New Payola Tricks Kindle Trade Anxiety

By JACK MAHER

NEW YORK—The music industry, faced with a new wave of payola, is apprehensive over the prospect of federal intervention once again. Executives of the industry are spending sleepless nights because of the payola talk. They know it is still going on. They also know all the new gimmicks associated with it. But they are deeply concerned that if the talk continues to build, it will eventually bring down government action—perhaps another probe—with all the attendant noise and embarrassment and damage to the record industry—especially to single records.

Stories about payola have already started to spread in the consumer press. These stories are usually played from the sensational angle, and they come from wild, right-wing listeners. The responsible record companies in the business would like to see all payola ended permanently, even though there’s a competitive business. It is hard to envisage that change overnight.

The old payola currently is undergoing a lot of new embellishments. The idea is to find new ways to extend it and to make it look legitimate.

Besides the usual and legitimate courtesies extended to disk jockeys on the credit card system—meals, lodging, refreshments and the rest—some distributors and labels have been known to use airline credits as a means for paying off some jockeys. Tickets are purchased for the deejay, who then turns the duets in for a cash refund.

The biggest recent example of all, in fact, was the instance of a powerful deejay on the take is an "L.A. round-trip." A less prominent spinner might be referred to as "a round-trip to Los Angeles." (Continued on page 8)

January 19, 1963 • Sixty-Ninth Year • 50 Cents

Billboard

The International Music-Record Newsweekly

Radio-Television Programming • Phonograph Merchandising • Coin Machine Operating

ARMADA Proffers Label-Distrib Form

NEW YORK—A new, suggested manufacturer-distributor contract for the distribution of the new records drawn up by the Manager of the American Record Merchants and Distributors Association, will be presented as the final form at a meeting to be held at ARMADA’s board room at 29 East 42nd Street, New York, on 8th September, 1963.

The ARMADA contract plan will be discussed in detail at the organization’s next board meeting.

The contract plan has three basic sections: (1) Distributor duties and obligations, and (2) manufacturer conditions or contract termination.

The distributors would be called upon to promote the records by radio, TV and newspaper ads and in trade displays. They would maintain a sales force sufficient to call on all merchants twice weekly and smaller accounts every two weeks.

Contract Breach

Failure to comply with the contract would result in two breaches of contract by the distributor and would give the manufacturer the right to terminate the agreement on 30 days’ notice. The distributor would be required to return all invoices received up to the 25th of the month, or before the 10th of the month. Further, distributors would agree to maintain a record of sales which would be attended by a representative of the manufacturer.

The proposed contract would call upon manufacturers to produce sufficient records to keep the line alive, and to fill orders promptly.

Manufacturers would also agree to receive from direct sales to the distributor’s accounts without written permission. Such direct sales would constitute breach of the agreement. The manufacturer would also agree to supply sufficient advertising material and to furnish the distributor with disk-jockey samples of records and LPs at cost.

The third section of the proposed contract form, that dealing with termination provisions, contains a number of detailed provisions. Among these are provisions that the manufacturer may terminate an agreement on 15 days’ notice, provided the distribu

Ten Top Tunes Still Mainstay of Wurlitzer

NORTON TONAWANDA, N.Y. — The Wurlitzer Company is holding fast to its Ten Top Tunes Feature as its programming ace. The feature, introduced with the 1962 model, is still a hit with the 200 selection Model 2700 and the 100-selection Model 2710 which will make their debuts in distributor showrooms throughout the nation Sunday (13) through Friday (18).

Some modifications have been made on the optional Ten Top Tunes feature, which involves the player depositing 30 cents in the machine and getting the 10 top-selling tunes, based on trade paper charts, in return.

The feature now goes in the center program of title strips and the display panel is back to the old "Wurlitzer Distributor Half Dollar—Press the Golden Bar," have been added.

(Continued on page 47)

Ftc To Rule On Practices Conference

WASHINGTON—A decision on whether the record industry will have a Trade Practices Conference, long a goal of such industry groups as SORD and ARMADA, is expected next month.

The matter has been under study for a number of months by the Federal Trade Commission, the government body which is the motivating force for such conferences.

The conference idea, which brings together all facets of a given industry in order to develop codes of fair and ethical operating practices, has been under study by the FTC’s Bureau of Industry Guidance. More recently it has been discussed by the Trade Practices conference division of the bureau. A source close to the Division has said that the matter of the conference is "in the making, and is expected to take place in a week to 10 days."

Patti Honored By Philadelphia Variety Club

PHILADELPHIA—Patti Page, Columbia recording artist, was slated to be honored by the Variety Club at the Bellevue-Stratford Hotel here Monday (14). Miss Page will be presented with the Heart Award, given each year to the entertainer who has done outstanding work for crippled children.

Chairedmen of the event is David Rosen, Philadelphia Rowi AM distributor and also a leading record distributor in the area. Scheduled to appear at the banquet are Danny and the Juniors, Johnnie Ray, Pat Benatar and Allen and Rossi.

Two WPEN jockeys will play an active role in the affair, with Red Bensom as emcee and Larry Brown background narrator.

Capitol Gets Dave Gardner

HOLLYWOOD—Comedian Dave Gardner has signed an exclusive pact with Capitol Records, after receiving his rejected release from RCA Victor, Billboard learned last week.

