

Billboard

The International Music-Record Newsweekly

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

Columbia Move Major Step In Solving Stereo Dilemma

By AARON STERNFIELD

NEW YORK—A major step toward satisfying the music machine operator's thirst for adult stereo music was taken this week by Columbia Records. Columbia announced the release of six 33 stereo singles and six little LP's for the juke box trade exclusively. All this product will be handled through the normal distribution channels—from the label to the distributor to the one-stop and to the operator.

Adult stereo product for the operator trade has been released before. But the Columbia action marks the first time a major label has pressed these disks on a non-custom basis and with

primary distribution to its own distributors.

Until now, all special operator releases had been the result of orders from Seeburg and from the Music Operators Stereo Service (a joint venture by Rock-Ola, Rowe-AMI and Wurlitzer).

Columbia's action indicates that the label is confident that the demand for adult stereo product is sufficient for the label to take the gamble, without guaranteed orders from music machine manufacturers.

The six Columbia little LP's in the first release are from

COL. MOVE PROMPTED BY TALKS AT BILLBOARD

NEW YORK—Columbia Records' move to make adult stereo programming available to juke box operators through normal distribution channels is the direct result of an all-industry meeting held four months ago in Billboard's offices. Attending were representatives of leading record and music machine manufacturers and Billboard personnel.

Consensus was that adult stereo programming for juke boxes had its best chance if the distribution were handled through normal record channels rather than through juke box distributors.

The package itself, with tearaway title strips and full-color display material, came into being through the efforts of juke box and record manufacturers, overseas suppliers and packaging specialists.

Billboard will act as supplier of the folders for any label entering the adult stereo field for juke box operators. The folders, complete with perforated title strips and album cover miniatures, will be shipped direct to the various labels.

the following albums: Andy Williams' "Call Me Irresponsible," Barbra Streisand's "The Third Album," Tony Bennett's "When Lights Are Low," the Ray Conniff Singers' "Speak to Me of Love," Andre Previn's "Sound Stage," and Percy Faith's "More Themes for Young Lovers."

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Herman Kenin Re-Elected as AFM Chief

PORTLAND, Ore.—Herman Kenin was re-elected to the presidency of the American Federation of Musicians here last week for another year's term. He was unopposed, as were the two other incumbents, Secretary Stanley Ballard and Treasurer George V. Clancy.

Highlights of the convention was the decision of the AFM board to discuss an arrangement whereby James C. Petribo, former AFM president who stepped down in 1958, would be returned to active executive duties under Kenin's direction.

(Continued on page 8)

Pye to Distribute Dot in UK

By LEE ZHITO

HOLLYWOOD — Pye, Ltd., has won the Dot Records line for the United Kingdom, and will start distributing the U. S. label in the British Isles as of July 1. This marks Dot's first move on its own into the European market since terminating its distribution agreement with British Decca.

Dot's winding up its Decca deal after more than a decade was exclusively reported by Billboard on June 15. As a result of Dot leaving Decca, the U. S. label now is negotiating individual distribution arrangements with other firms in the various European countries.

The new distribution agreement with Pye was arranged between Dot international director Jim Bailey and Pye's managing director, Louis Benjamin. Under terms of the deal, the Dot line will be issued under its own label, marking the first time that Dot will enjoy its own label identity in the United Kingdom.

According to present plans, Dot will be kicked off with an intensive promotional campaign in Britain. Dot President Randy Wood and Bailey will go to

London in September, taking with them several top Dot artists for official launching of the line.

Pye has made rapid strides during the past five years since Benjamin has been at its helm. The firm has enjoyed a substantial sales volume increase each year, with its gross sales today showing more than a 500 per cent hike over its position in 1959. As a result of the Dot-

Pye arrangement, a close reciprocal relationship in repertoire between the two labels can be expected.

Pye today represents—among other U. S. labels — Reprise, Colpix, Hickory, Chess-Checker, Argo, Scooper-Wand and Joy. Last week they concluded a distribution deal with Stuyvesant Productions for the Red Bird line (currently hot with "Chapel of Love").

Dot Inks With Columbia Club Of Canada

HOLLYWOOD — Dot has signed with the Columbia Record Club of Canada, heralding its foreign distribution expansion plans. The affiliation, which starts in August, is Dot's first in a record club. Three yet-to-be-decided albums will comprise the initial release. Dot's initial contract is for three years.

The signing gives Dot two outlets in Canada, the label's contract with Quality Records having also been extended.

In explaining the club pacting, Jim Bailey, Dot's international

(Continued on page 4)

E. Germany Hikes Disk Output

BERLIN — Communist East Germany is increasing phonograph record production—both in titles and in volume—and there are indications that the East Germans may soon provide a market for Western music.

East Germany has dropped virtually all bars on "decadent" Western pop, which now tops the Red hit tune list. The East Germans have suddenly discovered that the twist, boogie-woogie and jazz, in fact, are the "heritage of the world's oppressed colonial (African) peoples."

This is the case, too, with Latin rhythms, which now, thanks to Fidel Castro, have be-

come de rigueur for all self-styled Marxists.

Up 100 From 1963

East Germany's disk industry complements issuing over 400 new titles in 1964, an increase of 100 over 1963. Some 250 will be pop and the remainder classical.

Communist Germany's record

industry is State-owned and operated by VEB (for "People's-owned") Deutsche Schallplatten. Pop is produced and distributed by AMIGA-Produktion and classical by ETERNA-Produktion.

The accelerating liberalization within the Communist bloc has

(Continued on page 6)

Vote Switch May Doom Juke Box Royalty Bill

NEW YORK—Hope that H.R. 7194 (the Celler Bill) will not be reported favorably by the House Rules Committee were stirred Tuesday night (16) by Al Deaver, president of the Music Operators of New York.

Speaking at a special MONY meeting at the Holiday Inn Motel here, Deaver told Empire State operators that Rep. Katharine S. George (R., N.Y.), a member of the House Rules Committee, had come out against the bill to remove the juke box royalty exemption. He added that another Rules Committee member—Rep. Thomas O'Neill (D., Mass.)—is wavering in his support of the measure and may cast a negative vote.

Millie McCarthy, president of the New York State Coin Machine Association, had evidently been successful in her attempt to persuade Mrs. St. George to oppose the measure.

(Continued on page 61)

NARAS UNIT OFFERS GRANTS

HOLLYWOOD — Local NARAS chapter is offering tradesters 15 half scholarships in nine subjects covered in a special music program at UCLA's extension summer division. Courses cover piano and voice, ensemble playing and jazz arranging, composing and ensemble playing. Interested persons should contact Dr. William Hutchinson at UCLA extension, phone BR 2-8911.



GLENN E. WALLICHS, chairman of the board of Capitol Records, with Peter and Gordon, new British stars. The singers and Wallichs met recently during a press reception in New York.

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ARMADA Agenda

THURSDAY, June 25, 1964

12 noon to 9 p.m.—Registration, Marco Polo Exhibit Area.

FRIDAY, June 26, 1964

9 a.m. to 9 p.m.—Registration, Marco Polo Exhibit Area.
9:30 a.m.—Atlantic-Alco Distributors Invitational Meeting.
2 p.m.—United Artists Distributors Invitational Meeting.
6 p.m. (Optional)—“Our Business Is Going to the Dogs.” A festive outing for those not committed to their activity which includes for one price admission to the Flager Greyhound Track, transportation, dinner in the new Sky Region Room.

SATURDAY, June 27, 1964

9 a.m.—General Meeting, Pompeii Room. Call to Order by Convention Chairman followed by Invocation, President's Annual Report, Treasurer's and Executive Secretary's Report, General Counsel's Report.
10:45 a.m.—Appointment of Nominating Committee.
11 a.m.—Symposium—Panel, Moderator, and Discussion From Floor. Topic: “Sales Meetings—Do They Cost the Industry Too Much?”

NOON—Recess

1 p.m.—Luncheon, Mona Lisa Room. Speaker: Hon. John R. Reilly, Commissioner, Federal Trade Commission, Washington, D. C. Subject: “Industry and the Federal Trade Commission Responsibilities Under the Trade Practice Rules.”
2:30 p.m.—General Meeting, Pompeii Room.
2:45 p.m.—Discussion on Drafts of Trade Practice Rules Submitted to the Federal Trade Commission. Remarks by Mr. Earl W. Kintner, ARMADA General Counsel. Audience Participation Through Questions and Answers.
4:30 p.m.—Recess.
6 p.m.—Presidential Reception, Imperial Room.
7 p.m.—Banquet, Pompeii Room. Speaker: Mr. William P. Gallagher, Vice-President, Marketing, Columbia Records. Subject: “A Sound Future in a Sound Industry.”

SUNDAY, June 28, 1964

7:30 a.m. (Optional)—ARMADA Golf Tournament. An early-bird outing for those not committed to other activity. Entries must be posted at Convention Registration Desk by 9 p.m. June 26.
10 a.m.—Colpix Distributors Invitational Meeting.
11 a.m.—Command Distributors Invitational Meeting.
2 p.m.—ABC-Paramount Distributors Invitational Meeting.

MONDAY, June 29, 1964

9 a.m.—General Meeting, Pompeii Room.
9:30 a.m.—Review of Legal Problems in the Record Industry. Remarks by Mr. Earl W. Kintner, ARMADA General Counsel. Audience Participation Through Questions and Answers.
11 a.m.—Symposium—Panel, Moderator, and Discussion From Floor. Topic: Surplus Product—Should It Be Scrap or Distress Merchandise?

NOON—Recess

1 p.m.—Luncheon, Mona Lisa Room. Speaker: Congressman James Roosevelt, Chairman Subcommittee on Distribution for House Select Committee on Small Business. Subject: “Doom or New Life for Independent Distributors?”
2:30 p.m.—General Meeting, Pompeii Room.
2:45 p.m.—Symposium—Panel, Moderator, and Discussion From Floor. Topic: Promotional Allowances—Are They Really Promotional or Are They Disguised Discounts? Do “Freebies” Help or Hinder?
4 p.m.—Discussion on Group Insurance and How to Measure It's Cost. Remarks by Mr. Kenneth K. Walsh, Director, Group Insurance, Philadelphia Life Insurance Company.

5 P.M.—Recess

TUESDAY, June 30, 1964

9 a.m.—General Meeting, Pompeii Room.
9:30 a.m.—Discussion on the Association's Role in Trade Practice Compliance Procedure. Remarks by Mr. Earl Kintner, ARMADA General Counsel.
11 a.m.—The Members Speak—Views on Association Programs and Objectives Audience Participation.

NOON—Recess

2 p.m.—General Meeting, Pompeii Room.
2:15 p.m.—Report of Nominating Committee.
2:30 p.m.—Election of Officers (by members only).
2:45 p.m.—Installation of New Officers.
3:30 p.m.—Adjournment of General Meetings of the 1964 Convention.

MANUFACTURERS' ACTIVITIES

FRIDAY, June 26, 1964

9:30 a.m.—Alco Distributors Meeting—Palladium Room.
11 a.m.—Atlantic Distributors Meeting—Palladium Room.
12 p.m.—Atlantic-Alco Luncheon—Mona Lisa Room.
2 p.m.—United Artists Distributors Meeting—Imperial Room.
7:30 p.m.—United Artists Distributors—Empire Room—Party and Chuck Wagon Buffet.

SUNDAY, June 28, 1964

10 a.m.—Colpix Distributors—Empire Room—“Brunch.”
11:30 a.m.—Colpix Distributors Meeting—Palladium Room.
1:30 a.m.—Command Distributors—Mona Lisa Room—Luncheon.
2 p.m.—ABC-Paramount Distributors Meeting—Mona Lisa Room.

June 27, 1964, BILLBOARD

Capitol Distrib Revision

HOLLYWOOD — Capitol Distributing Corporation has streamlined its field structure “in a realistic adaptation to marketing patterns,” in the words of Stan Gortikov, CRDC's president.

On the basis of recommendations made by national sales manager, Bill Tallant, who has been touring the country for the past several months analyzing CRDC's structure, the company has obliterated the region and branch system and segmented the nation into divisions, districts and territories.

Now in operation are five divisions, 10 districts and sev-

eral territories. In the past, regional areas contained branch operations. The divisions now encompass the districts, with each manager covering two districts. In addition to the areas covered by district officers, other major markets will be covered by resident territory managers.

The five division managers are Jack Perkins, New York; Mike Makulics, Baltimore; John Jossey, Chicago; Dick Miller, Dallas, and Earl Horowitz, Los Angeles.

The 10 district managers are Ben Savoia, New York; Marti Thkki, Boston; Bill Dawson, Baltimore; Tom Beckwith, Atlanta;

George Gerken, Chicago; Jim Blackwood, Detroit; Marvin Boisek, Dallas; John Swenson, Kansas City, Mo.; Wayne Tappan, Los Angeles, and Charles Bratnober, San Francisco.

In explaining the structural revision, Tallant noted that marketing conditions which caused Capitol to make changes in its sales policies earlier this year, had also necessitated the tightening of its distribution network. The reference was to certain subdistributors winning away CRDC accounts and the company's problems in adequately covering remaining accounts in widely-scattered geographical locations.

CCB Seeks News Ban in Suit

HOLLYWOOD — Crowell Collier Broadcasting will ask Superior Court Judge Philbrick McCoy Monday (22) to rule that no news media shall be present for any person except the parties to the suit between promotion man Al Huskey and the named defendants.

In filing the motion for protective order clamping down on news regarding this first stage in the civil suit, attorney Julian Von Kalinowski, of Gibson, Dunn & Crutcher, counsel for Crowell Collier Broadcasting and vice-presidents Joe Bernard and Jill Hawthorne, requested that:

- No one shall be present at any depositions taken in the case except the involved parties;
- After being sealed, no depositions shall be opened except by order of the court;
- The office taking depositions shall not furnish copies to

any person except the parties to action.

The contents of the depositions, or transcript thereof, or any fact or document through any discovery provided by the laws of the State of California shall not be revealed to any person except those parties to the action.

Lawyer's Contention

Von Kalinowski based his request on contentions that publicity regarding the case in newspapers, radio and TV would be injurious to his clients. He states “that it is established legal principle that cases are tried in courts and not in newspapers or through other news media.”

The attorney listed the following arguments in support of his motion: There has been considerable publicity concerning the case in all media and more

is expected. This publicity has misrepresented facts, circulated rumors and accusations and has and will continue to adversely affect the reputation of Crowell Collier and its personnel.”

The defendant and prospective witnesses “have been and will continue to be annoyed, embarrassed and oppressed. The plaintiff has caused certain of such unfavorable publicity to occur and will continue to do so unless the order requested is granted.”

Von Kalinowski said he is asking for the protective order to achieve salutary purposes of

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Wexler Named To Post at ABC-Paramount



PAUL WEXLER

NEW YORK — Paul Wexler has been named to the newly created post of head of diversification for ABC-Paramount Records, Inc. He will work with Harry Levine, executive vice-president, and Larry Newbun, sales vice-president.

Wexler's appointment is part of ABC-Paramount's long range expansion program which has seen the acquisition of the Command and Westminster labels, the development of the Impulse jazz line, the establishment of Technical Sound, Inc., the creation of a pressing plant, and the entry into the original Broadway cast album field.

Wexler, who had been a vice-president at Columbia Records, directed the label's diversification program and was instrumental in the creation of Epic Records.

He comes to ABC-Paramount from Colpix Records, which he organized and headed. He is a board member of the Record Industry Association of America.

Columbia Bows Line

NEW YORK — Columbia Records Sales Corporation showed 22 new models of phonograph packaged components, portable radios and tape recorders at a regional distributor meeting held in Chicago June 11.

Prices for the 11 phonograph models range from \$19.95 to \$199.95. Five feature solid-state amplifiers.

Two packaged audio components are priced at \$225 and \$325. The lower priced package includes a solid-state 30-watt amplifier, Garrard AT-6 changer, Pickering magnetic

cartridge, diamond needle and Jensen speakers in sealed speaker compartments. For \$100 more than buyer receives the package described above, plus a transistorized, hand-wired AM-FM FM stereo tuner with an automatic FM stereo indicator to show the type of broadcasting being received.

There were three new console radio-phonographs. Prices are \$299.50, \$399.50 and \$450.

The two new portable transistor radios utilize penlite batteries and the eight-transistor

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Talmadge to Bow Label At ARMADA Parley

NEW YORK — Ari Talmadge's new label, Music & Voice, will be unveiled at the ARMADA convention in Miami, which starts June 25. The debut release will consist of six albums and two singles.

Two of the LP's will feature more than 50 songs of a particular nature on one record. The albums are: (1) A collection of the theme songs from motion pictures, featuring guitarist Vinnie Bell and his orchestra, (2) A collection of hit songs from Broadway shows, featuring Milton DeLugg and his orchestra with John Costa at the piano. A third album will consist of organ skating music, and a

fourth will be a discotheque dance package with Ralph Marterie and his orchestra. The fifth album will be titled “How to Hula at Home,” featuring Russ Carlyle's orchestra and the sixth album will contain music to accompany Isometric Exercises, a new method for body conditioning. For this project Talmadge has made an exclusive tie-in with Prentice-Hall, publishers of a book on the exercises.

The two singles will be children's items, each a seven-inch record with four songs and original lyrics by Milton DeLugg. These disks have been produced by Sonny Lester.

Dot Signs With Columbia Record Club of Canada

Continued from page 1

director, said it was a step toward obtaining varied international outlets. "I'm hoping we can tie in with as many record clubs as there are around the world," he added.

Back at his home base after an extensive licensee negotiating trip to Europe, Bailey is in the process of completing the paperwork firming his new representatives. The label recently chose not to renew its contract with British Decca for representation in nine countries.

Philosophizing, Bailey feels one reason American records have run into stiff competition in European markets is that the Continental record industry has developed strongly within the last few years and is creating good commercial disks. An ad-

vantage native artists possess which helps boost them over American performers is obtaining local TV exposure.

Language appears to be an important key to a disk's success, Bailey notes.

With much written in the U. S. about pirate radio stations beaming pop music into England from ships, Bailey reports that the European manufacturers are concerned about these floating broadcasting stations. While broadcasts appear to be very

effective, Bailey says the manufacturers are afraid that over-exposure will affect the consumers.

Europeans are also concerned about discounting, Bailey adds. The current stabilizing laws and agreements in effect have kept prices from running wild. In Italy, however, RCA has been discounting its product, Bailey says, and appears to have a majority of the market. The other labels aren't following RCA's move, however, Bailey reports.

Glen Costin Buys Major Interest In Fred Astaire's Ava Records

HOLLYWOOD — Financial magnate Glen Costin has purchased the majority stock interest in Ava Records from Fred Astaire and plans using the label as a base of operations to expand and diversify in the music industry.

The former president of Diversa, Inc., a powerful Texas investment concern, said that Astaire retains a small stock option as do Jackie Mills, vice-president, and Tommy Wolf, secretary-treasurer.

Costin, who now heads his own investment company, noted his attorney Frederick P. Schumacher has also purchased stock in the company and would advise him on future Ava matters. Costin's bid to Astaire came after his business analyst Joe Lee

had spent six weeks surveying Ava's potential, current obligations and mode of operation.

Now that he has provided Ava with additional financing and brought in expert business management analysis, Costin plans looking around for other acquisitions in the manufacturing and publishing fields.

Costin will study plans for providing additional emphasis on overseas distribution, hiring a qualified man to head the company, so he can step behind the spotlights.

He added he would be helped in making decisions about new releases by talking with his a&r staff and distributors while also relying heavily on his own intuition.

Frank Luppino Is Named Billboard Managing Editor

NEW YORK — Frank Luppino, a Billboard veteran of more than a decade and a half, last week was named managing editor of the international music-record newsweekly by Lee Zhitto, editor in chief. The appointment is effective immediately.

In his new post, Luppino will handle administrative co-ordi-

nation of Billboard's expanded editorial operation. He will report to Paul Ackerman, music editor, and to Zhitto.

In welcoming Luppino to the editorial staff, Zhitto said: "We are most fortunate to have a man of Frank Luppino's rich background and capabilities join our ranks. He will help us keep pace with the rapidly expanding responsibilities of our department, including our international growth, Record Preview, and other projects."

Luppino joined Billboard in July, 1948. He started in the ad department, and at one time held the title of assistant to the publisher. During his Billboard career, he held numerous responsible positions, including international sales director, and his most recent, that of promotion director.

Epic Bolsters Artists' Roster

NEW YORK — Epic Records bolstered its artists' roster last week with the signing of the Back Porch Majority, a new seven-member singing group, and Steve Clayton.

The Back Porch Majority was founded by Randy Sparks, who launched the New Christy Minstrels (Columbia group). Sparks formed the Back Porch Majority as an understudy for the New Christy Minstrels, but he now feels that they can develop a separate career as concert and recording artists. The members of the new group are Karen Brian, Mike Clough, Mike Crowley, Dan Dalton, Lois Fleicher, Charles Kierdes Vassy and Ellen Whalen. The first release is a single, "Hand-Me-Down Things" coupled with "Friends."

Clayton, who has an extensive background in night club and TV, will debut on Epic with "My Ring of Love" coupled with "My Summer Love."

MORE TV DATES FOR SKA DANCERS

NEW YORK — Atlantic Records is setting a new series of TV appearances for the Jamaica Ska Dancers. The initial run of these will take place soon on the Ed Hurst TV show on the Steel Pier, Atlantic City, N. J. Plans entail a Jamaican Ska contest to select the best ska dancers in the Atlantic City-Philadelphia area. Hurst's show is broadcast over WRGV-TV.

Similar contests will be telecast via other outlets across the nation. The Jamaican government is sponsoring the appearances of the dancers.

Meanwhile, orders for the Jamaica Ska dance instructions have exceeded 100,000—mostly from jockeys who are using the charts as giveaways.

Atlantic's first Jamaican Ska album, titled "Jamaica Ska," is being rushed into release. It includes sides by Byron Lee and the SKA Kings, the Blues Business and other groups.

Mogull, Lee Switch Post

NEW YORK — Music Publishers Holding Corporation's Artie Mogull and Warner Bros. Records' George Lee played musical chairs last week, switching jobs. Mogull will become head of Warner Bros. Eastern operations, and Lee leaves that post to take over Mogull's position with MPHIC.

Mogull will report to label President Mike Mailand, and will be responsible for all creative areas and the administration of its New York office. His credits include discovery of Peter, Paul and Mary. Lee will report to MPHIC President Herman Starr. Lee's background includes positions with Zodiac Music, Palette Records, and as a vocalist with the San Kenton Orchestra. Job switching is effective July 1.

MGM-Verve Ups Mancini

NEW YORK — Frank Mancini has been promoted to national promotion manager at MGM-Verve Records. For the past two and a half years he had been covering the country for the MGM sales department as a regional salesman.

His duties will include close liaison with artists and distributors and promotion men. His initial efforts will be the promotion of "The Unsinkable Molly Brown" soundtrack set and the soon-to-be-released Shelley Brannan album, "The Sex Life of the Primate."

Southeast Asia Next for Weiss

TOKYO — Bobby Weiss, here the past several weeks on a special survey for the Harry Fox International office, is concluding his assignment this week (20)—and will leave for a swing through Southeast Asia on business pertaining to his own International Holding Company, Ltd.

Weiss will proceed to Manila, Singapore, Bangkok and Hong Kong before planning back to Hollywood, via Honolulu. He is due to arrive in Hollywood the first week in July.

Melcher Joins Darin Outfit

HOLLYWOOD — Terry Melcher, Columbia's a&r man specializing in teen-age product, is departing the label to join Bobby Darin's TM Music as a writer-producer. He and Bruce Johnston, who continues at the label, worked on teen-age projects, including the Rip Chords. No replacement has been named by Al Stanton, West Coast a&r chief.

RCA to Cut Center's 'King and I'

NEW YORK — RCA Victor will launch its recently signed eight-year tie with the Music Theater of Lincoln Center with the original cast album recording of "The King and I." It's not yet been decided whether Victor will record the Music Theater's second production of this season, "The Merry Widow."

In its deal with the Music Theater, Victor has the option to record selected productions to be staged by the theater over an eight-year period. The Music

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Editor-in-Chief: Lee Zhitto
Editors: Paul Ackerman,
Aaron Sternfeld

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BILLBOARD June 27, 1964

Capitol Study On Dropping Of Discount

PHILADELPHIA — Rack jobbers have not lost accounts to Capitol Records Distributing Corporation as a result of its one-price-to-all policy, nor have they experienced any difficulty in getting Capitol product. This was stated last week by National Association of Record Merchandisers Executive Secretary Jules Malamud following a survey of NARM's members.

The survey was made to determine the effect Capitol's dropping of the functional discount has had on rack jobbers. Malamud said the survey enjoyed a 90 per cent return, indicating intense interest in the subject at hand.

According to Malamud, the survey showed that Capitol has not been able to sell direct to those accounts which NARM members service. Malamud said the survey revealed a marked drop in rack jobber purchases of Capitol product.

Quotes from the questionnaires expressed the general attitude of rack jobbers is to purchase only the top Capitol items and to hold catalog purchases down to a minimum.

COOKE GETS BIG 70-FT. BUILDUP

NEW YORK — Sam Cooke, the RCA Victor recording artist who begins a two-week engagement at the Copacabana on Wednesday (24), is paying \$10,000 for a month's rent for a billboard spot on Times Square. It's part of a campaign to herald the singer's engagement at the club and Cooke figures he'll come out ahead on the deal.

The Cooke sign, erected at the corner of Broadway and 43d Street, is about 70 feet high and weighs about 1,500 pounds. It was built by Arcraft-Strauss Sign Company.

It began with a teaser campaign reading "Who's the Biggest Cook in Town?" and was followed with "Sam's the Biggest Cooke in Town."

LATIN AMERICAN MUSIC WITH ALL-AMERICAN APPEAL!

SWINGING! SENTIMENTAL! VOCAL! INSTRUMENTAL!



EX 5110/ES 1810 Stereo



EX 5006



EX 5109/ES 1809 Stereo



EX 5114



EX 5074

Here Are 10 Albums From Columbia With Universal Sales Appeal That Belong in Your Store...



EX 5115/ES 1813 Stereo



EX 5056



EX 5042



EX 5084/ES 1784 Stereo



EX 5061/ES 1761 Stereo

Make your store the scene of a summer fiesta with the biggest and best Latin American catalog, featuring the greatest artists recorded in their native countries.

IN-STORE PROMOTIONS

LATIN RHYTHMS WITH ALL AMERICAN APPEAL



Stock these money-makers and receive an attractive divider card for your browser box . . .

LATIN AMERICAN MUSIC WITH ALL AMERICAN APPEAL



and a special consumer audition album!

ON-THE-AIR PROMOTION



3000 radio stations will offer mass exposure of all 10 albums with an exciting disc jockey sampler featuring cuts from each LP!

SEE YOUR COLUMBIA RECORDS REPRESENTATIVE TODAY!

E. Germany Hikes Disk Output

• Continued from page 1

dropped nearly all bars fencing in the East German disk industry. It is now handicapped mainly by the shortage of foreign exchange to finance sales into Western disk markets.

However, Red German disk moguls are gradually circumventing this barrier through the rapidly expanding network of trade agreements and are negotiating with Western countries. Disks are covered in this trade, and Joachim Pfeiffer, VEB Deutsche Schallplatten's new export chief, is optimistic that East Germany will be able to sell, as well as buy, music in Western markets.

In 1959 East Germany produced about 5,000,000 records (compared with about 50,000,000 in West Germany). Last year the East Germans produced 42,000,000 disks, and Pfeiffer predicts output this year of over 15,000,000.

As East German disk executives concede, music production is responding increasingly to

public taste, and producers no longer are subject to Marxist shackles.

However, this has not necessarily made life easier for disk producers. East Germany has developed very few, if any, pop music composers of international standing. Producers are dependent on imported pop music product.

In theory, East Germany is

richly endowed with classical music, Bach, Handel, Mozart and other classical masters. In practice, however, Soviet artists are producing superior recordings.

This points to the fact that the Soviet bloc, or what remains of it, is becoming competitive among its members in music as well as industrial goods for sale on the world market.

Rolling Stones' Tour in U. S. Sparks Disk Sales

NEW YORK — The record sales pickup of the Rolling Stones in the U. S. is attributed by London Records executives Herb Goldfarb and Walt Maguire to the British group's recent tour here. Both Goldfarb and Maguire, in their capacities as national sales-distribution manager, and pop artists and repertoire sales head, respectively, collaborated on an all-out promotion effort tied in with the Rolling Stones' visit here—and it paid off.

The Rolling Stones album, according to Goldfarb, is pushing the 100,000 sales mark. Their first single release, "Tell Me," hit the best selling charts and sparked the release last week of a follow-up single, "Not Fade Away," which, according to them, "is already on its way."

In conjunction with the Rolling Stones' U. S. tour, London applied a variety of merchandising techniques to help spark sales of their disks. The company spread around the country with window streamers, easels, special disk jockey kits, stickers, etc., to build interest in the Rolling Stones. Both Goldfarb and Maguire admit that it added up to a hefty coin outlay but with the disk orders coming in at a steady rate, it has turned out to be a profitable investment.

The Rolling Stones have been touring the U. S. since June 1 and wound up their appearances with two shows at New York's

Carnegie Hall last Saturday (20). They were due to leave for home the following day.

Cedarwood Uses IBM On Royalties

NASHVILLE — An innovation in Music City went into operation this month when Cedarwood Publishing Company became first music publisher in Nashville to install a complete IBM system for the computing and distribution of royalties to their individual songwriters.

"Although the handling of writers' royalties will be the largest single time-saving factor initiated into the system," according to Bill Denny, president of the firm, "the over-all operation will include instantaneous up-to-date information on recorded songs, cost analysis, profit and loss statements, and a host of other jobs which are highly important in maintaining close control over an increasingly complex business."

Mary Claire Rhodes, a vice-president at Cedarwood who has handled the responsibility for writers' royalties for the past four years, says the new system will do the job in a matter of minutes.

Pete Nebbut, Data Service Corporation of Nashville, assisted company officials in setting up the system which he says can be applied to every small publishing companies at less cost than their present systems. The giant computers and sorters necessary for handling the information coded on the thousands of IBM cards are housed in a modern building a few blocks from the heart of Music City. Nebbut pointed out that a world of information is constantly available to executives.

The system contains a master card for each of the songs in the giant Cedarwood catalog. The master cards contain coded information including copyright date of the song, the writer or writers of the song, who recorded the song and for which label, when and to which recording company a license was granted, total amount of royalties received or total royalties received for a particular period and the number of records sold.

With information of this type coded onto the master card, it requires only a few seconds to isolate and print a statement of royalties for any individual writer.

As royalty statements are received from recording companies and the performance society, they are sent to the data-service

BILLBOARD, RIAA LIST INDUSTRY SALES FIGURES

NEW YORK—The record industry in 1963 registered an increase in retail dollar sales of phonograph records of 1.1 per cent, according to Billboard's Record Market Research division. Total record sales dollar volume at retail was \$658,000,000, as compared to \$651,000,000 for 1962.

LP dollar sales at retail were about the same for 1963, as compared to 1962 (\$485,000,000 in 1963 vs. \$486,000,000 in 1962) but both record stores and clubs dropped in LP sales for 1963. Racks and mail-order business increased in LP dollar sales for the year. The increase in mail-order LP business was not sufficient, however, to offset the loss registered by the clubs for the year, thus clubs and mail-order combined were off 5 per cent from 1962.

The Record Industry Association of America released its year-end figures this week and declared the industry to be off by 7.5 per cent 1963, as compared to 1962. This estimate was based on U. S. excise-tax figures, combined with RIAA's member firms' data supplied to RIAA in terms of factory shipments and returns.

7.5 Per Cent Drop

U. S. excise tax figures released this week show a 7.5 per cent drop in 1963. However, Billboard's Market Research division points out that excise tax figures during the past several years have strayed further from the actual retail sales every year. This is due to increased discounts, deals and cutout sales.

The government excise tax law is clear in that manufacturers are required to pay 10 per cent excise tax on the "selling price" of records. For example, if the singles selling price goes down because of freebies (which bring the selling price down to 36 cents on initial orders) then the excise tax paid is less. These records reach the consumer, but not necessarily at reduced prices.

The same principle applies for LPs and increases in budget merchandise, LP cutouts—all fall to the same lower excise tax payment. This combines to make the U. S. excise tax figures further from the actual retail dollar sales picture as each year passes, according to Billboard's RMR division.

Christmas 1963 did not live up to expectations in retail outlets. The industry did have its seasonal fluctuations as per usual, but some of the lows were lower than in 1962 when the industry enjoyed its best summer sales period for singles in its history.

Gross National Product for 1963 registered a 5.6 per cent increase; total U. S. Retail Dollar Sales were up 4.7 per cent and the population continued its upward pattern, reaching an all-time high of 189,000,000 people in the U. S. Sales of phonographs hit an all-time high of 5,000,000 units sold, according to the division.

Capitol's Big Sound Series Proves Sound

HOLLYWOOD — Capitol Records is devoting much thought and production effort to the creation of sound albums—sports cars, drag races, boat races. The vehicle is the label's Big Sound Series, produced by Jim Economides, a former dragster himself.

What Capitol—and for that matter any other label producing hot rod, speed boat or motor-cycle sound albums appreciates—is the utter profit inherent in these packages. Economides figures his "Sound Series," semi-documentary packages of actual races tied together by original dialog and interviews with the drivers are 50 per cent more profitable than the average musical album.

No Royalties

There are no royalties paid to competitors because races are news events and become public domain, according to Economides. When he interviews a driver, he usually gets a release which covers any legal entanglement.

The first LP in the series, "Big Sounds of the Drags," released last October, has sold

over 100,000 units, Economides said. The second package, "Big Sounds of the Sports Cars," issued last December, has sold over 40,000 LPs. The series also includes drag boats and go carts, and racing Jim is working on three new information-type LPs for September release.

A Major Session

Economides brings as many as five engineers and a complete recording studio in a moving van and strings mikes along the quarter-mile track, which offers the desired stereo effect. He writes scripts for each LP and hires talent to do the narration.

He is currently working on a blockbuster history of drag racing for September release.

Economides plans flying to Utah in August to record Craig Breedlove's attempt at breaking his own world's speed record of 308 mph in his jet car, the Spirit of America. The a&r man hopes to rush this out as a special package in September.

ORBISON TOPS BRITISH CHARTS

NASHVILLE—Roy Orbison, Monument recording artist, is No. 1 on the British charts with "It's Over."

The label's John Sipple got a call from a reporter on the London Daily Express last week. According to the British newsmen, no U. S. artist had hit the top of British charts for 18 months. Earlier in the week, Orbison got a call from Derek Johnson of the New Musical Express informing him that he had hit the top position.

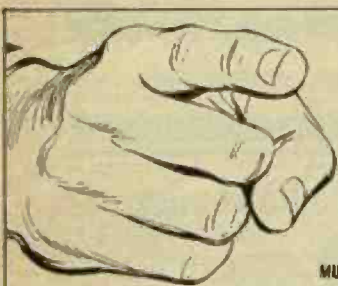
Orbison plans a trip to the U.K. early in 1965.

THIRD JAZZ CASUAL SHOWN

SAN FRANCISCO — The third series of half-hour jazz shows, titled Jazz Casual, on National Educational Television, had its first showing Wednesday (17) in New York, Boston, Chicago, Seattle and this city.

The initial program in the third series was devoted to Mel Torme; the second and third programs will feature Woody Herman's Big Band, and the fourth and fifth will feature Louis Armstrong and the Art Pepper Quartet, respectively.

The jazz show is produced and hosted by syndicated jazz columnist Ralph L. Gleason of The San Francisco Chronicle. The show is taped at KQED here, and released over 80 net stations. It is the most widely viewed jazz show in the U. S. These five programs bring the series to a total of 24.



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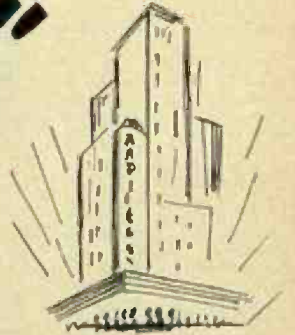
Type of Business _____ Title _____

2 GREAT RECORDS OF "Madrigal"



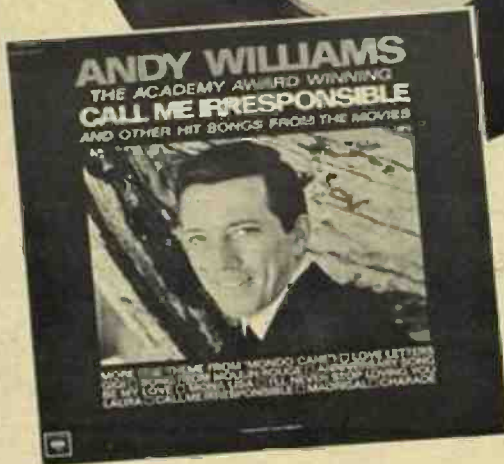
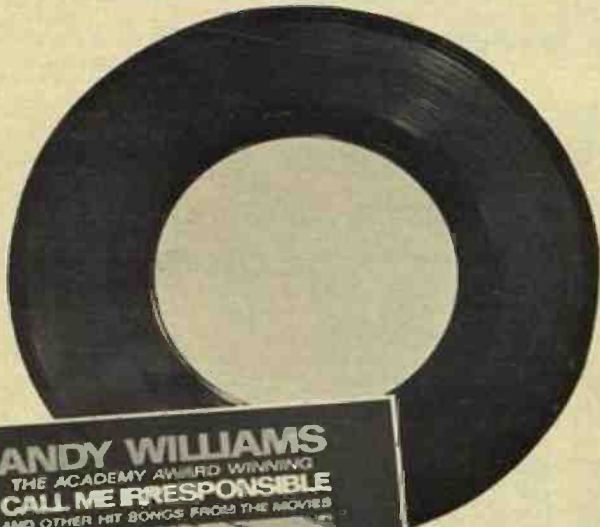
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HEIF SAYS:

Very Alive and Kicking

WOOD—"I hold no bet, with the prophets of doom for jazz. The music is in a very healthy, active state." Thus speaks Leg Koenig, president of Contemporary and Good Time Jazz, two labels entering their 16th year of operation.

Koenig, who has recorded jazz since 1941, feels jazz today is in a state of ferment and will soon jell with some new, exciting sound. He feels the ultra-modernists, the avant-gard players, are a force to reckon with in the future. Unlike Stan Kenton, who recently exclaimed that jazz was dead, and *Time* magazine, which lamented the closing of Birdland in New York, Koenig looks optimistically at the future.

He says there are wonderful new players developing and writing and he plans recording them on the modern jazz Contemporary line and on the Dixieland Good Time Jazz label. Koenig happily reports finding several artists with something new to say in the traditional jazz field for release on GTJ.

"Jazz has stopped being a primitive music," he says, "and is now more sophisticated." Koenig believes the "new freedom concepts" of Ornette Coleman and John Coltrane, plus the fusion of classical patterns with modern jazz are what's making jazz exciting today and will make it even more thrilling tomorrow.

Indoctrinate Dealers

Yet while he believes in the

future of tomorrow, Koenig is not inclined to forget the great music of yesterday. He firmly believes that a good record 10 years ago is still a good performance and can be sold. The key is indoctrinating dealers that catalog items should be stocked and that, given a chance, they will prove sales items.

Good Time Jazz was formed

in 1949 and catered to traditional music, Koenig boasts that disks recorded then are still selling today. He formed Contemporary in 1951, originally to cut classical works but expanded the concept in 1953 to include modern jazz and helped launch the "West Coast" modern school and the trend of recording jazz versions of Broadway plays.

INITIAL EFFORT STRONG

RIC Stockholders Double As Disk Promotion Men

NEW YORK—In a plan devised by Joe Csida for his RIC Records firm, stockholders are now doubling as record promotion men. Csida, who heads the new RIC label, has enlisted the aid of the firm's stockholders to promote the company's first four single record releases on the radio station, TV station, record merchandisers, one-stop, dealers, juke box operators and newspaper levels in their local communities.

Csida has sent out to the company's stockholders a "Promotion Suggestion Sheet" which outlines the modus operandi of disk promotion for the four singles. It's broken down into various categories, but actually it is aimed at getting plays and press coverage around the country on the new releases.

Forms With Sheets

Order forms also are being sent with the promotion sheets so that the stockholders can request the number of disks needed for the pitch in their territory. According to Csida, the initial effort has pulled strong stockholder support.

The four releases are Larry Finnegan's "Baton Rouge" and "Dear One," Phil Bodner's "Bei

Mir-Bist Du Schoen" and "Sunset," Roosevelt Grier's "Fool, Fool, Fool," and the Terry's "Wake Me 100 Years From Now" and "Never Never Land."

Although Csida is on an all-out effort to create a demand for these four singles and to build each of the four artists involved before he releases any other records, he revealed that the firm is now planning and actually producing additional records as well as the company's first album release. The album line will be revealed to RIC distributors on June 26 during the ARMADA meet in Miami.

CAPITOL WINS SUIT VS. GR

NEW YORK — New York Supreme Court Judge Peter A. Quinn has ruled in favor of Capitol Records, Inc., in its restraint action against Greatest Records, Inc. Capitol had sought an injunction charging unfair competition resulting from Greatest releasing allegedly registered tracks taken from two Beatles LP's and one single (Billboard, June 6).

The case was significant for the record industry. Greatest based its defense on the U. S. Supreme Court's decision in the Sears, Roebuck & Company vs. Stiffel, and that under U. S. copyright law, disks are not copyrighted. Had Greatest won, a precedent would have been established allowing anyone to issue copies of disks once released. Capitol was represented by Halperin, Morris, Granett, Cowan, Counsel for Greatest was Warren Troob.

Keeley Smith Sues Dot

HOLLYWOOD — Keeley Smith filed suit against Dot in Los Angeles Superior Court last week, asking for masters she and her former husband, Louis Prima, cut during the run of their contract from May 1, 1959, to Aug. 31, 1962. Randy Wood, Dot's president, has not seen the charges and had no comment.

Noteworthy—

for Billboard's 21,000 Regular Readers:

Profit Opportunities for the Record-Selling Dealers.

... the theme of Billboard's NAMM Convention Section, distributed at the National Association of Music Merchants' Convention, Conrad Hilton Hotel, Chicago, June 28 through July 1. Issue Date, July 4; Advertising Deadline, June 24.

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... Billboard's 1964-65 International Buyer's Guide—received, kept and used by more music-record influentials throughout the world than any other publication. Issue Date: August 1; Advertising Deadline: June 29.

DGG WINS PARIS AWARDS

LONDON—Deutsche Grammophon won five awards for opera and vocal records at the Academie du Disque Lyrique reception held June 11 in Paris in the Grand Opera. These awards were given to Florenza Cossotto for her part in *Il Trovatore*; Tullio Serafin, the 86-year-old conductor for the Trovatore recording; Jess Thomas for his Richard Wagner recital; DGG's complete recording of R. Strauss' opera, *Arabella*; and to DGG's Archive production of 10 Christmas Carols by Praetorius and his Contemporaries. DGG won five out of a total of 16 awards.

