount of revenue they attracted. He selected his own music and was expected to be a specialist in the field. The man preceding or following him often played a different kind of music. Each disk jockey set his own music policy, within very broad limitations.

Top 40 changed that. One by one, the big name disk jockeys found it impossible to hold their ratings in the face of a solid challenge from a pop station whose music was dependably the same day and night. The concentrated power of the top hits was too much for stations that had no over-all music control.

MUCH THAT WAS CREATIVE was lost to modern radio with the passing of the big name disk jockey. Much that was stereotyped—almost ritualistic and certainly sterile—replaced it. But this was apparently what the people wanted. The top 40 disk jockeys was almost a robot, with little to do besides time, temperature, the chart number of the record, and an occasional pick "destined for future popularity."

As top 40 outgrew its early childhood, a handful of progressive program directors began to realize that while the mass audience wanted the top hits, they also preferred having them presented by human beings rather than automatons. The disk jockey began to re-emerge as a vital factor in program appeal.

Little stations and big ones are now trying to solve the problem of how to adapt the personality disk jockey to a carefully controlled music policy. There is endless experimenting going on. Disk jockeys are encouraged to be "personalities"—to sparkle with clever sayings. Some disk jockeys have their own private gag files. A few stations have libraries of wit and humor, from which the air men are expected to draw. There are syndicated gag services in circulation. Some stations, I'm told, employ feature writers to supply disk jockeys with clever material. Apparently the humor factor bulks large today in the thinking of station managers.

The function of the disk jockey in building his own show is, of course, much more restricted on top 40 than on "better music" stations. But even in the latter, we find a growing trend toward a "must play" list of singles, which have to be incorporated with some frequency into every disk jockey show.

AMONG TOP 40 STATIONS, opinion seems divided as to requiring the disk jockey to prepare his show in advance. Some feel that he operates better through the exercise of spontaneous choice as he goes along. Others believe that a planned show is more likely to be smooth and well balanced. Among smaller stations, particularly, the requirement of writing out in advance the order of records to be played compensates somewhat for comparative inexperience of the staff. In a few cases—successful, I might add—the music director himself programs every disk jockey's show, and deviations are permitted only in exceptional cases.

Even in the early days of top 40, management noted one difficulty: Disk jockeys with no responsibility for picking the records were losing contact with the music world. As they lost touch, they also lost interest, and that's just how they sounded on the air. To correct this shortcoming, many stations instituted the weekly staff meeting.

The music director plays a group of new releases for the assembled disk jockeys, who vote yes or no on each nomination. Only those sides receiving a big majority (two-thirds or more) could be included in the new playlist. The system is anathema to most promotion people, who would prefer to focus their efforts on a single arbiter rather than on a group. Weekly meetings may be cumbersome and inefficient, but they do give each disk jockey a sense of responsibility for the new music selected.

Philadelphia (Hy Lit-WIBG): King-sized hit: "What Are Boys Made Of?" (Purcells-ABC-P). Most Requested: "What a Guy" (Raindrops-Jubilee). Great LP: "Our Day Will Come" (Ruby and the Romantics-Kapp).

Washington (Dean Griffith-WPGC; Gaining Fast: "Where Are You Going Little Boy?" (Zip and the Zippers-Pageant).

San Francisco (Russ Syracuse-KYA): Big gains: "Two Faces Have I" (Lou Christie-Roulette). Discovery: "I Will Follow Him" (Little Peggy March-RCA).

Stockton (Ken Wing-KJOY): Top five request action for: "The Reverend Mr. Black" (Kingston Trio-Capitol). Good phone action on: "Mother, Please" (Jo Ann Campbell-Cameo).

Wooster (Dick Smith-WORC): Boss Record: "Memory" (Ronnies-May). Picks: "One Boy Too Late" (Mike Clifford-UA), and "Two Kinds of Teardrops" (Del Shannon-Big Top).

Milwaukee (George Michael-WRIT): Fast Takeoff: "Hey Little

(Continued on page 40)

Station Quietly Changes Its Face In 3-Year Transition

By RAY WIRTZFIELD

MINNEAPOLIS—Radio programmers and stations in the Minneapolis area in particular will be watching radio station KEVE now that it has completed a three-year format change from country-western music to classical music, show tunes and standards.



VOX JOX

By GIL FAGGEN

CHANGE OF SCENE: Steve Kirk has been signed by WSAI, Cincinnati, for the 9 a.m. to noon stint. He is originally from WCOL, Columbus, Ohio. . . . Abram Chasins, music director of WQXR since 1943, will become music consultant April 1. Chasins will continue to appear on WQXR as musical commentator. . . . Mitch Mitchell, former production director and air personality at WOKY, Milwaukee, named program director of WABY, Albany, N. Y. . . . Bill Webber leaves Philadelphia's

SESAC to Show Its Album Package

NEW YORK—SESAC will introduce its newest LP package, "Just a Minute," at the forthcoming National Association of Broadcasters convention, March 31-April 3, in Chicago.

The package consists of 10 LP's of 60-second show stoppers designed specifically as a programming aid for deejays to use as themes for backtiming problems and buffers between double spots.

The series features the orchestras of Richard Maltby, Frank Hunter, Elliot Lawrence, Alfredo Antonini, Eddie Safran-ski, a symphonic pops orchestra, the Buddy Weed Quartet, the Lenny Herman Quintet and the Brassmates.

The "Just a Minute" package of 10 SESAC recordings LP's will be offered to broadcasters for \$19.95.

WFIL in favor of New York City. . . . Larry Ford moves into the early morning and late afternoon slots at WCRO, Johnstown, Pa., from WHBG, Harrisonburgh, Va. . . . Bill Atkins returns to KILE, Galveston, Tex., after a year's absence. . . . Robert I. Guy, director of programming at KCOP, L. A., has been named program development manager for the television division of Storer Broadcasting Company. . . . A completely "new sound" has been effected by recent WHN-Storer Radio in New York—personality changes: Bob and Ray now move to the early morning, 5:30 to 9 a.m. Jim Ameche—fresh from the Coast—takes over the 9 a.m. to 2 p.m. program, newly created for him. In additional realignments, WHN is scheduling Hans Anderson from 2 until 7 p.m., with Dick Shepard taking over from 7 p.m. to midnight. Dean Hunter continues to hold down the midnight to 5:30 a.m. time period.

OUT OF TUNES: "Uncle" Al Robinson of KVOB, Bastrop, La., is putting out an urgent request for country-western waxes for his new show. Al is a former recording artist for Imperial Records. . . . Other requests for disks come from Tom Moller, WBRB, East Lansing, Mich., and John McKenzie, president of the British Transcription Service, 36 North Road Broadwell, Coleford, Glos., England. The service produces programs for several commonwealth radio networks that feature pre-release hearings. They guarantee a spin on programs which will be heard by over 80 million people.

The station, which broadcasts with 5,000 watts, non-directional during the day and 500 watts, directional at sunset, began extensive local and national program studies three years ago with the hope in mind of finding a way out of an economic dilemma. The station's former appeal was primarily to the listener in rural areas and KEVE carried few large or national advertising accounts. The growth of the discount stores and expansive shopping centers has shuttered so many small retailers, according to the station's management, that their demise was portraying what might happen to KEVE's advertising revenue.

In order to appeal to the "prestige" advertiser and pull in national accounts, the station decided to take the classical music route. At the time, country and western music was the fare on KEVE. Rather than making a sudden and perhaps dramatic format change, a protracted gradual transition began back in 1960.

Folk as Bridge

KEVE programmers felt that folk music provided an excellent bridge between the two worlds of music, since, says station program director Jerry Canning, "it's close to country and western and classical (e.g., the works of Bach, Smetana, Dvorak and others who used peasant melodies as a working base").

About a year later KEVE began adding show tunes to the folk music 6 to 7 p.m. five night a week as "a step up" to light classical music programming. The reaction in Minneapolis, according to Canning, was so favorable that the program was expanded two hours nightly across-the-board. Another factor in stepping up the change besides audience reaction was the format change instituted by WTCN on January 1 of this year. WTCN (Time-Life Broadcasting) dropped its network affiliation and is now programming tightly formatted "better music." WPBC also bills itself as an "adult good music station."

A sample breakdown of KEVE's programming runs like this:

"Morning Coffee Concert (7:30-10 a.m.) Andre Kostelan- (Continued on page 40)

Focus on the Deejay Scene



GETTING A "BOOT" out of a surprise gift is KDKA radio disk jockey Clark Race (left). In honor of his 28-mile "walk to Washington, Pa.," which drew 5,000 fellow hikers, the station bronzed one of Race's shoes and presented it to him. Recording the presentation ceremony is John Steward, host of the station's nightly "Program P.M." The award was presented by the station's new general manager Fred Walker—from one Walker to another. Clark also received another interesting piece of paper during this period, his new long-term contract with KDKA Radio. Race holds forth 3 to 6 p.m. daily on the 50,000 watt WBC outlet.



TURNTABLE TIPS

By MIKE TURNTABLE

"ONE-STATION TOWN"—How many times have you heard this lament from a promotion man? This sad fact is faced by the record hocker all over the country. You know what we mean: in Buffalo it's WKBW—in Cleveland, it's WHK—in Philly, it's WIBG—in L. A., it's KFWB. The list is lengthy.

As we travel this land of the free and the home of JFK, we have sat over many a coffee cup and listened to promotion men, distribs, manufacturers and deejays bemoan this unbalanced situation. If a promotion man doesn't have another door to open then his promotional activities are necessarily limited. It isn't even a matter of "promotion" at this stage of the game. It boils down (unfortunately) to a simple case of politics!

In a few markets this situation is changing. In Chicago, where WLS has ruled the roost (by the usual manner in these many markets) by default, the entry of WYNR in the top pop race has made a big difference. In Pittsburgh, a record has been a hit or a miss based on its air play at KQV (with an assist from KDKA). Now the entry of WEEP has brought hope on that horizon.

WE HASTEN TO ADD that we do not mean to imply that there is only one station in any of these "one-station towns." The FCC has licensed more than one station in the various areas. Other stations do an excellent job making a dollar and possibly have a handsome rating (however, currently the value of that could be questioned in any Washington restaurant or cafe). What is a fact is that

one station in a goodly share of the major markets stands head and shoulders over all others when it comes to making hits and selling the volume of records.

There have been efforts by other radio station operators to dent the monopolies—efforts that have failed for a good many reasons. One is a failure to pay their staff more than the legally required salary. Another is the failure of promotion either to catch the ear of the listener or to create a station image. A good many station owners or operators have discovered that a jingles and a "hit list" are not the answer. Showmanship is very elusive element to try to find. In some instances the whole story can be boiled down to a simple matter of pride. ("What! Our station play that garbage on our air?")

Possibly the answer lies in Washington, where federal regulation can raise the issue to the point where public clamor may help create balanced competition in a market. It's about time that everyone accepted the fact that the so-called modern sound is here to stay.

MUSICAL MISH-MASH: Bob Crewe looking like a college kat in a phone booth at the Park-Sheraton. His brother, Danny (who look's like a member of the Crewe tribe) standing nearby waiting for the boy genius... Bob Marcucci's right-hand man, "Uncle Rocky," an oddity in the record biz because he is a down-to-earth type of guy! In Philly: the Mother's Club that is composed entirely of the male sex. All members are people in the record and radio biz (also TV).

Programming Newsletter

Continued from page 39

One" (Dorsey Burnette-Era). This oldie is stirring new interest, will be No. 34 on this week's survey.

Denver (Johnny Rowe-KTLN): Sales: "Little Bird" (Pete Jolly-Trio-Ava) and "Tom Cat" (Rooftop Singers-Vanguard). Fast phone response to: "Orchids and Roses" (Burl Ives-Decca).

Los Angeles (Don Anti-KFWB): Top five sales "Pipeline" (Chantays-Dot). High-jumper: "Surfin' U.S.A." (Beach Boys-Capitol). Starting: "Soul Surfer" (Johnny Fortune-Park Ave.). Discovery: "Calling All Cars" (Davie Summers-Vim).

Hartford (Bertha Porter-WDRG): Big sales: "Hot Pastrami" (Dartells-Dot). Gaining fast: "I Love You Because" (Al Martino-Capitol). Local item that's selling: "The Wiggle" (Dick Pardi-Frankie).

WILSON AIRER SYNDICATED

NEW YORK—Earl Wilson's "Celebrity Column" radio show which emanates live five-times-a-week from the Peacock Alley of the Waldorf-Astoria Hotel, will be made available through syndication to local radio stations around the country.

The show premiered nine weeks ago on WJRZ, Newark, N. J., and is heard from 11:05 p.m. to 1 a.m.

The show is being offered on a 13-week minimum basis. During each 13-week period, the subscribing station will be supplied with a minimum of seven interviews a week or a total of not less than 91 five, 10, or 15-minute shows, each featuring Earl Wilson interviewing a big name personality.

Station Changes Face

Continued from page 39

etz with Cleveland Pops Orchestra; the Robert Shaw Chorals; Ray Conniff Singers; show tunes from "My Fair Lady," "Oklahoma!" and "Brigadoon."

"Conductor's Podium" (10 a.m. to noon) Van Cliburn, The Minneapolis Symphony, Royal Philharmonic, the Clebanoff Strings.

"Gaslight Concert" (9:30 p.m. to sign off) Popular recordings that have become standards. Artists such as George Shearing, Mantovani, Nat King Cole and Norman Luboff are featured.

Spots Held Down

During the evening hours, commercials are limited to two spots per half hour, plus on the half-hour breaks. During the day the station does not exceed the NAB standard of 12 an hour. Canning reports that KEVE is signing on large institutional advertisers (banks and insurance companies) and such prestige national advertisers as

AFTRA in Philadelphia Settlement

PHILADELPHIA—AFTRA finally reached the settlement stage with Station WIBG last week. At the same time the union lost its NLRB-sponsored election at WPEN by a vote of 6 to 5 among the disk jockeys and announcers.

At WIBG, all striking members returned to work pending resolution of final details on a new contract between the station and the AFTRA. This was announced jointly by Joseph T. Conway, WIBG general manager, and William H. Deal, AFTRA executive secretary.

Conway announced that all economic issues have been resolved to the mutual satisfaction of the employees and the station. Deal said all affected employees will resume their regular duties while final arrangements are completed between WIBG and AFTRA. The strike, which involved 11 announcers and newsmen, had been in effect since January 8.

Dick Clark Now Tapes 5 a Day

PHILADELPHIA — Dick Clark's "American Bandstand," originating from WFIL-TV here each day, is now being video taped. In order to free Clark from being tied to a studio chore all week, the five week-day programs for each week are all to be taped on Saturdays.

Record promotion men have been notified that guest appearances are now to be made on the single day.

Trigg-Vaughn Buys KHOW in Denver

DENVER—The sale of 5,000-watt full-timer KHOW to Trigg-Vaughn Stations of Dallas has been announced officially.

Cecil L. Trigg, president of the acquiring company said, "we wanted a real prestige station with an established reputation for quality programming. We will definitely continue and develop the station's good-music policy."

Trigg also stated that no changes in operating personnel are contemplated, and that the station would continue under Denver management. Dale Morgan is program director.

The \$600,000 transaction is subject to the usual FCC approval.

Old Radio Shows Get Can. Sunday Spots

WINNIPEG, Canada—CKY Radio has introduced a radical new approach to its Sunday morning programming. The station is bringing back once-famous radio stalwarts as "Juvenile Jury," "The Dennis Day Show," and "Life Begins at Eighty." CKY will also revive "Children's Theater"—an hour-long program of songs and stories for children.

The talk programming features have been blocked from 7 to 11 a.m. Sundays.

Northwest Airlines and American Express Company.

KEVE is now adding classical albums at the rate of 150 a month with a money outlay nearly 10 times what it was with country music.

Ron Wandmacher, assisted by Ron Barkley, programs the music.

READY-TO-GO PROGRAMMING

Program directors and disk jockeys will find this material a ready source from which to build weekly programming periods. All that's needed are the disks from the station's record library.

BEST TRACKS FROM THE NEW SPOTLIGHT LP'S

These are the tracks selected for disk jockey programming by Billboard's reviewing panel as the most outstanding from this week's new LP Spotlights.

POPULAR

SOUTH STREET—The Orlons (Cameo C-1041) "Gather 'Round" (Kolman, ASCAP) (2:26)

OUR DAY WILL COME—Ruby & the Romantics (Kapp KL1323); "Heartaches" (Leeds, ASCAP) (2:21)

1963's **EARLY HITS**—Lawrence Welk (Dot DLP 3510, DLP65320); "They Remind Me Too Much of You" (2:21)

JAZZ

THE NATURAL SOUL—Lou Donaldson (Blue Note 41081); "Spaceman Twist" (Groove, BMI)

ELDER DON—Don Wilkerson (Blue Note 4121); "Senorita Eula" (Groove, BMI)

MIDDLE-ROAD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
		TITLE, ARTIST, LABEL	
1	1	THE END OF THE WORLD, Skeeter Davis, RCA Victor 8098.....	10
2	2	RHYTHM OF THE RAIN, Cascades, Valiant 6026.....	12
3	—	IN DREAMS, Roy Orbison, Monument 806.....	8
4	4	OUR WINTER LOVE, Bill Pursell, Columbia 42619.....	9
5	3	WHAT WILL MY MARY SAY, Johnny Mathis, Columbia 42666.....	10
6	5	I WANNA BE AROUND, Tony Bennett, Columbia 42634.....	12
7	6	ALL I HAVE TO DO IS DREAM, Richard Chamberlain, MGM 13121.....	8
8	9	CAN'T GET USED TO LOSING YOU, Andy Williams, Columbia 42674.....	5
9	14	PUFF, Peter, Paul & Mary, Warner Bros. 5348.....	3
10	10	FOLLOW THE BOYS, Connie Francis, MGM 13127.....	5
11	12	YOUNG LOVERS, Paul & Paula, Philips 40096.....	3
12	—	OUT OF MY MIND, Johnny Tillotson, Cadence 1434.....	5
13	16	DON'T BE AFRAID, LITTLE DARLIN', Steve Lawrence, Columbia 42699.....	4
14	15	OVER THE MOUNTAIN (Across the Sea), Bobby Vinton, Epic 9577.....	4
15	11	DAYS OF WINE AND ROSES, Henry Mancini, RCA Victor 8120.....	10
16	8	GREENBACK DOLLAR, Kingston Trio, Capitol 4898.....	10
17	13	LOVE FOR SALE, Arthur Lyman Group, Hi Fi 5066.....	9
18	—	YOUNG AND IN LOVE, Dick and Dee Dee, Warner Bros. 5342.....	3
19	7	WALK RIGHT IN, Rooftop Singers, Vanguard 35017.....	13
20	—	I GOT WHAT I WANTED, Brook Benton, Mercury 72099.....	3

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in the Billboard's chart at that time:

POP—5 Years Ago

March 31, 1958

1. Tequila, the Champs, Challenge
2. Lollipop, Chordettes, Cadence
3. Sweet Little Sixteen, Chuck Berry, Chess
4. A Wonderful Time Up There, Pat Boone, Dot
5. Who's Sorry Now, C. Francis, MGM
6. Don't, E. Presley, RCA Victor
7. Sail Along Silvery Moon, Billy Vaughn, Dot
8. Dinner With Drac, John Zacherle, Cameo
9. Catch a Falling Star, Perry Como, RCA Victor
10. Sugartime, McGuire Sisters, Coral

POP—10 Years Ago

March 28, 1953

1. Doggie in the Window, P. Page, Mercury
2. Till I Waltz Again With You, T. Brewer, Coral
3. I Believe, F. Laine, Columbia
4. Tell Me You're Mine, Gaylords, Mercury
5. Tell Me a Story, F. Laine-J. Boyd, Columbia
6. Don't Let the Stars Get in Your Eyes, P. Como, RCA Victor
7. Wild Horses, P. Como, RCA Victor
8. Pretend, M. K. Cole, Capitol
9. Your Cheatin' Heart, J. James, MGM
10. Side by Side, K. Starr, Capitol

RHYTHM & BLUES—5 Years Ago—March 31, 1958

- Tequila, the Champs, Challenge
Sweet Little Sixteen, C. Berry, Chess
Lollipop, Chordettes, Cadence
Who's Sorry Now, C. Francis, MGM
The Walk, Jimmy McCracklin, Checker

- Twenty-Six Miles, Four Preps, Capitol
Breathless, Jerry Lee Lewis, Sun
Maybe Baby, Crickets, Brunswick
Maybe, Chantles, End
Don't, E. Presley, RCA Victor

Fred E. Walker Gets KDKA Post

PITTSBURGH — Fred E. Walker, sales manager of KYW radio, Cleveland, has been tapped for the general manager's chair at KDKA radio, Pittsburgh. Both are Westinghouse outlets. He will fill the vacancy created by the death of L. R. Rawlins last month.

