

Billboard

The International Music-Record Newsweekly

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

New Talent Influx Assures Steady Folk Field Growth

By MIKE GROSS

NEW YORK—The folk music field is replenishing itself. With key attractions like Peter, Paul and Mary; the New Christy Minstrels, the Kingston Trio, the Limeliters, Joan Baez and the Brothers Four, among others, still drawing large concert crowds and big record sales, a flock of new attractions are making their own dents in the folk scene. Among the newcomers are the Serendipity Singers on Philips, the Womenfolk on RCA Victor, the Goldebrins on Epic, John Hammond Jr. on Vanguard and Orriell Smith on Columbia.

Tradesters agree that the continual influx of new names is what's keeping the folk field alive and vibrant. They say that it's the steady stream of key names that carry forward the interest and excitement of the record buyers for the entire folk movement.

Records Help

The record companies, too, have done quite a bit in firming up the folk situation. By adding up merchandising techniques to their folk artists, the sustained interest has carried the Bob Dy-

lans, Peter, Paul and Mary, and New Christys, out of the single record category and into the catalogs, thus bringing the ethnic enthusiasts back into the stores for repeat purchases and attracting, at the same time, a wider audience for folk music on the mass pop level.

In so doing the labels have changed folk music from a "trend" into a staple. Whereas no one could have predicted the durability of folk records at the time of the Kingston Trio's "Tom Dooley" success, this product today is considered as important an area of commercial significance as Broadway show albums, Hollywood sound tracks, country music or even classical war horses. It is interesting to

note, however, that recent efforts to do the same for "pop gospel" failed.

Newport Folk

The importance of folk music is also pointed up in the fact that the Newport Folk Festival has now become an annual event. It was launched as an afterthought to the Newport Jazz Festival but it's now considered of equal importance.

Country artists like Johnny Cash and Flatt and Scruggs have also invaded the folk field via concerts and LP's that exploit the close link between folk and country music. In so doing, Tennessee Ernie Ford's "Sixteen Tons" and Jimmy Dean's "Big Bad John" have become pop contemporary folk standards.

VITAL VEGAS

Strip Strutting Is Musical Barbecue

By ELIOT TIEGEL

LAS VEGAS—Pop balladeers, Latin instrumentalists, country and western singers, jazz soloists and French revues make this city a music lover's delight.

Once you get past the cacophony of slot machines, Vegas swings, twangs and rocks to every kind of music commercially acceptable in hotel lounges and main rooms.

On a recent trip a visitor was regaled by Tony Bennett at the Sahara, Mitzi Gaynor at the Flamingo, and the "Lido De Paris" revue at the Stardust, three excellent examples of the kind of repertoire on display.

Radio Deal

On the local radio dial, two Top 40 outlets, a good music station and a country/western specialist extend the width of programming available. Years ago hotels used to pipe in background music to the rooms. These days the Stardust offers Top 40's KRAM and KENO, middle of the road music on KORK, and c.&w. on KBEG.

Vegas has become the home of the spectaculars and three French revues are packing in audiences: the fifth edition of the "Lido" at the Stardust, the "Follies Bergere" at the Tropi-

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Weiss Upped; Hoffman Subs At Columbia

NEW YORK — Gene Weiss has been upped to the post of general manager of the Columbia Record Sales Corporation. He's exchanging slots with Mort Hoffman, who's taking over Weiss' former assignment as regional manager in the Northeast.

As general manager, Weiss will have full responsibility for the singles operation. He'll also be liaison between the sales division and the a.&r. department and will have the heads of artists relations and promotion reporting to him. He'll report to Bill Gallagher, vice-president in charge of marketing.

Weiss has been with Columbia for 10 years and before that had been with Capitol Records.

ASCAP's Adams: Guest of Honor

NEW YORK — Stanley Adams, ASCAP president, will be guest of honor at the Sixteenth Anniversary Ball of the Bedside Network of the Veterans Hospital Radio and Television Guild at the New York Hilton Hotel April 17.

The event will be a salute to the music industry for the role it plays in rehabilitation and recreation for veterans. Adams is a member of the group's board of directors.

Mrs. Oscar Hammerstein II, Robert F. Hurligh, president of

(Continued on page 6)

Eurovision Song Contest Won by Gigliola Cinquetti

COPENHAGEN—The Eurovision Song Contest was won here in Copenhagen (March 21) by the youthfulness and simplicity of a 16-year-old Italian girl, Gigliola Cinquetti, and the charm of her song, "Non no l'eta" (Still Too Young). It was a glittering affair, with artists, conductors, music publishers and personalities of the musical world from 16 European countries at the Tivoli Concert Hall.

The winning song "Non no l'eta" was given a tremendous reception by the concert hall audience and drew three times as many votes as the song which got second place, England's "I

Love the Little Things," sung in great style by Matt Monro.

"Non no l'eta" was written by Nicola Salerno and Mario Panzeri. Gigliola Cinquetti's recording of this song, released in February by CGD in Italy, had sold nearly 450,000 copies up to the day of the contest. Gigliola has also recorded the song in German and Spanish. Publisher is Sugar. Chappell, Ltd., acquired the song for England and Felix Stahl of Stockholm's Musicproduktion for the Scandinavian countries.

Stahl, who acquired the song at San Remo, told Billboard, "We now have two local record-

ings, one in Swedish and one in Danish, with lyric translations by Lisbeth Stahl."

Jean Kluger of World Music, Brussels, who was in Copenhagen, has taken it for Benelux and expects considerable success in Belgium and Holland. Composer Nicola Salerno has had many hits before, one of them "Tango del Mare."

The Spanish song "Caracola" received much applause from the theater audience but not many votes. The Monaco entry "Ou sont-elles passees" sung by Romuald came third and there was almost a tie for fourth

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Chart Crawls With Beatles

By JACK MAHER and TOM NOONAN

NEW YORK — Just about everyone is tired of the Beatles. Disk jockeys are tired of playing the hit group; the writers of trade and consumer publication articles are tired of writing about them and the manufacturers of product other than the Beatles are tired of hearing about them. Everyone's tired of the Beatles—except the listening and buying public.

Two more Beatles singles popped onto the Hot 100 this week, "You Can't Do That" on Capitol and "Thank You Girl,"

Vee Jay. This ups last week's total of Beatles records on the chart to 12. "Can't Do That" is the flip side of "Can't Buy Me Love" which broke in at No. 27 last week and went to No. 1 this week.

Canada Source

The mass of Beatles material being supplied to American radio stations and stores is being increased again by product from Canada. Latest is "Love Me Do" which is getting hot air play across the country. Now that U. S. retailers and sub-distributors have set up air corridor channels of supply with Canadian subdistributors, "Love

Me Do," like the previous "All My Loving," can be expected to funnel into the country at a much quicker and regular rate.

One thing that seems to have handicapped output of the "Love Me Do" single is the accidental breaking of one of the pressing masters in Capitol of Canada's plant.

The Prices

Prices paid for those three Capitol of Canada disks from Canadian one-stops is approximately 61 cents and they are being sold to other retailers in this country for 75 to 89 cents. The retailer who gets on the street first with the disks can

sell them for anything from \$1.25 to \$1.75. But as the amount of Capitol of Canada singles appear the price declines. It seldom goes below 99 cents, however.

There was also some demand for the Capitol of Canada LP "Beatlemania," but requests for this have diminished somewhat. It is understood that "Beatlemania" will be repackaged to conform with the new U. S. Capitol LP called "The Second Beatles Album." There are two Capitol of Canada LP's which have found their way into the U. S. market. "Twist and Shout"

(Continued on page 6)

What are the TOP-SELLING STATIONS in Cleveland, Buffalo and Portland?

See Page 14

More of that exciting "JAVA" SOUND!



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NEW SMASH SINGLE
"COTTON CANDY"
c/w "WALKIN'"
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SURE TO BE AS HOT AS "JAVA"—MAYBE HOTTER! ORDER NOW!

RCA VICTOR
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Hugo & Luigi Part Company With RCA

NEW YORK — The record producing team of Hugo (Peretti) and Luigi (Creatore) are winding up their million-dollar affiliation with RCA Victor. Hugo and Luigi have not yet determined their program after they leave Victor April 30 but it's reported that they've been talking to Broadcast Music, Inc., about a publishing operation and with Morris Levy about returning to Roulette Records.

Hugo and Luigi came to Victor from Roulette about six years ago. It's understood that the deal came to \$1 million for a five-year term but was payable in 10 years. When the original five year term expired recently, it was renewed on a year-to-year basis. Now that their contract with Victor has been terminated, they'll still be getting

\$100,000 annually for the next three years.

Steve Sholes, RCA Victor's division vice-president of pop a.&r., is expected to bring in a new a.&r. producer in the near future. He's now working with Ben Rosner as manager of a.&r. and producers Andy Wiswell, Jack Somer and Jim Fogelson.

In a prepared statement about their leaving, Hugo and Luigi said, "We've got that old itch to go into business for ourselves, and while we're sitting here, it's not polite to scratch. What business? Well, we know absolutely nothing about the sale and manufacture of iron horses, so it will be the music business. A number of proposals have been made to us recently, and we have been looking into them. But we cannot openly negotiate while we are holding our present position with RCA Victor."



LOUIS J. SEBOK has been set as assistant general sales manager of Decca Records. Sebok started his career with Decca in 1938 as a member of the New York sales department. In 1946, he was made assistant division sales manager for the East, and subsequently joined the national sales office in 1956.

Publishers Eying Mechanical Dollar

NEW YORK—The growth of mechanical income in the past five years has been so large that some thoughtful traders feel the time has come for American publishers to more carefully nurture this right. It's estimated that annual income from mechanicals and allied rights—such as synchronizations—are now approaching \$35 million, a 40 per cent increase over five years ago. This compares with about \$50 million collected in performance moneys.

Harry Fox, publishers' agent and trustee, confirms that mechanical income keeps rising. He

adds that the full potential is still in the future, owing to likely changes in the Copyright Act, and possible new mechanical innovations in the reproduction of music—to which the mechanical right will be applicable.

In European countries, the total income from mechanicals is closer to the total from performing rights—owing to the fact that the mechanical levy there is predicated on 8½ per cent of the retail price of the record. Unlike copyright proprietors in the United States, Europeans have more carefully guarded the mechanical—so that now, in view of the great expansion of the record business, it amounts to big money.

In the United States, it has been common practice on the part of many publishers to give away the right for less than the 2 cents per side figure specified in the Copyright Act of 1909. The idea, of course, has been to let the right go cheaply in order to get a record—which would assure a payoff in performance money. In brief: trading away one right to gain via another. Now, the validity of this point of view is being questioned.

One exec very close to this scene stated: "The time is now passed where a publisher can afford to put all his eggs in one basket. The 2 cents mechanical statutory rate is likely to go up ... and the new figure will be negotiable also ... but the base will be higher."

Another element of importance is the thought, held in some key quarters, that income from performing rights may be close to its peak. Some stations, in fact, argue for a per program license. The societies, of course, will do all they can to secure a fair return from the profitable use of music; but many feel that if there is a major breakthrough in royalty income, it is likely to come from new uses in mechanical reproduction which are not yet on the market.

Fact that more thought is being given to the matter of mechanicals, synchronizations, etc., was pointed up recently in the Billboard story of the hassle over the sync rights to the Beatles' closed-circuit TV airer.

First Awards Go to Aussies

SYDNEY—The local Australian record industry came of age and has received its most important recognition with the awarding of first disk awards from a major radio source. The awards were made this past week by the Macquarie broadcasting network and station 2GB. The Tunetable Awards, as they are called, were made to outstanding home-produced disks in 1963.

Best male vocal disk was by Jimmy Little called "Royal Telephone" on the Festival label. In the female section Little Patti took the cake with "He's My Blonde-Headed, Stompie Wompie, Real Gone Surfer Boy," on HMV. The best vocal group was the Delltones with "Come a Little Closer" on London. Instrumental topper was the Atlantics with "Bombers" on CBS. Of the 25 new names introduced to the industry in 1963, Jimmy Hanan with "Beach Ball" on R. G. was named the best.

Best Record

The best all-Australian record of the year was the Delltones with "Hangin' Five," the top composer Johnny Devlin. The best album of the year is Lionel Long's "Bold Bushrangers" and a special award was given to Frank Ifield as the outstanding Australian overseas during 1963.

Jenkins' 'Tower' Still Rising After 20 Years

NEW YORK — Gordon Jenkins' "Manhattan Tower" continues to build as a tall disk property almost 20 years after its original publication. The Jenkins composition has had three album workovers which have sold more than 3,000,000 copies and now Columbia Records is training its big guns on the package with the first stereo treatment which stars Robert Goulet.

"Manhattan Tower" was originally released in 1946 by Decca Records and was followed 10 years later by a Capitol LP, which was a treatment of the TV production, and by a Patti Page LP of the Jenkins song on Mercury.

Lou Levy, who publishes the work via his Pickwick Music (ASCAP) firm, reports that "Manhattan Tower" also has been done as a ballet, a symphonic piece and has been is-

REDCOATS REVISITING

19 British Disks on Charts

NEW YORK—The influx of British disk product continues to climb with more new product released this week and strong representation, led by the Beatles, on the charts. Counting 12 Beatle disks on the Hot 100, and seven other disks on the chart, British acts now hold 19 per cent of the big board listing.

The Dave Clark Five has two strong items on the chart in "Glad All Over" and "Bits and Pieces." The group will be looking to strengthen its position

with another trip to the States May 29. This two-week visit will include concerts at New York's Carnegie Hall (29) and another appearance on the Ed Sullivan Show (31). Concerts in major cities are also being set up and

the group will record its second LP prior to leaving for the U. S. The group has also signed a film contract with Anglo-Amalgamated and will begin a 10-week shooting schedule in October.

In addition to Clark, Dusty Springfield, the Swinging Blue Jeans, the Carefrees and the Searchers hold spots.

And the flood of Anglo product continues. The Searchers are presented on two other labels beside their hit "Needles and Pins." Their next British record, possible U. S. follow-up to "Needles," is "Don't Throw Your Love Away" previously recorded by the Orlons here.

Other hard-hitting British products released this week that is getting extensive air play are "Not Fade Away," by the Rolling Stones, London, and the Hollie's version of Doris Troy's hit of last year "Just One Look," Imperial. There's a new Cliff Richard disk available on Epic as well, "I'm the Lonely One" coupled with "I Only Have Eyes for You." Capitol of Canada is unintentionally creeping into the Richard market, too with French titles "J'Attends" getting extensive play and sales in New England.

AWARDS GO TO MORE EPSTEIN DISK WINNERS

LONDON — EMI Chairman Sir Joseph Lockwood held what was virtually a mass presentation ceremony to honor three of Beatles' manager Brian Epstein's other hit-makers last week (23). The three were Gerry and the Pacemakers, Billy J. Kramer with the Dakotas and Cilla Black. All received Silver Disks from Sir Joseph for passing the quarter-million sales mark with their latest releases—all three records are now well in excess of that figure. Gerry had his fourth hit (though his first not to reach the No. 1 spot) with "I'm the One." Billy J. and Cilla both had chart toppers—with "Little Children" and "Anyone Who Had a Heart" respectively. It is Billy J's fourth smash hit (third No. 1) and Cilla's first.

Al Hirt to Own Al Hirt, N. O. Club

NEW YORK — Al Hirt is going into the night club business to the tune of \$200,000. That's the amount he's shelling out for a new club in New Orleans to be called Al Hirt. The club will have a stereophonic sound system that has been custom-tailored to the club's dimensions and elevations by RCA. New Orleans architect Paul G. Charbonnet Jr. conceived the idea of the club: jazz-in-the-round.

Meantime, Hirt is set for a series of one-nighter concerts stretching from April 1 through the end of the month. Among the universities he'll play are Coe, Wartburg and William Penn Colleges, Iowa; the University of Illinois and Lincoln College, Illinois, and State University, Long Island.

Sims Launches New DFD Label

NEW YORK — Lester Sims, general manager of Daffodil Music, has launched a new record label to be known as DFD Records. The record company will be another subsidiary of Franco Colombo, Inc., the new corporate name of G. Ricordi & Company, of New York. Daffodil is part of the Colombo combine.

DFD Records will release European record productions and will soon set up an operation for domestic releases. The disk company, which will be looking for material and songs in every pop category, will also be interested in auditioning talent and the purchase and leasing of masters. Sims expects DFD to start rolling within 30 to 60 days.

Columbia Calls Investigation 'Abuse of Power'

NEW YORK—Columbia Records has moved for an order setting aside a Civil Investigation by the Justice Department of its manufacturing price practices. The order, which was filed with Judge Edelstein in New York Federal Court, stated, "We shall show that Civil Investigation of the Department of Justice pending the outcome of proceedings is unreasonable and oppressive and constitutes an abuse of power."

The Justice Department seeks to have Columbia produce its books and records and other documents for the purpose of ascertaining whether there is or has been a violation in pricing of phonograph records unreasonably low levels in an attempt to monopolize the manufacturing industry.

The Justice Department had filed for the Civil Investigation in Washington on December 6, 1963.

The FTC more than three years ago conducted an investigation into all phases of the business and pressing service and monopolizing or attempt to monopolize. Last year FTC hearings were held in various cities in the U. S. (New York, Los Angeles, Chicago, et al.) and Columbia claims that after a thorough investigation the FTC found no evidence. Columbia claims that Justice Department is seeking to continue this investigation, which is a duplicate of the FTC hearings.

Imperial Seeking Particular Image

HOLLYWOOD—Imperial is striving for its own niche and image in the record industry

through complete autonomy from the parent Liberty firm and the creation of its own distinct artist roster.

ASCAP Case Withdrawn

NEW YORK — The Justice Department last week withdrew its civil contempt case against the American Society of Composers, Authors and Publishers (ASCAP) and its president, Stanley Adams, for refusing to grant CBS a per-program license (Billboard, March 21).

ASCAP, required under its 1941 and 1950 consent decree terms to give its customers the option of a blanket license or per-program license, refused this to CBS and offered a license requiring CBS payment of \$12,500 a month, plus additional fees when ASCAP music was performed.

The Society will shortly announce a "per program" formula, according to Adams.

Since being purchased from Lew Chudd last July, label has been working toward developing its own success story, building on the assets it obtained from Chudd. These assets include Slim Whitman, Sandy Nelson and unreleased material by Fats Domino and Rick Nelson.

"Our aim is to create hit single product and build our artists from there," explained Bob Skaff, Imperial's vice-president and general manager.

Label's current roster is comprised of several British groups, as Skaff rides with the current trend toward exploiting English rock and roll singers. These British groups include the Swinging Blue Jeans, whose "Hippy Shake" is a smash on Billboard's Top 100 survey and who will soon have their first LP; Billy J. Kramer, whose first single, "Little Children," will be released soon, and the Hollies, whose debut Imperial single,

VICTOR NUDGES SLEEP RECORD

NEW YORK—RCA Victor is now leading the way into the "Land of Nod." The record company has produced a premium record album, "Music to Nudge You to Sleep" for Abbott Laboratories in connection with the laboratory's promotion of a new sleep-producing drug, Placidyl. The recording contains popular light classics played by Arthur Fiedler and the Boston Pops Orchestra.

"Just One Look," is also due for release.

Ojays Okayed

American artists Skaff has signed include the Ojays, just inked to a five-year pact; vocalist Erma Thomas, who had been on Minit, an Imperial subsidiary now dissolved; Jimmy McCracklin, r.&b. vocalist; H. B. Barnum, former RCA vocalist, and

(Continued on page 6)

Record Action Beginning On World's Fair Tie-Ins

NEW YORK — The record company action on the New York World's Fair is beginning. RCA Victor will record "Les Poupees de Paris" and Columbia Records will celebrate the opening of the Fair with an Andre Kostelanetz album, "New York Wonderland," and the Robert Goulet recording of Gordon Jenkins' "Manhattan Tower." (See separate story on "Manhattan Tower.")

The Victor recording of "Les Poupees de Paris" features an original score by Sammy Cahn (words) and James Van Heusen (music) and the voices of Edie Adams, Pearl Bailey, Milton Berle, Cyd Charisse, Gene Kelly, Liberace, Jayne Mansfield, Tony Martin, Phil Silvers and Loretta Young, all of whom have look-alike puppet counterparts in the \$350,000 production.

Joe Reisman of RCA Victor's West Coast a.&r. staff is producing the album as well as

arranging and conducting the score.

Columbia's "New York Wonderland" package will present Andre Kostelanetz and his ork in "A Musical Tour of the World's Greatest City" and includes a special bonus LP entitled "World-Wide Wonderland." The bonus package can be purchased with the "Wonderland" LP at only \$1 extra for a limited period.

Included in the New York album are such tunes about the city as "Lullaby of Broadway," "Give My Regards to Broadway," "New York, New York," "Manhattan," etc. "World-Wide Wonderland" spotlights such international compositions as "Greensleeves" (England), "Under Paris Skies" (France), "Waltzing Matilda" (Australia), "Danube Waves" (Roumania), and others.

Electrola Surges: Plans More Offbeat

By OMER ANDERSON

COLOGNE—Electrola, which last year regained top spot on the German record market, with 25.6 per cent of the total volume, will not rest on its laurels. It has been 25 years since Electrola landed at the top.

Electrola says no single German diskery will ever again dominate the German market with 80 per cent of sales, as was the case in its heyday in the 1930's.

In fact, Electrola, while again back on top, is conscious that it does not dominate the market and probably cannot. But Electrola plans on staying on top, and its strategy for doing so is to push offbeat LP output.

Superficially, this seems a contradiction. For while the German record industry at large slumped 20 per cent in singles sales, Electrola boasted its own singles by 17 per cent.

Away from Singles

However, Electrola strategists believe the trend is with LP and away from singles, and they are pushing LP produc-

tion on all fronts—but mainly off-beat. A spokesman said, "At Electrola we are of the opinion that there are no more nose-gays to be won with perpetual new releases of Beethoven's Fifth Symphony and Smetana's Moldau."

"We are also of the opinion that even with enormous financial and trade promotion, as in the case of Beethoven's Ninth Symphony with Karajan, it is not possible any longer to reach a reasonable return."

Accordingly, Electrola has formed a special production group—the first such group

(Continued on page 8)

Chuck Kaye Part of Complex Colpix Changes

NEW YORK—Colpix Records is still in a state of flux. Bob Rosen and Erv Bagley, who were set as national sales manager and head of one-stop and rack jobber sales and promotion, respectively, only two weeks ago, left the firm abruptly last week over policy differences with Ray Lawrence, the record company's new general sales manager.

Lawrence plans to announce replacements for Rosen and Bagley within the next week. New affiliations for Rosen and Bagley have not yet been set.

Meantime, it's been affirmed that Chuck Kaye has taken over as general professional manager of the West Coast office of Screen Gems-Columbia Music, Inc., and Colgems Music Corporation. The post was formerly held by Lou Adler.

Kaye's primary function will be to handle and work with the writer staff employed by the publishing firms in the pop field. He'll also be the liaison representative between the publishing houses and Jonie Taps, Columbia Pictures studio executive. Kaye will co-ordinate his operations through Charles Koppelman, director of Screen Gems-Columbia Music in New York, reporting directly to Marvin Cane, the publishing firm's vice-president.

COPA REVIEW

Franchi Makes Rafters Ring

Sergio Franchi's (RCA Victor) New York Copa debut was a rafter-ringing affair—first, with his operatic style, followed by the crowd's cheers and bravos.

He's a versatile and polished performer who knows how to please his audience. His selections ranged from "Al Di La" and Italian ballad standards to U. S. current favorites; from a flamenco number (self-accompanied on guitar) to a Tosca aria. His mike manner was suave.

(Continued on page 8)

Latin Moving To Hinterlands

NEW YORK—The Latin record market, which has been centered in urban areas for some time, is now spreading all over the country. Dealers in small towns who had never had any reason to order Latin records are now getting demands to stock them and the record

(Continued on page 8)

Big Bats in Latin Hits

HOLLYWOOD—Among independent West Coast record firms, the A.&M.-Almo combine, run by Herb Alpert and Jerry Moss, rides its Latin hits with a never-panic philosophy.

Firm's latest singles, "Mexican Drummer Man," by the Tijuana Brass, and "Moonglow/Picnic Theme," by the Baja Marimba Band, are proof that clever arrangements with their own distinct sound can crack the pop market.

"People advised us against starting a record company with the 'Lonely Bull' single," Moss recalled, "but we had faith in the sound and didn't want to lease the master, so we went for broke." Company has been in operation a year and a half.

Moss estimates he and partner Alpert must net \$100,000 a year comfortably operate. Alpert does all the writing-arranging, with Moss handling sales,

distributor relations and promotion.

Basic philosophy, as explained by Moss, is to never operate at a panic, while looking upon each single as either making or breaking them. Since debuting the Tijuana and Baja bands, label has issued LP's for both groups, with the "Lonely Bull" LP passing the 125,000 mark, according to Moss, a former indie promotion man. Their first "Lonely Bull" single sold over 600,000 copies, with "Comin' In the Back Door" going over 100,000 copies.

Alpert, a successful Hollywood trumpeter, discovered the contra bass marimba and was experimenting with it when writer Scotty Turner brought them "Comin' In the Back Door." Turner has since been signed to provide material for firm's two publishing outlets, Irving Music (BMI) and Almo (ASCAP).

Jay-Gee Sets Foreign Distributions For Its Labels

NEW YORK—Jay-Gee Records has concluded new arrangements for foreign distribution of disks released by its affiliate labels, Jubilee, Josie, Port and Dana, and for disks of labels for which Jay-Gee handles world-wide distribution. Agreements have been concluded with distributors in Europe, the Far East and the Carib Islands.

Pattern for the new agreements follows the one which obtains between Jay-Gee and Quality Records, Ltd., of Canada. According to Steve Blaine, Jay-Gee president, royalties from Quality in 1963 quadrupled the 1962 figure.

Contracts have been set with the following distributors in various areas: Festival Records Pty., Ltd., of Pyrmont, NSW, Australia; Show Records, Aarschot, Belgium; Cosdel, Inc., of Tokyo; Vogue Records, Paris; Fotaleza Record Distributors, Inc., Bayamon, Puerto Rico, and Vdette Records, Milan. Baline added that distributorships are now being set in Spain, Portugal, the United Kingdom and the Scandinavian countries.

Billboard

Published Weekly by
The Billboard Publishing Company
2160 Patterson St., Cincinnati, O., 45214
Tel.: 381-6450

Publisher

Hal B. Cook New York Office

Editorial Office

165 W. 46th St., New York, N. Y., 10036
Area Code 212, PL 7-2800
Cable: BILLBOARD NEWYORK

Editor-in-Chief Lee Zito
Editors P. Ackerman, A. Sternfield

Department Editors, New York
Music News Paul Ackerman
Associate Editor Mike Gross
Chief Copy Editor Bill Coss
Merchandising & Equipment Editor David Lachenbruch
Radio-TV Programming Gil Faggen
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Coin Machine Adv., Chicago
Coin Machine Ad. Mgr., Richard Wilson

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

Subscription Fulfillment
Send Form 3579 to
2160 Patterson St., Cincinnati, O., 45214
Fulfillment Manager, Joseph Pace

U. S. Branch Offices


Chicago, Ill., 60601, 188 W. Randolph
Area Code 312, CE 6-9818
Hollywood, Calif., 90028, 1520 N. Gower
Area Code 213, HO 9-5831
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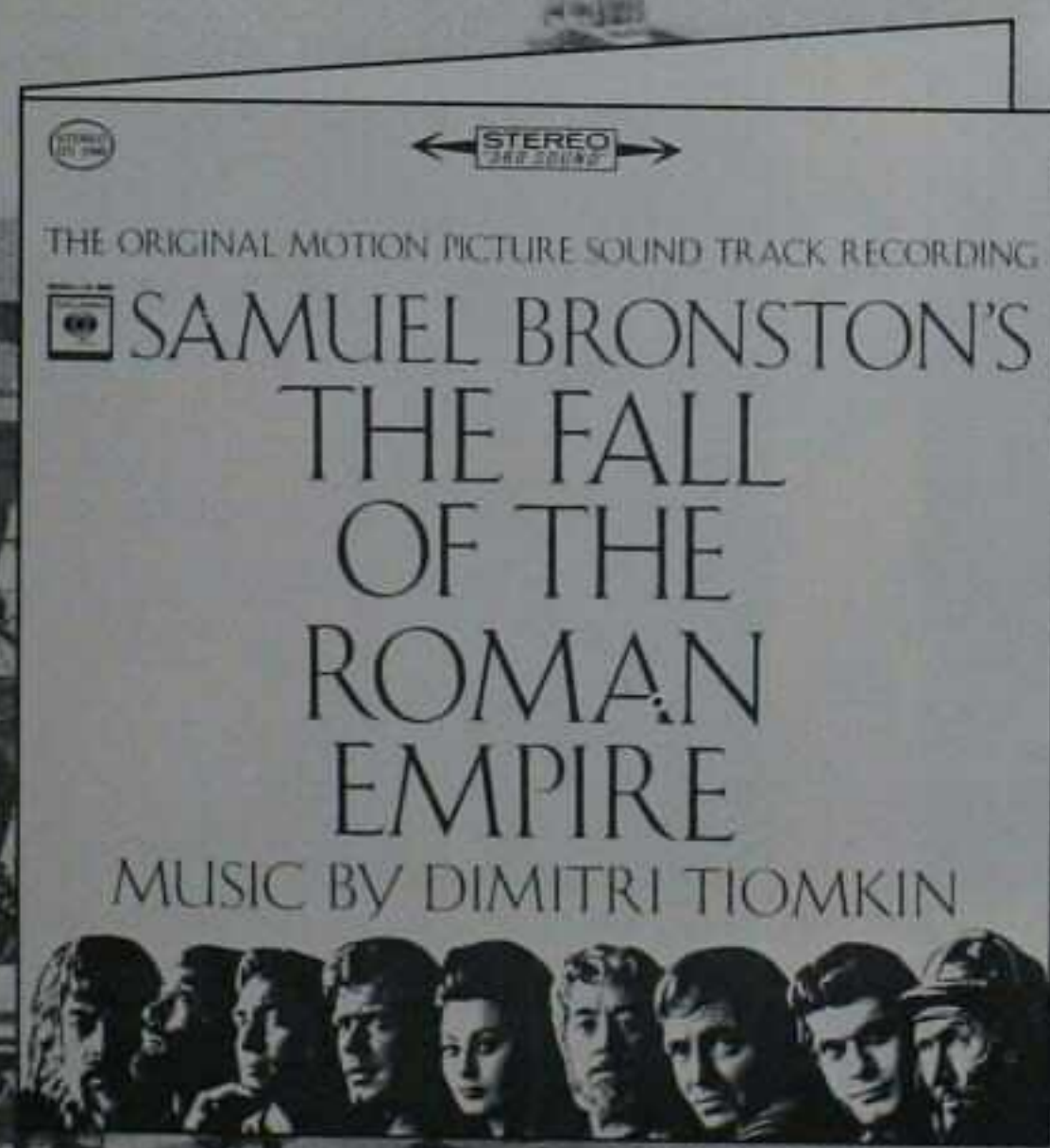
International Offices

European Office, Andre de Vekey, Dir.
15 Hanover Square, London W.1
HYDe Park 3659
Cable: Billboard London
Brazilian Office, Mauricio Quadrio, Dir.
Rua Visconde de Gavea 125
Rio de Janeiro
Argentine Office, Ruben Machado, Dir.
Lavalle 1783, Buenos Aires

Subscription rates payable in advance.
One year, \$15 in U. S. A. (except Alaska, Hawaii and Puerto Rico) and Canada, or \$45 by airmail. 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 office. Copyright 1964 by The Billboard Publishing Company.

The company also publishes Vend, 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; American Artist; one year, \$7; Modern Photography, \$5, and the Carnegie Hall Program. Postmaster, please send Form 3579 to Billboard, 2160 Patterson St., Cincinnati, O., 45214.

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Eurovision Song Contest

• Continued from page 1

place. Luxembourg took the spot with "Des que le printemps revient" sung by Hugh Aufray. France followed in fifth place with "Le Chant de Mallery," sung by Rachel.

Others finished in this order: (Austria) "Warum nur warum?";

Ude Jurgens; (Finland) "Laiskotellen" Lasse Martenson; (Norway) "Spiral," Arne Bendiksen; (Denmark) "Sangen on dig," Bjorn Tidman; (Belgium) "Pres de ma reviere," Robert Cogei; (Holland) "Jij bent mijn leven" Anneke Grönloh; (Spain) "Caracola," Les T.N.T.; (West Germany) "Man gewehnt sich so

Schnell an das Schene," Nora Nova; (Portugal) "Oracao," Antonio Calvario; (Yugoslavia) "Zivotot je sklopit krug," Sabahudin Kurt; (Switzerland) "I Miei pensieri," Anita Traversi.

This was the first time Portugal had entered the Eurovision contest. Sweden dropped out earlier in the year as a result of an internal conflict between an actors union and Swedish Radio. Producer of the show was Bent Fabric, Danish TV personality, disk star and record producer. He shared the chore with Marianne Drewes.

Vegas Strip Strutting Is a Musical Barbecue

• Continued from page 1

cana, and the "Casino De Paris" at the Dunes. These shows offer a continental flavor with the emphasis on girls, dancers, luxurious costumes and special stage effects. Music plays a bridesmaid's role in these shows and the impression left on the audience is entirely visual.

Music is of prime importance when the shows spotlight Tony Bennett, Nat Cole, Frankie Laine, Harry James, Charlie Spivak, Esquivel, Leon McAuliff, Martin Denny, Don Cornell, Brothers Castro, and the DeJohn Sisters, who were all performing through the March 20 weekend.

Of the aforementioned artists, Esquivel had his RCA LP's promoted by an attractive display board in the Stardust lobby. Disk affiliations for other artists was noticeably absent.

The unique aspect of the Vegas scene is the top name power playing the hotel lounges, where patrons may sit in the lounge or stand outside and enjoy the show free. There is no problem, for instance, in hearing the Harry James band at the Flamingo lounge. This is a roaring, swinging group, paced by

drummer Buddy Rich and featuring the delightful voice of Ruth Price, a young woman with a beguiling quality.

Latin sounds were presented by Esquivel in the Stardust lounge and Martin Denny in the Sands' lounge, while country and western artist Leon McAuliff competed with the slot machines in the downtown Golden Nugget.

While the Thunderbird has been concentrating on complete Broadway musicals, with "Anything Goes" the current bill, chanteuse-dancer Mitzi Gaynor's original revue has become the smash of the Strip. Her act includes six changes of costume as she sings and dances her way through a history of Hollywood assisted by four smiling male dancers under Bob Sidney's direction. Mitzi interprets "Make Someone Happy" and a medley of "Birth of the Blues," "St. James Infirmary" and "Saints" with equal verve.

Normal custom is for people to show-hop, dig the lounge acts in between and then end up in the casinos where the clink of silver dollars makes its own kind of music.

Imperial Image

• Continued from page 4

Joyce Paul, country and western singer.

Skaff emphasized he wanted to use these artists to compete in the various segments of the pop music business.

Working with Skaff in Imperial's development are Ken Revercomb, sales manager; Eddie Ray, a.&r. co-ordinator, and Norman Winter, publicity. Revercomb had formerly been assistant sales manager at Liberty, while Ray has been with Imperial nine years. Promotion on the East Coast is handled by Renny Roker, with Skaff himself handling most of the promotional activities here. Skaff had been an East Coast promo man for Liberty and after six months was brought to Hollywood to handle national promotion. Skaff feels his promotional experience at Liberty is now paying off in his relationship with disk jockeys as an Imperial representative.

A.&r. work is handled by Ray, with H. B. Barnum called to handle sessions with outside producers handling assignments.

LATE SINGLE SPOTLIGHTS

THE BEATLES

LOVE ME DO (Ardmore-Beechwood) (2:23)—This is the latest Canadian entry by the British stars. Flip: "P.S. I Love You" (Ardmore-Beechwood) (2:00). **Capitol of Canada 72076**

CLIFF RICHARD

I'M THE LONELY ONE (Duchess-BMI) (2:18)—Richard to climb right back up there with his recent British hit. A swinger. Flip: "I Only Have Eyes for You" (Remick, ASCAP) (2:51). **Epic 9670**

BOBBY GOLDSBORO

WHENEVER HE HOLDS YOU (Unart, BMI) (2:14)—Soft, plaintive ballad in the "Clown" tradition. Flip: "If She Was Mine" (Unart, BMI) (2:21). **United Artists 710**

CHRISTINE QUATE

TELL ME MAMMA (Unart, BMI)—New gal with big voice and swinging up-tempo. Flip is "In the Middle of the Floor" (Mills, ASCAP) (2:00). **World Artists 1022**

Chart Crawls With Beatles

• Continued from page 1

is the other. These package are being purchased for approximately \$2.60 and it was reported that in Boston they were sold by some retailers for as high as \$6. The Canadian LP price is \$4.20.

Nine Positions

In Canada, the Beatles hold the first nine chart positions. With the addition of "Can't Buy Me Love" at the No. 1 post, they now hold the first five slots on the Hot 100.

Geoffrey F. Racine, executive vice-president of Capitol of Canada, has denied reports that any firm in the U. S. has distribution rights to "Roll Over Beethoven." Racine also said that

ASCAP's Adams

• Continued from page 1

the Mutual Broadcasting System, and Saul J. Turell, president of Walter Reade-Sterling, Inc., are honorary co-chairmen.

Representatives of all major broadcasting networks and local stations, music publishers, record companies and film producers will attend.

the company is not exporting Beatle Records to the United States and has no intention of doing so. He does admit, however, that records are being shipped here through one-stops and other large buyers of records who happen to have branches in Canada. It is also known that many American record merchandisers have set up specific deals with Canadian subdistributors of Capitol product.



FESTIVE GROUP: On their way out of the hall following the Eurovision TV song contest finals in Copenhagen are Billboard European director Andre Deveky, with winning lyric writer Mario Panzeri, winning songstress Gigliola Cinquetti, Mrs. Lisbeth Stahl; Felix Stahl, Stockholm Musik production tapper; M. Sugar, Publications Milan, and M. Adrian, a.&r. director of Moerks Musikforlag.



THE WINNER: Gigliola Cinquetti is caught during her winning performance of the "Non no l'eta" tune, which took the Eurovision prize. Tune also topped in San Remo.



THE PRIZE: Miss Cinquetti receives plaque commemorating her Eurovision victory from Sven Pedersen, Danish State Radio light entertainment chief. At his left is Mario Panzeri, lyric writer of the winning tune.



THE ESTABLISHMENT: British contingent, representing BBC, is pictured at the Eurovision dinner. Matt Munro, who sang the English entry, sits at the head of the table, center, while left to right are BBC ark conductor Harry Rabinowitz, Tom Sloan (TV chief), Anna Instone (BBC records program department chief) and Kenneth Baynes (head of light entertainment BBC radio).



SCANDINAVIAN SCOOP: Three representatives of the Far North countries are shown singing after the Eurovision finals. Left to right: Arne Bendiksen, Norwegian record producer, songwriter and singer (he sang the Norwegian entry, "Spiral"); Osmo Ruuskanen, of Fazers, Finland; and Stig Anderson, of Sweden Music.



TWO MOODS: (Left) Philips publicity chief is all concentration during Eurovision rehearsal. (Right) Thore Ehrling, Ehrlingforlagen, Stockholm, relaxes after the show at Danish State Radio midnight supper.