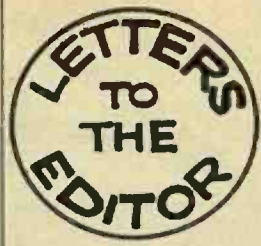
Herman Kenin Re-Elected as AFM Chief

• Continued from page 1

Petrillo, 68, is now president emeritus. Petrillo was visibly touched by the board's move but said he'd have to give the matter some thought.

Other Parley Items

Among the other items taken up at convention were: (1) Manipulated merger of the AFM's two Chicago locals as ordered by the international executive board was sustained by unanimous voice vote of nearly 1,000 delegates. The merger order had been appealed to the convention by Chicago's large Local 40, which sought earlier amalgamation under a different form number, Local 208, the smaller and preponderantly Negro union, had agreed to the Federation's order and supported it on the floor of the convention. (2) On the controversial subject of discotheques, Kenin rounded the delegates that the union has no power under law to halt the use of records. Some locals have found it advantageous to join forces with discotheque users, thereby achieving the use of live supplemental music in establishments where musicians have not been previously been employed. Kenin recited instances in New York where a joining of live music with discotheque has produced jobs for musicians. Essentially, Kenin said, the problem was one of "local ground rules."



Thank you for the complimentary copy of your Music on Campus edition. I will pass the copy along to the agency in charge of booking acts for us. We had Ray Charles here in April and usually have three or four similar artists per year.

Brother Stephen Sheehy, S.M.
Dean of Men
University of Dayton
Dayton, Ohio

Thank you for the story. I deeply appreciate the masterful way in which you presented our conversation. It has brought me many interesting calls and messages.

Enoch Light
Command Records
New York City

I tune into your program on my radio. I get it from WSM in Nashville, and I love country music. I ordered your World of Country Music book from this program.

Basil Bunting
St. Mary—Islington
Jamaica, West Indies

• Ed.: A weekly one-hour show of country music is broadcast world-wide through the facilities of WRL, Radio World Wide, in New York through the cooperation of the Country Music Association, WSM in Nashville and Billboard. Billboard sponsors the program in the U. S. on WSM and offers listeners the opportunity to obtain copies of *The World of Country Music* edition. Response to Billboard's WSM broadcast has come from 38 States but this is the first indication that clear channel outlets carried into the Caribbean.

We are interested in securing polyethylene bags for 12-inch records, the rounded at the bottom kind which slip inside the cardboard jacket. We need quotations on 1,000, 2,500, 5,000 and 10,000. Can you help us find a source?

Harrison W. Moore Jr.
Railroad Station WRVC-FM
Norfolk, Va.

• Ed.: To subscriber Moore went a copy of Billboard's International Buyer's Guide which is the most complete source of information on all services and supplies for the music-record industry. A new, up-dated edition will be issued with Billboard's August 1, 1964, issue.

FRANCE STARTS SONG FESTIVAL

PARIS—For the first time France has its own song festival. On June 19-21, at Antibes-Juan-les-Pins, on the Riviera, the first "Festival de la Rose D'Or (Festival of the Gold Rose)" was held with some 30 songs judged by the jury and the public.

Among the artists were Guy Beart, Patricia Carli, Frank Fernandel and Jacqueline Danno. Among the writers with entries were Louis Amade, Pierre Delanoe, Michel Legend, Jean-Jacques Debout, Guy Beart, Eddy Marnay, Michel Emer, Billy Merciol, Jean-Max Riviere and Gerard Bourgoon.

First prize is \$2,000 and a gold rose, designed by the well-known painter, Braque. Second prize is \$1,000 and third \$500.

ARTUR GETS TOP MONEY

SYDNEY—Concert pianist Artur Rubinstein will receive about \$22,000 a performance for his Australian tour later this month. This means that Rubinstein will get at least \$26,000 for 13 solo recitals in five weeks. It will be the highest sum ever paid to a visiting classical artist—even higher than the figure paid to Dame Margot Fonteyn for her recent tour. Rubinstein arrived in Sydney on Tuesday, June 16. He began his tour in Brisbane on June 20, followed by Melbourne, June 23 and 30; Adelaide, June 25 and 27; Sydney Town Hall, July 1 and 18, and Perth, July 22 and 24. The now-famous Polish-born pianist last toured Australia in 1937.



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FROM COLUMBIA RECORDS

See your Columbia salesman, stock up and profit!

GERMAN COPYRIGHT LAW Melody Protection Stressed

By OMER ANDERSON

BONN—The 497 deputies of the West German Bundestag (lower house) have received a phonograph record with the compliments of German composers and music publishers.

The disk is titled "Melodien-schutz muss bleiben!"—"Melody Copyright Must Be Retained." It is a medley of six different musical types: an Habanera, a Tchaikovsky-like piano concert, a march, boogie-woogie, a waltz, and a new concert work.

In fact, however, all six works, diverse as they are, stem from "O Sole Mio."

Dr. Ludwig Strecker in his structure to the deputies contends that there is nothing really original about his gift disk and that every passage—from Habanera to concert work—merely represents an artful rehashing of themes from "O Sole Mio."

Dr. Strecker is spokesman for German composers and music publishers in their campaign to have stringent melody copyright restored to the copyright reform draft law now before the Bundestag.

The present copyright law, enacted in 1905, bars the bor-

rowing of any melody taken from a recognized work of music." The effect, Dr. Strecker points out, is to force composers into entirely new creative effort; the law prevents them from incorporating or building on an existing melody.

In an effort to update and streamline copyright legislation, the Bundestag struck the melody bar from the draft law, claiming it was outmoded and irrelevant.

The gift disk is intended to prove otherwise. Dr. Strecker, as spokesman for the composers and music publishers, claims melody copyright is in fact the core of copyright legislation. As his disk seeks to prove, an artful plagiarist can improvise endlessly on a purloined melody.

The melody copyright con-tretemps is the second major hassle to develop from the government's effort to update Germany's vintage law. Germany's performing rights society, GEMA, is battling to have the draft bill raise bars against the tape recording of music for private enjoyment.

There is an increasing disposition on the part of composers, authors and to some extent music publishers and diskeries to regard the draft bill as a case of one step forward and two steps backward. A certain par-

allel has developed between the Bundestag's draft bill and the Celler law which is bogged down in the U. S. Congress.

Finally, a Japanese copyright reform has encountered rough passage in that country's parliament. This circumstance has re-informed arguments by GEMA that copyright protection is no longer primarily a national but an international matter, and it should be approached accordingly.

West Germany's draft law takes cognizance of the fact that music is concerned copyright protection, has become the captive of advancing technology. There is some disposition to wonder here whether it is even worthwhile enacting a new copyright law on a national basis, with music now about to become the handmaiden of communication satellite simultaneous worldwide broadcasting.

Dr. Erich Schulze, GEMA's astute general manager, is placing emphasis on tighter protection abroad of German music copyrights. GEMA feels that the foreign market should generate rapidly expanding royalties for German composers, authors, and he is putting pressure on foreign copyright societies to intensify their policing and collection of copyright royalties.

CCB Seeks Ban

• Continued from page 3

liberal discovery while preventing annoyance and harassment.

"We are confident that charges against Crowell Collier and its personnel will fail at trial for lack of proof," he stated. "But unless the protective order requested is issued by the court, the defendant will suffer irrefragable harm to its reputation and that of its personnel by publicity based on rumor, hearsay and conjecture."

Will Argue Motion

Richard Hirsch, attorney in the Max Fink office representing Huskey, said he would argue against the motion on the grounds it was an action designed to limit his client's freedom of speech.

As Von Kalinowski filed his request, other defendants filed answers. Answers were Record Sales and Al Sherman, Hunter Hancock, Edward Davis, Roger Davenport, Ted Quillin, Rudy Harvey, Charles Dougherty, Gene Weed, Wink Martindale, Bill Ballanog, Sam Riddle, Roger Christian, Joe Bernard, Jim Hawthorne and Crowell Collier.

RCA's 'King & I'

• Continued from page 4

Theater, whose president is Richard Rodgers, will present American and European classics in the fields of light opera, operetta, musical plays and musical comedies. Each year, two or more productions will be performed at the theater for periods of five to six weeks.

"The King and I," the first Music Theater original cast album to be put out by Victor, will star Rise Stevens, with Lee Venora, Frank Poretta, Michael Kelmoyan, Eric Brotherson and Patricia Neway. It opens July 6 and will run through Aug. 8. The original Broadway cast album of "The King and I," a Rodgers and Hammerstein musical starring Gertrude Lawrence and Yul Brynner, is in the Decca catalog.

The Music Theater's production of Franz Lehár's "The Merry Widow" will star Patricia Muggel and co-star Boby Wright.

Records Put on Arts Bill

WASHINGTON—RIAA Secretary Henry Brief's appeal to the House Education and Labor Committee not to omit phonograph records from the major art forms to be fostered under a proposed cultural development act took effect. In reporting the bill to set up a National Council on the Arts and a National Arts Foundation, the House committee decided not to list in the bill the earlier enumeration of art forms to be fostered; that list had not included sound recordings.

Instead, the committee has included in its report for guidance

and reference in connection with the bill a list of art forms that includes sound recordings among the lengthy tally of all art forms from music to costume design, motion pictures to television.

Duties of the proposed Council on the Arts would be strictly advisory and promotional. There would be no government interference with the arts in any manner under the bill, the committee report points out. The President will choose council members from among top representatives of the various arts. Similar legislation was passed by the Senate in December, 1963.

EMI ISSUES ICELAND LP

LONDON — In association with Henri Olafsson of Falkinn, Ltd., EMI has issued an LP to mark the 20th anniversary of Iceland becoming a republic. The album contains extracts from speeches by leading members of the government at the inaugural ceremony, recorded in 1944 by the Icelandic State Broadcasting Service. The extracts include a speech by Dr. Juris Bjorn Thordarson, Prime Minister of Iceland in 1944.

Reprise Buys Two Masters

HOLLYWOOD—Reprise has purchased two teen-slanted masters from local independent producers, "Go Go Watous," featuring Tony, Vic and Manuel, and "La La La La La," by the Blendells. The "Watous" single was produced by Nick Venet; "La" by Billy Cardenas.

The label's A&R director Jimmy Bowen, in boosting his roster, has added vocalist Jill Jackson, with her first single planned for July.

Bernard Prager Joins BVC

NEW YORK—Bernard Prager, veteran music man, has joined Bregman, Vocco & Conn to head its business and sales department. He'll also act as Jack Bregman's aid in the firm's operation. For many years, Prager had been with the sales division of the Big Three (Robbins, Feist & Miller).

Liberty Files Appeal

HOLLYWOOD—Liberty has asked the District Court of Appeal to reverse a preliminary injunction barring it from interfering with Timi Yuro's working for any other label.

The vocalist, who recently left Liberty, had been granted the preliminary injunction in Superior Court several weeks ago. The conflict is over whether Miss Yuro is still bound to her Liberty pact.

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 - ARTHUR PRYSOCK SINGS ONLY FOR YOU..... OTLP 2004
 - COAST TO COAST..... OTLP 2005
 - A PORTRAIT OF ARTHUR PRYSOCK..... OTLP 2006

P.S. Another Smash New Single
"PRETTY GIRL" by Donald Heigh
OT 1164



OLD TOWN RECORDS

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31622

MEMORY #1 **WEBB PIERCE**

31617

IMPOSSIBLE **THE WILBURN BROTHERS**

31625

ANGEL ON LEAVE **JIMMY "C" NEWMAN**

31609

DON'T DROP IT **BILLY GRAMMER**

31618

I'D RATHER HAVE AMERICA

JIMMY MARTIN

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Disneyland's Big Band Festival a Huge Success

By ELIOT TIEGEL

ANAHEIM, Calif. — Disneyland may just become the West Coast's champion of big bands. For the second straight year, Disneyland's big band festival was a swinging, financial success.

For five days the huge amusement park presented the jazz of Benny Goodman, Duke Ellington and Count Basie, the pop strains of the Ellsott Brothers and the waltz tempos of Wayne King. And everywhere the crowds queued up to hear these venerable giants of the music industry.

The first night of the festival, Saturday (16), 30,505 persons were counted at the turnstiles, making it the second most successful day in the park's history. A total of 108,531 persons visited the park during the first three days of the Festival. Entertainment booker Tommy Walker spent \$56,000 in securing talent for the five-day blast.

The band has helped launch the park's full-time summer schedule, and during the next several months Disneyland will offer a musical smorgasbord to whet the appetites of its patrons. The Ellsott Brothers, who are the regular house band, offer Dixieland, popular and rock 'n' roll tunes in the Plaza Gardens. Dixieland is also provided by the Young Men From New Orleans on the Steamer Mark Twain and by the Firehouse Five Plus Two in the Oaks Tavern area. Folk music takes hold on Monday evenings with a hootenanny featuring the Yachtsmen Quartet supplemented by local acts. The combination of recorded and live music known as "discotheque" is a regular Sunday feature, with country and western music offered on the weekends. Polynesian music heard regularly at the Tahitian Terrace and gospel songs by the Clara Ward Singers emanating six nights a week from the Golden Horseshoe Saloon.

Ellington Delights

The unorthodox placings of the acts in no way dispels the crowds from supporting their favorites. On the Saturday band festival opening, Duke Ellington and his band were ensconced comfortably in the Golden Horseshoe Saloon where the likes of "Satin Doll," "Prowling Cat" and "Call Me Irresponsible"



DUKE ELLINGTON, at the Golden Horseshoe Saloon, plays a potent part in Disneyland's recent big band fest.

delighted the fans inside and those lining the Western street waiting to saddle up to the bar for a look-see.

For the King of Swing, the 20,000 Thousand Leagues concert hall in Tomorrowland was his Paramount Theater. Goodman worked with a band comprised of Local 47 musicians and offered a rather modern book of tunes which included "Room Without Windows," "I'm Gonna Sit Right Down and Write Myself a Letter," "Them There Eyes," "Wives and Lovers" and "Sometimes I'm Happy."

Farther down the street in Tomorrowland, Count Basie and company packed the crowds into the Space Bar amid the roaring

of space rockets and other assorted rides. The shoulder-to-shoulder crowds were reminiscent of the exciting swing era days when dance halls across the country were packed with young enthusiasts. Basie offered Disneyland jazz buffs material from his book and a taste of such pop material as "I Wanna Be Around."

Disneyland's own fine house band led by Bill and Lloyd Elliott offered a potpourri of pop styles in the Oak Tavern where the emphasis was on dancing. The band played "Autumn Leaves," "Love Is a Many-Splendored Thing" and "Big Band Twist" to satisfy the people who decided to avoid the crowds and stay in that area.

For the older crowd, the waltz king, Wayne King, held forth in the Plaza Gardens, offering such evergreens as "Three o'Clock in the Morning" and "Red River Valley."

Prior to the Saturday opening, Disneyland saturated the area with newspaper and radio advertising lauding the great bands. Last year the park presented Gene Krupa, Les Brown, Lonnie Hampton, the Tommy Dorsey orchestra and Harry James, among others, in its first Cavalcade of Bands. The steady clicking of turnstiles for this year's band special repeated the success of 1963 and demonstrated once again that the big bands, albeit hard to find, are still very much a part of Americans.

Bailey a Pearl Of a Singer

Pearl Bailey is back at the Twin Coaches, Pittsburgh, after having played the city's Holiday House her last few engagements, but no matter where she plays, it's a joy to hear the beguiling songstress.

At one stage, the witty and libber quips, "Pearlie Mae, you're just priceless." That about sums up her performance as she takes over the Twin Coaches stage for 45 minutes of singing, dancing and exuberant tomfoolery.

Her material ranges from such old standbys as "All of Me" and an especially well-arranged "Birth of the Blues," to such special material as "35 Years of My Life." Her delivery and timing are sharp and the evening is a personal triumph for Miss Bailey.

The dancing Markays and Jess Wilson's augmented orchestra round out the bill at the Rose Calderone club.

LEONARD MENDLOWITZ

Be Lovely? Lena turns it into a sultry ballad through a slow, coy reading.

With Hayton gently playing piano accompaniment to "Happy as Just a Thing Called Joe," she sang this evergreen as a boastful salute, and then segued into the comical "Eagle and Me." The only thing lacking in her act was a dance or two and if her gown had allowed, she probably would have done that too. Lena closed with the indefatigable "Stormy Weather," but there wasn't a weather-beaten person in the room. She had expertly seen to that.

ELIOT TIEGEL

PEOPLE AND PLACES

By MIKE GROSS

Don Cerulli, former account executive and copywriter for MGM-Verve Records at West, Weir & Bartel, has joined Guild, Bascom & Bonfigli as a copywriter in New York. . . . Frank Fontaine, ABC-Paramount artist, makes his night club debut in New York at the Americana's Royal Box on June 22 for three weeks. . . . Bobby Rydell will make his drafts TV debut on ABC-TV's "Combat." The segment will be aired early this fall. . . . Walter Handl, conductor-pianist, will succeed Howard Hanson on July 1 as director of University of Rochester's Eastman School of Music. . . . Two Epic Records singing groups, the Goldblairs and the Freewheelers, will appear in the movie "Once Upon a Coffee House."

Bonnie Bourne, head of Bourne Company and its many affiliates, made a quickie trip to London last week in behalf of the tune "I Love You Because." . . . The Good Time Singers, Capitol recording artists, have been signed to return as regulars for the second consecutive year on NBC-TV's "The Andy Williams Show." . . . Al Madison, society maestro, posed as a limping pilot on CBS-TV's "To Tell the Truth" program June 22. . . . Phil Brito, who made his show business mark as a singer, is now in sales and public relations for Lincoln-Mercury in Newark, N. J. . . . Barry Resnick, formerly with William Morris Agency, is the new promotion manager at Sea Records. . . . George Maharis, who has just completed production on his first two starring film roles ("The Satan Bug" for Mirisch Bros. and "Quick Before It Melts" for MGM), has a new single out on Epic called "Tonight You Belong to Me." . . . Comedian Morty Guntz has cut four sides for Mercury Records. . . . Dick Styles brings his trio into Andre's in Great Neck for an unlimited engagement starting June 23. In addition to Styles at the piano, Ray Carle is on bass and Al Page on drums.

Loretta Fowlkes, staffer in Columbia Records publicity department, on a leave of absence for a date in Aspen, Colo., and an appearance in the touring company of "Porgy and Bess" in August. A scholarship student at Juilliard, Miss Fowlkes will return to her Columbia desk in the fall. . . . Hypnotist Pat Collins, whose first album is titled "Sleep With Pat Collins," on Crescendo is being held over for a fifth week at Gene Autry's Sharp Hotel in Chicago.

Singer Mauri Leighton, recently returned from a tour of Japan and the Far East, is now appearing at the New York Hayama Madrid. . . . Vaughn Meader, recently released from General Artists Corporation, will do an 11-day stint at Greenwich Village's Cafe Au Go Go beginning July 14. . . . Mabel Mercer, currently starring weekends at the Downstairs at the Upstairs, will appear on the "Today" show June 25. . . . Gladys Shelley currently preparing her own discotheque album for the Spiral label. . . . Nino Tempo and April Stevens have signed with personal managers Lutz & Loeb and will debut their new night club act at the Chi Chi in Palm Springs in August. . . . Morty Wax celebrating his sixth year in the indie promotion business.

Carmen McRae: Her Voice Rings

(HOLLYWOOD — Opening (1) at Shelly's Manne Hole before an enthusiastic audience, Carmen McRae offered as sincere and potent a performance as any jazz fan could desire. Yet she has never achieved the success on records of which she is capable.

Her voice is immediately identifiable, marking her as a distinctive vocalist. In her 10-tune turn, she handled herself in a cool, sophisticated manner. Truth of the matter is that Carmen simply sings and communicates honestly with her audience.

She opened her first set with a fast "Day In, Day Out" which lasted once around and ended too quickly for many in the crowd. But this quick opener had the people on an alert edge, so when she slipped into the slow and moody "I'm Lost," she carried the crowd along with her. Carmen's range allows her to purr gently and then drop octaves to get a gusty, low register sound. Accompanied by the Norman Simmons Trio, she sang with the heat, and when the tempo switched to a gentle waltz on "Never Will I Marry," she was twirling around although she never moved a step.

On two reprises, she accompanied herself on piano, running the gamut from gentle meanderings to hard, funky chords on "Ain't Misbehavin'." Carmen will soon be heard on a new Focus LP "Bitter Sweet" and it is hoped this affiliation will pro-

W.B.-Reprise Banking on Name Power

(HOLLYWOOD — Warner Bros. and Reprise are banking on the name power of Sinatra, Martin, Crosby and Davis to bring about a resurgence in the popularity of Hollywood film musicals through "Robin and the 7 Hoods."

This original musical with material by the award-winning team of Sammy Cahn and Jimmy Van Heusen, will get a powerful promotional backing (Billboard, May 30) for the Reprise soundtrack LP. This package was completely rerecorded by the principals to capture a more lively sound than is possible in LP's.

In recent years the number of film musicals has almost become nonexistent and save for several Elvis Presley pictures the wide screen has been devoid of the type of film fare which was plentiful during the bouye 1950's.

Warner Bros., which is releasing the "Robin" film, will be offering what may turn out to be the screen's most powerful musical in "My Fair Lady" several months hence. When that film is released, it is anticipated that many labels will release films from the score although Columbia will release the original soundtrack.

pel her to the position among vocalists where she belongs.

ELIOT TIEGEL

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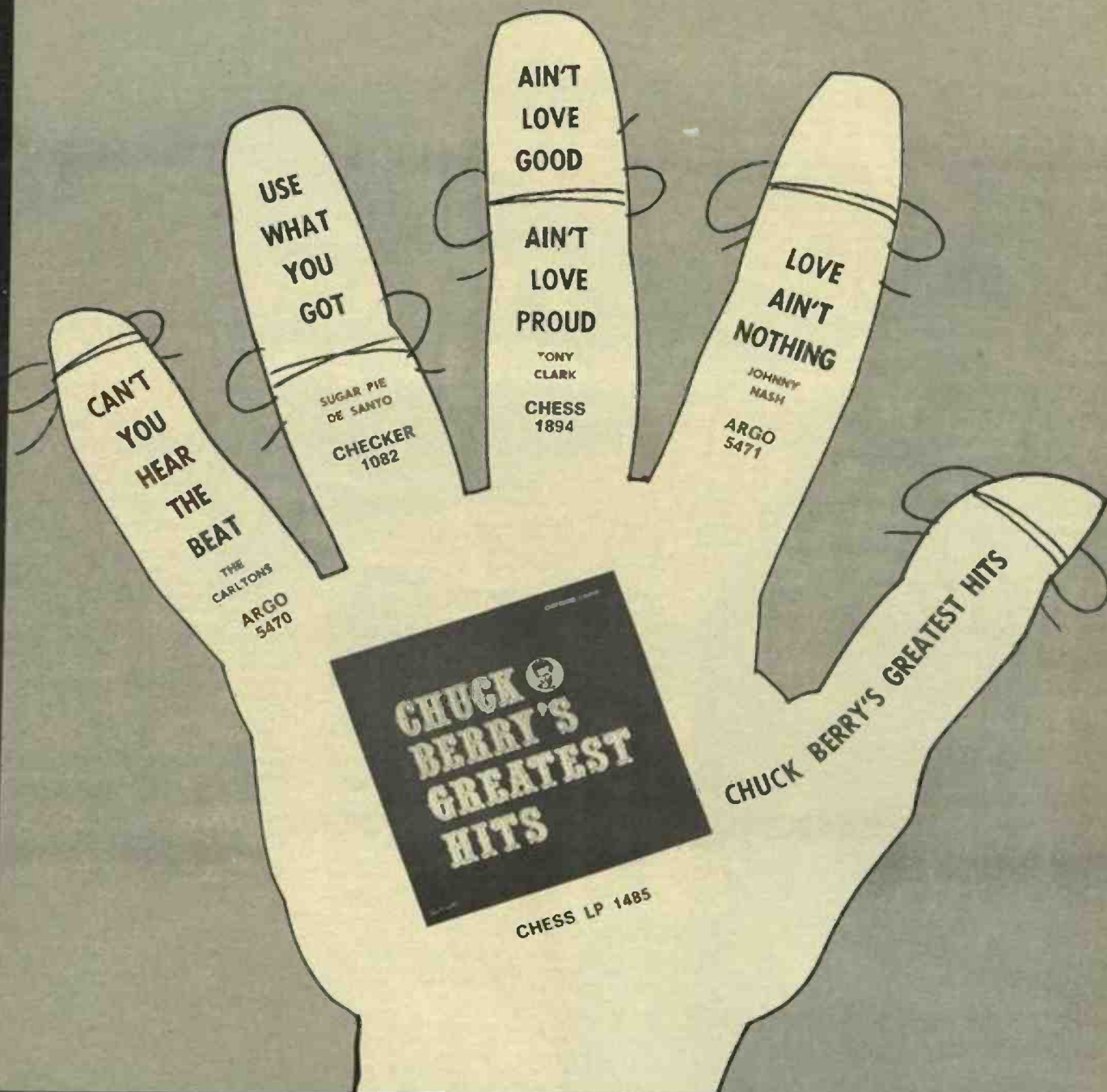
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Mobile Newsmen's Deal Nights of Tragedy, Comedy

By ELIOT TIEGEL

HOLLYWOOD—The night was silent and peaceful, which made the city appear different to Lloyd Perrin, KNX's top newsmen zipping along Los Angeles streets during his 7:30 to 11:30 p.m. tour in mobile unit two.

It was 8:50 and there had not been any major calls over the radio. "Eleven-thirty is a long way off," he said to me as I sat next to him in the station wagon.

For the past year, Perrin has toured the Los Angeles area in mobile two, scouring the community for the respected CBS-KNX program, "Megalopolis at Night."

With much of Los Angeles evening radio devoted to comment or telephone programs, "Megalopolis" stands out uniquely for its ability to probe and to give newsmen like Perrin full rein in electronic journalism.

Unless you have ridden in a completely equipped mobile news unit—such as the two KNX uses on "Megalopolis"—you have no idea how intricate and complex the specialized job of the remote, on-the-spot radio reporter is. Perrin is tops in this field and is probably the best known of the cruising "fender benders." The other touring CBS reporters who alternate driving unit one for the show are George Martin, Mike Roy and Jake Jacobs.

Anchor Man

Operating in the studio are hosts George Walsh and Don Ross. They handle most of the phone interviews, but can cut to the two units immediately.

Perrin, one of the first in Los Angeles to operate a mobile news unit, has been covering news since 1957. He was awarded the 1963 Golden Mike award for his 25-minute report of a gun battle between

police and a killer of three women. The gun fight was one of three Lloyd has broadcast in his career.

"You see more death and destruction in one week on this job than most people see in a lifetime," he said, while driving down the Ventura Freeway to tape an interview on the owner of a restaurant in a bowling alley which had just lost its entertainment license because of public clamor against his policy of presenting strip-tease shows during the lunch meal.

The rest of the evening was spent cruising in the downtown LA area. One observation quickly realized is that a mobile newsmen must be an expert driver, have broad powers of retention and must be able to monitor several radios at once. This particular evening he aired five reports including the taped interview. His day had started at 3 p.m. and by 7:30 had already cut several other interviews.

The night before, Perrin was the first radio newsmen to interview arriving survivors of the Norwegian freighter Scandanger.

At 10:30 p.m. the police radio reported a robbery. Lloyd had just driven past, so back he went and arrived simultaneously with the uniform police patrol and had the story on the air within minutes.

On the Go

While driving the unit Perrin must combat traffic, listen to radio calls and write the information on a clipboard while keeping his eyes on the road and his mind alert to the broadcast. Then it's top speed to the scene and get the story on the air as quickly as possible.

Because the city was quiet, Perrin felt obliged to apologize for "the lack of excitement," but there was nothing dull about being surrounded

(Continued on page 18)

ANGEL GIVES 'EM THE DEVIL

PORTLAND, Ore.—Jack Angel, KEX air personality, has come up with an interesting idea that may prove to be excellent therapy for extreme frustration.

Jack began talking about voodoo witch doctors on his show recently. A listener called and told him about a voodoo supply house in San Francisco. The result: The discovery that there is a great demand for witch supplies such as bat blood, dried toads, elephant hair and various "brew" materials.

From all this KEX decided to send out cardboard voodoo dolls which can be put together in a few seconds. Embellished on the doll are the KEX call letters and instructions reading: "Write the name of the person you wish to be devil on the doll's stomach—insert pins with a slow, twisting motion, thinking evil thoughts as you do so. (Included in the kit are two two-inch-long pearl-headed pins). If you believe in the power of the devil doll, your enemy will suffer excruciating pain."

A doll is already hanging from a string in Billboard's record review room.

Radio-TV PROGRAMMING

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

VOX JOX

By GIL FAGGEN



WJBC staffers pose for anniversary portrait as station marks 40th year of broadcasting in the Duluth market. (L.-r.) Dick Goetschald, Stewart Stronach, Sandy Sanquist, Tom

Peterson, Johnny Collins, Jimmy Reed and Don Rose (seated) are saluted by taped greetings from celebrities and radio personalities throughout the country. The station, which recently joined the ABC Radio Network,

PROGRAMMING NEWSLETTER

Promotion Men—Please Copy

By BILL GAVIN
Contributing Editor

NO TWO RADIO stations use quite the same procedures in selecting new records for air play. There are, however, several general patterns, and most stations follow one or another of them. The hypothetical examples that follow come from actual station operations and will serve to illustrate different policy types.

Station "A" is a good music station in a large city. The music director is also the record librarian. He has very elastic office hours for receiving promotion men and listening to their new releases, both singles and LP's. He prepares a weekly playlist of singles, which includes five or 10 sides that must be programmed regularly by all the DJ's. The rest of the singles list may be used optionally within the limits of station policy. The music director works closely with the DJ staff, sometimes recommending certain LP bands for frequent play, and sometimes reflecting the enthusiasm of the DJ's for specific material. Obviously, local promotion men do not submit hard rock or teen sounds, knowing that these are excluded by station policy. If the music director is not available when the promotion men call, they leave their records, knowing that they will be given a fair hearing.

STATION "B" is a top 40 power in a large city. The program director selects all the new music. His secretary takes the weekly survey of record sales, which is printed and distributed to record retailers. The PD does a regular air shift, and, with his many duties, is not readily accessible to promotion men. National promotion chiefs find it almost impossible to get him on the phone. In most cases, new records are not brought in directly to the PD, but go to the record librarian, who screens the most desirable sides for the PD's audition. Since the promotion men are seldom able to pitch their product at the time the PD is auditioning it, they try to see him a lunch or dinner, and concentrate their recommendations on one or two top records. Getting a new record on this station is the most

coveted promotion achievement in the business.

Station "C" is another top 40 outlet in another large city. Here there is no single voice of music authority. The record librarian receives the promotion people and listens to as many of their records as possible in their presence. Specified hours and days are set aside for promotion calls. Exceptions are often made, however, for a promoter with a hot new release or an "exclusive." The librarian screens the new releases and selects a number for submission to the weekly staff meeting where the DJ's vote for the ones they prefer. Only those records receiving a substantial majority are put on the playlist. As a result of this system, promoters contact all of the DJ's in an effort to obtain their favorable votes in the meeting.

STATION "D" is not a conventional top 40 operation, although it plays the current pop hits. Instead of canvassing the stores every week for tabulation of best-selling records, listeners are encouraged to telephone their requests for favorites. New releases are tested in special phone response features. The program director uses these tests as a guide for adding new records to his playlist, although he occasionally uses his own unaided judgment in adding certain records. His office door is always open to record promoters, and he gives them a prompt and honest opinion of their records.

Station "E," a top pop station, has a music director who cordially receives all local promotion men, but who does not wish to be bothered by regional or national record people nor the artists that they bring to town. The music director's policy is one of scrupulous fairness to every record that comes into his library, and he does not want to risk having his judgment swayed by "big shots" with liberal expense accounts.

STATION "F" subscribes to a programming service that provides a weekly playlist of current hits, plus recommendations as to which new records have the best chance to make the grade. This station is in a smaller town, where sales volume is too small to furnish an accurate programming guide. It is an important station at the periphery of a big city, however, and pre-

(Continued on page 16)



LYLOYD PERRIN reports in to KNX's control central from scene of blast minutes after occurrence. Perrin and mobile unit cruise the city nightly.

is using the slogan "Life Begins at 40 for WERC Radio."

STATION PROMOTIONS making the headlines these days: KSFO (San Francisco) deejay Herb Kennedy asked his listeners to write him, in 25 words or less, "Why I Would Like Herb Alpert to Write a Song for Me." The two-week contest awarded 10 runners-up copies of the Baja Marimba Band album. The winner received a song written, recorded and released on A & M Records on the Almo Jabal. Of course, the winner will participate in the royalties of the net sales of the single at the rate of 1 per cent. The name of the winner is Wacke Lamoyan Coan. Alpert and KSFO program director Al Newman made the choice based on the entrant's unusual name.

WJBK Radio (Detroit) received over 2,280 postcards in less than two weeks from children who entered their mother's names in the station's "Happy Mother's Day" contest. The WJBK judges drew five lucky winners whose names were announced by "Good Guys" Marc Avery, Clark Reid, Robert E. Lee, Robin Walker, and Bob Edlington. The winning mothers received an RCA Victor AM-FM table radio and were saluted on the Bob Layne show.

WSB (Atlanta) recently ran a fishing contest at Lenox Square where a tank of fish was set up for the event. Successful anglers won new rods and reels.

In another area, other "Good Guys" — specifically KIOA — spent Memorial Day delivering "goodies" all over the Des Moines area. Doug MacKinnon, Peter McLane, Ronn Pepper, Hal Moore, Stu Adams and Phil Thomas picked 10 winners from postcards sent in by listeners and awarded them with picnic baskets of hot dogs, buns, potato chips, pizza, soft drinks, beer and marshmallows. How many pounds the KIOA "Cooke out Patrol" put on only can be guessed.

SEGUE

Lonnie Starr, veteran New York broadcaster (17 years) and WHN air personality for the



past two years, will move into the morning show vacated by Boh & Ray.

Starr, who was with WNEW (New York) for 13 years, has

long been associated with the "Starr, Sinatra and Strings" feature and as host of New York's first TV dance party show. . . . Pat Patterson, formerly program director at WGR (Buffalo), joins Capitol Cities Providence station, WPRO, as air personality. . . . Vic Kemp, WYNR deejay since 1962, joins WIBC (Indianapolis) for 9:35 p.m.-12:30 a.m. show, M-S, and Sunday 12:30-3:30 p.m., replacing Joe Kelly who has re-

Dean Show to Calif.

LONG BEACH, Calif.—The "Jimmy Dean Show" will be presented by KFOX at the new Long Beach Arena, Tuesday, June 30. Headlining the Dean show will be Molly Bee, Leon McAuliffe, the Cimarron Boys, the Dillards and Roy Clark.

The Dean show is the third in a series of all-star in-person programs presented by the Sonderling-owned country-western music station. The two previous programs were "Grand Ole Opry" and "The Beverly Hillbillies."

signed. . . Johnny Chaston, program supervisor-deejay at KUDL (Kansas City), moves to WHAM (Rochester) as air personality.

Don Porter, WIRK (West Palm Beach) deejay, has dropped his alias "Bob Raleigh." Bob, I mean Don, will begin his own personal newsletter July 1. . . Tom Shannon, formerly of WGR (Buffalo), joins air staff of WKBW of that city for midnight to 6 a.m. show.

"The Jim Ameche Show" has returned to the syndication path.

Produced by Larry Jacobson in



JIM AMECHE

New York the new series consists of 10 hours of programming per week. An acronym, the word deejay show, the package is being handled by Television Industries, 400 Park Avenue, New York. Ameche is heard daily on WHN (New York).

WFIL Albums

PHILADELPHIA — WFIL, the Philadelphia Triangle outlet, is distributing handsomely jacketed albums to advertising agencies and clients. The LP record features the station's air personalities, excerpts from shows, and the facts and figures about the station's operation.

To encourage the listener's attention, WFIL is offering five prizes to those who correctly answer questions on an enclosed

WCAU Package

MEMPHIS — Pepper Sound has produced a "Weekend Holiday Package" for WCAU, CBS-owned station in Philadelphia. The package, to be played through the summer, urges listeners to participate in the week-end excitement of their particular areas. Promotions in the package vary from eight to 35 seconds.

postcard about statements made in the album.

*the world's
next
phenomenon . . .*

**BOBBY
JAMIESON**



MGM Offers Trip to DJ's

NEW YORK—In connection with the new Connie Francis picture, "Looking for Love," MGM Records and MGM Pictures are offering an opportunity to deejays around the nation to win an all-expenses-paid trip to Puerto Rico.

Disk jockeys, after registering with MGM Records in New York, ask their audiences to answer in 25 words or less... why they would like to win a weekend with Connie Francis. All entries will be sent to the local deejay for judging. The local winner receives a Connie Francis Lady Valet-Ingenue Model. All local winners will also receive an autographed

(Continued on page 17)

Turtle Brings In the Bacon

WESTBORO, Wis.—WIGM turned a slow-moving gag into a fast buck for the Memorial Nursing Home of Medford, Wis.

The bit got started with deejay Warren Wynn commenting on the air that he had spotted several large turtles in his yard at home. Listeners and fellow WIGM staffers displayed disbelief and Wynn showed up the next day with a 24-inch turtle. Rather than allowing such an attraction to retire to the quiet of the forest primeval, it was decided to auction off Mr. Turtle on the air to the highest bidder.

As to be expected in any turtle auction, the bidding started with a slow crawl (\$0 cents). However, as the day

• Continued from page 14

motion men call there regularly. Whenever the music director wishes, he departs from the syndicated pick list and adds his own choices.

Station "G" receives most of its records by mail. Many are late; some don't arrive at all and have to be ordered from the local record store. The town is too small for a retail sales survey, so the station employs a system: The top 40 is made up of the top 15 on Billboard's Hot 100, plus the next 25 that show gains. Picks are those that are showing the biggest

progressed, so did the bids, with a \$9.61 bid closing off the day's activities. The following day the turtle acquired the name of "Little WIGM" and the station acquired more bids from the local businessmen. The closing bid tallied in at \$32.50 from the Medford Fire Department.

Promotion Men—Please Copy

gains in the rest of the chart, provided that they are available. Once in a while a promotion man from the big city will stop by. He is warmly welcomed, and many of the records that he recommends are put on the playlist immediately. It is, after all, a flexible policy.

IT IS GREATLY to the credit of the promotion fraternity that its members understand and adapt to the innumerable kinds of music policies they encounter. They may not approve of some and are frustrated by the apparent short-sightedness of others. But they make the best of it, and their best is often very good.

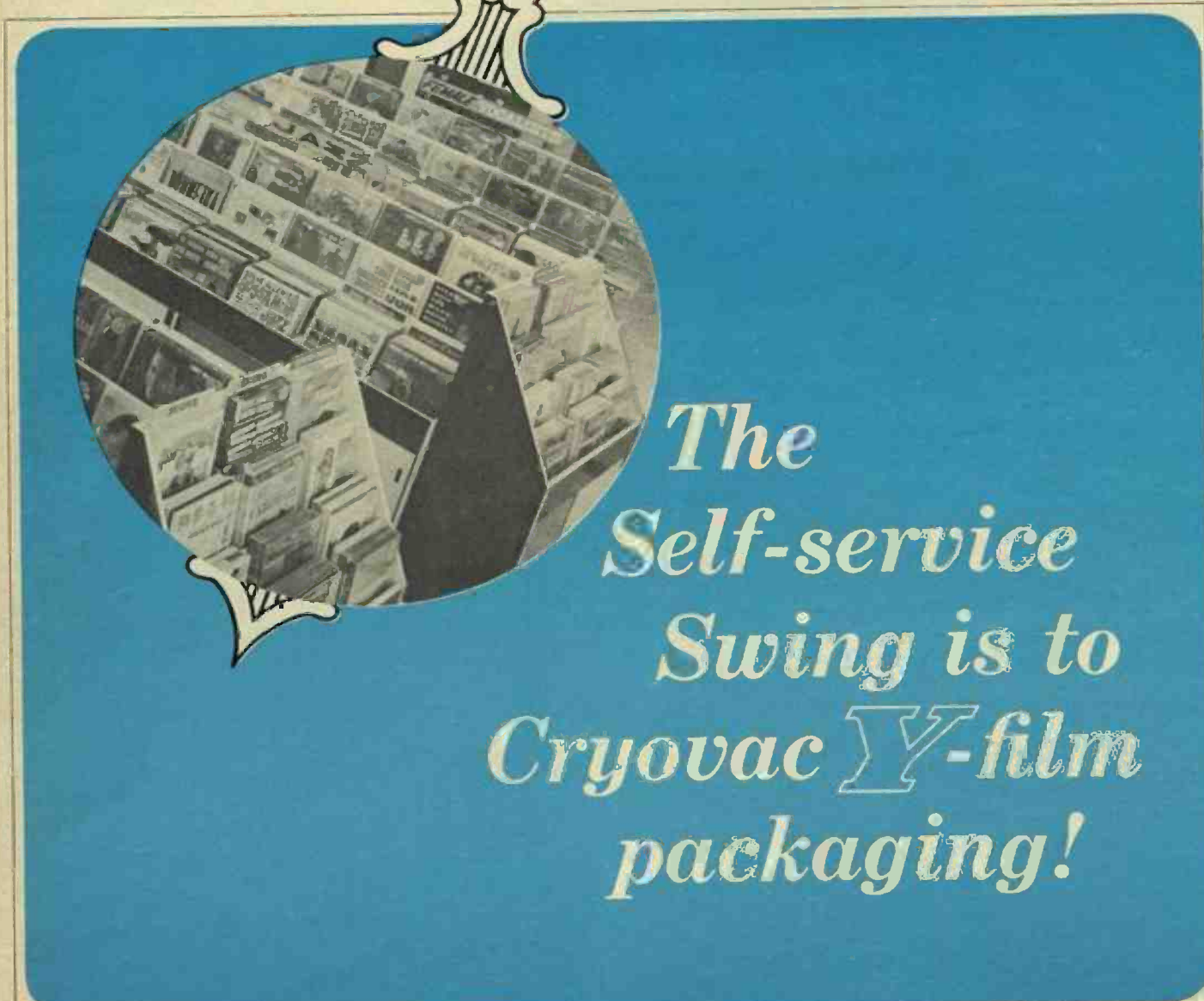
KRNT Aids Drive

DES MOINES—KRNT-Radio and TV, Des Moines' CBS affiliate, has offered the use of its staff and facilities to the Des Moines Park Board for raising the additional \$100,000

needed to construct a children's zoo here.

Bill Riley, KRNT, has set up collection headquarters at the station. Guy Koenigsberger, station's promotion manager, has indicated that local programming, both radio and TV, will be geared to create interest in the fund-raising project.

COV-ST9801 (STEREO)



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 rotation standing in the Hot 100.