Walker, who takes over officially at the end of this month, has been the sales manager of KYW radio since August, 1959. A native of Trenton, N. J., Walker joined WTTM in June 1952, as public affairs director and was appointed general manager of the station in December of 1955 and upped to vice-president in July, 1958.

COMO RECALLS THE BIG BANDS

NEW YORK — Memories of the heyday of the big dance bands which roamed the land in the '30's will be revived when Perry Como presents Carol Lawrence, Tex Beneke, Ray Eberle, the Modernaires and Wynne Miller on his show, Wednesday at 9:00 p.m. over NBC-TV.

Como, who played an important part in that dance-loving era as a singer with the Ted Weems band, will salute the Glenn Miller band, one of the greatest of its time.

Another Photo Firm Adds Tape

CHICAGO — Argus, Inc., leading photo equipment manufacturer, has entered the tape equipment market, with introduction last week of three recorder-playback units ranging in price from \$160 to \$270.

The move further highlights the longstanding happy marriage of the photo and tape recorder field, with Argus the second photo manufacturer to identify itself with the tape field in the past year. In 1962, Eastman Kodak entered the market with its own brand of blank recording tape.

At the high end of the line is the Argus 800, including four-track stereo and mono record and playback. The unit also offers a feature known as Simul-Sound which makes possible the monitoring of previously recorded material on one track while recording on the other.

Also introduced in the firm's initial line are the Argus 400, a four-track mono recorder, and the Argus 200, a two-track record and playback unit. Each of the three new sets has an output of 12 watts and each is a portable.

Herbert R. Leopold, Argus president, said, "We are extremely proud of the high-styled quality line of recorders. These units follow the quality product standards for which Argus has stood for some 25 years.

"The tape recorder market is growing tremendously as are all the facets of electronics in our present day economy and the outlook for the future is for the market to double in the next five years with quality recorders taking a larger and larger share," he said. Leopold added that more models will be forthcoming before the end of the year.

Camera Stores Seen Adding Record Lines

NEW YORK—Willoughby's, large retailer of cameras and related equipment here, may soon be merchandising records. In addition, the Peerless Camera stores, now a part of the same over-all corporate structure which controls Willoughby's, may also return to disk selling in the near future.

Peerless dropped records several years ago in order to devote greater store space to sell audio equipment, on which a better profit could be realized. Peerless was being serviced at the time by Jesse Selter's Ransel Trading Company.

Peter Troncale, controller at Willoughby's, said last week: "We've been thinking about records because they are a natural tie-in with our audio equipment sales operation. Further, despite the fact that discounters have cut the record business to ribbons in this area, a lot of the discounters are in trouble financially. We feel we can still show a decent profit margin on records."

Troncale emphasized that no decision has been reached as yet but that the operation probably would be handled by a rack jobber, with the selection of starting merchandise limited in terms of title and depth.

"We would start with the cream and see how it goes from there," he said.



THE ARGUS 800

HOFFMAN MAY RETURN TO SELLING PHONOS

LOS ANGELES — Hoffman Electronics, once the maker of a de luxe line of stereo high fidelity and TV equipment, is considering returning to the phono field. The firm withdrew from the manufacture of home entertainment equipment exactly two years ago.

At the time, H. Leslie Hoffman, chief executive officer of the firm, explained that Hoffman found it could no longer build its traditional level of quality into the line and come out with a satisfactory profit level at prices prevailing then.

A spokesman said that currently, the matter is under exploration, with no decision yet arrived at. In any event, TV production would not be resumed.

The thinking now lies strictly in the phono field, with considerable thought being given to the idea of having Japanese manufacturers build electronics elements to specifications, with American firms to handle cabinet production.

According to stories appearing in the local daily press, Hoffman management is believed to have been motivated by the success it is now enjoying with solar cell radios, tape recorders and battery-powered, portable phonos, all made to its specifications by Japanese firms. The company is also said to be seeing the current stereo market as improved over that of two years ago.

Columbia Shifts Accessory Sales

NEW YORK — Accessory merchandising activities at Columbia have been shifted from Columbia Record Distributors, Inc., to Columbia Records Sales Corporation, according to Bill Gallagher, marketing vice-president at Columbia.

James Sparling has been transferred from the marketing staff to CRSC as product manager. In addition, Jack Harris, Harold Schwalbe, Joe Reilly, Frank Richter and Bedford Dennis have all been transferred from CRDI to CRSC.

Decca Brings Out Carriers

NEW YORK—Decca Records has introduced a new line of carrying cases as companion accessories to its phono line. The line consists of five cases, two for LP's and three for singles. Suggested list prices range from \$1.59 to \$4.75.

Model DF712 handles 50 seven-inch disks and lists at \$1.59. Other units include Model DF76 (80 seven-inch records) \$2.95; Model DF126 (24 LP's) \$3.25; Model DF812 (50 seven-inch records) \$2.10, and Model DF1200 (36 LP's) \$4.75.

Bill Dana Gets Own Show Next Year

NEW YORK—Kapp recording artist Bill (Jose Jimenez) Dana will have his own TV show on NBC, Sundays at 7 p.m. during the 1963-1964 season.

"The Bill Dana Show" will be a filmed half-hour situation comedy centered around the day-to-day misadventures of Jose Jimenez, a wistful, comic Latin

American elevator operator in a luxury apartment building.

Dana, who has recorded six-top-selling comedy albums on Kapp Records, has appeared in major night clubs across the country in Jimenez routines, and has portrayed the little Latin American on programs including "The Danny Thomas Show," "The Garry Moore Show" and "The Ed Sullivan Show."

Phono-Tape

MERCHANDISING

• BEST SELLING PHONOS • DISK DEALS
• EQUIPMENT NEWSLETTER

equipment newsletter

By DAVID LACHENBRUCH

Billboard Contributing Editor • Managing Editor, Television Digest



PHONO TREND: UP. If your business involves the sale of packaged phonographs, you should have had your best year to date in 1962—at least, according to statistics. In both unit and dollar sales, last year was unquestionably a record-setter in the phonograph industry. This year is off to an even better start, and there seems to be no presently visible reason why the trend of even greater sales—and more dollars per sale—shouldn't continue through 1963.

Unfortunately, the only statistics available represent factory shipments. But they tell us quite a bit about how the packaged phono business fared last year and what should be the areas of greatest improvement this year.

Despite intensive price competition last year, the average price of a phonograph rose—largely because of increased emphasis on high-end portables and radio-equipped consoles (including FM stereo). It's estimated that the average factory price of a phonograph sold in 1962 was about \$98, up from \$94 in 1960 and 1961. These are factory prices, and the differential at retail should have been greater.

THE PHONO-BUYING PUBLIC IS being sold up, 1962 statistics show. Of course, there is no such thing, but if you were the average dealer in packaged phonographs (both portable and console), here's how you fared in terms of increase over 1961:

You sold 24 per cent more phonographs, but your gross on phono sales was 28 per cent better than 1961. Approximately 73 per cent of your sales were stereo merchandise, 27 per cent monaural—exactly the same ratio as last year.

Of your console sales, more than 70 per cent had radios in them, as compared with less than 60 per cent one year earlier. Your sales of radio-equipped portable phonographs didn't amount to much either year—4 per cent of portables in 1962 were radio-equipped, an actual decrease from the 6 per cent figure of 1961.

Of your radio-phono combination sales, some 44 per cent were equipped with multiplex tuners to receive FM stereo broadcasts without further modification. This was virtually all new business, as FM stereo was in its infancy in 1961 and very few FM stereo-equipped radio-phono combinations were sold then.

You sold 31 per cent more portable phonos in 1962 than 1961, and 12 per cent more consoles. In your mix, portables represented a greater portion of your business in 1962—about 67 per cent, meaning you sold two portables for every console. The preceding year, however, portables accounted for only 64 per cent of your unit sales.

DESPITE THIS INCREASE in ratio of portables to consoles (though you sold more of each than in 1961), most of the portable increase probably was in relatively high-end merchandise. Your sales of stereo portables increased 38 per cent from 1961 to 1962, while your sales of monophonic portables went up only 20 per cent. In 1961, 59 per cent of your portable phono sales were stereo, and in 1962 the percentage went up to 63 per cent.

Perhaps the most surprising fact about 1962 phono sales is the pattern of sales by months. Last year, at least 70 per cent of all retail phonograph sales were made in the last half. This compares with about 60 per cent of 1961's total sales in the last six months of that year.

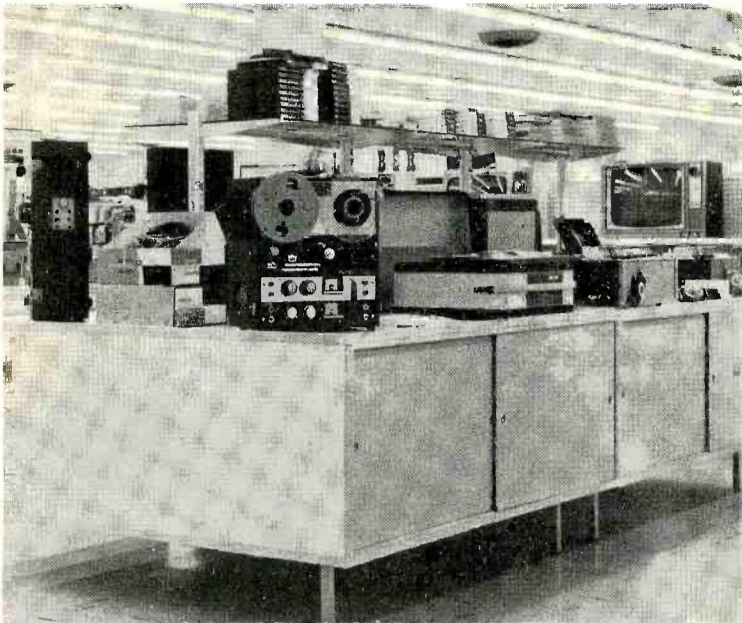
This unusual pattern is something of a mystery. It can't be explained on economic grounds—although all consumer business did pick up somewhat in the second half of 1962. Nevertheless, other home entertainment products didn't react as strongly as phonos. The last half of 1962 accounted for about 57 per cent of television set sales and about 60 per cent of domestic radio sales—relatively normal seasonal ratios.

ONE POSSIBLE EXPLANATION which may have some substance is that phono sales began to soar after the new models reached dealers' windows around midyear. There's no question that last year's new sets hit the mark with consumers—with their emphasis on such features as lightweight no-scratch pickup arms and drop-down turntables. But this may not be the whole story.

Phonographs should represent a year-round business—at least to the same extent as television and radio. A real springtime push in the phono business—with plenty of promotion and hard selling—would appear to be indicated. The business is obviously there, the product is better than ever, the momentum is hefty.

A phonograph is neither an electric blanket nor an air conditioner. There seems to be no reason why it should be sold as a seasonal appliance.

Even Casual Request Becomes Store 'Must'



SMITTY'S BIG TOWN STORE, Scottsdale, Ariz., is pushing tape hard this year with this special table display with riser unit. Ten models are decked around the edge of the table, ready for immediate demonstration, with a riser shelf stacked with pre-recorded and raw tape.

SCOTTSDALE, Ariz. — The maintenance of a "can-do" tape recorder department guaranteed to satisfy customer needs is a matter of handling quality, and making heavy use of a "want book," according to Clyde B. Smith, owner of Smitty's Big Town here.

This luxurious new 120,000-square-foot department store has given the tape recorder department top billing, near the front entrance, with a custom-designed fixture. This is a broad, flat table, with a riser shelf in the center. Ten recorder models, all plugged in, ready to demonstrate, are grouped around the table edges, while two featured models appear two feet above the riser shelf. Above that is stack after stack of pre-recorded music tapes, and raw tapes, ready for demonstration use.

Inserted between the recorders are accessory items, all of which owe their place in the inventory to swift, immediate use of the "want book." Whenever a prospect asks for a foot switch, a conference microphone system, a particular accessory

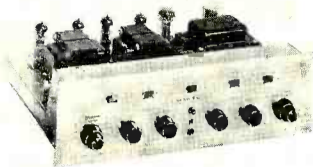
for cleaning heads, or tapes—something not already in stock—the salesperson's duty is to write up the request in full and make certain that Smith sees it the same day.

In this way, more than 20 accessory items have been added to the inventory, and have consistently made recorder sales which would have gone by the board if they hadn't been in stock. A good example is the wide choice of pre-recorded tapes by all artists which Smitty's Big Town has carried from the beginning. Most of these are there because of specific requests, and while it represents an exceptionally large inventory, the investment has paid off in smooth, profitable tape recorder turnover.

Smitty's, though it is a mass-merchandising type of store, eschews the word "discount" altogether, and carries exclusively top nationally advertised lines. The same policy is reflected in the tape recorder inventory, which includes Norelco, Concord and Westinghouse labels in moderately priced monaural and stereo types and Roberts'

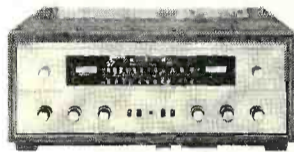
NEW DEALER PRODUCTS

Amplifier Kit



H. H. Scott has produced a new stereo amplifier kit known as Model LK 30. The 30-watt amplifier features a tape monitor, front-panel stereo headphone output, aluminum chassis and scratch filter. Package contains full color instruction book, kit-pack container and pre-cut wires. Suggested list is \$99.95.

De Luxe FM Models



Fischer Radio Corporation has introduced three new de luxe FM stereo receiver models, including Model 800-C pictured here. The unit employs 75-watt stereo multiplex receivers, plus an AM tuner and AM bandwidth switch. The 800-C carries a suggested list price of \$449.50.

Emerson Model

Emerson Radio has introduced Telectro tape recorder model MM213, a two-track monaural unit with a six-watt output and capacity for seven-inch reels. The 16-pound unit is housed in leatherette with saddle stitching and is available in brown and white trim. Successor to last year's successful MM113 model, the new unit has a \$79.95 suggested list.

models up to \$750 in the high-end, stereo-recording bracket.

Smitty's Big Town makes no attempts to go into elaborate, technical discussion with customers. Instead, salespeople simply give a straightforward statement and demonstration of what every recorder can do, backing it up with unconditional guarantees. The store refuses to carry any line of recorders which has a questionable service record or history.

Bringing the recorder department into the fastest-growing community in the country, pulling thousands of tourists every week through the year, the new Smitty's store expects to sell upward of 350 tape recorders for its first year.



DISTINCTIVE PICTURE FRAMES

JOSEPH MAYER CO., INC.
5 UNION SQUARE WEST, NEW YORK 3, N.Y.
ALGONQUIN 5-7644

BEST SELLING 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 record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

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

PHONOS LISTING OVER \$500

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	12/22/62 Issue	9/22/62 Issue		
1	1	1	Magnavox	45.4
2	3	3	Pilot	13.6
3	2	2	Fisher	11.7
4	4	6	RCA Victor	7.1
5	6	—	Clairtone	4.1
			Others	18.1

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 previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

12/22/62 Issue: Motorola (4).

9/22/62 Issue: Curtis-Mathes (4); Motorola (5).

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

EPIC—Expires March 29, 1963. Started March 4, 1963. Special 15 per cent discount on purchases during allotted time of seven new releases and 37 specially selected best selling catalog albums.

CAMEO-PARKWAY—Expires March 31, 1963. Started March 4, 1963. A 12½ per cent discount on all LP's. Delayed billing of 30-60-90 days on five new releases only. Also, this month only, Chubby Checker Month. A 20 per cent discount on all Checker LP's, i.e., buy four, get one free.

UNITED ARTISTS RECORDS—Expires March 31, 1963. Started March 4, 1963. "Clean Up" and "March Into Spring" program for dealers. For every \$5 worth of merchandise purchased from catalog and 13 new releases, dealers may return \$1 worth of product on any label.

ABC-PARAMOUNT—Expires March 31, 1963. Started January 3, 1963. Label is offering 12½ per cent discount on complete catalog plus new releases.

DIAMOND—Expires March 31, 1963. Started January 25, 1963. One-on-seven on Johnny Thunder LP "Loop De Loop."

PRESTIGE—Expires March 31, 1963. Started February 15, 1963. Fifteen per cent discount on all LP's by Gene Ammons, Mose Allison, Red Garland, Stan Getz, Thelonious Monk. Fifteen per cent discount on complete Moodville series.

MERCURY—Expires March 31, 1963. Started February 15, 1963. Fifteen-on-100 on LP's by Smothers Brothers, Brook Benton, David Carroll, Shirley Horn, Phil Moore, the Three Sounds, plus a collection of folk music. See page 6, February 23 issue, for details.

KAPP—Expires March 31, 1963. Started January 21, 1963. Ten per cent discount on catalog plus new releases.

STARDAY—Expires March 31, 1963. Started March 1, 1963. "Spotlight on Bluegrass Five-String Banjo Albums." For dealers, two free Bluegrass albums for every 10 ordered, from 36 albums available under plan.

KING—Expires March 31, 1963. Started March 1, 1963. One free country LP for every three purchased on entire catalog of both King and low-priced Audio-Lab line. Covers 124 sets in all, on both labels.

JOY-SELECT—Expires March 31, 1963. Started February 15, 1963. A 15 per cent discount on Matys Brothers' "Who Stole the Keeska" LP.

ORIGINAL SOUND—Expires April 1, 1963. Started February 1, 1963. Label is offering one-for-five on entire LP catalog plus new release.

ELEKTRA—Expires April 15, 1963. Started March 15, 1963. Discount plan on two top albums from catalog: "The Best of Bikel" and "The Limelights." Suggested list for this time only: \$3.69 for regular \$4.98 mono; \$4.40 for regular \$5.95 stereo.

CAPITOL—Expires April 30, 1963. Started March 4, 1963. For dealers, one Kingston Trio album at 62 cents with one at regular price, as part of Greenback Dollar Days promotion, which applies to all Kingston Trio LP's.

ANGEL—Expires April 30, 1963. Started March 1, 1963. Entire Angel catalog of orchestral stereo LP's, one free album for every two purchased. Plan goes under title "Angel Spring Stereo Bonus."