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NOM Music Wins Case

NEW YORK—Nom Music, a music publishing subsidiary of Roulette Records, won a victory in New York Federal Court last week in a copyright infringement action against Hull Records, Keel Music and James Sheppard for the copying of the Nom Song "A Thousand Miles Away" under the name of "Daddy's Home."

The decision granted Nom an injunction and accounting of profits of the tune "Daddy's Home" which the court ruled was a copy. The decision was based on an analysis presented

by Nom showing evident similarities in the music and lyrics of both tunes. Since Nom's copyright to "A Thousand Miles Away" is dated 1956, "Daddy's Home" which was copyrighted in 1961 was named an infringement.

The court concluded that Nom established the right to recover damages for the infringement of its copyright and was

also entitled to injunctive relief for its protection.

Sheppard is co-sponsor of both songs involved. In 1956 Sheppard and William Miller assigned a composition entitled "A Thousand Miles Away" to Keel Publishing which copyrighted it as an unpublished composition, published it and copyrighted it in 1957. In 1961, Sheppard, together with Charles Bassett and Clarence Bakerville, composed "Daddy's Home," assigning it to Keel.

SPOTLIGHT LP PREVIEW

The following is a preview list of next week's album spotlights. The albums will be shown in full color in the April 11 issue of Billboard.

POP SPOTLIGHTS

KISSIN' COUSINS (Sound Track)—Elvis Presley (RCA Victor 2894)

GLAD ALL OVER—Dave Clark Five (Epic 24033)

THE PINK PANTHER—Henry Mancini (RCA Victor 2795)

THE NEW SOUNDS FROM ENGLAND—Bobby Vee (Liberty 3352)

FROM RUSSIA WITH LOVE—(Sound Track) (United Artists 5114)

MORE SOUNDS OF WASHINGTON SQUARE—Village Stompers (Epic 24090)

SONGS OF THE BIG CITY—Clyde McPhatter (Mercury 20902)

IT'S ALL IN HOW YOU LOOK AT IT—Dave Gardner (Capitol 2055)

RODS N' RATFINKS—The Weirdos (Capitol 2057)

BIG SOUNDS OF THE DRAG BOATS—Various Boats (Capitol 2049)

THE EXCITING YEARS—Diane Ray (Mercury 20903)

ALWAYS IN MY HEART—Los Indios Tabajaras (RCA Victor 2912)

CLASSICAL SPOTLIGHTS

PROKOFIEFF: SYMPHONY CONCERTO FOR CELLO AND ORCHESTRA—Boston Symphony, Leinsdorf (RCA Victor 2703)

BRAHMS: HAYDN VARIATIONS, ACADEMIC FESTIVAL; TRAGIC OVERTURE—Philharmonic Orchestra (Krips) (Angel 36170)

BACH: ARIAS FROM ST. MATTHEW PASSION—Elizabeth Schwarzkopf, others (Angel 36163)

SCHUBERT SYMPHONIES NOS. 8 & 5—Philharmonia Orchestra, Klemperere (Angel 36164)

PORTRAIT OF AMNON—Anna Moffa and others (RCA Victor 7028)

CLASSICAL LOW PRICE

BEETHOVEN: PIANO CONCERTO NO. 3—Graffman, Chicago Symphony, Handl (Victrola 1059)

TOSCA—Milanov, Bjoerling, others (Victrola 6000)

Latin Moving

• Continued from page 4


companies are being alerted to this expanding market.

With this demand for Latin music hitting an all-time high, Decca Records is moving in with a special program that will include albums of the top names in the Latin dance field. The program kicks off March 30 and will run for two weeks.

Highlighting the program are new packages by Machito and His Afro Cubans, Grupo Marcano, Augustin Irusta Canta, Los Rancheros, Pedro Flores, Augustin Lara, Noro Morales, and a new package titled "Desfile De Estrellas," which includes Rafel Munoz, Rene Cabel, Bobby Capo and Noro Morales.

Also in the program will be such Decca catalog names as Emilio Reyes, Jose Greco, Bebo Valdes, Machito, Vincente Gomez, Sabicas, the late Carmen Amaya and D'Artega, among others.

in person



CLAUDE GRAY

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Shad's New Disk Idea

NEW YORK — Bobby Shad has come up with a new idea for musical disks on his newly created label, Theater Productions. Shad is presenting an original musical comedy version of "Tom Jones."

The novel idea, which Shad calls "putting the cart before the horse," is a recording of an original musical score for the Tom Jones story line before it is ever presented on stage, TV or radio.

The 14 original tunes for the LP musical were written by Ruth Bachelor and Bob Roberts

(who have written pop tunes for such top pop disk stars on Elvis Presley and Bobby Rydell). The recording features Clife Revill, who co-stars with Georgia Brown in "Oliver," sings the title Tom Jones role and is narrator.

Also featured are Karen Morrow, Bob Roman, Iggy Wolfington, Carole Shaw, Darlene Zito, the Chuck Casey Chorus and a 26-piece orchestra. The music was arranged by Peter Matz. Deejay copies are being sent out this week and Shad has made a special point of visiting key distributors to play and presell the album.

Early reaction to the LP idea has been strong, and, Shad says, CBS-TV is interested in the property as a one-hour feature presentation. It is also understood that a number of Broadway producers have heard of the presentation and have showed interest.

Courts Not Mad at Mad On Parodies

NEW YORK — "Parody and satire are deserving of substantial freedom both as entertainment and as a form of social and literary criticism." So ruled the U. S. Court of Appeals last week in upholding the right of Mad magazine to satirize the lyrics of popular songs. The ruling was against a group of song publishers and writers, including Irving Berlin, who charged copyright infringement.

The parodies were published in a special edition of Mad which transformed "The Last Time I Saw Paris" to "The First Time I Saw Maris" and "A Pretty Girl Is Like a Melody" to "Louella Schwartz Describes Her Malady."

Judge Irving R. Kaufman, who wrote the opinion, said that "the fact that the defendants' parodies were written in the same meter as plaintiffs' compositions would seem inevitable if the original was to be recognized but such a justification is not even necessary; we doubt that even so eminent a composer as Irving Berlin should be permitted to claim a property interest in iambic pentameter."

Julian T. Abeles, attorney for the publishers in the suit, is planning to file an appeal in the U. S. Supreme Court.

Taubman and Brass Band To Africa

NEW YORK—The big brass band is going to Africa. Under the sponsorship of the U. S. Department of State's Office of Cultural Presentations, Paul Taubman and his All American Big Brass Band have been set for a tour of the African Continent from September 12 to December 6.

Taubman, who is scheduled to appear in 16 African countries, will also conduct seminars, workshops and clinics in the art of the brass band. Taubman's brass instruction will be held in universities, colleges and mission schools.

An unusual aspect of the Taubman tour, which is said to be the first brass band junket in Africa, is that it was partially screened through his recordings. Copies of Taubman's Epic album, "Big Brass Band," were sent to the various American embassies in Africa for their approval. It was after the embassies sent in their okay that the State Department wrapped up the deal for Taubman's tour. New albums have been sent to the various radio stations in Africa to herald the band's approach in September.

Electrola Plans More Offbeat

• Continued from page 4

ever formed in Germany, according to Electrola—to mastermind its off-beat LP program.

The off-beat unit is called "Extra-Produktion" and it will operate under a broad general directive to "break new ground" and "create unusual records."

Electrola has in mind more releases of the genre of "Halunkenpostille," "Nachtlokal frei Haus," "24-Belina-Behrend," all released in 1963.

Deutsche Grammophon and Philips are evincing interest in similar production, examples being DGG's "Der Brave Soldat Schweigat" with Werner Fink and Philips' Juergen van Manger disks. Teldec is also moving to create a special production program.

Bears for Goldilocks

Meantime, some 18 enterprizes believe that the disk gold lies with Goldilocks. Fairytale business in the land of Hansel and Gretel. The 18 firms produced 117 new titles, and this Grimm business has prospered apace since its origin in 1953 with the fantastic success of a Walt Disney disk.

The Germans were aghast at the success of an outsider in capitalizing on the Teutonic fairy tale treasure trove. Of the 18 firms, five dominate the field, among them Polydor, Deutsche Grammophon and (in Austria) Amadeo.

Copa Review

• Continued from page 4

touched with the self-confident command of a Continental screen idol.

Franchi took advantage of the occasion to plug his new RCA Victor album, and pointed to the fact that the LP dusted off the old Arthur Tracy evergreen, "Marta." After a convincing performance of the song, the crowd agreed that it was about time it be brought back to contemporary repertoire.

He chatted easily with ring-siders, tossing out a few funny lines ("I'm the first Italian singer to appear here who wasn't born in Philadelphia"), and he even took a few dance steps around the stage to please the crowd. His performance was capably backed by Joseph Mele's Copa orchestra under the baton of his musical director, Neil Warner. **LE ZHITO**



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TALENT

Nero Re-Signs With RCA; Plans Single Exploitation

NEW YORK — Peter Nero, who has seven hit albums under his belt at RCA Victor, is now casting his eyes toward the singles field. Nero, who was in New York recently for a college date and to sign a new long-term contract with Victor, feels that the singles market is now ripe for his type of material and he's now looking into the possibilities of turning out more singles product during the course of the year.

The Nero drive into the singles field will not affect his album production, however. Nero says that he'll continue putting out three LP's a year as he had

L, H & B Disband

NEW YORK—The Lambert, Hendricks & Bavan jazz singing trio has disbanded. The group has broken up so that Dave Lambert can return to arranging and conducting work with his own Dave Lambert singers.

Lambert had been most active in this work prior to the formation of the group with Jon Hendricks and Annie Ross in 1957.

Jon Hendricks broke in his single act at the Village Gate a few weeks ago and is currently performing at the Village Vanguard as a solo. He is inclined at the moment to pursue his single singing role with future plans that might include the formation of a new trio.

The disbanding of the Lambert, Hendricks and Bavan group nullifies a recording contract the group had with RCA Victor. Hendricks is currently talking with a number of labels about his future recording plans since he is not signed to Victor as a single act.

been doing under his previous arrangement with Victor. The material for the singles, he says, will be original, and not culled from album tracks.

Meantime, Nero is hitting the college trail with a vengeance. He played about 200 campus dates in 1963 and reports that this year he's well ahead of the 1963 pace. Of the college scene, Nero said, "I'd have to do 20 years of one-nighters to cover all the colleges."

In addition to his campus concertizing, Nero is also extending his efforts into composing for the movies. His initial effort was "Sunday in New York" and he's under contract for three more pic scores to Seven Arts Productions.

The "Sunday in New York" album is his current click release for Victor. His previous LP's were "The Colorful Peter Nero," "For the Nero Minded," "Hail the Conquering Nero," "New Piano in Town," "Young and Warm and Wonderful" and "Peter Nero in Person."

Are Folk Still Pop on Campus?

PHILADELPHIA — The marked emphasis on folk artists for college campus dates, which was so pronounced at the beginning of the school year, has waned to a great extent for year-end school dates, according to Bill Honney, head of the William Honney Agency here. One of the most active talent bookers for colleges in the East, Honney reports that the musical names dominate his bookings for both college and club dates in April and into May.

The Four Preps and Sarah Vaughan are teamed for an April 3 date at Villanova (Pa.) University; the Four Freshmen are alone April 11 at La Salle College here. The same April 11 date brings the Jimmy Dorsey band to Gettysburg (Pa.) College; Richard Malthby to the Philadelphia Country Club here, and Billy Butterfield to the University of Delaware, Newark.

Guy Lombardo is booked for the Shrine Temple, Trenton, N. J., for April 17 and 18, and on April 18 the Phoenix Singers will be at Franklin & Marshall College, Lancaster, Pa. May dates bring Count Basie to Drexel Institute here on the 8th, the

same night finding the Four Freshmen plus Carolyn Hester and the Phoenix Sisters at Villanova (Pa.) University, and the Highwaymen at La Salle College here. Les Elgart is set for May 9 at the Parkersburg (Pa.) Lions Club. Agency also set Gordon MacRae for an April 5 date at the Lyric Theater, Baltimore.

NEW YORK—France's Denise Darcel introduced a soupçon of Gallic spice and a good measure of joie de vivre to the Living Room where she opened for a three-week engagement March 17. Revealing some talents kept pretty well under wraps in the past, she proves to be a disarming entertainer of exceptional charm.

Her act is well paced and varied. Lacing her speech with such Americanisms as "too much" and "forget it," she creates an atmosphere of informality in which the audience feels free to participate. She seemed to be enjoying herself and, consequently, so does everyone else.

In a French woman's impression of a Frenchman singing in English, she does a rather funny bit with a medley of Chevalier tunes. Bringing a song into a strong personal frame and concentrating on the lyric value, she manages to give a new look to a group of old ballads. "When the World Was Young" sounds refreshed, and such typically American songs as "Rock-a-Bye Your Baby With a Dixie Melody" and "Birth of the Blues" seem quite natural although somewhat improbable sung in her husky, heavily accented voice.

Rounding out the bill is a funny young comic, Richard Pryor, with some irreverent material, and a romantic Argentinian, Albert Roqui, singing love songs of many countries. A two-register singer, Roqui's combination baritone-falsetto lends itself better to a Latin ballad.

JOHN HAYS

Juliet Art at Columbia

NEW YORK—Juliet Prowse has joined Columbia Records artists roster. She'll make her debut with the title song for the upcoming Broadway musical "Anyone Can Whistle," coupled with "What Are You Afraid Of." Miss Prowse has appeared as a singer-dancer in the films, TV and night clubs.

TV GUEST APPEARANCES BY RECORD TALENT

BUD AND TRAVIS—Steve Allen Show (SYND)
CLAY, CASSIUS—Jack Paar Program (NBC-TV, 10-11 p.m., Friday 3)
COOK, SAM—American Bandstand (ABC-TV, 12-30-1 p.m., Saturday 4)
DILLARDS, THE—Andy Griffith Show (CBS-TV, 9-30-10 p.m., Monday 30)
DURANTE, JIMMY—Steve Allen Show (Synd)
EGGHEADS, THE—Garry Moore Show (CBS-TV, 10-11 p.m., Tuesday 31)
ENNIS, ETHEL—Tonight Show (NBC-TV, 11:15-1 a.m., Wednesday 1)
GARNETT, GALE—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
GETZ, STAN—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
GORME, EYDIE—Jimmy Dean Show (ABC-TV, 9-30-10:30 p.m., Thursday 2)
LETTERMEN, THE—Jack Benny Program (CBS-TV, 9-30-10 p.m., Tuesday 31)
LEVAHT, OSCAR—Jack Paar Program (NBC-TV, 10-11 p.m., Friday 3)
MARTIN, TONY—Hollywood Palace (ABC-TV, 9-30-10:30 p.m., Saturday 4)
PHILLIPS, STEVENSON—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
NEW CHRISTY MINSTRELS, THE—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
O'CALLAGHAN, DEIRDRE—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
REEVES, JIM—Jimmy Dean Show (ABC-TV, 9-30-10:30 p.m., Thursday 2)
RYDELL, BOBBY—American Bandstand (ABC-TV, 12-30-1 p.m., Saturday 4)
SENEFF, LIZ—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
STAPLE SINGERS—Steve Allen Show (Synd)
—Hootenanny (ABC-TV, 7-30-8:30 p.m., Saturday 4)
WOMENFOLK, THE—Tonight Show (NBC-TV, 11:15 p.m.-1 a.m., Friday 3)

The national network TV guest appearances listed above 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.

PEOPLE AND PLACES

By MIKE GROSS

RCA Victor came in for an inadvertent plug at last week's Columbia Records' party for Robert Goulet at the Tower Suite of the Time & Life Building. One of the recordings piped into the elevator carrying the guests up to the Tower was by Peter Nero, a Victor artist . . . Oscar Brand is now pop and folk music consultant to the NBC-TV show "Sunday" . . . Teddi King is back in action and is currently filling out an engagement at the Playboy Club in New Orleans . . . The Clancy Bros. & Tommy Makem are set for another tour of Ireland set for June 5 through June 28 . . . The Village Stompers have been lined up for a tour of Japan at the end of April . . . The Lettermen, Capitol Recording artists, have been signed by Bob Hope to appear in concert with him May 9 at Indiana University.

Jule Styne is hitting a hot composing stride this season. "Funny Girl," for which he wrote the score with Bob Merrill, finally opened last Thursday (26) and he immediately went into rehearsal of "Fade In, Fade Out" which he wrote with Betty Comden and Adolph Green. And in his free moments, he's working on the score for the World's Fair "Wonderland" show with his son, Stanley. . . Tom Korman Associates has signed Clive Revill, currently starring in "Oliver!" for representation in all fields . . . Tommy Li Puma, who now heads Liberty Records' publishing operations, is out of the hospital after an operation but he'll be in a cast for the next three months and working out of his Hollywood home . . . Teri Thornton goes into the Living

Room in New York May 4 for two weeks . . . Irving Fields Trio back at the Park Sheraton in New York . . . Neil Sedaka will be one of the headliners at the Newspaper Guild's Front Page Ball at the New York Hilton April 24.

Margaret Whiting wants to start recording again. "I've done my den in early album covers," she said, "and I just discovered half a blank wall" . . . Xavier Cugat and Abbe Lane are negotiating for their first trip to Australia and New Zealand scheduled to take place later this summer . . . Luciano Virgili, Italian baritone, is set for a Carnegie Hall concert April 11 under the aegis of Erberto Landi . . . Chubby Checker has a date at the Sands in Las Vegas, May 13-26 . . . Ork leader Herb Zane is celebrating his fifth year at the Steak Pit, Paramus, N.J. . . . The Merrick-Shefrin publicity office has opened a branch office in Beverly Hills . . . Bruce Steeg, West Point cadet, has been signed to Syse Records . . . Jerry Teifer's song, "Poco A Poco," is being featured by The Rockettes in the Radio City Music Hall's Easter show . . . Frankie Calen, Epic Records singer, opens at the Mardi Gras, Baltimore, April 6 for one week . . . Lee Evans Ork will be on the bill with Julie London at the Royal Box of the Americana Hotel in New York for four weeks starting March 30 . . . The Serendipity Singers, currently at The Bitter End in Greenwich Village, will record their second LP for Philips this week . . . Fred Price, president of Global Booking Associates, accompanies Johnny Pacheco and his Latin ork to Senegal, West Africa, for concerts April 3-4.

Jon Hendricks Sparkles Mazda Magic in Village

When Jon Hendricks goes on stage a room lights up. With no by-your-leave from the Electricians Union, and no subsidy from General Electric, singer Hendricks turns on the Mazdas at the Village Vanguard each and every night he appears on its small bandstand.

The singer, who until recently was the driving force of the Lambert, Hendricks and Bavan jazz singing trio, is doing a solo at the club and will be there for at least two weeks. He opened Tuesday (24). (L. H. & B. disbanded and Hendricks is forming a new singing trio. For details see separate story.)

Jon Hendricks not only lights up the Vanguard but turns on the heat as well.

The artist radiates warmth, enthusiasm and joyousness, and he has much show business savvy. In short, he communicates with his audience. The strongest tool in the communication is a direct, natural humor.

That indefinable thing, swing, oozes from every pore of this singer. He works so tightly with the Gildo Mahones trio, the supporting rhythm section, that the combination functions more as a quartet than as trio and singer. The Mahones group also come in for accolades for its exciting support, with individual laurels going to pianist-leader Mahones, George Tucker, bass, and the

most recent addition, Walter Perkins, drums.

Hendricks not only covers a good deal of the L. H. & B. repertoire but the material takes on a new warmth in solo context. The broad, swinging quality of the up-tempo "Give Me That Wine" is filled with as much fun; the special Hendricks-conceived lyrics to the Miles Davis interpretation of "Bye, Bye Blackbird" and Herbie Hancock's "Watermelon Man" are only a few of the quicker tempo tunes that score. For change of pace, Jon stuns the audience with a tender reading of "I Wonder What Became of Sally?" In all, the singer is a natural as a single, long may he wail.

Sharing the bill is ex-"Beyond the Fringe" star Dudley Moore. He fronts a trio on piano and plays well. On opening night the group seemed to be working the kinks out of its team play. They've played only a few dates together in the States. Moore's piano style is what might be termed conservative — modern, spiced with healthy helpings of Oscar Peterson, Erroll Garner and a dash of Ahmad Jamal. He has an album available in the States on Atlantic.

JACK MAHER

in person



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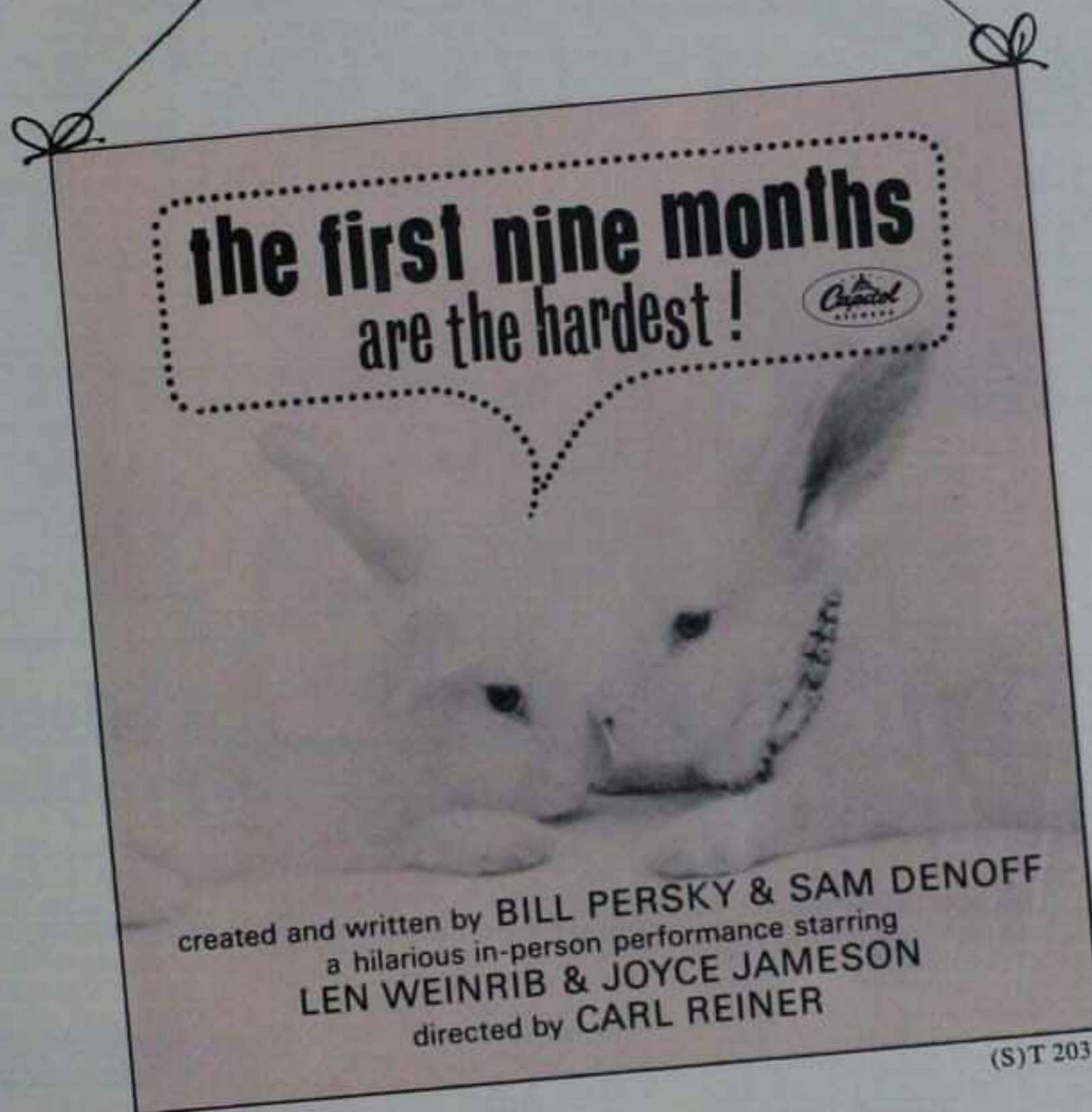
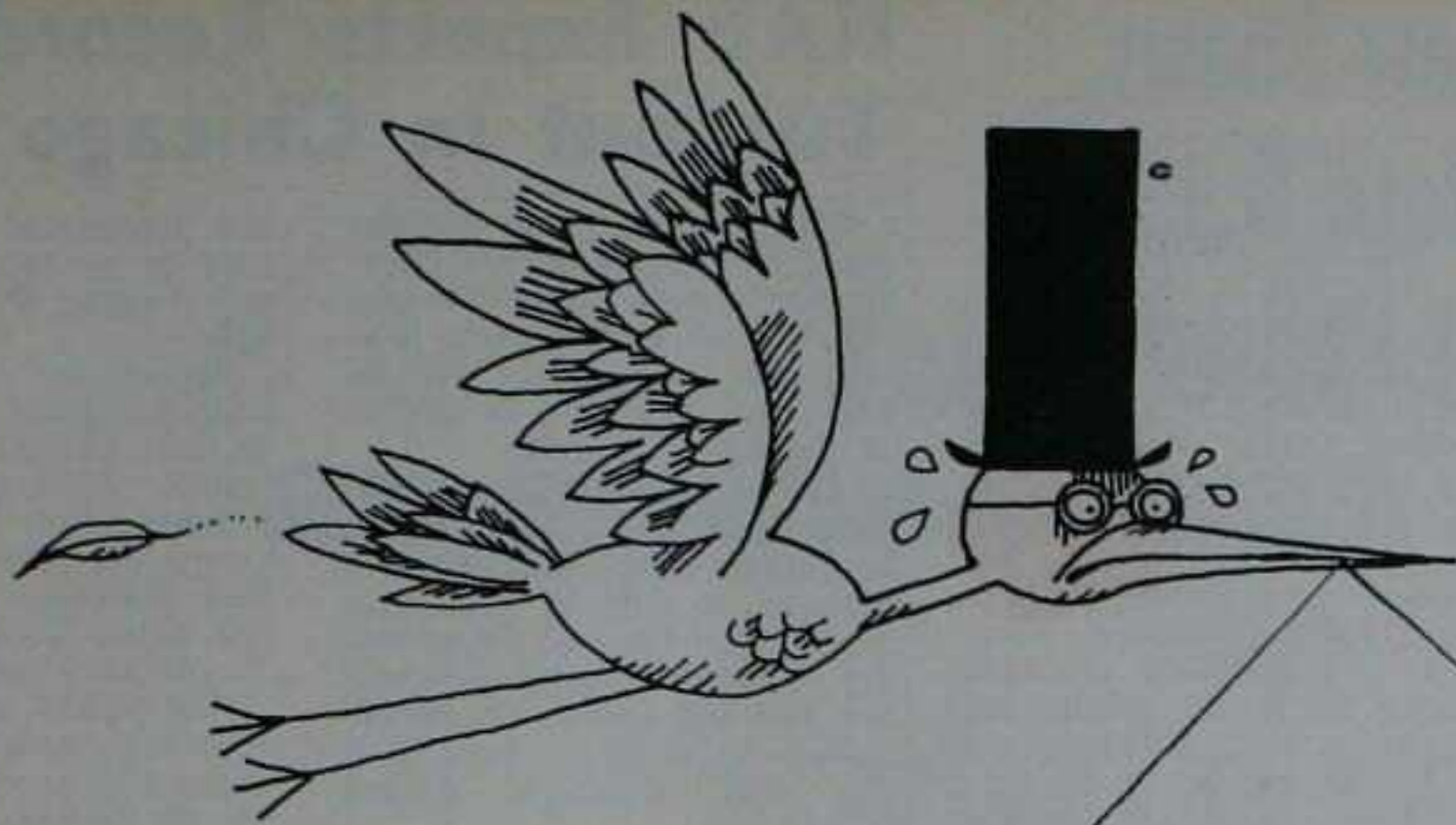
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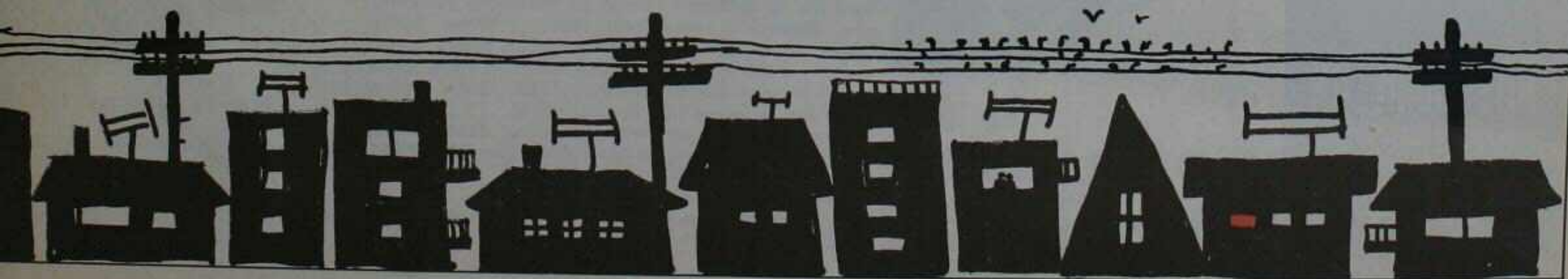
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Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

VOX JOX

By GIL FAGGEN



WGR (Buffalo) radio staffers trip the light fantastic during the station's first annual Disk Jockey Race. All smiles are Fred Gage, Bill Slater, Chuck Benson (program director) and trophy winner Pat Patterson.

Kai Winding, Joe Bushkin, Dave Brubeck and Paul Winter will fill in for vacationing Billy Taylor on "Taylor Made Jazz," on WNEW (New York) beginning tonight.

Bearded trumpeter Al Hirt's hit record "Java" has such a regular beat that WMCA's (New York City) Joe O'Brien uses it as exercise for women who listen to his morning radio program.

Johnny Canton, air personality and program supervisor at KUDL (Kansas City) recently emceed a show starring Diane Renay.

Sig WTAQ-WGN (Chicago) Sakowicz has moved his offices to 159 N. Dearborn Street. Civic-minded Sig will now be ensconced directly opposite the new Chicago Civic Center.

Jay McDonald, program director and host of "Mornings with McDonald" on KIBL (Beville, Tex.) conducted an on-the-air "Bug the Beatles Day." McDonald got so bugged by it all he challenged his listeners to a marathon carnival ride contest. The local carnival had 11

New Shows, More D.J.'s At Palisades

NEW YORK — New York area radio stations and air personalities will be holding forth in strength this spring and summer at Palisades Amusement Park, Palisades Park, N. J. The park will again be offering live shows, starting top record acts every Saturday and Sunday afternoons.

WABC top-rated evening mentor, "Cousin" Bruce Morrow began his sixth season Saturday (28) as the bespangled emcee of the Saturday shows 2 to 3 p.m.

Newcomers to the festivities will be the WMCA "Good Guys" who will be handling the emcee chores on an alternating basis every Sunday starting April 19, 2 to 3 p.m. "Dandy" Dan Daniels will be originating his 4 to 7 p.m. air show from the park on Saturdays beginning May 30.

WJRZ, Newark, will broadcast its "Hootenanny" show live from the New Banjo Palace at Palisades Amusement Park Sunday afternoon from noon to 2 p.m. hosted by Jerry White. The two hour broadcast will spotlight folk singing artists and inperson musical groups.

The shows are being produced and co-ordinated by Gil Faggen.

rides and by the time Jay reached the "Tilt-a-Whirl" he was really bugged.

Larry King, WIOD radio per-
(Continued on page 36)

"Festival Radio" Launched by MC

By GIL FAGGEN

NEW YORK — The Mark Century Corporation, producers of "Radio A La Carte" will introduce its "Festival Radio" package of programming aids at the forthcoming NAB Chicago Convention.

The package consists of entertainment, drama, comedy, production and commercial music, sports features, contests and commercials. Each segment, designed for complete programming flexibility in length and content, is a complete feature.

(Continued on page 36)

NAB Expects Record Turnout in Chicago

CHICAGO — With the National Association of Broadcasters 42d Annual Convention less than a week away, reports indicate that it may very well be the largest and most diversified of the series.

Among the top-ranking dignitaries scheduled to participate in the four-day meet April 4 through 8 will be Chairman Harris (D., Ark.) of the powerful House Commerce Committee who will address the broadcasters on Monday, April 6, at the first afternoon general assembly.

Chairman Harris' address will be followed by a panel discussion on broadcasting freedom, fairness and right to know. Theodore F. Koop, Washington vice-president of CBS and president of Sigma Delta Chi Professional Journalistic Society, will moderate the discussion.

Code of Ethics

The importance of a workable radio code of ethics and how it can bring better business to stations will be discussed by a panel April 8, at 10 a.m., moderated by Elmo Ellis, general manager of WSB-Radio in Atlanta and chairman of the NAB Radio Code Board. Others in the group will be code director Howard Bell, code administrator Charles Stone, Frank McIntyre, vice-president of KLUB, Salt Lake City, and Cliff Gill, retiring chairman of the Radio Code Board.

On the entertainment side, SESAC will again this year fea-

ture continuous live entertainment by top recording artists in their Conrad Hilton Hospitality Suite.

Among the recording celebrities scheduled to appear will be Duke Ellington, Warren Covington, Richard Maltby, Kai Winding, Roy Drusky, Claude Gray, the Don Jaris Sextet, Roy Hamilton, Margie Singleton, Ernest Tubb and the Texas Troubadours and others.

The SESAC suite will have a recording studio where broadcaster may tape interviews with all the SESAC artists for use on local stations across the country.

The music licensing firm will introduce its new "Big Band" LP series at the convention—a package of 10 albums with more than 115 selections of the big band music.

Triangle Tipple

Triangle is transforming an entire suite at the Hilton into an exact replica of the famed White Horse Cellar, Edinburgh, Scotland, furnished with antiques, dart board, and an English barmaid, side of beef, wheels of English cheese and tankards of ale will highlight the menu offered to guests of the station group.

The 18th Century British public house, attended by Triangle's sales and production staff, is symbolic of the foreign film and tape commitments of the company, which this season made a strong entrance into the production and syndication fields.

College Radio Men Grip Problems in Annual Meet

NEW YORK—The myriad of problems connected with running a radio station were explored by some 250 collegiate broadcasters during the third annual Collegiate Broadcasters Conference of the International Radio and Television Society, held here March 19 and 20.

Conference Chairman Mark

Olds, general manager of WINS and conference Program Chairman Bert Cowlan kept the students in a constant whirl of panel and luncheon discussions attended by top-ranking professional broadcasters and advertising executives.

One of the most controversial panels held during the two-day session took place on Thursday with "The Sound of Modern Radio" as the topic. William J. Kaland, national program manager of the Westinghouse Broadcasting Company was moderator of the discussion which spotlighted panelists - deejays, Billy Taylor, WNEW; Herb Oscar Anderson, WABC, and Murray (the K) Kauffman, WINS. Walter Neiman, WSQXT, manager of operations fielded the questions on classical music programming and Joe Cook, WCBS program director, represented informational-talk programming.

Questions from the floor were both pointed and required some deep soul-searching by the astute panelists. A few of the problems crying for answers presented by the campus broadcasters were how to get record and LP service, how to present a diversified music for informational schedule without losing listeners, why do certain stations program as they do and the

(Continued on page 16)

Focus on the Deejay Scene

STEVE WOODMAN, one of the most talented (sings, plays the piano) and zany comics to hit the New York City airwaves, is one half of the team of Woodman and Rich presently holding forth daily 2 to 6 p.m. on the NBC flagship station WNBC. Woodman, a mimic extraordinary, makes the listener feel that their fifth floor studio is filled with all sorts of characters as he leads his partner Keith Rich and the audience on a merry chase every afternoon.



A Canadian by birth, Steve began his comic romp by putting on his teachers back in Saskatoon and Edmonton. At 18 he joined CKUA in Edmonton and also did air stints on CJCA and CFRN in the same city. Steve later took his talents to Montreal to launch a children's show called "Stevie-O" on CBC television where he did his own animation with a small select circle of wooden-headed puppet companions. His radio show in Montreal also featured the zany off-beat characters such as "Marlon the Cool Cat," "Percy the Englishman" and "Long Gone."

The next move for Steve was to bring his show (and his 13 different voices) to WNTA-TV (Newark), now Gotham's educational station. When WNTA folded Steve continued a very active acting career with the CBC and soon landed his own radio show with partner Keith on Toronto's CKEY. Steve proved his ability to swing with the hits there.

Twenty months ago the team, while doing special guest shots on a regular basis for Monitor, were asked to join the newest WNBC

personality line-up. Steve's line-up has been changing almost as swiftly as WNBC's. Now the father of seven, his most recent family addition was born only last month.

in person

ROY HAMILTON

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Hayes Wraps Up 5

NEW YORK—Sonny Hayes Productions has wrapped up five more musical TV commercials for the Benton & Bowles Agency, one for "Good Measure," a diet food, and several for Tussy cosmetics.



