

# Billboard

The International Music-Record Newsweekly

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

## 'Golden Boy' Latest Cap. Show Grab From Broadway

By LEE ZHITO

HOLLYWOOD—Capitol Records last week stepped up its full-scale drive on the Broadway musical front with the acquisition of original cast rights to "Golden Boy," starring Sammy Davis Jr. He is under contract to Reprise Records. The show is a musical version of the Clifford Odets novel. It is scheduled to hit Broadway September 28.

This marks the second time in recent months that Capitol President Alan Livingston has grabbed a Broadway show plum which features an artist under contract to another label. The other case in point concerned "Funny Girl," starring Columbia Records' Barbra Streisand. The Streisand show's Broadway bow during the previous week drew rave reviews, and sufficient advance LP orders to warrant Capitol to order an additional 250,000 LP jackets. Its initial jacket order was for 240,000 copies. The New York market at this point has 60,000 copies in distribution.

highly successful "Hello Dolly" score.

In addition to Sammy Davis Jr., "Boy's" cast includes Billy Daniels, Paula Wayne, Juano Hernandez and Godfrey Cambridge. Eliot Lawrence is musical director and Ralph Burns will handle orchestration. Peter Coe is the director, Donald McKayle will handle the choreography, and Tony Walton, sets.

The show goes into rehearsal in May. It will open at Philadelphia's Shubert Theater June 22 and run through July 25. It will play Boston's Shubert July 28-August 22, and Detroit's

## Lewis' C.&W. for 50 Cities & Television

NEW YORK — Plans for the giant country music show set for Madison Square Garden here, May 16 and 17, have broadened considerably and now include a closed-circuit TV showing in some 50 locations west of the Mississippi River, according to Vic Lewis, producer. Lewis estimates the attendance at arenas and theaters which will be hooked into the closed-circuit network will probably total 350,000 or more. Price scale for tickets for the closed-circuit TV showings has not yet been firmly set, but initial talks with promoters indicate that the seats will be in the areas of \$1.50, \$2.50 and \$3.50.

Country jockeys are working closely with Lewis in arranging for parties to travel to Madison Square Garden to see the show. Latest batch of tickets ordered for such a junket has been arranged for by Slim Gordon, deejay from Oshawa, Ont., Can. Lewis says he is now negotiating with deejays and promoters in connection with the closed-circuit showing, and those inter-

ested may contact Lewis at the Garden. Ditto radio stations that are interested in sponsoring a closed-circuit showing in their area.

The live show at the Garden, Lewis stated, will entail a complex stage arrangement. Three stages will be used. The emcee and staff band will occupy the center stage; the performers will be on the second stage, and a third stage (unlighted) will be prepared for the next act while the current act is doing its routine.

Lewis, with Chuck Bernard, has worked out arrangements whereby a block of time buyers from ad agencies will attend the show gratis. Purpose of this is to promote country music to this influential body of potential buyers.

Acts already set include Bill Monroe, Hank Snow, Webb Pierce, Carl Smith, Bill Anderson, Ferlin Husky, Duke of Paducah, Bobby Smith, Darrell McCall, Norma Jean, Stonewall Jackson, Skeeter Davis, Porter Wagoner, Leon McAuliffe, Ernest Tubb, Carl and Pearl Butler, Charlotte Harden, Ray Price, Buck Owens, Grandpa Jones, Kitty Wells, George Jones, Joe Clark, Bill Phillips, Lonzo and Oscar and Johnny Wright. Working budget is \$75,000.

Fisher Theater August 25-September 19. It will open at the Majestic Theater here on September 28.

## DEAN TO HEAD C.&W. AD SHOW

NEW YORK — Jimmy Dean will headline the annual Country Music Association luncheon, to be held this year for the Adcrafters Club of Detroit, at the Latin Casino on April 17. Tex Ritter, head of the country music group, and the show's producer Joe Allison reported that Jimmy's dais stint last year, when the show was in New York for the New York Sales Executives Club, was such a hit that the Columbia Records star was invited to headline the 1964 edition. Jimmy's ABC-TV hour every week, just renewed for the fall season, has showcased dozens of country music artists since last September.

### Capitol Investment

Livingston told Billboard that Capitol has invested less than half of the show's cost. The score was written by Lee Adams and Charles Strouse, hailed by Livingston as "Broadway's most important young writing team." The same pair penned "Bye Bye Birdie" and "All-American" both of which had been recorded by Columbia Records.

Hilliard Elkins is producing "Golden Boy." Edwin H. Morris publishes the score. This comes on the heels of the Morris firm's

## Disk Again on Broadway Beat

By MIKE GROSS

NEW YORK — The record business stirred to the Broadway beat last week. Two new musicals, "Anyone Can Whistle" and "High Spirits," a new production of "Hamlet" and a revival of "West Side Story" all opened within a one-week period and all have recording projects in the offing except, of course, for "West Side Story" which is

already on the market via a Columbia Records original cast album and sound track set.

In addition to the new entries, Capitol's original cast album of "Funny Girl," which started shipping late last week, was given an added sales fillip via a highly favorable Time magazine story on the musical's star, Barbra Streisand. Also, RCA Victor continued to roll with its "Hello, Dolly!" original cast LP,

which is shaping up as the company's all-time best-selling Broadway album.

### Spirits on High

"High Spirits," the Hugh Martin-Timothy Gray adaptation of Noel Coward's "Blithe Spirit" opened to "money" notices (see New York Press breakdown on Page 10) and put ABC-Paramount Records in a high position in the Broadway cast  
*(Continued on page 44)*

## Solo's Is 1st One Million Italian Seller

MILAN—First record in history of Italian disk business to sell one million is Bobby Solo's "Una Lacrima Sul Viso" (A Tear on Your Face) for Ricordi, which was offered out of competition via playback at the San Remo Festival because the singer had laryngitis. Same tune with English words was sung by Frankie Laine and recorded for Columbia (CBS here).

Solo has hit the impossible mark which has evaded all of Italy's top artists for years. In fact, 300,000 used to be considered so extraordinary as to merit a golden disk in Italy. Not even Domenico Modugno's "Volare" hit the million mark although it came close. Same is true of Renato Rascel's "Arriverci Roma." Solo managed to make it with his first recording.

## Side Shows, Real Shows at NAB

### RIAA's Brief Demonstrates Bright Figures

CHICAGO — Radio station management was colorfully briefed on the vital interdependence of the record and broadcasting industries by Henry Brief, executive secretary of the Record Industry Association of America, at an NAB session Wednesday in Chicago.

The record-setting RIAA presentation—the first in the history of NAB conventions—received wide praise from station managers and NAB officials. The RIAA has been invited to make a similar presentation June 25-26 at the Florida Association of Broadcasters meeting at the Deauville Hotel in Miami Beach.

*(Continued on page 12)*

## Cap.: Amusement In, Electronics Out

HOLLYWOOD—Capitol Records last week pulled out of the electronics field to concentrate all its resources on the entertainment industry, it was learned by Billboard. It completed its withdrawal from the electronics field with the sale of this facet of its business to the Whittaker Corporation, Los Angeles. Capitol electronics rang up a \$5 million sales gross during the three-year period it was in the field.

The Whittaker firm takes over the domestic marketing of EMI television cameras, videotape, photomultiplier tubes, Klystrons, plus products of Capitol's Gencom division, including U. S.-made solid-state video and audio switching systems. This sale involves the major portion of Capitol's electronics business,

and comes on the heels of its selling the pulsed traveling-wave tube segment of its operation last month to Eitel-McCullough (Eimac), San Carlos, Calif.

Deal was negotiated and concluded between Capitol's Vice-Chairman Dan Bonbright and William R. Whittaker, purchasing firm's president and chairman.

Capitol moved into the electronics field in March, 1961, with the domestic distribution of EMI tubes, cameras and videotape. It sought to strengthen its hold on the market with the purchase of Voi-Shan Industries, Inc.'s pulsed traveling wave tube division, and the acquisition of General Communi-

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## Vital Radio Still Produces Dull Meeting

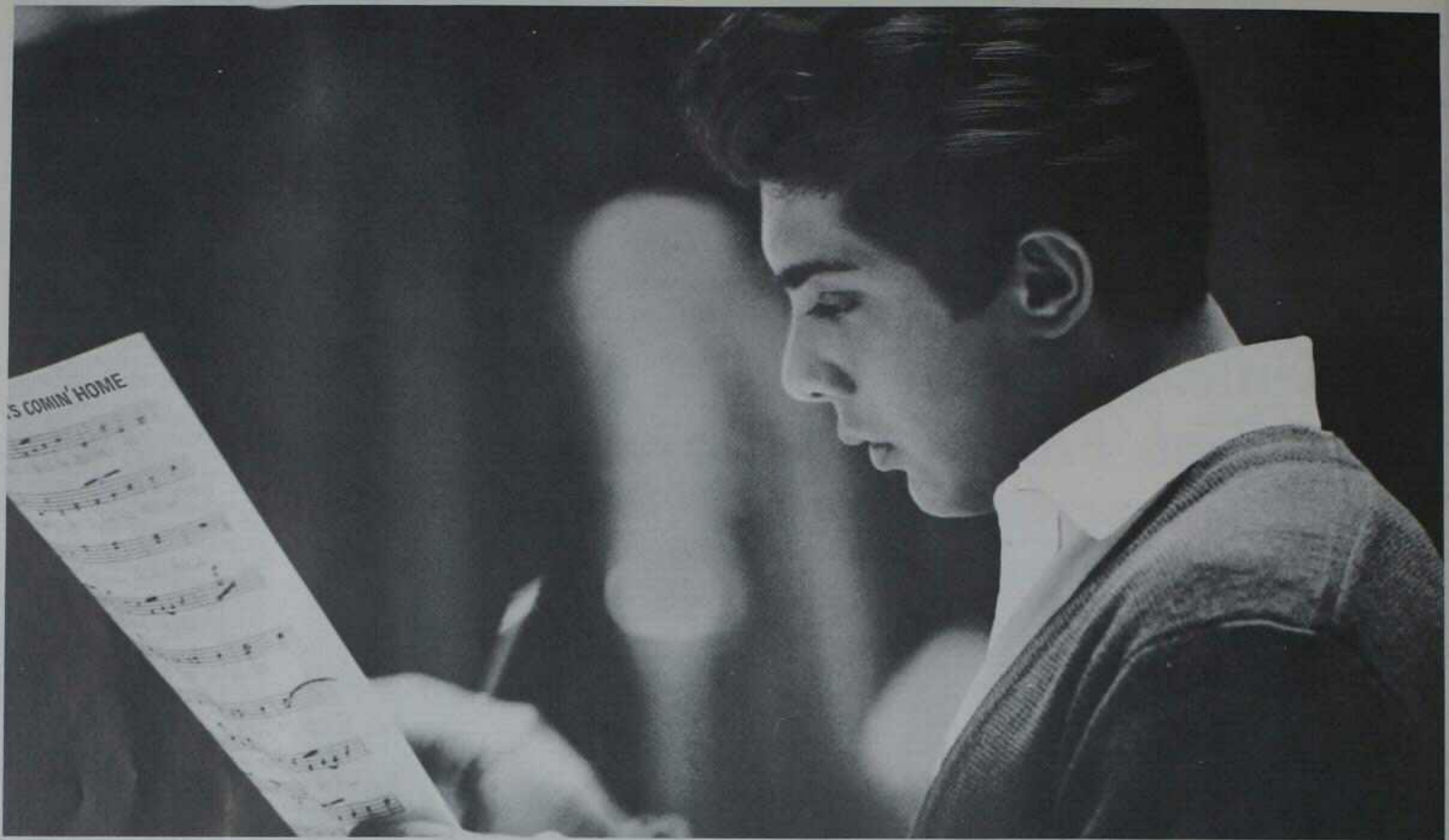
By GIL FAGGEN

CHICAGO — It appears in observing last week's four-day National Association of Broadcasters Convention in Chicago that the industry that is so adept in creating highly entertaining and informative programs is so inept in producing an exciting, informative and creative national convention.

The 42d Annual NAB Convention included the usual and expected speeches from industry and government muck-a-mucks, and several superficial panel discussions—as a case in point, a Wednesday morning panel discussion on the NAB Radio Code  
*(Continued on page 12)*

What are the top SALES IMPACT STATIONS in St. Louis and Birmingham?

See Radio Response Chart in Radio-TV Section



**PAUL ANKA:  
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FOR HITSVILLE**

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COMIN' HOME"**

**c/w "NO, NO"**

**PAUL ANKA** 

**MY BABY'S COMIN' HOME / NO, NO**





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# Cap. Forms Tower; Fraser to Be Pres. MacArthur Tribute LP's Prove Old Soldiers Record Away

**HOLLYWOOD**—Capitol is forming Tower Records, a completely independent subsidiary which is scheduled to debut late this summer. Alan Livingston, Capitol's president has named veteran Capitol employee Bud Fraser to head the new company. Fraser has been heading Capitol's international sales operation and had previously directed label's sales and merchandising departments. The label will debut about September 1. Vito Saminela will be national sales and promotion manager.

Capitol will start Tower as a singles label and is currently hunting for an a.&r. man to initially staff the new operation. Plans are for the new company to have its own distribution and a very elastic release program.

Fraser will solicit masters from outside producers, EMI and his own staff.

## Need New Outlet

Livingston told Billboard the prime reason for debuting Tower was to have another outlet to handle the wealth of material available to Capitol while not bogging down its distributing corporation. Livingston said Capitol was already producing material far beyond its ability to exploit it properly. The introduction of Tower with its own distribution will avoid putting additional pressure on CRDC, which is currently enjoying great success on the singles and LP charts with the Beatles, Nat Cole, Beach Boys, Al Martino,

*(Continued on page 44)*

By **MIKE GROSS**

**NEW YORK**—The record industry is again on a memorial kick. The death of Gen. Douglas MacArthur last week has already sparked four disk tributes and its likely that more will be on the way. It's similar to the memorial binge that hit the industry right after the assassination of President Kennedy last November but on a smaller scale.

Ready to hit the market this week are albums of General MacArthur's speeches from RCA Camden, MGM, Atlantic and 20th Century-Fox. Some of the budget-priced labels, who clicked with their Kennedy albums, have not yet made a decision to follow the same disk track with the General.

The biggest package, a two-disk job, is RCA Camden's titled "The Farewell Addresses of Gen. Douglas MacArthur." Complete in the LP are the historic farewell speeches delivered by Gen. MacArthur to Congress on April 19, 1951 and to the U. S. Corps of Cadets at West Point on May 12, 1962.

## Royalty to Academy

Imprinted on the Camden album, which bears on its front cover a portrait of the General, is the following: "In appreciation of the assistance and co-operation of the Association of Graduates of the U. S. Military Academy in the preparation of this album, a royalty from its sales will be paid to the Association."

The two-album monaural set is being made available at a special manufacturer's nationally advertised price, optional with dealers, of \$2.98.

The Camden package also contains a collection of memorable photographs of the General on its inside liner. General

MacArthur's address to Congress was previously released in its entirety by RCA Victor.

## TV Material

The MGM set is titled "General of the Army Douglas MacArthur: The Life and Legend of 'The Old Soldier.'" The LP contains on-the-spot recordings made by the General as well as speeches by ex-Presidents Hoover and Eisenhower and the late President Kennedy. All the material on the MGM disk was taken from the TV show "Perspective on Greatness," produced by Hearst Metrotone News and the Hearst Metrotone News Archives.

At press time, Morrie Price, MGM sales chief, reported that orders were way over the 50,000 mark. The package has a white cover with five gold stars and is out on the market at the suggested list price of \$3.98.

## Personal Interviews

Atlantic's album is called "The Complete Life of General MacArthur in His Own Words." It contains speeches and interviews with the General compiled and produced by Stan Z. Burns, disk jockey on WINS, New York. It is the first in a series by Burns which is called "The Life and Times of"

*(Continued on page 44)*

## DUTCH RECORD SCENE

# Close Control Makes Marvels

By **ANDRE De VEKEY**

**LONDON**—Speaking at the Annual Convention of the Gramophone Record Retailers' Association here (April 5), R. H. Klassen, deputy manager N. V. Phonogram, Amsterdam, mirrored the current Dutch scene in an address full of significant statistics. One of the most important aspects of the climate of record selling in Holland was the very close relationship of the manufacturers' and dealers' trade associations. Klassen said that manufacturers are only allowed to supply records to retailers

who are members of the record dealers association.

This was something of an eye-opener to British dealers, many of whom present felt that this form of "dealers' trade union" was what was wanted here to weed out the "dabblers" in the business. Diskeries are obliged to notify in advance any price changes to the secretary of the dealer association and are not allowed to charge more or less than prices so prescribed. Similarly, dealers have to maintain the prices fixed by the makers. All this fell on very attentive ears among British

traders who are currently awaiting the final stages and proposed amendments to the Resale Price Maintenance Bill here with some concern.

## Dutch Dealers

Holland, said Klassen, has 1,100 record dealers, 350 of whom did 73 per cent of the total business. About 100 of these were specialist dealers. In a population of 12 million with an average yearly wage of \$1,400, there were estimated to 1½ million record players in use. In 1963, 2½ million classical records were sold.

In line with the recent trend in European countries of expanding sales of European National product, the Dutch pop breakdown is 20 per cent German, 10 per cent French, 5 per cent Belgian, 35 per cent Dutch and about 7 per cent British. This total of 77 per cent of Eu-

*(Continued on page 44)*

## King Files Vs. Mercury

**NEW YORK**—King Records, Cincinnati label, has filed an action for an injunction against Mercury Records, charging that Mercury released a single record by James Brown while Brown allegedly was under an exclusive recording contract with King. Brown is also named in the action.

The Mercury record is "Caledonia," backed with "Evil" on the Smash label. According to John S. Kelley Jr., King vice-president, the action was filed Friday (10) in New York County Supreme Court and is returnable this week. Mercury is ordered to show cause why it should not be restrained and enjoined from releasing the record.

## MEMORIAL FOR KENNEDY

**ROME**—An American group here is planning a memorial for the late President John F. Kennedy disks which have been issued by various companies. The collection, along with books and films, would be housed in a library, as a permanent memorial.

Up to date some 17 LP's have been issued by various American labels on different phases of the Kennedy career. First items received for the collection include those issued by Decca, RCA Victor, Pickwick and Caedmon. Billboard's Sam'l Steinman is serving as co-ordinator for the disk section of the memorial collection.

# Big Push Plans for Light's 'Dimension 3'

**NEW YORK**—Enoch Light's "Dimension 3" Command album, which is designed to give a "third dimension" to stereophonic records, was introduced to and received warmly by the press and a selected group of distributors and dealers Wednesday (8) at the Fine Recording Studios at the Great Northern Hotel here.

"Dimension 3" is calculated to give the illusion of a third channel using standard stereo equipment with two speakers—and it succeeds.

The album, available in stereo

## PUSH VALENTE FOR SINGLES

**NEW YORK**—London Records is on an all-out campaign to build Caterina Valente as a singles artist. She's been a top-selling album artist for the label for the past several years.

The kick-off single, "When in Rome," was written especially for her by Jerry Bock and was arranged and conducted by Peter Matz. The flip side of the record is "With a Song in My Heart." Currently on the U. S. night club circuit, she opens at the Desert Inn, Las Vegas, for six weeks on April 14.

only, will go on public sale Wednesday (15) to kick off "Enoch Light Month."

The promotion will have 24 of Light's Command albums featured by dealers throughout the country as well as a special album, "Enoch Light's Command Performances."

This album, containing arrangements from 12 of Light's albums, will be offered at a \$2.98 promotional price until May 15 when it will list for \$5.98.

Light will be saluted in his Canton, Ohio, home town Wednesday (15), when he will be guest of Mayor Stanley Cmich and the name of the street on which he was born will be changed to Enoch Light Avenue.

Advertising mats for local promotion will also be made available through distributors.

Light explained the "Dimension 3" concept to the tradesters, pointing out that stereo separation must be obvious to impress the listener in the record shop.

He traced the history of stereo demonstration techniques, including the various novelty disks designed solely for stereo effect and not for musician-ship.

Light said the new technique provides the separation without sacrificing the musicology and equipment.

## BROADWAY REVIEW

# Beatrice Lillie Races in 'High Spirits' as Winner

**NEW YORK**—Broadway has another musical winner in "High Spirits." The Hugh Martin-Timothy Gray adaptation of Noel Coward's "Blithe Spirit" soars on the comedy talents of Beatrice Lillie and fortunately she's not let down by the score, staging or supporting players.

It will definitely give ABC-Paramount Records a firm foothold on the original cast album scene and it further establishes Howie Richmond as one of the important young show score publishers. (Last season Richmond clicked with the Lionel Bart score for "Oliver" and the Anthony Newley-Leslie Bricusse score for "Stop the World—I Want to Get Off.")

## Beatrice Booms

It's Miss Lillie's show, of course, but the contributions of Tammy Grimes, Edward Woodward and Louise Troy are not to be discounted. They all help make it a lighthearted and charming affair that makes up for a book that doesn't have too many hard-hitting points and a score that has pleasing ballads and fair special material songs.

However, Richmond has launched a recording drive that could bring in some strong disk treatments on "You'd Better Love Me," "I Know Your Heart," "Forever and a Day," "If I Gave You," "Something Tells Me" and "Was She Prettier Than I." Incidentally, Hugh Martin and Timothy Gray share words and music credits on the score.

The Coward plot is happily kept intact and the story of the triangle affair of a man (Edward Woodward), his wife (Louise Troy) and the spirit of his first wife (Tammy Grimes) through the efforts of a ouija-board wonder (Beatrice Lillie) is basic enough to keep the show moving and hold interest even though the joke varies little.

Coward has staged it with a light hand, some of Danny Daniels' choreography has zip and Harry Zimmerman has brightened up the score with solid orchestrations.

It's Miss Little, though, who keeps it all in high gear, and as a medium she's quite rare.

**MIKE GROSS**

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# Rep. Roosevelt Says He Will Keep Watch on FTC Decisions

By MILDRED HALL

WASHINGTON—Rep. James Roosevelt (D., Calif.), whose hearings on dual distribution in the record industry last year did much to speed up the Federal Trade Commission's decision to hold a trade conference, will keep close watch on developments at the Commission. Representative Roosevelt personally wrote to Amos Heilicher, president of American Record Merchants and Distributors Association recently to congratulate ARMADA for its role in the crusade for trade practice rules in the record industry.

Roosevelt, who is chairman of the House Small Business Subcommittee on Distribution, pointed out that this is a "landmark" proceeding, since it attempts to deal with problems of dual distribution by spelling out specific trade practice rules. Roosevelt is particularly concerned with dual distribution problems—where a supplier can also be a competitor—since present laws do not cover the "integrated" manufacturer's right to provide his own wholesale subdistributorships at lower cost than he sells to an outside independent.

The Robinson-Patman Act can only be called on when the manufacturer discriminates among customers he supplies. This point was also brought out during Roosevelt hearings in September by ARMADA counsel Earl Kintner. It was hoped that trade conference rules might provide some answers. Representative Roosevelt said he hoped the FTC might explore the problems and decide which instance of dual distribution harmful to small business can be tackled under present laws, which ones need new legislation—and which aspects of modern integrated merchandising might just have to be left alone.

About the record trade practice conference, Roosevelt wrote (April 2) ARMADA president: "The inclusion of Robinson-Patman and related problems on the agenda of this conference set a precedent that will have impact throughout the entire American economy."

"The foresight and diligence of ARMADA in bringing this about are a distinct contribution to the public interest. You have chosen the one route most likely to return your industry to a semblance of order and stability."

The express intention of Representative Roosevelt to continue watch on further development would also seem to scotch any rumors that the FTC might drag its feet on final decisions on the trade practice rules. Also, during the Roosevelt hearings of last September, Small Business Subcommittee counsel Gregg Potvin was expressly assigned the job of keeping track of the FTC proceedings—and any lag would bring query to FTC Chairman Paul Rand Dixon, if the need arose.

However, FTC's trade conference proceedings here in mid-March showed every sign of full speed ahead. Supervising Com. John R. Reilly, and attorney in charge John Benton, were cool to requests for a second conference, or for re-submission of final draft of rules to industry, which might have prolonged matters and put off final FTC decision. Attorney Benton hoped to have his brief on the record trade rules ready for Commission attention by early summer, and action could be swift, unless the Commission decide another conference is needed, or draft of rules is not satisfactory. Both possibilities are slim.

## ELVIS PRESLEY CAMPAIGN

# RCA Expanding Promotion

NEW YORK—RCA Victor is expanding its plans for the Elvis Presley campaign with the addition of six of the singer's Gold Standard singles to the sales and promotion program that will also focus consumer interest on all of Presley's 36 single releases, 20 LP's and 23 EP's in the catalog. The Presley campaign, which celebrates his eighth year with the com-

pany, runs through April and May.

During Presley's eight years with the company he amassed a total of 100 million units in world-wide sales. (A typographical error in last week's Billboard report on the Presley drive had the erroneous figure of 10 million sales.)

### Six Gold Ones

The six Gold Standard singles are: "Kiss Me Quick," "Suspicion," "Blue Moon of Kentucky," "That's All Right," "Good Rockin' Tonight," "I Don't Care If the Sun Don't Shine," "Heartbreak Hotel," "I Was the One," "Hound Dog," "Don't Be Cruel" and "All Shook Up." That's When Your Heartaches Begin.

"Heartbreak Hotel" is Presley's debut single with Victor which started an unprecedented string of million-selling recordings that continues today all over the world. "Kiss Me Quick" backed with "Suspicion" is a

new Presley Gold Standard edition; both are from his "Pot Luck" album, and "Kiss Me Quick" has sold more than 600,000 copies in Europe alone.

Each of the six Gold Standard singles sleeves bear a different picture of Elvis and, on the liner side, each lists Elvis' complete RCA Victor singles catalog.

Promotional and merchandising aids on the singles include: 1. Gold Standard Counter Merchandisers. 2. Dealer order forms that cover all of the Gold Standard singles. 3. Four-page counter giveaways that spotlight Elvis' "Kissin' Cousin" album plus the complete Presley LP, singles and EP catalog. 4. Pocket-size calendars bearing Elvis' portrait in color. 5. A special disk jockey kit containing all six newly packaged Gold Standard singles.

"Kissin' Cousins," Presley's newest movie, is currently showing throughout the country.

## A. Schroeder's New Offices

NEW YORK—Aaron Schroeder is planning a branchout of his music and record operations on the national and international levels. "I believe," said Schroeder, "we're entering a new era in our industry, an era of international interchange requiring representation, which we have established throughout the world. This provides us with a global network which enables us to exchange ideas and product concerning every phase of the music business, in films, TV or theater."

In order to work more closely with the producers, writers and record people on the Coast, new offices have been opened in Hollywood and contracts already signed with Bronislau Kaper and Pete Rugolo. Other signings are in the works.

On the foreign end, Schroeder has already had a top record in France, "Garden of Love" by Johnny Hallyday and has published the scores of two French films, "The War of the Buttons" and "Monsieur Lafayette." To continue the string of motion picture credits, he has recently acquired the rights to Eli Landau's "The Fool Killer" and the Allied Artists release "Shock Corridor."

# NARM Sets Pace Of Miami Meet

NEW YORK—The two-floor display area at the Eden Roc Hotel, Miami Beach, during the Sixth Annual Convention of the National Association of Record Merchandisers, Inc. (NARM), April 19-23, will be completely occupied by NARM associate members, it was announced last week by Jules Malamud, executive director. On afternoons of April 20 and 21, and all day on April 22, the rack merchandisers will visit with record manufacturers, suppliers of displays and accessories, etc. Each company will be provided with a preset visiting plan.

The schedule of panel discussions is as follows: Monday (20),

"The Rack Merchandiser: A Phenomenon in Record Wholesaling," moderated by Cy Leslie of Pickwick International and including Stan Gortikov, Capitol; Jack Burgess, RCA Victor; Len Levy, Epic; Randall Wood, Vee Jay; Cecil Steen, Recordwagon, Inc.; Jack Goldbart, L and F Record Service, Inc.; George A. Berry, Modern Record Service, Inc., and Lou J. Kustas, Toy House.

Tuesday (21), "Today's Problem—Tomorrow's Challenge," moderated by Dr. Alton F. Doody, assistant professor of marketing at Ohio State University, and including Arnold Maxin, MGM - Verve; Irwin

## STAMP FOR ASCAP 50TH

NEW YORK—The U. S. Post Office Department is getting its licks in for the celebration of the 50th anniversary of the American Society of Composers, Authors and Publishers. The department is issuing a special American Music Stamp which is to serve as a cultural companion piece to the fine arts series of stamps that reproduce the work of great American painters. Details are not complete on designs, dates of issue or places of first-day ceremonies.

## Capitol Agrees With Vee Jay On Settlement

HOLLYWOOD—Capitol Records and Vee Jay Records have agreed to an out-of-court settlement in their lawsuits over rights to release Beatles records in the United States.

The agreement calls for Vee Jay to accept a license from Capitol to sell its Beatle product, with the former paying Capitol royalties, including substantial payment for the Beatles royalties to date and a licensing fee for the future.

In making the joint announcement, neither label conceded that the legal position of the other was right. Negotiations were concluded late Thursday (9) by Robert E. Carp, vice-president and general counsel for Capitol, and Mark Sands and Jay Lasker, representing Vee Jay.

The settlement in effect cancels the temporary injunction which Capitol had obtained against Vee Jay in the Cook County (Chicago) Circuit Court of Illinois. This injunction had been stayed pending an interlocutory appeal to the Illinois Appellate Court. Last month the Appellate Court sustained the original issuance of the temporary injunction based on the pleadings.

Steinberg, Mercury; Joe Csida, Record Industries Corporation; Dave Miller, Miller International; Jim Tiedjens, Musical Isle Record Corporation; Stanley Jaffe, Gordon Sales Company; John Billinis, Billinis Distributing Company, and Charles H. Schlang, Mershaw of America, Inc.

Speakers who will appear before the convention are as follows:

George Marek, executive vice-president, RCA Victor division, who will keynote the convention with his talk, "A Reaffirmation of Faith." Dr. Theodore N. Beckman, noted economist and marketing authority, and a professor at Ohio State, will talk on "The Rack Jobber: Phenomenon in Wholesaling." The aforementioned speak on Monday. On Tuesday, Bill Gallagher, Columbia Records' marketing vice-president, will talk on product selection and promotion. Albert A. Carretta, NARM special legal counsel, will address the group on the subject, "Trade Practice Rules—A Formula for Profitable Compliance."

Jules Malamud, NARM executive director, in commenting on the business sessions of the

(Continued on page 8)

## Colpix Tapping Indie Producers

NEW YORK—Colpix Records is beginning to tap the growing indie disk producing field. Don Kirshner, executive vice-president of the music and record division of Columbia Pictures-Screen Gems, has brought Weiss-Sherman Productions into his fold on a non-exclusive arrangement to produce a certain number of records.

The indie producing firm is headed by George Weiss and Joe Sherman who also doubles as songwriters. The Weiss-Sherman combine has already brought comedian Rip Taylor to the Colpix artists stable, and it is expected that other artists will be added through the team. It's also expected that Weiss-Sherman Productions may also record artists already on the Colpix roster.

Meantime, the team has readied Taylor's first release which couples "How Does It Feel" with "The Grapevine."

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CL 2157/CS 8957



CL 2164/CS 8964/CQ 625\*



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Columbia Records 

# Senate May Probe Performing Rights

WASHINGTON — The Senate Small Business Committee has been quietly studying problems of performing rights societies. A probe of ASCAP, BMI and SESAC is on the agenda for particular attention by committee counsel Raymond D. Watts. However, counsel Watts says not to look for anything this year — other matters have priority in the committee's heavy schedule, and they are short-handed.

Counsel Watts could only say he would "continue to study the problem" as time was available. When the committee does get around to it, the probe would go well beyond the limits of internal warfare and alleged discriminations among ASCAP segments investigated by Rep. James Roosevelt's Small Business Subcommittee on Distribution a few years back. Roosevelt is also too heavily committed to affairs of broader national

interest to take up the performance rights questions. But he has made all of his files available to the Senate committee.

Senate Business Committee counsel Watts says when—or if—the committee gets to the music performance rights, there are at least a dozen major relationships to be followed through in study of ASCAP, BMI and SESAC. A probe would cover ASCAP and its licensees (which gets into broadcasting); ASCAP and its competitors; the competitors and their licensees; copyright relationships, and comparisons with the way foreign performance rights are handled, etc.

The committee would probably not go into the juke box performance royalty aspect, which would presumably be taken care of by Congress' action on the Celler bill to end performance exception for juke box music. However, the Celler bill has been languishing in the House Rules Committee since its approval by the House Judiciary Committee in September 1963. If the bill does not reach a vote in this session of Congress, it dies. A new bill would have to be introduced in the 89th session, which begins next January.

## Court Gives UA Ruling

NEW YORK—United Artists Records won the first round in its legal battle with Bobby Shad's Theater Production Records over the use of the album cover on its "Tom Jones" album. In New York Supreme Court last week Judge Irwin D. Davidson granted a motion for a preliminary injunction enjoining the use of the record jacket.

Judge Davidson said, "When we examined the material as set up on plaintiff's jacket and as set up on the defendant's jacket, there appears a likelihood of the public being deceived into believing defendant's composition has some connection with the motion picture 'Tom Jones.' Plaintiff has presented a sufficient case to warrant the relief requested."

The score for Shad's Theater Production LP of "Tom Jones" was written by Ruth Bachelor and Bob Roberts.

## Exiting Liberty, Timi Negotiates

NEW YORK—Timi Yuro has ended her contract with Liberty Records and is now negotiating for another record company deal. The break with Liberty was handled by her attorneys Samuel P. Norton and Seymour M. Lazar.

The singer recently returned from a tour of the Far East and Japan. She is now scheduled to make appearances in Los Angeles at the Crescendo and key night clubs across the U. S. Personal appearance offers from Europe are being delayed until a new record contract is set so that disk tie-ins can be worked out overseas.

## Col. Artists At Benefit

HOLLYWOOD — Mahalia Jackson, Andre Previn, Andy Williams, Pat Boone, Jimmy Rodgers and the Beach Boys lent their respective talents Friday (3) to "Susan's Evening," a benefit concert in Whittier High School, with proceeds divided between the Metabolic Unit of UCLA Medical Center and Whittier College's Scholarship Fund. The UCLA group is doing extensive research on marble bones disease, from which Susan Townsend suffers. She is a daughter of Columbia Records' West Coast Operations Vice-President Irv Townsend.

The concert provided the first opportunity to pair vocalist Williams with instrumentalist Previn. They handled five tunes together. The concert was produced by Stanley Meyer, with 2,500 persons paying \$4. As a result of the concert, Columbia is considering a Previn-Williams LP.

## Schicke Set At Columbia

NEW YORK — Charles Schicke has been set as director of education services in Colum-

## LATE SINGLE SPOTLIGHTS

### HOT POP SINGLES SPOTLIGHTS

#### THE RIP CHORDS

THREE WINDOW COUPE (Screen Gems-Columbia, BMI) (1:51)—Another dragster side from this group which scored with "Little Cobra." Flip: "Hot Rod, U.S.A." (T.M., BMI) (2:24).  
Columbia 43035

#### NINO TEMPO AND APRIL STEVENS

I'M CONFESSIN' (THAT I LOVE YOU) (Bourne, ASCAP) (2:07). Harmonica and tenor sax effects add to the routine that this brother-sister duo has established. Flip: "Tea for Two" (Harms, ASCAP) (2:28).  
Atco 6294

#### FREDDIE CANNON

ODIE COLOGNE (Claridge-Halseon, ASCAP) (2:36) — Abigail Beecher gets company in this beauty-conscious swinger. Side has similar drive. Flip: "O.K. Wheeler, the Used Car Dealer" (Claridge-Halseon, ASCAP) (2:30).  
Warner Bros. 5434

#### INEZ FOXX

HURT BY LOVE (Saturn, BMI) (2:35)—Strong side here from the gal and could be her biggest since "Mocking Bird." Flip: "Confusion" (Saturn, BMI) (2:30).  
Symbol 20-001

bia Records' Special Products division. He'll be responsible to Albert Shulman, Special Products general manager, for developing and maintaining relationships with educators and their institutions, and for developing and implementing techniques for marketing Columbia product to educational

institutions and publishers. Schicke will also be responsible for recommending the development of new educational product and services for these markets.

Previous to this new assignment, Schicke was director of Education Services for Columbia Records Sales Corporation.

## INDIE LABEL SUCCESS

# Use Catalog Selling Concept

NEW YORK — "An indie manufacturer must sustain the concept of catalog selling, if the label is to maintain its economic health."

This is the view of Lenny Sachs, director of album sales and merchandising for Atlantic-Atco. A considerable amount of Atlantic and Atco product, produced two, three, four and five years ago, continues to sell and documents the validity of the catalog concept. Such notes. On Atlantic, for instance, some of the Modern Jazz Quartet packages dating back to four and five years ago are still moving. Ditto packages of

similar vintage, like "The Drifters Greatest Hits," Ray Charles' "What'd I Say," and albums of Hank Drawford, Herbie Mann, Milt Jackson and John Lewis. A similar long term sales pattern has been achieved by old Atco packages by Bobby Darin, Acker Bilk, Otis Redding, Ben E. King, Bert Fabric, the Coasters, etc.

A good number of these have gone above the 100,000 sales mark—some of them substantially higher than that, according to Sachs. These long term sales results derive initially from good product: "It must be in the groove"—but they are sus-

tained by merchandising and promotion which is keyed to existing business conditions. Sachs added, "Sometimes it is necessary to experiment with Atlantic's recent use of film clips which were projected onto film screens in theaters in key market areas," he opined. But in addition to seeking these new avenues of exposure, it is necessary to get back to some of the basics of the record business. "This entails constant communication and exchange of information from the manufacturer to the entire chain of distribution down to the retail outlet."

Another basic, he points out, is the maintenance of "reasonable inventories" at the distributor level—giving the distributor the opportunity to turn over his product often, without inundating him with excessive product. "Failing this, it is impossible to maintain a healthy relationship," Sachs stated, adding that from such a healthy relationship flows enthusiasm which is imparted to the dealer.

"It is incumbent upon the indie manufacturer to direct the distributors in promotion; and promotion and such matters as co-op advertising in publications and on radio must be carefully pinpointed; if these aspects of a campaign are well-planned, then a quick barometer of results can be achieved in any given market."

Another aspect of the maintenance of catalog selling, Sachs points out, is the necessity of catalog replenishment; that is, the production of new material which, it is anticipated, will have a long range sales value if all the conditions of proper exposure, advertising and promotion are met. This area, of course, is in the hands of other-than-sales executives — notably President Ahmet Ertegun; Vice-President Nesuhi Ertegun who oversees all jazz product, and Executive Vice-President Jerry Wexler.



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*Walter Kerr, New York Herald Tribune*

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*Howard Taubman, New York Times*

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*Associated Press*

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"Funny Girl is a gem of a show!"

*Variety*

"Miss Streisand...breaks your heart with her closing 'Don't Rain On My Parade!'"

*Norman Nadel*



THE HOTTEST LABEL OF THE YEAR



# Streisand & Soeur Sourire Vie for Top NARAS Award

HOLLYWOOD — Barbra Streisand and the Singing Nun (Soeur Sourire) will vie for the annual top awards of the National Academy of Recording Arts and Sciences, with both artists named as finalists in the Record of the Year, Album of the Year and Best Female Vocalist performance categories. The Singing Nun has also been nominated for Best Religious Performance.

Other leading nominees for the NARAS Grammy awards include composers-conductors Henry Mancini and Benjamin Britten.

Mancini has been nominated for Record of the Year, Best

Performance by an Orchestra and Best Performance by a Chorus. His "Days of Wine and Roses" appears in six nomination categories, while "More" and "Wives and Lovers" were named in four categories.

Britten received the most nominations in the classical field for his "War Requiem." The record shares honors with Puccini's "Madama Butterfly," conducted by Erich Leinsdorf, and "Great Scenes From Gershwin's Porgy and Bess," with Leontyne Price and William Warfield.

### Most Nominated

Among the most-nominated artists are Tony Bennett (last year's top Grammy winner), Ray Charles, Jack Jones and Andy Williams in the men singers division; the Swingle Singers and Peter, Paul and Mary among vocal groups; Al Hirt, Quincy Jones and Peter Nero among instrumentalists, and Pete Seeger, nominated in the documentary, children's and folk recording categories.

Nominees for Best New Artist of the Year include John Gary

(also cited for a Best Male Singing Performance), Trini Lopez, Vikki Carr, the J's with Jamie and the Swingle Singers.

Record of the Year finalists are Henry Mancini's "Days of Wine and Roses," the Singing Nun's "Dominique," Barbra Streisand's "Happy Days Are Here Again," Tony Bennett's "I Wanna Be Around" and Jack Jones' "Wives and Lovers."

Album of the Year finalists are the Swingle Singers' "Bach's Greatest Hits," "The Barbra Streisand Album," "Andy Williams' "Days of Wine and Roses," Al Hirt's "Honey in the Horn" and "The Singing Nun" album.

Best Song of the Year nominees are "Days of Wine and Roses," "Call Me Irresponsible," "The Good Life," "I Wanna Be Around" and "Wives and Lovers."

### NARM Sets Pace

• Continued from page 4

convention, stated: "Whenever I review the program . . . from the phrase of its keynote 'A Reaffirmation of Faith' to the topic of its closing panel 'Today's Problem — Tomorrow's Challenge,' I am impressed . . . with the opportunity for self-knowledge and education which this convention offers to record merchandisers and manufacturers alike."

### Cameo Reorganizes

PHILADELPHIA — Herman Kaplan, sales promotion manager, and Red Schwartz, national promotion manager for Cameo-Parkway Records have exited the Philadelphia-based diskery in the wake of an extensive company reorganization move.

### Robinson Moves To Columbia Pics

NEW YORK—Irwin Robinson has been appointed attorney for the music and record division of Columbia Pictures-Screen Gems TV. He'll legally supervise the music publishing operations of Screen Gems-Columbia Music and Colgems Music Corporation and the record activities of Colpix and Dimension. In addition, he'll legally supervise any music or recording music matters evolving from the TV and motion picture companies.

For the past seven years Robinson has been connected with Zodiac Music and Palette Records.

# Csida's RIC Romps With 4 Representative Singles

NEW YORK—RIC Records, the newly formed disk company headed by Joe Csida, is spreading into all areas of the record market with its first release of four singles. The first batch of singles out of RIC is also representative of Csida's a.&r. policy of calling in independent producers as well as utilizing the company's own a.&r. staff.

As far as the market spread goes, "Wake Me a Hundred Years From Now" and "Never Never Land" by the Terrys is aimed at the country and western market; "Dear One, Part Two" and "Baton Rouge" by Larry Finnegan is directed at the teen section of buyers; "Bei Mir Bist Du Schoen" and "Sunset" by Phil Bodner and the PB6 is slanted toward the so-called "good music" section of the market, and "Fool, Fool, Fool" and "Since You've Been Gone" by Roosevelt Grier is rhythm and blues oriented.

Two of the four records were produced by RIC staff producers, and two by independent producers. Alex Zanetis, who is RIC's director of a.&r. for country product produced the Terry's record. Larry Finnegan, who is the label's director of a.&r. for the young market, produced his own record. Bobby Darin and his TM Music organization produced the Roosevelt Grier record and Phil Bodner produced his own PB6 sides. Marty Gold, who records for RCA Victor, will free-lance some sides for RIC.

In launching the new releases, Csida pointed out that each record will carry on a

"customized promotion." In the first release, for example, over and above all the orthodox promotional activity which will be employed on the Grier record by RIC, Darin's TM promotional force and Grier's personal manager Kal Ross of Berger, Ross & Steinman, the disk company has hired a Hollywood public relations firm to do a special promotional-publicity campaign on Grier on the West Coast.

The promotion on each disk will be concentrated in different areas of the country and discussions are still going on to complete RIC's distribution network.

### Cornish Combo In N. Y. Debut

NEW YORK—Gene Cornish and the Unbeatables, a new group from Rochester, made their New York debut last week via a series of in-person dates. The group was introduced to New Yorkers via a party at Hotel Edison on April 3. Hal Jackson of WWRL was emcee and the group entertained. The event was taped for broadcast over WWRL the following night. On Saturday (4), the group performed in Connie's Ballroom for over 4,000 persons, and on Sunday they were the featured attraction at Palisades Amusement Park where they appeared before more than 20,000 people. The group is on the Dawn label.

## FINALISTS FOR NARAS 1963 GRAMMY AWARDS

### RECORD OF THE YEAR



**DAYS OF WINE AND ROSES**  
Henry Mancini  
RCA Victor



**DOMINIQUE**  
The Singing Nun  
Philips



**HAPPY DAYS ARE HERE AGAIN**  
Barbra Streisand  
Columbia



**I WANNA BE AROUND**  
Tony Bennett  
Columbia



**WIVES AND LOVERS**  
Jack Jones  
Kapp

### ALBUM OF THE YEAR



**BACH'S GREATEST HITS**  
The Swingle Singers  
Philips



**THE BARBRA STREISAND ALBUM**  
Barbra Streisand  
Columbia



**THE DAYS OF WINE AND ROSES**  
Andy Williams  
Columbia



**HONEY IN THE HORN**  
Al Hirt  
RCA Victor



**THE SINGING NUN**  
Soeur Sourire  
Philips



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# BMI Musical Theater Gets Professional Eye

Musical Theater Workshop is coming out of the classroom into the open. Beginning Tuesday (14) a group of aspiring

## Connie Chases Hawaiian Eye For Happy Bit

BOSTON—The jump from songstress on a TV show ("Hawaiian Eye") to supper club dates does not seem to have been too big a leap for Warner Bros. recording artist Connie Stevens. She is an unusual performer insofar as she emerges as a sort of girlish bombshell with a happy-go-lucky style. She intersperses her songs with anecdotes, and if she tells one that misses its mark she upbraids her audience into believing that it could almost be funny.

When the curtain opens in the big Framingham Monticello, there is the feeling that she's going to be dead with her little girl gamine approach. But as she swings into "Big Wide, Wonderful World" and "I Can't Give You Anything But Love," it seems that she can be agile and electrically alive. Were it not for a touch of overcoyness, which fortunately does not come over in her records, she might come over in a clearer, bigger way. But she does seem at home in such as the rushing rhythm of "The Trolley Song" and "The Likes of You".

Miss Stevens slips into a style that suits her personality in a couple of Hawaiian numbers, and in her rendition of "Hey, Little Girl" perhaps strikes her best stride. She may have made a mistake by bringing her brother, Chuck, who acts as leader and drummer, so prominently into the act. Their approbation society act is a trifle oversweet, and Chuck's rendition of "Tomboy" is almost too much to take. But Miss Stevens' performance, while not yet all of a piece, could, with some good advice, be worked into something that would hold the night club clientele. CAMERON DEWAR

composers and lyricists in the Broadcast Music, Inc.-sponsored workshop will present a series of three one-hour showcases under direction of Lehman Engel at the Maidman Theater in New York. The series is aimed at showcasing the neophyte talent exclusively for producers, directors, publishers and agents.

The program will feature works by members of the workshop ranging from assigned exercises based on musical adaptations of scenes from Shakespeare to contemporary drama, including original material designed for the musical theater. One of the projects on the schedule is a musical adapta-

tion of Joshua Logan's "The Wisteria Trees."

BMI launched its musical Theater Workshop four years ago to expand the opportunity for creative activity in the theater by composers and lyricists. BMI's sponsorship of the workshop is similar in concept to that

(Continued on page 46)

## Brilliant Blue Grass Grows At Carnegie

NEW YORK—An avid audience of young adults listened raptly to the pickin' and singing of what many consider the greatest bluegrass act of them all—Flatt & Scruggs—in Carnegie Hall Friday (3). This was a repeat performance, and on every count it must be judged a notable success.

Backed by their instrumental group, the Foggy Mountain Boys, the music was by turns haunting in its complex melodic and harmonic patterns and amazing for its technical brilliance. That three-finger style of Scruggs on the five-string banjo is just too, too much; and the tenor voice and guitar picking of Lester Flatt is also highly individualistic. Their combined talents make one of the great country and folk acts—and it is indeed gratifying that urban audiences, such as the one in Carnegie Hall—now rec-

(Continued on page 46)

## Morgana King Is Queenly At the Most

Morgana King is singing better than ever. The young lady, who is currently appearing at The Most, the night spot on New York's East Side, has a delicacy and musicianship that is rare in today's class singing corps. In addition, the lady has showmanship.