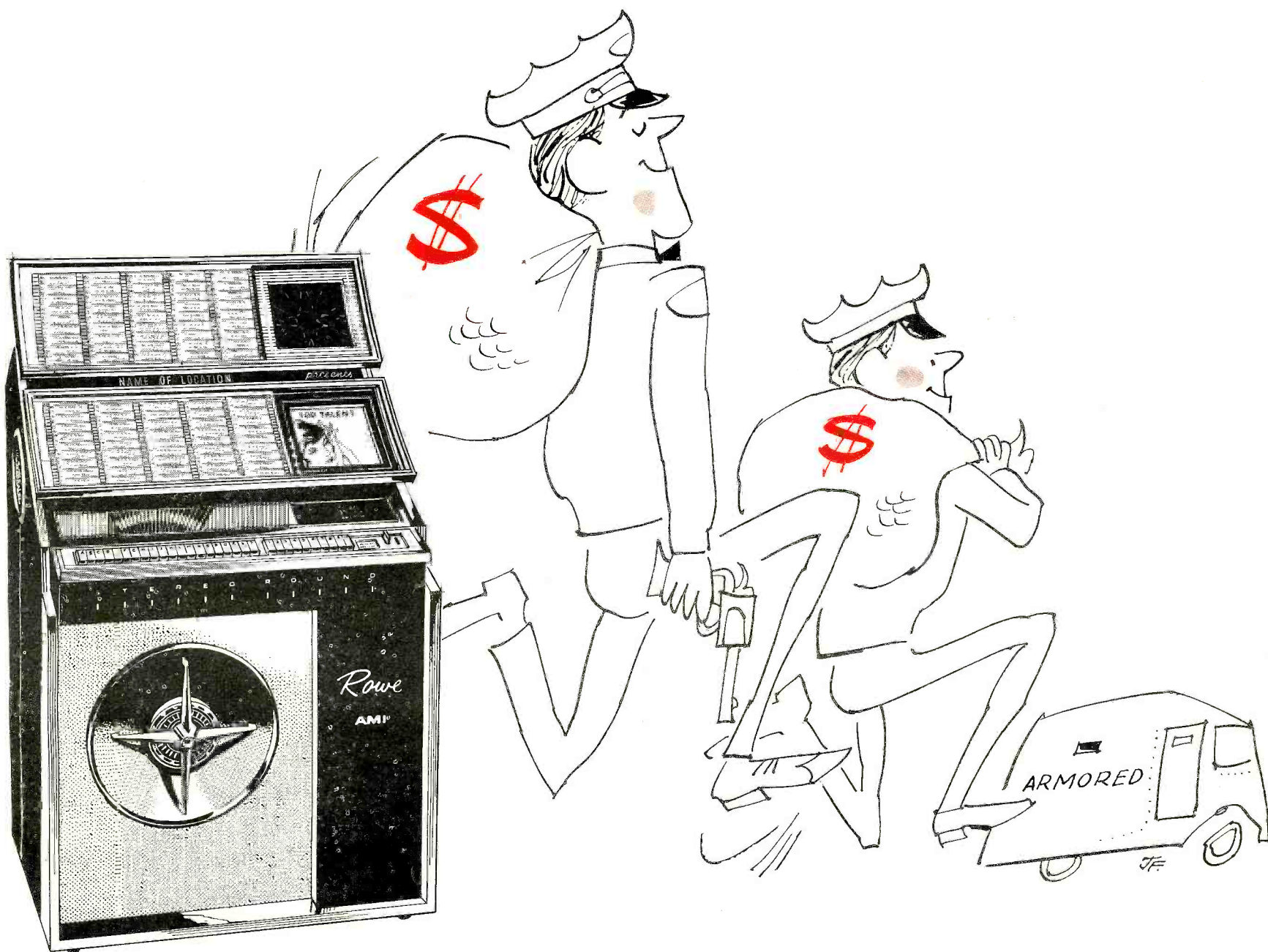
LIBERTY—Expires May 15, 1963. Started March 15, 1963. On three special albums new releases by the Ventures and Dave Carroll and repackaged set by the Marketts: Special 15 per cent discount, six-month deferred billing, full exchange privileges.



MOTOROLA CONSUMER PRODUCTS, INC., has designed what it calls a solution to the pilferage problem at the retail level. Pictured is a 24 by 34 inch display unit which employs a specialized friction tape for locking the portable radios in place, while still allowing customers to try out the sets. Only the dealer himself can unlock the self-locking mechanism on the new merchandiser board.

POLYMAX
PRESSINGS ADD A NEW SOUND DIMENSION
You can actually feel this exciting new clarity and presence and this mystery material is 100% Anti-Static
CREATED BY RESEARCH CRAFT CORPORATION
1011 NO. FULLER AVENUE LOS ANGELES 46, CALIF.

MONEY MACHINE



Some people call it a jukebox. Others call it a phonograph. If you want to get fancy, you can call it a music system, coin-operated.

Call the Rowe AMi coin-operated phonograph what you will, its first and last name is MONEY-MAKER.

That's because Rowe has *all* the features you need to make money in any location—and none of the features that limit play.

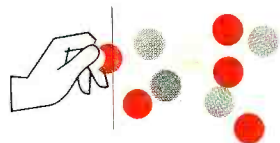
For example: Three-in-One (200, 160 or 100 selec-

tions) programming; self-contained Stereo Round;* full-width personalization panel; Top Talent Tune display that needs no "double" titles; light, color, motion—salesmanship, in other words; easy-to-read, easy-to-select titles; jumbo keyboard.

And, most important, a realistic price.

Your Rowe AMi Distributor can make it mighty easy for you to get your hands on these money-makers right now. See him soon for the full story.

*Pat. pend.



ROWE AC SERVICES

18 South Michigan Ave. Chicago 3, Ill.

ECM Door Ajar for U. S. Firms

MUNICH—A West German iconoclastic financier is offering U. S. coin machines a ready-made back door into the European Common Market.

Rudolf Muenemann has devised a formula literally permitting his American coin clients to lease their way into the trading supermarket. Muenemann will provide manufacturing facilities, office space and all necessary equipment for the client on a lease basis.

"We are negotiating with a number of American coin machine firms," Muenemann said.

"They all want to get into the European Common Market while the door is still open, but they are finding it is a very difficult undertaking—and getting more difficult all the time. Too many firms have the same ideas.

Straight Leasing

"We are offering, briefly, to relieve them of all the physical headaches connected with establishing their branch offices and subsidiaries in Europe. We will provide all their facilities on a straight leasing basis."

Although such industrial leasing

is a big industry alone in the U. S., it is relatively unknown in Europe. Muenemann is pioneering the field after extensive research in the U. S.

Heretofore, U. S. firms settling in Europe have had the sole option of buying an established firm, entering into a working arrangement or partnership with a European firm, or beginning from the ground up with establishment of a brand-new enterprise.

None of these alternatives has been entirely satisfactory. Few choice firms remain for sale; partnerships rarely work out well; and the establishment of a new company is complicated and expensive, especially where production facilities have to be constructed.

Physical Facilities

Muenemann's plan eliminates the problem of acquiring physical plant facilities and allows the U. S. client to concentrate entirely on the legal and technical aspects of opening a business on the Continent.

Muenemann has formed Muenemann Industrie-Anlagen, which will operate in the six European Economic Community countries plus Switzerland and Austria. As concerns U. S. coin machine clients, the German financier has assembled an advisory panel of trade experts. However, he says:

"The customer can practically write his own ticket with us. We will build industrial plant to his specifications and lease it to him at long range, which we understand to mean for

working on Cine-Box as a consultant for the past seven months. He said the operation of the machine is "quite compatible with juke box thinking."

He noted that as an example, a spool of film can be changed as easily as a record is changed on a juke box. "The American operator will find it comparatively simple to understand, operate and service," Ratajack said.

He noted that Cine-Box had been "well received in Europe" and that some of the income stories were "astounding."

The coin machine executive began his career as a credit and investment analyst for a private banking firm, later serving in the

(Continued on page 58)

Name Ratajack to Cine-Box Sales Job

CHICAGO — E. R. Ratajack, well-known juke box executive, announced last week that he is joining Estey Electronics, Inc., as sales head for the Cine-Box movie juke box.

The association was first rumored in last week's Billboard, following Estey's announcement that it had been licensed to manufacture and distribute the Italian coin-operated music-picture machine in the United States.

Since leaving the industry in 1962, Ratajack has been active as a private consultant for various coin machine firms. He has also headed Mark Tee Sales Company, sales representative firm.

Ratajack noted he had been

Seeburg Appoints Special Sales Reps

CHICAGO — The Seeburg Sales Corporation has appointed 11 new special sales representatives to complement the firm's nationwide demonstration program for the LP Console and Stereo Console.

The salesmen, who have completed a three-week training course at the Seeburg factory here, will work from the eight mobile LP Console Demonstration Studios (see cut) that are now in rotating service throughout the country.

Purpose of the program is to assist operators in selling the Seeburg programming concept to locations.

Each of the 11 salesmen will be assigned to a distributor territory. They will work from van-type bodies constructed on Ford truck chassis by the Pickwick Company, Cedar Rapids, Ia. Each unit has an interior decorated and designed as a music machine location, with the LP Console and Stereo Console installed.

Each mobile unit will have a crew of two or more. The men will visit locations with the local operator and explain the equipment and attempt to get more favorable commission arrangements.

The new salesmen are Sandy Feinglass, Frank Caruso, Marvin West, Thomas Higdon, Jay Byron, Martin Medina, Eugene Hussy, Martin Allen, John Anderson, Arthur McZier and Harry Gibson.

John Ford, Seeburg special representative supervisor, was in charge of the program, which included lectures given by various company executives on marketing, merchandising, distribution and distributor service.

Salesmen previously assigned

to mobile studios are Roy Gioconda, George Meyers, Jack Smith, Richard Knablin, Arthur

Dunham, James Phillips, Dave Connors, Joseph Kearns, Robert Moskow and Arnold Franklin.



SEEBURG MOBILE DEMONSTRATION STUDIOS

Britains Find Innkeepers Wet & Willing

By JOHN THOMPSON

LONDON—Rare is the opportunity for a new industry to find already assembled and eager the mass of key sales prospects it most wants to meet.

And rarer still must be the companion bonus of unlimited free libations of the best brands.

This happened to the United Kingdom coin-amusement trade at Earls Court, London, last week.

The result has been a "fantastic number" of closed deals and customer-invitations for six of the nation's prominent juke box and coin-amusement machine firms.

28,000 Attend

The occasion was the First Licensed Victuallers' Trade Fair. The show, host to tavern-keepers and club managers from all over the UK, clocked more than 28,000 through the turnstiles.

Booth space was sold out, and dozens of coin machine firms who wanted to exhibit were unable to do so.

Coin machine exhibitors included Ruffler & Walker, Ltd., Rock-Ola distributor; A. C. Automatic Services, Ltd.; Rowe-AMI, and Mar-Matic Sales, Ltd.; Symplay, Ltd.; Seeburg (G.B.), Ltd.; Automatic Canteen (G.B.), Ltd., and Bell-Fruit, Ltd. of Nottingham.

Nick Young, head of Juke Box Distributor, Ltd., and West End operator tied in with distributor Automatic Canteen, as did A. C. Automatic Services.

Explains Law

B. E. Arnold, a busy operator of Northolt, Middlesex, was on hand, not to exhibit, but to expound. Tradesters and locationeers alike later expressed appreciation of his role in spelling out to innkeeper visitors the gist of the revised Betting & Gam-

Coin Machine

OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING

EUROPEAN NEWS BRIEFS

Phonos for Poland

BONN—Signing of the new West German-Polish trade agreement has cleared the way for the first substantial phonograph shipments to Poland. The three-year pact, the largest trade agreement the two countries have ever had, makes possible annual shipments of 500 juke boxes to Poland, although this is the theoretical top limit and will not necessarily be reached. In general, the trade pact aims at expanding the volume of Bonn-Warsaw goods exchange and normalizing trading relations between the two countries.

Coin machines have been provided a niche in the agreement under the electro-mechanical category, and Bonn government trade experts say Poland has indicated interest in acquiring most of its coin machines from West Germany, because of the advantageous terms offered by the trade pact.

Monopoly Charges

WEST BERLIN—West Germany's Bundeskartellamt (Federal Cartel Office), the anti-trust agency of the Bonn government, still has pending a decision in the complaint brought by the Central Organization of German Coin Machine Operators (ZOA) against GEMA the German ASCAP organization. ZOA charges GEMA with "misusing its position as a monopoly."

GEMA said reports were incorrect that it had brought a counter-action against ZOA asking the federal anti-trust authorities to declare the operators organization a monopoly and subject it to federal regulation. GEMA said ZOA's charges that it is a monopoly and has misused its power thereto are refuted by the fact it was ZOA, not GEMA, which canceled its contract at the end of 1960, and that GEMA agreed to turn its royalty payment suit over to an arbitration court.

Ops Win Court Case

KARLSRUHE, West Germany — Phonograph operators have just won a major victory before the West German Supreme Court in their campaign to suppress unfair competition by television. The high court has ruled that protected plays and television dramas cannot be shown over television sets in German restaurants, cafes, and bars.

The court said the playwright, in sanctioning dramas for telecasting, has "given his performance right only to private individuals," meaning only to television set owners who view the production in their own homes.

In a test case against three Munich restaurant owners, it was held that they were luring customers to their premises illegally by showing several special television performances of protected dramatic works.

Film Boxes Acclaimed

HAMBURG — Some 100 Scopitone coin film boxes have been installed in West Germany, and the film phonograph is being acclaimed at all of the locations. The distributor, Helmut Rehbock Company, reports the demand currently outstrips the supply of Scopitones, which are produced in France.

The box offers a choice of 36 films. The per-play price is 25 cents. Three new films are distributed weekly. The box weighs 400 pounds and costs \$5,000. It offers the possibility of presenting film entertainment tailored to specific audiences in contrast to the mass audience of television and motion pictures. All films are in color and sound.

Bowler Riding High

BINGEN—The Bally Bowler is racking up points as West Germany's fastest selling new game. Riding the crest of Ger-

(Continued on page 58)

ing Act, 1961, as it affects them.

The statute, though lenient, has been a deterrent to many barmen otherwise inclined to install juke boxes and coin-amusement devices in their saloons.

Coin machine exhibitors reported thousands of contacts with pubs, clubs and catering houses which are still virgin territory to the UK coin trade. Literally more than 100,000 prospects for locations exist.

Symplay, Ltd., reports more than 70 Symphonie S100W wall box-type juke installations were sold at the show. The firm did as well on orders for fruit machines, said Rae Higgins, technical sales executive.

Symplay, Ltd., wound up its own booth week with more than 300 inquiries about juke and coin-amusement installations. Other coinmen fared as well.

Tavern keepers showed special

interest in the Symplay line of Derby and Joker penny-play machines.

Bell-Fruit reported finest exposure and interest in the wide range of its equipment, concentrated on manifesting from machines' abilities to adapt to the slotting of tokens, instead of coins. This is to comply with national laws about gambling machines in taverns, where jackpot delivery must buy kind, not cash.

Geoff Grange of Mar-Matic Sales, Ltd., was notably busy on the firm's Keeney and Jennings fruit machines.

John Henderson, General manager of Seeburg here, personally handled most demonstrations of the LP Console and Consolette.

John Shelley, divisional executive of Rowe-AMI, pitched in with Automatic Canteen's dis-

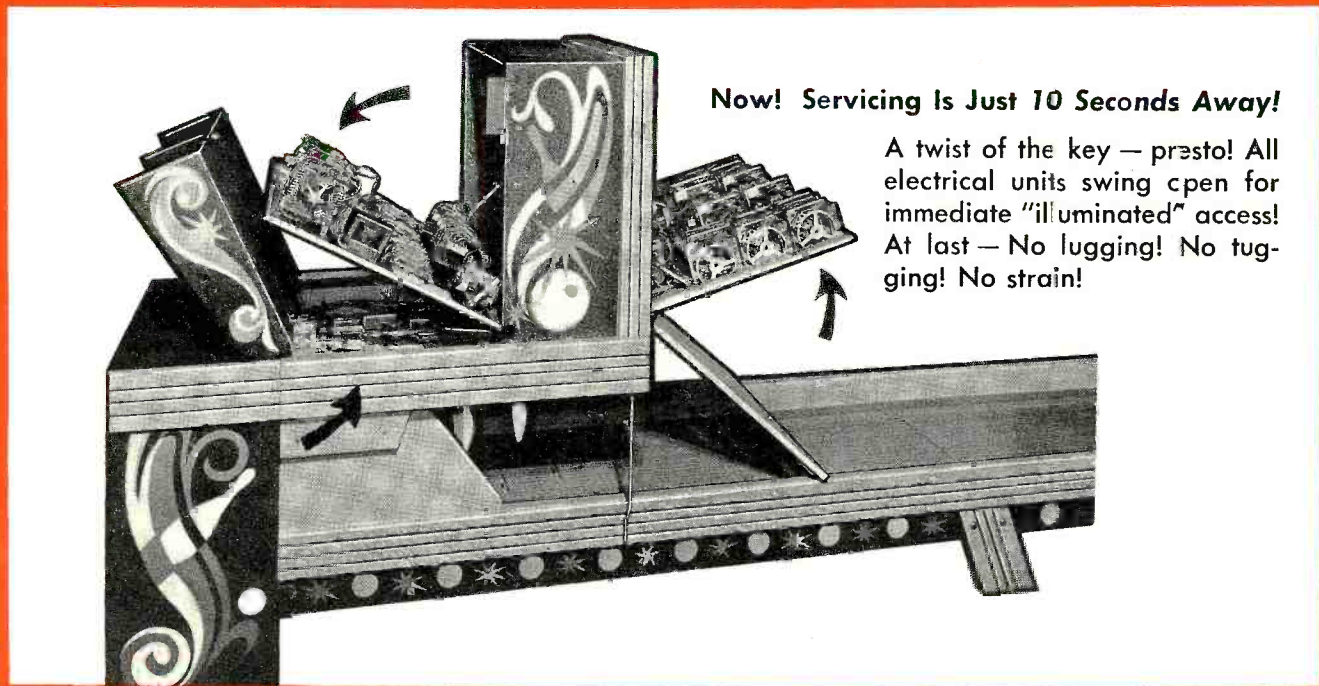
(Continued on page 58)

Today! **chicago coin** unveils the fabulous

'GRAND PRIZE'

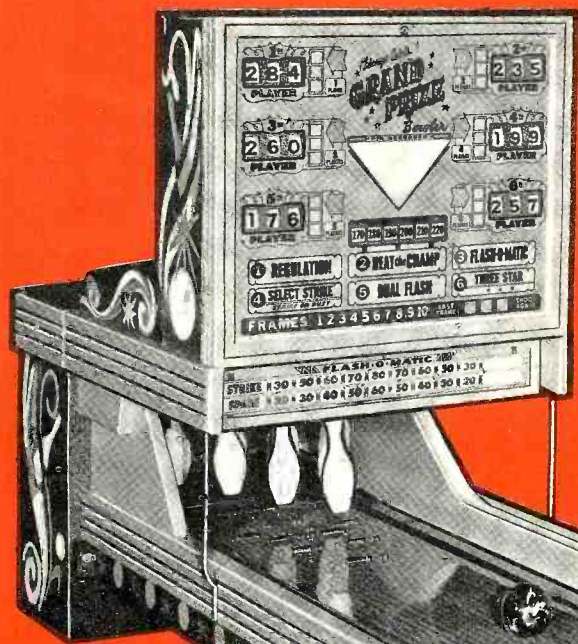
6 PLAYER BOWLING GAME

NEW! "SWING-AWAY"
Servicing — Provides
INSTANT ACCESS to
Interior Mechanism
without moving Game!



Now! Servicing Is Just 10 Seconds Away!

A twist of the key — presto! All electrical units swing open for immediate "illuminated" access! At last — No lugging! No tugging! No strain!



Plus SIX ACTION PACKED GAMES IN ONE

- **NEW SELECT STRIKE** — At the touch of a button, anytime during game, player can shoot for "Strike-or-bust"! Only **FIRST** ball counts! **DOUBLE** strike score if it's a strike — or just pin count from that one ball if it's a miss!

- **NEW BEAT-TH-CHAMP** — First ball lites up one of six "Champ" scores from 170 to 220 — posing exciting challenge to player's skill! Every new game flashes on another of the "Champ" scores to beat!