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RADIO RESPONSE RATING

CLEVELAND

TOP STATIONS		
Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WKH	61%
2.	KYW	39%
★ For POPULAR LP's		
1.	KYW	36%
2.	WKH	19%
3.	WJW	18%
4.	WERE	16%
5.	WGAR	12%
6.	WDOX	8%
★ For R.&B.		
1.	WABQ (Tie)	50%
(Received half of 1st place votes)		
1.	WJMO (Tie)	50%
(Received half of 1st place votes)		
★ For JAZZ		
1.	WJW	33%
2.	WCUY-FM	23%
Others (WGAR, WKH-FM, WDOX, WERE, WJMO, WABQ)		
44%		
★ For SINGLES (Middle of the Road)		
1.	WERE	70%
2.	WGAR	20%
3.	WJW	10%
★ For FOLK		
1.	WERE	44%
2.	WGAR	12%
3.	KYW (Tie)	11%
3.	WKH (Tie)	11%
Others (WCL-FM, WCUY-FM, WABQ, WJW)		
19%		
★ For COMEDY		
1.	KYW	37%
2.	WJW	21%
3.	WKH	18%
4.	WGAR	16%
5.	WERE	8%
★ For CLASSICAL		
1.	WDOX-AM-FM	42%
2.	WGAR-FM	23%
3.	WCLV-FM	19%
Others (WXEN-FM, WJW-FM, WKH-FM, KYW-FM)		
14%		

TOP DISK JOCKEYS				
Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Jim Stagg	KYW	40%	
2.	Scott Burfon	WKH	28%	
3.	Jerry "G" (Ghan)	KYW	16%	
4.	Ron Britain	WKH	11%	
Others (Ed Wright-WABQ, Joe Mayer-WKH)				
5%				
★ For POPULAR LP's				
1.	Jim Stagg (Tie)	KYW	19%	
1.	Scott Burfon (Tie)	WKH	19%	
3.	Carl Reese	WJW	14%	
4.	Jerry "G" (Ghan) (Tie)	KYW	8%	
4.	Jim Runyon (Tie)	KYW	8%	
6.	Ed Fisher	WJW	7%	
Others (Ron Britain-WKH, Joe Mayer-WKH, Chuck Renwick-WJW, Dave Hawthorne-WJW, Howie Lund-WDOX, Randy Hall-WERE)				
25%				
★ For R.&B.				
1.	Ed Wright	WABQ	34%	47%
2.	Ken Hawkins	WJMO	24%	26%
3.	Harold "Le Baron" Taylor	WABQ	18%	11%
4.	Will Rudd	WJMO	17%	11%
Others (Scott Gorman-WJMO, Les Anderson-WABQ, John Slads-WJMO)				
7%				
★ For JAZZ				
1.	Dave Hawthorne	WJW	47%	
Others (Henry Pildner-WGAR, Bob Friend-WKH-FM, Ed Fisher-WJW, John McKinney-WERE, Walt Hendrick-WDOX, Chuck Richardson-WJMO, Will Rudd-WJMO, Ed Wright-WABQ, Harold "Le Baron" Taylor-WABQ, Mike March-WERE, Carl Reese-WJW, Bob Smiley-WGAR)				
53%				

BUFFALO

TOP STATIONS		
Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WKBW	56%
2.	WGR	26%
3.	WNIA	18%
★ For POPULAR LP's		
1.	WEBR	30%
2.	WGR (Tie)	23%
2.	WBEN (Tie)	23%
4.	WNIA	10%
5.	WKBW	8%
Others (WWOL, WYSL)		
6%		
★ For R.&B.		
1.	WUFO (All 1st place votes)	85%
Others (WKBW, WGR)		
15%		
★ For JAZZ		
1.	WEBR	52%
2.	WUFO	48%
★ For COUNTRY MUSIC		
1.	WWOL	63%
2.	WJL	29%
3.	WHLD	8%
★ For SINGLES (Middle of the Road)		
1.	WEBR	49%
2.	WBEN	30%
Others (WKBW, WNIA, WGR)		
21%		
★ For FOLK		
1.	WEBR	27%
2.	WBEN	21%
Others (WKBW, WGR, WNIA, WYSL, WWOL, WJL, WHLD)		
52%		
★ For COMEDY		
1.	WKBW (Tie)	23%
1.	WEBR (Tie)	23%
3.	WGR	20%
4.	WBEN	12%
5.	WNIA	10%
6.	WYSL	8%
7.	WUFO	4%
★ For CLASSICAL		
1.	WBEN-AM-FM	50%
2.	WEBR-FM	20%
3.	WYSL-AM	12%
Others (WHLD-FM, WADY-FM)		
18%		

TOP DISK JOCKEYS				
Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Joey Reynolds	WKBW	43%	82%
2.	Dan Heaverth	WKBW	32%	18%
3.	Tom Shannon	WGR	16%	
4.	Pat Patterson	WGR	9%	
★ For POPULAR LP's				
1.	Clint Bushman	WBEN	25%	33%
2.	Carroll Hardy	WEBR	23%	22%
3.	Al Meltzer	WEBR	17%	11%
Others (Freddy Klestine-WKBW, Tom Shannon-WGR, Rick Bennett-WYSL, Joey Reynolds-WKBW, Pat Patterson-WGR, Chuck Benson-WGR)				
35%				
★ For R.&B.				
1.	Jimmy Lyons	WUFO	47%	60%
2.	Jim Kelsey	WUFO	46%	40%
Others (Frank Crocker-WUFO, Joey Reynolds-WKBW, Pat Patterson-WGR)				
7%				
★ For JAZZ				
1.	Carroll Hardy	WEBR	54%	64%
2.	Joe Rico	WUFO	46%	36%
★ For COUNTRY MUSIC				
1.	Lee Forster	WWOL	63%	
2.	Ramblin Lev	WJL	29%	
3.	Tubby Smith	WHLD	8%	

PORTLAND, ORE.

TOP STATIONS		
Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	KISN	53%
2.	KGON	35%
3.	KEX	12%
★ For POPULAR LP's		
1.	KEX	48%
2.	KWJJ	20%
3.	KGW	17%
Others (KPOJ, KOIN)		
15%		
★ For R.&B.		
1.	KISN	100%
(only on an R.&B. hit)		
(Note: No R.&B. stations influencing the market)		
★ For JAZZ		
1.	KWJJ	33%
2.	KGW	23%
Others (KPAM, KOIN, KGON, KEX)		
44%		
★ For COUNTRY MUSIC		
1.	KRDR (Gresham, Ore.)	74%
2.	KVAN (Van Couver, B. C.)	26%
★ For SINGLES (Middle of the Road)		
1.	KEX	33%
2.	KGW	25%
Others (KPOJ, KOIN, KXL, KGON, KWJJ)		
42%		
★ For FOLK		
1.	KEX	53%
Others (KGW, KISN, KWJJ, KPOJ)		
47%		
★ For COMEDY		
1.	KEX	53%
2.	KGW	22%
Others (KISN, KPOJ, KXL)		
25%		
★ For CLASSICAL		
1.	KPAM-FM	44%
2.	KPDQ-FM	22%
3.	KXL-AM	19%
Others (KOIN)		
15%		

TOP DISK JOCKEYS				
Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Don Steele	KISN	46%	
2.	Tom Murphy	KISN	28%	
3.	Frank Benny	KISN	16%	
Others (Tom Mix-KGON, Bill Whitman-KGON, Ken Chase-KGON, Roger Hart-KISN)				
10%				
★ For POPULAR LP's				
1.	Jack Angel	KEX	29%	
2.	Ric Thomas	KEX	19%	
3.	Barney Keep	KEX	14%	
Others (Don Steele-KISN, Dick Novak-KPOJ, Sammy Taylor-KWJJ, Rod Anders-KPOJ)				
38%				
★ For JAZZ				
1.	Sammy Taylor	KWJJ	54%	
2.	Ray Horn	KGW	46%	

STATIONS BY FORMAT

PORTLAND, ORE.: Radio's 32d largest market. Thirteen AM and 15 FM.

KISN: 1,000 watts. A Star station. Music format: Pop-Contemporary. Highly identifiable air personalities. Station editorializes as the occasion arises. Special features include: "Air Watch," M-F and "Flight Facts"—both aired during drive time newcasts. Station concentrates public service projects on a daily basis, spotlighting one charity each day with 72 spots per day. Ten-minute newcasts aired at 6:55 and 7:55 a.m. Vice-President and General Manager, Timothy F. Moore. Program Director, Don Steele (also does air show).

KEX: 50,000 watts. Golden West Broadcasters. Music format: Pop-Standard. Highly identifiable air personalities. Music programming is widely diversified. Station editorializes as need arises. Special public service documentaries regularly aired. Special shows include: drama, mystery programs M-F, 7-7:30 p.m.; "Out"—community service with music 8 to 9 p.m. daily as part of Steve Davis' "Night Side" show featuring light jazz music. Four-man news department. Two new cruisers in use. General Manager, Fulton Wilkins. Program Director, Robert Hawkins.

KGON: 50,000 watts. Independent. Mutual affiliate. Music format: Contemporary. General Manager, Irwin S. Adams. Program Director, Sonora B. Hoffman.

KGW: 5,000 watts. King Broadcasting Company. NBC affiliate. Music format: Standard-Pop. Station offers diversified musical fare with emphasis on air personalities. Station recently marked 42d broadcasting year—oldest radio outlet in Northwest. Special programs: "Conference Call," 12-3:30 p.m. daily, offering listeners opportunity to comment on topic of day. Music is also played in segment. Station Manager, Patrick H. Crafton. Program Manager, Wes Lynch.

KWJJ: 10,000 watts. Independent. ABC affiliate. Music format: Standard-Jazz-Pop. Operations Manager, Jerry Speerstra.

KPOL: 5,000 watts. Independent. Music format: Standard. Station has two-hour talk programming block nightly beginning at 9 entitled "Niteline" with Fenwick. General Manager, R. M. Brown. Program Director, Vern Mueller.

KOIN: 5,000. Independent. CBS affiliate. Music format: standard. General Manager, Harry H. Buckendahl.

KPAM: 5,000 watts day. Independent. Music format: Standard-Classical. General Manager, Del Leeson.

KXOL: 50,000 watts day. Independent. Music format: Conservative-Classical. Fifteen minutes news at 7 and 8 a.m. General Manager, Lester M. Smith.

BUFFALO: Seventeenth largest market. Ten AM and nine FM. **WKBW:** 50,000 watts. Independent. Music format: Pop-Contemporary. Playlist averages 60 records. Highly identifiable air personalities. Six-man news department. Special programming includes public service block 7 to 10 p.m. Sundays entitled "Panarama." Vice-President and General Manager, Herb Mendelsohn. Program Director, Dave Sennett.

WGR: 5,000 watts. Recently acquired from Transcontinent by Taft Broadcasting. NBC affiliate. Music format: Pop-Contemporary.

(Continued on page 16)



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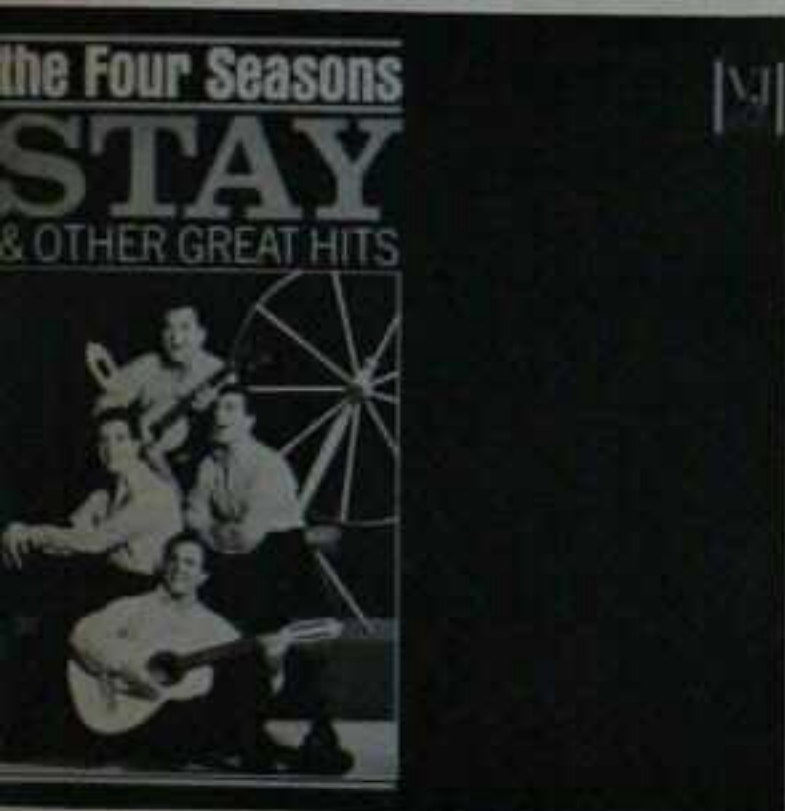
VJ 1077

THE SINGLE
VJ 585
IT'S IN HIS KISS
*
BETTY EVERETT
← THE ALBUM



VJ 1076

THE SINGLE
VJ 588
GIVING UP ON LOVE
*
JERRY BUTLER
← THE ALBUM



VJ 1082

THE SINGLE
VJ 582
STAY
*
THE FOUR SEASONS
← THE ALBUM



VJ 1065

THE SINGLE
**ALL THEIR
GREATEST
CHART MONSTERS**
← THE ALBUM

**WATCH THIS SINGLE RUN UP THE CHARTS
WE'RE SO SURE THAT WE EVEN HAVE THE ALBUM IN THE WORKS**

TOLLIE-9003

BACKFIELD IN MOTION The Angelos

WE JUST KEEP TRYING HARDER AND HARDER AND HARDER ANI

STATIONS BY FORMAT

• Continued from page 14

Highly identifiable air personalities. Station embarked on present format less than a year ago. Taft management takes over this week, which could result in future format change. Six-man news staff. Special programming includes one-hour telephone-audience participation show entitled "Expression" aired M-F, midnight to 1 a.m. Station Manager, James H. Schoonover, Program Director, Chuck Benson (also does daily air show 9 to noon).

WNIA: 500 watts, Independent. **Music format: Contemporary.** General Manager, Gordon P. Brown.

WEER: 5,000 watts. Owned by Buffalo Courier Express. **Music format: Standard-Pop.** Highly identifiable air personalities. Wide variety of music offered from current pop LP selections to jazz and folk. General Manager, David Leopold. Program Director, Jack Gold.

WBEN: 5,000 watts. Independent. CBS affiliate. **Music format: Standard.** Station features several "live" studio audience participation and talk-information programs M-F. Included are: "Luncheon Club," 12:15 to 1 p.m.; "Kaleidoscope," 3 to 4 p.m., and "Party Line" telephone-audience show 10 a.m. to noon on Saturdays. General Manager, C. Robert Thompson. Program Director, William Peters.

WUFO: 1,000 watts day. Independent. **Music format: R.&B.** Negro-oriented programming. Highly identifiable air personalities. Foreign language programs carried. General Manager, Jim Corrin.

WWOL: 1,000 watts day. Rust Craft Broadcasting. **Music format: C.&W. Ethnic.** Station carries foreign language and ethnic programs. Executive Vice-President, John L. Laux.

WYSL: 1,000 watts day; 250 watts night. McLendon-owned. **Music format: Standard-Pop-Classical.** Station features highly diversified music programming ranging from classical to folk and comedy selections. Vice-President and General Manager, Art Holt. Program Director, J. Tyler Dunn.

CLEVELAND: Nation's 11th largest radio market. Eight AM and 11 FM.

WHK: 5,000 watts. Owned by Metropolitan Broadcasting (Metromedia). **Music format: Contemporary.** Highly identifiable and influential air personalities. Aggressive community affairs projects, heavy promotions on and off air. Special programs: "High Lights on Education," aired M-S 10-10:30 p.m., Sunday 11 p.m. to midnight. Vice-President and General Manager, Jack Thayer. Program Director Ed Clark.

KYW: 50,000 watts. Group W-owned (Westinghouse Broadcasting). **Music format: Pop-Contemporary.** Station editorializes. A quality news operation with nine-man staff. Frequent documentaries aired. Highly identifiable and influential air personalities. Special program, "Contact Harv Morgan," telephone-audience-talk format, 10:05 to midnight nightly. General Manager, Perry Bascom. Program Manager, Ken Draper. Operations Manager (music) John Wellman.

WABQ: 1,000 watts day. Independent. **Music format: R.&B.-Contemporary.** Station Manager, Herbert W. Noble. Program Director, Ed Wright (also does air show 7:30-9 a.m. and 1-3 p.m.).

WJW: 10,000 watts day; 5,000 watts night. Storer Broadcasting. **Music format: Conservative.** Station programs music in 15-minute editorializes. Effective news operation. Vice-President and General Manager, James P. Storer. Program Manager, Charles Renwick (also does air show).

WERE: 5,000 watts. Independent. **Music format: Standard-Pop.** Highly identifiable air personalities. Station carries Cleveland Indians baseball. Special programs include: Bob Neil sports conversation show 5:30-10 a.m. daily; "Apartment 13"—9 to midnight interview, comment, and discussion show hosted by Bill Gordon. Vice-President and General Manager, Richard Klaus.

WGAR: 50,000 watts. Owned by Peoples Broadcasting Company. NBC affiliate. **Music format: Standard.** Station programs extended blocks of talk and news programs. Carries Cleveland Browns football. Vice-President and General Manager, Carl E. George. Program Director, Bob Smiley.

WDOK: 5,000 watts. Owned by Transcontinent. CBS affiliate. **Music format: Conservative.** Station programs music in 15-minute blocks. Primarily instrumentals from stock and current LP's. Stereo broadcasts four days each week. Station Manager, Dan E. Bellus.

WJMO: 1,000 watts day; 250 watts night. Independent. **Music format: Contemporary-R.&B.** Station gives considerable exposure to pop singers. Negro-oriented programming. Foreign language programs. Executive Vice-President and General Manager, Curlette Courtney.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Miller O. Gore, patient-deejay at the V.A. Hospital, Sheridan, Wyo., is in need of country

records to keep the wards there alive with country music. "I cannot use Armed Forces Radio & TV Service records, as they may not be used for private or commercial use," writes Gore. "Our station runs on cable to the wards and we have two hours of country music daily. All the records I receive I turn over to a Sheridan station for further playing." Gore's address is Veterans' Administrative Hospital, Sheridan, Wyo., 82801.

Deejays needing a copy of the new Clyde Beavers release, "The Cotton Picker," on the KaSh label may obtain same by writing on station letterhead to KaSh Records, 726 16th Avenue, South, Nashville. Painted Desert Music, 720 17th Avenue, South, Nashville, still has available deejay copies of

(Continued on page 29)

PROGRAMMING NEWSLETTER

Better Public Relations Needed

By BILL GAVIN
(Contributing Editor)

RADIO PEOPLE ARE SO BUSY TALKING to each other—and, occasionally, to themselves—about the fine points of their business that they are sometimes surprised to learn what others think about it. While the number of radio receivers in use is at an all time high, and while nearly everyone is exposed to some radio broadcasts during a year's time, people in general take less interest in radio, and are less informed about it, than in the pre-television days.

SINCE I HAVE BEEN WRITING these Newsletters in Billboard I have received a surprising amount of mail from readers who have no direct connection with broadcasting. Some of their comments and questions reveal alarming misconceptions about what is happening in modern radio. I've selected a few of these as typical of more or less widely prevalent misunderstandings.

"RECORD PROGRAMS ARE JUST FOR KIDS." "Why doesn't radio play some good music once in a while?" "All the news you hear on the radio these days is about somebody getting robbed or hurt or killed." Comments of this kind indicate one thing about the people who make them: They haven't been doing their own tuning. Their radio listening has been selected by the young people in the home. If the objectors were to explore the variety of entertainment and news available on their radio sets, there is a very good chance that they would find something they liked.

THE RADIO AUDIENCE IS NOT DOMINATED by a teen-age majority. Even the stations with the largest share of teen audience can show a substantial majority of over-21 listeners. There are many adults who prefer the young modern popular music. For those who prefer other music—jazz, classics, religious, or what-not—it's available practically anywhere all the time. Between 50 per cent and 60 per cent of American listeners regularly select programs which are not oriented toward best selling single records.

IT IS TRUE THAT TOP 40's news policies have made "blood and guts" newscasts notorious. Some station newscasts are so strongly slanted toward sensationalism that they hardly deserve the name of "news." And yet, in all fairness, they are no less distortions of good taste and no more abuses of good news coverage, than some of our big city street editions. For those who prefer their news in breadth and depth, the network stations, as well as a few major independents,

offer news reporting and news analysis at their best.

ONE OBVIOUSLY THOUGHTFUL and intelligent reader expressed a strange (to me) conclusion: "Good music" stations are more interested in public service and aren't so concerned with making money as the pop music stations are. Just why a particular type of musical programming should reflect an altruistic disdain for profits is hard to comprehend. And yet, if you will listen to different stations with this thought in mind, it may dawn on you—as it did on me—that the purveyors of "good" music manage somehow to project a sense of indifference to the size of their audience or the urgent requirements of their advertisers. Their implicit appeal is one of class rather than mass. Their listeners demonstrate their own good taste by tuning in the station, is their message.

THE MANAGER OF A "GOOD MUSIC" station once told me, "Regardless of what music a radio station plays, the name of the game is money." It would appear, however, that to at least a portion of the public, the name of the game is spoken more clearly by the "top 40" stations than by their more conservative colleagues. While it is not necessarily an obstacle in the path of good public relations, it points to an area of public misconception that could stand more attention. The fact is that many "top 40" stations are not only leaders in public service, but have pioneered new and better ways to help their communities. It may be that the successful "top 40" station makes too big a noise about the size of its audience, and fails to emphasize sufficiently its many services to its community.

PROBABLY THE MOST RIDICULOUS accusation I have received is that radio stations are engaged in a conspiracy with the big music publishers to prevent a new songwriter from getting his material accepted for air play. The fact is that radio today provides exposure for more new musical talent, writers and performers, than any other form of showbusiness in our history. It goes without saying that if any conspiracy were possible it would be directed toward the discovery—not the repression—of any creative musical talent.

Radio does a good job of selling for its sponsors. Radio does an inferior job of selling itself to the public. Each station is so busy promoting its own interest that there is no one left to speak for radio broadcasting as a whole.



THE EGGHEADS, new singing sensations, are invading TV. An appearance on the Garry Moore show (CBS-TV) March 31 will be followed by the Johnny Carson Benefit Special April 11. In negotiation is a guest appearance on "Hollywood Palace." Their hot single on the Bell label is "WHY DON'T YOU STOP FOOLIN' AROUND" b/w "MIRACLE," #601. Representation is by GENERAL ARTISTS CORPORATION. (Advertisement)

College Men Grip Problems In Annual Meet

• Continued from page 12

question of paramount importance—how to get sponsors.

Other panel discussions centered on the topics of "station operations, sales, advertising and how to get a job." Speakers and panelists on hand to lend a helping hand were Walter A. Schwartz, vice-president and general manager, WABC, New York; George Skinner, station manager, WNBC, New York; Dominic Quinn, program director, WEEI, Boston; Bill Schwartz, program manager, WNBC, New York; Marie Torre, newscaster, KDKA-TV, Pittsburgh; James Sondheim, president, QXR Network; Richard B. Olmstead, Olmstead Sound Studios, New York; Wallace A. Ross, director of the American TV Commercials Festival; Byron McKinney, J. Walker Thompson Agency; Chuck Goldstein, president of Chuck Goldstein Productions; Erwin Rosner, sales manager, WPEN, Philadelphia; Robert W. Kelly, Lenex & Newell Agency; Samuel Thurm, advertising vice-president, Lever Brothers Company; Norman E. Cash, president Television Bureau of Advertising; Miles David, vice-president RAB; Jerry Fields, Fields Associates-Personnel Agency; William S.

WNBC AIRS RODGERS SHOW

NEW YORK—WNBC here recently aired a three and one-half hour salute to Richard Rodgers. Hosted by Wayne Howell, the spectacular ran the gamut of the great composer's outstanding compositions and featured the voice of his former partner Oscar Hammerstein, Mary Martin and Robert Russell Bennett.

Producer Lee Jones came up with a noteworthy autobiography of Rodgers in Rodgers' own words by allowing the composer to speak about his life, music and associates at great length. Jones' deft editing provided the listener with a memorable radio show.

Trimm, personnel, J. Walter Thompson and Richard C. Stanley, manager of personnel placement, CBS Network.

On Saturday many of the visiting student broadcasters took part in the Intercollegiate Broadcasting System conference at Columbia University's Ferris Booth Hall. The theme of the IBS confab was "New Look in College Radio." The high point of the day was an address by James C. Hagerty, vice-president of corporate relations for ABC and the keynote address by FCC Commissioner Robert E. Lee.

The students participated in down-to-earth workshops designed to probe the day-to-day operating problems of campus radio stations.

NEW AM'ER FOR CAROLINA

RIDGELAND, S. C. — The Beatles may be the newest rage in the nation today, but a new **BUG** is hitting the airwaves in Ridgeland, 1,000 watter, WBUG. The new Am'er is located between Switzerland, S. C. and Cooswahatchie in the Southernmost county in the State. The station, headed by James Synnott, will be playing a wide variety of pop music and would welcome promotional disks.

in person

JOHN HAMMOND, JR.

SESAC CELEBRITY SUITE

NAB • CHICAGO

AS ENGLISH AS A CUP OF TEA

**CHAD
STUART**
and
**JEREMY
GLYDE**

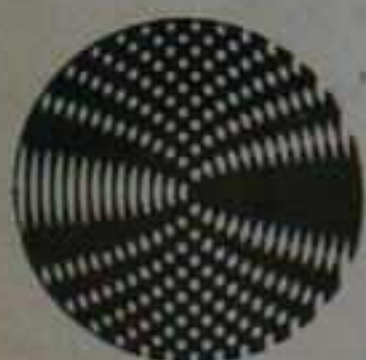
Soon to be seen on all major TV networks in the U. S.

You've heard the other sound . . .
**NOW LISTEN TO
THE LATEST!**



"YESTERDAY'S GONE"

WA 1021



WORLD ARTISTS RECORDS, INC.

550 Grant St., Pittsburgh, Pa. 15219

Phone: (412) 281-1110

Programming Info:

Jeremy is the grandson of
The Duke Of Wellington.
Chad is the writer of this song hit.

BLUE CHIP EXCLUSIVE:
Another ENGLISH HIT
Just Released
"TELL ME MAMA"
Christine Quaitie—WA 1022

Key Sets Dudley On Extended Trek

CINCINNATI—Jimmy Key, of Key Talent, Nashville, has set Dave Dudley and the Roadrunners on a tour that will keep them out for 85 days, with 79 working days during that time. It's the longest tour ever arranged by Key Talent since its formation in July 1963.

The Dudley tour began March 21 and will conclude June 14 with a date for Wichita, Kan., promoter, Hap Peebles, in Kansas City, Kan. Dudley and the Roadrunners will move from North Carolina into Canada; then cross country to Salt Lake City and Texas. The unit will then retrace its steps to the Midwest before heading out for California, Oregon and Washington before the wind-up in Kansas City.



PICTURED AT THE NASHVILLE NARAS Steering Committee meeting March 23 are seated left to right: Frances Preston, BMI; Hubert Long, Hubert Long Talent; Harold Bradley, noted Nashville musician; Leslie Rose, Hickory Records. Standing left to right: Owen Bradley, Decca; Billy Graves, Capitol; Frank Jones and Glenn Snoddy, Columbia.

Nashville NARAS Sets Charter Member Deadline

NASHVILLE — The steering committee of the Nashville chapter of NARAS, at a meeting here March 23, announced the deadline for charter membership in the organization as May 1. According to committee president Harold Bradley, the date will allow people in the trade who want to be counted as "one of the originals" plenty time to join.

The committee composed of Owen Bradley, Decca; Fred Foster, Monument; Billy Graves, Capitol; Bob Ferguson, RCA Victor; Lester Rose, Hickory; Harold Bradley, Nashville musician; Hubert Long, Hubert Long Talent Agency; Frances Preston, BMI; Chet Atkins, RCA Victor; Shelby Singleton, Mer-

cury; Frank Jones and Glenn Snoddy, Columbia, and Don Pierce, Starday, heard reports from the membership chairman, indicating the local chapter is receiving wide acceptance among local recording artists. Membership to date includes 77 active and 72 associate members.

A constitution and bylaws for the Nashville NARAS chapter have been prepared. These are fashioned along those of the New York, Chicago and Los Angeles chapters. It is expected that the constitution and bylaws will be ratified at the April 20 meeting. The next step will be to petition to national trustees of NARAS for acceptance as a chapter — and favorable action is a foregone conclusion.

NARAS, the National Academy of Recording Arts & Sciences, rewards the recording industry's outstanding artists, selected by the votes of the membership, through presentation of annual awards known as Grammys. The awards are not lim-

(Continued on page 36)



FIRST DONATION TO THE COUNTRY MUSIC HALL OF FAME: Mr. and Mrs. Connie B. Gay present a check for \$10,000, made payable to the Country Music Foundation, Inc., to Robert J. Burton, president of Broadcast Music, Inc., and chairman of the fundraising drive for the erection of a building in Nashville to house the Country Music Hall of Fame, Country Music Museum to serve as national headquarters of the Country Music Association, Inc. Gay was the first president of the Country Music Association. All persons contributing \$10,000 or more will have their names placed on a bronze plaque in the museum building.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 4/4/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	2	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	7
2	1	SAGINAW, MICHIGAN Lefty Frizzell, Columbia 42924	13
3	3	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	11
4	5	MILLER'S CAVE Bobby Bare, RCA Victor 8294	9
5	7	YOUR HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	10
6	4	B. J. THE D. J. Stonewall Jackson, Columbia 42889	18
7	8	MOLLY Eddy Arnold, RCA Victor 8296	10
8	16	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	2
9	10	LONG GONE LONESOME BLUES Hank Williams Jr., MGM 13208	9
10	9	FIVE LITTLE FINGERS Bill Anderson, Decca 31577	11
11	6	BEGGING TO YOU Marty Robbins, Columbia 42890	19
12	12	YOU ARE MY FLOWER Lester Flatt & Earl Scruggs, Columbia 42954	8
13	13	TIMBER I'M FALLING Ferlin Husky, Capitol 5111	7
14	15	PETTICOAT JUNCTION Lester Flatt & Earl Scruggs, Columbia 42982	4
15	22	KEEPING UP WITH THE JONESES Margie Singleton & Faron Young, Mercury 72237	4
16	25	GIRL FROM SPANISH TOWN Marty Robbins, Columbia 42968	5
17	14	BEFORE I'M OVER YOU Loretta Lynn, Decca 31541	21
18	11	A WEEK IN THE COUNTRY Ernest Ashworth, Hickory 1237	10
19	17	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	10
20	18	D. J. FOR A DAY Jimmy "C" Newman, Decca 31553	17
21	23	THE PILLOW THAT WHISPERS Carl Smith, Columbia 42949	7
22	27	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	2
23	21	EASY COME-EASY GO Bill Anderson, Decca 31577	8
24	19	LOVE'S GONNA LIVE HERE Buck Owens, Capitol 5025	29
25	26	WAITING A LIFETIME Webb Pierce, Decca 31582	8
26	40	BALTIMORE Sonny James, Capitol 5129	2
27	20	HE SAYS THE SAME THINGS TO ME Skeeter Davis, RCA Victor 8288	11
28	48	BURNING MEMORIES Ray Price, Columbia 42971	4
29	24	PEEL ME A NANNER Roy Drusky, Mercury 72204	18
30	47	CHICKASHAY David Houston, Epic 9658	2
31	30	WIDOW MAKER Jimmy Martin, Decca 31558	9
32	34	LINDA WITH THE LONELY EYES George Hamilton IV, RCA Victor 8304	2
33	33	MY TEARS ARE OVERDUE George Jones, United Artists 683	9
34	—	TOGETHER AGAIN Buck Owens, Capitol 5136	1
35	35	LET'S GO ALL THE WAY Norma Jean, RCA Victor 8261	14
36	—	THAT'S ALL THAT MATTERS Ray Price, Columbia 42971	1
37	31	THE FILE Bob Luman, Hickory 1238	7
38	32	HOWDY NEIGHBOR, HOWDY Porter Wagoner, RCA Victor 8257	12
39	39	THE LAST TOWN I PAINTED George Jones, Mercury 72233	2
40	49	NO THANKS, I JUST HAD ONE Margie Singleton & Faron Young, Mercury 72237	2
41	44	THE VIOLET AND A ROSE Wanda Jackson, Capitol 5142	2
42	46	LOOKING FOR MORE IN '64 Jim Nesbitt, Chart 1065	3
43	43	EIGHT YEARS (And Two Children Later) Claude Gray, Mercury 72236	3
44	38	PASSING THROUGH David Houston, Epic 9658	5
45	45	I CAN STAND IT (As Long as She Can) Bill Phillips, Decca 31584	4
46	—	BLUE TRAIN (Of the Heartbreak Line) John D. Loudermilk, RCA Victor 8308	4
47	42	DOUBLE LIFE Joe Carson, Liberty 55664	5
48	—	THAT'S WHAT MAKES THE WORLD GO ROUND Claude King, Columbia 42959	5
49	41	THE WORLD LOST A MAN David Price, Rice 1001	7
50	—	DON'T TAKE ADVANTAGE OF ME Bonnie Owens, Tally 156	1

in person



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POP HIT!

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GENE SUMMERS

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JOHNNY MATHIS



THE FALL OF LOVE

Record No. 72263

From Samuel Bronston's
"THE FALL OF THE
ROMAN EMPIRE"

a Paramount release

Music by Dimitri Tiomkin

Lyric by Ned Washington

foremost in fine recording



Management: Noga Enterprises

Agency: G.A.C.

HOT COUNTRY ALBUMS

Billboard SPECIAL SURVEY
FOR WEEK ENDING 4/4/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	13
2	4	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	12
3	3	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	9
4	2	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	13
5	5	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	13
6	8	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 8771 (S)	13
7	7	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	12
8	6	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	13
9	14	LESTER FLATT & EARL SCRUGGS AT CARNEGIE HALL Columbia CL 2045 (M); CS 8845 (S)	11
10	12	LOVING ARMS Carl Butler & Pearl, Columbia CL 2125 (M); CS 8925 (S)	5
11	9	GEORGE JONES & MELBA MONTGOMERY SINGING WHAT'S IN OUR HEART United Artists UAL 3301 (M); UAS 6301 (S)	13
12	13	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	8
13	10	I LOVE A SONG Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	13
14	—	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	1
15	15	SONGS OF THE CITIES Roy Drusky, Mercury MG 20883 (M); SR 60883 (S)	7
16	16	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	4
17	—	BILL ANDERSON SINGS Decca DL 4499 (M); DL 74499 (S)	1
18	18	HITS OF TODAY AND TOMORROW Ernest Ashworth, Hickory LPM 118 (M); (no Stereo)	3
19	20	KITTY WELLS STORY Decca DLX 174 (M); DLX 7174 (S)	11
20	—	GOOD 'N' COUNTRY Jim Reeves, RCA Camden, CAL 784 (M); CAS 784 (S)	2

COUNTRY MUSIC CORNER

By BILL SACHS

Jimmy Gately, Decca artist, has joined the Bill Anderson band on "Grand Ole Opry." Jimmy is a former member of the Jimmy Gately-Harold Morris team which appeared for several years on the Red Foley TV shows. Jimmy will play bass in the Anderson unit, teaming with steel man Weldon Myrick and lead man Jim Lance. Gately's new record on Decca is "From Then On." He is also well known as a songwriter, having recently penned the "The Minute You're Gone" for Sonny James. . . . Chuck Chellman, new road man for Mercury out of Nashville, is due in Cincinnati Monday (30) for a session with Sam Klayman, Cincy Mercury distrib. From Cincy, Chuck heads back to Nashville after a two-week promo jaunt that took him through Tennessee, the Carolinas, Virginia; then to Philadelphia, Pittsburgh and Cleveland. Chellman reports as his fat ones Leroy Van Dyke's "Night People," Claude Gray's "Lonesome" and Johnny Sea's "My Baby Walks All Over Me." Chuck until recently was with Decca in Cleveland.

Promoter Dick Schuler, with headquarters in Monroe, Conn., cracks his new season at the Knights of Columbus Hall, Newtown, Conn., April 10, with a country, folk and bluegrass layout featuring Jim and Jesse and the Virginia Boys, the Countrymen, and Jim and Judy. . . . Hank Williams Jr., on his recent swing of New England to promote his first record, "Long Gone Lonesome Blues," appeared as guest on Eddie Zaek's "Hayloft Jamboree" on WRIB, Providence. . . . Jim Hadley was in Nashville recently to cut a session for Buddy Records at Starday Studios. Release, to be issued this week, couples "Night Birds," written by Ancil Ruggles, and "Out of a Clear-Blue Sky."

Little Jimmy Dickens, after completing a 45-day tour of the West for the Americana Corporation, Woodland Hills, Calif., has embarked on a 22-day trek of Hawaii for the same office. . . . Warren Smith heads westward soon to kick off a tour for Americana Corporation starting April 11. Ernest Ashworth plays the western route for the same office beginning April 23. . . . Joe and Rose Maphis are set by Americana for a 15-day Hawaiian tour starting April 1.

Dave Gardner 25G in 7 Days

HOUSTON — Gabe Tucker, vice-president of Gardner Enterprises, Inc., returned to his office here last week after concluding a tour with Brother Dave Gardner which brought a gross of \$25,766.50 in seven days. Largest gross, Tucker says, was in Little Rock, Ark., where the box office chalked \$8,791.50 for one performance. Gardner Enterprises maintains executive offices in Hollywood.

singing to audiences in Fort Wayne, Ind., April 4; Detroit, April 5, and Aurora, Ill., April 12. Skeeter Davis is set for appearances in Macon, Ga., April 4; Kingsport, Tenn., April 10. Roy Drusky is headed North, with a three-day engagement in Chicago, April 5-8, and an appearance in Indianapolis April 12. Ferlin Husky will really be hopping to make dates in Fort Wayne, Ind., April 4; Detroit, April 5; Kingsport, Tenn., April 10; Indianapolis, April 12, and Miami, April 16.

They follow with 15 days in Alaska for the same office beginning May 1. . . . Ray Sanders is currently on a 15-day Alaskan trek for Americana.

Johnny Eustace, music and promotion director of WTID, Norfolk-Newport News, Va., reports that the station's first "Big T Jamboree" of the season March 20, pulled near-capacity crowds at two performances. On the bill were Lefty Frizzell, the Osborne Brothers, Green Gray and top country talent from the Tidewater area. Emceeding the proceeding were WTID's Eustace, Gus Thomas, Gray Ingram, Tommy Thompson and Ann Smith. . . . David Price was the feature of the country music show which J. C. Camille presented in Merrimac, N. H., Easter Sunday (29) in conjunction with Station WFEA, Manchester, N. H., and United Record Distributors, Hartford, Conn.

"LOOK WHO'S BLUE"

b/w

"I'm Loving You More Every Day"

by

Etta James

Argo 5465

"SLIP-ON-MULES"

by

Sugar Pie De Santo

Checker 1073

"LET THEM TALK"

by

Mitty Collier

Chess 1829

"COUNT ME OUT"

by

Billy Stewart

Chess 1888



JOHNNY CASH re-invests some of his c.&w. earnings in the Country Music Association. In front of his home at Casitas Springs, Calif., Johnny hands CMA President Tex Ritter a check for \$500, which gives CMA lifetime membership status to the Columbia Record star; his personal manager, Saul Holiff, and Cash's band, the Tennessee Three (Luther Perkins, W. S. Holland, Marshall Grant). CMA executives recently extended the limit on lifetime memberships from 50 to 200.

NASHVILLE SCENE

By LARRY COLE

Starday Records has announced the signing of Pee Wee King and Redd Stewart to its list of recording artists. Disk jockeys are already receiving their first single, "Waitin'" b/w. "Good-Bye New Orleans." "Waitin'" was written by Pee Wee and Redd. . . . "Life Can Have Meaning" is Bobby Lord's newest single for Hickory. . . . John Loudermilk's new single for RCA is "Blue Train," from his own pen.

Leroy Van Dyke has a new baby in "Baby," his newest single for Mercury. . . . Hank Snow appeared recently at a large downtown department store to help with the counter sales of his new RCA album, "More Hank Snow Souvenirs." For those who couldn't see Hank in person, he included the next best thing—a free 8 by 10 color photo of himself with each mail order.

The Hubert Long Agency has everybody on the move, with country artists booked across the nation, Bill Anderson will be

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PRODUCING CORP.

2120 S. Michigan Chicago 16, Ill.

in person

WARREN COVINGTON

SESAC CELEBRITY SUITE

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Sellin' Like Hotcakes!

"LOOKING FOR MORE IN '64"

JIM NESBITT

Chart #1065 • Poach Music • Sesac

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SOUND OF NASHVILLE
160 2nd Ave., S., Nashville, Tenn.
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"Betty & Dupree"

b/w

"Got My Mojo Working"

Sun #389

Billy Adams
SUN RECORDS

639 Madison Memphis, Tenn.

SALES! SALES! SALES!