She has an easy style and grace on the stand with touches of humor. Like her voice, her way with the crowd is filled with soft and neatly timed introductions and she varies her program with a diversity of

(Continued on page 46)

## PEOPLE AND PLACES

By MIKE GROSS

Allan Sherman really started something with his "My Son, The Folksinger" click: The New York Daily News captioned its announcement of the Broadway opening of "Hamlet" with "My Son, the Nut," and Judith Crist, movie reviewer for the Herald Tribune, subtitled "The Fall of the Roman Empire"—"My Son, the Crazy Emperor." . . . More than 250 disk jockeys, assorted radio and newspaper people showed up at the Americana Hotel last week for a cocktail party honoring Julie London who's appearing at the Royal Box. . . . Leon Carr and Earl Shuman, hitherto identified with the pop song field, will write the score for "Secret Life of Walter Mitty," a new musical being readied for a fall production off-Broadway by producer Joe Manchester. . . . Joe Bushkin winged to Los Angeles last week to confer with Warner Bros. executives about cutting a series of albums.

Connie Francis is admitting to interviewers that within a few years she'd like to retire from singing and establish a record business devoted to giving unknown singers a chance. . . . Nino Oliviero, co-composer of "More," with Riz Ortolani was inadvertently omitted in Billboard's mention of song credits in the March issue. . . . The Dave Clark Five have been set for their first concert appearance in this country at Carnegie Hall on May 29. Concert will be presented by Theater Three Productions which did the same for the Beatles. . . . Singer Jody Berry into the VIP-Madison in New York in early May. . . . Gene Krupa and his quartet follow their current stand at Chicago's London House with two weeks at the Crystal Palace in St. Louis beginning April 20. . . . Rich Little, Canadian mimic, has set the title for his Capitol Christmas release, "A Little of Hollywood." It will feature many of his American impersonations. . . . Jenó Mate cut "Pledge of Allegiance—1964" for Ham Records. The Ham banner stands for Hungarian-American Management.

SOCIAL NOTES: Linda Mae Schwartz was married on April 12 to Boris Tepper. The bride is the daughter of Louis E. Schwartz, business manager of Mills Music. . . . Dick Broderick, manager of RCA Victor's international division, became the father of another daughter March 16 in Teaneck, N. J. He now has five daughters and one son. . . . A son was born to Mrs. Joshua Shelley in New York April 4. She's an actress professionally known as Molly McCarty; the father is a producer with Talent Associates.

## New York PRESS BOX SCORE

### "HIGH SPIRITS"

"High Spirits," the musical based on Noel Coward's "Blithe Spirit," by Hugh Martin and Timothy Gray, who wrote the book, music and lyrics, opened on Broadway April 7 to generally good notices. ABC-Paramount will issue the original cast album and Howie Richmond is publishing the score.

Following is a breakdown of the New York press critical appraisal of the show and the score:

TIMES: SHOW—" . . . builds cheerfully and smartly."

SCORE—"The songs . . . have suavity and style."

HERALD TRIBUNE: SHOW—" . . . a smoothly arranged, pleasantly intimate, amiably easy-going improvisation that is long on casual charm and short on ideas."

SCORE—"Composers Martin and Gray seem to have kept too close an eye on the commercial business of writing their numbers so that they show far recording use."

DAILY NEWS: SHOW—" . . . has elevated by several notches the tone of Broadway's current musical theater simply by being beguiling."

SCORE—"The songs are . . . good humored or melodious as the need arises."

POST: SHOW—" . . . at least retains some of the excellence of the delicious comedy that Noel Coward wrote at the top of his skill."

SCORE—"The new numbers are agreeable though hardly notable."

JOURNAL-AMERICAN: SHOW—" . . . there are enough Cowardisms left in the book to give it a warm and wonderfully reminiscent quality."

SCORE—"It is a thoroughly satisfactory score."

WORLD-TELEGRAM: SHOW—" . . . has more than Miss (Beatrice) Lillie going for it—enough . . . to qualify it as a success, and to weigh favorably against the several aspects of the show which are decidedly commonplace."

SHOW—" . . . musical contribution is seldom more than adequate in its best moments, and frequently is much less."

### "ANYONE CAN WHISTLE"

"Anyone Can Whistle," a new musical by Arthur Laurents (book) and Stephen Sondheim (score), opened on Broadway April 4 to unfavorable notices from four of the six N. Y. critics. Columbia will record the original cast album. The Sondheim score is published by Burthen Music.

Following is a breakdown of the New York press critical appraisal of the show and score:

BILLBOARD'S MIKE GROSS: SHOW—"Offbeat and often inventive but falls apart in its sophomoric platitudes."

SCORE—"Strays from the Broadway formula with an imaginative flair that will take time to catch on. A recording of the score will be worthwhile but not too profitable."

TIMES: SHOW—" . . . forgets to offer much entertainment."

SCORE—"Mr. Sondheim has written several pleasing songs but not enough of them to give the musical wings."

HERALD TRIBUNE: SHOW—" . . . an exasperating musical comedy."

SCORE—" . . . works long and assiduously to drive the social lessons home."

DAILY NEWS: SHOW—" . . . an unusual, far-out musical . . . an imaginative story which the cast and I had to cope with rather strenuously."

SCORE—" . . . a briskly syncopated score, educated lyrics."

POST: SHOW—" . . . ponderously heavy-handed and clumsily vague."

SCORE—"And I thought Mr. Sondheim's score suffered from the composer's determination to escape any accusation of giving the audience a good, lively tune."

JOURNAL-AMERICAN: SHOW—" . . . it is fey and fantastic and I believe it will give you a happy escapist evening."

SCORE—"The score may not be immediately ingratiating, but I thought the lyrics were bright and original."

WORLD-TELEGRAM: SHOW—"You have no idea how many breath-taking surprises are in store . . . spectacularly original."

SCORE—"Sondheim's music and lyrics deserve an entire review in themselves."



EDIE ADAMS and Jon Early meet at the New York premiere of "The Best Man" last week. Edie is one of the film's stars and Jon is the new United Artists Records singer who recorded the title song by Mort Lindsay and Noel Sherman.

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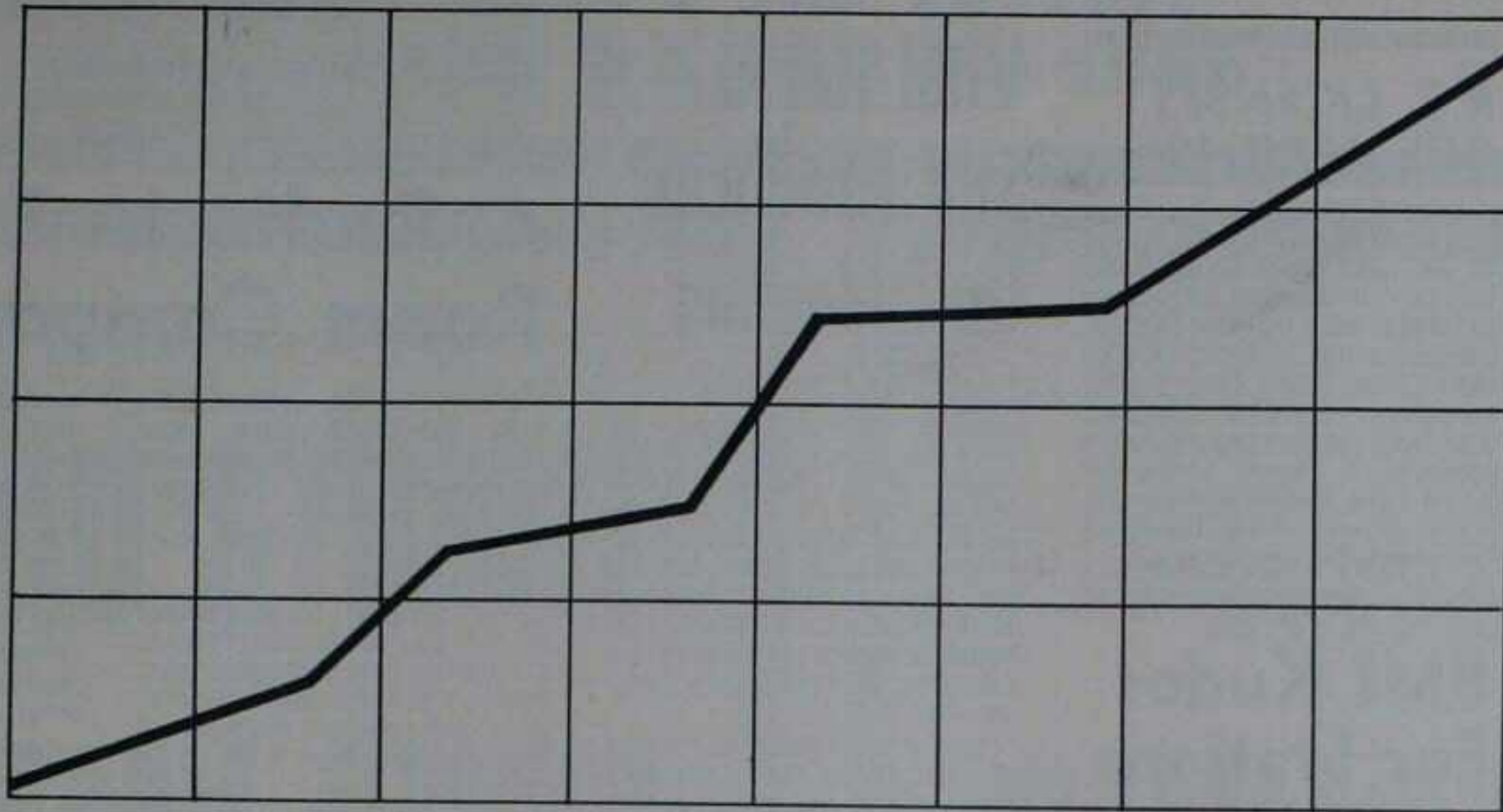
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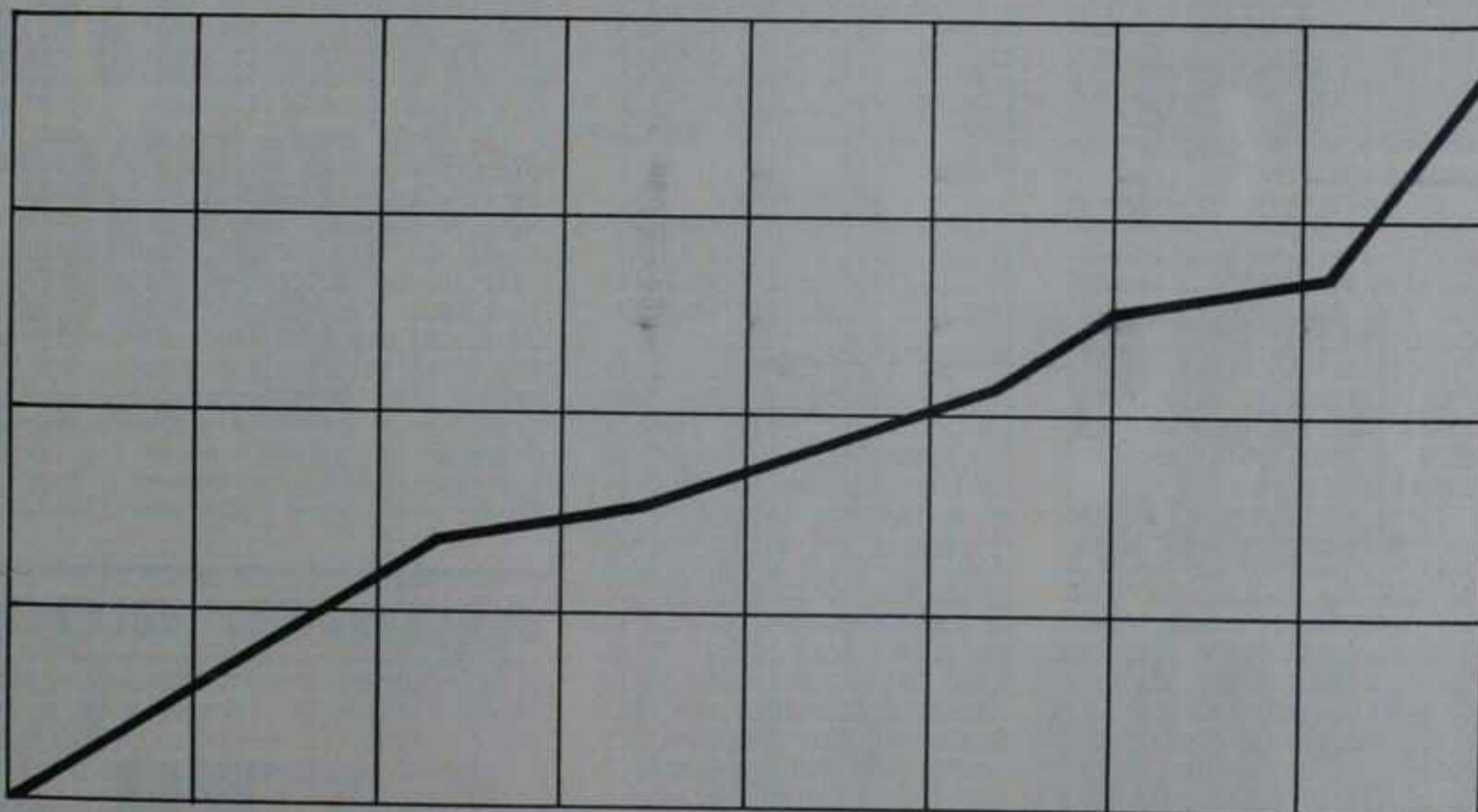
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# Side Shows—The Show At NBA Chi Convention

## RIAA's Brief Demonstrates Bright Figures

• Continued from page 1

The NAB has already extended an invitation to RIAA to appear at next year's convention.

Aided by colorful slides and musical excerpts from best selling albums, Brief told the broadcasters that the record industry now provides 80 per cent of the average radio station's programming.

"Our stock in trade is also yours, our hits are your hits, the artists and repertoire that induce people to buy a record are the same ones that get people to listen to your stations and buy the products you advertise," Brief said.

As an aid to programming Brief revealed some potent statistics about the record industry and the buying habits of listeners.

### \$68 Million a Year

More than \$68,000,000 is invested in new record product each year, with some 10,000 new records released annually. The programmers who often wonder about how many records they may listen to during a 12-month period learned that the new releases were composed of 6,500 singles and better than 3,500

(Continued on page 20)

## VOX JOX

By GIL FAGGEN



Lee Jordan, WCBS (New York City) air personality hosted the Second Annual "Festival of Music of Broadway" at Carnegie Hall, Sunday (19). The spectacular evening of entertainment starred actress Barbara Cook, Jose Ferrer and Florence Henderson, Craig Stevens, Georgia Brown and a host of others who performed on behalf of the 1964 fund-raising Crusade of the American Cancer Society, N.Y.C. Division. The entire production was under the direction of WCBS program director, Joe Cook, and was broadcast live over the CBS station.

WMCA (New York City) nighttime deejay B. Mitchell Reed registers surprise and delight upon learning that many teen-agers in the area are making "Good Gal" sweatshirts from "Good Guy" sweatshirts

(Continued on page 20)

## R.T. LICENSES DUE APRIL 19

WASHINGTON, D. C. — The NAB has issued a reminder to all radio stations regarding the April 19 deadline for stations to comply with the new FCC requirement for "combo" personnel to have Third Class Radiotelephone Operator Licenses. The NAB engineering office has published a "Study Guide for Third Class Radiotelephone Operator License With Broadcast Equipment."

## BMI Kudos For Stations

NEW YORK — WKBW, Buffalo; KMOX-TV, St. Louis, and WNED-TV, Buffalo, were named winners of the Radio-Television History Contest sponsored for the fifth year by Broadcast Music, Inc., and the American Association for State and Local History.

The prize-winning radio program, "The Death of McKinley," is one of a series entitled "Profile," dealing with famous figures in history, and is a part of a three-hour block of programming aired each Sunday evening on WKBW.

The tying television programs were "The McKinley Assassination," a 30-minute program produced by WNED-TV in association with the Buffalo and Erie County Historical Society, and "The Pawn," a 30-minute program produced by KMOX-TV which tells the story of Sam Blow, a Missouri slave nicknamed Dred Scott.

Cash awards were of \$5,000 were presented by BMI at the NAB Convention last week to the winning broadcasters, with the co-winners sharing their prize. Awards of \$500 were also made to the Buffalo and Erie County Historical Society and the University of New York, Buffalo, for co-operating in the production of the winning programs.

WDET, Detroit; KUJ, Walla Walla, Wash., and WKY-TV, Oklahoma City, received honorable mention awards.

## WITH THE COUNTRY JOCKEYS

By BILL SACHS

Ed Farni, formerly with KDWB, Minneapolis, has been named general manager of KTCR, Minneapolis country music station. Also new on the station is Ralph Bebeau, P.D. and music director, who does a daily air shift from 10 a.m. 'til noon, and Tom Torrance, who has taken over as public service and news director. Spinning the country platters on KTCR are Jay Jensen, Vern Arthur, Texas Bill Strength and Johnny Long. . . . Norm Keller reports success for his "Norm's Trading Post" seg, heard daily, 5 a.m. to 9 a.m., on WMOH, Hamilton, Ohio. Program features country music and the use of beep phone to put the voices of listeners on the air. The public uses the show to sell, buy, give away, trade, to solve lost

## Vital Radio Still Produces Dull Meeting

• Continued from page 1

consisted of three members of the Code Board who dutifully fielded set-up "Answer Man"-type questions fired at them by panel moderator, Elmo Ellis, general manager, WSB, Atlanta, and recently elected chairman of the Radio Code Board. Rebuttal, if contemplated from the delegates, was impossible as time ran out.

Group W's Chairman Donald H. McGannon was justifiably proud about being named NAB's "Man of the Year"; Billy Graham was justifiably dismayed at what he called "broadcasters failure to uplift their audiences"; NAB's President Leroy Collins was expectedly adamant in his stand against hard-liquor and directionalized cigarette advertisements . . . and so on for a review of the expected.

A spark was ignited, however, as the 3,500 broadcasting delegates from across the nation received the now seemingly traditional blast from their regulator, FCC Chairman E. William Henry.

### Henry Blast

Chairman Henry criticized the broadcasters on their no defense stand of Pacifica's freedom to broadcast provocative programming, saying:

"Your contrasting reactions to these two struggles over commercialization and Pacifica Foundation cast a disturbing light on the basic motivations of an industry licensed to do business in the public interest. And you might similarly gain insight into the reasons why, for all your magnificent services to the public, your critics remain vocal. When you display more interest in defending your freedom to suffocate the public with commercials than in upholding your freedom to provide provocative variety, when you cry "Censorship!" and call for faith in the founding fathers' wisdom only to protect your balance

(Continued on page 38)

and found problems, and for countless other purposes. More than a hundred voices are used daily, Norm says.

Station WKIK, Leonardtown, Md., has featured country music since first taking to the air in January 1953, and now programs five hours of c.&w. Monday through Friday, and seven hours on Saturday. Rocky Willis handles most of the turntable chores, assisted by WKIK's other country boy, Tom Greig. "The only first-class service we get from the major labels comes from Capitol," pens Rocky. "However, we manage to keep pretty well up to date with help from promo people, agencies and artists." . . . "We are badly in need of records," typewrites

(Continued on page 38)

# Radio-TV PROGRAMMING

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

## A Radio in Every Room Campaign On

NEW YORK — The New York State Broadcasters Association has launched a campaign to encourage hotel and motel operators throughout the State to place radios in all of their rooms.

The drive is being directed by the group's Special Projects Committee under its chairman, Stephen B. Lubunski, vice-president and general manager of WMCA, New York City.

"Today's highly competitive hotel and motel business," Lubunski pointed out, "includes many managers who try to provide the best possible service. Yet too often," he said, "this means first-class rooms, TV, fine views, but no radio."

Particular emphasis was attached by Lubunski to the upcoming New York World's Fair. More than 70 million people are expected at the Fair, so greater New York area's hotels and motels will be serving more than their normal share of occupants.

Joe Cook, WCBS program director, produced a series of one-minute jingles which are being aired more than 8,000 times during the next six weeks on radio stations throughout New York State. Cook has also written special live spots which are also being aired for the campaign. The Special Projects Committee of the NSBA is also directing the campaign at the auto traveler by urging them to ask for radio sets in hotels and

motels. The jingles were recorded at WCBS using song stylists Lyn Roberts and Stuart Foster and the CBS orchestra.

### Results Already Noted

William La Brack, supervisor of Schine North Eastern Hotels, has already noted a marked upsurge in request for radios at his hotels and motels since the campaign was launched.

Another favorable reaction was forthcoming from Albert E. Baker, vice-president, Carter Hotels, who said that his firm was considering, after many requests from guests, converting TV sets in rooms so that they may also receive radio programs.

A spokesman for the Hilton Hotels complimented the group for an "outstanding idea" and hastened to add that radios in all rooms is a regular Hilton policy.

Perry S. Samuels, vice-president and general manager of WPTR, Albany-Troy-Schenectady, reported that the station is receiving excellent reports both from hotels in the area, and many of the visitors are listening to the station.

Other members of the Special Projects committee include Dan German, program director, WKTV, Utica; Herb Mendelsohn, vice-president and general manager, WKBW, Buffalo, and Walter A. Schwartz, vice-president and general manager, WABC, New York.

## ARTISTS' BIOGRAPHIES

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



### THE SERENDIPITY SINGERS (Phillips)

NAMES: Bryan Sennett, H. Brooks Hatch, Lynne Weintraub, John Madden, Jon Arbenz, Bob Young, Mike Brovsky, Diane Decker and Tommy E. Tiemann. The University of Colorado was the starting point for seven of the members of this multi-talented group. Developing and molding their act in performances for university and civic organizations, the group soon expanded to nine with the addition of Diane Decker and Tommy Tiemann, who had been working throughout the western United States as a folk singing duo.

It wasn't long before news of the Serendipity reached Fred Weintraub, whose previous discoveries include Peter, Paul and Mary; Woody Allen, Bill Cosby, and others. Weintraub flew to Colorado, heard the group and arranged for them to appear at New York's Bitter End where they entertained for several months. Here they came under the direction of top managers, musical arrangers and stylists.

The group composes about 90 per cent of its material, material which is folk-oriented with jazz arrangements and instrumentations.

Serendipity is defined as the unexpected discovery of a new and happy event.

LATEST SINGLE: "Don't Let the Rain Come Down (Crooked Little Man)" is No. 9 on Billboard's Hot 100 this week.

LATEST ALBUM: "The Serendipity Singers" is in 24th position this week on Billboard's Top LP's chart.

**YOU'VE HEARD THE OTHER SOUND . . .  
HERE'S THE LATEST!  
"THE OXFORD SOUND"**

AS ENGLISH AS A CUP OF TEA

**CHAD STUART**  
and  
**JEREMY CLYDE**  
**"YESTERDAY'S  
GONE"**

To be seen on the Hollywood Palace Show April 18 and the Steve Allen Show on May 7.

**WA 1021**

PROGRAMMING INFO:  
Jeremy is the grandson of the Duke of Wellington. Chad is the writer of this song hit.



AMERICA'S LATEST & GREATEST  
IMPORT FROM ENGLAND!

**CHRISTINE  
QUAITE**  
**"TELL ME  
MAMMA"**

**WA 1022**

**BREAKING BIG  
ALL THROUGHOUT  
THE COUNTRY!**



**World Artists Records, Inc.**

550 GRANT STREET, PITTSBURGH, PA. PHONE: 412-281-1110

# RADIO RESPONSE RATING

## ST. LOUIS, MO.

### TOP STATIONS

Rank	Call Letters	% of Total Points
<b>★ For POPULAR Singles</b>		
1.	KXOK	52%
2.	WIL	48%
<b>★ For POPULAR LP's</b>		
1.	WEW	33%
2.	KWK	24%
3.	KSD	22%
4.	KMOX	9%
5.	KXOK	8%
Others (WIL, KSTL-FM) 4%		
<b>★ For R.&amp;B.</b>		
1.	KATZ	60%
2.	KXLW	40%
<b>★ For JAZZ</b>		
1.	KATZ	53%
2.	KXLW	27%
3.	KWK	9%
Others (KCFM-FM, KADY-AM & KADI-FM Simulcast) 11%		
<b>★ For COUNTRY MUSIC</b>		
1.	KSTL	81%
2.	KXEN	19%
<b>★ For FOLK</b>		
1.	WEW	35%
2.	KCFM-FM	23%
3.	KSD	13%
Others (KWK, KMOX, KSTL) 19%		
<b>★ For COMEDY</b>		
1.	KWK	80%
Others (WEW, KSD) 20%		
<b>★ For CLASSICAL</b>		
1.	KCFM-FM (Stereo)	35%
2.	KFUD-AM-FM (Clayton)	25%
3.	KSD-AM	18%
4.	KSHE-FM (Stereo)	11%
Others (KMOX-AM, KADY-AM, KADI-FM) 11%		
Note: KADY-AM and KADI-FM are simulcast during the day. After sundown KADY-AM goes off the air, KADI-FM continues. KADY-AM is licensed to St. Charles.		
<b>★ For SINGLES</b>		
(Middle of the Road)		
1.	WEW	51%
2.	KWK	21%
Others 28%		

### TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
<b>★ For POPULAR Singles</b>				
1.	Johnny Rabbitt	KXOK	33%	
2.	Ron Lundy	WIL	25%	
3.	Ray Otis	KXOK	19%	
Others 23%				
("Doc" Al Adams—WIL Dave Diamond—WIL Bob Osborne—WIL Peter Martin—KXOK Ed Wilson—WIL)				
<b>★ For POPULAR LP's</b>				
1.	Lee Coffee (Tie)	WEW	22%	
1.	Buddy Moreno (Tie)	KWK	22%	
3.	Gil Newsome	KSD	16%	
4.	Bill Jenkins	KWK	10%	
5.	John McCormick	KMOX	9%	
Others 21%				
(Jim Tazzarek—WEW Jack Reynolds—KWK Harry Fender—KMOX Ron Lundy—WIL Ron Lige—WEW Jim Burke—KSD Peter Martin—KXOK Dave Diamond—WIL)				
<b>★ For R.&amp;B.</b>				
1.	Dave Dixon	KATZ	47%	
2.	Lou Thimes	KXLW	22%	
3.	Robert B Q	KATZ	16%	
Others 15%				
(Hal Atkins—KXLW Spider Burks—KATZ George Logan—KXLW Gabriel—KATZ Gracy—KATZ)				
<b>★ For JAZZ</b>				
1.	Spider Burks	KATZ	53%	
2.	Lou Thimes	KXLW	29%	
Others 18%				
(Gene Chase—KCFM-FM Bill Jenkins—KWK)				
<b>★ For COUNTRY MUSIC</b>				
1.	Skeets Yaney	KSTL	48%	
2.	Bill Greene	KSTL	30%	
3.	Johnny Rion	KSTL	22%	

## STATIONS BY FORMAT

**ST. LOUIS:** Ninth largest radio market. Eleven AM, 7 FM. Two contemporary, 2 pop-standard, 2 r.&b., 1 standard-pop, 1 standard and 1 educational.

**KXOK:** 5,000 watts. Storz Broadcasting Company. **Music format: Contemporary.** Highly identifiable air personalities. Strong on and off-the-air promotion. General manager, C. L. (Chet) Thomas. Program director, Bud Connell.

**WIL:** 5,000 watts. A Balaban station. **Music format: Contemporary.** Highly identifiable air personalities. Strong on and off-the-air promotion. Mark Century a la carte package used. Executive vice-president and managing director, John Box. Production assistant, Bruce Still. Program and music director, Dave Diamond (also does air show 1-4 p.m. M-F).

**WEW:** 1,000 watts day. Franklin Broadcasting Company. **Music format: Pop-Standard.** Station marks 43d broadcasting anniversary April 26. Music played is of wide variety with emphasis on new and hit singles of a non-frenetic nature. LP plays are standards of current release. Vice-president and general manager, Charles P. Stanley. Program director, Lee Coffee (also does air show 3 to 6 p.m. daily).

**KWK:** 5,000 watts. Independent. **Music format: Pop-Standard.** Station emphasizes its air personalities. Special 10-minute newscasts 8 a.m., noon and 5 p.m. daily. Station manager, D. E. Hamel. Program director, Jim Donnell.

**KSD:** 5,000 watts. Pulitzer Publishing Company (St. Louis Post Dispatch). NBC affiliate. **Music format: Standard-Pop.** Highly identifiable air personalities. Efficient and respected news operation headed by Rex Davis. Twelve-man news staff. Special programs include "Russ David's Playhouse Party," noon to 3 p.m., "live" audience show. General manager, Harold Grams. Program manager, Sterling Harkins.

**KATZ:** 5,000 watts. Independent. **Music format: R.&B.-Contemporary.** Negro-oriented programming. Highly identifiable air personalities. Heavy community affairs involvement and public affairs projects. Special programs include "Highway to Heaven," 5 to 7 a.m., with The Rev. H. L. Herod and "Gracy's Pantry," female deejay show 2:30-3 p.m. daily. General manager, Martin Brown. Program director, Dave Dixon (also does air show 3 to 6 p.m. and 9 p.m. to midnight daily).

**KMOX:** 50,000 watts. CBS-owned. **Music format: Standard.** Station is among the nation's leaders and pioneer of "information programming" using short talk features and extended in-depth news reports throughout day. Michaelson drama packages used. Heavy news schedule carried. Large and highly respected local news staff. Music is played in late evening, early morning and on weekends primarily. General manager, Robert Hyland.

**KXLW:** 1,000 watts day. Independent. **Music format: R.&B.-Jazz-Gospel.** President and general manager, Richard J. Miller. Program director, Marshall Zwick.

**KXEN:** 50,000 watts day. Independent. **Music format: Country-Western and Gospel.** President and general manager, William F. Garrett.

**KSTL:** 1,000 watts day. Independent. **Music format: Country-Western-Polka.** Highly identifiable air personalities. President and general manager, Dick J. Kasten. Assistant manager and program manager, William L. Vietmeier.

**BIRMINGHAM:** Nation's 46th largest radio market. Eleven AM, 5 FM. One standard, 1 standard-conservative, 1 conservative-standard, 1 conservative, 2 r.&b., 1 pop-standard, 1 country-western, 1 country-western-contemporary, 1 contemporary.

**WYDE:** 10,000 watts day, 1,000 watts night. Independent. **Music format: Pop-Contemporary.** Special programming includes "This Is" series. Informational programs on law, health and science; "Sunday Symphony," 9:30 Sunday morning. (Program recently featured complete works of Bruckner). President, Emil Mogul. Program director, Bob Sandman (does air show daily under name Bob Sands).

(Continued on page 16)

**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.

## BIRMINGHAM, ALA.

### TOP STATIONS

Rank	Call Letters	% of Total Points
<b>★ For POPULAR Singles</b>		
1.	WYDE	38%
2.	WSGN	35%
3.	WVOK	27%
<b>★ For POPULAR LP's</b>		
1.	WAPI	54%
2.	WBRC	28%
Others (WMBR, WYDE, WCRT-FM-AM) 18%		
<b>★ For R.&amp;B.</b>		
1.	WJLD	55%
2.	WENN	45%
<b>★ For JAZZ</b>		
1.	WJLD	55%
2.	WENN	27%
Others (WAPI, WBRC) 18%		
<b>★ For COUNTRY MUSIC</b>		
1.	WVOK	45%
2.	WYAM	43%
Others (WIXI, WSGN) 12%		
<b>★ For SINGLES</b>		
(Middle of the Road)		
1.	WAPI	47%
2.	WYDE	24%
3.	WBRC	21%
4.	WVOK	8%

### TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
<b>★ For POPULAR Singles</b>				
1.	Duke Rumore	WYDE	33%	
2.	Dave Roddy	WSGN	24%	
3.	Joe Rumore	WVOK	20%	
Others 23%				
(Bob Sands—WYDE Jim Taber—WSGN Tommy Charles & Doug Layton—WYDE Ron Bowen—WYDE)				
<b>★ For POPULAR LP's</b>				
1.	Ron Carney	WAPI	38%	
2.	George Singer	WAPI	20%	
3.	Dick Deason	WBRC	14%	
Others 28%				
(Doug Layton & Tommy Charles—WYDE Bobby Lee—WBRC)				
<b>★ For R.&amp;B.</b>				
1.	Shelly (The Playboy) Stewart	WJLD	38%	
2.	"Tall Paul" (Paul Dudley White)	WENN	25%	
3.	Willie McKinstry	WJLD	19%	
4.	"Thin Man"	WENN	10%	
Others 8%				
(Weldon Clark—WENN Jim Kell—WSGN)				
<b>★ For JAZZ</b>				
1.	Willie McKinstry	WJLD	56%	
(Respondents split other replies between two—George Singer—WAPI, and Tall Paul (Paul Dudley White)—WENN)				
<b>★ For COUNTRY MUSIC</b>				
1.	Joe Rumore	WVOK	43%	
2.	Hal Hodgins	WYAM	32%	
Others 25%				
(Bob Bolton—WIXI Dau Brennan—WVOK Happy Hal Burns—WTAM)				

*yeah, yeah, yeah . . . . from Swan*

# LA LA

S-4176

# THE COBRAS

# I'VE GOT MINE, YOU BETTER GET YOURS

S-4177

# THE SAPPHIRES



# 2

# new

# albums from Swan

## The SAPPHIRES

LP-513

Including—WHO DO YOU LOVE,  
WHERE'S JOHNNY NOW  
PLUS—Their latest Hit single  
I'VE GOT MINE, YOU BETTER  
GET YOURS



## AI FISHER & Lou MARKS

LP-514

THE COMEDY ALBUM  
OF THE YEAR!  
WITH THE COMEDY  
TEAM OF THE YEAR!



# STATIONS BY FORMAT

• Continued from page 14

**WAPI:** 50,000 watts day, 5,000 watts night. Independent. NBC affiliate. **Music format: Standard.** Highly identifiable air personalities. Eight-man news department is largest in State. Documentaries aired regularly. Highly respected community image. Special programming includes "The People Speak," audience telephone participation show with Dave Campbell, 9 p.m. to midnight; "Bette Lee Reports," with WAPI Women's Director and international traveler, Bette Lee (show uses local and national guests); Auburn College football carried, plus "Sports Digest," with Buddy Rutledge, 3:30-4 p.m. daily, and "Sports Outdoors," with Dave Campbell 6:45-6:55 daily. Vice-president and general manager, Donald D. Wear. Program director, Charles Davis (also does air show 5:30 to 9 a.m. daily).

**WATV:** 1,000 watts day. Independent. CBS affiliate. **Music format: Conservative-Standard.** Full CBS Radio Net schedule carried. President, general manager and p.d., Maurey Farrell.

**WYAM:** 1,000 watts day, 250 watts night. Independent. **Music format: Country-Western-Gospel.** General manager, Hal Hodgens. Program director, Fred Lehner.

**WBRC:** 5,000 watts. Taft-owned. Mutual affiliate. **Music format: Standard-Conservative.** General manager, James Bailey. Program director, Richard Deason.

**WYOK:** 50,000 watts day. Independent. **Music format: Country-Western-Contemporary.** Highly identifiable air personalities. Station programs regionally. Uses warm, folksy approach with air personalities and programming. President, Iralee W. Bennis.

**WCRT:** 5,000 watts day. Independent. **Music format: Conservative.** Station plays background instrumental-type music but does have one air personality, Leland Childs, who does controversial-comment deejay show in the early morning and early evening daily. General manager, Bill Kennedy. Program director, Peggy Ferebee.

**WSGN:** 5,000 watts day, 10,000 watts night. Independent. **Music format: Contemporary.** Press Club Award in 1963 for "Best Over-All News Coverage," "Best Promotion" (on WSGN "Good Guys"), and "Best Commercial and Station Promotion," for broadcasts of the Alabama football games. Station has just discontinued its "Miss Midnight"—an all-night female deejay show. Glenn Powers now hosts the segment. "Dick Clark Show" discontinued last week (about one-year run). General manager, Ben K. McKinnon. Program director, Jim Taber (also does air show 3 to 6 p.m. daily).

**WJLD:** 1,000 watts day, 250 watts night. Independent. **Music format: R.&B.-Contemporary.** Highly identifiable air personalities. Negro-oriented programming. Manager, C. Otis Dodge.

**WENN:** 5,000 watts day. McLendon ebony station. **Music format: R.&B.-Contemporary.** Negro-oriented programming. Highly identifiable air personalities. Vice-president and general manager, Joe Lackey.

# Windsor Gets New Station

WINDSOR, Ontario — The first private Canadian radio station to hit the airwaves in Windsor, CKWW, began commercial broadcasting last week. Although the station will beam into the Detroit area, programming will be aimed at Windsor listeners and no Detroit advertising will be carried.

The new station is captained by Royce Frith, former CTV network personality who will do a daily talk program. Norm Aldred leaves broadcasting in Toledo to take over the program manager's desk and the morning air show. Ron Bourgoyne has been slotted in the mid-morning. Other air staffers are John Langton, formerly of CHWO; Stanley Switzer, Charles Freeland and Mary Roberts.

Among the special programming to be done by the station will be blocks of 30-minute local newscasts.

## Personal Public Service

CHARLOTTE, N. C. — A New York City basketball fan, who regularly receives WBT's 50,000 watt signal from Charlotte and the ACC and Southern Conference broadcasts aired by the station, called to inquire about the scores of Southern Conference Tournament games. Frustrated by interfering signals the caller asked WBT secretary Candy Ferrell to put the receiver down next to a radio. She did and the long-distance caller listened to the remainder of the Furman-VPI games-via direct wire.

# MIDDLE-ROAD SINGLES

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

This Week	2 Wks. Ago	TITLE, ARTIST, LABEL	From this week's Hot 100	Weeks on Hot 100
1	1	HELLO, DOLLY, Louis Armstrong, Kapp 573	100	10
2	2	DON'T LET THE RAIN COME DOWN (Crooked Little Man), Serendipity Singers, Phillips 40175	100	8
3	5	WHITE ON WHITE, Danny Williams, United Artists 685	98	7
4	3	MY HEART BELONGS TO ONLY YOU, Bobby Vinton, Epic 9662	96	8
5	4	THINK, Brenda Lee, Decca 31599	94	7
6	9	FOREVER, Pete Drake, Smash 1867	92	7
7	11	SHANGRI-LA, Robert Maxwell, His Harp & Ork, Decca 25622	90	5
8	8	EBB TIDE, Lenny Welch, Cadence 1422	88	5
9	7	TELL IT ON THE MOUNTAIN, Peter, Paul & Mary, Warner Bros. 5418	86	7
10	6	JAVA, Al Hirt, RCA Victor 8280	84	16
11	15	SHANGRI-LA, Vic Dana, Dolton 92	82	4
12	18	PINK PANTHER THEME, Henry Mancini & His Ork, RCA Victor 8286	80	3
13	17	CHARADE, Sammy Kaye & His Ork, Decca 31589	78	3
14	16	OUR EVERLASTING LOVE, Ruby & the Romantics, Kapp 578	76	2
15	20	COTTON CANDY, Al Hirt, RCA Victor 8346	74	2
16	19	I SHOULD CARE, Gloria Lynne, Everest 2042	72	3
17	—	WRONG FOR EACH OTHER, Andy Williams, Columbia 43015	70	1
18	—	DIANE, Bachelors, London 9639	68	1
19	—	MEXICAN DRUMMER MAN, Herb Alpert's Tijuana Brass, A & M 732	66	4
20	—	WHENEVER HE HOLDS YOU, Bobby Goldsboro, United Artists 710	64	1

## YESTERYEAR'S HITS

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

### POP—5 Years Ago April 20, 1959

1. Come Softly to Me, Fleetwoods, Dolton
2. Venus, F. Avalon, Chancellor
3. Pink Shoelaces, D. Stevens, Crystallite
4. I Need Your Love Tonight, E. Presley, RCA Victor
5. A Fool Such as I, E. Presley, RCA Victor
6. Never Be Anyone Else But You, R. Nelson, Imperial
7. Guitar Boogie Shuffle, Virtues, Hunt
8. It's Just a Matter of Time, B. Benton, Mercury
9. Tragedy, T. Wayne, Fernwood
10. It's Late, R. Nelson, Imperial

### POP—10 Years Ago April 17, 1949

1. Wanted, P. Como, RCA Victor
2. Make Love to Me, J. Stafford, Columbia
3. Cross Over the Bridge, P. Page, Mercury
4. I Get So Lonely, Four Knights, Capitol
5. Young at Heart, F. Sinatra, Capitol
6. Secret Love, D. Day, Columbia
7. Answer Me, My Love, H. K. Cole, Capitol
8. A Girl, A Girl, E. Fisher, RCA Victor
9. Here, T. Marlin, RCA Victor
10. Man With the Banjo, Ames Brothers, RCA Victor

### RHYTHM & BLUES—5 Years Ago—April 20, 1959

- It's Just a Matter of Time, B. Benton, Mercury  
Everybody Likes to Cha Cha, S. Cooke, Keen  
That's Why, J. Wilson, Brunswick  
Almost Grown, C. Berry, Chess  
Come Softly to Me, Fleetwoods, Dolton

- Charlie Brown, Coasters, Alco  
Guess Who, J. Belvin, RCA Victor  
Since I Didn't Have You, Skyliners, Calico  
So Fine, Fiestas, Old Town  
Come to Me, M. Johnson, United Artists

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WP-1816/ST-1816

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PJ-81/ST-81

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IT DARLIN' • RACK AT THE CHECKER BOARD  
IT'S A WONDERFUL FEELING • GROOVE TOWN  
BAD'S GROOVE



PJ-78/ST-78

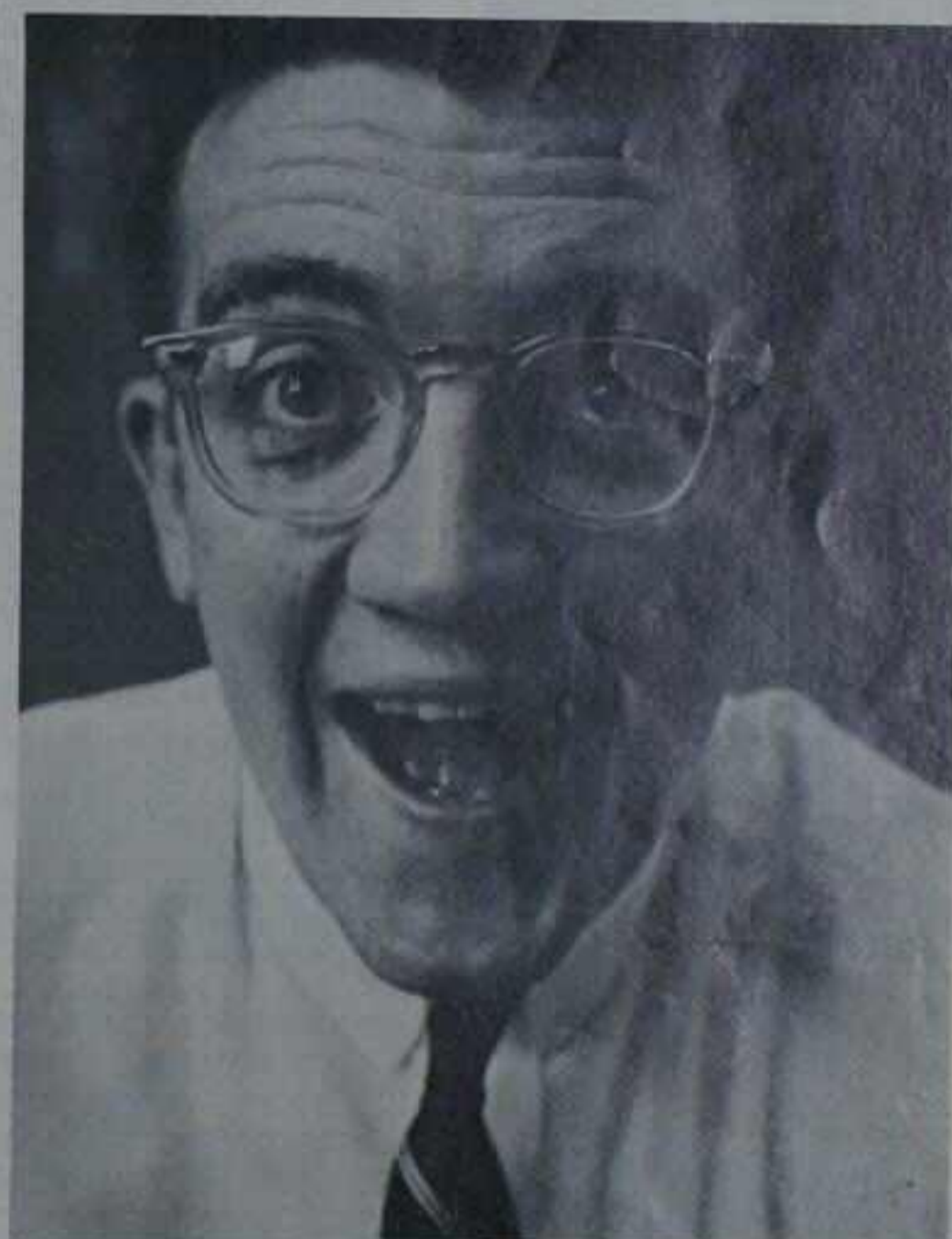
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sings

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## COUNTRY MUSIC

### Plan Folk Culture Center For Mountain View, Ark.

NASHVILLE — The quaint haunts of Bleeker Street's bare-foot folk lovers will have to take a back seat in the folk world April 17, 18, and 19 when The Rackensack Folklore Society of Mountain View, Ark., presents the Second Annual Arkansas Folk Festival in the foothills of the beautiful Ozark Mountains.

Actually, the back seat position could last for considerably more than three days if some of the plans for the region develop—and there is every reason to think the plans will be carried out.

The "plans"—in case you are wondering—center around a decision by Uncle Sam's Area Re-development Administration to build an elaborate Folk Culture Center in Mountain View (population 2,378).

The folk center is already on the drawing boards with plans for an auditorium, a crafts building, a folk music school, lodges for vacationers (from Bleeker Street), and an Earth Science Building.

The movement has been spearheaded by Jimmy Driftwood, author, musician and folklorist,



JIMMY DRIFTWOOD

and founder of The Rackensack Folklore Society. And he has managed to enlist the support of leading Arkansas citizens for his project. Some of the big names behind the Folk Culture Center include Congressman Wilbur Mills, Sen. William Fulbright and Winthrop Rockefeller, Republican candidate for governor in Arkansas.

Last year some 20,000 people from 27 states rolled into the little town of Mountain View. This year, Driftwood feels that there will be even more people on hand for the festival.

But if there are those planning to attend for the purpose of hearing the sounds of Peter, Paul and Mary they may as well forget it. Driftwood has no argument with the modern folk groups, but he makes no bones

(Continued on page 30)

### Detroit Scores Fantastic Gross

NASHVILLE — Indianapolis promoters Dick Blake and Jim Peachy continued their successful push of country music with a show in Detroit's Cobo Hall last Sunday which grossed \$40,498.85, according to Hubert Long, who packaged the talent.

The show featured Ferlin Husky, Hank Snow, Webb Pierce, Ernest Tubb, Skeeter Davis, Minnie Pearl, Bill Anderson, Buck Owens and others.

Long said the advance sale was in excess of \$23,000. "The results are fantastic," Long said, "especially when you consider that the best seats went for \$3 and were practically sold out."

Long said he feels this puts the country show "in competition with other shows which have been doing it (getting \$3 tops) for years like Victor Borge and others." He said ticket costs are a matter of what the traffic can bear and will vary in each locale, but he was optimistic about prospects for a continuing rise in gate receipts as a result of the growing c.&w. market and the possibility that tickets may go for higher rates.

Blake and Peachy were all set at week's end for another big show for Sunday, April 12. It was set for the Indianapolis Coliseum and was to feature Ray Price, Faron Young, Dave Dudley, Jean Shephard, Roy Druskey, Skeeter Davis, Ferlin Husky, Ernest Tubb, Hank Williams Jr., Johnny Tillotson and Sheb Wooley.

## HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY FOR WEEK ENDING 4/18/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	9
2	2	SAGINAW, MICHIGAN Lefty Frizzell, Columbia 42924	15
3	3	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	13
4	6	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	4
5	7	LONG GONE LONESOME BLUES Hank Williams Jr., MGM 13208	11
6	5	MOLLY Eddy Arnold, RCA Victor 8296	12
7	19	BURNING MEMORIES Ray Price, Columbia 42971	6
8	4	MILLER'S CAVE Bobby Bare, RCA Victor 8294	11
9	16	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	12
10	14	A WEEK IN THE COUNTRY Ernest Ashworth, Hickory 1237	12
11	11	KEEPING UP WITH THE JONESES Margie Singleton & Faron Young, Mercury 72237	6
12	8	YOUR HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	12
13	10	FIVE LITTLE FINGERS Bill Anderson, Decca 31577	13
14	13	TIMBER I'M FALLING Ferlin Husky, Capitol 5111	9
15	12	YOU ARE MY FLOWER Lester Flatt & Earl Scruggs, Columbia 42954	10
16	20	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	4
17	9	B. J. THE D. J. Stonewall Jackson, Columbia 42889	20
18	17	PETTICOAT JUNCTION Lester Flatt & Earl Scruggs, Columbia 42982	6
19	22	THE PILLOW THAT WHISPERS Carl Smith, Columbia 42949	9
20	23	EASY COME—EASY GO Bill Anderson, Decca 31577	10
21	15	GIRL FROM SPANISH TOWN Marty Robbins, Columbia 42968	7
22	25	BALTIMORE Sonny James, Capitol 5129	4
23	21	BEFORE I'M OVER YOU Loretta Lynn, Decca 31541	23
24	24	HE SAYS THE SAME THINGS TO ME Skeeter Davis, RCA Victor 8288	13
25	30	TOGETHER AGAIN Buck Owens, Capitol 5136	3
26	28	WIDOW MAKER Jimmy Martin, Decca 31558	11
27	32	LINDA WITH THE LONELY EYES George Hamilton IV, RCA Victor 8304	4
28	27	CHICKASHAY David Houston, Epic 9658	4
29	18	BEGGING TO YOU Marty Robbins, Columbia 42890	21
30	29	WAITING A LIFETIME Webb Pierce, Decca 31582	10
31	33	LOOKING FOR MORE IN '64 Jim Nesbitt, Chart 1065	5
32	36	BREAKFAST WITH THE BLUES Hank Snow, RCA Victor 8334	2
33	44	I CAN STAND IT (As Long as She Can) Bill Phillips, Decca 31584	6
34	38	DOUBLE LIFE Joe Carson, Liberty 55664	7
35	35	THE FILE Bob Luman, Hickory 1238	9
36	47	DON'T TAKE ADVANTAGE OF ME Bonnie Owens, Tally 156	3
37	39	THE WHEEL SONG Gary Buck, Petal 1500	2
38	—	FAIR AND TENDER LADIES George Hamilton IV, RCA Victor 8304	1
39	26	D. J. FOR A DAY Jimmy "C" Newman, Decca 31553	19
40	34	THAT'S ALL THAT MATTERS Ray Price, Columbia 42971	3
41	37	LET'S GO ALL THE WAY Norma Jean, RCA Victor 8261	16
42	45	NO THANKS, I JUST HAD ONE Margie Singleton & Faron Young, Mercury 72237	4
43	—	FOLLOWED CLOSELY BY MY TEARDROPS Hank Locklin, RCA Victor 8318	3
44	46	BLUE TRAIN (Of the Heartbreak Line) John D. Loudermilk, RCA Victor 8308	6
45	50	YOU TOOK HIM OFF MY HANDS Marion Worth, Columbia 42992	2
46	—	ALONE WITH YOU Rose Maddox, Capitol 5110	3
47	48	THAT'S WHAT MAKES THE WORLD GO ROUND Claude King, Columbia 42959	7
48	—	KEEP THOSE CARDS AND LETTERS COMING IN Johnny & Janie Mosby, Columbia 43005	1
49	—	I WANT TO HOLD YOUR HAND Homer & Jethro, RCA Victor 8345	1
50	—	EIGHT YEARS (And Two Children Later) Claude Gray, Mercury 72236	4

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# COUNTRY MUSIC CORNER

By BILL SACHS

Hank Mills, songwriter, formerly of Phoenix, Ariz., is the new manager of Jackpot Music, Inc., 817 16th Avenue, South, Nashville. . . . Faron Young will guest on Eddie Zack's "Hayloft Jamboree" over WRIB, Providence, April 11. "Hayloft Jamboree" has just had its air time extended to include Sundays, and is now heard seven days a week from 4 p.m. to sign-off. . . . Charlie Walker takes the featured spot with "Cowtown Jamboree" at Panther Hall, Fort Worth, Saturday (11). . . . Hank Thompson and His Brazos Valley Boys play for a show and dance at Panther Hall April 18. . . . Charlotte Hardin, country singer and deejay on WMRP, Flint, Mich., was in Cincinnati recently for a visit with Decca's Connie Hall. Charlotte is sporting a new release on the Glenn label. The ballad side, "Some-

body's Talking," was penned by Billy Walker, with the upbeat side, "A Little Bluer Than Blue," clefled by Carolyn Penick. Miss Hardin cut the session at Bradley's in Nashville, and has the backing of Pete Drake, Junior Husky, Jerry Shook, Willie Ackerman, Jerry Smith, Tommy Hill and the Merry Melody Singers on both sides. Deejays may obtain a sample by writing to J. G. Hardin, 2432 Lippincott, Flint, Mich.

Ramblin' Lou, vet deejay at WJL, Niagara Falls, N. Y., presents another in a series of country music shows at the State Theater there Sunday (5), featuring Jimmy Martin and the Sunny Mountain Boys, Penny Jay, Billy Grammer and a host of area c.&w. talent. Lou also has Doc Williams and the Border Riders

(Continued on page 30)



DECCA'S Kitty Wells, "The Queen of Country Music," is currently enjoying strong air play and sales and continues to climb in the charts. (Advertisement)

## New Country Label Bows

DAYTON, Ohio — Chuck Rogers, who for many years was in the music publishing business in Nashville, has started a new record company located at 4513 Venetian Way, Dayton. The new label will be known as Frolic Records and will specialize in country music. Firm's first release is "Hillbillies on Mars Vs. the Grand Old Opry" b.w. "Would You Slip Around on Me" by Rogers himself.

uled for April 15. Chart plans to release pop as well as country disks, but will stick close to the Nashville sound.

The Browns, the Beatles' favorite singing group, played WSM's "Waking Crew Show," presenting some up-town arrangements of their songs. The Browns have a new one out, "I Know My Place" b.w. "Then I'll Stop Loving You." The Porter Waggoner Show on WSM-

(Continued on page 30)

## NASHVILLE SCENE

By LARRY COLE

Pamper Music, Inc., reports that Ray Price's "That's All That Matters" shows a steady increase in popularity. Ray, who is ending a two-day engagement in Las Vegas at the Nashville-Nevada Club, has been racking some of the biggest crowds in the South, Southwest and Midwest. Several stations are said to be programming the record across the nation. Tom Pall and the Glaser Brothers will play the Four Seasons Club, Denver, April 17 and 18. "Gonna Get Along Without You Now" looks like another smash hit for Skeeter Davis, who is currently on

an RCA Victor promotional tour to Pittsburgh, Indianapolis, Detroit, Chicago and Cleveland. Hubert Long has purchased Faron Young's interest in Lancaster Music.

George Morgan signed with WSM's "Grand Ole Opry" Saturday, April 4, and sang a couple of number from his new Columbia album, "Tender Loving Care." George will appear in Houston April 20. Chet Atkins produced another Homer and Jethro session at RCA Victor's Nashville studio March 30. Chart Records announced the signing of Jenny Wright and Tom Tall with releases sched-

## Rash Buys Small's ABS

WILMINGTON, Del. — Jim Small, veteran country music artist, promoter and manager and for the last five years president and owner of ABS Records, has been forced by ill health to dispose of the diskery. Purchaser was Howard Rash, a veteran of the c.&w. field, both as an artist and songwriter. He will operate ABS Records from 2318 Lamotte Street here.

Small, who has been directed by his doctors to rest for at least a year, will retain a small interest in ABS and will continue to serve as talent scout for the firm on a part-time basis. Small will divide his time between his homes in New York and Florida.

## WYZE Sets Air Excursion For N. Y. Country Spec

ATLANTA—Station WYZE, Atlanta, recently became the first radio station to arrange an air transport excursion to New York May 16-17 for the National Country Music Cavalcade of Stars being presented at Madison Square Garden on those dates by promoter Vic Lewis.

Ray Kinnaman, WYZE program director, said an 89-seat commercial aircraft has been chartered for the trip, and that the station will be host at a breakfast for the stars of the show May 17.

The Madison Square Garden country music spec will feature more than 30 major recording stars in each of four performances. Latest to be signed is Kenny Roberts, yodeler from WWVA, Wheeling, W. Va.

## HOT COUNTRY ALBUMS

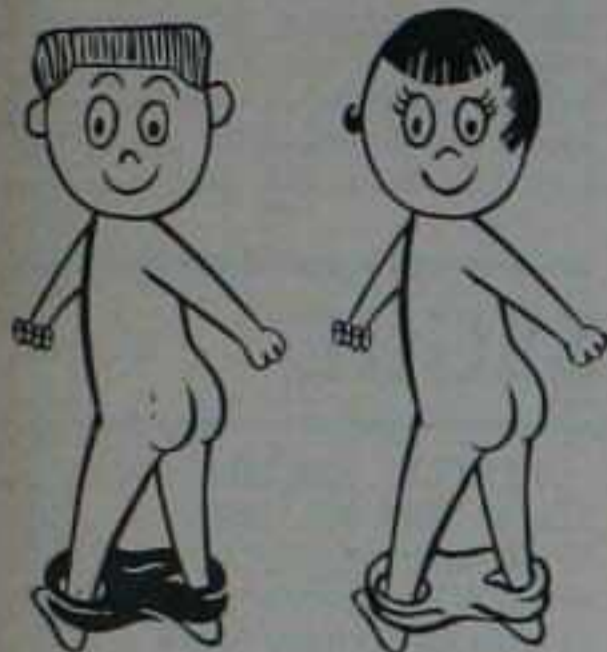
### Billboard SPECIAL SURVEY

FOR WEEK ENDING 4/18/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	15
2	2	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	14
3	3	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	15
4	6	NIGHT LIFE Ray Price, Columbia CL 1921 (M); CS 8771 (S)	15
5	5	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	11
6	4	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	15
7	8	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	15
8	9	LESTER FLATT & EARL SCRUGGS AT CARNEGIE HALL Columbia CL 2045 (M); CS 8845 (S)	13
9	7	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	14
10	10	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	10
11	11	BILL ANDERSON SINGS Decca DL 4499 (M); DL 74499 (S)	3
12	12	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	3
13	18	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	6
14	14	GEORGE JONES & MELBA MONTGOMERY SINGING WHAT'S IN OUR HEART United Artists UAL 3301 (M); UAS 6301 (S)	15
15	16	GOOD 'N' COUNTRY Jim Reeves, RCA Camden, CAL 784 (M); CAS 784 (S)	4
16	13	I LOVE A SONG Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	15
17	—	SAGINAW, MICHIGAN Lefty Frizzell, Columbia CL 2169 (M); CS 8969 (S)	1
18	17	SONGS OF THE CITIES Roy Drusky, Mercury MG 20883 (M); SR 60883 (S)	9
19	19	HITS OF TODAY AND TOMORROW Ernest Ashworth, Hickory LPM 118 (M); (no Stereo)	5
20	20	ESPECIALLY FOR YOU Kitty Wells, Decca DL 4493 (M); DL 74493 (S)	2

## PARDON US

But Our Back Sides Are Showing . . .



\*\*\*\*\*



"EASY COME EASY GO"

BILL ANDERSON

DECCA 31577



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FERLIN HUSKY



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# NAB Session Hears Henry Brief of RIAA

• Continued from page 12

LP's, running the gamut from classical to poetry and pops.

Using a Billboard research chart breakdown on the releases reviewed last year, Brief showed that 42 per cent of the releases were of the pop variety and 15 per cent classical with the rest being divided up into folk, comedy, original cast, etc.

The slides showed that 60 per cent of a 10-year-old's record expenditure goes for "teen beat music"; that 30 per cent is spent on "pops and light classics," and that 10 per cent goes for country and western, jazz, Latin and folk music. Nothing is spent by this age group on classical music.

At 15 or 16, record buyers lose interest in "teen beat music" and acquire a taste for popular, light classical, country and western, jazz, folk and classical, according to the RIAA. The presentation indicated that the buyer increases purchases of popular and light classical music through age 60. Interest in other categories of music appear to reach a peak at 25 to 30 and then follow a fairly level plateau.

An examination of the buying habits of different age groups showed that the nation's teenagers account for 60 per cent of all "teen beat music" purchases, while consumers over 35 years of age are responsible for the largest share of all other types of record sales.

Other RIAA statistics pointed out that males account for 52 per cent of all record sales (56 per cent of the album sales, but only 36 per cent of the singles sales).

Brief emphasized that he and

the RIAA were not trying to tell broadcasters how to program or what to program, but rather to point out that the very factors—age, sex, economic level, educational attainment and geographic location—that are responsible for molding an individual's tastes and motivating him to buy certain types of records are the very factors that induce him to listen to a radio station because of the type of programming it has on the air.

The broadcasters were told that it costs \$2,500 to produce a record and "get it into the field." An album of non-classical works costs about \$15,000, while symphonic works and light classical albums by large orchestras cost considerably more.

## Role of Promo Men

The importance and role of the field promotion man was explored by Brief who chose to call these men "communicators."

"Without these men in the field advising his company on the success or lack of success of new releases it would be impossible for the executives back in the headquarters of each company to know how to plan their production, merchandising and promotion programs," he said.

In answer to the often-heard complaint from broadcasters about the character of some promotion men, Brief said that over the past few years the record industry has been upgrading the caliber of its promotion men.

"We think we have become mature enough to realize that to have a pitchman whose success is limited to getting radio stations to play records is not only a questionable practice but a costly one as well for us. Rec-

ords that have no merit won't sell and some of us quite often in the past found ourselves hoisted on our own petard," Brief observed.

Brief urged the assembled broadcast executives to take advantage of the same benefits the record companies derive from information gleaned from promotion men.

"These men have got to know their way around if they want to stay around," Brief pointed out. "They also know something about your business because they are in daily contact with radio stations, not only with yours but with those of your competitors; not only in your city but those of a rather wide geographical area," he added.

Admitting that radio "is not in the business to sell records," he said that to the extent that much of radio's air time is made up of records programming, radio "should be interested in what happens to us if for no other than the purely selfish reasons that make us interested in you."

## Sauce for the Goose

"We depend upon radio to get the public's ear because talent can't thrive, develop or be appreciated without being heard. Should the bright image that we create around our talent become dull so far as the public is concerned, you suffer along with us because people who will not buy our records will not be overly interested in listening to your programs," Brief warned.

The RIAA executive secretary deplored what he called "the seeming decline of the era of the radio personality who created an aura of individuality and a de-

# VOX JOX

• Continued from page 12

by braiding wool curls and attaching them to the sweatshirts. With B.M.R. is Elizabeth Resnick, who introduced the new rage in the area.

Joseph C. Pasquali, staff member of WINC (Winchester, Va.) will head the Department of Publicity & Promotion for the 1964 Shenandoah Apple Blossom Festival on April 30, May 1 and 2. This year marks the 37th presentation of the Shenandoah Apple Blossom Festival which will feature Lucy Baines Johnson, daughter of President Johnson, as Queen. The First Lady will accompany

voted following, who could sell a record but could also sell products. Brief strongly suggested that the air personality can be as important to radio broadcasting's future as young talent is to the record industry. "He should be developed and encouraged," he urged.

Brief told Billboard that information gathered from the NAB's fall and winter regional conferences points up the ignorance of station management as a whole to the problems of the record industry, and vice versa. In an effort to break down the long-existing Iron Curtain between the two related industries, Brief, in his address to the NAB conventioners, suggested formation of a joint RIAA-NAB committee that would meet regularly "to discuss problem situations involving either or both of our industries . . . to help meet the challenging days ahead."

her daughter. TV star Lucille Ball will be the Grand Marshal.

WABC (New York City) celebrated April Fool's Day by fooling deejay Dan Ingram. Dan supposedly went on the air at 2 p.m. and through planned errors of engineering, wrong records and other assorted boobies, he sure got fooled. Can you imagine one station promo played during the first half hour was for rival station WINS! Unknown to Ingram, however, this staged fiasco was not aired because in another studio Bob Dayton was smoothly doing the first half hour of Ingram's show.

# SEGUE

**LITTLE SEGUES:** A son, Gayle Edward, born to Jack Wath and wife. Jack hosts show on WATH (Athens, Ohio). A son, first child, Mark Joseph, born to Gil and Roberta Santos in December. Gil is WBSM (New Bedford, Mass.) afternoon deejay. . . . Joe Murray, program director of WQUA (Moline, Ill.), and wife, Ellen, parents of daughter, Deborah Ann, born March 21. . . . Bruce and Susan Morrow, parents of a "Little D. J." Dana Jon, April 3 in New York. Dana Jon weighed in at 7 pounds 7 ounces—WABC's frequency is "77." "Cousin" Brucie's home away from home.

**MORE RADIO NEWS  
ON PAGE 38**



**DOUGLAS  
MacARTHUR**

**DUTY  
HONOR  
COUNTRY**

*West Point, May 12, 1962*

**ADDRESS  
TO THE  
CONGRESS**

*Washington, April 19, 1951*

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- **3 PAGE PICTORIAL HIGHLIGHTS OF  
GENERAL MacARTHUR'S  
DISTINGUISHED CAREER**

**RCA CAMDEN**

**NOW AVAILABLE!**  
**TWO NEW HISTORIC**  
**DOCUMENTARY**  
**ALBUMS**

**LYNDON B. JOHNSON**

**THE FIRST  
HUNDRED DAYS**

(TFM 3145)

**PLUS**

**GENERAL DOUGLAS MacARTHUR**

**THE WAR  
YEARS**

(TFM 3148)



THE ULTIMATE IN ENTERTAINMENT

**REVIEWS**



**SPOTLIGHT WINNERS OF THE WEEK**

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

**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.

**Hot Pop SPOTLIGHTS...**

**RICK NELSON—THE VERY THOUGHT OF YOU**—(Witmark, ASCAP) (1:55)—**I WONDER (IF YOUR LOVE WILL EVER BELONG TO ME)** (Silmo, BMI) (2:20)—Two more big ones for Rick. First up is the standard done in touching terms. The flip has a bit of a lilt that has chorus and combo used effectively. **Decca 31612**

**DAVE CLARK FIVE—I KNEW IT ALL THE TIME** (Gallico, BMI) (2:15)—This is a bit different sound from Clark entries on Epic, but it's got the hard rock sound growling vocal against stomping beat. Flip: "That's What I Said" (Peter Maurice, ASCAP) (2:15). **Congress 212**

**DALE AND GRACE—THE LONELIEST NIGHT** (Acuff-Rose, BMI) (2:17)—The team has that hit sound again. Tight, lilting harmony against easy sound in the "Leaving It Up to You" groove. Flip: "I'm Not Free" (Red Stick-Crazy Cajun, BMI) (2:22). **Montel 928**

**JOHNNY TILLOTSON—I RISE, I FALL** (Ted, ASCAP) (2:15)—Lyric singing on a most interesting word theme. It's done in the best Tillotson ballad style. Flip: "I'm Watching My Watch" (Natson-Marimba, ASCAP) (2:15). **MGM 13232**

**DIONNE WARWICK—WALK ON BY** (Blue Seas-Jac, ASCAP) (2:58)—The slow, blues ballad is the order of the day again for Miss Warwick and she sings this one with a passion that builds. Flip: "Any Old Time of Day" (U. S. Songs, ASCAP) (2:25). **Scepter 1274**

**LONNIE MACK—I'VE HAD IT** (Brent, BMI) (2:12)—The best one for artist since "Memphis." It's sung with a strong beat and hit sound. La-la-la-ing chorus adds to the drive. Flip: "Nashville" (Carlson-Edwards, BMI) (2:19). **Fraternity 925**

**MILES STANDISH—THE ONE TO CRY** (Scharber, BMI) (2:09)—Produced by Independent Producers Group, this one looks like the left field hit of the week. The side has a telling sound with the lad's voice strung out against voices and good driving beat. Flip: "One Time" (Scharber, BMI) (1:50). **Host 502**

**MOLLY BEE—HE DOESN'T WANT YOU** (Morris, ASCAP) (2:00)—The best to date from the gal. The side has big sound with the Miss' voice multi-tracked singing answers to her single tracked questions. Flip: "Our Secret" (Glo-Mac & Metric, BMI) (2:18). **Liberty 55691**

**DIXIE CUPS—CHAPEL OF LOVE** (Trio, BMI) (2:45)—Most unusual sound on one of Leiber and Stoller's new banners. Phil Spector is one of the writers and Joe Jones produced the date. It's got an easy swing that demands play. Flip: "Ain't That Nice" (Trio-Melder, BMI) (2:20).

**RONNIE DOVE—SWEETER THAN SUGAR** (Tobi-Ann & Florentine, BMI) (2:10)—Stronger rocker that has much going for it. There's a stomping band, too, and lots of drive. Flip: "I Believed in You" (Tobi-Ann & Florentine, BMI) (2:15).

**THE OVERLANDS—YESTERDAY'S GONE** (Unart, BMI) (2:08)—This is a British record originally recorded by Pye. Group singing with up-tempo sound, strong beat and fine band backing. Flip: "Gone the Rainbow" (Pepamar, ASCAP) (2:26). **Hickory 1258**

**C.&W. SPOTLIGHTS**

**MARION WORTH & GEORGE MORGAN**

**I LOVE YOU SO MUCH IT HURTS** (Melody Lane, BMI) (2:42)—This hit of many a year ago is handled with soft tenderness and ease. Flip: "Slipping Around" (Peer Int'l, BMI) (2:17). **COLUMBIA 43020**

**ROY DRUSKY**

**PICK OF THE WEEK** (Yonah-Raleigh, BMI) (2:25)—**YESTERDAY** (Four Star, BMI) (2:50)—Two scorers for Roy First has an enticing title that reflects a weeper lyric. The second side is a softly sung weeper filled with pathos. **MERCURY 72265**

**C.&W. SPECIALS**

**JOHNNY ACTON**  
Just for You (Lonzo & Oscar, BMI) (2:19). **NUGGET 215**

**RAMSEY KEARNEY**  
Google Eye (Acuff-Rose, BMI) (2:32)—Take a Walk (In My Shoes) (Fred Rose, BMI) (2:20). **HICKORY 1251**

**COLEMAN O'NEAL**  
Missing Persons (Peach, SESAC) (2:02). **CHART 1070**

**HOWARD CROCKETT**  
Bringing in the Gold (Jobete, BMI) (2:44). **MEL-O-DY 111**

**GEORGE RICHEY**  
Silent Telephone (Santa Cruz, BMI) (2:33). **ASCOT 2149**

**TOMMY WILLIAMS**  
Whisper Whisper (Dunrovin, BMI) (2:49)—Yuma Prison (Santa Cruz, BMI) (3:34). **PETAL 1600**

**JENNY CLAY**  
Just Another Lonely Day (Painted Desert, BMI) (2:05). **COLUMBIA 43026**

**DAVE DUDLEY**  
Big Ole House (New Keys-Circle Dot, BMI) (2:18)—If I Had One (New Keys, BMI) (2:25). **MERCURY 72254**

**JERRY WALLACE**  
Let the Tears Begin (Vidor-Starday, BMI) (2:30). **MERCURY 72258**

**SPIRITUAL SPECIALS**

**CARAVANS**  
Unto Thee Oh Lord (Conrad, BMI) (3:47)—There'll Be Blue Birds Over the White Cliffs of Dover (Shapiro-Bernstein, ASCAP). **VEE JAY 939**

**JAZZ SPECIALS**

**JIMMY WITHERSPOON**  
Key to the Highway (Duchess, BMI) (2:45)—I'd Rather Drink Muddy Water (Duchess, BMI) (2:50). **REPRISE 0275**

**Across-The-Board SPOTLIGHTS...**

NONE THIS WEEK.

**Pop Standard SPOTLIGHTS...**

NONE THIS WEEK.

**POP STANDARD Programming Specials**

**LIZ SENEFF**  
Tarry Town (2:45). **GATEWAY 729**

**LOU RAWLS**  
The House Next Door (Awaye, BMI) (2:53). **CAPITOL 5160**

**ROY CLARK**  
Take Me as I Am (Acuff-Rose, BMI) (2:07). **CAPITOL 5163**

**CHARLES AZNAVOUR**  
La Mama (BIEM) (3:43)—Et Pourant (Leeds, ASCAP) (2:47). **VERVE 10317**

**SARAH VAUGHAN**  
Wallflower Waltz (Marvin, ASCAP) (2:45)—Only (Chappell, ASCAP) (2:15). **ROULETTE 4547**

**CAROL CHANNING**  
Put on Your Sunday Clothes (Morris, ASCAP) (2:15)—So Long Dearie (Morris, ASCAP) (2:12). **RCA VICTO 8350**

**FRANKIE CARLE, HIS PIANO & ORK**  
The Big Bird (True Blue, ASCAP) (1:47). **RCA VICTOR 8351**

**BROTHERS FOUR**  
San Francisco Bay Blues (Hollis, BMI) (2:02)—Seven Daffodils (Sanga, BMI) (2:40). **COLUMBIA 43025**

**MARLENE DIETRICH**  
Where Have All the Flowers Gone (German Lyric) (Sanga, BMI) (2:58)—Where Have All the Flowers Gone (English Lyric) (Sanga, BMI) (2:57). **LIBERTY 55690**

**LOUIS ARMSTRONG AND DAVE BRUBECK**  
Nomad (Derry, BMI) (2:51)—Summer Song (Derry, BMI) (2:14). **COLUMBIA 43032**

**THE FOUR COINS**  
Shangri-La (Robbins, ASCAP) (2:43). **MEMORY LANE 2212**

**BILLY ECKSTINE**  
People (Chappell, ASCAP) (2:30)—Sweet Georgia Brown (Remick, ASCAP) (1:55). **MERCURY 72264**

**THE GOLDBRIARS**  
Pretty Girls and Rolling Stones (Blackwood, BMI) (2:00)—Shenandoah (Blackwood, BMI) (3:04). **EPIC 9673**

**FREDDY**  
By the Way (Roosevelt, BMI) (2:37). **MGM 13230**

**CHAD MITCHELL TRIO**  
What Did You Learn in School Today? (Teena, ASCAP) (2:09). **MERCURY 72257**

**TRACK RECORDS**

A selection of best tracks from the hottest LP spotlights

**POP STANDARD**

**FUNNY GIRL**  
**PEOPLE** (Chappell-Styne, ASCAP)—Original Cast (Capitol 2059)

**LILIES OF THE FIELD**  
**MAIN TITLE** (United Artists, ASCAP) (1:49)—From Sound Track (Epic 24094)

**JACKIE GLEASON**  
**CHARADE** (Northland-Southdale, ASCAP) (3:09)—From LP: "Today's Romantic Hits" (Capitol 2056)

**JAZZ**

**LES McCANN AND THE JAZZ CRUSADERS**  
**BIG CITY** (2:35)—From LP: "Jazz Waltz" (Pacific Jazz 81)

**HOT POP Programming Specials**

**DEL-MARS**  
Snacky Poo (Parts 1 & 2) (Robin Hood, BMI) (2:25 & 2:28). **MERCURY 72244**

**MOODY & THE DELTAS**  
Monkey Climb (Trio-Melder, BMI) (2:10)—Everybody Come Clap Your Hands (Music, BMI) (2:07). **DAISY 504**

**ALVIN ROBINSON**  
Something You Got (Tune Kel, BMI) (2:26). **TIGER 104**

**SHORTY LONG**  
Devil With the Blues (Jobete, BMI) (2:49). **SOUL 35001**

**THE CINDERS**  
I'll Follow You (Drive-In & Rickland, BMI) (2:06). **ORIGINAL SOUND 43**

**BRUCE CHANDEL**  
Satisfied Mind (Starday, BMI) (2:40)—That's What's Happenin' (Jobete, BMI) (2:30). **MEL-O-DY 112**

**YVONNE CARROLL**  
There He Goes (Screen Gems-Columbia, BMI) (2:26)—Please Don't Go (Screen Gems-Columbia, BMI) (2:03). **VEE JAY 592**

**BOB LEAPER & THE PROPHEETS**  
Come and Join Us (Essex, ASCAP) (2:30). **REPRISE 0274**

**MAXINE BROWN**  
Little Girl Lost (Ludix-Flo Marlu, BMI) (2:06)—You Upset My Soul (Ludix-Flo Marlu, BMI) (2:24). **WAND 152**

**KELLY HART**  
Someone Else's Hands (Claridge, ASCAP) (2:20). **SWAN 4172**

**THE FLEETWOODS**  
Ruby Red, Baby Blue (Painted Desert, BMI) (2:22)—Lonesome Town (Eric, BMI) (2:02). **DOLTON 93**

**PAUL ANKA**  
My Baby's Comin' Home (Spanka-Trio, BMI) (2:10)—No, No (Spanka, BMI) (2:02). **RCA Victor 8349**

**THE RIP CHORDS**  
Three Window Coupe (Screen Gems-Columbia, XMI) (1:51). **COLUMBIA 43035**

**TIMMY SHAW**  
If I Catch You (Running Around) (McLaughlin-Zann, BMI) (2:24). **WAND 151**

**UNDERBEATS**  
Foot Stompin' (Symbols, BMI) (2:25). **GARRETT 4004**

**FOUR-EVERS**  
If I Were a Magician (Spanka, BMI) (2:37)—Be My Girl (Elephant-Jonic, BMI) (2:37). **SMASH 1887**

# FABULOUS VALENTE PROGRAM

April 15 - May 30

*Launched with a great new single  
destined to make everyone forget "Malaguena"*

## Caterina Valente

### WHEN IN ROME

Words and music written especially for Miss Valente  
by Pulitzer Prize winner Jerry Bock (Fiorello,  
Tenderloin, She Loves Me)

B/W

### WITH A SONG IN MY HEART

Both sides arranged and conducted  
by Peter Matz

#9667



#### BRAND NEW LP

##### I HAPPEN TO LIKE NEW YORK

Autumn In New York; Take The "A" Train;  
Manhattan Serenade; Broadway, New York,  
New York; Something's Coming; Chinatown,  
My Chinatown; Lullaby Of Broadway;  
Sidewalks Of New York; I Happen To Like  
New York; Oh Lawd, I'm On My Way.

Stereo PR 362

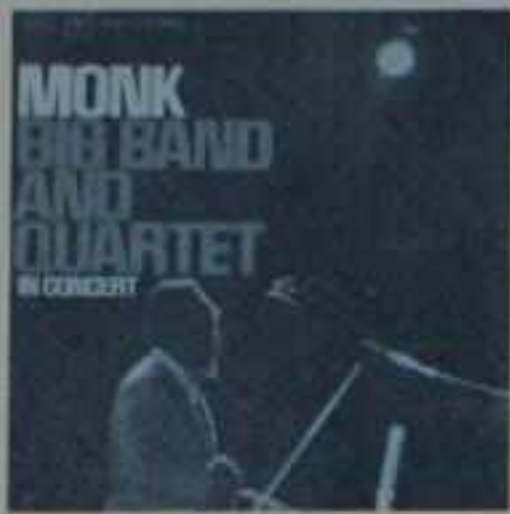
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**LONDON**  
RECORDS

Opening April 14  
at the Desert Inn,  
Las Vegas, after her  
sensational stay  
at the Persian Room,  
New York City.



# ALBUM REVIEWS (continued)



**JAZZ SPOTLIGHT**  
**BIG BAND AND QUARTET**  
Thelonius Monk. Columbia CL 2164 (M); CS 8964 (S)

The Monk sound goes small group and big band on this LP, and considering his sales on the last one on Columbia, this album should be even better. It's got some stellar solos by the likes of Phil Woods, Charlie Rouse and Monk himself, among a flock of others.



**RELIGIOUS SPOTLIGHT**  
**GEORGE BEVERLY SHEA SINGS HYMNS OF SUNRISE AND SUNSET**  
RCA Victor LPM 2839 RE (M); LSP 2839 RE (S)

Here's a powerful album. Shea's performances are full of resonance, fervor and quiet drama. Every band has distinction. Typical are "I Met God in the Morning," "Did You Think to Pray," "Rocked in the Cradle of the Deep." It is almost impossible to choose a best track. Our choice: "An Evening Prayer."



**FLAMENCO SPOTLIGHT**  
**FLAMENCO CONCERT**  
Carlos Montoya. RCA Victor LPM 2846 (M); LSP 2846 (S)

Any flamenco aficionado cannot own enough of Montoya as witness the fact that he has recorded 17 such albums. This one is in concert, and true to the spirit of such music, and the gypsy artist himself, it is filled with blinding virtuosity and breath-taking variations. The much-requested "Santos" is included as well as a charming flamenco version of "Blues in the Night."



**COMEDY SPOTLIGHT**  
**A WET BIRD NEVER FLIES AT NIGHT**  
Jackie Vernon. Jubilee JGM 2052 (M)

Although a newcomer to the field of comedy recordings, Jackie Vernon is certainly no novice comedian. He has made frequent appearances on some of the country's top network TV shows and on stage at such night spots as the Blue Angel, the Crescendo and the Holiday House. Vernon's easy-paced, carefully phrased delivery wrings every bit of comedy out of some mighty funny material. Great listening and great radio programming.



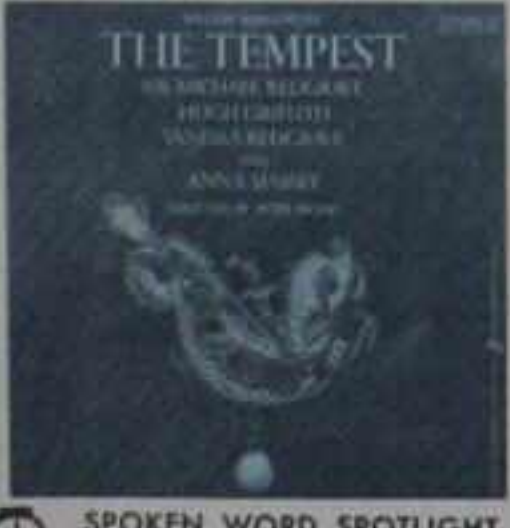
**SPOKEN WORD SPOTLIGHT**  
**JEEVES**  
Various Artists. Coedman TC 1137 (M)

This is the first Woodhouse entry as far as is known, and the album could not have been done with a more comprehensive cast. With Terry Thomas as Bertie and Roger Livesey as Jeeves, nothing could be more the bookish style. Exceptional stuff for the literati.



**LOW PRICE POP SPOTLIGHT**  
**IN THE STILL OF THE NIGHT AND OTHER BEAUTIFUL SONGS**  
Living Strings. RCA Camden CAL 795 (M); CAS 795 (S)

There's hardly a greater living example of sales success than the musical series by the posh and lush "Living Strings." The strings soar by night, this time offering such selections as "In the Still of the Night," "Wonderland by Night," "Under a Blanket of Blue," "Deep Purple" and others. Always fine listening.



**SPOKEN WORD SPOTLIGHT**  
**THE TEMPEST**  
Various Artists. Shakespeare Recording Society SR5-S-201 (3) (S)

An outstanding stereo version of the popular Shakespeare work starring Sir Michael Redgrave, Hugh Griffith, Vanessa Redgrave and Anna Massey. Included with the handsome package is a complete text of the performance. Stereo version and fine cast should be heartily welcomed by Shakespeare and drama lovers.



**LOW PRICE C.&W. SPOTLIGHT**  
**HAWKSHAW HAWKINS SINGS**  
RCA Camden CAS 808 (e) (S)

Hawkshaw was one of the staples of the c.&w. field—a long time steady seller. Since the star's untimely death in 1963, his fans have been waiting for good packages of his performances. This is one. It's full of country flavor, contains some interesting blues too—with an occasional venture into rock style pop.

## BREAKOUT ALBUMS

### NATIONAL BREAKOUTS

**BELAFONTE AT THE GREEK THEATRE**  
Harry Belafonte, RCA Victor LOC 6009 (M); LSO 6009 (S)

### NEW ACTION LP's

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

**LONELY GUITAR** . . .  
Duane Eddy, RCA Victor LPM 2798 (M); LSP 2798 (S)

**BAJA MARIMBA BAND** . . .  
A&M LP 104 (M); SP 104 (S)

**THE WOMENFOLK** . . .  
RCA Victor LPM 2832 (M); LSP 2832 (S)

**THE FIRST NINE MONTHS ARE THE HARDEST** . . .

Len Weinrib & Joyce Jameson, Capital T 2034 (M); ST 2034 (S)

**MORE OF EVERYTHING!** . . .  
Limelites, RCA Victor LPM 2844 (M); LSP 2844 (S)

**IT'S IN HIS KISS** . . .  
Betty Everett, Vee Jay VJ 1077 (M); VJ 1077 S (S)



## SPECIAL MERIT PICKS

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

### POP SPECIAL MERIT

**IT'S MY WAY**  
Buffy Sainte-Marie. Vanguard VRS 9142 (M); VSD 79142 (S)

An auspicious record for Miss Sainte-Marie, a natural and sometimes rough-hewn talent with considerable dramatic and dynamic depth to her voice. The fact that she sings mostly her own poetry—not of the normal folk heroes and villains, including the first Indian protest song of recent memory—seems to make this record on a real folk show. Programmable only on a real folk show.

### CLASSICAL SPECIAL MERIT

**GREAT ARIAS FROM RUSSIAN OPERAS**  
Netania Davrath. Vanguard VRS 1114 (M); VSD 71114 (S)

Netania Davrath possesses a beautiful, clear soprano. She has a strong feeling for this material. Almost speaking the lyrics at times, she brings to these scenes from Russian opera a folklike quality.

### CLASSICAL SPECIAL MERIT

**CONCERTO OPERISTICO**  
Banda dell'Arma dei Carabinieri di Roma. RCA Victor Intl. FPM 122 (M); FSP 122 (S)

One of the most famous military bands in the world, this Italian, Banda dell'Arma dei Carabinieri di Roma, plays Verdi, Wagner, Bellini and Wolf-Ferrari as if they belonged to them. Any classical program, wondering how to educate the young'uns to classics, must hear any one of these tracks.

### JAZZ SPECIAL MERIT

**MUCH IN COMMON**  
Roy Brown/Milt Jackson. V 8580 (M); V6-8580 (S)

No jazz fan would have to be convinced that the combination of Milt Jackson and Roy Brown could be other than excellent. To the record's additional credit, four other fine musicians and on five tracks, the gospel singing of Marion Williams bring depth and variety beyond the common jazz date.

### DOCUMENTARY SPECIAL MERIT

**MAN IN SPACE**  
A Documentary. Folkways FX 6201 (M)

Strangely, only one other available catalog album deals with the astronauts (that one about John Glenn on Reprise). This one is about the first space traveler, Lt. Comm. Alan Bartlett Shepard Jr. and his 15-minute trip on May 5, 1961. The documentary is thorough, including actual broadcasts, narration and a variety of interviews and explanations. Explanatory booklet included.

### LOW PRICE POP SPECIAL MERIT

**TOP TEN HITS**  
Original Artists. Wyncote W 9007 (M); SW 9007 (S)

The top hits from the label's top money makers such as Chubby Checker, the Orions, etc., are all contained herein. A natural for collectors of Gold Record hits and for radio stations programming the oldies but goodies.



### FOUR-STAR ALBUMS

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

### POPULAR

**MY TRUE LOVE** . . .  
Wink Martindale. Dot DLP 3571 (M); DLP 25571 (S)

**30 HITS OF THE FANTASTIC 50'S**  
Frankie Carle, His Piano & Ork. RCA Victor LPM 2881 (M); LSP 2881 (S)

**SAN REMO FESTIVAL 1964**  
Various Artists. Epic LP 18030 (M); BF 19030 (S)

**FOR SENTIMENTAL REASONS**  
Ames Brothers. RCA Victor LSP 2876 (e) (S)

**MY KIND OF FOLK SONGS**  
Gale Garnett. RCA Victor LPM 2833 (M); LSP 2833 (S)

**FOREVER**  
Pete Drake. Smash MGS 27053 (M); SRS 67053 (S)

**FRANKIE FANELLI**  
RCA Victor LPM 2842 (M); LSP 2842 (S)

**14 HIT FLASHBACKS FROM THE GOLDEN GROUP ERA**  
Various Artists. King 893

**THE FIRST RECORDINGS BY THE JOYFUL GREENWOOD COUNTY SINGERS**  
Kapp KL 1362 (M); KS 3362 (S)

**THIS IS IVORY JOE HUNTER**  
Dot DLP 3569 (M); DLP 25569 (S)

**HITS TO KEEP FOREVER**  
Dick Leiber. RCA Victor LPM 2910 (M); LSP 2910 (S)

### CLASSICAL

**BACH: DAS MUSICALISCHE OPFER**  
Wiener Solisten (Botcher). Bach Guild BG 658 (M); BGS 5070 (S)

**THE CAECILIA MANDOLINE PLAYERS**  
Phillips PHM 500-049 (M); PHS 900-049 (S)

**HANDEL: ODE FOR THE BIRTHDAY OF QUEEN ANNE/THREE CORONATION ANTHEMS**  
Orlana Concert Choir & Orchestra (Deller). Bach Guild BG 661 (M); BGS 70661 (S)

### FOLK

**WOODY GUTHERIE SINGS FOLK SONGS, VOL. 2**  
Folkways FA 2484 (M)

**JACKIE WASHINGTON, VOL. 2**  
Vanguard VRS 9141 (M); VSD 79141 (S)

**SLEEPY JOHN ESTES, 1929-1940**  
Folkways RRF 8

### JAZZ

**SAN FRANCISCO BAY BLUES**  
Jesse Fuller. Good Time Jazz M 12051 (M)

**THE GREEN LEAVES OF SUMMER**  
Hampton Hawes. Contemporary M 3614 (M)

### LOW PRICE COUNTRY

**"LITTLE" JIMMY DICKENS' BEST**  
Harmony HL 7311

**14 GREAT ALL TIME COUNTRY & WESTERN WALTZES FOR THE FOLKS THAT LOVE WALTZES**  
Various Artists. King 890

### SACRED

**THE BLACKWOOD BROTHERS QUARTET**  
RCA Victor LPM 2838 (M); LSP 2838 (S)

**LLOYD COWBOY COPAS—HYMNS**  
King 894

### GOSPEL

**CHOIRING!**  
Paul Mickelson Choir. Supreme SM 1018

### POLKA

**Z HUMOREM (With Humor)**  
Stas Jaworski & His Ork. Dana DLP 1302 (M)

**WESOTE MUZYKANTY (Gay Musicians)**  
Ray Henry & His Ork. Dana DLP 1301 (M)

### COMEDY

**HOW TO LOSE WEIGHT WITH "FAT" JACK E. LEONARD**  
RCA Victor LPM 2892 (M); LSP 2892 (S)

### SPECIALTY

**SOOTHING SOUNDS FOR BABY, VOL. I**  
Epic LN 24083 (M)

**SOOTHING SOUNDS FOR BABY, VOL. II**  
Epic LN 24084 (M)

**SOOTHING SOUNDS FOR BABY, VOL. III**  
Epic LN 24085 (M)

**AUTHENTIC DRAG STRIP SOUNDS**  
Dot DLP 3566 (M); DLP 25566 (S)

### LOW PRICE POPULAR

**ROMAN HOLIDAY**  
Carlo Monti & Casa Roma Ork. Wyncote W 9003 (M); SW 9003 (S)

**NBC'S CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET**  
Various Artists. RCA Camden CAS 802 (e) (S)

**JAVA**  
Jim Collier. Wyncote W 9013 (M); SW 9013 (S)

(Continued on page 40)



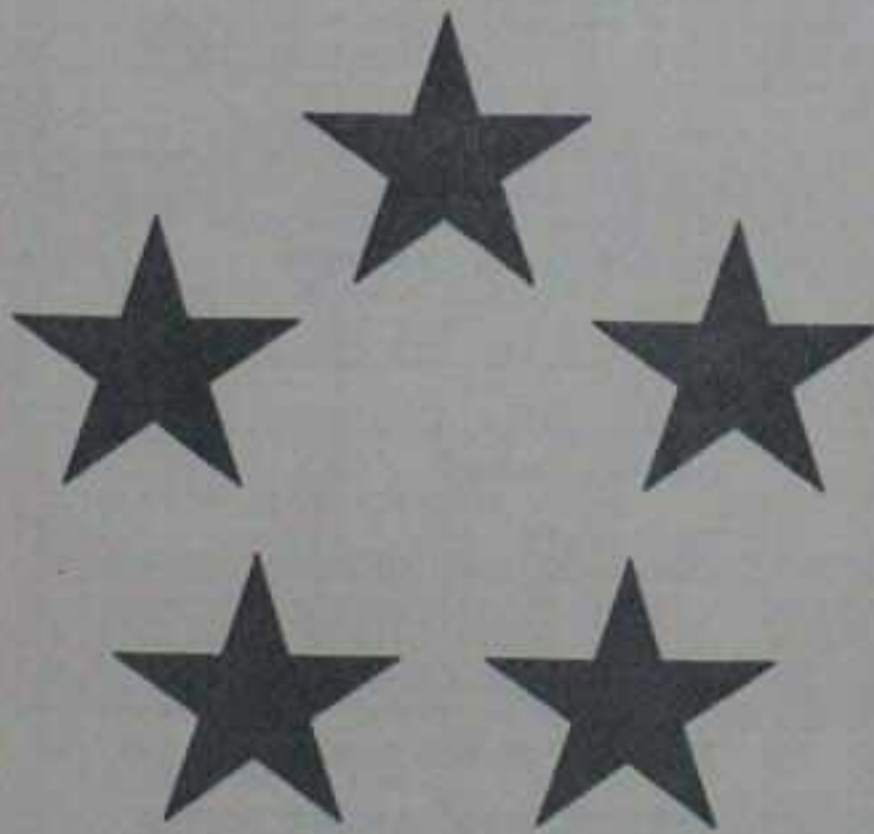
★★★★★

A complete, stirring and dramatic documentary of the Life and Legend of 'The Old Soldier.' Compiled from newsreels actually recorded while the events and great moments of General of the Army Douglas MacArthur's life took place. Included are virtually all the important speeches he made. An album that belongs in every American home.

MGM RECORDS

E 4245

General of the Army  
**DOUGLAS MacARTHUR**



The Life and Legend of 'The Old Soldier'



**AVAILABLE NOW!**

Call, Write or Wire your Nearest MGM Records Distributor Today!

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

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 3 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains top 51 LPs including 'MEET THE BEATLES', 'INTRODUCING THE BEATLES', 'HONEY IN THE HORN', etc.

Table with 3 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains LPs 52-100 including 'MOMS MABLEY OUT ON A LIMB', 'A LETTERMEN KIND OF LOVE', 'ROY ORBISON'S GREATEST HITS', etc.

Table with 3 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains LPs 101-150 including 'THE NEW CHRISTY MINSTRELS', 'GENE PITNEY'S BIG SIXTEEN', 'JOLLY WHAT!', etc.