Capitol will launch a promotion campaign to herald the release of the Dixie comic. Tom Morgan will be the label’s

(Continued on page 8)

(Continued on page 8)
EXTRA SPECIAL DELIVERY!
NEW CHART-TOPPER ON ITS WAY—BY A SWINGIN’ U.S. MALE!

RCA VICTOR

www.americanradiohistory.com
British Trade Happily Welcomes Tax Slash

LONDON—The British disk industry welcomed—with only the qualms of those who visualize the discount for dealers—the tax slash on records late on New Year’s Eve. The Finance Minister dropped the tax from the 45 per cent luxury rate on wholesale price down to 25 per cent. It means an overall drop of about 10 per cent in consumer prices.

At the same time the same reduction applies to the taxes on radio, television sets and record players. Most important, too, was the announcement that the proposed big reduction in the price of juke boxes, Price of Wurlitzer phonographs will be cut by $100 or more, depending on the model. The tax cut was passed on its entirety by manufacturers. Dealers have to pay the tax to the Treasury, but it will be distributed among the consumers. Those with large sales will get 100 per cent back, though an adjustment will be made when profits tax is reckoned at the end of the year.

The Gramophone Records Re

orders Association Secretary, Harry Tipton, welcomed the fact that the singles price had dropped to 65.96 (86 cents). This means that once again three singles can be bought for $1.50. Republican royalty rights are not being touched, but the price cut for the three three opera remains until January 1968.

CHARTER GETS LENA & GOGI

HOLLYWOOD—Lena Horne and Gogi Grant have signed contracts with the new firm of Lena Horne, Inc., formed by Lena Horne and Gogi Grant in 1968. Copyright on those three opera remains until January 1968.

Transglobal

List Hit List Hit

NEW YORK—Transglobal Management, the firm that made famous singer Dionne Warwick, last month named the second of two American foreign agents for itself. The new company, is now the agent for more than 80 overseas firms and artists.

Joe Zerga, president of Transglobal, said last week that the firm had also established a complete foreign department for each American firm it represents. Foreign agents are appointed in accounting and shipping services.

Transglobal is currently handling overseas business for such firms as Joe Zerga, "The London" by D. Agudo ties in with the launching of the firm’s new distribution system to American and Canadian audiences this season.

An Aretha Segovia first presentation in the " lick the London" is with a concert special concert performance. The organization will increase its activities in this country and Canada. Sets by the Pro Musica and the first U. S. record of the music of the Parisian Ma
dragil Guerrieri," by the American Symphony Orchestra, and chorus are also in the release.

On the pop side, new packages include Thelma Houston of the Fun
dick, Cora, Decca stable from the popular hit, "The Boys of Town," on Decca, Webb Pierce, Andy Previn, Red Foley, Henry Jerome, Ralph McTell, and others are among 17 packages being offered to dealers.

Special distrib and dealer in
centives are being offered along with promotion packages that will run through the

FTC Columbia Square Off For Antitrust Hearings

By REN GREG

NEW YORK—Heard Room E, at 30 Church Street here, will be the scene of the opening Wednesday (16) of hearings on the antitrust case of the Federal Trade Commission last summer against Columbia Records, Inc., and the Columbia Phonograph Record Club, Donald R. Pauly, will be the hearing examiner.

The complaint focuses on two general areas—price relationships of various stages of exclusivity involved in the Columbia licensing program, and the release of its hit records through its club. The government feels that certain aspects of these arrangements may be in restraint of trade and may have certain monopoly characteristics.

The second aspect under con

ideration is the one by Colum

ia of some records at lower prices as a basis of value compa

rison in its record club advertising.

"Casino in Chief"

The hearing examiner will highlight what is known as a "case in chief," which includes the case against the disk, Second is the "defense case," or the Co

lumbia defense.

"The case in chief" is ex

pected to last about six weeks. The first three weeks’ hearings will be held in New York. There will then be one week of hear

ings in Chicago, and then in C

de and Los Angeles, during which numerous elements of the trade will be examined and depositions to be testified.

Following the West Coast portion of the government case, the examiner and attorneys will return to New York for a brief recess, the defense case will be introduced and both will be heard. The hearings are concluded, both sides will present their case in briefs, and the outcome will be outlined in a general way they hope to have a settlement to go to, together with final briefs.

First Call

The examiner than studies all testimony, proposed facts of brief and renders an "initial decision with directives." At this stage, if either of the parties feel themselves to have been aggrieved by the de

cision, an appeal is made for a hearing by the full body of FTC commissioners. This usually takes the form of a rehearing and the filing of additional briefs.

A decision by the full Commiss

ion against the government case brings the "case in chief" to an end since the government has no ap

peal from a Commission ruling. The full Commission has the right of appeal to the U. S. Court of Appeals. The final decision, on the other hand, can be appealed by either party to the U. S. Supreme Court.

Although the full anticipated three months of hearings and all possible appeals procedures, it’s possible that the case, which could pass before a final conclusion is reached.

DGG to Test U.S. Tastes As Production Prelude

NEW YORK—Serious music tastes among American record collectors, as well as the record trends in fields ranging from top commercial to quality to college level education, may soon play important roles in the pro-produ

ction planning of Deutsche Grammophon. That’s the out look as were by Leo Kepler, classical activities director for the DGG and American division distributed her by MGM Records.