Bobby Lord
SINGS

LIFE CAN HAVE MEANING
HICKORY 1232

**BREAKING
FOR A HIT!**

THE BIG BUILD UP

c/w

DANCING IN A DREAM

31611

BERT KAEMPFERT

AND HIS ORCHESTRA

THAT LATIN FEELING...
BERT KAEMPFERT

DECCA



**HIS
LATEST
HIT
ALBUM**

**THAT
LATIN
FEELING**

DL-4490
DL-74490 (Stereo)

NOW AVAILABLE AT ALL DECCA BRANCHES

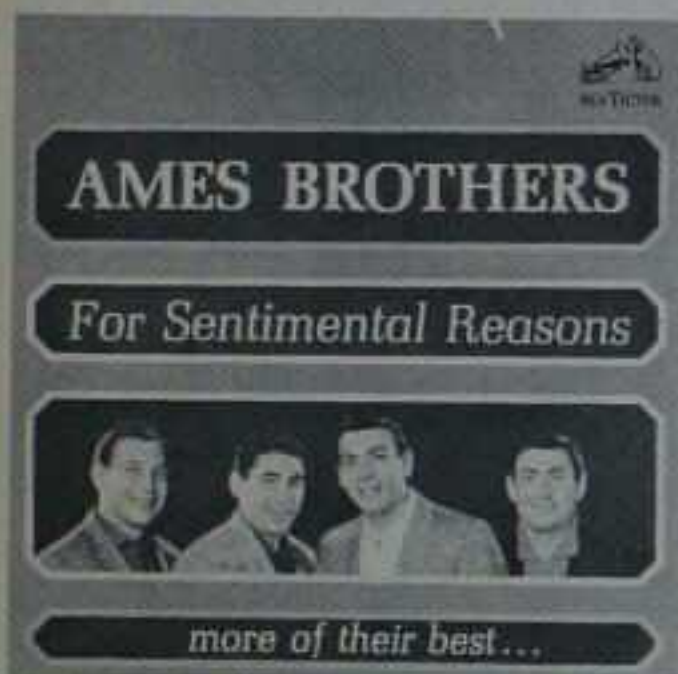
TOP LP's

★ STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

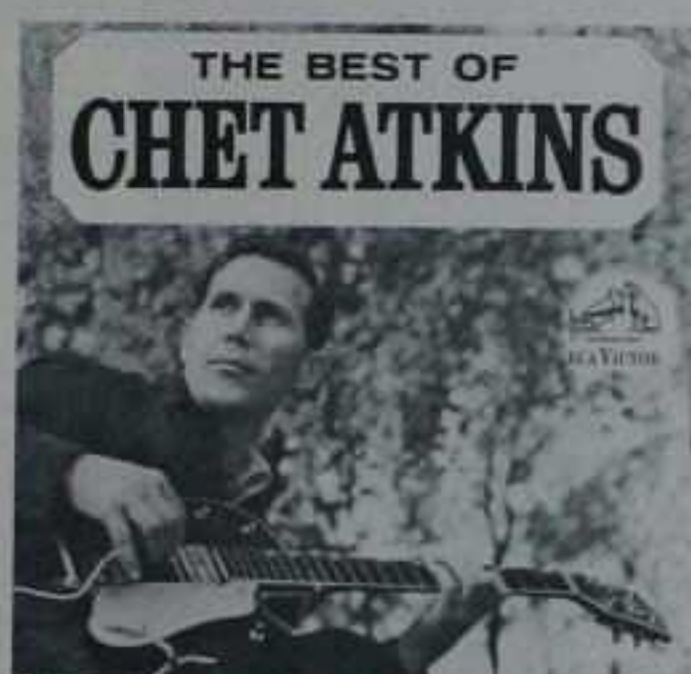
Record Industry Association of America seal of certification as million dollar LP's.

Main table listing Top LP's with columns for This Week, Last Week, Title, Artist, Label, and Weeks on Chart. Includes entries like 'MEET THE BEATLES', 'TALK BACK TREMBLING LIPS', 'SOLID GOLD STEINWAY', etc.

SPRING INTO ACTION



A magnificent tradition! The tops in singing quartets on songs like "Around the World" and "Together." LPM/LSP-2876 (e)



Filled with Chet's greatest hits like "Yankee Doodle Dixie," "Main Street Breakdown" and "Country Gentleman." LPM/LSP-2887 (e)



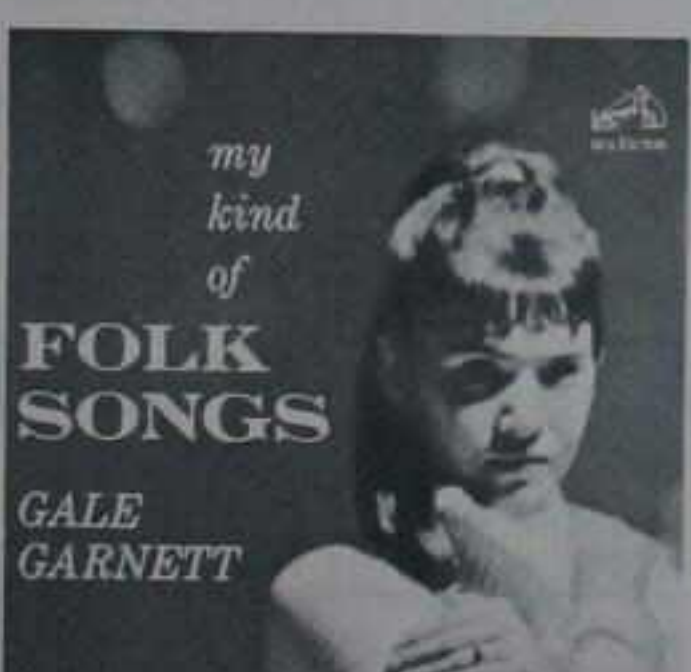
The sound of Frankie Carle's Orchestra updates yesterday's greatest tunes, like "Be My Love" and "Ebb Tide." LPM/LSP-2881



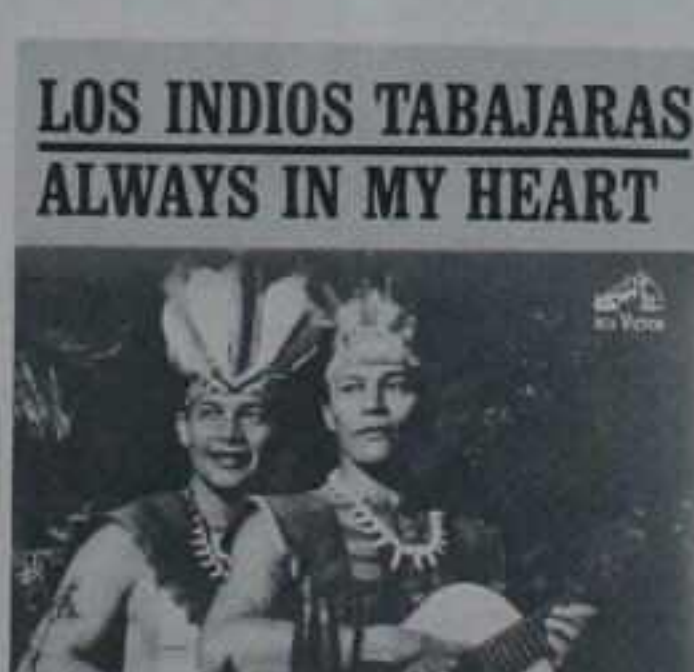
The military-musical extravaganza of Rome! An elite corps of 102 bandmen play a variety of selections from famous operas. FPM/FSP-122



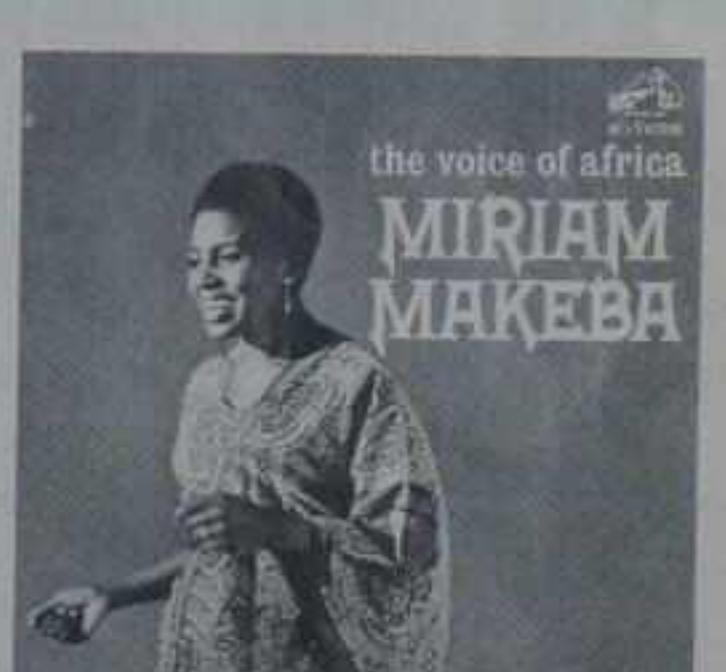
A great new voice with a heart-to-heart approach to songs like "An Affair to Remember" and "Close Your Eyes." LPM/LSP-2842



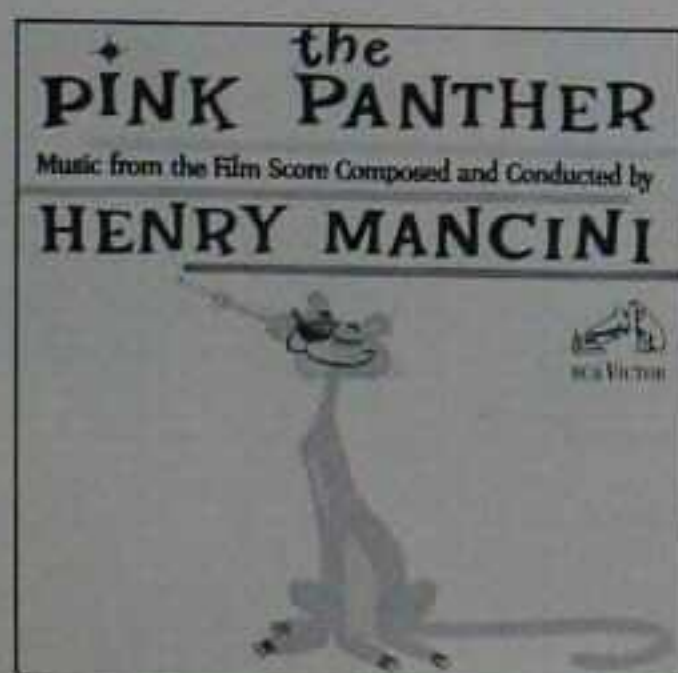
A new fresh "find" of a folk singer. Old folk favorites like "Take This Hammer," "Wanderin'" and "I Know You Rider." LPM/LSP-2833



The Indians of "Maria Elena" fame have another hot album. Includes "Amapola" and "Moonlight and Shadows." LPM/LSP-2912



The passionate heart of a great folk singer burns in tunes like "Lovely Lies," "Langa More" and "Nomthini." LPM/LSP-2845



From his newest film score. Joyous, romping melodies like "The Pink Panther Theme" and "Something for Sellers." LPM/LSP-2795



A genius of the guitar—a master innovator! The best in the flamenco repertoire includes "Farruca" and "Petenera." LPM/LSP-2846



A brilliant entertainer who stands alone with the blues. Joe catches fire on songs like "Come on Blues" and "Kansas City." LPM/LSP-2879

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TOP LP'S

★ STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

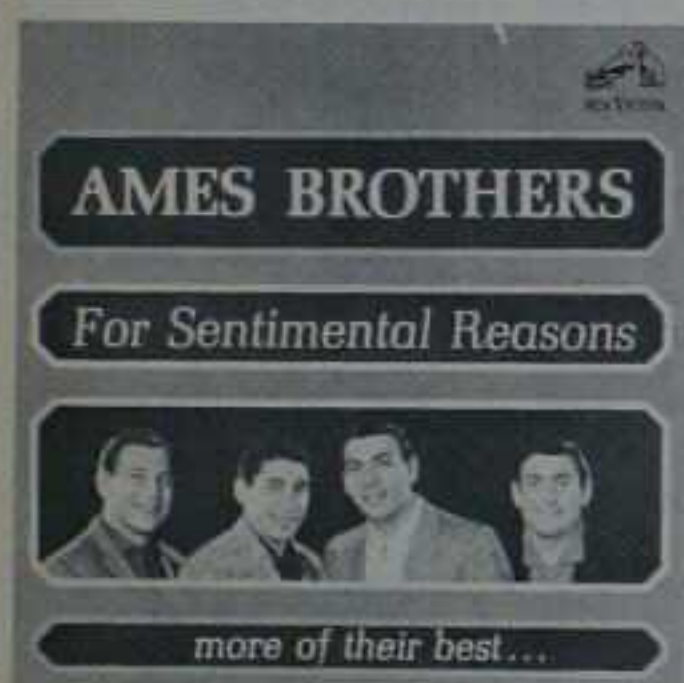
Record Industry Association of America seal of certification as million dollar LP's.

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists top 50 LPs including 'MEET THE BEATLES', 'INTRODUCING THE BEATLES', 'HONEY IN THE HORN', etc.

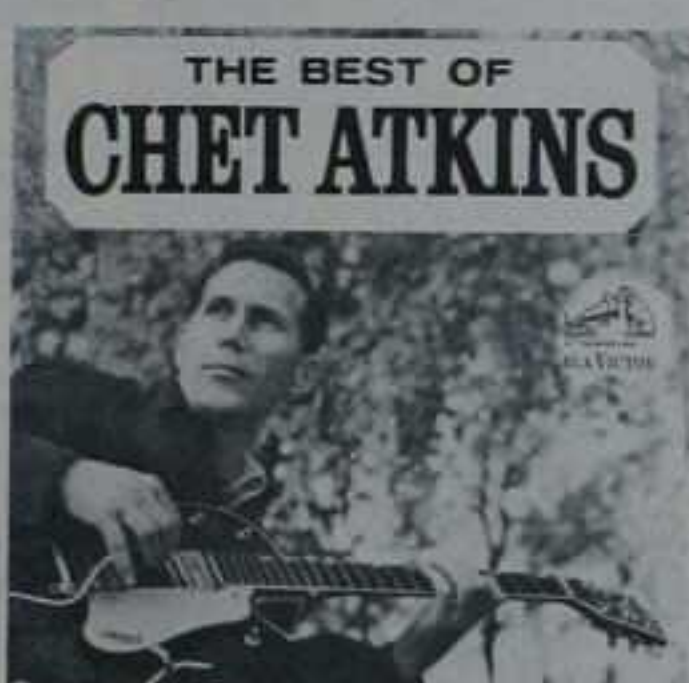
Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists LPs 51-100 including 'TALK BACK TREMBLING LIPS', 'SOLID GOLD STEINWAY', 'I LEFT MY HEART IN SAN FRANCISCO', etc.

Table with 5 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists LPs 101-150 including 'FOUR DAYS THAT SHOCKED THE WORLD', 'LOVE HIM', 'I AM THE GREATEST', etc.

SPRING INTO ACTION



A magnificent tradition! The tops in singing quartets on songs like "Around the World" and "Together." LPM/LSP-2876 (e)



Filled with Chet's greatest hits like "Yankee Doodle Dixie," "Main Street Breakdown" and "Country Gentleman." LPM/LSP-2887 (e)



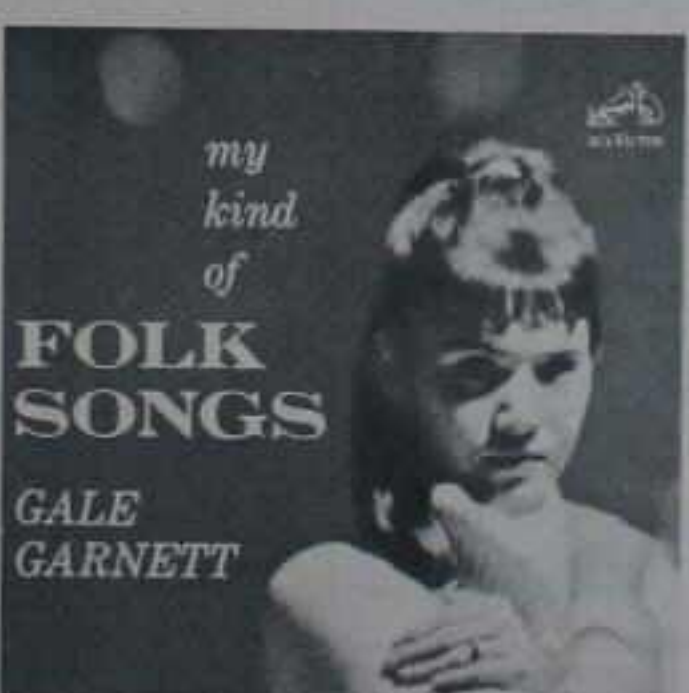
The sound of Frankie Carle's Orchestra updates yesterday's greatest tunes, like "Be My Love" and "Ebb Tide." LPM/LSP-2881



The military-musical extravaganza of Rome! An elite corps of 102 handsmen play a variety of selections from famous operas. FPM/FSP-122



A great new voice with a heart-to-heart approach to songs like "An Affair to Remember" and "Close Your Eyes." LPM/LSP-2842



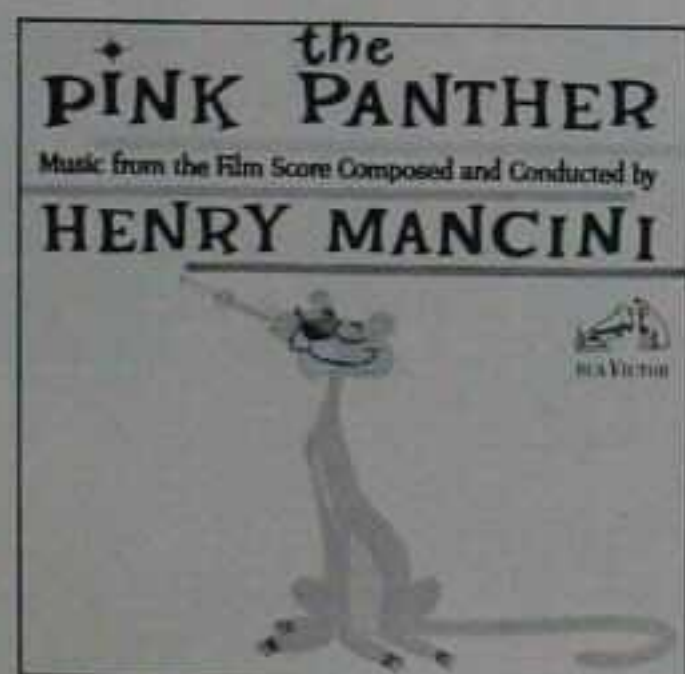
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SINGLES REVIEWS



SPOTLIGHT WINNERS OF THE WEEK

Pop singles Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the top 50 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-the-Board Spotlights are records applicable for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standards Spotlights are geared for pop standard and pop contemporary air play. Programming specials are other records applicable for programming in their specific categories.

Hot Pop SPOTLIGHTS...

THE 4 SEASONS—Ronnie (Saturday-Gavadima, ASCAP) (2:25)—**BORN TO WANDER** (Saturday-Gavadima, ASCAP) (2:33)—First is the strongest in high-voiced stompie "Dawn" groove. The flip is good change-of-pace hot pop programming in a folksie groove. **Phillips 40185**

NEIL SEDAKA—**THE CLOSEST THING TO HEAVEN** (Screen Gems-Columbia, BMI) (2:23)—With a soft rock and an inviting lyric. Flip: "Without a Song" (Miller, ASCAP) (3:43). **RCA Victor 8341**

MARTHA AND THE VANDELLAS — **IN MY LONELY ROOM** (Jobete, BMI) (2:29)—Nostalgic sentiment teamed to feelgood beat. Flip: "A Tear for the Girl" (Jobete, BMI) (2:46). **Gordy 7031**

ROY ORBISON — **IT'S OVER** (Acuff-Rose, BMI) (2:47) — The drama-ballad king scores again with pathos and chorus and strings that build, build, build. Flip: "Indian Wedding" (Acuff-Rose, BMI) (2:59). **Monument 837**

RUFUS THOMAS—**SOMEBODY STOLE MY DOG** (East, BMI) (2:35)—**I WANT TO BE LOVED** (East, BMI) (2:32)—First side up is Rufus' familiar and humorous dog. Flip might be a surprise side especially through r.&b. areas. **Stax 149**

DIANE RAY—**TIED UP WITH MARY** (Lyn-Lou & Raleigh, BMI) (2:22)—Goes as big as "Lifeguard"—maybe bigger. Flip: "No Arms Can Ever Hold You" (Gil, BMI) (2:34). **Mercury 72248**

DAMITA JO—**IT KILLS ME** (Lanlee-Damita, ASCAP) (2:40)—Strong slow ballad. The girl sings the song. Flip: "Molly 'Dear' Malone" (Flipside-Bit O Honey, BMI) (2:19). **Melic 4146**

BARBARA AND THE BROWNS—**BIG PARTY** (Beckie, BMI) (2:10)—Stax prexy picked this up from the Wilmo label and Atlantic distribs. Strong lyric content, moody ballad and group sound. Flip: "You Belong to Her" (Beckie, BMI) (2:30). **Stax 150**

HOT POP Programming Specials

THE SUPER STOCKS

Thunder Road (Leeds, ASCAP) (1:56)
—Wheel Stands (Beechwood, BMI)
(1:52). **CAPITOL 5153**

GENE CHANDLER

Soul Hootenanny Parts 1 & 2 (Conrad, BMI) (2:25 & 2:30). **CONSTELLATION 114**

HOMER AND JETHRO

I Want to Hold Your Hand (Duchess, BMI) (2:27)—She Loves You (GIL, BMI) (2:20). **RCA VICTOR 8345**

DONNA LYNN

Java Jones (Tideland, BMI) (2:02). **CAPITOL 5156**

LEE DORSEY

Organ Grinder Swing (American Academy, ASCAP) (2:15). **CONSTELLATION 115**

THE CHAMPS

Only the Young (4-Star, BMI) (2:20). **CHALLENGE 59236**

THE O'JAYS

I'll Never Stop Loving You (Feist, ASCAP) (2:18). **IMPERIAL 66025**

THE SEARCHERS

Sugar and Spice (Duchess, BMI) (2:15). **LIBERTY 55689**

THE UNDERTAKERS

Just a Little Bit (Leeds, ASCAP) (2:24)—Stupidity (Progressive-GEMA, BMI) (1:58). **PARKWAY 909**

THE KING PINS

I Won't Have It (Sonlo, BMI) (2:24)—Two Hearts (J & C, BMI) (2:25). **FEDERAL 12517**

BILLY BUTLER & THE ENCHANTERS

Gotta Get Away (Jalynne-Curtom, BMI) (2:14). **OKEH 7192**

SAM ANDERSON & THE TELSTARS

Back on the Block (Boblo, BMI) (2:20). **KING 5855**

BEATLES WITH TONY SHERIDAN

Why (Gallico, BMI) (2:54)—Cry For a Shadow (Gema) (2:22). **MGM 13227**

CLYDE McPHATTER

Second Window, Second Floor (Blackwood, BMI) (2:47). **MERCURY 72253**

TROY SHONDELL

Little Miss Tease (4-Star Sales, BMI) (2:40). **EVEREST 2041**

DON WAYNE

Tall Dark Stranger (Painted Desert, BMI) (2:55). **LAURIE 3209**

LITTLE PATTIE

He's My Blonde-Headed, Stomple Wompie, Real Gone Surfer Boy (Shapiro-Bernstein, ASCAP) (1:46). **WORLD HITS 150**

BILLY J. KRAMER

Bad to Me (Metric, BMI) (2:18). **IMPERIAL 66027**

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel and its programming and sales potential is rated within its category of music. Reviews are presented for Spotlight picks only.

C.&W. SPOTLIGHTS

LORETTA LYNN

THIS HAUNTED HOUSE (Bronze, SESAC) (2:23) — A touching title, haunting lyric. Another c.&w. hit for the lady. Flip: "Wine, Women and Song" (Sure-Fire, BMI) (2:02). **Decca 31608**

JIMMY "C" NEWMAN

ANGEL ON LEAVE (New Keys, BMI) (2:28)—Soft weeper with heartbreak and other world sound. Flip: "Summer Skies and Golden Sands" (Duchess, BMI) (2:12). **Decca 31609**

KENDALL HAYES

DON'T GIVE UP THE SHIP (Painted Desert, BMI) (2:05)—The revival drum booms; the chorus sings and the lyric hits home. Flip: "I Didn't Mean for It to Happen That Way" (Painted Desert, BMI) (2:29). **Sims 171**

SPIRITUAL SPOTLIGHTS

ALEX BRADFORD

CAN'T TRUST NOBODY (Conrad, BMI) (2:32)—The spirit is upon Alex Bradford and the sound is almost pop. Flip: "Angel on Vacation" (Conrad, BMI) (3:10). **VeeJay 939**

C.&W. SPECIALS

JUSTIN TUBB

John Mason Whitney III (Tree, BMI) (2:12)—If I Miss You (Half as Much As I Have Loved You) (Tree, BMI) (2:08). **GROOVE 0034**

CHARLIE RICH

My Mountain Dew (Rich, BMI) (2:40)—The Ways of a Woman in Love (Hi-Go, BMI) (2:32). **GROOVE 0035**

BUDDY CAGLE

Afraid to Go (Hi-Way, BMI) (2:29). **CAPITOL 5154**

LLOYD ARNOLD

Lonesome Finds Me (Window, BMI) (2:09). **MEMPHIS 109**

CHARLIE PHILLIPS

Please Help Me Believe (Painted Desert, BMI) (2:10)—The Street of Loneliness (Tuckahoe-Neilbrae, BMI) (2:04). **COLUMBIA 43014**

SPIRITUAL SPECIALS

SWAN SILVERTONES

Is God Satisfied With Me (Conrad, BMI) (2:24)—At the Cross (Conrad, BMI) (2:36). **VEE JAY 940**

ORIGINAL BLIND BOYS OF ALABAMA

I Can See Everybody's Mother (Conrad, BMI) (2:20)—How Far Am I From Cannon (Conrad, BMI) (2:55). **VEE JAY 936**

Across-The-Board SPOTLIGHTS...

JOHNNY MATHIS—**NO MORE** (Cathryl, ASCAP) (2:46)—Johnny sings the big ballad against string and choral build. Merc is working on the flip (from the pic "The Fall of the Roman Empire") "The Fall of Love" (Feist, ASCAP) (2:58). **Mercury 72263**

SIMON SISTERS—**WINKIN', BLINKIN' AND NOD** (Ryerson, BMI) (2:06)—Folk singers with "Puff" potential. Flip: "So Glad I'm Here" (Fall River, BMI) (2:04). **Kapp 586**

AL HIRT—**COTTON CANDY** (Gallico, BMI) (2:11)—Razz-ma-tazz and all that Dixie pop jazz as a follow-up to Hirt's biggie. Flip: "Walkin'" (Lowery, BMI) (2:17). **RCA Victor 8346**

Pop Standard SPOTLIGHTS...

No Pop Standard Spotlights this week.

POP STANDARD Programming Specials

LITTLE DEANS COMBO

The Happy Bullfrog (Irving, BMI) (2:10)—Drop Out (Ivaloe, ASCAP) (1:30). **PEORIA 101**

JULIET PROWSE

Anyone Can Whistle (Burthen, ASCAP) (2:41)—What Are You Afraid Of (Morris, ASCAP) (2:17). **COLUMBIA 43018**

ANDY WILLIAMS

Madrigal (Northern, ASCAP) (3:06)—Wrong for Each Other (Valley, BMI) (2:18). **COLUMBIA 43015**

BERT KAEMPFERT & HIS ORK

The Big Build Up (Roosevelt, BMI) (2:25)—Dancing in a Dream (Roosevelt, BMI) (2:40). **DECCA 31611**

LESLIE UGGAMS

My Wish (Frank-Rimner, ASCAP) (2:22)—I'd Be A Legend in My Time (Acuff-Rose, BMI) (2:55). **COLUMBIA 43012**

THE FOUR FRESHMEN

Don't Make Me Sorry (Kenbob, ASCAP) (2:38)—My Baby's Gone (Central Songs, BMI) (2:09). **CAPITOL 5151**

NELSON RIDDLE

Hello, Dolly! (Morris, ASCAP) (1:44)—My True Carrie Love (Comet, ASCAP) (2:32). **REPRISE 0270**

LAWRENCE WELK

Hello, Dolly! (Morris, ASCAP) (2:38)—Clair De Lune (Von Tilzer, ASCAP) (2:36). **DOT 16603**

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GROUP



The Rolling Stones

NOT FADE AWAY

9657

LONDON
RECORDS

ENGLAND'S
TOP
5
AND
MOVING UP

ALBUM REVIEWS (continued)



COUNTRY & WESTERN SPOTLIGHT
SONGS ABOUT THE WORKING MAN
 Dave Dudley, Mercury MG 20899 (M); SR 60899 (S)

A fine collection of country and western folk songs sung with distinction by Dave Dudley. Dave's approach is as mainly and genuine as one can get with such tunes as "John Henry," "Cowboy Boots," "Sixteen Tons" and "Alligator Man," among others. The tunes are top-toppers almost all the way and will be welcomed by pop music fans as well as country music lovers.



CLASSICAL SPOTLIGHT
BARTOK: CONCERTO FOR ORCHESTRA
 London Symphony (Dorati) Mercury MG 50378 (M); SR 90378 (S)

There are eight other versions of this work available in catalogs, but this is the first recording by Dorati and the London Symphony. Other versions are by Ansermet, Bernstein, Leinsdorf, Van Karsan and Stokowski, among others. Despite the competition, the dramatic work is sure to be one modern music collectors will want on their shelves.



CLASSICAL SPOTLIGHT
MOZART: CONCERTO NO. 17
 Artur Schnabel, RCA Victor LM 2636 (M); LSC 2636 (S)

The six other pianists who've put Mozart's Concerto 17 into the groove are now in far some stiff competition from Artur Schnabel's entry. It's an airy piece and Rubinstein, backed by Alfred Wallenstein conducting the RCA Victor Symphony Orchestra, makes the mood enchanting. The Schubert side is a nice filler.



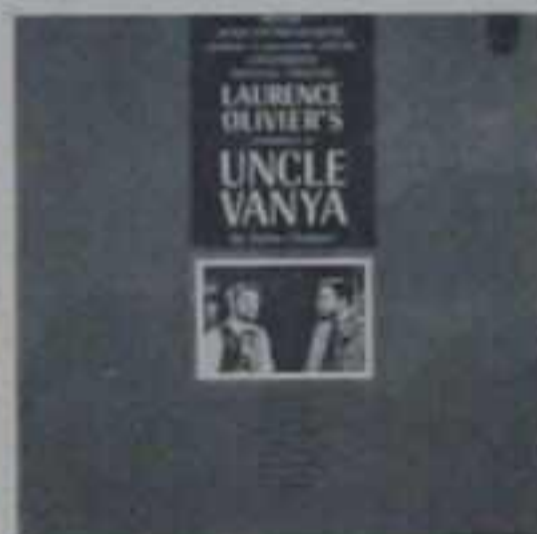
FOLK SPOTLIGHT
ANITA CARTER
 Mercury MG 20847 (M); SR 60847 (S)

As may be expected from a member of the highly regarded Carter Family, Anita Carter performs traditional ballads from the British Isles with an unchallenged authority, tenderness and authenticity. The use of multi-tracking is very effective—enhancing the ungemmed simplicity of Anita's singing. An album for the discerning folk music lover.



FOLK SPOTLIGHT
A FOLKSINGER'S CHOICE
 Theodore Bikel, Elektra EKL 250 (M); EKS 7250 (S)

Some Bikel fans will rejoice that this album is in English or at least in English dialects which can be understood by the non-linguists of his audience. There should be no cavil about Bikel. He is a consummate actor, and folk songs—one scene plays all—are only one of the areas in which he acts superlatively.



SPOKEN WORD SPOTLIGHT
UNCLE VANYA (2-12")
 Original cast, Philips PHM 2-301 (M); PHS 2-701 (S)

A sheer delight for the collector of recorded drama. The play, widely heralded while at Chichester Festival Theater in England, is performed by an all-star cast led by Sir Laurence and featuring Sir Michael Redgrave, Joan Plowright, Max Adrian and others. The album contains a seven-page booklet of photos and text on the play and its actors.

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

NAVY BLUE

Diane Renay, 20th Century-Fox TFM 3133 (M); TF5 4133 (S)

AIN'T THAT GOOD NEWS

Sam Cooke, RCA Victor LPM 2899 (M); LSP 2899 (S)

GENE PITNEY'S BIG SIXTEEN

Musiker MM 2008 (M); MS 3008 (S)

★ NEW ACTION LP's

These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

COUNTRY PIANO—CITY STRINGS . . .

Floyd Cramer, RCA Victor LPM 2800 (M); LSP 2800 (S)

REFLECTIONS . . .

Stan Getz, Verve V 8554 (M); V6-8554 (S)

ALLAN IN WONDERLAND . . .

Allan Sherman, Warner Bros. W 1539 (M); WS 1539 (S)

QUIET NIGHTS . . .

Miles Davis, Columbia CL 2106 (M); CS 8906 (S)

LONELY GUITAR . . .

Duane Eddy, RCA Victor LPM 2798 (M); LSP 2798 (S)

MEET THE SEARCHERS/NEEDLES AND PINS . . .

Kapp KL 1363 (M); KS 3363 (S)

FOLK SONGS AROUND THE WORLD . . .

Mantovani, London LL 3360 (M); PS 360 (S)

BE TRUE TO YOUR SCHOOL . . .

Sandy Nelson, Imperial LP 9258 (M); LP 12258 (S)

POP SPECIAL MERIT

50 FABULOUS ITALIAN FAVORITES

Al Caiola & His Ork. United Artists UAL 3354 (M); UAS 6354 (S)

There's lots of musical pleasure to be found in this bonus roundup of Italian melodies. The instrumentation, highlighted by mandolins and guitars, gives it a charming Italian quality and a lift that's easy on the ear.

POP SPECIAL MERIT

BEYOND THE FRINGE, VOL. 2

Original Cast, Capitol W 2072 (M); SW 2072 (S)

This is the second LP edition of the "Beyond the Fringe" revue that's still running on Broadway. The material is entirely new, and, like its predecessor LP, it's sharply satiric and at times quite funny. Paxton Whitehead is the new member of the zany quartet that includes Alan Bennett, Peter Cook and Dudley Moore, who have been replaced since the album was recorded.

POP SPECIAL MERIT

LOVE AFTER MIDNIGHT

Patti Page, Columbia CL 2132 (M); CS 8932 (S)

A romantically oriented collection of tunes sung gently and well by Patti Page. Selections include "The Sweetest Sounds," "Born to Lose," "All the Way," "Stranger on the Shore" and "Oh! What It Seemed to Be." (Best track: "Oh! What It Seemed to Be.")

POP SPECIAL MERIT

UNFORGETTABLE—A TRIBUTE TO DINAH WASHINGTON

Aretha Franklin, Columbia CL 2163 (M); CS 8963 (S)

This LP is not one of one singer skillfully mimicking another. Aretha Franklin projects her own special style and emotional approach to the songs made famous by Dinah Washington. However, the gals are very much in the same musical groove and the late Miss Washington would have been most pleased with Aretha's approach. "What a Difference a Day Made," "Unforgettable" and others are performed with both big string backing and the more basic gospel instrumentation.

CLASSICAL SPECIAL MERIT

DVORAK: QUARTET, OPUS 6; WOLF: ITALIAN SERENADE

Julliard String Quartet, RCA Victor LM 2524 (M); LSC 2524 (S)

Collectors of seldom-recorded chamber music will want copies of this LP which teams the Dvorak and Wolf works. The only other recording of the Dvorak quartet is in a two-volume package of the complete quartets by the composer by the Kohon group on Vox. There are two other versions of the Wolf work by the Budapest String Quartet and the Stradaveri Quartet.

CLASSICAL SPECIAL MERIT

GREAT VOICES OF THE CENTURY

Various Artists, Angel NP 4

It's hard to imagine anyone not now having these tracks—by Gigli, John McCormack, Caruso, et al. But even those who do have them will want these vastly improved remasterings of connoisseur voices in arias.

FOLK SPECIAL MERIT

LOGAN ENGLISH SINGS THE WOODY GUTHRIE SONGBAG

20th Century-Fox TFM 3126 (M); TF5 4126 (S)

Some of the most singular of Woody Guthrie's songs are here, and they are all sung with the head-on candor that Guthrie is and his songs demand. Any disk jockey could play the wryly humored "The Ladies' Auxiliary." Folk jockeys should delight in another legitimate way to present Guthrie. Too, there's a "mystery" female voice about whom guessing is not necessary, though it can be fun.

FOLK SPECIAL MERIT

THE SONGS OF FRED ENGLEBERG

Elektra EKL 247 (M)

Engleberg has a voice which ranges between Josh White and Hoagy Carmichael, and a relaxation similar to the best of them. Beyond that, his choice of repertoire is as wild as it is varied, all written by him, and ranging from the ironic "Nangman Song" to "Somebody Finked to the Fuzz." He's a delightful and special story teller; a good bet for the disk jockey looking for special features.

JAZZ SPECIAL MERIT

EVENIN' BLUES

Jimmy Witherspoon, Prestige PR 7300

It's hard to remember a recent jazz record with such overpowering blues singing and playing, or a blues record with so much jazz. Witherspoon is vibrant, and, among the five musicians, T-Bone Walker's guitar is an exceptional addition. Chances are some tracks can be programmed on other than the obvious shows. Try "Baby, How Long," the old "How Long Blues."

SACRED SPECIAL MERIT

CAROL AND JIMMY SNOW CARRY ON FAMILY TRADITIONS

Heart Warming LPHF 1771

Sacred songs have seldom been better performed than in this album by the Snows. The talented duo sing the songs with warmth and feeling backed beautifully by strings, femme voices, guitar and some fine arrangements.

LOW PRICE POP SPECIAL

MERIT

DINAH WASHINGTON SINGS FATS WALLER

Mercury Wing MGW 12271 (M); SRW 16271 (S)

The late Dinah Washington made herself at home with almost any kind of material, but she's especially in her element with the works of Fats Waller. "Ain't Misbehavin'," "Honeysuckle Rose," "Christopher Columbus," etc., show an excellent matching of artist and composer.



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

POPULAR

FUSION!
 Wes Montgomery With Strings, Riverside 472

LULLABY OF THE LEAVES
 Teri Thornton, Riverside 3525

HIP BOOTS!
 Boots Randolph, Monument MLP 8015

GOLDEN MEMORIES OF THE PAST, VOL. 1
 Various Artists, Musicone 7000 (M)

DAKOTA STATION WITH STRINGS
 United Artists UAL 3355 (M); UAS 6355 (S)

MAN IN THE MIDDLE
 Sound Track, 20th Century-Fox TFM 3128 (M); TFS 4128 (S)

BIG BAD BOSS BEAT
 Various Artists, Original Sound LPM 5008 (M); LPS 8871 (S)

JEAN TURNER
 Capitol T 2051 (M); ST 2051 (S)

CLASSICAL

SCHUMANN: PIANO CONCERTO IN A MINOR; VARIATIONS ON A THEME BY CLARA WIECK
 Byron Janis, Minneapolis Symphony Orchestra (Skrowaczewski), Mercury MG 50383 (M); SR 90383 (S)

BACH FOR HARPSICHORD
 Rafael Puyana, Mercury MG 50369 (M); SR 90369 (S)

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, and all other LP's are listed under their respective categories.

SEE ALBUM REVIEWS ON BACK COVER

SPECIAL MERIT PICKS

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.

POP SPECIAL MERIT

(Encore off) GOLDEN HITS OF THE GROUPS

The Platters, Mercury MG 20893 (M); SR 60893 (S)

The Platters have rarely sounded better than they do on this album of top hits. The talent group gives fresh non-rock interpretation to 12 songs previously made hits by other groups. Selections include: "Mississippi Mud," "Sincerely," "P.S. I Love You," to name a few.