- **NEW DUAL FLASH** — Keeps final bonus score in doubt each frame, til **AFTER** 2nd ball has been bowled! Flash-o-matic scoreboard light **CONTINUES** traveling throughout entire turn!

- **NEW 3 STAR** — Stars lite up at random each turn — awarding player **SINGLE, DOUBLE** or **TRIPLE** bonus score for each strike — depending on number of stars aglow!

- **FLASH-O-MATIC** Scoring!

- **REGULATION** Scoring!

NEW FEATURES!

- **NEW! SUPER-QUIET, COMPLETELY CORK INSULATED, RUBBER-MOUNTED PLAYFIELD!** Now insulated throughout length of game!
- **NEW! "FREE-BACK" DESIGN NOW PERMITS ALL LOCATION INSTALLATION — IN CORNERS, AGAINST WALL!** "Swing-Away" servicing feature provides **INSTANT** access to interior mechanism without moving game!
- **NEW! POSITIVE BALL-RETURN RAMP!** Prevents ball from rolling off at any time!
- **NEW! NYLON GUTTER GUARD RAIL!** Prevents ball from marring game's side walls!
- **NEW! BEAUTIFUL COLOR HARMONY!** Authentic bowling colors of Charcoal Grey and Orange!
- **STEEL, PILFER-PROOF, SIDE-OPEN CASH BOX!**
- **AVAILABLE IN 13', 16' AND 21' LENGTHS!**
- **AVAILABLE IN 5c - 10c - 25c OR 50c MODELS!**

AVAILABLE
NOW ONLY
AT YOUR
CHICAGO COIN
DISTRIBUTOR!

- **NEW! RECESSED RUBBER SHIN GUARD!** Provides extra player protection at the approach line!

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

MUSIC MACHINE PROGRAMMING

DOUBLE-PLAY DISKS

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

CAN'T GET USED TO LOSING YOU
DAYS OF WINE AND ROSES
LET'S LIMBO SOME MORE
TWENTY MILES
I GOT WHAT I WANTED
DEARER THAN LIFE
I GOT A WOMAN
YOU DON'T LOVE ME ANYMORE (and I Can Tell)
THAT'S ALL
I'M IN LOVE AGAIN
MECCA
TEARDROP BY TEARDROP
A LOVE SHE CAN COUNT ON
I CAN TAKE A HINT
NANCY'S MINUET
(So It Was . . . So It Is) SO IT ALWAYS WILL BE

Recent

STEREO RELEASES

for Music Operators

SEEBURG ARTIST OF THE WEEK

DAVE BAILEY QUINTET—Two Feet in the Gutter Epic (Jazz Instrumental)

Comin' Home Baby, Pt. 1/Comin' Home Baby, Pt. 2 • Two Feet in the Gutter, Pt. 1/Two Feet in the Gutter, Pt. 2 • Shiny Stockings, Pt. 1/Shiny Stockings, Pt. 2 • Lady Iris B, Pt. 1/Lady Iris B, Pt. 2 • Coffee Walk, Pt. 1/Coffee Walk, Part 2.

All titles listed above are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 1564 Broadway, New York 36, N. Y.

Give Hot Ones an Extra Week

PHOENIX — Automatically leaving any record which shows exceptional play on the spindle for an extra week is an economical means of increasing collections on the phonograph routes operated by Seymour Berlitz in the Phoenix area.

Up until a few months ago, Berlitz habitually made a complete change every 10 days, amounting to from four to six records, according to the popularity of the location. With record costs up, however, and play definitely down, Berlitz decided to experiment with a bit longer collection life on popular numbers.

Now, the Arizona operator

keeps an extremely close eye on the play meter whenever he changes records, for numbers which have shown an exceptionally good play, and automatically extends them for at least a week, and possible two weeks. The platter may be a hit number, or a novelty or an old favorite.

Better Return

In any case, leaving it on the phonograph, and checking with the location owner to advise him that it has been retained will often show a better return for the extended time than replacing the record with a new lesser-known one will.

Of course, Berlitz admits, he

Game Rotation, Detailed Records Boosts Milwaukee Route Gross

By BENN OLLMAN

MILWAUKEE—Other coinmen may complain about lagging games receipts. But not Clarence Smith, Milwaukee Amusement Company. He claims games takes have held up well in recent months and are currently showing steady improvement.

Operator Smith attributes the healthy situation to one major factor: "We're working a little harder—moving our machines around to provide locations with a greater variety of equipment for their patrons to play.

"Years ago when money was spent more freely on amusement machines there was little need to shift equipment so frequently. But conditions have changed. Most of us have been leaving our machines in the same location too long. Then we complain about poor receipts on games."

According to Smith, a gratifying percentage of his locations have been rejuvenated, merely by bringing in a fresh game or two.

Need Not Be New

"They don't have to be brand-new games," said Smith. "A different type of used game, we have learned, will revive a location's interest in amusement machines.

"Gun games and baseball games help create fresh interest in some locations. And some stops seem to do best with group games permitting more than one player to get involved in competition. Most of our locations are neighborhood

taverns where the same clientele shows up day in and day out.

"We have to provide the patrons in these taverns with something new occasionally or they completely ignore the games."

Record Keeping

A system of accurate, detailed record keeping for each location is also partly responsible for the upward trend in Milwaukee Amusement Company's games department, Smith says.

The total receipts for each game and a breakdown of the location's commission and the company's take is recorded on a filing card. Smith and his route foreman regularly check this filing system. They can see at a glance the profile of a year's activity on each card.

"If we notice that a particular location's games receipts are dropping, we run a check on that spot's bar business. If we learn that their traffic is good, then we know a different game has to be installed. It is obvious to us that if enough people will patronize a location, the games will get their share of the action—provided the same games aren't kept there too long."

Moving Costs

What about the high costs of moving equipment around from one spot to another?

"It costs a lot more to keep a piece of games equipment idle in a location than to move it to a location where it will see some action," says Smith. "Let's fact it, to make money with games today, you'll have to get back in the moving business."

Wisconsin Ops Still Turning Out For Sessions

MADISON, Wis.—Operators all over the State continue to display keen interest in the early spring juke box and games service schools conducted by distributors.

A report from S. L. London Music Company indicates a hefty turnout March 12 in Madison, for its all-day Seeburg service session. The class was conducted by Seeburg service engineer, Chuck Gates.

On hand were the following coinmen: Jack Collins and Steve Feifer, Modern Specialty Company, Madison; Dick Heck, Phil DeSormeau and Jim Cunning-

(Continued on page 57)

R&B Disk Demand Big Among Milwaukee Ops

MILWAUKEE — Local operators are reportedly showing a stepped-up interest in programming r.&b. disks for their juke box locations.

According to Gordy Pelzek, Downtown Radio Doctors, "About 10 real solid r.&b. numbers are selling well to the operator trade right now. These are singles by r.&b. artists such as the Orlons, Dee Dee Sharp and Little Eva, who have racked up some sizable hits. These could for practical purposes be considered pop artists, as well as r.&b. performers."

At the Third Street Radio

Doctors outlet, the demand for r.&b. disks from juke box operators is rated stronger than it is

(Continued on page 52)

Cinebox in London Revives Old Stage & Music Tunes

By JOHN THOMPSON

LONDON — Cinebox, the Italian-made cinema-juke box, may be responsible for a revival of nostalgic stage and film musicals in the United Kingdom.

The machine is getting heavy play from British adults, despite the fact that available song

lyrics are sung in foreign languages. Now Film Box Equipment Company, Ltd., UK Cinebox distributor, feels that English language schmaltz tunes could boost the play even higher among adults.

Film-Gram, Ltd., a recently organized production company, has been signed up by Film Box to come up with the material.

Two of the oldies to be excerpted by Film-Gram, with British talent, are the Gershwin scores of "Lady Be Good" and "Summertime," reported Roger Proudlock, Film Box production head. "Kismet" and "Hawaiian War Chant" are slated for updated treatments. The latter will "lapse a little into the twist," the official said.

Vivian K e m b l e, one-time writer with the Rank Organization, is writer-producer of these memory lane film juke episodes.

Also producing changeover material for Film Box Equipment is the J. de Lane Lee Company, London.

"The over 50's in Britain are playing Cinebox nearly as much as the teen-agers," in certain locations, Proudlock said.

SILVER SPOTLIGHT SERIES

Designed Exclusively for JUKE BOX PROGRAMMING



America's Largest and Oldest ONE-STOP RECORD SERVICE!

45 RPM 60c

All LP's — Regular Distributor. Wholesale—Nothing Over.

SAME DAY SERVICE

THE MUSICAL SALES CO.

The Musical Sales Bldg. Baltimore 1, Maryland

BULK VENDING

NVA Meets With Industry at Top Form

CHICAGO — Daniel Tokowitz, candy merchandising veteran of some 30 years' experience, will be among key speakers at National Vendors' Association's annual convention, March 28-30, at Chicago's Sheraton Hotel.

The meeting marks what is undoubtedly the best year in bulk vending history. Sales are at an all-time high, and diversification, new products and new

outlets herald even greater expansion in years ahead.

The colorful NVA conclave is the bulk industry's big yearly show. Exhibits, business sessions, social events, not to mention constant off-the-cuff, informal meetings, are on the agenda.

This year, as always, bulk vending manufacturers and suppliers will bring out a host of new merchandise for the coming year.

Besides Tokowitz, speakers will include G. R. Schreiber, editor and publisher of Vend magazine, the major equipment vending industry's leading publication, discussing "The Image of Bulk Vending."

Donald Mitchell, NVA counsel, will discuss "Legislation, Past and Present," plus a treatment of new tax information

touching on expense account accounting and depreciation.

Milton T. Raynor, NVA counsel, will deliver an "Open Letter to the Industry."

A "Surprise Event" for the ladies will be held Saturday (30) following the regularly scheduled association luncheon. Sue Folz is in charge of the event.

Rolfe Lobell, convention chairman, will be in charge of a panel touching on such subjects as financing, securing new locations, commissions, service

vehicles and direct versus indirect operating.

Panel members will include Waldo Bolen, Northwestern president; Max Hurvich, Birmingham Vending Company; Paul Crisman, King & Company; Jack Nelson, King & Company, plus the following operators: Harry Bell, Irwin Gardner and Harry Frohman.

To date, some 23 exhibitors are slated to show merchandise. Numerous industry meetings will also be held in conjunction with

(Continued on page 56)

THE BIG TEN EPPY WAREHOUSES

ready to serve every operator from Coast to Coast at Low Factory Prices

LET THE BIG TEN SERVE YOUR NEEDS

The most complete bulk vending facilities available to satisfy all your vending needs.

ALL WAREHOUSES CARRY A COMPLETE STOCK OF CHARMS, RINGS, CAPSULES, VENDING MACHINES, GUM, NUTS, CANDY, VENDING PARTS.

BALTIMORE
CALVIN SALES CO., INC.
625 West North Ave.
Baltimore, Maryland
301 669-1499

BOSTON
NORTHWESTERN SALES & SERVICE
1194 Tremont Street
Boston, Mass.
615 HI 5-8935

CHICAGO
KING & COMPANY
2700 West Lake Street
Chicago, Illinois
312 KE 3-3302

CLEVELAND
RIDGE GUM CORP.
4328 Ridge Road
Cleveland, Ohio
216 SH 1-8255

LOS ANGELES
OPERATORS VENDING MACHINE SUPPLY CO.
1023 South Grand Avenue
Los Angeles, Calif.
213-RI 8-0131

NEW ORLEANS
SCHIRO VENDING SUPPLY
122 No. Carrollton Avenue
New Orleans, La.
504 482-1024

NEW YORK CITY
NORTHWESTERN SALES & SERVICE
446 West 36th Street
New York, N. Y.
212 LO 4-6467

OAKLAND
STANDARD VENDING MACHINE SUPPLY CO.
5215 East 12th Street
Oakland 1, Calif.
415 261-9037

PHILADELPHIA
RAKE COIN MACHINE EXCHANGE
609 Spring Garden Street
Philadelphia, Penna.
215 WA 5-2676

ST. LOUIS
SAMUEL J. PHILLIPS CO.
2950 Washington Blvd.
St. Louis, Missouri
314 OL 2-6015

CONTACT YOUR NEAREST BIG TEN WAREHOUSE TODAY

EPPY CHARMS INC.
91-15 144th Place, Jamaica 35, N.Y.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1/4 or 5/8	\$14.50
N.W. Deluxe, 1/2 or 5/8 Comb.	12.00
N.W. 10-Col. 1/4 Tab Gum Mach.	18.00
N.W. Model #33, 1/4 Porc. Converter for 100 ct. B.G.	6.50
ABT Guns	30.00
Mills 1/4 Tab Gum	12.00
Acorn 8 lb. Globe	10.50

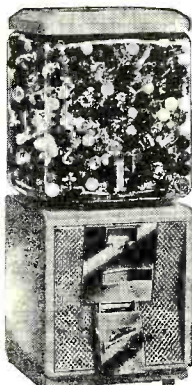
MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik, Red	.58
Cashew, Whole	.64
Cashew, Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.32
Rainbow Peanuts	.32
Bridge Mix	.32
Boston Baked Beans	.32
Jelly Beans	.30
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey-ets	.47

Rain-Bo Gum, 72 ct.	\$.32
Maltette, 100 ct., per 100	.35
Rain-Bo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Bo Ball Gum, 100 ct., 300 lb. minimum prepaid on all	.34
Rain-Bo Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the New *Northwestern* GOLDEN 60



This "all product" vendor is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

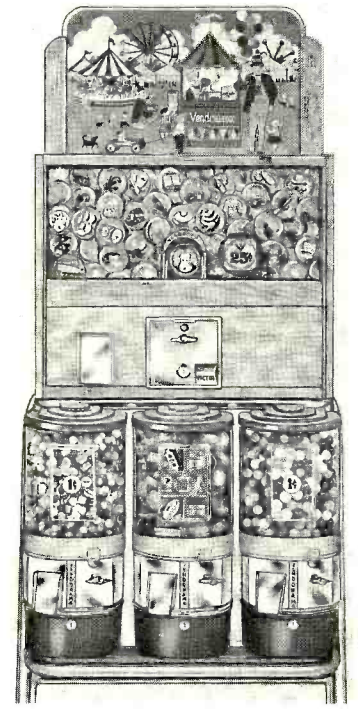
Available with 1c, 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

Victor's New V-2 Capsule To Be on View



V-2 CAPSULE VENDER

CHICAGO—Victor Vending Corporation is putting out a new V-2 capsule vender and an accompanying new V-2 two-inch capsule. Both will be shown for the first time at the forthcoming National Vendors' Association convention to be held here next week.

Harold Schaefer, Victor president, said the large size is dictated by the increased variety of products available through capsules. The firm's previous V-1 capsule was 1 1/4 inches in diameter.

The new vender is designed (Continued on page 52)

Northwestern SUPER SIXTY Capsule Vender*

The ultimate in quality Capsule Merchandising.

Vends any item which can be placed in a capsule.
5c, 10c and 25c.
*With QUICK-TACH at slight extra cost.

H. B. HUTCHINSON, JR.
1784 N. Decatur Rd., N. E., Atlanta 7, Ga.
Phone: DRake 7-4300

VISIT US AT OUR SUITE

in the Sheraton, Chicago

During the N.V.A. Convention

LOOK! All These Features . . .

1. Engineered for coins of any country, up to size of large English penny or U. S. 50c.
2. YEARS AHEAD STYLING—Demanded by Chain Stores.
3. Compact, practical—Smallest floor space with greatest earnings. Mark 1's fasten neatly together, forming a battery of any size.
4. THE FINEST MATERIALS—Without comparison for time, weather, and usage resistance.
5. BUILT FOR BUSINESS—Corner locks eliminating water seepage, corner protection pipes, out-of-view wheels, and innumerable other exclusive features are reasons why Beaver is the world's largest selling bulk vender.
6. SIMPLE—Ready-filled jars with labels or displays speed up servicing. Chain Store managers who fill their own machines will find it easy—even if they know nothing about vendors.
7. SANITARY—Jars come filled, labeled, and clinic clean.
8. SWIFT—Ready-filled quick-change jars cut service time way down and practically eliminate shop work with no more filling, applying decals, washing globes, etc.
9. The empty jars themselves will be in great demand by storekeepers, his friends, and his customers for cookie jar or display jars.

Truly . . . the Disposable Jar used in conjunction with the BEAVER MARK I opens up "A New Frontier in Bulk Vending"

Distributorships Available Throughout the World
Address All Inquiries To:

BEAVER INTERNATIONAL
1415 LAWRENCE AVE. W. TORONTO 15, ONTARIO

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.

NAME.....
COMPANY.....
ADDRESS.....
CITY.....

Fill in coupon, clip and mail to:
BITTERMAN & SON
Member National Vending Machine Distributors, Inc.
4711 E. 27th St. Kansas City 27, Mo.
Phone: WA 3-3900

We handle complete line of machines, parts & supplies.



GUGGENHEIM'S GOT IT!

MORE WAREHOUSES!

11 warehouses from coast to coast for your greater convenience.

MORE SAVINGS!

Low factory prices at all warehouses save you money and time.

MORE NEW CHARMS!

33 new items are being released at the NVA show—and more to follow.

SEE US AT THE
NVA SHOW
BOOTH 110
or contact your nearest warehouse

- BALTIMORE**
Parkway Machine Corp.
715 Ensor St.
Baltimore, Md.
301 EA 7-1021
- BOSTON**
Northwestern Sales & Service
1194 Tremont St.
Boston 20, Mass.
615 HI 5-8935
- CHICAGO**
King & Co.
2700 West Lake St.
Chicago 12, Ill.
312 KE 3-3302
- CLEVELAND**
Ridge Gum Corp.
4324 Ridge Road
Cleveland 9, Ohio
216 SH 1-8255
- DALLAS**
Graff Vending Supply Co., Inc.
2817 West Davis
Dallas, Texas
214 FE 9-8356
- HOUSTON**
Star Vending Supply Co.
6327 Calhoun Road
Houston, Texas
713 RI 7-9823
- KANSAS CITY**
Bitterman & Son
4711 E. 27th
Kansas City 27, Mo.
816 WA 3-3900
- LOS ANGELES**
Operators Vending Machine Supply Company
1023 S. Grand Ave.
Los Angeles 15, Calif.
213 RI 8-0131
- NEW YORK**
Northwestern Sales & Service Co.
446 West 34th St.
New York 18, N.Y.
212 LO 4-4667
- OAKLAND**
Standard Vending Machine Supply Company
5215 East 12th St.
Oakland 1, Calif.
415 261-9037
- PHILADELPHIA**
Rake Coin Machine Exchange
609 Spring Garden St.
Philadelphia 23, Pa.
15 WA 5-2675

For a full line of Karl Guggenheim, Inc., Charms, Rings and Capsules; for machines, parts, gum, stands and supplies; contact your nearest Karl Guggenheim, Inc., warehouse.

KARL GUGGENHEIM, Inc.
159-07 Archer Avenue
P. O. Box 510, Jamaica 31, N. Y.
Telephone: 212 RE 9-5433

Barred by NVA—Beaver

TORONTO — Ken McPhail, president of Beaver Casting & Vending Supply, Ltd. (bulk vending machine manufacturer) and Vend-Craft Gum, Ltd. (ball gum manufacturer) this week charged that the National Vendors Association had barred his firms from membership in the

trade group without just cause. Ironically, both McPhail and his sales manager, Dick Rollins, are members of the NVA board of directors.

Several months ago McPhail had sent in membership applications for the two firms—each accompanied with a check for \$375. On February 18 the two firms received identical letters from Don Mitchell, NVA counsel.

Turned Down

The letter said that the membership applications had been turned down, but that Roger Folz, NVA president, would see a review of the refusals at the NVA board meeting at the Chicago-Sheraton Hotel Wednesday (27) evening.