This Week	Last Week	TITLE, ARTIST, LABEL	From this week's Hot 100	Weeks on Hot 100
1	2	PEOPLE, Barbra Streisand, Columbia 42965		12
2	1	LOVE ME WITH ALL YOUR HEART, Ray Charles Singers, Command 4046		11
3	4	TELL ME WHY, Bobby Vinton, Epic 9687		5
4	3	DIANE, Bacharach, London 9639		10
5	5	HELLO, HOLLY!, Louis Armstrong, Kapp 579		19
6	—	THE GIRL FROM IPANEMA, Getz-Gilberto, Verve 10323		4
7	6	TODAY, New Christy Minnick, Columbia 43000		11
8	8	I'LL TOUCH A STAR, Terry Stafford, Crossader 105		5
9	7	TEARS AND ROSES, Al Martino, Capitol 5183		6
10	10	BEANS IN MY EARS, Serendipity Singers, Phillips 40190		5
11	9	BE ANYTHING (But Be Mine), Connie Francis, MGM 13237		7
12	13	COTTON CANDY, Al Hirt, RCA Victor 8346		11
13	15	ANOTHER CUP OF COFFEE, Brook Benton, Mercury 72266		4
14	—	MILORD, Bobby Darin, Atco 6297		6
15	16	THE FRENCH SONG, Lucille Starr, Arno 204		6
16	14	TOO LATE TO TURN BACK NOW, Brook Benton, Mercury 72266		7
17	19	ALONE WITH YOU, Brenda Lee, Decca 31628		2
18	17	THE WORLD OF LONELY PEOPLE, Anita Bryant, Columbia 43037		10
19	—	I STILL GET JEALOUS, Louis Armstrong, Kapp 597		2
20	20	THE WORLD I USED TO KNOW, Jannet Rodgers, Dot 16595		4

Connie Francis

Continued from page 16

copy of Connie's soundtrack LP. The local winning entry will then be submitted by the deejay to "Looking for Love," Contest, MGM Records, 1540 Broadway, for final judging.

The disk jockey submitting the winning entry on behalf of a listener will receive a seven-day all-expenses-paid vacation for two at the Americana Hotel in Puerto Rico. The listener wins a weekend for two as guest of Connie Francis at her New Jersey home and visits to New York night clubs, theaters and restaurants. Other awards to the winner include a Connie Francis Value-DeLuxe Model, as introduced in the Connie Francis film, and a complete library of the singer's albums, including a personally autographed copy of her "Looking for Love" album.

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 June 29, 1959

1. The Battle of New Orleans, L. Horton, Columbia
2. Personality, L. Price, ABC-Paramount
3. Lonely Boy, P. Anka, ABC-Paramount
4. Dream Lover, B. Darin, Atco
5. Lipsick on Your Cellar, C. Francis, MGM
6. Tallahassee Lassie, F. Cannon, Swan
7. Kansas City, W. Harrison, Fury
8. Quiet Village, M. Denny, Liberty
9. Along Came Jones, Coasters, Atco
10. A Teenager in Love, Dion & The Belmonts, Laurie

RHYTHM & BLUES—Five Years Ago—June 29, 1959

- Personality, L. Price, ABC-Paramount
Kansas City, W. Harrison, Fury
The Battle of New Orleans, L. Horton, Columbia
Dream Lover, B. Darin, Atco
So Fine, Flinst, Old Town

POP—10 Years Ago June 26, 1954

1. Little Things Mean a Lot, K. Kallen, Decca
2. Three Coins in the Fountain, Four Aces, Decca
3. Hernandez's Widow, A. Blayot, Cadence
4. Happy Wanderer, F. Weir, London
5. Wanted, P. Cunn, RCA Victor
6. If You Love Me (Really Love Me), K. Starr, Capitol
7. Three Coins in the Fountain, F. Sinatra, Capitol
8. Happy Wanderer, H. Bone, RCA Victor
9. Here, T. Martin, RCA Victor
10. Crazy 'Bout You Baby, Crew Cuts, Mercury

- I Only Have Eyes for You, Flamingos, End
You're So Fine, Falcons, Usart
There Goes My Baby, Drifters, Atlantic
So Close, B. Benton, Mercury
I'm Ready, F. Domino, Imperial



Cryovac offers the record industry a complete packaging program. A complete line of equipment... the fully automatic SA-1, the semi-automatic console, and the hand operated L. Sealer; Y-Film... that offers total protection, plus eye-catching beauty; and a highly skilled service organization... representing the finest packaging 'know-how' in the business today.

More and more labels are making the big swing to Cryovac Y-film because they found it the best way to package record albums. Best because crystal clear Y-film adds sparkling sales appeal, its strength insures protection. Best because Y-film was created by Cryovac specifically for the self-service market. Best because it is economical to use for individual L. P.'s or multiple units. Best because Cryovac provides you with a complete program. Any wonder the big swing is to Cryovac Y-film packaging?



W. R. GRACE & CO., CRYOVAC DIVISION, DUNCAN, W. VA.

...the impulse package for self-service sales

RADIO RESPONSE RATING

INDIANAPOLIS

TOP STATIONS			TOP DISK JOCKEYS			
Rank	Call Letters	% of Total Points	Rank	Call Letters	% of Total Points	
★ For POPULAR Singles			★ For POPULAR Singles			
1.	WIFE	37%	1.	Joe Light	WIFE	41%
2.	WIBC	28%	2.	Bill Baker	WIBC	25%
3.	WGEE	5%	3.	Jay Reynolds	WIFE	16%
★ For POPULAR LP's			★ For POPULAR LP's			
1.	WFBM	39%	1.	Bernie Norman (The)	WFBM	35%
2.	WXLW	29%	2.	Bob Morrison (The)	WXLW	32%
3.	WIFE	25%	3.	Doug Zink	WIFE	26%
Others		7%	Others		8%	
★ For R&B			★ For R&B			
1.	WGEE	100%	1.	Sid Woods	WGEE	100%
★ For JAZZ			★ For JAZZ			
1.	WGBE	55%	1.	Sid Woods	WGEE	38%
2.	WFBM	26%	2.	Bernie Norman	WFBM	30%
Others		19%	Others		16%	
★ For C&W			★ For C&W			
1.	WGBE	73%	1.	Bob Todd	WGBE	53%
2.	WXLW	25%	2.	Sid Morrison	WXLW	25%
★ For SINGLES (Middle of the Road)			★ For JAZZ			
1.	WFBM	29%	1.	Sid Woods	WGEE	38%
2.	WXLW (The)	25%	2.	Bernie Norman	WFBM	30%
3.	WIFE (The)	25%	Others		16%	
Others		11%	(Carl Conrad—WLV-FM)			
★ For FOLK			(Tom Doyle—WNDY)			
1.	WFBM	44%	★ For C&W			
2.	WXLW	29%	1.	Bob Todd	WGBE	53%
3.	WNDY	16%	2.	Sid Morrison	WXLW	25%
★ For COMEDY			★ For CLASSICAL			
1.	WXLW	42%	1.	WFBM-FM	57%	
2.	WFBM	34%	2.	WIBC-AM	31%	
3.	WIFE	9%	3.	WXLW-FM	12%	
★ For CLASSICAL			(Indiana University)			

STATIONS BY FORMAT

INDIANAPOLIS: Nation's 28th radio market. 8 AM, 5 PM. 2 pop-standard; 1 contemporary pop, 1 r&b-c&w; 1 contemporary; 2 standard-pop, 1 standard.

WFBM: 5,000 watts. A Time-Life Station. CBS affiliate. Music format: Pop-Standard. Identifiable air personalities. Editorials aired. High school basketball, Purdue football and other special sporting events carried. Special programming: "Sound of the City," man-on-the-street interviews by Jim Gerard two-minute, 12 per day, M-Sun. "WFBM Dinner Bell"—recipes given each day on special phone call-in line. Recipes are promoted with phone number on air. "Topic Indianapolis"—30-minute program aired Sat. & Sun.—news, information and panel discussions on controversial subjects. Combo 20-man news department under direction of Bob Gamble. Radio news editor, Gene Slaymaker. Radio-equipped news units. Station received DuPont Award 1963-'64 for "Overall Effective Public Interest Programming." Station mgr., Don Menke. Program and promotion mgr., Jerry Chapman.

WIBC: 50,000 watts day. 1,000 watts night. Independent. Music format: Contemporary-Pop. Identifiable air personalities. Editorials aired. High school basketball, Indianapolis 500 and other special sporting events carried. Special programming: "Pick-A-Pocket," with Jim Shelton, 12:15-12:30 p.m., M-F, remote from Circle Theater... audience participation with prizes and short interviews. "Tell-O-Test," 6:45-7 p.m., contest held in conjunction with local Standard Food Markets. "Indiana Today," 9:05-9:15 p.m., public service interviews with rotating hosts. Regular remote broadcasts weekdays and weekends. "Fox's Den," 6:15 p.m., M-F, sports with Sid Collins. Heavy on and off the air promotion. Six-man news room under the direction of Fred Heckman. Radio-equipped news units. Bob Hoover, city-county reporter; Leo Lawrence, Capitol reporter. 15 min. newscasts 8 a.m., noon, 6 p.m., 10 min., 7 a.m. Radio Press International news service. Pres. and gen'l mgr., Richard M. Fairbanks. Station mgr., Robert F. Ohlwyer. Program manager, William L. Dean. Promotion mgr., Michael Ruppe Jr.

WGEE: 5,000 watts day. A Rollins Station. ABC affiliate. Music format: R&B-C&W-Contemporary. Full ABC net schedule carried. 7-7:25 p.m. religious music, "Hymns of All Churches," 6-7 a.m. gospel music. Sat. 5:30-6 p.m. "Tomorrow Today." Negro problems discussed by panel moderated by Sid Woods. Sid Woods jazz show daily 5-6:30 p.m. and Sat. 7-5 p.m. ABC Net news and sports 6:30-7 p.m. WGEE-FM duplicates AM during day and continues independently to midnight. Gen'l mgr., Arnold C. Johnson. Program director, Robert Todd (also does daily air show).

WIFE: (formerly WISH) 5,000 watts day. 1,000 watts night. A Star Station. Music format: Contemporary. Highly identifiable air personalities. Editorials aired. Special programs: "Citizen Speaks Out," current controversial subjects discussed by civic leaders—two min., five times daily. "Operation Air Watch," reports by Police Lt. Tom Harlow from station airplane. "News Wheel," news features on the lighter side sprinkled through the early morning

show, 10 min. newscasts: 6:55, 7:05, 7:55, 8:05 a.m. Four-man news department under direction of Bill Donella. Radio equipped news units. Station broadcasts live (no automation) 24 hours each day. Heavy on and off the air promotion. VP & gen'l mgr., Ronald M. Mercer. Program director, Jay Reynolds (also does daily air show).

WIGO: 250 watts day. Independent. Music format: Standard-Pop. Station began broadcasting May 15, 1963. Special auto races carried. Special programming: "Bingo," with Bob Rogers and Chuck Mitchell, 9:30-10 a.m. daily. "Live Mike," with Mike Dunn, person-to-person sidewalk interviews, 12:15-12:30 p.m. Capsule vignettes for women, advice from experts—one minute, 3 per hour. Remotes from unusual locations featured during week. 15 min. newscast at noon, M-F. "Countdown," noon-12:15 Sun., recapitulation of week's news events. Pres., Luke Wilson. VP & gen'l mgr., Stokes Greshman Jr. Program director, William H. Froese Jr.

WIRE: 5,000 watts. Independent. NBC affiliate. Music format: Pop-Standard. Station will officially change ownership within two weeks from Joseph C. Amatore Associates to Mid-America Radio. Highly identifiable air personalities. Special programming: "Live Wire," audience phone call-in program with Ron Carrell, M-F, 6:40-7:30 p.m. "Footlight Review," light classical music and show tunes featured 9:10-1 a.m. nightly. Four-man news department with radio-equipped news units under direction of Mike Ahern. Comedy vignettes aired in Ted Mack show 12:15-4:30 p.m. Sat. and 3-6 p.m. M-F. 15 min. local newscast 7:45 a.m. daily. 10-min. newscasts, 5:50 p.m. and 10 p.m. Gen'l & sales mgr., William J. Shuel. Program director, Doug Zink (also does daily air show).

WNDY: 5,000 watts day. Independent. Music format: Standard-Pop. Station began broadcasting March 12, 1964. Special racing carried. Special programming: "Potpourri," 15-min. past each hour throughout the day hosted by Joe Piggott. 3-min. interviews and reports of human interest nature. "Exotics," 4-min. locally produced witty bits relating to mores and folkways of society. Special newscasts 7:45, 11:45 a.m. & 5:45 p.m. Pres., Douglas D. Kahle. Gen'l mgr., Tom Howard. Program director, Tom Doyle (also does daily air show).

WXLW: 5,000 watts. Independent. Mutual Network. Music format: Standard. Editorials aired. Racing sportscasts carried. Special programming: "Hawaii Calls," syndicated program, Sat. 7:05-7:30 p.m. "Tribe Talk," 5-min., 6:05 p.m., M-F. Guy Lombardo remote from Mutual Network aired Sun., 7:05-7:30 p.m. "Drama Playhouse," 7:30-8 p.m. "Two for the Show," talk, and commentary 1-2 p.m., Sun., moderated by Howard Dorsey with Frank Edwards and Chester Smith. News commentary daily 15-min. at 12:15 p.m. with Frank Edwards. 15-min. newscasts 7:45 a.m., noon and 5 p.m. 6-man news department under direction of Bill Anderson. Radio equipped news units. 3 portable transmitters available for on-the-spot broadcasting. 55-foot remote studio in use 4 days a week. Pres. & gen'l mgr., Robert D. Enoch. VP & gen'l mgr., Eugene W. Stracy. Program director, Howard Dorsey.

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.

Mobile Men Deal Tragedy, Comedy

• Continued from page 14

by calls from the police, sheriff and fire departments.

On "exciting" nights, Perrin recently waited outside a hotel. Inside a tenant threatened to blow up the building with two hand grenades; covered a riot at a boxing arena in which the crowd threw bottles and chairs and taunted police and firemen; reported the death of a woman stabbed 18 times in a parking lot, and seven men almost overturned his unit while he was broadcasting a shooting.

Perrin's job takes him from a shooting to the plushness of the Academy Awards, or the

acid danger of a roaring canyon fire.

I asked him about the special requirements needed for being a mobile unit reporter. "You have to react quickly to situations, sizing them up and getting the news accurately on the air," Perrin answered. "You're under constant tension, and the driving doesn't help either. This is a running game; when you get the story and beat the competition, it's a good feeling."

Perrin's final reports for the evening more than accidentally had a touch of humor. He dutifully mentioned that among the vehicles reported stolen that night was a black bear.

New Program Chief Named By WCBS

NEW YORK—WCBS was making news last week with the appointment of a new program director and an important change in the station's wake-up show.

The CBS-owned flagship station, the only New York City music on a Monday-through-Friday basis, has decided to cut back sharply on live music within the "Jack Sterling Show."

The station's quintet, Tony Aless, piano; Mary Osborne, guitar; Andy Fitz, clarinet; Buddy Jones, bass, and Tyrée Glenn, vibes, have been a part of the Sterling show for more than 12 years. Sterling recently marked his 25th anniversary with the station.

Another change brought WCBS radio account executive James R. McQuade into the program director's slot vacated by Joe Cook, who has moved to a top executive post with RKO General (owner of WOR). McQuade joined CBS in

Computer Picks Beatle Audience

CLEVELAND—In what may be the first time in show business history, an audience has been selected by automation. WHK, the Metro-media station, has turned the problem of distributing tickets to listeners for the station-sponsored Beatle performance scheduled for Sept. 15 to an IBM computer.

WHK selected the machine method of ticket distribution after parleys with city police officials in an effort to avoid any mob scenes at the ticket offices.

Ticket requests were submitted on postcards, and the lucky card numbers were selected impartially and at random by IBM programming under the supervision of a certified public accountant. Persons whose cards were selected have been notified by mail when and where they may purchase tickets. Each card selected is eligible to purchase two tickets.

Scott Burton, WHK program director, reported that the number of requests received would have filled the 10,000-seat Cleveland Public Auditorium well over 10 times.

HARMONICA, BEATLE TIE-IN

HICKSVILLE, L. I.—Disk jockeys and program directors in cities to be toured by the Beatles this summer have an opportunity to stage contests with harmonicas as prizes. M. Hohner, Inc., the harmonica manufacturer, is offering Marine Band harmonicas to publicize that the Beatles play the instrument. A special Beatle harmonica package, including harmonica arrangements of two of their songs, is being marketed by Hohner.

Those interested in taking part in the promotion are invited to contact M. Hohner, Inc., Andrews Road, Hicksville, Long Island;

1953, and has served as sales service manager, operations manager, and manager of finance and administration with the station.

Between 1956 and 1961, he held a variety of posts in the CBS Radio Network. His last position was as supervisor of national program clearances.

Other Changes

Other changes in programming were introduced last month with the addition of Dave Garroway to the permanent

staff in a split-shift talk/music show entitled, "Garroway AM," (11:10-11:55) and "Garroway PM" (4:15-4:55).

The addition of the Garroway segments involved a shifting of the "Bill Randle Show" into the 12:15 to 12:55 p.m. position, with the Art Linkletter "House Party" moving to 1:15 p.m., and "The Garry Moore Radio Show" following at 1:35. "One Woman's New York" moves to the 1:45 time period from 5 p.m.

Several new program series

were also included in the May changes. "On the Scene," with Ed Joyce, 3:15-3:55 p.m., Monday through Friday, features remote coverage of unusual events, places and people. And the "Ask the Expert," series aired 2:15-2:55 p.m., weekdays with John Shafer, a service-information program, features authorities discussing basic subjects of general interest and questions telephoned in by listeners.

The changes have all been made since the March ratings,

which showed the station down from fourth to sixth place in the morning and near the bottom in the afternoon and evening.

So far the switches at WCBS have been piloted by Ralph W. Goslin, who was recently appointed vice-president of CBS Radio and general manager of WCBS. Industry observers will be watching with keen interest—in light of the recent changes—the progress of the station in the next few rating periods.

WHERE THE ACTION IS!

SEE & HEAR
THE STONEMAN FAMILY
 ON THE
MEREDITH WILLSON SPECIAL
 Tuesday night
JUNE 30TH
CBS-TV

LIVE! THE STONEMAN FAMILY

BIG BALL IN MONTEREY CHARMINE HOUSTON
 BALL OF COREY LITTLE MAGGIE TAKE ME HOME
 FIVE ON THE MOUNTAIN BACK AS A DANCER
 LOST BALL ON THE HIGH SEAS SUNNY TOWN
 I WOULD HOW THE OLD POLICE ARE AT HOME CHARMINE HOUSTON



WP-1020/STEREO-1020/STONEMAN FAMILY

PEOPLE WHOVE AND LOVING
MELBA PATTON & THE BEATLES
 JAMAICA PARKWAY
 THE PARK & WYCKOFF AVE. 10TH FLOOR
 NEW YORK 17, N.Y.

ROY HAYNES
with vocal group
 HONK AND HONK

PS-02/STEREO-02/ROY HAYNES

MY FUNNY VALENTINE
 I AM SURE YOU LOVE THAT OLD FEELING
 I'LL BE WITH YOU THROUGH ALL THE YEARS
 WHEN YOU NEED ME I'LL BE THERE

CHET BAKER

WP-1024/STEREO-1020/CHET BAKER

LAVENDER SAX
Clifford Scott
 WORLD-PACIFIC HIGH FIDELITY

WP-1025/STEREO-1025/CLIFFORD SCOTT

12 STRING GUITAR! WE PASS
 CHARLIE LAWRENCE OF LOSANGELES
 RINGING IN NEW YORK LOVE SONG BY TONY JONES
 YES YOU'VE HEARD IT BEFORE AND YOU'VE HEARD THE BEST
 BUT YOU'VE NEVER HEARD IT LIKE THIS
 CHARLIE TONIC BLACK REPRISE & I AM BEYOND W. BOND

WP-1022/STEREO-1022/JOE PASS

FOLK 'N FLUTE DRIP SALAMON
 FOLK SONGS - BEATLES ON THE ROAD - CHIPPERS ON THE
 BEAT - THE BEATLES - BEATLES - BEATLES - BEATLES
 BEATLES BEATLES - BEATLES BEATLES - BEATLES BEATLES
 BEATLES BEATLES - BEATLES BEATLES - BEATLES BEATLES

WP-1003/STEREO-1010/BOB SHANK

Les McCann
 SHINY SILK STOCKINGS - BEHIND THE
 LEFT BARBARIC - BACK AT THE CHICKEN COOK
 BACK IN NEW YORK - BEATLES - BEATLES - BEATLES

PA-70/STEREO-70/LES McCANN

WEDNESDAY
 CHARLIE LAWRENCE OF LOSANGELES

WP-1023/STEREO-1023/RYNARD & COLLETTE

BALLET FOR DANCING
 WASHINGTON SQUARE - MARIA ELENA
 WASHINGTON SQUARE - MARIA ELENA
 WASHINGTON SQUARE - MARIA ELENA
 WASHINGTON SQUARE - MARIA ELENA

WP-1024/STEREO-1024/DAVID PARKER

GERALD WILSON
 ORCHESTRA PORTRAITS

PS-01/STEREO-01/McCANN & THE CRUSADERS

JAZZ WALTZ
 LES McCANN & THE JAZZ CRUSADERS
 WARDEN CASTLES
 BIG CITY **BLUESETTE**
 INTERBUS WALTZ IN BLUE
 DUMASUS WALTZ FOR GOD
 BLUES FOR YEA YEA **JAZZ WALTZ**

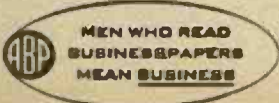
PS-00/STEREO-00/GERALD WILSON COCH.

ACTION SINGLES:

- X-400/Clifford Scott
 LAVENDER SAX/BEACH BUNNY
- X-411/Les McCann
 ROUTE 66/BIG CITY
- X-414/Jessie Paul
 CORNERS OF THE ROOM/POPCORN & CANDY
- X-403/Sonny Knight
 I JUST CALLED/IF YOU WANT THIS LOVE
- X-412/Jazz Crusaders
 LONG JOHN/I REMEMBER TOMORROW

WORLD-PACIFIC & PACIFIC JAZZ

world-pacific inc./8715 west third street/los angeles, california/90048/phone BRadshaw 2-4483



SINGLES REVIEWS

ACROSS-THE-BOARD SPOTLIGHTS

THE THREE SUNS—HAPPY WEDDING SONG (Corona, BMI) (2:12)—Watch this one; it is not typical of the group. Arrangement is a happy, hand-clappin' horn spelled out on the organ. Tune moves into swingin' Dixie beat and finally rollicking swinger. Flip: "My Man" (Corona, BMI) (2:12). **RCA Victor 8373**

STEVE CLAYTON—MY RING OF LOVE (Day-Hilliard, ASCAP)—Powerful entry. Tune packs emotional wallop with fine lyrics and top-notch delivery by Clayton. Ballad is laced with strings, the singer adding some Italian phrases for effect. Side builds to exciting climax. Sounds like a summer smash. Flip: "My Summer Love" (Rosewood-Day-Hilliard, ASCAP) (2:43)—Fine tune for season—one to check. **Epic 9695**

BENT FABRIC AND HIS PIANO—GOOFUS (Feist, ASCAP) (1:58)—One finger is all you need if you hit the right keys. Fabric does, and handles this cutie with simplicity and ease. Catchy backing from sousaphone. Flip: "Organ Grinder's Swing" (American Academy, ASCAP) (2:12)—Another good side done in vein of "Alley Cat"—worthy of consideration. **Atco 6304**

HOT POP SPOTLIGHTS

MARVELETTES—YOU'RE MY REMEDY (Jobete, BMI) (2:43)—Hand-clappin' rocker featuring solo by lead and pronounced beat. Hit sound all the way. Flip: "A Little Bit of Sympathy" (Jobete, BMI) (2:23). **Tamla 54097**

BEN E. KING—WHAT CAN A MAN DO (T.M., BMI) (2:32)—Ben E. King enters a powerful musical plea for a gal's love. Pile-drivin' beat is matched by walling chorus and brass. Flip: "Si Senor" (Cotillion, BMI) (2:29). **Atco 6303**

NEIL SEDAKA—SUNNY (Screen Gems-Columbia, BMI) (2:30)—Fine teen-gospel side featuring Neil's highest register delivery. Four Seasons-oriented female chorus backs him. Calypto beat and interesting arrangement. Flip: "She'll Never Be You" (Screen Gems-Columbia, BMI) (2:06). **RCA Victor 8382**

TIMMY BROWN—I GOT A SECRET (GONNA KEEP IT TO MYSELF) (Merfoda & Ben-Lee, BMI) (2:32)—Philly Eagles halfback carries the ball for a crashin' end run that could result in a chart score. Powerful beat and swingin' arrangements. Flip: "Baby, It's Okay" (Ben-Lee, BMI) (2:25). **Ember 1106**

LULA REED—BABY (YOUR LOVE) (Son-Lo, BMI) (2:30)—Lulu knows how to belt on this blues-rocker. Big orchestra blasts in the background as the gal wails with excitement. Flip: "Call Me Darlin'" (A&J, ASCAP) (2:30). **Tangerine 943**

ROLLING STONES—TELL ME (Southern, ASCAP) (2:35)—I JUST WANT TO MAKE LOVE TO YOU (A&J, BMI) (2:15)—Neanderthal music at its best. The British group offers a crude chant and the rockiest sound around. Flip features lead in r&b groove. Sustained guitars beat with hand-clappen' makes it r&b with British accent. **London 9682**

REVIEWED THIS WEEK, 164—LAST WEEK, 126

GUEST PANELIST OF THE WEEK

JIM STAGG

KYW, Cleveland, 2-6 p.m.

"C'mon and Swim"

BOBBY FREEMAN

Autumn 2



Each week a program director and/or deputy is invited to sit in and help Billboard's Reader Panel select Spotlights. When unable to come to the New York office, guest panelists listen and vote via special WATS long-distance (20¢-4¢-phone book-up). An opportunity is also given the guest to publicize his own or station "Pick of the Week."

BOBBY FREEMAN—C'MON AND SWIM (Parts I & II)—The season's right. The sound's a smasher. Directed at all those who can't make the dance scene on land, Bobby's really in the commercial swim with this wailin' rocker. Sounds like it will float to the top of the chart. **Autumn 2**

TRACEY DEY—HANGIN' ON TO MY BABY (Saturday, ASCAP) (2:37)—Rockaballid sung in dual-track duet by Tracey. Easy rockbeat with chorus in the wings. Flip: "Ska-Doo-Dee-Yah" (Saturday, ASCAP) (2:36). **Amy 908**

THE VENTURES—WALK DONT RUN '64 (Forsyth, BMI) (2:23)—Up-dated version of their hit of several years ago. Sound is basically the same but arrangement and instrumentation figure strongly in new approach. Could make the route again. Flip: "The Cruel Sea" (Metric, BMI) (2:20). **Dolton 96**

POP STANDARD SPOTLIGHTS

JENNY WELCH—IF YOU SEE MY LOVE (Four Star, BMI) (2:30)—Velvety vocal on tender romantic ballad. Side will be popular with teen-age and adults listeners as well. Flip: "Father Sebastian" (Four-Star, BMI) (2:30). **Cadence 1446**

JIM REEVES—I GUESS I'M CRAZY (Mallory, BMI) (2:20)—Silky smooth delivery of plain country-flavored ballad. Guitar follows Reeves in close support. Fodder for pop and c&w stations. Flip: (See Country Spotlight). **RCA Victor 8383**

GLORIA LYNNE—DON'T TAKE YOUR LOVE FROM ME (Morris, ASCAP) (2:48)—Intimate performance by Gloria on this lovely ballad. Plenty of class with high commercial potential in groove of her past hits. Flip: "You Don't Know What Love Is" (Leeds, ASCAP) (2:58). **Everest 2044**

GALLANTS—THEME FROM GOLDEN BOY (Morris, ASCAP) (2:55)—First-rate instrumental from the new Sammy Davis Jr. show. Alto sax in lead with organ and big chorus in support of haunting melody. Flip: "Theme From Rhino" (Huffings, BMI) (2:17). **Capitol 5214**

LETTERMEN—PUT AWAY YOUR TEARDROPS (Screen Gems-Columbia, BMI) (2:19)—SEVENTH DAWN THEME (United Artists, ASCAP) (2:59)—First side is sentimental ballad warmly sung by group. Lush strings and medium tempo. Arrangement will appeal to teen-ager, too. Flip is movie theme given romantic reading to plush orchestral backing. Much class. **Capitol 5218**

JOE SHERMAN HIS ORK AND CHORUS—SEVENTH DAWN (United Artists, ASCAP) (2:26)—Choral treatment of Bill Holden flick. Melancholy harmonica leads the way on this easy listener and fine programmer. Flip: "Time Alone Will Tell" (Marimba, ASCAP) (2:00). **World Artists 1024**

GREENWOOD COUNTY SINGERS—FRANKIE AND JOHNNY (Hollis, BMI) (2:48)—Happy version of the famous saga. Group gives the tune a sprightly, springy run-through. Real swingin' pop-folk. Flip: "Climb Up Sunshine Mountain" (Cavalcade, ASCAP) (2:01). **Kapp 591**

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COUNTRY & WESTERN SPOTLIGHTS

JIM REEVES—NOT UNTIL THE NEXT TIME (Acclaim, BMI) (2:40)—Warm and sincere performance of tender weeper ballad. Country piano and strings add to it all. Flip: (See Pop Standard Spotlights). **RCA Victor 8383**

TONY DOUGLAS—YOUR LOVE FOR ME IS LOWING LIGHT (English, BMI) (2:00)—Great crying in the beer tune with heart-rending story well told of love lost. Douglas is effectively backed by chorus. Flip: "Hey Walter" (English, BMI) (2:08). **Sims 187**

PROGRAMMING SPECIALS

HOT POP

TONTO, VIC AND MANUEL—Go-Go Water (Rhodes, BMI) (2:06). **REPRISE 628**

SALESBURY TWINS—He'll Never Know What Hit Him (Epic, Castleman, BMI) (2:24). **ABC-PARAMOUNT 1064**

JERRY LEE LEWIS—She Was My Baby (He Was My Friend) (Valley, BMI) (2:11). **SMASH 1906**

BIETTA AND EDDIE—Three Little Bucks (Goswami, ASCAP) (2:00). **FELTSD 897**

ACE CANNON—The Great Pretender (Panther, ASCAP) (2:22). **ME 3076**

DON THOMAS—She Ain't Like She Doesn't Care (Champion, BMI) (2:17). **CORAL 6344**

DUANE EDDY—Wain' Shines (Linford, BMI) (2:50). **RCA VICTO 8376**

ELVIS PRESLEY—If You Think I Don't Need You, I Need Somebody to Lean On (C-M-G, Everybody's Today, Tomorrow and Forever, RCA Victor EPA 483)

LITTLE HERBIE—I Wanna Be Beach Ball (Pattern/Balladeer, ASCAP) (2:12). **CATCH 187**

RUBY & THE ROMANTICS—Baby Come Wibble (Rosewood-Day-Hilliard, ASCAP) (2:25). **KAPP 601**

PAT DOHNEY—Mary, Oh Mary (Anastasia/Kanigala, BMI) (2:12). **ABC-PARAMOUNT 10607**

FREDDIE CANNON—Gotta Good Thing Goin' (Chiridge-Hobson, ASCAP) (2:40)—Summertime. U. K. Ad. (Chiridge, BMI) (2:37). **WARNER BROS. 5448**

CHARLIE BIRDY—We You Love Me Tomorrow (Screen Gems-Columbia, BMI) (2:17). **MONUMENT 842**

TOMMY YOUNGBLOOD—Did I Ever Make You Cry (Goldhawk-Cover, BMI) (2:30)—Hello Darling (Goldhawk-Cover, BMI) (2:20). **CHATTANOOGUE 654**

NOONEY HICKETT—She, She, Love, Love (Acad/Rox, BMI) (2:29). **20th CENTURY-FOX 500**

BOBBY LEWIS—Foolish Tenor (Panaram, BMI) (2:29). **ABC-PARAMOUNT 10645**

ORCHIDS—Tell Me a Story (Monchick, BMI) (2:30)—From Bed to Wore (Quade, BMI) (2:27). **COLUMBIA 4366**

SINGLES REVIEW POLICY

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

SPOTLIGHT WINNERS OF THE WEEK

Pop singles Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the top 30 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-the-board Spotlights are records eligible for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standard Spotlights are geared for pop standard and pop contemporary air play. Programming specialists are other records eligible for programming in their specific categories.

(Continued on page 58)

The most exciting sound on record...

LONDON phase 4 stereo

FABULOUS "PIGGY BACK" PROMOTION

FREE
PHASE 4 STEREO
DEMONSTRATION
12" LP...



"THIS IS... phase 4 stereo"

11 SELECTIONS FROM 11 GREAT PHASE 4 STEREO LP's
 (Includes selections from the following phase 4 albums: Heath vs. Ros; The Romantic Pianos Of Ronnie Aldrich; America Sings (Eric Rogers); Great Strauss Waltzes (Werner Müller); Swing Revisited (Johnny Keating); Pass In Review (Bob Sharpley); Kamet (Mantovani); Film Spectacular (Stanley Black); Bolero (London Festival Orchestra / Stanley Black); Grand Canyon Suite (London Festival Orchestra / Stanley Black); 1812 Overture (London Festival Orchestra / Bob Sharpley).

A phase 4 stereo Demonstration LP is poly-wrapped together with each of these sensational new phase 4 stereo LP's



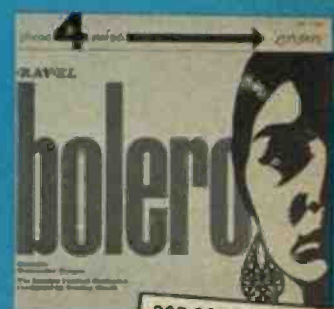
FILM SPECTACULAR—Vol. II. Stanley Black conducting the London Festival Orchestra.
 Suite from "My Fair Lady"; Suite from "On The Waterfront"; Themes from Spellbound; Cleopatra; A Summer Place; Gone With The Wind; Lawrence Of Arabia; The Magnificent Seven.
 Stereo SP 44031



WERNER MÜLLER ON BROADWAY
 Werner Müller and his Orchestra
 Teardrop Is 'Nottin' Like A Game; Hey, Leph Me Over; Oklahoma; Seventy-Six Trombones; She Loves Me; March Of The Siamese Children; Big Clown Balloons; With A Little Bit Of Luck; Get Me To The Church On Time; Let Me Entertain You; others.
 Stereo SP 44047



AMERICA ON THE MARCH
 Bob Sharpley and his Orchestra
 Star And Stripes; For My Precious Captain; Washington Post; Marine's Hymn; Semper Paratus; National Emblem; Army Air Corps; Anchors Aweigh; Caissens Go Rolling Along; Star Spangled Banner.
 Stereo SP 44033



BOLERO (Royal Philharmonic Orchestra)
 POLOVITSKAN DANCES from "PRINCE IGOR"
 (Gherasimov)
 London Festival Orchestra
 conducted by Stanley Black
 Stereo SP 44003

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FLOOR
RACK



FREE STREAMERS



FREE
AD MATS



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RCA CUSTOM RECORD SALES



Billboard

**REC
DISTR
1964 ECONO**

**1964 SURVEY OF INDEPENDENT
RECORD DISTRIBUTORS**

HOW INDIE
DISTRIBUTORS
DIVERSIFY



AMERICAN RECORD MERCHANTS A

CORD BUTION OMIC PROFILE

***How Distributors
Promote
Record Sales***

***THE ROLE OF THE
INDIE DISTRIBUTOR
IN TODAY'S MARKET***

AND DISTRIBUTORS ASSOCIATION

TOP LP's

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

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

Table with columns: This Week, Last Week, Title, Artist, Label, Weeks on Chart. Contains top 50 LPs including 'HELLO, DOLLY!', 'THE BEATLES' SECOND ALBUM', 'BARBRA STREISAND/THE THIRD ALBUM', etc.

Table with columns: This Week, Last Week, Title, Artist, Label, Weeks on Chart. Contains LPs 51-100 including 'CAMELOT', 'ALLAN IN WONDERLAND', 'SWEET & SOUR TEARS', etc.

Table with columns: This Week, Last Week, Title, Artist, Label, Weeks on Chart. Contains LPs 101-150 including 'COME DANCE TO THE HITS', 'THE NEW CHRISTY MINSTRELS', 'THE ROLLING STONES', etc.

SUE • SYMBOL CRACKERJACK •

**SOUNDS
THAT SELL**

HOT SINGLES

"GOOD TIME TONIGHT"

The Soul Sisters

SUE 10-005

"OUT OF SIGHT"

Hank Jacobs

SUE 102

"I FOUND MY PLACE"

The Johnson Sisters

BROADWAY 400

"SPEAK YOUR PIECE"

Bill Elliott and Joe Thomas

SYMBOL 200

"I WISH YOU LOVE"

Harry (Sweets) Edison

SUE 101



JIMMY McGRIFF AT THE ORGAN—SUE LP 1020



LIKE DIXIE, BUT . . .
DICK VANCE—SUE LP 1024

BEST DISTRIBUTORS IN THE I

ALBANY
Delta
ATLANTA
Southland
BOSTON
Disc
BUFFALO
Best
CHARLOTTE
Arnold
CHICAGO
All State
CINCINNATI
Hit
CLEVELAND
Concord

DALLAS
Big State
DENVER
Pan American
DETROIT
John Kaplan
EAST HARTFORD
Trinity
EL PASO
Krupp
HOUSTON
United
HONOLULU
Microphone Music
LOS ANGELES
Calif. Record

MEMPHIS
Music
MIAMI
Tone
MILWAUK
O'Brien
MINNEAP
Heilich
NASHVILL
Southe
NEWARK
Apex M
NEW ORL
All Sou
NEW YOR
Beta

EASTERN BROADWAY



RAY BRYANT LIVE AT
BASIN STREET—SUE LP 1019



YOURS TRULY—JACK
AND JULIE—SUE LP 1029



SPEAK YOUR PIECE—JOE THOMAS
AND BILL ELLIOTT—SUE LP 1025



THE SUE STORY CHAPTER 1
SUE LP 1021

DISTRIBUTORS IN THE BUSINESS!

MEMPHIS
Music Sales
MIAMI
Tone
MILWAUKEE
O'Brien
MINNEAPOLIS
Heilicher Bros.
NASHVILLE
Southern Record
NEWARK
Apex Martin
NEW ORLEANS
All South
NEW YORK
Beta

OKLAHOMA CITY
B. & K
PHILADELPHIA
Chips
PHOENIX
Krupp
PITTSBURGH
Bill Lawrence
ST. LOUIS
Roberts
SAN FRANCISCO
D. M. Sales
SEATTLE
Music Dist.
WASHINGTON, D. C.
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INDEPENDENT RECORD DISTRIBUTOR SURVEY—1964

Indie Distributors

Continue to Diversify

*Would like to see singles price lowered
as freebee alternative favor co-op
advertising for promotions*

Independent record distributors are continuing to diversify at a rapid rate, according to the 1964 Independent Record Distributors Survey conducted by Billboard's Record Market Research Division. The survey, which was sent to more than 300 indie distributors, covers the 1963 calendar year.

Slightly more than 70 per cent of all distributors said they performed non-record distributing functions, with 70 per cent of the diversified distributors also handling record accessories.

More than half of this group distribute phonographs (see chart), while 37.5 per cent distribute both prerecorded and blank tape.

Another 30 per cent distribute tape recorders; 27.5 per cent own a record label, and 25 per cent are engaged in rack jobbing. One distributor of eight in the group owns a one-stop, and of one eight also distributes appliances.

Indie distributing firms are pretty

well established. Most of them have been in business more than 10 years, and 13.8 per cent have been in business more than 20 years.

Mostly Veterans

Heads of indie distributing firms are generally veterans. Median time in the record business is 16 years, with 55.2 per cent in the industry 11 to 20 years and 20.7 per cent with more than 20 years' service.

The overwhelming majority (84.2 per cent) of indie distributor firms are corporations, with 12.3 per cent individual proprietorships and 3.5 per cent partnerships.

The average firm has 12 full-time employees, with slightly more than three salesmen and slightly less than two promotion men. About a third of the firms employ part-time help, and those that do have an average of three part-timers on the payroll.

Fringe Benefits

Record distributors take care of their officers and employees. Some

GROS

1963

33.3%

22.6%

19.0%

11.4%

1.5%

3.2%

9.0%

100.0%

SUGGEST

MONO & STEREO both

\$1 more for Stereo . . .

Mono at \$2.98; Stereo

Mono & Stereo both list

Mono & Stereo both list

Mono listing at \$2.98;

Mono & Stereo both list

GROSS DOLLAR SALES BY ACCOUNT TYPE—1963-62

<u>53</u>	<u>TYPE OF ACCOUNT</u>	<u>1962</u>
3%	TRADITIONAL RECORD DEALERS (Including Dept. Stores)	32.7%
5%	RACK JOBBER (including those owned by distributors)	27.8%
0%	ONE-STOP (including those owned by distributors)	17.5%
4%	LARGE DISCOUNT OUTLETS (not including leased depts. or rack serviced discount outlets)	15.7%
5%	LEASED DEPARTMENTS (operated by distributor's firm)	1.8%
2%	JUKE BOX OPERATORS (serviced by distributor and not by One-Stops)	(no figures available)
0%	OTHER TYPE ACCOUNTS (including specialty dealers, mail order accounts, military outlets, record clubs and other distributors either owned or not owned in other areas of the country)	4.5%
0%		100.0%

SUGGESTED LIST PRICES FOR LP'S

EO both listing for \$3.98	42%
Stereo	38%
3; Stereo at \$3.98	6%
both listing for \$4.98	4%
both listing for UNDER \$3.98	4%
at \$2.98; Stereo for \$3.98	4%
both listing for \$2.98	2%
	100%

SUGGESTED LIST PRICES FOR SINGLES

58.5%	98c
34.0%	79c
7.5%	89c
100.0%	

AREAS OF DIVERSIFICATION

Percentages apply to 70.2% of independent distributors who diversify.

- 70.0%** Record Accessories
- 52.5%** Phonographs
- 37.5%** Pre-Recorded and Blank Tape
- 30.0%** Tape Recorders
- 27.5%** Own record label
- 25.0%** Own rack locations
- 12.5%** Own One-Stop
- 12.5%** Television, Refrigerators and small appliances
- 10.5%** Own other distributorships
- 7.5%** Operate leased departments
- 5.0%** Distribute Blank Tape only
(note above those that distribute pre-recorded and blank tape)
- 15.0%** OTHER including:
own a retail outlet, distribute sheet music, songbooks, sporting goods, toys, cameras, electronic equipment and/or own a record pressing plant

MOST IMPORTANT AREAS OF RECORD PROMOTION

- Co-Op Radio Advertising . . . **24.5%**
- Co-Op Newspaper Ads **19.7%**
- Window Displays **15.5%**
- In-Store Displays **15.4%**
- Artist Record Hops **10.8%**
- Artist Appearance locally . . . **8.4%**
- Others **5.8%**

Others include: TV exposure, magazine advertisements, radio play and availability of product in stores, trade magazine advertisements, etc.

MOST IMPORTANT TV SHOWS FOR ARTIST EXPOSURE

- | | <u>% of Points</u> |
|--|--------------------|
| 1. Ed Sullivan Show | 43.6% |
| 2. Jack Paar Show | 14.4% |
| 3. Tonight (Johnny Carson). | 14.1% |
| 4. Dick Clark Bandstand Show | 12.4% |
| 5. Jimmy Dean Show | 7.2% |
| 6. Steve Allen Show | 5.5% |
| Others | 2.8% |

Others include: Jackie Gleason, Hootenanny, any national TV shows.