POP SPECIAL MERIT

WE PROUDLY PRESENT MONSIEUR GILBERT BECAUD

Kopp KL 1353 (M); KS 3353 (S)

Already established as French composer-singer, Gilbert Beaud now makes a strong impression in debut LP singing in English. In addition to some of his own hits like "What Now My Love" and "The Day the Rains Came," there are such others as "More" and "What Kind of Fool Am I" to make it an entertaining, well-rounded set.

CLASSICAL SPECIAL MERIT

DVORAK: QUARTET, OPUS 6; WOLF: ITALIAN SERENADE

Julliard String Quartet, RCA Victor LM 2524 (M); LSC 2524 (S)

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BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

- BITS AND PIECES**
Dave Clark Five, Epic 9671
- MY GUY**
Mary Wells, Motown 1056
- I'M SO PROUD**
Impressions, ABC-Paramount 10544
- YOU CAN'T DO THAT**
Beatles, Capitol 5150

LOVE ME WITH ALL YOUR HEART . . .

- Ray Charles Singers, Command 4045 (Peer Intl., BMI) (Philadelphia)
- LITTLE BOXES . . .**
Womenfolk, RCA Victor 8301 (Schroder, ASCAP) (Houston)
- BE A GOOD LITTLE GIRL . . .**
Tommy Roe, ABC-Paramount 10543 (Low-Twi & Twi-AB, BMI) (Atlanta)
- MY HEART . . .**
Roomates, Canadian-American 166 (One o'Clock, BMI) (Detroit)
- PARTY GIRL . . .**
Bernadette Carroll, Laurie 3238 (Schwartz, ASCAP) (Boston)
- LOVE IS NO EXCUSE . . .**
Jim Reeves & Dottie West, RCA Victor 8324 (Tree, BMI) (Atlanta)
- EGYPTIAN SHUMBA . . .**
Tammys, United Artists 678 (Gypsy, BMI) (Pittsburgh)

★ 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.

- THE WONDER OF YOU . . .**
Ray Peterson, RCA Victor 8333 (Duchess, BMI) (Boston, San Francisco)

- SIEGMEISTER: QUARTET NO. 2; KOHS: A SHORT CONCERT**
Various Artists. Composers Recordings CRI 176
- RIEGGER: CANON AND FUGUE; BECKER: CONCERT ARABESQUE; IVES: THANKSGIVING**
Iceland Symphony Orchestra (Strickland). Composers Recordings CRI 177
- PISTON: CONCERTINO; IVES: FOURTH OF JULY; CARPENTER: CONCERTINO**
Marjorie Mitchell; Goteborg Symphony Orchestra (Strickland). Composers Recordings CRI 180
- GLANVILLE-HICKS: NAUSICAA**
Various Artists. Composers Recordings CRI 175
- LEIFS: ICELAND OVERTURE; ISOLFSSON: PASSACAGLIA; CO-WELL: SYMPHONY NO. 16**
Iceland Symphony Orchestra (Strickland). Composers Recordings CRI 179

FOLK

- THE PATRIOT GAME**
The Irish Ramblers. Elektra ELK 249 (M); EKS 7249 (S)

JAZZ

- TRIBUTE TO TEAGARDEN**
Jack Teagarden. Capitol T 2076
- BORN TO BE BLUE!**
Bobby Timmons Trio. Riverside 468
- DRAG 'EM OUT**
Shirley Scott. Prestige PR 7305

- BASS BALL**
Francis Rabbath. Phillips PHM 200-128 (M); PHS 600-128 (S)

- HOW MY HEART SINGS!**
Bill Evans Trio. Riverside 473

- RONNIE BROWN TRIO AT P. J.'S**
Phillips PHM 200-130 (M); PHS 600-130 (S)

LATIN AMERICAN

- CANTA MUSICA RANCHERA**
Pedro Vargas. RCA Victor MKL 2002 (M)

- PA'TODO EL AÑO**
Miguel Aceves Mejia. RCA Victor MKL 1519 (M); MKS 1519 (S)

- DELICIOSAMENTE BAILABLE**
Luis Gonzalez y sus Fantasias. RCA Victor MKL 1526 (M); MKS 1526 (S)

- AYER . . . HOY . . . SIEMPRE**
MaLuisa Landin. RCA Victor MKL 1524 (M); MKS 1524 (S)

INTERNATIONAL

- JAN BART SINGS YINGLISH**
Janson JR 1000 (M)

- RING OUT**
Various Artists. Phillips PHM 200-121 (M); PHS 600-121 (S)


LOW PRICE POPULAR

- REFLECTIONS**
The Platters. Mercury Wing MGW 12272 (M); SRW 16272 (S)

LOW PRICE CLASSICAL

- STRAUSS: DEATH AND TRANSFIGURATION; TILL EULENESPIEGEL'S MERRY PRANKS**
Vienna Philharmonic Orchestra (Reiner). RCA Victor VIC 1004 (M); VICS 1004 (S)

in person



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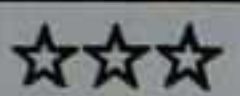
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POPULAR

- BERMUDA IS PARADISE**
Ross Talbot. Audio Fidelity AFLP 2125 (M); AFSD 6125 (S)
- ARTHUR GODFREY TIME**
Various Artists. Contempo CT 3902 (M); CTS 5902 (S)
- GOLDEN MEMORIES OF THE PAST, VOL. II**
Various Artists. Musttone 7001 (M)
- SMASH HITS FOR DANCING**
John Warren Ork. Pye NPL 18087 (M)

WITH THE COUNTRY JOCKEYS

• Continued from page 16

Claude King's Columbia release of "A Lace Mantilla and a Rose of Red." "Lace Mantilla" was written by Ted Cooper and Joan Kingsbury. . . . Ray Starr, Amarillo, Tex., c.&w. singer-writer and label owner (Ray-Lu), has Tim Gayle handling the publicity on his Ray-Lu etching of "Just One More," published by Cedarwood of Nashville. Deejays and stations playing the country sound and format may get their copy by writing to Gayle at 319 W. 48th Street, New York.

"Both the station and myself were pleased to find ourselves mentioned in a recent issue," writes Joe Morrall, country deejay at CKRM, Regina, Sask. "Unfortunately," continues Joe, "the content of the item has caused slight friction with our competitors. It appears in that putting a note on the card and trying not to exceed the space, I didn't do enough explaining. CKRM is a 24-hour station, with c.&w. music played only from 12 midnight to 6 a.m., seven nights a week. We are 10,000 watts, day, and 5,000 watts, night. Regarding the live show — this was actually a CKCK-Radio effort, but I was approached to emcee one of the two shows, which I did. However, I shared honors with CKCK's country jockey Porky Charbonneau, and they are somewhat miffed that the write-up made it appear CKRM was the only station involved. Charbonneau should have received a plug in regards the c.&w. show. I'm not blaming you in the least, so please don't think this is a gripe letter."

CLASSICAL

- FOLKSONG SUITES & OTHER BRITISH BAND CLASSICS**
Eastman Wind Ensemble (Fennell). Mercury MG 50388 (M); SR 90388 (S)

FOLK

- WHAT'S ON MY MIND**
Alex Lukeman. Aravel AB 1007 (M)

SACRED

- INTRODUCING THE ILLUSTRIOUS IMPERIALS**
Heart Warming LPHF 1777

LATIN AMERICAN

- CANCIONES QUE ESTRENE**
Pedro Vargas. RCA Victor MKL 1510 (M)
- SERENATA EN TU BALCON**
Pedro Vargas. RCA Victor MKL 1345 (M)

INTERNATIONAL

- BEDOUIN SAHDA**
Naif Agby & His Ork. Audio Fidelity AFLP 2122 (M); AFSD 6122 (S)

- BALLET FOLKLORICO DE MEXICO**
Various Artists. RCA Victor MKL 1530 (M); MKS 1530 (S)

SPECIALTY

- CEMENT ROASTERS!**
Various Sounds. Battle 6132

- SOUND EFFECTS DAYTONA SPEEDWAY**
Audio Fidelity ADFM 3031 (M); DFS 7031

INSTRUCTION

- LET'S TRY TO STOP SMOKING!!!!**
Capitol T 2077

LOW PRICE POPULAR

- CARAVAN**
Eddie Layton. Mercury Wing MGW 12273 (M); SRW 16273 (S)

LOW PRICE COUNTRY & WESTERN

- MACK SANDERS AND HIS SWING BAND**
Mercury Wing MGW 12270 (M); SRW 16270 (S)



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Billboard HITS OF THE WORLD

AUSTRALIA

(Courtesy Music Maker, Sydney)
*Denotes local origin

This Week	Last Week	Title	Artist
1	4	ROLL OVER BEETHOVEN	The Beatles (Parlophone)—Leeds
2	1	I SAW HER STANDING THERE	The Beatles (Parlophone)—Leeds
3	2	THE HAREM	Acker Bilk (Columbia)
4	3	ANYONE WHO HAD A HEART	Dionne Warwick (Philips)—Belinda
5	5	HAWAII	The Beach Boys (Capitol)—Alberts
6	—	SHE LOVES YOU	The Beatles (Parlophone)—Leeds
7	7	NEEDLES AND PINS	The Searchers (Astor)
8	6	SURFIN' BIRD	The Trashmen (Stateside)
9	—	BLUE DAY	Billy Thorpe (Linda Lee)
10	11	BORNE ON THE WIND	Roy Orbison (London)—Acuff-Rose
11	10	DAWN (GO AWAY)	The Four Seasons (Philips)
12	8	CALIFORNIA SUN	The Riveras (W & G)—Chappell
13	13	THAT'S WHAT I WANT	The Cicadas (RCA)—Southern
14	9	GLAD ALL OVER	Dave Clark Five (Columbia)—Essex
15	12	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)—Leeds

BRITAIN

(A special list compiled prior to publication by New Musical Express, London)
*Denotes local origin

This Week	Last Week	Title	Artist
1	3	LITTLE CHILDREN	Billy J. Kramer (Parlophone)—Belinda Music
2	1	ANYONE WHO HAD A HEART	Cilla Black (Parlophone)—Hill & Range
3	2	BITS AND PIECES	Dave Clark Five (Columbia)—Ardmore & Beechwood
4	5	NOT FADE AWAY	Rolling Stones (Decca)—Southern Music
5	7	JUST ONE LOOK	Hollies (Parlophone)—T.S. Music
6	4	DIANE	Bachelors (Decca)—Keith Prowse Music
7	6	I THINK OF YOU	Merseybeats (Fontana)—Welbeck Mellin
8	14	I LOVE YOU BECAUSE	Jim Reeves (RCA)—Bourne Music
9	8	BOYS CRY	Eden Kane (Fontana-London)—142 Music
10	13	THAT GIRL BELONGS TO YESTERDAY	Gene Pitney (United Artists)—Pakkamak
11	11	OVER YOU	Freddie and the Dreamers (Columbia)—Kennedy Street Music
12	—	I BELIEVE	Bachelors (Decca)—Cinephonic
13	17	THEME FOR YOUNG LOVERS	Shadows (Columbia)—Elstree-Shadows Music
14	12	CANDY MAN	Brian Poole and the Tremeloes (Decca)—A. Schroeder
15	18	TELL ME WHEN	Applejacks (Decca)—Southern-Freddie Poser
16	16	LET ME GO, LOVER	Kathy Kirby (Decca)—Aberbach
17	15	STAY AWHILE	Dusty Springfield (Philips)—Flamingo Music
18	9	NEEDLES AND PINS	The Searchers (Pye)—Metric Music
19	20	BORNE ON THE WIND	Roy Orbison (London)—Acuff-Rose
20	10	I'M THE ONE	Gerry and the Pacemakers (Columbia)—Pacermusic
21	—	GOOD GOLLY MISS MOLLY	Swinging Blue Jeans (HMV)—Southern Music
22	—	WORLD WITHOUT LOVE	Peter and Gordon (Columbia)—Northern Songs
23	—	IT'S AN OPEN SECRET	Joy Strings (Regal-Zonophone)—Salvation Publishers and Suppliers
24	—	VIVA LAS VEGAS	Elvis Presley (RCA)—17 Savile Row
25	25	ROLLING STONES (EP)	Rolling Stones (Decca)—Jewel/Dominion/Progressive

26	22	ALL MY LOVING (EP)	Beatles (Parlophone)—Northern Songs/Dick James/Dominion/Ardmore & Beechwood
27	27	EIGHT BY TEN	Ken Dodd (Columbia)—Peter Maurice
28	—	MY BOY LOLLIPOP	Millie (Fontana)—Chappell
29	19	I'M THE LONELY ONE	Cliff Richard (Columbia)—Eugene Music
30	28	KING OF KINGS	Ezz Reco (Columbia)—Robbins Music

EIRE

(Courtesy Evening Press, Dublin)

This Week	Last Week	Title	Artist
1	5	ANYONE WHO HAD A HEART	Cilla Black (Parlophone)—Hill and Range
2	1	I'M THE ONE	Gerry and the Pacemakers (Columbia)—Pacermusic
3	3	DIANE	Bachelors (Decca)—Keith Prowse
4	7	I LOVE YOU BECAUSE	Jim Reeves (RCA Victor)—Bourne
5	2	FOOLIN' TIME	Butch Moore and the Capitol Showband (Piccadilly)—Welbeck
6	—	BITS AND PIECES	Dave Clark Five (Columbia)—Ardmore and Beechwood
7	4	NEEDLES AND PINS	The Searchers (Pye)—Metric
8	6	THE LEAVING OF LIVERPOOL	Clancy Brothers and Tommy Makem (CBS)—Harmony
9	—	STAY AWHILE	Dusty Springfield (Philips)—Flamingo
10	8	CANDY MAN	Brian Poole and the Tremeloes (Decca)—A. Schroeder

HOLLAND

(Courtesy of Platennieuws, Amersfoort)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)—Basart L.C.
2	3	VOUS PERMETTEZ, MONSIEUR	Adamo (Pathe)—Anagon Music
3	4	I'M THE LONELY ONE	Cliff Richard (Columbia)—Basart L.C.
4	2	POUR MOI LA VIE VA COMMENCER	Johnny Hallyday (Philips)—International Music
5	5	GLAD ALL OVER	Dave Clark (Columbia)—Basart L.C.
6	9	THE HIPPI HIPPI SHAKE	The Swinging Blue Jeans (HMV)—Anagon Music
7	6	THIS LAND IS YOUR LAND	Trini Lopez (Reprise)—Basart L.C.
8	—	UEBER DEN WOLKEN IST SONNENSCHNEIN	Imca Marina (Imperial)—Anagon Music
9	—	MEXICO	Elvis Presley (RCA)—Belinda Music
10	—	DE WINTER WAS LANG	Willeke Alberti (Philips)—Basart L.C.

ITALY

(Courtesy Musica e Dischi, Milan)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	UNA LACRIMA SUL VISO	Bobby Solo (Ricordi)
2	2	QUANDO VEDRAI LA MIA RAGAZZA	Gene Pitney (UA)
3	4	CITTA' VUOTA	Mina (Ri Fi)
4	3	OGNI VOLTA	Paul Anka (RCA)
5	5	NON HO L'ETA' PER AMARTI	Giigliola Cinquetti (CGD)
6	7	CIAO RAGAZZI	Adriano Celentano (Clan)
7	9	PLEASE PLEASE ME	Beatles (Parlophone)
8	6	UN BACIO PICCOLISSIMO	Robertino (Carosello)
9	10	STASERA NO NO NO	Remo Germani (Jolly)
10	8	SABATO SERA	Bruno Filippini (MRC)
11	13	CHE M' IMPORTA DEL MONDO	Rita Pavone (RCA)
12	11	QUANDO VEDRAI LA MIA RAGAZZA	Little Tony (Durium)
13	12	PIETA'	Vasso Ovale (Pathe)
14	15	PICCATURA	Peppino Di Capri (Carisch)
15	14	CHE ME NE IMPORTA A ME	Domenico Modugno (Fonti)

JAPAN

(Courtesy Utamatic, Tokyo)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	WASHINGTON SQUARE	The Village Stompers (Epic)—Toshiba
2	2	SAVE THE LAST DANCE FOR ME	Koshiji Fubuki (Toshiba)—Aberbach
3	5	TOKYO BLUES	Nishida Sachiko (Polydor)—JASRAC
4	6	GUITAR JINGI	Katsumi Shigeru (Columbia)—JASRAC
5	4	I LEFT MY HEART IN SAN FRANCISCO	T. Bennett (Columbia)—Toshiba
6	3	WAKARE NO IPPONSUGI	Asaoka Yukiji (Toshiba)—JASRAC
7	18	LANA	The Velvets (London)—Folster
8	9	SHORT ON LOVE	Gus Backus (Polydor)—No sub-publisher
9	11	MARSHMALLOW	Johnny Cymbal (Kapp)—Shinko
10	7	MEMORIES, MEMORIES	Joanie Sommers (Warner Bros.)—Taiyo

NORWAY

(Courtesy Verdens Gang)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	HIPPY HIPPI SHAKE	Swinging Blue Jeans (HMV)—Imudico
2	2	SKONA MITT HJARTA	Siv Malmkvist (Metronome)—Imudico
3	6	BEAUTIFUL DREAMER	John Leyton (HMV)—Southern Music
4	5	I'M THE LONELY ONE	Cliff Richard (Columbia)—Bens Music
5	3	JEG GAR PA SKOLE	Wenche Myhre (Triola)—Egil Mønn Iversen
6	4	I WANT TO HOLD YOUR HAND	Beatles (Parlophone)—Edition Lyche
7	9	MEXICO	Elvis Presley (RCA Victor)—Belinda
8	10	ALL MY LOVING (EP)	Beatles (Parlophone)—Edition Lyche
9	—	AS USUAL	Brenda Lee (Brunswick)—Bens Music
10	—	LYKKELAND	Grynet Molvig (RCA Victor)—Liberty

NEW ZEALAND

(Courtesy Utamatic, Tokyo)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	GLAD ALL OVER	Dave Clark Five (Columbia)—Essex
2	4	HIPPY HIPPI SHAKE	The Swinging Blue Jeans (HMV)—A & B
3	5	I SAY HER STANDING THERE	The Beatles (Parlophone)—Leeds
4	2	YOU DON'T OWN ME	Lesley Gore (Mercury)—Alberts
5	3	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)—Leeds
6	—	NEEDLES AND PINS	The Searchers (Pye)—CC
7	7	SECRET LOVE	Kathy Kirby (Decca)—Allan
8	10	THERE I'VE SAID IT AGAIN	Bobby Vinton (Columbia)—CC
9	6	LOOK WHO IT IS	Helen Shapiro (Columbia)—Leeds

SOUTH AFRICA

(Courtesy Utamatic, Tokyo)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	DON'T LET ME CROSS OVER	Jim Reeves (RCA)
2	2	TWIST AND SHOUT	The Beatles (Parlophone)
3	3	LODDY LO	Chubby Checker (Continental)
4	1	I'M YOURS	Elvis Presley (Teal)
5	5	DOMINIQUE	The Singing Nun (Philips)
6	6	DRIP DROP	Dion (CBS)
7	7	HIPPY HIPPI SHAKE	The Swinging Blue Jeans (EMI)
8	8	500 MILES AWAY FROM HOME	Bobby Bare (RCA)

SPAIN

(Courtesy Discomania)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	IF I HAD A HAMMER	Trini Lopez (Reprise)
2	2	LO NUESTRO TERMINO	Duo Dinamico (Voz Amo)—Musica Sur
3	6	NON HO L'ETA'	G. Cinquetti (Hispavox)—Canciones Mundo

4	3	HEART—CUORE	Rita Pavone (RCA)—Hispavox
5	4	AMOR DE VERANO	Duo Dinamico (Voz Amo)—Musica Sur
6	5	CRYING IN THE WIND	Paul Anka (RCA)—Hispavox
7	7	SHE LOVES YOU	Beatles (Voz Amo)—Aberbach
8	9	LA MAMMA	Aznavor (Columbia)
9	8	SPANISH LACE	Enrique Guzman (CBS)—Aberbach
10	10	TELL HIM	Luis Aguile (Voz Amo)—Robert Mellin

SWITZERLAND

(Courtesy Utamatic, Tokyo)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	ROTE LIPPEN	Cliff Richard
2	2	WENN ICH EIN JUNGE WAR	Rita Pavone
3	3	SI JE CHANTE	Sylvie Vartan
4	4	DOMINIQUE	Sœur Sourire
5	5	EINS UND EINS	Hildegard Knef
6	6	MA BICHE	Frank Alamo

MUSIC AS WRITTEN

CINCINNATI

Peter, Paul and Mary missed by a few hundred of filling the 3,700-seat Music Hall in a single performance Friday night (20) to chalk a hefty gross of \$12,200. . . . New Columbia artist Linda Lloyd, Pensacola, Fla., beaut, made the rounds of the area deejays Wednesday (18) to plug her first recording, "I'm Gonna Love That Guy," b.w. "A Cock-Eyed Optimist." Guiding her on her trek here were Chuck Moore, local Columbia promo man, and Hugh Dallas, field man of Columbia's Region 3, Detroit. Miss Lloyd began her tour in Seattle, Wash., three weeks ago. Last week she covered the Eastern sector and this week travels westward through Chicago, St. Louis and Dallas, winding up in Los Angeles.

Jerry Weiner, of Ohio Appliances, local RCA Victor distrib, played host to the trade and press at Carrousel Inn Thursday (26) when the Women-folk, femme folk group, came in to plug their first RCA Victor album. . . . Hugh Dallas, Columbia field promo man out of Detroit, reports hot station action in his Midwest territory on Linda Lloyd's "I'm Gonna Love That Guy." Luke Williams' "Your Baby's Bag," the Surfer Girls' "Draggin' Wagon," and Cassius Clay's "Stand by Me." . . . Promo gal Julie Godsey, who recently left Ohio Appliances here to go it on her own, is working the territory on Chuck Howard's "A Thing Called Sadness" on Harry Carlson's Fraternity label.

BILL SACHS

PHILADELPHIA

Marna Musicant, publicist for Chancellor Records here, is off to California to join the staff at Vee Jay Records there. . . . Reco-Art, independent recording studios which closed shop suddenly, reopens under new ownership as Recording Arts. . . . A.M.G. Music set up shop here to engage in management and in sound reproducing. Also for packaging shows for motion pictures and TV. . . . Lenny Rosen cut the annual album of "Best of the Mummies" for his Sure Records with the strummings of the 1964 Mummies Parade string band winners including the Aqua, Ferko, Kensington, Quaker City and Polish-American string bands. . . . Fred Miles, who produces progressive jazz records and edits the "Abundant

7	BOSSA NOVA BABY	Elvis Presley
8	IF I HAD A HAMMER	Trini Lopez
9	ROLL OVER BEETHOVEN	The Beatles
10	DRINA MARCH	Ensemble Urošević

YUGOSLAVIA

(All disks on Jugoton label)

This Week	Last Week	Title	Artist
1	1	VESLAJ	G. Novak, M. Novosel
2	2	KRALJ PAJACA	Z. Vuckovic
3	3	MARIKA	S. Perovic and Palmo Trio
4	4	PESMA MAJCI	S. Perovic and Palmo Trio
5	5	BALADA	A. Stefek
6	6	ESPERANZA	M. Jevremovic
7	7	TANGO BEZ NADE	M. Jevremovic
8	8	"08" CHING-CHING-CHING	I. Robic
9	9	GOLUBOVI	I. Robic
10	10	NON CAPITO	S. Mancini

Sounds" music magazine, is the new manager of the Jazz Records department at Sam Goody's record shop here.

MAUIE H. ORODENKER

PITTSBURGH

Fred Waring plays Memorial Hall on March 24 for the Music Guild of Pittsburgh. . . . Jan Peerce has been set for a date with the Pittsburgh Symphony at Syria Mosque on March 23. . . . Billy Eckstine's mother died in her Bryant Street home here of a heart attack on March 2. . . . Bobby Vinton spent a weekend here visiting his folks in nearby Canonsburg, and devoted a day with Epic's Solly Solomon to promote his latest platter, "My Heart Belongs to Only You." . . . Pearl Shapiro, wife of Sam Shapiro, one of the owners of the National Record Marts, died this week.

LEONARD MENDLOWITZ

HOLLYWOOD

Stanley Steinhaus, executive vice-president of Ronde de Venezuela, visits Hollywood in April to discuss license renewals with Reprise and Everest. He then heads to Mexico City for the Latin American Industry Congress (13-15) before heading north. . . . Al Bennett and Mike Maitland reported planning an all-star LP, with benefits going to the Hollywood Museum. Both label presidents are co-chairmen of the disk industry's Museum committee.

SAN FRANCISCO

Joe Rushton, for many years a mainstay of the Red Nichols band, died of a heart attack here March 2. . . . Vince Guaraldi had a busy month. The pianist has been featured in "Anatomy of a Hit" on KQED-TV (also on the national educational TV network), appeared at the Trois Couleurs with Brazilian guitarist Bola Sete, cut a new album for Fantasy, presented a concert at the San Francisco Museum of Art and continued writing new songs.

Dick Gregory here for a benefit performance March 1, threw himself into a protest demonstration at the Sheraton Palace Hotel and wound up in jail with other demonstrators. Big Easter concert scheduled as benefit for NAACP and CORE, featuring Gregory, Count Basie and Joe Williams. The new p.r. house here called Rucker. (Continued on page 34)

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CAMPUS BEAT

Colleges Using Top Disk Acts; Records Sell Along

NEW YORK—The college talent circuit is boiling along, using top record acts, and plenty of disk product is being moved by dealers tying in with these promotions.

A report from Billboard's campus correspondent at the University of Kentucky, Max Schwartz, states that the Chad Mitchell Trio played to an attendance of 4,700 recently. This attendance is about one-half of the total enrollment. Dealer who cashed in best on this show was the Kennedy Book Store on campus. Peter, Paul and Mary are scheduled to appear at the college on April 18. The act has never been to Lexington, and their appearance, according to Schwartz, is eagerly awaited. Other acts which are being mulled for the college are the New Christy Minstrels and Joan Baez.

Cameo Records' Orlons appeared March 7 at Muhlenberg College, Allentown, Pa. Their performance of "Wah-Watusi," "South Street," etc., drew tremendous acclaim. An informal poll of the audience indicated that quite a few had purchased albums by the Orlons prior to the show.

Comedian Nipsey Russell regaled the students at Fairleigh Dickinson College February 29, in Teaneck, N. J. Although snow was falling, a large turnout was at hand. Karl Olsen of the Hackensack Record Shop reported good sales of Russell's LP's. Ditto the Relic Rack and the Dumon music shops of Paterson and Passaic and Eclipse Music shop of Paterson.

At Cornell University's Bailey Hall, Ithaca, N. Y., Odetta played to a packed house of 2,000. The artist received a standing ovation at the conclusion of her show on February 22.

Ferrante and Teicher, appearing February 24 at the University of North Carolina's Memorial Hall at Chapel Hill, presented a smash performance to a packed house of 1,750. Tickets, placed on sale one week prior to the show, were sold out in just three hours, according to

campus correspondent Lou Rosenthal. The piano duo are in the midst of an eight-month tour, averaging five shows a week. Some 25 college dates are included. Art Ferrante told Rosenthal: "We like college concerts best of all . . . they are great audiences." Rosenthal also reported that the duo's albums, which have always sold well in Chapel Hill record shops, moved exceptionally well before and immediately after the performance.

Sandor Polster, campus cor-

respondent reporting on Louis Armstrong's appearance in mid-February at Ohio State, Columbus, Ohio, states Satchmo and his All Stars played to a capacity house at Merston Auditorium. Local radio outlets, Polster states, promoted the show for two weeks prior to the play date.

Two new correspondents have been added to Billboard's Campus Bureau. They are Jeffrey Feinman at New York University, and Joseph Tiegel at Long Island University.

New Firm Will Push Filipino Pop Music Around the World

MANILA—Formation of a new international company devoted to the exploitation of Philippine music, artists, recordings and audio-visual productions (such as feature and commercial films, TV, etc.) has been announced by the Philippine Music Enterprises Corporation, headed by a trio of executives consisting of the Villar brothers (Manila), Louis Witkoff (New York) and Robert B. (Bobby) Weiss (Paris and Tokyo).

This marks the first time that special emphasis will now be given to the global development of Philippine music—described as Latin and was sparked as a result of a recent visit to the Philippines by Bob Weiss, now heading his own International Holding Company, Ltd.

The Villar Bros. are the foremost record and music publishers in the Philippines—representing the Filipinas Record Corporation, the RCA catalog and, through Mareco, Inc., the labels—Columbia, Epic, Dot, Warner Bros., MGM, United Artists, Kapp, Laurie, Select, Joy, Command, Grand Award, etc.

On their own local Mabuhay label, they feature native talent recording songs of local origin

mainly. Through this they have established a music publishing catalog of more than 1,000 Philippine-authored songs. These will immediately become available for world-wide exploitation through PMEC.

Copyrights Exist

Contrary to what many visitors to the Philippines believe, copyright does exist on Philippine music—and in the majority of cases the songs are controlled by the Villar Bros., through their local music publishing firm. Several outstanding hits have originated in the Philippines, including "Dahil Sa Iyo" (recorded in the USA by Jerry Vale and known as "Your Love Is Mine"—Columbia Records).

The Philippine Music Enterprises has been incorporated in the State of New York—with equal shares for the Messrs. Villar, Witkoff and Weiss—and will operate on an international scale, with the Villar Bros., coordinating all activities in the Philippines, Witkoff and Weiss sharing duties in the USA and with Weiss helming the global side of the business directing the sublicensing of music, masters, etc., to all foreign sources.

Emphasis will be placed on the cultural exchange of music, recordings and talent with the assistance of various persons in the Philippine government circles—in Manila and abroad—and it is felt that as a result of the promotion to be given to the native music and talent—this will help create a greater interest in the Philippines as a tourist attraction for foreign visitors.

First U. S. Release

Negotiations are already underway by Weiss for the licensing of PMEC recordings and songs in the USA, Japan, France, Belgium, Germany, Switzerland, Austria, Mexico, Central and South America. Meanwhile, in the USA, RCA Victor just issued their first Filipino music LP—acquired from the Mareco/Villar Bros. The first major song effort will now be given to the PMEC copyrights, "Manila, I Love Manila"—written by Louis Ma. Trinidad & Tex Salcedo and as recorded by Vic Soledad on the Villar label. Several American majors are negotiating for the record rights in the USA, PMEC disclosed.

PMEC will maintain offices in New York, Manila, Paris and Tokyo, effective immediately.



ROBBINS AUSSIES: A. W. T. Smith, of ARC Records, Australia, gives the glad hand to Marty Robbins on the Columbia Records star's first trip Down Under. Along with a reception went a genuine sheepskin rug, another gift from ARC, which represents Columbia in Aussie land.

DR. STANTON SKETCHES COL. UPS & DOWNS

NEW YORK—The ups and downs of Columbia Records were spelled out recently by Dr. Frank Stanton, CBS president, in an address to the New York Society of Security Analysts.

Dr. Stanton reported that sales of Columbia Records increased each year 1960 through 1962, then dropped off with the rest of the industry sales in 1963. In 1962, the peak year, he said, sales were 88 per cent above 1959, and even 1963 was 78 per cent above 1959.

Dr. Stanton also stated, "Columbia Records has led the U. S. phonograph record industry in sales for the past five years. During this period its share of the total market has steadily risen. For competitive reasons I am not in a position to disclose these relative figures, but I can tell you that Columbia has a commanding lead over its nearest competitors—RCA Victor and Capitol—in retail and record club sales."

Beechwood Owns 'Surfin' Bird'

HOLLYWOOD—Beechwood Music, Capitol's BMI subsidiary, has won copyright and royalties to "Surfin' Bird," recent Garrett hit single by the Trashmen, which was published by Willong.

Jack L. Levy, Beechwood's general manager, said substantial sections of the tune were copies from two songs owned by his firm and written by the Rivingtons. As result of complaint, Garrett is paying Beechwood a retroactive royalty on every disk pressed. Steve Wahrer, listed composer of the tune, has disassociated himself, and the Rivingtons are now listed as composers. Two songs they wrote from which Levy claimed "Bird" was taken were "Papa Oom Mow Mow" and "The Bird Is the Word."

Unified Issuing Word Classic LP's

NEW YORK—Webster's Unified, Inc., is introducing a new series of album packages based on spoken word sections from the classics. The firm is issuing the records through its disk subsidiary Unified Audio Classics, and the first album set is composed of two LP's with a bound volume of excerpts from Shakespearean plays. The package was produced and directed by Arnold Moss.

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VEE FOR JOY: Bobby Vee, far left, is the first of the American artists to say "hello" and perform with the new British group sensation, the Joy Strings. (Story March 21 issue.) The Salvation Army group's hot U.K. disk, "It's an Open Secret," is being issued here on Atco.

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

Ill Wind Blows No L. A. Good

HOLLYWOOD—Record gale force winds struck the Southland recently and the 60 to 90-mile-per-hour blasts caused \$7,000 damage to Sight & Sound's two San Fernando Valley locations, President Jerry Johnson reported.

At the Van Nuys, Calif., piano organ store across from the main record component store on Victory Boulevard, a 10-foot window was shattered, a 50-foot awning came crashing down, and a 50-foot Magnavox sign was blown to the ground.

At the recently opened Canoga Park, Calif., location, a smaller window was cracked, causing around \$1,000 damage to radio-phonograph consoles and several TV combinations. There were no injuries to employees or customers and the stores were kept open with plywood panels in place of the glass.

Duford Operates New Franchise

LOS ANGELES — Discount Record Center chain has signed its second franchise, Duford-Kaiser, in Pasadena, Calif. Art Grobart, head of the now six-location chain, said Frank Duford would operate the store under the Discount name and is committed to having merchandise advertised available in his location. Duford has been in the record business 30 years.

Discount's first franchise was issued early this month to Larry Barnett's Reseda Music Mart in the San Fernando Valley. Grobart explained he does not tell his franchisees where to buy their merchandise, only that they have to stock it to match firm's heavy consumer advertising programs.

Lenny Meisel on Colpix Promo

NEW YORK—Lenny Meisel has been set as Eastern and Southern director of promotion of Colpix and Dimension. Meisel will cover markets as far West as Pittsburgh. He'll report directly to Danny Davis, national promotional director. Davis will concentrate on promotion in key areas west of Pittsburgh.

Ray Lawrence, Colpix general sales manager, also made two distributor appointments: Mangold Distributors will now handle Colpix in Baltimore, and Beckerman Distributors, who already have Colpix in Milwaukee, will service Dimension in that city.

Philips Has Best Year

LONDON—Philips Records, Ltd., report that 1963 was best ever year with sales by value up 21 per cent over 1962. Singles sales were up 49 per cent and LP sales up 10 per cent.

Biggest single seller was Dusty Springfield's "I Only Want to be With You." Dusty's new EP sold 25,000 first week of issue and an LP "A Girl Called Dusty" will be issued in April.

Fontana started 1964 very strongly with new signings, including Craig Douglas, the Caravelles, the Avons and a new Liverpool group, the Escorts. Another recent acquisition to the Fontana label is Eden Kane with "Boys Cry" currently in the British charts. Max Bygraves, for a long time a Decca artist, has been signed by Philips. An LP from Max's new show "Round About Piccadilly," which opened March 28 at London's Prince of Wales Theatre, will most likely be issued by Philips.

Leslie Gould, Philips general manager, told Billboard he thinks he has a "find" in a 16-year-old Jamaican known as Millie, who has her first Fontana disk "My Boy Lollipop" selling 30,000 the first week. This will be issued on Smash in U. S.

Unusual exports are some LP's of Japanese melodies, arranged by Johnny Gregory on Fontana entitled "Melodies of Japan," which have already sold 50,000 copies in Japan.

For release at the end of March was "How to Win an Election" with comedians Peter Sellers, Harry Secombe and Spike Milligan, a comedy skit on contemporary English politics.

The prelude to 1964 for Philips shows the first two months' sales up 15 per cent compared to the same period in 1963.

Clyde Otis Joins Columbia Label

NEW YORK—Clyde Otis has joined Columbia Records as producer in its pop artists and repertoire department. He'll be responsible to Bob Mersey, pop a.&r. director, for recording artists as assigned.

For the past two years, Otis has been a free-lance producer. Before that he had been associated with the a.&r. departments of Liberty and Mercury.

Bob Mersey Inks Johnston

HOLLYWOOD—Bruce Johnston, 21-year-old Columbia artist, has been signed by Bob Mersey, pop a.&r. director as an associate a.&r. producer, filling the vacancy left by Jim Harbert's departure last fall.

Johnston was brought to the label last summer by long-time friend Terry Melcher, who is another young a.&r. man on the Coast staff. Both boys record for the label, produce teen-age products and will work together on projects as well as handling assignments alone. Melcher and Johnston record under the name Bruce and Terry. Johnston said he is preparing to bring several new young acts to the firm.

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MUSIC AS WRITTEN

• Continued from page 30

Lyons and Sales includes KFRC dj and Monterey Jazz Festival manager **Jimmy Lyons** and festival publicist **Grover Sales Jr.** **DICK HADLOCK**

BUENOS AIRES

Music Hall started deal with CGD of Italy releasing the winner of the San Remo Festival, "Non E L'Eta Par Amarti," by Gigliola Cinquetti, in Italian and Spanish. . . . **Ricardo Mejia**, formerly with RCA, starts its own deal and plans to sell low-priced records to news dealers, containing chart riders. Label will be titled R.M. . . . RCA launches two new artists, **Peggy Sol** and **Eli Salvador**, called "The Argentine Rita Pavone." Label is preparing big promotional campaign for "Sabados Continuados," TV program featuring several of its artists. . . . **Hugo Celano** of Sprint Music informs that he has started a publishing house in Peru. Will work in co-operation with his Argentine company. . . . CBS presents new teen artist, **Pepe Capote**. Hopes he'll also obtain the success of other young blockbusters. **RUBEN MACHADO**

ZURICH

Hans Oestreicher celebrated his 25th anniversary as boss of the only Swiss record firm, the "Turicaphon." This firm has own labels "Elite Special" and "Austroton" with its own distribution firms in Germany and Austria (Deutsche Austrophon, Diepholz, West Germany—Centrocord, Vienna). **JIMMY JUNGERMANN**

OSLO

Norsk Phonogram is trying something new in the LP market: the Philips Unpopular series. The first two releases are one LP by local folk singer **Alf Cranner**, the other a series of songs and numbers from the student cabaret in Trondheim. . . . **Ray Adams** has recorded and Fontana issued the British Song for Europe winner, "I Love the Little Things." . . . The first thing **Arne Bendiksen** did after he bought the Egil Monn Iversen diskery was to issue four of the five Norwegian tunes from our local Song for Europe finale. . . . Edition Lyche is riding high on the Beatles wave having secured the publishing rights to all their material. Also the new **Gerry & Pacemaker** hit, "I'm the One" (recorded on Columbia). . . . The Top Six label has been introduced on the Norwegian market.

NEW ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasters in programming.

