

Billboard

The International Music-Record Newsweekly

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

RCA Affirms Faith in 'Indie' Distributions; Adjusts Discounts

Move Strengthens Competitive Stance; Album Upsurge Cited

By PAUL ACKERMAN and ELIOT TIEGEL

NEW YORK—RCA Victor, at its distributor meeting last week emphasized its faith in indie distribution and moved to place its distributors in a stronger position with regard to all competitors, including factory branches of competitive manufacturers, Billboard learned. Simultaneously, the label indicated a top-speed continuation of its policy of new talent development, based upon the highly successful results achieved thus far. These key facets of the meetings were confirmed by Norman Racusin, division vice-president and operations manager, RCA Victor Record Division. Racusin pointed out that the program was essentially a continuation of successful past policy.

From another source, it was

learned by Billboard that the program spells out the following pricing on RCA Victor product: 20 per cent discount on

SPECIAL ISSUE ON ARMADA

NEW YORK—The Billboard is continuing its policy of exclusive special editorial service editions that spotlight various segments of the industry with an ARMADA (American Record Merchants and Distributors Association) issue on June 27.

In recent months, Billboard's exclusive editorial edition specials have covered "The World of Country Music," "Music on Campus" and one on NARM (National Association of Record Manufacturers).

classical merchandise, both new releases and catalog; a varying discount on new pop product, month to month, with a minimum of 10 per cent; but pop catalog is at flat 10 per cent discount.

The old pricing on classical was similar to pop and encompassed a 10 per cent return, or a 5 per cent credit in lieu of the 10 per cent return. This has been eliminated.

Move Is Important

This move in classical pricing is an important one. Classical product totals close to 18 per cent of Victor's volume, as compared with industry's 11 to 13 per cent. It is known that Capitol-Angel classical product has made considerable gains in the classical field, and pricing is regarded as a strong reason for these gains. The Victor policy is regarded as placing Victor's

(Continued on page 4)

Talmadge Buys Musicor; Signs Up Flock of Artists

NEW YORK—Art Talmadge, veteran record executive and until recently president of United Artists Records, has purchased the stock of Musicor Records and has set a flock of strong artists with the label. Talmadge heads up the operation as president. Minority stockholders are H. W. (Pappy) Dailey and Thomas Zitlin, Dailey, Houston distributor and

a pioneer in the country field, will be vice-president in charge of c&w. Zitlin, one of the original owners, together with Aaron Schroeder, will serve as secretary-treasurer. Additional personnel will be announced within 30 days. Talmadge will also head up an affiliated kiddie label, Music and Voice.

Talmadge, currently putting the finishing touches to his

offices at 826 Seventh Avenue, will have an open house celebration in June.

Gene Pitney, hot artist who has been the bellwether of the Musicor label ("Twenty-Four Hours From Tulsa," etc.) will also be active as a producer and talent scout, and will be empowered to sign artists. Pitney, who just returned from

(Continued on page 8)

Pop Music, Classical on Paid TV Fare

HOLLYWOOD — Subscription TeleVision president, Sylvester (Pat) Weaver, reports acquiring several popular and classical musical features for airing over the pay-TV system debuting this summer.

These music shows include a folk jamboree by the Limelights; a flamenco concert by guitarist Carlos Montoya; the satirical revue, "An Evening at the Upstairs at the Downstairs," starring

(Continued on page 8)

LEE ZHITO ON EUROPE TOUR

MUNICH — Lee Zhito, Billboard's editor-in-chief, is in this city, on a tour of European countries. He is accompanied by Andre de Vekey, director of Billboard's European office.

The trip, which began in early May, will continue through the first weeks of June, and will encompass visits to Billboard's overseas correspondents and trade executives.

The itinerary continues: Milan, May 20-22; Barcelona, May 23-25; Madrid, May 26-27; Paris, May 28-29; Brussels, May 30-June 2; Amsterdam, June 3-5; London, June 6 until return to New York.

Judkins Sr. Named Head of NARRD

NEW YORK — Howard M. Judkins Sr. was elected president of the National Association of Record Retail Dealers for the year ending May, 1965. Judkins is the owner of Judkins Music, Garden Grove, Calif.

Other officers elected for the same period were Joseph Goldberg, vice-president (Variety Records, Wheaton Plaza, Wheaton, Md.); Mickey Gensler, treasurer (The Spinning Disk,

(Continued on page 8)

NIGHT OF THE GRAMMY

13 Awards to RCA; Columbia Takes 8

NEW YORK — The National Academy of Recording Arts and Sciences presented its sixth annual Grammy awards at the Waldorf-Astoria Tuesday (12) before a glamorous audience of 600. The event, preceded by a cocktail party and dinner, was emceed by Skitch Henderson and William B. Williams, and featured entertainment by vocalist Jack Jones and Si Zentner and his orchestra, plus performances by Al Hirt, Buddy Hack-

ett and others. The occasion moved along briskly, with the emcees and "presenters" pruning their verbiage to the essentials. A new feature was the device of flashing on a screen a slide depicting the cover of each of the winning recordings. Manny Albam's scoring was notable—providing bright musical introductions to each award announcement.

The presentation of the (Continued on page 10)

3 New Phono Lines Feature New Circuitry

By DAVID LACHENBRUCH

NEW YORK — Solid-state circuitry is sweeping the "packaged" phonograph industry from top to nearly the bottom. This became evident last week with the showings here and in Chicago of the first three major lines for 1965.

With the unveiling of new sets by Magnavox, RCA and Symphonic, these other trends also showed up: (1) More higher-priced, higher-quality, "component-type" portables. (2) Lower and wider consoles. (3) Higher power output in consoles. (4) More attention to furniture styling, with increasing accent on French and Ital-

ian Provincial, and a trend away from Early American or Colonial. The craze for gimmicks, such as stereo coffee tables, desks and window seats seems to be dying down.

Here are the highlights of the three new lines which made their appearance last week:

RCA Victor

One of the last holdouts against transistorization, RCA went solid-state in a big way, incorporating the feature in all of its portable stereo phonographs except one, and in all consoles above \$350.

RCA's portable stereo line starts at \$59.95, its first transistor unit coming in at \$69.95. It (Continued on page 38)

A MAN TO REMEMBER

Max Dreyfus Dies

NEW YORK—Max Dreyfus, head of Chappell & Company, Inc., died at his home in Brewster, N. Y., Wednesday (13) at the age of 90.

Dreyfus was indisputably the dean of American music publishers. His publishing enterprise brought together what is considered perhaps the greatest collection of musical talent and copyrights. His career reflected the Golden Age of the American Theater, and the composers and writers represented in the Chappell catalog represent the theater's finest group of composers.

Writers and composers associated with Dreyfus and whose works are included in Chappell and its affiliated firms, T. B. Harms, Williamson Music; De Sylva, Brown and Henderson; are Richard Rodgers, Oscar Hammerstein, Jerome Kern, George Gershwin, Cole Porter, Kurt Weill, Lerner and Lowe, Sigmund Romberg and many others.

A key to Dreyfus' career was his sympathy for—and faith in—the writer. He encouraged many writers and composers and often placed them on a retainer basis. In subsequent years this attitude proved a wise one. It was often felt that his concern for the writer and composer derived from the fact that he was a musician himself—and until 10 years ago he and his musical editor at Chappell, Dr. Albert Sirmay, played four-hand piano compositions.

Dreyfus, who was born in Germany, was a charter member of the American Society of Composers, Authors and Publishers. Since 1914 he served as a member of the ASCAP board of directors. He was active in all ASCAP matters and was considered the board's elder statesman.

He was considered the model of the ethical music publisher.

He is survived by his widow, Victoria, and a brother, Louis. The latter, who heads the British branch of Chappell, has flown here for the funeral services. The services will be held at Beech's Funeral Home in Brewster.

What are the top SALES IMPACT STATIONS in Milwaukee?

See Radio Response Chart in Radio-TV Section

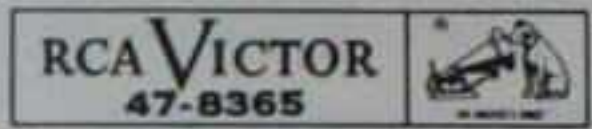
The

RITA PAVONE

single

RITA PAVONE

45 RPM



REMEMBER ME /



JUST ONCE MORE



is here!

on

RCA VICTOR

 The most trusted name in sound 

Retailers Watch, Await Fair Trade Decision

WASHINGTON—Retail record dealers who blame discounting and loss-leader record sales for the worst of their financial woes are cliff-hanging as Quality Stabilization (fair trade) legislation inches through the Senate Commerce Committee. On the House side, Rep. Oren Harris' bill was reported out of the Commerce Committee a year ago, but has yet to get green light from the Rules Committee for a House vote.

A Senate Commerce Subcommittee has already okayed the legislation to permit brand-name manufacturers to set retail prices on their product sold in interstate commerce. The full committee met recently and will meet again June 2 to discuss Senator Yarborough's proposed

amendment to make the bill effective in individual States only when the State legally approves it. The House bill takes the opposite stand: The law would be automatically in effect unless an individual State specifically opposes it.

Justice Department and Federal Trade Commission have strongly opposed the legislation as "price fixing." They say it will send prices up for the consumer. They also claim that instead of saving the small retailer, it will hurt him. Antitrust chief William H. Orrick says manufacturers will sell product to chain stores for "private" brand sale, and supermarkets can drop prices, forcing retailers out of business when they can't compete selling "name" brands at fair trade prices.

USE NEW MAGNETIC FILM

New Sound for 'Fair Lady' Should Be Quite Lovely

HOLLYWOOD — "My Fair Lady," a blockbuster as an original Broadway cast LP, may set box office records when it hits the big screen in October. It will offer music fans a new sound on the soundtrack album.

Reason for this excitement concerning the film's audio qualities is due to the 35mm. magnetic film developed by Eastman Kodak which was used by Warner Bros. to record all music and dialog separately from the picture.

According to Ed Kleban, Columbia Records' a&r producer assigned to reduce the sound from the magnetic film to magnetic tape, "Fair Lady" offered the best soundtrack quality he ever heard."

Kleban, who has worked on six soundtrack projects for Columbia, said he was unaware the sound was recorded on a new magnetic film.

"This is the first movie sound I've heard which is not re-recorded for records whose quality is closest to the sound we can use in home recordings," Kleban said.

"The sound appeared cleaner and the tracks had less distortion than you usually find," he added. "Movie sound has to pierce to

all corners; in the living room you don't have to shout."

Columbia electronically enhanced the sound to some degree, adding reverberation and echo while restaging dialog for greater stereo effect.

On one special effect used in the film—that of having actors actually record dialog while in motion instead of "looping" the sound in after the action—Kleban had to equalize some of the piercing qualities produced by remote microphones used.

In explaining the advantages of magnetic film over tape for sound recording, Hart Sweeney, Kodak's professional magnetic products West Coast sales chief, noted that film can generally be synchronized with pictures more reliably than sound from tape because of the sprockets on film.

"Magnetic film offers increased output, allowing engineers to obtain greater volume with the same background noise or to reduce the noise while maintaining the same signal level," Sweeney explained.

One feature of the magnetic film, Sweeney emphasized, was the thickness of its base which greatly reduces print through, a common problem with tape.

Royal Showband On Right Track

DUBLIN—The Royal Showband, unable to leave Ireland because of commitments, arranged for a team of engineers and \$25,000 worth of equipment to be flown from London to Belfast, where they cut enough tracks for an album and two singles.

The band's EMI hits include "Kiss Me Quick" and "No More," both past hits by Elvis Presley. (Other Presley hits are being studied by many Irish recording companies, looking for a disk debut through similar revivals.)

The movie made by the group, "The One-Nighters," was premiered in Dublin. Following its run here, it will be released nationally, with special appearances by the band, in conjunction with the film, in Belfast, Cork, Galway, Limerick and Waterford.

ENGLISH INVASION

Manager Takes Ed to Task

HOLLYWOOD — The now widespread English invasion of the American music scene by a host of British rock 'n' roll groups led by the unstoppable Beatles has drawn the ire of West Coast artist-manager, Bob Crystal.

Crystal is not so perturbed with the success of a host of Brian Epstein-managed groups but with the fact that America's No. 1 disk exposure TV program, "The Ed Sullivan Show,"

has been featuring these groups over home-grown artists, many of whom Crystal believe have stronger track records.

His own group, the Rip Chords, which are Columbia's only West Coast teen-age success, have been unable to obtain a booking on the Sullivan show. Crystal contends other American contemporary rock groups, like the Beach Boys, Jan and Dean and the 4 Seasons, have also found it difficult to obtain

a booking on the Sullivan show.

"How can we compete against the English invasion on an equal basis for this important TV exposure?" he asks. If the Rip Chords can't get on the show now, when they're enjoying their hottest period, then why not the Beach Boys, who have shown consistency in producing best-selling teen singles?" Crystal asks.

Crystal said he would offer Sullivan the Rip Chords free to give the American viewing audience a chance to make up its own mind about the group's worth. Crystal says the Rip Chords have been doing smash business on the road and that he is currently negotiating with the Dick Clark Caravan for this summer's tour.

Crystal thinks that the screaming girls in the Sullivan audience for the British acts are "a laugh."

"If you get five girls in an audience who are fans of an artist, you'll have 15 screaming girls," he said. "If Sullivan featured American and British groups, performer for performer, sound for sound, you would have teen-agers screaming equally loud for American acts they dig."

He said he is going to New York in June to try to speak with Sullivan and find out why American teen-age groups cannot be hired for his show. "They certainly would not impair his rating," Crystal said.

Before the advent of the Beatles, Sullivan used to book American teen-age acts, Crystal admits, but the Beatles showed him that rock acts could gain additional ratings. "But if we are successful here and sell records, we should be given a break also."

Substantiating Crystal's claim that the Beach Boys have had difficulty getting on the Sullivan show, a representative from their booking agency here said his office had been having trouble getting the boys on the show.

May Drive Is Launched By Mercury

CHICAGO — Mercury is releasing eight new LP's and launching a big merchandising push that includes promotion on a collection of Pop Top 40 catalog albums.

It's all part of the label's May program that includes a special discount on Mercury's pop and classical catalog through June 1.

Kenneth S. Myers, Mercury sales chief, said the label is declaring May Merchandising Month and is going in heavily for displays designed to build dealer traffic. It'll also furnish advertising mats for a co-operative ad program.

A versatile three-dimensional frame display is being introduced with the program and will be provided to qualified dealers on the basis of available display space.

The new albums are by the Smothers Brothers, Lesley Gore, the Pixies Three, George Jones, Patti Page, Max Roach, the Searchers and Billy Eckstine.

The 40 top-selling pop albums being spotlighted by the label are by such artists as Johnny Mathis, Brook Benton, Sarah Vaughan and Moms Mabley.

CBS Germany Changes Policy on Wholesalers

By OMER ANDERSON

FRANKFURT — CBS Germany has reversed its sales policy and is now working with the German wholesale trade.

CBS chief Bernhard Mikulski says, in effect, that his diskery was forced to deal with wholesalers by its success in producing hit tunes, particularly singles.

The volume of CBS Germany hit singles sales became so large, according to Mikulski, that the special retail organization was swamped. Mikulski erected CBS' own retailer net to bypass the conventional West German wholesale disk organization (Grosshandel).

"It's impossible for us to deliver five or so records to some

3,000 customers every day," Mikulski said. "In such a case the wholesale trade, especially for the top tune trade, is a welcome trade partner for us."

Image of Maverick

Mikulski acquired the image of a trade maverick by refusing to work with the German wholesale disk distribution apparatus. Explaining why he elected to be a "loner," Mikulski said:

"We didn't deliver to the wholesale trade while our firm was still in the building stage because it was our experience that the wholesale distributors offered better conditions to the retail trade than we.

"In other words, our price conditions to the retail trade were undercut by the wholesaler distributors. This was the ground for our decision not to work with the wholesalers.

"In due course, we expanded our distribution apparatus. We have opened branches in Dueseldorf, Hamburg, and Munich to offer better service to retailers. We have made it possible for them to order in their local areas by telephone."

CBS Germany has climbed fast, and is now becoming a hit-tune German market force. As CBS began spinning its first hit tunes, the company's attitude toward the wholesalers mellowed perceptibly.

Mikulski says, "We decided to work with the wholesale organization for a number of reasons. We had completed the building of our distribution net, and we had built up our repertory, and we were well launched on the production of hit tunes. So we decided to make it possible for the medium and small specialized shops (Fachhandel) to have our successful records."

Signs Rigid Agreement

Mikulski reports that CBS Germany has signed a rigid agreement with the wholesale firms in which they agreed not to undercut CBS pricing and sales conditions. The agreement also binds wholesalers to make deliveries to any retailers not encompassed in the CBS distribution apparatus.

"We see the function of the wholesaler, in the main, to give us prime support in the distribution of hits, so that the smaller and medium specialized trade will have access to our repertory."

The CBS German success story is spelled out in the list of new disk offerings for March, the latest month for which figures are available. CBS produced more singles (55) for the German market than any other German diskery, and with 21 LP's it was second to Philips (with 60) in the field.

WB-Reprise Parley Set

HOLLYWOOD — Warner Bros.-Reprise Records holds its first combined sales convention at the Sands Hotel, Las Vegas, July 19-20, with all sales personnel connected with both labels being invited.

Company officials are suggesting that distributors bring along their sales managers, salesmen and wives. Attendance is expected to top 200.

The new fall LP product plus accompanying sales programs will be separately introduced for both labels.

A star-filled entertainment show will highlight the event, with artists currently being contacted. Dean Martin, who will be appearing at the Sands at that time, is set for the bill.

Joel Friedman, firm's marketing director, is handling convention details. The Warners-Reprise executive team, led by President Mike Maitland, will attend the convention, which is the seventh annual presentation of product. Last year's convention was at the Beverly Hilton, Beverly Hills, Calif.

JONES SIGNED BY PARAMOUNT

NEW YORK — Jack Jones, Kapp recording artist, has been signed to sing the title song from the forthcoming Paramount picture, "Where Love Has Gone." Jones will also record the Sammy Cahn-James Van Heusen number for Kapp.

DEPARTMENTS & FEATURES

Hot 100 Chart . . . Page 24

Top LP's Chart . . . Page 26

- Other Music Pop Charts
- Breakout Singles . . . 33
- Breakout Albums . . . 37
- Hot Country Singles . . . 28
- Hot Country Albums . . . 30
- Hits of the World . . . 28
- Record Reviews
- LP Reviews . . . 48
- Singles Reviews . . . 20
- Music & Record News
- Talent . . . 12
- Country Music . . . 28
- New Album Releases . . . 39
- Departments
- Radio-TV Programming . . . 14
- Phone Taps Merchandising . . . 38
- Coin Machine Operating . . . 42
- Bulk Vending . . . 40

White Front Chain Sees Sales Going Over 5 Million

By ELIOT TIEGEL

LOS ANGELES — The 12-store White Front discount chain anticipates sales exceeding \$5 million this year. Reason for this success? Good lead items and corresponding prices which attract customers into the stores, answers Charlie Simms, White Front's record buyer.

"Once you get the customer in the store," Simms says, "you have to sell him." White Front's record department people are constantly on the floor, Simms explains, and they have been instructed to ask a customer, "Did you find what you're looking for?" Not "Can I help you?"

Simms reports just completing a successful April sale to mark the chain's 35th anniversary. Sales have been holding up well, he said, noting that business over-all was up 15 per cent over last year.

Since joining the chain as record buyer three years ago, Simms has purchased all merchandise directly from rack-jobber, distributor and one-stop sources, with his Los Angeles warehouse feeding the product to all stores via the chain's own truck fleet. Before joining White Front, Simms held the record concession with the chain for six years.

The chain has been experimenting with a new promotion for the past several weeks which Simms is watching carefully. Playback equipment has been placed in several of the stores with a pre-selected list of eight LP's played as a turn display announces which album is being auditioned.

White Front's prices are usually around 27 per cent off, Simms explained. Mono LP's with a \$3.98 tag sell for \$2.89, with \$4.98 stereo LP's going for \$3.69.

Good Merchandise Important

While Simms believes good merchandise and price are important, having the right product at the right time is even more vital to a large operation, he says.

Six of the chain's 10 stores in the Los Angeles area maintain from \$40,000 to \$50,000 inventories, while four smaller stores carry from \$25,000 to \$35,000 inventories. Two other stores in Oakland and San Jose maintain healthy \$50,000 inventories, according to Simms.

In a logical move, phonograph and audio components are located close by the disk department and customers weave their way from one section to the other. White Front provides customers with supermarket carts in which to place their selected items.

Simms explains that each store starts with a basic inventory and after the first four days of operation, he knows what material to emphasize. At the Oakland



CUSTOMERS (left) browse through fully-stocked LP racks at White Front's Van Nuys, Calif., store; (right) music buyer checks a feature of one portable after moving to this department from the record section.

store, he reports selling "Latin American albums like crazy." At the East Los Angeles store, 30 to 40 per cent of the inventory is for Latin American products; San Bernardino sells 25 per cent country and western and religious material; Central Avenue leans toward jazz, and the San Fernando Valley stores push folk, classical, c&w and Latin products.

Simms says merchandise is bought strictly on how it's selling but that the chain maintains an extensive catalog of items. Each store has the freedom to order in quantities to suit its own needs, with Simms passing on each order.

Studies Lists

Simms studies the new release lists and "will try anything if it

has something going for it," he says. "We don't overload our warehouse; we don't anticipate. We would rather be caught short once than be overloaded with material we couldn't sell."

Each week Simms puts out a "hot list" of products which call to his department heads who call in their sales. If a product slows down in 50 per cent of the stores, the LP is taken off the sales checklist and others are added. When ordering from distributors he usually works in 25, 50 or 100 units, depending on what he thinks the item will do. Through hard work White Front has become a key exposure outlet in California for records and Simms happily anticipates continued ringing cash registers in the future.

RCA Meeting on Distributions

• Continued from page 1

distributors in a better position to combat this.

Implicit in the Victor pricing philosophy is the fact that Victor sells to distributors, as against factor branches which sell to retailers; and each Victor distributor may use the Victor policy in the manner most effective in his market.

Important elements in the Victor program stressed by Racusin were the co-ordinated ad and promotion campaign on factory and local levels; strong monthly releases throughout the year, with the accent on important artists and outstanding quality and sound.

Racusin expressed gratification that the record industry was increasingly aware of the importance of sound quality. He noted RCA Victor's winning two NARAS engineering awards in the classical and pop fields with the albums, "Madama Butterfly" and "Charade." Both are Dynagroove recordings.

With regard to product generally, Racusin pointed out that RCA Victor currently has 18 albums on Billboard's LP chart, 13 of which are by different artists. The range is extremely broad, including two Broadway shows, "Dolly" and "Oliver." Artists include Al Hirt, Presley, Mancini, Belafonte, Los Indios Tabajaras, John Gary, Sam Cooke, Boston Symphony Orchestra, the Womenfolk, the

Capitol Inks Junior Mance

HOLLYWOOD—Capitol has been signing jazz pianists with quiet assurance. Newest artist at the Tower is Junior Mance, who joins Billy Taylor in the new addition department. George Shearing has been the label's most successful jazz pianist, who now breaches both the pop and jazz markets with regularity.

Mance's debut LP is "Get Ready, Set, Jump," done in front of a West Coast studio band. Mance was formerly with Riverside.

Cohen Signs Artists

HOLLYWOOD — Murray Cohen, president of recently activated Tip Records, has signed Katty Barr, Bob and Earl, the Allison's and the Browns to his roster. Miss Barr's first LP will be released in about six weeks, Cohen said.

Teddy Napoleon Benefit Sunday

NEW YORK—A benefit for ace piano man Teddy Napoleon, critically ill at Elmhurst General Hospital, will be held at the Central Plaza Ballroom in New York on Sunday night (24).

Napoleon, a member of the original Gene Krupa band, had his own group recently at the Miami Playboy Club.

Performers lined up for the benefit included Woody Herman, Gene Krupa, Bud Freeman, Bobby Hackett, Errol Garner, Gerry Mulligan, Max Kaminsky, Peanuts Hucko, Ruby Braff, Kirby Stone Four, Alan Dale, Tony Bennett, Fran Warren, Alan Drake, Miss Teddi King, Morgana King, Tyree Glenn, Milt Hinton, Pee-wee Irwin, Clark Terry, Bernie Lighton, and others not yet confirmed.

Tickets for the benefit can be purchased through Al Brown at Local 802, AFM (261 W. 52d Street, New York) or at the Central Plaza Ballroom, Sixth Street and Second Avenue. Price of tickets are \$3. Any performers that can be at this benefit should contact entertainment chairman, Joe Cabot at Local 802 in New York.

Jazz Band Signed

MELBOURNE — W&B Record Processing Company here has signed Australia's The Yarra Yarra Jazz Band, a contemporary jazz group which is well represented on local records. Band vocalist Pat Purchase will be featured on various W&B disks.

PAPER GIVES UP TO THE BEATLES

MANCHESTER, N. H.—Besieged by teen-agers' protests over publication of an anonymous poem ridiculing their British singing idols, New Hampshire's largest newspaper has announced its "surrender" to the Beatles.

The Manchester Union Leader, which boasts of publishing more "letters to the editor" than any other newspaper in the U. S., lowered the boom or publication of angry communications concerning the Beatles.

After May 6, any such letter will be forwarded to the writer of the unsigned poem, whose identity is wisely guarded by the Union Leader.

Billboard

Published Weekly by
The Billboard Publishing Company
2160 Patterson St., Cincinnati, O. 45214
Area Code 212, PL 7-2800
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 Robert Sobel
Merchandising & Equipment Editor
..... David Lachenbruch
Radio-TV Programming Gil Faggen
Coin Machines Aaron Sternfield
Editorial Assistant John Hays

U. S. Editorial Offices

Cincinnati, Exec. News Editor, Wm. J. Sach
Chicago, Midwest Editor, Nicholas Birn
Washington Bureau Chief, Mildred Hall
Nashville Manager, Mark-Clark Bates
Hollywood, W. Coast News, Eliot Tiegel

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

Special Projects Development Dept.
General Manager, Andrew Cide

Production Department, New York
Art Director, Lee Lebowitz

General Advertising Office, N. Y.
Director of Sales, Peter Heine
Promotion Director, Frank Lupino
Midwest Music Sales, Richard Wilson
West Coast Gen. Mgr., Willis Wardlow

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

Circulation Sales, New York
Circulation Manager, Milton Gorbulew

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

U. S. Branch Offices

Chicago, Ill. 60601, 188 W. Randolph
Area Code 312, CE 6-9818
Hollywood, Calif. 90028, 1520 N. Cower
Area Code 213, HO 9-5831
Nashville, Tenn. 37203, 726 16th, So.
Area Code 615, 244-1836
Washington, D. C. 20205, 1426 G, N.W.
Area Code 202, 393-2580

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 Cavera 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 week-
ly. Second class
postage paid at
Cincinnati and
at additional
entry office. Copy-
right 1966 by The
Billboard Pub-
lishing Company. The company also
publishes Vond, the semi-monthly mag-
azine of automatic vending; one year, \$7 in
U. S. A. and Canada; Amusement, \$1
new, 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 Program, \$5, and the
Carnegie Hall Program. Postmaster,
please send Form 3579 to Billboard,
2160 Patterson St.,
Cincinnati, O. 45214.

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 week-
ly. Second class
postage paid at
Cincinnati and
at additional
entry office. Copy-
right 1966 by The
Billboard Pub-
lishing Company. The company also
publishes Vond, the semi-monthly mag-
azine of automatic vending; one year, \$7 in
U. S. A. and Canada; Amusement, \$1
new, 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 Program, \$5, and the
Carnegie Hall Program. Postmaster,
please send Form 3579 to Billboard,
2160 Patterson St.,
Cincinnati, O. 45214.

Vol. 76 No. 21

BILLBOARD, May 23, 1964

LATE SINGLE SPOTLIGHTS

HOT POP SPOTLIGHTS

RAY CHARLES—MY BABY DON'T DIG ME (Tangerine, BMI) (2:34)—A powerful performance that really moves with chorus echoing Charles' up-tempo wailing. Big brass backing and fine sax solo add to excitement. Flip: "Something Wrong" (Tangerine, BMI) (2:49).
ABC-Paramount 10557

TOMMY ROE—A WILD WATER SKIING WEEKEND (Low-Twi-BMI) (2:12)—It's the surfin' sound all the way but adapted to the water skiing gig. Roe Should ski into the charts with this exciting summer entry. Flip: "Dance With Henry" (Low-Twi, BMI) (2:04).
ABC-Paramount 10555

When Lights Are Tony Low Bennett

With the Ralph Sharon Trio

*When Lights
Are Low*

*On Green Dolphin
Street*

*Nobody Else But Me
Ain't Misbehavin'*

*It's a Sin to Tell a Lie
I've Got Just About
Everything*

Judy

*Oh! You Crazy Moon
Speak Low*

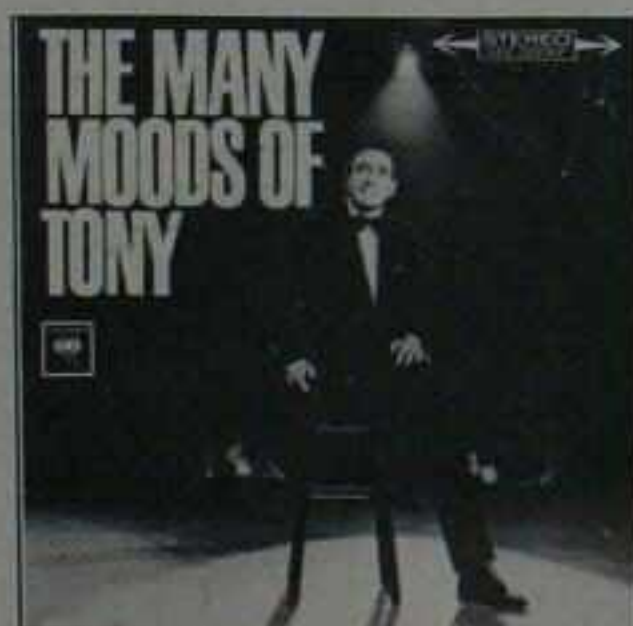
It Had To Be You

*It Could Happen
to You*

The Rules of the Road

CL 2175/CS 8975

Tony's latest...



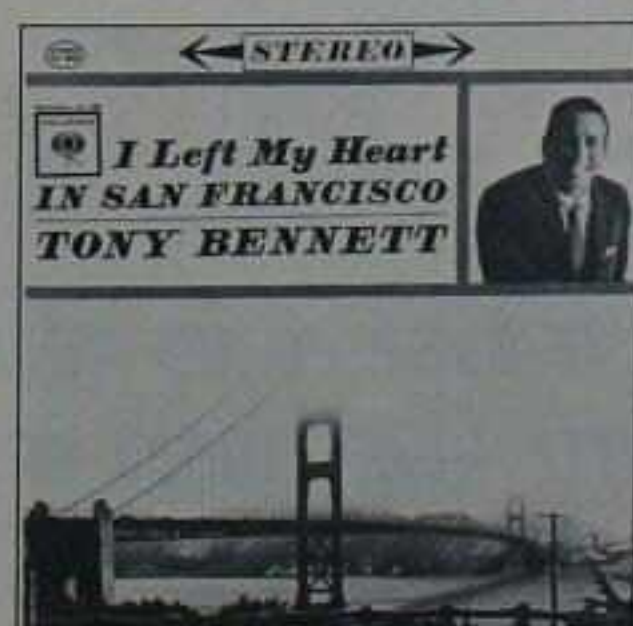
CL 2141/CS 8941



CL 2056/CS 8856



CL 2000/CS 8800



CL 1869/CS 8669

in a long line of hit albums on Columbia Records 

Atlantic Label Releases Hot on Jamaica Ska Disks

NEW YORK — Atlantic Records will soon release several dozen Jamaica Ska disks.

The Jamaica Ska is a Jamaican native dance that has northern equivalent called the "Blue Beat," already popular in Cleveland and Detroit (Billboard, May 16), as well as in England. Most of the available records are by non-Jamaicans.

Existing Jamaica Ska disks include two by Capitol, recorded in Jamaica; one by Smash (Millie Small's "My Boy Lollipop," No. 90 on this week's Hot 100), recorded in England, but with Jamaican musicians, and a new Atlantic disk ("That Lucky Old Sun" b-w "Don't Make Me Cry," by Prince Buster and the Ska Busters), recorded in Jamaica and bought by Atlantic from a company there.

Atlantic's interest in the music

dates from a party given last month by the Jamaican government and attended by Ahmet Ertegun, Atlantic president. Ertegun first heard Jamaica Ska at that party.

Ertegun and Atlantic engi-

neer Tom Dowd later flew to Jamaica at the invitation of Hon. Edward Seaga, Minister of Development and Welfare. "He was very helpful," Ertegun reports. "His constituency is the West End of Kingston, where the Ska was first danced."