72 per cent of the firms offer some fringe benefits. Among this group 57 per cent provide life insurance, 83 per cent provide health insurance, 19 per cent have a pension plan, 14 per cent have a profit-sharing plan, and 20 per cent provide other benefits, including credit unions, bonuses and stock options.

Distributors are cutting down slightly on the number of record lines they handle—from an average of 27.6 in 1962 to 24.5 last year.

Last year, sales to traditional record dealers — including department stores—accounted for one third of the indie distributor record volume. This figure is virtually unchanged from the preceding year. Sales to rack jobber accounts (including those owned by the distributor) dipped from 27.8 per cent to 22.6 per cent of the total, while sales to one-stops (including those owned by the distributor) rose from 17.5 per cent to 19 per cent.

Large discount outlets accounted for 11.4 per cent of sales—down from 15.7 per cent in 1962. The rest of indie distributor sales were to leased departments operated by the distributor's firm, juke box operators, specialty dealers, mail-order accounts and military outlets.

Price Structure

Some 42 per cent of the respondents felt that both monaural and stereo LP's should list for the same price—\$3.98. Another 38 per cent felt that stereo should command an extra dollar. Others advocated selling monaural LP's for \$2.98 with stereos at \$3.98, while some distributors want a list of \$4.98 for both.

The 98-cent list price for singles is just fine with 58.5 per cent of the distributors, but 34 per cent would like to see that price drop to 79 cents and 7.5 per cent want an 89-cent price.

According to the survey, freebees aren't too popular with distributors. Some 64.5 per cent would like to see them eliminated, while another 6.3 per cent want them decreased. The re-

maining 29.2 per cent would like to see them increased.

Alternatives

Instead of freebees, 57.6 per cent of the distributors would like to see the singles price lowered. Another 11.5 per cent each would like to see the freebee money used for more active promotion. A uniform price for all singles to all customers is favored by 11.5 per cent.

Other suggestions as an alternative to freebees include the following: sending freebees only to those who will promote them, reducing the number of releases, increasing return privileges and keeping a standard price for the life of the record.

The most important single area of record promotion, according to 24.5 per cent of the distributors, is co-operative radio advertising. Some 19.7 per cent favored co-operative newspaper advertising and another 15.5 per cent said window displays helped the most.

In-store displays were favored by 15.4 per cent and record hops by 10.8 per cent. Local appearances by recording artists were considered the best promotion by 8.4 per cent of those replying.

More than three quarters of the distributors favor a colored sleeve for a single in kicking off sales at the dealer and rack levels.

Television Shows

More than 98 per cent of the distributors feel that artist appearances on national television shows stimulate their album sales, with the "Ed Sullivan Show" adjudged the most important by 43.6 per cent of the respondents. The "Jack Paar Show" and "Tonight" were voted the most important by 14 per cent each, while 12.4 per cent felt that the "Dick Clark Bandstand Show" did most for album sales. Others named were the "Jimmy Dean Show" (7.2 per cent) and the "Steve Allen Show" (5.5 per cent).

In singles, "The Dick Clark Bandstand Show" was considered the most influential, followed by the "Ed Sullivan Show."



Bertram, Jim and Stuart Schwartz, left to right, are officers of Schwartz Brothers, Washington independent distributor.



Graphic arts play a major role in the operation. The firm has its own multigraph machine, copier, addressograph and folding and stitching machines.

Schwartz Brothers Hold Price Line, Stress Individualized Service

By MILDRED HALL

Schwartz Brothers, one of the biggest independent distributor operations in the country, has set up a rack operation "which serves locations as a distributor services retail record stores."

James Schwartz, who is treasurer of ARMADA, calls it a merchandising service—not rack jobbing in the usual meaning of the term. The firm does not take quantities of one item, slash prices and send it out to all customers in an operation "run by truck drivers." It has no leased departments.

The firm does have individually serviced customers—and the service is by experienced record people. Schwartz says the rack servicing has been in operation about six months, and is garnering new customers on the basis of service given—not on price-

slash. "We did not put this operation into the hands of routemen."

Trained Personnel

The rack distribution is limited to the area the distributorship serves—Maryland, Virginia, the southern half of West Virginia and the District of Columbia. The limiting is not for lack of size or volume of Schwartz's distributorship: The Schwartz warehouse has 44,000 square feet, record items run to three-quarters of a million, and the staff of 50 are all trained in the record business, says Schwartz, most with at least five and many with 10 and more years in the business. "Even our routemen and truck drivers know the record business," he added.

The rack operation is deliberately held to the local areas to keep it on

the individualized service basis Schwartz Brothers hopes to maintain for its growing rack merchandising. The rack part of the business is being kept entirely separate, administratively, from the regular distribution. "People who can analyze each type account select the product—depending on whether it is a small, independent variety store, a big one, or a super-market."

Hand-Picked Product

The service is chiefly albums, but some stores, like Woolworth's and Murphy's get singles, too. The neighborhood and the consumer tastes are taken into account. "We hand-pick the product on whether the particular location is predominantly Negro, or is partial to pops, country, or whatever—the store customers will find their



eration.
e, photo
stuffing



The warehouse is 44,000 square feet, with inventory of up to 750,000 records.

Individualized Service

particular favorites on the rack.”

Because of the kind of service, the prices are generally in line with standard price to local retailers—sometimes slightly higher. “We sell service, not low price,” Schwartz said. The location can set his retail price at whatever he wants, but the Schwartz rack price runs fairly close to average discount level—\$2.97 to \$3.19 is the general range. Some rackers in the area sell far lower, at \$2.64, said Schwartz. Giant Food rack sales run to \$2.67 (Schwartz does not service Giant, but does service the Grand Union chain).

Schwartz figures the selective type of rack operation is good for the distributor and for the record business in general. “We feel we may be helping to firm up prices, even if only a

little, by this type of merchandising,” he explained. Returns are fewer and turnover rate is greater. The location does not need a big inventory—the specialized type sells faster. Schwartz figures their rack servicing provides an inventory turnover six to eight times a year, where the retailer may have a turnover three or four times a year.

The selection are the best selling in the area—with strong emphasis on the regional trends. Basically, Schwartz uses Billboard charts of LP's, plus check of local charts, local radio play and customer comment.

Steady Business

ARMADA Treasurer James Schwartz does not claim any spectacular profits for the rack merchandising.

continued on page 45

Congratulations to
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**Al Bennett Says Function
Is to Tell Artist's Story**

By ELIOT TIEGEL

"The distributor is the most important link in the success of a promotion campaign. It's his function to tell fully the artist's story in his market. A distributor is a specialist in selling records and one of his responsibilities is informing everyone from the trade to the consumer about artist's talents."

The man speaking is Al Bennett, Liberty Records president, and his explanation is the philosophy by which his company operates in developing promotions which will result in sales at the retail level.

A current promotion, which produced initial promising results, involves singer Vikki Carr. This story relates what steps Liberty took to insure that Miss Carr received more than substantial national exposure through all the media.



Liberty President Al Bennett, left, discusses the Vikki Carr promotion with Don Bohanan, marketing director.

tion of Indie Distributor Story in His Market

Best Possible Product

"We work on a total concept promotion basis," Bennett explained. "Our first concern is creating the best possible product for the artist and then making every facet of the industry and the public aware of the performer."

In Vikki's case, the end product was the LP "Discovery," her second album for the label. Bennett said Vikki had been a well-known singer in Los Angeles for one year before the album was released. He feels this was a great asset because people in the trade here were aware of her talents and warmly received the LP.

Again, in Vikki's instance, it was the first time in Liberty's history that the label decided to develop an artist with an album product. In the past, Liberty had developed its performers through the usual pattern of singles aimed at the broad pop market.

Creative Team

Liberty's creative team of marketing director Don Bohanan and art director Al LaVigner and the art firm of Studio Five developed sales aids, posters, window streamers and other in-store eye catchers for retailers which were issued through the company's 34 U. S. distributors.

Bennett also ordered special preview copies of the album sent to every newspaper and magazine reviewer, selected opinion makers, college newspaper editors and radio stations well in advance of the album's national release to help start people talking about Vikki.

Working closely with Arnie Mills, Miss Carr's manager, a national

television campaign was developed with Vikki appearing on the "Hollywood Palace," Garry Moore, Steve Allen, Jimmy Dean and "Tonight" shows. Through the excellent cooperation of her manager, she was able to schedule a two-week promotion tour in behalf of the album.

"Our whole theme was tied around discover Miss Vikki Carr," Don Bohanan explained. "We worked on the total concept promotion three months before launching it."

Special Release

Bohanan, who directed "the whole ball of wax," noted that the LP was issued by itself as a special release and approximately 7,000 copies were mailed to all salesmen, promotion men, rack merchandisers, one stops, radio and TV stations and newspaper and magazine reviewers. In addition, Vikki spent one week at Liberty making promotional calls to traders around the country.

When the company was ready to spring the program, it called its nine exclusive promotion men in from their cities to hear the LP and learn what merchandising plans were afoot. A special LP browser box was constructed for the product and where



Al LaVigner, left, Liberty art director, and Ted Fegin, national promotion director, discuss the advertising and dealer display program.

possible, window space was reserved from dealers.

Itinerary

Liberty's national promotion manager, Ted Feigin, set up Vikki's two-week itinerary and traveled to cities before her arrival and after to see that correct steps were taken to exploit the product.

Lee Mendell, LP national sales manager, was in contact with the distributors on orders for the album and saw that follow-up actions were taken by the distributor's salesman.

Did Liberty offer its distributors any specific instructions on how to promote the new vocalist? "No," answered Bennett. "We try not to overburden our distributors with suggestions since he's the specialist and knows best how to function in his market."

Within three weeks of "Discovery's" release, 25,000 copies had been sold. "We feel the yardstick is not so much how many copies you sell in a campaign like this," Bennett interjected, "but the kind of acceptance you obtain in the trade. If the album is not a big hit, then the burden falls on a&r to develop a different approach."

Favorable Climate

The time and money allocated to promoting Miss Carr was all predicated on developing a favorable climate in which to sell her album. As an added feature, Liberty's publicity director Norman Winter provided editors and reviewers with a complete press kit on the artist, arranged interviews and also tied in with major papers in a giveaway contest through the classified sections.

Bennett said the next step in the promotion process is to increase consumer advertising for Vikki as well as all other Liberty artists to broaden their consumer acceptance.

"We will be placing more emphasis on developing our talent which in the long run produces a far greater return," Bennett said. He added that artists like Vic Dana and Jackie De-

Shannon have to be handled differently than Vikki was because of their proved audiences. But he did say that Dana would probably be geared for a more adult audience in the future, while Jackie's forte now appears to be in the teen-age singles field.

In comparing company-owned branches, of which Liberty has five, to independent distributors, Bennett said the roles of both were the same but that branches could give more concentration to a product and were more prone to take chances when spending their own money. "Independents are sometimes reluctant to gamble," he noted.

Indies Astute

"Most independent distributors are astute businessmen. They had to be in order to survive." One reason Bennett believes independents will continue to remain strong is that racks and one stops have forced them to compete more aggressively and this has caused them to operate with verve and cleverness.

"The independent distributors started essentially as singles companies and they fell by the wayside if they didn't

continued on page 45



Norman Winter, left, publicity director, works on the Vikki Carr press kit, while Al LaVigner checks his copy which carries a special Vikki Carr logo.

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of
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and
MORTY MARKS

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KEEPING UP V

The ideal executive secretary of a music industry trade association should be a combination public relations man, administrator, disciplinarian and diplomat.

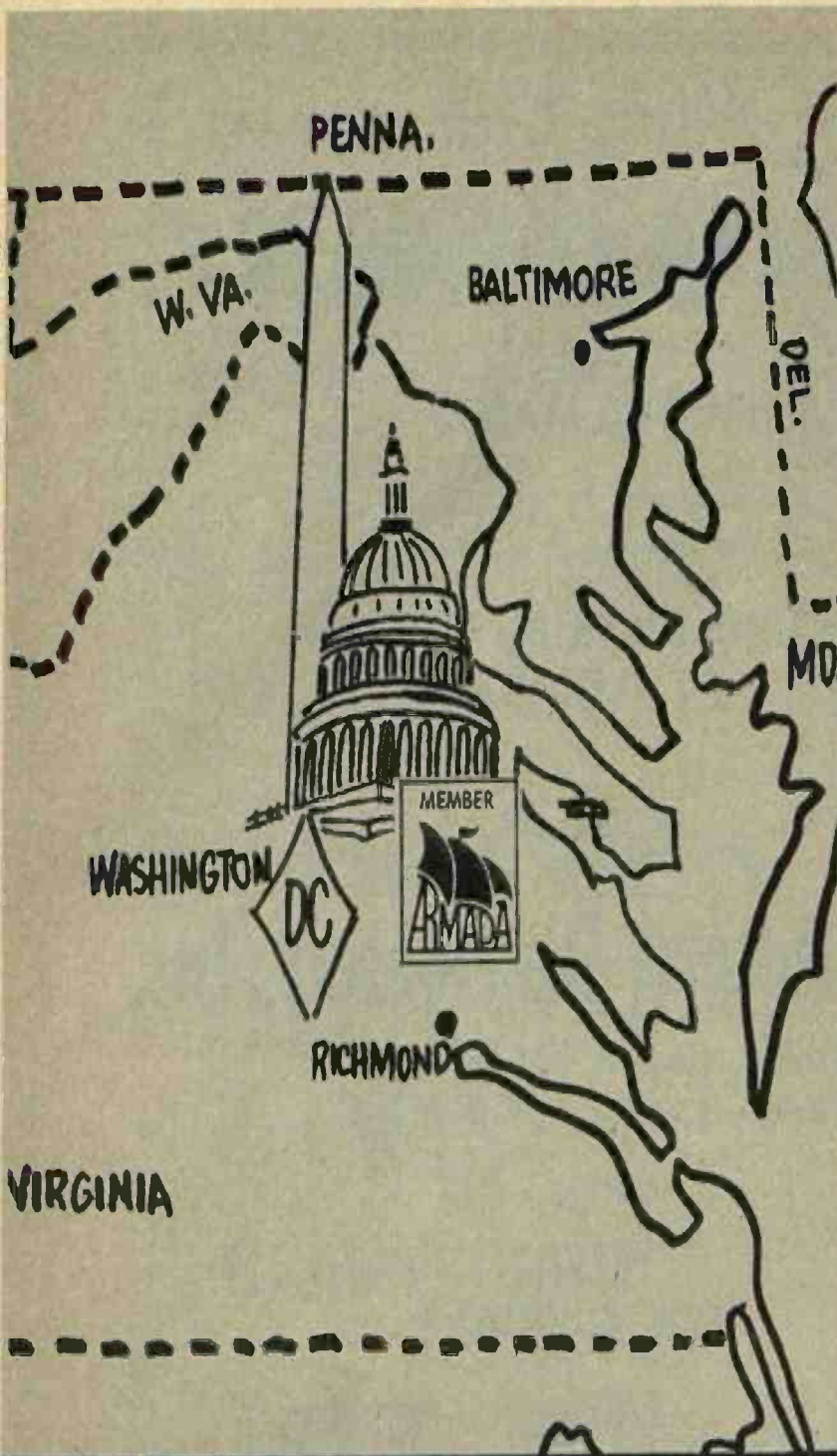
It would also help if the man has a working knowledge of federal agencies, the trade press and the law.

Add to these qualifications a long stint as a law enforcement officer and a hitch as a trade paper bureau chief, and you have the ideal man to head the American Record Merchants and Distributors Association.

Edgar Jones, ARMADA executive secretary, has all of the above qualifications and then some.



Edgar Jones, ARMADA executive secretary, is a combination public relations man, legislative counsel and trade association administrator.



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UP WITH ED JONES

music industry
on public rela-
and diplomat.
working knowl-
s and the law.
stint as a law
e paper bureau
d the American
sociation.

secretary, has
some.



secretary, is a
n, legislative
administrator.

When Jones was a boy in the Adirondack Mountain village of North Granville, N. Y., his ambition was to enter West Point and become a career Army officer. In 1929, when he was 18 years old, he got the appointment, but his eyesight wasn't up to minimum standards.

So he did the next best thing and joined the Civilian Military Training Corps, where he served for three years, while working on the local weekly newspaper.

In 1932 he won a scholarship to the Loomis Radio School in Washington. He also worked as a free-lance writer, specializing in radio articles.

In the early 1930's, Jones worked as a press officer with the National Industrial Recovery Act and with the Agricultural Adjustment Administration.

Jones headed Billboard's Washington bureau from 1937-42, covering federal legislation affecting the entertainment industry and specializing in Federal Communications Commission coverage.

In 1942 he joined the FCC as a press officer, resigning a year later to join the U. S. Army. Jones put in a nine-year stint, emerging as a captain in the Military Police.

During World War II Jones saw service in the Philippines, later served on General Eisenhower's staff in the Pentagon. During this duty he took pre-law courses at George Washington University.

While in the Army, he also served as a security officer on the Hamburg docks, as a military police officer at the Czechoslovakian border and as a prosecutor in courts-martial. He also found time to write scripts for Army training films.

After Jones left the Army he set up his own public relations firm and later became assistant director of public relations for the United Service Organizations.

Jones joined ARMADA last July. His duties include handling the daily business routine, organizing the annual convention, running the public relations program and representing the organization in legislative matters.

Mr. and Mrs. Jones have an apartment in Fresh Meadow, N. Y. and a home in North Granville, N. Y. They have three children ages 8, 12 and 16.

DISTRIBUTOR KEY MEMBER OF MANUFACTURER MARKETING TEAM

*Chicago
Distributor
Sees No Need
for Diversification*



Milt Salstone

By **NICK BIRO**

"If there are going to be independent manufacturers—there have to be independent distributors. Even General Motors, with all its wealth, can't finance its own retail outlets."

The man talking is Chicago's Milt Salstone, one of the record industry's real pros. Back in 1946, Salstone was one of the first 10 independent distributors in the entire country.

Today, with a staff of some 30 and a stable of some two dozen top lines, Salstone's M-S Distributing Company is generally acknowledged to be one of the nation's top independent outlets.

Big Future

Salstone feels very strongly that there is a big future for independent distributors—and contrary to many marketing experts—he doesn't feel the independent distributor has to diversify into such other marketing functions as rack jobbing or one-stopping.

He says all this fully aware of his own investment in Musical Isle, one of the Midwest's largest rack-jobbing firms. But in Salstone's own words, "that was a private investment on my

part—it had nothing to do with my distributing firm."

Salstone is very strong in his views on the future for independent distributors, but he does pose one condition.

"The indie distributors need the manufacturers' help. Unless some of the unfairness in the marketing of records is corrected, there will be an upheaval in the industry and the manufacturers are bound to suffer.

"If the manufacturer loses his distribution, promotion, financing and warehousing—all functions now provided by an independent distributing outlet—he'll have no place to go," Salstone says.

Caught in Squeeze

The Midwestern distributing veteran says that distributors are caught in a squeeze between manufacturers and retailers. The former want to raise price (without guaranteeing distributors a legitimate profit), while the latter want to buy cheaper and cheaper, says Salstone.

He points out that today, most of the distributors' volume is to large users who "carry a big stick."

He urges manufacturers to oper-

ate with distributors as a member of their marketing team—not an enemy.

Salstone notes that even though there may be as many as 20 distributors in a major market, only two or three of these are financially strong enough to support a strong selling organization.

He cites as an example his own firm, M-S, which regularly carries inventory and receivables in excess of \$1,000,000.

Word of Caution

Salstone cautions other distributors to avoid the new marketing areas such as racking and one-stopping, unless they have adequate strength in capital and personnel.

In fact, "organization and finances" are cited by Salstone as the key to an independent distributor's success. With both he can continue to stay in business as a distributor, but without either, he's in trouble.

Salstone also compliments the recent marketing moves by Columbia, Capitol and Decca and wishes some of the independent manufacturers would follow suit.

Price Stabilization

He feels that enlarged territories

and price stabilization (accompanied by steps to insure the distributor a legitimate mark-up) are needed to bring many distributors out of deep water.

"The days when a manufacturer could brag he had some 35 distributors around the country are gone. Today, all he'd have is 35 inventories, and he'd own all of them.

The same manufacturer today is better off with about 15 distributors, each sound, making a profit and doing a job for him.

Salstone's history is virtually the history of the record business as we know it today.

Few in Field

He started some 18 years ago at a time when the industry's first independent manufacturers were getting started. Salstone recalls there were only about five independent distributors in the whole country, and in Chicago, only one—Jimmy Martin.

Salstone originally bought merchandise from Jack Gutschall, a West Coast-based national distributor for a number of independent firms. Among Salstone's early lines were such labels as: Exclusive, Modern, Alladin, Specialty and Savoy.

Within a few months Salstone was buying merchandise direct.

"However, things then were different," he says. "We paid for the merchandise in front—everything was shipped by sight draft."

Cool Reception

He recalls also that "in those days if we went to a radio station or store record department with anything besides Victor, Decca or Columbia, we were practically thrown out."

Salstone still feels that it was due to the hard work and perseverance of a handful of independent distributors around the country that the independent record firms were able to succeed.

During his first few years, Salstone's material was primarily r&b and jazz. "The majors handled all the pop product," he recalls.

"Our first foot in the pop market

came with two sides: "Peg o' My Heart" by the Harmonicats (which Milt was handling) and "Near You" by Francis Craig (handled by a competitor).

"After those two disks, the independents had the door open to start moving pop product."

Juke Box Exposure

Another interesting sidelight of the times recalled by Salstone is that the biggest exposure for independent record manufacturers was the juke box.

"We had our biggest acceptance with operators, and in those days, the juke boxes made hits faster than the radio stations," Salstone says.

He notes that distributors courted operators much as they court radio stations today.

Mercury Affiliation

In 1949—three years after he started in business—Salstone dropped all his other lines and became an exclusive Mercury distributor. Mercury was also in its early days, and besides its youthful president, Irving B. Green, it had on its payroll such people as Art Talmadge, advertising manager; Mitch Miller, head a&r in Chicago; and Joe Carlton, head of a&r in New York.

In 1952, Salstone lost Mercury and left the record business partly, he recalls, "because I was hurt by the way Mercury treated me," and partly "because television was enjoying its big boom and the record business was at a low ebb."

He went into the plastic manufacturing, but a year later, largely at the constant urging of Norman Granz who owned the Jazz at the Philharmonic series (later Verve), Salstone again became a distributor.

Jazz at the Philharmonic was his first line, followed shortly by Cadence and Imperial.

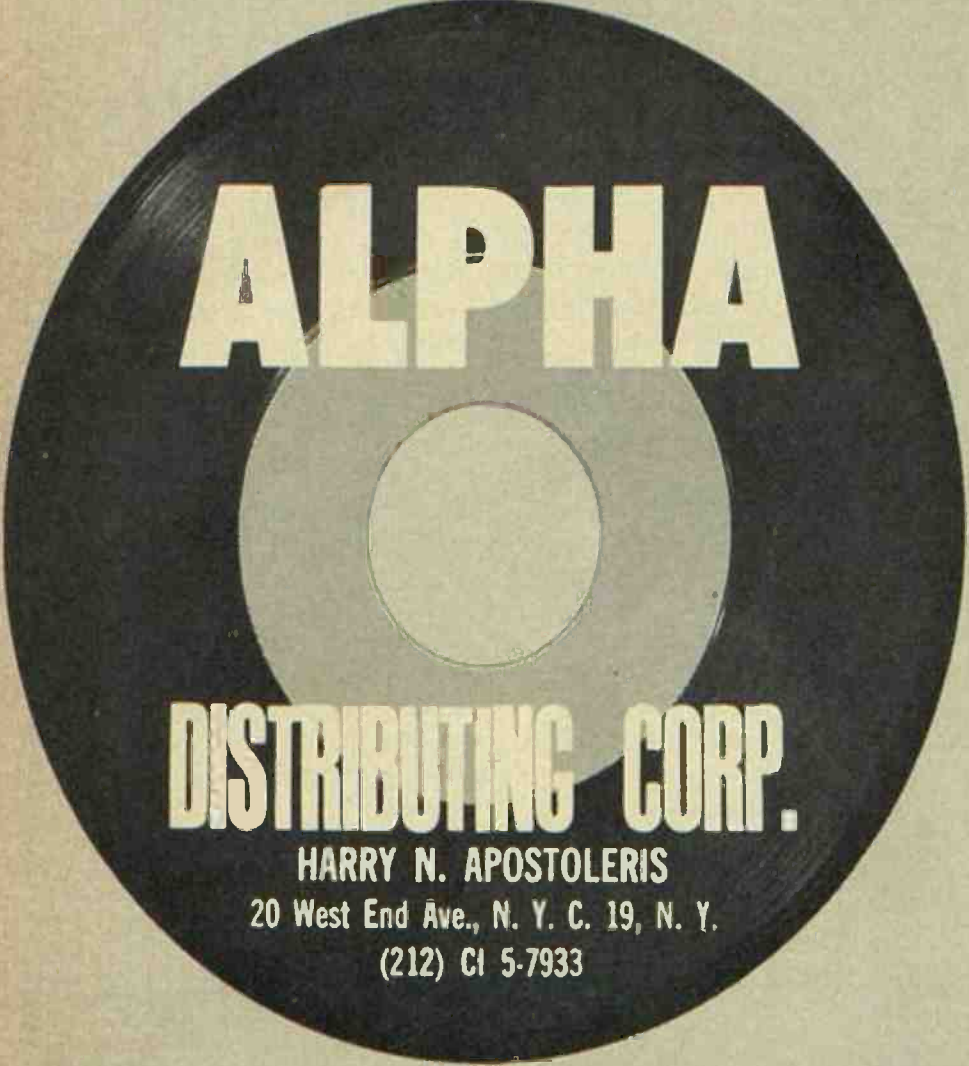
Team Formed

Salstone also began putting together a team. Besides himself, there was Marv McDermott (still with the firm), Phil Skaff (a top executive today with Liberty), Vic Faraci (still with M-S),

continued on page 45

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Nashville Distributors Gross Income i

In the last five years, Southern Record Distributors in Nashville has tripled its annual gross income and expects to continue the trend.

"When I took over Southern in 1959," said Howard Allison, president, "we grossed \$300,000 worth of business. We grossed \$1 million plus in 1963 and will probably top a million and a quarter this year.

"You just have to keep fighting it," Allison said in explaining the growth.

Southern, located in a new building less than a year old at 465 Chestnut Avenue, maintains four full-time salesmen and a full-time promotion man.

Southern serves all of Tennessee



Howard Allison, president of Southern Record Distributors, right, discusses promotion with Bob Holladay, the firm's recording artist, of MGM Records.

Distributor Triples in Five Years

and Alabama, Mississippi as far south as Jackson, Arkansas as far south as Little Rock and the southern part of Kentucky including Louisville and Lexington.

Allison said he maintains a mailing list of 600 and uses a special WATS telephone line to contact outlets and disk jockeys throughout the area.

"Our salesmen can go in and write orders on 100 different labels where the majors can just write orders for one," Allison said.

In addition, Southern takes advantage of promotion possibilities when artists come through Nashville. Recently parties were held for George Hamilton and Hank Williams Jr.



of Southern Record Distribution plans with, left to right, promotion man; Hank Wil- and Arnold Maxin, president

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**Starday
Promotion
Aid Indep
Dist**

By PAUL

Starday Records, the Nashville-based country music label, combines a hard-hitting sales and promotion program with top-quality products to make it profitable for an independent distributor to handle its records.

"It pays to establish an atmosphere of common sense and conservatism when dealing with indie distributors on Country Music records," Don Pierce, president of the company, said.

Starday banks chiefly on the sale of albums but does issue singles by established artists on its roster.

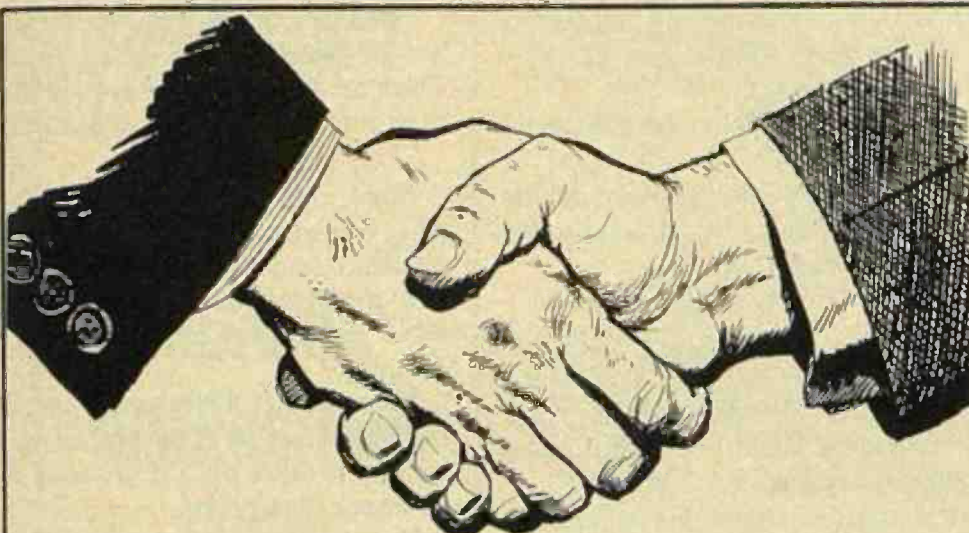
Pierce said Starday made a choice between trying to establish a lot of new talent on singles or to use established artists in well conceived albums while offering singles by the same established artists.

Direct Mail

The label does all the disk jockey promotion by direct mailing from the company headquarters in Madison, Tenn. The label's single policy is 100 per cent exchange; 25 free on 100 for one-stop promotion.

"We also feel it is very desirable to control publishing rights on at least one side of each single so that we have promotion money available to play with," Pierce said.

Pierce said his company shoots for the rack jobber and supplies sales aids



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Sales, Efforts pendent ributors

CARDEN

such as all-metal Country Corner racks, catalogs, slick books for salesmen, prepacks and co-op advertising.

Lease Masters

"Where we do not have the hottest name artists, we have been able to overcome this, for album purposes, by leasing masters by top names from other labels," Pierce said. "To do this, we must offer selected masters from our own catalog in exchange. We have achieved our greatest success by issuing many combination albums based on special concepts that appeal to country music fans."

Some of the biggest distributors used by Starday include Arc in Detroit; Schwartz, Washington; Roberts, St. Louis; Music City, Nashville; Krupp, El Paso; Independent, San Francisco; Associated, Indianapolis; Music Distributors, Seattle, and Jather, Minneapolis.

"We can't just wave a wand and get independent distributors to abandon 30 competing lines and make a concentrated effort on Starday alone," Pierce said. "We have to make it worthwhile for our distributors and salesmen to do a job for us."

"We feel that independent distributors are the sharpest record people and for that reason we always invite their suggestions," he said.

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The Highe

"No, I wasn't the first independent distributor in the city—I was the second by about six months. Frankly, I can't remember the name of the first—he went out of business a long time ago."

James H. Martin is technically right. He wasn't THE first. But he is the first that's still around. And among record people, he's generally conceded to be one of the deans of the industry.

Martin got started in 1941—shortly after war was declared.

He had been an Arthur H. Du Grenier distributor since 1935 and owned vending operating companies in Louisville and Pittsburgh.

"When Du Grenier started making firing pins for Browning Automatic Rifles, I started scouting around for something else to do," Martin says.

Polish Disks

"I was too old for the Army, so I was lucky when in February of 1942 I was able to secure the Harmonia line of Polish records. Even then, Harmonia was faced with a shellac shortage and we couldn't get all the records we wanted. We ended up trading in used records to make up the difference."

Martin recalls he later added the Recoton needle line—then a whole string of independent labels: Musi-craft, Cosmo, DeLuxe, Beltone, and others.

"At one time, within the first three years, I had about 50 different lines," says Martin.

Good Old Days

"Business, however, was entirely different. There were no cut prices, no one-stops, no functionals (to large

Best Paid Porter on Record Row

Veteran Chicago Distributor Airs Views on Industry Problems

or small users), no racks. The 'momma and poppa' stores did all the business.

"At that time," Martin recalls, "we covered Illinois, Indiana, Wisconsin and Minnesota."

Martin remembers he was the first in Chicago to give free records to radio stations as a means of promoting his material. Up to then, even the majors didn't do this.

Mercury Distributor

In 1944, when Irving B. Green first got Mercury together, Martin became the label's first distributor in the country.

A year later he was appointed the first U. S. distributor for London. As London grew, Martin gave up many of his other lines.

A few years later, Martin added Dot.

Interestingly enough, today, Martin still has London, the entire London group of singles, and Dot.

Other Lines

He also has Vanguard, Somerset, Stereo Fidelity and Hill Top. Music Distributors, his other company, handles Verve, MGM, Deutsche Grammophon, Colpix and Hi-Fi.

Martin had started Music Distributors in 1952 to handle MGM, Bethlehem and several other labels. He did so at the insistence of several manufacturers, who felt they wanted different sales and promotion men working on their product.

The two companies were physically separated until last year when Martin opened his current quarters on South Michigan Avenue—one of the largest quarters occupied by any distributor in the city. Music Distributors and

James H. Martin Distributing Company are now under one roof, though the staffs are still separate.

Other Brass

Besides Martin, who calls himself the "highest paid porter on record row," the staff includes Morrie Goldman, general sales manager; Ronnie Bernstein, London sales manager, and Jack Solinger, Music Distributors sales manager.

There are also four promotion men, 11 salesmen and sundry office and warehouse personnel, which bring the total number about 40.

How does Martin feel about the future?

"It all depends on what the Federal Trade Commission is going to do. There are ills in the business that have to be cured," Jimmy says emphatically.

Industry Problems

Chief among these are transshipping, excessive granting of functional discounts (especially to large users), free goods and the practice of "cut-outs," or as Jimmy prefers to call it—dumping.

"The practice of dumping cutouts on the market at a fraction of cost, breaks the entire price structure of the business," Martin says.

He feels manufacturers should either destroy their cutouts or ship them overseas.

"How does a dealer feel when he's just got through paying \$2.47 for an album, then sees it a couple of days later in the rack for 90 cents," Martin asks?

Supports New Rules

Martin feels the rules proposed by ARMADA to the FTC are essential to
continued on page 45

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ARMADA OFFICERS

PRESIDENT



AMOS HEILICHER, president of Heilicher Brothers, Inc., Minneapolis, is active in every phase of the record business. His faith in the future of the record business can be measured by the extent of his commitments in it. He manufactures under the SOMA label, distributes through Heilicher Brothers, operates as a racker through the J. L. Marsh Company, maintains a one-stop service, operates a chain of first-class record retail stores, and has coin phonographs in numerous locations. His record operations cover Minnesota, North and South Dakota, Nebraska, Iowa and Western Wisconsin.

His entry into the record business gave him barely enough time for his classes at the University of Minnesota but he managed to attend school and keep a small coin machine business during his high school and college days. It might be said he

started from peanuts because he first started out by helping an uncle refill the peanut machines located around Minneapolis. Amos then was attracted to juke boxes and began investing in them, buying one at a time until he had a number of successful locations.

He progressed from this to a record store in 1946, branched into distribution by taking on the Mercury line in Minnesota and has been growing ever since. His success in business has been marked by his ability to organize and delegate authority; insisting upon separation of operation among his various enterprises and maintaining a scrupulous integrity in matters of quality, service, and good relations with competitors and customers alike.

Amos is a director of the Northwestern National Bank of Minneapolis, chairman of the United Jewish Appeal of Minneapolis and is a past president of the Standard Club in Minneapolis. He is a board member of the Hotel Corporation of Israel which owns the modern Tel Aviv Hotel in Israel now under lease operation to the Sheraton hotel chain. He also holds the presidency of a publicly held corporation engaged in manufacture of play yard equipment and educational toys.


Despite his business activity Amos and his wife manage some foreign travel almost annually, this year making a world tour but compressed into leaps via jet from nation to nation. They have a son and a daughter and Amos is introducing his

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EXECUTIVE VICE-PRESIDENT



JAMES H. MARTIN, president of James H. Martin, Inc., and of Music Distributors, Inc., Chicago, entered the record business when indie labels first came into the market. He had been in the vending machine business in Chicago since 1935 and during 1942 took on the distribution of a Polish music label. He became the first independent distributor for Mercury and later for London, when those labels made their debuts. In 1952 in response to the growth of business Martin opened another distributorship in Chicago under the firm name of Music Distributors, which for 12 years operated at a separate address. Today both firms have been brought together in a modern warehouse but continue as separate corporate entities. Martin has been on the ARMADA scene ever since the association was organized and has been an active booster.

holding fast to the view that the industry must have a trade identification and a focal point for the exchange of ideas and to provide unified action when needed.

EXECUTIVE SECRETARY



EDGAR M. JONES, 52, has led a diverse adventurous life

that has taken him to a major part of the world and has plunged him into newspaper work, administrative posts in government, military service, public relations and politics.

During his youth he worked after schools on a country weekly newspaper as a printers devil and substitute pressman. He served with the Department of Agriculture, the Navy Department, the Federal Communications Commission and the Office of Defense Transportation. During intervals between his government appointments he worked as a news reporter in the Nation's Capitol, including one five-year period as Billboard correspondent. It was during these working periods that he enrolled in George Washington University and put a major part

Best Wishes
to **ARMADA**

Commercial Music
Bud Lampe
St. Louis, Mo.

of his studies in preparation for Law School.

He served a total of almost 12 years in the Army, coming out a captain, having served during the war in the Southwest Pacific and after the war in the Occupation of Germany. He earned 13 awards, decorations and campaign ribbons during this time and today is a major in the Ready Reserve.

He is one of the founding members of the Periodical Press Gallery for the United States Congress, and was formerly an active member of the White House Correspondents Association. He remains a member of the National Press Club in Washington and member of the two major veterans' organizations. He and his wife Mary have three children—Corey, 16; Kirby, 12; and Martha, 8.

SECRETARY



IRWIN R. FINK, 39, vice-president in charge of record operations for All-State New York and All-State New Jersey. He went to work for All-State right after his army discharge in 1945, beginning as a stock-

room boy. The next step was to become a salesman and after five years he became the sales manager. He became an All-State vice-president in 1958.

He is active in B'nai Brith, and lives in Springfield, N. J., with his wife and three daughters, ages 14, 12 and 6. When he can't be found around the house to mow the lawn he is mostly likely to be on the neighborhood golf course still trying to break 100.

VICE-PRESIDENT

Western Division



ROBERT M. CHATTON, president of Chatton Distributing Company, Inc., Oakland, Calif., entered the record business in 1947 after beginning a career in the teaching profession. As a history major at the University of California he earned his Bachelor's and Master's degrees and actively taught in the high school system of his State and was the dean of boys at one of the schools on outbreak of World War II. Commissioned as a Naval Intelligence Officer, he served in Pacific areas and returned to civilian life as a Lieu-

tenant Commander in the Navy Reserve.

In addition to the operation of his business in the Bay Area, Bob takes an active interest in ARMADA, in the politics of his home State and in world travel. He is one of the few American citizens who have traveled extensively behind the Iron Curtain and each year he scans the travel folders to see if there is another part of the world that needs looking into. He and his wife Madelyn have one daughter, now attending college and developing the same interest in travel as her father's. Last year she visited Northern Europe, spending the summer on a bicycle tour of Youth Hostels and plans another vacation tour again this year.

VICE-PRESIDENT

Midwest Division



WILLIAM S. DAVIS, 47, president of Davis Sales Corporation and the Denver Record Corporation, Denver, entered the record business in the following manner: "I opened as a record distributor in 1946 with one label (Pan American); 20,000

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ordered copies of Eddie Cantor's 'Onezy-Twozy'; sold 10,000 and took back 10,000."

Then he added: "If Pan American hadn't done the same thing the Davis Sales Company would have lasted 32 days."

In the 1950's Bill went on local radio with a weekend jazz show, which expanded to three hours daily. He was known to his listeners as "Cool Bill," and the show had a popularity rating which kept it going for seven years. With the start of his second distributorship he had to drop his radio work and he took the extra time to organize a rack operation in Denver under the corporate title of Music Merchandisers.

When work begins to wear him down Bill has three sons for the succession: Jeffery, 21; Stephan, 19, and Larry, 16. Bill and his wife Evelyn are active in community affairs of Denver.

VICE-PRESIDENT

Eastern Division



JOSEPH COHEN, president of Essex Record Distributors, Inc., Newark, N. J., became an independent distributor when

the indie record manufacturers began entering the field. Previous to the start of his firm in 1949 he served an apprenticeship period beginning in 1940 by working for the New Jersey RCA distributor but this was interrupted by military service in the Army during World War II, which put him into Europe handling battalion supplies for a Signal Corps unit in France.

Joe's warehouse and offices are large and modern; located on the outskirts of Newark adjacent to Jersey's trunk line highways. The roar of trucks and other transportation dies down for him when he gets out to his new home in nearby Livingstone, a suburban community where Joe and his wife are making friends and becoming active in community affairs.

TREASURER



JAMES SCHWARTZ, 40, president of Schwartz Brothers, Washington, D. C., spent three years in England and France in World War II. After leaving the service he settled down to the great Washington occupation—working for the government. However, his father, the late

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Harry Schwartz, wanted Jim to join the family wholesale distribution of records and he left the government job for private enterprise. Jim's father was a charter member of ARMADA and served as association treasurer until his death in 1963. Therefore Jim was drafted to fill out his father's remaining term and he was elected to the office at the last convention.

Schwartz Brothers is considered one of the nation's substantial distributors and in the growth of the firm since 1946 it has developed a reliable service to customers in the District of Columbia, Maryland, Virginia, West Virginia and Delaware. Associated in the business with Jim are his brothers Burt and Stuart. They recently acquired a rack organization operating in D. C. under the firm name of District Records, Inc. Jim is married; he and his wife maintain their home in Silver Spring, Md., and they have two sons, 15 and 7.

GENERAL COUNSEL



EARL W. KINTNER, 51, a partner in the Washington law

firm of Arent, Fox, Kintner, Plotkin and Kahn, was born on a farm in Indiana and earned his bachelor's degree at DePauw University and his doctor of jurisprudence degree at the Indiana University School of Law. Settling down to a small town practice as a lawyer, and doubling as the city attorney, he might have remained in the Hoosier State had it not been for the advent of World War II. As it was, he was there for seven years, with one year thrown in as a county prosecutor, a post to which he was re-elected in absentia, while serving in the United States Navy.

In the immediate postwar years he was a Deputy U. S. Commissioner on the War Crimes Commission reviewing

Allied war crimes cases. He joined the Federal Trade Commission in Washington as a trial attorney in 1951 and as a career man in the agency became successively General Counsel, a member of the Commission, and finally as Chairman of the FTC, the first career man to do so. He joined his present law partners in 1961 after 10 years of service with FTC and has been prominent in Federal bar activities since that date. He attends St. Thomas Episcopal Church, is a member of the Masons, the Cosmos, Capitol Hill and National Press clubs as well as numerous honorary and professional societies. He and his wife Valerie live in the Northwest section of Washington, with their son Christopher, age 8.

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ARMADA

Board of Directors



HARRY LEVIN, 43, president of Cadet Distributing Company, Inc., Detroit, entered the record business in 1945 because a California friend suggested that phonograph records looked like a lively and coming thing. So

Harry and his younger brother Iz went into record distributing with one label called "Miracle," a firm which has vanished by now.