Kepler is due to leave Jan

uary 15, 1963. After her tour of duty with the world, she plans to return to USA to his original base and continue her work with the DGG. The title of this position, is not yet finalized.

DOCK STRIKE STRANDS DISKS IN HOBOKEN

NEW YORK—The dock strike, which continued to tie up sea- freight shipments in this city last week, caused a temporary shut down of several major Deutsche Grammophon albums were sitting, still waiting, in Hoboken, N. J., at week end.

"This is the first time in our history that we have had a problem of this nature," said Leo Kepler, DGG management (see separate story). "This adds new costs to the basic costs, and this is too much to handle for any length of time."

Also affected by the dock strike: London Records, certain EMI product, Monitor Records, Pathé-Marconi and some spe

cially important

IT FIGURES: MGM & CORN

NEW YORK—With popcorn sales running up to ten times as a result of the new theatrical movie industry, it was interesting to note that some, as offspring of a movie parent, would seek a tie in between the labors of the creative and the business end. Such a tie-up now exists, with Presto-Presto Records. The label line will be featured on Presto-Presto records, using audiograms, visual credits, and awarded as prizes in local write-in contests.

label and Archive Product in the educational field.

"There are 17,000 libraries which have classical records, and there are 12,000 jazz and 7,000 music educators whose average is more than a million students in public schools," Kepler estimated.
Reprise Shoots Into Singles League

HOLLYWOOD — Reprise Records, founded primarily at an album label, is launching an all-out drive for a place in the singles sun. The new policy is due to the measure of singles success the firm enjoyed during the last half of 1962.

In addition to its established artist line-up, headed by Reprise owner and president Don Kirschner, the label has been adding talent to its roster in an attempt to increase the teen trade by singles products. This list includes Doris Day, Barbra Streisand, Jimmy Griffin, Little Joe, Mary Miller, and Nat King Cole. Reprise will continue to utilize the talents of Frank Sinatra, Sammy Davis Jr., Don Martin among others of its LP attractions, in significant releases.

To help achieve its singles goal, Reprise added to its artist and repertoire corps producer Jimmy Bowen. It also utilizes the production talents of Don Costa (who is responsible for the label’s "Pepino" platter), Kay Ellis, Ronnie Schar and Kelly Sloane.

Company-produced singles products include a first offering by Afghan singer Frey, a few men or free-lancers, but buttressed with masters purchased on the outside. The label has let its distributors to scout for likely hit singles in their respective areas, and is offering them an incentive to come up with winners. To increase its singles drive, the label has armed itself with full-time sales promotion crews, including one in Seattle (New York), Fred Salem (Chicago), Joe Reisig (New York), and Richard Meyers (covering the Buffalo-Albany territory), and Sam Laine (Los Angeles). All are working under the direction of Ernie Forrest, executive vice-president and national promotion director.

Victor's New Year's Eve Already Creating Bustle

NEW YORK — RCA Victor had been in the black in 1962 and it expects 1963 to be even stronger. This was the word last week from Norm Racusi, the firm's operations head. Racusi said that Victor was far ahead of its 1961 sales figures both in LPs and singles. Red Seal sales also showed an increase over 1961, an increase that had started to build early in the year. Racusi confeded that Victor had already started putting into action its 1963 sales, promotion, publicity, and advertising programs. He noted that Victor was committed to substantial investment in its sales, advertising, and public relations office now being built—and expected to be completed in 1963—in Los Angeles.

Racusi also announced that Victor was building a distribution warehouse at its Indianapolis plant that would help its own distribution, its record clubs, and its custom pressing operations.

Heaver Ad Sked

In addition to its real estate investments, said Racusi, Victor has scheduled an even heavier advertising budget for 1963 than its 1962 allotment, which was heavy. And Racusi stated he intends to spend more on promotion, and on record club activity, than it did in previous years.

Racusi said that Victor was still the largest per centage of sales of singles records as an industry, and that he was pleased. He said that Victor thinking was that larger single sales were tied to a higher sales record, and a distant plan for an all-45-r.p.m. player campaign at this time. Price, he predicted, will increase, but in increasing sales, it was a question of product and machines.

The operations chief said that

LATE SPOTLIGHTS

Color cover reproductions of the following album spotlights will appear with complete reviews in next week's issue.

Pop

STEVE LAWRENCE WINNERS
Steve Lawrence, Columbia CL 1952 (M); CS 8753 (S)—No. 1 in Hot 100, Lawrence should have an album

SINATRA BASIE
Frank Sinatra and Count Basie, Reprise R 1008 (M); RI 1008 (S)—Potent new wax team should shake up charts

KITTIE KALLEN'S MY COLORING BOOK AND HER OTHER GREAT HITS
Kitty Kallen, RCA Victor LPM 2640 (M); ESP 2640 (S)—Thrush's current revival can sell albums as well

FLY ME TO THE MOON AND THE BOSSA NOVA POP
Joe Mooney, His Piano and Orchestra, Kapp KL-3318 (M); KS 3318 (S)—Maestro-arranger's fast-moving single should stir album sales

SINGLES

THE TORNADOES
Global (East, BMD) (240)—Solid dance wax for the combo that should have the kids stepping. Guitars, horns and organ are all used for fine effects and the side should move fast. Flip is "The Dribble" (East, BMD) Stax 133

PAT BOONE
Medditac (Dundee, BMD) (240)—Solid dance wax for the combo that should have the kids stepping. Guitars, horns and organ are all used for fine effects and the side should move fast. Flip is "The Dribble" (East, BMD) Stax 133

Atlantic Plan Has a Little For Everybody

NEW YORK—Atlantic-Atco Records is trying to have something for everyone this year with a full album sales plan.