In the West End dances were like U. S. record hops, except that adults predominated. Itinerant disk jockeys, equipped with juke boxes on wheels and huge speaker systems provided the music. The story goes that, bored by the quality of the music, the dancers convinced the disk jockeys to boost the volume and accentuate the bass to the limits of each. "You can hear the sound two or three miles away," Ertegun said.

In 10 days Ertegun and Dowd recorded 40 sides, using Ken Khouri's Federal Recording Studio. They signed and recorded the Blues Busters, Stranger and Patsy, the Charmers, and the Maytals.

From this will come at least one album and many singles, the first of which, "Jamaica Ska" with the Ska Kings and singers Ken and Keith, will probably be released at the end of next week.

Increased record activity by many companies seems assured by the Jamaican government, which views the musical promotion as part of its tourist promotion. It is co-operating fully with labels and has hired its own U. S. publicists to spread the gospel of the Jamaica Ska.

DISNEY GROSS FOR 6 MONTHS

HOLLYWOOD — Gross income for all branches of Walt Disney Productions the six months ended April 4, 1964, was \$37,257,000 as compared with \$32,242,000 for the related period last year, states President Roy O. Disney in his interim stock report.

Consolidated net profits was \$2,803,000 compared to \$2,577,000 a similar 26-week period last year. Disney said he expects this year's full earnings will be about the same as that of last year.

Wing Releases 8 New Albums

CHICAGO — Mercury's economy label, Wing Records, is releasing four new c&w albums and four classical albums, part of the label's continued expansion toward full-line product.

The country albums are by such artists as George Jones, Margie Bowes, Connie Hall, Jimmie Skinner, Rusty Draper and Roy Drusky.

The classical albums are by Antal Dorati and the Minneapolis Symphony, Paul Paray and the Detroit Symphony and Willem Van Otterloo and The Hague Philharmonic Orchestra.

Vee Jay Promotion

HOLLYWOOD — Bill Siegel has been promoted to national director of rack sales from Eastern sales manager for Vee Jay Records. Siegel continues to operate out of the label's New York office. He has been with Vee Jay seven months.

Fach Makes Appointments

CHICAGO — Charles Fach, head of Smash, Cumberland and Fontana here, announced two new regional appointments to keep pace with what Fach labeled as more than doubled sales for the first quarter compared to last year.

Lou Dennis, Western regional manager, was named promotion chief of Fontana Records and head of sales for the firm's economy-priced c&w Cumberland line.

Romeo Davis, salesman for the past 13 years with Bertos Sales, Smash distributor in Charlotte, N. C., was named Southern regional man for all three labels.

Dennis will headquarter in the firm's home office in Chicago. A replacement for his former Western regional manager's post will be made soon.

Fach noted that Fontana was being built into a full-line company not merely a companion label to Smash, as originally planned. In addition to the recent acquisition of Gloria Lynne, the label plans to expand its talent roster considerably.



ANDRES SEGOVIA, 70-year-old master guitarist, signs a new deal with Decca Records. Leonard W. Schneider, Decca executive vice-president, affirms the deal.

MUSIC AS WRITTEN

HOLLYWOOD

Capitol is giving its hot rods a rest this summer and will come splashing back with five surfing albums about July 1. Onzy Matthews, whose big band backed singer Lou Rawls on several LP's, debuts on his first Capitol album, "Blues With a Touch of Elegance," June 1.

Antics and remembrances in the careers of several ASCAP members highlighted last week's meeting of the Hollywood Press Club, which somehow never draws a full house when music is the subject but packs them in when the topic revolves around movies.

Pretty Jackie DeShannon recently named "Miss Junior United Nations." A hot buzz in

town (7-8) had two of the Beatles sneaking into Los Angeles from Hawaii and hiding at the International Hotel by the airport. The hotel was glib-lipped about its alleged guests who were supposedly trying to hide from adoring fans during a break in the film they're doing in London. ELIOT TIEGEL

CHICAGO

Congratulations to two former Chicagoans, Jim Lounsbury, who signed with the ABC web in New York last week, and Dave Garroway, who is slated to start with WCBS in New York this Monday (18). . . . Dick La Palm returns to the Windy City after a too-long hiatus. He's handling promotion for the Chess-Checker combine. . . . Kent Beauchamp, newest of our town's indie distributors, has picked up the Jubilee line with its two subsidiaries, B. T. Puppy and Dana. He's also got Music-tapes, Universe, Ottenheimer Language series, Storytime, Paramount Record Racks, plus some 30 singles lines. . . . Smash chief Charlie Fach's doll secretary, Bobbe Kadison, is leaving for a career in the arts.

Lionel Hampton will be here for a Club Laurel date Saturday (23). . . . McKinley Mitchell, of Onederful Records, will be appearing with the Marvellettes at the Regal. . . . Peter Wright tells us that the Johnny Mathis-Henry Mancini six-day show in Toronto next week is almost a sellout. . . . It's a boy, Dick Jr., for Dick Smothers, of the Smothers Brothers duo, and his pretty wife Linda. . . . Danny Goddard, six, son of Mercury's director of accounting, Ed Goddard, has made three weekly appearances on the popular Chicago children's TV show, "Tree Top House." Danny will also appear on the cover of The Chicago Tribune's TV Guide in August. . . . Mercury publicist Eva Dolin's son, Eddie, 18, was elected to Omega Beta Pi, pre-medical honorary fraternity at the University of Illinois.

NICK BIRO



(Joe Grace—Akron Beacon Journal)

IF IT EVER COMES TO PASS
YOU'LL READ ABOUT IT FIRST

in

Billboard

Keep Informed —
This Week, Every Week —
The Convenient Way

SUBSCRIBE NOW

Mail Sub Order Today

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio, 45214

Please enter my subscription to BILLBOARD for

1 YEAR \$15 3 YEARS \$35 New Renew
 Payment enclosed 2 EXTRA issues for cash Bill me later

Above subscription rates are for Continental U. S. and Canada. Overseas rates on request. 794

Company _____

Name _____

Address _____

City _____ Zone _____ State _____

Type of Business _____ Title _____

SEE THE BEATLES

perform **YOU CAN'T DO THAT**

on the **ED SULLIVAN SHOW**
(CBS-TV), Sunday May 24!

It's the flip side of The Beatles' current million-selling **CAPITOL** smash, **CAN'T BUY ME LOVE**

(#5150)...It's featured in The Beatles' forthcoming United Artists' motion picture, **A HARD DAY'S NIGHT** ...and it's bound to be a hit in its own right after all the TV and movie exposure!



HEAR THE BEATLES

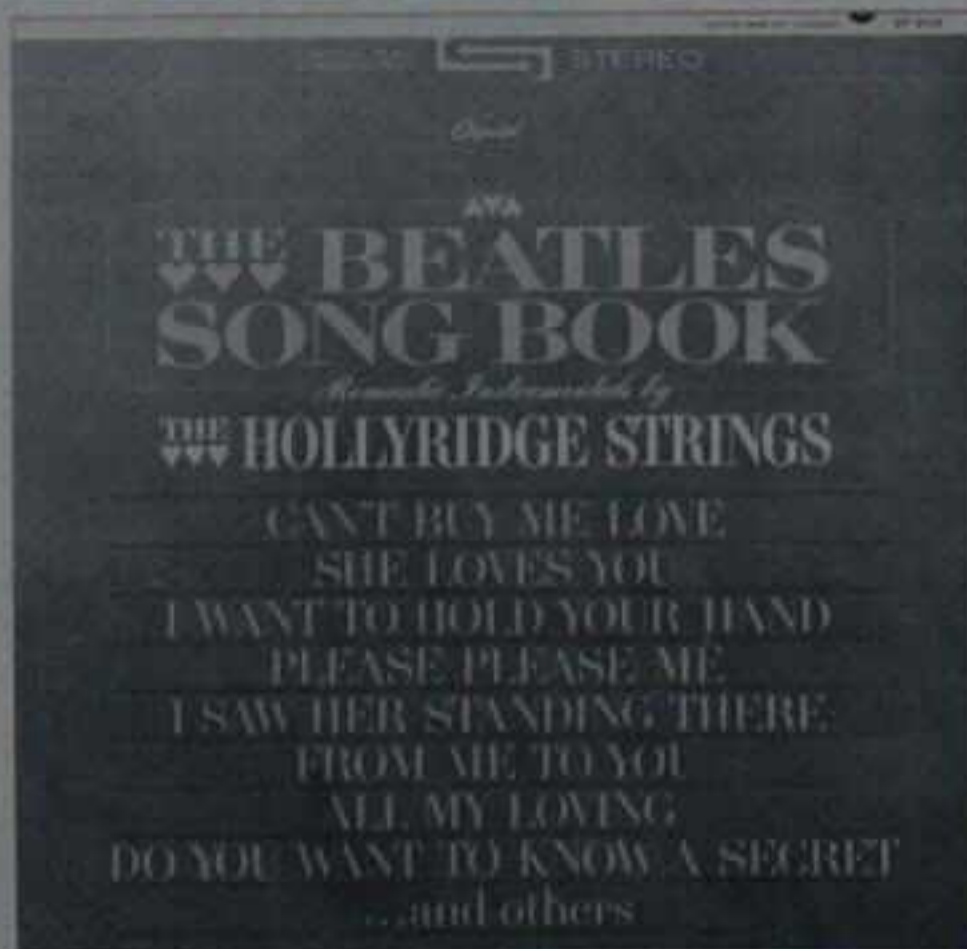
sing four of their top sides
on one brand-new **CAPITOL EP!**



EAP-1-2121

ENJOY THE BEATLES'

greatest hits as performed
in sing-along, play-along
instrumental arrangements
by the **Hollyridge Strings!**



(S)T-2116

And if you want still more of The Beatles, don't forget their first great **CAPITOL** album, **MEET THE BEATLES** (S)T-2043, **THE BEATLES' SECOND ALBUM** (S)T-2080, and their first fantastic single (now approaching the four-million mark!), **I WANT TO HOLD YOUR HAND** b/w **I SAW HER STANDING THERE** # 5112.



Talmadge Buys Musicor; Signs Up Flock of Artists

• Continued from page 1

New Zealand, spends three or more months each year overseas and is considered particularly knowledgeable in the overseas talent scene.

Other Artists

Artists other than Pitney who are committed to the label starting with the fall season are Tito Rodriguez, Melba Montgomery, Judy Lynn, Ralph Marterie, Connie Hall, Vinnie Bell, James O'Gwynn, Georgie Riddle, Big Howdy Forester, Lonnie Burns, Johnnie Leggett and Ray Baker.

George Jones, the powerhouse country artist, will be available on the label in January.

Talmadge said the Musicor line currently includes about 10 packages. He'll display an additional batch of six or eight at the end of June at the ARMADA convention for October delivery. The line will be distributed directly by Musicor. Currently, Talmadge is planning for distribution outside of the U. S. and Canada, and hopes to finalize this shortly.

Wants Record Catalog

Talmadge also revealed that he is in the market to purchase record catalogs. He will also acquire masters, and is open to approaches by independent producers. "We have open house," he said. He added that the company would, of course, produce its own singles also, probably at the rate of two per month. "All of our product releases will be carefully planned. . . we will stress ideas and pre-sold merchandise."

The executive intends to follow a conservative program pattern. "I favor the policies of the majors in this regard," Talmadge stated, "but I expect aggressive selling and progressive thinking on the part of our distributors."



ART TALMADGE

In addition to Musicor's new New York headquarters at 826 Seventh Avenue, the operation will include offices in Chicago. The latter office will handle all printing orders. Chicago will service the South and Midwest and the New York office will service the East and West Coast.

Kiddie Line

Talmadge's kiddie label, "Music and Voice," includes a play-along series on seven-inch disks. These are packaged with toys, such as a cricket, a whistle and a bell. The story line calls for kiddie listeners to play the toys. A coloring card is also included. This line is aimed at the 2 to 6-year-old group. The product will ship in two weeks. The disks, including toys and coloring card, is packaged in cellophane and will sell for 99 cents.

A pioneer in the music-record industry, Talmadge spent seven years with Music Corporation of America prior to joining Mercury Records in 1946. He was one of the original Mercury team. In 1960 he left Mercury to become president of United Artists Records. He left in 1964 after building the

Capitol Renews Webley Edwards

HOLLYWOOD—Webley Edwards, veteran Hawaiian entrepreneur of the "Hawaii Calls" radio show, has been renewed by Capitol in a long-term pact.

Edwards has been with Capitol 11 years and has cut 17 LP's, which the label claims is the industry's largest catalog of Hawaiian music.

His syndicated radio program is reportedly heard on 600 stations and was originated nearly 30 years ago.

company's annual billings to \$7,500,000. In 1961-1962, Talmadge served as president of ARMADA and was instrumental in aiding in the passage of a federal law outlawing bootlegging of records. Talmadge also favored the organizational change whereby ARMADA became a distributor's organization, rather than a combined manufacturer-distributor group.

Sees Change

On the eve of his Musicor presidency, Talmadge reaffirmed his faith in distribution. "I see a change," he said, "with the good distributor recouping his old position . . . the competent distributor is no longer panicky . . . but he must have the desire." Talmadge added: "The distributor is the 'guts' of the record business . . . but he cannot return to the old days; the pioneers have become older; they must acquire young personnel and let them run with the ball . . . with youthful talent they can perpetuate their position in the record business."

With regard to the manufacturing end, Talmadge said: "It's a great business. . . I look forward with anticipation to this new venture—just as I did at Mercury in 1946." Talmadge added that in his opinion the record industry was approaching a saner business level: "There is more restraint in production, less uninhibited allocations, resulting in less schlock of product."

BEATLES VS. ELVIS: BATTLE IT OUT IN AUSTRALIA

SYDNEY — The Beatles are battling Elvis Presley for the Australian audience. None of the principals are there, but their supporters are provided with plenty of ammunition and leadership.

It's mostly an economically motivated war. Record and publishing firms, who have no part of the Beatles business, are trying to topple the British group from its pre-eminent position in a country whose small population makes such domination especially acute.

Although Terry Stafford's "Suspicion" is very high on our charts, and there is strong action on Mary Wells' "My Guy" and Betty Everett's "The Shoop Shoop Song," most Australian hit parades list five or six Beatles disks on top.

Several companies have tried promotions to take the Beatles' play away, but the strongest bid so far is by Belinda Music (Australia) Pty., Ltd. It has Elvis Presley's "Viva Las Vegas," "C'mon Everybody," "Fun in Acapulco" and "Kiss Me Quick" in the top 100 chart.

Several of the radio stations have gone along with the Presley promotion. Some air "Presley Vs. the Beatles" contests, and report Elvis always wins. One station had a "Presley Day," playing his records every 15 minutes. RCA Australia has begun its own promotion campaign, similar to the U. S. version.

In the meantime, there are more Presley records available here than at any other time in his career. Two Presley films are showing in the theaters and, for the first time locally, one of his films has been released for TV.

All this activity has stirred the Beatles' fans into strong rebuttal. When the newspapers report Presley has sold more records than the Beatles, editors are reminded that Presley's sales are over an eight-year period; the Beatles in less than eight months.

WINDY CITY BREATHLESS AS FIVE WIN GRAMMYS

CHICAGO—Local members of the National Academy of Recording Arts & Sciences had their best year ever, with no less than five Grammys being awarded at festivities here last week.

The Windy City chapter also scored well socially. The annual awards cocktail party, held simultaneously with parties on both coasts, attracted some 300 record and radio industry members.

For the first time in the Chapter's three-year history, the evening was definitely a star-studded event. Perhaps the groundwork was laid when Mercury announced some weeks ago that it would accept any awards it received in Chicago.

This, followed up by extensive promotion by the local chapter's officers and members, produced the expected results.

David Carroll, chapter president, emceed the program, assisted by Kenny Myers, Mercury vice-president. Jamie, of Jamie and the J's, drew the numbers for some 15 door

prizes, ranging from color television sets to award-winning albums.

Art Van Damme and his group played during the evening. The chapter also showed the NARAS-sponsored television show which was originally scheduled for presentation last fall, but was dumped because of the presidential assassination.

New Pact for King

HOLLYWOOD—Kent Records and re-signed B. B. King. The vocalist had recorded over 300 tunes for Kent prior to joining ABC-Paramount in 1961. Saul Bihari, label president, reports that 100 of these tunes are still unreleased, but that King will be recording new material for release on Kent.

Pop and Classical

• Continued from page 1

Georgia Brown, and a program of flamenco songs and dances featuring Roberto Iglesias and hosted by Mel Ferrer.

Weaver said that while definite program rates have not yet been set, they would not exceed \$2. The pay-TV system will offer three channels and will initially offer programs to selected areas of Los Angeles and San Francisco. The system debuts July 1 with baseball the first feature and a line-up of theatrical plays, ballets and operas set to follow.

NARM MEETS JULY 28-30

PHILADELPHIA — Jules Malamud, executive director of the National Association of Record Merchandisers, has announced that NARM's midyear meeting will take place from Tuesday through Thursday, July 28-30.

The meeting to be held at Chicago's Sheraton Hotel, will be highlighted by person-to-person conference sessions between manufacturers and record merchandisers.

Judkins Sr. Named

• Continued from page 1

Bronx, N. Y.); Frank Carie, secretary (John Wade Company, Inc., Cleveland); Louis Shapiro, director-at-large (Music Center, Jersey City, N. J.); Ben L. Finn, executive director (Times Chronicle Building, Jenkintown, Pa.).

Elected for two-year terms, ending April, 1966, were Seymour Ladd, for Region 1 (Music Center, Cranston, R. I.); Louis Shapiro, Region 2 (Music Center); Joseph Goldberg, Region 3 (Variety Records); Martin Spector, Region 4 (Spec's TV, Coral Gables, Fla.); Frank Carie, Region 5 (John Wade Company, Inc.); Frank J. Silvey, Region 6 (Silvey Music Company, San Antonio); Al Rothstein, Region 7 (Lee's Record & Radio, St. Joseph, Mo.); Howard Judkins, Region 8 (Judkins Music).

Directors-at-large are Mickey Gensler (The Spinning Disk); Nathan Fischer (Record Mart, Philadelphia); V. H. Anderson (Chicago); G. B. Frank Brothers (Millersburg, Pa.).



My
Sincere
Thanks to
N. A. R. A. S.

Bobby Babe

"DETROIT CITY"
Best Country-Western Record of '63

Exclusive Management
Universal Talent Management
6223 Selma Ave., Hollywood 28, California

TOP SELLING RECORDS FROM THESE 16 COUNTRIES NOW AVAILABLE FOR IMMEDIATE DELIVERY

The demand for recordings by foreign entertainers is booming across the nation! And here's your golden opportunity to cash in on this new business bonanza. Your RCA distributor can now supply foreign records —LPs, EPs and singles— from a catalog of over 1000 selections, including the complete RCA Victor Mexican catalog. Over 650 albums in all. Records are stocked in our own warehouses here, ready for immediate shipment . . . attractively packaged, shrink-wrapped. Ask your distributor for the attractive sales details.

RCA VICTOR

The most trusted name in sound



SEND FOR
YOUR FREE
SAMPLE CATALOG,
TODAY!

Manager, Foreign Record Sales
RCA Victor Records
155 East 24th Street
New York, N. Y. 10010

Dear Sir:

Please send me your FREE SAMPLE foreign catalog immediately!

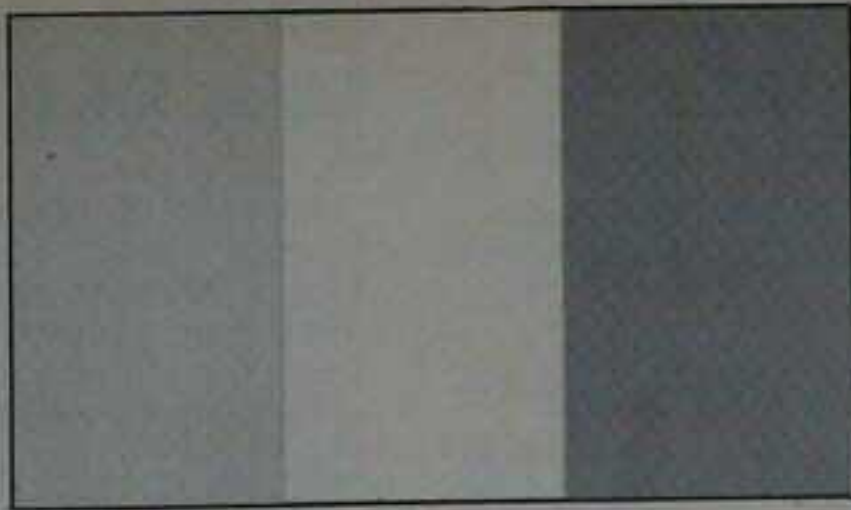
Name _____

Address _____

City _____ Zone _____ State _____



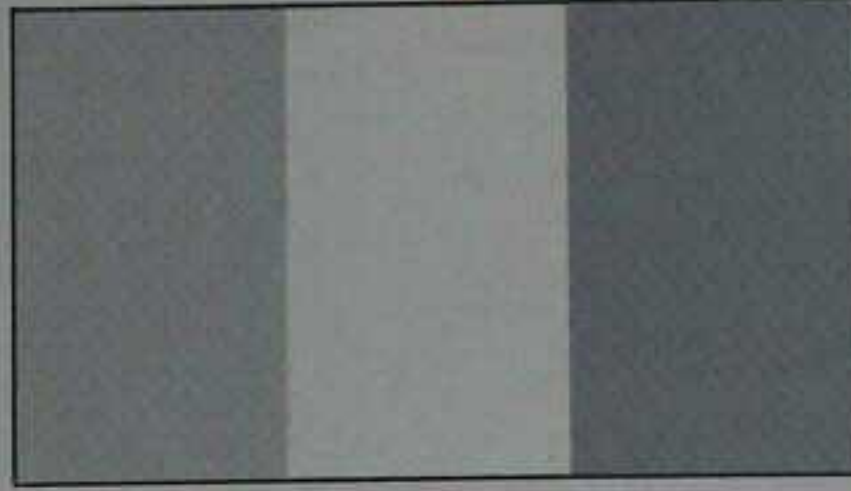
Argentina



Italy



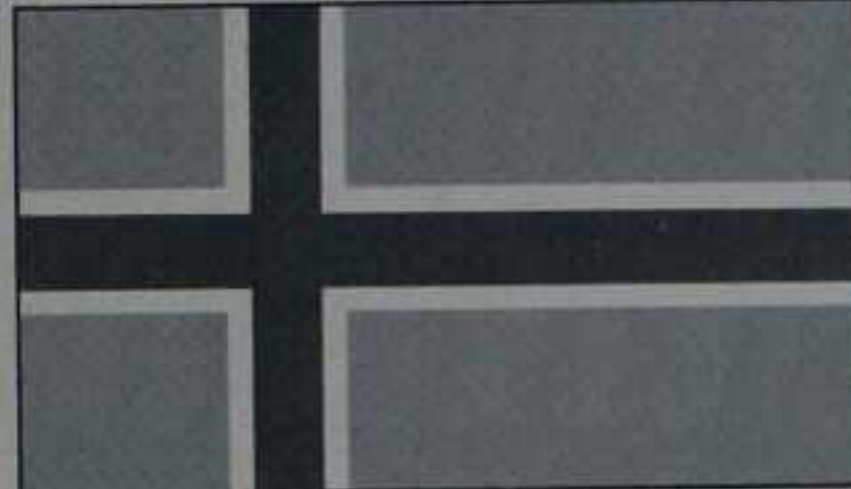
Belgium



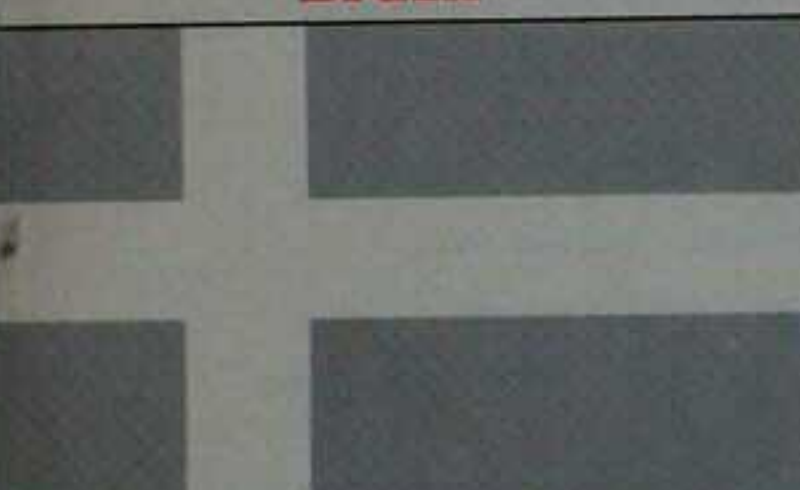
Mexico



Brazil



Norway



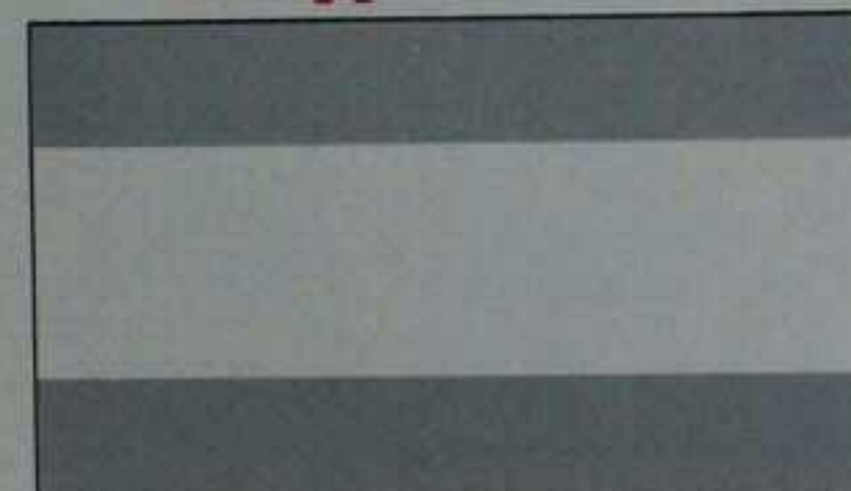
Denmark



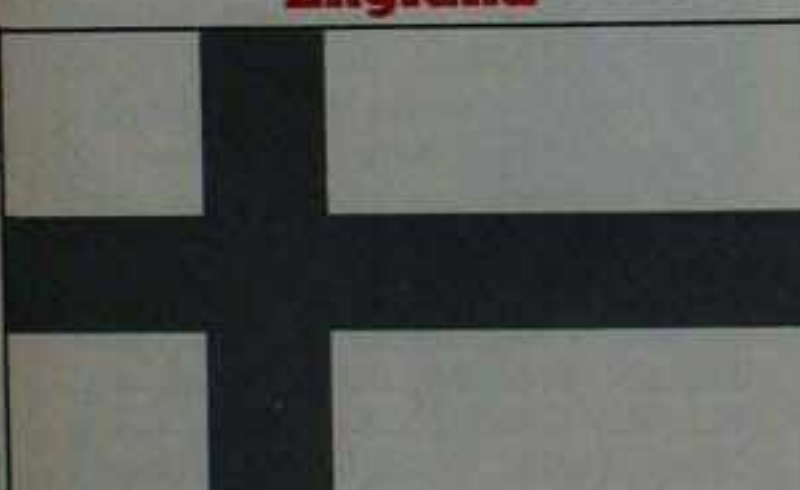
Philippine Islands



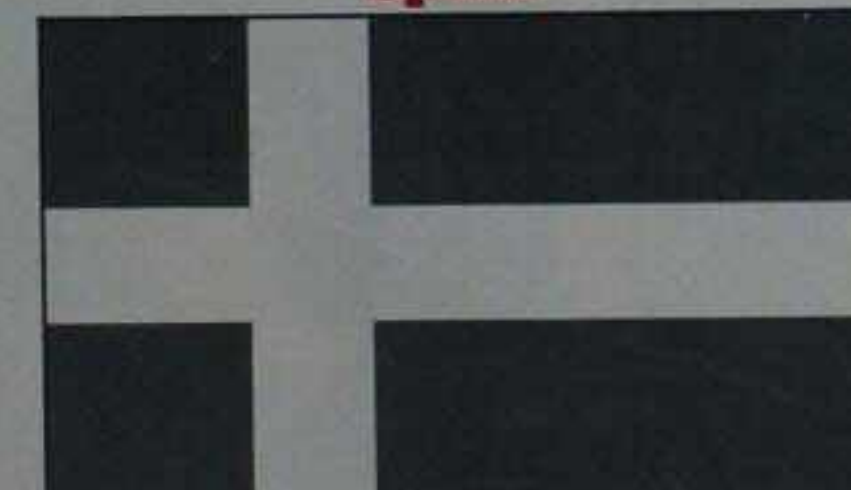
England



Spain



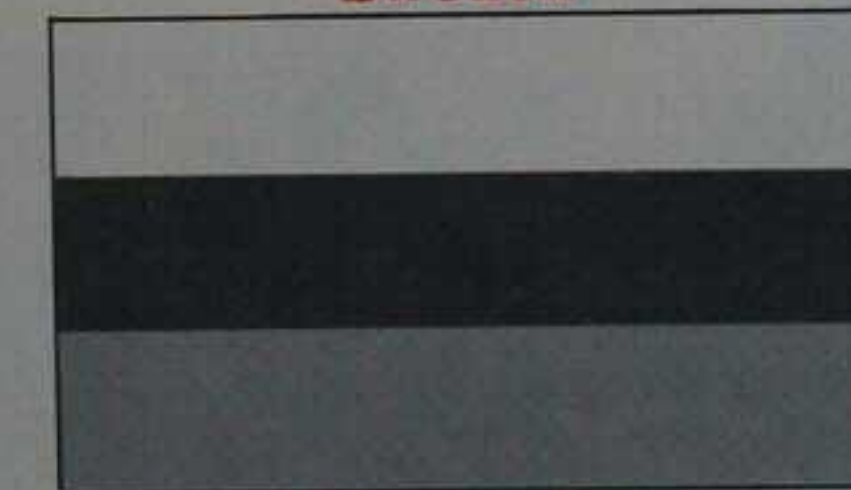
Finland



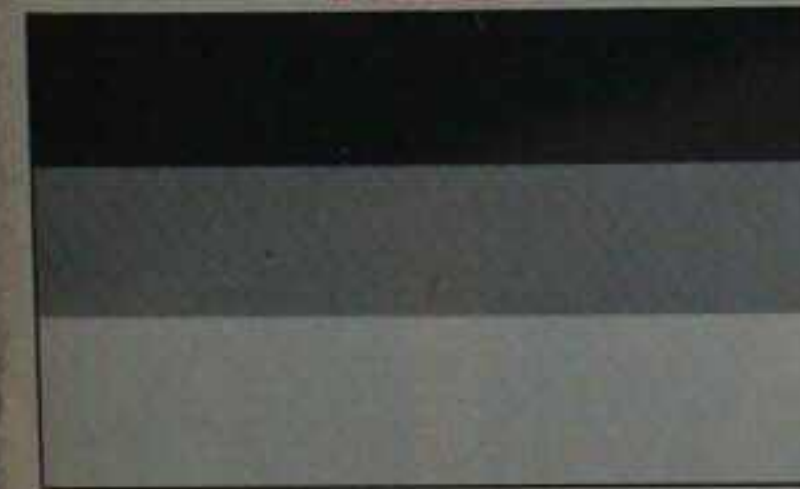
Sweden



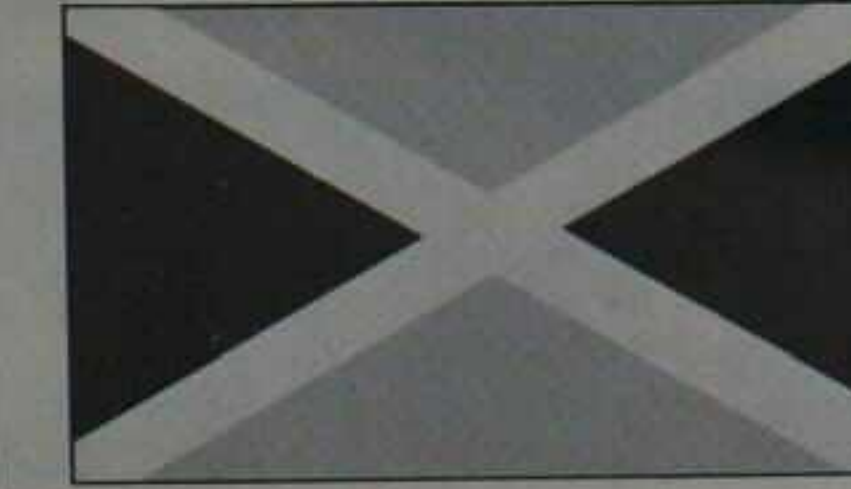
France



Venezuela



Germany



West Indies

The Night of the Grammy

• Continued from page 1

awards was interspersed with music by Zentner, and the guests flocked to the dance floor between each group of awards.