COLUMBIA		RCA VICTOR	
E. POWER BIGGS—The Golden Age of the Organ: M21 297, M25 697	M 5	AMES BROTHERS—For Sentimental Reasons: LPM 2876, LSP 2876 (e)	M 5
SONIA LOPEZ—Que Dolce Soy—Sweet and Hot Mexican Style: EX 5116, ES 1816	—	The Best of Chef Atkins: LPM 2887, LSP 2887 (e)	—
HUGO MARCEL—La Voz Romantica Y Sensual-Latin Velvet: EX 5117	—	BANDA DELL'ARMA DEI CARBINIERI DI ROMA—Concerto Operistico: FFM 122, FSP 122	—
		The Blackwood Brothers Quartet: LPM 2838, LSP 2838	—
JAY JAY		LORD BRYNER—Mr. Calypso: LPM 3019	—
JOHNNY VADNAL—Polka Specials: 1071	—	FRANKIE CARLE, HIS PIANO & ORK—12 Double-Barreled Hits of '64: LPM 2915, LSP 2915	—
		FRANKIE CARLE, HIS PIANO & ORK: 30 Hits of the Fantastic 50's: LPM 2881, LSP 2881	—
KING		Frankie Fanelli: LPM 2842, LSP 2842	—
Lloyd Cowboy Copas Hymns: 894	—	GALE GARNETT—My Kind of Folk Songs: LPM 2833, LSP 2833	—
VARIOUS ARTISTS—14 Great All-Time Country and Western Waltzes for the Folks That Love Waltzes: 890	—	DON GIBSON—God Walks These Hills: LPM 2878, LSP 2878	—
VARIOUS ARTISTS—14 Hit Flashbacks From the Golden Group Era: 893	—	SOLOMON KING—The Golden Voice of the Gospel: LPM 2837, LSP 2837	—
		Lecuona Plays Lecuona: LPM 1055 (M)	—
LIBERTY		DICK LEIBERT—Hits to Keep Forever: LPM 2910, LSP 2910	—
The Crickets: LRP 3351, LST 7351	—	MIRIAM MAKEBA—The Voice of Africa: LPM 2845, LSP 2845	—
BOBBY VEE—The New Sound From England: LRP 3352, LST 7352	—	HENRY MANCINI & HIS ORK: The Pink Panther: LPM 2795, LSP 2795	—
		MIGHTY SPARROW—Great Calypsos: LPM 3017 (M)	—
LONDON*		CARLOS MONTOYA—Flamenco Concert: LPM 2846, LSP 2846	—
MANTOVANI & HIS ORK—Folk Songs Around the World: LL 3360, PS 360	—	ELVIS PRESLEY—Kissin' Cousins: LPM 2894, LSP 2894	—
SOUND TRACK—Mediterranean Holiday: M 76003, MS 82003	—	George Beverly Shea Sings Hymns of Sunrise and Sunset: LPM 2839, LSP 2839	—
		Andre Tanker and the Flamingos at the Trinidad Hilton Hotel: LPM 3022, LSP 3022	—
NA-R-CO		JOE WILLIAMS—Me and the Blues: LPM 2879, LSP 2879	—
CHARLES KEY & THE SONGSTERS—All Aboard: S-182 (S)	—		—
LOVETT BROTHERS—You'll Never Walk Alone: LP 198 (M)	—		—
		REPRISE	
RCA CAMDEN		JACK NITZSCHE & HIS ORK—Dance to the Hits of the Beatles: R 6115, RS 6115	—
LEO ADDEO AND HIS ORK—Calypso and Other Island Favorites: CAL 807, CAS 807	—		—
Hawkshaw Hawkins Sings: CAL 808 (e), CAS 808	—	STARDAY*	
LENA HORNE AND DINAH SHORE AND VARIOUS MUSICAL BACKINGS—Chamber Music Society of Lower Basin Street: CAL 802, CAS 802 (e)	—	MOON MULLIGAN—Mister Piano Man: SLP 267 (M)	—
LIVING STRINGS—In the Still of the Night and Other Beautiful Songs: CAL 795, CAS 795	—	JACKIE PHELPS—12 Golden Guitar Classics: SLP 265 (M)	—
A Nino Tempo-April Stevens Program: CAL 824, CAS 825 (e)	—	VARIOUS ARTISTS—Slipping Around: SLP 261 (M)	—
		SUNLITE	
RCA RED SEAL		PILGRIMS QUARTET—Oh Be Prepared: S-170 (M)	—
BEETHOVEN: Lenore Overture No. 3/SCHUMANN: Symphony No. 4; Boston Symphony Orch. (Leinsdorf): LM 2701, LSC 2701	—		—
GLAZUNOV: Violin Concerto/MOZART: Symphonie Concertante in E Flat K. 364; Heifetz, Primrose, RCA Victor Symphony Orch. (Hend) and Solomon: LM 2734, LSC 2734	—	SUPREME	
SAINT-SAENS: Carnival of the Animals; BRITTEN: The Young Person's Guide to the Orchestra; Hugh Downs (Narrator), Boston Pops (Fiedler): LM 2596, LSC 2596	—	PAUL MICKELSON CHOIR—Choir Sing: SM 1018, SS 2018	—
VARIOUS COMPOSERS: Virtuoso Favorites; Leonard Pennario: LM 2714, LSC 2714	—	Gloria Roe Sings and Plays: SM 1015, SS 2015	—
VARIOUS COMPOSERS: Songs of Schubert, Schuman, Brahms, Strauss and Haydn; Marian Anderson, Primrose, Philadelphia Orch. (Ormandy): LM 2712 (M)	—	PAUL SJOLUND—The Sound of the Sjolund Singers: SM 1008, SS 2008	—
VARIOUS COMPOSERS: Operatic Duets and Scenes; Jussi Björling with Merrill, Albanese, Milanov, Pefers, Warren: Rome Opera House Orchestra (Perlea), RCA Victor Orch. (Cellini), LM 2736	—		—
		UNIFIED AUDIO CLASSICS	
		VARIOUS ARTISTS—Comet Woo Mel: WU 101/2 (M)	—
		VOCALION	
		GEORGIE COOK & HIS ORK—Sweet Cookie Polkas: VL 3689 (M)	—
		SONS OF THE PIONEERS—Tumbleweed Trails: VL 3715 (M)	—

*See Disk Deals for Dealers.

Pat Boone's "Speedy Gonzales" (Dot, issued by Egil Monn Iversen) and **Jim Reeves**' "Adios Amigo" (RCA Victor, issued by Nera) have received Norwegian Silver Disk awards for 25,000 copy sales. . . . **Bobby Bare** is next on the list for his "Detroit City" (RCA Victor), this week its 22d week on the local charts. . . . Topping last month's LP parade here is "With the Beatles" on Parlophone, runner-up is "Wenche," by **Wenche Myhre** on Triola, and third, "Fun in Acapulco," by **Elvis Presley** on RCA Victor. Alto-

gether, three Jim Reeves LP's are included on the charts. . . . **Kjell Karlson** will issue "Candy Kisses" by his own orchestra in Sweden. . . . New Norwegian talent is **Odd Borre**, who debuts with "La Meg Vare Ung" on Viking. **ESPEN ERIKSEN**

MADRID

Bob Cook, from RCA, visiting Spain's offices and checking distribution all over the country with local general manager **Guillermo Caram**. . . . **Pepe Palau** (TV's Discorama) pushing for a single campaign which would permit fans to get a single for 40 pesetas (less than 80 cents American money) and followed by **Francisco de la Fuente** in daily Pueblo. . . . **Luis de Lucena**, flamenco singer, good seller for RCA. . . . **Liverpools** (Cameo-Parkway-Hispavox) doing same Beatles' repertoire. . . . Coming up very strongly is "No tiene Edad," the winner of San Remo, recorded in Italian and Spanish by the new 16-year-old star **Gigliola Cinquetti**. . . . From Argentina came back **Luis Aguile**. . . . **Andy Russell** will soon fly back to Hollywood to perform in another TV show as the one he did with **Steve Allen** recently. . . . **Dave Brubeck** due here next week. **RAUL MATAS**

MUNICH

Polydor producer **Gerhard Mendelson** and top pop composer **Werner Scharfenberger** left for the States to stay in New York and Nashville. Mendelson will produce new German numbers with **Connie Francis**. . . . The Kapp label will release the German version "Sag Mir, Wo Die Blumen Sind" of U. S. hit "Where Have the Flowers Gone," sung by Austrian singer **Lolita**. . . . U. S./German singer **Gus Backus** will record a c.&w. album for Japan in Nashville. Swedish Sonet boss **Gunnar Bergstrom** arrived in Munich to meet Munich music publisher **Hans R. Beierlein** and to produce the German version of No. 1 hit of Denmark and Sweden "Johnny Loves Me" with Swedish teenage star **Suzie**. . . . Radio and TV mag "Hoer Zu" released two new LP albums, one by **Frank Sinatra**. **JIMMY JUNGERMANN**



in person
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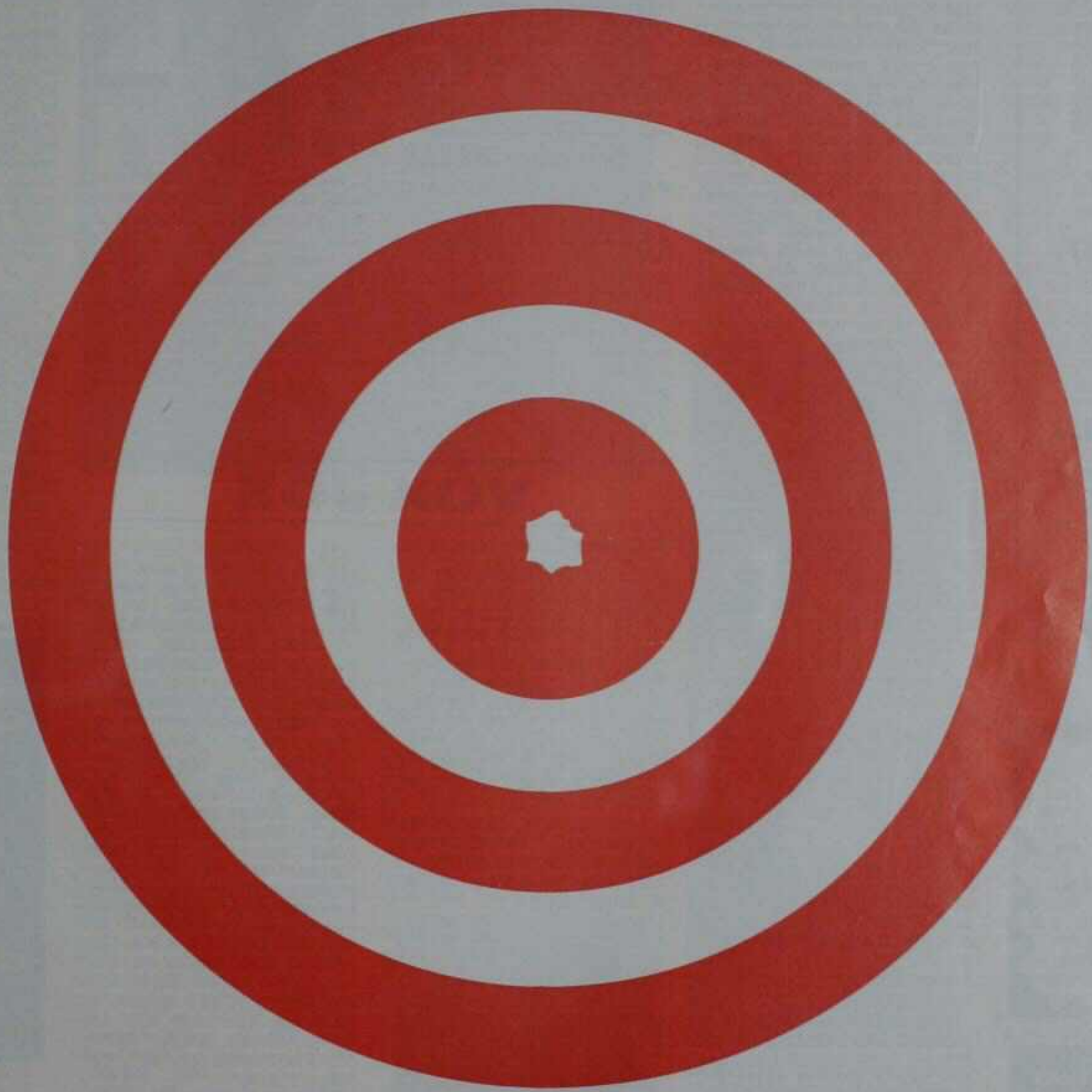
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See Page 31

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MEANS BUSINESS

Mark Century Corporation Launches 'Festival Radio'

• Continued from page 12

They may also be programmed with other segments of its type to create a show of any length desired by the program director.

The segments and features I heard were braced by fast-paced, big band music backgrounds and were the ultimate in sound reproduction.

Select Selections

Sound segments include: "James Bobm"—one minute clever tongue-in-cheek mystery bits; "Great Moments in History,"—one minute anecdotes told in vivid sound with frequent actualities used; "The Good Old Days"—three minute shorties on the music, sounds, events of yesteryear all presented in an entertaining way; "Little Known Facts"—one minute stories (e.g., the heaviest birth on records was a child weighing in at 24 pounds in Turkey); "Who Are They and What Are They Doing Now"—one minute comedy takeoff on the old Ed Morrow format; "Moments in History"—one minute vignettes of historic record breakers with frequent actualities used; "How To"—one minute spoofs on the "How-to-do-it-yourself" shows; "Countries and Cities of the World"—one minute vignettes featuring the sounds and music recorded in the many countries represented; "Movie Reports"—ten second to one minute cuts that poke fun at the gossip reporters; and "Portraits of the 20th Century"—one-minute biogs of famous men and women of this country. The series makes use of actual voices of the people with big orchestra backgrounds and effective narration in support.

Among the most unusual features of the "Festival Radio" package are five minute dramas and "On Location." The dramas are carefully written to deliver maximum impact a meaningful story (usually emphasizing suspense or adventure) in a total of four minutes. One minute is allowed for a commercial message. The dramas scheduled during the week may be strung together for a 10, 15, or 30 minute drama show for weekend scheduling.

The quickie dramas I heard may very well return this almost lost art form to radio stations that have heretofore found the longer drama programs incompatible with their schedules and formats.

Another unusual feature, "On Location," will offer stations and their listeners a change of pace through 2:30 musical excursions to the top night clubs and concert halls around the world for outstanding performers caught in the act before a "live" audience.

Mark Century also is making available in the over-all package,

custom produced musical commercials including suggested copy to be used in conjunction with the commercial jingle; six custom produced contests yearly and a library of instrumental production aids (intros, beds, etc.).

The new package is adaptable to formats in the pop-contemporary through standard range, including information and talk formats.

The firm will also present a separate package of new station identifications entitled "Encore."

Nashville NARAS

• Continued from page 18

ited to performers alone, however, Producers, lyricists, engineers, photographers and other individuals who are a part of the industry are recognized.

In other action the local committee announced that a meeting to acquaint the Nashville area with the Academy and its purposes will be held in Columbia's Nashville studio April 20 at 6 p.m.

VOX JOX

• Continued from page 12

sonality, was appointed to the Communications Committee of the Community Relations Board of Dade County (Miami, Fla.).

Bill Carrigan, WIBR (Baton Rouge) is programming a "Hymn for the Day" feature—including a verse from the Bible—six times each day. He would be most happy to hear from the distributors of sacred and inspirational records.

I hear KSEM (Moses Lake, Wash.) deejay, Mike O'Shea, played Beatles records for seven solid hours. Must be some kind of (buggy) record.



WJRZ' (Newark) program director Ed Neilson is close-mouthed (a rarity) after witnessing an in-studio twist exhibition by actress Jayne Mansfield. Miss Mansfield twisted Ed's arm and the station broke its non-rock music policy to answer her request to hear a Beatles record.

SEGUE

Bob Armstrong, WPOR (Portland, Maine) deejay resigns to join air staff of WGAN same city. . . . Tom Fowler, KDBS (Alexandria, La.) deejay, joins KKKW (Lafayette, Louisiana) as program director and 6 to 10 a.m. deejay. . . . also exiting KDBS for KKKW is Eddie Craig, who takes over the 10 a.m. to 2 p.m. slot. . . . newest

COUNTRY D. J. OF THE WEEK

in



Joe Greenwell of Radio WCNT, Centralia, Ill., will be WSM Radio's "Mister D.J. U.S.A." April 3. Joe started in radio 13 years ago with a live band on WOKZ, Alton, Ill. This continued for three years, when he added a part-time deejay job to his schedule. Five years ago he was offered a full-time position with WOKZ. He joined WCNT 18 months ago to do an early-morning deejay show and now handles the deejay chores for 15 programs weekly.

TRIANGLE HAS BLAIR SHOW

WASHINGTON—One of the more interesting radio shows emanating from the Nation's Capital these days is "Window on Washington" with Anne Blair. Syndicated nationally by Triangle Program Sales, the five five-minute shows and one 15-minute show are offered on a weekly basis.

Miss Blair, a gal who has her roots deep in radio (even knows how to run a board) seems to get everybody who is somebody in Washington to her microphone. Not all of the concentration is on government officials. Interesting and to-the-point conversations are held with such Washingtonians as historian Arnold Toynbee on the world food problem; Marie Ritter of the International Rescue Committee; John R. McKenzie, a congressional assistant discussing foreign relations and a story on the Library of Congress from Lawrence Mumford, its librarian.

Happily Miss Blair's on-the-air-voice and delivery does not fall into the annoying categories frequently occupied by some female reporters—cuteness, shrillness, triteness, etc. Her interviews are carefully researched, she listens, the guests talk, and she projects a warm, but authoritative personality.

GF

in person



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Falstaff Looms in Year Marking Shakespeare 400th

By JOHN HAYS

NEW YORK—RCA Victor, in honor of the 400th anniversary of the birth of William Shakespeare, has brought out a complete recording of Verdi's comic masterpiece, "Falstaff," with libretto by Arrigo Boito after Shakespeare's "Merry Wives of Windsor" and "King Henry IV" (3-12", LM 6132; (S) LSC 6132). Released to coincide approximately with the Metropolitan Opera's new production, it is the first complete recording this year of an opera inspired by one of the bard's plays.

Earlier this year London Records released a boxed, single package of excerpts from the opera (A 4154; (S) OSA 1154).

Shakespeare in Music

There is probably no other literary figure who has contributed so much to the materials of music as has Shakespeare. Passing over the numberless songs and orchestral compositions derived from his works, the plays alone have furnished texts for more than 75 operas, few of which are now known to the record buying public. Wagner wrote an opera "Liebesverbot" based on "Measure for Measure"; Rossini, an "Othello"; Bloch, a "Macbeth" and Saint-Saen, a "Henry VIII." Handel composed a "Julius Caesar" which is currently available on Vox (2-12", VUX 2011) and on Deutsche Grammophon (18637; 138637).

Next to the tragedy of "Romeo and Juliet," the comic figure of Falstaff looms brightest as an inspiration to operatic composition. The master buffoon has romped his way through at least nine operas, including Holst's "At the Boar's Head," Nicolai's "The Merry Wives of Windsor" and Vaughn Williams' "Sir John in Love." The Nicolai opera is the only other "Falstaff" at present listed in the catalog (Urania, 3-12", 214-3; 5214-3).

Verdi and Comedy

Giuseppe Verdi, a man with an obvious affinity for Shakespeare ("Macbeth," "Otello," "Falstaff") came late to the application of his comic genius. His only previous attempt at comic opera, "Un giorno di Regno," had been a failure. The steady outpouring of tragic operas from the composer had led to the general assumption that he was incapable of conceiving of music in a lighter vein. But when nearing the age of 80, with the offer of a brilliant libretto from Boito, who had supplied the book for "Otello," Verdi undertook, in his last opera, what many admirers consider to be his most mature work and one of the greatest comic pieces in the opera repertory, to be compared with Wagner's "Die Meistersinger" and Mozart's "The Marriage of Figaro."

Sir John as Opera

Full of buoyancy and bubbling-over-laughter, Verdi's "Falstaff" is clearly a match for the poetic creation of Shakespeare. The musical line never ceases but moves from one melodic outburst to the next in an almost unbroken flow between aria and recitative. The action in its compression proceeds at an almost breathless pace with scene tumbling into scene and



GERAINT EVANS

rapid verbal exchanges that dazzle the ear. And through it all bounces the irrepressible Sir John with his ever-replenished, self-deluding arrogance.

It is a glorious opera from start to finish, if glorious isn't too weighty an adjective to apply to a work that is in every way so felicitous, light, airy and playful.

RCA Victor and Verdi

The RCA Victor pressing can certainly be considered a prestige recording; technically it is superb. In an opera that leans heavily upon an over-lapping lyric line, a clarity and articulation of sounds is imperative. This recording possesses both to a high degree. The production is well balanced and has been sensitively staged for stereo.

Comic opera depends so much upon the visual that any recording is bound to suffer somewhat in the translation. This performance is extremely well served by cast, conductor and orchestra alike, all of whom bring a maximum of aural life to the disks; they are excellent. It is conceivable that more brilliant voices could be found for the individual performances, but it might prove difficult to find a cast that is so integrated and complementary.

Geraint Evans, making his Metropolitan debut in the role this season, sings the part admirably. He has a warm full voice that is handled at all times with intelligence and taste. The Welsh baritone brings with him from Europe the reputation of being the most accomplished Falstaff on the operatic stage. Special mention must be made of Robert Merrill's Ford. The handsomeness of voice and vitality of characterization in every way meet the demands of the role.

George Solti is especially to be commended for the crispness with which he directs the RCA Italiana Opera Orchestra at almost break-neck speed without ever sacrificing sharpness of detail. Never overpowering nor subordinating to the singers, he

underscores and wryly comments upon the moment.

Falstaff on London

It is less easy to review the performance on London Records. An opera that would seem to defy the popular practice of excerpting, and which relies so heavily for its effectiveness and grandeur upon the cumulative scene upon scene impact, it seems rather a shame, that with an edge over Victor on release date, London should not have issued the opera in its entirety. The recording as a comparative album is most rewarding—Corena vs. Evans, Resnick vs. Simionata, etc.

Though lacking the even local texture of Evans, Fernando Corena's voice is darker, more full of vocal play. (Corena also sings the role at the Met this season.) And Regina Resnick's Mistress Quickly is earthier and perhaps a bit spicier than is Giulietta Simionato's. Ilva Ligubue performs the role of Alice Ford in both recordings. If there is any noticeable difference in her performance vocally, I would say it was in London's favor. There is a difference, however, in the orchestras. The New Symphony Orchestra under the direction of Edward Downes is more frenetic, seemingly less disciplined than is the Italiana. It has less fluency and seems to lack the propelling sense of direction which distinguishes the RCA recording. This may be due in part to the scenes being arranged out of sequence on the London disk.

Nevertheless, we have one and a half fine new recordings so far in this quadricentennial year with which to pay homage to the greatest poet in the English language.

Earlier complete recordings of the Verdi opera still available are the 1950 issue on Cetra with Giuseppe Taddei (1207); the recording of the Toscanini broadcast with Giuseppe Valdeno on RCA Victor (LM 6111); and the first stereo recording on Angel with Tito Gobbi, Karajan conducting (CL 3552; (S) CL 3552).

Philharmonia Rises From Legge Ashes

NEW YORK—The recent decision by Walter Legge, founder and artistic director of London's Philharmonia, to suspend operations of that 19-year-old, free-lance orchestra met last week with a counter-decision by its 65 members to form their own orchestra probably to be known as the Philharmonia Symphony Orchestra.

Legge's announcement came as a shock to admirers of fine orchestral music the world over. In Britain's House of Commons expressions of regret were registered by both parties. The London Times called it "... a national disaster to British musical prestige. . . . To let a national cultural monument crumble would be to admit Britain's indifference to the value of the arts not only for

themselves but as emblems of our prestige in the world at large."

The London Daily Mail quoted Legge as saying, "It is no longer possible in present circumstances to maintain the standards which have been the hallmark of the Philharmonia since I founded it. I have, therefore, decided that after the fulfillment of present commitments, the activities of the Philharmonia will be suspended for an indefinite period." Other reasons for disbandment were given as poor subsidies by the Arts Council and London County Council (the British Philharmonic Orchestra is said to have four times the subsidy available for the three leading London orchestras—LSO, LPO and London Philharmonia), a general contraction in the amount of classical recording by the major companies, the intense competition for services of key players by radio and TV and lack of public support for concerts.

The Philharmonia was formed in 1945 for the primary purpose of making quality records not at that time available in war-torn Europe, under conditions which would ensure the highest possible standards. An orchestra of such distinction that first-rate instrumentalists would compete for the privilege of playing in it. Through the guidance of Walter Legge and the enthusiastic endorsement of public and critics alike, the Philharmonia became one of the most highly acclaimed orchestras in Europe. In the late 40's and early 50's it attained international prestige along with and under the direction of the famed Herbert Von Karajan. Other notable conductors under which the orchestra has played are Sir John Barbirolli, Wilhelm Furtwangler, Otto Klemperer, Rafael Kubelik and Richard Strauss, to name a few.

The Philharmonia has been responsible for the encouragement of several chamber music groups, and has produced some of the finest recordings issued in recent years, the majority of which have been released on Angel and Capitol Records.

A spokesman for the governing body of the new orchestra said that Otto Klemperer, chief conductor of the Philharmonia, has agreed to conduct, initial finance has been secured and that they are ready to accept engagements.

Walter Legge will in no way be responsible for the new orchestra.



LEONTYNE PRICE, one of the world's busiest and most celebrated sopranos, has completed a recording of Bizet's "Carmen" for RCA Victor to be released early this summer in the Soria Series. Others featured in the cast are Franco Corelli, Robert Merrill and Mirella Freni. Herbert von Karajan conducts. Miss Price's operatic portrayals have proved extremely popular with the record buyer. Last year she was represented on Billboard's Top LP's chart with two complete opera recordings, Puccini's "Tosca" and "Madame Butterfly." In a lighter vein, her recording with William Warfield of Gershwin's folk opera, "Porgy and Bess," remained on the charts for 16 weeks. This month Miss Price goes on tour with the Metropolitan Opera Association visiting Boston, Cleveland, Atlanta, Minneapolis, Dallas and Detroit after which she goes to Europe for a summer of recording. Miss Price records exclusively for RCA Victor.

in person

RICHARD MALTBY

SESAC CELEBRITY SUITE

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TAPE RECORDER SURVEY: 3

How Can Manufacturers Boost Recorder Sales?—Dealers Say

(This is the third in a series of four reports on merchandising of tape and tape recorders, based on a nationwide survey earlier this year by Gordon Jones of the Wharton School of Business, University of Pennsylvania, in co-operation with the Record Market Research division of Billboard.)

What are the major "problem areas" in selling tape recorders—and what can manufacturers and distributors do to overcome them?

These questions were answered in detail—and often in no uncertain terms—by retailers responding to the Gordon Jones-Billboard recorded dealer survey. That dealers were strongly concerned by these problems is demonstrated by the fact that every single one of the close-to-100 respondents took the time to write out his gripes and suggests remedies.

Problem Areas

The No. 1 problem area, as noted last week (Billboard, March 28), is "discounting by other retailers," mentioned by 32 per cent of respondents. "Customers ignorance" was the second most frequently mentioned—picked by 20 per cent. "High price of recorders as compared with phonographs" was cited by 12 per cent, followed by two gripes about demonstrations—"poor demonstration and instruction by other retailers" and "too much time needed to demonstrate"—each checked by 10 per cent.

Other principal gripes, cited by fewer than 10 per cent of dealers: "Poor service facilities," 8 per cent; "Too many models—customer confusion," 7 per cent; "bulky recorders" and "complicated operation," 5 per cent each; "poor instruction manuals" and "poor construction," cited by 3 per cent each.

Here are some of the gripes spelled out in detail:

"There are far too many makes and models. Customers become confused as to which recorder they should buy. Manufacturers should make fewer models but make them as trouble-free as possible."

"Any supposed superiority of tapes over records cannot be demonstrated, inasmuch as the vast majority of tape units are portables with insufficient amplifier power and speaker size to even begin to match the sound quality of a console phono in the same price category."

"Customers complain about the way they have been treated by salesmen in other stores, especially that the sales force do not know too much about the machines. . . . The average person cannot understand why tape recorders should be so much higher priced than record players. . . ."

"How do you teach the public the difference between one machine at \$300 and one at \$100, when both have the same features?"

One respondent cited 3M's cartridge machine and self-threading reel, and added: "This is the kind of thinking that's needed to stir the public's interest and start them thinking about tape."

"There's no problem in selling recorders. Your problem comes after you've sold them. Stores don't give the customer proper instructions about how to operate the machine. The customer should be taught in person. Most people can't follow written instructions."

"The biggest problem is making them look simple for novices and making them look complicated for 'bugs.'"

What Manufacturers Can Do

Dealers were liberal with their advice to manufacturers and distributors on how to overcome recorder sales problems.

Surprisingly, the No. 1 solution was an SOS for more selling support—"better and more consumer advertising"—urged by 34 per cent or recorder retailers. This proposal even eclipsed "price control, stable price, fair trade," and the like, urged by 23 per cent.

Each of the other proposals was made by fewer than 10 per cent of dealers. In order, they were: "Better service," "improve reliability," "more ads in consumer magazines, fewer in hi-fi publications," "more co-op advertising," "improve instruction manuals," "simplify machines," "standardize models," "reduce prices" and "help educate salesmen."

Advertising and promotional policies came in for a large share of the individual comments, too. Here are some samples:

"Devote less space to db's, ohms, impedance, frequency response, cycles per second, etc., and more space to 'family fun.'" "More newspaper advertising—too much advertising to hi-fi bugs. The average consumer does not see enough advertising to stimulate purchases." "Stress simplicity of operation. Create desire to buy, not by mentioning characteristics of recorder, but by stressing advantages of use." "Why not advertise in church magazines and school music magazines?"

Here are typical comments about demonstration problem: "Accentuate the uses of recorders and educate sales personnel. The lack of sales education is unbelievable. Every man in the business should own a recorder and use one. How can we approach the public if we are unimpressed ourselves? Train our sales personnel. Hold in-store demonstrations and promotions."

Some retailers felt that including blank tape with a recorder wasted an opportunity to get a message across. "Include a demonstration tape that explains the care and maintenance of the machine," said one. "Instead of a blank tape, it should be the best pre-recorded tape," urged another.

There were also suggestions for improvement of the product. "Improve reliability and simplicity. Eliminate necessity of having to flip reels over for second track. Improve ease of threading tape. Eliminate machines which can utilize only five-inch reels." "Why not just a tape player? A low-cost player coupled with low-cost prerecorded tapes would really sell." "Even reputable companies mislabel their machines stereophonic when they require a second amplifier and speaker." "Simplify controls and improve quality of smaller unit." "Make more reasonably priced ones for younger people."

As to suggestions about recorder quality, this one quote sums them all up: "Improve quality control, then plug it. Tape can be superior to records. Make it obvious."

(NEXT WEEK: Pre-recorded tape; problems and prospects.)

Six Bright Merch Ideas For Tape Recorder Sales

NEW YORK—A little imagination in tape recorder merchandising often pays off in increased sales—as indicated by the results which retailers have obtained from these ideas.

1. One retailer in Denver furnishes each recorder purchaser with a free patchcord, plus instructions on how to hook up the phonograph, radio, or television set. This \$1 investment opens up huge vistas of extra entertainment possibilities from a tape recorder, and has actually sold tons of extra sets, according to the dealer.

2. In Cheyenne, Wyo., a dealer invited everyone who came into the store for any purpose to tell his favorite joke. By the end of a year he had accumulated a one-hour tape of the best gags which has proved tremendously entertaining to tape recorder prospects. In fact, he also loans the tape out for parties, luncheons, etc.

3. In St. Louis, an enterprising dealer writes couples whose engagements have been announced and offers to make a free tape recording of wedding ceremonies and the reception. The bridegroom must come to the store, learn how to operate the machine, and take care of the details himself. Quite often, this leads to the sale of a tape recorder as a wedding gift.

4. Where customers have children of college age, it is a highly practical suggestion that the parents buy two recorders, and encourage their youngsters to exchange three-inch tapes regularly through the mail, rather than writing letters. This particular aspect of tape-recorder usefulness has never been fully exploited. The same student, of course, can use the recorder for homework, dictating reviews, reports, assignments, etc., practicing diction, dramatics for school plays, and other purposes.

5. Aware that many people are afraid to try stereophonic

(Continued on page 40)

Phono-Tape MERCHANDISING

• BEST SELLING PHONOS • DISK DEALS • EQUIPMENT NEWSLETTER

BEST SELLING PRE-RECORDED TAPE

Below is a list of the best selling pre-recorded tapes. This chart is compiled from pre-recorded tape dealer replies. Mail questionnaires are used to contact top dealers throughout the country on a weekly basis. Popular reels as well as classical reels and other types of pre-recorded tape will be reported on these pages with emphasis on popular reels.

POPULAR REELS

Pos. TITLE, Artist, Label & No.

- 1 WEST SIDE STORY
Sound Track, Columbia OQ 417
- 2 SOUTH PACIFIC
Sound Track, RCA Victor FTO 5001
- 3 HONEY IN THE HORN
Al Hirt, RCA Victor FTP 1219
- 4 I LEFT MY HEART IN SAN FRANCISCO
Tony Bennett, Columbia CQ 493
- 5 THEMES FOR YOUNG LOVERS
Percy Faith & His Ork, Columbia CQ 567
- 6 THE SECOND BARBRA STREISAND ALBUM
Columbia CQ 607
- 7 SOUND OF MUSIC
Original Cast, Columbia OQ 311
- 8 HELLO, DOLLY!
Original Cast, RCA Victor FTO 5028
- 9 MOON RIVER & OTHER GREAT MOVIE THEMES
Andy Williams, Columbia CQ 463
- 10 PETER NERO—IN PERSON
RCA Victor FTP 1204

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

POSITION			BRAND	% OF TOTAL POINTS
This Issue	12/21/63 Issue	9/21/63 Issue		
1	1	1	Magnavox	55.7
2	2	2	Fisher	12.8
3	5	3	Zenith	11.1
4	3	—	Pilot	6.4
5	4	5	RCA Victor	5.1
			Others	8.9

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.

12/21/63 Issue: Electrohome (6).
9/21/63 Issue: Curtis-Mathes (4); Packard-Bell (6)

Hartman Moves Tape to Field; Customers to Store

By JEANETTE FORMBY

—ROANOKE, Va. — Getting outside of the store to look for additional markets for tape recorders has boosted sales for Lee Hartman & Sons Sound Equipment Company of Roanoke.

While Hartman does an excellent business with walk-in customers for tape recorders, stereo phonographs and components,

he is particularly proud of the excellent additional sales volume he has developed in the commercial market. When Hartman first began selling tape recorders he realized that this was an item with a tremendous potential, but one which might require years for the public to "catch up." Instead of waiting, he began getting out of the store at every

(Continued on page 40)

Concord Electronics Tries For Mass Market Selling

By ELIOT TIEGEL

HOLLYWOOD—Four-year-old Concord Electronics is blazing its growth by de-emphasizing the traditional audiophile and concentrating on selling the mass market through such outlets as Korvette, Fedco, Gem, Polk Bros., Olsens, Sears, and White Front.

"We are making audiophiles out of the mass market," boasted advertising director Jack Cardenas. "Other companies work exclusively through the audio stores and limit their audiences. We believe in selling through the audio stores but we go one step further and offer quality merchandise to major retail outlets."

Concord is aiming to capture 15 to 20 per cent of the market, explained Don Hassler, head of sales and marketing. "The tape market is really unsaturated," he said. "We're aiming at new customers who have never bought a tape recorder before."

Hassler believes Concord can achieve this goal by offering high quality machines at inexpensive prices with ease of operation. "Dealers can hit 85 per cent of the tape market with our line, which sells from \$99 to \$450," he emphasized.

Concord has shown a steady sales increase, Hassler stated, noting sales were up last year almost 100 per cent over 1962. He would not, however, divulge any quotations nor would he predict how many units company hoped to sell this year. "Since January 1," he said "we are 80 per cent ahead of the same period last year."

Seven models comprise the Concord line, all manufactured in Japan by Matsushita. Three were introduced in January, including the 330 transistorized mono automatic, voice-operated portable retailing for \$199; the 440 transistorized three-speed stereo with push-button control for \$239, and the 884 transistorized push-button sound-on-sound 15-watt stereo amplifier.

Company plans to debut a new model with automatic reverse action this year, which will not need installed leaders on the tape to trigger the reversal action.

"We have taken the machine out of the control room and hobbyist's hands," Hassler said, "and placed it with the consumers as a workable instrument."

To get the message across fully to consumers, firm, which heretofore hasn't allocated a large ad budget, plans experi-

menting with campaigns in selected markets, notably through billboards and TV. Los Angeles is the first city, with \$50,000 budgeted for the push, which promotes the entire line.

Hassler said he was surprised that music stores weren't selling more tape machines, chiding dealers for not going after the tape market with as much enthusiasm as they sell phonographs. "Music dealers shouldn't let tape machines get into the hand of the photo stores and mass merchandisers," he remarked. Their lack of success in the past has been because of inadequate product knowledge, he added. "Music stores are afraid of tape machines because they think they're too technical. Today you push a button and away you go."

Hassler also bemoaned dealers who sell machines without orientation. "Dealers have to operate the machines correctly for the customer. Once you sell the machine, there is repeat business in pre-recorded tapes," Hassler said. If dealers allow manufacturers to orient their salesmen in correct operation, this will enable salesmen to impressively service customers, executive stated.

Al Gussin Resigns

NEW YORK—Alfred S. Gussin has resigned as vice-president, marketing service, of Magnavox, because of "basic policy differences." His new plans will be announced shortly, he said.

Norelco Starts Big Ad Drive

NEW YORK—North American Philips Company is launching the most extensive advertising campaign in its history for its Norelco tape recorders. One-half of the total ad fund—the amount undisclosed — has been set aside for local use by dealers. The local ad expenses will be paid 100 per cent by the company, in what a spokesman described as "the most liberal dealer program in tape recorder history."

3M Names Marinovich

ST. PAUL—P. J. Marinovich has been named to the new post of market development manager, Revere-Wollensak division of the 3M Company. The new assignment includes the premium and incentive market, in addition to the background music project, of which Marinovich has been sales manager.

Jensen OEM Cartridge

ADDISON, Ill. — Jensen Industries, manufacturer of phonograph needles and replacement pickup cartridges, announced its entry into the original equipment stereo cartridge field with a professional grade low-mass cartridge.

in person



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It is Saturday afternoon. A jet heads East to New York and Europe carrying nearly 2,000 copies of Billboard to music industry influentials. Sametime, another jet is getting ready to leave Dayton heading West with copies going to Hawaii and the Far East and Australasia.

The important and significant news appears first in Billboard. That's why more people buy and read Billboard around the world than all other U. S. music-industry publications combined. It's the combination of news and fast delivery that makes Billboard Number 1 . . . Internationally!



PRETTY MISS CONCORD displays new transistorized portable Model 330, which features automatic, voice-operated, stop-start operation. Model is one of three new machines added to Concord's catalog.

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.

LONDON—Expires March 31, 1964. Started December 15, 1963.

Annual catalog restocking program. On all catalog items, special discounts, delayed billing and extra ad allowances available.

ABC-PARAMOUNT—Expires March 31, 1964. Started January 9, 1964.

A 12½ per cent discount on all new and catalog ABC-Paramount and Impulse albums.

20th CENTURY-FOX—Expires March 31, 1964. Started February 1, 1964.

A 10 per cent discount on all albums during the "Leap Into Spring" sales program.

SIMS—Expires April 31, 1964. Started January 1, 1964.

On 15 country and gospel album releases, three free albums for each 10 purchased. A 100 per cent exchange privilege on all products.

STARDAY—Expiration indefinite. Started January 1, 1964.

A 15 per cent discount on all regular Starday albums. A 10 per cent discount on Starday economy line albums.