Up to the present, of course, is the one-for-seven discount being offered (this breaks down to 15 cents), but the label is also interested in promotional incentives and bonuses for members of the trade from distributor to dealer. The program will begin today (Tuesday) and runs through February 28. It is called "The Sales Best of Great Entertainment" and features, along with the discount, a special distributor's sales incentive; 30-40-60 days delayed billing arrangement for qualified dealers and an extensive radio and newspaper advertising program. A provision of the program

(Continued on page 8)
THREE RED-HOT ALBUM RELEASES

The Hottest Brand of Country Music Is on Columbia Records
ADVANCE SALE BRISK FOR RAY PRICE TOUR

NASHVILLE — The Ray Price Show, one of the largest C&W packages in the business, is now on tour in the West with what promises to be a highly successful effort. According to early reports, advance sales were brisk in several key tour cities. In Bak-

enfield, Calif., sales had totaled more than $4,000 four days after the show. Gloucester Park, N.J., announced sales were also reported in Oak-

land, Calif., and at Long Beach. The tour will be under close scrutiny from many quarters be-

cause of its considerable size. Unlike many tour shows of this kind, the show is a void of artists who are completely off their own pop art-

ists as they are C&W artists. superintendent Webb Pierce, Minnie Pearl, Carl Smith, George Jones, Stonewall Jackson, Red Sovine, Claude King and Billy Benton.

The tour opens Thursday (10) in Ft. Worth, The artists, who are making the tour in a charted DC-6, also set for Shreveport (11); San An-

tonio, Tex. (12); Albuquerque, N. M. (13); Austin, Tex. (14); Bakersfield (15), Sacramento (16); Long Beach (17), and Oak-

land, Calif. (18).

Oscar Davis, Price’s personal manager, set up the tour for the Ray Price Enterprises through the Jimmy & the Giants Artists office in Nashville.

Vogel Made Chairman of MGM Board

NEW YORK — Joe Vogel, president of the C&W Association (MGM Records), is moving “upstairs” to the post of MGM chairman. Vogel replaces George L. Killion and, in turn, Killion becomes president and chief executive officer by Robert H. O’Brien, MGM executive vice-president. O’Brien’s election was an- nounced at the recent meeting of the board of di-

rectors. Before joining MGM in 1971, O’Brien was vice-president of American Broadcasting Company and a director of A-B-P.

Billy Mure Starts Own Productions

NEW YORK — Arranger- 

composer-producer Billy Mure is starting his own producing firm called Billy Mure Productions. In recent months Mure has com-

pleted sessions with Tony New-

ley, Jimmy Clanton and the Little Sisters.

He also arranged the session for the current single from “Billy Mure’s Girl,” with Marcie Blane. Rea-

sently a number of his songs have been used, including “Young at Love,” by Robert Gentry, “It’s a Date” by the Little Sisters and “Boy Bea-

leons,” by Tony Sarto. Mure’s new firm will make masters and peddle them to disc jockeys, and will make LPs.

Peter Pan Kiddie Label Now on Exclusive Basis

NEW YORK — The Peter Pan label is now becoming avail-

able to distribs in an exclusive basis, according to Ira Moss, exec-

utive-vice president of Ambas-

sador Records. Ralph Gould is leaving on a trip to visit dis-

tribs and to gather the label’s new releases, which include LPs, singles and a new educational disk.

BROWNLEE

PHILADELPHIA — With loc-

ation stands for the music mak-

ers virtually everywhere in the city proper, the center of musical attention now goes to the con-

cert stage. In Philadelphia it wasn’t too long ago that there was a steady roll of “Broadway” for big bands and jazz concerts, now the boom is on. The first month of the new year finds the local scene jammed with the largest variety of attractions ever offered within a four-week period.

Biggest concert news is the “rare” appearance here of Benny Goodman, coming to the Acad-

emy of Music, playing for a night with a 55 top. Combining the classical and jazz, Goodman will be backed by the Berkshire String Quartet for the classical selections and by Bobby Hackett getting feature billing in the jazz quartet.

First in the new year is Mesher, who held forth at the Academy on Tuesday night (9) with his full "First in the World," and "Contrasts" in jazz was pre-

sented in concert on Sunday night (13) at the WYWH Auditorium with the Jimmy American Trio, Alphonse "Improvisation," contrasting with the Wallfinger Trio in "Music by Janacek" and Robert Shaw Chorale and Orchestra comes on to the Academy of Music on January 24, with the Academy also booking Miss Ella Fitzgerald on February 3.

Folk concerts have been the real big news this season, and Geula Gilla and the Oranien will be at Town Hall on January 20, with Odetta on the same stage on February 1.

There should be continued concert activity in the months to follow, Peter, Paul and Mary are already set for a return con-

cert to the Academy at the Irvine Auditorium on the Univer-

sity of Pennsylvania campus, and around the same time the-

onderekis will be coming in to the Chatham High School. Already set for a March 1 performance at Town Hall is Martha Schlamme.