Of the total 42 awards, RCA Victor captured 13 and Columbia eight. London, Philips and Warner Bros. took three each. Mercury, Reprise and United Artists, two each. Six labels—ABC-Paramount, Atco, Dot, Kapp, MGM and Verve—grabbed one award each.

The list of awards and their winners is as follows:

RECORD OF THE YEAR

The Days of Wine and Roses—Henry Mancini, RCA Victor

ALBUM OF THE YEAR (other than Classical)

The Barbra Streisand Album—Barbra Streisand, Columbia

ALBUM OF THE YEAR—CLASSICAL

Britten: War Requiem—Benjamin Britten conducting the London Symphony Orchestra and Chorus, Soloists: Galina Vishnevskaya, Peter Pears, Dietrich Fischer-Dieskau, Bach Choir, David Willcocks, director, Highgate School Choir, Edward Chapman, director, London

SONG OF THE YEAR:

The Days of Wine and Roses—Composers, Henry Mancini Johnny Mercer, RCA Victor

BEST INSTRUMENTAL THEME

More (Theme From "Mondo Cane")—Norman Newell, Nino Oliviero, Riz Ortolani, Composers, United Artists

BEST VOCAL PERFORMANCE—MALE

Wives and Lovers—Jack Jones, Kapp

BEST INSTRUMENTAL JAZZ PERFORMANCE—SOLOIST OR SMALL GROUP

Conversations With Myself—Bill Evans, Soloist, Verve

BEST INSTRUMENTAL JAZZ PERFORMANCE—LARGE GROUP

Encore: Woody Herman, 1963—Woody Herman, Philips

BEST ORIGINAL JAZZ COMPOSITION

Gravy Waltz—Composers, Steve Allen, Ray Brown, Dot

BEST PERFORMANCE BY AN ORCHESTRA FOR DANCING

This Time By Basie! Hits of the 50's and 60's—Count Basie, Reprise

BEST PERFORMANCE BY AN ORCHESTRA OR INSTRUMENTALIST WITH ORCHESTRA—PRIMARILY NOT JAZZ OR FOR DANCING

Java—Al Hirt, RCA Victor

BEST INSTRUMENTAL ARRANGEMENT

I Can't Stop Loving You—Count Basie—Arranger, Quincy Jones, Reprise

BEST PERFORMANCE BY A VOCAL GROUP

Blowin' in the Wind—Peter, Paul and Mary, Warner Bros.

BEST PERFORMANCE BY A CHORUS

Bach's Greatest Hits—The Swingle Singers, Philips

BEST ORIGINAL SCORE FROM A MOTION PICTURE OR TELEVISION SHOW

Tom Jones—Composer, John Addison, United Artists

BEST SCORE FROM AN ORIGINAL CAST SHOW ALBUM

She Loves Me—Composers, Jerry Bock and Sheldon Harnick, MGM

BEST CLASSICAL PERFORMANCE—ORCHESTRA

Bartok: Concerto for Orchestra—Erich Leinsdorf conducting the Boston Symphony Orchestra, RCA Victor

BEST CLASSICAL PERFORMANCE—CHAMBER MUSIC

Evening of Elizabethan Music—Julian Bream Consort, RCA Victor

BEST CLASSICAL PERFORMANCE—INSTRUMENTAL SOLOIST OR SOLOISTS (with orchestra)

Tchaikovsky: Concerto No. 1 in B-Flat Minor for Piano and Orchestra, Artur Schnabel, RCA Victor

BEST CLASSICAL PERFORMANCE—INSTRUMENTAL SOLOIST OR DUO (without orchestra)

The Sound of Horowitz—(Works of Schumann, Scarlatti, Schubert, Scriabin)—Vladimir Horowitz, Columbia

BEST OPERA RECORDING (conductor's award)

Puccini: Madama Butterfly—Erich Leinsdorf conducting the RCA Italiana Orchestra and Chorus, Soloists: Leontyne Price, Richard Tucker, Rosalind Elias, RCA Victor

BEST CLASSICAL PERFORMANCE—CHORAL (other than opera)

Britten: War Requiem—Bach Choir, David Willcocks, director, Highgate School Choir, Edward Chapman, director, Benjamin Britten conducting the London Symphonic Orchestra and Chorus, London

BEST CLASSICAL PERFORMANCE—VOCAL SOLOIST (with or without orchestra)

Great Scenes From Gershwin's Porgy and Bess—Leontyne Price, RCA Victor

BEST CLASSICAL COMPOSITION BY A CONTEMPORARY COMPOSER

War Requiem—Composer, Benjamin Britten, London

BEST ENGINEERED RECORDING—CLASSICAL

Puccini: Madama Butterfly—Erich Leinsdorf conducting the RCA Italiana Orchestra and Chorus, Soloists: Leontyne Price, Richard Tucker, Rosalind Elias, Engineer, Lewis Layton, RCA Victor

BEST ALBUM COVER—CLASSICAL

Puccini: Madama Butterfly—Erich Leinsdorf conducting the RCA Italiana Orchestra and Chorus, Soloists: Leontyne Price, Richard Tucker, Rosalind Elias, Art Director, Robert Jones, RCA Victor

MOST PROMISING NEW CLASSICAL RECORDING ARTIST

Andre Watts (Pianist), Columbia

BEST COMEDY PERFORMANCE

Hello Muddah, Hello Fadduh—Allan Sherman, Warner Bros.

BEST DOCUMENTARY, SPOKEN WORD OR DRAMA RECORDING (other than comedy)

Who's Afraid of Virginia Woolf?—Original cast, Uta Hagen, Arthur Hill, George Grizzard with Melinda Dillon, Author, Edward Albee, Columbia

BEST ENGINEERED RECORDING—OTHER THAN CLASSICAL

Charade—Henry Mancini Orchestra and Chorus, Engineer, James Malloy, RCA Victor

MANY COAST HONORS TO WB-REPRISE, MANCINI

BEVERLY HILLS, Calif.—Warner Bros., Reprise and Henry Mancini won the most Grammys among West Coast nominees at last week's NARAS ceremonies honoring the recording industry's best products for 1963. Over 500 persons attended the ceremonies at the Beverly Hilton Hotel.

Stan Freberg was outstanding as emcee with his brilliant satirical skits.

Vikki Carr, herself a nominee for best artist of 1963, showed she is gaining powerful stature in the industry by drawing sustained applause for her powerful renditions of two of the nominated tunes, "The Good Life" and "Days of Wine and Roses."

Other entertainment was supplied expertly by Les Brown and his band which played for the show plus dancing; Donn Trenner and his quartet, which played the five nominated instrumental tunes, and John Gary, who sang three of the nominations for song of the year.

In a special presentation, Lawrence Welk, representing the disbanded Dance Orchestra Leaders of America, presented the L. A. chapter with a check in excess of \$1,500 to be used for an educational scholarship in memory of the late Axel Stordahl, a former charter member and member of the board of directors.

- BEST ENGINEERED RECORDING—SPECIAL OR NOVEL EFFECTS**
Civil War Vol. II—Frederick Fennell, Engineer, Robert Fine, Roulette.
- BEST ALBUM COVER—OTHER THAN CLASSICAL**
The Barbra Streisand Album—Barbra Streisand, Art Director, John Berg, Columbia
- BEST ALBUM NOTES**
The Ellington Era—Duke Ellington, Stanley Dance, Leonard Feather, Annotators, Columbia
- BEST RECORDING FOR CHILDREN**
Bernstein Conducts for Young Children—Leonard Bernstein conducting the New York Philharmonic, Columbia
- BEST ROCK AND ROLL RECORDING**
Deep Purple—Nino Tempo and April Stevens, Atco
- BEST COUNTRY AND WESTERN RECORDING**
Detroit City—Bobby Bare, RCA Victor
- BEST RHYTHM AND BLUES RECORDING**
Buster—Ray Charles, ABC-Paramount
- BEST FOLK RECORDING**
Blowin' in the Wind—Peter, Paul and Mary, Warner Bros.
- BEST GOSPEL OR OTHER RELIGIOUS RECORDING (MUSICAL)**
Dominique—Soeur Sourire (The Singing Nun), Philips
- BEST NEW ARTIST OF 1963**
Swingle Singers, Philips



Scenes caught at the sixth annual NARAS AWARDS Tuesday (12) at the Waldorf-Astoria Hotel: 1) Barbra Streisand and Mike Berniker; 2) Tony Bennett (standing) and Jack Jones; 3) left to right: Barbra Streisand, Ella Fitzgerald and Eydie Gorme; 4) Al Hirt; 5) left to right: George Avakian, Jack Jones and Mrs. Riz Ortolani; 6) left to right: Count Basie, William B. Williams and Skitch Henderson; 7) Billy Taylor; 8) left to right: Quincy Jones and Father Norman O'Connor; 9) Barbra Streisand; 10) left to right: Steve Lawrence, Ella Fitzgerald, George Simon and William B. Williams; 11) left to right: Ken Glancy and Father Norman O'Connor; 12) left to right: Leopold Stokowski and Count Basie; 13) left to right: Steve Sholes and Steve Lawrence; 14) left to right: Terry McEwen and Skitch Henderson; 15) Tommy Leonetti and Rita Pavone, and 16) left to right: Robert Jones and Father Norman O'Connor.

ready for a torrent of sales?



EPIC RECORDS PRESENTS

"Here's Godfrey Cambridge, Ready or Not"

A HILARIOUS NEW COMEDY ALBUM, SLATED FOR HEAVY PROFITS!

WITH THIS SENSATIONAL RELEASE EPIC OFFERS AN IMPORTANT CONSUMER ADVERTISING CAMPAIGN AND SPECTACULAR WINDOW AND IN-STORE DISPLAYS. CAMBRIDGE IS IN GREAT DEMAND... HE'S SET FOR HIS THIRD JACK PAAR TV APPEARANCE JUNE 5th!

ORDER IMMEDIATELY!



FOOTLIGHT
SERIES



FLM 13101

Epic Racks Up Another Bonanza: Dave Clark Combo

NEW YORK — As far as Epic Records is concerned it appears that the sound of the British Empire will never set. At least, as far as the Dave Clark Five is concerned. The record company has released three single records by the group since the spring and has scored with each. The British group has had such an impact on the U. S. market that, like the Beatles, they're booked for a return visit.

The combo, which originally appeared on Ed Sullivan's CBS-TV show on March 8 and then came back for another shot on March 15, are due to return to New York on May 24. Their performances in the U. S. will be highlighted by another appearance on the Ed Sullivan show on May 31 and four Carnegie Hall engagements to be held May 29-30.

Combo Itinerary

Following is the Dave Clark Five itinerary in the U. S. On May 25 the group will appear at the Mosque Theater, Newark; May 26, Convention Hall, Philadelphia; May 27, Washington Coliseum, Washington, D. C.; May 28, Arena, New Haven, Conn.; May 29-30, Carnegie Hall; May 31, Ed Sullivan Show; June 1, Donnelly Theater, Boston; June 2, Central Theater, Passaic, N. J.; June 2, private party for Glamour magazine; June 3, Stanbaugh Auditorium, Youngs-



"MR. EXCITEMENT!" — ROGER CALKINS, new singing star appearing with his combo, the HOLIDAYS, is fast becoming one of America's hottest entertainment attractions. An engagement at the Trophy Room, Sacramento, will be followed by a line-up of one-niters across the Midwest; the Jolly Roger on Printer's Alley, Nashville, and the Peppermint Club, St. Louis. Address correspondence to: 7635 High Drive, Shawnee-Mission, Kans. (Advertisement)

town, Ohio; June 4, Cincinnati Gardens, Cincinnati; June 5, Civic Auditorium, Pittsburgh; June 6, McCormick Place, Chicago; June 7, Devines Million Dollar Ballroom, Milwaukee; June 8, Aldrick Arena, St. Paul; June 9, Varsity Arena, Toronto, and June 10, Westchester County Community Center, White Plains.

To coincide with the return of the Dave Clark Five to the U. S., Epic is planning to release the group's second album,

"The Dave Clark Five Returns!"

The Clark Five's first LP, "Glad All Over" has already passed the 250,000 mark. The group's third single, "Do You Love Me," which followed the clicks "Glad All Over" and "Bits and Pieces," and was culled from the "Glad All Over" LP, has passed the 300,000 sales mark in its first two weeks on the market, reports Len Levy, Epic's general manager.

All Began Last Summer

The British bonanza for Epic, a subsidiary label of Columbia Records, started last summer with the novelty click by Rolf Harris, "Tie Me Kangaroo Down Sport." Cliff Richard followed, scoring his first U. S. click with a series of singles, "Lucky Lips," "It's All in the Game" and the current release, "I'm the Lonely One."

The success of these imports came at a time when Epic was hitting peak sales in its 10-year history, with a run of click singles by such artists as George Maharis and Bobby Vinton. Another potent Epic entry was "Washington Square," by the Village Stompers, and which the group followed up successfully with "From Russia With Love."

The Dave Clark Five first won fame in London early this year when they toppled the Beatles from the British charts with their "Glad All Over" release.

Lewis Begins a 31-Day Tour

MEMPHIS—Jerry Lee Lewis, whose Smash album "Golden Hits of Jerry Lee Lewis," is on the best sellers list, left last week for another tour.

Ray Brown, National Artists Attractions, said Lewis' present tour of 31 days will be in Illinois, W. Virginia, Ohio, Indiana, Michigan, Iowa, Wisconsin, Minnesota and the Dakotas, and will include dates at several universities.

Hi Records, Memphis, also has two combos on new tours, both booked by Brown. Bill Black's Combo left May 7 for a Southern tour of show dates. Ace Cannon and his Combo left for appearances in Texas, Oklahoma and Kansas.

MOC Records' Murry Kellum, whose current single "Red

Ryder" is riding high in Texas, is touring Texas and will wind up his current tour June 1, after several nights in the Houston area.

Brown, who also books for Groove's Charlie Rich, has Rich

playing shows in the South and Southwest. Rich prefers to compose and record, but occasionally is talked into touring. He's plugging his current single, "The Ways of a Woman in Love" and "Mountain Dew."

Carol Stars Despite Dull 'Fade In' Book

The big finale in "Fade In, Fade Out," the new musical which opened at the Colonial Theater, Boston, recently, finds its star, Carol Burnett, stuck with her cheek in the cement in front of Grauman's Chinese Theater. A bit of this stickiness has rubbed off and we have another show like the initial "Funny Girl," with a terrific star fighting to hold together a somewhat weak book. With most shows that open here, the trouble is too much material. With "Fade In, Fade Out" (which is about the show's tempo), the reverse is true. It needs a few more musical numbers of a higher quality, and Jule Styne should concentrate on creating one good identifying number.

Miss Burnett is a joy, and her Shirley Temple impersonation, with the help of Tiger Hayes as Bill (Bojangles) Robinson, brings down the house. The number is called "You Mustn't Be Discouraged," and along with "Go Home, Train" and "Lila Tremayne," in which she can belt with the best, she has little else of worth. But through it all Miss Burnett shows herself to be a funmaker of great stature and an enter-

tainer of irresistible quality. However, she works considerably against the tide. Adolph Green and Betty Comden's book is a dullish tale of the strange types who ran Hollywood in the star-studded '30's.

It is the overworked story of how a girl becomes a star by mistake, is rejected and finally exalted. But this is not to say that there are not sequenced spots when "Fade In" runs eager and unleashed with the comic spirit flourishing. Most of the choreography is first-rate and there are a couple of production numbers, the Freudian frolic involving the movie producer, Lou Jacobi, and a classy satire on Tinseltown.

Billed opposite Miss Burnett is Jack Cassidy, who sings and hams beautifully as a pretentious profile, and Tina Louise who has no trouble with a beautiful but dumb star. Sets and lighting are handsome and imaginative and if the book and George Abbott's direction were paced on a par, "Fade In" might be salvaged. Despite these drawbacks, Carol Burnett scores as a gift for the season.

CAMERON DEWAR

PEOPLE AND PLACES

By MIKE GROSS

Kenny Rankin, new Columbia Records artist, is going on a European promotion tour for Columbia Records. First stop will be the CBS Records Sales convention at Torremolinos, Spain, May 21-22. . . . Pierre Salinger, who's attempting a Senatorial swing from California, will be given a reception at Fairmont Hotel, San Francisco, May 22 at which the Dillards will entertain. . . . William G. (Bill) Hall, independent producer and owner of the Big Bopper Music Company, in Beaumont, Tex., has formed the Tracie Music Corporation to handle his two record labels, Hall and Hall-Way. . . . Connie Francis, MGM Records singer, was selected queen of Temple University's Phi Sigma Delta Fraternity. . . . Ruth Lowe, who wrote "I'll Never Smile Again," has teamed with her 14-year-old son, Tommie Lowe Sandler, on "Take Your Sins to the River."

Jackie Barnett has produced and written the Terry-Thomas comedy album for Warner Bros. . . . The Rainbow Grill atop the RCA Building has new entertainment policy with the Dudley Moore Trio headlining. . . . Jenö Bartal's Continentals are now featured at the Waldor-Astoria's Peacock Alley. . . . Woody Allen, comedian recently signed to the Colpix label, returns to Art D'Luoff's Village Gate May 19. Also on the bill are Judy Henske and the Red Onion Jazz Band. . . . Richard Maltby has written a musical work dedicated to the memory of John Fitzgerald Kennedy entitled "Threnody—A Requiem for John Fitzgerald Kennedy." It will be debuted at the 39th annual convention of the American Red Cross at Carnegie Hall May 18. . . . Larami Ltd. has signed the Washington-based singing group, the Iconoclasts. . . . Vaughn Meader has signed for a return date at Atlantic City's Steel Pier, starting July 26.

Tom Carroll, vice-president of Kragen-Carroll, is in New York to open a branch office for the firm. . . . Unique Records, a Chicago-based diskery, has signed Larry Cummings. His first coupling will be "I Wish I Could Fall in Love" and "If You Believe Me." . . . Benny Goodman will present a series of concerts for the benefit of the Stamford Museum during June and July at Rippowam High School, Stamford, Conn. . . . Erroll Garner's management is now huddling with English music publishing representatives on the placement of Garner's catalog in the United Kingdom. . . . Maria Randall, 3-D recording artist, will be one of the featured performers on the show to be presented to aid The Lighthouse for the Blind on May 25. Joe Franklin will be the emcee. . . . Tony Bennett begins a 14-day run at Brooklyn's Town & Country on May 22.

TV GUEST APPEARANCES BY RECORD TALENT

- BELAFONTE, HARRY—Bell Telephone Hour (NBC-TV, 10-11 p.m., Tuesday 19)
- BORGE, VICTOR—Hollywood Palace (ABC-TV, 9:30-10:30 p.m., Saturday 23)
- BROSSART, NAOMI—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)
- CORELLI, FRANCO—Bell Telephone Hour (NBC-TV, 10-11 p.m., Tuesday 19)
- DAY, DENNIS—Hollywood Palace (ABC-TV, 9:30-10:30 p.m., Saturday 23)
- EVEN DOZEN JUG BAND—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)
- GORME, EYDIE—Tonight Show (NBC-TV, 11:15 p.m.-1 a.m., Friday 22)
- Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 21)
- HARRIS, ROLF—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)
- HERMAN, WOODY, AND HIS BAND—Bell Telephone Hour (NBC-TV, 10-11 p.m., Tuesday 19)
- HOLT, WILL—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)
- JOHANNESSEN, GRANT—Bell Telephone Hour (NBC-TV, 10-11 p.m., Tuesday 19)
- JONES, GEORGE—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 21)
- NEW CHRISTY MINSTRELS—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)
- PETERS, ROBERTA—Perry Como's Kraft Music Hall (NBC-TV, 10-11 p.m., Thursday 21)
- PHOENIX SINGERS—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)
- UNITS OF THE NORAD "CAVALCADE OF MUSIC"—I've Got a Secret (CBS-TV, 8-8:30 p.m., Monday 18)
- VALENTE, CATERINA—Hollywood Palace (ABC-TV, 9:30-10:30 p.m., Saturday 23)
- VERNON, JACKIE—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 23)

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.

Artists Help Music Store Celebration

HOLLYWOOD—The newly opened Whitwood Music Center, Whittier, Calif., has scheduled personal appearances by Tim Morgan, Glen Campbell and the Surfaris for Saturday (23) to celebrate the opening of its \$200,000 facility.

Last weekend, owners Fred Baker, Woody Leveeros and Bob Westcott set Dick Dale and the Aquanauts as teen attractions at the store, which is located in the Whitwood Shopping Center and has been open since April 6.

Baker told Billboard the goal for the first year's business is \$100,000. He claimed this is possible since the location is a prestige one in a good income community.

To present a feeling of ele-

gance, both floors of the store are fully carpeted and air conditioned. Four stereo listening booths are available to disk customers, with all records played from the main counter.

Baker estimates his record inventory at \$25,000 and his tape supply at \$5,000. The complete stock includes band, piano and organ instruments and is worth \$200,000, according to Baker.

Dachs Writes Book On Pop Music

NEW YORK — The music business is coming up for a literati once-over again. This time it's from the typewriter of David Dachs, former public relations head of Caedmon Records. Dachs' book is titled, "Anything Goes: The World of Popular Music," and it will be published in June by Bobbs Merrill. The book is illustrated with photographs, reproduction of tradepaper charts, and art work. It will be priced at \$5.

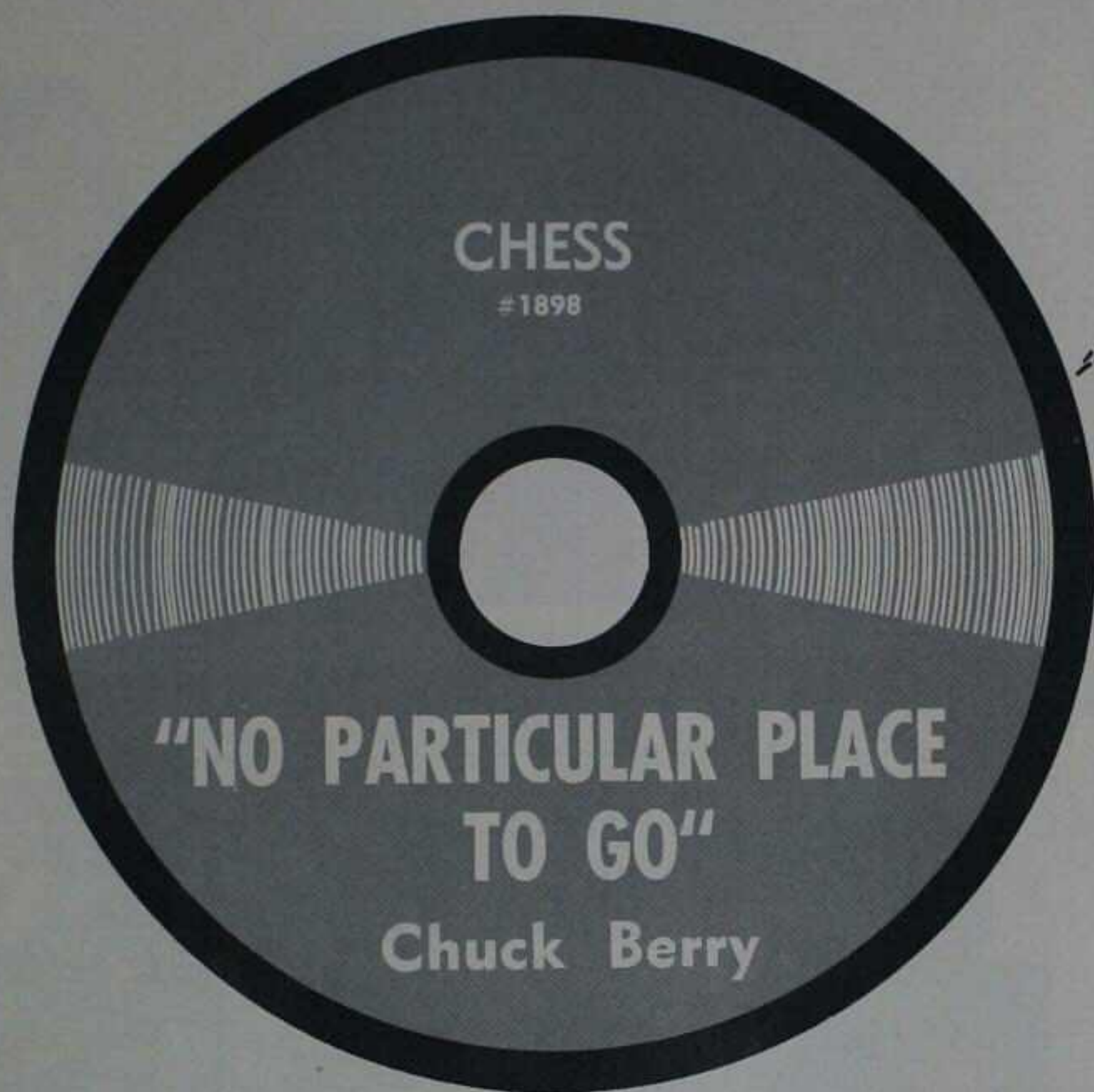
Unsurpassed in Quality at any Price

GENUINE 8" x 10" GLOSSY PHOTOS

7¢ EACH
IN 1,000 LOTS
\$9.88 per 100
POST CARDS
\$32.00 per 1,000
Copy Negatives \$1.95
MOUNTED ENLARGEMENTS
Size: 20"x30" \$4.88
30"x40" \$7.36
PLaza 7-0233

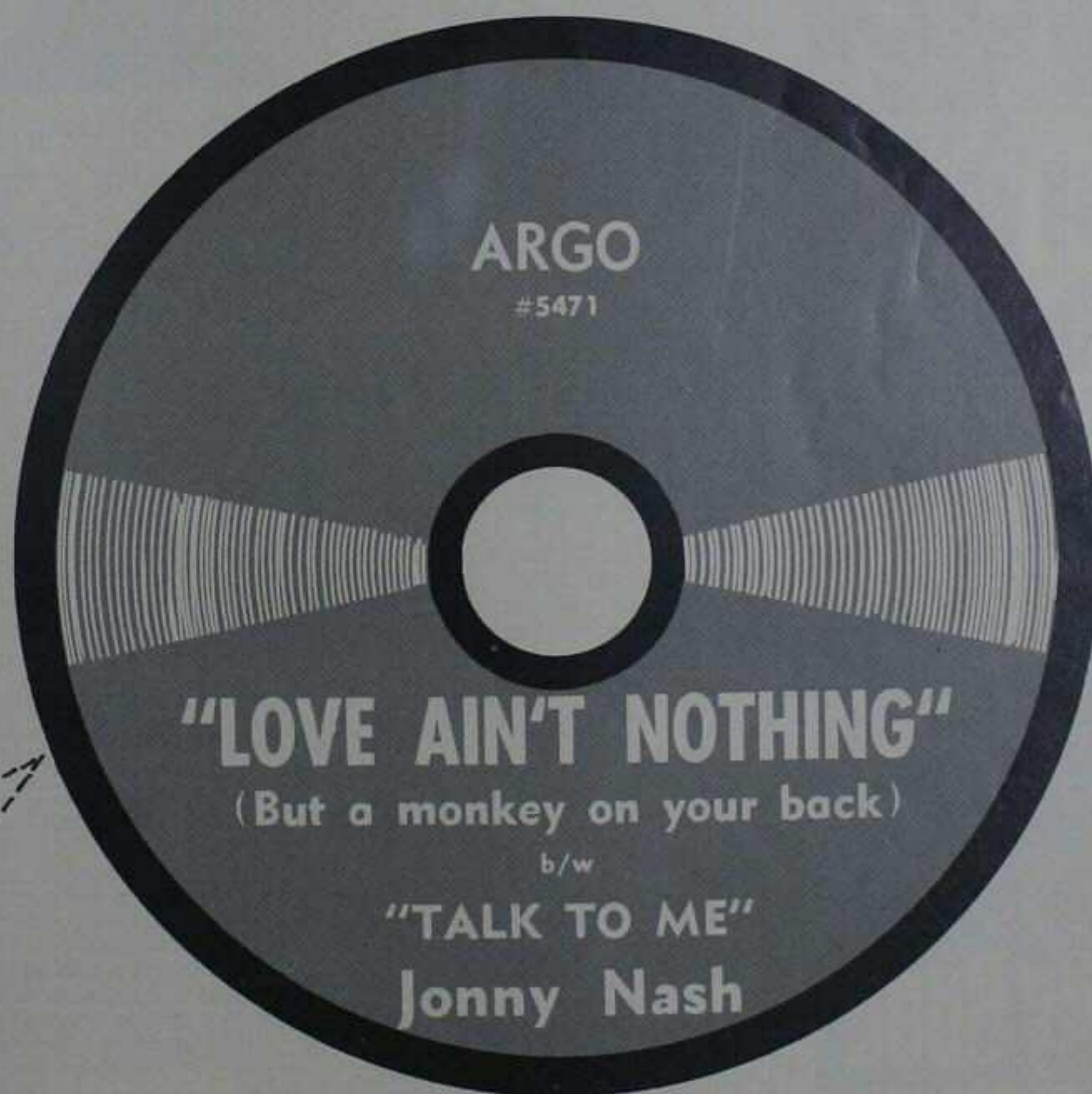
JJK COPYART Photographers
A DIVISION OF JAMES J. KRIEGSMANN
165 W. 46th St. NEW YORK 36, N. Y.

CONVERSATION BETWEEN TWO HITS!



"...so, like I
wuz sayin' pal;
I'm getting
fantastic response!
Those distributors
are ordering me
like the presses
are about to break
down or something..."

"Gee, that's great!
I'm pretty excited,
too. Ev'ryone is
talkin' about my
sound, and sales
indicate that I'm
also a hit! And
I'm getting action
on both sides..."



CHESS PRODUCING CORP.

2120 Michigan Ave., Chicago 16, Ill.

Switch to C&W Puts KRAK in Top 3

SACRAMENTO — Country and western music and programming, long a part of America's radio and music scene, has traditionally taken a back seat to its pop music counterpart.

However, within the past year the interest in c&w music has greatly increased with more and more country records and artists appearing on the pop chart. Accompanying this re-discovery of c&w music has been the switching of many radio stations to c&w formats, spelling out a success story of major importance.

Among the more successful c&w formatted radio stations is KRAK in Sacramento, a 50,000-watt that made the big switch back in October 1962. Today the station is among the top three in the market (being topped by the two contemporary formatted stations) and a factor in the San

Francisco-Oakland area 90 miles away.

The decision to go c&w was predicated on a survey which determined that a sizable portion of the local population came from areas where c&w music was highly popular. KRAK moved in to fill the need.

"KRAK is operated in much the same manner any pop station is," said Jay Hoffer, the station's manager. "We have a playlist of 40 tunes which we call 'KRAK Corral of Country Hits,' based on the top-selling c&w records locally and nationally.

The station programs one "bluegrass" record per hour and a song of faith is also included once per hour. Each KRAK deejay has his own personal pick hit of the week which is printed on the hit sheet. The KRAK

(Continued on page 36)

FOCUS ON THE DJ SCENE

The Magnificent Puts Soul Behind His Work

Few non-Negro-oriented stations have hired Negro deejays. Few non-Negro-oriented stations playing contemporary music initiate many of the hits whose sound and origin are rooted in rhythm and blues in the strictest sense of the word. However, a handful of key Negro deejays around the country are influencing in large measure the music heard on "white stations."

In Philadelphia it's Georgie Woods; in Baltimore, Fat Daddy; in Charlotte, Chatty Hatty; in Cincinnati, Charlie Brown; in Chicago, E. Rodney Jones; in San Francisco-Oakland, John Hardy, and in New York, "The Magnificent" Montague.

Montague, like his counterparts throughout the country, makes little effort to influence his white listeners. In spite of this, the excitement of Negro radio and r&b music has a fascination for tens of thousands of non-Negro radio listeners from coast to coast. In turn, these listeners, who also cling ardently to several hot contemporary stations in their cities, exert pressure on them to play the music programmed and presented on the Negro-oriented stations.

Just what is it that the Negro deejay has that cannot be captured by the white deejay? "It's SOUL, man, SOUL," opined Montague.

Sells 'Soul'

And it's "soul" that Montague sells so magnificently on his midnight-to-dawn stint on Gotham's WWRL. His emotion-packed delivery is punctuated with cries of "Can I Get a Witness?" "Tell It Like It Is," "Burn, Burn" and "Testify." The Magnificent, the epitome of self-confidence, does not let his audience tell him what to do, he tells them.

His sing-singing all night long plays on the emotions of his listeners. Included in each six-hour program (which he does standing) is a liberal dose of sermonizing and preaching. "Why don't you treat your baby right," lectures Montague as he becomes a part of the record he is playing.