PRESTIGE—Until further notice. Started February 1, 1964.

A 10 per cent discount on all albums of Prestige and subsidiary labels. Special artist program: Buy 12 and get four free on all John Coltrane LP's. Expires March 31.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1100, 1200, 1400, 1600. One free record for every 10 purchased in series 2000, 7000, 8000, 9000, with the exception of 9001 and 9003; buy 10 get two free.

Hartman Moves Tape to Field; Customers to Store

• *Continued from page 39*

opportunity, suggesting and selling tape recorders in fields where he knew there were logical uses.

He has profited from the steady parade of conventions which are held in Roanoke.

Hartman contacts the local chapter or a local member of the sponsoring organization, gets the name of the secretary or business manager for the convention, and writes a letter, offering the facilities for recording speeches, addresses, lectures and entertainments. When the secretary arrives in the city, the dealer calls on him personally, taking along a sample recorder or two. Invariably he rents at least one machine, sometimes three or four. More important, the same conventioners begin calling on him for services year after year. Not infrequently, the business manager or executives of such an association will decide to buy a machine rather than rent it.

Hartman has become a familiar figure in the offices of schools for almost 100 miles in any direction. Knowing that most schools have special funds for educational accessories, some of them administered by teachers for individual classes, Hartman carries good-quality recorders with him on school calls, demonstrates how helpful they are in recording lectures, in projecting educational material, helping students with long-drawn-out meetings, correcting diction. He has sold scores of tape recorders to schools for cash, including expensive stereo recorders which can be used for entertainment as well as education.

Churches often have the same need for recorders as schools. In addition, pastors enjoy polishing up their sermons on tape, before the actual delivery. While he usually finds it necessary to set up some type of time payment for churches, Hartman has found this an excellent market, amounting to more than 30 tape recorder sales over the past three years.

In selling the commercial market, the Virginia dealer usually concentrates on good, reliable monophonic tape recorders in the \$250 to \$300 price brackets, but where stereo music is the objective, sales can go as high as \$995. Incidentally, in providing lower cost music systems for his commercial users, Hartman found himself in a business he hadn't anticipated—rental and sale of pre-recorded musical tapes. Employees in large plants using his systems want new music regularly, of course—all of which has added up to a profita-

EQUIPMENT NEWSLETTER

What Sales Figures Are Telling Us

By DAVID LACHENBRUCH
Equipment Editor

Electronic Industries Association's January figures give some clue as to where the home entertainment equipment dollar is going.

As compared with January 1963, distributor-to-dealer sales of black-and-white TV were up 17 per cent, radio sales were up 20 per cent, and packaged phono sales—down 13 per cent.

It's not quite as simple as it appears on the surface. Black-and-white television's increase is a 17 per cent rise over a very good January 1963. In addition, nearly 89,000 color TV sets were produced in January, and presumably almost as many were sold (although EIA doesn't release color sales statistics).

Radio's whopping 20 per cent increase over 1963 would be real cause for celebration, except that January 1963 was a very bad month for radio—it was 20 per cent below January 1962, in terms of unit sales.

In the packaged phono field, January was an extension of the generally lackluster aspect of the January phono figures, however, is that all of the decline from January 1963 was accounted for by sagging portable sales. Console sales actually showed an increase (albeit less than 1,000 units out of a total of 272,000). Could be a trend to heavier console sales this time of year—but we'll withhold judgment until we see February's figures.

Despite the fact that phono sales sagged during the second half of last year, the average phonograph sale last year brought in more dollars than in 1962. Undoubtedly, this was due in some measure to an increase in phonos sold with AM-FM. Nevertheless, it could represent a turning point, halting the general price-per-unit decline of the past few years.

Using factory-level prices, the average packaged phonograph (including both portables and consoles) sold last year for \$81.66 (before excise tax), up almost \$3 from the 1962 average of \$78.59, which culminated (for the time being,

anyway) a decline from \$83.88 in 1961 and \$87.22 in 1960.

Phonographs were the only major home entertainment equipment category in which the average price went up last year. The average black-and-white television set hit an all-time factory-price low of \$117.94 (before excise tax), down from \$128.31 in 1962 and \$135.21 in 1961. It's a good guess that the average factory price of portable TV last year was a few pennies less than \$100. (Of course, if color were included with black-and-white TV, average factory price might be somewhere around \$150.)

Radio price attrition continued, too. Averaging all domestic-brand radio sales except auto radios, we get a 1963 factory price of \$16.95, down from \$17.32 in 1962 and \$18.05 in 1961.

So these possible trends emerge from a look at 1963 and early 1964 sales figures: Black-and-white TV sales continuing to rise, but at a lower dollar volume per sale. Radio sales probably rising somewhat over last year's poor showing, but still at a lower dollar per sale. Phono sales continuing their apparent settling to a lower unit level—but dollars-per-sale rising.

Dealers, of course, can ride on these trends. They seem to indicate that the emphasis in phonos should be placed on quality, on sell-up features, because the trend now is toward increasing dollars per sale. Black-and-white TV, on the other hand, is becoming more of a high-volume, lost-cost item.

And, of course, the growing interest in color TV means that nobody in the home entertainment market should ignore this new opportunity. A store with a "quality" image—even if it doesn't currently handle black-and-white TV—can do well with color. Despite the usual price-cutting in this field, color is a rising market; it is new enough and high-priced enough so that most consumers would prefer to purchase their sets from a prestige dealer who supplements the manufacturer's warranty with his own guarantee of satisfaction.

This is what the 1963-1964 sales figures seem to be telling us.

Ideas for Tape Recorder Sales

• *Continued from page 39*

recording, a Detroit dealer announced a contest, among stereo tape recorder owners, for the best piece of all-around music recording done over a six-month period. The prize was an album of pre-recorded tape, and the contest was sparked with a newspaper ad, with window display, and direct-mail sent to every known stereo tape recorder owner. The public was kept advised as to how the con-

test was doing, with the news on how many entrants had submitted reels of tape, together with names and addresses. By the end of the competition, more than 200 reels of tape had been brought in, representing everything from orchestra music to barnyard sounds, recordings made in factories, at sports events, in night clubs, etc. The stunt sold an unexpectedly large number of top-quality twin microphones, according to the dealer.

6. Teaching the public how easily all sounds are recorded, a Cleveland dealer went out with an inverter in his car, and recorded such familiar sounds as the clang of a traffic signal, the acceleration roar of automobiles and buses, a newsboy crying his wares, motorcycles starting up, ordering a sandwich at a drive-in restaurant, etc. Using a half-hour tape to record all of these familiar sounds proved to have much more effect on the average listener than a professionally pre-recorded opera, popular music, etc., simply because they were "on familiar grounds."

With these methods, Hartman has seen his tape recorder sales volume advance spectacularly year by year, and in just about the same proportion each year. Sticking to top nationally advertised, highly successful lines, and eschewing low-cost "toy" portable recorders, he has had far less difficulty with price competition than the average dealer.

ble specialty for Lee Hartman & Sons Sound Equipment.

A surprising bit of co-operation from local radio stations has helped to sell more advanced, professional-level tape recorders for the Virginia dealer. Since some broadcasting headquarters in the city have display windows, usually filled with posters showing the stars of radio shows, Hartman asked for, and received, permission to show many of his recorder and component lines right in the window of the type of broadcasting station which would be most logically using such equipment. In this way, his name has become associated with fine sound engineering, in the best possible of surroundings, and, in fact, he has sold recorders, microphones and other sound equipment to several of the city's radio stations.

DISCOUNTERS CUT PRICES

SAN JUAN, Puerto Rico — Local record dealers are asking "When will it stop?" They refer to cut LP prices. The latest ad by one of the big discount stores is \$1.72 for a current best seller, "La Magia de Chucho," by local pop singer Chucho Avellanet on the Rico-Vox label. Usual cut-price tab for such a long-play here is \$2.98 or \$2.77.

American Hi-Fi Manufacturers Aim European

HOLLYWOOD — American component manufacturers continue their concentration on the European market, aiming next at the London Audio Festival, April 2-5, at the Hotel Russell.

Los Angeles speaker manufacturer James B. Lansing, plus Sherwood Electronics, Chicago FM tuner manufacturer, are known to be among the expected 100 London exhibitors. Ray Pepe, executive vice-president at Lansing, told Billboard it will be his firm's debut at the London show, which annually draws close to 40,000 persons.

Pepe feels the European market is a prime area for expensive American components of the type not produced on the Continent. There are enough moderate-priced components available in Europe, Pepe says, but there is a lack of models on the high end of the price spectrum.

Lansing recently participated in the Paris Audio Festival for the second time and at the Frankfurt, Germany, High-Fidelity Component Show, at which the American high-fidelity industry was represented for the first time.

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EMPLOYMENT SECTION

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HONKYTONK PIANIST AVAILABLE with Gay 90 costume! Sings all old songs. Try me out! Happy Henry, 137 Howard St., Waverly, N. Y. ap4

NEEDS DISTRIBUTION—"I WANT A Man Like That." by Chick Finney group. Sensational 45 single. Contact Chick Finney, 4013 Aldine St., St. Louis, Mo. ap18

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FOR SALE—100 ASSORTED NEW 45 RPM's, \$8.50; \$77 per 1,000. Also a Rock 'n' Roll Oldie But Goodie Album with twenty top original oldie hits. Album price \$2 each, or \$45 per 25. Paul V. Lee, Lee Record Distributing, 4546 S. Park Drive, Metairie 20, La. ap11

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Epic	Parloway	Herald
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BRAND-NEW 45's, ASSORTED OLDER Pops and Standards, \$8 hundred; free catalogue on major brand LP's, \$1.25 each, plus Pop Country and Children's Budget LP's. Hal Faktor, 4143 W. Armistage, Chicago 39, Ill. CA 7-3722. ap11

FRENCH DANCE RECORDS ON SYMCO label; swing, tango, paso doble, etc.; by orchestras of George Mansfield, Eddy Green, Freddy Carrara and others. 45 rpm singles, EP's and LP's. Dance Records, 224 Springvale Ave., McLean, Va.

RECORD DEALERS—FREE DELIVERY plan anywhere in U. S. on accessories; needles, racks, tape, inserts, cloths and specialty LP lines. Details and catalogue on request. Hal Faktor, 4143 W. Armistage, Chicago 39, Ill. CA 7-3722. ap25

NEW 45's, \$8 PER HUNDRED, PLUS added bonus of 20 DJ records free with each hundred. Freitas Music Co., 17 San Joaquin St., Stockton, Calif., 95202. ap25

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DEMOS BY "EDFOR"—THE EAST'S finest demo service, specializing in the sound for selling. Latest equipment, top talent. For further information write: Edfor Custom Recordings, P. O. Box 212, North Bergen, N. J. ch

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Large Sound Studios—Top Technicians. Piano or Organ & Vocal—1 Song, \$13.00; two Songs, \$23.00 (45 or 78); add. Guitar, Bass, Drums, Sax, Clarinet, Steel Guitar, Violin for \$5.00 each per song.

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Box 3404, Sta. C Lincoln, Nebraska

MISCELLANEOUS

SEEK PROMOTION OR DISTRIBUTION: Have on LP the South's leading Jazz Pianist and Trio. Princess Records, P. O. Box 17586, Charlotte, N. C.

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USED COIN MACH. EQUIP., PARTS & SUPPLIES

USED COIN MCH EQP—PARTS & SUP FOR SALE—30 ACORN BALL GUM AND Charm Vendors, tall globe, \$8 ea.; lot, \$7. 20 Shipman 5c Mint and Gum Machines, 2 col., \$8.50 ea.; all \$130. Like new, 10 1c Toppers, \$6. Stan Fishbaugh Sales, Route 1, Box 451, Celina, Ohio.

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Include your name and address and "1963-64 Who's Who."

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FOOSBALL OPERATORS
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Cincinnati, Ohio, 45202

MISCELLANEOUS

market area: 1961 Comet 2-Door Sedan. 1 owner, low mileage, clean, excellent condition. I am in record business with top firm. Asking \$990. Must be seen to be appreciated. Must sell fast. Box #100, c/o Billboard, 165 W. 46th, New York, N. Y., 10036.

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MR. MAESTRO, INC.

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Now accepting single masters with hit potential.

"JOCKEY JOKER"—FOUR FUNNY DJ folios of one-line gags, bits and fillers. \$2.50 per copy. All four, \$8.50. Show-Biz Comedy Service, Dept. B, 65 Parkway Court, Brooklyn, N. Y., 11235. ch

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Manufacturer Advertisers	\$9	\$15	\$25	\$9
Distributors (Regional) & Employment Advertisers	\$5	\$9	\$15	\$5
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- Minimum size sold is 1/2", approximately 35 words; 1" 70 words.
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- If Box Number is used, follow 10 words for number and address. Box number service charge is 50c per insertion.

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Company Name _____ Authorized by _____

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City _____ State & Zip Code _____

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INTERNATIONAL EXCHANGE

BELGIUM

The "Union Belge de l'Automatique"

the only representative Belgian Coin Machines Trade Association, presents to all their Belgian and foreign friends best wishes for a prosperous new year.

Importers and operators, visit our "Bourse de L'Automatique" (Automatic Exchange) on last Friday of every month.

For further information: UNION BELGE DE L'AUTOMATIQUE Union Professionnelle Reconnue 228, Rue Theodore Verhaegen, Bruxelles 6. Phone: 02/38.43.14. Take a subscription to our magazine, "U.S.A. Revue," 300 F for 1 year (12 numbers), \$6.00. Advertisement rates upon request.

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GERMANY

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

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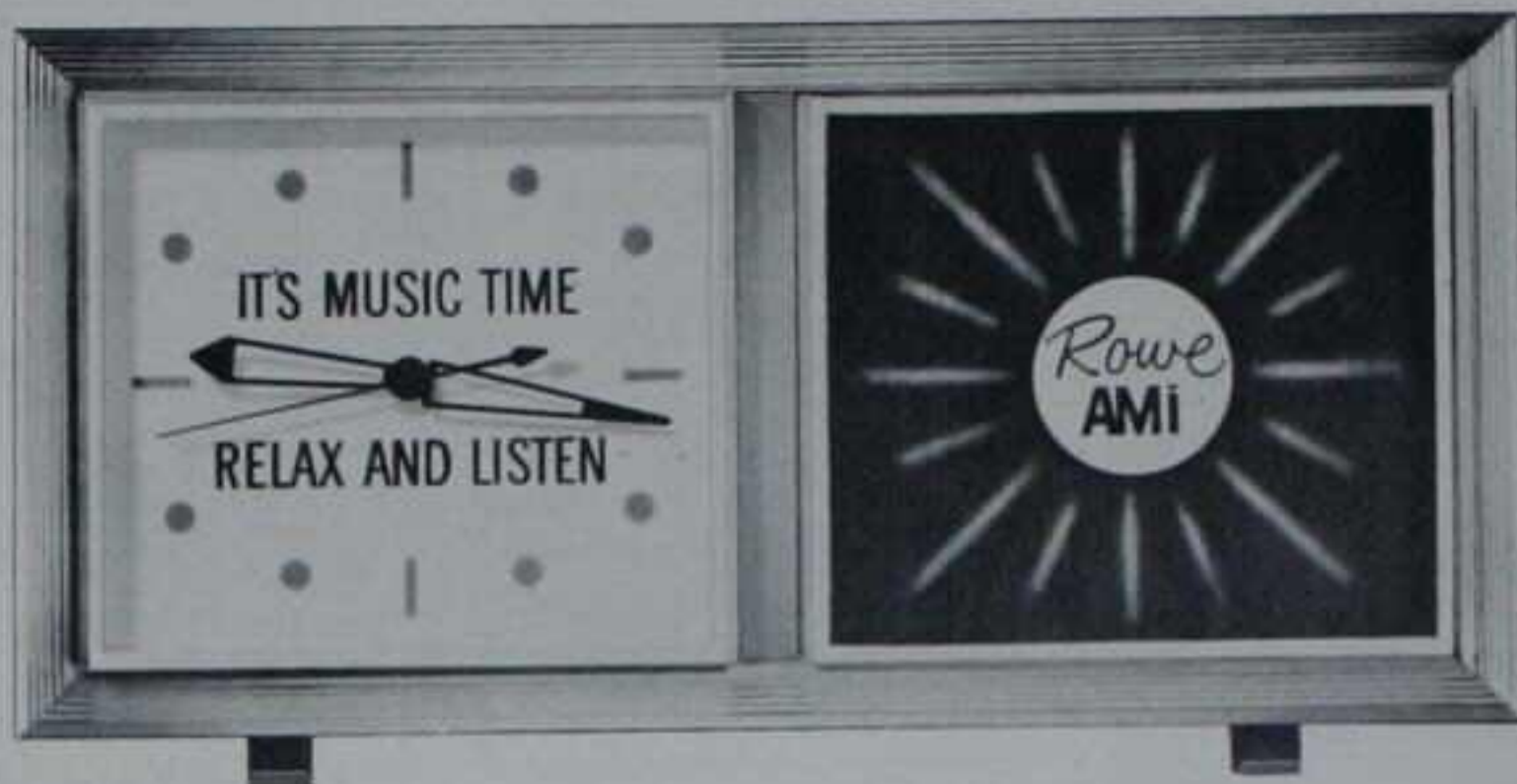
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Mr. Mario de Luigi, Publisher
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UNITED STATES

MUSIC PUBLISHER WANTING U. S. representation for instrumental copyrights. Send records and music to David Music, 1733 Broadway, N.Y.C., N.Y. U.S.A. ch

It's time to
merchandise music



that is
if you like



the sound of money

What pays the most profit in most locations?

If you said the music customers buy through the Rowe AMI *Tropicana* phonograph, you're one hundred percent right.

In the new *Tropicana* Rowe has created an unbeatable music-maker—and an unexcelled money-maker.

But *The Tropicana* will make more profit for the location if the music is merchandised.

Now you can see the reason for the clock shown here. It has terrific attention-getting, point-of-sale value. Everyone's eye is drawn to a clock; what better time to encourage play—to merchandise music—than by reminding customers it's music time?

When you merchandise music, you help your locations make more money, more profit. And when you merchandise music, you help yourself make more money by opening up more profitable locations.

See your Rowe AMI distributor today for his deal.



ROWE AC
MANUFACTURING

The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems

N. Y. Legislature Passes Bill To License Game Operators

ALBANY, N. Y.—The New York State Assembly Thursday (26) unanimously passed a bill which provides for the licensing of amusement machine operators. The measure had been approved by the State Senate the previous day and awaits the signature of Governor Rockefeller to be enacted into law. It goes into effect immediately.

Under terms of the measure, no person may operate coin amusement machines without obtaining a license from the secretary of state. The license, good for two years, goes for \$600.

In order to obtain a license, the applicant must be "of good moral character and have not been convicted of a felony" and "have the necessary financial responsibility to conduct the proposed business."

Veteran Preference

Operators who have been in business for five of the last 10 years are eligible for license without examination. The secretary of state determines the qualifications of the others.

Other key provisions of the bill include licenses to be displayed on machines and a more precise definition of what is an amusement device.

Leading proponent of the bill is Mrs. Millie McCarthy, Hurleyville, N. Y., operator, who is president of the New York State Coin Machine Association.

Oppose Fee

Principal opposition has come from a group of New York City operators who oppose the \$300-a-

year license fee and who are rigidly restricted by municipal ordinance as to the type games they can operate.

One effect of the bill would be to discourage location ownership of amusement games. It costs the licensee \$300 a year whether he operates one game or a thousand.

Hence, the full-time operator would not be discouraged from paying the fee, but the location owner with one piece of equipment would think twice before shelling out \$600 to keep the game on his premises for two years.

Locations Oppose

It was with this in mind that organized groups of liquor license holders made an unsuccessful bid to prevent passage of the bill in the Senate.

In order to allay the fears of the location owners, Mrs. McCarthy said the New York State Coin Machine Association will emphasize two benefits which accrue to them as a result of this legislation:

1. With legal games more precisely defined, the location owner is less likely to be beset with legal problems.

2. The location owner will know that he is dealing with a licensed operator who has a clean record and who has demonstrated some measure of financial ability.

Mrs. McCarthy said these points would be made to location owners either through a direct mail campaign or through visits. She feels that once location owners realize the benefits of the bill, they will be for it enthusiastically.

Pa. AMOA Session Changes Bylaws, Picks New Manager

By ED BARNES

HARRISBURG, Pa.—A general meeting of the Associated Music Operators (AMOA) of Pennsylvania, Inc. held Sunday (22) at the Penn Harris Hotel here made some far-reaching changes in its organization and leadership.

The post of executive secretary, vacant after the recent resignation of Leon Taksen, D & L Coin Machine Company, Harrisburg, was filled by the appointment of Joseph LaSala of Pittsburgh, a public relations man who has been active in the campaign that has increased the membership of the Greater Pittsburgh association by almost 40 per cent during the past four months. Sam Daub, Pottstown, con-

tinues as president of AMOA of Pennsylvania, but James Amato, Sewickley, was elected treasurer, succeeding Harry Beck of Lewisburg.

To hire LaSala as a full-time secretary it was necessary to amend the bylaws of the State organization and provide that the general membership, by a majority vote of those present, could transact the business without approval by the board of directors. Motions for the amendment and for hiring of LaSala were made by Phil Eisenberg, Consolidated Vending Company, Johnstown, Pa., and were carried unanimously. The revised bylaws include the provision that the State association's board of directors will determine the rate of LaSala's compensation.

In describing the activities of the Greater Pittsburgh organization, LaSala pointed to a recent Statewide survey of Pennsylvania coin-machine business in which responses to 200 questionnaires sent out indicated that operators in the State have \$20,000,000 worth of equipment on location. Statistics such as this, he said, are important in presenting a fair and complete picture of the industry to legislators and others. LaSala also described the efforts of the Pittsburgh organization in behalf of the defense in a current Erie County court case involving legality of coin-operated machines.

Both Mrs. Millie McCarthy, president of the New York State Coin Machine Association, and Mike Mulqueen, president of the New York State Operators Guild, addressed the meeting as guests, explaining the organization and procedures of their groups. Mrs. McCarthy also explained the pending bill that would license amusement machine operators in New York State.

Others who were present at the well-attended meeting in-

(Continued on page 50)

Ohio Court OK's Shuffle Alleys

COLUMBUS, Ohio—An unusually restrictive local ordinance was upset here recently when a Youngstown law banning coin-operated bowling games was declared invalid in a 6-0 decision by the Ohio Supreme Court.

Walter Dragelevich, operator of Walt's Tavern, Youngstown, had contested the action of a lower court following seizure of shuffle alleys from his property on January 20. The high court upheld his contention that the machines provided no free games, no prizes or other results which might tend to classify them as gambling devices.

Coin Machine OPERATING

• MUSIC MACHINE PROGRAMMING • DOUBLE PLAY DISKS
• RECENT STEREO RELEASES • BULK VENDING

MOA Conclave Set For Sherman House

CHICAGO — Music Operators of America has officially settled on the Sherman House here as the site for its next convention, October 14-16, and contracts are expected to go out shortly to exhibitors.

Fred Granger, MOA managing director, said that early indications are that it will be one of the "biggest shows" in MOA history. He said inquiries from exhibitors have been coming in for the past month.

"The success of last year's show has undoubtedly helped create momentum for this year," according to the managing director. He said he believed that MOA's new "progressive look" had stirred interest among mem-

bers and the industry as never before.

"Our intention is to translate this interest in MOA's most successful convention," he said. "This means increased attendance by operators as well as an increase in the number of exhibitors."

"It means outstanding forums and entertainment. It means making the MOA convention the great annual market place of the coin-operated music and amusement industry."

A total of 30,000 square feet of exhibit space will be available to exhibitors. The show will be set up on the mezzanine, accessible from the lobby without need of elevators.

Parkoff Hosts Ops At Tax Symposium

NEW YORK—Thirty operators attended a symposium on the 1964 tax law recently as the guests of Meyer Parkoff at the office of Atlantic New York Corporation. Those present heard Joseph Klein, CPA, give a comprehensive review of the new law and a discussion of methods of computing depreciation of equipment.

Klein stressed the advantages of incorporation, pointing out that under Sub-Chapter S of the 1964 law, operators may file at

the same tax level as individuals but enjoy many corporate benefits. The section is applicable to the in-between businessman — too small for regular incorporation, but too big to operate as an individual—and is available at a nominal cost.

Group insurance, limited to corporations, is obtainable by those filing under Sub-Chapter S. Social Security benefits are available to the wife of an operator if she owns stock in the corporation.

Klein also reviewed the position of the new law on expense deductions for business trips.

(Continued on page 49)

Seeburg Names Lillian Kubicek To V.-P. Berth

CHICAGO—Lillian K. Kubicek, general counsel and secretary of the Seeburg Corporation, has been elected a vice-president of the firm. The announcement came last week from J. Cameron Gordon, executive vice-president.

Miss Kubicek has been associated with Seeburg a number of years. When the firm was sold in 1956 to Delbert Coleman and associates, Miss Kubicek was one of the attorneys representing the Seeburg family.

She was later retained to represent the new firm and was named its first general counsel in 1960.

Miss Kubicek joined the prestigious law firm of Kirkland, Fleming, Green, Martin & Ellis shortly after passing the Illinois Bar. The firm represented the Seeburg Corporation, and it was through this association that she later joined the company.

Miss Kubicek is a native Chicagoan and a law graduate of the University of Illinois. She is a member of the American Bar Association, Illinois Bar Association, Chicago Bar Association and Women's Bar Association. She is also a director of the Slovak-American Charitable Association.

Alteration Fee Rule Modified For NY Trade

ALBANY, N. Y. — Both houses of the New York Legislature this week passed a measure which amended the Alcoholic Beverage Control Act to allow music machine and game operators to place equipment on location without paying a \$100 alteration fee.

The current law has been interpreted by several local ABC boards in the following manner: Placement of a juke box or game on location, or addition of another machine is an alteration to the premises. Even removal has been considered an alteration.

Hence, the location owner was required to pay a \$100 fee every time coin machines were put on his premises. In practice, the operator ended up by paying the fee.

The new law provides that unless the installation of a juke box or coin game alters the seating capacity, no fee is required.

Scopitone Bows in U. S.; Mitnick Is Sales Chief

MIAMI BEACH, Fla.—Scopitone, the European coin-operated film juke box, is establishing a United States branch with headquarters on Lincoln Road here. Jack J. Mitnick has been appointed director of sales, and the backers of Scopitone, Inc., U. S. A. include such well-known industry figures as Barnett Sugarman and Abe Green, Runyon Sales; Irving Kaye, Irving Kaye Company, and Alvin I. Malnick, the attorney who consolidated the joint venture.

Well tested in European markets, Scopitone has obtained exclusive rights of distribution and manufacture in this country from CAMECA, the French parent company. It has an agreement with the William Morris Agency to provide American artists for Scopitone film sequences, supplementing its library of performances by international stars. Films are in color and the sound is stereo.

Sales Director Mitnick is a veteran in the industry, his back-



JACK J. MITNICK

ground including 10 years with Rowe AMI and six years with United Manufacturing Company. He is planning to give all distributors and operators an opportunity to have a personal demonstration of the Scopitone.

MUSIC MACHINE PROGRAMMING

See Italian Coin Boom

MILAN—Italy is luxuriating in the Continent's only authentic contemporary coin machine boom—and the boom is still in its infancy, according to trade experts here.

Phonograph locations have been showing small year-to-year gains, but last year they jumped a full 15 per cent, and the forecast is for a 1964 gain of 25 per cent or more.

Italy now has just under 20,000 phonographs, which places this country second only to West Germany among operator-owned national trades in Europe.

West Germany has over 50,000 machines, followed by Britain with well under 20,000 and France with 16,000. Belgium has about 30,000 machines, but most of these machines are location-owned, locations investing in machines without regard

to specific operating economics. What makes the Italian count significant is that the phonograph boom is only beginning. In West Germany, the bloom has been off the boom there for several years; in England the situation is static despite the British trade's insistence that the United Kingdom is an "underdeveloped" coin machine country due for a boom; and the

French trade is hobbled by archaic laws and trade practices. But Italy is frontier coin machine country. The big share of machines is in the industrial north, in Lombardy, Veneto, Piedmont, Tuscany and Liguria. For example, there are seven regions with only 1,700 machines in all, and one area, Basilicata, has grand total of *(Continued on page 50)*

Chattel Mortgages Issued by MONY Withstood Two Tests

NEW YORK — The chattel mortgage available to members of the Music Operators of New York, Inc., for their protection when locations are sold to new owners has withstood two tests and is undergoing a third that also appears to be developing in favor of the operator.

Speaking to a meeting of operators at the office of Atlantic New York Corporation, Theodore Blatt, attorney for MONY, said that in the first two cases the operators involved were spared any loss from the sale of the locations because the new owners both assumed the original installation contract of the seller, as provided in the chattel mortgage.

In the third case, still unresolved, the issue appeared for a time to be headed for the courts, but Blatt later told Billboard that there is a good chance that this case, too, will be settled out of court. The circumstances were that the attorney for the

new location owner, finding a balance of \$400 owed on a loan made by the operator when he installed coin machines, sent a check for that amount to the operator with a request for acknowledgement.

This was unsatisfactory to the operator, and attorney Blatt immediately returned the check. Fulfillment of the original installation contract is as important a part of the chattel mortgage as is repayment of any outstanding loans. The case rested there, but it now appears that it will be settled in the same manner as the first two. MONY, however, would welcome a court test, now or later.

The chattel mortgage form, each one identifiable by a perforated number, is furnished only to members of MONY. Each one issued is listed by number in the name of the operator and can thus be identified if it should later turn up in any other hands.

German Wholesalers Begin Pub House

FRANKFURT — A new music publishing house has been founded in Frankfurt by a group of leading figures in the West German disk wholesaling field.

Transatlantik - Musikverlag - GmbH & Company, KG—Transatlantic Music Publishing Company—has been established by Hans R. Beierlein, Marianne Karthal, Edeltraud Kuepper, Gundula Michael and Gerhard W. Schulz.

Beierlein operates the music house Edition Montana, Munich; Marianne Karthal is chief of Globus - Schallplatten - Zentrale, Frankfurt; Edeltraud Kuepper is proprietor of the firm Ed. Kuepper, Stuttgart-Munich; Gundula Michael operates the firm Michael & Company, Duesburg, Coblenz, and Munich; and Schulz is chief of Loewen-Automaten, the sales arm of N.S.M., the Bingen coin machine manufacturer.

Move to Add

There are reports that additional disk wholesalers will participate in the new concern, which trade circles call "the strongest economic concentration in the West German hit-tune business."

Transatlantik - Musikverlag - GmbH & Company, KG, has as joint business managers Karl Karthal, Frankfurt, and Hans R. Beierlein, Munich. Headquarters have been established at 18 Schleusenstrasse, Frankfurt.

Objectives of Transatlantik have yet to be spelled out pub-

licly. However, formation of the new group on such a broad distributor basis has spurred speculation that it will function primarily in the interest of the juke box trade.

Always Unhappy

West German phonograph operators are chronically unhappy over what they term a cost-price squeeze. They blame: 1) GEMA, the West German performing rights society, which is accused of demanding unreasonable record royalties; and 2) major diskeries, which are reproached for lack of effort to accommodate juke box operators with low price disks.

For several years now, juke box operators have been exploring possible avenues out of the high-cost disk impasse.

Lorenzo Set for UJA Appearance

NEW YORK — John P. Lorenzo, secretary of state of the State of New York, will be the guest speaker at the victory dinner of the Coin Division of the 1964 United Jewish Appeal, to be held Saturday, June 6, at the Statler Hilton Hotel.

Division Chairman Irving Holzman, United East Coast Corporation, made the arrangements for Secretary Lorenzo's appearance at the dinner. Holzman returned from a trip to Florida during the week of March 30.

EUROPEAN NEWS BRIEFS

Brisk Payout Sales

WEST BERLIN—Wulff Apparaturbau, the West Berlin firm which has grown into a major European payout producer, reports brisk sales for four of its payouts.

The machines are Rotomat Additor, Tivoli, Astra and Tip-top. The four machines, according to sales promotion, offer the operator a "balanced" line of payouts.

German payout producers generally report record demand for their products, inspired in part by the gamesmanship surge in Britain. The United Kingdom has developed into something of a payout paradise, with at least one British firm advertising that it maintains a constant stock of 2,000 German payouts to meet the big demand.

To Form Association

OSLO—Norwegian operators are moving to organize that country's first trade association. An operator committee is gathering information on the various European trade groups to pick a model for adoption in Norway.

After several years of backing and filling on the issue of organizing a trade association, the great majority of operators now favor pushing ahead with the project. Many Norwegian operators refer to this country as being a coin machine "underdeveloped country," and they blame the absence of a trade group.

Sound Level Lower

MILAN—"Good listening is soft listening!" This slogan, propagated in Italy several years ago by AMI's Italian licensee, Apparechi Musicali Italiani, has proved one of the most effective phonograph public relations campaigns ever conducted in this country of the overheated decibel.

A survey just released shows that noise complaints to Milan police involving phonograph locations have diminished a full 50 per cent in the last three years. At the same time, collec-

tions have increased, and trade experts here doubt that this is coincidence.

The Milan survey is substantiated by similar surveys from other areas of Italy where the "keep it low" campaign was pressed.

Award Sales Prizes

BINGEN, West Germany—Loewen-Automaten has awarded prizes for 1963 sales competition. The first-place gold medal went to Heinz Kaestner, proprietor of Westav Company, Rothelmshausen. Other winners were the Globus firm of Frankfurt and Erich Schneider of Hamburg. A silver medal for fourth place went to the firm of Ed. Kuepper, Stuttgart. Outside the competition, the firm of Hermann Volbracht Nachf., Hanover, was awarded a gold medal for special sales achievement. Volbracht regularly records a huge sales volume for Loewen-Automaten equipment.

East Europe Market

BONN — Bonn government trade experts say that the series of trade pacts negotiated by West Germany with Eastern European nations should provide a definitive answer to the extent of the Iron Curtain market for coin machines.

Beginning with Poland, Bonn has signed pacts with all of the Soviet satellites save Czechoslovakia. A pact with Prague is being negotiated and is expected to be signed soon.

The trade agreements are uniform and provide for the exchange of trade missions. In practice, they should mean, according to experts here, that the Communists will be able to buy almost anything they really require or want within reasonable limits and excluding large amounts of capital goods.

The Iron Curtain coin machine market is highly controversial, some trade authorities claiming it offers a tremendous potential market, and others doubting if it will ever provide a worthwhile market for anything but vending equipment.

Recent STEREO RELEASES

for Music Operators

SEEBURG LITTLE LP's

Pop Vocal

FRANK SINATRA—(Twin Pack)
Sinatra's Sinatra Reprise

Pop Instrumental

JACKIE DAVIS—Jackie Davis
Plus Voices! Warner Bros.

Jazz/Rhythm & Blues

VARIOUS ARTISTS—Americans in Europe,
Vol. 2 Impulse

Country & Western

VARIOUS ARTISTS—Greatest Country &
Western Hits No. 3 Columbia

SEEBURG ARTIST OF THE WEEK

EYDIE GORME—Gorme Country Style
Columbia (Country Vocal)

All titles listed 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, 165 W. 46th Street, New York, N. Y. 10036.

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- Smokeshop V-18
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- Fawn 16 Col.
- Lehigh 12
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Coin Machine Exports

December 1963

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
West Germany	634	\$ 398,608	16	\$ 3,700	713	\$ 318,485	1,363	\$ 720,793
Belgium	418	352,668	222	62,096	641	288,498	1,281	643,262
France	20	19,400	—	—	1,009	445,312	1,029	464,712
Switzerland	142	124,707	—	—	423	211,476	565	336,183
United Kingdom	180	144,853	84	27,026	366	126,477	630	298,356
Italy	—	—	—	—	598	287,507	598	287,507
Canada	149	84,419	—	—	319	92,502	468	176,921
Japan	56	39,247	43	18,114	164	59,598	263	116,959
Netherlands	54	42,428	25	10,625	32	12,371	111	65,424
Sweden	14	7,479	—	—	111	54,707	125	62,186
Venezuela	23	19,624	—	—	80	38,984	103	58,608
Mexico	4	2,200	26	9,130	112	27,544	142	38,874
Norway	—	—	—	—	51	31,175	51	31,175
Greece	—	—	61	12,402	55	14,730	116	27,132
Lebanon	—	—	—	—	58	25,415	58	25,415
Other Countries	70	57,335	172	41,135	506	116,537	748	215,067
TOTALS	1,764	\$1,292,968	649	\$184,288	5,238	\$2,091,318	7,651	\$3,568,574

Coin Exports Stay on Upswing

NEW YORK — The steady gain in dollar value of United States coin machine exports that has been evident for the past several months shows no sign of slowing down. According to figures released by the U. S. Department of Commerce, the total value of phonograph and amusement game exports for December 1963 was \$3,568,574 as against \$3,246,878 for the same month of 1962, a gain of more than \$320,000.

The total number of machines exported during the 1963 month was 7,651, up from 6,304 in the previous December. The only category that declined numerically was used phonographs, an export that has shown a recent tendency to sag. New phono-

graph sales abroad, however, were at 1,754 for the month, a gain of almost 200 over 1962, and their dollar value rose from \$1,173,179 in December 1962 to \$1,292,968 in the same month of last year.

Amusement games, while down slightly from November 1963, still scored gains over December 1962. The comparative figures show 5,238 machines shipped in 1963, up from 4,031 in the previous year. Dollar value of games rose approximately \$185,000, reaching \$2,091,318 in December 1963 as against \$1,906,429 the previous year.

Evidence of the reported coin machine boom in Italy could be read in that country's rise from

twelfth in the list of importing countries in December of 1962 to sixth in the following year. Exports to Italy had a dollar value of \$287,507 in 1963, all of it in amusement machines. In 1962 the figure was \$39,523, more than two thirds of it in amusement machines.

As they did through much of
(Continued on page 50)

All Phoenix Ops Now in the Clear

PHOENIX — Complaints against three coin machine operators and eight tavern owners have been dismissed, City Prosecutor Vernon B. Croaff said recently, because all have now complied with city licensing requirements.

A city-wide investigation made in February found 30 unlicensed machines among 347 checked at 157 locations, but, according to Alex Cordova, city assessor, whose department made the investigation, all music and skill-game machines are now in compliance with all licensing requirements.

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Anti-Smoking Drive Slows Cig Machine Receipts, Taxes in Vt.

MONTPELIER, Vt. — Vermont's cigarette machine operators have become confronted by an anti-smoking crusade launched by the newly organized Interagency Council on Smoking and Health, composed of representatives of health, religious and medical groups.

The council chairman, Getty Page, who is executive secretary of the Vermont Medical Society, said: "This is the first co-ordinated agency step in promoting and organizing an educational program on the hazards of smoking. We recognize this as a health problem and not a moral issue."

Meanwhile, the Vermont Tax Department reported a 20 per cent decrease in cigarette sales in this State during February compared with sales for the same month in 1963. It was the second consecutive month of cigarette revenue reduction in Vermont.

Tax Commissioner Charles T. Shea attributed the decline to public reaction to the United States surgeon general's report in January on the health hazards of cigarette smoking.

The number of packages sold in the State in February dropped to 3,055,000, a decrease of 767,000 from the same month a year ago.

MACHINES SELL LOTTERY TICKETS UNDER NEW N. H. LAW

MANCHESTER, N. H.—The only vending machine operation of its kind in the country, has begun in New Hampshire.