Chord Correction

NEW YORK — An error ap-

peared in last week’s (1/12/63) Monaural LP chart. Position 68 was incorrectly labeled. It reads "Meets the Bossa Nova" by Stan Getz on the Verve label. The artist and label was correct but the title should have been listed as "Big Band Bossa Nova." Billboard regrets the error and any inconvenience it may have caused.

JAY LASKER JOINS DE-FELI

HOLLYWOOD — Jay Lasker last week joined Del-Fi Records as vice-president, taking charge of that firm’s sales, production planning and merchandising. Lasker, a veteran in disk sales, most recently had served as General Manager of Rudy Records Sales Company, and prior to that, headed sales for Kapp Records as vice-president of its distributing corporation.

Kapp Orders Hit Million

NEW YORK — Kapp Records topped $1 million in orders at its sales meet held last Sunday (6) at the Savoy Hilton Hotel here. Meeting was the most successful in the firm’s his-

ory. Orders covered both new and catalog product, sparked by the firm’s new LPs by Roger Williams, Joe Harnell, Joe Finneman, Charlie Rich, Chiffel Trio and Kenny Ball.

Philly Concerts Rebound Big With Stress on Jazz & Folk

Starr’s WB Pact Extended 3 Years

NEW YORK — Herman Starr has entered into a new employ-

ment pact with American Book-

lishers Corporation, a subsid-

iary of American Broadcasting Companies, Inc., whereby he continues for three additional years in his capacity as national sales man-

ager. January 1. His salary is $2,000 per week. The new con-

tract follows extended 1-year-old pact.

Part of the new contract calls for Starr to become a part-time consultant to MPH when his current contract runs out and the consultant’s deal will run over a five-year span and pay him $500 per week. The contract also stipulates that in the event of Starr’s death, his salary will be paid to his widow for the unex-

pired portion of the contract at the same rate during her lifetime.

Starr is known to have taken increasingly larger part in the planning of the Warner Bros. record wing’s activities in the past couple of years.

UA Trots Out 27 New Ones

NEW YORK — United Artists Records will announce its American New York Hotel meetings at the Americas Hotel next Tuesday, displaying the firm’s new LP and single product. The label is of-

fering over 190 titles, from major R&B to successful singles during its album plan period. UA is currently hot on singles with the Exciters, Baby Jane and the Rockabilies, George Jones, Elvis Presley, Bobby Darin, the Mike (distributed for Music). Art Talmadge, the label chief, noted that plans for an even hotter LP line.

There were 27 new albums, 17 of which are "non-figcaption" national sales meeting, including titles from the Ta-

kings, Bobbys little line, five from jazz, and 17 pop sets. Host of the meeting is electrical R. Price, national sales chief.

In addition to the launching of UA’s new product and the entertainment for distribs in town for the meeting, UA will present awards to four regional distribs who attained outstanding sales performances last year.

The awards went to Marvel Distribution, with Ebeling, who will be: "very," accepting; Jon O’Brien for his firm in Milwau-

ee. As a continuation of the achievements of Big Town Distribs, at a meeting in Miami, Henry Stone received the award for the Dole Distribs firm of Miami.

Command Distribrts Hear 5 Albums At New York Meet

NEW YORK — Command Records has announced that a meeting of the new year here at the Great Northern Hotel last week, to display five new albums being released in January. The release contains two classical albums by the Pittsburgh Symphony and sets by the Ray Charles Singers and Tony Mot-

to. It was also revealed at the meet that an LP by transit Bob Hughes "From Winnie’” fame, will be released in February.

Monarch Coast Plant Humming on shifts

LOS ANGELES — The new plant of Monarch Records Distributing Company has boosted its production capacity to 1,000- 1,000 units a month, double that of a year ago, according to Terry Blaine, president of the Monarch Corporation, which owns the plant. The facility is Mon-

arch’s second in this city, and is now operating on a three-shift, 24-hour operation.

Plant contains 16 injection molding machines, capable of turning out a single and an LP simultaneously. And the man-

ufacturing of metal and plastic and when the schedule making the best use of the la-

bor involved, the plant will be awarded an all-expenses-paid, honor trip to a Hawaiian resort.

On the artist level Epic Rec-

ords has signed Bobby Helms for a 5-year contract with a cross-

pany charter, formerly on Decca, as well as a new contract with the young, energetic producer Don Law.

Discount: 15% Till March

NEW YORK — Epic Records has launched a pro-

gram which calls for a 15 per cent discount in distributor pur-

chases from now through Feb-

ruary 28. Discount applies to all Epic LP’s and singles. As well as new releases.

Part of the program involves a direct window display con-

text, according to national sales chief, Len Levy. The dealer

Disk's Half Off in New A-F Plan

NEW YORK — Audi Fidelity Records has launched a major dealer-consumer sales plan to bolster its LP business. By Ervin Bagley, sales manager, the plan for the period of the program, can get one A-F album at half-price with every five albums purchased and the suggested list price.

The plan will enable a buyer to purchase a one-for-three-for-

networked deal, amounting to a 2-for-3-for-1 plan, which is common mark-ups are thus maintained. The plan, which encompasses only the main stereo line, will be backed by con-

solidated advertising in major radio displays and merchandising aids.