"All of us need something," said Montague, "I am selling pride; the natural pride the Negro people should have in heritage." Montague recently



WWR'S MONTAGUE

completed a 900-page documentary history on the Negro, "Tell It Like It Is." An avid collector of books on and by Negroes, Montague is a veritable walking encyclopedia of facts and figures about the outstanding contributions made to the world by Negroes. This intensity of purpose and feeling is transmitted vocally and musically to his listeners each night.

'Soul' Defined

"Now what is SOUL?" questions The Magnificent. "It's the last to be hired, first to be fired, brown all year-round, sit-in-the-back-of-the-bus feeling," blasts Montague. "You've got to live with us or you don't have it," he charged.

"The black brothers are the mainstay of our pop music today. Artists like John Lee Hooker, Otis Redding, and others are heavy on soul—one thing our English friends can't imitate.

To the manufacturers of pop records, Montague is truly magnificent. He has been credited by such influential and successful record company executives as Jerry Wexler, executive vice-president of Atlantic Records, with racking up major sales for his product in the New York City area.

Great Influence

The influence Montague has on record buyers is evidenced by the 15-minute blocks of time purchased exclusively on this show by record companies. As any broadcaster will readily admit, selling an all-night show is a virtual impossibility for most

(Continued on page 39)

Radio-TV PROGRAMMING

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



AL HIRT, RCA Victor hit-maker, receives Billboard Awards from Radio-TV Editor, Gil Faggen, for being voted Most Played, Most Promising and Favorite solo instrumentalist in Billboard's 1964 disk jockey poll.

Hayes' Musical Mmm, Good

NEW YORK—Music has for thousands of years conveyed thoughts of love and hate. It has also served well for centuries to tell tales and to document history. One of the newest ways of using music as a communicator is the musical commercial and musical signature. The history of the singing commercial dates back to little more than two decades.

The world of "Tin Pan Alley" has its greats, Irving Berlin, Cole Porter, etc. The "contemporary sound" has its Goffin and King, Leiber and Stoler, McCartney and Lennon, to name just a few.

The world of the musical commercial has its talented "hit" music writers and producers—who seldom receive national acclaim, among the top men is Sonny Hayes.

Credits Galore

Hayes' commercial credits read like a BMI or ASCAP million-seller list, included are: "Mmm, Mmm, Good; Mmm, Mmm Good; That's What Campbell's Soups Are, Mmm, Mmm, Good"; Yuban Coffee, the NBC TV signatures: Coca-Cola, Lucky Strikes, Esso, Paxton, Betty Crocker, Tetley, and many others.

Hayes, who has been in the field for nearly 23 years, was educated in the New York City schools and at 13 starred in a radio program with another singer, Vic Damone, over New York's WLTH. Hayes sang in vaudeville theaters and Catskill Mountain resorts before he established a phone-answering service exclusively for show business people. The Hayes Registry was a success story in itself. Hayes branched out from the answering service to casting and off-Broadway show-producing. After a stint with CBS, Hayes opened his Selling Thru Sound outfit — since renamed Sonny Hayes Productions.

Hayes, who personally writes the music for his client's commercials, spends many hours in conference with clients to de-



SONNY HAYES

fine an exact approach to a product. Once this is determined, Hayes gets to work on a basic idea, sketching out a melody and lyric. The pressures are far greater for the writer and producer of musical commercials than pop songs in one important respect, time. Hayes' signature for NBC-TV runs five seconds. Most commercials run 60 seconds or less.

"You've got to hang on to the listener, with the music embellishing the product being advertised," explains Hayes. The key

(Continued on page 36)

SESAC Offers Patriotic Disks

NEW YORK—"Proudly We Hail," the latest entry in SESAC's continuing "repertory recordings" series, is currently being offered as a special service to the broadcasting industry in providing appropriate music for patriotic holiday programming and for the coming presidential election campaigns.

The latest release contains five selections by the Purdue University Band, the Karl King Band, and the Allentown Band. Included are "The Star-Spangled Banner," "America the Beautiful," "Hail to the Chief," "The Stars and Stripes Forever," and "Battle Hymn of the Republic."

"Repertory Recordings" are a gratis service to the broadcasting industry and SESAC has distributed to date nearly 1,000,000 of these 45-rpm EP's.

What is a Billy Budd



Let me tell you—
he's a singer
with a
new sound ...
and the
sound means money!

His first single is:

WHY ARE YOU RUNNING THE GIRL OF THE YEAR

People ask
"where are
the new stars coming
from?" Don't say
we never told you.

His name is Billy Budd

Watch him ... he's on



The Ultimate in Entertainment



It's Hello, Ella -
With a 2-Sided Hit!

Take the two hottest songs of 1964, press
them back to back...and you have Ella
Fitzgerald's newest smash!

Hello, | Can't
Dolly! | Buy Me
Love

Verve VK-10324

The Jazz Of America Is On



Verve Records is a division of Metro-Goldwyn-Mayer, Inc.

RADIO RESPONSE RATING

MILWAUKEE

TOP STATIONS		
Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WOKY	48%
2.	WRIT	39%
3.	WAWA	12%
★ For POPULAR LP's		
1.	WEMP	33%
2.	WTMJ	30%
3.	WISN	24%
Others (WRIT, WOKY, WFOX) 12%		
★ For R&B		
1.	WAWA	100%
★ For JAZZ		
1.	WTMJ	50%
2.	WEMP	38%
3.	WAWA	12%
★ For C&W		
1.	WMIL	100%
★ For SINGLES (Middle of Road)		
1.	WEMP	52%
2.	WTMJ	42%
3.	WISN	6%
★ For FOLK (Tom Lueders)		
1.	WTJM	100%
★ For COMEDY		
1.	WEMP	57%
2.	WTMJ	43%
★ For CLASSICAL		
1.	WTMJ-AM-FM	47%
2.	WQFM-FM	31%
3.	WTMR-FM	22%

TOP DISK JOCKEYS			
Rank	Disk Jockey	Call Letters	% of Total Points
★ For POPULAR Singles			
1.	George Michael	WRIT	22%
2.	Mitch Michael	WOKY	21%
3.	Ed Deoucette (Tie)	WRIT	17%
3.	Bob Barry (Tie)	WOKY	17%
5.	Lee Rothman	WRIT	11%
Others (D. C. White—WAWA) 12%			
Bill Taylor—WOKY			
Bob White—WOKY			
★ For POPULAR LP's			
1.	Gordon Hinkley	WTMJ	26%
2.	Charlie Hanson	WISN	18%
3.	Robb Thomas	WEMP	17%
4.	Tom Lambert	WISN	12%
5.	Joe Dorsey	WEMP	10%
6.	Tom Shanahan	WEMP	8%
Others (Bob Barry—WOKY) 9%			
George Michael—WRIT			
Chuck Arnold—WISN			
Redd Hall—WEMP			
★ For R&B			
1.	O. C. White	WAWA	60%
2.	Dr. Bop	WAWA	40%
★ For JAZZ			
1.	Jack Baker (Leaves station this week)	WEMP	28%
2.	Bob Knutson	WTMJ	25%
3.	Gordon Hinkley	WTMJ	22%
4.	Joe Dorsey	WEMP	20%
5.	O. C. White	WAWA	5%
★ For C&W			
1.	Jimmy West	WMIL	57%
2.	Bill Bramhall	WMIL	33%
3.	Fritz The Plumber (Polka)	WMIL	10%

woman's show with Sandy Schwebel, 9:25-9:30 a.m. daily, business news & sports round-up daily 7:25 a.m.-5:55 p.m. 5-man and one-woman news department directed by Guy Manilla. Station has featured women newscaster Sundays, 7-7:15 p.m. newscast daily, Fishing reports 6:25 a.m. Fri. & Sat. Station has softball team—"WRIT Good Guys" for public service and charity fund-raising. Station has "Beach & Pool Patrol" promotion. VP & Gen'l Mgr., Bernie Strachota, PD, Lee Rothman (also does air show daily). Music co-ordinator, George Michael.

WTMJ: 5,000 watts. Owned by Milwaukee Journal. NBC Affiliate. **Music format: Standard-Pop.** Highly identifiable air personalities. Station editorializes 3 times daily. Green Bay Packer football, U. of Wisconsin football and basketball, auto racing carried. Farm dept. headed by Bill Hoeft and two additional staffers. Farm shows aired 5-6:30 a.m.-noon-12:30 p.m. Special programs: 9:30-10 a.m.—live music show emceed by Ted Moore, 5 staff musicians, plus other vocal & instrumental talent. 10-10:30 a.m.—and 2-2:30 p.m. "Ask Your Neighbor"—telephone audience participation show (household hints). 11 a.m.-noon—woman's show with Carol Cotter. 1:30-2—live music show emceed by Bob Lewis. 2:30-3—"Give & Take"—Carol Cotter & Blaine Walsh host audience telephone participation show. 5:55-7 p.m. news in depth block. 8:30-9:30 p.m. M-T—"Challenge," beep phone show with audience questioning special guests. 10:30 p.m. news. 12-man radio-TV news department. Jack Krueger, mgr. news. Mgr., Robert J. Heiss, PD, Donald Loose.

THE RADIO RESPONSE RATINGS of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are based strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.

FORMAT GLOSSARY: "Contemporary"—Stations that play primarily singles and LP's of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards culled primarily from LP's. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrumental music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

STATIONS BY FORMAT

MILWAUKEE AREA: 19th radio market. 8 AM; 10 FM. 1 contemporary-pop, 1 contemporary, 2 conservative, 1 r&b, 1 pop-standard, 1 c&w.

WAWA: 1,000 watts day. Independent. **Music format: R&B Contemporary.** Negro-oriented programming. Highly identifiable air personalities. Station editorializes. Special programs: Live music remote 12-2 p.m. Sat. from Blue Mound featuring 3 or 4 high school rock 'n' roll bands. Teen-agers dance at performance. "Pastor's Study," personal problems answered by Ensworth Reisner, First Methodist Church pastor, M-W-F, 11-noon. "Newsarama," local interviews, taped via phone on current topics and hosted by Earl Giffing. "Spanish Voice From Puerto Rico"—live music from Studio 23 Sat. Spiritual hour 9-10 a.m. daily. Sta., Gen'l & Sales Mgr., Neil K. Searles, PD, O. C. White (also does air show).

WEMP: 5,000 watts. Independent. CBS affiliate. **Music format: Pop-Standard.** Highly identifiable air personalities. Milwaukee Braves baseball, and U. of Wisconsin football carried. Sports Dir., Merle Harmon (former Kansas City A's play-by-play anner.) does Brave's play-by-play, 4-man news department, newscruiser-equipped. 15-min. newscast at 8 a.m. and 6 p.m. 10-min. at noon. Comedy LP cuts featured 8:35-10:35 p.m. in "Joe Dorsey Show." Pres. A M Spheeris, PD, Tom Shanahan (also does daily air show).

WFOX: 250 watts day. Independent. **Music format: Conservative.** Air personalities. Pres. & Gen'l. Mgr., Jack T. Raymond.

WISN: 5,000 watts. Hearst Corp. ABC affiliate. **Music format: Conservative.** 6-man radio news department. Mobile two-way radio-equipped cars under direction of Don Froelich. News in depth 5:55-6:30 p.m. nightly. 10-min. newscasts every hour. VP & Gen'l. Mgr., James T. Butler, PD, Tom Lambert (also does daily air show).

WMIL: 1,000 watts day. Independent. **Music format: C&W-Polka.** Highly identifiable air personalities. Station editorializes. Special programs: "Ramblin' Along," 6-7 a.m., 3-4 p.m., M-F, interview, comments and contests hosted by John Michaels and sponsored by American Motors. "Club Continental"—German language and music show, Sat., 2 announcers (English-German) used. Ethnic music and foreign language shows Sunday. Station sponsors Grand Ole Opry Shows 4 times yearly in the area. Sta. Mgr. & Exec. VP, Sol Radoff, PD, Bill Bramhall.

WOKY: 1,000 watts. Bartell-owned. **Music format: Contemporary.** Highly identifiable air personalities. Station editorializes. "Sky Watch" traffic plane airs direct traffic reports 10 times daily. 6-full time newsmen, plus newscruiser & airplane, under direction of Cy Nelson. "WOKY Question Man"—man-on-street Q & Q 1-min. capsules scheduled throughout day. Heavy on and off-air promotion. Gen'l Mgr., Rosa Bartell Evans. Station Mgr., John A. Reddy.

WRIT: 1,000 watts day, 250 watts night. Independent. **Music format: Contemporary.** Highly identifiable air personalities. Station airs special documentaries on current events. Special programs:

NEXT WEEK THE 19-STATION DENVER MARKET



HAL NEIL, president of ABC-owned stations; Leonard Goldenson, president of American Broadcast-Paramount Theaters, Inc., and Simon Siegle, executive vice-president of American Broadcast-Paramount Theaters and ABC, get their carnations from Miss WLS, Kim Kendall, on the event of the fourth anniversary of the "bright sound" in Chicago. WLS is an ABC-owned station, with Ralph Beaudin, president. Gene Taylor is operations director. The station is represented nationally by Blair Radio.

Congratulations to our 1963 Grammy Award Winners

henry mancini

RECORD OF THE YEAR: *The Days of Wine and Roses*

leontyne price

BEST CLASSICAL PERFORMANCE—VOCAL SOLOIST:
Great Scenes from Gershwin's Porgy and Bess

henry mancini

SONG OF THE YEAR: *The Days of Wine and Roses*
(with Johnny Mercer)

henry mancini

BEST BACKGROUND ARRANGEMENT: *The Days of Wine and Roses*

bobby bare

BEST COUNTRY AND WESTERN RECORDING:
Detroit City

julian bream Consort

BEST CLASSICAL PERFORMANCE—CHAMBER MUSIC:
Evening of Elizabethan Music

artur rubinstein

BEST CLASSICAL PERFORMANCE—INSTRUMENTAL
SOLOIST OR SOLOISTS WITH ORCHESTRA:
Tchaikovsky: Concerto No. 1 in B-Flat Minor for Piano & Orchestra

erich leinsdorf

BEST OPERA RECORDING: *Puccini: Madama Butterfly*
(Leinsdorf conducting the RCA Italiana Orchestra & Chorus. Principal Soloists: Leontyne Price, Richard Tucker, Rosalind Elias.)

james malloy

BEST ENGINEERED RECORDING—OTHER THAN
CLASSICAL: *Charade* (Henry Mancini)

lewis layton

BEST ENGINEERED RECORDING—CLASSICAL:
Puccini: Madama Butterfly (Erich Leinsdorf)

robert jones

BEST ALBUM COVER—CLASSICAL: *Puccini: Madama Butterfly* (Erich Leinsdorf)



al hirt

BEST PERFORMANCE BY AN ORCHESTRA OR
INSTRUMENTALIST WITH ORCHESTRA—
PRIMARILY NOT JAZZ OR FOR DANCING: *Java*

erich leinsdorf

BEST CLASSICAL PERFORMANCE—ORCHESTRA:
Bartók: Concerto for Orchestra (Leinsdorf conducting
the Boston Symphony Orchestra)

RCA Victor

 The most trusted name in sound 

The Friendly Persuaders

By **BILL GAVIN**
Contributing Editor

(Part 1 of a two-part exploration. Part 2 next week.)

THE "GREAT DEBATE" about the persuasive powers of record promotion as it influences radio programming goes a lot deeper than the area commonly referred to as payola. It covers a large part of the record promotion field.



No disk jockey in his right mind would play a bad record, even if it were being promoted by his own mother. Practically all disk jockeys will play an obviously good record, no matter who promotes it. In between come the borderline records that are not obvious, but that have some possibilities. There are always many more of these possibilities than any one station can program. The effectiveness of a promotion man is pretty largely determined by his batting average in securing air play for his batch of possibilities. How does he do it?

DEPENDING ON the extent of his victim's gullibility, he may try the hype. "I gotta smash for you, baby." "Joe Bogart and Gene Taylor went outa their minds." "Every big station on the Coast is wailin' on it." The music director who is influenced by this sort of approach deserves the low ratings that he helps his station to achieve.

Much more common is the friendship ploy. "You haven't picked any of my records lately, chum. Whatsa matter — ya mad at me?" Or: "We've been friends for years, and I don't like to ask a friend for favors. But . . ." A more subtle approach is to act like a friend, or, in some cases, build a genuine friendship based on mutual liking and respect.

THE MOST DANGEROUS of all promotion techniques is that of trying to create a sense of obligation. This can cover a multitude of favor-giving, most of which is perfectly legitimate. In addition to the conventional wining and dining, there can be a birthday card for the young son, tickets for the ball game, tapes of artists' interviews, artists for hops, and many more persuasive favors. They're designed to implant in the recipient the feeling that he'd be a heel to turn down all the promotion man's records the next time around.

Of course, these three examples of hype, friendship and favors by no means exhaust the repertoire of a capable promotion man. They simply illustrate that a good deal of promotion is based on persuading and influencing the judgment of radio programmers. Time after time we hear of records being played just because an artist performed at some local hops or shows.

WHENEVER I HEAR a music director say that he played a record "to do somebody a favor" I know that he has lost sight of his responsibility for being objective. He is a victim of promotion. He may be neither venal nor dishonest, but he is not doing his job. In a different context, we would be shocked to hear of a judge being guided in his rulings by his personal feelings for the attorneys involved.

Pursuing the analogy, the people who select records for radio programming act in the capacity of judges. Theoretically, they are responsible, not only to their employers, but to the public in general. It is expected that they will render an honest and unbiased verdict on each record, based on what they hear, and guided by their knowledge and experience.

IN THE FIELD of jurisprudence, no one expects a judge to isolate himself from all social contact with attorneys. Conversely, it would be a breach of ethics for a judge to be a constant recipient of hospitality and entertainment provided by attorneys seeking his favor. Perhaps judges, being human, can never achieve 100 per cent impartiality and personal detachment. The point is that impartiality is a rigorously upheld ideal of judgeship. No judge could expect to remain in office if he publicly admitted that he did a professional "favor for a friend."

There is a wide gulf of time, tradition and prestige between a judge and a disk jockey. Yet the public expects the same degree of impartiality and fairness. In practice, a large part of record promotion philosophy is based on the assumption that the DJ's judgment can be influenced. Probably the greatest indictment of the entire relationship between records and radio is this: In social contacts between the two, record men are the hosts, radio men are the guests. The record man's expense account devotes itself chiefly to the entertainment of radio people. There are bars and restaurants in several large cities, known to be frequented by the record fraternity, where it is practically unknown for a radio man to pay the tab.

AS LONG AS this whole host-guest philosophy continues, there is bound to be trouble and misunderstanding. Just how it can be corrected, no one seems to know, and only a very few seem to care. It is unlikely that any sustained initiative in this direction will be undertaken by the record organizations. A few DJs, as well as certain radio stations, have established their own individual rules of conduct, but in general, radio stations have done little more than to assert their impeccable integrity. The only effective remedial measures as I have stated previously, must be undertaken by radio's only organized voice, the National Association of Broadcasters.

VOX JOX

By **GIL FAGGEN**



Jim Stagg, KYW radio deejay who raised over \$9,000 for the March of Dimes by walking 39.9 miles from Akron to Cleveland last January, receives congratulatory kiss from actress **Jane Wyatt**, national honorary chairman of the Mothers March, at a brunch held in Stagg's honor by the Cleveland chapter. Stagg was presented with a scrapbook of congratulatory letters, received by the March of Dimes as an aftermath of his walk.

As I mentioned in last week's column, a "Chinese-Kosher Cookbook" by **Ruth and Bob Grossman**, has been providing some fine fodder for **Biggie Nevens**, WIOD (Miami). The book, published by Paul S. Eriksson, Inc., New York City, contains such exotic dishes as "Fish Balls Tzatz Kell Lah," "Matzoh Brei Foo Yong," "Velvet Chicken Meh Gill Lah," and "Vus Mahks Doo Duckling." Ruth Grossman was a radio staff announcer for five years at WJBO (Baton Rouge) before taking up the pen.

WWRL (New York) deejay and program director **Hal Jackson** celebrates his Silver Anniversary in broadcasting Sunday (24). The event will be marked by an eight-hour party at Rockland Palace Ballroom, 155th St. and Eighth Avenue, scheduled by **Sammy Davis Jr., Tony Bennett, Lesley Gore, 4** (Continued on page 39)

OOPS! LATE ADDITION

#11

STEAL AWAY

BY

JIMMY HUGHES

FAME 6401



JUST PURCHASED THIS HOT MASTER

AND

WE'RE STILL ONLY #8

COUNTRY D. J. OF THE WEEK



WSM Radio's "Mister D.J. U.S.A." **May 23** will be **Austin Wood** of Radio KTTR, Rolla, Mo. Austin joined KTTR shortly after the Rolla station started broadcasting and has been heard regularly since 1948. He started with two programs weekly and now has 32 quarter hours sponsored by 64 sponsors. In addition to his radio work, Austin leads a six-piece band on personals in the area. Currently Austin is supervising the construction of a 1,200-seat auditorium at the Lake of the Ozarks, near Rolla, and plans to hold c&w shows there this summer.

WITH THE COUNTRY JOCKEYS

By **BILL SACHS**

Kalo Records, Route 3, Box 389, Kutztown, Pa., has a new release by **Bob and Karen Louise Sawyer**, "Stop, Look and Listen" b.w. "Lonely Side Street," which they'll send to jockeys who'll write in on their station letterhead. . . . **A. H. Foltin**, publicity and a.&r. man at Kingston Records, 415 Schuylkill Avenue, Reading, Pa., invites country jocks to write in on station stationery for samples of **Bob Thomas'** "Granny's Got the Beattle Bug" b.w. "The Big Hat" and **Al Shade's** "This Land Is Your Land" b.w. "Every Day."

Tommy Boyles, country deejay at WRLB, Long Branch, N. J., writes: "In addition to programming the Top 20 and new releases, we also program two hours of stereo per week. We hope to expand. Please enter our plea for records." WRLB is heard in 14 New York and New Jersey counties, Boyles says. . . . **Bill Horny**, who mans the country turntables at KROB, Robstown, Tex., has a new release on the Sarg label, "How Many Tomorrows" b.w. "Footsteps in the Hall." Horny, who spins c.&w. from 8 a.m. to 12 noon daily on KROB, also doubles

with his own combo, the **Texas Longhorns**, on personals through South Texas. . . . **Happy Day** has been forced by prolonged dental work to give up his country record spinning at KNEX, Lompoc, Calif., for several months. Meanwhile, friends may contact him at 1021 E. Cypress Street, Lompoc.

A brand-new station, WERX, makes its bow in Wyoming City, Mich., around June 1, with femme deejay **Pat Boyd** spinning country sounds from 12 noon to 5 p.m. daily. Wyoming City is located just south of Grand Rapids, Mich. Miss Boyd says she is desperately in need of spinning material. Address her at Radio WERX, P. O. Box 9082, Wyoming, Mich. 40509.

. . . **William H. Smith**, Route 7, Fayetteville, Tenn., is offering copies of **Cain Grant's** new release, "Dust" b.w. "I Smothered the Flame," to all deejays who will write on their station letterhead. . . . **Don Pierce**, head of Starday Music and Starday Records, Madison, Tenn., invites deejays who may have been missed in the mailing on "Second Fiddle," by **Jean Shepard** on Capitol; "Pirate King," by **Wil-** (Continued on page 39)

**BILLBOARD'S
FIFTH ANNUAL
INTERNATIONAL
BUYER'S GUIDE**

**COMING
AUGUST 1
1964**



RELEASING 9 SINGLES AT ONE TIME?

BLOWING THE BEATLES PROFITS?

**THROWING 'EM AGAINST THE WALL
HOPING SOMETHING WILL STICK?!?!?**

ARE WE REALLY CRAZY!?!?!?!?

MAYBE SO, AFTER ALL WE'RE STILL ONLY #8 IN SALES!

BUT CRAZY OR NOT WE HAVE 9 BIG HITS!

VEE-JAYS FOLLY

ON VEE-JAY

VJ-598

JERRY BUTLER

I DON'T WANT TO HEAR IT
ANYMORE

AND

I STAND ACCUSED

•

VJ-595

THE DELLS

SHY GUY

AND

WHAT DO WE PROVE

•

VJ-596

THE RUBIES

SPANISH BOY

AND

DEEPER

•

VJ-597

THE 4 SEASONS

LONG LONELY NIGHTS

AND

ALONE

•

VJ-600

THE MONSTERS FOUR

FARMER JOHN

ON TOLLIE

T-9004

MOSES DAVIS

MOSES GROVE

AND

FOR DANCERS ONLY

•

T-9010

THEM OTHER BROTHERS

BE A GOOD LITTLE GIRL

AND

JUST FORGET 'EM

•

T-9011

BILLY JOE ROYAL

MAMA DIDN'T RAISE

NO FOOLS

AND

GET BEHIND ME DEVIL

•

T-9009

THE SENSATIONS

YOU MADE A FOOL OF ME

AND

THAT'S WHAT YOU'VE

GOTTA DO

•

T-9012

SAM FLETCHER

FRIDAY NIGHT

AND

I'D THINK IT OVER

A BULLSEYE for BRENDA



MY DREAMS
c/w
ALONE WITH YOU

31628

AVAILABLE NOW AT ALL DECCA® BRANCHES

DYNAMIC JACK McDUFF

'64's SENSATIONAL JAZZ ORGANIST
WITH
THE BIG BAND OF BENNY GOLSON
SWINGIN' ON THE

DYNAMIC

MAIN THEME FROM THE

CARPETBAGGERS

45-309*

B/W THE PINK PANTHER THEME

FROM THE

DYNAMIC

THE DYNAMIC JACK MC DUFF

The
BROTHER JACK McDUFF
quartet
with the big band of
BENNY GOLSON



Includes the
hit jazz version
of the main theme from
"THE CARPETBAGGERS"

New and
Exciting
JACK McDUFF
and the
Big Band

PRLP 7273**

*single available immediately
**Album shipping Week of May 25th

PRESTIGE RECORDS



ARTISTS' BIOGRAPHIES

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



BARBRA STREISAND
(Columbia Records)

A singer who has achieved almost phenomenal success in her 22 years, Barbra Streisand became star-struck early. She attended acting classes while in high school, tried summer stock for a few weeks, then moved to Manhattan where she covered as many auditions as she could. After what to many performers would seem a short apprenticeship in the school

of theatrical disappointments, she entered and won a Greenwich Village night club talent contest.

It wasn't long before she was singing in some of the best showcase clubs in New York, and word was going around that she was the singer to catch while in New York. Producer David Merrick caught her act and she was signed to play a major role in his production of "I Can Get It for You Wholesale." The original cast recording of the show was followed by a recording of "Pins & Needles" by the same composer, Harold Rome.

Barbra's first solo album, released in March, 1963, was an immediate success and last week received the NARAS award for the best album of the year. Barbra was named best female vocalist.

She is currently starring on Broadway in the smash hit "Funny Girl."

LATEST SINGLE: "People" is No. 26 in its fourth week on Billboard's Hot 100.

ALBUMS: The First, Second and Third "Barbra Streisand Albums" are in positions 25, 32 and 9, respectively, and "Funny Girl" is No. 4 in its fourth week on Billboard's Hot LP's chart.

POP-STANDARD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	2 Wks. Ago	TITLE, ARTIST, LABEL	From this week's Hot 100	Weeks on Hot 100
1	1	HELLO, DOLLY, Louis Armstrong, Kapp 573	15
2	4	LOVE ME WITH ALL YOUR HEART, Ray Charles Singers, Command 4046	7
3	3	WHITE ON WHITE, Danny Williams, United Artists 685	12
4	2	DON'T LET THE RAIN COME DOWN (Crooked Little Man), Serendipity Singers, Phillips 40175	13
5	5	SHANGRI-LA, Robert Maxwell, His Harp & Ork, Decca 25622	10
6	8	COTTON CANDY, Al Hirt, RCA Victor 8346	7
7	12	I DON'T WANT TO BE HURT ANYMORE, Nat King Cole, Capitol 5155	5
8	19	PEOPLE, Barbra Streisand, Columbia 42965	8
9	13	DIANE, Bachelors, London 9639	6
10	9	SHANGRI-LA, Vic Dana, Dolton 92	9
11	14	TODAY, New Christy Minstrels, Columbia 43000	7
12	15	WRONG FOR EACH OTHER, Andy Williams, Columbia 43015	6
13	18	WHENEVER HE HOLDS YOU, Bobby Goldsboro, United Artists 710	6
14	—	BE ANYTHING (But Be Mine), Connie Francis, MGM 13237	3
15	10	PINK PANTHER THEME, Henry Mancini & His Ork, RCA Victor 8286	8
16	—	TEARS AND ROSES, Al Martino, Capitol 5183	2
17	—	GONNA GET ALONG WITHOUT YOU NOW, Skeeter Davis, RCA Victor 8347	4
18	—	GONNA GET ALONG WITHOUT YOU NOW, Tracey Dey, Amy 901	5
19	—	ANOTHER CUP OF COFFEE, Brook Benton, Mercury 72266	2
20	—	TELL ME WHY, Bobby Vinton, Epic 9687	1

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP—5 Years Ago May 25, 1959

1. Kansas City, W. Harrison, Fury
2. The Battle of New Orleans, J. Horton, Columbia
3. Dream Lover, B. Darin, Atco
4. Sorry, I Ran All the Way Home, Impalas, Cub
5. Kookie, Kookie (Lend Me Your Comb), E. Brynes with C. Stevens, Warner Bros.
6. The Happy Organ, D. Cortez, Clock
7. A Teenager in Love, Dion & the Belmonts, Laurie
8. Quiet Village, M. Denny, Liberty
9. Personality, L. Price, ABC-Paramount
10. Only You, F. Pourcel, Capitol

POP—10 Years Ago May 22, 1949

1. Wanted, P. Como, RCA Victor
2. Little Things Mean a Lot, K. Kallen, Decca
3. Young at Heart, F. Sinatra, Capitol
4. Oh, Baby Mine, Four Knights, Capitol
5. Make Love to Me, J. Stafford, Columbia
6. If You Love Me (Really Love Me), K. Starr, Capitol
7. Cross Over the Bridge, P. Page, Mercury
8. Man Upstairs, K. Starr, Capitol
9. Happy Wanderer, F. Weir, London
10. Man With the Banjo, Amex Brothers, RCA Victor

RHYTHM & BLUES—Five Years Ago—May 25, 1959

- Kansas City, W. Harrison, Fury
Personality, L. Price, ABC-Paramount
Endlessly, B. Benton, Mercury
So Fine, Fiestas, Old Town
That's Why, J. Wilson, Brunswick

- I Walked Too Long, L. Baker, Atlantic
Happy Organ, D. Cortez, Clock
Battle of New Orleans, J. Horton, Columbia
I'm Ready, F. Domino, Imperial
Dream Lover, B. Darin, Atco

Kids, Jet Set Swing

NEW YORK — Think pop music is strictly for the kids? You're wrong if you do. WMCA investigated and found 80 per cent of the music it plays and the records the jet set twists to these days at Sheppard's, the popular discotheque in Gotham's Drake Hotel, are the same type.

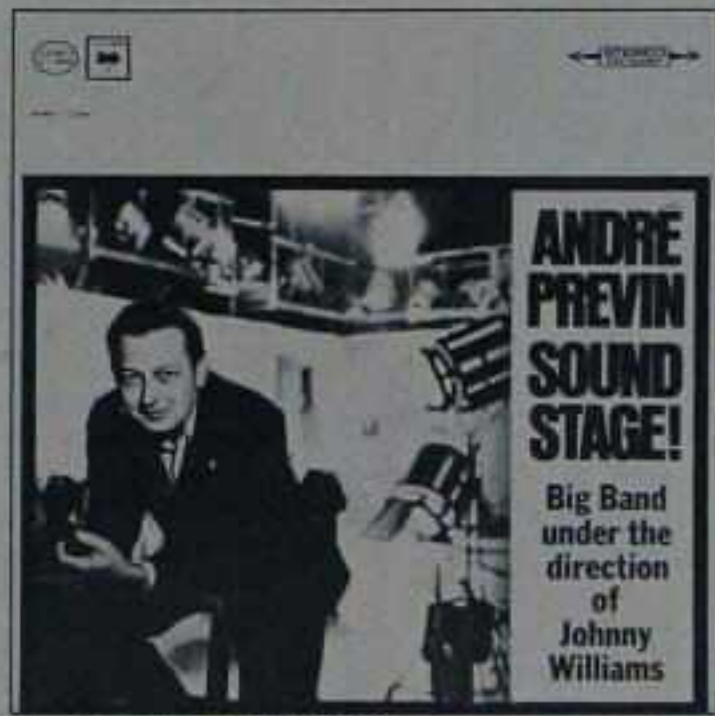
WJAZ Airs Dramas

NEWARK, N. J.—WJAZ introduced Sunday (17) the first in a series of dramas, entitled, "Arch Oboler Presents," in the 7:05 p.m. slot. The package is a series of plays consisting of completely modernized versions of some of Oboler's classics written for "radio that was."