During World War II he served in the Southwest Pacific for three years as a Divisional MP for the 40th Infantry Division and went from Guadalcanal up through the islands to Luzon in the Philippines.

After entering the record business Harry enrolled in Wayne University, studied enough engineering to read circuit designs for phonographs or any other kind of electrical appliance. He has kept Cadet solely in the wholesale record distributing field, servicing all of Michigan and the Northwest corner of Ohio. His other interest is in the real estate business which trades

business and residential properties in Detroit under the title of the Drummond Investment Corp.

Harry and his wife, Rhoda, have one daughter 14, and two boys ages 12 and 9. Their social activities are maintained largely among family and friends; however, Harry keeps up membership in B'nai Brith and the Jewish War Veterans.



HUTCH CARLOCK, 41, is the president of Music City Record Distributors, Inc., Nashville.

On discharge from the Air Force he worked in California briefly, but his attachment to the hills of Tennessee was too strong and he returned to his native State. He entered the record business as a salesman, working for distributors until 1953. He began his present firm as a two-man partnership and operation and built up the business till it handles 62 labels today. The firm was incorporated in 1955 and remains purely and exclusively a wholesale record distributor.

Hutch is active in Boy Scout work and other civic endeavors

robert l. holladay

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Record Preview

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87 Stecher St., Newark, N. J.
WA 3-4900, Area Code 201
All South Record Distributing
630 Baronne, New Orleans, La.
JA 5-6124, Area Code 504
Alpha Distributing Corp.
20 West End Ave., New York 23, N. Y.
CI 5-7933, Area Code 212
Arnold Record Distributors
2704 Freedom Drive, Charlotte, N. C.
399-9741, Area Code 704
Associated Record Distributors
76 Tolland Ave., East Hartford, Conn.
528-4184, Area Code 203
B & K Distributing
129 N.W. 23 St., Oklahoma City, Okla.
JA 5-7500, Area Code 405
B & K Distributing
2512 Irving Blvd., Dallas, Tex.
ME 7-1920, Area Code 214
C & C Dist.
3711 S. Hudson, Seattle, Wash.
MU 2-7188, Area Code 206
Cadet Distributing Co., Inc.
13380 Capital Ave., Detroit 37, Mich.
548-3171, Area Code 313
Chips Record Distributing
808 N. Broad St., Philadelphia, Pa.
PO 9-5000, Area Code 215
Comstock
1323 Spring St., N.W., Atlanta, Ga.
876-0321, Area Code 404
D M Sales
90 Dorman Ave., San Francisco, Calif.
MI 8-5331, Area Code 415
Davis Sales Co.
Denver Record Distributors
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355-1638, Area Code 303

Dumont
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442-0800, Area Code 617
Gold Record Distributing
959 Main St., Buffalo, N. Y.
TT 2-427, Area Code 716
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119 N. 9 St., Minneapolis, Minn.
FE 3-8281, Area Code 612
Marnel of Maryland
5550 Newbury St., Baltimore, Md.
664-8500, Area Code 301
M. B. Krupp Distributor
2519 N. 16th St., Phoenix, Ariz.
252-4013, Area Code 602
Microphone
605 Coral, Honolulu, Hawaii
502-188
Music City Record Distributors
127 Lafayette St., Nashville, Tenn.
AL 5-7315, Area Code 615
Music Service Record Distributors
318 6th St., S., Great Falls, Mont.
761-2420, Area Code 406
Record Merchandisers
1919 Delmar, St. Louis, Mo.
MA 1-0966, Area Code 314
Seaway Distributing
3142 Prospect Ave., Cleveland, Ohio
EX 1-7300, Area Code 216
Summit Distributing
1345 Diversey Parkway, Chicago, Ill.
BI 8-3621, Area Code 312
Tell Music
1017 Jonathan Dr., Madison, Wis.
257-4667, Area Code 608
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in Nashville, attends the Dalewood Methodist Church, and he and his wife, Jean, are busy raising four small Carlocks—two boys and two girls.



JACK FRIEDMAN, president of Dixie Distributing and the Southland Records Distributing Company, both in Atlanta, is a native-born Georgian.

He began with a few vending machines and juke boxes, later entering in the record trade. In addition to his two distributing firms, he operates a rack firm in Atlanta, Gate City Records Service, and a coin phonograph service, Star Automatic Music. His rack firm services as a one-stop, and his distributing firms handle stereo phonographs and radios.

Jake entered the record business in 1947 and likes to mask the fact that he is a graduate chemical engineer with a degree from Georgia Tech. He is an active member of the Shriners (Yaarab Temple in Atlanta), supports all the local charity fund drives and keeps up a social life that a lifetime in Atlanta might require. He and his

wife have two married daughters and his one son recently joined the family firms in an active capacity.



WILLIAM A. SHOCKET, 58, president of Malverne Distributors Inc., New York, was born in France and came to the

United States as a child. His family settled on a farm outside New London, Conn., where Bill received his education. He holds degrees in law and accounting, both of which he practiced in New York. During World War II he served with the Bureau of Internal Revenue as a general deputy collector and as a field supervisor for the Office of Price Administration.

For the past 18 years he has been in the record business solely as a wholesale distributor, with a subsidiary operation in Newark, N. J. (Wendy Distributors). During recent years he has set up factories in Europe, Japan and Australia to produce an American industrial stapling device for packaging and crating

In the **SOUTHLAND**
DIXIE AND
SOUTHLAND
RECORD DISTRIBUTING
COMPANIES

1235 Techwood Drive, N.W.
Atlanta, Georgia Trinity 3-2081
Jake Friedman, President

users. He and his wife, Grace, live with their family in their homes at Harrison, N. Y., and in Tolland, Conn.



HENRY NATHANSON, 46, president of General Distributing Company, Inc., Baltimore, entered the record business after working for seven years as a tool and dye inspector for Martin Aircraft. Prior to his long stint in war production Henry had been in the vending machine business around the Maryland area.

After attending Johns Hopkins University he entered the record business in 1946. Today this business serves Maryland, the District of Columbia, Virginia and West Virginia for a number of active labels. He has remained aloof from diversification, preferring to stick to wholesale distribution. Henry is married and he is active in the Masonic lodges of the Free State. He is a member of the Amicable, Free and Accepted Masons in Maryland, the Golden Eagle Square and Compass Club of Maryland as well as Yedz Grotto.



MILTON S. SALSTONE, 47, is president of M. S. Distributing Company, Chicago, one of the early entries in the independent distributing field for phonograph records. Previously in the clothing business, he saw the opportunities for record distribution about the time that the Indie manufacturers were emerging as a factor in the business. After 18 years as a major distributor in Chicago his firm services Illinois, Indiana, Wisconsin and the Upper Peninsula of Michigan.

His military service during World War II was spent in the field artillery and it was his return to civilian life that gave him his chance to switch business careers. During the past year, after observing trends in the business, he bought interest in one of the major record rack operations by associating with Musical Isle Record Corporation in Milwaukee.

Milt is married and has two boys and one girl. He is a member of the Illinois Chamber of Commerce, the Briarwood Country and the Standard Club of Chicago.




BUD LAMPE, 47, president of Commercial Music Company, St. Louis, started his career in the banking business. After two years with the First National Bank in St. Louis, the Ralston Purina Company made him an offer and he switched to the grain and feed business. After World War II service as a bombardier, he joined the Columbia Distributor for the St. Louis area. He remained with this firm six years and in 1952 he entered the field as an independent distributor with his present firm. Commercial Music has grown in the intervening years into statewide operations with holdings in a second distributorship, Record Merchants of St. Louis, an outlet in Kansas City and a record rack operation.

Photos and biographies of the following directors did not arrive by presstime:

CARL GLASER, Metro Distributing Company, Buffalo.

HAROLD N. LEIBERMAN, Harold N. Leiberman Company, Minneapolis.

Roster of **ARMADA Members**



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BERMAN,
Company,

A & I Record Distributors Co., Inc.

1000 Broadway, Cincinnati

Tel.: (513) 241-7644

Ike Klayman, President

In record distribution since 1948
Serves Kentucky, Indiana and Ohio

Lines: Philips, Warner Brothers, Cameo-Parkway, Prestige, Savoy, World Pacific, Roulette, Old Town, Jubilee, Scepter, Wand, Vee Jay, Somerset.

All South Distributing Corp.

630 Baronne Street, New Orleans 12

Tel.: (504) JA 5-6124

Henry Hildebrand Jr.

In record distribution since 1949
Serves Louisiana, Mississippi and Alabama and West Florida Coast

Lines: ABC Paramount, Audio Fidelity, Command, Colpix-Dimension, Duke, Jubilee, Kapp, London Group, Mercury, Monument, Motown, Okeh, Original Sound, Philles, Smash, Reprise, Sue, Scepter, Starday, United Artists, Vanguard, Warner Bros.

Cadet Distributing Co., Inc.

13380 Capitol Avenue, Detroit, 48237

Tel.: (548) 3171 AC313

Harry Levin, President

In record distribution since 1945
Serves entire State of Michigan and Northwest Ohio

Lines: A & M, Challenge, Chattahoochee, Contemporary, Derry, Disneyland, Dooto, Dolton, Good Time Jazz, Liberty, Monitor, Philips, Savoy, Specialty, Sun, Universe, Valiant, Vista, Warner Bros., World Pacific

Chatton Distributing Co., Inc.

2517 San Pablo Avenue, Oakland, Calif.

Tel.: (415) 444-5677

Robert M. Chatton

In record distribution since 1947
Serves Northern California

Lines: Argo, Atlantic, Cameo, Checker, Chess, Excello Fraternity, Kapp, Legrand, Living Language, Monogram, Nashboro, Parkway, Sar, Specialty, Stax, 20th Century-Fox.

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FRANK FALANGA
Warner Bros. Div.
Promotion Mgr.

H. W. Daily, Inc.

(Associated with Big State Distributors in Dallas and racks in Houston, Dallas, San Antonio)
314 East 11th Street, Houston, 77008

Tel.: (713) UN. 4-6868

Bud Daily, Secretary-Treasurer

In record distribution since 1941
Serves Texas and Oklahoma

Lines: ABC Paramount, Cadence, Cameo-Parkway, Command, Hickory, Jamie-Guyden, Jubilee, Laurie, London, MGM, Roulette, Sue, 20th Century-Fox, United Artists, Vanguard, Vee Jay, Verve

Dale Enterprises

1030 Tremont St., Boston

Tel.: (617) 782-4620

Herbert Dale, president

In record distribution since 1960
Serves New England area

Lines: Alector, Amy-Mala, Avoca, Bon Bon, Challenge, Cortland-Witch, Crusader, Circa Lines, Del Fi, Dimension, Duel, Everest, Frolic, Hi Fi, Joy-Select, Red Bird, Maxx, Stereodities, Summit, Tikva, Time, Valiant, Warner Bros.

**Davis Sales Co., Inc.
Denver Record Corp.**

3825 Newport Street, Denver,
80207

Tel.: (303) 355 1638

Bill Davis, President

In record distribution since 1946
Serves Rocky Mountain States

Lines: Davis: Atco, Atlantic,
Audio Fidelity, Cadence, Dol-
ton, Dot, Laurie, Liberty, Lon-
don, Monument, Peacock,
Reprise, Soma, Stereoddities,
Verve, Amy-Mala, Mercury,
Original Sound, Smash, Starday,
Warner Bros.

**Dixie Distributors &
Southern Record Dist. Co.**

1235 Techwood Drive, N.W.,
Atlanta 113, Ga.

Tel.: (404) TR 3-2081

Jake Friedman, President

In record distribution since 1947
Serves Georgia, Alabama, East-
ern Tennessee

Lines: Atco, Cameo-Park-
way, Canadian-American, Lib-
erty, Old Town, Contemporary,
Disneyland, Dolton, Ember,
Guyden, Jamie, Jubilee, Kapp,
Roulette, Sar, Sonic, Swan, Vis-
ta, United Artists, Southland,
ABC Paramount, Argo, Atlan-
tic, Audio Fidelity, Blue Note,
Chancellor, Chess, Duke, Ever-
est, Hickory, Monument, Mo-
town, Musicor, Peacock, Sue,
Sun Tamla, Vanguard, Vee-Jay,
World Pacific

Essex Record Distributors, Inc.

10 Fenwick Street, Newark, N.J.

Tel.: (201) BI 3-7700

Joe Cohen, President.

In record distribution since 1949
Serves Northern New Jersey

Lines: ABC Paramount, Argo,
Atlantic, Audio Fidelity, Avoca,
Big Top, Blue Note, Checker,
Chess, Cadence, Coed, Colonial,
Colpix, Copley, Daisy, Diplomat,
Duke, End, Excello, Fleetwood,
Gee, Gone, Gospel, Hull, Im-
pulse, Laurie, Legrand, Nash-
boro, Old Town, Original Sound,
Peacock, Peter Pan, Prestige,
Red Bird, Roulette, Sar, Savoy,
Scepter, Sharp, Specialty, Spqr,
Standard, Stax, Stella, Sun,
Swan, Tollie, Tico, Tiger, Vee
Jay, Wand

Garmisa Distributing Co., Inc.

1455 South Michigan Avenue,
Chicago 60605

Tel.: (312) 922-7455

Leonard R. Garmisa, President

In record distribution since 1955
Serves Illinois, Indiana and Wis-
consin

Lines: ABC Paramount, Ascot,
Award, Beam, Big Top, Com-
mand, Contact, Crusader, Im-
pulse, Jazz Ltd., Mercury, Phil-
lips (except Wisconsin), Pres-
tige, RIC, United Artists, Van-
guard (Wisconsin only), West-
minster, World Artists

General Distributing Co., Inc.

2329 Pennsylvania Avenue, Baltimore 17

Tel.: (301) 669 6411

Henry Nathanson, President

In record distribution since 1946
Serves Maryland, D. C., Virginia and West Virginia

Lines: Add, Wand, Arock, Red Bird, Kent, Gateway, Guyden, Fleetwood, Riverside, Battle, Mobile Fidelity, Regent, Hob, Sharp, Spokane, Hi Fi, Life, Glad-Hamp

Heilicher Bros., Inc.

119 North 9th Street, Minneapolis 55403

Tel.: (612) Federal 3-8281

Amos Heilicher, President

In record distribution since 1948
Serves Minnesota, North and South Dakota, Nebraska, Iowa, Western Wisconsin

Lines: Mercury, Liberty, Atco, Atlantic, Colpix, Imperial, Dolton, Vee Jay, Jubilee, Stereodities, Time, Somerset, Warner Bros. Reprise, Epic, Chess, Checker, Argo, Command, Laurie, Folkways, Everest, Peter Pan, Canadian American, Caedmon, Deutsche Grammophon, Elektra, Fiesta, Okeh, Philips, Scepter, Smash, 20th Century-Fox

Independent Sales

235 15th Street, San Francisco

Tel.: (415) MA 1-8545

Paul McKimmie, General Manager

In record distribution since 1939
Serves Northern California

Lines: Tamla, Motown, Duke, Coed, Old Town, Congress, Starday, Hi Fi, Herald, Ember, Blue Note, DGG, Archive, Vox, Golden, Everest, Fabor, Dance Along, Tuff, Jamie, Montel, Teardrop, Guyden, Peacock, Arlen, Workshop Jazz, Parliament, Artia, Supraphon, MK, Cantate, Music Guild, Tip

James H. Martin, Inc., & Music Dist. Co., Inc.

2419 South Michigan Avenue, Chicago

Tel.: (312) VI 2-4440

James H. Martin, President

In record distribution since 1942
Serves Illinois, Wisconsin, Indiana

Lines: Dot, Fidelity, Hamilton, Hilltop, London, and London Group, Monument, Vanguard, Charter, Choro, Colpix, Deutsche Gramaphon, Dimension, Hi Fi, MGM, Verve, Vim

Marshall/Mangold Distributing Co.

4805 Nelson Avenue, Baltimore,
21215

Tel.: (21) 542-7214

Manny Goldberg, President

In record distribution since 1947
Serves Maryland, D. C., Virginia
and West Virginia

Lines: Colpix, Dimension, Disneyland, Hickory, Amy-Mala, Everest, Folkways, Cadence, Skylite, Sing, Maxx

Music City Record Dist., Inc.

127 Lafayette Street, Nashville,
37202

Tel.: (615) 255-7315

Hutch Carlock, President

In record distribution since 1953
Serves East Tennessee, East
Kentucky and Alabama

Lines: ABC-Paramount, Atco, Atlantic, Cameo, Circle, Cortland, Dade, Dial, Disneyland, Era, Excello, Fabor, Fantasy, Felsted, Fraternity, Galaxy, Garpax, Gaylord, Glenn, Hallway, Hi, Hi Fi, Hob, Instant, Jubilee, Jumbo, Kapp, Kent, Laurie, Lawn, Legrand, Lecam, Lemco, Lupine, Mercury, Minaret, MOC, Monument, Nashboro, One-Derful, Original Sound, Parkway, Petal, Philles, Phillips (SUN), Rust, Sar, Scepter, Sims, Smash, Spokane, Specialty, SPQR, Starday, Stax, Sun, Swan, Vanguard, Vault, Vista, Volt, Wand

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In record distribution since 1960
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Lines: Argo, Caedmon, Checker, Chess, Colpix, Conversaphone, Cortland, Crusader, D-Town, Dyno, Epic, Everest, Fantasy, Fleetwood, Gateway, Joy, Folkways, Old Town, Riverside, Sar, Stereoddities, Tiger-Daisy, Tradition, U. S. A., Wonderland.

Roberts Record Distributing Co.

1900 Washington Avenue, St. Louis, 63103

Tel.: (314) MA 1-0470

Robert Hausfater, President

In record distribution since 1944
Serves Missouri, Kansas, S. Illinois

Lines: Argo, Blue Note, Cameo-Parkway, Canadian-American, Checker, Chess, Congress, Constellation, Dimension, Disneyland, Dooto, Duke, Peacock, Ember, Era, Fraternity, Golden, Hi Fi-Life, Jamie, Jubilee, Kapp, Laurie, London, MGM, Verve, Montel, Monument, Old Town, Prestige, Starday, Stax, Sue, Time, Vista, Deutsche Gramaphon, Tollie

M. S. Distributing Co.

1700 So. Michigan Avenue, Chicago 60616

Tel.: (312) 939-7571

Milton T. Salstone, President

In record distribution since 1946
Serves Illinois, Indiana, Wisconsin and Upper Michigan

Lines: Amy-Mala, Argo, Atco, Audio Fidelity, Cadence, Cameo, Canadian American, Challenge, Coed, Congress, Contemporary, Dore, Era, F M, Fraternity, Horizon, K & H, Kapp, Laurie, Legrand, Monogram, Parkway, Premiere, Reprise, Rust, Swan, Valiant, Vault, Vee Jay, Volt, Warner Bros., YPR (Young People's), Tollie

Universal Record Distributing Corp.

919 N. Broad Street, Philadelphia 19123

Tel.: (215) 232-3533

Leonard Rakliff, General Manager

In record distributing since 1947

Lines: Atco, Cadence, Coed, Contemporary, Crescendo, Dunes, Old Town, Original Sound, Pacific, Jazz, Philles, Smash, Wand

Southern Record Distributors

467 Chestnut St.

Nashville 37203

Howard Allison, President

In record distribution since 1958
Serves Tennessee

Lines: Amy, Blue Note, Canadian-American, Chess, Colpix, Dimension, Duke, Guyden, Jamie, Liberty, MGM, Reprise, Sue, 20th Century-Fox, United Artists, Vee Jay.

All-State New Jersey, Inc.

87 Stecher St., Newark, N. J.

Tel.: (201) WA 3-4900

New York Office:

All-State Records, Inc.

655 11th Ave.

Tel.: (212) C15-3800

Sherman Koenig, Secretary, Treasurer

In record distribution since 1945
Serves 13 counties in Northern New Jersey, New York, Manhattan, Bronx, Westchester, Queens, Kings County, Long Island.

Lines: N. J.—Argo, Ascot, Atco, Contempo, Dial, Domain, Four Corners, Garex, Garpax, Garrett, Group, Hi, Hilltop, Kapp, London, L'oiseau-Lyre, Monument, Musicor, Radiant, Richmond, Seville, Sound Stage Seven, Telefunken, United Artists, Vault, Volt. N. Y.—Ascot, Contempo, Garex, Hilltop, Kapp, Musicor, Radiant, United Artists, Four Corners.

Record Accessories Provide Bonus Dollars for Distributors

By H. A. BODKIN

General Manager, Walco-Needle Division
Walco-Linck Corp., Clifton, N. J.

Independent record distributors are not newcomers to phonograph needle and record accessory distribution. Many independents have in past years had excellent success and made considerable money with the sale of fast-moving record accessory items and high-ticket diamond and sapphire needles.

The early introduction of anti-static liquid and cloths to the young LP industry — about 1950 — found a ready market, and alert independents who specialized in these fast-moving accessories had good turnover and good profit margins.

Since 1959, however, the field has been literally glutted with a never-ending succession of accessory items, many of which have by now fallen into disuse while many of the stand-bys have been endlessly duplicated by competing accessory manufacturers. The price pattern as a result of this competition has been steadily downward.

Needle Picture

Similarly, with needles, the high prices obtained for diamond needles and the relatively stable prices of sapphire needles which prevailed until 1959, has now given way to a succession of price wars and to unorthodox methods of distribution in which the distributor is by-passed and the manufacturer sells his product directly to the dealer.

How is an independent distributor to chart his course through such a profusion of products and such a maze of competitive pressures which appears to be driving needle and accessory prices down to a point of no return for the distributor, for the manufacturer, and inevitably for the dealer?

The basic tenets of supply and demand still prevails for needles and accessories. In spite of the array of competition and prices there is an ever-growing demand for both record accessories and phonograph needles.

The selling methods for accessories differs from that of needles and can be summarized as follows:

Accessories are impulse items and **must** be displayed and sold at the point of purchase. Experience has shown that in time the better and more careful the display of basic items needed by the record collector, including anti-static sprays, liquids, cloths, brushes, adapters, etc., the better they will sell without too much emphasis on price.

No consumer shops for accessory items and he will pay considerably more for an item that he happens to see in a well set-up display than for a similar product at a much lower price buried in the corner of some other store.

Impulse Selling

Needles lend themselves to impulse selling as well, but due to the complexity of needle identification, needle sales are not generally made in stores where self-service prevails or where the sales help has no knowledge of catalog utilization or other means of product identification.

Basically, attractive and well defined point-of-sale material must be available in a needle department that is to have successful sales volume. Our own experience has confirmed the fact that needle inspection microscopes are the best type of point-of-sale display because they last the longest and are not apt to be discarded after a short period.

Glass top trays displaying needles, point-of-sale signs, seasonal banners, etc., are also important in directing

the customer's attention to the fact that a needle department exists in a store. This, together with intelligent sales help who have mastered some of the basic facts of a needle catalog are mandatory in the successful operation of a needle department:

Pricing Policy

As far as pricing is concerned, customers are basically suspicious of diamond needle prices pegged too low and will equate the low prices with an inferior product. In spite of price competition from manufacturers who produce a shoddy product with disreputable factory back-up on warranties, the distributor should concentrate on the positive values needed in selling needles, and the proper utilization of catalogs and point-of-sale materials made available by the reputable manufacturer who works through the distributor.

Again, our own experience has revealed that permanent type of fixtures which incorporate a message on the importance of needle changing, together with needle storage area under lock and key, and an inspection microscope, produces a permanent needle department and generally a most successful one.

Independent distributors will find that the intelligent cultivation of the needle and accessory market will produce strong sales results and good profits. The independent distributor should carry a quality product line thoroughly backed by a reputable manufacturer. Instead of the constant press for lower prices, the independent distributor should look for a product that has behind it the intelligent merchandising needed in this highly competitive field.

In other words, he must look for the supplemental materials offered by the needle manufacturer—the point-of-sale devices, the signs, banners, premiums, the displays and fixtures available for the distributor's customers.

The distributor should concentrate his main efforts on the volume accounts, attempting to set up the best possible needle department in those

stores that can produce the volume. He should at all times look to the needle manufacturer for the cooperation needed to achieve the best sales results.

Most important, once established, the independent distributor must get the message across to the dealer that maintenance of manufacturer's suggested price is of great importance.

There will inevitably be dealers in his area who will be peddling similar products at lower prices, but because needle selling is so unique and because quality and service is so important, the price differential is of far less consequence than the other factors which go into needle selling as already described.

Dealer Service

Of equal importance is the service the independent distributor can offer to all of his dealers—large and small. The dealer will often have orders for special needles and the independent distributor who wants to have a profitable needle business must carry the full line, maintaining the least called for needles as well as the popular types. This service aspect, plus regular calls by the distributor's salesmen are a must in the continued effectiveness of a needle and accessory dealer program.

The future for needle and accessory sales is excellent. The introduction of delicate cartridges with extremely fine stereo tips will result in more rapid needle wear and consequent faster replacement. There is a decided shift to the higher priced diamond needle which will in a very short time replace the sapphire market, resulting in more dollar volume for the industry.

The increasing growth of the record industry will certainly result in an ever-increasing volume of record accessory products as well.

Basic merchandising fundamentals are vital to this section of the record business and the alert independent distributor who applies these principles and follows through with service will continue to enjoy good sales and profits from needles and accessories.

Schwartz Brothers

Hold Price Line

(continued)

He expects to stay in it, to garner more accounts, and to keep the staff growing. "We have a financially sound rack operation with a soundly financed business backing it—and that's a good deal more than can be said for a number of rack operations here and around the country," he pointed out.

Schwartz Brothers will not go into one-stop operation.

As distributors, they try to maintain as strong a promotional push as possible on all of their product—but the individual manufacturer representative "plays a big part" in decisions on the big push, for an individual item. Schwartz keeps on top of the publicity wave to take advantage of whatever sudden breaks come along. Right now, the firm is promoting Jack Jones on Kapp, with newspaper ads and deejay exposure, to capitalize on Jones' national TV appearance.

Others getting the promotional red carpet these days are Vikki Carr on Liberty, the "Tom Jones" soundtrack and "To Russia With Love." Schwartz holds special screenings or gives movie passes to customers in showcasing soundtrack albums. They follow manufacturer advice on key items in window display and radio promotion.

James Schwartz speaks with understandable pride of his father, one of the founders of ARMADA, and of the Schwartz approach to record merchandising. They would like to think that their rack operation makes the best—not the worst—use of this newer type of record merchandising. "We like to feel our pricing makes it a bit more substantial, to where everyone can make a profit."

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Al Bennett

(continued)

learn to sell product instead of being order takers. Those who survived became stronger because they were good merchandisers and could accept changes in the industry. This attitude has given us the strongest distributor picture in history."

While he is elated about the strength of distributors, Bennett is most concerned about discounting and prices. He feels the industry must come up with some stabilized pricing, so that each company can make a fair return on its money invested.

Highest Paid Porter

(continued)

the health of the record business. Unless these rules are adopted, the distributors will be squeezed out of business, he feels. If this happens, the entire structure of distribution will break down, says Martin.

Martin is also critical of the large number of releases issued today. He feels record companies should concentrate on more quality and less quantity.

Martin also feels manufacturers should limit themselves to one program a year with one restocking period. He contends that the multiplicity of deals confuses buyers.

"If the price was stabilized, everyone could go about his business buying the merchandise he needs, not worrying about how much he might be losing if a deal does go into effect," he says.

The Chicago distributing veteran says he approves of the price stabilization policies adopted by such firms as Columbia, Capitol, Decca and Mercury.

How does Martin feel about dis-

tributors diversifying into rack jobbing or one-stopping?

Surprisingly, Martin (who hasn't made any such diversification as yet) approves. He feels many distributors have to go into racking or "lose accounts."

"If the right opportunity comes along I'll go into rack jobbing myself," Martin says. "That is, unless the FTC rules do something to give us some relief."

Salstone's View

(continued)

and Leonard Garmisa (now head of his own distributing company across the street).

The M-S policy was (and still is) to start with a new manufacturer and help him grow. Salstone became the original distributor for such then-fledgling firms as Kapp, Cameo-Parkway and Liberty.

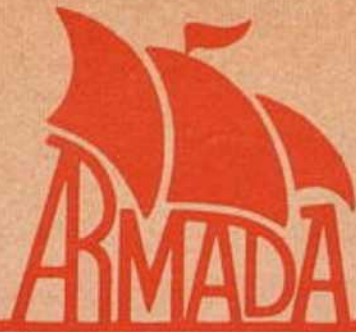
Milt recalls that in "some instances, we helped the manufacturers to where they later thought they no longer needed us—and dumped us. But this is all part of the human animal," he says.

Milt still regrets the decision by VIK (a subsidiary of RCA Victor) one of his favorite labels, to go out of business.

"They had such artists as Andy Williams and Brook Benton," Salstone recalls, "I think had they gone on another six months or a year they would have made it. I still feel, though, that RCA Victor was one of the finest firms I ever dealt with."

Today, the M-S staff includes Salstone, Marv McDermott, Vic Faraci and Jules Dapin. Besides this there are five salesmen, three promotion men and some 17 office and warehousing people.

Among M-S' lines are; Warner Brothers, Kapp, Vee Jay, Cameo, Parkway, Atco, Cadence, Audio Fidelity, Reprise, Swan, Amy, Mala, Laurie, Rust and Tollie.



serves the record

- **It speaks for record marketing**
- **It keeps continuing vigil against interstate record merchandise and against record piracy**
- **It co-operates with local, state and national record associations**
- **It promotes *improvement* within the record industry**

If you even think you are in the

For additional information

AMERICAN RECORD MERCHANTS ASSOCIATION

633 Fifth Avenue, New York, N.Y.

record industry

**interstate movement of stolen
record counterfeiters**

and federal law enforcement agencies

in the industry

in the record business you belong!

Additional information

RECORDING INDUSTRY AND DISTRIBUTORS ASSOCIATION

1775 Broadway, New York 22, New York

HOT 100

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

Table with columns: This Week, Last Week, Title, Artist, Label & Number, Weeks on Chart. Includes songs like 'A World Without Love', 'I Get Around', 'Chapel of Love'.

Table with columns: Rank, Title, Artist, Label & Number, Weeks on Chart. Includes songs like 'Once Upon a Time', 'Do You Love Me', 'What'd I Say'.

Table with columns: Rank, Title, Artist, Label & Number, Weeks on Chart. Includes songs like 'Something You Got', 'Kick That Little Foot, Sally Ann', 'Hickory, Dick and Doc'.

HOT 100—A TO Z—(Publisher-Licensee)

Table listing songs A-Z with publisher/label information. Includes 'Ain't No Way', 'Ain't No Mountain High Enough'.

Table listing songs A-Z with publisher/label information. Includes 'Ain't No Mountain High Enough', 'Ain't No Sunshine'.

BUBBLING UNDER THE HOT 100

Table listing songs bubbling under the Hot 100. Includes 'I Will Stand', 'Long Lonely Nights'.

CHILDREN'S SPECIAL MERIT

PIANO PIECES FOR CHILDREN
 Andre-Freina, Columbia ML 5983 (AU)
 MS 4584 (S)

Classical piano pieces for the children to be played to them rather than by them. The CD includes Beethoven's variations on "Für Elise," Chopin's "Minute," Liszt's "Liebes Liebes," and works by Mendelssohn and Mozart. CD 2 is devoted to Godeard Liberman's "Piano Pieces for Advanced Children or Retarded Children." The selections are all short enough to meet the attention span of a school-age child.

LOW PRICE CLASSICAL SPECIAL MERIT

MAYDN: THE CREATION (2-127)
 Various Artists, Vanguard Everyman
 SEV 150/1 (M); SEV 150/1 SD (S)

This recording, here released in Vanguard's budget series, has been previously available in the label's regular line. Two others are listed in catalog. The present album boasts an exceptional cast, including the magnificent voice of Teresa Stratas and the talent of Margo Weisberg, a leading interpreter of the music of Haydn, conducting the Vienna State Opera Orchestra and Chorus.

ALBUM REVIEW POLICY

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

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

POPULAR

HERE THEY ARE! THE VENTURAS
 From Boy DEM 1903

THE TAUNTINGLY PROVOCATIVE JACQUELINE DANNO
 Capitol T 10321 (M); ST 10321 (S)

COUNTRY

ERNEST TUBB & HIS TEXAS THOU-SANDERS
 Decca DL 4594 (M); DL 74524 (S)

JIMMY DAVIS SINGS
 Decca DL 4495 (M); DL 74495 (S)

EXCITING SOUND OF GUITARS COUNTRY STYLE
 Kelo Herston & the Guitar Kings
 Time 52136 (M); 5/2136 (S)

DON'T TRY TO BE WHAT YOU AIN'T!
 Wayne Raney, Specialty SLP 219

BANJO IN THE HILLS
 Various Artists, Nashville NLP 2011

BACK AGAIN! Pre Wee King & Redd Stewart, Starday SLP 1284

SWINGING WEST
 Leon McAuliffe, Starday SLP 288

JAZZ

THE DYNAMIC JACK McDUFF
 Prelude 7323 (M)

POSSUM HEAD
 Leo Donaldson, Argo TM

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

THE LITTLE OLD LADY (From Pasadena) . . .
 Jan & Dean, Liberty 55704

(You Don't Know) HOW GLAD I AM I AM
 Nancy Wilson, Capitol 5198

★ REGIONAL BREAKOUTS

These new records, not yet on **BILLBOARD'S** Hot 100, have been reported selling strong sales often by dealers in their markets listed in parentheses.

HUNTINGTON BEACH . . .
 Van Doren, Hickory 1267 (Auff-Rose, BM) (Seattle)

I WANT TO HOLD YOUR HAND . . .
 Boston Pops, Orig. RCA Victor 8378 (Duchess, BM) (Boston)

ROSIE . . .
 Chubby Checker, Parkway 920 (Wynaire-C.C., ASCAP) (Milwaukee)

MY HEART SKIPS A BEAT . . .
 Buck Owens, Capitol 5136 (Bluebird, BM) (Chicago)

ANGELITO . . .
 Rene & Renee, Columbia 43045 (Epic, BM) (Los Angeles)

HE'S COMING BACK TO ME . . .
 Theodo Kilgore, KF 501 (Kapp, BM) (Atlanta)

CLASSICAL

GOLDMARK: BUSTIC WEDDING SYMPHONY, OPUS 24
 Utah Symphony Orchestra (Abbeyroad)
 Vanguard VRS 1104 (M); VSD 2142 (S)

JANACEK: SINFONETTA FOR ORCHESTRA; FUGLIDES TO OPERAS
 Pro Arts Orchestra (Blackmer), Vanguard VRS 1114 (M); VSD 7114 (S)

POLKA

HOT CHICKEN
 Andy Dol, LP Wally, Eddie Blatnick, Jay Jay 1049

ONE MAN BAND
 LP Wally, Jay Jay 1073

EDDIE AND THE SLOVENS FOR YOUR PLEASURE
 Jay Jay 1073

13 FAMOUS DREINLANDERS
 New Yorker, Jay Jay 1066

SACRED

ILL MEET YOU IN CHURCH SUNDAY MORNING
 Bill Monroe & His Blue Grass Boys
 Decca DL 4537 (M); DL 74537 (S)

GOSPEL

THE BIG IS RAINING GOSPEL AND SACRED FAVORITES
 Wayne Raney & the Raney Family, Nashville NLP 2002

FOLK

CATHIE TAYLOR SINGS OF THE LAND AND THE PEOPLE
 Republic R 6121 (M); RS 6121 (S)

INTERNATIONAL

YUGOSLAV MELODIES AND FOLK SONGS
 Yugoslav Children's Choir of Radio Zagreb, Vanguard VRS 9130 (M); VSD 70134 (S)

☆☆☆☆
THREE-STAR ALBUMS
 The three-star rating indicates moderate sales potential within each record's music category.

FOLK

BLUES, PRAYER, WORK AND TROUBLE SONGS
 Beethoven Chorus, Vanguard VRS 9136
AMKE BEERER
 Vanguard VRS 9130 (M); VSD 70130 (S)

INTERNATIONAL

YOVANNA SING OF ATHENS GREEKSON, GR 128 (M)
O DU MESH EDELWEISS
 Various Artists, Prelude PLP 1208 (M)

JAZZ

BUDD JOHNSON VAI VAI
 Argo TM

SEE ALBUM REVIEWS ON BACK COVER

NEW HITS ON EPIC



THE BACK PORCH MAJORITY

"HAND-ME-DOWN THINGS"
 C/W
"FRIENDS"
 5-9689

TOP LP's

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

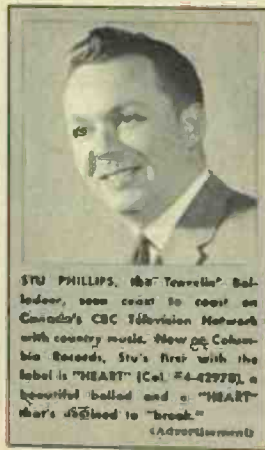
Record Industry Association of America. Seal of certification on million dollar LP's.

Main table listing Top LP's with columns for Rank, Title, Artist, Label, and Weeks on Chart. Includes sub-sections for 'NEW' and 'LAST WEEK'.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY
FOR WEEK ENDING 6/27/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	MY HEART SKIPS A BEAT Buck Owens, Capitol 5134	14
2	2	BURNING MEMORIES Ray Price, Columbia 42971	16
3	4	TOGETHER AGAIN Buck Owens, Capitol 5134	13
4	3	WINE, WOMAN AND SONG Loretta Lynn, Decca 731608	9
5	6	MEMORY #1 Webb Pierce, Decca 31612	6
6	5	SORROW ON THE ROCKS Porter Wagoner, RCA Victor 4338	10
7	10	CIRCUMSTANCES Billy Walker, Columbia 43010	10
8	8	KEEPING UP WITH THE JONESES Margie Singleton & Faron Young, Mercury 72237	16
9	7	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	19
10	9	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 4324	14
11	15	GONNA GET ALONG WITHOUT YOU NOW Shirley Davis, RCA Victor 4347	7
12	13	LOOKING FOR MORE IN '64 Jim Nashitt, Chart 1045	11
13	14	INVISIBLE TEARS Red Miller, Jubal 128	10
14	27	DANG ME Roger Miller, Smash 1001	4
15	11	WELCOME TO MY WORLD Jim Reeves, RCA Victor 4299	23
16	18	THEN I'LL STOP LOVING YOU Brenda, RCA Victor 4348	7
17	20	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	22
18	24	SECOND FIDDLE (To an Old Guitar) Jaco Shepard, Capitol 3809	5
19	44	THE COWBOY IN THE CONTINENTAL SUIV Marty Robbins, Columbia 43049	2
20	33	TAKE MY RING OFF YOUR FINGER Carl Smith, Columbia 43003	2
21	12	BALTIMORE Sonny James, Capitol 5129	14
22	16	PICK OF THE WEEK Ray Charles, Mercury 72265	8
23	19	I'M HANGING UP THE PHONE Carl Butler & Pearl, Columbia 43000	4
24	22	WALKIN', TALKIN', CRYIN', BARELY BEATIN' BROKEN HEART Johnny Wright & The Tennessee Mountain Boys, Decca 31583	9
25	23	KEEP THOSE CARDS AND LETTERS COMING IN Johnny & Janis Moxy, Columbia 43005	8
26	47	WHERE DOES A LITTLE TEAR COME FROM George Jones, United Artists 724	2
27	31	MY BABY WALKS ALL OVER ME Johnny Lee, Phillips 40154	6
28	17	BREAKFAST WITH THE BLUES Mank Snow, RCA Victor 4334	12
29	21	FOLLOWED CLOSELY BY MY TEARDROPS Hank Locklin, RCA Victor 4318	13
30	29	SLIPPING AROUND Marion Worth & George Morgan, Columbia 43020	8
31	50	I DON'T LIKE YOU ANYMORE Charlie Louvin, Capitol 3173	2
32	28	PASSWORD Kitty Wells, Decca 31622	5
33	42	I LOVE TO DANCE WITH ANNIE Ernest Ashworth, Hickory 1265	2
34	34	PUT YOUR ARMS AROUND HER Norma Jean, RCA Victor 4338	2
35	37	BE BETTER TO YOUR BABY Ernest Tubbs, Decca 31614	5
36	26	UNDERSTAND YOUR GAL Morgan Brown, Decca 31406	6
37	35	TIMBER I'M FALLING Fertita Husky, Capitol 3111	19
38	38	I'VE THOUGHT OF LEAVING YOU Kitty Wells, Decca 31629	2
39	30	EASY COME—EASY GO Bill Anderson, Decca 31577	20
40	36	THE VIOLET AND A ROSE Wanda Jackson, Capitol 3143	9
41	39	THE FIRST STEP DOWN Bob Jensen, Epic 161	8
42	25	CHICKASHAY David Houston, Epic 9658	14
43	—	I'M A WALKIN' ADVERTISEMENT (For the Blues) Savane Jean, RCA Victor 4323	3
44	40	I CAN STAND IT (As Long as She Can) Ray Price, Decca 31584	16
45	32	SAGINAW MICHIGAN Lefty Frizzell, Columbia 42924	25
46	41	WHEN THE WORLD'S ON FIRE Tillman Franka Rogers, Starday 470	9
47	43	NOT MY KIND OF PEOPLE Shirley Jackson, Columbia 43011	10
48	45	SAM HILL Merle Haggard, Liberty 178	4
49	49	BE QUIET MIND Ort Stephens, Reprise 0272	3
50	46	YOU TOOK HIM OFF MY HANDS Marion Worth, Columbia 42992	11



STU PHILLIPS, the "Teardrop" Bachelor, soon coast to coast on Canada's CBC Television Network with country music. New on Columbia Records, Stu's first with the label is "HEART" (Cat. #4-42978), a beautiful ballad and a "HEART" that's destined to "break."
(Advertisement)

McAuliff on Overseas Trek

LONDON — Leon McAuliff and His Cimarron Boys Thursday (18) began a 10-day tour of U. S. military bases in England, to be followed by a similar stint in France and Germany starting June 29 and running through July 4. McAuliff and his lads play for the U. S. military in Spain July 5-11, and then return to the United States for a five-day stand at the Old Town Supper Club, Rapid City, S. D., starting July 15.

The McAuliff aggregation will again be featured at the Frontier Days Celebration at Cheyenne, Wyo., July 20-25, to be followed by a week's return engagement at the Golden Nugget, Las Vegas, beginning July 30. They follow that with the Commercial Hotel, Elko, Nev., Aug. 10-19; Panther Hall, Fort Worth, 22; and Longhorn Ranch, Dallas, 23.

Victor Execs Case Nashville Operation

NASHVILLE — Three of RCA Victor's top executives from the International division flew into Nashville Monday (15) to see how country music records are produced. With them came A. G. J. McGrath, president of the Teal Record Company of South Africa.

The executives making the trip were Dario Soria, vice-president of the International Department; Peter Baumberger, of Geneva, Switzerland, a Victor vicep, and Pat Campbell, of RCA Victor, London.

The group was met at the airport by Chet Atkins, who conducted them on a tour of Music City U. S. A. and introduced them to Victor's Nashville-based artists.