Int'l Disk Fest Now Eyes Vegas as Site

LONDON — Disappointed with the reactions of the major labels to its projected International Disk Festival, organi-

zzer Barry Langford is involved with plans to stage the event in Las Vegas.

The festival, staged at Brighton, 50 miles south of Lon-

don, in May, but on his recent visit to the U.S., received a prop-

osition from Las Vegas for the presentation. This involves an eight-day trade festival, begin-

ning October 21, but many of the events would continue over a much longer period.

Langford feels if he can get the festival off the ground in 1963 he will be well on his way to getting the nation to be able to present it the following year. He expects that five of the companies he had reached would have preferred the event to be held in Europe.

permits. Comnat acquired the firm in the early 1960’s, and in March, 1961.
Another taste of honey, another taste of honey, another taste of honey, another taste of honey, another taste of honey, another taste of money, another Martin Denny hit album.

Another taste of honey!

MARTIN DENNY

10% CASH Discount
100% Exchange Privilege
Payments: ½ March 10, ½ April 10, 1963

LIBERTY RECORDS
Payola Tricks Kindle Trade Anxiety

*Continued from page 1*

to as a "Boston, one-way." Jockeys on the take—and fortunately there are still few of these in relation to all of the honest jocks—have had a number of cash-getting plays working in their favor for some time. One is the selling of large quantities of disks, obtained free for record hops, through a fence to retail outlets. Another disk artist appearing at profit-making hops and concerts with the local distrib or national label picking up the tab and the jockey getting an agent's commission for booking the set.

Pay-for-play is a very serious business to those manufacturers and distributors who signed consent decrees and have since tried to keep their hands clean of the new payola intrigues. They have been frustrated, however, by the way in which some of the newer, consent-signing labels have been swinging over the past year.

The industry, therefore, finds itself in the dilemma of not wanting an investigation—but having no strong method of policing itself. Industry spokesmen are saying that something must be done to lift the payola stigma from the industry.

**ETHEL MERMAN**

ONE OF THE TEN

HEADLINES IN THE

REPRISE JAN.: FEB.

$74,000,000

TAKE IT ROMANZA

WIBG D.J.'s Strike

*Continued from page 3*

WIBG is a member, took over the mike chores.

Local tradesmen were watching for additional developments at press time Saturday, when several of the non-selling jocks were to run record hops. The question among promotion men there was what to do with artists who were in town to appear at the hops. These artists are members of AFTRA and the question was whether, as members of a union, they could appear with a jock not having the card.

On another tangent, promotion men and local distributors were asked by strikers to mail records rather than bring them personally to the station, which would considerably slow down picket line.

In connection with Arthur, Lawrence, and friendly radio competitors tossed a testimonial dinner for him at a local establishment last week. The event was characterized as an emotional affair on the occasion of the jockey's retirement from his long time make post at WEPF.

**INDUSTRY BRIEFS**

**A Clarification**

LONDON—The case of Campbell, Olsen & Company vs. Ray Noble over the American renewal rights to the song "The Very Thought of You" (Billboard, December 1), was tried recently by jury Ross. Defendants are MPO Sales and Recording Program, and MPO Ford Motor Company. Suit says that defendants were authorized to use an arrangement of the tune for a lifetime, non-theatrical and non-commercial performance, as a sales training device produced by MPO for Ford. Suit claims defendants publically performed the tune as arranged for the film and used portions for a recording as well. Suit seeks treble damages under the copyright law.

**Phillips Gets Mulligan**

CHICAGO—Gerry Mulligan, noted baritone saxophonist, has been signed to a long-term pact by the Philips label, with his first album, "Quintet Jobs," under the direction of Jack Jenks—due for release by Philips on February 20.

**Charge Infringement**

NEW YORK—Jan Javore Music has filed suit against Paul Winley of Ninny Publishing Company and John Cortez of Cortez Music in New York Federal Court over alleged infringement of the tune "Heart" by former共同努力. Defendants are MPO Sales and Recording Program, and MPO Ford Motor Company. Suit says that defendants were authorized to use an arrangement of the tune for a lifetime, non-theatrical and non-commercial performance, as a sales training device produced by MPO for Ford. Suit claims defendants publically performed the tune as arranged for the film and used portions for a recording as well. Suit seeks treble damages under the copyright law.

**ARMADA Proffers**

*Continued from page 1*

To avariedly reach indicated promotion within 45 days. Inventory would include all salable stock, defective and returns. Upon termination of any agreement, both parties would notify all the distributors that the manufacturer will accept all returns.

If a termination involves a discussion that has only that manufacturer as its major line, the manufacturer will continue supplying merchandise to accommodate it. The day of termination, provided credit is within 20 days of being current.

If a distributor breaches the contract because of failure to properly promote and exploit the line or failure to make required minimums of calls on accounts, the manufacturer would not be required to repurchase the inventory.

**GREENBACK CRAR**

Kingbird, Cap; 4164 (Dover, BMG); (Los Angeles)

**TELL DADDY**

Ben E. King, 6246 (United, BMG)

**ZINGU WENT THE STRINGS OF MY HEART**

Faye, Gray # 112 (Orms, ASCAP)

**FIRST STAR**

Judy LaRosa 101 (BMI & Rand; BMI)

**COOL WATER**

Blue Bell, Neoteric 5009 (American, BMI; Ballantine)

NARM Adds New Rack Members

NEW YORK—Three record rack jobbers and one record label joined the National Association of Record Merchandisers recently. The new members are: Garden State Record Distributors, Rochelle Park, N. J.; Hi-Rec Distributors, Chicago; and Park Record Distributors of Hartford, Conn. New associate member is Comeco Recording Company, manufacturer of the kid line. Teen Tunes, rack jobber now in NARM is 47.