McPhail said that he wanted exhibit space for both firms at the NVA trade show, which opens in the Chicago-Sheraton the day after the board meeting.

He charged that notice on the eve of the convention was hardly sufficient time for him to bring in equipment from Toronto.

McPhail said that he has en-

gaged rooms at the Chicago-Sheraton during the course of the convention and that Beaver and Vend-Craft equipment will be shown to operators.

Open Appeal

In an open appeal to the NVA membership McPhail made the following statement:

"Beaver Casting & Vending Supply, Ltd., and Vend-Craft Gum, Ltd., wish it to be known that they support the National Vendors Association and have made proper application for membership. The application has not been approved by the committee. There has been no explanatory cause given.

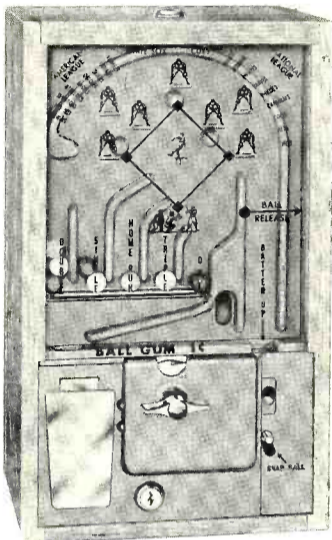
"This move obviously precludes (both firms) from displaying their products at the National Vendors Trade Show in Chicago, March 27-31.

"Does the National Vendors Association exercise democratic principles when it seeks to bar from membership and from exhibiting the products of (both firms)?"

"It is incredible in this enlightened day and age that the

(Continued on page 57)

King Vender Gives Gum & A Ball Game



HOLD-A-BALL VENDER

CHICAGO — Customers can play baseball while they're getting a ball of gum in King & Company's new Hold-A-Ball gum vender to be introduced to the trade at this week's National Vendors Association convention here.

After a penny is inserted, a ball of gum can be shot by the customer into the playfield, dropping into chutes designated

(Continued on page 57)

For Added Income

HARMON AMCO HANDY POCKET COMB VENDOR

Delivers a Quality Comb for 10c

Provides a needed service and fits in well on location with other vendors.

PRICE OF MACHINE
10¢ Operation
1 to 2 machines... \$26.40
2 machines & up... 21.40

COMBS AVAILABLE
Write for Prices

Prices quoted are net F.O.B. Brooklyn. Deposit required with order, balance C.O.D.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

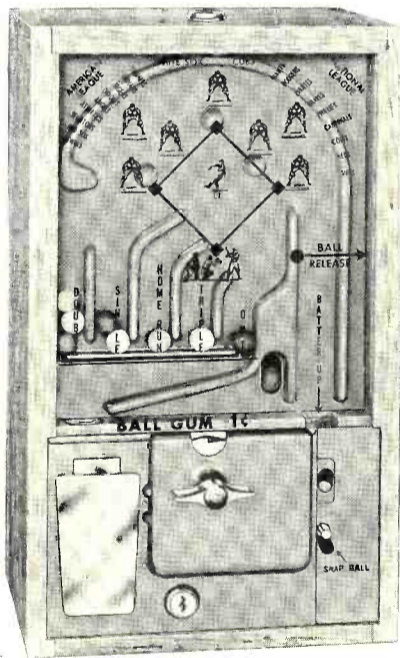
J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
President 2-2900

HOLD-A-BALL GUM VENDOR

Lets Kids Have Fun With Every Ball of Gum



FAST PLAY BIG PROFITS

Kids will love it... Operators will love it! Kids will stand in line waiting to drop pennies into this exciting and colorful vendor which delivers a ball of gum with every pitch... and every penny.

Attractive front shows 20 American and National League ball clubs.

Here's How This Revolutionary Vendor Works:

1. Penny is inserted.
2. Lever is pulled. Up comes a ball of gum onto simulated baseball diamond.
3. Special shelf holds ball of gum in proper slot labeled double, single, home run, triple and out.
4. Depending on number of pennies inserted, player can complete one half inning or three outs.
5. One or more balls of gum can be released by player after each game is completed.

- Holds 10 lbs. of 210-count ball gum
- Vendor takes in \$21.00 when empty
- Display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 15" high, 8 3/4" wide, 7" deep

PRICE ONLY
\$29.50
each

Packed and Sold One Machine to the carton. F.O.B. Factory.

Player gets one ball of gum for each penny inserted

CALL, WRITE OR WIRE TODAY!

KING & CO.

2700 W. Lake Street

Chicago 12, Ill.

Phone: KE 3-3302

VENDORAMA®

V2 Capsule Vendor



New V2 Capsule shown above. See Victor Vending Corp. ad which shows this capsule in actual size.

Be sure to visit Victor Vending Corp. Booth at N.V.A. Convention, Sheraton Hotel, Chicago, March 27-30.

If you're not able to attend N.V.A. Convention, please write today for full information on the new V2 Capsule and Vendorama Capsule Vendor which holds 200 25c or 50c V2 Capsules.

LOGAN DISTRIBUTING CO.

1850 W. DIVISION ST. CHICAGO 22, ILL.

VENDORAMA® V2 CAPSULE VENDOR



New V2 Capsule shown actual size.
Registered U. S. Patent Office.

See Victor's new 25c & 50c Capsule Vendor at the N.V.A. Convention, Sheraton Hotel, Chicago, March 27-30.

If you're unable to attend the N.V.A. Convention, please write today for full information on the new V2 Capsule and Vendorama V2 Capsule Vendor.

VICTOR VENDING CORP.

5711 W. GRAND AVENUE CHICAGO 39, ILL.

CONVENTION EVENTS

Tuesday, March 26

Northwestern Distributor Meeting.

Wednesday, March 27

Leaf Brands distributor breakfast.
Eppy Charms, Inc., distributor luncheon.
Evening—Convention registration begins.
8:30 p.m.—NVA board meeting.

Thursday, March 28

10 a.m. to 6 p.m.—Exhibit open.
National Coin Machine Distributors' Association luncheon.
Karl Guggenheim, Inc., distributor dinner.
Evening—Hospitality suites open.

Friday, March 29

10 a.m. to 6 p.m.—Exhibits open.
12:30—Luncheon meeting sponsored by NVA. Speakers include: Milton T. Raynor, NVA Counsel; Daniel Tokowitz, Goldblatt candy buyer; Taxation Speaker (name to be announced), and Panel: Waldo Bolen, Northwestern Corporation; Max Hurvich, Birmingham Vending; Paul Crisman, King and Company; Jack Nelson, Logan Distributing Company; Harry Bell, Chicago operator; Irwin Gardner, Louisville, Ky., operator, and Harry Frohman, Charlotte, N. C., operator.
Discussion to cover "Five Key Points of Modern Vending," including: (1) Financing; (2) securing new locations; (3) commissions and values; (4) changes in service vehicles; (5) direct vs. indirect operating.
8:30 p.m.—Cocktail party and mixer on exhibit floor.

Saturday, March 30

10 a.m. to 6 p.m.—Exhibit open.
12:30—Luncheon meeting sponsored by NVA. Speakers include: G. R. Schreiber, editor, Vend Magazine; Donald Mitchell, NVA counsel. Other events: Election of officers, and awarding of special plaques to honored members.
4 p.m.—Drawing for new car donated by Paul A. Price.
Evening—A Night in Old Chicago, banquet sponsored by NVA with drawing for special prizes.

Sunday, March 31

United Vending Corporation distributor breakfast.

Charity Fund Vend Group to Meet in Chi

LOS ANGELES — Between 25 to 30 distributors and members of the board of directors of United Vending Corporation's program in conjunction with the fund for retarded children will attend the annual breakfast Sunday (31) in the Lake Superior Room of the Chicago-Sheraton Hotel, Herb Goldstein, national director of the corporation, said.

Attending with the distributors and directors will be their wives, in the city for the National Vending Association convention. Directors are Lee Smith, director and founder, Charlotte, N. C.; Jack Thompson, Charlotte, N. C.; Bert Fraga, Oakland, Calif., and Sid Bloom and Sam Weitzman, Los Angeles.

VICTOR VICTIM OF 40G FIRE

CHICAGO — Production was temporarily interrupted at Victor Vending Corporation here last week when fire from an adjoining warehouse spread to Victor's plant causing some \$40,000 worth of damage. Harold Schaefer, Victor president, said that work would resume by week's end.

when answering ads . . .

Say You Saw It in
Billboard

BIG SAVINGS on BALL AND VENDING GUMS

SAME FINE FLAVORS, CENTERS AND COATING

Direct Low Factory Prices

Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size . . .	28 1/2¢ lb.
Chicle Ball Gum, 130 ct. . .	36 1/2¢ lb.
Clor-o-Vend Ball Gum . . .	41 1/2¢ lb.
Clor-o-Vend Chicks, 320 ct. . .	41 1/2¢ lb.
Chicle Chicks, 320 & 520 ct. . .	37 1/2¢ lb.
Bubble Chicks, 320 & 520 ct. . .	29 1/2¢ lb.
Tab (short stick), 100 ct. . .	38¢ box
5-Stick Gum, 100 packs . . .	\$1.90
F.O.B. Factory 150 lb. lots.	

AMERICAN CHEWING PRODUCTS
38 years of manufacturing experience
4th & Mt. Pleasant • Newark 4 N. J.

SEE US AT THE N.V.A. CONVENTION in Chicago

for the greatest line of surprises, novelties and gimmicks in the vending industry.

PAUL A. PRICE CO., INC.
55 Leonard St., New York 13, N.Y.
Cortland 7-5147-8

PRINCESS RINGS
Adjustable Metal Rings
Genuine Reproductions of Stone Rings
Only \$13.50 per M for 5 M

Write for low prices on other feature items.
Send \$2.25 for a sample gross of PRINCESS RINGS.

PENNY KING COMPANY 2538 Mission Street
Pittsburgh 3, Pa.

GO MODERN! SAVE TIME! SAVE MONEY!
DISPLAY PROPERLY FOR ACTION!

10¢ MAGIC 10¢ JEWELRY

IF DISPLAY PERFECT, FAST FRONTING WITH THESE SKIN-PACKED AND PRINTED DISPLAY CARDS.

RINGS RINGS RINGS!

A capsule that is sure-locking, different, new... BEST! Colorfully tinted in transparent hues of: Blue, Red, Green and Amber plastic.

See you at NVA Show.

PLASTIC PROCESSES INC., 83 HANSE AVE., FREEPORT, N.Y.

NVA EXHIBITORS

Arrow Manufacturing Co.
Atlas Manufacturing Co.
Blind Sponsored Enterprises
Billboard
CSCO Charms
Eppy Charms, Inc.
Fun Time Charms
(L. M. Becker)
Goliath Specialties
Green Duck Mfg. Co.
Karl Guggenheim, Inc.
Gold Medal Products, Inc.

King & Co.
Kramer Gum Co.
Leaf Brands
Northwestern Corp.
Oak Manufacturing Co.
Oak Sales of Florida (charms)
Penny King Co.
Plastic Processes, Inc.
Paul A. Price Co., Inc.
Tele-Control Co.
Vend
Victor Vending Corp.

KING KOIN WILL SEE YOU AT THE NBVA SHOW!



Hal Probasco of Harby Industries will be at the Chicago Sheraton, March 28-30 to invite you to a private showing of the ALL NEW KING KOIN bulk vender!

CHECK KING KOIN'S NEW AND EXCLUSIVE FEATURES!

FULL CHROME AND PORCELAIN EXTERIOR	NEW COIN MECHANISM PRICED RIGHT— NO EXTRAS TO BUY
STRAIGHT WALL PLASTIC CASE	

KING KOIN WILL SEE YOU THERE!

Harby Industries, 14753 Arminta, Van Nuys, Calif.

Funtime Charms Company Acquired by L. M. Becker

BRILLION, Wis. — Funtime Charms Company, St. Louis, has been taken over by L. M. Becker Company, Brillion, Wis., the firm which originally sold its Ringmaster charm interests to Funtime late last year.

Al Stein, who has been operating Funtime, will continue to service premium accounts for

L. M. Becker. However, Stein will no longer sell charms to the vending trade.

Under a new policy adopted by Lyle M. Becker, head of the firm bearing his name, all Funtime charms will be sold from four warehouses: Graff Vending, Dallas; Standard Vending, Oakland; H. B. Hutchinson, Atlanta, and Logan Distributing, Chicago.

The Funtime warehouse in St. Louis will be closed. Premium accounts will be handled directly in Brillion, Wis.

Under the new Funtime warehousing set-up, orders can be sent to Funtime in Brillion, but shipping and billing will be done by one of the four warehouses.

Funtime is scheduled to exhibit its full line at this year's National Vendors' Association convention to be held in Chicago's Sheraton Hotel, March 28-30. Lyle M. Becker will be on hand.

Guggenheim Will Show 33 New Releases

CHICAGO — Karl Guggenheim, Jamaica, N. Y., charm manufacturer, will release 33 new items at the NVA show here, including ball gum and charm merchandise, capsule products and items suitable for Rocket vending.

The releases will include six assortments of imported rings and seven domestic ring items, including Moonstone, Pearl Cluster, Pearl Set, Dazzle, Gem Set, Signet Assortment and Skull with Jewel Eyes.

Other charms include Beer Mugs, Brides and Grooms, Cameras, Plastic Compasses, Double Puzzle Balls, Imported Feature Charm Assortment, 25 assorted Play Foods, Hour Glasses, Folding Magnifying Glasses, Ships in

Bottles, Shoe Houses, Skeletons in Coffins, six assorted Working Tools and Wowie Whistles.

Filled capsule items include various ring mixes, Magic Magnets, Off Hands, Whirley Bird Whistles, several assortments of filled capsules are also available for operators who prefer not to run a solid item. Machine front displays are available for all capsule items.

Coan Names Jack Davis



JACK DAVIS

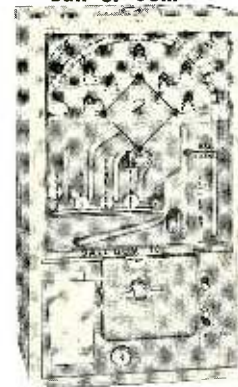
MADISON, Wis.—Coan Manufacturing Company, producer of the U-Select-It line of vending equipment, last week named Jack Davis general sales manager.

Davis will report directly to Coan President Robert Morris and will assume his post May 1. The new Coan executive leaves a 10-year association with Vend, sister publication of Billboard, covering the major equipment vending field.

Before joining Vend, Davis spent five years with Pittsburgh Plate Glass Company as Midwestern sales representative. He'll reside with his family in Madison.

HOLD-A-BALL GUM VENDOR

Lets Kids Have Fun With Every Ball of Gum



KIDS WILL LOVE IT . . . OPERATORS WILL LOVE IT

- Holds 10 lbs. of 210-count ball gum
- Vendor takes in \$21.00 when empty
- Display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 15" high, 8 3/4" wide, 7" deep

Price Only \$29.50 each

Packed and Sold One Machine to the Carton. SEE US, OR WRITE US . . . TODAY!

NORTHWESTERN
SALES AND SERVICE CO.
MOE MANDELL

446 W. 36th St., New York 18, N. Y.
1ONGacre 4-6467



Northwestern HEADQUARTERS

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2029 Prospect Ave. Cleveland 15, Ohio
Phone: TOWer 1-6715

SEE THE COMPLETE LINE OF NORTHWESTERN VENDERS AT THE N.V.A. CONVENTION OR AT YOUR NEAREST DISTRIBUTOR

SERVICE

75-100
MACHINES A DAY
Northwestern
60 BULK VENDER

Northwestern equipment operators tell us that under ideal conditions it's possible to service as many as 100 Northwestern 60's a day.

Here's why:

- The 60 vends just about any bulk article you can name, from Spanish peanuts to capsules. Converting the machine from one kind of merchandise to another takes only seconds.
- Choice of coin mechanisms: 1¢, 5¢, 10¢, 25¢, 3 for 5¢, and combination of 1¢ and 5¢.
- The interchangeable service units make it possible for you to load service units in your shop, then exchange them on location in a matter of seconds!
- The 60 works! Like other Northwestern models, it lives up to a long reputation of dependability.
- Whether your operation is in Hong Kong or NYC, a Northwestern distributor is ready to service you immediately with machines, parts, and supplies.

Spend less time and show a greater profit with Northwestern 60's.

NORTHWESTERN DISTRIBUTORS

Acme Vending Machine Co.
1696 W. Washington Blvd.
Los Angeles 7, Calif.
Birmingham Vending Co.
540 Second Ave., North
Birmingham, Ala.
Bitterman & Son
4711 E. 27th St.
Kansas City 27, Mo.
Cleveland Coin Machine
Exch.
2025-29 Prospect Ave.
Cleveland 15, Ohio
Cleveland Coin Machine
Exch.
1827 Adams St.
Toledo, Ohio
Graff Vending Supply Co.
2817 West Davis
Dallas, Tex.
H. B. Hutchinson
1784 N. Decatur Rd., N.E.
Atlanta 7, Ga.

King & Co.
2700 West Lake St.
Chicago 12, Ill.
Laniel Amusement, Inc.
151 Rockland Ave.
Montreal 16, Quebec, Can.
Northwestern Sales & Serv.
1194 Tremont St.
Boston 20, Mass.
Northwestern Sales & Serv.
446 West 36th St.
New York 18, N. Y.
Parkway Machine Corp.
715 Ensor St.
Baltimore, Md.
Peanut Products Co.
801 Second Ave.
Des Moines, Iowa
Rohr Sales Co.
9854 12th St.
Detroit, Mich.

Sidmor Vending Co.
2137 Fifth Ave.
Pittsburgh, Penn.
Standard Vending Machine
Supply Co.
5215 E. 12th St.
Oakland 1, Calif.
Star Vending Co.
510 W. Fourth Ave.
Denver 23, Colo.
Star Vending Supply Co.
6327 Calhoun Rd.
Houston 21, Tex.
Veeco Sales Co.
2124 Market St.
Philadelphia, Penn.
Vendall Distbg. Co., Inc.
1820 East 38th St.
Minneapolis, Minn.
Vendors Dist. Co.
682 Madison Ave.
Memphis 3, Tenn.

The Northwestern CORPORATION

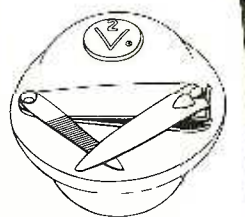
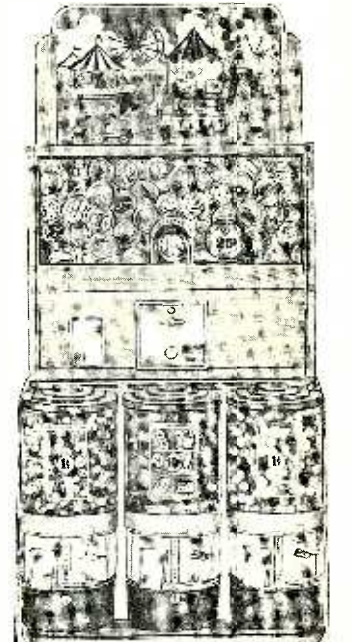
2335 EAST ARMSTRONG STREET

MORRIS, ILLINOIS

VENDORAMA®

V2

Capsule Vendor



New V2 Capsule shown above. See Victor Vending Corp. ad which shows this capsule in actual size.

Be sure to visit Victor Vending Corp. Booth at N.V.A. Convention, Sheraton Hotel, Chicago, March 27-30.

If you're not able to attend N.V.A. Convention, please write today for full information on the new V2 Capsule and Vendorama Capsule Vendor which holds 200 25c or 50c V2 Capsules.