SOMETHING WONDERFUL HAS HAPPENED TO THE SOUNDS OF SPRING...



CL 2150 / CS 8950* / CQ 630†



CL 2158 / CS 8958*



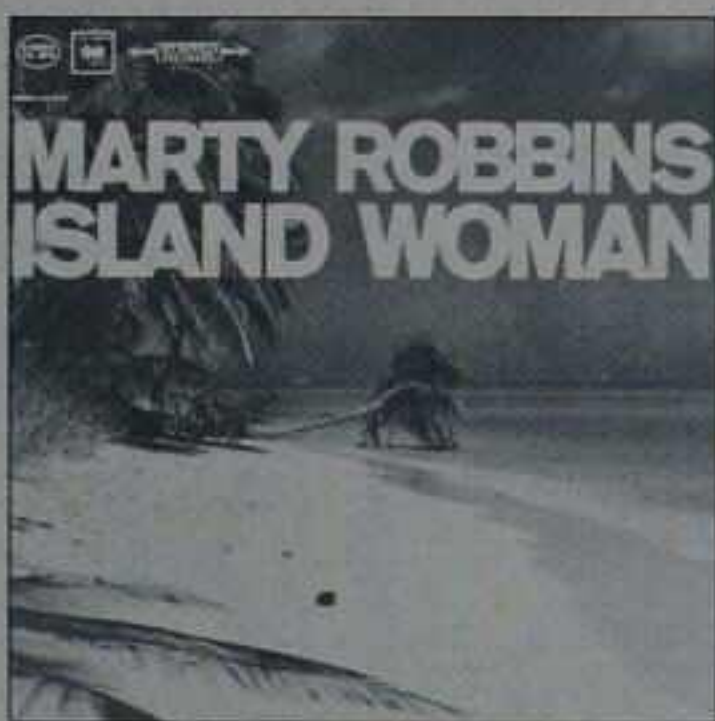
CL 2167 / CS 8967* / CQ 633†



CL 2188 / CS 8988*



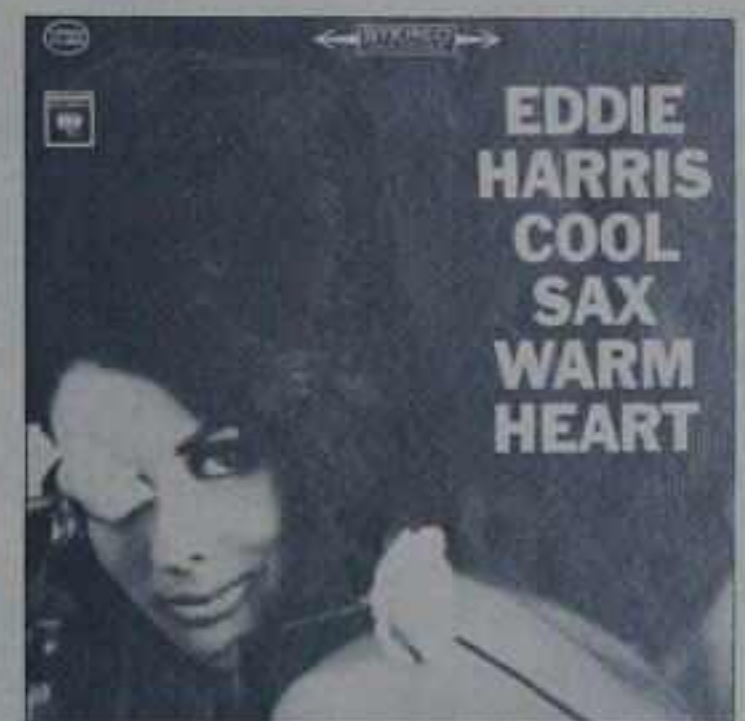
CL 2173 / CS 8973*



CL 2176 / CS 8976*



CL 2182 / CS 8982*



CL 2168 / CS 8968*



ML 5975 / MS 6575* / MQ 620†



ML 5972 / MS 6572*



ML 5964 / MS 6564*



M2L 299 / M2S 699* A 2-Record Set

THE BIG SOUND OF THESE NEW SURE-FIRE BEST SELLERS FROM COLUMBIA RECORDS



NASHVILLE SCENE

Del Wood, Mercury recording artist and member of the "Grand Ole Opry," has signed an exclusive booking contract with Buster Doss Talent, Inc.

Lloyd Green, guitarist, has joined the Nashville SESAC office as Roy Drusky's assistant.

Chuck Chellman, national promotion and sales director, C&W Division, for Mercury, Smash and Philips Records, has just concluded a three-week trip through Alabama, Mississippi, Oklahoma, Arkansas, Texas and Tennessee, promoting the newest releases on the three labels.

CAPA Records has opened an office at 801 17th Avenue, South. Johnny Foster will handle the Nashville operation. Nugget's Billy Henson is on a promotional tour through Missouri and Kansas, and will be going into Florida soon for two weeks.

RCA Victor's Skeeter Davis and her band appeared on the Columbus, Ga., Cancer Society Show May 8. Darol Rice, RCA Victor's a&r executive, in town to cut albums on Dorris Achers, the Statesmen Quartet and the Blackwood Brothers at the local Victor studio. Johnny

Wright, the Tennessee Mountain Boys and Kitty Wells just returned here from a 36-day tour of Canada, the Dakotas and Montana. Jim Reeves, back in Nashville after a tour of the Pacific Northwest, is set to record several sides at RCA Victor before embarking on a tour of Texas. Carl E. Friend, formerly a&r director and vice-president of United Southern Recording Company, Inc., and president of Ouachita Music Publishers, Inc., of Hot Springs, Ark., has moved to Nashville. Friend, who received his training in New York under the direction of Frank B. Walker, plans to continue writing, publishing and promoting from the Nashville base.

Bob Cooper Named to WSM Board



BOB COOPER

NASHVILLE—Robert Evans Cooper, general manager of WSM Radio has been elected to the board of directors of WSM, Inc., according to an announcement made by Edwin W. Craig, chairman of the board, and John H. DeWitt, president and principal officer of the board of directors of WSM, Inc. Cooper will continue as general manager of WSM.

Cooper joined the WSM staff as sales manager in 1955. In 1957 he was made general manager and director of WSM Radio. In this position he coordinated the departments of programming, promotion, local and national sales, and the "Grand Ole Opry." Cooper was the guiding force in the first appearance of "Opry" groups in Carnegie Hall, New York, and originated the idea of syndicating the "Grand Ole Opry," which is now heard five hours weekly over more than 350 radio stations throughout the United States and Canada.

Under Cooper's leadership, WSM in co-operation with the University of Tennessee, began broadcasting complete college courses in music and Tennessee history, with college credits upon completion of the courses. In 1963, again with the co-operation of the University of Tennessee, Bob conceived the idea of a Broadcast License Renewal Conference, which was attended by managers of over 20 radio stations in Tennessee, Kentucky, Alabama, Arkansas and Georgia.



KITTY WELLS, Decca recording artist and "Grand Ole Opry" star, long known as the "Queen of Country Music," has a new release with hit potential, "I'VE THOUGHT OF LEAVING YOU," Decca #31622.

(Advertisement)

John D. Story Dies In Fall From Horse

GALLATIN, Tenn.—Funeral services were held here Monday afternoon (11) for John D. Story, 43, securities broker and an associate of the Starday Sound Studio, Nashville. Interment was in Forest Lawn Memorial Park, Goodlettsville, Tenn.

Story, a resident of Hendersonville, Tenn., died Saturday (9) of injuries sustained in a fall from a horse at a picnic five miles north of Gallatin. He suffered a massive brain concussion when his head struck the ground. There were apparently no witnesses to the accident.

Surviving are his widow, Minta; a daughter, Debra; a son, Johnny Dudley; his parents, Mr. and Mrs. Albert M. Story, and a sister, Bertie.

Joe Carson Benefit Nets Family \$2,214

FORT WORTH—The benefit performance held recently at Panther Hall Ballroom here for the family of Little Joe Carson, country singer and songwriter who died in an auto accident February 28, netted \$2,214. A check for that amount has been sent to Mrs. Carson. Jim Reeves, who was unable to attend the affair, sent along a personal

(Continued on page 30)



CONNIE FRANCIS and Hank Williams Jr., who are combining talents for an album to be released soon on the MGM label. The album will contain all country standards and be directed toward both the c&w and pop markets. Miss Francis says the idea for the album with Hank Jr. was conceived by her father after catching Hank's recent appearance on the Ed Sullivan TV show.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 5/23/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	9
2	3	BURNING MEMORIES Ray Price, Columbia 42971	11
3	2	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	14
4	4	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	18
5	8	TOGETHER AGAIN Buck Owens, Capitol 5136	8
6	6	SAGINAW MICHIGAN Lefty Frizzell, Columbia 42924	20
7	9	BALTIMORE Sonny James, Capitol 5129	9
8	7	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	17
9	5	KEEPING UP WITH THE JONESES Marge Singleton & Faron Young, Mercury 72237	11
10	11	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	9
11	12	BREAKFAST WITH THE BLUES Hank Snow, RCA Victor 8334	7
12	10	LONG GONE LONESOME BLUES Hank Williams Jr., MGM 13208	16
13	13	A WEEK IN THE COUNTRY Ernest Ashworth, Hickory 1237	17
14	15	SORROW ON THE ROCKS Porter Wagoner, RCA Victor 8338	5
15	16	FOLLOWED CLOSELY BY MY TEARDROPS Hank Locklin, RCA Victor 8318	8
16	14	TIMBER I'M FALLING Ferlin Husky, Capitol 5111	14
17	27	INVISIBLE TEARS Ned Miller, Faber 128	5
18	24	WINE, WOMAN AND SONG Loretta Lynn, Decca 31608	4
19	18	MOLLY Eddy Arnold, RCA Victor 8296	17
20	20	LOOKING FOR MORE IN '64 Jim Nesbitt, Chart 1065	10
21	47	GONNA GET ALONG WITHOUT YOU NOW Skeeter Davis, RCA Victor 8347	2
22	21	YOUR HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	17
23	17	EASY COME—EASY GO Bill Anderson, Decca 31577	15
24	23	CHICKASHAY David Houston, Epic 9658	9
25	30	PICK OF THE WEEK Roy Drusky, Mercury 72265	3
26	19	YOU ARE MY FLOWER Lester Flatt & Earl Scruggs, Columbia 42954	15
27	25	MILLER'S CAVE Bobby Bare, RCA Victor 8294	16
28	22	I CAN STAND IT (As Long as She Can) Bill Phillips, Decca 31584	11
29	31	KEEP THOSE CARDS AND LETTERS COMING IN Johnny & Janie Mosby, Columbia 43005	3
30	26	FIVE LITTLE FINGERS Bill Anderson, Decca 31577	18
31	37	NOT MY KIND OF PEOPLE Stonewall Jackson, Columbia 43011	5
32	35	THE FIRST STEP DOWN Bob Jennings, Sims 161	3
33	33	YOU TOOK HIM OFF MY HANDS Marion Worth, Columbia 42992	6
34	34	ANGEL ON LEAVE Jimmy "C" Newman, Decca 31609	2
35	36	WALKIN', TALKIN', CRYIN', BARELY BEATIN' BROKEN HEART Johnny Wright & the Tennessee Mountain Boys, Decca 31593	4
36	32	THE FILE Bob Luman, Hickory 1238	14
37	42	THEN I'LL STOP LOVING YOU Browns, RCA Victor 8348	2
38	43	CIRCUMSTANCES Billy Walker, Columbia 43010	5
39	39	WHEN THE WORLD'S ON FIRE Tillman Franks Singers, Starday 670	4
40	28	FAIR AND TENDER LADIES George Hamilton IV, RCA Victor 8304	6
41	—	MEMORY #1 Webb Pierce, Decca 31617	1
42	29	THE PILLOW THAT WHISPERS Carl Smith, Columbia 42949	14
43	45	IT'S LONESOME Billy Walker, Columbia 43010	3
44	—	MY BABY WALKS ALL OVER ME Johnny Sea, Philips 40164	1
45	41	THAT'S ALL THAT MATTERS Ray Price, Columbia 42971	8
46	—	UNDERSTAND YOUR GAL Marge Bowes, Decca 31606	1
47	48	EIGHT YEARS (And Two Children Later) Claude Gray, Mercury 72236	9
48	50	PETTICOAT JUNCTION Lester Flatt & Earl Scruggs, Columbia 42982	11
49	49	SLIPPING AROUND Marion Worth & George Morgan, Columbia 43020	3
50	—	THE VIOLET AND A ROSE Wanda Jackson, Capitol 5142	4

WANTED

Country, Western and Sacred Labels

For Distribution in MICHIGAN—NORTHERN OHIO

We Promote What We Sell

THOM'S, INC.

22818 John R Hazel Park, Mich. Phone: 313; 546-5687

"Betty & Dupree"

b/w

"Got My Mojo Working"

Sun #289

Billy Adams
SUN RECORDS

639 Madison Memphis, Tenn.

H FOR HIT!

Bob Luman
THE FILE
HICKORY 1238

FAN MAIL GLOSSY PHOTOS

All sizes — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO
Box 1941 Bridgeport, Conn.

GOLDEN WORLD RECORDS

proudly announces

THE FIRST (OF MANY)

TOP TEN
RECORDS

“(JUST LIKE)
ROMEO
& JULIET”

THE
REFLECTIONS

G. W. #9

Publisher: Myto Publishing, BMI

Golden World Records, Inc.

4039 BUENA VISTA • DETROIT, MICH. 48238

BREAKING BIG NATIONALLY!

A
faro
PRODUCTION
HOLLYWOOD, U.S.A.

Recorded "live"
at The
Rhythm Room
Fullerton, Calif.
Produced by
Billy Cardenas
VENICE-8MI
Class-2-12
(45-ATS-44)

FARMER JOHN
(Terry Harris)
the premiers
615



Distributed by . . .

ARIZONA M.B. KRUPP DIST. 2519 N. 16th St. Phoenix, Ariz. 85006

CLEF DISTRIBUTING CO. 2847 D. Pico Blvd. Los Angeles, Calif.

RECORD MSG. CO. 2580 W. Pico Blvd. Los Angeles 6, Calif.

TRINITY RECORD DIST. 477 Park Ave. East Hartford, Conn.

PAN AMERICAN DISTG. CO. 36 South Santa Fe Dr. Denver, Colo.

CHATTON DISTG. CO. 2517 San Pablo Ave. Oakland 12, Calif.

GODWIN DISTG. CO. 655 Ethel St., N.W. Atlanta 18, Ga.

BOLD RECORD DIST. 418 S.E. 10th Court Hialeah, Fla.

GENERAL DISTG. CO., INC. 2329 Pennsylvania Ave. Baltimore 17, Md.

STAN'S RECORD SHOP 728 Texas St. Shreveport, La.

RECORD SALES 640 Baronne St. New Orleans, La.

HEILICHER BROS. 119 N. 9th St. Minneapolis, Minn.

RECORD MERCHANTS DISTG. 3757 Woodward Ave. Detroit 1, Mich.

BAY STATE DISTG. CORP. 1030 Tremont St. Boston 20, Mass.

APEX-MARTIN 351 Washington St. Newark, N. J.

R. & M. DISTG. CO. 431 St. Johns Billings, Mont.

ROBERTS RECORDS, INC. 1906 Washington Ave. St. Louis 3, Mo.

BETA DISTG. CO. 599 10th Ave. New York, N. Y.

BEST RECORD DISTG. CO. 959 Main St. Buffalo 3, N. Y.

DELTA RECORD DIST. 1260 Broadway Albany, N. Y. 12204

CONCORD DISTG. CO. 620 Frankfort Cleveland, Ohio

A & I DISTG. CO. 1000 Broadway Cincinnati, Ohio

MANGOLD DIST. 2212 W. Morehead Charlotte, N. C.

FENWAY RECORD CORP. 1601 Fifth Ave. Pittsburgh 19, Pa.

CHIPS DISTG. CO. 808 N. Broad St. Philadelphia, Pa.

R & K DISTG. CO. 129 N.W. 23rd St. Oklahoma City, Okla.

BIG STATE DISTG. CORP. 1337 Chemical St. Dallas 7, Tex.

MUSIC CITY RECORD DIST. 127 Lafayette St. Nashville, Tenn.

MUSIC SALES 1117 Union Ave. Memphis, Tenn.

HUFFINE DISTG. CO. 3131 Western Ave. Seattle 1, Wash.

H. W. DAILY RECORD DIST. 314 E. 11th St. Houston, Tex.

M. B. KRUPP DISTG. CO. 309 S. Santa Fe St. El Paso, Tex.

ROYAL DISC 1229 S. Michigan Chicago, Ill.

faro-Linda-RAMPART

Distributed by
FARO PRODUCTIONS
Record Division

5004 Melrose Ave., Hollywood, Calif. 90038
HO 9-4174



BUDDY CAGLE Says:
Thanks, D.J.'s, for playing
my record—
"THE GOLD CUP"
For extra copies write:
Don Sessions
P. O. Box 47 Bell, Calif.
(Advertisement)

Finch Does Feature On Alex Zanetis

OLNEY, Ill.—Johnny Finch, veteran trouper and well known in the country music field as a promotion and public relations man, has a feature with photos on Alex Zanetis, music personality, coming up in the July issue of Grit, family newspaper covering nearly a million homes in over 16,000 small towns throughout America.

In the past, Finch has done free-lance publicity and public relations chores for such c&w names as Tim Spencer, the Sons of the Pioneers, Rex Allen, Roy Rogers, Stuart Hamblen and Pee Wee King. He was the co-writer with King on "Lonely Heartache," on the Top Rank label.

COUNTRY MUSIC CORNER

By **BILL SACHS**

The gospel-singing **Blackwood Brothers** are routed for Zion, Ill., May 18; Ashland, Ky., 19; Charleston, W. Va., 20; Kingsport, Tenn., 21; Augusta, Ga., 22; Greenville, S. C., 23; Albany, Ga., 27; Waycross, Ga., 28; Orlando, Fla., 29; Miami, 30, and Thomasville, Ga., 31.

Texas Gov. John Connally has officially proclaimed **Roy Acuff** an honorary admiral in the Texas Navy. Presentation was made on the stage of the Municipal Auditorium, San Antonio, May 2, where Acuff headlined along with **Minnie Pearl, Sonny James, Bob Luman, Hank Williams Jr. and Bobby Bare**. Presentation was made by **Dick Jones, K-BER** deejay. Show was one in a series of country music segs being presented by Station K-BER, under the direction of **A. V. Bamford**.

The most recent "Grand Ole Opry" promotion, the second in a series, staged by **WCMS-Radio** at Municipal Auditorium, Norfolk, Va., attracted some 7,000 paid in two performances, according to **George A. Crump**, WCMS president. Features of the show were **Marty Robbins** and band, **Bill Anderson** and band, **Leroy Van Dyke** and band, **Lonzo and Oscar, Kathy Dee, Mac Wiseman**, and the **Virginians**, of the **Jimmy Dean** TV-er. Emcee chores were handled by **WCMS' Four Horsemen—Hopalong Joe Hoppel, Travelin' Jesse Travers, Carolina Charlie Wiggs and Sheriff Tex Davis**. WCMS' next show is skedded for June 21. . . . **Leroy Van Dyke, Sheb Wooley** and **Claude Gray** showed their wares in Colorado Springs, Colo., Thursday (14), in a promotion engineered by Station KPIK.

HOT COUNTRY ALBUMS

Billboard SPECIAL SURVEY
FOR WEEK ENDING 5/23/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	16
2	3	SAGINAW MICHIGAN Lefty Frizzell, Columbia CL 2169 (M); CS 8959 (S)	6
3	2	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	19
4	4	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	20
6	6	MORE HANK SNOW SOUVENIRS RCA Victor LM 2812 (M); LSP 2812 (S)	5
6	10	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	11
7	5	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	20
8	7	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 8771 (S)	20
9	9	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	20
10	11	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	20
11	8	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	15
12	18	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	19
13	13	LOVING ARMS Carl Butler & Pearl, Columbia CL 2125 (M); CS 8925 (S)	9
14	16	BLUEGRASS HOOTENANNY George Jones & Melba Montgomery, United Artists UAL 3352 (M); UAS 6352 (S)	4
15	14	BILL ANDERSON SINGS Decca DL 4499 (M); DL 74499 (S)	8
16	12	HANK WILLIAMS JR. SINGS THE SONGS OF HANK WILLIAMS MGM E 4213 (M); SE 4213 (S)	4
17	19	I LOVE A SONG Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	20
18	17	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	8
19	20	SONGS ABOUT THE WORKING MAN Dave Dudley, Mercury MG 20899 (M); SR 60899 (S)	2
20	15	GOOD 'N' COUNTRY Jim Reeves, RCA Camden CAL 784 (M); CAS 784 (S)	9

Joe Carson Benefit

• Continued from page 28

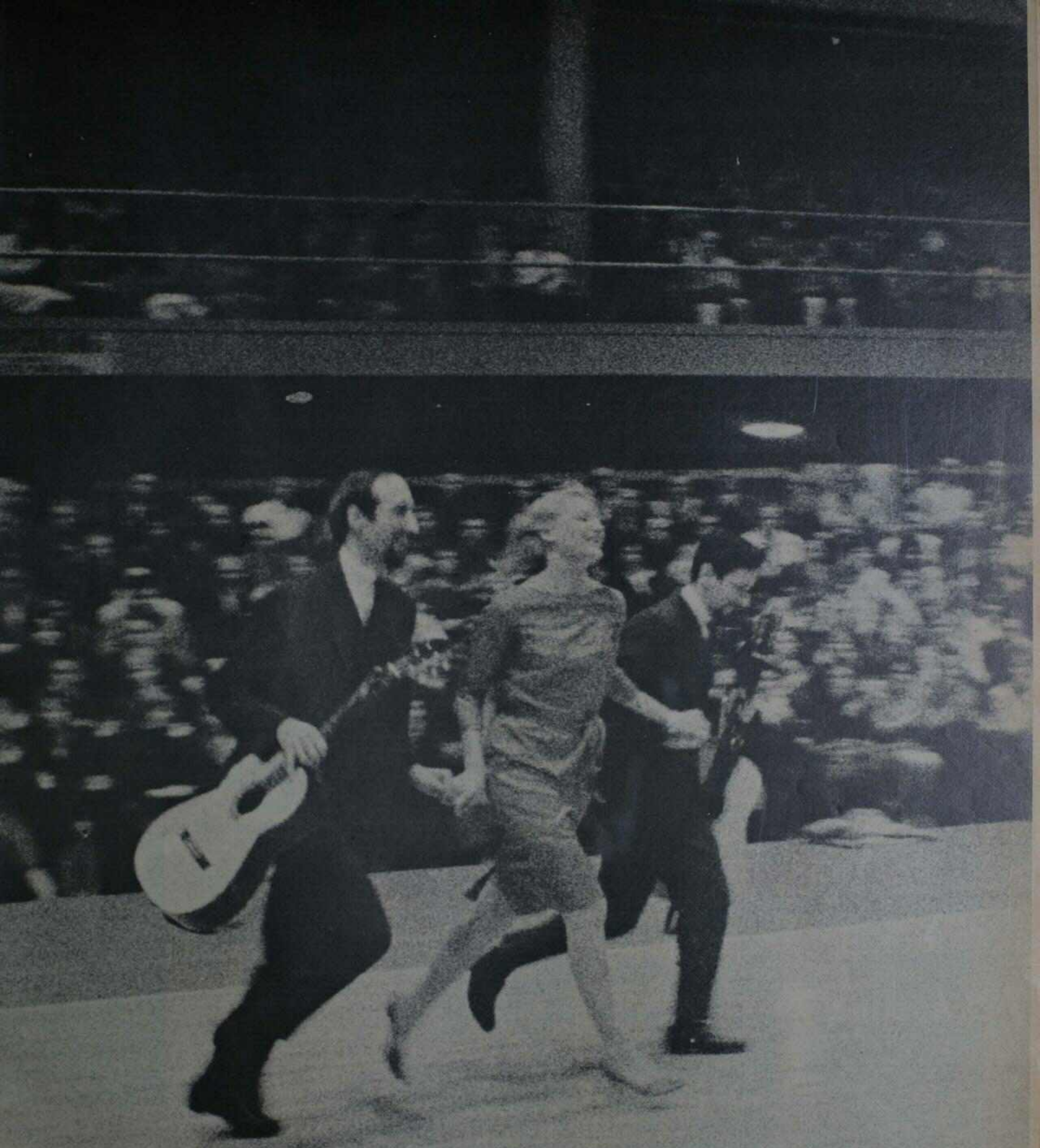
check for \$100. The over-all sum will be boosted a bit by returns from several radio stations who have not yet reported their advance ticket sales.

Among the performers who

donated their services for the benefit were Hank Thompson, Bob Wills, Dewey Groom, Ray Chaney, Wanda Jackson, Royce Smith, Devy Davenport, Billy Gray, Tony Douglas, Frankie Miller, Mack Curtis and Bill Mack. Some 1,200 people attended the performance.



DURING THEIR RECENT TWO CONCERTS in Norway, **Jim Reeves** and **Bobby Bare** were the recipients of the Norwegian Silver Disks for their hits, "Adios Amigo" and "Detroit City," respectively. The silver limit in Norway is 25,000 copies sold. The country's population is about 3,500,000 people. Reeves received his first copy of Den norske Soelvplaten (Norwegian Silver Disk) in 1961 for "He'll Have to Go." The two concerts were arranged by **Gunnar Eide** in Njorderhallen, Oslo. About 3,000 saw the shows. One of the concerts was filmed by the Norwegian government TV company, and will be shown in Norway and Sweden this summer. The Norwegian Silver Disk is presented by the government paper, *Arbeiderbladet*. Shown above flanked by Bare (left) and Reeves is Norwegian disk jockey **Erik Heyerdahl**.



THANK YOU NARAS FOR BOTH AWARDS, PETER, PAUL AND MARY

**THANKS, NARAS,
For The Grammy**

**My special thanks to Lou
Busch, Warner Bros., D.J.'s
for playing the record.**

**And also to my wife Dee for
sending the boys to camp.**

*Love,
Allan Sherman*

P.S. Next year I'm voting
for Bill Cosby.



**"HELLO
MUDDAH,
HELLO
FADDAH"**

Bobby Darin

MILORD

ATCO
6297

STEADILY CLIMBING
TO THE TOP!

SWING

The Tokens

B. T. PUPPY
#500

Nationally distributed thru
JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.

BILLBOARD'S
FIFTH ANNUAL
INTERNATIONAL
BUYER'S GUIDE

COMING
AUGUST 1
1964



ENJOY POPULAR PRICES
at our newly remodeled
1500-room,
world-
acclaimed
SHERMAN
HOUSE



Yes, everything has been newly decorated just for you and yours. And our popular prices extend even to our fabulous gourmet restaurants...

COLLEGE INN-PORTERHOUSE
Porterhouse Lounge/Grill
Well-Of-The-Sea, Celtic Cafe

Everything exciting is within walking distance. Free radio and TV. Drive-in garage parking.

No charge for children under 12.

SHERMAN
HOUSE

Clark & Randolph/Chicago/FR 2-2100



THERE'S MUCH TO SMILE ABOUT for the whole KRAK staff as they check the week's line-up of sponsors. Left to right: Judy Price, traffic manager; Jay Hoffer, station manager; wake-up man Dick Haymes; Just Plain Bill, early afternoon deejay, and (seated) mid-morning deejay, Bill Jones.

Switch to C&W Puts KRAK Among Top 3

Continued from page 14

sheet may be found in record stores within a 90-mile radius of Sacramento.

The station uses special promotion that is receiving much praise from record promotion men in the area. The deejays cut introductions to their pick hits, which are played throughout the day mentioning the label and a quickie biography on the artist.

No Hokey Poky

The KRAKmen do not go in for country or western garb or gab. Most of the air personnel come from pop stations. Dick Haynes, 6-10 a.m., Monday through Saturday, is a 15-year broadcasting veteran from KLAC, Los Angeles. Bill Jones, 6-noon, hails from KYA in San Francisco and was handling a TV show in Sacramento prior to joining KRAK. Jerry Lang, noon to 4 p.m., is a defector from a pop music outlet in Marysville.

The three deejays who have c&w backgrounds are Just Plain Bill, who shares the noon to 4 p.m. shift with Lang, who came to station from Phoenix; Cousin Walt Shaw, a member of KRLA's staff when it was a c&w station, and Duke Martin, who has handled c&w shows in Bakersfield and Minneapolis.

KRAK is among the few c&w stations that have a network affiliation. KRAK is a basic ABC outlet, relying on ABC's news and special features to round out programming.

"We have found that fans of country music are also great sports enthusiasts," said Hoffer, "and we find ABC invaluable in providing us with the important national sports coverage our listeners demand."

The station is strong on the promotion front. Last year KRAK sponsored five sellout "Country Spectaculars" at Sacramento's 4,400-seat auditorium. Two shows a day featured such artists as Johnny Cash, Hank Snow and Bobby Bare.

Run Contests

"We run contests, as an audience builder and with the public service angle in mind, too," said Hoffer. KRAK's "Pregnant Rabbit" contest, conducted in conjunction with the Easter Seal Society of Sacramento, required all contest mail from

listeners guessing the size of an expectant rabbit's litter to bear an Easter Seal stamp. The winner was awarded a table clock-radio.

As in most things, what's on the bottom line is the true barometer of success. KRAK's "Class of '64" includes local and national sponsors such as Alco, Busch Bavarian Beer, Cream of Wheat, Ford Trucks, Zane Grey Books, Langendorf Bakery, Nevada Lodge, R. J. Reynolds Tobacco, to name just a very few.

"Our sales presentation points out the fact that 40 per cent of all the records purchased in the United States are in the c&w field. It makes sense to us that these purchasers have been tuning into the stations that offer this kind of music. That's where and when we make our pitch," said Hoffer.

CCB to Buy 2 Stations

DETROIT — In what represents a \$21,000,000 deal, Capital Cities Broadcasting will purchase 50,000-watt WJR-Radio in Detroit, and WSAZ AM-TV in Huntington, W. Va., from the Goodwill Stations, Inc.

Capital Cities Broadcasting at this time owns and operates WTEN, WCDC and WROW, Albany; WKBK AM-TV, Buffalo, N. Y. (recently acquired from Taft Broadcasting); WPAT AM - FM, Paterson, N. J.; WPRO AM-FM-TV, Providence, R. I., and WTVD, Raleigh-Durham, N. C. Because the company will be over its quota of five VHF's and two UHF's, an arrangement was approved by the Goodwill stockholders whereby Detroit attorney John B. Poole and associates will purchase Goodwill's WJRT in Flint. Goodwill is to receive some \$21,000,000 for the properties, and of this total Capital Cities will pay approximately \$15,000,000 for WJR and WSAZ AM-TV. Poole and associates will be paying some \$6,000,000 for WJRT.

Top officers in Capital Cities include Frank Smith, Lowell Thomas and Tom Murphy. John B. Poole, a member of the company's board of directors and

Hayes' Musical Mmm, Good

Continued from page 14

seems to be the technique of consistency, while condensing many thoughts into one that's effective.

Hears Own Commercials

Hayes, who takes great pride in his work, gets a particular charge out of hearing his commercials on the air. "Well-made commercials are an aid to radio station programming," observed Hayes. "A creative, well-produced musical commercial may frequently compliment a station's programming rather than act as an intrusion," said Hayes.

Hayes uses all original music. Only on rare occasion will he dip into the public domain. At his side constantly (including one built into his car) is a tape recorder ready to capture an idea before it gets away.

Public Service, Too

Activities are not devoted strictly to "crass commercialism" for the production outfit turns out highly effective public service spots for radio and TV. The animated TV cartoon, for the National Safety Council, transferring the hazards of the jungle to the streets of a major city, is one of Hayes' outstanding traffic safety bits.

Commencing with the extensive coverage of the political conventions, the viewing public will be exposed to more of his handiwork: a stirring, martial musical theme lasting only six seconds, designed to back-ground NBC's new animated trademark at the beginning of all the net's convention and election coverage.

Although Hayes has never had any intention of writing music for Tin Pan Alley, as a diversion from routine, he holds a strong desire to produce a series of "A Night With"—concerts at Carnegie Hall.

chairman of its executive committee, will resign from his position and dispose of his entire stock interest in Capital Cities Broadcasting at the time of his purchase of WJRT.

WJR, which has a standard music format, is one of the few stations in the nation still airing live music. The station employs a six-piece orchestra and four staff vocalists.

WJR's vice-president and general manager is James H. Quello. Reg Merridew is program manager.

FILMING SHIFT FOR BANDST'D

HOLLYWOOD — In a new move by Dick Clark Productions, "American Bandstand" will now be filmed every other Sunday, with two of the hour-long ABC-TV shows shot each day. First two segments done on the new schedule were aired May 9 and 16.