**Atlantic Plan**

*Continued from page 4*

makes special considerations on advertising applicable to dealers through March 31, despite the February 28 discount deadline. Atlantic is making a special pitch to regional and independent promoters with a new pop product. The marketing plan includes a two-year sales plan for the album "Do the Boos Novel" by Herbie Mann. The firm has a special gimmick which offers the album to dealers who prominently display Atlantic and overstocked dollar cards designed for the album's benefit. Each back display card will include a purchase order for the underwriting distribution and also is issuing two-color catalogs.

Two past years were challenging leaders among the Atlantic prod- uct. The Herbman set is included as well as a Joso Gibb, Flip, and one of the trade groups to be signed to a special promotional contract that will be distributed in the label and is also issuing two color catalogs. The firm is among the Atlantic prod- uct. The Herbman set is included as well as a Joso Gibb, Flip, and one of the trade groups to be signed to a special promotional contract that will be distributed in the label and is also issuing two-color catalogs.
AT LAST!

RUBINSTEIN
RECORDS BEETHOVEN'S
"MOONLIGHT" SONATA!

Though he is fond of the work, this new album is the maestro's first recording of Beethoven's "Moonlight" Sonata. He has never played it in public before. He brings a romantic glow of discovery to this familiar music in one of the most beautiful piano albums ever recorded. Stereo: LSC-2654; Mono: LM-2654.

STOCK UP ON THESE GREAT ALBUMS BY
THE REIGNING MONARCH OF THE PIANO ON

RCA VICTOR

The most trusted name in sound
MEADER CONCERT
He's Deader Read Than Heard
A good part of the delight of "The First Family" record is the mix of familiar and unfamiliar in the same way good radio comedy did. The projected image of Jack Benny and Joe was high spot, and Jo and Jeanie all tucked in one big Honolulu bed, for instance, is actually with suits, the kind of thing Jack Benny did so well and no doubt will do so well again.
Sad to say, pictures don't materialize when the same words are spoken behind a row of lecterns, which was the way Valentineよりの concert was played. As for the records, one did its concert last week (4) at Carnegie Hall, start of a 22-city national tour.
The words were the same but the music was strangely unresponsive, even dour. Perhaps it was bewiddered, trying to en-
vision Baby John while his voice was being impersonated by a strapping six-foot actor in evening clothes. In any event, none of the blackouts or skits seemed to bring on laughs, and that was an awfully quiet house for a night devoted to comedy.
Abesides a syllable-by-syllable reciting of the album, the concert presents Meader in an extemporaneous press conference. In the big Carnegie house the questions were inaudible and the "aud lib" responses something less than hilarious. "What do you think of Vaughn Meader?" "If I'd known the album would sell that well, I'd have cut it myself."
In a folk song, Mike set down the (the Settlers) and Jo Mayes and (Continued on page 12)

ARTISTS' BIOGRAPHIES

THE ROOFTOP SINGERS (Continued)
NAMES: Erik Darling, leader; Lynne Taylor and Bill Brown. BACKGROUND: Erik Darling, a songleader, is a member to folk folks as balladeer, guitarist, and singer is equally well known as member and organizer of several folk sing-
lings in New York. He has organized a quartet which last week played at the Carlton. For a time he also sang with the Weavers and recently had a role in the West Coast recording of LP's of his own for the Van-
guard line. His experience has apparently appeared extensively as a vocalist in leading night clubs and was once with the Benny Goodman band. In addition he has performed in featured spots on vari-
dy radio programs including "We Three". Bill Brown has been play-
ing the guitar for several years and has worked and sung his way across the U. S. A. and Europe. Together they are cur-
temporary members of the Roofers Singers for Vanguard. Dick is Vanguard's first smash single in its history.
LATEST SINGLE: "Walk Right In" is currently riding high on the Hot 100.
VIVIEN LEIGH
JEAN PIERRE AUMONT

Talent Topics

Continued from page 10

BookBinder's soups to be aired early in 1963 when the local caterer aims its canned soups at the national market. . . . Bernie Berle gets the nod for the music making during the 10-day run of the Philadelphia Travel and Vacation Show to be opened by the Prince and Princess of Monaco in April. . . . Gene Hill, who disbanded his Orioles singing group a few years ago, has reorganized a new group breaking in at the Washington Sporting Club here.

Boston

BOSTON — Yoshiko comes into Connely's next week to start her farewell tour of U. S. cities before she and her band, Charlie Mariano, go to Japan to take up residence. In her San Francisco date she'll record for Fantasy Records under the direction of Dave Brubeck.

The Sevens Productions will bring Benny Goodman, who hasn't had a club date in ages, into Symphony Hall for a one-night stand January 25. "Little Mary Sunshine," the long-run off-Broadway hit, has taken the city's playgoers by storm at the Charles Theater. Karen Sargent, in the title role, is really making a hit here.