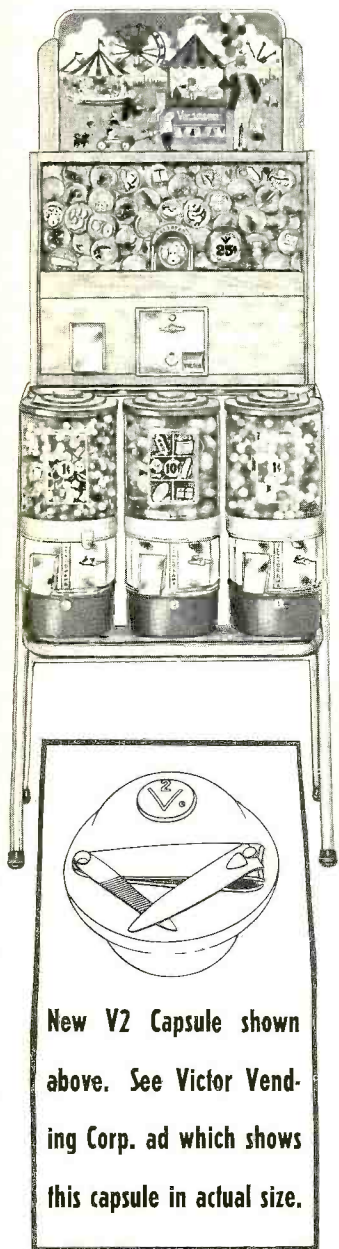
GRAFF

VENDING SUPPLY CO., INC.

DALLAS, TEXAS
2817 W. DAVIS STREET

VENDORAMA®

V2 Capsule Vendor



New V2 Capsule shown above. See Victor Vending Corp. ad which shows this capsule in actual size.

Be sure to visit Victor Vending Corp. Booth at N.V.A. Convention, Sheraton Hotel, Chicago, March 27-30.

If you're not able to attend N.V.A. Convention, please write today for full information on the new V2 Capsule and Vendorama Capsule Vendor which holds 200 25c or 50c V2 Capsules.

H. B. HUTCHINSON JR.
Atlanta 7, Georgia
1784 N. Decatur Road, N.E.

Dallas Men Buy Graff

DALLAS — Graff Vending Company here, one of the nation's largest bulk vending distributorships, has been sold to a group of prominent Dallas investors.

Everett Graff, former owner and founder, will retain a "substantial financial interest," and will "help guide the new firm's policies and program."

Paul Guynes, veteran Graff official, has been named chief executive officer of the firm. No personnel changes are contemplated by the group.

Graff said the move was dictated by the firm's desire for more capital to take advantage of its "tremendous growth potential." Purchasers include: W. T. Overton, investor and real estate operator; Tom Leachman, real estate; William H. Bowen, investor, and W. M. McCarthy, Murchison Brothers of Dallas. The four, together with Graff and Guynes, will constitute the



EVERETT GRAFF



PAUL GUYNES

management committee of the organization.

Guynes predicted that Graff Vending will continue its vigorous sales growth.

Graff attributed much of his past success to hard work and the efforts of a couple of co-workers, Guynes and his brother, Robert L. Graff.

Bulk Machines on Self-Service Shelving Pays Off for Barsa

STERLING, Colo. — Arthur Barsa, local bulk vending operator, has found an unusual and highly profitable extra location for ball gum machines.

In addition to the usual sidewalk and store-entrance spots

R.&B. Disk Demand

Continued from page 47

for the parent downtown store. "We get the r.&b. action earlier here," explains Jerry Glassman, "because we specialize in that type of material. Operators who have a lot of r.&b. stops to cover come here first."

According to Glassman, these are some of the front-running new releases being put on the area's r.&b. juke box locations: "Spring" by a new vocal group, the Birdlegs, on Cuca Records; Jackie Wilson's "Baby Workout," b.w. "Going Crazy," on Brunswick; "The Bird," Dee Dee Sharp, Cameo; "Ain't No Big Thing," Van McCoy, Rockaway, and a couple of new Decca releases: "Still," Bill Anderson, and the Earl Grant instrumental, "Yessiree."

Over at the bustling Record City one-stop, operators show a moderate interest in r.&b. music. "We don't get much demand here for the brand-new r.&b. stuff," Gene Geier says. "But there is often a very thin line separating pops and r.&b. records."

The No. 1 operator item at Record City currently is Bobby Vinton's "Over the Mountain," Epic. Also big are Steve Lawrence's "Don't Be Afraid," Columbia; "If I Never Get to Heaven," Kathy Dee, B-W; Chubby Checker's "Let's Limbo Some More," and the new Nat King Cole, "All Over the World," on Capitol.

Victor Vender

Continued from page 48

to vend at 25 cents and 50 cents. It has a standard Victor oak cabinet and glass front. A built-in merchandise display case shows off the products. The vender holds 200 capsules and measures 22 inches wide, 18 inches high and 12 inches deep.

The vender is designed to fit across the top of the standard Victor stand. Price is \$49.50. Capsule prices have not been set as yet.

in large retail stores, Barsa has made arrangements with many hardware and variety stores to space small four-pound machines along open self-service shelving, where they get far more attention because they break up routine line-up of merchandise. Barsa may have 10 or more ball gum units, perched on the shelving in the toy department, in the tool section, in a housewares and kitchen gadget display, on the top shelf of the boat gondola, and even among pots and

pans, in the front of the store.

Serviceable Equipment

All of these are small, elderly, but still serviceable machines which Barsa feels inadequate to meet the demand in ordinary high-traffic locations. Placed on the shelving, in a hardware store, for example, they offer a welcome, convenient spot for gratifying a sweet tooth, as customers shop along the aisles.

Not once has a store owner refused to permit the small ball gum venders on the shelving, even where they felt that space was more or less critical.

Store owners usually regard the ball gum as an extra service, and they know that most customers in search of a small item on a shelf usually have several pennies in change along with them.

ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

Blow Bubbles into Dollars

with **LEAF** **Rain-Blo** **BALL GUM**

Flavors that last longer . . . Brilliant colors that never fade . . . A proven favorite the world over.

Look to LEAF for leadership in gum and candy specialties . . . for established favorites that keep repeating . . . for new, exciting products that sparkle the imagination and ring cash registers.

Quality Confections Since 1921

LEAF

LEAF BRANDS INC. Chicago, U.S.A.

VISIT OUR BOOTHS #111 and 112 AT THE SHERATON CHICAGO, MARCH 28th to 30th

FOR SALE—USED

- VICTOR TOPPER DELUXE, 1c. \$ 9.00
- ACORN, 8 Lb., S.A.W., 1c. . . . 9.00
- VICTOR PEN MACHINES, 10c. . . 14.00
- ABBY TRADING CARDS, 5c (3 Column) 13.00
- ABBY TRADING CARDS (New) 5c (2 Column) 13.00
- (All Good Condition)
- BASEBALL CARDS—
- ALL TIME GREATS \$.50 M
- BASEBALL CARDS—
- TED WILLIAMS35 M
- (Minimum 100 M)
- FOB—Oceanside, New York
- FOLZ VENDING CO., INC.**
- Box 8, Oceanside, N. Y.

RECONDITIONED & REFINISHED VENDORS

- N.W. Model 49, 1¢ or 5¢ Bulk. \$13.50
- N.W. Model 49, 1¢ B/G 13.50
- Silver King 1¢ & 5¢ Bulk. 8.50
- Victor Toppers, 1¢ 11.00
- Acorn 1¢ or 5¢ Bulk 12.00
- Silver King 5¢ Hot Nut (NEW) 15.00
- Premiere 1¢ Card Vender. . . . 14.50
- Victor Model V 1¢ 8.50
- N.W. 10 col. Tab Gum 21.50
- Mills 6 col. Tab Gum 14.50
- DuGrenier 4 col. Tab Gum 14.50
- Victor Vendoramas, 1¢ 13.95
- Victor 2000 (like new) 18.50
- N.W. 5¢ Pkg. Vender 21.50
- Victor Baseball Game 19.50
- N.W. Model 60 (like new) 13.50
- Victor Baby Grands, 5¢ capsule 8.95
- Victor 400, capsule 10.00
- Silver King Hunter, B/G (NEW) 29.50
- 5¢ Trading Card Vender, 3 col. 29.00
- Acorn Model 400 1¢ B/G 12.50
- 2 col. Postage Stamp, 25¢ & 10¢ (like new) 19.50
- 3 col. Ajax Hot Nut 29.50

Send for list #101 of merchandise, charms, novelties and machines.
1/3 DEPOSIT ON ALL ORDERS, BALANCE C.O.D.
SEND PAYMENT IN FULL FOR ALL ORDERS UNDER \$20.00.

Rake Coin Machine Exchange
609-A Spring Garden St.
Philadelphia 23, Pa. **WALnut 5-2676**

more than

... seagoing specialties. Come aboard now... earn while you learn a trade of the future.

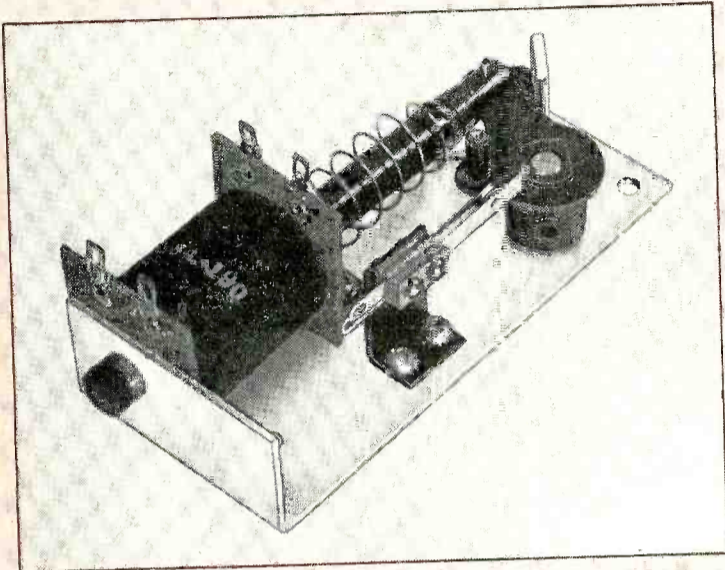
NAVY

LOOK INSIDE!

Check the plus values you get in Bally novelty games . . . exclusive Bally refinements that put money in your pocket by cutting the cost of service calls and keeping equipment in continuous money-making operation.

UNITIZED CONSTRUCTION

Photograph of Bally Flipper Actuator illustrates typical unitized construction found only in Bally novelty games. Coils and other components may be purchased separately when required, but



factory unitized construction insures clean, uncluttered panel, neatly organized cables with minimum number of breakouts, simplifies adjustment and maintenance.

50 VOLTS CIRCUIT

Bally novelty transformer delivers 50 vigorous volts of power to the mechanism, insuring extra snappy bumper, flipper and kicker action . . . and trouble-free profitable performance.

HEAVY GAUGE WIRE

Bally novelty circuits contain heaviest gauge wire in the novelty class . . . added protection against loss of earnings caused by broken wires or frayed insulation.

METAL BUMPER SKIRT

New exclusive metal bumper skirt corrects the weakest point in novelty design, adds flash to playfield appearance, stops the costly nuisance of bumper breakage.

NYLON RATCHETS

Self-lubricating, non-rusting, noiseless Nylon ratchets, exclusive in Bally novelty games, reduce maintenance cost, insure smooth, quiet operation.

FLOATING ARMATURE

Bally novelty relays are actuated by the famous Bally floating armature, developed and perfected for the heavy-duty precision performance required in bingo operation. Lateral action of Bally floating armature equally actuates every switch-leaf in a relay, eliminating the frequent touchy adjustment required in relays actuated by pivot-type armatures.

TIME-TESTED TRIP RELAYS

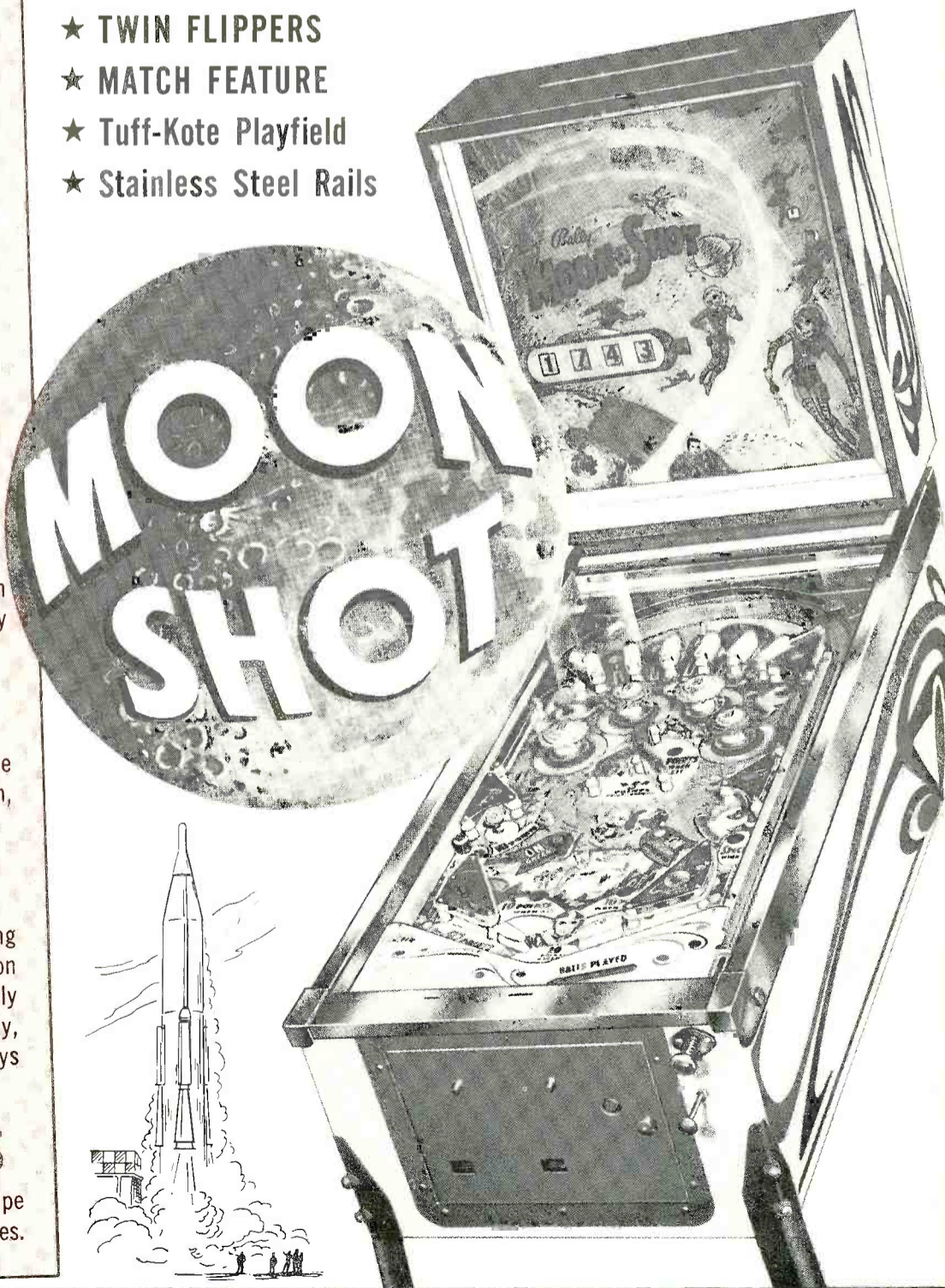
Trip relays in Bally novelty games are the positive-action type proved in hundreds of thousands of busy Bally bingo games.

Bally[®] announces 5-Ball NOVELTY

with location-tested top earning-power

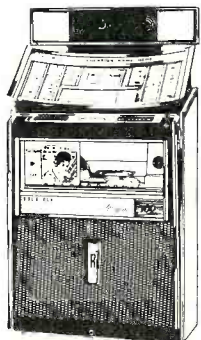
Brilliant space-age backglass is animated with Triple Rockets advancing to Moon for Specials when Blast-Off Targets are hit. Rocket feature holds over from game to game, stimulates repeat play. Top Roll-Overs light Side Roll-Overs to score Special, light Out-Hole to score 200. Pop Bumpers insure frantic upper field action, while extra powerful Twin Flippers insure exciting suspense to bottom of board. Get MOON-SHOT for the zooming action that insures top earnings, long life on location.

- ★ TWIN FLIPPERS
- ★ MATCH FEATURE
- ★ Tuff-Kote Playfield
- ★ Stainless Steel Rails



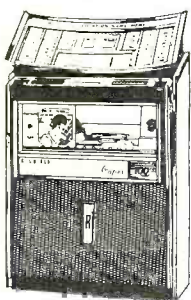
See your distributor . . . or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

See the
ROCK-OLA
BIG 3 FOR '63!
BIG IN STYLE!
BIG IN DESIGN!
BIG IN APPEAL!



Capri 100
With Full
Dimensional Stereo
Model 404
DeLuxe Stereo
Monaural
Phonograph

ROCK-OLA
Capri 100



Capri 100
Model 404
DeLuxe Stereo
Monaural
Phonograph

Report From Britain

House Party Rentals

LONDON — Bonus facet of the juke box business for Phonographic Equipment, Ltd., London, is the new and booming house-party rental system.

The firm hires out its Jupiter 120-play stereo unit for \$30 a night, includes pick-up and delivery. Customers are legion, reports Michael Green.

Continental Flavor

LONDON — The demand for singles of foreign-language sources is growing on many London and Home Counties juke box routes.

These Continental disks, French, Greek and Italian, number about four per box, especially in tavern locations. Many are in what would be considered "unlikely" suburbs, besides areas where bi-lingualism is common.

Cockney pubs give those Continental releases a big play, as in Brixton and Bow and "tough-town" Poplar.

University town of Oxford, steel-town Birmingham, and midlands cities, all insist upon inclusion of these European releases. "Eh Maintenant," a French record, has vied strongly with its English equivalent "What Now My Love," by native Shirley Bassey, UK operators note, as an example.

Stop Unlicensed Box

LONDON — Phonographic Performance, Ltd., UK watchdog of mechanical copyrights on records, obtained injunctions against a Wiltshire juke box operating firm last week.

Restrained from infringing PPL was Pennington Snell, Ltd., of Malmsbury, Wiltshire, and R. K. Watts, a director of the firm. Breaches complained of occurred at two of the county's taverns: the Lamb Inn and the Six Bells.

The injunctions mean that the firm will have to obtain a PPL license, costing some \$35 for a normal-sized juke location.

Royal Welcome

LONDON — The juke box made its debut last week at the longhair Royal Society of Arts in London. Invited to address the culturists, subject: "The Juke Box" (nota bene: not "coin operated phonograph," the term UK operators and distributors find it politic to use), was L. Culham, factory manager of Ruffler & Walker, Ltd. He gave the talk to a sizable gathering, on the closing day of the LVA Trade Fair.

Disks at Grocers

LONDON—Big retail outlet for used jukebox records, at 50 cent each, is the London supermarket chain Texco, Ltd. Texco is one of the UK larger grocery groups. The records are rack-displayed, and a hot selling item amid the provisions, an official said.

Phono for Ensemble

LONDON—One of the cultural bastions of Britain has succumbed to the juke box. It is the Grand Hotel, Eastbourne.

Its venerable "Palm Court Orchestra," featured by BBC radio for 30 years, comprised of a string ensemble, is to be dropped by the hotel.

Among modernized facilities replacing the orchestra will be a juke box and amusement games.

Perrett to U. S.

LONDON — Bert Perrett, headman of Perrett Automatics, Ltd., Cardiff, is in the U. S. on a sales-promotion and buying

junket. He left London by air last week, first stop is Chicago.