# Just Released!!

**SONGS EVERYBODY KNOWS**  
**CARMEN CAVALLARO**

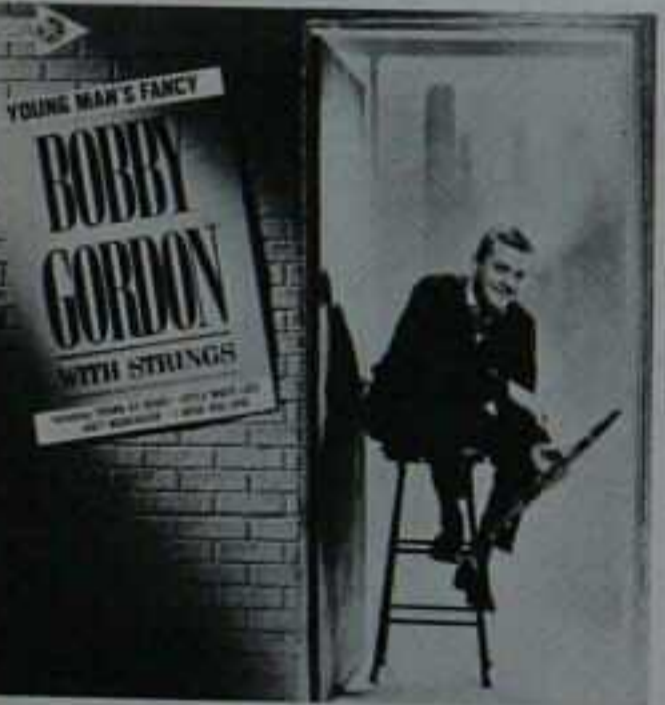


**CARMEN CAVALLARO**  
SONGS EVERYBODY KNOWS  
DL 4489 • DL 74489\*

**Latin Songs Everybody Knows**  
**GEORGE FEYER**



**GEORGE FEYER**  
LATIN SONGS EVERYBODY KNOWS  
DL 4420 • DL 74420\*



**BOBBY GORDON**  
YOUNG MAN'S FANCY  
DL 4507 • DL 74507\*



**THE GREENWOODS**  
FOLK INSTRUMENTALS  
DL 4496 • DL 74496\*

# V.I.P.

(VERY IMPORTANT PERFORMERS)

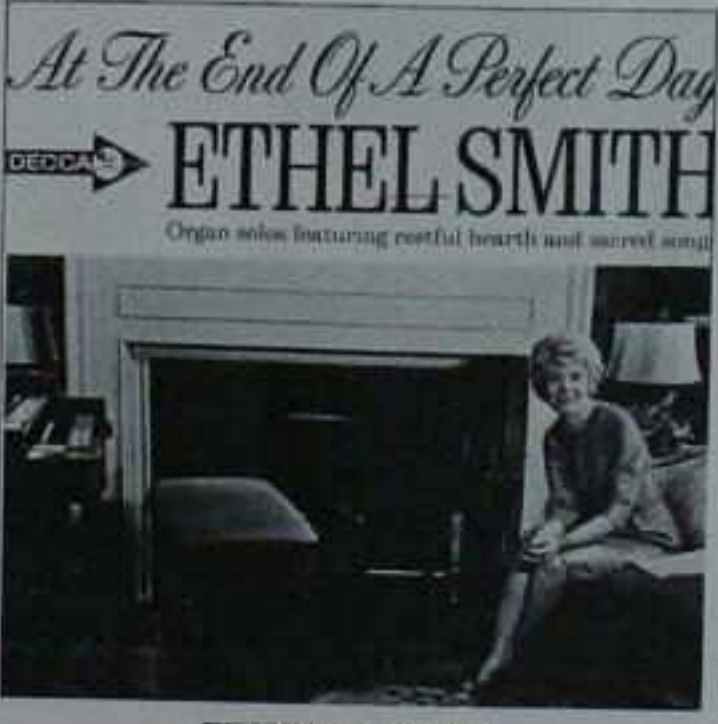
## THE INSTRUMENTALISTS

ON

# DECCA<sup>®</sup> CORAL<sup>®</sup>



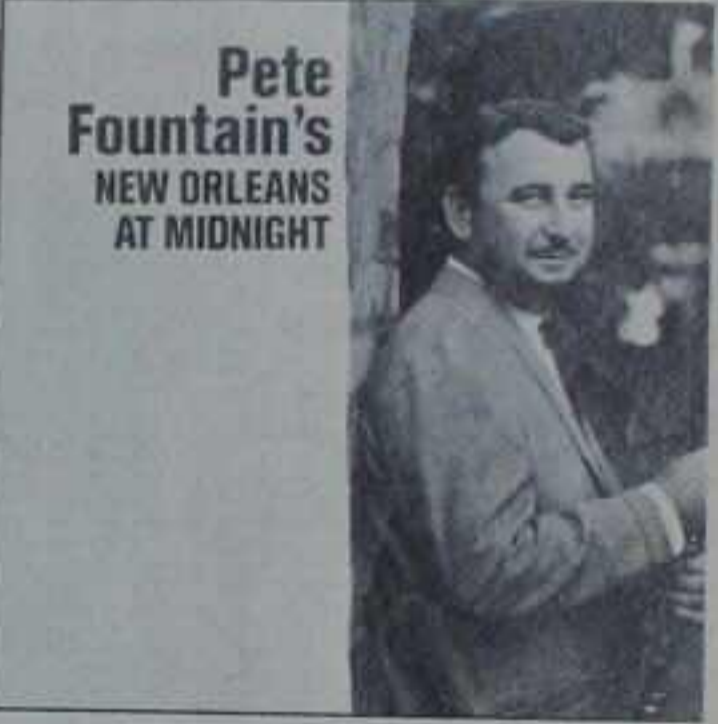
**RAFAEL MENDEZ**  
MENDEZ IN MADRID  
DL 4497 • DL 74497\*



**ETHEL SMITH**  
AT THE END OF A PERFECT DAY  
DL 4467 • DL 74467\*



**LENNY DEE**  
SOMETHING SPECIAL  
DL 4498 • DL 74498\*



**PETE FOUNTAIN**  
NEW ORLEANS AT MIDNIGHT  
CRL 57429 • CRL 75729\*



**EARL GRANT**  
JUST FOR A THRILL  
DL 4506 • DL 74506\*



**EDDIE 'Sheik' KOCHAK**  
**HAKKI OBADIA**  
YA HABIBI!  
DL 4501 • DL 74501\*

\*Denotes Stereo

AVAILABLE NOW AT ALL **DECCA** BRANCHES

AUSTRALIA

(Courtesy Music Maker, Sydney)

- 1 1 ALL MY LOVING—The Beatles (Parlophone)—Leeds
2 2 I SAW HER STANDING THERE—The Beatles (Parlophone)—Leeds
3 4 HAWAII—The Beachboys (Capitol)—Alberts
4 3 ANYONE WHO HAD A HEART—Dionne Warwick (Philips)—Belinda
5 6 CALIFORNIA SUN—The Riveras (W. & G.)—Chappell
6 5 DAWN (Go Away)—The 4 Seasons (Philips)
7 7 BITS AND PIECES—The Dave Clark Five (Columbia)—Castle
8 10 THAT'S WHAT I WANT—Cicadas (RCA)—Southern
9 8 ROLL OVER BEETHOVEN—The Beatles (Parlophone)—Boosey & Hawkes
10 9 THE HAREM—Acker Bilk (Columbia)—Pincus Gil
11 11 NEEDLES AND PINS—The Searchers (Astor)
12 14 SURFIN' BIRD—The Trashmen (Stateside)
13 12 BLUE DAY—Billy Thorpe (Linda Lee)
14 15 BORNE ON THE WIND—Roy Orbison (London)—Acuff-Rose
15 13 SHE LOVES YOU—The Beatles (Parlophone)—Leeds

BRITAIN

(A special list compiled prior to publication by The New Musical Express, London)

- 1 1 CAN'T BUY ME LOVE—Beatles (Parlophone)—Northern Songs, Ltd.
2 7 I BELIEVE—Bachelors (Decca)—Cinephonic
3 2 LITTLE CHILDREN—Billy J. Kramer (Parlophone)—Belinda Music
4 3 JUST ONE LOOK—Hollies (Parlophone)—T.S. Music
5 13 WORLD WITHOUT LOVE—Peter and Gordon (Columbia)—Northern Songs, Ltd.
5 4 NOT WADE AWAY—Rolling Stones (Decca)—Southern Music
7 8 I LOVE YOU BECAUSE—Jim Reeves (RCA)—Bourne Music
8 9 THAT GIRL BELONGS TO YESTERDAY—Gene Pitney United Artists)—Pakkamak
9 10 TELL ME WHEN—Applejacks (Decca)—Southern-Freddie Poser
10 5 BITS AND PLACES—Dave Clark Five (Columbia)—Ardmore & Beechwood
11 6 ANYONE WHO HAD A HEART—Cilla Black (Parlophone)—Hill & Range
12 11 DIANE—Bachelors (Decca)—Keith Prowse Music
13 16 GOOD GOLLY MISS MOLLY—Swinging Blues Jeans (HMV)—Southern Music
14 13 THEME FOR YOUNG LOVERS—Shadows (Columbia)—Elstree-Shadows
15 22 MY BOY LOLLIPOP—Millie (Fontana)—Chappell
16 17 VIVA LAS VEGAS—Elvis Presley (RCA)—17 Savile Row
17 — MOCKING BIRD HILL—Migil Five (Pye)—Southern Music
18 15 I THINK OF YOU—Merseybeats (Fontana)—Welbeck Mellin
19 12 BOYS CRY—Eden Kane (Fontana)—142 Music
20 18 CANDY MAN—Brian Poole and the Tremeloes (Decca)—A. Schroeder
21 25 MOVE OVER DARLING—Doris Day (CBS)—California Music
22 19 OVER YOU—Freddie and the Dreamers (Columbia)—Kennedy Street Music
23 23 STAY AWHILE—Dusty Springfield (Philips)—Flamingo
24 — JULIET—Four Pennies (Philips)—Flamingo
25 20 LET ME GO, LOVER—Kathy Kirby (Decca)—Aberbach
26 21 BORNE ON THE WIND—Roy Orbison (London)—Acuff-Rose
27 27 IF HE TELLS YOU—Adam Faith (Parlophone)—Freddie Poser
28 28 KING OF KINGS—Ezz Reco (Columbia)—Robbins Music
29 — ONLY YOU—Mark Wynter (Pye)—Sherwin
30 30 NEEDLES AND PINS—Searchers (Pye)—Metric Music

FRENCH (WALLOON) BELGIUM

(Courtesy Juke Box Magazine)

- Two This Weeks
1 1 VOUS PERMETTEZ, MONSIEUR—Adamo (Pathe)—Ardmore & Beechwood
2 2 EXCUSE-MOI PARTENAIRE Johnny Hallyday (Philips)—Francobel
3 3 TOMBE LA NEIGE—Adamo (Pathe)—Rudo
4 4 MARIA ELENA—Los Indios Tabajaras (RCA)—World
5 — A PRESENT TU PEUX T'EN ALLER—Richard Anthony (Columbia)—Chappell
6 — NON HO L'ETA (Per Amarti)—Gigliola Cinquetti (Show Records)—Italmusic
7 — PRES DE MA RIVIERE—Robert Cogli (Philips)—World
8 — PETITE MECHE DE CHEVEUX—Claude Francois (Fontana)—World
9 5 I WANT TO HOLD YOUR HAND—The Beatles (Odeon)—Vedette
10 — CEUX QUI ONT UN COEUR—Petula Clark (Vogue)—Belindamusic

HUNGARY

(All recording on the Qualiton label)

- 1 QUARDO CON ME DONDOLO—Janos Koos—Alfa Edizione Musicale
3 CAMPING—Janos Koos—Editio Musica
3 TOTAGAS—Metro Ensemble
4 RENATO—Ines Taddio—Class Music, Bruxelles
5 FURGE GONZALES, (Hungarian version of Speedy Gonzales)—Janos Koos—Budd Music, London
6 NALAM MINDEN A REGI MARADT—Vico Torriani—Editio Musica
7 PAPRIKA TWIST—Janos Koos
8 MINDEN ORSZAG—Lehel Nementh—Editio Musica
9 ILYEN A TWIST—Kirby Ambrus—Editio Musica
10 FOGJ EGY SETAPALCAT—Lehel Nementh—Editio Musica

ITALY

(Courtesy Musica e Dischi, Milan)

- 1 1 UNA LACRIMA SUL VISO—Bobby Solo (Ricordi)
2 2 CITTA' VUOTA—Mina (Ri Fi)
3 3 OGNI VOLTA—Paul Anka (RCA)
4 6 PLEASE PLEASE ME—Beatles (Parlophone)
5 5 NON HO L'ETA' (Per Amarti)—Gigliola Cinquetti (GCD)
6 4 QUANDO VEDRAI LA MIA RAGAZZA—Gene Pitney (UA)
7 8 UN BACIO PICCOLISSIMO—Robertino (Carosello)
8 7 STASERA NO NO NO—Remo Germani (Jolly)
9 10 CHE M'IMPORTA DEL MONDO—Rita Pavone (RCA)
10 12 PICCATURA—Peppino Di Capri (Carisch)
11 9 CIAO RAGAZZI—Adriano Celentano (Clan)
12 11 SABATO SERA—Bruno Filippini (MRC)
13 — LA NOTTE E' FATTA PER AMARE—Neil Sedaka (RCA)
14 15 CIN CIN—Richard Anthony (Columbia)
15 14 QUANDO VEDRAI LA MIA RAGAZZA—Little Tony (Durium)

JAPAN

(Courtesy Utamatic, Tokyo)

- 1 1 WASHINGTON SQUARE—The Village Stompers (Epic)—Toshiba
2 2 SAVE THE LAST DANCE FOR ME—Koshiji Fubuki (Toshiba)—Aberbach
3 3 TOKYO BLUES—Nishida Sachiko (Polydor)—JASRAC
4 6 GUITAR JINGI—Kitajima Saburo (Columbia)—JASRAC
5 5 VIVRE SA VIE—Roger France (Seven Seas)—HIEM

- 6 10 SHORT ON LOVE—Gus Backus (Polydor)—No 5ub-publisher
7 8 I WANT TO HOLD YOUR HAND—The Beatles (Odeon)—Toshiba
8 — DANKE SCHON—Connie Francis (MGM)—Shinko
9 — LA NOVIA—Peggy Hayama (King)—Suiseisha
10 — SUGATA SANSHIRO—Murata Hideo (Columbia)—JASRAC

MEXICO

(Courtesy Audiomusica)

- 1 2 IF I HAD A HAMMER—Trini Lopez (Reprise)—Ludlow Music
2 1 ENTREGA TOTAL—Javier Solis (CBS)—Mundo Musical
3 10 I WANT TO HOLD YOUR HAND—The Beatles (Musart)—Pending
4 3 LAS CEREZAS—Hnos. Carrion (CBS)—Pending
5 5 NO TENGO EDAD—Gigliola Cinquetti (Gamma-CGD)—Pending
6 6 ATRAS DE LA RAYA (Loddy Lo)—Apsion Boys (Peerless)—Kalmann
7 9 RECUERDOS DE IPACARAI—Neil Sedaka (RCA)—Fermata
8 8 QUIERO QUEDARME AQUI—Steve Lawrence—Eydie Gorme (CBS)—Aldon
9 4 DOMINIQUE—Los Dominic (Orfeon)—Fermata
10 7 MI ADIOS—Sonora Santanera (CBS)—Mundo Musical

NORWAY

(Courtesy Verdens Gang)

- 1 2 LA MEG VAERE UNG—Wenche Myhre (Triola)—Egil Monn Iversen
2 5 ALL MY LOVING—Beatles (Parlophone)—Edition Lyche
3 1 HIPPI HIPPY SHAKE—Swinging Blue Jeans (HMV)—Imudico
4 3 SKONA MITT HJARTA—Siw Malmkvist (Metronome)—Imudico
5 4 BEAUTIFUL DREAMER—John Leyton (HMV)—Southern Music
6 9 I LOVE YOU BECAUSE—Jim Reeves (RCA Victor)
7 6 I'M THE LONELY ONE—Cliff Richard (Columbia)—Bens Music
8 7 CAN'T BUY ME LOVE—Beatles (Parlophone)—Editions Lyche
9 — AS USUAL—Brenda Lee (Brunswick)—Bens Music
10 — MEXICO—Elvis Presley (RCA Victor)—Belinda

SOUTH AFRICA

This Week

- 1 I WANNA HOLD YOUR HAND—The Beatles (Parlophone)
2 DON'T LET ME CROSS OVER—Jim Reeves (RCA)
3 DRIP DROP—Dion (CBS)
4 LODDY LO—Chubby Checker (Continental)
5 SOMEBODY LOVES YOU—Skeeter Davis (RCA)
6 ANYONE WHO HAD A HEART—D. Warwick (Fontana)
7 TRUE LOVE—Charles Jacobie (CBS)
8 I'M YOURS—Elvis Presley (Teal)

SPAIN

(Courtesy Dicomania)

- 1 1 IF I HAD A HAMMER—Trini Lopez (Reprise)
2 3 NON HO L'ETA—G. Cinquetti (Hispanox)—Musica Sur
3 2 LO NUESTRO TERMINO—Duo Dinamico (Voz Amo)—Musica Sur
4 7 SHE LOVES YOU—The Beatles (Voz Amo)—Aberbach
5 8 LA MAMMA—Arnavour (Columbia)
6 5 AMOR DE VERANO—Duo Dinamico (Voz Amo)—Musica Sur
7 4 HEART-CUORE—Rita Pavone (RCA)—Hispanox
8 — AMERICA—Trini Lopez (Reprise)
9 6 CRYING IN THE WIND—Paul Anka (RCA)—Hispanox
10 9 SPANISH LACE—Enrique Guzman (CBS)—Aberbach

COUNTRY MUSIC CORNER

Continued from page 19

set for appearances at the Palace Theater, Corning, N. Y., May 14; Civic Center, Potsdam, N. Y., May 15; High School Auditorium, Beamsville, Ont., May 16, and the Farm & Home Center, Lockport, N. Y., May 17. Ramblin' Lou is promoting among his listeners a bus tour to

Plan Culture Center

Continued from page 18

about his thinking that real folk music springs from the earth—not the asphalt and concrete of a Chicago or New York City.

Says Jimmy of the upcoming Festival, "And it ain't no Hottenanny, no sir-ee, the Rackensack Tribe don't have no country strolls with the urban-bred Hootenanny—Uncle Berry says it is an 'illegitimate word.' What we have is a real hillbilly folk festival put on by real country people.

The Rackensack farmers, tie-hackers, sorghum-makers, and fox-hunters love to sing all kinds of old songs; British Ballads, American Folksongs, spirituals, and riddles. They sing solos, duets, quartets, and occasionally everybody joins in an old favorite.

They play about all kinds of folk instruments, fiddles, mandolins, guitars, banjos, autoharps, harmonicas, picking bows, gourds, and the jawbone of the wild jackass."

Continuing with his observations on the folklorist, Ozark style, Driftwood said, "Someone has said that the trees planted by Ozark people have their roots in Merrie England and their tops in the Scottish Highland, and that Anglo-Saxon rivers ripple in their speech.

"One thing is sure, though they may butcher the modern King's English, they enrich it with expressions from the Elizabethan tongue, and another thing—though they may wear patched clothes, their necks are clean and there is no rebellion towards society in their hearts.

"They have always been that way, and the foreigner to these hills who rubs dirt on his daughter's neck and barnyard on her dress and sends her on the stage as the after-image of the country girl of yesterday—that man slanders the spirit of pioneer motherhood.

"On the stage at Mountain View you will see our people as they really are. A few may grow beards to represent the pioneer who lost his razor, and a few may dress in 1890 style, but people who take part in the festival will just be themselves."

The point Driftwood wants to make apparently, is that if you dig pure folk music and pure folks then you should head for Mountain View where "there are no amplified instruments played here... rather the real old-time fiddles, banjos, mandolins, and pickin' bows of which many are more than a hundred years old and handmade."

Driftwood sees the Arkansas Folk Festival as a great renaissance in America's musical heritage, so look out Bleeker Street for the Rackensack folklorists, with the help of Uncle Sam, are out to build a folk center and lay claim to the dominant position in the folk music world.

the WWVA "Jamboree" in Wheeling, W. Va., Saturday and Sunday, May 2-3... Bill Nettles, songwriter and retired country singer, who formerly toured with his unit billed as the Dixie Blue Boys, has penned a new tune, "You Can't Keep Me From Loving You," which is being featured by his nine-year-old grandson, Ronnie Thibodeaux, guitarist-singer.

WHOW, Clinton, Ill., which boasts of being the only full-time c.&w. station in Central Illinois, will soon begin its 14th year of presenting live country music. Its current "Cornbelt County Style" seg, aired daily, spotlights such country talent as Junior Garner and the Sangamon Valley Boys, Marvin Lee, Lee Randel, the Arkansas Travelers, John Harford, the Country Squires, and Uncle Johnny Barton, emcee. Spinning the country platters on WHOW these days are Johnny Barton, John Harford, Jack Reno, Bill Ward and John Klinger... Tex Williams, now working under the guidance of Jack Murrah, shows his wares at the Junior Chamber of Commerce Rodeo in Red Bluff, Calif., April 18, and then hops to Omaha to kick off a nine-day tour for Wichita, Kan., promoter Hap Peebles, starting April 24. Following the Peebles trek, Tex makes a 12-day swing through the Southwest for the John Hitt Agency and Billy Grey. On June 5, Williams leaves for an extended tour of Japan. Upon his return in August, Tex will do five West Coast rodeos.

NASHVILLE SCENE

Continued from page 19

TV has been extended for year-round viewing. Porter plans a new album by May 1. Randy Boone, a regular on NBC's "The Virginian," paid a visit to Nashville's Billboard office recently. Randy was in Music City discussing possible recording contracts. The Wallace Brothers have a hot new single "Precious Words," which is reported getting strong sells in all parts of the country. The number is one of Sims Records' biggest sellers thus far... Another Sims release, "Gypsy Woman Told Me," by Eddie Powers, is also looking strong with heavy orders.

Jimmy Martin's road schedule is getting jammed largely due to the success he is having with the Decca smash, "Widow Maker." Jimmy has an album set for release in the near future.

Earl Scott is reported ready to switch to a major label. He has dates set for Jackson, Miss., next week and then moves into Ohio and Alabama.

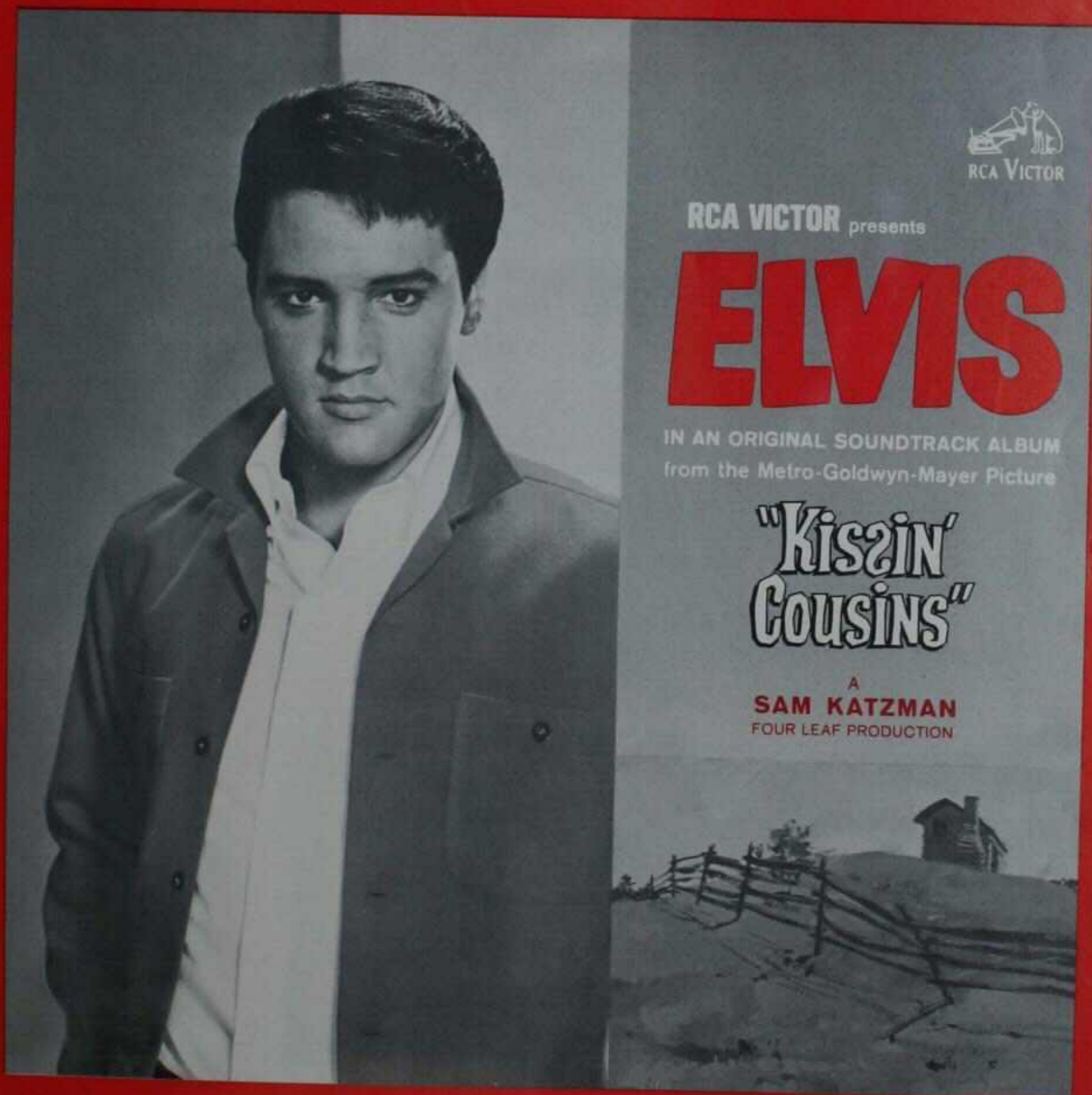
Liberty for Marlene

HOLLYWOOD—Liberty has acquired exclusive U. S. distribution rights to Marlene Dietrich's 1963 German hit, "Where Have All the Flowers Gone?" The tune is sung in German and was originally produced by Electrola of Germany. The deal was negotiated by Phil Skaff, Liberty's executive vice-president.

**RCA VICTOR SALUTES**

# ELVIS

**100,000,000 WORLD-WIDE SALES!**



**AVAILABLE NOW! ELVIS PRESLEY NEW WALLET SIZE CALENDAR**

## AUSTRALIA

(Courtesy Music Maker, Sydney)  
\*Denotes local origin

This Week	Last Week	Title	Artist
1	1	ALL MY LOVING—The Beatles (Parlophone)—Leeds	The Beatles
2	2	I SAW HER STANDING THERE—The Beatles (Parlophone)—Leeds	The Beatles
3	4	HAWAII—The Beachboys (Capitol)—Alberta	The Beachboys
4	3	ANYONE WHO HAD A HEART—Dionne Warwick (Philips)—Belinda	Dionne Warwick
5	6	CALIFORNIA SUN—The Rivieras (W. & G.)—Chappell	The Rivieras
6	5	DAWN (Go Away)—The 4 Seasons (Philips)	The 4 Seasons
7	7	BITS AND PIECES—The Dave Clark Five (Columbia)—Castle	The Dave Clark Five
8	10	THAT'S WHAT I WANT—Cicadas (RCA)—Southern	Cicadas
9	8	ROLL OVER BEETHOVEN—The Beatles (Parlophone)—Boosey & Hawkes	The Beatles
10	9	THE HAREM—Arker-Bilk	Arker-Bilk

## FRENCH (WALLOON) BELGIUM

(Courtesy Juke Box Magazine)  
\*Denotes local origin

This Week	Last Week	Title	Artist
1	1	VOUS PERMETTEZ, MONSIEUR—*Adamo (Pathe)—Ardmore & Beechwood	Adamo
2	2	EXCUSE-MOI PARTENAIRE—Johnny Hallyday (Philips)—Francobel	Johnny Hallyday
3	3	TOMBE LA NEIGE—*Adamo (Pathe)—Rudo	Adamo
4	4	MARIA ELENA—Los Indios Tabajaras (RCA)—World	Los Indios Tabajaras
5	—	A PRESENT TU PEUX T'EN ALLER—Richard Anthony (Columbia)—Chappell	Richard Anthony
6	—	NON HO L'ETA (Per Amarti)—Gigliola Cinquetti (Show Records)—Italmusic	Gigliola Cinquetti
7	—	PRES DE MA RIVIERE—*Robert Cogo (Philips)—	Robert Cogo

This Week	Last Week	Title	Artist
6	10	SHORT ON LOVE—Gus Backus—(Polydor)—No Sub-publisher	Gus Backus
7	8	I WANT TO HOLD YOUR HAND—The Beatles (Odeon)—Toshiba	The Beatles
8	—	DANKE SCHON—Connie Francis (MGM)—Shinko	Connie Francis
9	—	LA NOVIA—Peggy Hayama (King)—Suiseisha	Peggy Hayama
10	—	SUGATA SANSHIRO—*Murata Hideo (Columbia)—JASRAC	Murata Hideo

## MEXICO

(Courtesy Audiomusica)  
\*Denotes local origin

This Week	Last Week	Title	Artist
1	2	IF I HAD A HAMMER—Trini Lopez (Reprise)—Ludlow Music	Trini Lopez
2	1	ENTREGA TOTAL—*Javier Solis (CBS)—Mundo Musical	Javier Solis
3	10	I WANT TO HOLD YOUR HAND—The Beatles—(Musart)—Pendine	The Beatles

## COUNTRY MUSIC CORNER

• Continued from page 19

set for appearances at the Palace Theater, Corning, N. Y., May 14; Civic Center, Potsdam, N. Y., May 15; High School Auditorium, Beamsville, Ont., May 16, and the Farm & Home Center, Lockport, N. Y., May 17. Ramblin' Lou is promoting among his listeners a bus tour to

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## Plan Culture Center

• Continued from page 18

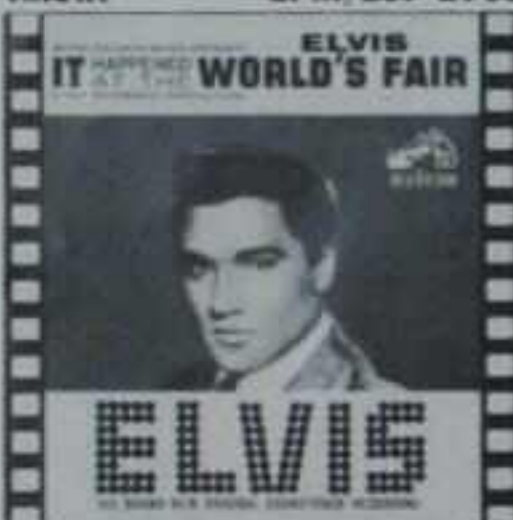
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WHOW, Clinton, Ill., which boasts of being the only full-time c.&w. station in Central Illinois, will soon begin its 14th year of presenting live country

# ALBUMS



Includes "It's Now or Never," "Fame and Fortune," "I Gotta Know." LPM/LSP-2765



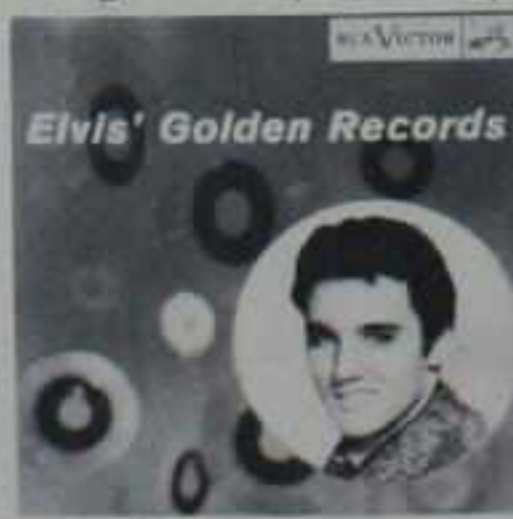
Includes "Beyond the Bend," "Take Me to the Fair," "Happy Ending." LPM/LSP-2697



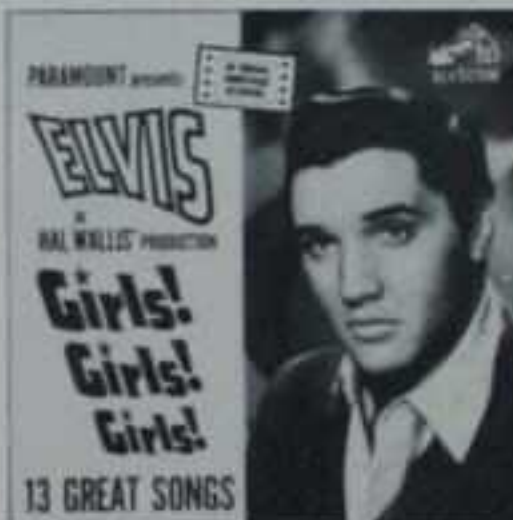
Includes "Put the Blame on Me," "Judy," "Give Me the Right." LPM/LSP-2370



Includes "One Night," "I Need Your Love Tonight," "I Got Stung." LPM/LSP-2075 (e)



Includes "Hound Dog," "Don't Be Cruel," "All Shook Up," "Love Me." LPM/LSP-1707 (e)



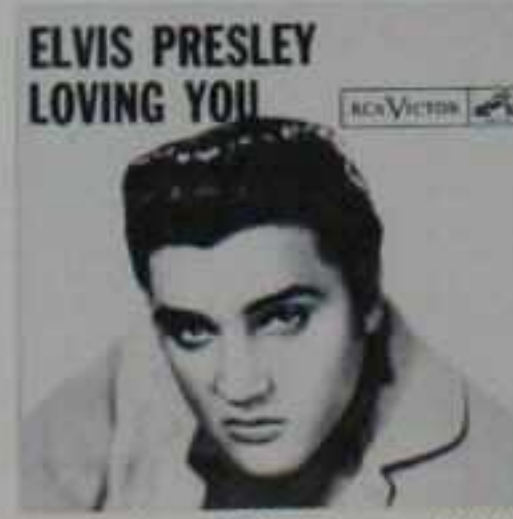
Includes "Where Do You Come From," "Because of Love," "I Don't Want To." LPM/LSP-2621



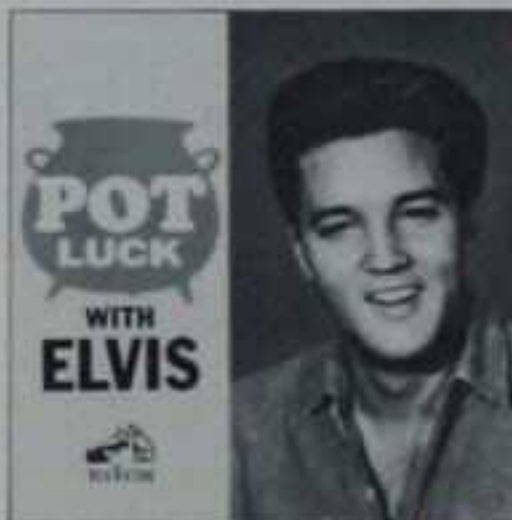
Includes "Known Only to Him," "Joshua Fit the Battle," "Milky White Way." LPM/LSP-2328



Includes "Is It So Strange," "Young and Beautiful," "We're Gonna Move." LPM-2011



Includes "Blueberry Hill," "Lonesome Cowboy," "I Need You So." LPM/LSP-1515 (e)



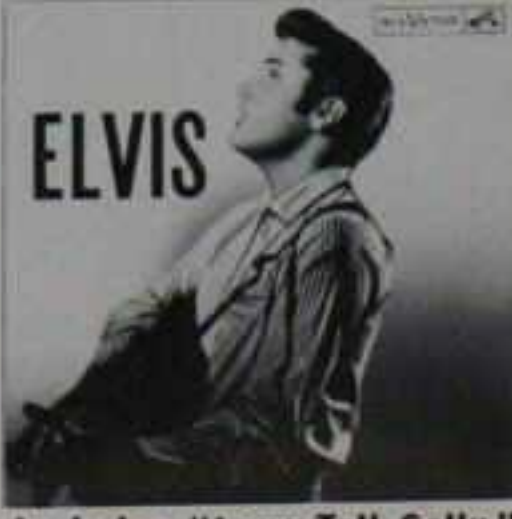
Includes "Kiss Me Quick," "I'm Yours," "That's Someone You Never Forget." LPM/LSP-2523



Includes "What's She Really Like," "Wooden Heart," "Blue Suede Shoes." LPM/LSP-2256



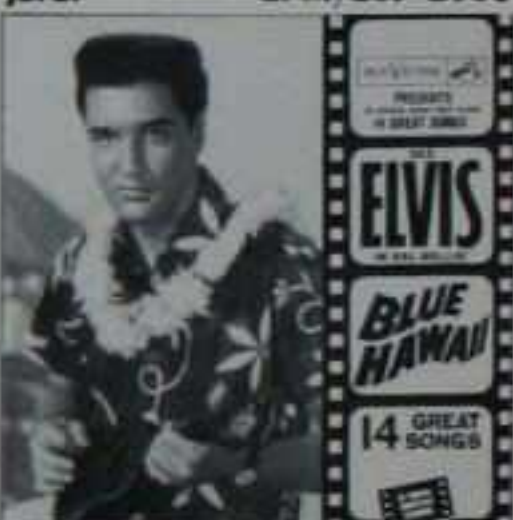
Includes "That's All Right," "Lawdy, Miss Clawdy," "My Baby Left Me." LPM-1990



Includes "Long Tall Sally," "Ready Teddy," "Anyplace Is Paradise." LPM/LSP-1382 (e)



Includes "Bossa Nova, Baby," "Love Me Tonight," "Guadalajara." LPM/LSP-2756



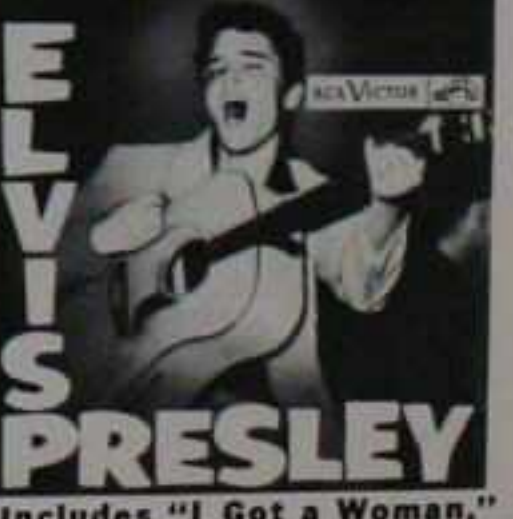
Includes "Can't Help Falling in Love," "Island of Love," "No More." LPM/LSP-2426



Includes "Fever," "The Girl of My Best Friend," "Such a Night." LPM/LSP-2231



Includes "As Long As I Have You," "Trouble," "Hard Headed Woman." LPM/LSP-1884 (e)



Includes "I Got a Woman," "Just Because," "One Sided Love Affair." LPM/LSP-1254 (e)

# RCA VICTOR SALUTES

# FEMMES

## SINGLES

NEW & GREAT SINGLES!

**ELVIS PRESLEY**  
45 R 500 - 50708



450-5008

**ELVIS PRESLEY**  
45 R 500 - 50708



450-5008

**ELVIS PRESLEY**  
45 R 500 - 50708



450-5008

**ELVIS PRESLEY**  
45 R 500 - 50708



450-5008

**LIVE PRESLEY**  
45 R 500 - 50708



450-5008

**LIVE PRESLEY**  
45 R 500 - 50708



450-5008

450-5008--BIDDY BOASTING, IT WANTS ME

450-5008--BIDDY BOASTING, IT WANTS ME

450-5008--BIDDY BOASTING, IT WANTS ME  
PLEASE DON'T BRING THAT STINKING BASTARD

450-5008--THE BRONCO RIDER FOR SALE,  
THEY WANTED ME THE NIGHT OF THE

450-5008--RETURN TO SCHOOL, WHERE DO YOU COME FROM

450-5008--ONE'S NOT FOR YOU, BUT YOU WON SEE ONE EVER AGAIN

450-5008--GODDAMN LUCK, GODDAMN, ANYTHING THAT'S PART OF YOU

450-5008--CAN'T HELP FALLING IN LOVE, BOON-A-BILL, BASTARD

450-5008--LITTLE SISTER, (Marie's the Name) AND LATEST FLAME

450-5008--I FEEL SO BAD, WALK IN THE COUNTRY

450-5008--GODDAMN, LONELY MAN

450-5008--ARE YOU LONELY, TOMORROW? I GUESS KNOW

450-5008--IT'S NOW OR NEVER, A WOOD OF BLUES

450-5008--STUCK ON YOU, TIME AND FORTUNE

450-5008--A BIG BURN OF LOVE, MY WIFE LEAVE THIS

450-5008--I GET STUNG, ONE NIGHT

450-5008--WELL, MY BIRD, BRINGING YOUR BIRD,  
BURNING THROUGH IT'S TIME

450-5008--DON'T I SEE OF YOU

450-5008--LEAVING YOU, (Let Me Be True) TERRY BEAN

450-5008--JANUARY, MARCH, TRICK ME WISE

450-5008--THE NIGHT, PLAYING FOR KEEPS

450-5008--WHYNOT YOU WANT ME (That's How I Will Be)  
LOVE ME TONIGHT

450-5008--GANG, BATTLE AND BULL, LONELY, MISS CLAYTON

450-5008--MINNY BUNNY, ONE GOOD LOVE AFFAIR

450-5008--BLUE WAGON, BUT BECAUSE


450-5008--BLUE SUEDE SHOES, TIGHT FISTS

450-5008--I WANT YOU, I NEED YOU, I LOVE YOU, MY BABY LEFT ME

450-5008--BABY, LET'S PLAY HOUSE, I'M LEFT, YOU'RE RIGHT, SHE'S A

450-5008--MELANON BLUE'S BRIDGE, YOU'RE A REMEMBERANCE

450-5008--I FORGET TO REMEMBER TO FORGET, MYSTERY TRAIN

ALL AVAILABLE THROUGH YOUR RCA VICTOR  DISTRIBUTOR

© 1956 RCA Victor Records, Inc.



**FIRST BEATLE HEAD:** A special Beatle-head plaque was given to the hit British act on their home ground along with special Billboard achievement awards. Awards were shown on TV. In the picture are Bobby Vee, Paul McCartney (holding Beatle-head), John Lennon, Dusty Springfield, deejay Keith Fordyce, and, holding the achievement wards, BB European director, Andre de Vekey.

## Beatles, Mgr. Deep in Film

LONDON—The Beatles and their manager, Brian Epstein, have made separate investments in Woodfall Films, one of the group associated with Sir Michael Balcon in the substantial acquisition of British Lion Films. On both his own and the Beatles' behalf, Epstein joins the Board of Lion-Woodfall that will supervise Woodfall's interest in British Lion.

Shortly after his interest had become known, Epstein revealed that another of his artists, consistent chart-topper Billy J. Kramer, will make his first film for Lion-Woodfall — probably later this year.

A great deal of significance is placed here on this, the Beatles' first major investment. The group is believed to have invested a very substantial sum in the movie set-up.

British TV producer Jack Good, who has been working in America for the past 18 months, flew to London last week to finalize a deal with Epstein for an hour-long television spectacular starring the Beatles, Cilla

Black and Sounds, Inc., which he will film April 27 and 28.

Associated Rediffusion will have the spectacular for screening here — probably in early May—and Epstein is currently negotiating its sale in other parts of the world.

## GOONS DROP LP ON GB VOTING

LONDON — With a British general election pending, two satirical political LP's are being issued. After six years without a release, the Goons—Harry Secombe, Peter Sellers and Spike Milligan—are returning with "How to Win an Election (Or Not to Lose by Much)" (Philips). On Transatlantic, director Nathan Joseph, writer Leon Rosselson and critic Stephen Sedley have recorded "Vote for Us."

## Kapp Kicks Off National Ad Program

NEW YORK—Kapp Records Sunday (12) kicked off its national consumer advertising program on Jack Jones with advertisements in Chicago, Detroit, Washington, Philadelphia and New York newspapers.

The advertisements, handled co-operatively between the local Kapp distributors and the local Korvette outlets, are being made available to other retail outlets on a co-operative basis through the distributors.

On Monday (13) window displays promoting Jones will be installed in 10 major markets.

Special kits being distributed to dealers by distributors include Jack Jones plastic divider cards for browsers and racks, window streamers, four-color 23-by-29-inch pictures, cardboard four-color pictures with album jackets and ad mat sheets for the co-operative advertising program.

Also available are floor browsers and special signs.

## Award Contracts Two Producers

NEW YORK—Award Music, the record producing firm, has signed Gregory Carroll and Paul Kaufman to exclusive writing and producing deals.

Carroll's production assignments will include records for Doris Troy, the Vibrations, Ruth Brown, Big Joe Turner, Loretta King, and the Romeos. Kaufman recently left the Screen Gems-Columbia set-up. His assignment will take in disks for Sal Mineo, Carole Shaw, the Pacers and Carl Dobkins Jr.



**DICK CLARK AND JOHNNY MATHIS** have a moment together before entertaining guests at the welcome-to-Hollywood party for Clark hosted by Mathis recently at the Grenadier Restaurant.

## ITALIAN BOOM

ROME—Magnitude of Italian disk and music industry can be seen in new edition for 1964 of Light Music Guide which lists 111 disk houses and 600 music publishers in the Italian industry. Labels exceed the disk houses because current issue of "Musica e Dischi" indexes records issued under 161 labels and does not include every company.

## Tessler Up To Manager

NEW YORK — Jack Tessler has taken over as manager of International Promotion and Merchandising Services for Columbia Records International. Tessler will be responsible to Harvey Schein, vice-president of CRI, for promoting Columbia Records product sold by subsidiary and licensee companies and providing merchandising counsel to subsidiaries and licensees. In addition, Tessler will assist in co-ordinating the promotion of international artists touring the U. S. and Columbia artists touring abroad.

Before joining Columbia, Tessler was assistant director of foreign publicity with United Artists Film Corporation.

## Cy Forms Notable

NEW YORK—Cy Coleman Enterprises is opening a new music publishing firm. Titled Notable Music Company, Inc., the firm will handle both pop and show music. Eric Colodne has been named general manager. First copyright the firm is working on is "That's My Style," recorded by Peggy Lee.

## Mack Clark Appointed

EAST HARTFORD, Conn.—Mack Clark, brother of the late great vocalist, Buddy Clark, has been appointed manager of the newly formed distributorship here, Keystone Record Distributors, Inc. Bob Devere is president of the company.

## New Publishing Firm

NEW YORK—Shapiro, Bernstein & Company, Inc., has formed a new ASCAP publishing firm. Title is Camelback Mountain Music Corporation.

## More Mail Order Music in Japan

TOKYO—On the heels of successful Reader's Digest and Concert Hall Society, Japan Direct Mail Record Club is to take a bow shortly. The authorized capital of this company is \$110,000 and is to distribute the disks produced by EMI's World Record Club comprised of 80 per cent stereo and 20 per cent monaural.

Prices will be fixed after careful market survey. The firm will not distribute the records currently released by Toshiba Records, affiliate of EMI, but only those which were exclusively recorded by World Record Club.

## Montclair Okays New Contract

NEW YORK — Campbell-Connelly has just concluded a long-term renewal contract with Wally Brady for the continuance of Montclair Music, Ltd. The new directors of the company will be Roy Berry and Reg Munns in London and Wally Brady and Terry Gilkerson from the U. S.

Negotiations for the renewal of Montclair were initiated by Ike Gould on his recent trip to New York. In the Montclair catalog are such songs as "Memories Are Made of This," "Marianne" and "Greenfields."

## Don Blocker Signs Mack McEachin

HOLLYWOOD — Veteran rock and roll producer Jimmy (Mack) McEachin has been signed by Don Blocker, Liberty's executive a.&r. director. McEachin has already brought the Furys quartet to his new label and will begin producing their sessions. Mack formerly worked with two other Hollywood labels, Infinity and World Pacific.

## Mogull Joins Dorsey

NEW YORK—Steve Mogull has joined Dorsey Bros. Music to work in the firm's professional department. His chief concern will be on the standard catalog. Prior to joining Dorsey, Mogull was associated with Shapiro-Bernstein and before that was in the retail disk business in Philadelphia.

## Everest Gains Pep Restraint

HOLLYWOOD — Everest Records was granted a permanent injunction last week against Pep Record Sales and Allied Recordings, restraining them from selling and pressing the Fontana single of "Be Anything But Be Mine" by Gloria Lynne.

Los Angeles Superior Court Judge Harold Collins also granted Bernie Solomon an additional 15-day temporary restraining order against Mercury Record Corporation, barring the complete sale and distribution of Miss Lynne's Fontana single or future Fontana product. Mercury and Fontana are both owned by Philips Phonographic Industries. Judge Collins set April 15 as the hearing date on a permanent injunction. The temporary injunction also bars the vocalist from recording for any other company. Solomon claims Miss Lynne was signed to a three-year Everest contract to a December 1962.