Hal Galli, formerly of ABC-TV, has been named as the new producer of the show now being taped in Hollywood. Galli replaces Joe Bonaduce, upped to director of new enterprises for Dick Clark Productions. Bonaduce is currently prepping a presentation for a series of three-hour weekend pop music spectaculars to be syndicated through Mars, Stamford, Conn.

GOING TO THE TOP!!!

"RINGO DID IT!"

by
13-year-old
VERONICA LEE
CENTAUR #106

Just Released!
"SUMMER'S COMIN'"
INTRODUCING
BOBBY FRANCIS
CENTAUR #107

SPECIAL (LIMITED) OFFER
10 or More, 50c Each
Cash or M.O. No C.O.D.'s.
Free Strips to Ops.

DJ's, SEND FOR YOUR COPIES
CENTAUR RECORDS
82 Aldine Street
Rochester 19, New York
(716) ID 6-9512

VALERIE & NICK

"I'LL FIND YOU"

GP 3000

GLOVER RECORDS

1631 B'way, N. Y., N. Y.

New... Exciting... Sure to Climb!

THE TYMES

"THE MAGIC OF OUR SUMMER LOVE"

b/w

"WITH ALL MY HEART"

P919

THE BIG ONES ARE ON CAMEO/PARKWAY

B. B. King

with a HOT new single

"HELP THE POOR"

b/w

"I WOULDN'T HAVE IT ANY OTHER WAY"

ABC 10552

ABC-PARAMOUNT
FULL COLOR FIDELITY

Now A Single!

BEE-BOM

New Hit by
SAMMY DAVIS JR.
(Reprise)

WHEN LIGHTS ARE LOW

TONY BENNETT

(Columbia Album)
CL 2175; CS 8975

MILLS MUSIC, INC.
NEW YORK, N. Y., 10019

CUSTOM RECORD PRESSING

Mastering-Processing-Labels

POLYMAX 100% ANTI-STATIC
FACTORY CLEAN

SIDNEY J. WAKEFIELD
P. O. Box 6037, Phoenix 5, Ariz.
Direct Dial 602-252-5644

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

**Warmest Thanks
To NARAS**

HENRY MANCINI

**My Sincere Thanks, NARAS,
for the
Grammy Award**

Johnny Mercer

Style's the Thing in Consoles

By DAVID LACHENBRUCH



JUST A YEAR AGO, Sylvania's new consumer product team, headed by Robert J. Theis, showed its first stereo console line, which combined well-designed quality furniture with vastly improved sound. Next June 1, Sylvania will show where it goes from here, when it unveils its 1965 line, understood to have six more models than the current line, with upgrading in both styling and sound values.

We talked last week with Theis, who is president of Sylvania Home and Commercial Electronics Corporation, about the future of the stereo business in general, and Sylvania's part in particular. Although one of Sylvania's selling-points is "component quality," Theis' view of stereo is quite different, as might be expected, from that of his associates in the component business.

"We believe that stereo is, first of all, furniture business. We're paying far more attention now to styling detail and finish," he said. He believes furniture value provides—and will provide for some time—a "built-in kick" for stereo consoles. "There's an increasing interest in home decor and furnishing, and we're continuing to go all-out for styling."

NO MATTER how good your components are—no matter "what you put in the inside, you can't tell that story to the customer until he likes the outside." After the customer sees furniture he likes, according to Theis, then the music must finish the selling job. "The package business in the past has followed two approaches—either all cabinets with nothing inside, or all components with little attention to cabinet detail. Our new approach, which we started last year, is component quality wrapped in good furniture. We'll develop it further this year."

Sylvania's recent stress on "component quality" has led to some speculation that the company may offer its components separately. "We have no ambitions in the component field," says Theis. "We may be interested in some sort of modular systems along the route, but not this year. Whenever this comes, and whatever it is, we will still stress good packaging—not only the components."

This predicts a continuing upswing in interest in stereo. "Look at the teen-age kids today. They were raised on music—they've become addicted to it through the transistor radio. In three, four or 10 years they'll marry, set up their own households—and they'll become stereo fiends."

"Don't get the idea that young folks today don't appreciate quality. They have a good attitude. They have tremendous pride, they're not stupid, and they know what they want. They're not afraid to buy on time. In fact, there's no longer a curse on time buying. The kids today

even study budgeting and installment buying in school."

WE ASKED Theis what the dealer can do to hypo stereo sales. From his standpoint, dealer and salesman education is the most important part of the answer. "Our biggest opportunity for stereo sales is to educate and enthrall the specialty appliance dealer to sell stereo equipment. But he must understand how to sell it. After all, he's selling music appreciation. Stereo selling is a special kind of selling, a sort of low-key selling, as compared with TV. The profit potential for the dealer who specializes in stereo is terrific."

Giving a good stereo demonstration is essential. One successful demonstration idea for Sylvania has been the inclusion of headphone jacks on all middle and high-end consoles. Use of the headset in demonstrations "really makes the customer take a personal interest." Another device used in demonstrations by Sylvania is a point-of-sale display on top of each set which includes, among other things, a pack of Command records. "Nothing is worse than using an old beat-up scratchy record for a demo."

AS TO THE MUSIC and record dealer, Theis had some special advice: "Coming into his store are not only today's customers, but tomorrow's. Many dealers are far too impersonal. The consumer is getting tired of self-service handling. He's hungry for plain old common courtesy. If I were a music dealer, I'd make the kids welcome, even though it's sometimes very frustrating. It's rewarding because kids talk—they know who's the good guy and who's the bad guy. And they grow up. They want to be romanced slightly. These kids will remain loyal to the dealer who treats them with a little consideration."

Although packaged stereo sales—on an industry-wide basis—are running behind last year's pace, Theis says the better quality merchandise is selling well, and "we feel it will continue to move." He feels that the next important trend in the phono industry may be an upgrading of portable equipment. In this area, the transistor provides a real advantage—the ability to "package tighter," to put more and better electronics in a small case. The biggest mistake, however, as he sees it, is "transistors for the sake of transistors."

As a relatively low-volume stereo producer (compared with the giants) in the throes of changing its image, what is Sylvania's goal in high fidelity? "Basically, what we want is to be a stable force in the industry. We don't have grandiose ideas about our position. Our aim is a premium quality instrument at a moderate price—combined with fair play to dealers. We might not be the biggest, but we hope that, four or five years from now, Sylvania will be the most respected name in stereo."

3 New Phono Lines Feature Solid-State Circuitry

• Continued from page 1

proceeds in \$10 step-ups to \$99.95, and is topped by units at \$129.95 and \$179.95, the latter replacing a tube set which was the biggest-selling stereo unit in RCA's line last year.

In the console field, RCA has discontinued all merchandise below \$169.95. "We couldn't make the kind of instrument we'd be proud of at that price," said Bryce S. Durant, vice-president of product planning and development, RCA Sales Corporation. Units with FM start at \$249.95, FM stereo at \$279.95. All consoles in the line have wood cabinets.

Solid-state models start at \$379.95, with 120 watts peak music power (60 watts EIA). No console cabinets are narrower than four feet, and the top of the 32-unit line is an eight-speaker console with 300 watts peak power out (150 watts EIA) at \$795. Eleven RCA consoles and portables are equipped with stereo headphone jacks.

RCA Victor continues its line of tape cartridge recorders virtually unchanged—four models priced from \$99.95 to \$199.95.

Its radio line now features an FM-AM set at \$39.95, down \$10 from last year's FM starter. A five-tube AM radio is \$12.95, a new low for the company. Also introduced was a transistor radio with 3½-inch speaker, which operates on standard flashlight batteries, at \$20, said to "pay for itself" in two years through savings in batteries.

Magnavox

Magnavox introduced 19 new consoles and one portable phono-graph—all except four of them solid-state. Topping the line is a Mediterranean-styled Astro-Sonic console in pecan wood (\$695), with a new speaker system said to improve stereo sound distribution, eliminate undesirable resonances and provide truer bass. It has four exponential treble horns angled within the cabinet, and two 15-inch woofers with 56-ounce square magnets. Power output is 100 watts EIA.

Astro-Sonic solid-state models in the Magnavox line now start at \$298.50, compared with \$495 one year ago, and again are warranted for five years. Two new lower-priced solid-state

phonographs are a console at \$179.90 and a luggage-type tilt-down portable at \$139.90.

The new Magnavox models show attention to styling details, with more ornamentation, including inlaid burls, rosettes, overlay panels, patterned moldings and fretwork grilles.

Symphonic

Completely new stylings, with transistorized circuitry in all but the low-end model, marks the new 14-model portable phono line by Symphonic Radio & Electronic Corporation.

Highlights of this line are three completely new compact models. There are two "packaged modular systems" of component styling. One portable unit is finished in walnut veneers and hardwoods, uses eight transistors and two diodes, has Garrard changer and four separate speakers.

Another modular system, in three pieces, has Garrard changer and two walnut-enclosed eight-inch speakers, for placing on bookshelf or table. A drop-down "tortable" phono-graph is also in walnut, instead

Phono-Tape MERCHANDISING

BEST SELLING PHONOS • DISK DEALS
EQUIPMENT NEWSLETTER

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 BETWEEN \$81 and \$100

POSITION			BRAND	% OF TOTAL POINTS
This Issue	2/15/64 Issue	11/9/63 Issue		
1	1	1	Magnavox	33.9
2	3	6	Masterwork	10.9
3	5	5	Voice of Music (V-M)	7.9
4	4	—	RCA Victor	7.2
5	—	8	Symphonic	6.2
6	7	2	Decca	5.3
7	8	8	Webcor	4.7
8	2	4	General Electric	4.5
			Others	19.4

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.

2/15/64 Issue: Zenith (6); Motorola (9).

11/9/63 Issue: Motorola (3); Zenith (6).

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.

COLPIX—Expires May 15, 1964. Started April 16, 1964.

Nina Simone Albums (8)—buy four, get one free.

COLPIX—Expires June 26, 1964. Started April 16, 1964.

Chad Mitchell Trio (CP 411, SCP 411)—buy three, get one free. Rest of catalog—buy 100, get 20 free.

AUDIO LAB—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

KING—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

DOOTO—Expiration indefinite. Started May 23, 1964.

Buy five, get one free on all Comedy Records.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1100, 1200, 1400, 1500. 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.

Memphis Gets It's 9th Station

MEMPHIS—The city has given birth to another station, it's ninth. The new one is called WMQM, coming in at 5,000 watts. With the addition of WMQM's no contemporary

of the usual luggage-type finish, and can be wall-mounted (with special accessory bracket) or used as a table model. The speakers are housed in pull-out enclosures which are detachable.

Symphonic's console line is topped by a 66-inch-wide solid-state unit with FM-stereo-AM in a contemporary walnut cabinet.

Symphonic had not released suggested list prices at press time.

(rock 'n' roll) music format, the city is in a musical "draw."

The station joins ranks with WMC, WREC and WHER, in appealing to an audience that prefers standard and conservative music. WHBQ and WMPS are the two top-pop formatted outlets, with WDIA and WLOK featuring r&b and contemporary music. KWAM serves the market, but is licensed to West Memphis across the river.

The new outlet, owned and operated by Century Broadcasting Company, is headed by Kurt Meer of Fort Worth, owner of KCUL there. Roger May, formerly with Plough radio and WHBQ, is executive vice-president and general manager. Jay Cook, former WHBQ TV "Dance Party" host, is program director. News director is Paul Barnett, formerly with WREM, Reading, Pa.

BILLBOARD, May 23, 1964

VOX JOX

NEW ALBUM RELEASES

• *Continued from page 18*

Seasons, James Brown & the Flames, Ben E. King, Shirelles, Teri Thornton, Ruth and Maxine Brown and many others. Hal is turning all proceeds over to charity. Hosts for the spectacular are Les Prodhommes and WMCA's B. Mitchell Reed.

CHEC (Lethbridge, Alberta) had a turnout of 7,000 for their "Lucky Buck Days" talent show which climaxed with CHEC deejays Jim Elliott, Rod Phillips and R. K. Legge being dunked into the CHECK tank.

The "Assembly Line" show, hosted daily by Floyd Rysel on WHHH (Warren, O.) has been selected to receive an award of distinction in the Gold Quill SDX Award program, sponsored by American Association of Industrial Editors. On the air mornings at 6:05, the show is sponsored by Packard Electric Division of General Motors.



Lark Angela Martin goes to bat for the "Good Guys," recently at New Jersey's Palisades Amusement Park. WMCA's deejays are currently hosting live stageshows featuring top recording stars at the park, every Sunday, 2-3 p.m.

SEGUE

Lee Alan, WXYZ (Detroit) leaves 7:15-midnight show to set up his own promotion and programming service. . . . Bill

Cerri joins WHFS FM-Stereo (Bethesda, Md.) for new M-T evening jazz show. . . . Tiny Markle moves into morning slot at WNBC (New Haven). The station adds Jack Bell for 3-6 p.m. show. . . . Deano Day to WFLA (Tampa-St. Petersburg) for 6-9 a.m. show. . . . Paul Williams leaves air at KNUZ (Houston) to become member of sales staff. . . . Dan Leonard, WNDR (Syracuse) deejay and manager of Three Rivers Inn, Central New York nightspot, joins WOLF, that city in 6-8 p.m. time slot.

VIP APPOINTMENTS: Jim Clawson joins KUDE (Oceanside, Calif.) as program director. . . . Robert D. (Bob) Gordon, assistant general manager of WCPO station (Cincinnati) named general manager, replacing M. C. Watters, who will continue as a VP and director of the parent Scripps-Howard Broadcasting Company. . . . Lee Gray joins WTRY (Albany-Schenectady-Troy) as program manager. . . . Roy Brown, WECL (Eau Claire, Wis.), appointed program director. . . . John Bennett named program director of New Jersey's newest full-timer, WRAN (Dover), expected on air in mid-June. . . . Jerry Sanders, air personality and sports director, upped to program director of WFBL (Syracuse). . . . Jim Davis, assistant program manager WBT (Charlotte), elevated to program chief replacing Wade St. Clair, who resigns to take a permanent post with NASA.

Allan Brown, 59, formerly with WICC (Bridgeport, Conn.) died May 7 in Grace-New Haven hospital. Brown, who was the husband of Lydia Wells, WNAB (Bridgeport) air personality, had been a deejay with WILI (Willimantic) and WINY (Putnam) since Feb., 1963.

Louis J. Fosse, WREC announcer for 26 years, died (6) while on duty at the station's Memphis studios. He was 54.

The 2-year-old son of KPRC (Houston) deejay, Bill Calder, drowned April 14 when he fell in a swimming pool at the Calder's apartment.



JACK JONES, Kapp recording artist, receives Billboard trophy for the Most Promising Male vocalist of the Year, according to a poll of the nation's disk jockeys. Making the presentation is Aaron Sternfield, Billboard editor. Kapp executives Al Cahn (left) and Mickey Kapp (right) look on.

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

ABC-PARAMOUNT	MONITOR
ORIGINAL CAST—Cindy: ABC-OC 2, ABCS-OC 2 M 5	BEETHOVEN: Richter: Plays Beethoven/Gilels Plays M 5
ART	SCARLATTI: MC 2060
LUCHO AZCARRAGA AND HIS "CONJUNTO"—Golden Anniversary of the Panama Canal: ALP 2009 (S)	VARIOUS ARTISTS—Russian Folk Songs, Vol. 5: MF 414 (M)
ATCO	VARIOUS ARTISTS—Russian Popular Hits, Vol. 4: MP 59B (M)
LEON YOUNG STRING CHORALE—Liverpool Sound for Strings 33-163, SD 33-163	MGM
ATLANTIC	BAYTOWN SINGERS—Wanderin': E 4221, SE 4221
THE ART FARMER QUARTET featuring JIM HALL—"Live" at the Half-Note: 1421, SD 1421	BIG STEVE & HIS POLKA BAND—Music for a Polish Wedding: E 4175, SE 4175
HERBIE MANN—Latin Fever: 1422, SD 1422	MICHAEL HARTOPHILIS & HIS ORK—Music for a Greek Wedding: E 4179, SE 4179
BOMBAY	LENNY KAYE & HIS ORK—Music for an Irish Wedding: E 4176, SE 4176
VERA SANFORD—Ten Minutes to Midnight: 1515 (S)	LENNY KAYE & HIS ORK—Music for an Italian Wedding: E 4178, SE 4178
COMMAND	LENNY KAYE & HIS ORK—Music for a Jewish Wedding: E 4177, SE 4177
ROBERT DE CORMIER FOLK SINGERS—Dance Gal—Gimme the Banjo: RS 865, RS 865 SD	Theme from "Mr. Novak" and other High School Themes: E 4222, SE 4222
CONSOLE	VARIOUS ARTISTS—The Very Best of Berlin: E 4240, SE 4240
PAUL MICKELSON—Day Is Dying in the West: CS 6001 (S)	VARIOUS ARTISTS—The Very Best of Gerstwin: E 4242, SE 4242
CONSTELLATION	VARIOUS ARTISTS—The Very Best of Jerome Kern: E 4241, SE 4241
The Greatest Hits of GENE CHANDLER: LP 1421 (M)	VARIOUS ARTISTS—The Very Best of Lerner & Loewe: E 4243, SE 4243
CRESCENDO GNP	VARIOUS ARTISTS—The Very Best of Cole Porter: E 4244, SE 4244
JOE AND EDDIE Vol. 4: GNP 99 (M)	VARIOUS ARTISTS—The Very Best of Rodgers & Hart: E 4238, SE 4238
DON PARMLEY/BILLY STRANGE: 5 String Banjo/12 String Guitar: GNP 98 (M)	VARIOUS ARTISTS—The Very Best of Sigmund Romberg: E 4230, SE 4239
The Best of GENE TOUZET: GNP-2000	NASHVILLE
ELEKTRA	VARIOUS ARTISTS—Old Time Religion: NLP 2003 (M)
THE IAN CAMPBELL FOLK GROUP: EKL 268, EKS 7268	VARIOUS ARTISTS—The Stars and Hits of Country Music: NLP 2012 (M)
JEAN CARIGNAN: EKL 266, EKS 7266	NONESUCH
THE CHRISTIAN TABERNACLE CHURCH—Swing "Hallelujah": EKL 270, EKS 7270	BACH: Magnificat in D/Cantata No. 51; Various Artists: H 1011 (M); H 71011 (S)
FANTASY	HANDEL: Four concertos with Oboe and String Orchestra; Orchestra of Cento Soli (Bernard): H 1013 (M); H 71013 (S)
JOAN BAEZ in San Francisco: 5015 (M)	HAYDN: Symphonies Nos. 6, 7 and 8; Chamber Orchestra of the Sarre (Ristenpart): H 1015 (M); H 71015 (S)
IMPERIAL RECORDS, INC.	VARIOUS COMPOSERS: Court and Ceremonial Music of the 16th Century; Roger Blanchard Ensemble with the Poulteau Consort: H 1012 (M); H 71012 (S)
THE WAILERS—Tall Cool One: 9262, 12262	VARIOUS COMPOSERS: The Legacy of the Mannheim School; Chamber Orchestra of the Sarre (Ristenpart): H 1014 (M); H 71014 (S)
IN	PARKWAY
ROD MCKUEN—Seasons in the Sun: 1003 (M)	PATTY LABELLE and her Blue Bells on Stage: P 7043 (M)
LEMCO	RCA VICTOR
BEN STORY Sings Hootenanny Favorites: LLP 601 (M)	FRANKIE CARLE, HIS PIANO AND ORK—12 Double-Barreled Hits of '64: LPM 2915, LSP 2915
LONDON INTERNATIONAL	RITA PAVONE: LPM 2900, LSP 2900
MICK MICHEYL at the Casino de Paris: TW 91338, SW 99338	SILVERBELL
Presenting KATHLEEN WATKINS: TW 91337	FRANK WOJNAROWSKI AND HIS ORK—Goralu Goralu: 10165 (M)
LONDON INTERNATIONAL	STARDAY
VARIOUS ARTISTS—Japanese Koto: TW 91336 (M)	THE BLUE SKY BOYS—Precious Moments: SLP 269 (M)
MAURICE LARCANGE & ORCH.—When We Were in France: TW 91334, SW 99334	VARIOUS ARTISTS—Big "D" Jamboree: SLP 264 (M)
VARIOUS ARTISTS—When We Were in England: TW 91335, SW 99335	VARIOUS ARTISTS—The Wonderful World of Country Music: SLP 270
VARIOUS ARTISTS—When We Were in Italy: TW 91333 (M)	SUPREME
	JOYCE LANDORF—Peace Through the Lord: SS 2014 (S)
	HELENE LANDRUM AND JOSEPH BELLESI—I've Discovered the Way: SS 2003 (S)
	*See Disk Deals for Dealers

WITH THE COUNTRY JOCKEYS

• *Continued from page 18*

ma Lee and Stoney Cooper on Mercury; "Let the Tears Begin," by Jerry Wallace on Mercury; "Satisfied Mind," by Bruce Channel on Melody, and "Let the Tears Begin," by Johnny Bond on Starday," to write in for copies on their station's stationery.

Country deejays needing a copy of a bluegrass version of the Howard Vokes tune, "Tears at the Grand Ole Opry," are invited to write the artists, the Justice Brothers, at 2709 Dolby Drive, Columbus, Ohio. The tune was made popular by Wanda Jackson a few years back and has since been covered by five other country artists. . . . In need of new country releases are Tommy Sutton, WARO, Canonsburg, Pa.; Buddy Williams, WEDO, McKeesport,

Pa.; Roy Scott, WPIT, Pittsburgh, and Jimmy Walker, WEEP, Pittsburgh. The lads spread the country sounds daily in the Pittsburgh sector. . . . Record promoter Little Richie Johnson, Box 3, Belen, N. M., has available deejay copies of "I Don't Want You This Way," by Margie Singleton; "Old Pipeline," Red Sovine; "Stay on the Ball," Lawton Williams; "I'd Rather Be Sorry," Patti Page; "Be Quiet Mind," Ott Stephens, and "Please Help Me Believe," Charlie Phillips. Write Richie on your station letterhead.

Marty Martin is now handling all country music over K-GEM-Radio, Nampa, Idaho. Pete Brown recently left that station. . . . Marshall T. Pack has purchased WCKI, Greer, S. C., and is featuring a full format of country and gospel music. Pack

promises that all country and gospel releases received will be pushed hard. He invites artists playing the territory to drop by for promotion interviews, and says he can also use tape promotions.

WWRL's Montague

• *Continued from page 14*
radio stations. His personal theme song has sold more than 7,000 copies in this area. Montague is seeking his place in the sun. He admits his aim is not to be a great Negro disk jockey, but a great disk jockey. Backed up with uncanny showmanship, savvy and the knowledge, "more white people buy more blues than the Negro—'cause they have more money," Montague, in little more than a year at WWRL, is parlaying himself into a position as one of the most influential air personalities this city has seen in a long time.

Ordinance Puts Damper On NYAVA Convention

By AARON STERNFIELD

SWAN LAKE, N. Y.—Despite the bright skies, summery weather and plush setting at the Stevensville Lake Hotel, few of the nearly 300 vending machine operators, distributors, suppliers and manufacturer representatives managed to completely relax for

the annual outing here last weekend (8-10), of the New York Automatic Vending Association.

New York State vending machine operators are worried for the first time about the possibility of facing what amounts to per-machine taxes by municipalities, even though the municipalities have no statutory authority to levy such taxes.

Licensing Ordinance

NYAVA, meeting here concurrently with the New York Bulk Vendors Association, devoted a major portion of its business session Saturday (8) to a licensing ordinance passed by the Buffalo City Council.

The ordinance, passed by an 8 to 7 vote, provides that soda machines be licensed at \$2 each, coffee machines at \$3 each, and novelty machines vending 5-cent and 10-cent capsules, toys and toilet articles be licensed at \$10 each per year.

The impact of the Buffalo ordinance has been felt by vending machine operators in the entire State. No municipality has the authority to levy taxes on vending machines. They do,

however, have the authority to license the machines.

Statewide Threat

Consensus is that if the action of the Buffalo City Council is not nullified in the courts, or if it is not revoked by the city council itself, the floodgates will open for per-machine taxation under the guise of licensing.

Harold Folz, NYAVA president and a partner in Folz Vending, told members of the New York Bulk Vending Association how the Buffalo battle was lost.

He explained that sentiment on the city council has been 8 to 7 against the measure, but that one vote had switched at the last minute.

Failed to Organize

Folz said that the 80 operators in the Buffalo area had known of attempts to pass the licensing measure for four years, but had failed to organize until after the measure had passed. The organization, formed last week, is called the Vending Association of Western New York.

Dick Funk, counsel for the National Automatic Merchandising Association, pointed out that the measure gives the Buffalo director of licenses complete power to deny licenses without cause.

He said the bill—which appears to fly in the face of the lack of taxing authority by municipalities—“stands an excellent chance of being declared unconstitutional in court.”

Kreutzer Approach

Stanley Kreutzer, NYBVA counsel, suggested a different approach. He said that while a

(Continued on page 46)

Bulk Banter

Catskill Capers

Members of the bulk vending industry turned out in force for the annual combined outing of the New York Automatic Vending Association and the New York Bulk Vendors Association at the Stevensville Lake Hotel in the Catskill Mountains last weekend.

Harold Folz, NYAVA president, was presented a plaque for his two years at the helm of the trade group. His brother, Roger Folz, heads the NYAVA, and presided at that group's meeting. The brothers operate one of the nation's largest bulk vending operations, with headquarters at Oceanside, N. Y.

Out-of-State brass at the outing included Jane Mason, Leaf Brands, Chicago, representing the National Vendors Association; Carmen D'Angelo, Cramer Gum Company, Boston, and Les Hardman and Mrs. Margaret Kelly, Penny King, Pittsburgh.

Distributors Moe Mandell, Northwestern Sales & Service, and Manny Greenberg, Buymore Vending, were on hand to greet the operators. . . . Art Bianco was busy receiving congratulations for being named Operator of the Year by the NVA. . . . Dave Mark drove in from Passaic, N. J., too late for the opening night festivities, but in time for the Saturday show.

Among the more active sportsmen in the bulk operator roster were Lou Ellis (who also shone on the dance floor) and Hy Berman.



NORMAN WEITZMAN (right), vice-president and design engineer of Oak Manufacturing Company, Los Angeles, and Herb Goldstein, Oak's director of sales and merchandising, load a new Vista machine and Futura stand into Oak's private twin engine plane for a person-to-person show for distributors. Weitzman piloted the plane on a tour from Miami through Virginia, North Carolina, Ohio, Kansas, Nebraska, Texas and finally back to California. The tour was made to present the product directly to distributors who were unable to attend the National Vendors Association convention in Miami.

Tucson Area Switches To Nickel Machines

TUCSON, Ariz.—A sharp trend toward replacement of penny machines, even in locations near schools, has become evident in Tucson in early 1964. Five-cent machines are now standard at almost every location.

In most instances, operators have done away with 1-cent vending except for ball gum—changing jelly-bean, candy corn, bridge mix, and general confections from 1 cent to 5 cents overnight.

Several factors have prompted the switch, according to Jerry Milsap, an operator with more than 15 years' experience in bulk vending through the Tucson area. One is constantly rising costs, which meant that 1-cent portions had to be cut so sharply that they represented a serious goodwill problem, particularly where youngsters were accustomed to getting a larger amount for every penny.

Another is the almost complete disappearance of 5-cent candy bars from conventional vending outlets throughout the area. This to the point that the customer who has 5 cents to spend can usually find nothing but a roll of mints, or a package of gum.

As expected, location owners have put up some objection, pointing out that many penny vendors, located near cash registers in stores, have proved ideal for using up pennies received in change.

Milsap has solved the problem, at least in retail store locations, by carrying extra rolls of nickels. In servicing every location he issues as many rolls as a cashier or store owner can handle to make sure that plenty

of nickels are always on hand.

Another reason for the 5-cent switch was an excellent tourist season during the 1963-1964 winter. Tucson broke all records for winter visitors, most of them already accustomed to 5-cent vending. They were ready to spend nickels instead of pennies for peanuts, jelly-beans, candy corn and other sweet mixes.

The transaction count, of course, has fallen off in most spots where a nickel is now required instead of a penny, but profits are up as much as 25 or 35 per cent. Most Tucson operators have rearranged their route-service programs to permit visiting locations two and three times as often, because of quicker emptying of machines. But in view of the greater return, there is no objection.

BIG SAVINGS ON BALL AND VENDING GUMS

SAME LOW PRICES CONTINUED

Direct Low Factory Prices

Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size . . .	30 1/2 lb.
Chicle Ball Gum, 130 ct. . .	38 1/2 lb.
Clar-o-Vend Ball Gum . . .	43 1/2 lb.
Clar-o-Vend Chicks, 320 ct. . .	43 1/2 lb.
Chicle Chicks, 320 & 520 ct. . .	39 lb.
Bubble Chicks, 320 & 520 ct. . .	31 1/2 lb.
Tab (short stick), 100 ct. . .	40c box
5-stick Gum, 100 packs . . .	\$2.00

F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS

39 years of manufacturing experience
4th & Mt. Pleasant
Newark, N. J. 07104

You count more with OAK!

oak

MANUFACTURING COMPANY, INC.
13411 Knapptonbridge Ave., Delano City, California

SELECTORAMA®

Write for details, color circular and prices, or contact your Distributor.

VICTOR VENDING CORP.
5711 W. Grand Ave., Chicago 39, Ill.

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

10c, 25c and 50c Operation

Vends flat packs up to 1/2" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Seal rate coin box.

For Details and Prices Write, Wire, Phone Today.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Pops, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
President 2-2900

REVOLUTIONARY NEW DISPLAY FRONTS FOR PENNY MACHINES

Over 23 different assorted bags, each with free display front.

FREE Illustrated Sheets on all Feature Charms, Kings and Bulk Charms.

The PENNY KING Company

2534 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

1c-5c ATLAS MASTER VENDOR

ACORN—The World's Most Profitable Vendors!

We have the largest variety of all types of Acorn vendors in stock.

WE HAVE 'EM IN STOCK!

THE HOTTEST ITEMS AROUND

TROLLS	\$38.00 per M
BALLERINA TROLLS	\$38.00 per M
BEATLE MIX	\$38.00 per M

(Soft Rubber Beetle Plaques and Beetle Key Chain Plaques)
Include postage with order.

RAKE COIN MACHINE EXCHANGE
1314 W. Girard Ave., Philadelphia, Pa.
C-Enter 6-4492

Running Water Makes L. A. Serviceman's Runs Smoother

By SAM ABBOTT

LOS ANGELES—When William E. (Bill) Coombs, 23, in bulk vending for eight years, went out to service his route, it seemed that he needed everything, including the kitchen sink. So—he now takes along a kitchen sink.

Coombs has equipped his compact panel truck with a 15-gallon water tank and a 12x12 sink. The water supply is sufficient for a long haul, but it can be replenished at any gasoline service station. Coombs uses the water to clear smudges off globes, to clean globes and apply decals.

"I suppose the main thing," Coombs said, "is that it complies with a Los Angeles health law requiring running water in

a service vehicle. The law also requires that the spare tire and tools be separate and away from merchandise." Coombs carries these in the air conditioned cab.

Working Area

The water supply and the sink are in the back of the truck, giving Coombs a working area. Here, also, are spaces for collections, spare globes and parts. The portable shop is just about complete—and it provides working conditions almost equal to those in the shop, where Coombs spends two or three days and three days on the route.

Coombs handles one of the two trucks in the operation established by his father, Preston Coombs, 22 years ago. It is one of the largest in the area, covering Los Angeles County with the fringes of Ventura, Orange, San Bernardino, and Riverside counties, adjoining. Most of the locations are in chain markets, where the operator vends peanuts, ball gum, pan candies, capsules, BB's, jelly beans and the unusual items from penny machines, which constitute 75 per cent of the operation. The remaining 25 per cent is divided

CBVA Holds Convention June 13-14 in S. Carolina

MYRTLE BEACH, S. C.—Bulk vending operators from North Carolina and South Carolina will meet at the Ocean Front Hotel here June 13 and 14 for the annual convention of the Carolina Bulk Vendors Association.

Eight manufacturers will send representatives and set up displays. Industry leaders scheduled to attend include Jane Mason, Rolfe Lobell and Leo Leary, Leaf Gum, Chicago; Mrs. Margaret Kelly, Penny King Company, Pittsburgh; Carmen D'Angelo, Cramer Gum Company, Boston; Bill Falk, Knight Toy and Novelty Company, Freeport, N. Y.; Bob

Guggenheim, Karl Guggenheim, Inc., Jamaica, N. Y.; Meyer Abelson, Oak Sales Company, Miami, and Don Mitchell, counsel for the National Vendors Association, Chicago.

President Jack W. Thompson, Charlotte, N. C., said that the agenda will include question-and-answer sessions covering local and federal taxes, commissions and getting locations.