Perrett is toting his firm's "Safe Sure" burglar warning device for coin-operated equipment, to acquaint U. S. operators with the Cardiff-made alarm.

On his itinerary is Las Vegas. New York and Bermuda will see him on his way back east. Maury Sykes, principal of Marmatic Sales, Ltd., will be his host in Bermuda for a spell before Perrett returns to Wales.

Pint-Size Payoff

LONDON — Fruit machines are likely to become "booze bandits" by name in the UK, if the latest idea of Bell-Fruit, Ltd., of Nottingham, catches on.

K. F. Wilkinson, especially for the Licensed Victuallers' Trade Fair last week, switched machines' fruit symbols to steins, bottles and kegs of ale. The fascia motif said "CHEERS—Pays in Pints."

He stressed to LVA visitors that this way sells liquor. Gim-mick is intended to sweeten breweries, many of whom still oppose "bandits" in their taverns on the grounds that they reduce bar receipts.

Feds in Swoop At Eagle Pass

EAGLE, PASS, Tex — A total of 11 agents of the Internal Revenue Service hit 10 taverns and restaurants at the same time. Owners of 16 confiscated pin-ball machines had not paid the \$250 federal occupational tax.

H. W. Freeman, group supervisor in the IRS intelligence office in San Antonio, said undercover agents had either seen or received gambling payoffs from the machines in four of the local spots and had warrants when the raids occurred.

No charges will be filed against the operators until after all reports are in and studied, Freeman said.

PHONO RESTYLING KITS

- Gives Phonos new Look!
- Easy to Install!

Kits for Seeburg B. C. G & W. R & J. \$39.95 ea

Kits for Wurlitzer: 1700, 1800, 1900-2000, 2100, 2100- \$36.95 ea

Kit for Seeburg & VL \$79.95 ea.

WICO

"World's Largest Distributor of Coin Machine Parts & Supplies"

2907 N. Pulaski Rd., Chicago 41, Ill.

ZIG-ZAG Counter Game

5-ball play. 14-54-106 play. Size 12"x17"x9". In line scoring, high scoring. All natural wood cabinet.

\$49.50

SHUFFLEBOARD SCOREBOARDS

Coin operated. 15, 21 and/or 50 points (Horseshoe). Over-head double-faced model on chrome stands, complete with coin box.

\$159.50

SPECIALS! POOL SUPPLIES

5-Oz. Bumper Pool Balls (10) \$ 9.00
2 1/4" Balls, 1-15 w/Cue Ball... 12.50
2 1/4" Balls, 1-15 w/Cue Ball... 14.00
48" Cues \$ 1.50 ea.
52" Cues \$1.95 ea.; 25 1.50 ea.
57" Cues \$2.95 ea.; 32.00 dz.
48" Plastic Cues, 2.50 ea.; 24.00 dz.
52" Plastic Cues, 3.00 ea.; 32.00 dz.
Plastic Triangles, 2 1/4" 1.00

We carry complete line of Pool Supplies—Write for list.

PHONOGRAPH PLASTICS

We carry replacement plastics for Wurlitzer, Seeburg & A.M.I. Write for literature.

1/3 Deposit, Balance C.O.D. or S.D.

MARVEL Manufacturing Co.

2845 W. Fullerton Ave. Chicago 47, Ill. Phone: Dickens 2-2424

NEW BUMPER POOL®

by *Valley*

gives you quality and features that protect your profits...

- SLATE TOP • METAL BUMPERS
- PLASTIC LAMINATE ON RAILS
- BUILT-IN CUE HOLDER
- RIGID, SOLID-LEG CONSTRUCTION

See your distributor, or write direct.

VALLEY SALES CO. DIVISION OF VALLEY MFG. CO.
333 MORTON ST., BAY CITY, MICHIGAN • TWInbrook 5-8587

MR. COIN MAN

You're in business to make money. Billboard is in business to help you.

Weekly dollars and sense information in every area of your fast-paced industry... profit ideas—current trends and forecasts—legislation affecting your operation—new machines—new products—new services—new money-making ideas.

Get tomorrow's news today. Get it fast. Get it often. Get Billboard.

----- Subscribe Today -----

BILLBOARD, 2160 Patterson Street, Cincinnati 14, Ohio
Please enter my subscription to BILLBOARD for

1 YEAR \$15 3 YEARS \$35 New Renew
 Payment enclosed 2 EXTRA issues for cash Bill me later

Above subscription rates are for U. S., Canada and Europe. Other overseas rates on request. 863

Company _____
Name _____
Address _____
City _____ Zone _____ State _____
Type of Business _____ Title _____

ATLAS... Reconditioned—Guaranteed

MUSIC • GAMES • VENDING

VENDING	MUSIC
ROWE L-1000, 4 Flavor... \$575	ROCK-OLA 1438 \$150
ROWE RV-750 (Fresh Brew) ... 445	A.M.I. CONTINENTAL 2-200 (50c) 745
DuGRENIER K-12 Cig. (Man.) ... 140	A.M.I. 1-200M (50c) 350
SEEBURG E-2 Cig. 195	ROCK-OLA 1448 245
CORSAIR (30-Col.) Cig. 165	ROCK-OLA 1455 245
VENDO ICE CREAM #210, P.S. ... 395	UNITED UPA-100 175
VENDO MILK #210, P.S. 395	WURLITZER 2510 Stereo (50c) .. 595
STONER CANDY, Mod. 160, G/M... 175	
NATIONAL 11-ML (Cig.) 135	
NATIONAL CANDY, 10 Col. Slant.. 265	

GAMES

Completely Reconditioned

Gottlieb LIBERTY BELLE 4/p. \$465
Gottlieb FLIPPER CLOWN ... 265
Gottlieb SEVEN SEAS 175
Bally SUPER S.A. 545
Genco STATE FAIR Gun. 175
United NIAGARA S.A. 150

1/3 Dep., Bal. C.O.D. or Sight Draft.

Immediate Delivery on the Sensational New

Bally

SPINNER

and

MOON SHOT

Fast Action and Profits!

Cable: "ATMUSIC"—Chicago

Distributors for **AMI—ROWE—BALLY**

ATLAS MUSIC COMPANY

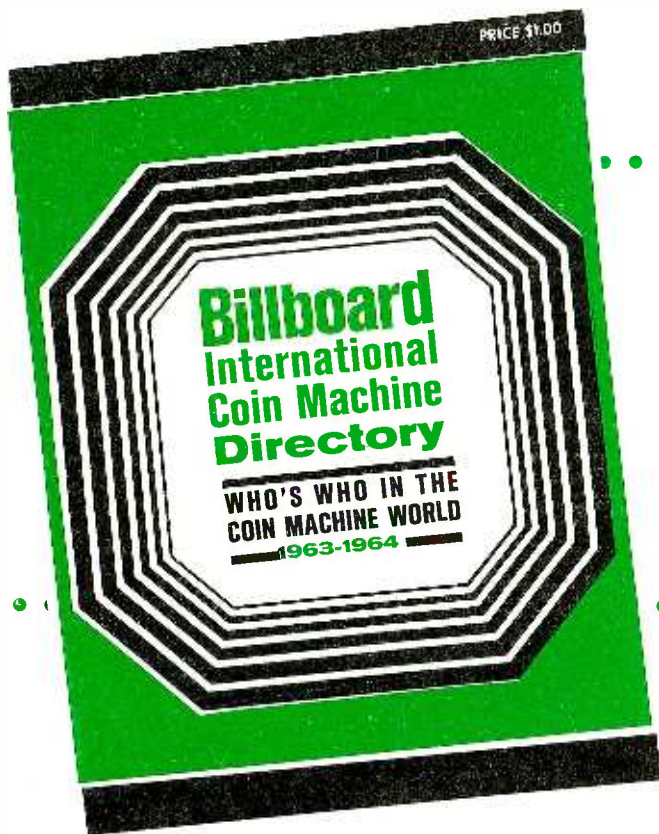
Serving the Industry for Over 30 Years

BRANCH OF ROWE-AC SERVICES DIVISION
2122 N. WESTERN AVE., CHICAGO 47, ILLINOIS ARmitage 6-5005



- ★ A Separate Publication
- ★ To Be Published May 20, 1963, by Billboard
- ★ An International Directory of Countries, Companies, People and Places including:
 - Manufacturers • Distributors • Exporters
 - Importers • Trade Organizations
- ★ The Ultimate Buying Guide and Reference for the Coin Machine Industry—Internationally
- ★ Handy 8½" x 11" Size
- ★ Designed for Easy Reference
- ★ Printed on Quality Paper

PLEASE NOTE: Extended deadline for advertising and new issue date.



Date of Issue:
May 20, 1963
Final Advertising Deadline
May 1, 1963

Early space reservations recommended.
Advertising deadline is for all material in New York.
Offset Printed; No Plates Required!

Don't Miss The First Annual International Coin Machine Directory. Reserve your space now.

Another Industry Service From

Billboard

Cables: BILLBOARD, NEWYORK

NEW YORK HOLLYWOOD CHICAGO ST. LOUIS NASHVILLE LONDON RIO DE JANEIRO BUENOS AIRES

Here is a partial list of features to be included in this vital reference work:

- Current appraisal of the state of the international music machine and amusement machine industries.
- Summary of juke box and game operating conditions throughout the world.
- Machines in operation by type and numbers.
- Legal restrictions, import regulations, duties and tariffs.
- Top juke box record hits.
- Programming trends.
- Country by Country listing of U. S. and International juke box and amusement machine manufacturers and distributors.
- International Air Freight Carriers.
- U.S. Cigarette and Cigar Machine Manufacturers.
- U.S. Coin Machine Part Suppliers.
- Coin Machine Trade Associations, by country, for the world.
- Who's Who Internationally. Pictures and biographies of U.S. and foreign coin machine industry leaders, manufacturing executives, heads of associations.

AND . . . FOR YOUR FREE LISTING IN THE DIRECTORY—Manufacturers, Distributors, Suppliers and Officers in Operator Associations—send the following information:

From manufacturers we want a brief description of the plant, products made, list of officers with photographs and a complete list of distributors, with addresses and telephone numbers.
From distributors we want the complete address and telephone number, names of the principals, lines carried and branch office listings.
From operator associations we want photographs of officers and current addresses.
From suppliers we want a list of products carried.
Please mail all information to—Billboard Coin Machine Directory, 1564 Broadway, New York 36, N. Y.

10,000 copies will be distributed to those whose direct interest is coin machines:

- U.S. and International juke box and amusement machine manufacturers.
 - U.S. and International juke box and amusement machine distributors, exporters and importers.
 - U.S. and International juke box and amusement machine operators.
 - U.S. and International phonograph record manufacturers.
 - U.S. and International vending machine manufacturers.
 - Trade Associations, U.S. & International.
 - Distribution at trade conventions, U.S. and Internationally.
 - Commercial Attaches of foreign governments throughout the world.
- This is just a partial listing of the important buying influences that will automatically receive copies of this publication.

FOR SALE
Complete route, consisting of Phonographs, Pool Tables, Bowling Alleys, Shuffle Alleys and Pin Ball Machines, in and around Oshkosh, Wis. For further information write: **BOX 1216, Oshkosh, Wis.**

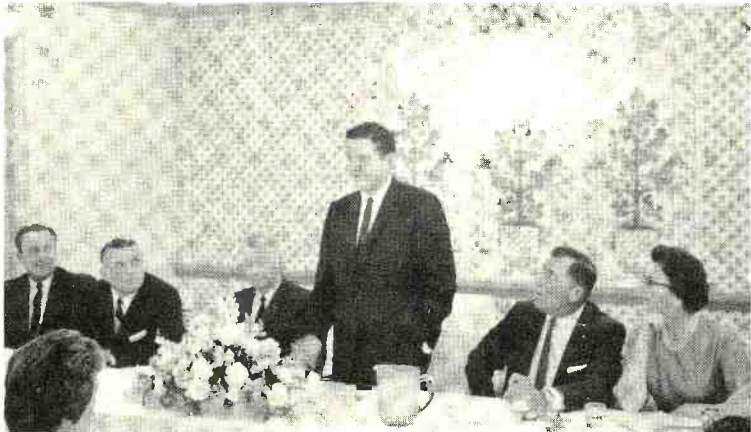
WORLD'S LARGEST INVENTORY FOR SALE
Send for Complete Lists
ARCADE—GAMES BINGOS—RIDES MUSIC, etc.
DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: CENTER 2-2903

BARGAINS FOR THE WEEK
GAMES GAMES 250 OF THEM
Received a Large Lot of Drink and Coffee Vending Machines in Trade, also a Large Lot of Phonographs.
WHAT DO YOU NEED?
1700, 1800, 1900 & 2000 Wurlitzer Phonographs at very low prices.
Playtime Bowler, 16 Ft. ... \$435.00
Jumbo Bowler, 16 Ft. ... 275.00
Bonus Bowler, 16 Ft. ... 425.00
Bally Strike ... 149.50
DuGrenier 12-Col. Cigarette Venders ... 139.50
Rowe 27 Cigarette Venders, repainted hammeroid finish and reconditioned 200.00
We have many large ball Bowlers for sale, as is. What price do you offer?
Write or Call Us Collect. **MAin 1-3511**
Write for Our Price List on Full Line of Coin-Operated Machines.
Central DISTRIBUTORS, Inc.
2315 Olive St., St. Louis 3, Mo.
Phone: MAin 1-3511; Cable: Cendist

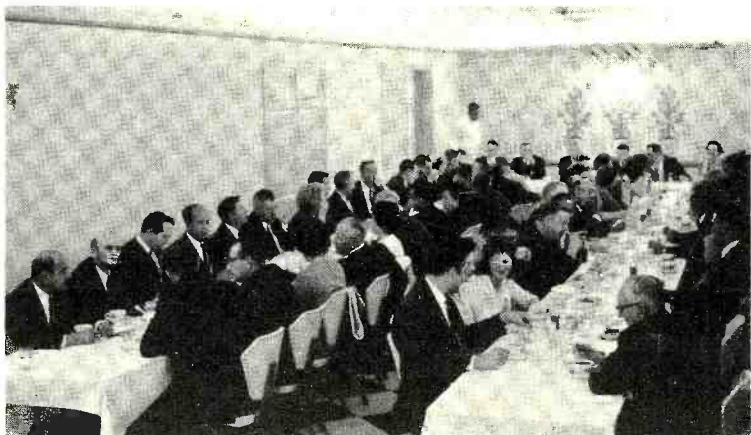
HELP YOURSELF TO MORE VENDING PROFITS
Get **VEND** Now
Twice a Month Thru a Money-Saving Subscription
More vending men in all phases of the industry are using the money-saving, money-making ideas in **VEND** every issue—to insure profits—to be up to date on every important development in the vending field.
Less than 2 cents a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.
MAIL THIS COUPON TODAY
Vend Magazine
2160 Patterson St., Cincinnati 14, Ohio
 1 year \$7 3 years \$15
 Payment enclosed Please bill me (Foreign rate, one year \$14) 800
Name.....
Address.....
City..... Zone..... State.....
Occupation.....

Carolina Ops Frolic

South Carolina Lieut. Gov. Robert McNair joined members of the recently formed South Carolina Coin Operators Association for their second meeting, telling them that "through unity there's strength." McNair complimented the group on its aggressive organization. Some 80 operators and guests were on hand for the banquet gathering. The South Carolina group now has 35 charter members and is affiliated with Music Operators of America, the national association.



Robert E. McNair, South Carolina lieutenant governor, addresses the South Carolina association while officers look on (left to right): A. L. Witt, vice-president; H. C. Keels Sr., vice-president, A. W. Bradford, vice-president; Royce A. Green Sr., president, and Avna O. Fisher, secretary-treasurer.



SOME OF THE 80 OPERATORS AND GUESTS attending the South Carolina Operators' second meeting, a banquet attended by the State's lieutenant governor. A membership committee was appointed by Royce A. Green, president.

Joe Orcutt Dies; Coast Pioneer

REDDING, Calif. — Funeral services for Joe Orcutt, 65, who was a partner in what is believed to have been the first coin machine manufacturing plant on the West Coast, were held here

NVA-Industry Meet

Continued from page 48

the main show. The National Coin Machine Distributors' Association will hold a meeting, as will the following manufacturers: Leaf Brands, Eppy Charms, Karl Guggenheim, Northwestern and United Vending Corporation.

Paul A. Price, New York charm manufacturer, will hold a drawing for a new car on the convention floor Saturday (30) afternoon. NVA will also give door prizes, including a television set and a freezer at its traditional wind-up banquet Saturday evening.

Officers will be elected at the luncheon meeting Saturday.

Daniel Tokowitz, latest addition to NVA's speaker roster, is the chief candy buyer for Goldblatt Bros.' 30 stores and handles an annual volume in excess of several million dollars.

He is also vice-president and sales manager of Anne Marlowe Kitchens, a Goldblatt subsidiary. The Goldblatt executive is one of the best known and most respected figures in the candy merchandising field.

Tuesday (19). He died at his home here Saturday night (16) of a cerebral hemorrhage.

Orcutt became a pioneer in West Coast manufacturing in the 1930's when he, Harry Stearns and Tom Wall established a factory that was similar to a Coast branch of Exhibit Supply. The firm was known as California Exhibit Company.

The trio sold the plant and went into operating with the formation of California Games. Wall subsequently bought out his two partners and continues to operate the firm today.

Orcutt, who in late years had been in the trailer sales business, leaves his wife, Blanche; a daughter, Betty; a son, Donald, and several grandchildren.

OIL BOOM MAKES KING SPRING FOR JUKE BOXES

TRIPOLI, Libya—King Idris of Libya has celebrated arrival of the oil boom in his country by purchasing 35 juke boxes and 14 pin games. The king has ordered 10 machines installed at his palace here, another 10 in his palace at Benghazi, the second Libyan capital (Libya has dual capitals at Benghazi and Tripoli for political reasons), and the remainder placed in orphanages and homes for the aged.

Libyan oil revenues reached \$60 million annually last year and will top \$100 million this year. This is approximately quadruple the Libyan national budget for 1963. Aside from Idris' purchases, oil companies drilling in the Libyan desert have become an expanding phonograph market. Some of the

companies are transporting phonographs by helicopter to remote desert drilling locations.

Give Hot Ones

Continued from page 47

Billboard, Berlitz has programmed far more old favorites, during 1963, so far, than at any time in the past, and reports encouraging results. He deplors the fact that most new hits appeal to teen-agers, rather than adults, and points out that in programming the music menu, he is slanting most of the box appeal to teen-agers, who have far less money to spend than adults.

The only logical answer to this situation, Berlitz indicated, has been more and more old favorites, displaying record sleeves inside the phonograph where restaurant and bar customers are bound to notice them, and listing plenty of suggestion-cooperation from bartenders, waitresses and location owners.

OPERATE UNITED Shuffle Alleys and Bowling Alleys WELCOME EVERYWHERE
★
UNITED MANUFACTURING CO.
3401 N. California Ave.
Chicago 18, Ill.