Solomon is also suing Mercury Corporation for \$200,000 damages, while asking for financial profits and proceeds derived from sale of the "Be Anything" single.

## Sing Tour Key to Records

ROME — The 3d Cantagiro (Singing Tour) of Italy has been set by Ezio Radaelli to run from June 26 to July 12 with trials during three preceding days in Ancona. In past two years this event has brought to light several top singers in its newcomers division.

Division A which includes name singers has been won in the past by Adriano Celantano and Peppino di Capri, both of whom are ineligible for this year's tour. Division B has brought to light Michele, whose tour disk went immediately to number one in Italy after his victory a year ago. Donatella Moretti and Isabella Yanetti among others.

Sixteen singers take part in each division and are pitted against each other in contests in different cities and resorts of Italy each night. Top eight in each division engage in final eliminations at Fuggi, spa near Rome, on final two nights, July 11 and 12.



## "I'm Loving You More Every Day"

by  
Etta James

Argo 5465

## "SLIP-ON-MULES"



by  
Sugar Pie De Santo  
Checker 1073



## "LONG TALL SHORTY"

by  
Tommy Tucker

Checker 1075

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# GEMA Fights for Taping Clause in Copyright Bill

By OMER ANDERSON

BONN—West Germany's performing rights society, GEMA, is making headway in its campaign to get private music taping included in the draft copyright bill now in parliamentary committee.

GEMA, the ASCAP counterpart, originally succeeded in having the private taping royalty inserted in the draft bill (paragraph 54, sentence 3). Under the German system, all new legislation goes first to the Bundesrat, the upper house of parliament corresponding roughly to the U. S. Senate, for preliminary approval.

The Bundesrat eliminated the private taping royalty paragraph as an "infringement of the private sphere." At this point, the Bonn government, which had been supporting the taping royalty, retired from the fray. With the government looking the other way, the emasculated bill was passed by the Bundestag (lower house) on routine first reading and sent to committee.

## GEMA Fighting

GEMA is striving to have the taping paragraph restored to the bill in committee. Three current developments have brightened GEMA's prospects for success:

1) West Germany's major national daily newspaper, Die Welt, has swung behind GEMA on the private taping issue.

2) GEMA is winning public support: 5,000 tape recorder owners have voluntarily paid the annual \$2.50 taping fee asked by GEMA.

3) The government unwittingly has pointed to the inconsistency of the Bundesrat's action by pressing a drive against so-called "black listeners (and TV viewers)" to the government-managed radio and TV.

It is understood, moreover, that committee members are under strong pressure from the disk industry to restore the royalty paragraph. There are indications that perhaps a majority of committee members are now behind GEMA.

## Strong Impact

Die Welt's editorial stand on the private taping issue has had great, and perhaps decisive impact. The Hamburg newspaper has the same standing in this country that The New York Times has in the U. S.

It takes the position that the taping issue has been subjected to parliamentary demagoguery, and that it is misleading and ridiculous to conjure up visions

of a "GEMA Gestapo" being spawned by the taping paragraph.

De Welt's argument that it is the private tape recorder owner who is in the wrong on the taping issue: that he is taking something to which he is not entitled. Die Welt says that the present pace of taping threatens the entire music industry, and this is the only substantive issue.

Die Welt says that there will be five million tape recorders in private German households by 1965 (out of a population of 52 million), and that the market for records will shrink to radio stations, public dance spots, and museums. When this happens, adds Die Welt, there will be a corresponding contraction in the creative output of authors-composers.

GEMA claims it has been overwhelmed with popular support on the taping issue, the 5,000 tape recorder owners hav-

ing mailed in their payments of \$2.50 spontaneously.

Meanwhile, the Bonn government is conducting what amounts to a military campaign against illegal listening and viewing of the quasi-state radio and TV. Listeners are required to pay a 50-cent monthly listening fee and TV set owners a \$1.25 monthly fee. This money is collected by the federal post office and apportioned by the government to the radio and TV networks.

Obviously, there is considerable effort at evasion of the fees, and the government has devised electronic snooping gear which monitors listening and viewing. Truck-mounted monitor crews cruise the streets checking their monitors against the post office's list of payees.

Der Welt concludes that "intrusion into the private sphere" is already here, and that the government is the guilty party.



ON THE DOTTED LINE: Peter Nero inks his latest long-term pact with Victor. Flanking the pianist are George R. Marek, executive vice-president (left), and top a. & r. topper, Steve Sholes (right).

## U. A. Signs Caiola To Lengthy Deal

NEW YORK—Al Caiola, conductor-arranger-guitarist, has been re-signed to an exclusive long-term deal by United Artists Records.

The Caiola signing is the second major deal to be firm by UA within a week. Previously, thrush Betty Carter was signed to a long-term album and singles pact.

## Laurie Group Adds Ernest Maresca

NEW YORK—In line with the expansion of its publishing operation, the Laurie group (Schwartz Music, Just Music, Rogelle and Vibar Music) has added Ernest Maresca to its executive staff. Maresca will be in charge of the development of new writing talent as well as working with artists and groups seeking material for recording sessions. Maresca's past hits as a writer include "Run-around Sue," "Shout, Shout," "Donna the Prima Donna" and "No One Knows."

## Wordless Beatles

NEW YORK—Roosevelt Music Company, Inc., has acquired the American rights to the sole instrumental recorded by the Beatles. Title is "Cry for a Shadow."

## Hawkins Forms Label

NEW YORK—A new label, Jameco-Hawk Records, has been formed here, headquartered in Jamaica, L. I. The label's president is Bernice Hawkins and the records are being produced by Bill Seabrook, vet disk man. Ronnie Gerson is in charge of sales and promotion. Current action for the label is centered in Baltimore where the firm's current release, "Sweet Slumber" by Rosemarie and Bill Levy, is getting initial play.

the direction of Dolph Hewitt, performed at the Elston High School Auditorium before some 3,000 fans. NICK BIRO

## MEMPHIS

Smash Records' Jerry Lee Lewis returned from his third four-week tour of England in three years. His combo, incidentally, is touring the South and Midwest during April. . . . Singer Anita Wood of Memphis and Hi Records sax star Ace Cannon and his Combo headline the Kennett, Mo., Jaycees benefit show April 14 at the Kennett High School gym. Bobby Vinton and Jimmy Gilmer will also perform. ELTON WHISENHUNT

## MUSIC AS WRITTEN

### SAN FRANCISCO

San Jose night club owner Paul Catalana will bring the Beatles to the Cow Palace, probably August 18. Catalana plans to put tickets on sale immediately, with the prospect of a complete two-show sellout. . . . Slim Gaillard, holding forth at the Monkey Bar in San Jose, has started his own record label, SGM Records. First release features two singles by an impressive young singer named Alma Balier. . . . Pianist Earl Hines, who now manages his own club in Oakland, flew to New York for a concert in early March, then quickly returned home without missing a beat. Hines gave up his Dixieland band some time ago in favor of his present piano-organ-tenor setup, but he has hired a Dixie crew for Monday nights, with which he regularly sits in for kicks.

Barry Olivier, an active promoter of folk concerts in the Bay Region, is appearing as a folk singer himself, at Oakland's Left Bank. . . . The Monterey Folk Festival is now set for one day only, May 30. The Limerits are scheduled to appear and Lou Gottlieb will be master of ceremonies. . . . Vince Guaraldi is composing music for the sound track of a TV film on the life of cartoonist Charles (Peanuts) Schultz.

San Francisco State College holds its annual arts festival April 25, with name jazz planned. . . . San Jose State College has its first annual Day of Jazz festival April 11, with seven college big bands competing and KJAZ d.j. Herb Wong as master of ceremonies. . . . The Smothers Brothers recorded their University of San Francisco concert here March 19. DICK HADLOCK

### PHILADELPHIA

Strand Records, based in New York, applied for a charter of incorporation for the operation of business in Pennsylvania from its distribution branch at 905 N. Broad Street. . . . Vocalist Don Gardner teamed up with Jud Gaines to open a talent agency here—Sonic Attractions. Gardner will be based in New York. . . . Fabulous Impressions, Inc., is the newest record industry enterprise to set up shop here with the new firm also turning to music publishing and concert promotions. . . . Red Schwartz, national promotion manager for Cameo-Parkway Records, is in Metropolitan Hospital recovering from surgery. . . . Music room nitery owner Herb Keller, who continues his concert promotions with the slating of Ray Charles at Convention Hall comes May 1, is also negotiating to bring the Beatles to the 120,000-seat Kennedy Stadium next August when the foursome return here. . . . Chanteclair Recording Company adds another local label to the local waxing scene. MAURIE H. ORODENKER

### CHICAGO

It's still only a rumor, but one of the city's biggest independent record distributor names is being linked with the prospective sale of a big radio outlet here. To date, no comment from anyone. . . . Ex-Vancouverite Ken Coleman does a take off on his new Epic release, "The Talking Dog," in his show at the Playboy Club. . . . United Record Distributors has moved to new and larger quarters at South Michigan. . . . Mayor Randall Miller of Michigan City declared Friday (20) as WGN Barn Dance Day. The entire cast of WGN-TV Barn Dance, under



Judy Collins

#3

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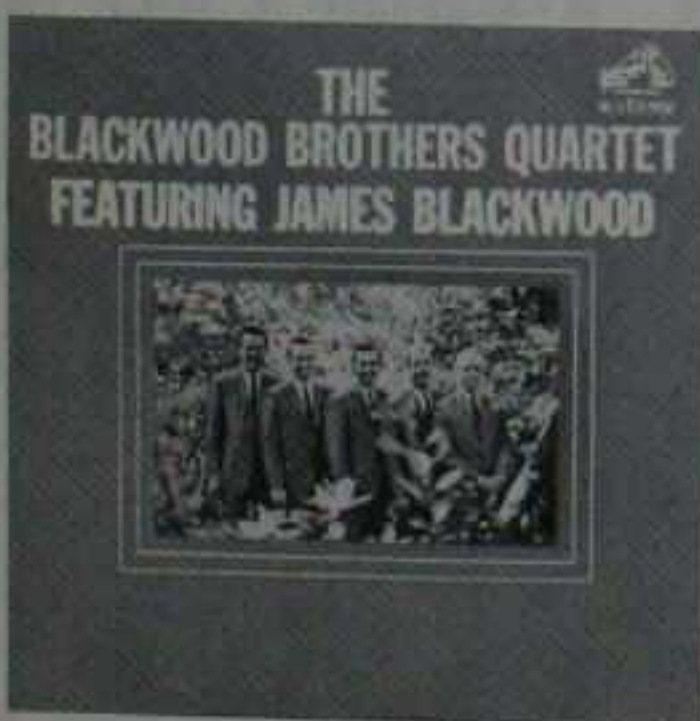
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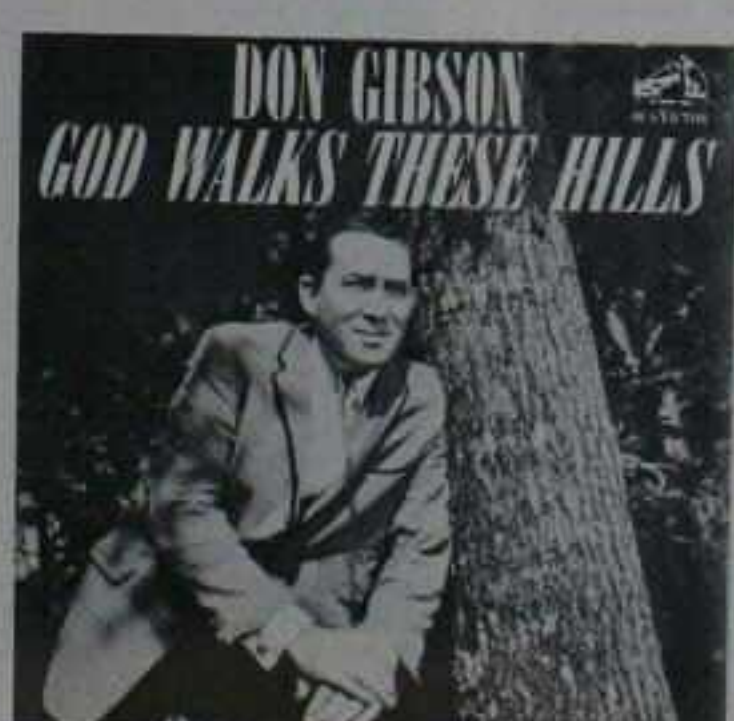
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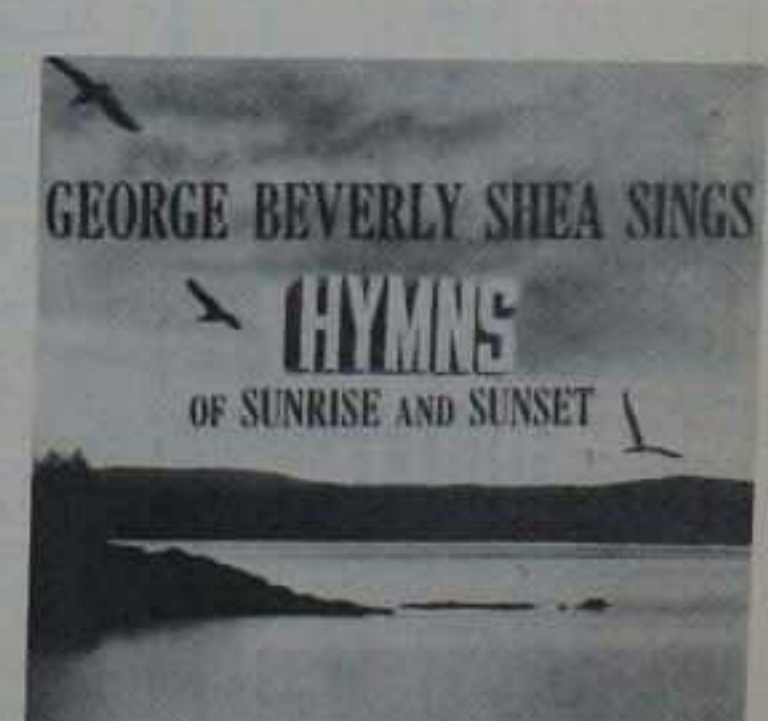
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America's beloved gospel singer with songs the nation loves. Includes "Lord in the Morning," "Take God by the Hand" and "An Evening Prayer." LPM/LSP-2839

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# Why Not 'Best Music' Stations

By BILL GAVIN

A good many radio network affiliates suffered serious traumatic shock in the early 50's, when television pre-empted the big nighttime shows and the big audiences that went with them. The realization that their ratings now depended on their own local programming ingenuity, rather than on large budget productions fed to them from New York and Hollywood, was a development that they were poorly prepared to cope with.



The past several years have witnessed a healthy recovery on the part of many network stations. A number of ABC stations (e.g., WLS-Chicago, WXYZ-Detroit, KQV-Pittsburgh and WABC-New York) have achieved significant rating success through a top pop formula. CBS stations, notably KMOX-St. Louis, WCCO-Minneapolis and KCBS-San Francisco, have done very well in concentrating on news and special features of community interest, with music playing a secondary role in their programs. NBC stations have tried a number of different approaches, with varying degrees of success. The well produced weekend "Monitor" feature is usually good and occasionally outstanding, but has not produced high ratings.

Most of the network stations have clung to their prestige image and have avoided the kind of music usually associated with teen-age tastes. In doing so, they have put themselves in a much more competitive field than that encountered by the top 40 stations. In a large majority of American cities there are no more than two top 40 stations, which divide between them roughly 40 per cent to 50 per cent of the available radio audience. The remaining 50 per cent to 60 per cent of listeners is distributed among a much larger number of non-rock stations. Depending on the size of the city and the number of frequencies allotted to it, there may be from five to 10 stations struggling for their share of the listeners who don't tune in top 40 music.

It is not unusual for one or two non-rock stations to show consistently in the top rating brackets of their respective localities, primarily on the merit of their music and personalities. WIP-Philadelphia, WIND-Chicago, WNEW-New York, KMPC-Los Angeles and KSFO-San Francisco do extremely well in the rating battle, although the last two stations improve their positions with major league baseball coverage.

There is no reason why a network affiliate cannot do as well as the top independents in capitalizing on music programming and personalities. The explanation may well be found in management's frame of reference with regard to recorded music: A record is either "good" or "bad," and any "good" music is acceptable. The prestige concept permeates management and prevents an awareness that there is a commercial aspect to good music as well as to teen fare.

Independents with non-rock music policies out-rate the networks in a number of large cities. This may be due to the networks' stubborn allegiance to the block programming tradition, which produces a hodgepodge of inconsistency from one time of day to another. Simply eliminating hard rock sounds from the music does not automatically guarantee adult appeal.

With all the many so-called good music stations in the nation, it is a mystery why there are not more "best music" stations. A few stations (not network) have found the answer in a policy that concentrates heaviest play on the greatest all-time hits, plus a few—perhaps one or two per hour—of the acceptable current favorites. WREN-Topeka and CKWX-Vancouver have had excellent success with such a policy.

Symphony conductors have long recognized the importance of including a substantial amount of familiar "war horses" in their programs. It is not too extreme to suggest that there is a "top 40" in the symphony and concert field, just as there is a top 40 in popular recorded music.

In other words, the hit concept has proved its power to build audiences in theaters, concert halls, television and radio. Its application still has a long way to go in radio programming.

## Vital Radio Produces Dull Meet

• Continued from page 12

sheet, when you remain silent in the face of a threat which could shake the first amendment's proud oak to its very roots you tarnish the ideals enshrined in the Constitution and invite an attitude of suspicion. You join the forces of crass complacency, in an industry of any sort this is both misplaced and dangerous.

"There is no such complacency, I assure you, in the halls of the FCC," said Henry.

Whether it was complacency, or lack of interest that saw only the luncheons packed to capacity, it is difficult to know. However, one could observe the lobby of the Conrad Hilton, its cavernous corridors and multiplicity of hospitality suites jammed with delegates eagerly seeking diversion while panel discussion were taking place in the aerodrome-like rooms on the floors below.

The purveyors of programs, syndicated shows and programming services enjoyed a reportedly brisk business during the four-day meet. Station execs and a few program directors had an opportunity to view and audition the sights and sounds of tomorrow.

Offering newly created programming services for broadcasting stations were: Mark Century Corp., New York City; PAMS Productions, Dallas; Commercial Recording Corp., Dallas; Pepper Sound Studios, Memphis; SESAC, New York City, and Richard H. Ullman, Inc., Hollywood, and newcomer to the field Hartwest Productions, Inc., New York City, to name a few.

Making a strong pitch for drama programming, were the Charles Michaelson firm, NANA Radio, both in New York City, and Mars Broadcasting, Stamford, Conn.

Although in no competition with any of the discussion panels or speeches the SESAC Suite 1900 featuring continuous live music with performances by Duke Ellington and his orchestra, Ernest Tubbs and his group, Roy Hamilton, Margie Singleton, Hildegard and others, clocked many more visitors each night than took part in all of the radio-TV panel seminars (luncheons excluded).

Among the worthy new diversions provided for the delegates this year was Triangle Broadcasting's replica of an old English pub complete with roast beef sandwiches by the thousands, English mustard and ale from kegs. The pub represented the firm's syndicated radio and TV programs which also have an international flare in many instances.

A number of broadcasters expressed the desire for more down-to-earth discussions and seminars to help solve their daily operational and programming problems.

One station owner commented that it would be a good idea if the stations made it a point to send their program directors to participate in discussions of programming techniques. Programmers are a rarity at NAB confabs. Another station executive expressed the hope that the NAB would begin to include in future national conventions, discussions and exchange of ideas on successful station formats, public affairs projects and promotions.

Citing the Westinghouse Public Affairs Conference held in Cleveland this past winter, several broadcasters told Billboard they are going to urge the NAB to adopt the Group W format for their panel discussions in the future, calling the Group W conference the "most stimulating,

## With the Jockeys

• Continued from page 12

Johnny Russell from KATA-Radio, Arcata, Calif. "We play country all day and then switch to so-called 'good' music from 6-11 p.m. Between Bill Lively and myself, we handle 60 hours of country a week." Other KATA deejays are Dennis Edgmon and Kent Monroe.

## COUNTRY D. J. OF THE WEEK



WSM Radio's "Mister DJ U.S.A." April 17 will be Charlie Grant of Radio WGRV, Greenville, Tenn. WGRV is an AM-FM outlet situated in an expanding industrial area of East Tennessee. Charlie is an eight-year veteran of Country Music Radio and handles two shows daily . . . 5:30 a.m. and 1:05 p.m. . . . featuring a wide variety of Country Music.

A native of Gainesville, Ga., Charlie is married and has a five-year-old daughter.

helpful, and creative conference yet held in the broadcasting field."

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▲ STILL GOING UP ▲  
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"AIN'T NOTHING YOU CAN DO"  
DUKE 375

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BOOK BY

**RUTH BATCHELOR & BOB ROBERTS**

PRODUCED AND DIRECTED BY

**ROBERT SHAD**



THEATRE PRODUCTIONS RECORDS INC. 2 West 45th Street, New York, N.Y. OXford 7-0757

# Vanguard Issues Beethoven From Library of Congress

By JOHN HAYS

NEW YORK—Another Masterwork restored. In 1944 two of the most formidable talents of the 20th century in a cycle of three programs at the Library of Congress in Washington, performed the 10 Beethoven Sonatas for violin and piano. The artists were Joseph Szigeti and Claudio Arrau and the recordings were done for the library's archives. Now, 20 years later these recordings are available for the first time to the public through the co-operation of the music division of the library and on the Vanguard label (4-12", VRS 1109-12).

It is regrettable that we have had to wait so long for a record of these performances, for they certainly deserve a place among the finest of the many sets now available.

### The Recordings

These are not perfect disks, by any means, but they possess the vitality and excitement of performances done before a live audience without the assistance of cleaning-up sessions. As a consequence slight distracting sounds, coughs and scrapings, form a periodic punctuation in the background, and there are occasional imbalances between the two instruments. One suspects this is due to the original recordings and not to the present Vanguard engineering. But all this is minimal when compared with the merits of the recordings.

A partnership of two such interpretive giants is in itself



JOSEPH SZIGETI

significant, but when the results are as those found on these disks, it is illuminating. Both men possess the penetrating intelligence, the unity of heart and mind and the brilliant virtuosity so necessary to the grand concepts of the Beethoven Sonatas. Here can be found the beauty, strength, spirituality and militancy of the human experience. From the fierce, impassioned dramatics of the "Kreutzer" Sonata to the quiet, tender melodies of the "Spring" these performances have the



CLAUDIO ARRAU

vibrant immediacy which make them exceptional under any comparison. Vanguard is to be commended for resurrecting this contribution to our musical heritage.

The set is a considerable bargain at the special anniversary price of \$11.90. Also specially priced on Vanguard-Bach Guild is the superb Szigeti recordings of Bach's Six Sonatas and Partitas for solo violin (3-12", BG-627-9 (M) \$9.96).

## CLASSICAL NEWS

NEW YORK — The famed Berlin Philharmonic Orchestra will make its fourth American tour next year visiting 17 Eastern and Midwestern cities in 28 days. Sharing the podium will be two of Europe's most distinguished conductors, **Herbert Von Karajan**, the orchestra's permanent conductor, and **Eugen Jochum**. The tour will begin in New York January 19, with Karajan conducting the nine Beethoven Symphonies in five *(Continued on page 46)*

## First 8 Albums in Literature Series

NEW YORK — Spoken Arts has released the first eight albums of a projected 70 in its Treasury of English Literature series. The project, one of the most ambitious of its kind, will be devoted to the recording of significant literature from Chaucer through T. S. Elliot.

The first releases, under the running title "Treasury of . . ." cover selected poetry of Tennyson (858), Donne (859), Wordsworth (860), Browning (861), Dryden (866), Milton (867), Keats (868) and Shelley (869).

### Poetry Selection

The choice of poems for these recordings is for the most part representative with a leaning toward the familiar. This should prove an advantage in the library-school market to which the series will have an especial appeal. Fortunately, there has been no by-passing of the longer poems for the sake of number. Tennyson's "In Memoriam," though not complete, takes up one entire side as do Keats' "The Eve of Saint Agnes," Browning's "Fra Lippo Lippi" and the selections from Shelley's "Adonais," Milton's "Lycidas" and Wordsworth's "Intimations of Immortality" are also recorded in their entirety.

### Readings

The readings by Robert Speaight and Robert Eddison are at all times well thought out and in the best possible taste.

Never hurried, the poems are paced for a maximum of clarity and communication. This occasionally results in an evenness which, while never monotonous, tends to deprive some of the poetry of its urgency. This is most evident in the Browning where the narrative poems are almost stage pieces, demanding a strong dramatic approach. Speaight tends to be a bit too genteel for the lusty, Renaissance figure of Fra Lippo Lippi; and in "My Last Duchess" he is ingenuous rather than subtle. But these are minor flaws when weighted against the over-all excellence of these recordings.

Both men have handsome, well-modulated voices, and exercise them with admirable discipline, never straining for effects by an unwanted use of vibrato so often a failing of poetry readings.

Speaight, heard on the majority of these recordings, has the more flexible voice. He is most effective in the descriptive and lyric poems, and his sympathetic response to the poetry of the Romantics is all one could ask for.

Arthur Luce Klein, president of Spoken Arts, leaves for Europe this month for five weeks where he plans to produce additional LP's for the series. If the future recordings are on a par with these, we have much to look forward to. **JOHN HAYS**

## BEST SELLING CLASSICAL LP'S

Below is a list of best selling Classical LP's, by category, in top Classical Retail Outlets. Four categories will be covered each month, rotating every two weeks. The categories are Opera, Vocal and Choral, Solo Instrumental and Concerti, Orchestral and Chamber Music.

### OPERA, VOCAL AND CHORAL

This Week

- VERDI:** Falstaff; Evans, Lanigan, De Palma, Foiani, Simonato, Merrill, Ligabue, RCA Italiano Opera Orch. & Cho. (Soltri): RCA Victor (3-12") LM 6163 (M), LSC 6163 (S).
- MASSENET:** Manon (selections); Maffo, Kerns, Di Stefano, RCA Italiano Opera Orch. & Cho. (Leibowitz): RCA Victor (2-12") LM 7028 (M), LSC 7028 (S).
- FALLA:** El Amor Brujo/BERLIOZ: Nuits d'ete; Price, Chicago Symphony Orch. (Reiner): RCA Victor LM 2695 (M), LSC 2695 (S).
- MOZART:** Requiem, K.626; Cushing, Boston Symphony (Leinsdorf): RCA Victor (2-12") LM 7030 (M), LSC 7030 (S).
- BELLINI:** I Puritani; Sutherland, Duval, Capocchi, Maggio Musicale Fiorentino (Bonyngel): London (3-12") 4373 (M), 1373 (S).
- GIORDANO:** Andrea Chenier; Corelli, Stella, Sereni, Montarsolo, Rome Opera Orch. & Cho. (Fantini): Angel (3-12") CL 3645 (M), SCL 3645 (S).
- BIZET:** Carmen; Resnick, Del Monaco, Sutherland, Krause, Suisse Romande Orch. (Schippers): London (3-12") 4368 (M), 1368 (S).
- PUCCINI:** Tosca; Price, Di Stefano, Taddei, Vienna Philharmonic Orch. (Von Karajan): RCA Victor (2-12") LD 7022 (M), LDS 7022 (S).
- BRITTEN:** War Requiem, Opus 66; Vishnevskaya, Pears, Fischer-Dieskau, London Symphony Orch. & Cho. (Britten): London (2-12") 4255 (M), 1255 (S).
- SMETANA:** Bartered Bride; Lorengar, Wunderlich, Frick, Codes, Bamberg Symphony (Kempel): Angel (3-12") CL 3642 (M), SCL 3642 (S).

### SOLO INSTRUMENTAL AND CONCERTI

This Week

- BEETHOVEN:** Sonata No. 8 in C Minor "Pathetique"/**DEBUSSY:** Three Preludes, Book 2/**CHOPIN:** Etudes, Opus 10 and Opus 25/Scherzo No. 1, Opus 20; Vladimir Horowitz: Columbia ML 5941 (M), MS 6541 (S).
- MOZART:** Concerto No. 17 in G (piano), K.453/**SCHUBERT:** Impromptus; Artur Schnabel, RCA Victor Symphony Orch. (Wallenstein): RCA Victor LM 2636 (M), LSC 2636 (S).
- BEETHOVEN:** Three Favorite Sonatas—"Moonlight" No. 14 in C, "Appassionata" No. 23 in F, "Pathetique" No. 8 in C Minor; Rudolph Serkin: Columbia ML 5881 (M), MS 6471 (S).
- TCHAIKOVSKY:** Concerto No. 1 in B Flat for Piano & Orch.; Van Cliburn, RCA Victor Symphony Orch. (Kondrashin): RCA Victor LM 2252 (M), LSC 2252 (S).
- BEETHOVEN:** Sonatas for Violin and Piano (10) (complete); Joseph Szigeti and Claudio Arrau: Vanguard (4-12") 1109/12 (M).
- CHOPIN:** My Favorite Chopin—Polonaise No. 6, Nocturne No. 17, Etudes Nos. 3 and 23, Fantasie in F Minor, Ballade No. 3, Waltz No. 7, Scherzo No. 3; Van Cliburn: RCA Victor LM 2576 (M), LSC 2576 (S).

## Col. Offers Music Appreciation Course

NEW YORK—Columbia Records, in a promotion which could conceivably lead to increased sales for all classical product, is currently offering a music appreciation program under the title, The Columbia Masterworks Library of Great Music. The 55-LP set consists of 155 works taken from Columbia's classical catalog, based on their best selling sales reports and selected so as to provide the purchaser with a sampling of orchestral and vocal music. Included are symphonies, concertos, keyboard pieces, arias and choruses performed by some of the finest artists and orchestral bodies on record.

With the purchase of the library Columbia is offering free an Encyclopedia of Music, a two-volume history in words, pictures and recordings. Vol. 1, a 75-page booklet, includes bio-

graphical and illustrative material on 190 composers, information *(Continued on page 46)*

### Columbia Chooses 'Rave Reviews'

NEW YORK—The results of Columbia Records' "Rave Review Contest" are in. Of the 185 dealer entries, 128 winners were announced.

The object of the contest was to match 30 classical albums with the reviews of the recordings received in various consumer publications within the last year.

R. Peter Munves, Masterwork merchandising manager, said the response was the largest Columbia has had to a classical records contest. The winners will receive 10 Columbia records of their choice.

## Everyman in As Vanguard Classic Subsid


NEW YORK — Vanguard Records has inaugurated a budget series to be known as Everyman Classics. The series, in effect, is a continuation of the "Demonstration Series" with which Vanguard pioneered the low-priced original-release field several years back.

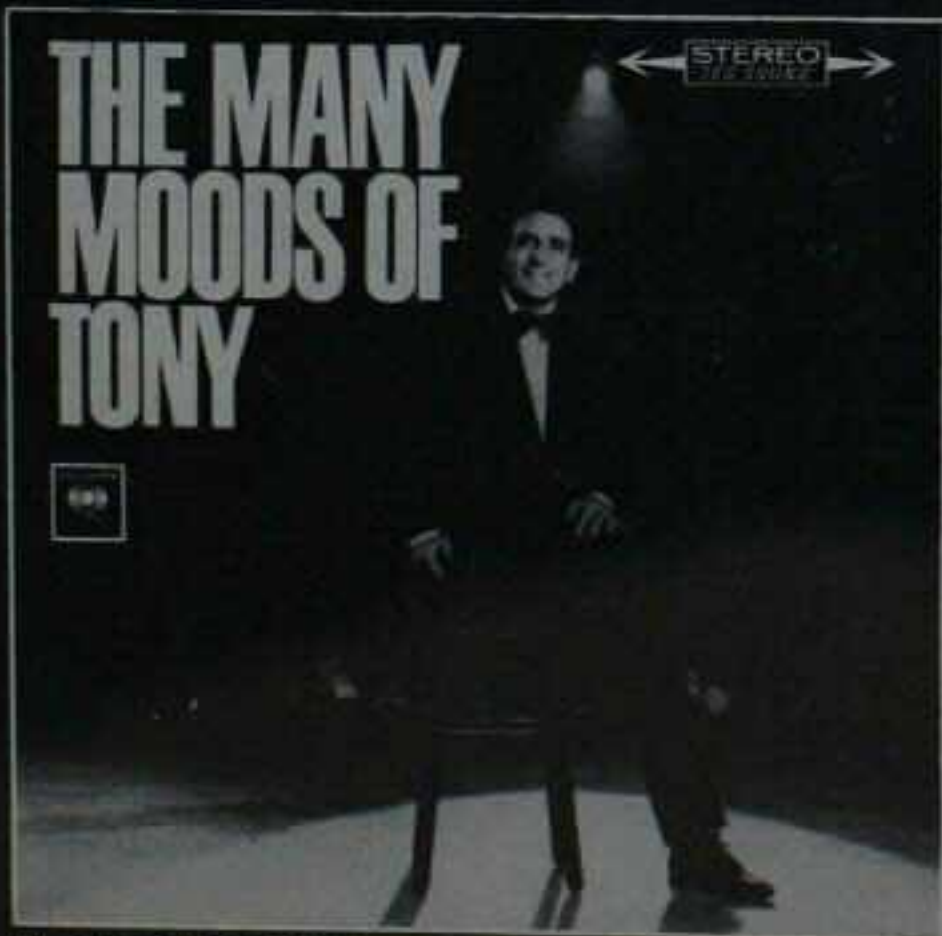
The demonstration recordings were devoted to the more popular symphonic repertoire and designed to show off high-fidelity equipment. The new series, a more extensive program, will contain a certain amount of repackaging and refurbishing of these recordings, re-issues of material deleted from Vanguard's regular line *(Continued on page 46)*

**TONY  
BENNETT  
SINGS  
"WHEN  
JOANNA  
LOVED  
ME"**

4-42996



A NEW COLUMBIA   
SINGLE FROM  
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# Disk Again on Broadway Beat

• Continued from page 1

album sweepstakes for the first time. It also marks a good start for American Broadcasting-Paramount Theater's venture into theater financing via a tie with Lester Osterman and Jule Styne's On Stage Productions. AB-PT, which is ABC-Paramount Record's parent company, had an initial \$262,000 investment in the show with a 10 per cent overcall bringing it up to \$288,750. Incidentally, Howie Richmond, who is publishing the score, has a \$24,500 investment. The show stars Beatrice Lillie, Tammy Grimes and Edward Woodward.

As soon as ABC-Paramount gets "High Spirits" rolling, it will start preparations for "Fade In, Fade Out," the Carol Burnett starrer that has a score by Jules Styne, Betty Comden and Adolph Green. This, too, falls into ABC-Paramount's hopper because of the AB-PT tie with On Stage Productions.

Although "Anyone Can Whistle," the Arthur Laurents-Stephen Sondheim musical, opened to four unfavorable notices as against two good ones (see New York Press breakdown on page 10), Goddard Lieberson, Columbia Records president, recorded the original cast album Sunday (12) at the label's New York studios. It was reported earlier in the week that Lieberson had decided to cut the album even when rumors hit the street that the show might fold. It turned out later that the rumors were unfounded and that producers Kermit Bloomgarden and Diana Krasny were going to fight for a run.

Lieberson has some precedent going for him in his decision to do the "Whistle" album. The outstanding example of a Broadway flop which became a hit LP is Leonard Bernstein's "Candide." Lieberson decided to record an original cast album in

# Dutch Record Scene—Close Control

• Continued from page 3

European product is about double what it was five or six years ago when the market was dominated by American product.

### Record Clubs

There are 16 manufacturers and importers and 120 labels. The two record clubs in Holland take about 5 per cent of the total business and 17 per cent of the classical market. There is no evidence of this in-

creasing, said Klassen. It was noticeable that in the club issues under the Reader's Digest banner no new offer had been made since last year.

Distributor of records is direct diskery to retailer, there are no wholesalers. Manufacturers do not offer any extra discounts, or "two-for-one" offers nor are any returns allowed. All the trading regulations agreed by the two associations have been approved by the Dutch Ministry of Economic Affairs.

By government sanction, all trades are allowed two sales periods per year (last two weeks January and June) when obsolete stocks can be cleared. The record industry takes part in this, but by agreement no record is offered at less than 50 per cent of normal selling price.

Classical records are given a two-year life and pops one year before offered in a sale. Immediately the two-week sale period is over, the prices go back to list. Business during these periods amounts to as much as 10 per cent of total year's trading.

Traders selling 90 per cent pop and 10 per cent classical had a five times stock turnover per year, 60 per cent pop—40 per cent classical four times, 20 per cent pop—80 per cent classical twice yearly. Klassen told British dealers that to ensure a healthy and stable trade, it was essential for the fullest co-operation between the diskery and retailer trade organizations. The Dutch record market was now used to this discipline in their thinking which in the end was beneficial to the consumer.

In a speech given later in the session Mr. Green, secretary of the British Resale Price Maintenance Co-ordinating Committee (formed four years ago and representing 14 different trade associations), considered that the British record industry stood as good a chance as the book trade in securing price maintenance for its product.

## MacArthur Tribute

• Continued from page 3

Great . . ." and it was in production before the General's death.

The Atlantic LP was produced in chronological order with narration, production and writing by Burns. It is said to contain speeches that were made during the last three months of the General's life. Special art was commissioned for the LP and it also is being marketed at a suggested list price of \$3.98.

### War Speeches

The album from 20th Century-Fox is titled "Gen. Douglas MacArthur: The War Years." It contains his wartime speeches from the "I shall return" declaration in the early part of the war to his farewell address to Congress. Material for the album was culled from the Fox Movietone News files. It is also priced at \$3.98.

The MacArthur package is part of 20th Century-Fox' series of documentaries that already has released a Kennedy memorial album, a "March On Washington" and one on the Pope's journey to the Holy Land. The "Holy Land" LP will be sold at the Vatican Pavilion during the run of the New York World's Fair. Upcoming in 20th Century-Fox' documentary series is "Lyndon B. Johnson: The First Hundred Days." This, too, comes out of the Fox Movietone News files.

BILLBOARD, April 18, 1964



# HOT OFF THE PRESS!!

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

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

1956 despite all and the album has become a major catalog item that still sells well today with total figures, including a recently released electronic stereo version, topping 100,000 copies. Lieberson has the same faith in Sondheim's score for "Whistle." It's believed that Columbia has only a token investment in the show.

A week after he records "Whistle," Lieberson will bring the "Hamlet" cast into the Columbia studios for an original cast album. The productions, under the aegis of John Gielgud, stars Richard Burton.

### "West Side" Revival

The "West Side Story" revival at New York's City Center has plenty of disk action going for it. Columbia reports sales of 2,000,000 copies on its original Broadway cast album and over 3,000,000 copies of the sound track album.

All the Broadway musicals produced on Broadway have made the original cast album groove so far this season except for "Foxy," the Bert Lahr starrer with a score by Johnny Mercer and Robert Emmet Dolan. RCA Victor, which has an option to record it hasn't come to any decision yet.

## Cap's Tower Label

• Continued from page 3

Kingston Trio, Nancy Wilson and King Curtis.

Livingston said his pressing plants were so busy with Capitol products that he might have to seek outside pressing facilities to handle Tower product.

### Big Foreign Acts

He said the Beatles had opened a "whole new interest in foreign acts and they all couldn't be handled on Capitol."

Tower will operate from Capitol's Hollywood headquarters and utilize many of the parent firm's service departments, such as legal, credit, accounting and publicity.

It is understood Capitol will not move any of its own talent onto the Tower label, but hopes to compete actively with its new baby, much in the manner Epic, a subsidiary of Columbia, competes with its parent for repertoire and air play.

## New Cap Policy

• Continued from page 1

ations, Inc.'s video switching operations.

Capitol Board Chairman Glenn Wallichs told Billboard: "Capitol intends now to employ all its resources to continue increasing its stature and importance in the entertainment industry. This is evident in its establishment of a new subsidiary label, Tower Records, its current dominant position on the Broadway scene, and Capitol Records Distributing Corporation's revolutionary price policies."

# GET THE PICTURE... 5 HOT SINGLES!



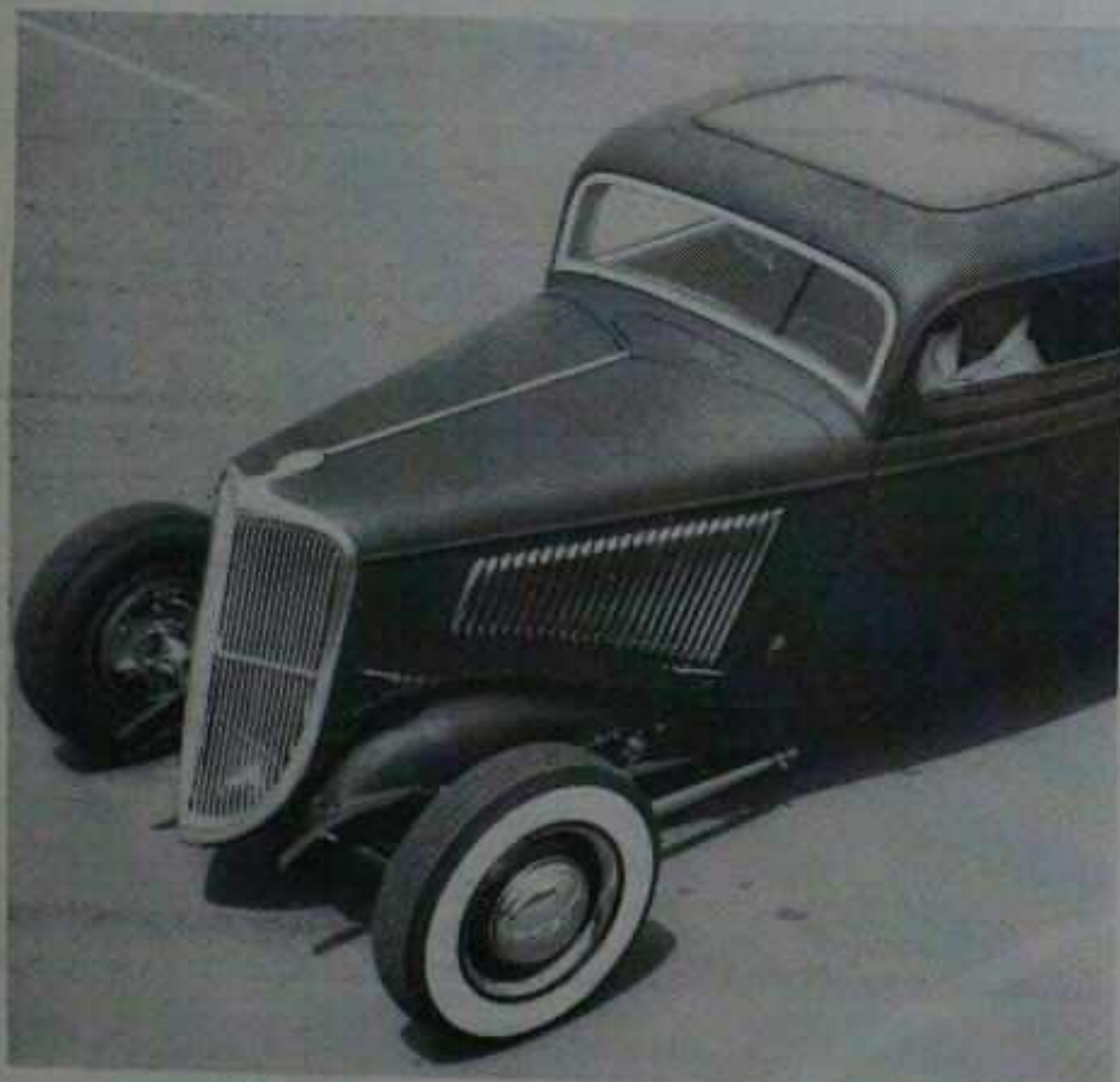
"WRONG FOR EACH OTHER"  
ANDY WILLIAMS  
4-43015



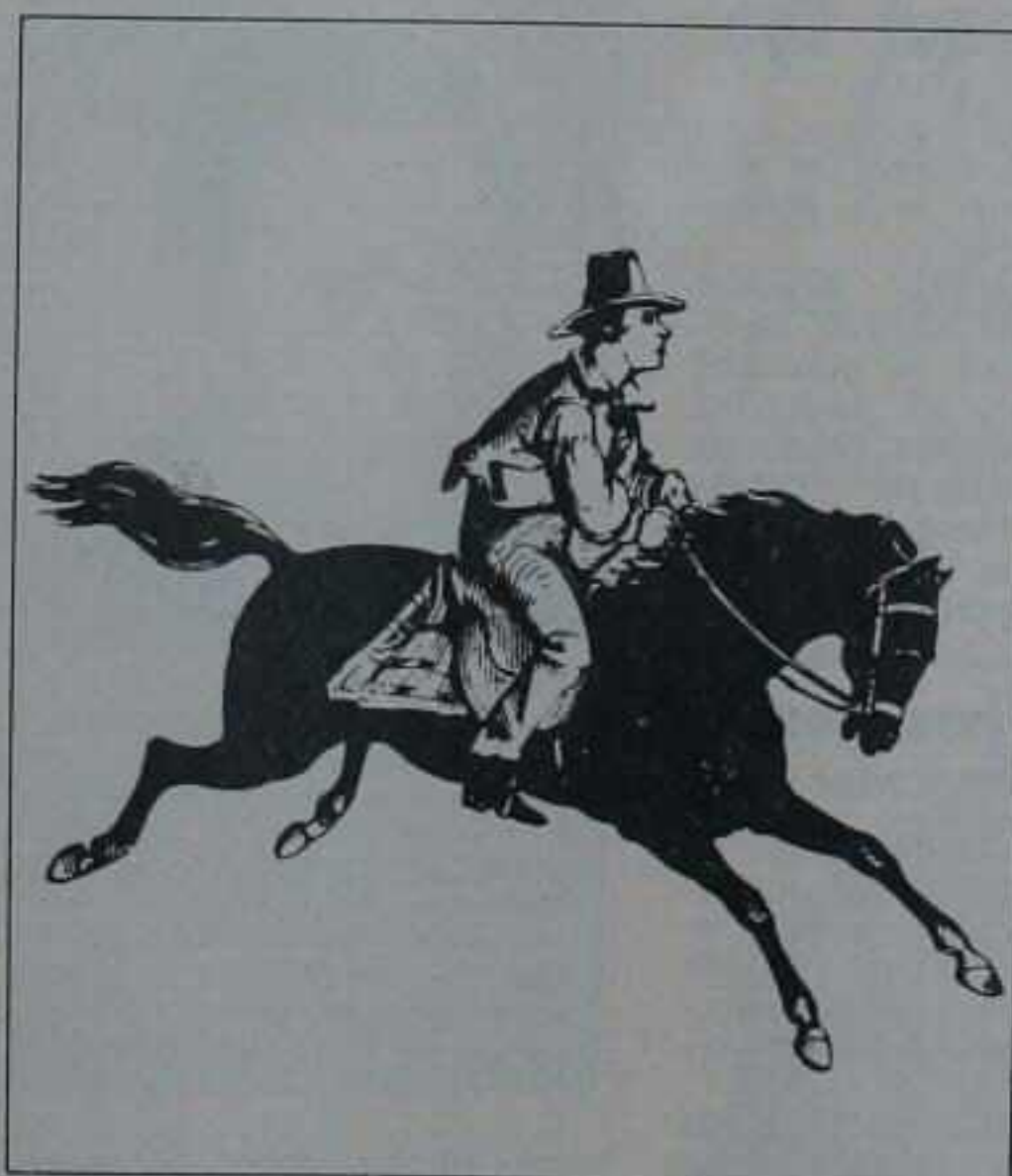
"WHEN JOANNA LOVED ME"  
TONY BENNETT  
4-42996



"TODAY"  
THE NEW CHRISTY MINSTRELS  
4-43000



"THREE WINDOW COUPE"  
THE RIP CHORDS  
4-43035



"LOUIE—GO HOME"  
PAUL REVERE & THE RAIDERS  
4-43008



**COLUMBIA RECORDS** 

PHOTO—HOT ROD MAGAZINE



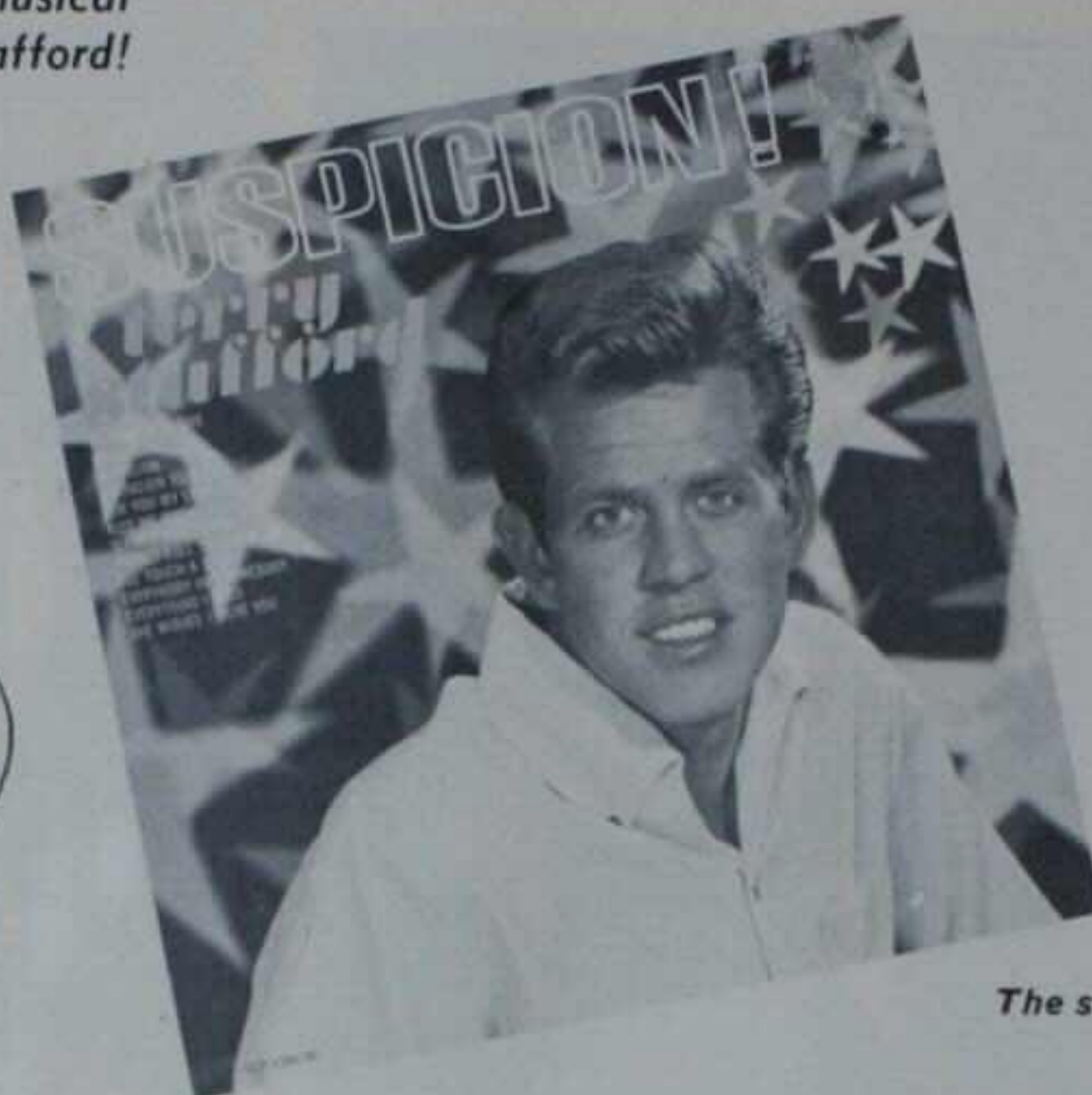
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A new bright star on the musical horizon . . . Terry Stafford!