Boyle Opens Park

CANTON, Ohio — Bobby Boyle, Akron deejay and Brite-Star Records artist, last Sunday (14) began operation of Bob's Lake Country Music Park here, with Jimmie Skinner plus Bobby and his band, the Brite-Star Ramblers, the chief attractions. At least two country music turns will be highlighted each week, Boyle says. Several talent contests are also planned for the summer, according to Boyle, with winners getting a year's contract on the Brite-Star label.

KDAV 'Oprytunity' Contest Pans Out a Huge Success

LUBBOCK, Tex. — KDAV's month-long "Grand Old Oprytunity" contest, to celebrate the station's return to an all-country format, panned out a huge success, according to Station Manager Hal Ragan, who says that literally thousands of KDAV listeners signed up at the various sponsors' locations where the "KDAV Grand Old Oprytunity" banner was displayed.

In the contest, KDAV invited listeners to sign up for a week's vacation in Nashville with all expenses paid, including the use of a new air-conditioned Pontiac, money for meals, lodging at Holiday Inns and for, free lodging at the Capitol Park Inn in Nashville, tickets to the "Grand Old Opry" and a bus

tour of the stars' homes in the Nashville area. The deal covered a family of four. Winner was Chester Short, a telephone company employee, and his family. Drawing was held in the showroom of Quinn-Connally, local Pontiac dealer.

KDAV plans to hold a listener-participation-type promotion each month, Ragan says. He reports further that, since returning to a 100 per cent country music format, the station's billing over a three-month period has increased 70 per cent.

On June 25 KDAV is presenting a "Grand Old Opry" show at Municipal Auditorium here, starring Faron Young, Pertin Husky, Porter Wagoner, Norma Jean and Neal Merritt.

HIGH GEAR!

36 STARDAY DISTRIBUTORS

U.S. RACK JOBBERS AND DEALERS

FOR C & W SALES & PROFITS

NOW 2 PACEMAKER ALBUM LINES

HOT OFF THE PRESS

FROM **STARDAY** The line with the "bull's eye" profit for indie distributors.

AND FROM NASHVILLE The favorite C&W budget line. The best values—12 to 18 songs—40¢ singles—the night deal Linquines from rack jobbers and side distributors solicited.

WRITE STARDAY FROM NASHVILLE, TENNESSEE "The Most Liberal of America" Box 115, Madison, Tennessee 37030 DON PIERCE, PRESIDENT; MARTIN HAYLL, Sales

WIRE PHONE

The Living Legion

BOB WILLS

and his Texas Playboys

"SOONER OR LATER"

LONGHORN RECORDS #544

WATCH FOR NEW RELEASES ON DARRELL GLENN, HOMER LEE & CLAY ALLEN

Nationally Dist. by Sound Of Nashville, 160 2nd Ave. So. Nashville, Tenn.

**WOODY GUTHRIE
ON FOLKWAYS RECORDS**



1963 RELEASED—12" LP—\$4.95 ea.
 *Vols. 2844 WOODY GUTHRIE SINGS—Vol. 2
 14 1952 DUST BORN BALLADS
 1953 WOODY GUTHRIE—12" LP—\$4.95 ea.
 72 2482 BOUND FOR GLORY
 72 2483 WOODY GUTHRIE SINGS—Vol. 2
 72 2484 TALKING UNION FOLK SONGS
 72 2485 BALLADS OF SMOKE AND MOUNTAIN
 12" LP—\$4.95 ea.
 72 2486 LOVEBORN VALLEY (FOLK SONGS)
 72 2487 SONGS TO GROW ON THE
 72 2488 SONGS TO GROW ON THE MOTHER
 AND CHILD
 72 2489 THIS LAND IS MY LAND (FOLK SONGS)
 *In the past you could get all these 1,000 LP's
FOLKWAYS RECORDS 100 N. 4th St.
 Nashville, Tenn. 37203



GLENN SUTTON is pictured signing an exclusive writing contract with Al Gallico Music. Watching the proceeding is Al Gallico, New York (left), and Merle Kilgore, Nashville representative of the firm. Sutton will assist Kilgore in the Nashville operation.

NASHVILLE SCENE

By PAUL CARDEN

Les Rose of Hickory Records reports that 16-year-old Hickory artist **Chloe Harris** will make a promotion tour of England next month to plug her first Hickory release, "Little People." . . . Jack Clement, Beaumont, Tex., publisher and a former RCA Victor A.&R. man, was in town checking material. He plans a move to Hollywood in the near future. . . . Onie Wheeler has signed a management and booking contract with Gra-Mar Talent agency. . . . Tompall and the Glaser Brothers just completed some transcriptions for the United States Air Force.

The folks at Acuff-Rose Artists Corporation are excited. The London Express called to report that **Roy Orbison's** recording of "It's Over" on Monument Records is now No. 1 in England. It's the first time in more than two years that an American has topped the charts there. . . . Vito Pelletieri, the "Grand Ole Opry's" venerable stage manager, is recuperating from surgery in Room 360 of Baptist Hospital. . . . Hubert Long, who packaged and produced the talent for the Kroger "Grand Ole Opry" road shows, reports that an even bigger joint is set for next fall. The show played to

large audiences recently in Detroit, St. Louis, Indianapolis and Pittsburgh.

Brenda Lee goes into Columbia Studios here this week to put the finishing touches on a new Christmas album to be released by Decca. . . . Negotiations are under way for Chart Records of Nashville to be distributed in Canada through Raleigh Records, Ltd., Toronto, according to Ott Stephens, Chart president. Raleigh is distributing Chart's "Looking for More in '64," by Jim Nesbitt.

Connie B. Gay and wife Katherine dined at a State dinner at the White House last week in honor of the Prime Minister of Denmark. Gay invited President **Lyndon B. Johnson** to be guest of honor at the Country Music Association banquet here November 6. President Johnson has many political ties in Tennessee and just might accept.

Johnny Cash had to cancel recent recording dates here because of an infected tooth. . . . The Nashville Sound musicians are back from a Hollywood trip where they worked with Elvis Presley on a motion picture soundtrack. Making the trip were **Grady Martin**, **Bobby Moore**, **Buddy Harmon**, **Floyd Cromer** and **Harold Bradley**.

COUNTRY MUSIC CORNER

By **BILL SACHS**

Our recent vacation took us to Gallinburg, Tenn., which in a comparatively short span of years has skyrocketed into one of the real class resort areas in the South. A must for country music fans visiting there is **Roy Acuff's** gift shop and museum located on Gallinburg's main drag. The Acuff layout measures up in quality with the town's many smart shops, motels and eating places. The museum exhibit is a well-planned collection of items gathered by Roy on his numerous trips abroad and on his tours in this country. Many of the museum pieces were housed for years at the Acuff home in Hendersonville, Tenn., and at the home of Roy's parents in Clarksville, Tenn. In addition to a vast memorabilia on country music and the "Grand Ole Opry," the museum features col-

lection of coins, old music boxes and a vast assortment of other items, including Acuff's famous peckie display. Managing the Acuff layout in Gallinburg, and doing a capable job of it, are **Doug and Bobby Douglas**, well known in Nashville country music circles.

Marty Robbins displays his wares in Oklahoma City for the June 26-July 1 period. . . . **Faron Young** is routed for Albuquerque, N. M., June 24; El Paso, Tex., 25; Austin, Tex., 26; Houston, 27, and San Antonio, 28. . . . The **Wilburn Brothers** are booked for Centennial Park, Nashville, June 28. . . . **Nat Shuckey**, pride and joy of "Red River Round-Up" on KWKH, Shreveport, La., has just cut his first sides for Sims Records, with release due any day now. . . . **Bobby Barnett**, now working

HOT COUNTRY ALBUMS

**Billboard Special Survey
FOR WEEK ENDING 6/27/64**

THIS Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	MORE HANK SNOW SOUVENIRS RCA Victor LPM 2012 (M); LSP 2012 (S)	10
2	2	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2703 (M); LSP 2703 (S)	21
3	9	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2054 (M); LSP 2054 (S)	4
4	4	ON THE BANDSTAND Boyz n' the City, Capitol T 1879 (M); ST 1879 (S)	25
5	3	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2055 (M); CS 0850 (S)	25
6	8	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 0771 (S)	25
7	7	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20094 (M); SR 60094 (S)	20
8	6	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	25
9	5	SAGINAW MICHIGAN Betty Furliff, Columbia CL 2100 (M); CS 0900 (S)	17
10	11	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	25
11	10	LORETTA LYNN SINGS Decca DL 4457 (M); DS 74457 (S)	24
12	12	BLUEGRASS HOOTENANNY George Jones & Melba Montgomery, United Artists UAL 3332 (M); UAS 6332 (S)	9
13	13	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2801 (M); LSP 2801 (S)	16
14	17	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	24
15	19	KITTY WELLS STORY Decca DDB 174 (M); DBS 7174 (S)	13
16	15	I LOVE A SONG Stinson-Jackson, Columbia CL 2059 (M); CS 0859 (S)	25
17	18	PORTER WAGONER—IN PERSON RCA Victor LPM 2840 (M); LSP 2840 (S)	2
18	20	THERE STANDS THE GLASS Carl Smith, Columbia CL 2173 (M); CS 0973 (S)	2
19	14	LOVING ARMS Carl Duster & Pearl, Columbia CL 2135 (M); CS 0935 (S)	14
20	16	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Leslie Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 0934 (S)	13

A New Summer Smash
With a Latin Sound

BE'S THAT WAY
WILLIE BOBO
Tico Records
T-493

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

It's Another HR!
"IT'S SUMMER
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20th CENTURY FOLK RECORDS

under the guidance of Earl Peppin, of Buena Vista Productions, Phoenix, Ariz., has been busy on a heavy p.a. schedule. Recent TV and radio shows have included "Louisiana Hayride," Shreveport; "WGN Barn Dance," Chicago, and "Big D Jamboree," Dallas. His new disk on the Sims label is "Hold My Hurt for Awhile," and he has an album coming up soon.

Ernest Ashworth is jumpin' up and down over the action he's getting on his new Hickory release, "I Love to Dance With Annie," written by Boudleaux and Felce Bryant. Ernest's upcoming books stack up as follows: Lavonia, Ga., June 25; Wilmington, N. C., 27; Lansing, Mich., 28; Zanesville, Ohio, July 4; Wisconsin Dells, Wis., 4-5; Wheeling, W. Va., 11; West Union, Ohio, 18; Flame Club, Minneapolis, July 27-August 4; Aurora, Colo., August 7-8, and Yuma, Colo., 12. . . . **Cousin Richie**, of Eddle Zack's "Hayloft Jamboree" on WRIB, Providence, is back on records after an absence of several years. He has just cut two new sides, but Zack, in announcing the event, neglects to mention the label. Richie formerly waxed for Columbia and Decca.

Roy Acuff and his band concluded their two-week stay in Japan June 15 and returned to Nashville last week. Acuff and his Smokey Mountain Boys are set for the Lake of the Ozarks sector in Missouri for the June 22-27 period, and then make a stop at Millie Roan's Hillbilly Park in Newark, Ohio, June 28. . . . **Sloster Davis** plays Colorado Springs, Colo., June 22 and then heads for Albuquerque, N. M., to appear in a big country music show Wednesday (24), along with Fylin Husky, Faron Young and Bill Carlisle.

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NAVY

AUSTRALIA

- (Courtesy Music Makers, Sydney)
*Denotes local origin
This Last Week
1 1 POISON, IVY...
2 2 ROCK AROUND THE CLOCK...
3 4 TELL IT ON THE MOUNTAIN...
4 5 MEMORIES ARE MADE OF THIS...
9 9 RISE AND FALL OF FINGLE HUNT...
10 10 I WOULDN'T HAVE IT ANY OTHER WAY...
11 11 CAN'T BUY ME LOVE...
12 12 YOU'RE MY WORLD...
13 13 A WORLD WITHOUT LOVE...
14 14 ALL MY LOVING...
15 15 MY BOY LOLLIFOP...
16 16 NOYS...
17 17 VIVA LAS VEGAS...
18 18 DON'T LET THE SUN CATCH YOU CRYING...
19 19 SUSPICION...
20 20 ...

BRITAIN

- (Courtesy New Musical Express, London)
*Denotes local origin
This Last Week
1 1 YOU'RE MY WORLD...
2 2 IT'S OVER...
3 3 NO PARTICULAR PLACE TO GO...
4 4 HERE I GO AGAIN...
5 5 JULIET...
6 6 MY GUY...
7 7 SOMEONE...
8 8 THE RISE AND FALL OF FINGLE HUNT...
9 9 CONSTANTLY...
10 10 HELLO, DOLLY...
11 11 MY BOY LOLLIFOP...
12 12 KAMONA...
13 13 SHOUT...
14 14 WALK ON BY...
15 15 NON HO L'ETA AMARTI...
16 16 YOU'RE NO GOOD...
17 17 I WILL...
18 18 I LOVE YOU BECAUSE...
19 19 HELLO, DOLLY...
20 20 NOBODY I KNOW...
21 21 CAN'T YOU SEE THAT SHE'S MINE...
22 22 DON'T LET THE RAIN COME DOWN...
23 23 I LOVE YOU BABY...
24 24 AIN'T SHE SWEET...
25 25 YOU'RE THE ONE...
26 26 ...

- 27 -- NEAR YOU...
28 19 DON'T THROW YOUR LOVE AWAY...
29 -- I LOVE BEING IN LOVE WITH YOU...
30 -- SUSPICION...
31 ...

CHILE

- This Week
1 AMARRADITOS...
2 ROBITA...
3 NO TENGO EDAD PARA AMARTE...
4 MI SECRETO...
5 TE SEGUIRE QUERIENDO...
6 LOVE ME DO...
7 QUE BONITA VA...
8 OH MI SENOR...
9 AHORA NO...
10 QUE ME IMPORTA EL MUNDO...
11 ...

EIRE

- (Courtesy Keeble Bros, Dublin)
This Last Week
1 2 IT'S OVER...
2 1 LIVERPOOL LOU...
3 3 YOU'RE MY WORLD...
4 4 JULIET...
5 7 BLESS YOU...
6 3 FALLEN STAR...
7 9 NON HO L'ETA PER AMARTI...
8 4 MY BOY LOLLIFOP...
9 -- CONSTANTLY...
10 8 I'M YOURS...
11 ...

FINLAND

- (Courtesy Eino-Soukka, Helsinki)
Two Weeks
1 1 ALL MY LOVING...
2 5 PUHDESI ANKAT LAULAA...
3 2 NON HO L'ETA...
4 6 I CAN'T BUY ME LOVE...
5 3 TANGET MIEHEN YLLA...
6 4 HAPPY MIPPY SHAKE...
7 10 EAST VIRGINIA...
8 9 VIVA LAS VEGAS...
9 20 I'M THE LONELY ONE...
10 19 TANGO ANJALLE...
11 ...

FLEMISH BELGIUM

- (Courtesy Juke Box Magazine)
*Denotes local origin
Two Weeks
1 1 DRAAI 797206...
2 2 NON HO L'ETA PER AMARTI...
3 3 QUAND LES ROSES...
4 4 DICIET HU JOU CHERIE...
5 5 CAN'T BUY ME LOVE...
6 16 PRES DE MA RIVIERE...
7 -- MEY BOBBE...
8 ...

FRANCE

- *Denotes local origin
At of June 5
1 MA PATRIE...
2 NON HO L'ETA...
3 UNA LACRIMA SUL VISO...
4 DES CUS LES PRETENTRS REVIENT...
5 A PRESENT TU PEUX TEN ALLER...
6 ENFANTS DE TOUS PAYS...
7 LA PLUS BELLE POUR ALLER DANCER...
8 LES BONBONS...
9 E CHANT DE MALLORY...
10 ANYONE WHO HAD A HEART...
11 ...

HONG KONG

- This Last Week
1 8 ROSEMARIE...
2 3 I SAW HER STANDING THERE...
3 1 MOVE OVER DARLING...
4 4 WRONG FOR EACH OTHER...
5 2 VIVA LAS VEGAS...
6 -- LITTLE PEANUT SHELL...
7 7 CAN'T BUY ME LOVE...
8 10 KISSIN' COUSINS...
9 -- NON HO L'ETA...
10 5 WAIT AND SEE...
11 ...

HUNGARY

- *Denotes local origin
(All recordings on the Quilboa Label)
Two Weeks
1 1 CAMPING TWIST...
2 2 MINDEN GUSZAK VAIKOKA...
3 3 INGOVANY...
4 4 O SOLE MIO...
5 5 QUARDA CON ME DONOLO...
6 6 SZEPREBI TANGO...
7 7 MIERT IARSZ ALMIK UTA...
8 8 NALAM MINDEN A REGI MARADT...
9 9 ENODUS...
10 10 TOTODAS...
11 ...

ITALY

- (Courtesy Musica e Dischi, Milano)
*Denotes local origin
This Last Week
1 1 E L'UOMO PER ME...
2 2 CIN CIN...
3 1 EH GIA...
4 6 ANGELITA DI ANZIO...
5 5 CITTÀ SUOTA...
6 10 IL PROBLEMA PIU' IMPORTANTE...
7 4 SHE LOVES YOU...
8 7 IN GIMOCCHIO DA TE...
9 11 LA NOTTE E' FATTA PER AMARE...
10 -- AMORE SCUSAMI...
11 ...

- 11 9 CON TE SULLA SPIAGGIA...
12 8 UNA LACRIMA SUL VISO...
13 14 RITORNA...
14 13 CREDI A ME...
15 -- SCRIVI...
16 ...

JAPAN

- (Courtesy UTAMATIC, Tokyo)
*Denotes local origin
This Last Week
1 1 TOKYO BLUES...
2 2 KIMI DAKE O...
3 3 SASURAI...
4 5 SUGATA SANSHIRO...
5 8 VIVA LAS VEGAS...
6 4 I WANT TO HOLD YOUR HAND...
7 7 SAVE THE LAST DANCE FOR ME...
8 6 SHORT ON LOVE...
9 9 LA NOVIA...
10 ...

- 10 10 WHERE HAVE ALL THE FLOWERS GONE...
11 ...

PHILIPPINES

- This Last Week
1 7 LOSING YOU...
2 2 WHAT'D I SAY...
3 1 I WISH YOU LOVE...
4 4 MONEY...
5 5 SUSPICION...
6 9 ROLL OVER BETHOVEN...
7 8 CRY FOR A SHADOW...
8 6 HAYA NAOLA...
9 3 BOYS...
10 -- FROM RUSSIA WITH LOVE...
11 ...

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TOY BALLOON

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LOVES ME'

by **FLORRAINE DARLIN** ♪ 105

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CASH BOX BEST BET

'TOM KELLY'

by **ALEX ZANETIS** ♪ 106

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"DREAMING
OF YOU"

C 325

THE DIMPLES

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ON CAMEO/PARAMOUNT

Radio Saar to Adopt U.S. Commercial Plan

SAARBRUECKEN—Radio Saar is proceeding with plans to kick over the quasi-State radio traces and adopt a U. S. commercial station format of music, news and advertising.

Radio Saar will introduce programming of up to 80 per cent music, with advertising sponsors being permitted to originate or control programming.

This is a radical departure from the present German system of selling advertising spots only.

But Radio Saar is defying the German radio network on the ground that public service radio has been a failure in the Saar, and only U. S. format commercial radio will solve the Saar's problem.

Along with eight other regional radio stations, Saar radio is a member of the Arbeitsgemeinschaft der deutschen Rundfunkanstalten (ARD)—Working Association of German Radio Institutions — the West German radio network, which is a quasi-State controlled operation with restricted advertising under a public service format.

However, Radio Saar has been starved on its small allocation of State funds and the lower power allotted it. Now, Saar radio proposes to double its power, from 150 to 300 kilowatts and increase its commercial time as well.

Radio Saar intends trying to share in the riches reaped by Radio Luxembourg and Europe One, the station in the Saar privately owned by French interests. These two stations operate on a U. S. commercial station format.

ARD, which derives the bulk of its revenue from monthly listener fees collected by the German post office, requires: (1) that advertising be separated from the programming; (2) that advertising have no influence on programming; (3) that there be no advertising spots after 10 p.m. or on Sundays or holidays; (4) that commercials be restricted to a fixed proportion of over-all programming.

Spinosa Joins Talmadge as Sales Chief

NEW YORK—Chris Spinosa has joined Art Talmadge's new firm, Musicor and Music & Voice Records, as national sales manager. He'll work out of the company's New York offices where he'll immediately start setting up the label's distributors throughout the country with Talmadge. In the fall, Spinosa is slated to make a number of trips to Europe and South America to arrange foreign distribution of the company's product. He'll also survey the music market for recording material and masters, which the company may either lease or purchase for American distribution.

Spinosa has been a record executive and independent producer for a number of years. He also specialized in international music and foreign distribution.

Talmadge also appointed Marketing Plan Associates of Chicago, under the direction of Merle Schirado, to handle all production and packaging of the company's product. Schirado will also supervise special premium and educational projects that are now being mapped out by Talmadge.

Fletcher on Vee Jay

HOLLYWOOD—Sam Fletcher's previous hit, "I Believe in You," recorded for RCA, will be included in the vocalist's forthcoming Vee Jay LP as a result of special permission from Victor. The LP will carry a similar title and be released within two weeks. Fletcher recently joined Vee Jay.



TONY LEWIS (center), personal manager of the British duo, Chad Stuart and Jeremy Clyde, whose recording of "Yesterday's Gone" is climbing the best seller charts, came to the U. S. from England recently. They were greeted by Jerry Simon (left), of RSVP Promotions, and Lou Guarino, of World Artist Records.

JAZZ LINE

Mainstream Issues Six More Albums

Mainstream has issued six more albums, four of which are jazz classics from the Commodore catalog, all of the latter amazingly fresh, and the sound has been enhanced but not gimmicked. "52nd Street" is a compendium, including many of the artists who once played on that New York Swing Street; a panorama from the deParis Brothers through Chu Berry, Ben Webster, Billie Holiday, to Mel Powell and Benny Goodman.

The same can be said of the other three in the release series. "Chairman of the Board" features pianists Art Tatum, Teddy Wilson, Mel Powell, Fats Waller, Joe Bushkin and Jess Stacy, again with sidemen beyond compare.

What is here called "Prez" is one of the great Swing Era groups, featuring Lester Young and two versions of the Kansas City Six. The recordings were done in 1938 and 1944 and are jazz classics.

"Era of the Clarinet" presents Pee Wee Russell, Edmond Hall, Benny Goodman and several others, all accompanied by excellent musicians. It's perhaps the finest dated of the four LP's, but it's fun, and on both this and "Chairman of the Board" Benny Goodman plays under the pseudonym, "Shoelless" John Jackson.

The new albums are interesting productions.

"Two Jims and Zoot" is an especially fortuitous combination of guitarists Jim Raney and Jim Hall with tenor saxophonist Zoot Sims. The album has a number of compositions by Brazil's Carlos Joabim, and that adds to the joy available without intruding on an album that is pure jazz and simple.

Morgana King's "With a Taste of Honey" features the vocalist with a huge orchestra, peopled by such great jazz soloists as Phil Woods, Willie Dennis, Clark Terry, Hank Jones and Dave McKenna.

"52nd Street," Various Artists (Mainstream S/6009); "Chairman of the Board," Various Artists (Mainstream S/6008); "Prez," Various Artists (Mainstream S/6012); "Era of the Clarinet," Various Artists (Mainstream S/6011); "Two Jims and Zoot," Jimmy Raney, Jim Hall and Zoot Sims (Mainstream S/6013); "Morgana King With a Taste of Honey," Morgana King (Mainstream S/6015).

BILL COSS

DISK EXPLAINS CHANGEOVER

SYDNEY, Australia—Although "C" Day in Australia will not take place until February 1966, the Decimal Currency Board has launched a mammoth national campaign to educate Australians to handle dollars and cents instead of pounds, shillings and pence. The conversion to dollars and cents will affect everyone and big business is already gearing for the changeover. Government schools are already preparing their pupils to handle the new currency. Festival Records has produced a special single-play disk, featuring the conversion table set to a bouncy nursery rhyme-type tune that is expected to appeal to the public.

A similar type promo was highly successful in South Africa two years ago when that country converted to decimal currency. Festival selected a young Melbourne artist, Ian Turpie, to record and number, and the disk, titled "Decimal Point," is the first of more planned for future release as the changeover date approaches.

NEW HIT RELEASE!

"SHE TOOK THE RING
FROM HER FINGER"

b/w

"IF I HAD BELIEVED
IN YOU"

Norman Boras & Lew Tablin,
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MUSIC AS WRITTEN

HOLLYWOOD

Duke Ellington, who for years has stayed away from airplanes, is now a full-fledged air enthusiast, flying to dates all over the world. While he and his orchestra were appearing at Disneyland during the recent big band festival, the Ray Charles band bus was hired to transport the musicians on the ground from Hollywood to Disneyland.

Between filming "None But the Brave" for Warner Bros. in Burbank, Calif., Frank Sinatra cut an LP for Reprise with the Count Basie band at which almost 60 people spectated at United Recorders. Taking cognizance of all these visitors to the session the first night, special guards were assigned to keep out unauthorized visitors the second night. The only people invited in were a host of Japanese guests.

Promotion men finding themselves subpoenaed as witnesses in the Hunkay payola suit against radio and disk names face perjury penalties for testimony discrepancies in jury trial actions. . . . Recent departures from the music scene: Bob Burrell at BMI and Ken Knight, production man at Liberty. . . . Columbia is holding single sessions for Doris Day and still looking for the right arrangement to complement this excellent singer. . . . New vocalist Nancy Mason displays Connie Francis qualities on her teen-slanted Felsted disk of "Who's Been Telling Him."

Mel Carter, recently signed to Imperial, will be developed as a catalog artist, with General Manager Bob Skoff hoping to build a Johnny Mathis image. . . . Jazz flutist Buddy Collette is writing the score for the film "A Comedy Tale of Fanny Hill." AFM Local 47's schedule of free jazz concerts at Venice begins July 5. Three big bands and two small groups will appear on three Sundays, July 5, Aug. 2 and Sept. 6. Already set are the groups of Mike Barone, Teddy Edwards, Buddy Miller, Jack Nimitz, Bud Brisbois, Lou Blackburn and vocalist Gene McDaniel.

Nancy Wilson, set to follow Lena Horne at the Coconut Grove, debuts at the Flamingo, Las Vegas, thereafter. . . . The Ice House in Pasadena has begun teen-age hoos the fourth Saturday of every month, offering young folk singers an opportunity to perform in public. A children's show, formerly held on Sunday afternoons, has been switched to Saturdays during the summer.

ELIOT TIEGEL

PITTSBURGH

Nick Albanano, Epic Records

promotion chief, was in town with the Dave Clark Five. The set drew practically capacity at their Civic Arena date. . . . Betty Barnes, local recording songstress, was hurt when her auto was sideswiped while she was en route to a club date. . . . The Four Freshmen, current at the Twin Coaches, will be the final attraction at the Rose Calderone club until the fall. . . . The Horizon Room also shuttered until October with Al Martino as the closing star.

A four-day promotion between Capitol Records and the Eiben and Irv Company during which all Capitol records were reduced to \$2.29 was a huge success, according to Larry Flanagan, head of the Eiben and Irv record department. . . . Joe

June 27, 1964, BILLBOARD

NEW ALBUM RELEASES

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

ACCENT		MERCURY	
KATHERINE EDWARDS—Love Echoes: AC 5007	M 8	SIL AUSTIN—Playa Pretty Melodies of the World: MG 20925, SR 60925	M 5
ABC-PARAMOUNT			
ORIGINAL CAST—Fade Out, Fade In: ABC DC 3, ABCS OC 3		BROCK BENTON—On the Coopyrider: MG 20918, SR 60918	
AMSEL		BIG BILL BROOKY—Remembering Big Bill: MG 20905, SR 60905	
BLOCH—Concerto for Violin and Orchestra: Various Artists, violin: Philharmonic Orchestra (Boston): 36192, S 26192		DARYL CARROLL—Music Makes Me Want to Dance: MG 20936, SR 60936	
MENDELZ—Der Ring des Nibelungen, Various Artists, South German Madrigal Choir and South-West German Chamber Orchestra (Worms): 36194, S 36194		LEDDY VAN DYKE—Songs for Mom and Dad: MG 20922, SR 60922	
PROCOFIEV—Concerto No. 3 in C major, Opus 55; Sonata for Piano, Opus 10, No. 3: Various Artists, piano: Philharmonic Orchestra (Boston): 36193, S 36193		RONNIE BARNETT—Along with Bonzo: Liberty: MG 20917, SR 60917	
VARIOUS COMPOSERS—MOZART, DAVINI, PORCELLI, VERDI, WITTOLOTTI—The King of Instruments: Noel Zacharias, organ: 36191, S 36191		BOB HOWARD—Intimately Yours: MG 20910, SR 60910	
VARIOUS COMPOSERS—PALLA, TURINA, ALBERIZI—Music of Spedley Para Conservatoire Orchestra (De Buren): 36195, S 36195		JOHNNY MATHIS—The Wonderful World of Echo-Bellows: MG 20913, SR 60913	
BLUE NOTE		Just DAVE VAN DYKE: MG 20908, SR 60908	
GRANT GREEN—Am I Blue: BLP 4139, BST 84139		HARRY SIMONS—CHORALE—Arrest on Young: MG 20920, SR 60920	
MIKE BUEBEK—If Night on Wall Be Spring: BLP 4103, BST 84103		BETHOVEN—Violin Concerto: Joseph Szigel, violin, London Symphony (London): MG 20938, SR 60938	
QUINCY JONES—Paper Moon: BLP 4134, BST 84134		CHOPIN—Concerto No. 1 in G minor, Opus 11, London Symphony (London): MG 20940, SR 60940	
CAPITOL		CHORAL—New England Trinity/AMERICAN Symphony No. 5, GRIPES: Posen; Eastman Rochester Orch. (Massachusetts): MG 20929, SR 60929	
BEACH BOYS—All Summer Long: T 2110, ST 2110		STOELZEN—Concerto for Trumpet & Trombone/L. MOZART, Concerto for Trumpet & Trombone: Walter Haly, trumpet, Wurlenburg Chamber Orchestra (Pforzheim): MG 20930, SR 60930	
HERBY COLE & HIS SPACEMEN—Surf Age: T 2112, ST 2112		VIVALDI, BACH—Four Concertos for Guitary Marcella Pirelli, A. Loggia, guitar, Pro Arte Orch. of Atlantic: MG 20930, SR 60930	
DICK DALE & HIS DEL-TONES—T 2111, ST 2111		MGM	
MR. GASSER & THE WEEDOS—Surf-Ink: T 2114, ST 2114		CORINNE FRANCIS—Single Songs from Her New Album: Philips "Looking for Love": E 4329, SE 4329	
THE SUPER STOKES—Surf Route 101: T 2113, ST 2113		MOTOWN	
COLPIX		MARY WELLS—Single "My Day": M 617 (M)	
JANE MORGAN—The Last Time I Saw Paris: CP 409, SCP 409		MASHVILLE	
COLUMBIA		THE SENSITIVE BOYS—MIMP 2010 (M)	
ALBERIZI—Three Spanish Masterpieces: Atlas de Larrocha: MG 6600, MS 6600		VARIOUS ARTISTS—Rock-It Saturday Night: MLP 2009 (M)	
BETHOVEN—Quartet No. 15 in A minor, Opus 132; Duo-piano String Quartet, No. 17: MG 6598		MONESUCH	
IMBRIE—Violin Concerto: EFFINGER: Little Symphony No. 7; Columbia Symphony Orchestra (Rochester): ML 6597, MS 6597		DAVID—Four Concertos for Harpsichord and Orchestra: Various Artists: M 1019, H 7819	
SCHUBERT—Die Schone Mullerin; Lotta Lehmann: ML 5994 (M)		STOELZEN—Concerto Grosso/TELEMAN: Concerto, Solo in A minor, Chamber Orchestra of Versailles (France): H 5017	
DELTON		VARIOUS COMPOSERS—French Organ Masterpieces of the 17th and 18th Centuries: Pierre Frodois: organ: H 1000, H 7100	
The Fabulous VENTURES: BLP 2009, BST 8009		VARIOUS COMPOSERS—Music from the Chapel of Philip II of Spain: Roger Blanchard Ensemble: H 1004, H 7004	
FACTOR		VIVALDI—Concerto for Two Horns, Two Guitars: 300000, H Paper Flute; Various Artists: H 7010 (M)	
CAROLINA ECHOES—Gotta Startin' & Songs of the South Carolina Coast: LPB 30103 (M)		SHERMANS	
HEART WARMING		AL MITERS & BOB TYD—The Swinginest Sounds in Town: SH 100 (M)	
CAROL AND BIMBY SHOW—Carry on Family Traditions: LPB 1773 (M)		STARBOY	
Introducing the Situations IMPERIALS: LPB 2174 (M)		PEE WEE KING AND BIRD STEWART—Both Apple: SH 284 (M)	
CAROL AND BIMBY SHOW—Smoothies of Sacred Song: LPB 1743 (M)		JERRY BYERS—Fantastic Flights & Yell Yells: SH 281 (M)	
HEMT		JERRY SHIMMER—Let's Say Goodbye Like We Said Hello: SH 282 (M)	
B. B. KING—Rock Me Baby: KST 332 (S)		VARIOUS ARTISTS—Flowers on Fire: SH 283 (M)	
LONDON		SUBS	
THE CARPENTERS—We Love You All: LL 3379, PS 379		The Fabulous SOUTH PHILADELPHIA STRING BAND: SS-Vol. 12 (S)	
The Unique Artistry of PEGGY SUELT COOLIDGE: LL 3377, PS 377		SWAN	
The Art of TONY MEMORA & ANNE ULLETT: LL 3372, PS 372		VARIOUS COMPOSERS—"Concerts Colona"—BETHOVEN, BERLIOZ, CHOPIN, SCHUBERT, TCHAIKOVSKY: Grand Symphony (Barcelona): CC 1001-CC 1005 (S)	
PIER'S BRAZILIANS: LL 3380, PS 380		TAMLA	
PHILADELPHIA		MARVIN GATE—When I'm Alone I Cry: T 31 (M)	
Hiller, who books record acts into the Ankara and Twin Coaches, cracked a few ribs in a fall in his Carlton House bathroom last week.		WYRCO	
Wayne Newton makes his Holiday House debut on June 22, following the current Andrews Sisters. Billy Eckstine returns "home" to follow Newton at Holiday House.		BURBY SARKISAN & HIS BECCA FOUR—Soul of the East: W 9030, SR 9030	
Booker George Claire went to New York to try and sign Tony Bennett for a Holiday House date. . . . Tim Tormey, who is bringing the Beatles to the Civic Arena on Sept. 14, is back in town after a three-week Southern tour with a package unit headed by the Searchers.		MIDDLETON STAYLER—Hello, Baby/Young Girl: W 9019, SR 9019	
LEONARD MENDLOWITZ		*See Disk/Book for Details	

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ML 5975/MS 6575*

The new album by Eugene Ormandy and the Philadelphia Orchestra is doing amazing things—it's a Jim Ameche pick to be featured on his syndicated radio show the week of July 13th . . . it's already sold 1000 copies in the first two weeks of release . . . and it's on its way to capturing selling honors across the country!

FROM COLUMBIA RECORDS



See your Columbia salesman, stock up and profit!

DJB Records set up here by Donald J. Blacca. Anthony R. Pettin introduced a new music publishing house here in his Minis Music. . . . Leon Dobkin, record manager at the Bamberger Store at nearby Cherry Hill, N. J., adds a classical record department to the operation and reports a highly successful sales launching. . . . Robert Heller, head of HAM-MIL Record Distributors, handling the manpower and womanpower for the shopping centers in behalf of the Old Newboys Day charity drive on June 19 staged by the Philadelphia Variety Club and The Philadelphia Inquirer. David Rosen, head of the record

distributing firm bearing his name, is Chief Barker of the Variety Club here. . . . American Artists Corp. branching out from its customary combo bookings to set Chubby Checker at the Surf Club, Wildwood, N. J., starting July 3; and the Tommy Dorsey Orchestra with Frank Sinatra, Jr., at the same spot on Aug. 3. . . . Latin Casino, giant supper club on the Jersey side, spiking rumors by announcing next season's line-up with Harry Belafonte opening Sept. 10, followed by Metch Miller and his troupe, Sept. 28; Abbe Lane plus Louis Armstrong on Oct. 12, and Ella Fitzgerald starting her stay Dec. 3.

MAURIE H. ORODENKER

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Engineers Enter Consumer Field

By DAVID LACHENBRUCH
Contributing Editor

THERE'S A NEW VITALITY in home entertainment electronics. It's going to pay off for the industry in terms of better products, unique features, and brand-new items. This is becoming increasingly evident at technical sessions attended by engineers in consumer electronics fields.

THE ENGINEER, in fact, is returning to the fields of consumer electronics—and the implications for future sales are extremely significant. For years, the consumer segment has occupied the back seat in electronics engineering. There were more important engineering fields to conquer. The necessities of defense and space electronics offered greater challenges—and more significant rewards—to electronics engineers. Thus, for about 10 years, there were few really important engineering breakthroughs in home electronics field. It was during this period that American manufacturers lost their leadership in radio, when the Japanese—whose major preoccupation is with civilian goods—took over almost all of the significant innovations in this field.

THERE ARE SIGNS that a major reversal is in prospect. It is unfortunate that those in the sales end of home entertainment products can't attend a meeting such as the Chicago Spring Conference on Broadcast and Television Receivers, sponsored by the Institute of Electrical and Electronics Engineers, where this column is being written, to listen to reports on the new products they will be given to sell within the next few years.

For many years, our preoccupation with defense and space has dictated that the overwhelming number of engineers stay out of the consumer products business. It's no coincidence that American industry lost the radio lead and developed virtually no new electronic products for the consumer during this period. Now—almost suddenly—there's new attention to the consumer segment. There are several important reasons.

FOR ONE THING, there's the very serious threat to the American home entertainment manufacturing industry from abroad. In radio, we've ceded the Japanese for almost the last decade. In television, it appeared that we were rapidly losing our lead. But there's another important factor—and it's almost purely happenstance. Due to the changes in our military and space programs, the engineer shortage is rapidly being relieved. There's time now for electronics engineers to look once more at the consumer field. The third factor is the increasing importance of the consumer segment of our ever more affluent society. If worthwhile new consumer electronic products can be developed, the public will buy them. And, of course, the home entertainment retailers will sell them.

Lawrence G. Haggerty, president of Warwick Electronics, Inc., which is controlled by Sears, Roebuck, set the keynote in his address to the engineers here. He pointed out that 70 per cent of the transistor radios sold in the United States last year were made in Japan, and added: "If it weren't for our bustling economic health here in the U. S. A., and increased sales from such technologies as color TV, FM stereo, and so forth, our industry could well be in poor economic

health." In Japan, he said, about 4,200 engineers this year will go into consumer and component industries, as compared with perhaps 400 or 500 here.

To meet this economic threat, Warwick's consumer products engineering effort this year will be "four times greater than 10 short years ago," Haggerty said. This is also true in other consumer-electronics-based companies. Said Haggerty: "The competitive threat of technology is perhaps the greatest of all to our industry."

What does all this mean to the man who sells stereo, radio and TV? The significance was brought out in the technical reports presented to this conference. These reports described new products which not only will make the American electronics industry more competitive on the U. S. and world markets, but will make home entertainment retailers more competitive against those who sell outdoor motors, swimming pools, trips to Europe and other frills for the consumer dollar.

What were the trends at this consumer products engineering conference? Perhaps in inverse order of importance, this was how we saw them: There's the galloping transistorization of line-cord radios and phonographs. Phono transistorization will be complete within a year. The table and clock radios are next. Transistors are beginning to have economic advantages, as well as the advantages of more attractive design possibilities and virtual freedom from the necessity of repair. Within the next year or two, the majority of plug-in radios may well be transistorized. This means better products, new selling points.

THIS CONFERENCE saw history's first consumer electronics panel on integrated circuits. The consensus was that within very few years, this new military and space technology would be applied to home products. An integrated circuit is a tiny chip of semiconductor material which performs the functions of many separate components. The application of integrated circuitry to consumer electronics can bring such developments as a radio built into a ring for military's finger, a phonograph amplifier entirely built into the pickup cartridge of the changer, throw-away radios which are replaced instead of repaired, and—perhaps best of all—television and stereo which can be built at low enough cost to provide a decent profit margin at all levels of the trade, while still being cheap enough to beat foreign competition.

The conference heard a progress report from Marvin Camras of the IIT Research Institute—perhaps the nation's foremost expert on magnetic recording—on the imminence of a brand-new home entertainment product—the home Video tape recorder. The IIT unit has only four tubes and one transistor, and, according to Camras, can eventually be sold at about the same price as an audio recorder of comparable quality—which means a range of models from about \$100 to \$500.

IT FEELS GOOD to have the engineers really working for us again. In the last 12 years, the consumer electronics industry has seen only four major new-product developments: color TV, the stereo phonograph and recorder, FM stereo radio, and gradual transistorization. If the re-emphasis on consumer products engineering continues and accelerates, we can expect to see four or five times as many new products to intrigue our customers in the next 12 years.

Irvin C. Renier Is Dead at 75

DUBUQUE—Irvin C. Renier, 75, retired operator of the TV-Stereo-Record division of Renier's, died recently following a heart attack at the Dehuque Golf and Country Club.

Renier's was started in 1899, when Renier's mother sold sewing machines from a horse-drawn wagon. Later a store was established, selling pianos and phonographs—the latter with such brand names as Brunswick, Victor and Edison. In the 1920's and operator entered the radio field, both wholesale and retail. Since 1947 Renier's son, Jack, has operated the TV-Stereo-Record division. Recently a new store was opened here, the inventory of which included pianos, organs and band instruments in addition to records. There are branches in Iowa and Omaha.

Phono-Tape

MERCHANDISING

BEST SELLING PHONOS & TAPE 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 calculations are based on the rank order of manufacturers' sales of 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 \$401 and \$500

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	3/28/64 Issue	12/14/63 Issue		
1	1	1	Magnavox	50.2
2	3	2	Fisher	9.4
3	5	—	General Electric	8.1
4	2	3	RCA Victor	7.1
5	—	5	Zenith	6.1
6	—	4	Motorola	3.9
			Others	15.2

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 parentheses.

3/28/64 Issue: Curtis-Mathes (4); Pilot (6)

12/14/63 Issue: Pilot (6)

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shows where available are listing 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 June 30, 1964. Started April 16, 1964.

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

PHILIPS—Expires June 30, 1964. Started May 15, 1964.

One free 10" 45" Inventory Album by Philips Music with the purchase of any 10 Philips classics. Dealer receives normal markup on the retail special of \$1 all classical catalog.

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 8, 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, 1600. One free record for every 10 purchased in series 2000, 3000, 8000, 9000, with the exception of 9000 and 9003; buy 10 get two free.

Columbia BowsLine

Continued from page 3

AM model retails for \$24.95. The 10-transistor model covers both AM and FM and has a telescopic rotating antenna. It is priced at \$39.95. Two deluxe AM-FM radios are priced at \$59.95 and \$79.95. On the higher priced model, push-button controls are provided for band selection and tone. A telescopic antenna is utilized for FM and short wave.