FOR SALE GAMES & BOWLERS
Gottlieb Royal Flush ... \$ 65.00
Gottlieb Kewpie Doll ... 115.00
Bally Heavy Hitter ... 195.00
Keeney Hi-Straight ... 115.00
Hercules Gun ... 245.00
Gottlieb Sitting Pretty ... 125.00
Gottlieb Silver ... 75.00
Phonos—Wall Boxes
Wurlitzer 2400, 2404, 2410 ... \$545.00
Wurlitzer 2500, 2504, 2510 ... 645.00
Wurlitzer 2300 ... 445.00
Rock-Ola Hide-A-Way 1440 ... 75.00
AMI G120 ... 265.00
AMI F120 ... 175.00
AMI E 120 ... 95.00
Seeburg ... 295.00
Seeburg 200 Sel. WB ... 59.50
AMI 200 Sel. WB ... 59.50
Wurlitzer 5210 WB ... 59.50
Wurlitzer 5207 WB ... 37.50
Seeburg 3W1 WB ... 29.50
CIGARETTE VENDORS
Smokeshop, 9 column ... \$25.00
Eastern, 22 column ... 45.00
Call, Write or Cable.
Cable: LEWJO
We are now distributors for Smokeshops and Gottlieb.
Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. 329 W. Ninth St.
Indianapolis, Ind. Covington, Ky.
Greater Cincinnati
Tel.: MEIrose 5-1593 Tel.: AX 1-6969

ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD METAL TYPER
Packed in rolls of 100 • Available with special imprint
Call our **PARTS & SERVICE Dept.** for all your Typer needs
STANDARD HARVARD METAL TYPER, Inc.
1318 N. WESTERN AVE.
CHICAGO 22, ILL. • EV 4-3120

We have whatever you need in GOTTLIEB GAMES!
Contact Us Today
World's Largest Distributor of Pinballs
Exclusive Gottlieb and Rock-Ola Distributor for Eastern Pennsylvania, South Jersey and Delaware.
ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa.
POplar 9-4495
Write or wire for prices
You can ALWAYS depend on ACTIVE ALL WAYS

AMERICAN'S Imperial
Featuring: Totally new, cantilevered scoreboard. New built-in light in scoreboard. New end lamps for beauty and illumination. New! For the first time—Horse-Collar Play Control! New! Drop coin mechanism built into center leg.
The ULTIMATE in shuffleboards
Watch your profits soar when you operate the **ALL NEW IMPERIAL!**
See it at your distributor now or write for free color brochure.
AMERICAN SHUFFLEBOARD COMPANY
210 Paterson Plank Road, Union City, N. J. UNION 5-6633

COINMEN IN THE NEWS

MILWAUKEE MENTIONS

Music and games distributors fanned out all over the territory to make personal contacts with up-State operators. A sure sign that spring is on its way, despite the heavy snows. S. L. London Music Company's sales representative **Walt Koelbl** and Seeburg factory engineer, **Charles Gates** provided service schools for operators in the Madison, Manitowoc and Marinette areas. Also out on the road are AMI's **Hank Hovenaar** and Rowe Vending's **Bob Manthei**, calling on Pioneer Sales & Service accounts. . . . **Harry Jacobs Jr.** and **Ron Kopp**, United, Inc., also spent time visiting Wurlitzer operators in the Northern and Western portions of the State. . . . **Martha**

Schalk, S. L. London Music Company's office manager, is vacationing in the South.

The Milwaukee John Doe investigation into reports of gambling and syndicate activities continues to show interest in local coinmen. A number of operators have appeared before the investigators. To date nothing has been released to show any criminal connections here. . . . "Collections are running a little ahead of last year at this time," reports **Sam Hastings**, Hastings Distributing Company. . . . Another optimistic report stems from **Clarence Smith**, Milwaukee Amusement Company: "Our route receipts are also showing improvement, in games as well as music," he says.

Plans call for continuing to present service schools following meetings of the Milwaukee Phonograph Operators' Association. Tentatively scheduled for the April meeting's service school is a presentation by the AMI distributor, Pioneer Sales & Service. . . . Out-of-towners stopping in at Badger Novelty to check the Rock-Ola stock included **Arnold Feight**, Rhinelander; **Cliff Bookmeier**, Green Bay, and **Arnold Foch**, Beloit.

Badger Novelty Company's parts and supplies manager, **Ray Van Toor**, informs that there has been a spurt in demand for bulk vending equipment this spring. . . . Friends of **Sam Cooper**, Pioneer Sales & Service, shared his grief this week at the death of his six-year-old daughter, **Barbara**. She succumbed following a long battle with kidney disease. Burial was in St. Paul.

Carl Betz, P. & P. Distributing Company route foreman, back from two weeks of driving through the West and South, claims he now needs a vacation to rest up. . . . All hands are back on the job at Milwaukee Amusement Company following bouts with the flu, according to **Clarence Smith**.

BENN OLLMAN

King Vender

Continued from page 49

as doubles, singles, home runs, triples or outs.

Although the customer can release the ball of gum anytime, the game can continue until a half-inning is played (three outs). The player always get a ball of gum for each penny.

The unit holds 10 pounds of 210-count ball gum and takes in \$21. Vender has a wooden cabinet and metal parts. Price is \$29.50, f.o.b. factory.

Tourney Turnout

BURLINGTON, Vt. — Some 16 teams have entered the Vermont State Shuffleboard Tournament held here Saturday and Sunday (23 and 24). The Tournament is sponsored by the American Shuffleboard Company, coin-operated shuffleboard manufacturer, and the Tri-State Amusement Company, Manchester, N. H., New England distributor for ASC. First prize is \$150 and a trophy.

"Barred by NVA"

Continued from page 49

competitive endeavor is so filled with hysteria. Surely it goes without saying this climate is not for the best interest of NVA over-all membership who spend their time and money annually to travel to conventions to learn what is new and advantageous to their business in the vending field."

TRUE ALBUM PROGRAMMING IN 33 1/3 STEREO

The Revolutionary New **SEEBURG LP CONSOLE**

SAM THE CLOWN



The Best Money-Maker for the Investment. Priced Lower Than Most Used Rides.

Manufacturers of: **RODEO PONY**

DERBY PONY JR.
BEN-HUR CHARIOT
TWIN QUARTER HORSE
All Rides Carry One-Year Warranty.

Some Distributor Territories Available

PAUL W. HAWKINS

329 E. 7th St., Tucson, Arizona

Phone: 623-4503 (Area Code 602)

WANTED--USED RIDES

CASH FOR

Lane Twirlybirds
Ferris Wheel
Moon Rockets

All Tech Whirlybird
Ferris Wheel
Satellite Explorer
Indian Scout Pony
Highway Patrol

Must Have All Parts & Be Operational

Write quantity
and rock bottom price

Box 204

Billboard Publishing Co.

2160 Patterson St., Cincinnati 14, O.

BASEBALL GAMES

King of Swat \$110
Four Bagger 125
Short Stop 225
57 Baseball 195
Pinch Hitter 295
Official Baseball 275
Star Slugger 125
Super Slugger 125
Yankee Baseball 245
Mid. Del. Baseball 325
Keeney League
Leader 125
Bally Big Inning 150
Bally Heavy Hitter 175
Bally Ball Park 245
Bally Baiting Practice
C.C. Bull's-Eye
Baseball 145
C.C. Super Home Run 95

GUNS

Atomic Bomber \$100
Bonus Gun 195
Bally Sharp Shooter 250
Bally Spook 295
Bally Bull's-Eye 195
Bally Gun Smoke 195
C.C. Ray Gun 350
C.C. Long Range Gun 450
Carnival 135
Dale Gun 65
Ex. Space Gun 95
Crusader 245
Genco Super Big Top 195
Genco Nite Fiter 110
Genco Sky Gunner 110
Genco Wild West 195
Genco Sky Rocket
Rifle 145
Genco Gun Club 295
Genco Circus Gun
Rifle 275
Gun Patrol 110
Gun Smoke 225
Hercules 295

Jet Gun \$110
Genco Big Top 175
Keeney Sportsman 150
Keeney Air Raider 150
Mid. Shooting Gallery 175
Pistol Pete 75
Pop Gun Circus 225
Pony Express 375
Polar Hunt 165
Silver Bullet 125
Six Shooter 110
Sharp Shooter 275
Safari Gun 175
Space Glider 395
State Fair 195
Seeburg Coon Gun 165
Squirt Water Gun 195
Two Gun Fun 250
Titan Gun 325
United Sky Raider 250
Vanguard 225
510 Shooting Gallery 135
United Pirate Gun 225
Muto. Sky Fiter 125

WRITE US FOR OUR NEW PRICE BULLETIN ON GAMES, SHUFFLES, ARCADE & KIDDIE RIDES.

CLEVELAND COIN

MACHINE EXCHANGE

2029 PROSPECT AVE. CLEVELAND 15, OHIO

All Phones: Tower 1-6715



M. S. GISSER
Sales Manager

Wisconsin Ops

Continued from page 47

ham, Owen Vending, Janesville; Buz Gunderson, Pete's Music, Beloit; Frank Sawejka, Beaver Dam; C. E. Manley and Charles Manley Jr., Portage Music, Portage; Cal Murph and Pete Pietrowski, Pete's Music, Beloit; Robert Edwards and James Edwards, Baraboo Coin, Baraboo, and Cliff Haney and Gene McKiernan, Volk Music, Madison.

Now 2 Williams WINNERS IN FULL PRODUCTION



BIG DEAL

the game of the YEAR

with 1, 2, 3, 4 DROP TARGETS

- Center Lane becomes "Special" when both Jokers are lit
- Carryover Feature: Cards in Royal Flush remain lit from game to game until completed
- Completing Royal Flush lites "Special"
- Hitting all 4 Drop Targets after completing Royal Flush lites "Special"

1963 MAJOR LEAGUE

by the Original Designers of Authentic Baseball Games

- Replay Model with EXTRA Inning Feature and Over-the-Fence Home Runs
- Players actually run Bases with Williams' Patented Base Running Unit
- Mystery Pitcher throws Fast Ball—Slow Ball inside—outside Pitches
- Official Baseball Scoring

SEE YOUR WILLIAMS DISTRIBUTOR TODAY!



Williams ELECTRONIC MANUFACTURING CORP.
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

BUY THE BEST—BUY WILLIAMS



Britains Find

• Continued from page 45

play, and promoted the juke boxes to the visitors. His firm's pin table and cigaret vender was also featured.

Gordon Walker, Ruffler & Walker, Ltd., was an energetic Rock-Ola salesman.

Mrs. L. Shaw spoke the most significantly about this unique annual showcase for coin-amusement firms: "I warned the trade in advance to get in on it, but they were not listening."

She is secretary of the Phonograph Operators' Association here and operates 92 locations of her own in the London region.

BBC in a TV newscast, bruited the LVA show during its week, devoted most time to detailing coin - amusement exhibits, which next year might well turn the LVA showing into a second British ATE if all tradesters get the space there it's reported they seek.

Ratajack Named

• Continued from page 45

Army in Europe from 1941 to 1944.

Upon leaving the Army, he spent five years with the Coin Machine Acceptance Corporation as vice-president.

He joined AMI, Inc., in 1949 as a regional sales representative, rising to the position of vice-president in charge of sales. When AMI was sold to Automatic Canteen Company of America, Ratajack retained his AMI vice-presidency and was also named executive vice-president of Rowe-AMI Sales Company, the national sales outlet for Canteen, Rowe and AMI equipment. He was also president of a Chicago distributorship, AMI Sales Company.

Ratajack resigned all offices in 1961 to join Music Operators of America as managing director. He resigned that post a year later.

ECM Door Ajar

• Continued from page 45

periods of from 20 to 30 years. Obviously, we believe in the Common Market—we believe it is here to stay and by the time our first leases expire will rival the United States as an economic unit.

Smaller Firms

"We have the financial and technical resources to meet the requirements of the largest American coin machine firms—but we are also interested in the smaller firms with special requirements."

It is understood that the Muenemann interests are negotiating with eight U. S. coin machine firms, some of them export-import firms. Muenemann indicated that one or more game manufacturers are considering Common Market operation.

Muenemann's experts regard games as the wide-open field on the Continent for U. S. producers. An associate summarized: "You don't have to be an expert to realize that Europe is on the threshold of tremendous expansion in the coin machine field."

"Demand breeds demand, and we look for tremendous growth for all categories of equipment. We anticipate a vending equipment explosion, for example, and we think the possibilities for games and phonographs have barely been touched."

Muenemann says the costs of capital service for a leased plant will be no higher than the costs the customer would have to pay if he financed the new plant or office building himself.

EUROPEAN NEWS BRIEFS

• Continued from page 45

many's bowling boom, it is selling especially well in villages and smaller towns short on recreation facilities, where it is replacing the German game of nine pins. The Bally distributor is Loewen-Automaten of Bingen, whose parent manufacturing company, NSM, produces the Fanfare juke box and payout machines. Experience so far has shown that bowler games complement rather than compete with, lane bowling.

Ops Name Battler

SAARBRUCKEN—Karl Feis has been re-elected president of the Saar Operators Association. Others named were Alois Krosch, Georg Geber and Hermann Klein. Feis is directing a campaign by the association to rectify the production of television programs which the association claims are unfair to the coin trade. Feis' staff is attempting to persuade television stations which have screened the offending programs to present sequels based on the operator's side of the controversy.

In Hamburg, the operators association has re-elected as president Carl-Heinz Wende. Also elected were Dr. Werner Hillert, vice-president; Erhard Bodi, treasurer; Erich Schneegass, secretary, and Max Walden and Arno Glasgau, board members.

Automatic in Shake-Up

HAMBURG—Automatic Canteen Company of America's German subsidiary, Canteen Automatenvertrieb GmbH, has un-

dergone reorganization. Canteen's sales headquarters have been centralized at Hamburg under direction of Helmut Neuberger. Administrative and export headquarters remain in its plant at Neu-Isenburg, near Frankfurt. Neuberger, in addition to being sales chief, also becomes business manager, replacing in this capacity Norbert Acker, who will concentrate on Canteen's German research and development. Helmut W. Walter remains in charge of administration and Rudolf Seitz of export.

Exclusive Chicago Area
Distributor for

WURLITZER
PHONOGRAPH
and PARTS

IMPORTERS

SEND FOR
FREE
LATEST CATALOG
64 Pages—Fully
Illustrated.

FIRST

**COIN MACHINE
EXCHANGE, INC.**

for Kline
Gable: "FIRSTCOIN"—Chicago
1750 W. NORTH AVE. - CHICAGO 22, ILLINOIS - Dickens 2-0500

when answering ads . . .

Say You Saw It in Billboard



NEW 4-PLAYER MAGIC ! ALL NEW **GAUCHO**

- NEW EXTRA BALL FEATURE
- NEW COIN RETURN
- NEW PLAYBOARD AUTO-CLAMP
- NEW DOUBLE-SIZE CASH BOX
- NEW FRONT DOOR STYLING
- NEW MAXIMUM SECURITY DOOR LOCK

SEE YOUR DISTRIBUTOR ! SEE THE MAGIC OF THESE PLAY-MAKING, PROFIT-MAKING FEATURES:

- Extra ball feature made by hitting Roto-Star
- Making rollovers advances Roto-Target value
- Hitting Roto-Target scores indicated value; re-sets target values
- Bulls-eye targets turn pop bumpers on and off
- 4-places to spin Roto-Targets
- Stainless cabinet trim ■ All the deluxe Gottlieb features

New "Hard-Cote"
Finish Extends Playboard
Life to an All-Time
High!



D. Gottlieb & Co.

1140-50 N. Kostner Avenue • Chicago 51, Illinois

It's Always Profitable to Operate Gottlieb Games!

BEST
ARCADE
VALUES

NEW Machines

New Relaxator	\$350.00
Keeney 2-Gun Fun	450.00
Tongo Gripper	165.00
Ingo Gripper	75.00
Kissin' Kupids	195.00

Reconditioned Machines

Perey Turnstiles	\$295.00
Bausch & Lomb Telescope	495.00
Jr. Deputy Sheriff	125.00
MacLevy Vibrator	145.00
Midway Bazooka	245.00
Midway Shooting Gallery	245.00
Genco State Fair	245.00
Capitol Road Test	445.00
Mercury Gripper	95.00

Terms: 1/3 down, balance C.O.D.
Write for latest catalog of coin-operated equipment.

MIKE MUNVES CORP.

577 Tenth Ave., New York 36, N. Y.
BRyant 9-6677

THIS IS THE YEAR'S BIG MONEY MAKER

An automatic phonograph is built for one purpose and one purpose only — TO MAKE MONEY. It must have the finest styling . . . the finest sound . . . the best features . . . the most service-free mechanism to make the MOST money. Mr. Operator, we offer you . . . THE WURLITZER 2700 . . . THE ONLY PHONOGRAPH WITH THE TEN TOP TUNES FEATURE—proven beyond a shadow of a doubt to be THE YEAR'S BIG MONEY MAKER.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER 2700

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
107 Years of Musical Experience



RADIO STATION WDCR · 0414
 TIM BROOKS B30207
 BOX 1032 30KR
 HANOVER N H 378030

Billboard

PHOTO GALLERY OF Newsmakers



FOREIGN AIDE: Dot prexy Randy Wood (left) holds copy of U. S. release of "Atlantis," while publisher-producer Paul Siegel (center) displays Billy Vaughn's "Berlin Melody." Dot v.-p. Jim Bailey (right) shows copy of "Calcutta," another U. S. Dot hit, which emanated from the music stable of the now German publisher Siegel.



HAPPY TALKIN': In between opening night sets, Nancy Wilson chats with boss Glenn Wallichs of Capitol Records and his wife at Hollywood's Crescendo.



TOP TUNER: Billboard's Ricardo Garcia (left) presents Chile's Juan Vasquez the first prize in the Fourth Festival De Vina Del Mar for composing "Solo Una Mirada." Third and fourth from left are Alfred Burgos of Southern Music and Odeon's Ruben Nouzeilles.



PACKING: Roy Hamilton inks MGM contract. Present at the signing are (left to right) Arnold Maxin, head of the label; MGM exec Tom White; Roy, and Bill Cook, his manager.

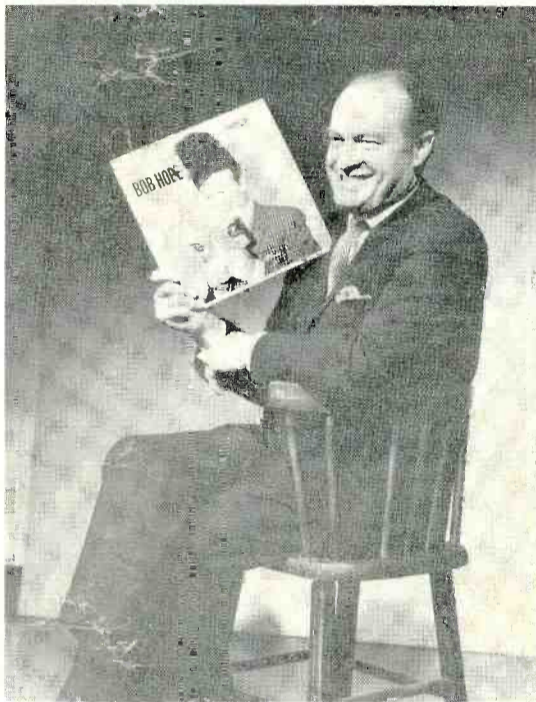


A NEW LOVE: Bill Pursell (right), who wrote and recorded Columbia's hit, "Our Winter Love," coaches pert Anita Bryant in rehearsing vocal version of the song, while Robert Mersey, musical director of popular a.&r., watches approvingly.



U.N. PUSH: Farmer's Departmental Store in Sydney, Australia, like merchants all around the globe, has set up a special display section to promote the "All-Star Festival"

album to raise funds for the U.N. High Commissioner for Refugees.



WHERE THERE'S LIFE: Comedian Bob Hope seems pleased with copy of his Decca album of monologs recorded in Russia.



BRUNO BINS: Jack Silverman (right), of Bruno of New York, briefs Korvette manager David Rothfeld on display units his distributor firm has prepared to show off RCA's Dynagroove records. Albums are also on display in three other bins.



MIT KRAUT YET: Looking less than homesick, members of the famed Vienna Boys' Choir attack a plate of knockwurst and kraut in a Washington restaurant. Chef Guenter Steinke is apparently unafraid of taking the knockwurst test.



GALLIC BERLIN: Looking like a young Irving Berlin, French composer-singer Charles Aznavour relaxes at St. Tropez before long-awaited New York debut (30) at Carnegie Hall.