First artist to break the Beatle barrier! Terry Stafford's first album and it's a winner. An exciting album containing the smash single "Suspicion" and many other top-flight performances in the sensational "Suspicion Style." Terry Stafford's new album is a natural to break wide open nationally . . . so distributors **ORDER NOW AND CASH IN—**  
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WATCH FOR  
NEW HIT SINGLE

to be released on Crusader soon! Destined for Hitsville



The sound that sells! on Crusader

CRUSADER



## BMI Theater Gets Professional Eye

• Continued from page 10

of the Actors Studio, seeking to broaden the opportunity for active professional participation in the theater.

Writers whose works will be presented in these premiere performances are Joan Bender, Raleigh Bond, William Dyer, Gordon Eis, Francine Forest, Mel Mitchell, Don Parks, Jerry Powell, Jim Rusk, Norman Sachs, Marvin Schofer, Treva Silverman, Pat Welch, Don Wolf and Cy Young. Many of the writers already have Broadway and off-Broadway, night club, television and recording credits. For the most part, they are already known within the confines of show business; other members of this group are get-

## Morgana King

• Continued from page 10

song material. Among the wide variety of tunes on her list are such exquisite songs as "Corcovado," and "A Taste of Honey," and they are exquisitely sung. The singer's latest disk effort will soon appear on the Time label. It will be a large-scale production with 26-piece band including strings.

Alternating with the songstress is Dave McKenna, a solid and artful pianist who is a young veteran sideman of the recording wars. He is that rare jazz figure who fits with a wide diversity of jazz groups from the swinging traditional band to the modern combo. This background has stood him in good stead at the club for he plays this date as solo pianist. He has the strong feel for rhythm and this makes his effort tightly knit.

JACK MAHER

ting their first chance to display their talents in a professional atmosphere.

Three completely different showcases of the Musical Theater Workshop will be presented at the Maidman, all under the direction of Lehman Engel, on successive Tuesdays. Robert Sour, BMI vice-president in charge of writer relations, is in charge of the project.

## Col. Offers Course

• Continued from page 42

tive piece on the six ages of music, a discussion of instruments and a guide to pronunciation. Vol. II contains 10 high fidelity recordings of 310 selections keyed to the composers included in Vol. I.

For the dealer the plan has many advantages. Possessing the built-in family appeal of the encyclopedia, it offers the opportunity of selling 55 recordings to one customer. Most of the product is current merchandise, some extending into the February-March releases; others are proven sellers. There is 100 per cent exchange. The suggested list price for the library is \$278 in mono and \$333.08 in stereo.

Designed not as an all inclusive listing, but as a basic repertoire of classical music to which additions can be made, there are, nevertheless, certain inclusions that are to be regretted in such a project. With the exception of Eileen Farrell singing a selection of Puccini arias, opera is not represented and there are no chamber music groups. The concentration here is primarily on concertos and symphonic



A reminder to recording artists and record companies from Peter Heine, Billboard's Director of Sales, that this low cost, editorial-style "Cut & Caption" space is available weekly on 8 prime-position, top-readership pages. The proof of readership? You just read it, didn't you? The cost: just \$69 for guaranteed peak impact.

(Advertisement)

works of the Classic, Romantic and 20th Century periods.

## Brilliant Blue Grass

• Continued from page 10

ognize this music for what it is—one of the important musical art forms. In fact, the audience was so hip that it continually requested specific tunes as encores.

Further, the performance goes forward with utmost aplomb; with a commendable and showmanly simplicity. Some of the numbers were "New York Town," "Petticoat Junction," "Bugle Call Rag," "When the Saints Go Marching In" and "You Are My Flower." On the last-named incidentally, Scruggs plays guitar and gets off some beautiful effects.

Lending a rousing comedy

## CLASSICAL NEWS

• Continued from page 42

Carnegie Hall concerts. . . . Brooklyn born soprano, **Evelyn Lear**, has signed an exclusive recording contract with the Deutsche Grammophon Company. Miss Lear began her European career in 1959 with appearances at the London Festival Hall and the Berlin Opera Company. At present she is a regular member of the Berlin, Vienna and Bavarian Opera companies. In 1965 she will appear at Covent Gardens, London and the San Francisco Opera.

Miss Lear's first recordings for DGG will be a recital of Richard Wagner songs and Bach's "St. John Passion."

ard songs and Bach's "St. John

All concerts scheduled this spring for Soviet pianist **Sviatoslav Richter** have been cancelled according to word received by impresario **S. Hurok** from Moscow. "Doctor's strict orders . . ." was the reason given in a telegram from the Ministry of Culture; . . . his "health prevents him from traveling at this time." Cancellation of the first part of the pianist's American tour, which was to begin in Washington March 5, was announced earlier this year. No future plans were mentioned.

flavor is Grandpa Jones, for decades a favorite country act whose performance is visual as well as musical. "Old Rattler," "Night Train to Memphis" and other of Grandpa's standards were in the repertoire.

This show should make a bang-up album.

PAUL ACKERMAN

## Everyman Classics

• Continued from page 42

and a number of recordings never before released in the United States.

The initial release includes two Haydn Symphonies (Nos. 99 and 102) played by the Vienna State Opera Orchestra under the direction of Mogens Woldike, and five recordings with Sir John Barbirolli conducting the Halle Orchestra in symphonic works by Sibelius (No. 1), Dvorak (No. 4 and Scherzo Capriccioso), Vaughan Williams (London Symphony), Tchaikovsky (No. 4) and Brahms' Double Concerto.

In a continuing arrangement with Pye Records, a British recording company, Everyman Classics will make available the Halle-Barbirolli recordings made between 1957 and 1961. Six more are scheduled for a September release.

### Some Uniqueness

With the exception of the Tchaikovsky and the Brahms which have a heavy recording history, these disks have not been overly represented in catalog. There is only one other recording of both the Dvorak and Vaughan Williams symphonies, three each of the Sibelius and the Haydn Symphony No. 99 and the Haydn Symphony No. 102 has two other listings.

These are all impressive recordings from the standpoint of artistry and engineering and are a welcome addition to the catalog. Barbirolli conducts with great vitality and taste bringing a grand concept and clarity of detail to the music, and the sound reproduction is on a par with the best recordings from Vanguard.

BILLBOARD, April 18, 1964

# Phono-Tape MERCHANDISING

BEST SELLING PHONOS • DISK DEALS  
EQUIPMENT NEWSLETTER

## BEST SELLING

### PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

#### BEST SELLING TRANSISTOR RADIOS

POSITION			BRAND	% OF TOTAL POINTS
This Issue	1/18/64 Issue	10/5/63 Issue		
1	1	1	Magnavox	17.6
2	2	2	RCA Victor	16.5
3	6	3	Zenith	16.3
4	5	5	Sony	6.1
5	—	—	Philco	5.6
6	4	7	General Electric	5.3
7	8	4	Channel Master	4.5
			Others	28.1

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

1/18/64 Issue: Panasonic (3); Motorola (7).

10/5/63 Issue: Motorola (6); Panasonic (8).

#### BEST SELLING CLOCK RADIOS

POSITION			BRAND	% OF TOTAL POINTS
This Issue	1/18/64 Issue	10/5/63 Issue		
1	4	2	Zenith	19.9
2	1	1	RCA Victor	19.6
3	3	5	Magnavox	16.4
4	2	4	General Electric	15.4
5	8	7	Admiral	6.0
6	—	—	Philco	5.0
7	6	3	Motorola	4.7
8	—	—	Panasonic	3.8
			Others	9.2

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 parenthesis.

1/18/64 Issue: Emerson (5); Arvin (7); Westinghouse (9).

10/5/63 Issue: Emerson (6).

### DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

**PRESTIGE**—Expires April 30. Started April 6, 1964.

Buy six get two free on eleven Prestige 7000 series Willis Jackson LP's.

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

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

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

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

**STARDAY**—Expiration indefinite. Started January 1, 1964.

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

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

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

**GATEWAY**—Expiration indefinite. Started March 13, 1964.

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

## EQUIPMENT NEWSLETTER

# More Advances Coming in FM Radio

By DAVID LACHENBRUCH

CHICAGO—FM radio is going to be a bigger money-maker for dealers this year than last. It's gaining more momentum each year, and FM



broadcasters are seriously embarking on new projects which should make FM sets easier for you to sell. This is apparent at the meetings here of the National Association of Broadcasters and the National Association of FM Broadcasters. As an indication of the increased interest in FM (and the increased ability of FM broadcasters to afford a trip to Chicago), enrollment in this year's FM session was a record 272 broadcasters, up from 159 last year.

There was optimistic news of the receiver sales front, too. James Schulke, outgoing president of the National Association of FM Broadcasters, estimated American dealers would sell a total of 6.4 million FM receiving devices (radios, tuners, FM-equipped phonos, car radios). This is almost twice as many sets as were sold just two years ago. Last year, he estimated, 5.1 million FM receivers were sold, up from 3.3 million in 1962, from 2.4 million in 1961, and 2 million in 1960.

The future of FM radio sales and FM broadcasting are bound together, and the outcome of the problems facing broadcasting inevitably will affect the dealer in terms of his radio business. FM stations, by and large, are still struggling economically, although more are beginning to see good, crisp black ink on the ledger.

The meeting in Chicago presented sales and technical aids for FM operators. Of direct interest to dealers were the discussions of the advantages of adding vertical polarization to the transmitting antennas of FM stations. Lest this seem unduly technical, here's an oversimplified summary of what it means:

Like television stations, FM stations send out signals which are polarized in a horizontal plane. Therefore, an FM receiving antenna is generally

a horizontal dipole affair. A vertical antenna, such as an automobile buggy-whip type, often won't work well, except in very strong signal areas. Anticipating a need for better auto FM reception, the Federal Communications Commission long ago modified its rules to permit FM stations to add vertical signals to their horizontal signals. Now, with the increasing success of FM, more interest is being focused on vertical polarization. But the reports at Chicago indicate that it does far more than improve reception of FM in automobiles.

A startling by-product of this type of transmission appears to be a sharp improvement in reception of FM on home and portable receivers, and easier reception of FM stereo. James Gabbert, of San Francisco's FM stereo pioneer, KPEN, discussed measurements he had made of his station's coverage with and without vertical polarization.

He reported that many areas in hilly San Francisco had received poor signals in stereo—some even unable to receive the station. In many cases, addition of the vertical signal cleaned up the stereo sound, bringing good reception to areas which never had it before. So enthusiastic was the station about the results that it coined the word "Vertipower" and promoted it to consumers. Said Gabbert: "We picked up many listeners who couldn't get us before."

He also found vertical polarization was especially effective in improving reception on receivers which had no outdoor antennas. This may be the most important finding of all, in terms of promoting sales and customer satisfaction in the FM stereo field.

More testing and research is still needed—and it's coming. A total of 38 FM stations now have been authorized to use vertical polarization. This improvement in the FM signal may well lead to clearer reception, easier tuning, better stereo—and best of all, the elimination of the need for outdoor FM antennas in many of today's real problem reception areas.

In a different field, FM broadcasters aired one of their long-standing gripes at the Chicago

(Continued on page 48)

### Ampex Exits Sunnyvale, Calif.

REDWOOD CITY, Calif. — Ampex will close its Sunnyvale, Calif., tape recorder plant over the next 14 months, transferring operations "to other present and future facilities," it was announced by C. Gus Grant, vice-president-operations.

Principal United States tape recorder output will be at Ampex's new Chicago facility. In addition, new Ampex plants have been completed or are being developed in Colorado Springs, Colo.; Nivelles, Belgium, and Reading, England. Ampex is also considering plans for a major addition to its headquarters facilities here, and has signed an agreement with Toshiba of Japan for the formation of a joint-venture company, Toamco, to serve the Japanese market.

Some 300 employees will be affected by the plant closing.

Ampex's financial report for the quarter ended February 1, just released, shows net sales of \$24,800,000 and net income of \$1,092,000 (14 cents a share), compared with sales of \$23,699,000 and net income of \$994,000 (12 cents a share) in the corresponding 1963 period.

### New Kudner V.-P.

NEW YORK — Collingwood J. Harris has been elected a vice-president of Kudner Agency, Inc., according to Robert M. Watson, chairman of the board. Harris, who joined Kudner last year, is account executive of the Sylvania Electric Products Lighting Division segment of the General Telephone & Electronic Corporation account.

## Performance and Profits

... in background music are yours with reliable VIKING cartridge players, in package or component form ... Cartridges ... Pre-recorded music.



Showing Vik-o-matic — completely self contained cartridge player. Consists of deck, 8 watt amplifier with microphone input and speaker. Also, reel-to-reel transports, recorders, amplifiers for every use and purpose.

Write Sales Manager For Information

IF IT'S USED WITH TAPE IT'S MADE BY VIKING



OF MINNEAPOLIS, INC.  
9600 Aldrich Avenue South, Minneapolis, Minnesota, 55420

Your assurance of Quality in Tape Components

# More Advances Coming in FM Radio

• Continued from page 47

meeting—lack of support by radio dealers, distributors and manufacturers. They closely grilled representatives of three auto radio manufacturers on their policies toward FM radio as an advertising medium. Comments from the floor indicated strong dissatisfaction with the comparatively small use being made by the trade of their medium to promote FM radio sales. The feeling of many FM broadcasters is that FM is the ideal medium to sell more FM sets—since listeners, being sold on the medium, are often likely candidates to buy another FM set for the car, the bedroom or portable use.

Some of the manufacturers responded with the

charge that FM stations were often less than aggressive in seeking business. There was agreement, however, that when FM stations and FM dealers work together, both benefit.

One example cited by Motorola ad manager Bob Ferris was a free-trial promotion advertised by one dealer exclusively on a single Chicago FM station. The deal: "Let us install an FM radio in your car for a trial period. If you're not satisfied, we'll take it out and tear up the contract." The result: More than 100 FM car radios sold—and not one returned.

FM is still growing, will continue to grow. Its growth can be stimulated when dealer and broadcaster work together. Their interests are almost identical.

## SALES UP FOR RADIO, TV SETS; PHONOS DOWN

NEW YORK—Television and radio sales to dealers in January 1964 were higher than those of January 1963, but packaged phono sales declined, according to figures released by the Electronic Industries Association.

January distributor-to-dealer sales of phonographs totaled 272,284 units, of which 158,888 were portables and table models, and 113,396 were consoles. In January 1963, total sales were 316,525, consisting of 204,073 portables and table models, and 112,452 consoles.

Black and white television sales to dealers in January totaled 588,555 sets, up from 503,821 in January 1963. Color TV sales figures were not released, but January 1964 color production totaled 88,977 units (no 1963 comparison available).

Radio sales to dealers showed a substantial rise, totaling 544,815 in January 1964, up from 453,348 in the comparable 1963 month (auto radios excluded). All figures represent brands sold by domestic manufacturers, and include imports only to the extent that they bear American manufacturers brand names.

(For an interpretation of these figures, see Equipment Newsletter.)

## Stuart Co. Moves

NEW YORK — Matthew Stuart & Company, importers of the Kortin, Conferette, Phono Trix and Bryan Tape Recorders, has moved to new, larger quarters at 3650 Dyre Avenue, Bronx.



**Judy Collins**  
#3  
**4 WEEKS ON CHARTS**  
WATCH IT!!!!!!!  
EKL-243 (MONO), EKS-7243 (STEREO)  
**ELEKTRA RECORDS**  
51 West 51 St.  
New York, N. Y. 10019



FRANK FONTAINE, a feature of "The Jackie Gleason Show" on CBS television Saturday nights, autographs copies of his latest album, "How Sweet It Is," during an appearance recently in the S.S. Murphy store in Pittsburgh. With Frank are (left to right); Fred Illius, Midwest promotion; Bob Dulman, Fontaine's promotion chief, and Joe Lyttle, the vocalist-comedian's personal manager.

## 3M Increases Cartridges, & Plans More

NEW YORK—The 3M Company has increased by more than one-third the quantity of pre-recorded tape cartridges now available for the Revere stereo tape cartridge system. Some 34 albums have been added, bringing to a total of 138 the number now available for the system that provides up to 15 hours of unattended stereo music. D. H. Boyd, general sales manager for 3M's Revere-Wollensak division, stated that his company is negotiating for more music. Ben Selvin, music consultant for 3M, is currently wrapping up deals with record manufacturers for product.

The additions include classi-

*(Continued on page 49)*



## NICCOL MODEL 200 PORTABLE... COMPANION TO EXCITING FUN

There is nothing like music to bring on the party spirit. For more fun and excitement at parties, picnics and folk dances, your indispensable companion is the Model 200 Transistorized Portable Record Player. Light and easy to take anywhere, yet it plays both regular and LP records. Tone and resonance are comparable to a large phonograph. It's also excellent for language lessons. Weighs only 4 lbs. with batteries.



**Model T-17** Smartly designed 7-transistor, miniature radio fits in your pocket or purse. Gives rich tone and powerful reception.

## NIPPON COLUMBIA CO., LTD.

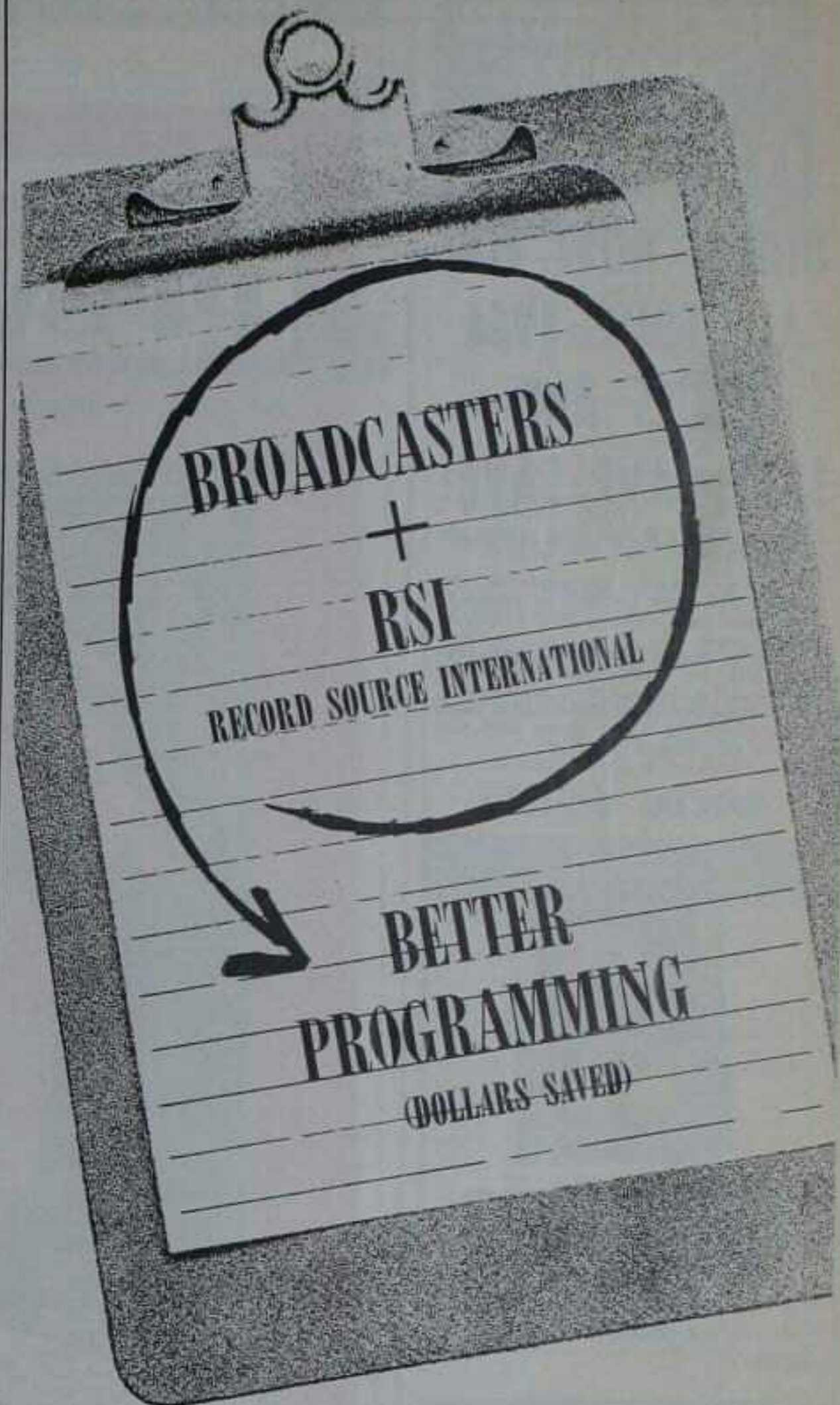
Shinjuku Bldg., No. 6, 6-chome, Tamura-cho, Shiba, Minato-ku, Tokyo

# NEW ALBUM RELEASES

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

<b>ARAVEL</b>			
ALEX LUKEMAN—What's on My Mind: AB 1007 (M)	M	5	
<b>AUDIO FIDELITY</b>			
VARIOUS SOUNDS—Winter Nationals 1964, Championship Drag Races, Pomona: DFM 3032, DFS 7032			
<b>CAEDMON</b>			
VARIOUS ARTISTS—Jeeves: TC 1137 (M)			
<b>CHESS</b>			
Chuck Berry's Greatest Hits: 1485 (M)			
<b>CANADIAN-AMERICAN</b>			
SUNNY GALE—Goldies by the Girls: CALP 1015			
<b>COLUMBIA</b>			
THE CARTER FAMILY—Keep on the Sunny Side: CL 2152, CS 8952			
ROBERT GOULET—Manhattan Tower: OL 6050, OS 2450			
SKEETS McDONALD—Call Me Skeets!: CL 2170, CS 8970			
SOUND TRACK—The Fall of the Roman Empire: OL 6060, OS 2460			
PAUL WINTER SEXTET—Jazz Meets the Folk Song: CL 2155, CS 8955			
<b>DOT</b>			
SIX FAT DUTCHMEN—Polkas: Greatest Hits, Vol. 111: DLP 3527, DLP 25527			
SIX FAT DUTCHMEN—More Great Polkas: DLP 3554, DLP 25554			
<b>DOUBLE</b>			
RICHARD FROEBER—Songs of Inspiration: F FF 100			
<b>ELEKTRA</b>			
JEAN CARIGNAN: EKL 266, EKS 7266			
VINCE MARTIN AND FRED NEIL—Tear Down the Walls: EKL 248, EKS 7248			
PHIL OCHS—All the News That Fit to Sing: EKL 269, EKS 7269			
DICK ROSMINI—Adventures for 12 String, 6 String and Banjo: EKL 245, EKS 7245			
VARIOUS ARTISTS—The Blues Project: EKL 264, EKS 7264			
<b>GOOD TIME JAZZ</b>			
JESSE FULLER—San Francisco Bay Blues: M 12051 (M)			
<b>GORDY</b>			
Meet the Temptations: 911			
<b>HARMONY</b>			
Bob Atcher's Best Early American Folk Songs: HL 7313 (M)			
"Little" Jimmy Dickens' Best: HL 7311 (M)			
The Best of Danny Kaye: HL 7314 (M)			
<b>HORIZON</b>			
The Barry McGuire Album: WP 1636 (M)			
Upside Don Paulin: WP 1625 (M)			
VARIOUS ARTISTS—The Banjo Story Vol. 1: WP 1623 (M)			
<b>JUBILEE</b>			
JACKIE VERNON—A Wet Bird Never Flies at Night: JGM 2052 (M)	M	5	
Rusty Warren Sings Portrait on Life: JGM 5025 (M)			
<b>KAPP</b>			
The First Recordings by the Joyful Greenwood County Singers: KL 1362, KS 3362			
<b>MAHALO</b>			
ANN McCORMACK—At the Embers: M 3013, MS 3013			
<b>MAINSTREAM</b>			
CHARLES BROWN—Boss of the Blues: 56007, 5/6007			
DOTTIE CLARK: 56006, 5/6006			
<b>PACIFIC JAZZ</b>			
LES McCANN & THE JAZZ CRUSADERS—Jazz Waltz: PJ 81, 81			
<b>PHILIPS</b>			
WHITE SISTERS OF KATANA—Missa Bantu: PCC 211, PCC 611			
SHASTAKOVICH: Preludes and Fugues, Op. 87; Sviatoslav Richter: PHM 500-048, PHS 900-048			
VARIOUS COMPOSERS: The Caecilia Mandoliné Players: PHM 500-049, PHS 900-049			
<b>PRESTIGE/GOSPEL</b>			
CLEFS OF CALVARY—GOD'S LIGHT: 60007			
PSALMS OF GRACE—Time Is Winding UP: 60006			
PENTACOSTAL CHOIR OF DETROIT, MICHIGAN—Saved: 60005			
<b>SILVERBELL</b>			
FRANK WOJNAROWSKI & HIS SINGING ORCHESTRA—Come Home: 10163			
<b>SMASH</b>			
PETE DRAKE—Forever: MGS 27053, SR5 67053			
<b>STEREODITIES</b>			
WOODY WOODBURY—Thru the Keyhole: MW7, SW 7			
<b>SWAN</b>			
AL FISHER & LOU MARKS—It's a Coo Coo Beatle World: LP 514			
SAPPHIRES—Who Do You Love: LP 513			
<b>THEATRE PRODUCTIONS</b>			
ORIGINAL CAST—Tom Jones: 5/9000 (5)			
<b>UNITED ARTISTS</b>			
FOUR LADS—This Year's Top Movie Songs: UAL 3356, UAS 6356			
LEROY HOLMES & THE SOUTHWINDS—50 Fabulous Hawaiian Favorites: UAL 3353, UAS 6353			
<b>VISTA</b>			
ANNETTE—Muscle Beach Party: BV 3314			

\*See Disk Deals for Dealers.



RSI's (Record Source International) singles and album services can be the PLUS you're looking for.

If you need:

Hot 100 Singles  
Easy Listening Singles  
C & W Singles

Pop Albums • Classical Albums • Jazz Albums  
Albums to build your basic library . . .

Just complete the following and mail today.

Please send details and costs for RSI Record and Album Services to:

Radio Station

Street Address

City, State & Code

Attention

RECORD SOURCE INTERNATIONAL

Dept. 314, 165 W. 46th Street

New York, N. Y., 10036

## Phonola Bows 16 New Stereo Phonographs

CHICAGO—Phonola Phonographs, division of Waters Conley Company, Inc., has introduced a new line of 12 portables and four console model stereophonic phonographs. Howard Kavin, sales manager, also introduced a system of inter-engineered stereo units called the "Solar System." This has interrelated, engineered hi-fi stereo units made up of two pre-tuned speaker cabinets, a Garrard AT5 stereo drop down record changer and a choice of either an AM-FM-FM stereo

tuner or an all-transistor amplifier without radio.

The "Solar System" with the AM-FM stereo tuner lists for \$399.95. Suggested list for the system without the radio, but with the all transistor amplifier, is \$399.95.

Phonola also introduced seven portable stereo phonos in its new and versatile Triplex design series. Triplex design units range in price from \$84.95 to \$199.95.

Five compact portables, ranging from \$19.95 to \$69.95, round out the group of portables. Complimenting the 12 portables are four console models, topped by the Caravelle which lists for \$299.95. Others of the consoles list at \$199.95.

### 3M Increases

• Continued from page 48

cal, pop and folk music from various labels. Nine albums are offered by Command, including four classical packages. Eight albums from Warner Bros. include one by Bing Crosby, two by Peter, Paul and Mary and Jimmy Durante's "Hello, Young Lovers." Artists on the six al-

## Motorola Offers Album Premium

CHICAGO — A "Holiday in Europe" language and native music record album will be offered with Motorola portable stereo phonographs as a spring promotion; and a record package of mood music will be offered as a console stereo sales closer.

The "Holiday in Europe" package, designed as an attraction to European-bound vacationers, consists of four LP stereo disks containing language instructions in French, Italian, Spanish and German. The flip side of each disk contains music from the country whose language instructions are carried on the record.

bums offered by Reprise are Bing Crosby, Frank Sinatra, Sammy Davis Jr. and Trini Lopez. Among the Kapp albums are packages by Jack Jones, Roger Williams and Jane Morgan.

Selvin has also contracted for product by Columbia, United Artists, Roulette, Monitor and is negotiating with other labels.

SEND US YOUR TAPE...  
We do the rest!  
COMPLETE SERVICE—ALL SPEEDS,  
PROCESSING, PRESSINGS, LABELS,  
MASTERS.

**SONG CRAFT**

1650 B'way, N.Y.C. 19 (212) CI 7-8177

**DEALERS!  
ORDER NOW FOR  
ALL FOUR 1964  
ISSUES AND—  
SAVE, SAVE, SAVE!**

Here's an example of how these savings can work for you:

... dealer estimates his needs at, for example, 500 copies per issue (if bought on single issue basis, this would cost \$50, or 10c per copy);

... dealer lumps needs of all four 1964 issues into one order—places single order for 500 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, as one order for 2,000 copies—total cost of \$170 or only 8.5c per copy;

**SPECIAL BONUS!**



This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

USE THE HANDY FORM NOW TO PLACE YOUR ORDER . . . AND SAVE MONEY!!

**SCHEDULE OF PRICES**

QUANTITY	PRICE PER COPY	
	Without Imprint on Cover and Order Card	With Imprint on Cover and Order Card
25,000 or over	7c	7.5c
10,000 to 25,000	7.5c	8c
5,000 to 10,000	8c	8.5c
1,000 to 5,000	8.5c	9c
500 to 1,000	9.5c	10c
100 to 500	10c	10.5c

HERE IT IS—the follow-up to the super-successful "Records Make Wonderful Gifts" catalog: Billboard's spanking new RECORD PREVIEW. Check the exciting features each and every regularly published edition will contain—to get consumer attention . . . to hold consumer interest . . . to increase consumer buying . . . and to build new record customers for you:

- Full Color Cover for maximum attention and appeal.
- New Album Releases (with many album covers in full color) plus descriptive comment on each album's contents. These will be albums which most dealers will carry in stock . . . all top albums in all major categories.
- Bestseller Charts . . . Selected charts on current best selling albums in all of the most popular categories . . . to remind customers to buy those top albums they want for their own.
- Feature articles on artists, Broadway shows, and items of timely interest to consumers.
- Chatter Column . . . information about artists on record albums . . . human interest information, artists' activities and future plans.
- Musical Cook Book . . . Favorite recipes of top artists like Pat Boone, Leontyne Price, Benny Goodman, Burl Ives, Bing Crosby, Jo Stafford . . . many others.
- Handy check-off order form in every issue to make buying by mail or in person easier.

**Record  
Preview**

APRIL 1964 • 20 CENTS

- LATEST LP's
- BEST-SELLER LP's
- NEWS About Records and Record Stars

POP • FOLK • SHOW ALBUMS • CLASSICAL • SPOKEN WORD • CHILDREN'S



THIS COVER AND ALL ALBUM ILLUSTRATIONS  
INSIDE WILL BE IN DRAMATIC FULL COLOR!!

Is "DOLLY" a New "Fair Lady"?

**IMPRINTING AVAILABLE:**

Your own store name, address and telephone may be imprinted on the front cover to personalize your copies and put you in the big leagues with a monthly color album magazine all your own.

The order form, easily detached by customers, may also carry your store name and address. It makes it easy to get mail and bring-back orders from your customers.

**RECORD PREVIEW**

Billboard Publishing Co., 165 W. 46th Street (at Times Square), New York, N.Y. 10036

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

Issue	Quantity	TOTAL QUANTITY
April (out April 6)	_____	} _____
May (out May 13)	_____	
September (out Sept. 14)	_____	
November (Christmas issue . . . out Nov. 9)	_____	

I enclose 50 per cent payment against total cost of this order which amounts to \$\_\_\_\_\_. (Check price schedule noting "imprint" column of prices if imprints are requested.)

I understand balance will be billed upon delivery.

My total order for Record Preview (all 4 editions combined) is 1,000 copies or more. Please send me the free Record Preview display carton.

I wish to have copies imprinted with my store name and address on both the cover and the order form:  Yes.  No.

Use the following copy for my imprint on cover and order card (please use typewriter or print clearly).

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_  
(will be eliminated from order card)

I understand all orders will be shipped Railway Express Prepaid by the publisher unless I specify another means of shipping, in which case I will pay all shipping charges.

Ship as follows: \_\_\_\_\_

Attention of: \_\_\_\_\_

This order authorized by: \_\_\_\_\_

(signature and title)

# Billboard Buyers & Sellers CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

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### SITUATIONS WANTED

**DISTRIBUTORS WANTED** — "THERE'S a Time & Place for Everyone," by the Santells, and other upsurging singles. Contact: Robert T. Brown, 414½ Croghan St., Fremont, Ohio. ap18

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

### ANNOUNCING a new low rate for SITUATIONS WANTED ADS

to help people in the allied fields of MUSIC, RECORD, COIN, PROMOTION, ENTERTAINMENT

to make the right, best paying connections. THIS IS THE PERFECT MEDIA FOR SELLING YOURSELF TO PROSPECTIVE EMPLOYERS.

\$2.00 will do the trick for a 1/2" ad in one issue . . . maximum 35 words, plus name and address.

MAIL COPY AND PAYMENT TO:

**MARTIN THAU**

Billboard Classified Mart  
165 W. 46th St.  
New York, N. Y., 10036

**WIDE-AWAKE PROMOTION MAN WITH 10 years' experience** will work for any reliable record co. or distributor east of Miss. or any state north of 41. married, willing to travel and work in metropolitan area. Box #550, c/o Billboard, 165 W. 46th St., New York, N. Y., 10036. ch-ap18

### HELP WANTED

**FULL AND PART TIME—MALE AND female.** Well dressed, attractive, 25-35. Tremendous opportunity for unlimited earnings. 3 months. "Presentation of World's Fair & NYC Bonus Book (\$200 value) to Executives of Large Corps." Interviews: Wed-Fri. 12-3, 7-9. Phone: 212; TU 6-6644. ch-ap8

## DISTRIBUTING SERVICES

### RECORD DISTRIBUTORS

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

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

**BRAND-NEW 45's, ASSORTED POPS** and standards, \$8 hundred, plus added bonus of 20 DJ records free with each hundred. Records, 1951 Hillcrest Rd., Hollywood 28, Calif. Phone: HO 2-8435.

### HAYDN SOCIETY RECORDS

ARE NOW AVAILABLE  
TO QUALITY DEALERS  
FROM COAST-TO-COAST  
Send for current catalog

**ESOTERIC, INCORPORATED**  
P. O. BOX 1799  
HARTFORD, CONN.

National Distributors for  
HAYDN SOCIETY RECORDS

### DEALERS . . . ONE-STOPS . . . RACK JOBBERS

. . . in the following territories:  
NEW YORK CITY and ALBANY . . .

Order Your Supply of

## Record Preview

BILLBOARD'S GREAT NEW CONSUMER LP MAGAZINE-CATALOG FROM:

**ALPHA DISTRIBUTING CORP.**  
20 WEST END AVENUE  
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PHONE: Circle 5-7933

IT'S A CAN'T-MISS SALES AND PROFIT MAKER! Check your regular Alpha salesman for special prices . . . or write to us.

And while you're at it—check your stock of the fast-selling records of these great labels:

Allector	Edelweiss	Original
A&M	Ember	Sound
Ansonia	Everest	Panart
Aravel	Fleetwood	Peacock
Aristo-	Fraternity	Realm
phone	Garrett	Reprise
Avoca	GNP Cre-	Request
Cadence	scendo	Simon
Checker	Herald	Says
Chess	Hickory	Stella
Colonial	Holidisc	Sun
Counter-	Living	Valiant
point	Language	Warner
Dublin	N. A. M.	World
Duke	Nina	Pacific

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### PRESSING, PLATING

**NO JOB TOO SMALL — QUALITY** pressing. Low cost. Special bonus with this ad only. No charge for shipping any where in the U. S. or Canada. The House of Wax, 1733 Broadway, N. Y. C. CI 7-2159. np-ap18

## MISCELLANEOUS

### RECORD ACCESSORIES RECORD RACKS by LE-BO PRODUCTS

The most complete, fastest selling line!

Special deals at N.A.R.M. Convention.

See **LESLIE DAME** at Eden Roc, Miami Beach,

or write for full details.  
**LE-BO PRODUCTS CO., INC.**  
33-59 Vernon Blvd.  
Long Island City 6, N. Y.

### RECORDING FACILITIES & SUPPLIES

### PROFESSIONAL DEMO RECORDS

**Finest Quality—Low Prices—  
Top Notch Talent.**  
8 Singers (male-female),  
10 Instruments—Vocal Groups.  
Best, Modern Tape and Disc Equip.  
(Ampex, Altec, RCA)  
Large Sound Studios—Top Technicians. Piano or Organ & Vocal—1 Song, \$13.00; two Songs, \$23.00 (45 or 78); add. Guitar, Bass, Drums, Sax, Clarinet, Steel Guitar. Violin for \$5.00 each per song.

WRITE FOR FREE BROCHURE.  
**DEMONSTRATION RECORD  
COMPANY**  
(Our 10th Year)  
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Say You Saw It in  
Billboard

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"20 Years of Record Experience"

### JOE PETRALIA RECORD PROMOTION

Park Sheraton Hotel  
Suite 267 55th St. at 7th Ave.

New York 19, N. Y.  
Phone: JU 6-6935

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b/w

Years of Experience/  
Contacts/Results/Know How

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New York 36, N. Y.

Area Code 212—Circle 6-9100

## BUSINESS OPPORTUNITIES

**THE COMPANY THAT REALLY GOES** after more business can get more business. Consistent advertising in this Classified Mart is a proven economical way to arouse interest, make valuable contacts and increase sales and profits. Handy order form printed below for your convenience. ch-np

## MISCELLANEOUS

**INCOME TAX CONSULTANT** — Specializing in returns for musicians, performers and anyone in the allied fields of entertainment. Marvin Shulman Associates, 145 W. 55th St., New York 19, N. Y. PL 7-0246. ew-tf

**30,000 PROFESSIONAL COMEDY LINES!** Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. mh28-84

## PUBLICATIONS & SERVICES

ATTENTION  
ALL RADIO STATIONS:  
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- Top Singles Artists
- Top LP Artists
- Top International Artists
- International Directory of Recording Talent, Booking Agents, Talent Managers, Impresarios and critics.

- Award Winners of '63 including NARAS, NARM, Motion Picture Academy and Country Music

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Representing

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- Durium (Italy)
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AND NOW!

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

**MICROFON ARGENTINA SRL**  
Lavalle 1759, 5 Piso  
Buenos Aires, Argentina

### BELGIUM

### The "Union Belge de l'Automatique"

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

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

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

### FRANCE

**RECORDING ARTISTS, FILM STARS** and leading personalities always visit Harry's New York Bar in Paris. Become a member of International Bar Files. Trap No. 1 is at Harry's, 5 Rue Daunou, just off the Rue de la Paix. Tell the cab driver Sank Roo Doe Noo.

### GERMANY

**PAUL SIEGEL (BERLIN-NEW YORK)**, producer of Telefunken-Decca (Teldec) Records. Disc Jockey: Radio Berlin (5FB). Music Publisher: Hi-Fi Musikverlag GMBH. Cable: Symphonix, Berlin. Telephone: Berlin 347029. Address: Tauentzien str. 16, Berlin W30, Germany.

### MEXICO

### AUDIOMUSICA THE LEADING MUSIC MAGAZINE OF LATIN AMERICA

Popular and Classical Music • Record Reviews • Monthly Best Seller Charts • Audio • Show Business • Industrial Coverage.

For information and advertising rates write to

Ofto Mayer-Serra, Editor Audiomusica  
Apartado 8688 Mexico 1, D. F.

### UNITED STATES

**PRODUCE YOUR TAPES AT RADIO** station while in Miami, Fla. Singers, small groups welcome. Low rates weekdays only. Put you on air too. Call 633-0167, Smith, or write P. O. Box 833, Riverside Station.

**MUSIC PUBLISHER WANTING U.S.** representation for instrumental copyrights. Send record and music to David Music, 1733 Broadway, N.Y.C. ch-ap10

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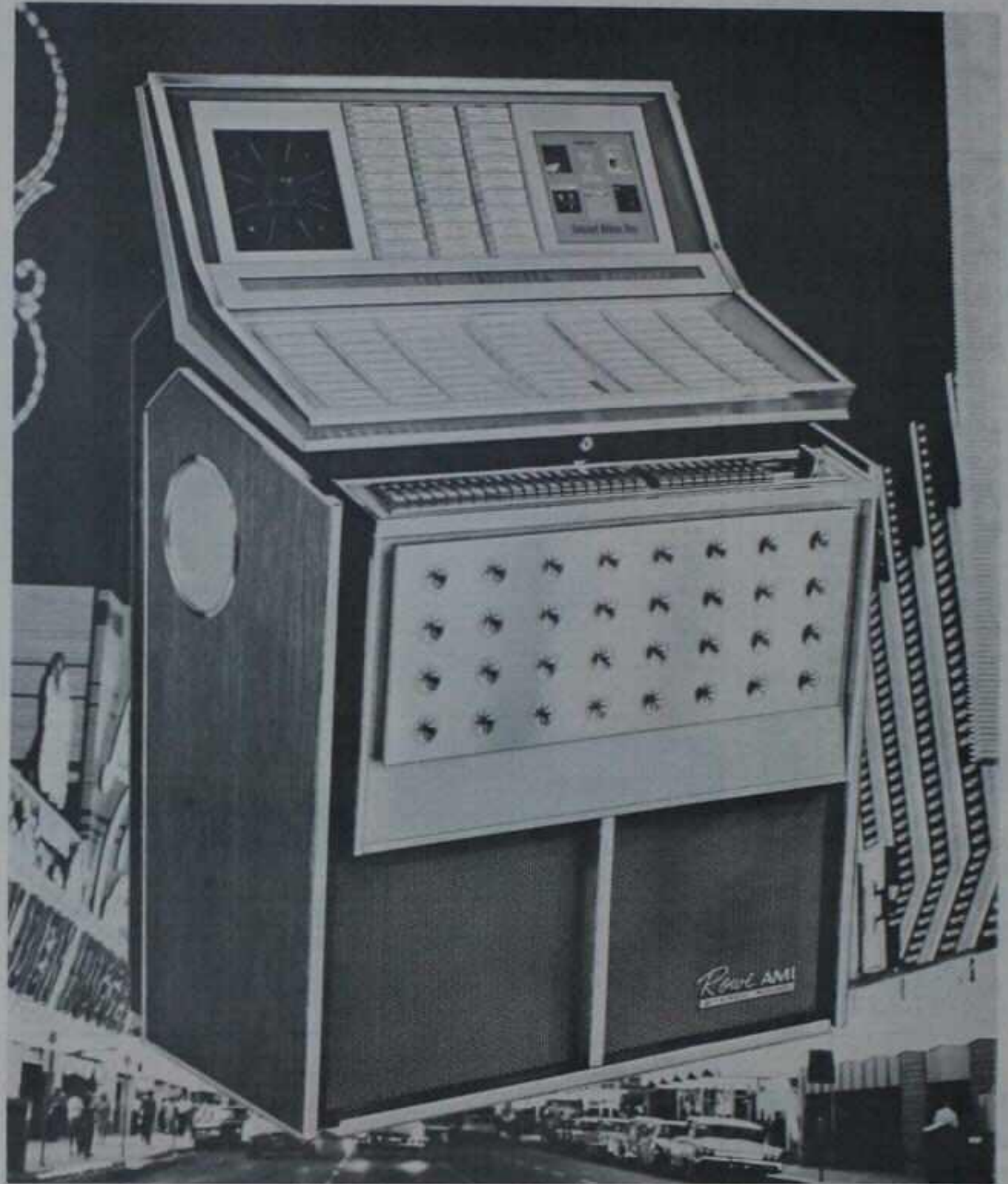
All American brands combined in one shipment.

**ELTRON EXPORT COMPANY**  
122 Broad St., New York 4, N. Y.

# THE NEW ROWE AMI TROPICANA

brings you  
PLUS VALUE  
TO BEAT  
THE BAND!

Rowe has built *everything* into *The Tropicana*. Big-time entertainment. Big-time styling. Play-inviting features galore. But it has also built reliability into this new 1964 phonograph—and a new simplified mechanism—and new ease of servicing—features that you as well as your customers will like. See for yourself at your Rowe AMI distributor's—now.