Thompson said that double rooms, including breakfast and dinner, are \$25 per couple per day. Reservations may be made through the Carolina Bulk Vendors Association, Route 3, Box 316, Charlotte, N. C.

BULK BANter

Pacific Patter:

Dave Slivkoff, Civic-Ven, Alhambra, made his usual Monday morning visit to Acme Vending for supplies, parts and new machines. He is continually expanding. . . . John Lopez, part-time operator in Los Angeles, picked up a few machines at Acme. . . . Ted Werner, Rainbow Vending, reports that business is good. He is just back from a road trip to install and service machines in the Moro Bay area. He is now operating as far north from Los Angeles as Salinas.

Leon Tetlow, San Diego Nut Company, was a recent Acme visitor. . . . Preston Coombs and his wife just returned from two weeks in Acapulco, Mexico. . . . Bob Biro, who sold his route to Slivkoff, is still in contact with the business and stopped off at Acme for an unofficial visit.

Bob Feldman, Acme, is a ham radio operator. Call letters are WA6NEX. He has made contacts all over the world and recently talked to Ray Grenier, Northwestern, on his set at his home in Mt. Morris, Ill. . . . Bert Spivack, Ber-Ann Vending,

is retiring from the business. He will enter another field.

Clarence Kettle and his wife were in Los Angeles at Acme, buying for their operation in and around Port Huememe. . . . Lew Feldman, Acme, reports that the new John F. Kennedy ring, a Penny King product, is selling far above expectations. . . . Al Vogel is a new operator. . . . Bill Evangeloff is showing the new Victor Selectorama. . . . Bob Norling, general manager of Victor Vending Corporation, was in Los Angeles a few weeks ago to attend his brother's funeral.

Harold Probasco, Harby Industries, manufacturer of the King Koin line in Van Nuys, reports that the machines were well received at the NVA show. Orders are now being filled, with addition of personnel and over-time work shifts. Probasco made a trip through East and Southeast following the show and just returned from a business trip to San Francisco. He announced that Manny Greenberg has been named Eastern sales representative and Cromer's P-Nuts, Columbia, was appointed for South Carolina. SAM ABBOTT

Penny King Co. Offers New Mix

PITTSBURGH—The Penny King Company is marketing its new Rocket Mix No. 7. In bags of 500, with display front included, the mix contains metal charms on watch chains in rocket capsules; dog, zodiac, animal and princess rings; dice, bugs and assorted miscellaneous charms. Penny King also calls attention to its assortment of baseball charms.

about equally between nickel and dime items.

Preston Coombs started the bulk operation in 1942, associated with Jack Ott. Today, his son, Bill, handles one truck and Gus Vinci, who has been with Coombs for nearly 15 years, the other. The operation is an extensive one with runs completed every 21 days. It was started with approximately 200 machines and the number now is about 10 times that figure.

Bill Coombs lives in Santa Susana, about 50 miles from the shop. As he services machines in the northwestern end of the county, he hits these with a supply of service head and merchandise. He said that he likes living in the Simi Valley because "it is a good place to raise children." He has two sons, Howard, 5, and Jackie David, 3½.

Young Coombs is slated to take over his father's operation in a couple of years. When he does, he will move up in a field into which he was born.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10-Ct. 1c Tab Gum Mach.	18.00
N.W. Model 233, 1c Porc. Con- verted for 100 ct. B.G.	6.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorn 8 lb. Globe	10.50

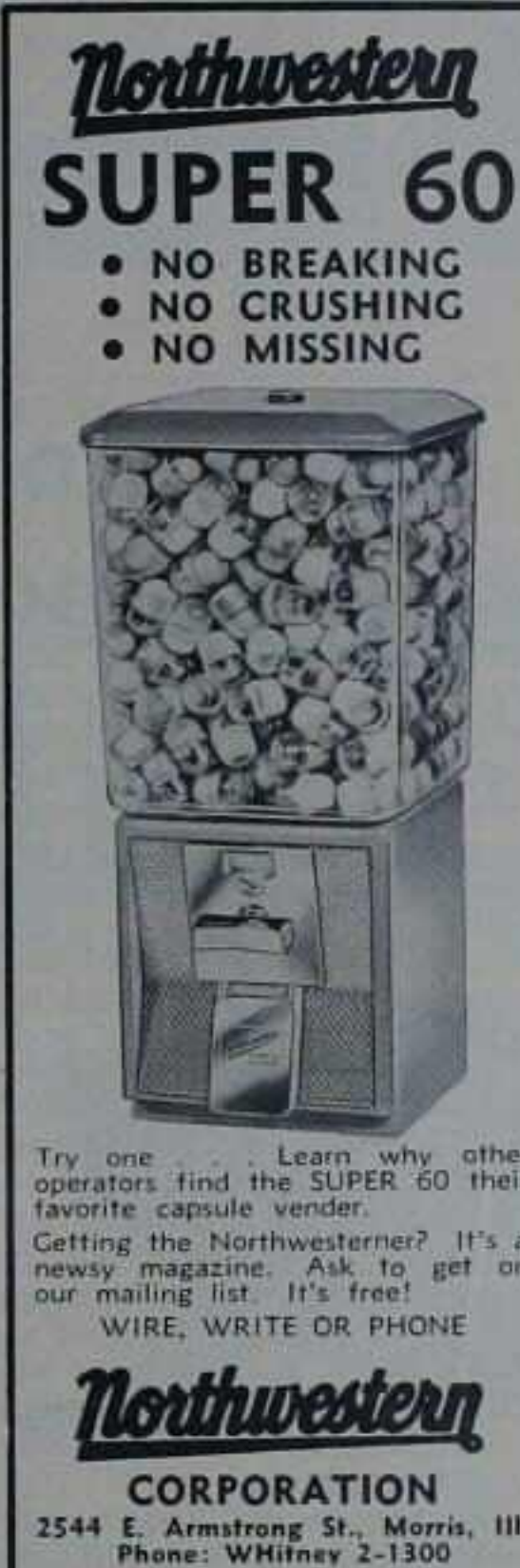
MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	\$.73
Pistachio Nuts, Jumbo Queen, White	.66
Pistachio Nuts, Large Tulip	.71
Pistachio Nuts, Vendor's Mix	.64
Pistachio Nuts, Shell, Red	.59
Cashew, Whole	.70
Cashew, Bults	.67
Peanuts, Jumbo	.32
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.32
Bridge Mix	.36
Boston Baked Beans	.32
Jelly Beans	.45
Licorice Gums	.32
M & M, 500 ct.	.42
Hershey-ets	.48

Rain-Bio Gum, 72 ct.	\$.32
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Bio Ball Gum, 100 ct. 300 lb. minimum prepaid on all Rain-Bio 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.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY on the New Northwestern GOLDEN 60



Northwestern SUPER 60

- NO BREAKING
- NO CRUSHING
- NO MISSING

Try one. Learn why other operators find the SUPER 60 their favorite capsule venter.

Getting the Northwestern? It's a new magazine. Ask to get on our mailing list. It's free!

WIRE, WRITE OR PHONE

Northwestern CORPORATION
2544 E. Armstrong St., Morris, Ill.
Phone: WHitney 2-1300



This "all product" venter is truly the most versatile on the market. Handles ball gum, charms, capsules, all nuts and any small bulk products without breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 1c, 5c, 10c or 25c Mechanisms

Stamp Folders, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

Say You Saw It in Billboard

KG KRAZY TROLLS

HOTTEST 10c CAPSULE ITEM EVER!!

This Is the Original!
This Is the Best!

Packed 250 to a bag with FREE DISPLAY

\$38.00 PER THOUSAND

AT YOUR NEAREST KG WAREHOUSE OR DIRECT FROM . . .

KARL GUGGENHEIM

156-07 Archer Ave., P.O. Box 510,
Jamaica 31, N.Y. 212 RE 9-5433

Northwestern

for THE SUPER SIXTY VENDOR

100-Count Ball Gum



No matter what your bulk vending requirements might be, we can serve you.

A complete stock of machines, merchandise, parts and supplies is always available.

Write for complete list of prices.

H. B. HUTCHINSON, JR.
South East Warehouse for Leaf Brand Gums
1784 N. Decatur Rd., N.E., Atlanta 7, Ga.
Phone: DRake 7-4300

Vending Headquarters for VICTOR

The Most Complete and Finest Line of Bulk Vendors

NEW SELECTORAMA®

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, V, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units. Double or triple your sales with this great vendor. Write for further details, color circular and prices. Large Stock of Vendors—Parts and Merchandise. Write for Prices.

BITTERMAN & SON
Member National Vending Machine Distributors, Inc.
4711 E. 27TH ST. KANSAS CITY 27, MO.
Phone: WA 3-3900

Vending Headquarters for VICTOR

The Most Complete and Finest Line of Bulk Vendors

NEW SELECTORAMA®

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, V, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units. Double or triple your sales with this great vendor. Write for further details, color circular and prices. Large Stock of Vendors—Parts and Merchandise. Write for Prices.

GRAFF VENDING SUPPLY CO., INC.
2817 W. DAVIS ST. DALLAS, TEXAS

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum—Charms Vender (as illustrated) as well as other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:

KING & COMPANY
2700 W. Lake St. Chicago 2, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1c Tab Gum; 5c Package Gum; Spanish Nuts; Virginia's Red Skin; small Cashews; small Almonds; Mixed Nuts. all in vacuum pack or bulk; Panned Candies; 1 Hershey's 320 count and 500 count Candy Coated Baby Chicks; Leaflets; Coin Wrappers; Stamp Folders; Sanitary Napkins; Sanitary Supplies; Route Cards; Charms; Capsules; Cast Iron Stands; Wall Brackets; Retractable Ball Point Pens; new and used Venders. Write to King & Co. for prices and our new 12-page catalog.

COIN MACHINE news

Most of Game Manufacturers To Exhibit at MOA Convention

CHICAGO—Most of the major amusement machine manufacturers will exhibit at the annual Music Operators of America convention here Oct. 14-16.

Manufacturers met recently with Fred Granger, MOA executive director; Lou Casola, MOA president, and Clint Pierce, MOA vice-president, to inspect exhibit facilities at the Hotel Sherman and to select their exhibit spaces.

Game manufacturers who will exhibit include Bally, Midway, Patterson, Southland, United, Williams, American Shuffleboard, Fischer, Chicago Dynamics, Duncan Sales and Valley. All the above named firms were represented at the meeting.

The four juke box manu-

facturers—Rock-Ola, Rowe AMI, Seeburg and Wurlitzer—have agreed to come in for the second straight year.

Also, two record labels—Columbia and Capitol—said they would participate.

Granger said that exhibit space is nearly sold out, but there is still room for some record company exhibitors. Some 60 exhibitors have signed up for space.

All game exhibits will be housed in one room; music machine and record company exhibits in another.

With the convention more than five months away, the selling of exhibit space is progressing at a faster rate than for any previous show.

For the second straight year,

the MOA convention will be held in the same city, and timed prior to the National Automatic Merchandising Association's show. The theory is that many operators with vending routes prefer to attend both conventions without making two trips. Also, the timing cuts down on the expense for exhibitors who want to display at both conventions.

In 1965, NAMA will meet in Miami. MOA will survey exhibitors at the 1964 convention before making a recommendation on the 1965 show. In the past, some exhibitors have balked at going to Miami because of the expense and because Chicago generally outdraws Miami in operator attendance.

Bally Pinball Games Give World a Razzing

CHICAGO — Mad World, Bally's latest two-player pinball game, has some hilarious tongue-in-cheek satire on the current world scene. The backglass has no less than:

A little man in fur cap and Cossack boots sitting on the horn of a crescent moon, peering at the "Mad World" through a spy glass.

The moon, covering its eyes in dismay.

A spaceman preparing to blast off with toy balloons as the rocket power.

A top-hatted "capitalist" reading the "Wild Street Journal," while a scrub-woman reads the ticker-tape.

A blue-haired luscious lady discharging a fire extinguisher at a wolf in wolf's skin.

These and a host more, produce an almost Rube Goldberg-like effect that is also picked up on the playfield.

According to Bill O'Donnell, Bally president, the play appeal is as refreshing as the art. He describes a new "Free-Ball Alley" as the strongest carry-over idea ever built into a two-player game.



MAD WORLD

A ball shot through the Free-Ball gate remains in the Free-Ball alley from player to player, game to game, inching closer and closer to final escape. Players in dual competition cash in on each other's skill, and if they quit with a ball in the alley, other players can try for a left-over ball.

O'Donnell said that one European distributor has already placed an order for 1,000 games.

Hearing on Juke Box Bill Hits Snag: Celler at Geneva Parley

WASHINGTON—The Celler bill to end juke box exemption from performance royalty hit a snag last week, but is believed to be only a temporary one. A scheduled May 12 hearing by the House Rules Committee on the bill was canceled because Rep. Emanuel Celler, author of the bill and chairman of the House Judiciary Committee which reported the bill out, was in Geneva attending an inter-governmental conference. Rep. Edwin Willis (D., La.), chairman of the Copyrights Subcommittee, who also voted for the bill in a reversal of his traditional stand on this legislation, was also out of town.

Both chairmen were expected to return this week, and the Rules Committee is expected to set up another date for the hearing on the juke box bill, when the Judiciary and Copyrights Subcommittee chairmen can testify. Rep. Roland V. Libonati (D., Ill.) and Rep. Byron G. Rogers (D., Colo.), who issued a strongly dissenting minority report on the Celler bill in July, 1963, when it was reported out by a majority, both plan to testify when the Rules Committee sets a new hearing date.

Customarily, Rules Committee hearings act as a super traffic director, assigning priorities and rules of debate under which legislation will be voted upon in the House. But the Rules Committee can also vote to deny the bill entry to the floor for vote. When this happens, it takes almost superhuman campaigning by the bill's proponents to get a reconsideration of the negative vote by the Rules Committee. The only other alternative is the rarely successful attempt to get the bill discharged out of Rules by petition. This requires signatures of a majority of House members—some 217 of present membership of 435.

When Representative Libonati argues against green light for the Celler bill, he will probably repeat his argument that the House Judiciary committee actually held no hearings on the present bill to end the performance roy-

alty exemption for coin-operated music in the 1908 Copyright Act. Libonati said in his dissent that the bill "subjects operators to unlimited liability"—whereas the hearings were held on an earlier Celler bill which would have set limits on performance royalty collections (tentative figure was \$5 per box per year).

After hearings on the limiting version of a juke box royalty bill, the Copyrights Subcommittee abruptly decided to vote out the revised bill to kill the performance exemption, and require location owners to reveal the identity of the owner of the juke box on demand from controllers of the musical copyright—ASCAP, BMI or individual copyright owner.

Representative Rogers protested this angle. He said penalty for ignoring the request would subject location owner to \$250 and attorney fees and, in the case of a 100-play box, the amount would be multiplied by 100. Rogers also said the bill subjects music operators to \$250 infringement fines and attorney fees "when no damage has been

MOA Making Parley Changes

CHICAGO—Music Operators of America is incorporating several innovations in its fall convention procedures.

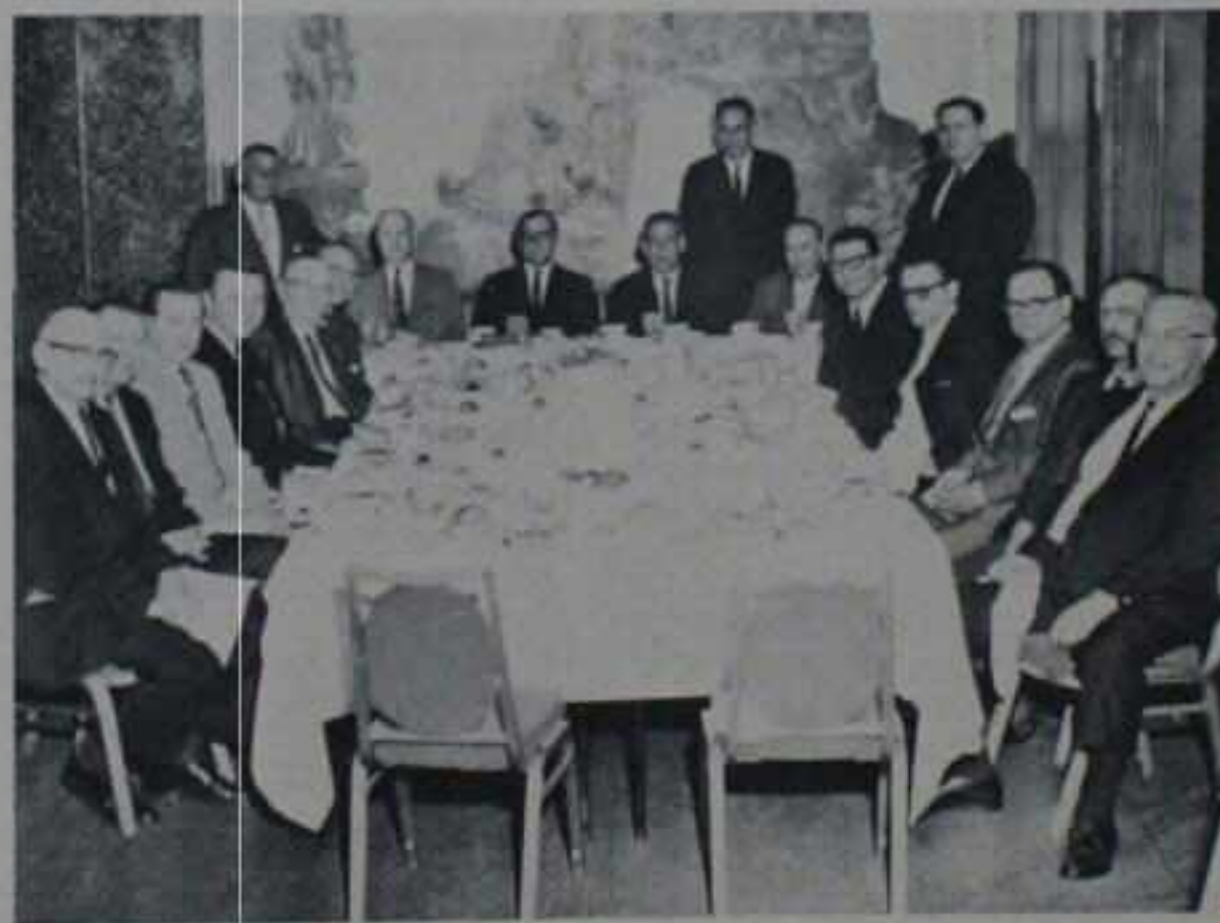
The 1964 souvenir program will not only contain information about the business sessions, exhibitors and agendas, but for the first time will list a roster of MOA members.

Exhibitors will receive a registration list for each day of the convention. On the opening day, all advance registrations will be provided. Each subsequent day the list will be updated.

Badges will be typed in advance of the show and will be ready for those who register when they arrive. Fred Granger, MOA managing director, said that the latter procedure should eliminate the bottleneck which normally occurs at the check-in counter.

done to the copyright owner."

In the copyright act, infringement of a musical composition incurs damages of not less than \$250 nor more than \$5,000. Proponents of the bill—ASCAP, BMI, SESAC, Representatives Celler and Willis, and members of the committee majority reporting out the bill, say performance liability exists for all other users of copyrighted music in commercial use. Juke box play is the sole exception in the "public performance for profit" category. Majority report said: "The committee is unable to find any logical or equitable justification for the continuance of the juke box exemption."



AMUSEMENT MACHINE MANUFACTURERS gave Music Operators of America an overwhelming vote of confidence last week, with virtually every major manufacturer's representative agreeing to exhibit at the association's fall conclave. Attending a planning luncheon at the Sherman House, Chicago, were: Herb Jones, Bally; Lou Casola, MOA president; Henry Ross, Midway; Nick Biro, Billboard; Clint Pierce, MOA vice-president; Dick Boylan, Logan Distributing; Fred Granger, MOA managing director; John Casola and Herb Oettinger, United; Sol Lipkin, American Shuffleboard; Ross Scheer, Southland Engineering; Jack Mittel, Williams; Pat Parris, Fischer; Bill Perry, Valley, and Mort Secore, Chicago Coin. Standing: Ed Ratajack, L. T. Patterson Distributors; Dick Wilson, Billboard, and Lee Brooks, Cash Box.

S. Florida Operators Form Association; Blatt Named

MIAMI—Local vending machine operators have formed the South Florida Vending Association and have named Willie Blatt executive secretary.

Blatt, one of the deans of the coin machine industry, recently reached 65 and had planned to retire to devote his time to youth work.

A juke box, game and vending machine operator for 40 years, Blatt was one of the founders of the Music Operators of America and a long-time MOA board member. He is a leader in the Miami Police Athletic League.

Other officers of the SFVA are Van Meyers, president; Mel Chasen, vice-president; and John Saxon, treasurer. Executive board members are Saul Tabb, Buddy Kauffman, Mort Steuber, Jerry Weiner, Jimmy Fielding and Eddie Katzen.

Goals of the organization are to adopt a chattel mortgage contract that will stand up in court, act as a watchdog against unfair legislation and excessive taxation, improve public relations, and discourage location loans to bad risks.

WURLITZER CO. NET EARNINGS \$2,024,608

CHICAGO — The Wurlitzer Company reported net earnings for the fiscal year ended March 31, 1964, of \$2,024,608, equal to \$2.26 per share on 897,626 shares outstanding, compared to a preceding year's figure of \$1,598,957 net earnings, equal to \$1.78 per share on 894,519 shares outstanding. Both figures include foreign subsidiaries.

Sales for the fiscal year ended March 31 were \$41,104,225, compared with sales of \$40,743,330 for the preceding year. R. C. Roling, Wurlitzer president, said that prospects for increased sales and profits for the next fiscal year looked very good.

Coin Machine Exports

January 1964

Country	New Phonographs		Used Phonographs		Amusement Games		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	954	\$ 728,154	124	\$ 39,800	498	191,778	1,576	\$ 959,732
France	192	141,013	—	—	1,382	556,027	1,574	697,040
Italy	40	33,545	3	2,500	1,142	394,796	1,185	430,841
West Germany	429	281,027	—	—	179	44,590	608	325,617
United Kingdom	36	11,321	—	—	656	263,573	692	274,894
Switzerland	59	44,735	—	—	542	209,986	701	254,721
Japan	148	108,951	65	17,339	363	100,273	576	226,563
Canada	74	60,136	—	—	406	96,346	480	156,482
Venezuela	167	64,556	—	—	199	66,830	366	131,386
Norway	15	11,506	—	—	87	47,995	102	59,501
Australia	25	16,012	23	3,990	167	33,535	215	53,537
Sweden	5	4,499	—	—	63	29,524	68	34,023
Denmark	11	8,643	—	—	46	24,953	57	33,596
Argentina	—	—	—	—	192	30,800	192	30,800
Mexico	4	3,440	27	8,540	210	15,248	241	27,228
Other Countries	136	122,863	268	67,149	196	61,009	600	251,021
TOTALS	2,295	\$1,640,401	510	\$139,318	6,428	\$2,167,263	9,233	\$3,946,982

Coin Machine Exports Show Big Rise; Best Year Ever Forecast

WASHINGTON — After a banner year for exports of U. S.

coin-operated phonographs and games in 1963, figures released by the U. S. Department of Commerce for exports in January 1964, showing a huge jump over the same month of 1963, indicate that this could be the best year ever for U. S. coin machines in foreign markets.

The total dollar value of exports for January 1964 was more than four times higher than in 1963. The comparative figures for the two months were \$3,946,982 as against \$954,986.

The largest share of this increase was accounted for by sales of new phonographs, which rose from \$293,524 in January 1963, to \$1,640,401 for January 1964. The number of new machines sold jumped from 440 to 2,295.

Almost all the rest of the increase was in the amusement games category, whose dollar

value of exports rose from \$556,968 to \$2,167,263, representing a rise of 4,799 in the number of machines shipped. U. S. game manufacturers exported 1,629 units in 1963 and 6,428 in 1964.

Used phonographs are the only category of exports that are not keeping pace with the great expansion shown in new product, both games and phonographs. Although 510 used phonographs were shipped abroad in 1964 as against only

313 in 1963, their dollar value rose only from \$104,494 to \$139,318. The lag in exports of used phonographs has been noticeable for many months and reflects changed circumstances among European operators.

The steep rise in exports of new phonographs shows that the U. S. product still is a prestige item and has not been replaced as such by any European machine. The figures, however, tend to show that operators who once installed used American juke boxes in less important locations are now making use of the improved European units for such spots.

The January 1964 figures show that Western Europe continues to be the prime market for U. S. coin machine exports. Belgium, always one of the

leading buyers, topped the list for the month with imports totaling \$959,732 in dollar value. Some part of this volume undoubtedly represents units earmarked for transshipment elsewhere on the Continent.

France, second with dollar value imports of \$697,040, continued to be a strong customer and was followed in order by Italy, West Germany, United Kingdom, Switzerland and Japan, all of which imported considerably more than \$200,000 worth of U. S. machines.

The presence of Norway in 10th place on the list in 1964, but absent in January 1963, lends weight to the opinion of many European coinmen that the Scandinavian countries are an undeveloped market for juke boxes and games.

SPECIALLY PRICED! SHUFFLES

3 UN Royal	\$ 50.00
3 UN Rainbow	50.00
3 UN Capitol	95.00
4 UN Lightning	75.00
2 UN Regulation	75.00
1 UN Clipper	75.00
2 UN Handicap	75.00
2 UN 11th Frame	50.00
3 UN Team	75.00
2 UN League	75.00
1 UN Select Play	50.00
UN Atlas	125.00
UN Eagle	100.00
2 UN Cyclone	100.00
5 Bally ABC Shuffles	75.00
1 Bally King Pin	75.00
2 Bally Victory	75.00
1 Bally Jet	75.00
2 Bally Magic	75.00
2 Bally Rocket	75.00
1 Bally Blue Ribbon	75.00
2 Bally Congress	75.00
1 CC All Star Team	125.00
3 CC Championship	100.00
2 CC Double Feature	75.00
1 CC Holiday	75.00
2 CC Variety Rolldown	395.00
1 Red Dot	475.00
2 Star Life	550.00

ALL MACHINES LIKE NEW
Guaranteed Clean & Checked
Wire • Phone • Write Today

Exclusive Rowe AMI Distributor
Eo. Pa. S. Jersey Del. Md. D.C.

DAVID ROSEN INC

855 N. BROAD ST. PHILA. PA 19123
Phone: 12151 Center 2-2903

35 Attend Class On Tropicana

CHICAGO—Some 35 operators and servicemen attended Atlas Music's monthly service school here last week on the new AMI Tropicana. The representation included operators from Indiana, Illinois and Iowa.

Conducting the sessions were owe AC factory engineers Cliff Bitting and Hank Noevnar. Hosts for Atlas were Ed Ginsberg, Frank Bach, Roy Greer, John Havrilla, Mort Jacobs and Stanley Levin.

Officers Are Nominated By Operators

WHITE PLAINS, N. Y.—The Westchester Operators Guild, Inc., held a meeting for the nomination of officers Tuesday (12) at the Roger Smith Hotel here. The operators present, numbering two thirds of the membership, renominated President Carl Pavesi and named Harold Rosenberg to oppose him for the top slot.

Pavesi and Rosenberg were also both nominated for the post of vice-president. For treasurer, Louis Tartaglia, the incumbent, was renominated and will run unopposed.

Three men were named to run for secretary. They are Seymour Pollak, current holder of the office; Herb Chacon and Harold Rosenberg.

The four-man board of directors will be selected from the following slate named at the Tuesday session: Eddie Goldberg, Nathan Bensky, Herb Chacon, Seymour Pollak, Fred Yolen, Frank Galle, Walter Swanson, Frank De Muro, Marvin Feller and Carl Pavesi.

The elections will be held at the next regular meeting, Tuesday, June 9. The Westchester group holds meetings on the second Tuesday of each month.

ALBANY, N. Y.—Effective July 1, all cigaret machines in New York State must carry a sign which says, "Sale of cigarettes, cigars or other tobacco products to persons under 18 years of age is prohibited by law." The sign must be on a white card in red letters at least a half-inch high. Each violation is punishable by a \$50 fine.

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC

WHY!

1. LIFE-TIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 18"x18"

STANDARD HARVARD METAL TYPER, INC.

EV 4-3120
1318 N. WESTERN AVE.
CHICAGO 22, ILL.



Exclusive Chicago Area Distributor for

WURLITZER
PHONOGRAPH and PARTS

IMPORTERS
SEND FOR FREE LATEST CATALOG 64 Pages—Fully Illustrated.

FIRST COIN MACHINE EXCHANGE, INC.

Joe Klein
Cable: "FIRSTCOIN"—Chicago
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500



Valley
DELUXE

6-POCKET POOL TABLES

FEATURES TO RELY ON FOR PROFITS YOU CAN COUNT ON

- NEW Play-Stimulating DESIGN
- NEW TYPE LEG ADJUSTER
- GENUINE SLATE PLAYFIELD
- COMBINATION RECESSED BALL VIEWER; BALL TRAP, BALL RETURN DRAWER
- NEW OPERATING MECHANISM

Sizes: 78"x45", 88"x50", 95"x53". WALNUT FINISH

Complete Selection of Parts and Accessories

See your Distributor or contact us direct

Valley SALES COMPANY
(Also Affiliates of Bally Manufacturing Co.)

333 MORTON STREET, BAY CITY, MICHIGAN, 48709 • TWINBROOK 5-8587

GET READY FOR SUMMER

COUNTER GAMES	BASEBALL GAMES	GUNS & RIFLES
25 ABT Challengers—10	Bally Big Innings... \$150	Atomic Bomber... \$100
ABT Totalizers—2 Kicker	Bally Heavy Hitter... 175	Bally Sharp Shooter... 225
& Catcher—10 Battery	Bally Ball Park... 245	Bally Spook... 250
Shockers—3 Shipman's	Bally Batting Practice... 225	Bally Moon Raider... 225
Art Show—12 assorted	Bally Targets... 195	C.C. Ray Gun... 295
Love Meters—8 Mercury	Bally Del. Batting... 335	C.C. Long Range Gun... 450
Grippers—2 Scrum Balls	C.C. Big Hit... 395	C.C. Pony Express... 295
—2 Play Balls—4 Trading	C.C. Bulls Eye... 145	C.C. Playland... 495
Card Vendors... 2 & 4 se-	C.C. Super Home Run... 95	C.C. Riot Gun... 495
ctions... \$35.00 each,	C.C. All Star Baseball... 395	Desert Hunter, new... 375
3 for \$100.00, 7 for \$200.00,	Midway Slugger... 395	Dale Gun... 65
while they last.	Midway Deluxe... 325	Ex. Space Gun... 95
	Midway Top Hit... 475	Ex. Gun Patrol... 110
	Un. Bonus Baseball... 350	Ex. Six Shooter... 110
	Un. Star Slugger... 125	Ex. 510 Shooting... 125
	Un. Super Slugger... 125	Gallery... 125
	Un. Yankee Baseball... 245	Genco Super Big Top... 175
	Wms. Four Bagger... 125	Genco Rifle Fitter... 110
	Wms. King of Swat... 110	Genco Sky Gunner... 100
	Wms. Official... 375	Genco Big Top... 175
	Wms. Pinch Hitter... 375	Keeney Sportsman... 150
	Wms. Short Stop... 195	Keeney Air Raider... 150
	Wms. 37 Baseball... 195	Keeney Two Gun Fun... 250
	Wms. Major League... 495	Mid. Del. Shooting... 325
	Wms. World Series... 375	Mid. Rifle Range... 450
	Wms. Deluxe... 85	Mid. Bazooka... 195
	Wms. Batting Champ... 225	Pistol Pete... 75
	Wms. Grand Slam... 495	Un. Bonus Gun... 195
	Keeney League... 125	Un. Carnival... 135
	Leader... 125	Un. Pirate Gun... 195
		Muto, Sky Fitter... 125

CLEVELAND COIN International
2029 PROSPECT AVE CLEVELAND 15 OHIO
All Phones: Tower 1-6715



M. S. GISSER
Sales Manager

Need Seen for European Coin Machine Equipment

CHICAGO—A growing future for European coin machine equipment in the U. S. was predicted last week by E. R. Ratajack, recently named vice-president of L. T. Patterson Distributors, prominent Cincinnati import-export firm.

Although Ratajack's interest in the European market is obvious, a background as managing director of Music Operators of America and executive vice-president of AMI adds considerable weight to his words.

Ratajack feels that European manufacturers can supply some fresh new ideas in the novelty field and that European equipment can help fill a partial void in music and vending.

"One of the problems in the past has been that European equipment has been sold with European marketing techniques," Ratajack says.

"We hope to change this. One of the first things we're doing is appoint distributors to handle our equipment around the country," Ratajack said he already had named some 20 outlets and that more would be added as needed.

The coin machine veteran said that all sales would be through the traditional manufacturer-to-distributor-to-operator channels.