Starting with a number of machines more than a week before at the Rockingham Park race track in Salem, the sale of the newly legalized sweepstakes tickets from the machines was extended to State-owned liquor stores on March 23. The \$3 tickets, which give their purchasers an opportunity to win up to \$100,000, are sold only at the State's pari-mutuel race tracks and liquor stores.

The first ticket was purchased at the Rockingham Park machines by Gov. John W. King, who gained nation-wide publicity when he signed the controversial sweepstakes bill after it had been approved by the last Legislature. He said he hoped he would not win anything in the big lottery because it might embarrass him politically.

Actually, sweepstakes ticket buyers will not receive tickets from the automatic machines, but rather an "acknowledgement" or receipt. The tickets, with names and addresses of their owners, will be picked up from the machines and deposited in a Manchester bank vault for the big drawing in September, a few days prior to the big sweepstakes race to be run at Rockingham Park.

There will be only one race this year and the sweepstakes is expected to net the State some \$2,000,000 for educational purposes. In future years there will be two sweepstakes races, with at least double that revenue anticipated.

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BULK VENDING

Q & A Seminar for NVA Meet

CHICAGO—A bulk vending seminar titled Issues and Answers will highlight National Vendors Association's two-day business program during its April 15-19 convention in Miami Beach, Fla.

Panelists are being selected both from within the industry and allied merchandising and marketing fields. Operators will hear a series of prepared talks and will have the opportunity of throwing questions at the panelists from the floor.

As in the past, much of the bulk vending industry's important business is settled in such informal sessions.

Bert Fraga, NVA president, will give the welcome address at the association's opening business session Friday (17). The convention introductory speech will be delivered by bulk industry veteran Rolfe Lobell, convention chairman.

Following the seminar, an address by Milton T. Raynor, legal

counsel, will wind up the day.

Saturday's meeting will feature reports from the following committees: Treasury, Ways and Means, Membership, Local Association and 1965 Convention Committee.

Don Mitchell, legal counsel, will discuss legislation and preside over the giving of special awards.

Rolfe Lobell will preside over the installation of new officers. A golf tournament is also being planned for the Sunday following the convention.



SAM WEITZMAN (left) and Sid Bloom of Oak Manufacturing Company, Los Angeles, check brochure on the Tropicana in Las Vegas, where a couple attending the National Vendors Association convention in Miami Beach, Fla., will be guests of the Acorn maker for three days. Oak is offering the free trip from any place in the United States to the Nevada resort as an attendance award. Participants are limited to operators and distributors at the meeting.

Op Scores With Bigger Bargains

LOS ANGELES—Bulk vending customers notice the difference in more or less generous amounts vended for a penny.

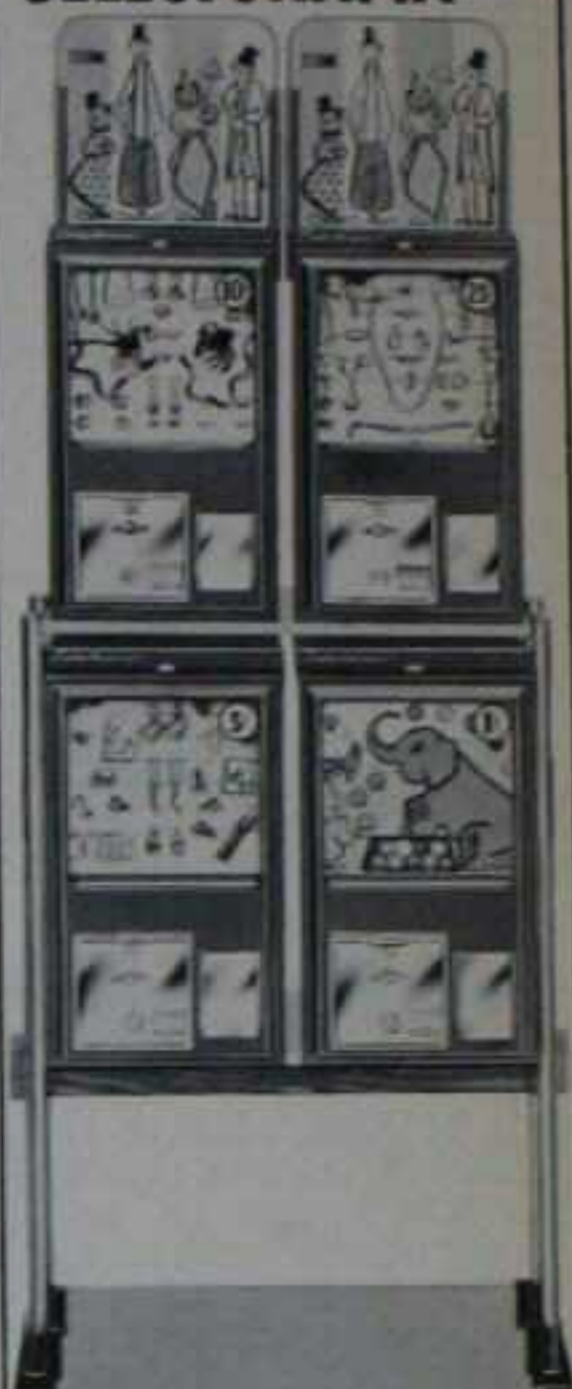
Ray Miller, El Segundo operator, disappointed at a falling off of volume in his locations near schools, in discount department stores, service stations and supermarkets, experimented by adding about 10 per cent to the amounts delivered from peanut, jelly beans, candy corn, and confection machines. Feeling that the slightly larger portions might persuade youngsters to look for his machines, he tested the program by spotting those which gave standard amounts, plus those which vended more side by side. A test comparison over a period of three months showed that invariably youngsters who had operated both machines with a penny went back to the larger-amount models on return visits.

Volume grew rapidly in every location on the more generous machines but remained static on the others. "There's no doubt that youngsters are just as bargained-minded as their parents," Miller said. "We simply provide a better return for the penny and let the extra volume make up the difference."

Loot Coin Machines

MANCHESTER, N. H. — Thieves preyed upon vending machines in a series of burglaries in the downtown area here during the night of March 18. About \$40 was stolen from vending machines and a juke box at the Circle A Social Club, vending machines were looted of \$36 at American Legion Post 79 headquarters, and a coffee machine was forced open at the Queen City Bowling Alleys, but it contained no money.

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N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Mach.	18.00
N.W. Model 233, 1c Parc. Converted for 100 ct. B.G.	4.50
ABT Guns	30.00
Mills 1c 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	.63
Cashew, Whole	.68
Cashew, Butts	.65
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.25
Rainbow Peanuts	.32
Bridge Mix	.34
Boston Baked Beans	.22
Jelly Beans	.22
Licorice Gems	.32
M & M, 500 ct.	.48
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.32
Malt-iffs, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct., 200 lb. minimum prepaid on all Rain-Blo Ball Gum.	.34
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.	1.20
Minimum order, 25 Boxes, assorted.	

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Presents the . . . FAMILY FROM OUTER SPACE



\$7.50 per bag without Key Chains.
\$9.50 per bag with Key Chains.
DISPLAY FRONT WITH EVERY BAG.

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The PENNY KING Company

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World's Largest Selection of Miniature Charms



Ark. Operators Hold 1st Annual Convention

LITTLE ROCK — New officers of Arkansas Automatic Merchandising Association were elected last week at the group's first annual convention which proclaimed the first year of the association highly successful.

Biggest accomplishment of the association in its first year was to get the Arkansas Legislature to pass Act 145 which makes burglary of a coin operated vending or amusement or service machine a felony.

Charles A. Stewart, executive secretary of the association, said this law, combined with the association's organized battle against break-ins, had cut coin machine burglaries by 50 per cent.

Board Chairman

Harry Dales, president of Capitol Vending Company, Little Rock, was elevated from president to chairman of the board of directors.

Herman Snyder, vice-president of Rowton Tobacco Company, West Memphis, Ark., a wholesaler in tobacco and operator of cigaret and candy machine routes, was elected president.

All other officers were re-elected. They are:

J. Earl Gill, owner of Gill Vending Company, Hot Springs, vice-president.

June West, owner of West Wholesale Tobacco Company, Russellville, treasurer.

Stewart, who is also executive secretary of Arkansas Music Operators Association, was retained as executive secretary of the vending association.

Decals Printed

Stewart reported on the vending group's war against coin machine burglars. When the campaign began in 1963, the association had decals printed for members to stick to all machines, after the law was passed. The decals warn that it is a

felony to break into the machines and carries punishment on conviction of one to three years in prison. The decal also says the association would pay a \$100 reward for information leading to the arrest and conviction of anyone who robs or attempts to rob the machine.

Stewart told the convention, attended by 75 vending men from over the State, that the association had paid out \$1,700 in reward money in the first year of the program—meaning 17 burglars were caught.

Reward Offered

Stewart said every time a thief is caught, the association gets a picture in the paper about it and "word gets around." He said the association also gives the reward to police officers if they catch a thief.

In North Little Rock, he said, two off duty officers on separate occasions caught two different coin machine burglars and got the \$100 rewards.

At this, Robert Kirspel, president of Kirspel Vending Company of North Little Rock, rose to speak. Kirspel has been a city alderman eight years and is the police commissioner.

He said the \$100 reward system has "really got our police officers on the ball. Before, police were blind and couldn't see these coin machine burglars. Now, with \$100 in front of them, it wakes them up. My men are really looking for the thieves now."

The convention was held in the swank new Coachmen's Inn at Little Rock and included a cocktail hour and banquet.

Denver Discount Stores Go Big for Bulk Venders

DENVER — Bulk vending machines in the two big GEM department stores here are helping shopping mothers to control small children.

Whereas most discount department stores in the Denver area have limited bulk vending to lobbies or the snack-bar area, GEM Northway and GEM Southway, located on opposite sides of the city, have distributed four, six, and even eight-head machines throughout the store, flanking the aisles at many points.

No matter where a shopping mother may be, she is never more than a few steps away from a vender. Mix offered includes peanuts, gum, varmint, capsules, bubble gum, flavored specialty gums, and novelties.

Frank Thorwald, long-time Denver operator is one specialist

who has benefited tremendously from this attitude on the part of GEM stores. Carefully varying the product mix from one spot to another in the same store, he has made it possible for mothers to keep their youngsters' interest up with a different item at each vending point.

GEM Northway, the original Denver discount department store, has even spurred interest from the outset through installing a 22-pound Big Boy ball gum vender, just inside where traffic splits into the 50-odd departments located to the east or west of the entrance.

At least 25 per cent of the mothers entering the store with small children automatically note the presence of this big, eye-catching ball gum machine, and still their children's clamor for candy by immediately popping pennies into the ball gum machine, and keeping the youngsters occupied with chewing, until encountering the next machine, with a different item to offer, provides the opportunity to start the process all over again.

Rake Coin Moves To New Quarters

PHILADELPHIA—The Rake Coin Machine Exchange will move its bulk distributing business to new quarters at 1214 Girard Avenue on April 13. President Nate Rake points out that the new location, closer to the center of the city, is more convenient and has ample street parking. It will be easier for customers from neighboring States to locate.

Rake will display a complete line of Acorn venders and parts as well as stocks of charms, gum, candy and reconditioned machines.

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Famous ACME
ELECTRIC MACHINE



Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

Sample \$28.13
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Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Felders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES

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1850 W. Division St., Chicago, Ill., 60622. Phone: HU 6-4870



Stewart to Join Seeburg Branch In Laconia, N. H.

CHICAGO—John A. Stewart, onetime Bally Vending executive, has been appointed to the executive staff of Seeburg's Musical Instrument Division in Laconia, N. H. He will also serve as chairman of the executive committee.

J. Cameron Gordon, executive vice-president of Seeburg, said that Stewart will participate in the general management of the division and will also serve as a liaison between Seeburg-Laconia and the Chicago headquarters.

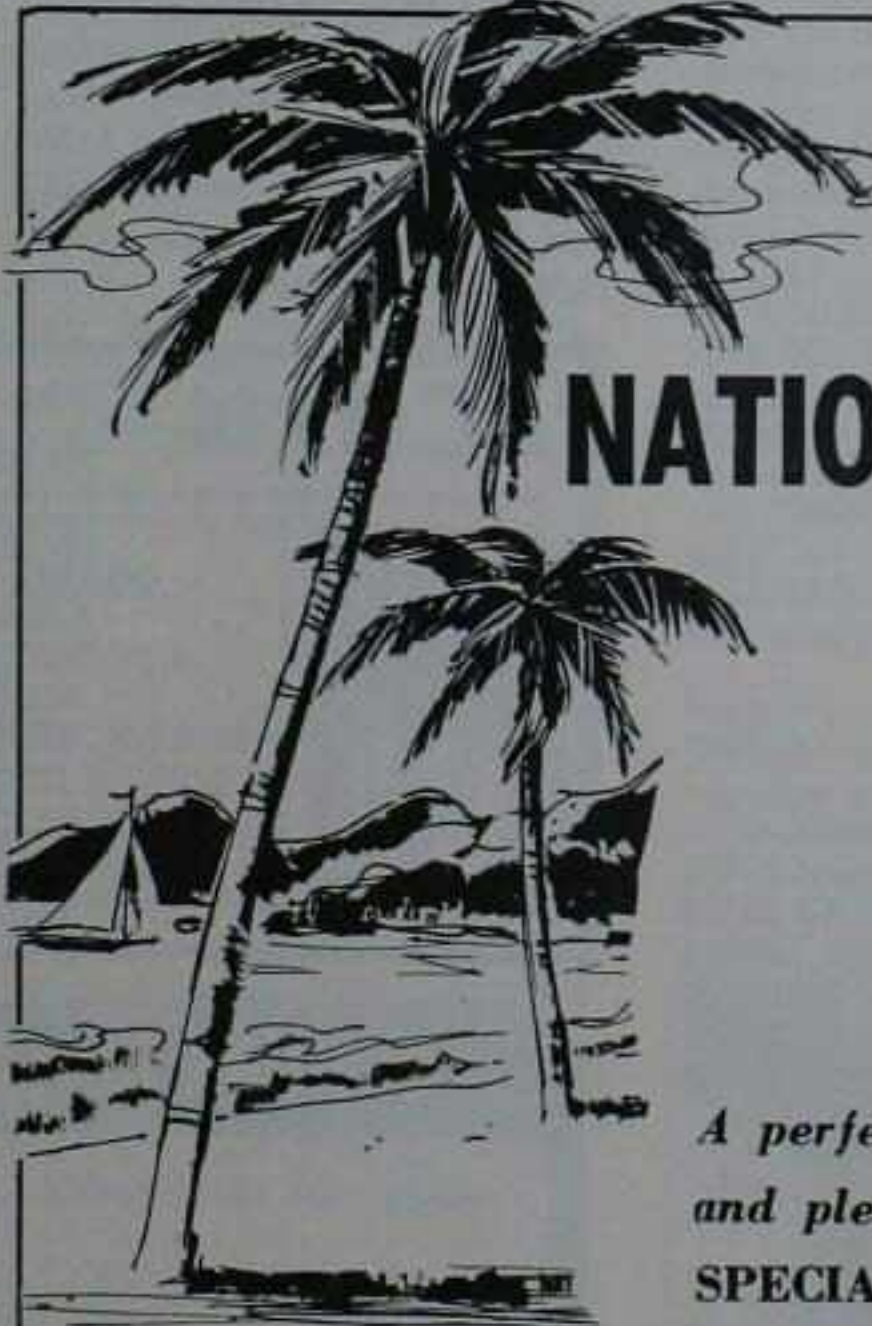
Stewart joined Seeburg when it acquired Bally Vending Company. At the time, Stewart had been vice-president and general manager of the Bally division.

Upon joining Seeburg, he became vice-president of the company's International Bally Vending division, later assistant treasurer and credit manager in the financial division.

He is a long-time resident of Chicago and a graduate of Northwestern University. He will reside with his wife and two daughters in Laconia.

Selectorama Price

CHICAGO—Price on Victor Vending Corporation's Selectorama is \$37.50, not \$34.50 as originally reported. A previously announced price of \$10.50 on its multiple stands has also been changed to \$19.50.



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IMPORTANT MEMO

AD DEADLINE FOR
N.V.A. CONVENTION ISSUE

Dated: April 18

Distributed: Monday, April 13
(Ad Deadline: April 8)

FREE distribution of this issue at the N.V.A. Convention, Deauville Hotel, Miami Beach, Florida, April 15-18.

REACH OPERATORS IN THIS EDITORIAL PACKED ISSUE which will contain a comprehensive report of convention activities.

ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.

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Hollywood 9-5831

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726 16th Avenue South
Phone 615 244-1836

All Parts of Bulk Industry at Miami

CHICAGO—National Vendors Association will have all segments of the bulk vending industry represented at its April 15-19 conclave in Miami Beach, Fla.

In addition to the large turnout of operators and guests, there will be distributors, manufacturers and assorted suppliers, not a few of which will hold separate meetings of their own.

The National Vending Machine Distributors Association (NVMDA) will hold a meeting Thursday (16) morning in the

Cavalier Room. The manufacturers have scheduled a special meeting as have the United Vending Distributors, though a time and place have not been decided.

Leaf Brands is holding a dinner meeting for its distributors Thursday (16) in the Charlemagne Room. Karl Guggenheim is holding a luncheon for its distributors Friday (17) in the same place.

Eppy, Inc., is also holding a luncheon for its distributors Saturday (18).

Annual Conclave Offers Package Plan to Guests

CHICAGO—As in the past, National Vendors Association is offering a special package plan for guests to its April 15-19 conclave in Miami Beach, Fla.

Room rates run from \$10.75 to \$14.75 per person, modified American plan, including breakfast and dinner. Convention guests will also be charged a \$50 registration fee which includes the following:

- Two NVA breakfast meetings.

- Thursday evening hospitality night in the exhibitors' suites.
- Friday night dinner and show.
- Saturday night banquet and show.
- Tickets for drawings of prizes.
- Badge for exhibit floor.

According to Don Mitchell, NVA legal counsel, a couple can easily plan on attending the convention at a cost of under \$100.

L. A. Op Advises Display Of Name on All Machines

LOS ANGELES—It's a mistake for the bulk operator to run his route on an anonymous basis, according to George Mitchell, central Los Angeles operator.

Mitchell identifies every machine on location with adhesive labels bearing his name, address, and telephone number. He makes a point of continuously re-introducing himself to location owners at every call to make sure that whenever a location owner looks at his re-named machines, the operator's name will come to mind. This is particularly important in Los Angeles where most machines are spotted on the sidewalk in front of stores, barber-shops, taverns, bus stations, and similar spots.

A strong believer in constant upgrading of his routes, Mitchell provides every location with attractive machines, a minimum of four heads, a wide choice of fill, and portability. All of his bases are provided with either casters or small roller wheels to make it easy for the location owner to trundle the machines in and out at closing and opening time.

Because the white stick-on labels, impervious to weather, are prominently shown at each spot, Mitchell can pick up unsolicited locations from time to time as empty stores are rented by new tenants or new buildings are constructed.

Although he keeps his eye

LATE MENTION FOR OAK PRIZE

MINNEAPOLIS—Sorry, Oak—we didn't mean to leave you out. In the March 28 issue of Billboard, a story titled "Ops Throng Eppy's Minneapolis Show" listed prizes that were donated to the trade. Omitted was a Titan vender from Oak Manufacturing. Prizes were also donated by Victor Vending Corporation, Northwestern Corporation and Leaf Brands.

Bill Falk Returns From Orient Trip

FREEMONT, L. I., N. Y.—Bill Falk, head of Knight Toy and Novelty Company here, returned this week from an eight-week buying trip in the Orient.

Falk picked up several charm items which will be displayed at the annual National Vendors Association convention in Miami Beach, Fla., April 15-19.

Guggenheim Back From Hong Kong

NEW YORK—Bob Guggenheim, Guggenheim, Inc., has recently returned from a three-week trip to Hong Kong, where he arranged for the shipment of 20 new lines of charms for the bulk vending industry. While in California Guggenheim also made business calls on Operators Vending Machine Supply Company in Los Angeles.

The Guggenheim company is planning to present several new lines at the NVA convention in Miami Beach in mid-April.

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10 beautiful picture labels per M.
Will vend in all machines.

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1 in capsule for 5c vend. \$18.50 per M.
2 in capsule for 10c vend. \$27.50 per M.
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- One Year Unconditional Guarantee
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- No Need to Disassemble Upper Row of Machines to Service Bottom Machines
- Stand Takes Up Only 1 1/2 Square Feet of Floor Space
- Cast Iron Base Weighs 30 Pounds
- Base Measures 12x16 Inches
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New Coin Sorter



COUNTEX COIN SORTER

SAN FRANCISCO — A new hand coin-sorter manufactured as one unit has been marketed by Countex Corporation of San Francisco. The Countex Sorter does not require assembling or disassembling, as do other hand sorters.

Mixed coins from pennies to halves are poured in the top. Then three shakes separate the coins on several levels, and they may then be poured out in individual piles by raising the gate. Made of aluminum, the sorter weighs less than one pound.



JACK W. GRAY has been appointed to the new position of finance manager of the De Kalb Division, the Wurlitzer Company, De Kalb, Ill. Gray will be responsible for overall control of dealer and consumer financial arrangements for all Wurlitzer consumer products. He will also continue as comptroller of the Division until a replacement is selected.

Mounting License Fees Irk L. A. Bulk Operators

LOS ANGELES — Members of the Western Vending Machine Operators' Association here are highly concerned with the trend toward higher licensing cost evident in small municipalities in this area.

Most of Los Angeles' estimated 1,200 bulk operators will find their cost of doing business considerably higher during 1964, according to Preston Coombs, president of the Southern California operators' group. Many city councils, mayors and planning boards are proposing licenses that are beyond the reach of the average operator.

Coombs cited the town of Redondo Beach. There, the city council has proposed a \$25 op-

erator's license for doing business in the community plus a straight \$5 across the board for each machine installed. This, Coombs says, overlooks the fact that the total number of spots available to an operator in today's competition scarcely justifies the initial \$25 license fee, let alone \$5 for machines. Coombs feels so strongly about the issue that he has an attorney working for a more realistic outlook on the part of the tax officials.

Coombs, who pays more than \$1,000 a year in licenses throughout Los Angeles and its county cities, points out that even in Los Angeles, with opportunities for literally thousands of locations per operator, the license is only \$45 per year. If any of the smaller Los Angeles-area cities involved successfully establishes an oversized tax or license fee, the precedent will be dangerous, he feels.

60 Students Are Beneficiaries of Frank Page Fund

ROANOKE, Va.—A \$700,000 perpetual fund set up by the late Frank E. Page, former head of Roanoke Vending Machine, Inc., here, is making it possible for 60 students to attend college this fall.

The Frank E. Page Educational Fund was set up after Page's death in 1954 and is administered by a local bank. It is in its second year of assistance to students here.

Payments of \$500 to \$750 per student are made each quarter or semester. The 60 students attend 15 colleges, mostly Virginia schools. This year the bank is to pay \$34,250 from the income of the Page Fund.

The money is awarded on the basis of need. Recipients are selected by a three-man committee headed by E. L. King, Montgomery County school superintendent.

Parkoff Hosts

Continued from page 43

Under the 1964 measure, he said, the Internal Revenue Service takes a more realistic view of deductions for this purpose. If a trip is made primarily for business, then the transportation costs may be deducted even though some pleasure is included. Transportation refers in general to plane fare or other costs of going somewhere, while travel expenses refer to meals, hotel charges and the like. To deduct expenses of attending conventions, it is necessary to show only that the meeting was concerned with the taxpayer's field of business.

On the chronic problem of automobile expense deductions, Klein said that such claims are usually disallowed unless the operator can show that he regularly carries business items such as repair tools or records not readily manageable by hand. In general, if the operator can substantiate a claim that six out of seven miles driven are business mileage, his automobile expenses will be deductible.

Klein urged the operators to make a careful study of the three chief methods of figuring depreciation. There may well be circumstances that would favor use of something other than the straight line method, and it is wise to consult an accountant about the advisability of using either the declining-balance or the sum-of-years-digits methods.

Abraham Pollock, Parkoff's attorney, and Theodore Blatt, counsel for Music Operators of New York, Inc., also addressed the group. Refreshments were served before the formal meeting.

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Coral... 275	Hi Diver... 85	Rack-a-Ball... 365
Circus Wagon... 150	Hay Burner... 185	Sea Belles... 125
Continental Cafe... 125	Highway... 185	Sweet Sioux... 225
Dancing Dolls... 195	Hot Rod... 85	Seven Seas... 330
Double Action... 175	Jalopy... 85	Scoreboard... 125
Falstaff... 185	Jungle... 185	Show Boat... 250
Flagship... 150	Jockey Club... 125	Sitting Pretty... 135
Fiesta... 175	Kewpie Doll... 195	Stage Coach... 110
Foto Finish... 250	Kismet... 295	Skill Pool... 345
Flipper Parade... 250	Life a Card... 245	Slick Chick... 295
Flying Circus... 325	Mardi Gras... 295	Super Circus... 175
Flipper Clown... 275	Melody Lane... 250	Sunshine... 150
	Merry Go Round... 275	Swing Along... 425
	Magic Clock... 195	Tic-Tac-Toe... 100
	Mademoiselle... 250	Twenty-One... 125
	Majestic... 125	Trade Winds... 265
	Nine Sisters... 100	Texas... 265
	Oklahoma... 350	Universe... 185
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**NYSOG Hears Weintraub
At Its Monthly Session**

BEACON, N. Y.—The March meeting of the New York State Operators Guild, Inc., held in Kingston, omitted its regular business session to hear a report from Morris Weintraub of the New York Automatic Vending Association.

NYSOG members in attendance included President Mike Mulqueen, Jack Wilson, Lester Smith, Joe Reich, Mac Douglass, Tom Greco, Ed Rockwell, John and Nick Nuccitelli, Mike and Nick Kuprych, Al Mower, Jack Roen, President Millie McCarthy of the New York State Coin Machine Association, Jack Troy, Ann Koenig, Steve Nekos, G. Gregory and G. Browne, Lou Werner, counsel for the association, also was present.

The sizable number of distributors and other guests present included: Nash Gordon, New York Automatic Vending Association; Irv Kempner, Runyon Sales; Gordon Howard, Atlantic New York Corporation; Frank Finnerman and Joe Brown, Seeburg; Frank Greco,

Rock-Ola; Charles O'Keefe, Dixie Cups; Art Brusie and Mary Altman, Continental Apco; Mert Rudolph and Charles Baronski, Pepsi-Cola; Harvey Slawson, Redmond Tobacco, and operators Lou Gazzola, Newburgh; Len Sickler, Kingston; C. P. Delavan and Phil Blumberg, Middletown, and Anthony Vinchis, Hopewell.

AMOA Session

Continued from page 43

cluded: G. H. Yergey, Pottstown; Robert Waughtel, Columbia; Philip Pate, York; William Mayaro, Mechanicsburg; Monroe Greene, Lewistown; W. G. Thomas, Indiana; Sam Strangis, McKeesport, who was acting secretary for the session; Eugene Wojack, Bridgeville, Ellis Morgan, McKeesport; F. M. Rops, Pittsburgh; William Mowad, Aliquippa; Frank Mikesic, Johnstown, and Ed Barnes, Billboard.

The meeting closed with a vote of thanks to Leon Taksen for his six years of service as secretary and his role as a founder of the organization. As a distributor, he retains associate membership.

See Italian Coin Boom

Continued from page 44

25 machines for the entire province.

Moreover, this paucity is doubly meaningful because it is the south of Italy, which is beginning industrial development (for instance, steel is now being produced in southern Italy for the first time). Coin machines should proliferate apace with this industrialization.

The Italian market is currently under close observation by European Common Market coin machine manufacturers. French producers are striving to widen their share of the Italian market in step with the flourishing Franco-Italian trade, and their prospects seem good. But it is the Germans who are moving hardest and fastest to fill what is regarded as almost a sales vacuum.

German equipment, featuring economy-class machines with easy-to-maintain rugged mechanisms, is promoted as ideal for the developing regions of Italy.

In any event, U. S. equipment, which now dominates the Italian market, is assured of an expanding market. This applies, specifically, to Wurlitzer, which has a licensed-production arrangement with Notomat of Leghorn; to AMI, whose machines are produced by Apparecchi Musicali Italiani of Mi-

lan and Rock-Ola equipment shipped from Hamburg.

Some astute Italian trade figures are betting that the real boom may be in games, which have been subjected to legal harassment for several years. This applies primarily to pinball games (flippers, in European parlance), which were banned in 1959 on the grounds they encouraged juvenile delinquency.

SAPAR, the Italian trade association, has been waging a patient, skillful campaign for reinstatement of the pinballs, and success may be at hand. The interior ministry has the matter under review. Meanwhile, SAPAR has obtained a Constitutional Court ruling that the pinballs are entitled to a rehearing.

The trade consensus is that pinballs will soon be legalized, and, if so, they should spread fast. The Italians are among the most avid flipper fans in Europe.

Finally, basic operating conditions are favorable in Italy. Operators have the advantage of a strong trade group (SAPAR), sound operating economics, and a music and fun-loving populace tailored to coin machine play.

Coin Exports

Continued from page 45

1963, West Germany and Belgium led the list of importing nations, although in December of 1962 the top spot was occupied by the United Kingdom. Last December the U. K. was fifth. West Germany has far more phonographs and other coin machines than any other Western European nation, and Belgium is a center for transshipment.

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**Seeburg's Stock Traded
On N. Y. Stock Exchange**

CHICAGO—Seeburg Corporation stock was officially listed on the New York Stock Exchange last week. Trading began when Delbert Coleman, chairman and president, purchased the first 100 shares at a listing ceremony.

The shares bear the "SBG" symbol. Seeburg's 2,169,154 shares of common stock were formerly traded on the American Stock Exchange. The firm has 1,980,504 shares outstanding.

The transfer of Seeburg's stock to the big board marked the most successful fiscal year in Seeburg history. The company recently reported first-quarter earnings up 34 per cent from the corresponding period last year.

Seeburg directors recently declared an initial quarterly dividend of 10 cents per share and announced that the payment would mark the inauguration of a quarterly dividend policy. Seeburg is also beginning a

five-year expansion program that will include a 1,100,000-square-foot plant extension in Chicago to house all Illinois operations.

Other plants are located in Chattanooga, Minneapolis; Windsor Locks, Conn.; Haverhill, Mass., and Laconia, N. H. In addition to coin-operated phonographs, Seeburg manufactures vending equipment, background music systems, electronic organs and hearing aids.

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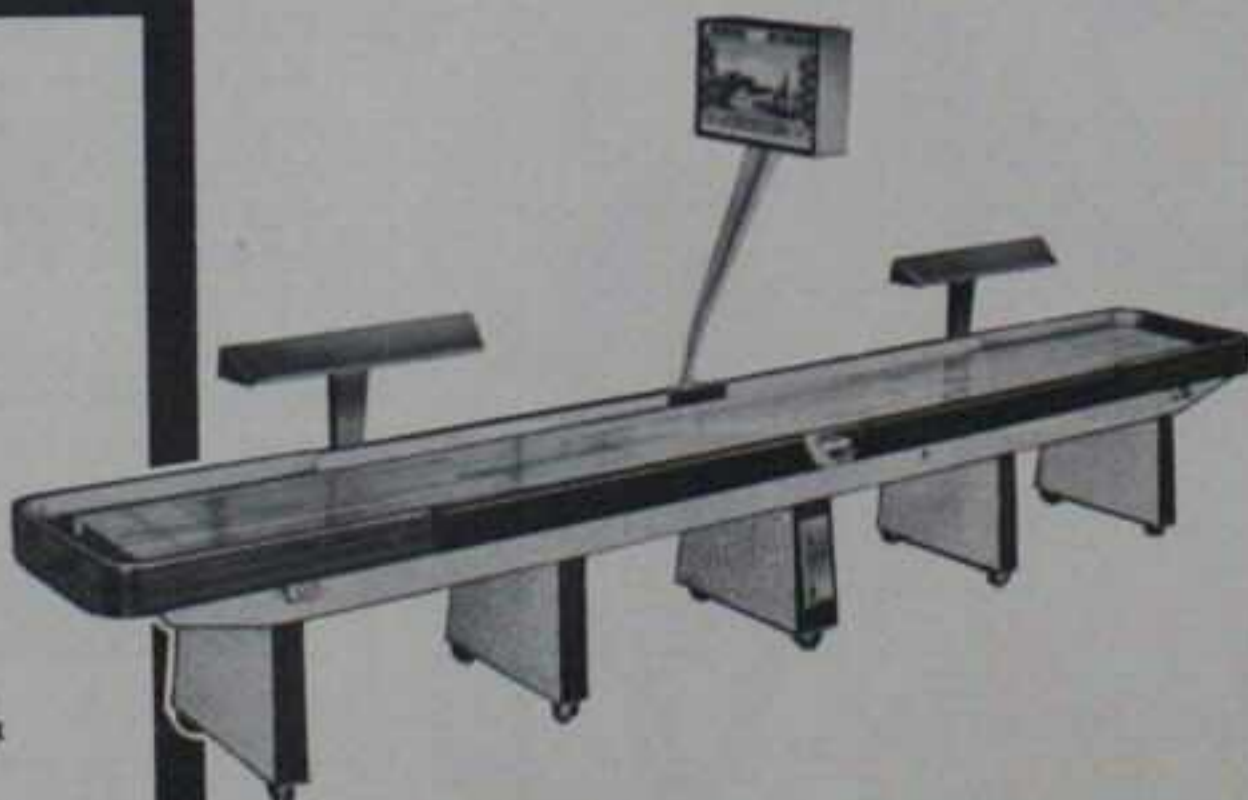
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ALBUM REVIEWS



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. Full reviews are presented for Spotlight Picks and Special Merit Picks. All other albums are listed in their respective categories.

More Album Reviews on Page 28

POP SPOTLIGHT

THE BLUES

Bill Black's Combo. HI HL
12015 (M); SHL 32015 (S)

You should immediately know that this is "The Combo" plus whatever was needed—at least a trumpet and saxophone, and often more. Jackkeys can find many things here, but might pay special attention to "St. Louis Blues," "Got You on My Mind" and a totally different "Peter Gunn."



POP SPOTLIGHT

MORE OF TODAY'S BEST SOUNDS OF THE GREAT BANDS, VOL. 8

Glen Gray Casa Loma Ork.
Capitol T 2014 (M); ST 2014 (S)

The sound of the late Glen Gray's ork has become an intriguing sound for today's market. The Gray style is applied to the sound of other top band leader greats. Volume 8 in this series contains versions of many of today's hits like "Misty," "More" and "Charade."



POP SPOTLIGHT

THE ITALIAN VOICE OF AL MARTINO

Capitol T 1907 (M); ST 1907 (S)

The big baritone voice of Al Martino is perfectly suited the rich Italian melodic line featured here. He belts with a winning passion and the large ork behind him gives each side an usual power.



POP SPOTLIGHT

THE EXCITING NEW LIVERPOOL SOUND

Various Artists. Columbia CL
2172 (M)

When the kids ask if there are any more at home in the Mersey section of Liverpool like the Beatles, the answer is here. This set contains some really good groups, seven in all, of which the best tracks are "Let's Stomp," by Faron's Flamingos; "You've Got Everything," Sonny Webb and the Cascades, and "Let's Turkey Trot," Ian and the Zodiacs.



POP SPOTLIGHT

HER JOY, HER SONGS

Sœur Sourire, the Singing Nun. Philips PCC 209 (M); PCC 609 (S)

This is the follow-up album to the stunning LP that contained "Dominique." The album contains some touching tracks with grand humor and simplicity overflowing from each track. The attractive pages that are contained in the double-fold package contain English translations of the French lyrics. Two of the better tracks are "Chante 'Kiziere" and "Les Mouettes."



POP SPOTLIGHT

SOMETHING SPECIAL FOR YOUNG LOVERS

Roy Charles Singers
Command RS 866 (M); RS 866 5D (S)

This excellent group treats the listener to a raft of top-notch songs, outstandingly sung. The album proves that it is just as adept with a swinging beat as with a mellow, love ballad. The arrangements are hip and great for station programming. Stereo is perfect. Selections include: "This Could Be the Start of Something," "There, I've Said It Again," "Charade," "Hello, Dolly!" and "More."



POP SPOTLIGHT

FOLK SONGS AROUND THE WORLD

Mantovani & His Ork. London
LL 3360 (M); P5 360 (S)

The majesty and simplicity of the world's great folksongs are beautifully captured by Mantovani and his orchestra. Massed strings and full orchestra take the listener through medleys of folk songs of America, Europe, the British Isles and several other countries. A listening treat.

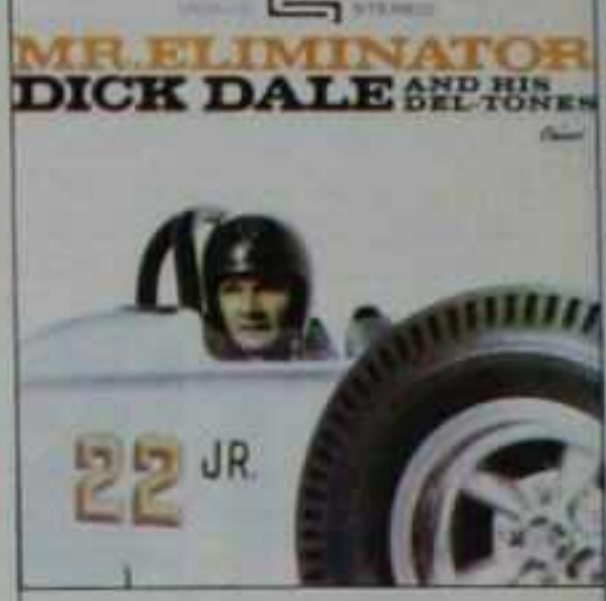


POP SPOTLIGHT

QUINCY JONES EXPLORES THE MUSIC OF HENRY MANCINI

Mercury MG 20863 (M); SR 60863 (S)

The genius of Quincy Jones coupled with the genius of Henry Mancini adds up to a highly creative musical package jam-packed with listening and programming excitement. Reading the long list of sidemen on the various cuts is explanation enough for the superior musicianship throughout. Although the flavor is jazz—the pop music buyer will find plenty to identify with.



POP SPOTLIGHT

MR. ELIMINATOR

Dick Dale & His Del-Tones
Capitol T 2053 (M); ST 2053 (S)

Dick Dale is back in the bucket seat and wailing. It's another hot rod set that has tail pipes burning and engines roaring, all of which should delight the younger set. Good dance beat throughout and grinding guitars. "Mr. Eliminator," "Flashing Eyes" and "Blond in the 406" are leading tracks.



POP SPOTLIGHT

SHUT DOWN, VOL. 2

Beach Boys. Capitol T 2027 (M); ST 2027 (S)

The Beach Boys, whether ridin' the surf or the highways, have a great track record for selling albums and singles. This offering is in the same groove as their precious successes and should prove to be another chart scorer.

now... a brand new hit from **BOBBY GOLDSBORO** the one to watch!

sensational new ballad from the singer who went all the way with "See The Funny Little Clown"

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produced by Jack Gold



Bobby Goldsboro is a young singer who has what it takes. He proved it in his smash single, "See the Funny Little Clown"—and he proves it again with this new recording that's headed right for the top. Bobby Goldsboro has a style that gets right to the heart of a song. That's why he's on the UA label. There's a team at UA with a talent for spotting talent—talent like Bobby Goldsboro. Another new young artist who is going places fast with

THE ONE TO WATCH