**MORE FEATURES!  
MORE QUALITY!  
MORE PROFIT!**

- Exciting New Styling
- Room-filling Stereo Round\*
- Exclusive Self-Contained Speakers
- Versatile "Three-in-One" Programming
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

\*Pat. pending



**ROWE AC**  
MANUFACTURING

The Merchandise Mart, Chicago 54, Illinois

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

# Coin Machine OPERATING

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



Showings of the new Rock-Ola Grand Prix phonograph began around the country last week. The 160-selection de luxe console plays 33, 45, mono, stereo disks in any sequence. Rock-Ola also introduced a new wallbox concept—a Phonette remote speaker-selector unit with built-in stereo speakers and personal volume control. Full story on the model and distributor showings appeared in last week's *Billboard*.

## Ark. Tax Head Suggests Upping Local Cig Taxes

LITTLE ROCK—State Revenue Commissioner Orville Cheney suggested last week that cities and counties should "look to increasing the cigaret tax as a means of providing needed revenue."

Present State tax in Arkansas is 6 cents per pack. In various cities throughout the U. S. a local tax is also assessed.

Cigaret machine operators interpreted Cheney's statement, which was published in the press and carried by wire services, as a move to get Arkansas cities and counties to assess a tax so

they would not be calling on the State for funds for various projects.

Arkansas is considered a part of the Mid-South area, along with Tennessee and north Mississippi. The tax in Mississippi was 6 cents till the 1962 Legislature upped it to 8 cents "temporarily," then made it permanent in the 1964 session. Tennessee's tax is 7 cents per pack.

Cigaret operators in Arkansas charge 30 cents per pack on most of their machines. On some better locations the price is 35 cents. The 35-cent loca-

## Bally Unit Set for 2, 3 Or 4 Plays

CHICAGO—Bally Manufacturing Company's new flipper escrow credit unit can be set to provide two, three or four plays for a single coin.

According to Bill O'Donnell, Bally president, the three, four or five-play adjustment was standard on all double-coin games since Bally entered the flipper field.

However, the two-play adjustment became new on Sky Diver and all Bally flippers since. O'Donnell said the adjustment is especially useful to European customers.

In Greece, for example, the machines are set at one play for 1 drachma, two plays for 2 drachmas. In the U. S., where nickel play is still prevalent, the machines can be set for one play for 5 cents, two plays for a dime.

## Mrs. McCarthy Dinner Speaker

HURLEYVILLE, N. Y. — Mrs. Millie McCarthy, president of the New York State Coin Machine Association, was a guest speaker at the Sunday (5) dinner of the Broome County Liquor Dealers' Association, attended by officials of many other other counties as well.

Mrs. McCarthy, chief proponent of the recently passed New York State bill to license amusement games operators, used the occasion to explain the advantages of the new measure to liquor groups as well as to operators.

## Cig Prices Up in Kansas Venders

TOPEKA, Kan.—An increase in the state tax last week sent the price of a pack of cigarets in some vending machines from 30 to 35 cents. The tax jumped from 4 to 6 cents a pack.

In 1957 Kansas increased its tax 1 cent, and cigarets which sold for 25 cents a pack went to 30 cents.

tions are relatively few, compared to the 30-cent locations.

Operators don't know yet whether, if the cigaret tax is increased, they will make a sufficient profit by increasing prices on all their locations to 35 cents.

The issue is a serious one for them and they are expected to bring organized action on any proposal to increase the tax in the 1965 Legislature.

## Midwest Coin Meet Set for June 6-7

OMAHA — The Nebraska coin machine association has canceled its April meeting in favor of a giant seven-State session here, June 6 and 7, at the Paxton Hotel. Operators from Nebraska, Iowa, Missouri, Kansas, South Dakota, Colorado and Wyoming are expected to attend.

The Nebraska group recently changed its name to Coin Operated Industries of Nebraska (COIN) to reflect its growing membership in the vending field. The association now represents operators of amusement games, juke boxes and all types of vending equipment.

A new dues structure calls for

vending operators only to pay \$10 per year, music and/or game operators to pay \$25 per year, and operators of vending, music and vending equipment to pay \$35 per year.

According to Howard Ellis, secretary-treasurer of COIN, the June meeting will feature a full display of all types of coin-operated equipment.

The display will be opened on Saturday (6) noon with a cocktail hour and dinner that evening. (Exhibitors will pay \$50 per booth.)

The general business meeting with election of officers will be held Sunday (7) afternoon.

## Kansas City Court Rules Out \$10 Pinball License

KANSAS CITY, Kan.—The city's pinball ordinance requiring a \$10 annual license on coin-operated amusement machines, got a legal thumbs down vote Friday (3).

In a suit challenging the constitutionality of the ordinance, Wyandotte County District Judge William Burns ruled against the city.

The suit was first filed August 8, 1963, by Roy Cook, attorney representing 80 persons who maintain coin-operated machines in their places of business. At that time Judge Burns issued a temporary restraining order preventing the city from enforcing the ordinance.

### October Hearing

The city on August 22 asked the court to dissolve the restraining order. A hearing was held in October on motion of the businessmen to make the restraining order permanent.

After hearing evidence pre-

sented by Cook, the city filed a demurrer which was overruled by Judge Burns.

The city now is in the position of either filing an appeal or presenting evidence in the case. City Attorney Charles W. Brenneisen Jr. said he and his staff will review the case to determine if sufficient evidence has been submitted. If evidence is sufficient, an appeal will be recommended, Brenneisen said.

In questioning the validity of the ordinance, Cook's petitions raised several questions. He said the ordinance was tantamount to requiring business men with pinball machines to buy two business licenses.

### Legal Grounds

His petitions also alleged that the ordinance was vague, indefinite, contained more than one subject, and violated the 14th amendment of the U. S. Constitution and the 18th section of

(Continued on page 66)

## Bally Bows Sky Diver, Single-Player Flipper

CHICAGO — The exciting new sport of sky diving is featured in Bally Manufacturing Company's new single-player flipper-type pin game of the same name.

A pair of sky divers on the backglass are maneuvered to a safe landing by skill shots by the player. The player gets specials when the divers hit solid ground.

The sky-diver feature holds over from game to game. Both divers are always "on the way" to a landing and the player can select the one nearest the ground by a skill shot.

An extra ball feature is also included. A free-ball gate can be opened two ways, returning the ball to the shooter. A bonus ball gate can be opened three ways, returning the ball to the playfield (instead of the shooter).

O'Donnell said that "widespread location tests indicate that Sky Diver will be a greater single-player hit even than Monte Carlo.



SKY DIVER

## Juke Box Mfr. Support Heartens MOA

By NICK BIRO

CHICAGO — Music Operators of America received its expected—but nevertheless greatly welcome—vote of support from the nation's juke box manufacturers last week, with all four agreeing to exhibit at the association's October 14-16 annual conclave here.

The early decision by Rock-Ola, Rowe AC, Seeburg and Wurlitzer puts MOA in an excellent position to go after additional support from amusement game manufacturers, record companies and operators.

The early decision is also the strongest vote of approval MOA could possibly receive for the way it has revamped its organization during the past several years.

Last year was the first time in several years that all four juke box firms came into the conclave, but the final decisions came just a little over a month in advance of the convention date.

MOA was successful in getting every major amusement game manufacturer into the convention, but the support from record companies was minimal.

This year's early decision by the juke box firms gives MOA some excellent early ammunition in lining up the major diskeries. One of the big criticisms from the record companies in the past was that MOA did not have the support of its own industry members. This year it does, and in spades.

Fred Granger, MOA managing director, said that the decision by Rowe AC, Rock-Ola, Wurlitzer and Seeburg "gives us the early start we needed" in lining up exhibitors and members.

Granger said that not only

would the number of exhibitors be increased from last year but the number of operators in attendance would also increase.

Lou Casola, president, indicated he was delighted the association had received such a strong vote of approval from the four manufacturers who constitute the backbone of the juke box industry.

J. Harry Snodgrass, MOA board chairman, said that the decision by the four U. S. juke box manufacturers to exhibit, was one of the strongest indications that MOA was headed in the right direction.



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To Do Business

with

DAVID ROSEN



**PINBALLS**

2 Around the World	\$140.00
1 Aloha	245.00
3 Atlas	150.00
3 Carnival	325.00
2 Coquette	275.00
5 Caravelle	235.00
1 Casino	60.00
1 Club House	110.00
2 Continental Cafe	75.00
4 Criss Cross	120.00
1 Cross Word	80.00
4 Darts	125.00
1 Double Action	135.00
2 Double Barrel	250.00
1 El Toro	415.00
4 Fiesta	150.00
3 Four Roses	275.00
1 Fashion Show	335.00
1 Gondolier	125.00
1 Golden Belle	95.00
2 Golden Gloves	95.00
1 Hi Diver	125.00
8 Highways	150.00
7 Hollywood	225.00

**BETTER VALUES!**

5 Jungle	\$150.00
2 Kismet	325.00
1 King Pin	295.00
1 Mamselle	150.00
3 Magic Clock	225.00
1 Melody Lane	215.00
1 Miss Annabelle	130.00
7 Music Man	225.00
2 Metro	275.00
1 Merry Widow	475.00
2 Nags	150.00
1 Oklahoma	250.00
2 Queen Diamonds	140.00
3 Rocket	75.00
1 Rocket Ship	95.00
1 Space Ship	225.00
1 Satellite	85.00
2 Sea Wolf	95.00
1 Seven Seas	160.00
6 Sirenade	165.00
1 Silvers	95.00
1 Straight Shooter	125.00
2 Show Boat	225.00
1 Spot A Card	150.00
2 Spot Pool	75.00
2 Sunshine	125.00
1 Sweet Sioux	210.00

**BIGGER SAVINGS!**

4 Three Coins	\$245.00
5 Target Gallery, 1 Player	200.00
4 Target Gallery, 2 Player	225.00
5 Ten Spot	215.00
2 Tic Tac Toe	100.00
1 Turf Champ	125.00
5 21	125.00
2 Trade Winds	265.00
6 Viking	210.00
2 Wagon Train	160.00
1 Whirlwind	100.00
1 World Beauty	150.00
3 World Champs	95.00
4-Baggers	100.00
1 57 Baseball	150.00
2 Short Stops	165.00
1 Official Baseball	195.00
3 Deluxe Batting Champ	275.00
1 Bally Heavy Hitter	150.00
1 United Slugger	75.00
1 World Series 1962	325.00
4 Major League 1963	395.00
4 Midway Slugger	350.00

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**COINMEN  
IN THE NEWS**

**Denver Doings**

Gus Brown Sr., salesman at Draco Sales Company here, is taking much kidding over becoming a grandfather recently. Brown's son, incidentally, is Denver's youngest full-fledged juke box and games operator. . . . Paul Scott, of Lander, Wyo., celebrated a birthday during March. . . . Although he is "taking it easy," Doyle Harrington, Glenwood Springs operator, is back on the job. . . . Pete Geritz, head of Mountain Distributors, Rock-Ola distributor here, is chortling over the new VW 1500 sedan which he brought back from his recent tour of Germany. . . . Gene Bouschee, phonograph operator from Raton, N. M., was in town during mid-March picking up equipment for his Southwest Music Company. . . . A rare visitor at distributor showrooms during March was Ernie Sonsa, operator from Rapid City, S. D., who picked up seven new phonographs. . . . Sam and Dan Keys, who operate Stereo Music Systems with Marshall Pack, have announced a move to their new headquarters building at 951 Vallejo, just off Denver's new Valley Highway. From this handy spot almost any area in the city can be swiftly reached, according to Dan. . . . Wilbur Beyer, long-established operator in Fort Collins, Colo., is beginning to make his Mountain Resort area installations much earlier this year than in previous seasons, expecting a much heavier influx of tourists for the 1964 summer season. . . . Operator Hal Richardson, from Greeley, Colo., brought Mrs. Richardson along for a bit of socializing with Denver operators and distributors in early March. . . . Another Greeley operator who made the rounds recently was Ted Ross, who took over several of the routes recently owned by Jack Wycaver, who has recently retired. . . . More than a hundred operators, their servicemen and family members were guests at Mile Hi Record Company, Denver, on March 15, when Joe and Lou Oxman staged open house at their new headquarters at 77 Calamath Street. Cocktails, a buffet supper and tours of the well-organized one-stop occupied most of Sunday afternoon, March 15. . . . Paul Korgin, Sheridan, Wyo., operator, surprised his phonograph-operating force in mid-March when he traded in three passenger vehicles and one pickup truck at once, replacing all four with new stand-up Metro service trucks. Korgin, who is planning an emphatic entry into vending, along with juke boxes and amusement machines, plans to convert each vehicle into a well-equipped rolling shop. . . . Mike Savio, of Draco Sales Company, Wurlitzer distributor in Denver, continues to swell with pride over the accomplishments of his 16-year-old daughter—currently starring in a little theater presentation in suburban Denver. . . . Many first-time visitors to phonograph distributors in this area are somewhat surprised to find sales managers of the same name at two competing firms. At Mountain Distributors Company here, Leo Negri masterminds selling operations, while at Draco Sales Company, brother Frank Negri holds down the identical post.

BOB LATIMER

**Grand Prix Debuts**



ROCK-OLA DISTRIBUTORS gathered for some informal conversation before dinner at the factory's initial unveiling of its new Grand Prix phonograph at Chicago's O'Hare Inn last week.



NICK BIRO, BILLBOARD; John Wallace, West Virginia; Lou Casola, Rockford, Ill., and Clint Pierce, Brodhead, Wis., talk over some Music Operators of America plans at last week's preview of the new Rock-Ola Grand Prix phonograph in Chicago. Casola is MOA president, Wallace and Pierce are vice-presidents.



ROCK-OLA EXECS stand proudly with the firm's new Grand Prix console: Les Rieck, Hugh Gorman, sales managers; John Wallace, West Virginia distrib; Eddie Zorinski, Nebraska distrib; Ed Doris, executive vice-president; and George Hinker, advertising and sales promotion manager.

This Issue of Billboard Is Being Distributed  
At the Miami Beach Convention of  
N.V.A.  
(National Vendors' Association)  
**DEAUVILLE HOTEL**  
April 15-18  
An Extra Industry Service From  
**Billboard** The International Music-Record Newsweekly

**EXTRA DISTRIBUTION**

# ROCK-OLA PRESENTS



about 25 per cent more space for phonograph, game and vending machine display. The rejuvenation program took place without costing Draco a single day's business, according to Mike.

Distributors here sent congratulations recently to Mrs. Frances Branney, woman operator in Casper, Wyo., who has continued to maintain routes amounting to more than 300 pieces, since the death of her husband five years ago. Mrs. Branney not only changes records, but actually handles much of the service and repair load herself.

Active purchasers of new phonographs during February included Doyle Harrington, of Glenwood Springs, Colo.; Doyle Vyscaver, Midwest Distributing

graphs were sold in January and February of this year than for any comparable period during the last decade, distributors report.

A welcome visitor at Denver coin machine centers recently was Paul Scott, veteran operator from Lander, Wyo., who has been somewhat scarce in recent months due to illness and business pressure. Another rare visitor was Stan Bennett, juke box operator headquartered in Sterling, Colo., who has achieved such success with a restaurant, occupying so much of his time that he has been forced to sell off much of his Eastern Colorado routes.

Draco Sales Company, Wurlitzer distributor, created a lot of good will recently when Mike Savio, head of the firm, sur-

country that it can only improve.

In fact, most operators sense salvation not in phonographs, but in broadly diversified operating patterns. There is a rush of operators into games and vending.

Games and vending are boom-

prised incoming operators with handsome key rings, each containing a plastic billboard with the embossed name of the operator, as well as Draco Sales, together with its telephone number and address. More than a hundred of the key cases were made up in advance of the winter showing of new Wurlitzer equipment, so that 100 operators, dropping in to look over the Wurlitzer 2800 found their key rings ready and waiting for them.

BOB LATIMER

to ignore profitless phonograph operation and concentrate on blending games and vending.

Patterns vary with the individual operator, but the Austrian trade as a whole is wedding to the operation of games that of vending machines. Moreover, there is a constant quest in progress by the top operators here for innovations.

Despite the romantic schmaltz usually associated with Vienna, operators here find that what is good for the U. S. trade is, in nine cases out of 10, also good for the Austrian trade.

Prime example at the moment is the Austrian bowling boom. This game has bowled over Austria with American fervor.

Appropriately enough, an American—John Merrill—has

(Continued on page 66)

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less to say, by U. S. and British coin machine interests, and it has backing from an influential segment of the Swiss trade.

It would mean, in practice, that all international coin machine business would be done in English, and that equipment could be imported from the U. S. and Britain without linguistic modification or adaptation.

## PHONOGRAPH SPECIALS

3 Cinebox, with films	\$2500 Ea.
12 Wurl. 2610 Phonographs	695 Ea.
10 Wurl. 2500 Phonographs	575 Ea.
10 Wurl. 2510 Phonographs	575 Ea.
17 Wurl. 5210 Wall Box	40 Ea.
30 Wurl. 5207 Wall Box	20 Ea.
25 Wurl. 5205 Wall Box	10 Ea.
1 Rock-Ola 404 Phono.	795 Ea.
3 Rock-Ola 1455 Phono.	150 Ea.
2 A.M.I. E-120 Phono.	50 Ea.
1 United UPB-100 Phono.	195 Ea.
2 Sbg. KD-200 Phono.	225 Ea.
1 Sbg. V-200 Phono.	125 Ea.
6 Sbg. 100-C Phono.	125 Ea.
10 Sbg. 3-W-1 Wall Box	20 Ea.
1 Sbg. 200-LU Background & Amp.	145 Ea.

## BRADY DISTRIBUTING COMPANY

1900 West Morehead Street  
Charlotte, N. C., 28208  
Phone: Area 704; No. 375-1714  
Distr. for Wurlitzer & Fischer

## BARGAINS FOR THE WEEK BOWLERS

Un. Jumbo or Royal, 16'	\$ 75.00
Un. Bonus, 16'	125.00
Un. Playtime, 16'	150.00
Un. Duplex, 16'	175.00
Un. Advance, 16'	200.00
Bally ABC Tournament	75.00

These Bowlers are as is . . . all parts intact.

Above prices preferably in quantity. Prices do not include delivery or crating. Crating, if desired, \$35.00 to \$50.00 extra.

Write or Call Us Collect.  
MAIn 1-3511

Write for Our Price List on Full Line of Coin-Operated Machines.

**Central**  
DISTRIBUTORS, Inc.

2315 Olive St., St. Louis 3, Mo.  
Phone: MAIn 1-3511; Cable: Condlist

## ARCADE

Bally All Star	\$125
Bally Spinner	100
CC All Star Hockey	325
CC Basketball Champ	145
CC Twin Hockey	175
Midway Ski Fun	195
Midway Target Gallery	245
Muro. Cross Country	195
Southland Speedway	395

## GUNS

Bally Sharpshooter	\$195
CC Ray Gun	245
Ex Pop Gun	195
Ex Treasure Cove	125
Ge Circus	225
Ge Rifle Gallery	125
Mid Del Shooting Gallery	225
Mid Shooting Gallery	175
United Pirate Gun	175
Wms Crusader	225
Wms Titan	275

## BASEBALL

Bally Heavy Hitter	\$125
CC All Star	375
United Yankee	175
Wms 4-Bagger	125
Wms King of Swat	95
Wms Major League	395
Wms Official	225
Wms Shortstop	195

## MONROE COIN MACHINE EXCHANGE, INC.

2423 Payne Avenue  
Cleveland 14, Ohio  
Superior 1-4600

It's Good Business

To Do Business

with

DAVID ROSEN

Prices to Clear

PINBALL

- 2 Around the World
- 1 Aloha
- 3 Atlas
- 3 Carnival
- 2 Coquette
- 5 Caravelle
- 1 Casino
- 1 Club House
- 2 Continental Cafe
- 4 Criss Cross
- 1 Cross Word
- 4 Darts
- 1 Double Action
- 2 Double Barrel
- 1 El Toro
- 4 Fiesta
- 3 Four Roses
- 1 Fashion Show
- 1 Gondolier
- 1 Golden Belle
- 2 Golden Gloves
- 1 Hi Diver
- 8 Highways
- 7 Hollywood

BETTER VALUE

- 5 Jungle
- 2 Kismet
- 1 King Pin
- 1 Mamselle
- 3 Magic Clock
- 1 Melody Lane
- 1 Miss Annabelle
- 7 Music Man
- 2 Metro
- 1 Merry Widow
- 2 Nags
- 1 Oklahoma
- 2 Queen Diamonds
- 3 Rocket
- 1 Rocket Ship
- 1 Space Ship
- 1 Satellite
- 2 Sea Wolf
- 1 Seven Seas
- 6 Serenade
- 1 Silvers
- 1 Straight Shooter
- 2 Show Boat
- 1 Spot A Card
- 2 Spot Pool
- 3 Sunshine
- 1 Sweet Sioux

BIGGER SAVINGS

- 4 Three Coins
- 5 Target Gallery, 1 Player
- 4 Target Gallery, 2 Player
- 5 Ten Spot
- 2 Tic Tac Toe
- 1 Turf Champ
- 5 21
- 2 Trade Winds
- 6 Vikings
- 2 Wagon Train
- 1 Whirlwind
- 1 World Beauty
- 3 World Champs
- 2 4-Baggers
- 1 57 Baseball
- 2 Short Stops
- 1 Official Baseball
- 5 Deluxe Batting Champ
- 1 Bally Heavy Hitter
- 1 United Slugger
- 1 World Series 1962
- 4 Major League 1963
- 4 Midway Slugger

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DAVID ROSEN INC

855 N. BROAD ST., PHILA., PA. 19123  
Phone: (215) Center 2-2903

COINMEN

Grand Prix Debut

a new world of magnificence in sound for every location



MODEL NO. 425

phone entry into vending, along with juke boxes and amusement machines, plans to convert each vehicle into a well-equipped rolling shop. . . . **Mike Savio**, of Draco Sales Company, Wurlitzer distributor in Denver, continues to swell with pride over the accomplishments of his 16-year-old daughter—currently starring in a little theater presentation in suburban Denver. . . . Many first-time visitors to phonograph distributors in this area are somewhat surprised to find sales managers of the same name at two competing firms. At Mountain Distributors Company here, **Leo Negri** masterminds selling operations, while at Draco Sales Company, brother **Frank Negri** holds down the identical post.

BOB LATIMER

At the Miami Beach Convention of  
N. V. A.

(National Vendors' Association)

DEAUVILLE HOTEL

April 15-18

An Extra Industry Service From

**Billboard** The International Music-Record Newsweekly

It's Good Business

To Do Business  
with  
DAVID ROSEN

Price  
to  
Clear

**PINBALL**

- 2 Around the World
- 1 Aloha
- 3 Atlas
- 3 Carnival
- 2 Coquette
- 5 Caravelle
- 1 Casino
- 1 Club House
- 2 Continental Cafe
- 4 Criss Cross
- 1 Cross Word
- 4 Darts
- 1 Double Action
- 2 Double Barrel
- 1 El Toro
- 4 Ficta
- 3 Four Krosses
- 1 Fashion Show
- 1 Gondolier
- 1 Golden Belle
- 2 Golden Gloves
- 1 Hi Diver
- 8 Highways
- 7 Hollywood

**BETTER VALUE**

- 5 Jungle
- 2 Kismet
- 1 King Pin
- 1 Mamselle
- 3 Magic Clock
- 1 Melody Lane
- 1 Miss Annabelle
- 7 Music Man
- 2 Metro
- 1 Merry Widow
- 2 Nags
- 1 Oklahoma
- 2 Queen Diamonds
- 3 Rocket
- 1 Rocket Ship
- 1 Space Ship
- 1 Satellite
- 2 Sea Wolf
- 1 Seven Seas
- 6 Serenade
- 1 Silvers
- 1 Straight Shooter
- 2 Show Boat
- 1 Spot A Card
- 2 Spot Pool
- 3 Sunshine
- 1 Sweet Sioux

**BIGGER SAVINGS**

- 4 Three Coins
- 5 Target Gallery, 1 Player
- 4 Target Gallery, 2 Player
- 5 Ten Spot
- 2 Tic Tac Toe
- 1 Turf Champ
- 5 21
- 2 Trade Winds
- 6 Viking
- 2 Wagon Train
- 1 Whirlwind
- 1 World Beauty
- 3 World Champs
- 2 4-Baggers
- 1 57 Baseball
- 2 Short Stops
- 1 Official Baseball
- 5 Deluxe Batting Champ
- 1 Bally Heavy Hitter
- 1 United Slugger
- 1 World Series 1962
- 4 Major League 1963
- 4 Midway Slugger

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Ea. Pa. - S. Jersey - Del. - Md. - D.C.

**DAVID ROSEN INC**

855 N. BROAD ST., PHILA., PA. 19123  
Phone: (215) CEnter 2-2903

COINMEN

Grand Prix Debut

grand prize winning features distinguish  
the **ROCK-OLA GRAND PRIX**

- 1 "Common" Receiver System. Operates with the Rock-Ola Grand Prix and other current model phonographs. Ends cost of multi-receiver system inventory.
- 2 Automatic Money Counter. Sealed, tamperproof, plug-in unit counts nickels, dimes, quarters, half dollars. Totals exact machine receipts; "totals" reading visible through window. Works with Rock-Ola Phonette also.
- 3 Exclusive Mech-O-Matic Intermix. Completely automatic changer intermixes 7" LP albums, 33 1/2, 45 rpm, stereo, monaural records in any sequence. No wires, no micro-switches or electronic aids for changing motor speeds or spindle sizes.
- 4 Transistorized Amplifier. All new Rock-Ola engineered and built transistorized amplifier provides lifelong service for phonograph. Saves money on tube replacements. Simplifies service. Elimination of excessive heat saves wear on other components.
- 5 New Rock-Ola Phonette, Model 500. Personal listening pleasure. Booth and bar customers enjoy having selections piped direct to them via two built-in speakers in this compact stereo speaker-selector unit, simple selector panel and personal volume controls increase customer satisfaction.

**SPECIFICATIONS—Model 425—GRAND PRIX**

CABINET				CRATED			
Weight	Height	Depth	Width	Weight	Height	Depth	Width
318 lbs.	49 1/2"	24 1/2"	40 1/4"	364 lbs.	52"	27"	44"

Cabinet Finish: Walnut

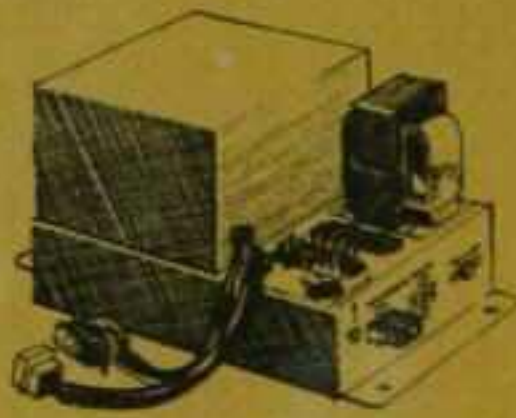
Coin Equipment: Single entry, Four coin—nickels-dimes-quarters-halves-U.S. Coins. 50¢ a standard feature. Also credit accumulator.

Record Changer Mechanism: Model 425-80 (160 selections) 7" records, 33 1/2—45 RPM. Mech-O-Matic Intermix standard feature.

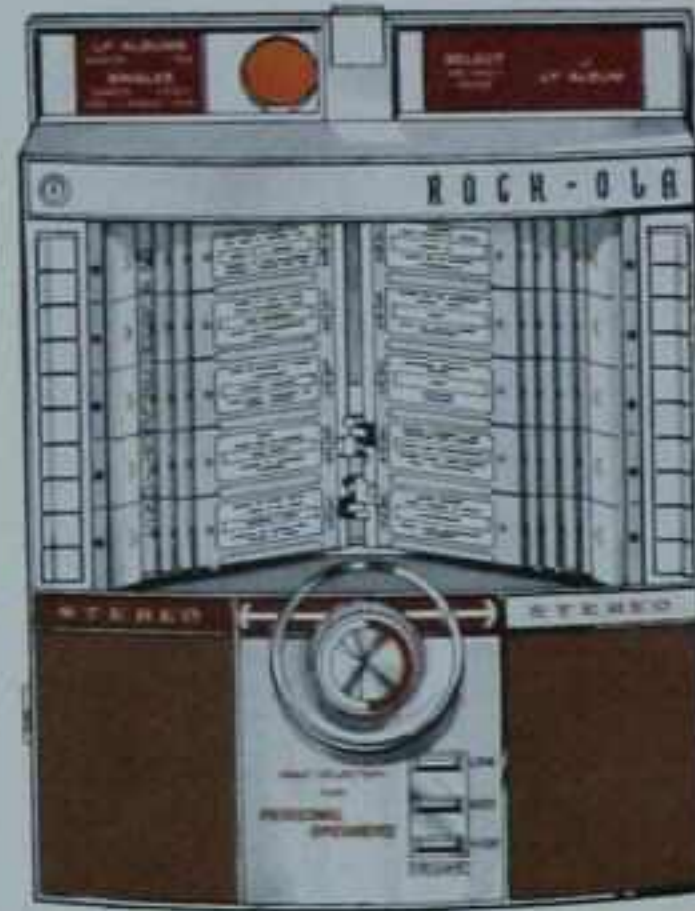
Automatic Volume Compensator: A standard feature.

Speaker Complement: Two (2) 12" Woofers and two (2) 5" x 8" oval Tweeters, crossover network.

Rock-Ola Manufacturing Corporation, whose policy is one of continuous improvement, reserves the right to change designs, specifications, price and equipment at any time without notice or incurring obligations.



1



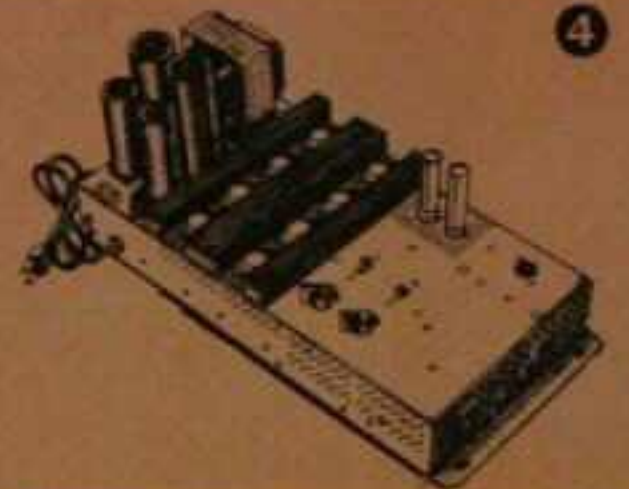
5



3



2



4

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**ROCK-OLA**  
for advanced products  
for profit

**ROCK-OLA MANUFACTURING CORPORATION**

800 North Kedzie Avenue  
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Printed in U. S. A.

Form No. 65-5

phone entry into vending, along with juke boxes and amusement machines, plans to convert each vehicle into a well-equipped rolling shop. . . . Mike Savio, of Draco Sales Company, Wurlitzer distributor in Denver, continues to swell with pride over the accomplishments of his 16-year-old daughter—currently starring in a little theater presentation in suburban Denver. . . . Many first-time visitors to phonograph distributors in this area are somewhat surprised to find sales managers of the same name at two competing firms. At Mountain Distributors Company here, Leo Negri masterminds selling operations, while at Draco Sales Company, brother Frank Negri holds down the identical post.

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**DEAUVILLE HOTEL**

April 15-18

An Extra Industry Service From

**Billboard** The International Music-Record Newsweekly

# MUSIC MACHINE PROGRAMMING

Recent

## STEREO RELEASES

for Music Operators

### SEEBURG LITTLE LP's

#### Pop Vocal

AL MARTINO—Living a Lie . . . . . Capitol  
FATS DOMINO—Fats on Fire . . . . . ABC-Paramount

#### Pop Instrumental

GRADY MARTIN—Songs Everybody Knows . . . . Decca

#### Folk Music

JOAN BAEZ—Joan Bæz in Concert,  
Part 2 . . . . . Vanguard

\* \* \*

### SEEBURG ARTIST OF THE WEEK

AL MARTINO—Living a Lie  
Capitol (Pop Vocal)

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.



JUKE BOX AIDS retail record sales in Tulsa's Shopper's Fair. The machine features the "Top 50 Records," which are sold in racks next to the phonograph. Patrons pay to hear the record of their choice, and, if they like what they hear, they buy the record.

## COINMEN IN THE NEWS

### Rocky Mountain Notes

Doyle Harrington, who suffered a serious heart attack last month, is back on his feet again, visiting Denver distributors and purchasing new equipment. . . . Mike Savio, head of Draco Sales Company, Denver Wurlitzer distributor of equipment, has remodeled his showroom and office. The Draco clerical department has been moved to the left side of the showroom, creating about 25 per cent more space for phonograph, game and vending machine display. The rejuvenation program took place without costing Draco a single day's business, according to Mike.

Distributors here sent congratulations recently to Mrs. Frances Branney, woman operator in Casper, Wyo., who has continued to maintain routes amounting to more than 300 pieces, since the death of her husband five years ago. Mrs. Branney not only changes records, but actually handles much of the service and repair load herself.

Active purchasers of new phonographs during February included Doyle Harrington, of Glenwood Springs, Colo.; Doyle Wycaver, Midwest Distributing

Company; Lou Shulman, Modern Distributing Company; Ernie Sousa, Rapid City, S. D.; John Madia, Denver; Bob Rothberg, Continental Music; Johnnie Knight, Skyline Music; Dan Keys, Apollo-Stereo Music Company; Sam Pacino, Trinidad, Colo.; Charlie Whale, Pike's Peak Music Company, Colorado Springs; Herb Roggow, Las Vegas, N. M., and Bill Hafner, Pueblo, Colo. More phonographs were sold in January and February of this year than for any comparable period during the last decade, distributors report.

A welcome visitor at Denver coin machine centers recently was Paul Scott, veteran operator from Lander, Wyo., who has been somewhat scarce in recent months due to illness and business pressure. Another rare visitor was Stan Bennett, juke box operator headquartered in Sterling, Colo., who has achieved such success with a restaurant, occupying so much of his time that he has been forced to sell off much of his Eastern Colorado routes.

Draco Sales Company, Wurlitzer distributor, created a lot of good will recently when Mike Savio, head of the firm, sur-

## EUROPEAN NEWS BRIEFS

### European Games

BRUSSELS—European inventive genius is being harnessed to the problem of bringing European manufacturers abreast of the U. S. in coin games.

The 13th Inventor's Exhibition here was noteworthy for the number of new coin games displayed. Three standout exhibits were a new pinball, a modified pinball featuring spinning tops instead of balls, and a quiz game.

The pinball, called the "Kromson," for reasons not immediately clear, is a "sound-proofed" game with nearly noiseless play. It is designed to counter complaints that pinballs are vulgar because they are noisy. "Kromson" is the brainchild of a Spanish inventor.

A Belgian designed "Karate," the spinning top pinball. "Karate" is supposed to be more exciting because of the additional suspense built up by the unpredictable movement of the spinning tops.

A Belgian also invented the quiz game, "Know Master." When a coin is inserted, a general-knowledge question is projected onto a screen, together with three numbered answers. The player presses the number of the answer he believes to be correct. Questions and answers are projected from film spools, and an endless variety of quizzes thus may be presented.

An Italian inventor contributed a new-type, manually operated soccer game, the players manipulating vertical levers instead of the conventional horizontal bars.

### Seek Single Currency

BRUSSELS—Europe's coin trade is supporting an inquiry by the European Economic Community (EEC) into a common currency for the European Common Market countries.

In theory, this is the logical culmination to creation of the Common Market. It would be an especial boon for the coin machine industry because it would permit the production of standard equipment for the entire EEC area, eliminating the

need to adapt equipment to specific countries.

Along with introducing a common currency, the EEC is being urged by coin machine trade organizations to standardize coin machine operating legislation affecting equipment.

### Driv'g Test Machine

PARIS—European games manufacturers are exploiting a big new market for driving reaction testing equipment. This boom is geared to the surge in European automobile production and sales.

It has popularized coin games testing reaction speed, and it has prompted an increasing number of European school systems to buy the reaction test games for classroom use in driving instruction.

Rally, the big Nice-based French games manufacturer, has found an expanding market for its driving game, Rally-France.

### Would Unite Ops

ROME—Italy's energetic trade association, SAPAR, has opened a drive to unite European operators into a single organization.

The unified operator group would be geared to the economic change occurring in Europe through creation of the European Common Market. It would speak for European operators without respect to nationality.

SAPAR maintains that it would offer individual national operators benefits unattainable through present national trade groups. "It is one Europe," a SAPAR official said, "and only a unified trade can deal with the new situation that is being created."

### Boom Use of English

ZURICH—Efforts are being made to promote English as the official language of the Swiss coin machine trade. The drive is linked with Swiss membership in the European Free Trade Association (EFTA), which has been revived since Britain's exclusion from the European Common Market.

The drive is supported, need-

## Games, Vending Will Help Austrian Ops

VIENNA—Most operators are bullish about the trade's prospects in Austria: their reasoning is that the plight of the phonograph is so dismal in this country that it can only improve.

In fact, most operators sense salvation not in phonographs, but in broadly diversified operating patterns. There is a rush of operators into games and vending.

Games and vending are boom-

ing in Vienna, and operators here have crossed the line which demarcates the two operating fields in the U. S. The profitable practice here is for the operator to ignore profitless phonograph operation and concentrate on blending games and vending. Patterns vary with the individual operator, but the Austrian trade as a whole is wedding to the operation of games that of vending machines. Moreover, there is a constant quest in progress by the top operators here for innovations. Despite the romantic schmaltz usually associated with Vienna, operators here find that what is good for the U. S. trade is, in nine cases out of 10, also good for the Austrian trade. Prime example at the moment is the Austrian bowling boom. This game has bowled over Austria with American fervor. Appropriately enough, an American—John Merrill—has

BOB LATIMER

(Continued on page 66)

less to say, by U. S. and British coin machine interests, and it has backing from an influential segment of the Swiss trade.

It would mean, in practice, that all international coin machine business would be done in English, and that equipment could be imported from the U. S. and Britain without linguistic modification or adaptation.

## PHONOGRAPH SPECIALS

3 Cinebox, with films	\$2500 Ea.
12 Wurl. 2610 Phonographs	695 Ea.
10 Wurl. 2500 Phonographs	575 Ea.
10 Wurl. 2510 Phonographs	575 Ea.
17 Wurl. 5210 Wall Box	40 Ea.
30 Wurl. 5207 Wall Box	20 Ea.
25 Wurl. 5205 Wall Box	10 Ea.
1 Rock-Ola 404 Phono.	795 Ea.
3 Rock-Ola 1455 Phono.	150 Ea.
2 A.M.I. E-120 Phono.	50 Ea.
1 United UPB-100 Phono.	195 Ea.
2 Sbg. KD-200 Phono.	225 Ea.
1 Sbg. V-200 Phono.	125 Ea.
6 Sbg. 100-C Phono.	125 Ea.
10 Sbg. 3-W-1 Wall Box	20 Ea.
1 Sbg. 200-LU Background & Amp.	145 Ea.

### BRADY DISTRIBUTING COMPANY

1900 West Morehead Street  
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Phone: Area 704; No. 375-1714  
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## BARGAINS FOR THE WEEK

### BOWLERS

Un. Jumbo or Royal, 16'	\$ 75.00
Un. Bonus, 16'	138.00
Un. Playtime, 16'	180.00
Un. Duplex, 16'	178.00
Un. Advance, 16'	206.00
Bally ABC Tournament	75.00

These Bowlers are as is . . . all parts intact.

Above prices preferably in quantity. Prices do not include delivery or crating. Crating, if desired, \$35.00 to \$50.00 extra.

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Phone: MAIn 1-3511; Cable: Condist

### ARCADE

Bally All Star	\$125
Bally Spinner	100
CC All Star Hockey	325
CC Basketball Champ	145
CC Twin Hockey	175
Midway Ski Fun	195
Midway Target Gallery	245
Muto. Cross Country	195
Southland Speedway	395

### GUNS

Bally Sharpshooter	\$195
CC Ray Gun	245
Ex Pop Gun	195
Ex Treasure Cove	125
Ge Circus	225
Ge Rifle Gallery	125
Mid Del Shooting Gallery	225
Mid Shooting Gallery	175
United Pirate Gun	175
Wms Crusader	225
Wms Titan	275

### BASEBALL

Bally Heavy Hitter	\$125
CC All Star	375
United Yankee	175
Wms 4-Bagger	125
Wms King of Swat	95
Wms Major League	395
Wms Official	225
Wms Shortstop	195

## MONROE COIN MACHINE EXCHANGE, INC.

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New York

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Coin Machine Companies, People  
and Products . . . throughout the  
world.

PLUS . . . state-by-state analysis of license  
fees and taxes on juke boxes, amusement  
games and vending machines—and laws  
governing legal games.

Date of Issue:

**MAY 16, 1964**

Advertising Deadline:

**APRIL 30, 1964**

Early space reservations recom-  
mended. Advertising deadline is for  
all material in New York. Offset  
Printed; No Plates Required!

## Billboard

NEW YORK    CHICAGO  
HOLLYWOOD    NASHVILLE  
LONDON



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### MANUFACTURERS:

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number, list of products made, and your  
photo.

### TRADE ASSOCIATIONS:

Name, address, phone number, list of  
officers, and their photos if possible.

## NVA Business Program

Wednesday—April 15

Registration— 3:00 P.M. to 5:00 P.M.—Exhibit Floor  
7:30 P.M. to 9:00 P.M.—Exhibit Floor  
8:30 P.M.—Board of Directors' Meeting

Thursday—April 16

Registration— 9:00 A.M. to 12:00 Noon—Exhibit Floor  
1:30 P.M. to 5:30 P.M.—Exhibit Floor  
Exhibit Open—10:00 A.M. to 12:00 Noon—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
Hospitality Night—Exhibitor's Room—9:00 P.M. to 12:30 A.M.

Friday—April 17

Registration— 9:00 A.M. to 11:00 A.M.—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
9:30 A.M. to 12:15 P.M.—NVA Breakfast Meeting  
10:15 A.M.—Invocation  
10:20 A.M.—Welcome Address, Bertram Fraga,  
President of NVA  
10:25 A.M.—Convention Highlights, Rolfe Lobell  
10:30 A.M.—Hank Possar  
11:00 A.M.—Issues and Answers  
Introduction, Bob Guggenheim,  
Program Chairman  
Topics:  
1. Best Method of Securing Locations,  
Robert Raleigh, Indianapolis, Ind.  
2. Administrative Procedure for Main-  
taining Locations, H. B. Hutchinson  
Jr., Atlanta, Ga.  
3. When to Expand, Nicholas Schiro,  
New Orleans, La.  
4. Proper Merchandising of Locations,  
Dwayne Lohrke, Minneapolis, Minn.  
5. Security Against Losses, Michael  
Goldberg, Franklin Square, N. Y.  
6. Why an Operator Needs NVA,  
Dave Mark, Passaic, N. J.  
11:45 A.M.—Self-Satisfaction Contentment Does Not  
Mean Fulfillment, Milton T. Raynor  
2:00 P.M.—Nominating Committee Meeting  
2:00 P.M. to 5:30 P.M.—Exhibits open  
6:45 P.M.—NVA night club dinner

Saturday April 18

Registration— 9:00 A.M. to 11:00 A.M.—Exhibit Floor  
2:00 P.M. to 5:30 P.M.—Exhibit Floor  
9:30 A.M.—Breakfast  
NVA Meeting  
10:30 A.M.—Robert Shields  
11:00 A.M.—Committee Reports  
11:25 A.M.—Don Mitchell  
11:40 A.M.—Awards  
11:50 A.M.—Election of Officers  
12:00 A.M.—Installation of Officers, Rolfe Lobell  
12:10 P.M.—Old and New Business

Sunday—April 19

10:30 A.M.—Golf Tournament (Men Only)

### LADIES PROGRAM

Friday—2:00 P.M.—"Professional Tips for Private Entertaining"  
Saturday—Cruise through Biscayne Bay

## N. Y. Bulk Ops Mull Slugs And Local Outing Plans

NEW YORK—The New  
York Bulk Vendors Association  
held its monthly meeting Mon-  
day (6) with President Roger  
Folz in the chair. The group  
discussed ways of increasing its  
program advertising for the com-  
ing convention of the New York  
Automatic Vending Association  
May 7-10 at the Stevensville  
Lake Hotel, Swan Lake, N. Y.,  
and again reviewed the problem  
of bingo slugs in bulk vending  
machines.

Some members noted that the  
bingo and pokerino slugs have  
sometimes been used to work  
city parking meters and specu-  
lated that the city might become  
a valuable ally in the fight  
against the illegal manufacture  
of chips that can be used as  
slugs.

Those present included Sec-  
retary Lou Ellis, John Caruso,  
Arthur Bianco, Arthur Kline,  
Nathan Gordan, Sid Mollengar-  
den and Mike Goldberg.



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Natural Finish Hardwood Cabinet

- Two-faced
- Fits any shuffleboard
- Scores 15-21 and/or  
50 points
- Large metal ABT coin  
rejecter box
- Coin-operated
- 10c 1 player or 10c 2  
player by simple plug  
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- Aluminum button scor-  
ing blocks
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## BULK VENDING

# Harby to Show King Koin Line

VAN NUYS, Calif.—Harby Industries here will show a line of King Koin bulk vendors at the National Vendors Association in Miami Beach, Fla., during the convention, Harold Probasco, owner of the firm, said.

Probasco and his wife, Ruby, will personally tend the exhibit. He plans to appoint additional distributors for the line during the meeting.

## NVA Exhibitors

Billboard and Vend Magazine  
Chicago, Ill.

Cramer Gum Company  
Boston, Mass.

Cseo Charms  
Cleveland, Ohio

Eppy Charms, Inc.  
Jamaica, L. I., N. Y.

General Vend Corporation  
Chicago, Ill.

Goliath Specialties  
Flushing, L. I., N. Y.

Green Duck Company  
Chicago, Ill.

Karl Guggenheim, Inc.  
Jamaica 31, N. Y.

Harby Industries  
Van Nuys, Calif.

Knight Toy and Novelty Company

Freeport, L. I., N. Y.

Leaf Brands, Inc.

Chicago, Ill.

Mayco Insurance Company

Chicago, Ill.

Northwestern Corporation

Morris, Ill.

Oak Manufacturing Company

Culver City, Calif.

Oak Sales Company

Miami, Fla.

Penny King Company

Pittsburgh, Pa.

Perma-Vend Corporation

Chicago, Ill.

Paul A. Price Company

Roslyn, L. I., N. Y.

Redd Distributing Company

Watertown, Mass.

Treasure Chest Company

Chicago, Ill.

Victor Vending Company

Chicago, Ill.

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The Most Complete and Finest Line of Bulk Vendors  
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BEAUTIFUL STORE WINDOW DISPLAY

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

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HOTTEST 10¢ CAPSULE ITEM EVER

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**\$10.00** per bag or  
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**BE ONE OF THE FIRST**

Be in FIRST PLACE. Start the Baseball Season with a Big HIT for 1964 with

**HOLD-A-BALL GUM VENDOR**

2 HOLD-A-BALL Vendors, \$29.50 Ea.  
25 Lbs. = 210 BALL GUM (5250 Pcs.)  
(Operator's Favorite Leaf Brand).  
TOTAL COST \$59.00

We reserve the right to terminate this offer without notice.

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PHONE KE. 3-3302

## Bulk Operators Flock to Miami For NVA Meet

MIAMI BEACH, Fla.—The advance contingent of bulk vending operators began checking in at the Deauville Hotel here early this week with the hopes of catching a couple of days' sun before the annual convention of the National Vendors Association gets underway here Wednesday (15).

With 21 exhibitors displaying their wares, registration is expected to hit 350.

First two days of the show will be devoted to exhibits, with the business sessions set to start Friday (17).

## Penny King Sells New Bulk Stands

PITTSBURGH — The Penny King Company is marketing new tubular, chromed steel stands, one to support four bulk machines and one six. Both frames feature cross bracing, metal shelves, floor levelers and wheels for rolling.

The company has also added to its charm line a Kennedy memorial watch chain medallion capsule. The medallion has the same flicker design as the Kennedy ring.

## NVA Prizes

Leaf Brands, Inc.  
Home TV Stereo entertainment center.

Oak Mfg. Co.  
3-day trip to Las Vegas for two.

Karl Guggenheim Co.  
Portable TV.

Eppy Charms, Inc.  
Oneida Silverware.

Penny King Co.  
\$100.