Two tape recorders were introduced. The model retailing at \$79.95 is AC operated, has two speeds, six-inch speaker and gives one hour play on a five-inch reel. The case is wood and a level indicator, pilot light and input and output jacks are provided. The \$99.95 model is solid state and operates on AC

current, with three speeds. It can use three, five or seven-inch reels and has a tape footage counter, level indicator, pilot light and a wood case. Both models include a dynamic microphone.

Routh Buys Shop

KANSAS CITY, Mo.—John Routh, prominent in music circles the last 20 years and former co-owner of the Toon Shop music stores here, has acquired the Landing Toon Shop at 1100 Meyer Boulevard. He is the owner and operator of the store, renamed the Routh Music Center.

A formal opening is scheduled for mid-August. Routh said the store change was made last Wednesday.



AN IMPRESSIVE WINDOW DISPLAY, utilizing some 35 Mercury albums with seven of the firm's new LP "frames," was set up in Chicago last week by Lowe's Discount Records. Miss Leo Lewin, Lowe manager, said the store received "excellent reaction" to the display.

IFPI Hits Pirate Stations

LONDON—The International Federation of Phonographic Industries condemned the pirate radio stations springing up around Britain at its triannual meeting here earlier this month.

Delegates agreed that British and other governments should be asked to ban such stations.

"The trouble as far as we are concerned is that such stations don't pay anybody any money. Licenses and royalties just don't mean a thing to them," said one delegate.

But the Federation decided it would not give the stations a license to broadcast manufacturers' products anyway. "We have refused them a contract and we shall go on doing so," was the decision.

The Federation decided to press the government to introduce legislation against the ships and to adopt the decision made

by the Council of Europe last month. The bill requested that governments should make it an offense for anyone to buy advertising time with, or supply such ships.

RIC Expands Distrib Set-Up

NEW YORK—RIC Records is beginning to spread into foreign territories. The label, formed several months ago via a \$1,000,000 stock issue, has set international deals, with distribution pacts covering Canada, the Scandinavian countries and Benelux (Belgium, Luxembourg and The Netherlands).

RIC will be handled in Canada by Quality Records, Ltd.; in Scandinavia by Sonet-Grammofon, and in Benelux by Show Records. Each foreign agreement is a three-year pact guaranteeing a minimum release of 12 RIC singles and three LPs per year, and specifying the release of all RIC disks that hit the top 50 best selling record charts in U. S. trade papers. RIC also obtained exchange rights to release product by the three foreign firms in this country.

RIC will retain its own label identification in all countries. However, in some cases, initial RIC releases will be issued on foreign labels for the present.

The foreign deals were negotiated by RIC President Joe Csida and chief New York counsel Frank Barone. Quality was represented by George Keane, Sonet by Gunnar Bergstrom and Show by Jules Nijl.

COUNTRY DJ OF THE WEEK



Station WSM's "Mister B.J. U.S.A." June 26 will be Jim Kendrick of KWTO, Springfield, Mo., who at the age of 9 started picking and singing country music on WTAD, Quincy, Ill. At the age of 19 he became an announcer at WTAD, later moving to KMA, Shenandoah, Iowa. In 1951, the late Leo Bloch signed Kendrick to the staff of KWTO, where today he is heard Monday through Friday, 11-11:35 a.m. on "Town and Country Time," rated the top country music show in the Ozarks area. He also conducts "Hillbilly Hit Parade" on KWTO in the same time period on Saturdays.

NEW YORK—Chet Wood, sales manager of Joy Records, has bolstered the distribution set-up for their Joy and Select labels with the following appointments: Musical Sales in Baltimore, Date Enterprises in Boston, Allied Record Distributing in East Hartford, A&L Record Distributors in Philadelphia, and Melody Sales in San Francisco.

Vee Jay Inks Jones, Axton

HOLLYWOOD—Vee Jay has packed Mango Jones, Jamaican orchestra leader, as its entry in the Ska trend and entered the folk field with Hoyt Axton. Jones' first LP, "Best of the Ska," will be released within two weeks. A single, "Coffee Street Ska," will be culled from the package. Axton debuts on the Vee Jay logo with the single "L.A. Town."

The label will also release "Best of Wynton Kelly," an LP comprised of tracks taken from the pianist's four previous Vee Jay albums. Kelly now records for Verve. Filling the pianist void is the recently signed Victor Feldman, who is also proficient on vibes. His first LP will be released in September.



MOTOROLA MODEL ST82A, stereo high fidelity radio with FM/AM and FM stereo radio, adds a smart touch of styling to wall or shelf. With cabinet of walnut veneers and select hardwood solids, suggested list price is \$229.95.

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD



DUE TO THE interest in French popular music in Latin America, Jacques Kermer, export manager of Compagnie Phonographique Francoise-Barclay, spent some days in Montevideo to increase distribution of Dalida, Eddie Mitchell, Rachel and especially Charles Aznavour recordings. In the picture, Jacques Kermer is with Leon Jurburg, executive of Clave IEMPSA (Uruguay), during their visit to Albert Maravi's radio show "Discometro Mundial."

Pourcel Records 'Umbrella' Music

PARIS—Franck Pourcel has recorded Michel Legrand's music from the motion picture "The Umbrella of Cherbourg." The film received a Gold Palm award at the Cannes Film Festival. Both the original soundtrack album and Pourcel's album are enjoying good sales here.

Capitol will release the Pourcel album in the U. S. and will probably time its release with the showing of the film in the States, set for September.

EXPLOSIVE

NEW SINGLES FROM SCEPTER

The Shirelles
SCEPTER 1278

THANK YOU BABY

The Kingsmen
WAND 157

LITTLE LATIN LUPE LU

Maxine Brown
WAND 158

**I CRY ALONE
PUT YOURSELF IN
MY PLACE**

ALREADY MAKING BIG NOISE

THE OTHER SIDE OF "WALK ON BY" IS HAPPENING!

ANY OLD TIME OF DAY **Diome Warwick**
SCEPTER 1274

BEG ME

Chuck Jackson
WAND 154

WORRIED ABOUT YOU **Jonnie Mae Mathews**
SPOKANE 4008

Billboard Buyers & Sellers

CLASSIFIED MART

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EMPLOYMENT SECTION

SITUATIONS WANTED

AVAILABLE FOR SUMMER BOOKINGS: The Emotions and R&B vocalists, Soul Country-Pop Records, The Young Vocalists, Rhythm & Soul Instrumentalists, Lounge Records, The Emotions, vocal instrumentalists. **Clare Records, 15-16th St., 640 Stanley Ave., N. Y. 10011**

AVAIL. FOR SUMMER-FALL BOOKINGS: J.V. Hayes, The Classics, Pop Vocalists, The Emotions Vocal Instrumentalists. **Write M.C. V. Lopez, 188-31 130th Ave., Whitestone 91, N. Y.**

ANNOUNCER-NARRATOR—3 YEARS' experience. Formerly affiliated with WFLA, Newark, and WCAT, Palm Beach. Will relocate but prefer New York. Philadelphia, Boston, San Francisco or Washington. **Write or tape-cassette resume, Jack Lyons, 111-14, New York, N. Y. (Area Code 212)**

GIRL SINGER WANTS GIRL DUET—plans to form rock & roll band. Lead, bass guitars, sax and drums. Must sing duets. If unable to audition personally, send tape. **Experience unnecessary. Carol Nizer, Narka, Kans.**

HELP WANTED

WANTED: COMPOSER (PROFESSIONAL only), experienced, with previous success in the writing of teen appeal material, R&B and soul. R.S.B. Music Services will reply to E. K. Woodson, ASCAP, 290 O. Box 66, Marysville, Ohio.

LYRICIST WILL WRITE ANY TYPE material for ASCAP composer on equal-split basis. **Robert P. Sullivan, Route 1, Ogdensburg, N. Y.**

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

460 FRANCIS-CANADIAN POPULAR 45 RPM Records, assorted brand new, 20 each. F.O.B. Boston. **Maximum order 1000. New England Record Center, 1400 Columbia Ave., Boston, Mass. 02118**

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FOR SALE

RECORDS—THE SOUND FOR SELLING. There is just what you need now. Records by professional musicians and singers. Complete discographies, including lead sheets and song analysis. Prices lower competition. **Editor, Custom Recordings, P. O. Box 212, North Bergen, New Jersey.**

FOR SALE—RECORD PRESSING equipment consisting of six machines American process, two Neumann recording ladders, etc. **Write to Soundcraft, 165 W. 66th St., New York, N. Y. 10023**

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New York, N. Y.
CI 7-2159

MISCELLANEOUS

THEATER BUILDING FOR SALE (NY) Manhattan Park U.S.A. 400, 300 seating plus room for additional seating. **Thereby is presented to you a rare opportunity that can be reached. Call for additional information and we will mail you an illustrated brochure on this property. Cash ready, 330 N. Riverside, Los Angeles 44, Calif. CL 5-4141.**

THE PROGRAMMER

Background Music System NOW AVAILABLE AT WHOLESALE PRICES

Has self-contained 15-watt amplifier, quality construction. Designed for continuous operation—3-hour program of music in each cartridge. Over 18 moods of music and 100 different cartridges available. Write for FREE music list and details.

California Music Systems
517 West 17th Street
Long Beach, Calif. 90812

INTERNATIONAL EXCHANGE

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BELGIUM'S BIGGEST MUSIC MAGAZINE

Write page ad costs you only \$220. A one-year subscription is only \$3.

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MECHELEN, BELGIUM
Write for Sample Copy.

When answering ads . . .

Say You Saw It in Billboard

NORTHERN IRELAND

There's no "blarney" about EMERALD RECORDS.

Ireland's leading recording company. We are specialists in Country & Western, Rhythm, Irish and Scottish Records. We are always interested in leading material in the Country & Western and Religious fields. For further information write Mr. Marvyn Solomon, President 67/69 Ann St., Belfast, Northern Ireland.

Members of the International Federation of the Phonographic Industry.

ITALY

IN ITALY, YOU GET RESULTS WHEN YOU ADVERTISE IN

Musica e Dischi

Sample copy and rates on request.

Write

Mr. Mario de Luigi, Publisher
Via Carducci 6, Milan, Italy

UNITED STATES

RECORDS FOR EXPORT

All American brands combined in one shipment.
ELTRON EXPORT COMPANY
122 Broad St., New York 4, N. Y.

CLASSIFIED RATES

Per insertion

Classification	1/2"	1"	2"	Each Additional Inch
Manufacturers Advertisers	\$9	\$15	\$28	\$9
Distributors (Regional) & Employers Advertisers	\$8	\$9	\$15	\$5
Distributors (National)	\$9	\$12	\$20	\$9
Illustrations Wanted for Individuals	\$3	\$9	\$15	\$5

- Minimum size will be 1/2", approximately 33 words; 1" 70 words.
- All rates apply for 14-day insertion. PAYMENT MUST BE IN ADVANCE.
- Advertisements 2" or longer are set in broad type!
- If the number of lines follows 10 words for number and address. See number for the charge to 50¢ per insertion.

USE THIS HANDY ORDER FORM

Please insert the following ad for _____ descriptive ad.

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Amount enclosed _____

Copy: _____

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PLEASE ENCLOSE YOUR PAYMENT. WE DO NOT BILL FOR CLASSIFIED ADS.

FOR ADDITIONAL INFORMATION AND/OR ASSISTANCE CONTACT: Steve Chasen, Classified Advertising Manager, Billboard, 165 West 46th St., New York, City 10036.

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Above rates are for the insertion in one issue. Cash or check with order. Lower rates for 12, 24, 36 insertions in a longer period.

FOR FURTHER INFORMATION CONTACT: Peter Weiss, International Advertising Director, Billboard, 165 West 46th Street, New York City 10036 or Andre de Valley, European Director, 15 Rue des Saussaies, W. 8, England.

PROGRAMMING SPECIALS

Continued from page 20

POP STANDARD

JORGEN INGMANN AND HIS GUITAR—Desert March (Spokane, ASCAP) (2:09)—Tuesdays Afternoon, "BMT" (11P). ATCO 6365

GUY LOMBARDO AND HIS ROYAL CANADIANS—Last Night on the Beach (Bluebird, ASCAP) (2:24)—It's Not a Girl Like You (Remick, ASCAP) (2:03), DECCA 26636

CLEBANOFF STRINGS AND ORK—Pearly Shells (Columbia, ASCAP) (1:55) & Main Title of "The Carpetbaggers" (Famous, ASCAP) (1:51), MERCURY 7254

HARRY SIMONE CHORALE—Thank You (Leeds, ASCAP) (2:11) Dear De Dear (Famous, BMD) (2:26), MERCURY 72381

BRUN LAUZI—Blossoms (Jewel, ASCAP) (2:40)—Fu Come Ti Pare (Jewel, ASCAP) (2:00), CGD 18986

TED HEATH AND HIS MUSIC—Wynona (Chappel, ASCAP) (1:35)—Main Title Theme From "The Carpetbaggers" (Famous, ASCAP) (1:50), LONDON 9480

PETER MATZ AND HIS ORK—Water for the Kid (Columbia, BMD) (2:24), COLUMBIA 43654

ROBERT GOULET—The Seventh Dawn (United Artists, ASCAP) (2:33), COLUMBIA 43663

THE TENTYPES—Silent Movies (Columbia, ASCAP) (1:40), CANADIAN-AMERICAN 172

IS WITH JAMIE—Theme From "A Summer Place" (Vestmark, ASCAP) (2:15), COLUMBIA 43665

GEORGE CHAKIRIS—Invisible Touch (Central Songs, BMD) (2:10), CAPITOL 5209

FROM SOUND TRACK OF YESTERDAY, TODAY AND TOMORROW—Descendants (Diplomat, ASCAP) (2:13), WARNER BROS. 5447

JIMMIE HASKELL—Seventh Dawn Theme (United Artists, ASCAP) (1:51), CAPITOL 5212

TONY BENNETT—A Taste of Honey (Songflor, ASCAP) (2:33)—It's a Big to Tell a Lie (Stegman, Vocce & Conn, ASCAP) (2:09), COLUMBIA 43672

COUNTRY & WESTERN

BILLY STRANGE—Wabash Corncribble (Peer Int'l, BMD)—Wood Flower (Traditional) (2:01), CRESCENDO 388

DON PARMLEY—Fine Old Special (Neil, BMD) (2:25)—Adman, Traveler (Neil, BMD) (1:59), CRESCENDO 389

COLLEN JAKE AND UNCLE JOEY—Big Top of the Year, Old (BMD) (2:40)—Cotton Town Jubilee (Cotton Town, BMD) (1:17), COTTON TOWN JUBILEE 109

JIM FAGAN—She's Gone to Her Wedding (Waterloo, BMD) (2:29), MOON 591

DON DWYAN—Chet Atkins, Make Me a Star (Parody, BMD) (2:25), RCA VICTOR 2364

SHEETS McDONALD—Too Many Times (Awa) From "You" (Parody, BMD) (2:14), COLUMBIA 43665

CARROLL BRIDGEFORTH—Peaches Awa (Parody, BMD) (2:14), ALEAH 101

RHYTHM & BLUES

BETROGENK MYLES—Suffer (Controcord Music, ASCAP) (2:03)—Sage Teen Fall Day (Stork, ASCAP) (2:25), REBILD 591

RUTH BROWN—Cry a Little Closer (Froggins, BMD) (2:30)—I Love Him and I Know It (Premier, BMD) (2:35), DECCA 1669

DON GARDNER—Ready Love You (Baby) (Don Don-Breit, BMD) (2:15), JUBILEE 5482

CLAUDINE CLARK—The "Strong" in Me Strong (Dandelion-National, BMD) (2:24), JAMIE 1179

LITTLE JOHNNY TAYLOR—You Wh, I Love (Cherry-Dowry-Mercedes, BMD) (2:19), GALAXY 331

MUSIC AS WRITTEN

MUNICH

Dr. De Mendelssohn Bartoldi of Vox Paris, said a visit to Swiss Elite Special label to discuss the possibility of pressing their records in this factory. Also under discussion was the possibility of Elite Special's Austrian sales company, the Centrocord Vienna, taking over representation of the Mini Vox and Super Majestic labels in Austria. . . . First discussion was held in Switzerland with the new manager of publicity, Mrs. Inge Danica Holubowsky, with Rolf Neumann, general manager of the Deutsche Austrophon Diepholz, West Germany. Miss Holubowsky can be reached at Austrotown—16, Sierich Str.—2 Hamburg 39, West Germany, phone 27 56 56.

Elite Special boss Hans Oestreicher is at present on a business trip through Greece and Turkey and will also visit Moscow. . . . The director of Centrocord Vienna, Helmut Blachof, and Hans Oestreicher Jr. discussed in Paris the extension of the Vogue sales contract for Austria. At the same time, discussions were held in Paris with Ted Mount of President regarding the representation of this label in Austria by Centrocord.

. . . In Holland, the contract for the Elite Special label has been extended with Ineco for two years. . . . Humph Lyttelton and his band guest starred at the Chikino nitery in Berne, Switzerland. . . . Swiss jazz pianist and composer George Grunitz recorded a "Jazz Goes Baroque" for the Philips label. Joining George are Klaus Doldinger, Peter Trunk and Joe Nay. . . . Jane Peters of Edition CODA Zurich returned from Milan after negotiations with Italian music executives. **JIMMY JUNGERMANN**

DUBLIN

Millie, whose "My Girl Lollie pop" is showing well on charts, will begin her first Irish tour at Sligo, June 23. . . . New Houston Wells single revives one-time Bing Crosby smash, "Galway Bay." . . . Lonnie Donegan arrived for a ballroom tour and guested on Televis Eireann's "Pickin' the Pops." . . . With him was Stageite Artists' chief, Peter Walsh. . . . Eileen Reid's "Fallen Star" in highest chart position ever achieved by a local girl. . . . World premiere of Pat Boone's "Never Put It in Writing," held at Dublin's Adelphi. **KEN STEWART**

BULK VENDING news

Northwestern and Fleer Bow Packaged Bulk Gum Machine

MORRIS, Ill.—The Northwestern Corporation here and the Frank H. Fleer Corporation, Philadelphia, jointly announced the availability of a bulk machine to vend specially wrapped confectionery items and 1-cent vend pack gum.

The machine, made by North-

western, is an adapted Model 60 unit which lists for \$18.95. The gum, Fleer's Double Bubble brand, is available through Northwestern distributors.

The two firms have been working on the special dispensing mechanism for nearly a year. According to Ray Greiner, Northwestern sales manager, the company's aim is to offer a national name brand through bulk vending machines by use of individual packaging.

Fleer, which specializes in making nationally advertised bubble gum for the kiddie market, until now had depended on over-the-counter sales.

1,000 to the Box

The new vend pack wrapped gum is 1 1/4 inch by 1/4 inch. The product is packed 1,000 pieces to the box and four boxes to the carton.

Pat Bolen, Northwestern chief engineer, explained that the "vending of a square-shaped item, or one with corners instead of a customary rounded-type gum or capsule item, required the development of a new type two-stage dispensing

mechanism. The gum first drops into one receptacle, then goes into a second chamber where it is dispensed.

"There was also the agitating problem. This had to be adjusted so that there would be no danger of the wrapped item movements of the globe and during the dispensing action," he added.

No Bridging

Bolen pointed out that the two special springs stand upright over the first receptacle to prevent bridging or blocking of the entry point by the package as it falls into place.

The dispensing cycle is the same as in a standard bulk machine. The lower pockets and upper stages stay filled at all times as each dispensing action takes place.

The machine will not take charms. The dispensing wheel is designed to take the single-size product only.

However, Greiner said that a dispensing wheel to handle a gum-charm may be developed.

The units have been field-tested for two months.

Victor Headquarters for
VICTOR
L. C. TOPPER
with Chrome-top lid



\$16

F.O.B. Factory

1c Mechanism
New Large capacity for
1175
BALLS of
100-COUNT
GUM

Call "MUTCH" Today for further information. No matter what your bulk vending requirements might be—MCH can help you!

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

Write for complete list of prices.

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NVA Sees Defeat of Charm-Gum Ban Bill

CHICAGO — The National Vendors Association is hopeful that H.R. 4731, the bill that would ban mixing of charms and confections in bulk globes, will eventually be defeated.

Don Mitchell, counsel to the association, says that bulk op-

erators throughout the country have responded to his appeals that they register strong and immediate protests with House Committee members considering the bill. Mitchell says, the volume of mail to congressmen has surpassed his expectations and should have a salutary effect.

NVA is also waiting for a date for its conference with the Internal Revenue Service. The association is seeking a ruling from the chief of the Excise Tax Division exempting trinkets vended in capsules, intended for use by children, from the 10 per cent Federal Retailers Excise Tax on Jewelry.

The only ruling on the subject is a recent one concerning an over-the-counter sale of a child's cosmetic set, which held that part of the sale was subject to the tax. NVA has held that bulk vending merchandise is not real or imitation jewelry, but are toys or trinkets for use by children and, as such, should be exempt.

Bulk Banter

Pacific Patter

Sheila Zola, wife of Eugene Zola, attorney and secretary-treasurer of Western Vending Machine Operators Association, appeared recently on "Your First Impression," an NBC television. The coast-to-coast show is in color. . . Ernest Hernandez was a visitor to Acme Vending from Baldwin Park, where he recently bought a new home. He was accompanied by his daughter.

The friends of Eugene Bailey will be happy to learn that his daughter is recuperating following a recent operation. . . Art Vogel has bought a route and is expanding his operation. . . Ron-Barokoff is recuperating (Continued on page 66)

100 Attend Eppy Show In Alabama

BIRMINGHAM—More than 100 bulk vending operators from Tennessee, Louisiana, Georgia and Alabama met at the Parliament House Motel here Friday through Sunday (12-14) at a showing sponsored by Eppy Charm Inc. George Eppy was the host.

The following operators were presented awards: Roland E. Roberson, Sylacauga, Ala., a Wollensack movie camera donated by Fleers Gum; Oscar Hogan, Mobile, Ala., a TV set donated by Leaf Brands; J. W. Nielson, Birmingham, four Model 60 bulk vending machines and stand donated by the Northwestern Corporation; Roland Witkos, Dothan, Ala., a Titan bulk vending machine donated by the Oak Manufacturing Company, and Brian Allen, New-

(Continued on page 66)

Northwestern MODEL 60

Try one! You'll quickly agree, it's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and Jumbo ball gum.



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MANDELL GUARANTEED USED MACHINES

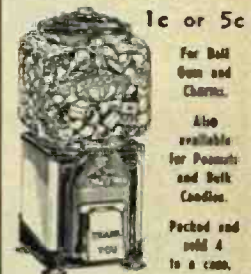
N. W. Model 60, 12 or 18 Balls	\$14.00
N. W. Model 100, 12 or 18 Balls	12.00
N. W. 10-Count, 12 Ball Gum Mech.	10.00
Star Model 250, 12 Balls Gum	14.00
Star Model 250, 18 Balls Gum	16.00
Star Model 250, 12 Balls Gum	18.00
Star Model 250, 18 Balls Gum	20.00

MERCHANDISE & SUPPLIES

Patchette Note, Jumbo Queen	1.39
Patchette Note, Jumbo Queen, 1c	1.39
Patchette Note, Large Thing	1.39
Patchette Note, Young's Girl	1.39
Patchette Note, Shell, Red	1.39
Cashew, Whole	1.39
Cashew, Broken	1.39
Peas, Jumbo	1.39
Spanish Peas, Jumbo	1.39
Spanish Peas, 1c	1.39
Baby Chicks	1.39
Garbanzo Beans	1.39
Brides Maids	1.39
Golden Brides	1.39
Golden Brides, Broken	1.39
Jelly Beans	1.39
Licorice Gums	1.39
1c & 5c, 100 ct.	1.39
Merch-y-ots	1.39
Star-Blo Gum, 72 ct.	1.39
Star-Blo Gum, 100 ct.	1.39
Star-Blo Gum, 150 ct.	1.39
Star-Blo Gum, 180 ct.	1.39
Star-Blo Gum, 210 ct.	1.39
Star-Blo Gum, 240 ct.	1.39
Star-Blo Gum, 270 ct.	1.39
Star-Blo Gum, 300 ct.	1.39
Star-Blo Gum, 330 ct.	1.39
Star-Blo Gum, 360 ct.	1.39
Star-Blo Gum, 390 ct.	1.39
Star-Blo Gum, 420 ct.	1.39
Star-Blo Gum, 450 ct.	1.39
Star-Blo Gum, 480 ct.	1.39
Star-Blo Gum, 510 ct.	1.39
Star-Blo Gum, 540 ct.	1.39
Star-Blo Gum, 570 ct.	1.39
Star-Blo Gum, 600 ct.	1.39
Star-Blo Gum, 630 ct.	1.39
Star-Blo Gum, 660 ct.	1.39
Star-Blo Gum, 690 ct.	1.39
Star-Blo Gum, 720 ct.	1.39
Star-Blo Gum, 750 ct.	1.39
Star-Blo Gum, 780 ct.	1.39
Star-Blo Gum, 810 ct.	1.39
Star-Blo Gum, 840 ct.	1.39
Star-Blo Gum, 870 ct.	1.39
Star-Blo Gum, 900 ct.	1.39
Star-Blo Gum, 930 ct.	1.39
Star-Blo Gum, 960 ct.	1.39
Star-Blo Gum, 990 ct.	1.39
Star-Blo Gum, 1000 ct.	1.39

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VICTOR
Standard
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Shipping Weight, 46 lbs

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No Read To Dispense
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Stand Rates 10 Only
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Cast Iron Base Weighs
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Easy Assembly
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Including Machine is
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HOTTEST 10c CAPSULE ITEM EVER!!

This Is the Original!
This Is the Best!

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AT YOUR NEAREST KG WAREHOUSE OR DIRECT FROM . . .



Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weights 110.00 to 500.00 in pounds. Springs are precision calibrated. Heavy duty metal base. Glass covered dial protects pointer when in use.

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1/3 Disp. Bel. C.O.D. P.O.B. Ill. V. Distributors, Write for Prices.

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Factory Distributor of Bulk and Ball Gum Products, Machine Pins, Candy Place Vendors, Ballers, Cigarettes and Candy Machines, Sensitive Vendors and Sensitive Merchandise. EVERYTHING THE VENDOR WANTS.

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Carolina Operators Hold Confab

MYRTLE BEACH, S. C.—Some 40 operators from North Carolina and South Carolina met at the Ocean Forge Hotel here Saturday and Sunday (13 and 14) for the quarterly meeting of the Carolina Vendors Association, an affiliate of the National Vendors Association.

Rolf Lobell, Leaf Brands, Chicago, told the operators that the current restrictive legislation and tax structure enacted in Buffalo may be adopted by other New York State communities and in other States as well.

Lobell traced the growth of the National Vendors Association and of the bulk vending industry.

Mrs. Margaret Kelly, Penny King, Pittsburgh, stressed the importance of local associations and their contribution to NVA.

Carmen DiAngelo, Cramer Gum Company, Boston, appraised the importance of the bulk vending industry to the economy.

Herb Goldstein, Oak Manufacturing Company, Los Angeles, told the operators to emphasize product and service rather than commissions.

Bob Guggenheim, Karl Guggenheim & Company, New York, discussed tax problems.

Leo Leary, chairman of the NVA membership committee, presented a plaque to Lee Smith, Smith-Regal Vending Company, Charlotte, N. C., for winning the NVA membership drive for the third straight year.

Leary also explained the proposed congressional bill which deals with the mingling of charms and collections.

Discussed at the business session was the new health code problem in Tennessee and the importance of improved sanitation.

Bob Guggenheim warned of the coin shortage and of the possibility that supermarkets would issue scrip.



CAROLINA BULK VENDING OPERATORS attend the Carolina Vendors Association meeting in Myrtle Beach, S. C. Seated at the table in the top photo are Leo Leary, Leaf Brands; Herb Goldstein, Oak Manufacturing; Carmen DiAngelo, Cramer Gum; Mrs. Margaret Kelly, Penny King, and Rolf Lobell, Leaf Brands. The speaker is Lee Smith, Charlotte, N. C.

NVA Seeks Exemption From Jewelry Taxes

CHICAGO — Don Mitchell, National Vendor Association counsel, said that NVA is trying to get a ruling which will exempt trinkets and charms in capsules from the 10 per cent federal jewelry tax.

The matter came to a head when the U. S. Internal Revenue Service ruled that toy jewelry sets were liable for the tax.

Mitchell has been advised that the IRS would attempt to enforce the tax on capsule items. He said that NVA now seeks a meeting with Bernard Fischgrins, excise bureau tax chief, for a clarification.

NVA maintains that capsule items are not jewelry but toys.

He noted the ruling on binoculars which holds that toy binoculars which may be identical to the actual product are exempt from the tax, while regulars are not.

KING KOIN

Send for Brochure and Prices

The only bulk vendor with an improved coin slot that rejects poker chips, cardboard, etc. Attractive diamond design front—triple chrome plated for appearance and durability. Weatherproof, novel lock seal and many other features to protect merchandise from water. Finished in red acrylic baked enamel—other colors available.

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Eastern Sales, Manny Greenberg
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Guggenheim Has Greasy Kid Stuff

NEW YORK — The ubiquitous TV commercial phrase, "greasy kid stuff," is the basis for the latest charm from Karl Guggenheim, Inc., Jamaica, N. Y., manufacturer. The item is an orange-colored plastic bottle with a label clearly identifying it as greasy kid stuff brand. Multi-colored labels for globes come free with orders.

Eppy Debuts 5 New Troll Capsules

NEW YORK—Eppy Charms, Inc., this week introduced five new Trolls for capsule vending. They are the Ballerina, Cotton Top, Mr. Troll, Hair Fringe and Pom-Pom.

Ballerinas are costumed and dressed in baller skirt and hat in 10 assorted colors.

Pom-Poms come in two or three-color combinations, while Hair Fringe Trolls have rayon hair and come in eight colors.

Mr. Trolls feature colored hair, and Cotton Tops are white and can be twisted into different hair combinations.

All told, 50 color combinations are available.

Eppy also released three new 1-cent charms—Yogi Trick/Top, two-color yo-yo's, an imported metal adjustable ring mix, and Gold Strike Mix, an assortment of 175 gold charms.

New filled 5-cent capsules include the Hidden Ball Trick, a 42 Ring Mix and Super Import Rings.

New 10-cent filled capsules include Bouncing Piggy, Smashed Fingers, Metal Tools and Soft Loveable-Pet Animals.

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NEW SELECTORAMA
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Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, 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.

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ROCKET CHARMS
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Five big assortments . . . all items specially designed, plus rings with inserts, for 5c Rocket Vending.

FREE Illustrated Sheets on all Rocket Charms, Rings and Bulk Charms.

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World's Largest Selection of Miniature Charms

10c ATLAS MASTER Capsule Vendor

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Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, 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 details, color circular and prices, or contact your distributor.

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COIN MACHINE news



MOA REPRESENTATIVES held a lunch meeting recently at the Sherman House, Chicago, heard a report on plans for the October convention and inspected the exhibit area at the Sherman. Left to right: Fred Granger, MOA managing director; Lou Casola, MOA president; J. Harry Snodgrass, MOA director, Albuquerque, N. M.; Nick Biro and Ed Barnes, Billboard; Bob Slifer, National Coin Machine Distributors Association; Lee Brooks, Cash Box; and Clint Pierce, MOA director, Bradhead, Wis. The empty chair was later filled by Jack O. Bess, MOA director, Richmond, Va.

New Contract Forms Protect N. Y. Ops

NEW YORK—Some 75 operators from the metropolitan area met at the Holiday Inn Motel here Tuesday night (16) at a special meeting of the Music Operators of New York (see separate story).

Ted Blatt, MONY counsel, told the operators that new contract forms are available and that these forms protect the operator against live music and cinema-type juke boxes.

He explained that one opera-

RED TAPE OUT AT MONY MEET

NEW YORK — Al Denver, president of the Music Operators of New York, likes to get to the heart of the matter. At the recent MONY meeting, he opened with the following statement:

"It is customary to open with the reading of the minutes of the last meeting, and it is also customary to dispense with the reading. All in favor say 'aye.' The motion is carried."

In less than one minute, MONY members were discussing more important matters.

Casola Asks Support in Fight to Stop Celler Bill

CHICAGO — Lou Casola, president of MOA, will write an open letter to music operators for publication in trade journals. It will stress the urgency of the copyright legislation situation.

Casola feels that many operators may not realize that this is the first time in the 14-year history of attempts to pass such legislation affecting the coin-phonograph industry that a bill has been reported out of committee in the House of Representatives.

tor had been hit by a location owner for money to make alterations. The "alterations" turned out to be a bandstand for live music weekends and a partition which left no room for the game.

With the advent of coin-operated cinema juke boxes, Blatt said that locations under contract to juke box operators could install a motion picture machine in competition to the music machine. The new contract form, he explained, gives the operator exclusive rights to all machines which play music in any form.

Ben Chlefosky, MONY business manager, told the operators to make sure that all their machines carry proper identification, including name, address and phone number.

Also discussed was the possibility of solving the mechanic shortage by working with the New York State Office of Manpower Development in setting up a mechanic's school. The course would consist of an unspecified number of 30-hour weeks.

MONY members discussed gerrymandering location owners as associate members so that the rolls

(Continued on page 66)

Columbia Move Major Step In Solving Stereo Dilemma

• Continued from page 1

In addition to the six little LP's, two singles have been taken from each album and six 33 stereo singles are being released simultaneously.

None of the singles, however, duplicate any of the material contained in the little LP's.

Gene Weiss, Columbia executive in charge of the program, said he feels album exposure on juke boxes should do much to stimulate the sales of 12-inch LP's over the counter.

"I consider juke boxes second only to disk jockeys as an exposure medium," he said.

Sell by Eye
Weiss also pointed out that the display of four-color reproductions of the albums on juke boxes will enable the label "to sell by eye as well as by ear" on juke boxes.

The special Columbia packaging of the stereo singles and little LP—which is available to other labels—is geared for the juke box operator's needs.

Both the stereo singles and little LP's come in a double-faced merchandise folder which features a full-color, seven-inch-square album reproduction on one side.

The reverse side contains three 1½-inch-square full-color album reproductions and 10 title strips.

Each component on the folder is perforated so that it may be removed and placed on the machine.

Easy for Operator
Thus, the juke box operator is able to get his display panels and title strips merely by tearing them off the jacket. The folders are packaged in transparent polyethylene bags.

According to Weiss, the one-stop is the key to the success of the program. He emphasized that none of the Columbia releases will be available in either 45-r.p.m. or in monaural versions.

When the one-stop has an option, he added, he will stock

SEEBURG NAMES LONDON, W.S. WMS. OUTLETS

CHICAGO — The Seeburg Corporation has named its New England and Florida distributors as outlets for the firm's newly acquired game line. The S. L. London Company, with offices in Jacksonville, Miami and San Juan, P. R., will cover Florida and Puerto Rico. The W. S. Distributing Company, with headquarters in Boston, will cover all New England except Connecticut. Previous distributors were Bush International in Florida and Trimouth Automatic Sales in Boston. Most of the Williams distributors at the time of the Seeburg purchase were not Seeburg distributors. No announcement with regard to the other distributors has been made.

use monaural in preference to the stereo releases.

Weiss feels that the one-stop will set up adult stereo departments with displays and floor browser units.

As the operator builds up his adult programming library, Weiss said, he will be able to feature c&w, folk, r&b and various other types of specialized packs for individual locations.

Victor Reaction
Ray Clark at RCA Victor said that while his label has been producing custom little LP's and stereo singles for Seeburg and the MOSS program, it has also made the product available for the label's distributors.

Clark said that some of the custom material had wound up in one-stops through the distributors, but the great bulk of the product was sold through juke box distributors.

He added that RCA regards the juke box manufacturers the same as national distributors when they order records. Clark indicated that Victor is giving serious consideration to releasing adult stereo material aimed primarily at its own distributors.

Mercury Will Study
Irwin Steinberg, Mercury executive vice-president, said his label will continue with its custom deal with Seeburg and will "study carefully" the Columbia development.

ABC-Paramount's Larry Newton said, "We'll watch this move with interest—and if the market develops, we'll jump in."

Columbia plans to follow up its initial releases with others,

but no definite release schedule has as yet been set.

If the practice of releasing special juke box operator stereo material through record distributors develops, it will get the juke box distributors off the hook.

Distributor Attitude
While juke box distributors currently sell adult stereo records, they don't care much for the idea. They do so because it helps sell phonographs and because the factory encourages them. If the same product were available in adequate supply and variety from one-stops, they'd be a lot happier.

Record manufacturers have been loath to produce stereo singles without firm orders. But the demand on the part of juke box operators has now reached the point where the production of adult stereo singles seems a good gamble.

Also, the album reproductions will list the 12 bands on the 12-inch album, even though the little LP contains only six bands. This is calculated to spur the sale of the 12-inch album at the retail level.

The Columbia program is geared to the juke box operator exclusively. Neither the stereo LP's nor the stereo singles will be available to the consumer.

The basic problem, of course, is not the speed of the stereo, although the latter is important. It is adult music refined to the simplest terms, most juke box locations are bars which serve adults. And it simply doesn't make any sense to have teenage music predominate in the majority of these stops.

Vote Switch May Doom Juke Box Royalty Bill

• Continued from page 1

Earlier this week, Mrs. St. George made the following statement:

"My Committee on Rules met today (June 10), to consider H. R. 7194, commonly known as the Juke Box Bill, which would permit assessment of coin-operated machines for copyright purposes.

"I have had a great many protests from constituents to the effect that this bill as presented has never been the subject of hearings by Congressman Celler's committee, which reported it out.

"Also in opposition to the bill are those who are restricted to TV viewing through coin-operated machines, as there appears to be no protection even for those limited to this type of TV reception in private homes.

"As the opponents of this bill who wish to testify on this proposal were not heard today because of time limitations, further consideration of the bill was postponed to a later, indefinite date.

"In today's Rules Committee session I presented these very legitimate criticisms of the bill, as I shall, of course, do in any subsequent hearings we hold on the subject."

Mrs. St. George's references to TV deal with pay-TV units; both public and private. She feels they would be covered by the measure. Her statement accompanied a letter sent by the New York Republican to Lou Werner, counsel for the New York State Operators Guild.

Denver said that New York operators will continue their campaign to dissuade their local congressmen from voting for the measure.

Denver said that if the Celler Bill passes, ASCAP would probably demand at least \$25 per machine per year, and BMI would seek the same terms. SESAC, he added, would also collect performance royalties.

Denver charged that ASCAP fees are always increased from year to year and that eventually the fees would be large enough to wipe out all but the prime locations.

Local Talent

Stories in the current issue tell of efforts local operators are making in promoting local recording artists. As a rule it works out both ways—for the artist and for the operator.

One veteran colman, John Bilotta, Newark, N. Y., for years has been a Western New York evangelist of this practice. Bilotta knows most of the local favorites in the Syracuse-Rochester area, and whenever one of them releases a record, he attempts to get local operators to schedule it.

There is a lot more to juke box programming than watching the charts, listening to location requests and taking advice from one-stop operators.

These measures all contribute to successful programming, but often they are not enough.

Programming is a highly personal matter. While not everybody likes the same music, certain sections of the country lean toward one type of programming, and individual locations may be strong toward certain categories.

The job of the music machine operator is to reconcile national, local and individual location preferences and come up with a musical menu that will bring in the top dollar.

One way of achieving this goal is to cater to purely local tastes. The Four Flashes may not be an act to conjure with nationally, but if the group is big in Pocatello and if the group makes a record, then the Pocatello juke boxes should have the record.

Most areas of the country have local artists who've never made it nationally, but who draw good followings in their communities.

The intelligent programmer will take full advantage of these local artists and uses their records whenever he has the opportunity.

Local Artists Register With Calif. Operators

By SAM ABBOTT

LOS ANGELES—Lyn Dahl, who handles promotion and programming for Associated Coin Amusement Company, Inc., Oakland, has found that it pays to push local artists.

As ACA operates extensively in an area of approximately 50 miles around Oakland and has more than 400 music machines, Miss Dahl has ample opportunity to exploit local talent.

Currently, Bobby Freeman on

Autumn Records is going well with his "Come On and Swim." This is a repeat for Freeman for about two years ago he hit with "Need Your Love" and "Shimmy, Shimmy."

Jim Burget on the Oro label is well known in the Modesto, Calif., and Lake Tahoe areas. She programs his tunes in these areas to appeal first to his many friends and then the general market.

Geraldi Popular

Vince Geraldi on Fantasy, a San Francisco label, has scored with "Cast Your Fate to the Wind." Bola Seta, another Fantasy recording artist, has crossed with his jazz guitarist renditions. He often records with Geraldi, giving the record a double chance to be played.

Miss Dahl scored with "I Believe," recorded by Dick Stewart, a television personality, on Gold Span records.

Also well known in the area is Rusty Draper, who now lives in Carmel on the Pacific Coast. He makes club appearances in the area and his records are sure shots for plays.

Miss Dahl follows the local artists and programs them as (Continued on page 66)

Ill. Coinmen Meet Sunday

CHICAGO—The Illinois Coin Machine Association will meet 2 p.m. Sunday (28) at the Morrison Hotel here.

A directors meeting at 1 p.m. will precede the regular meeting, at which a representative of the record manufacturers will discuss the future of little LP's in the coin phonograph field.

Les Montooth, ICMA president, invites operators to visit the association's hospitality suite on Saturday night (27).

New England Operators View New Seeburg Line

BOSTON—More than 125 New England operators attended the showing of the new Seeburg phonograph line at the W. S. Distributing Company, Lincoln Street, Abiton. A newly decorated showroom was ready as host Bill Swartz greeted the guests. Hosting for the company were Len Sneller and John Colgan of the sales force, and Bob Green, service manager, as well as 35 staff members.

Representing Seeburg were Marc A. Lefebvre, newly appointed vice-president in charge of field operations; Frank Pinneran, regional vice-president; John Ford, special representative for the Eastern area; Henry Jones, field engineer, and Myer Parkoff, Atlantic Distributing Company, New York.

Regional showings are planned

within the next two weeks in Providence, R. I., Burlington, Vt., and Augusta, Me.

Among operators attending were Al Dolins, Hyannis, Ralph Lackey, Karel Music, Milton; David J. and Sam Baker, Israel Spector and Al Robbins, Melo-Tone Music Company, Somerville; Al and Mike Coulter, Worcester Music Company; Alan Levine, Advance Coin, Boston; Rudy LaForest, Woonsocket, R. I.; Leo Glosband, Lynn; John Alonzo, Providence, R. I.; Tom Libbey, Haverhill; Jack Ruben, Joy Enterprises, Boston; Arthur Strahan, Mohawk Music Company, Greenfield; Peter Pompeo, Milton; Anthony Joseph, Providence, R. I.; Donald Foote, Hanover, and Al Yorkowicz, Amherst & York, Randolph.

Local Artists Rake In Coin for Memphis Juke Box Operators

By ELTON WHISENHUNT

MEMPHIS—Four local records artists are assured of a big local sale and coverage on practically every juke box in the area when they come out with a single even if the tune doesn't hit the national hit charts.

They are: Willie Mitchell; 34, under contract to Hi Records, an arranger and composer. He and his combo, the Four Kings, play nightly at the local Manhattan Club.

Charlie Rich, 32, who records for Groove, also a musician, singer and composer.

Bobby Wood, 23, under contract to Joy Records, who has had three singles out in the past year or so and has had tremendous play locally on all.