Ratajack said that two pieces, Foosball and Europa Ice Hockey, would be the initial products handled by his firm.

Distributor Makes Shifts In Top Posts

RICHMOND, Va. — Jack Bess, president of the Roanoke Vending Exchange, becomes chairman of the board this week, with Harry B. Moseley, executive vice-president, moving into the presidency.

Bess will devote most of his time to legislative problems and public relations, while Moseley will handle administrative duties.


Roanoke, with office here and in Charleston, W. Va., also has sales representatives in North Carolina. The firm represents the Rowe-AMI line of music and vending machines and is also distributor for most of the major game manufacturers.

chicago coin's

New CADILLAC

BIG BALL BOWLER

- IT'S GOT SHADOW-BOWL!
- IT'S GOT SPARE-LITE!
- IT'S GOT STEP-UP!



"SWING-AWAY" CABINET
Provides 10 Second
SERVICING, ANYWHERE!

AT YOUR CHICAGO COIN DISTRIBUTOR!

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

Gen'l Vending Named Distrib

CHICAGO—Rock-Ola Manufacturing Corporation has named General Vending Corporation of Baltimore distributor for its full line of vending equipment. General already handles Rock-Ola's coin-operated phonograph line and its territory will be the same for both.

General is headed by Irving F. Blumenfeld, George Goldman and Harry Hoffman. The trio termed their entry into vending as a "natural extension of present business." General plans to hold an open house and service school soon in its Baltimore showrooms.

The appointment of General Vending was announced last week by David P. Howle, vice-president and director of sales for Rock-Ola. Frank Q. Doyle, Rock-Ola's vice-president in charge of vending sales, said that the appointment of General was "just one of the many steps Rock-Ola has taken to further improve the distribution of its fast-growing vending line and to offer the local operator on-the-spot sales and service assistance."

COINMEN ONLY!

The 1964-1965 International COIN MACHINE DIRECTORY
OUT MAY 29

... will be automatically included in your
Billboard subscription
IF YOU ACT NOW!

Use the convenient coupon below to assure prompt attention.

Billboard, 2160 Patterson St., Cincinnati, Ohio 45214
SEND ME THE NEW 1964 COIN DIRECTORY and enter my subscription to Billboard for:

1 Year \$15 2 Years \$25 3 Years \$35

Payment Enclosed Bill Me Later

Above subscription rates are for Continental U. S. and Canada only. Overseas rates on request.

Company _____
Name _____ Title _____
Address _____
City, State & Zip Code _____
Nature of Business _____



Recent STEREO RELEASES for Music Operators

SEEBURG LITTLE LP's

Pop Vocal

PEGGY LEE—In Love Again.....Capital
HOOSIER HOT SHOTS—The Original Hoosier
Hot ShotsDot

Pop Instrumental

LIVING GUITARS—Folk-Dixie Jamboree . RCA Camden

Jazz/Rhythm and Blues

VARIOUS ARTISTS—American Folk Blues
FestivalDecca

SEEBURG ARTIST OF THE WEEK

ANN-MARGRET/AL HIRT—Beauty and the Beard
(RCA Victor)

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.

Rowe-AMI Conducts Phono Class at Runyon Sales Office

NEW YORK—Runyon Sales Company's New York office was the scene of a service school conducted by Art Seglin of Rowe-AMI Monday (11) on the company's Model M Tropicana phonograph.

The Runyon office provided refreshments and souvenir gifts for the large attendance of servicemen. Those present included the service team of Si and Eddie, Bronx Maintenance; Sam Lerner and Carl Halperin, S.I.K.; Phil Schwartz; Harry Getzoff; Ruby, Maxwell Music; the team of Lennie and Joe, Friendly Vending; Alex Miller; Joe Mische; Leo and Neal Rosenberg, Jerry Basile; Harold Monroe and Peewee, Al Douglas; Al Berk; Tony Kalibach and Buddy, Jimmy, Freddy and Arthur, Lasalle Music.

Runyon Sales representatives included Louis Wolberg, Irving Kempner, Nate Sugerman, Lou Schreiber, Sidney Gerber, Wally

Zucker, Jack Milz and James Gough.

According to Louis Wolberg, another service school will be held on Monday (25), and a third will follow at a date to be announced.

ALL MACHINES READY FOR LOCATION

Wurlitzer 1650	\$ 65
Wurlitzer 1700	95
Wurlitzer 1900	195
Wurlitzer 2100	235
Wurlitzer 2404R10	495
Wurlitzer 2500	645
Wurlitzer 2504R10	595
Seeburg AQ160	635
Seeburg C's	95
Seeburg G	165
AMI E-120	90
Rock-Ola 1438	95
Rock-Ola 1454	225
Bally Tournament	85
CC 4-Game Shuffle	195
CC King Bowler	145
CC Red Pin	125
CC Steam Shovel	75
CC Pro Shuffle	265
CC Bull's-Eye Baseball	95
United Advance Bowler, 16"	195
United Jumbo	95

Call, Write or Cable.
Cable: LEWJO
Distr. for Smokeshops & Gottlieb.

Lew Jones Distributing Co.

Exclusive Wurlitzer Distributor
1311 N. Capital Ave.
Indianapolis, Ind.
Tel.: MErose 5-1593

DO YOU KNOW

your old Seeburg 200 Dual Credit
Wall Box can operate your new
album-playing Rock-Ola

AND SO EASY TO CONVERT

All you have to do is solder 12
joints. Make 2 twist connections
and mount a relay. In 35 minutes
it is converted.

ORDER TODAY
ROCK-OLA 25c KIT
\$15.00 PER KIT

If order is for less than 12 kits
(1 carton), then enclose \$2.50 extra
per kit.

COIN MACHINE IMPROVEMENT AND MFG. CO.

P. O. Box 21107, 3018 W. Davis
Dallas, Texas, 75211
Tel. FE 7-1979

MONY Fete June 16

NEW YORK — The Music Operators of New York will hold a dinner meeting on Tuesday, June 16, for the full, five-borough membership. Members will be notified by mail of the time and place.

See the Complete
UNITED
Line of Amusement Games
at the
PARIS FAIR

MAY 16 THRU JUNE 1, 1964
UNITED MANUFACTURING CO.
Chicago, Ill. 60618

OPERATE



3 or 5 BALL PLAY
MULTIPLE PLAYER APPEAL
EXCLUSIVE WILLIAMS FEATURES
NEW MOTOR UNIT
NEW COIN SWITCH
NEW LATCH-LOCK PLAYFIELD



Bowlers & Shuffle Alleys

- 1 Un. 16' Advance Bowl's Alley \$273.00
- 1 Bally ABC 4' Section 15.00
- 2 Un. Cyclone Shuffle Alleys Ea. 125.00
- 1 Un. Capitol Shuffle Alley 75.00
- 1 Bally Congress Shuffle Alley 75.00
- 2 Un. 16' Dixie Bowl's Alleys Ea. 350.00
- 1 Un. 12' Dixie Bowl's Alley 350.00
- 2 Un. 16' Duplex Bowl's Alleys Ea. 215.00
- 2 Bally Del. Jumbo Bowlers Ea. 225.00
- 1 Bally Deluxe Club Bowler S.A. 125.00
- 2 Un. Eagle Shuffle Alleys Ea. 125.00
- 1 Un. 16' Falcon Bowl's Alley 350.00
- 2 Un. Flash Shuffle Alleys Ea. 195.00
- 1 Un. 4 Way Shuffle Alley 225.00
- 1 Un. 5 Way Shuffle Alleys 295.00
- 3 CC 16' Gold Crown Bowlers Ea. 675.00
- 2 Un. 16' Handicap Bowl's Alleys Ea. 352.00
- 1 CC Holiday Shuffle Alley 75.00
- 3 Un. 16' Jumbo Bowl's Alleys Ea. 150.00
- 1 Un. 12' Jumbo Bowl's Alley 150.00
- 1 Un. 16' Playtime Bowl's Alley 175.00
- 1 CC Princess 4' Section 40.00
- 1 CC 16' Royal Crown Bowler 725.00
- 1 Un. Rio Shuffle Alley 55.00
- 2 Un. 6 Star Regulation S.A. Ea. 65.00
- 4 Un. 16' Royal Bowl's Alleys Ea. 130.00
- 2 CC Strike Ball Shuf. Alleys Ea. 535.00
- 3 Un. 16' Savoy Bowl's Alleys Ea. 375.00
- 1 Un. Shuffle Baseball 175.00
- 1 Un. Sonny Shuffle Alley 235.00
- 1 Un. Sure Fire Shuffle Alley 250.00
- 1 Un. Skippy Shuffle Alley 735.00
- 1 National Shuffle Board with Electric Scoring 375.00
- 1 Un. 3 Way Shuffle Alley 190.00
- 1 Un. 16' Tip Top Bowl's Alley 415.00
- 1 CC 16' Princess Bowler 525.00

Call or Wire
Ask for Harold or Clint
Area Code 513-771-4250

ROYAL

DISTRIBUTING, INC.
1210 Glendale-Milford Rd.
Cincinnati 15, Ohio



FRED GRANGER (left), Music Operators of America managing director, and Lou Casola (center with glasses), MOA president, take down booth number reservations as the amusement machine manufacturers toured Chicago's Sherman House exhibit floor last week. The exhibit area, largest in MOA history, was virtually sold out after the amusement machine representatives got through.

Ordinance Worries NYAVA Members

• Continued from page 40

court test may well prove the bill unconstitutional, the legislators could then draw up a bill which would be sustained by higher courts.

Kreutzer said efforts should be made to convince the Buffalo City Council to repeal the measure. He added that a court test should be a last resort.

Kreutzer added that legislative bodies are always faced with the problem of raising money, and that they will tax those who "howl the least." He advised the operators to howl loudly and frequently.

In addition to the Buffalo situation, the bulk vending operators considered two other major problems.

HR 4731

The first dealt with HR 4731, which has been passed by the Public Health and Safety Subcommittee of the House Committee on Interstate Commerce and is due for full committee consideration.

Ditchburn Sales Head in Chicago

CHICAGO — M. H. Town, sales manager of Ditchburn Equipment, Ltd., prominent London juke box manufacturer and operator, arrived here last Friday (15) to examine U. S. juke box and background music operating procedures.

Among stops scheduled for Town are a visit with Fred Granger, Music Operators of America managing director; Ed Ginsburg, Atlas Music head, and Les Montooth, well-known Peoria, Ill., operator.

The bill contains a provision which would ban the mixing of confections and charms. It could toll the death knell of penny bulk vending.

Roger Folz, NYBVA president, said the association would meet in the next two weeks to plan to fight the measure. Folz said the proposed legislation was the industry's first national problem in 15 years.

Jane Mason, Leaf Brands, Chicago, said the legislation was sponsored by the National Confectionery Association to satisfy the U. S. Public Health Service with regard to the mixing of food products and novelty items.

Mason Strategy

She suggested that the names of the House committee members be made known to individual operators who could then write to Congressmen. She added that the threat of this legislation could be used to increase membership in the National Vendors Association.

Another major problem faced by the operators is the attitude of the Internal Revenue Service toward 25-cent capsule items.

Bulk vending operators maintain that these items are toys and novelties, not jewelry. Excise taxes must be paid on jewelry.

No clear-cut ruling has been made on the status of the capsule items.

Slug Problem

New York bulk operators also discussed the slug problem. The group had appealed to the United States Secret Service to stop manufacturers of bingo chips from making disks that have the size and weight of pennies, nickels and dimes.

Kreutzer said that if the operators want to stop this prac-

EUROPEAN NEWS BRIEFS

Spanish Export

MADRID—Petaco is negotiating the sale of Spanish-produced phonographs to Cuba, within the framework of overall sales of Spanish goods to Castro.

The machines would be supplied from Petaco's licensing arrangement with Rennotte, the Belgian firm. Rennotte has virtually suspended production in Belgium because of unfavorable competitive trade conditions.

Instead, Rennotte, through the licensing tie-up with Petaco, is striving to dominate the Spanish market and to exploit Spanish export markets. Cuba is interested in Spanish phonographs because it can't get spare parts or new equipment from the U. S.

Bowling Market

OSLO—U. S. bowling game manufacturers are launching a sales drive in Scandinavia, now established as Europe's great "underdeveloped" market.

Chicago Coin and Bally are organizing strong export drives. Surveys show that bowlers are tremendously popular wherever they are sited, but that U. S. firms heretofore have exerted slight effort to penetrate what looms as a rich market.

Norwegian trade experts say the major obstacle is servicing, but that training programs will be organized to provide sufficient technicians. A "Rip van Winkle" sales strategy is being pushed—sitings being pressed in mountain areas, reminiscent of the tenpins game in the Washington Irving tale.

They would have to do it on their own. He explained that the burden of building a case against the bingo chip manufacturers will be a long and expensive process—but that in the long run it will pay off.

Kreutzer advised operators not to rely on the Secret Service to build the case, but to do it on their own.

Pro-Pinball Cop

LEYDEN—The Dutch trade is making effective use of a pro-pinball article for the Italian police magazine penned by Dr. Raffaele Gagliardi, chief of police in Cremona.

Dutch operator associations are exhibiting the article at meetings with local authorities on pinball operation. Holland has local option coin machine laws.

Dinner time?
time for
ROWE AMI
music

PHONOGRAPH SPECIALS RECONDITIONED GUARANTEED

- 2 Wurl. 2100 \$185.00 ea.
- 2 Wurl. 2300 Stereo. 375.00 ea.
- 1 Wurl. 2410 Stereo. 425.00
- 2 Wurl. 2500 Stereo. 545.00 ea.
- 2 Wurl. 2610 Stereo. 645.00 ea.
- 2 Wurl. 2710 Stereo. 745.00 ea.
- 2 Wurl. 2700 Stereo. 885.00 ea.
- 1 AMI Cont. II Stereo Round-200 selection 495.00

Call or Write

UNITED DISTRIBUTORS, INC.
902 West Second St.
Wichita, Kansas 67203
AM 4-6111—AM 4-3504

PHONOGRAPH SPECIALS

- Seeburg AY 160 SH \$875.00
- Wurlitzer 2410S 495.00
- Seeburg HF100R 325.00
- Seeburg M100C 225.00
- Seeburg 3W100 (Square) Wall Box 89.50
- Seeburg D3WA Wall Box 39.50

REFINISHED — RECONDITIONED

Write or Call for other makes and models

SHAFFER MUSIC COMPANY

849 N. High St. Columbus 15, Ohio
Phone: (614) 294-4614

Say You Saw It in Billboard

American's
"IMPERIAL"

Pays . . .

The exciting IMPERIAL attracts more players and more coins because it is designed to work for you, the operator.

Handsome and sturdily constructed, its many new features include Horse-Collar Play Control, Pin Gate Control (even when electricity is off), beautiful, cantilevered scoreboard, brilliant lighting.

For a game that will consistently earn high profits for you, year after year, you owe it to yourself to see the IMPERIAL at your distributor's or write for free color brochure.



American SHUFFLEBOARD CO.
210 Paterson Plank Road
Union City, N.J. • 201 UN 5-6633

WOULD YOU LIKE TO GROSS AN EXTRA \$2000 PER MONTH AS SOME OF OUR DISTRIBS ARE NOW DOING!

"FOOSBALL MATCH"

(T.M. Reg.)
THE COIN-OP GAME THAT'S "UNMATCHED" FOR POPULARITY AND PROFIT POTENTIAL

Inquire now while territories are still available

L. T. PATTERSON DISTRIBUTORS

- Cincinnati Office: -10 Rookwood Bldg. Cincinnati, Ohio 45202 241-4475
- Chicago Office: 2733 Lawndale Evanston, Illinois 475-2999
- European Office: 529 Neustadt Landshut/Bay West Germany

CALL: PATTERDIST

and a number of Dutch local areas have prohibited pinballs. Gagliardi says that coin games — pinballs included — are primarily for recreation and that they have a moral basis. They are, he adds, far less iniquitous than lotteries and pools and other types of state-sanctioned chance enterprises.

Bad Weather Good

LUCERNE—The forecast is for a cold, soggy summer in Europe, and Swiss operators couldn't be happier, rushing the siting of additional coin games and phonographs in hotels, lodges and trailer camps.

The best season Swiss operators have had was the rainy summer of two years ago. Tourists were forced inside — and deposited record collections in phonographs and games.

Some Swiss hotels, anticipating tourist restiveness, are advertising phonographs and coin games among their recreation facilities. In Zurich, the posh Bauau-Lac Hotel has sited four additional phonographs.

Stocks Spare Parts

FRANKFURT—Globus Automaten, one of West Germany's leading one-stop establishments, makes a fetish of stocking all spare parts that conceivably could be requested.

This involves carrying a big inventory, and the firm is frequently asked if it isn't foolish to keep so much money tied up. Far from being foolish, the fetish is financially rewarding.

Customers turn to Globus, according to proprietor Karl Karthel, knowing that "if anybody will have this part, it will be Globus." Karthel counts the money tied up as promotion expense.

Operation Fades

PARIS—A French trade survey shows that the mom-and-pop operation, a few years ago the pillar of French coin machine operation, is fast vanishing.

The trend is toward large operations, and smaller firms are swallowing the mom-and-pops. The smaller firms, in turn, are being swallowed by operating companies.

Trade studies place 150 machines as the minimum number providing a financially sound operating base in France today. Competition is forcing operators to upgrade equipment and to expand into lavish music programming with at least weekly disk changes and at prime locations semi-weekly.

At least one prime Paris location now boasts daily disk changes to keep its hot 100 platters up to the minute.

London LVF Fair Shows Coin Units

LONDON—The leading coin machine manufacturers were represented at the Licensed Victuallers' Fair here April 13-17. Rock-Ola's new Grand Prix phonograph drew much attention at the Ruffler and Walker stand, and there was considerable interest in the new Libramat book vending machine, which sells 48 paperbacks and makes change.

Symplay, Ltd., distributor for the Hamburg firm, Bergmann, showed the Libramat also exhibited the new Safari Electronic Mirror Gun, an improvement on Bergmann's earlier Arizona Live Shooting Gallery.

Phonographic Equipment Company, Ltd. announced during the show that it will become a public company with dealings on the London stock exchange beginning on May 25.

OUR FACE IS RED!

We scheduled production of twice as many SKY DIVERS as MONTE CARLO and thought maybe we had our neck out. But again the assembly lines were drained while orders continued to pour in. We are very sorry to disappoint our many friends who did not get their SKY DIVERS. Please don't be mad...get MAD WORLD (see ad below) and be glad!

Get MAD and be GLAD!

GET NEW *Bally* 2-PLAYERS

MAD WORLD



Comical, colorful backglass and clever off-center playfield layout get immediate attention. Fast, exciting action... insured by exclusive Bally actionizing features... strong last-ball suspense, and "came-close-try-again" play-appeal keep players coming back, keep coins tinkling into the MAD WORLD cash-box.

FREE-BALL ALLEY STIMULATES REPEAT-PLAY

Ball shot through Free-Ball Gate remains in Free-Ball Alley, from player to player and from game to game... getting closer and closer to final escape. Players in duo competition "cash in" on each other's skill, and, if they quit with a ball in the Alley, other players are quick to try for the "left-over" ball. Location tests prove MAD WORLD Free-Ball Alley to be the strongest carry-over idea ever built into a 2-players game.

- NEW DIVIDED COIN-BOX
- NEW E-Z OUT BACKGLASS
- ALL METAL BACK-DOOR

MATCH FEATURE

Get the most for your money with Ballygames. Rugged construction...brilliant colors...sleek styling...thrilling action...smooth trouble-free performance, all add up to high earning-power, lowest operating cost, top resale value. Get MAD WORLD working for you today.

See your distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.

ALBUM REVIEWS

Billboard



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.

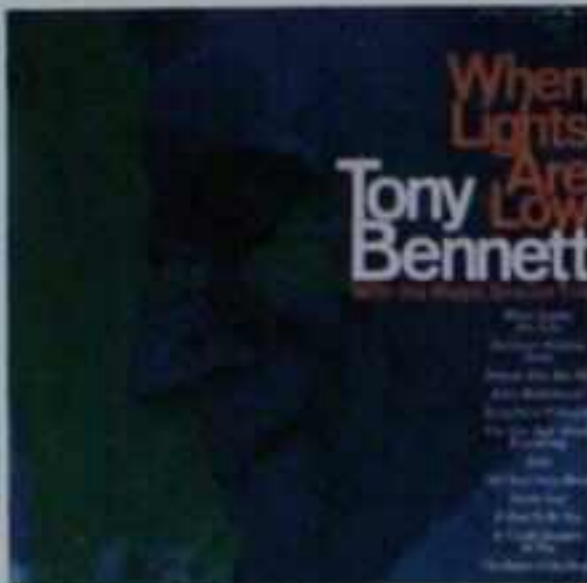


POP SPOTLIGHT

WHEN LIGHTS ARE LOW

Tony Bennett with Ralph Sharon Trio. Columbia CL 2175 (M); CS B975 (S)

Tony establishes and maintains a highly personal and intimate atmosphere throughout the LP. Backed by Ralph Sharon's Trio, Tony takes it easy and relaxed with "Ain't Misbehavin'," "Speak Low," "It Could Happen to You" and "Rules of the Road," to name a few.

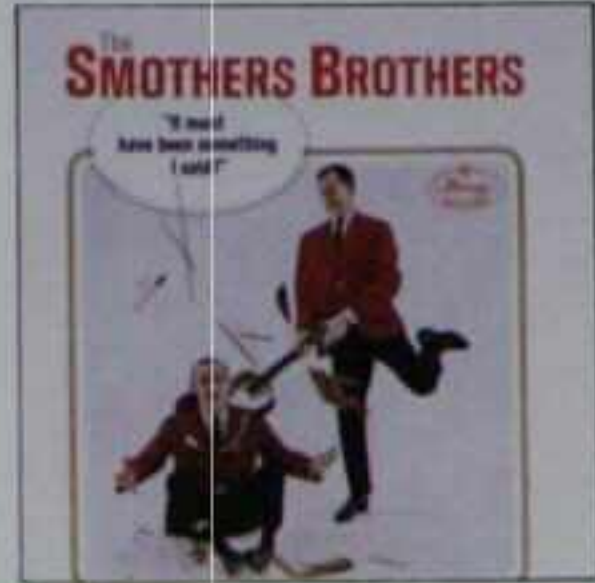


POP SPOTLIGHT

IT MUST HAVE BEEN SOMETHING I SAID!

The Smothers Brothers. Mercury MG 20904 (M); SR 60904 (S)

The Smothers have three other albums on the charts for an accumulated total of 124 weeks. This collection of sweet and sour (three tracks are legitimate renditions) will undoubtedly join the charts shortly. For programming there are several short tracks.



POP SPOTLIGHT

COTTON CANDY

Al Hirt. RCA Victor LPM 2917 (M); LSP 2917

Trumpeter Hirt is surrounded again by his Nashville cohorts, including the Anita Kerr Singers (all participants in his best selling "Honey in the Horn" album). "Cotton Candy" and "Hello, Dolly" are two of the tracks here. "Walkin'" is a strong new contender.



POP SPOTLIGHT

REFLECTIONS

Peter Nero. RCA Victor LPM 2853 (M); LSP 2853 (S)

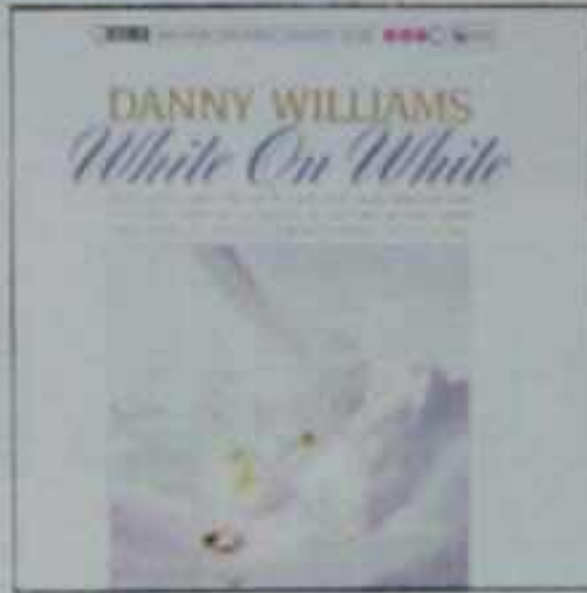
A collection of contemporary pop-standards handled with expert professional aplomb by one of the most salable and popular pianists around today. Tunes included are "This Is All I Ask," "Wives and Lovers," "The Best is Yet to Come" and "Walk Right In."



POP SPOTLIGHT
BY REQUEST

Brenda Lee. Decca DL 4509 (M); DL 74509 (S)

A sampling of tunes from the recent past and the current by one of the nation's top vocalists. Brenda turns in delightful performances of such oldies as "Why Don't You Believe Me," "Tommy" and "I Love You Because." Newer songs included are "Days of Wine and Roses," "More" and "Danke Schoen."



POP SPOTLIGHT
WHITE ON WHITE

Danny Williams. United Artists UAL 3359 (M); UAS 6359 (S)

Danny has a big hit in the singles field. "White on White," which is represented in this album. Supported by muted strings and a large chorus, Williams gives 12 excellent performances of standards and recent popular ballads. Danny's silky smooth and well trained voice is most complimentary to each tune in the album. Great listening and programming.



POP SPOTLIGHT
DEAD MAN'S CURVE/THE NEW GIRL IN SCHOOL

Jan & Dean. Liberty LRP 3361 (M); LST 7361 (S)

Jan and Dean have been riding the crest of the waves with their surfin' and hot-rod hits. Two of their recent single hits are featured in this release. The LP is split into the hot-rod drag sounds and the surfin' gals and school sound. Highly commercial package.



POP SPOTLIGHT
THE BOBBY GOLDSBORO ALBUM

United Artists UAL 3358 (M); UAS 6358 (S)

Bobby currently has a hit single, "Whenever He Holds You," riding high on the chart. The tune is also included in this album of teen-oriented ballads. Bobby's first. Bobby sings in his whispery-soft style, backed with strings and woodwinds, a combination of standards, new tunes and two of his own compositions.



POP SPOTLIGHT
LES POUPEES DE PARIS

Various Artists. RCA Victor LOC 1090 (M); LSO 1090 (S)

It sounds like a Hollywood trailer to review so, but never, in memory, have so many big stars been on one record: Bing Crosby, Frank Sinatra, Gene Kelly, Pearl Bailey, Liberace, Jayne Mansfield, Edie Adams, Tony Martin, Loretta Young, Phil Spector and Milton Berle. All of this provides for words and music by James Van Heusen and Sammy Cahn for a puppet show that has already drawn raves from reviewers.

POP SPOTLIGHT
PARTY WITH THE PIXIES THREE

Mercury MG 20912 (M); SR 60912 (S)

"Gee" is the gals' recent claim to fame. They have parlayed this successful sound in 14 tracks that should prove real big in the teen and sub-teen set. The Pixies Three have on top the rockers and more romantic ballads based on partying it up. Good commercial potential.



POP SPOTLIGHT
GOLDEN FOLK SONG HITS—VOLUME 3

Johnny Mann Singers. Liberty LRP 3355 (M); LST 7355 (S)

A fine album for radio programming or at-home listening. Johnny Mann Singers add golden listening pleasure. "There's a Meatin' Here Tonight," "Abilene," "Freight Train" and "Saturday Night" are a few of the offerings.



POP SPOTLIGHT
SUDDENLY IT'S SPRINGTIME

Marty Gold & His Ork. RCA Victor LPM 2882 (M); LSP 2882 (S)

Sophisticated, lush and relaxing is the music made by Marty Gold and his orchestra. Strings are everywhere, the beat is strong but easy, and the songs are adorable. Among the selections: "Smile," "But Beautiful," "Portrait of Jennie" and "I've Grown Accustomed to Her Face."



POP SPOTLIGHT
BLUE DREAM STREET

Patti Page. Mercury MG 20909 (M); SR 60909 (S)

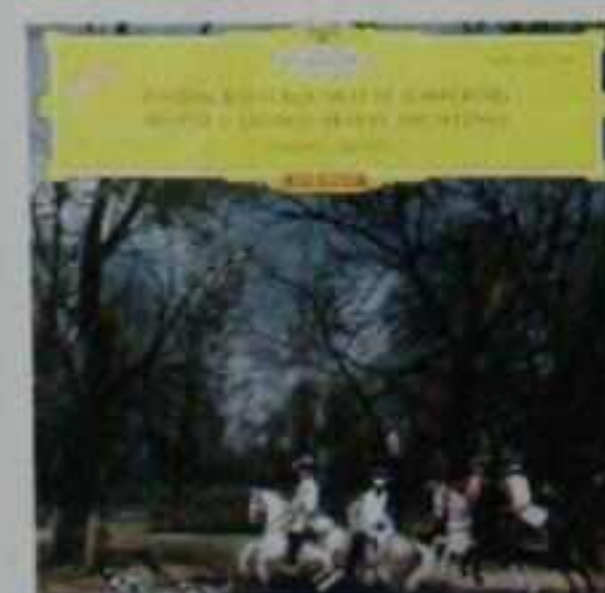
Patti, who is currently packing them in at New York's Waldorf-Astoria, sings up a delightful storm in this package of easy-tempo tunes. Instrumental backing, whether it be the big band or small group, is tops. Selections include "Birth of the Blues," "Am I Blue," "Oh What a Dream" and "Dream a Little Dream of Me."



JAZZ SPOTLIGHT
COOL SAX WARM HEART

Eddie Harris. Columbia CL 2168 (M); CS 8968 (S)

Eddie Harris plays a well-disciplined sax that produces a very commercial and listenable sound. Eddie may be remembered by the non-aficionado for his jazz hit of "Exodus," an example of his ability to appeal to a wide pop music audience while still remaining a jazz artist. There's much here for both worlds to enjoy.



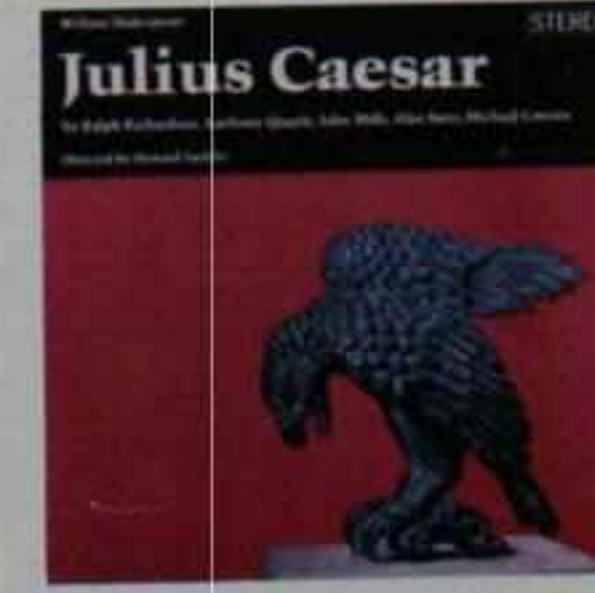
CLASSICAL SPOTLIGHT
**HAYDN: KAISERQUARTETT/
MOZART: JAGDQUARTETT**

This is the stereo debut of "The Emperor," one of the most popular of Haydn's compositions. The coupling of major Haydn work with a compatible work of Mozart should prove positive with record buyers. The Amadeus is first-rate all the way and the recording is technically excellent.



CLASSICAL SPOTLIGHT
**LISZT: A FAUST SYMPHONY/
LES PRELUDES (2-12)''**

"Les Preludes" is the most popular of Liszt's symphonic poems and receives its just due from the energetic and vital Bernstein and the New York Philharmonic. On "Faust," tenor Charles Bressler and the Choral Art Society do an exemplary job of conveying Liszt's characterization.



SPOKEN WORD SPOTLIGHT
SHAKESPEARE: JULIUS CAESAR (3-12)''

This, of course, is the year for Shakespeare honors, and honor him they do with this outstanding stereo version of the play. The cast is first drawer: Sir Ralph Richardson (Julius Caesar), Anthony Quayle (Brutus), John Mills (Cassius), Alan Bates (Mark Antony), and Michael Gwynn (Casca).



C&W SPOTLIGHT
BLUE & LONESOME

George Jones. Mercury MG 20906 (M); SR 60906 (S)

It's sheer delight listening to George Jones sing, no matter whether it be blues or hoedown. George sings the tunes as if he personally experienced every mood the songs relate. A few of the tunes contained herein are "Oh Lonesome Me," "Singing the Blues," "Just Little Boy Blue" and "Talk to Me, Lonesome Heart." Top fare throughout.



C&W SPOTLIGHT
MOONLIGHT AND ROSES

Jim Reeves. RCA Victor LPM 2854 (M); LSP 2854 (S)

Jim Reeves has had great success in hitting both the country and pop charts with his singles and albums. This album of sweet nostalgic should please Jim's many fans from both schools of music. He croons "Moonlight and Roses," "It's Only a Paper Moon," "Mexicali Rose" and "One Dozen Roses," among others.