Paul A. Price  
\$50 Saving Bond.

Harvey Industries  
Set of Cultured Pearls.

Green Duck Co.  
To be announced.

Knight Toy & Novelty Co.  
To be announced.

Northwestern Corp.  
To be announced.

## \$5 TO REGISTER AT NVA CONFAB

CHICAGO — It's just \$5—NOT \$50—to register at National Vendors Association's April 15-19 conclave in Miami Beach. The \$50 figure was an inadvertent "typo" in last week's Billboard. The registration fee includes two NVA breakfast meetings, admittance to all hospitality suits, Friday and Saturday evening banquets and shows, tickets for prize drawings and badges for exhibit floor. Modified American plan room rates at the convention hotel, the Deauville, run from \$10.75 per person per day. A person can attend the entire conclave for well under \$100.

**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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N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe, 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Mach.	18.00
N.W. Model 232, 1¢ Perc. Converted for 100 ct. B.C.	6.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorn 8 lb. Globe	10.50

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.77
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.68
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik, Red	.70
Cashew, Whole	.47
Cashew, Butts	.45
Peanuts, Jumbo	.32
Spanish	.37
Mixed Nuts	.35
Baby Chicks	.25
Rainbow Peanuts	.22
Bridge Mix	.26
Boston Baked Beans	.23
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.48
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$ .32
Maltette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct., 300 lb. minimum prepaid on all Rain-Blo Ball Gum.	.34
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.10
Minimum order, 25 Boxes, assorted.	

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

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**VICTOR GLOBE STYLE TOPPER DELUXE**

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For Ball Gum and Charms. Also available for Peanuts and Bulk Candies. Packed and sold 4 to a case.

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presents **SHOW STOPPERS!**

1¢ - 5¢ - 10¢ - 25¢ VEND

HERE ARE JUST A FEW... COME TO N.V.A. SHOW! SEE WHOLE WALLOPING LINE!

April 15 to 19, Deauville Hotel, Miami Beach



**The BEATLES**  
(LICENCED)

Price: \$12 per M



**JFK BUST**

BEAUTIFULLY SCULPTURED Gold Finished. Paperweight & Nik-Nak piece. Biggest selling 25¢ vend. Price: \$100. per M (Bulk)



**WISH-NIK LUCKY CHARM**  
(PLASTIC)

WILD, WOOLY HAIR IN COLORS. 10¢ VEND. Price: \$35 per M

5¢ CAPSULE MIX—Consists of: RING (2), COWBOY, INDIAN, ROBOT, BASEBALL PLAYER, SKELETON, ROCKING CHAIR, FALSE FINGER, SCOOTER & KISSING RING. SPECIAL SHOW PRICE!

**KNIGHT TOY & NOVELTY INC.** 83 HANSE AVE., FREEPORT, N.Y.

# Oak-Operators Vending Celebrate Move



JANE MASON, executive secretary of the National Vendors Association, officiates as ribbon cutter to launch Oak Manufacturing Company and Operators Vending Machine Supply Company on their occupation of new and larger quarters in Los Angeles. Sam Weitzman, president of both firms, stands behind Miss Mason, and Chairman of the Board Sid Bloom is at her right. Mrs. Rene Solomon gets set to push in the first self-service cart, a new feature at Operators.



A TOAST to the continued success of Oak and Operators Vending is poured for Miss Mason by Sid Bloom while President Weitzman lends a hand. The open house was well attended by bulk operators from the California area and elsewhere as well as by association officers and other members of the bulk vending industry.



MRS. ANITA RUFUS, left, and Herb Goldstein, sales and merchandising director of Oak Manufacturing, watch Mrs. Rene Solomon sign the guest book at the start of the festivities.



ED ROSEN, sales manager of Operators Vending, pours champagne for Ed Mann of Imperial Die Casting Company and his wife, Wilda Rae, as Bob Guggenheim of Karl Guggenheim, Inc., of New York, passes the snacks.



MRS. MARILYN BLOOM SHERMAN, left, Mrs. Sam Weitzman and Sid Sherman of V M Sales trade snacks with Norman and Lorane Weitzman at the Oak-Operators Vending open house.



OPERATORS LEO WEINER of West Coast Enterprises and Dale Simmons, left to right, talk shop with Arnold Provisor, former operator and now counsel for Oak and Operators Vending.



SAM WEITZMAN, left, chats with Frieda and Phil Sreden, all of Western Coin Operating Machine Company, one of the largest bulk merchandising firms in Los Angeles.



MRS. LORANE WEITZMAN inspects a casting polished by 77-year-old Scotty Burnett, a 15-year veteran with Oak Manufacturing Company.



## Bulk Routes Supplement Income of Two Teachers

ST. PAUL—Ball gum, candy and nut machine operators could easily increase their profits if they gave more attention to the simple task of keeping their machines cleaner. This has been the experience of two school teacher-route operators here, who go to extremes to maintain clean equipment.

Ken Tuttle, 157 Hawkes Avenue, St. Paul, and DeArv Gimm, suburban New Brighton, are ninth-grade teachers at Edgewood Junior High School by day. Weekends and some evenings they are route operators with about 85 machines on location and intentions of greatly increasing that number. The two men started their business in 1961, the same year they met as teachers. "It is difficult," they said, "for teachers to find part-time work to supplement their incomes, but this has been an ideal solution for us. The time demands are flexible and the income is respectable."

The two men borrowed the original capital, \$400, to get started, buying a total of 17 new and used machines plus merchandise, including nuts, candy, charms and capsules.

"We have never invested our own money since, but have always borrowed and paid off the loans from the earnings," they explained. In 1963, their 85 machines grossed about \$3,500, but most of this has been turned back into the business, "as we are primarily interested in growth at this point."

Some of the financing has been through the teacher's credit union, with interest of 9/10 per cent per month on the unpaid balance.

The two partners are fanatic on the subject of cleanliness. Tuttle explained, "We put all the globes through a portable dishwasher, everytime they are refilled. We run the parts through, also, to make sure

they stay as clean as possible, because rancid merchandise can surely wreck your reputation, too."

On their service runs, the partners always carry a jar of soapy water and a sponge for washing off the stands.

"At many new locations we hear complaints about the previous operators, who may not have kept their machines as attractive as they should have. And you can be sure no parent will let a child eat from a dirty machine."

The partners say it hasn't hurt them either to be teachers. "We sometimes get a location on that basis alone," Gimm said, "since the image of some earlier operators wasn't the best, and some people have a negative view about this trade. But when we come in, and identify ourselves, we get an excellent reception."

## H. Z. Shows New Rock-Ola Phono

OMAHA — Several hundred operators and guests were expected for H.Z. Vending & Sales Company's preview showing of the new Rock-Ola phonograph line here last Sunday (12).

The day began with cocktails at 6:30 in the Corral Room of the Diplomat Hotel. Dinner and entertainment in the ballroom followed.

A high point of the evening was indoor swimming after dinner for the hardy, and dancing for the more restrained.

HAGERSTOWN, Md.—Pen-Mar Distributing, recently moved to new quarters here, is marketing two new vending machines, the PM-Duo and the PM-Trio. The former has two separate coin mechanisms and the latter three, so as to handle a like number of products in a single machine and avoid the problem of setting up more than one in good locations.

*Wish we were there!*

Sorry we'll be among the missing at the N.V.A. Convention . . . so, we're taking the next best way to ask you to remember us!

*Best wishes for a huge success.*



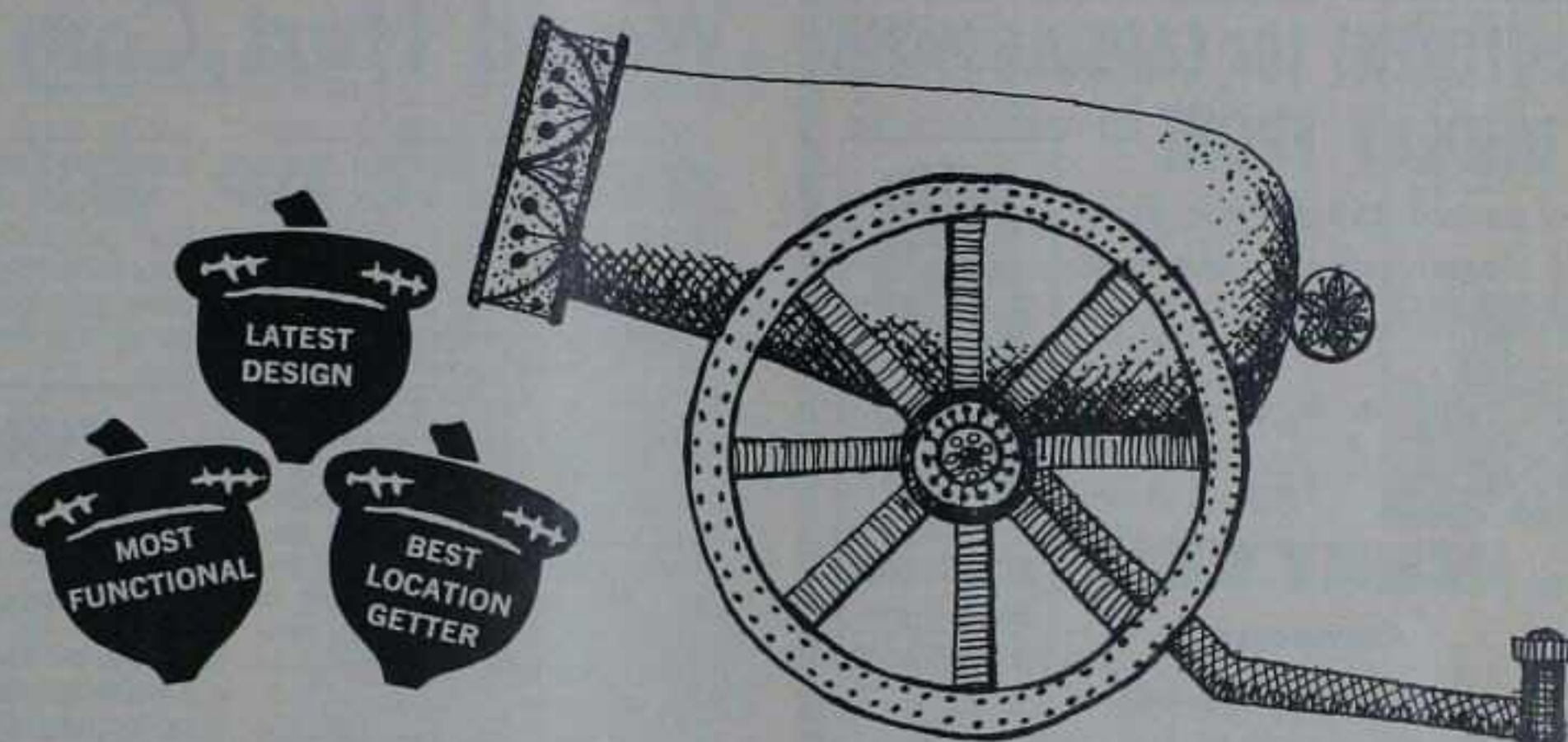
Mark I Counter Model




**VENDOR MFRS., INC.**

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PHONE: 615-256-4148

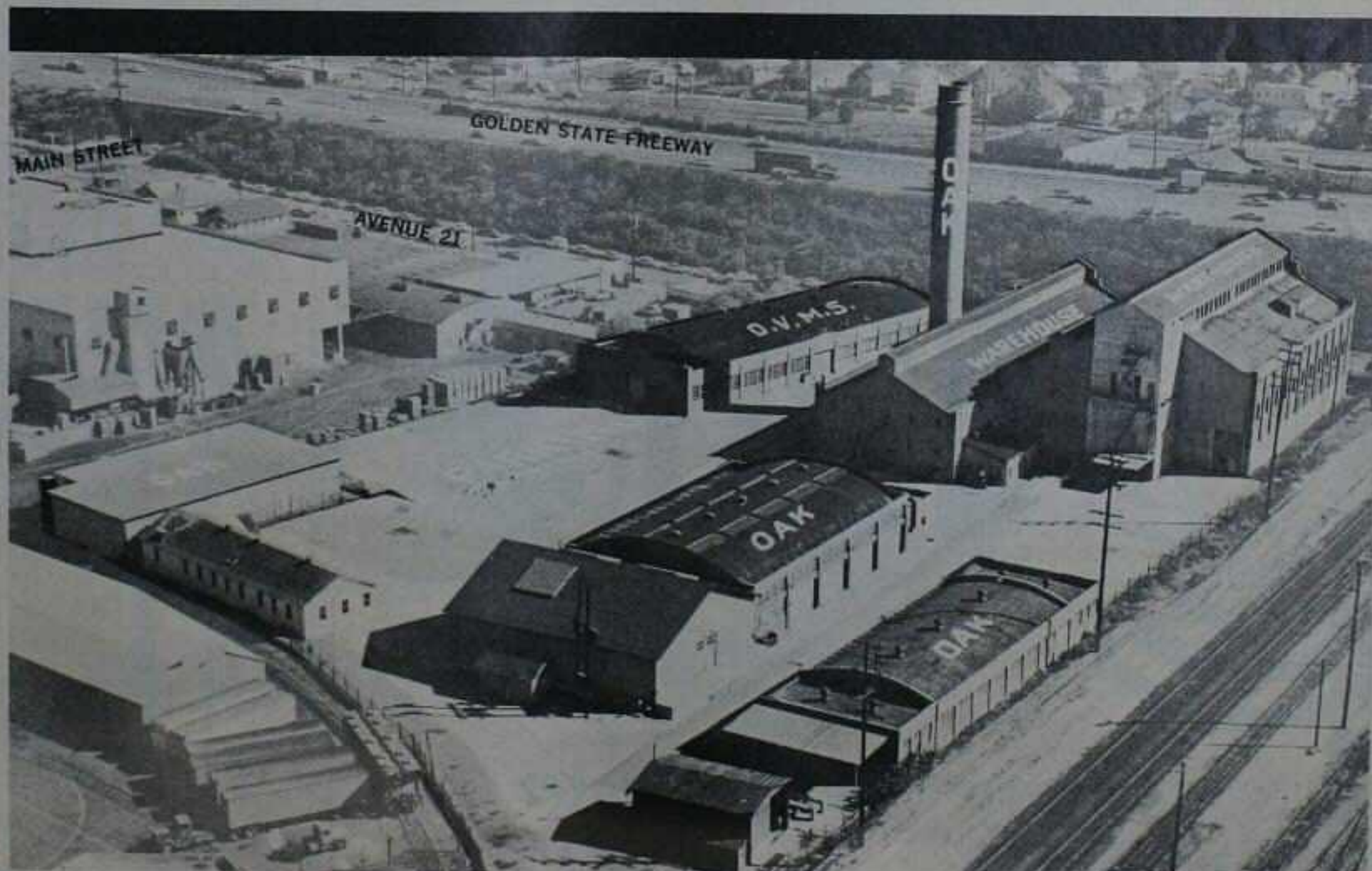
(Distributor areas available throughout the world)



## REVOLUTIONARY NEW CONCEPT IN VENDING MACHINES

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at the NVA convention in Miami.



## NEW CONCEPT IN SERVICE

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## Supermarkets a Good Spring Bet

LOS ANGELES—Late spring is an excellent period in which to concentrate on supermarket locations, according to Preston Coombs, veteran bulk operator here.

"The summer months provide the best market of the year simply because children are out of school, he says, and shopping mothers are likely to have more youngsters with them on marketing trips than during the rest of the year. For that reason, we make a concentrated effort to land as many supermarket locations as possible well ahead of the actual summer season, when the average super is likely to be budgeting its space more closely."

Operating one of the largest strings in the country, Coombs has wide experience with the supermarket field. He has had considerable success in selling supermarket managers on the idea of allotting extra bulk-vending-machine space during the summer months.

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 BEAUTIFUL STORE WINDOW DISPLAY  
 Available in 1¢, 5¢, 10¢, 25¢ or 50¢ coin mechanisms. Unit can vend 100 count gum, V, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units.  
 Double or triple your sales with this great vendor. Write for further details, color circular and prices.  
 Large Stock of Vendors—Parts and Merchandise.  
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 Whatever your bulk vending requirements might be, we can serve you.  
 Always a complete stock of outstanding Northwestern machines, parts and supplies.  
 Write today for complete information and price list.  
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**FIFTEEN DIFFERENT 10¢ CAPSULE MIXES**  
**FREE DISPLAY FRONT**  
 All mixes are packed 250 per bag hand counted . . . biggest value for the best quality in 10c Capsule vending.

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

The  
**PENNY KING**  
 Company  
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 World's Largest Selection of Miniature Charms

10c  
**ATLAS MASTER**  
 Capsule Vender



**TWO SEYMOURS**, Mass and Caro; Tom King and Lou Singer, of Omaha, admire some new Northwestern globes during the Eppy Charms regional sales meeting in Chicago last week. Note the frontal display panel of the new Kennedy photo rings in the foreground.

## Silver Content Change Would Hurt Coin Ops

NEW YORK—Coin machine operators will be hard put if the government changes the silver ratio in nickels, dimes and quarters—currently 90 per cent silver and 10 per cent copper.

A bill introduced by Sen. Metcalf (D-Mont.) would change the ratio to 80-20, in order to free silver for industrial uses.

If the bill goes through, coin rejectors in juke boxes, amusement machines and vending machines will reject the new coinage. The rejector contains a magnet which allows coins containing the proper mixture to pass through.

With coins of two different ratios, any coin rejector which would accept both would also

accept slugs, and the operators would be hard hit.

The only solution would be a coin rejector which would accept only the two coin types and nothing inbetween. No such rejector has been made.

## COINMEN IN THE NEWS

### Arkansas Traveler

Around the State: Little Rock: Operators report a pick up in collections with spring vacationers passing through swelling the play on phonographs and games. Operators pleased with the upswing are Pete Gurley, Ace Music Co.; Buehl Wortham, Wortham Amusement Co.; Robert Franklin, Southern Amusement Co.; H. L. Bryant, De Luxe Novelty Co.; Virgil Bryan, De Luxe Novelty Co.; H. G. Yancey, Arkansas Music Co., and Charles Thomas, Thomas Amusement Co.

Robert Kirspel, president of Kirspel Music Company at North Little Rock, is getting his campaign committee and ward workers lined up for the August election. He's running for mayor. Kirspel has been a city alderman eight years, hopes to get the promotion to top spot.

He'll begin active campaigning in about a month.

Hot Springs: With gambling casinos bare on Governor Faubus' shutdown order in late March, operators are pleased with some pick-up in business. Spring vacationers to the resort city help some, but its nothing like when the thousands crowded into this popular spa. . . . Van Eddinger, former operator of Van Eddinger Music Company, sold out to his brother-in-law, Phil Marks, Phil Marks Amusement Company, and now works for him.

Hopping around: The business of Nathan Wheelless, the energetic and enterprising owner of Service Amusement Company, Jonesboro, continues to grow. He recently added two new locations. . . . Jimmy Ward is doing a fine job helping his father, Vernon Ward, operate 19 Music Company at Pine Bluff. . . . M. L. Armstrong, Armstrong Amusement Company, was in Little Rock shopping for new equipment.

James Akers, Akers Music Company at Harrison, a resort area in the Ozarks, reports the season has started there with tourists already filling the motels in the area, and keeping him busy. . . . Robert Brunner, John & Frank, Inc., Marked Tree, was in Memphis recently on a record buying trip. . . . H. L. Hopkins, Hopkins Music Company, Fordyce, gave his equipment a spring cleaning last week, has it in top shape now.

## TERRIFIC 10c CAPSULE ITEM

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Test Machines Employed in Two Days!

On Display NVA CONVENTION, Booth No. 7.

\$8.50 per bag of 250 with display cards.

Order Capsule Mix No. 107 with Money-Back Guarantee and you will be surprised!

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### SANITARY VENDORS

PM-DUO



RECESSED  
 ACE LOCK

BAKED  
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CHROME  
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PM-TRIO



Capacity: Duo—300 Flat Packs  
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Compact Rugged Construction. Any Combination of 25c and 50c Coin Mechanisms. Clutch Handles. Adjustable Hoppers. Write for Prices.

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**YOUR PROFITS KEEP ON GROWING!**



## A Sure Sales Repeater

Quality  
 Confections  
 Since 1921

**LEAF**

Look to LEAF for leadership in gum and candy specialties . . . for established favorites that keep repeating . . . for new, exciting products that sparkle the imagination and ring cash registers.

LEAF BRANDS INC. Chicago, U.S.A.

VISIT OUR BOOTHS #12 and #13 AT THE  
 DEAUVILLE IN MIAMI, APRIL 15 TO 19

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VENDOR**

The Finest for  
Vending Flat Pack  
Products

10c, 25c and  
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Vends flat packs up to  
1/2" x 2" x 4 1/4". Advance  
coin detector with auto-  
matic coin return when  
machine is empty. Sepa-  
rate coin box.

For Details and Prices  
Write, Wire, Phone Today.

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MACHINE DISTRIBUTORS, Inc.

**J. SCHOENBACH**

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

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



LONDON DISTRIBUTING COMPANY has opened a new office, showroom and warehouse (above) in Miami. London is exclusive distributor for all Seeburg music and vending machines in Florida, Alabama, Puerto Rico and the Virgin Islands. Perry London, president of the firm, was host to more than 1,000 guests at a party celebrating the opening of the new facility.

## UJA Coinmen Report Progress on Dinner

NEW YORK—The executive committee of the Coin Division of the United Jewish Appeal held a dinner and business meeting Wednesday (8) to hear progress reports on the victory dinner and dance to be held Saturday, June 6, at the Statler Hilton Hotel.

Chairman Irving Holzman, United East Coast Corporation, read a letter from John Lorenzo, secretary of state of New York, accepting the Coin Division's invitation to be guest speaker at the dinner. Holzman also remarked that he expected former Vice-President Richard Nixon and his wife to put in an appearance during the hour preceding the dinner.

Albert W. (Senator) Bodkin presented a plaque to Holzman for his services as chairman of the 1963 campaign. Under a medieval map of the Eastern Mediterranean shore, the plaque bears an appreciative inscription signed by Monroe Goldwater, president of the United Jewish Appeal of Greater New York, and by Levi Eshkol, prime minister of Israel.

The diners saw a documentary film produced by the UJA, showing the help given to dis-

placed and handicapped children through funds supplied by UJA. Much of the footage was shot in Israel.

Following a report of good progress in donations and ticket sales for the victory dinner, Holzman announced that the next meeting of the executive committee would be held April 22 at 6 p.m. at the Hotel Astor. It will be a dinner meeting to which wives of members and guests are cordially invited.

Those present in addition to Holzman and Mr. and Mrs. Bodkin were: Ben Chicofsky, manager of the Music Operators of New York; Mike Mulqueen, president of the New York State Operators Guild; Harold Kaufman and Milt Tucker, Musical Distributors; Barney and Nathan Sugarman, Runyon Sales; Al Simon, Albert Simon, Inc.; Mayer Parkoff, Atlantic New York Corporation; George Nemzoff, UJA; guest of honor Harry Siskind and his wife; operators Sidney Mittleberg and Joseph Albino Jr.; Marty Toohey and Ed Adlum, Cash Box; Mr. and Mrs. Bob Austin, Record World, and Ed Barnes, Billboard.

## Abelson Leaves Oak Sales of Fla.

MIAMI — Meyer Abelson, sales manager of Oak Sales of Florida since the inception of the company, has announced his resignation effective as of April 1. He expects to make an early announcement of his plans and wishes to thank all distributors and operators for their courtesy and co-operation during his tenure with Oak.

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FOR  
**TOP EARNINGS**  
IN  
EVERY TYPE OF LOCATION  
EVERYWHERE

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Chicago Coin King Bowler  
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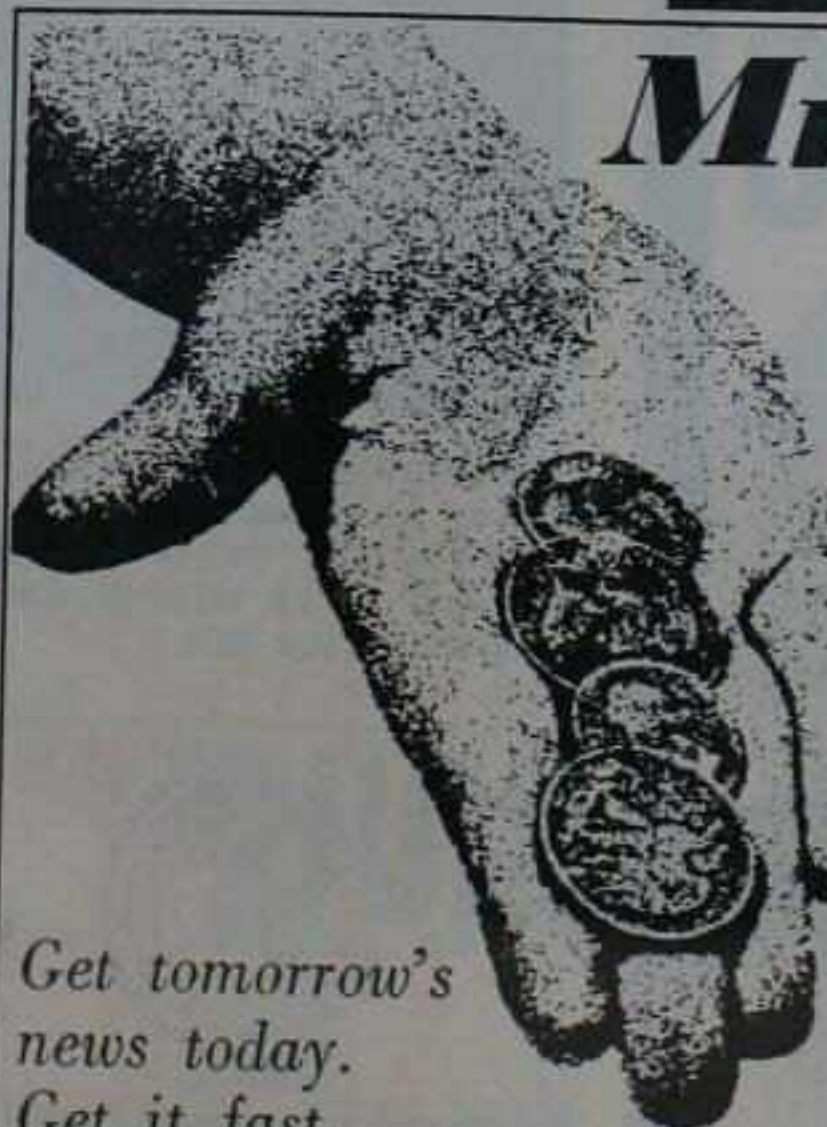


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\$12.50 per M.

\$11.00 per M lots of 5 M.  
10 beautiful picture labels per M.  
Will vend in all machines.

**BEATLE TRANSFER DECALS**  
1 in capsule for 5c vend. \$18.50 per M.  
2 in capsule for 10c vend. \$27.50 per M.  
Will not come apart in machines.  
Add postage with order.

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NEW 2-PLAYER GAME  
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REPLAY MODEL with  
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OVER-THI-FENCE HOME RUNS  
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Say You Saw It in  
Billboard

**S. L. London Holds Bally  
Coffee Service School**

MILWAUKEE — An all-day Seeburg Bally Coffee Machine service school drew a full house here recently. Operators and their key service personnel from Southern and Eastern Wisconsin spent the day in the S. L. London Vending Company, Inc. headquarters. The agenda featured instructions on cleaning, minor repairs and general maintenance of equipment.

Doug Hansen and Don Emery, S. L. London staffers, conducted the class sessions.

The roster included: Jack Peachey, Elmer Nelsen Jr., Robert A. Zicarelli and Cliff Hubbard, A. R. A., of Southern Wis., Kenosha; Chuck Wildrich and Ted Stroiman, Stroiman Vending, Milwaukee; Gil Heerhold, G & G Vendors, Milwaukee; Gordon Neal and Walter Koepsel, Gee Kay Vending, Milwaukee; Victor C. Pavlic, Pavlic Vending Service, Brookfield, and Leslie Hiller, Prosperity Enterprises, Inc., Milwaukee. Also, Preston M. Northcutt, K. G. Zweifel and Don Erickson, Home Ade Products, Madison; David Kruceaning, George Giesen, Ken Mills and Jerry Rohde, Nelson Vending Sales, Inc., Menasha; Roy Subrod, Willie Hopkins and John O'Neill, Subrod Vending, Burlington; Ken Kulow and

Chuck Acker, Falls Vending Service, Menomonee Falls; Tom Cocking and Gerald Niemi, Automagic Vendors, Milwaukee; Stanley Kass, Tom Chopp, Ed Billyard and Jerome Zarcynsk, Skylark Vending, Milwaukee, and Thomas P. Golden, Paul Von Straten and George Karras, Karras Vending, Inc., Appleton.

And, Al Trew and Chuck Dennison, General Foods Corporation, Milwaukee; Clem Jones, Owen Vending, Janesville; William Tench, Automatic Retailers of America, Milwaukee; Tom Wrixton Jr., Davies Automatic Sales, Inc., Racine; Clarence Wessinger, Automatic Merchandising Corporation, Milwaukee.

S. L. London staffers on hand were Bill Madsen, John J. Pier, Donald Doeden and Walter Glish.

**Kansas City Court**

Continued from page 53

the Kansas constitution. The petitions also questioned the city's right to make something illegal which the State has found to be legal.

The ordinance requires a \$10 annual license on coin-operated amusement machines, but machines for which \$250 federal stamps have been purchased are not eligible for the city license.

On May 20, the Kansas Supreme Court denied rehearing of another case that challenged the validity of the pinball ordinance. Cook had also filed that case on behalf of several businessmen. He subsequently filed a new suit which challenged the ordinance on different grounds.

**Games, Vending Help Austrian Ops**

Continued from page 59

scored a strike in Austrian bowling promotion. Merrill symbolizes the frustrations and opportunities of Danubian coin machine operation.

As the Wurlitzer agent here, Merrill's phonograph horizons were circumscribed by the fact that about 90 per cent of Austria's 12,000 (although some trade experts here insist this figure is far too high) phonographs are location owned. In Austria as well as elsewhere, location ownership is synonymous with stagnation.

So Merrill diversified into games. He is credited with bringing big-time bowling to Austria, and he has been installing equipment at the rate of 10 new establishments a month.

Merrill has his own installation staff, and he is giving the Austrians a basically American bowler operation. He finds the best locations are hotels and restaurants. Shrewdly, he is selling the Austrians the conception of bowlers as a tourist stimulus.

He believes, furthermore, that coin machine operation in Austria means vending equipment equally with phonographs and games, and that vending has a great future here.

A native of Saginaw, Mich., Merrill came to Austria with the 34th Infantry Division. He is proof of the fact that U. S. trade concepts can be transplanted successfully to Europe. The Merrill saga suggests—although he doesn't say so himself—that U.S. operators might well consider undertaking European operations.

Considering the handicaps under which it labors, the Austrian trade is remarkably forward-looking. The obstacles here are formidable, aside from the unfavorable pattern of location ownership of phonographs. Austria's trade hinterland is behind the Iron Curtain, and its economy is stagnating. Government regulation of coin machines is tight.

Yet, Austria has a progressive trade association, Verband des oesterreichischen Automatengewerbes, encompassing distributors and operators. The trade is always well represented at the Vienna autumn trade fair.

The Austrian trade group is taking the lead in advocating the building of a Europe-wide coin machine trade association, which would speak for the trade on a Continental basis. Dr. Ru-

dolf Rampf, secretary of the trade group, says the coin trade is in danger of lagging behind other commercial sectors in adjusting to the new economic climate being created by the two great trade blocs, the European Common Market and the European Free Trade Association.

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COIN MACHINES**

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# ALBUM REVIEWS

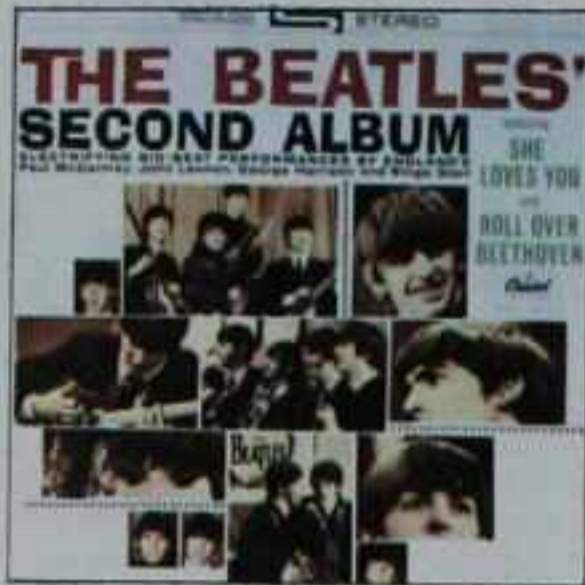


Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



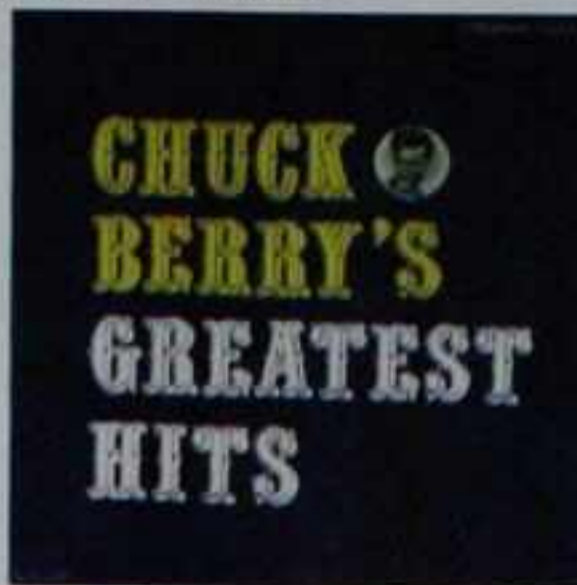
**POP SPOTLIGHT**  
**THE BEATLES' SECOND ALBUM**  
Capitol T 2080 (M); ST 2080 (S)

The boys are back with the big stomping, swinging sound. This is the long-awaited album that contains "Roll Over Beethoven," "She Loves Me" and a flock of newer material. Everyone is getting played, but look for "Long Tall Sally" to step out of the set.



**POP SPOTLIGHT**  
**CHUCK BERRY'S GREATEST HITS**  
Chess 1485

The current revival of interest in Chuck Berry here and abroad makes this set most important. Chuck's current Hot 100, "Nadine," is included (although not mentioned on the cover). Set also includes such stalwarts as "Roll Over Beethoven," "School Days" and "Maybelline."



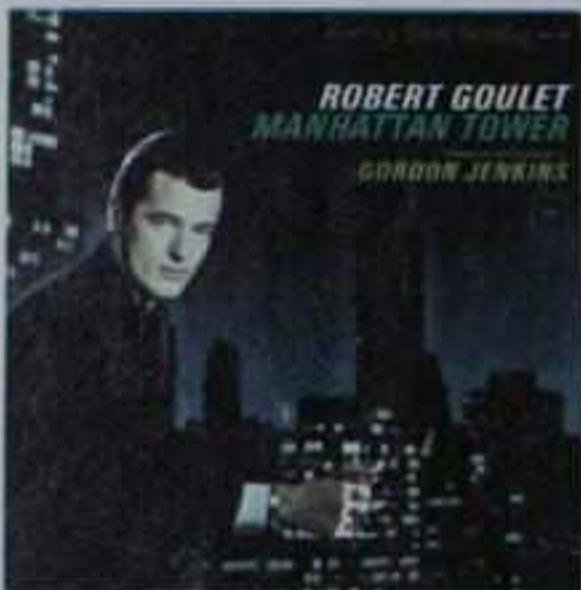
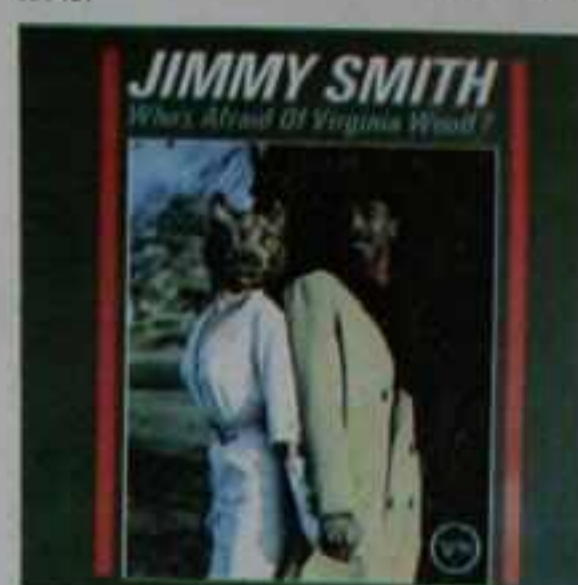
**POP SPOTLIGHT**  
**MEET THE TEMPTATIONS**  
Gordy 911

Here's a group that's hot and there's no reason in the world why this LP shouldn't score. They've got some other good sides besides the hit "I Want a Love I Can See," "Paradise," "Just Let Me Know," "Your Wonderful Love" are just a few. Best Track: "Paradise" (Jobete, BMI) (2:49)



**POP SPOTLIGHT**  
**WHO'S AFRAID OF VIRGINIA WOOLF?**  
Jimmy Smith, Verve V 8583 (M); V6-8583 (S)

Jimmy Smith is trying some different things here. Along with a heavy dose of the blues, soul feel, he's demonstrating unique pop concepts. One is the "Slaughter on 10th Avenue" sound. There's some hard-bitten sound for the literati in the "Virginia Woolf" tracks too. Best Track: "Women of the World" (BMI) (5:45)



**POP SPOTLIGHT**  
**MANHATTAN TOWER**  
Robert Goulet, Columbia OL 6050 (M); OS 2450 (S)

Columbia's full promotion force is behind this album—a Gordon Jenkins musical soliloquy to Manhattan ably performed by Robert Goulet, Jenkins and his interpreter Goulet musically romanticize about the great city and its powerful hold on the individuals who become a part of it. Side 1 is "Manhattan Tower." Flip is "The Man Who Loves Manhattan."



**POP SPOTLIGHT**  
**JUST FOR OPENERS**  
Judy Garland, Capitol W 2062 (M); DW 2062 (S)

Although Judy Garland's CBS-TV show was axed after one season, this LP culled from the TV track packs enough audio excitement to win it a hot sales ride. Judy is in top vocal form and makes one wonder why her show didn't make it.



**POP SPOTLIGHT**  
**TODAY**  
New Christy Minstrels, Columbia CL 2159 (M); CS 8959 (S)

The New Christys are getting good air time with the title song from this LP and the set should derive much added weight from this impetus. Besides the track the set also contains other tunes from the MGM film "Advance to the Rear."



**POP SPOTLIGHT**  
**A SALUTE TO THE NEW YORK WORLD'S FAIR (2-12)**  
Andre Kostelanetz & His Ork. Columbia CX-2 (M); CXS-2 (S)

A special two-LP package offered for the price of one in a Columbia tie-in with the World's Fair. One album entitled: "New York Wonderland" takes the listener on a rich musical tour of the great city with tunes such as "Lullaby of Broadway," "The Bowery" and "Manhattan." LP No. 2 features "World-Wide Wonderland," "Green-sleeves," "Under Paris Skies," "Bali Ha'i."



**POP SPOTLIGHT**  
**MY LAST NIGHT IN ROME**  
Buddy Greco, Epic LN 24088 (M); BN 26088 (S)

Here the brash, bouncing Buddy is evenly balanced by the sentimental, romantic Greco in an album that already is associated with three hits: "More," from "Mando Cane"; "It Had Better Be Tonight," from "Pink Panther," and "Ciumachella," from "Rugantino." Wide gamut of songs makes this available to most programming.

**POP SPOTLIGHT**  
**DR. STRANGELOVE OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB AND OTHER GREAT MOVIE THEMES**  
Various Artists, Colpix SCP 464 (S); CP 464 (M)

A package of old and current great motion picture themes. The hook for the album is the highly successful and provocative motion picture, "Dr. Strangelove," currently enjoying s.r.o. audiences.



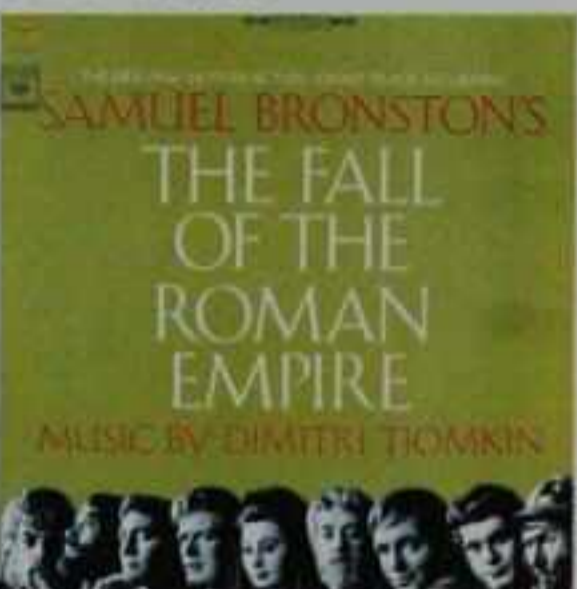
**POP SPOTLIGHT**  
**I'LL SEARCH MY HEART**  
Johnny Mathis, Columbia CL 2143 (M); CS 8943 (S)

A most attractive blend of voice and strings on the Mathis-Columbia package. The album contains fine singing on a number of telling but off-beat tunes for which the singer is noted. "Starbright," "Every Step of the Way" and "I'll Search My Heart" are a few of the excellent tracks.



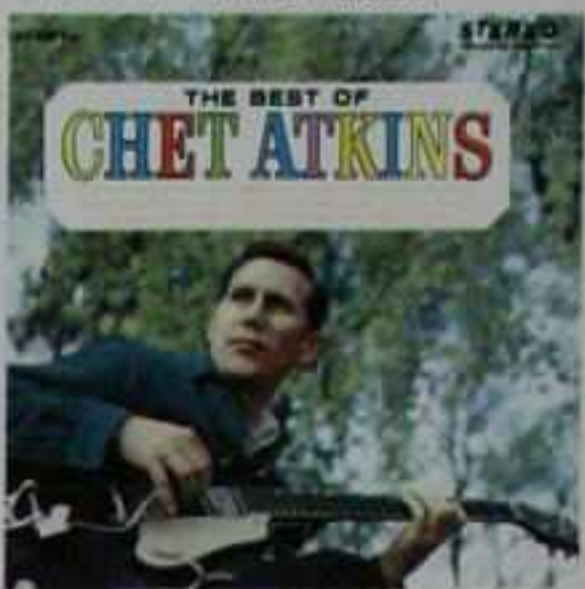
**POP SPOTLIGHT**  
**THE FALL OF THE ROMAN EMPIRE**  
Sound Track, Columbia OL 6060 (M); OS 2460 (S)

The wealth of publicity and interest surrounding this film is sure to bring it a strong early sales reaction. The sound track is lush and dramatic and will bring back many a moving moment from the flick to the listener.



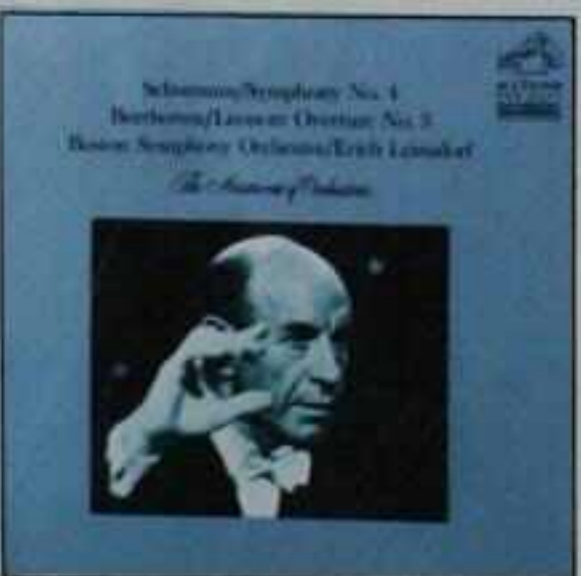
**POP SPOTLIGHT**  
**THE BEST OF CHET ATKINS**  
RCA Victor LSP 2887 (e) (S)

The taste and artistry of Chet Atkins continues undiminished—and that is saying a lot. Connoisseurs and fans will want this package—for its range is exceptionally broad and really showcases the beautiful fingerwork. Included are "Jitterbug Waltz," "Django's Castle," "Swedish Rhapsody," "Peanut Vendor," etc. Best Track: "Swedish Rhapsody."



**POP SPOTLIGHT**  
**THE VOICE OF AFRICA**  
Miriam Makeba, RCA Victor LPM 2845 (M); LSP 2845 (S)

Despite the fact that most everything is sung in an African dialect, this is eminently programmable music, partly because of Makeba herself, but also because the treatment, including the backing, makes the lovely African melodies sound amazingly like Western folk music, whether, strangely, Southeastern U. S., or more understandably, West Indian calypso. Her "Willow Song" is a most exquisite folk track.



**CLASSICAL SPOTLIGHT**  
**SCHUMANN: SYMPHONY NO. 4; BEETHOVEN: LEONORE OVERTURE NO. 3**  
Boston Symphony Orchestra (Leinsdorf), RCA Victor LM 2701 (M); LSC 2701 (S)

The "Leonore Overture No. 3" has a majestic intensity heightened by Leinsdorf's reading despite many other versions. The Schumann is played as the expression of a man of noble purpose liberated and exalted by the love he had newly found.



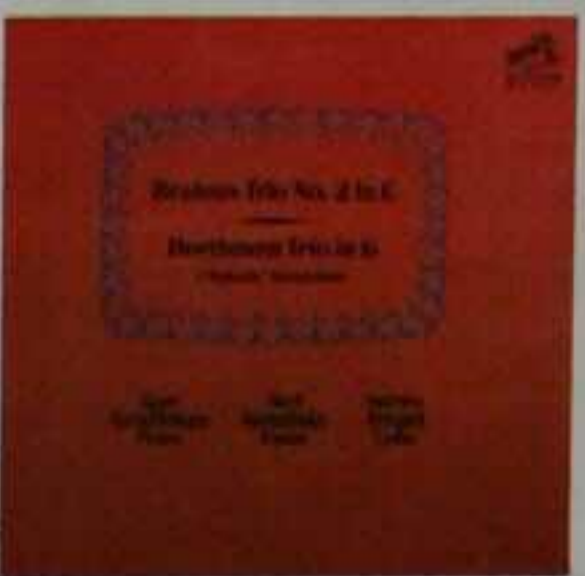
**CLASSICAL SPOTLIGHT**  
**HINDEMITH: MATHIS DER MALER**  
Philadelphia Orchestra (Ormandy), Columbia ML 5962 (M); MS 6562 (S)

There are only two versions of this in stereo. This version has Ormandy firmly in control of the sonorous strings to the point where Hindemith shimmers even while he pontificates. Side two holds the "Symphonic Metamorphoses of Themes by Carl Maria von Weber."



**CLASSICAL SPOTLIGHT**  
**FAVORITE ROSSINI OVERTURES**  
New York Philharmonic (Bernstein), Columbia ML 5933 (M); MS 6533 (S)

There are 36 other recordings of various Rossini overtures, but few are done as well. The selections are most of the standard, exciting ones, and the orchestra plays, as Mr. Bernstein leads, with one foot poised for possible dance.



**CLASSICAL SPOTLIGHT**  
**BRAHMS: TRIO NO. 2 IN C; BEETHOVEN: TRIO IN G**  
Gary Graffman, Piano; Berl Senofsky, Violin; Shirley Trepel, Cello, RCA Victor LM 2715 (M); LSC 2715 (S)

Here's an album that's got Gary Graffman at the piano and unusual, and seldom recorded material to boot. The Brahms No. 2 has only been recorded twice before, and this has to be the definitive version. There's only one other version of the Beethoven.



**C.&W. SPOTLIGHT**  
**HANK WILLIAMS JR. SINGS THE SONGS OF HANK WILLIAMS**  
MGM E 4213 (M); SE 4213 (S)

This young'un is well descended, which is to say that he makes it, and would, even without the distinguished father. Here he sings Dad's songs—that ought to be worth a few plays by itself. The album contains young Hank's "Long Gone Lonesome Blues" hit and he shows strength, purpose, voice and special knowledge.