Gene Simmons, 26, a singer whose recent first single for Hi Records was the biggest hit locally around here in years. It was "Haunted House," and local juke boxes are still getting good play on it.

Three have already had a single to creep up above the 100 mark on the national charts, but never one to set the industry afire with what can be called genuine hit.

"Sunrise Serenade"

Willie Mitchell did it a year or so ago with "Sunrise Serenade," a unique arrangement which had a double beat from the rhythm section backing a piano melody. The disk brought good sales throughout the country as well as locally, said Hi Records President Joe Cuoghi.

Mitchell has also had big local play on "The Crawl," "Percolatin'" and his current "20-75." Mitchell plays piano and trumpet.

Charlie Rich had a whole flock of local hits while recording for Sam Phillips' Phillips International Records Company, a subsidiary of Sun Record Company.

Some of them were "Caught in the Middle," "Everything I Do Is Wrong," "Who Will the Next One Be?" "Sittin' and Thinkin'" and "Lonely Week Ends."

Rich plays piano and sings. He writes most of the tunes he records. His records always got big play locally and in this area.

But he was discouraged that he wasn't making it nationally.

Groove Artist

So when his contract with Phillips expired a little more than a year ago, he signed with RCA Victor, who began recording him on their Groove label. One of his first for them, "Big Boss Man," edged up above the 100 mark on the national charts, but he hasn't hit anything real big yet.

Bobby Wood has had three tunes in the past year or so and all have been a top disk locally. They were "I Still Hurt Just the Same," "Do Darlin'" and "If I'm a Fool for Loving You," a current single which is bubbling (Continued on page 66)

Local Groups Offer Milwaukee Potential

By BENN OLLMAN

MILWAUKEE—Local rock 'n' roll band talent offers much potential to operators if disk jockeys and distributors would give the sides enough backing, according to one industry source. Several popular groups in the area have appeared with numbers that could easily have racked up more coins had they continued to receive air play or stronger promotion.

There has never been a Milwaukee-based disk to hit strong nationally. Past sides by the

Legends and the Royal Lancers failed to break across the country although they scored heavily in the area.

Current Milwaukee best sellers like Paul Steffen's "Cry Angel Cry" on Cite and "What to Do," with Sam McCue on Flight, and various recent singles by the Citations on Sara, the Pharaohs on Cucca, the Vantels on Cite, and the Mojo Men on Tide offer many chances to really break across a larger market, and at the same time to improve local sales and juke box play.

Iowans Strong on Local Talent

By JEAN HOLMSTRAND

DES MOINES—One-stops here report Iowa operators are picking up local talent disks with enthusiasm. One of the groups getting action from juke box operators is the Leo Greco band of Cedar Rapids, a Western dance band that records old standards on the Lode Star label. Hits on the Greco ledger include "Hot Lips," "Sugar Blues" and "South."

Jimmy McHugh and his combo, who entertain Iowans nightly at a Des Moines supper club, entertain juke box listeners with McHugh's composition, "I Don't Want Everything," on the Success label.

The Escorts, Ely, Ia., have operators going for their "The Wobble Drum" and "On Top of Old Smokey" on the Freddie label. "The Wobble Drum" is a rock 'n' roll novelty take-off of Rolf Harris' Australian wobble board. The Escorts play the wobble board with drumsticks.

Granger to Visit W. Coast Labels

CHICAGO—Fred Granger, MOA managing director, will visit California next month to solicit West Coast record manufacturers' participation in the October MOA convention here. Granger recently made a similar trip to New York.

A survey, still incomplete, shows that sentiment among operators is running two to one against holding the 1965 convention elsewhere than Chicago. Granger says: The idea of moving the show originated because of NAMA's intention of holding its 1965 conclave in Miami.

ou Boogie." This recording was made a number of years ago and just recently released, but it's taking off with Iowa operators.

Another Des Moines edw recording artist is Don Buck, who, as Don Bach, had a national hit with "Cheyenne" on the Top Rank label and is now cutting for the Cardinal label. Buck has just released "Forty-Hour Week," which local operators think will get its fair share of juke box play.

Recent STEREO RELEASES for Music Operators

- SEEBURG LITTLE LP's
 - Pop Vocal THE MILLS BROTHERS—Gems & ... Dot
 - Pop Instrumental FLOYD CRAMER—Country Piano-City Strings ... RCA Victor
 - Jazz/Rhythm & Blues WES MONTGOMERY—Full House ... Riverside
 - Folk Music CLANCY BROS. AND T. MAKEM—The First Hurrah! ... Columbia

SEEBURG ARTIST OF THE WEEK NAT KING COLE—Let's Face the Music Capitol (Pop Vocal)

All titles listed are custom 33 1/3 three singles packaged for the juke box operator. Other packages or record companies may get weekly listings of their product by sending notices to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

Local Talent Gets Mixed Results in Kansas Town

HUTCHINSON, Kan.—An average of four local artists a year are programmed by Hutchin-son, Vending Company, with mixed results. Nevertheless, the firm's general policy is to continue further programming of local talent, reported Alfred Bishop, route collector and program director.

"You never know when a new performer's record will really take off, and we like to give them a lift if we can," said Bishop.

"We try local talent if the artists furnish their own recordings. It's no expense to us. It's no burden, either."

Some outstanding exceptions have made up for some past poor showings, Bishop said.

When Patti Page's first recording came out (Mercury label) the performer's sister was living in Hutchinson.

"When we found out her sister was here we used up almost all Miss Page's recordings after that," Bishop said. "Miss Page

went over with a bang after she made three or four more records. We bought those first recordings—about 1945—though our policy now is not to buy local talent disks."

Dick Stout, Partridge, Kan., showed generally fair results with his "Heartsick Avenue" on the Fable label. Bishop programmed it a month ago. "Some places played fairly good, some places didn't," Bishop said. "There's no way of knowing what a local record will do. By and large, local artists haven't been profitable for us. If local artists bring their records in, we put them on more or less as a favor to them. But as I said, you never know when one will really take off."

A couple of years ago Bishop bought some Norman Lee records. Results were "very good." Lee is a Wichita, Kan., resident. Bishop used Lee's "Slappin' Clarinet" backed with "Jealous" on Mercury and "Locha Hum-bum" on Marion.

Federal Court Takes Over on Moore Action

NEW YORK—A story in the June 13 issue of Billboard, which said that a suit filed by the Sandy Moore Manhattan Corporation against the Wurlitzer Company had been vacated in New York State Supreme Court, is incorrect, according to Attorney Frances Mechtia.

Miss Mechtia, counsel for Moore, said the suit had been transferred to the U. S. District Court, Southern District of New York, and that it is still active. She added that the New York State action is "quietest."

Moore, a former Wurlitzer distributor, is suing Wurlitzer for \$1,879,990, claiming the manufacturer had agreed to assume his credit losses in 1958 and 1959.

Wurlitzer, in turn, has been attempting to recover money allegedly owed it by Moore.

Wild West Theme for Gottlieb Bonanza Pinball



BONANZA

CHICAGO—Bonanza, Gottlieb's new two-player pinball game, has a colorful backglass of cowboys and cowgirls setting its Wild West theme.

A "play-maker" "Center Bank" feature relays the ball to the top of the playfield. Making top rollovers or midfield targets lights, the center button, bottom rollovers and pop bumpers, for high score.

A running light rollover feature scores up to 50 points. A center button scores 100 points and resets numbers one through four.

Other Gottlieb features on Bonanza include a match feature, stainless cabinet trim, three or five-ball play, playboard auto-clamp and the firm's "Hard-Cole" playboard finish. The cabinet is colorfully decorated in red, white and blue. Twin chutes are standard.

Wash. Official Declines Opinion On Payout Policy

SEATTLE — State Attorney Gen. John J. O'Connell declined to give an opinion on the legality of Seattle's return to a tolerance policy on payout machines.

"Under the laws of this State, matters of this kind are matters of local autonomy."

"The attorney general has no law enforcement authority in the cities and counties of this State," he noted.

After a 1949 State Supreme Court ruling that pinball machines payoff are gambling devices prohibited by State law, the State Tax Commission ruled that pinball operators who converted their machines into purely amusement devices without a payoff would have taxes on the gross income from the machines reduced from 20 per cent to 0.5 per cent, the State business and occupation rate in effect at that time.

A spokesman for the tax commission said the rate against the pinball machines will be 20 per cent of gross, the rate applied against mechanical devices with an element of skill involved.

The State's revenue from pinball operations dropped from \$1,686,698 in 1962 to \$945,393 in 1963, largely as a result of Seattle and other cities clamping down on their operation, it was reported.

The peak came in 1949, prior to the high court decision, when the State collected \$6,252,000 from pinball operations.

United Bows New Bowler



THUNDER

CHICAGO—Thunder, a new bowling alley by United Manufacturing Company featuring a new look achieved with color and redesigned back glass and indicator glass, was unveiled here last week.

The game, resembling United's Tornado model, has flash bonus, bonus, dual flash, flash and regulations scoring. The four-reel system includes the regulation three-reel.

Detroit Operators Cash In On Local Record Artists

By HAL REYES

DETROIT — A significant number of local juke box operators are boosting their takes by the judicious programming of artists who are obscure nationally but who are building a fair following here. In many instances these artists have made some reputation in local lounges.

Ronald Rogers of the Angoff Distributing's one-stop makes a point of stocking and presenting to his operator-customers the disks of various local artists as each comes out. One result is a modest steady patronage—local customers who are sure to give each new number by the same artist a good tryout at the least.

Ethnic appeal is important, with prime appeal to Negro and Polish locations. This is a natural here in view of the leading racial components of the population. Individual operators have

found more exotic national or racial favorites, but these tend to be concentrated in a few spots or a small neighborhood.

Currently there appears to be a lull in the development of leading favorites. Thus, John Kaplan, head of Jay-Kay Distributing Company, a division of the big Handleman organization, finds no outstanding leaders in this category, but Ted Schlesinger, sales manager for Jay-Kay, notes that "Detroit may be a little quicker than other markets on reactions," accounting for an early peak and rapid turnover.

This is confirmed by the summary of Thomas Mutter, head of the Consolidated One-Stop, that local leaders are considered early for bigger possibilities, and "as soon as they sell here, a major company buys up the masters and they are sold nationally."

Typical in a different way is

Mid-South View New Operators Seeburg

MEMPHIS — Sammons-Pennington Company, Seeburg distributor, exhibited the new phonograph model to Tennessee and Kentucky operators at a showing at its Nashville branch Friday and Saturday (13-14).

The showing followed a two-day open house at the company's main offices in Memphis, at which Arkansas, Mississippi and West Tennessee operators viewed the new machine.

Edward Claffey, vice-president of the Seeburg Corporation and

sales manager of the phonograph division, came from Chicago for the Memphis showing, along with John Nevell, of Seeburg's sales division.

Ronald Thomas, manager of Sammons-Pennington Company branch operation at Nashville, also attended with his wife.

Operators who attended were:

From Mississippi: M. B. Rowan, Rowan Amusement Co.; J. P. Seale, Holmes Music Co.; Vernon Vandervander, Red's Music Co.; John Haley, John Haley Music Co.; J. W. Butler, Clarkdale Music Co.; Charles Lavene, Lavene Music Co.; Mr. and Mrs. Harly Creekmore, Cleveland Music Co.

From Tennessee: E. C. Johnson, Johnson Music Co.; Thomas Lester, Lester Music Co.; Chester Richardson, Chester's Music Co.; Dominic Fratesi, Dixie Amusement Co.; Cliff Collins, Crystal Amusement Co.; James L. Kyle, Kyle Music Co.

From Arkansas: Cy Puckett, Puckett Music Co.; Lynn Kerr, Delta Music Co.; Eugene Bullard, B. J. Music Co.; Dave Brasell, Brasell Music Co.; Charles Shive, Yazoo Novelty Co.; Earl Holzlander, Paul's Novelty Co.

From Florida: Mr. and Mrs. Robert Kirspel, Kirspel Music Co.; Mr. and Mrs. A. B. Cassinelli and sons Bobby and Drew, Little Rock Amusement Co.; Mr. and Mrs. Charles Wilcox and Mr. and Mrs. Tim Massinelli, Wilcox Amusement Co.

Nathan Wheelless, Service Music Co.; Lloyd Barber, B & C Music Co.; Robert Coe, Coe Music Co.; C. E. (Tuffy) Tolliver, Tolliver Music Co.; James Wilson, Strickland Music Co.; Joe Michie, Gay Music Co.; Elmer Wornack, Wornack Music Co.; Pete Gurley and Jimmy Willis, Ace Music Co.

Charles Cole, Melody Music Co.; Billy Simpson, ABS Music Co.; Don Mahouze, Twin City Amusement Co.; Thomas Sinclair, Crown Music Co.; M. L. Armstrong and John Gilbert, Armstrong Amusement Co.

From Tennessee: R. L. Snow, Snow Music Co.; Albert Uitz, Fosythe Music Co.; Neal Conder, Lexington Music Co.; Mr. and Mrs. C. E.

(Continued on page 66)

N. Y. Operators Get Look at New Seeburg

NEW YORK—Local juke box operators got their first look at the new Seeburg line at Atlantic-New York's headquarters here Tuesday (16) and later in the day at a special showing at the Holiday Inn Motel.

On hand from the factory were Frank Finneran, vice-president, and John Stuparitz, field service engineer. Greeting the operators were Meyer Parkoff, Atlantic-New York president; Oscar Parkoff, Atlantic-New Jersey president; Murray Kaye, Atlantic-New York sales manager, and Steve Quilan and Gordon Howard, Atlantic-New York sales executives.

The Holiday Inn showing preceded the meeting of the Music Operators of New York that evening. Atlantic-New York had six new Seeburgs on the premises and played host at a cocktail hour.

Guests at the showing included Milla McCarthy, president of the New York State Coin Machine Association; Mike Mulqueen, president of the New York State Operators Guild; Carl Pavoni, president of the Westchester Operators Association; Al Denver, president of the Music Operators of New York; Jack Wilson, Newburgh, N. Y., and Lou Werner, counsel for the NYSOMA and NYSOG.

Cinebox Bows In Hong Kong

HONG KONG—Cinebox, the Italian-made cinema juke box, was demonstrated to businessmen from Japan, the Philippines and Hong Kong, at the Hong Kong Hilton here recently by executives of Societa Italiana di Fonovision of Milan, producer of the machine.

A team of Cinebox representatives, headed by P. De Vanharasz, arrived in Hong Kong from Australia and were later joined by George Cominos, world president of the Junior Chamber of Commerce, who is also business adviser to Cinebox.

Also in town at the same time was David Landa, legal counsel for the organization.

Cinebox has been in production for three years and is now being used in 24 countries.

The Cinebox executives are seeking a distributor for Hong Kong and Macao.

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EUROPEAN NEWS BRIEFS

Serenade Success

BINGEN, West Germany — N.S.M.'s Serenade juke box production has been boosted 50 per cent, but output still lags behind orders.

Loewen-Automaten, the N.S.M. sales organization, is using the success of the Serenade to build a strong position in the British market.

Shipments to England have become so heavy that Loewen has dispensed with individual orders and is consolidating shipments in five-ton Mercedes trucks which travel from the plant at Bingen direct to Britain under customs seal.

The trucks are loaded aboard the English Channel ferry by crane and unloaded in Britain.

Law Gets Law

LONDON—Peter Law, former managing director of the bankrupt Reading Automatic Machines, Ltd., has been sentenced to six years' imprisonment by the Assizes Court at Berkshire. Law, 43, was found guilty of having defrauded finance companies of over \$200,000.

Kenneth MacLennan, former sales manager of Reading Automatic Machines, was sentenced to five years' imprisonment on similar charges. Four other defendants were acquitted.

German State Tax

DUESSELDORF — The German Taxpayers Federation has appeared as an unlikely champion of coin machines in the operators' battle against a special state tax.

North Rhine-Westphalia, which includes the industrial Ruhr and is West Germany's biggest coin machine operating area, is abolishing the State amusement tax.

The Legislature, however, is toying with the idea of enacting a special amusement tax applicable only to phonographs and games, including payouts.

Most tax experts claim the proposed legislation is patently discriminatory and therefore in violation of the Constitution. The Taxpayers Federation opposes the coin machine tax on the grounds that the general amusement tax failed to curb the operation of payouts (which the Federation claims is desirable in the interest of youth), and a new tax would be no more effective in this respect. The Federation has nothing against phonographs

and sees no reason to penalize them in relation to other forms of non-coin-operated amusement.

French System

NICE, France — Inflation is engulfing French operators simply because cafes and bistros are raising their aperitif prices.

Taxes are levied on coin machines in France by local areas, and most of these local areas base the tax on the size of the establishment where the equipment is placed and the price of its aperitif.

This makes the French operator the captive of the location in a literal sense. Riviera bistros have hiked aperitif prices three times within the last year—and taxes have escalated in step.

German Exports

WIESBADEN, West Germany—The Federal Statistical Office reports that West Germany exported in the fourth quarter of 1963 coin machines with total value of 10,090,000 Deutschmarks, including phonographs valued at 2,000,000 Deutschmarks, games and payouts valued at 4,000,000 marks, and vending machines worth 4,000,000 marks. Imports in the period totaled about 12,000,000 marks, including phonographs valued at 3,750,000 marks, games for 6,000,000 marks (60 per cent from the U. S.), and vending equipment for 2,180,000 marks. (A mark is worth 25 cents in U. S. currency.)

Sutherland Distrib Is Named by Seeburg Co.

CHICAGO—W. F. Adair, executive vice-president, sales and distribution of the Seeburg Corporation, has announced the appointment of Sutherland Distributing Company, San Antonio, as a franchised distributor in Southwest Texas.

David and Bill Sutherland, president and vice-president, respectively of Sutherland Distributing, bought the assets of E. J. Nichol and Company, San Antonio, and have retained Buddy Nichol as general manager. Sutherland is the Seeburg distributor in Kansas City, Mo., and Oklahoma City, and thus expands its southwestern operations.

David Sutherland announced simultaneously that branch offices would open soon in Corpus Christi and El Paso to make service, parts and equipment inventories available in both areas. Branch manager in Corpus Christi will be coin machine veteran A. C. Schwartz, and appointment of the El Paso manager will be announced later.

Bill Sutherland said that Bill Carr will remain in charge of parts and service in San Antonio, while Phil Davis will move from Kansas City to San Antonio to assist in phonograph sales.

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Operators Can Sell Coins for Premiums

CHICAGO—A national coin shortage, long apparent in the coin machine industry, is starting to be felt in all segments of commerce. J. Henry Snodgrass, board chairman of Music Operators of America, said that operators around the country are being called by commercial coin collectors and banks and being offered premium payments for nickels, dimes and quarters.

Snodgrass noted that in his home town of Albuquerque, N. M., his firm had been offered a \$2 premium for \$500

worth of dimes or \$500 worth of quarters, and a \$5 premium for \$500 worth of nickels.

Snodgrass also cited a California operator who was turning his weekly collections over to a commercial coin collector for a fixed premium percentage. Snodgrass said he wasn't accepting the premium and was instead turning his coins over to a local bank. "It's good public relations," he noted.

He estimated, however, that operators could earn an extra few thousand dollars per year by selling to collectors.

Belgian Coin Machine Tax Laws May Set Standard for Europe

By OMER ANDERSON

BRUSSELS — The Belgian government, pursuant to the coin machine tax law of December 24, 1963, has placed phonographs in the category E, the highest category provided in the tax measure.

This means that taxes on juke boxes are fixed at 3,000 francs for cities of 30,000 population and over; 2,000 francs for towns between 5,000 and 30,000 population, and 1,000 francs for areas with fewer than 5,000 population. (A franc is worth 2 cents in U. S. money.)

Phonographs are the first item of equipment to be assigned a tax category by the Ministry of Finance under the new law. It is expected that the ministry will now proceed to assign all other categories to bingos and nearly all other types of games.

Belgium's tax legislation is regarded by the Continental trade as Europe's major coin machine event of 1963-1964. It is model legislation designed to encourage trade expansion and prosperity by providing a stable tax operating base.

Therefore, implementation of the legislation is being closely observed by the European generally as a pilot measure for possible adoption in other countries.

Pivot Country

Trade tax experts regard the Belgian measure as the most enlightened tax legislation ever promulgated for the coin machine trade. The fact that it was adopted in Belgium, pivot country in the European Common Market, has enhanced prospects for similar legislation covering the entire Common Market area and the six countries it embraces.

The measure, which is under close study for possible adoption in at least three other European countries, has these unique features:

- Coin machines are divided into categories.
- Operating areas are similarly placed in population categories.
- Tax legislation is applied on a natural basis.

Six categories of equipment are established: A, B, C, D, E, and F. Equipment in the highest category (the equipment in this category still to be designated)—Category A in a community of

over 30,000—will be taxed 15,000 francs per machine per year, and equipment in the lowest category (F in a community under 5,000) 300 francs per machine per year.

Jointly Administered

Trade experts regard the Belgian law as technically the best low on the Continent. A notable feature of the measure is the fact that it is to be jointly administered by the finance ministry and the trade.

Equipment is classified by a mixed commission. This consists of three representatives of the Ministry of Finance and three representatives of coin machine trade organizations: Union Belge de l'Automatique (U.B.A.), cafes and traveling carnivals.

The mixed commission reflects the fact that the tax measure is the product of an unusual degree of co-operation between the Belgian government and the trade. The result was a compromise between the exaggerated estimate of tax authorities of the revenue-producing potentialities of coin-operated equipment, and the reluctance of operators to pay any but a token tax.

Sober Estimate

The U.B.A. has taken a forthright attitude toward the new measure: it doesn't claim the tax schedule is a basement bargain, but it defends the schedule as "realistic and something to be lived with." This sober estimate is shared by the European trade as a whole.

Trade sources here discount as "sheer fantasy" suggestions from U. S. export-import trade circles that the Belgian tax schedule on certain items of equipment can be reduced sharply. (Continued on page 66)



KUERT FOERSTER, right, Automatenbau Foerster, Nuremberg, Germany, visits L. T. Patterson, president of L. T. Patterson Distributors in Cincinnati. Foerster, a game manufacturer, has 110 employees in his two West German plants. Patterson is the firm's U. S. distributor. The pair discussed promotional plans, advertising budgets and participation in the Music Operators of America show set for Chicago in October. Foerster plans to have two new games ready for the show.

MOA Asks Local Assns. To Meet During Confab

CHICAGO—The Music Operators of America is inviting all State and local associations to hold one of their business meetings during the MOA convention here Oct. 16.

Coin Operated Industries of Nebraska's decision to hold such a meeting at the Chicago convention prompted Fred Granger, MOA managing director, to invite the other regional associations to do the same. He promises full cooperation in assigning meeting rooms.

Granger is taking this action despite the likelihood that the national session, to be held at the Sherman House, will be a tight squeeze. MOA, according to Granger, is running out of space, and he has scheduled an inspection tour of the exhibit facilities with three MOA officers for Thursday (14).

They are Lou Casola, president, Rockford, Ill.; J. Harry Snodgrass, chairman of the board, Albuquerque, N. M.; and Clinton Pierce, vice-president, Brookhead, Wis.

It is expected that considerable shifting will be necessary to accommodate additional exhibitors.

Jay-Ray Records, as well as Capitol and Columbia, will be among companies represented. Granger has been trying to get more diskeries to exhibit at MOA. This would establish national association as a unifying force among disk manufacturers.

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one stops and coin phonograph operators.

With the cooperation of ROSA, Granger would like to see three-day forums and business sessions at the national convention.

Open House at Martin & Snyder

DETROIT—The Martin & Snyder Company last week held open house at its new place and displayed the new Seeburg models.

"The move to new larger area was required largely by the expansion of the Seeburg lines in order to give us more area for machine display and for service," according to Frank Martin, who heads the firm in partnership with Gerry Snyder.

"We are also moving more heavily into vending distribution. We also operate one of the largest one-stops in this area, which required room for expansion," he added.

The new location is at 13200 West Warren Avenue, Dearborn, about four blocks west of the former site. An existing building was purchased and remodeled to suit the new requirements and provide facilities for growth. It is completely air conditioned and has its own parking lot with space for about 40 cars.

Martin & Snyder are also distributors for Bally games and also the Irving Kaye pool tables.

Protocision to Show at MOA

CHICAGO—Protocision Engineering, Inc., Detroit, will be a first-time exhibitor at the October MOA convention here.

Jerry K. Stein, president of the amusement machine manufacturing company, said his firm would use the occasion to unveil a new unit now being tested.

IRS Agents Confiscate Miss. Gaming Devices

GREENVILLE, Miss.—U. S. Internal Revenue Service agents equipped with a moving van raided six business locations recently and confiscated eight pinball and console-type coin machines which allegedly did not have the \$250 federal gaming stamp.

The machines were owned by phonograph and game operators Pete Manos, owner of PM Music Company; Henry Smith, Smith Music Company; and Edward Morphis, Greenville Music Company.

Agents stored the machines and contents under lock and key in a Greenville warehouse, where they will remain until forfeiture proceedings are brought.

"The government will advise the owners to claim the machines. If there is no response, they can be destroyed."

Valued at \$4,000

Lester L. Furr of Jackson, IRS agent who led the raid, said total value of the equipment was more than \$4,000. It was not known immediately how much money was inside the machines.

The pin games were of the bingo type and the consoles are machines similar to a slot machine type used in Las Vegas casinos, except that it doesn't have an arm to pull down. By inserting a coin in a console, it starts figures turning, and if lined up, a prize of money is won.

Fifteen IRS agents aided by revenue officers from Jackson, Greenville, Greenwood and Clarksdale conducted the raid. Furr said it was determined that the gaming stamp required

by law had not been purchased by the proprietors of the business establishment involved.

Voluntary Compliance

J. C. Martin Jr. of Jackson, district IRS director, said the raid was conducted to obtain voluntary compliance with IRS laws and to serve notice his office is "constantly watching for areas of noncompliance."

The federal gaming stamp runs from July 1 to June 30 the following year.

Last week's raid was the fourth seizure of such machines by the IRS in Mississippi. In 1956, raids on 11 Greenville locations brought confiscation of 25 pinball machines.

Last year, agents took 43 gaming devices at a raid at Biloxi, Miss., a Gulf of Mexico resort strip area. The machines were later destroyed.

The last raid before the current one was in April at Collingsbus. Agents picked up nine machines.

Westchester Group Picks Carl Pavesi

WHITE PLAINS, N. Y.—Carl Pavesi, White Plains operator, last week was re-elected president of the Westchester Operators Guild. Pavesi has held the post for 15 years, ever since the organization was founded.

Other officers elected were Harold Rosenberg, vice-president and secretary, and Lou Tartaglia, treasurer. Named to the board of directors were Seymour Pollak, Herb Chacon, Ed Goldberg and Walter Swanson. Monthly meetings will be discontinued for the summer. The next meeting is scheduled Sept. 8.

Lieberman Hosts S. D. Operators

MINNEAPOLIS—The Lieberman Music Company, local Seeburg and Southland distributor, was host here to a special meeting of the South Dakota Phonograph Operators Association Sunday and Monday (21-22). John Turcano is president of the association.

Thirty operators accepted the Lieberman invitation to attend a Minnesota Twins-Detroit Tiger baseball game and a smorgasbord dinner following.

Lou Rubin, who managed the affair for Lieberman, said the invitations were in appreciation of past business from members of the South Dakota association. Lieberman representatives attend all the association's meetings as an associate member.

Vt. Cig Operators Post Regulations

MONTPELIER, Vt.—Operators of cigaret machines have agreed in calling attention to the Vermont law barring tobacco purchases by persons under 17 years old by posting provisions of the statute on the machines, according to Public Safety Commissioner William H. Baumann.

He pointed out that the machines are licensed by the State Tax Department.

Baumann also said recent publicity about the law had produced favorable results, with more merchants posting signs quoting the statute. Several alleged violations were reported, he said, and they were referred to the State Police.

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Bulk Banter

• Continued from page 59

from a recent injury sustained while he was driving his car. He and his father have Sam's Vending. . . John Clefs, Whittier, a veteran operator, stopped off to visit Lew and Bob Feldman at Acme.

Mr. and Mrs. Chiswell were at Acme from their home in Monterey Park. . . Leo and Harriet Welner and their children, of West Coast Enterprises, left for New York for the World's Fair, general sight-seeing. Leo and Harriet hope to see some of the stagshows.

Don Lawrence was an Acme customer for supplies for his route in the Fullerton area. . . Bill Petrus, Los Angeles operator, is anticipating a long-awaited fishing trip. . . Lew Feldman is busy working on his new vending machine stand at Acme. The stand will handle four or six machines and Feldman plans to call it "Pony Back."

Oak Manufacturing Company showed the firm's line of Acorn Venders in conjunction with the C. B. V. A. held recently in South Carolina. The firm was represented by Herb Goldstein, sales and merchandise director. Goldstein recently held open house at King & Company in Chicago. He is now on a cross-country tour for operator orientation clinics being held in connection with the Oak distributors.

Maury Greenberg, sales representative for Harby Industries, Van Nuys, Calif., announced the appointment of Jerry Layme, Jerry's Nut House, Denver, as distributor of the King Koin products in Colorado and Wyoming.

Eppy Show

• Continued from page 59

bern, Ala., \$100 in merchandise donated by the Birmingham Vending Company.

On hand were Ray Grenier, of the Northwestern Corporation, and Jane Mason, Leaf Brands.

While no formal business agenda was scheduled, operators discussed equipment, merchandise and sanitation in an open forum.

Eppy showed his new Troll mix of five models on display cards and his new 5-cent Spinning Top capsule, also on display card.

Eppy plans to hold more regional shows, probably in the Midwest, West and Southwest

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201 Center Street Owensboro, Ky.

Syracuse 1-Stop Shares Quarters With Rex-Bilotta

SYRACUSE — The Syracuse One Stop, Inc., Monday (29) moves into new and larger quarters at 501 West Fayette Street here. The one-stop will have 1,500 square feet of floor space in the building of the Rex-Bilotta Company, local Wurlitzer distributor.

Ralph LaRosa, who owns the one-stop in partnership with Lennie Silver and Steve Brodie, said that while the organization is still under the same management, it will work closely with the Rex-Bilotta organization in fulfilling programming needs of Central New York juke box operators.

Monroe Coin to Add Facilities

CLEVELAND—Monroe Coin Machine Exchange will complete a 7,000-square-foot addition to its facilities here in about three weeks.

Norman Goldstein, sales manager, says work has resumed after a building strike. The structure will be used chiefly as a warehouse.

Contract Forms

• Continued from page 61

of the association, would impress legislators on bills affecting the industry.

Elected to membership at the meeting were the following firms: the Atomic Music Company, Louis Glatzer, J&R Distributing Company, Victor Company and the Bob White Amusement Company.

MONEY will hold its annual outing, in conjunction with those of the Westchester Operators Guild and the New York State Operators Guild, at the Nevelle Country Club in the Catskills, the weekend on Sept. 25.

Los Angeles Artists

• Continued from page 62

soon as she hears something she thinks will click. If the unsold, she waits for requests from the locations for the numbers before slating them.

First National Music in San Fernando has hit with the records in and around home base of Jerry Wallace, a Challenge artist, who has appeared at The Falls, a local spot. Walt Hemple, owner of the company, goes out of his way to use recordings by Jimmy Wakely on Shasta; Wakely and Hemple are personal friends.

An operator in the Glendale area said that he used local artist sometimes but waited for the request to be made. He said this prevented going out on a limb.

Miss Dahl said that she uses a "New Release" overlay when the record of a locally known artist is on the music machine. Pictures are not used too often for the reason that they are not available.

Belgian Tax Laws

• Continued from page 64

Under the new law, this possibility is totally excluded.

Thus, by coming to terms with realities (as leading trade figures here like to say), the Belgian trade is able to boast that it is the only group on the Continent that is at peace with tax authorities.

Detroit Ops Cash in on Artists

• Continued from page 63

the marketing history of the local label group headed up by Berry Gordy, including Motown, Tamla and Gordy. They developed some real local favorites—the Temptations, the Miracles, Marvelettes, Brenda Holloway, Little Stevie Wonder and Mary Wells.

But instead of selling the masters when their numbers started to move to the top, this Detroit label has held on to the rights and used their sales to boost the label itself into an important spot in the national single record picture.

A different approach to local popularity may be typified in the case of a young local singer who has been making radio, TV and other appearances locally, Mike Sheldon. His numbers on 20th Century-Fox, "Oh You Beautiful Doll" and "Bring Back the Girl That Made Me Cry," have not appeared to any extent on juke boxes except in two suburban areas; Royal Oak and High-

land Park, where they have won the backing of local fan clubs.

James Coe, rock and roller now on Enterprise Records, gets good play here repeatedly as his numbers come out—the latest example being "Close Your Eyes." Other favorites turned up in a cross-section sampling are: two R&B numbers on Luppino—"Witchcraft in the Air," with Betty Lavett, and "Lonely Nights," with the Falcons; "Every Time It Rains," another R&B number, with Lowell Fulton of Kent, and two unique dance specialties on Dearborn—Clare Witkowski and his orchestra in "Witkowski's Polka," and Ari Walarus' orchestra in "Scandinavian Scottische."

Among the country artists are Eddie Jackson on Caravan, currently with "When You Loved and Lost"; Gino Washington, a rock and roller, with "Gino Is a Coward" on Wani; "I'll Be Home," with Eddie Floyd on Luppino, and Gene Chandler's "Just Be True" on Constellation.

Memphis Artists Rake in Coin

• Continued from page 62

under the Billboard's Hot 100.

Bobby plays guitar as well as sings. He was discovered and pushed into the limelight by Stan Kester, a well-known musician and composer in the area who produced several of the tunes which Elvis Presley recorded in his early days of producing multimillion sellers with RCA Victor.

Kester and Eugene Lucchesi, local businessman, formed Pen Records, Inc. Wood, a native of nearby Holly Springs, Miss., had been playing with different combos, auditioned for Kester and that was the beginning.

Kester, who composes, arranges and produces records for Pen, began to work with Wood. The Wood singles have all been

products of Kester. Pen under contract leases the master to Joy Records, who distributes.

Gene Simmons has a wide local following and his first single for Hi Records Company recently, "Haunted House," topped all local 45's records for a single not of national hit stature.

The way it was going locally, Hi President Joe Cough thought sure it would hit the national charts. The disk apparently didn't get the play in other sections that it got here and sales in other areas didn't compare to those here on a prorata basis.

But anything Cough and Simmons come up with now, they can be assured that Simmons has a giant local following. And there is the hope he will break out of the regional following into national stature.

Operators View New Seeburg

• Continued from page 63

Bobbitt, Somerville Music Co.; Mr. and Mrs. John Green, Green Music Co.; W. E. Footie, Foote Music Co.

From Memphis: Drew Canale, Tony Webber and Robert Hunter, Canale Music Co.; Charles Pugh, ARA Vending Service; Guy Canipe, Canipe Amusement Co.; Jack Embry and Allen Y. Keller, Central Music Co.; Billy Harbin and Bobby Harbin Jr., Harbin Amusement Co.

E. T. Luckett and James Luckett, Luckett Amusement Co.; Jesse Morris, George Johnson and George Smith, Ace Music Co.; Don Spruce and Jack Goldsmith Jr., Mid-South Vendors, Inc.; John Novarese, Frank Beretta, William Carver, James Kelton and James Crudington, Poplar Tubes Music Service; Henry Trigg, Rebel HLF Music Co.; Mr. and Mrs. Charles

Kahn and Mr. and Mrs. Jake Kahn, Tri-State Amusement Co.; Mr. and Mrs. L. P. Dickets, Enco Sales Co.; H. B. McCord, Tri-State Amusement Co.; R. L. Good and George Cooper, Game Sales Co.; Robert L. Roll, Roll Vending Co.; W. V. Forsythe, Forsythe Vending Co.; Leonard Robbins, American Vending Co.

Sammons' Memphis staff who assisted in the showing were:

D. V. Pennington, partner and head of the service department; Fred Smith, manager of the vending division; Ben Fontaine, manager of the phonograph division; and secretaries Betty Lou York and Alva Gaddy.

Unlicensed Cig Machine Results In License Loss

COUNCIL BLUFFS, Ia.—Seizure here of an unlicensed cigarette vending machine has resulted in the revocation of the H. Z. Vending and Sales Company's permit to wholesale cigarettes in Iowa. The company is headquartered in Omaha.

Iowa Tax Commission Chairman Andrew George said Sam Scarpello, Okla., owner of the unlicensed Council Bluffs vending machine, had purchased his cigarettes from H. Z. Vending and Sales Company.

Scarpello's vending machine, George said, will be sold at public sale.

Formula 3:36 to Miller-Newmark

GRAND RAPIDS, Mich.—Miller-Newmark Distributing Company has been appointed world-wide distributor for Formula 3:36, a new lubricant for the servicing of juke boxes, coin-operated games and vending machines. The firm invites dealership inquiries.

Miller-Newmark has also obtained the Michigan distributorship for AMP's new line of regulation pool tables.



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REVIEWS



BILLBOARD SPOTLIGHT PICK

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



POP SPOTLIGHT

A WORLD WITHOUT LOVE

Peter and Gordon, Capitol 2115 (M); ST 2115 (S)



a world without love peter and gordon

The British duo's single, "A World Without Love," was No. 2 on the Hot 100 chart at the time of this writing. They have an engaging, ballad-like approach in their vocal style. The LP, besides their current hit, contains 12 more reasonable cuts, including one or two songs composed by the featured duo.



POP SPOTLIGHT

I LOVE YOU MORE AND MORE EVERY DAY/TEARS AND ROSES

Al Martino, Capitol T 2107 (M); ST 2107 (S)



Al Martino is on a winning streak with single after single and album after album being scooped up by new and old fans. This one should be no exception. Al's dynamic voice and sincere production approach on his songs. Selections include "I Always Be in Love With You," "Careless Won't," and "Mama, Tears Ago."



POP SPOTLIGHT

ROBIN AND THE 7 HOODS

Soundtrack, Reprise T 2021 (M); FS 2021 (S)



A top-notch cast, renowned in the world of music, casts tunes and Nelson Riddle's arrangements all figure in commencing the commercial potentialities of this soundtrack offering. The movie is getting a big promotional play and several singles have already been released from the film.



POP SPOTLIGHT

MOTION PICTURE THEMES

Manhattan Pop-Ok, Time 22131 (M); S/2131 (S)



Big biographical performances of big motion picture themes. The approach is lush with cartoon strings and mood-which-opens scenes appropriate. Eighteen musical entertainment.



POP SPOTLIGHT

THE SOUL OF MEXICO

Oricon & Ori, Time 22134 (M); S/2134 (S)



The music of Mexico has long influenced our Western music and thus represented our own music, as well as the music to brighten a Mexican day and an evening by the life of people. Many of these are well known standards. "Mexico" was a top hit in 1945. "La Rampa," "El Mexicano del Gumbo," "El Rincón Grande," "Veni! Con Dios" and "La Golondrina" are standards. Oricon's updates right to "Joni." Pop Mexican music of its best.



COMEDY SPOTLIGHT

READY OR NOT... HERE'S GODFREY CAMBRIDGE

Epic FEA 13101 (M)



Cambridge, a very talented and hip comedian, has been featured on a number of top-rated TV shows recently. Cambridge tackles the integration problem, candidates, movies and black history with a rational shrewdness bound to bring forth not only most any one. Material and delivery professional and polished throughout.

ALBUM REVIEW POLICY

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



COMEDY SPOTLIGHT

MONKS

Mona Mobley, Chess 1486



Mona Mobley's "Out on a Limb" album has been Billboard's LP chart for 16 weeks. The record is a "cover" and her spicy routines are captured "live" at a Playboy Club performance.



CLASSICAL SPOTLIGHT

COPLAND: THE RED PONY; BRITEN: SIMFONIA DA REQUIEM

St. Louis Symphony Orchestra (Provin), Columbia ML 5983 (M); MS 6383 (S)



Leading the St. Louis Symphony Orchestra in solid performances of Copland's "The Red Pony" (written for the 1948 film) and Briten's "Requiem" before he called "Sinfonia da Requiem." Andre Previn makes his recording debut as a conductor of symphonic music. In it Previn displays yet another facet of his versatility.



CLASSICAL SPOTLIGHT

RESPIGHI: THE FOUNTAINS OF ROME; ROMAN FESTIVALS; THE PINES OF ROME

Philadelphia Orch. (Ormandy), Columbia ML 5987 (M); MS 6387 (S)



Respighi's evocation of the beauties that were once in Rome through its fountains, by festivals and its pines. The trilogy is a recording favorite and is often done in its parts, usually with a couple of "The Pines" and "The Fountains." Here for the first time, the three are combined on one disc.



SPOKEN WORD SPOTLIGHT

A HOMAGE TO SHAKESPEARE

Dame Edith Evans/Sir John Gielgud/Margaret Leighton, Columbia OL 7020 (M); OS 2250 (S)



Readings from the plays and sonnets of Shakespeare by three of the most distinguished women in the theater comprise this very special tribute album. Edith Evans as the Nurse in "Romeo and Juliet," John Gielgud as King Lear and Margaret Leighton as Lady Macbeth are but a few of the highlights which are many in a recording that is all top chart.



SPOKEN WORD SPOTLIGHT

SHAKESPEARE: A MIDSUMMER NIGHT'S DREAM (3-13")

Paul Scofield, Joy Parker, Shakespeare Recording Society SES 208 (S)



Another splendid recording from the Shakespeare Society, Paul Scofield as Oberon and Joy Parker as Titania create the magic that transcends and lifts a Midsummer night's dream. The complete text is included though not necessary to the listening of the play. Cast works with Shakespearean clarity of intent.



C&W SPOTLIGHT

THE WEIR PIECE STORY (3-12")

Decca DXB 181 (M); DXSB 7181 (S)



Collectors of country music and Webb Pierce fans will flip over this two-record album of 24 songs. Nine of the selections were penned by the great country singer. Inside the picture is a continuously done story in words and pictures of Pierce at work, at play and with his family. Selections include "In the Audience Now," "No Love Here," "Tupelo County Jail," "Honky-Tonk Song."



C&W SPOTLIGHT

NEVER ALONE

Wilburn Brothers, Decca DL 4544 (M); DL 74544 (S)

There are few artists more respected or purchased in the world of country music than the Wilburn Brothers. This release is a delightful collection of up-tempo and subdued country songs. The duo performs them all in first-rate fashion backed by guitars and mellow strings.



C&W SPOTLIGHT

ALL-TIME COUNTRY & WESTERN, VOLUME 5

Various Artists, Decca DL 4549 (M); DL 74549 (S)

The best of the best... a compilation of original hit performances by the greats of country music. Included are "Release Me," "City Lights," "Chattanooga Shoe Shine Boy," "Bad Policy," "Bill," "Bill Anderson," "I Fall As Pieces," "Patsy Cline."



C&W SPOTLIGHT

BILLY GRAMMER SINGS GOITTA TRAVEL ON

Decca DL 4547 (M); DL 74547 (S)

Billy Grammer, who has recorded several country gospel albums for Decca, has an opportunity to display his talent in playing and singing some edgily fine country songs. Billy's meaningful delivery of each song makes the package a listening delight. A few of the songs included are "Hickory City," "Wabash Cannon Ball," "Satan's Grand Ma Shoulder."