Harry Manshard, the Hub's society band leader, has been signed for the fourth successive year at the Cotton Carnival at YANKO

Talent on Tour

(Top record talent in top record towns this week)

East

Jackie Mason and Joanie Sommers move into New York's Copacabana for a two-week stand commencing January 17.

South

Metropolitan opera star Anna Moffo sings in "Manon" with the Miami company on January 18.

Midwest

Dick Gregory is at the Chicago Coliseum and for the Chicago Debutante Coollion three years ahead. The boxa nova, says Harry, hasn't taken hold in society circles so far. They still go for the twist, like the traditional samba and cha cha, and sometimes ask for the Charleston. . . . Plurian Zalbath at the Statler-Hilton's Terrace Room.

The air-conditioned Colonial Theater is planning a summer season. . . . The bello-zero weather put a crimp in the "Ice Capades" show now playing the Boston Garden, but a big advance and another week may keep it out of the red.

CAMERON DEWAR

DEAN MARTIN

ONE OF THE TEN HEADLINERS IN THE REPRISE JAN.-FEB.

$74,000,000

Talent Bonanza

a conic named Stanley Meyer Handlerman, who did some extremely local Bronx jokes for a show that's going into the hills, rounded out the bill.

None of this will take away from the fantastic success of the album which was described from stage by Cadence head Archie Bleyer as "the most exciting event in the history of the phonograph record business." Bleyer said the record sales had shot to a remarkable 3,600,000 and presented gold plaques not only to Meader but also to Bob Booker and Earle Doud, who conceived and created the album.

JACK ORR

arranged and conducted by DON POSTS

reprise
for your wonderful, enthusiastic reception of Billboard's "New Look"

"I am very enthusiastic about the new Billboard format. It is a great improvement and reflects the dignity that our industry should have."
George R. Marek
Vice-President & General Manager
RCA Victor Records

"Love the new Billboard layout. Color always makes a difference."
Steve Shows
Manager West Coast Operations
RCA Victor

"New format for Billboard absolutely exciting. Best to entire staff."
Bobby Darin & Steve Blanous

"The new Billboard format is the most exciting printed media ever to hit the industry. The color and typography is tantamount to a new record. It looks like you are number one!"
Lance Capone
Vice-President—Sales
Topos Records

"The 'New Look' of Billboard is nothing short of great. I'm sure the response from all quarters will be the same."
Sam C. Phillips
Sun & Phillips/International Records

"Congratulations on the hearty job you have done on the new Billboard. Not only does it look great, but it looks beautiful."
Elia Tingle
Columbia Records

"How you could improve on the old billboard I could not imagine. But you did!"
Howard M. Ceres
New York City

"Congratulations on the new look that Billboard achieved with the current issue...and we are also highly pleased that you have returned to Billboard's old name."
Jerry Raker
General Mgr.
Kool Records

"IT LOOKS BEAU-TIFUL!"
Randolph Bean
Charlottesville, Va.

"Billboard is to be commended for its "New Look." The coated paper and the beautiful color reproductions are impressive indeed."
Tom Pierce

"The new format gives new life and impact to your publication which has been so important through the years."
Johnny Marks
St. Nicholas Music

"Our hat's off to you! A great job well done with the very first issue."
Simon L. Glassman
Radio Doctors One-Stop, Milwaukee

"The new format is certainly a most comprehensive and welcome addition to what is already a weekly must for all members of our staff."
Jeffrey S. Kruger
R.K. Recording, Ltd., London

"Congratulations on the new format. The color shots of pre-view albums, the increased use of photos, the R & B column, the type faces, etc., etc., etc., all great!"
Seymour Greenspan
Summit Distributors, Inc., Chicago

"The new format is sensational. Happy profits and prestige in 1963."
Joe Smith
Warner Bros. Records

"The old girl in that new non-smear lipstick and sprayed in her slick new gown is a pleasure to see and read."
Mert L. Nissim
Donahue & Co., N. Y. C.

"Billboard's new format is color-for COLORFUL and compact, making the valuable information more available and easier to find."
Wesley Rose
Asst. Rose Publications
Nashville

"The new format is much more attractive; not only the design, but also the content."
Lee Levy
Epic Records

"Wow! A sensational and colorful new Billboard."
Herb Linsky
Dimension Records

"You really launched the new year in a big way. Your new format is easy to read and the new photos are great."
Sid Ascher
Publicity Director
Ambassador Records

"I think it's the most readable, most colorful, most interesting Billboard ever. And I can go way back on Billboards."
Paul Dennis
N.Y.C.

"Congratulations on the new look in your review section; the improved facilities for printing photos add immeasurable interest to the feature. We're happy because it will add more product to Billboard's entire music industry."
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Tompall and the Glaser Brothers are back in Nashville from Las Vegas, where they concluded a five-week stand at the Mint Lounge along with Patti Cline. . . Buck Owens and the Buckaroos finished a week's engagement in Las Vegas Wednesday (9). . . Shirley Hunter, Pete Pike and the Vandenberg Brothers are again making East Coast fair managers' meeting with their "New Dominium Barn Dance" show under the Cooke & Ross banner. They showed for the fair men at Clarksburge, W. Va., Saturday (5), and made the fair meetings in Durham, N. C., January 11, and Rich-

wood, Va., January 12. Miss Huston is in Nashville, Vt., with Red Foley's "O'Keef Jubilee," will act as official Cooke & Ross hostess at the various gatherings in addition to her singing stint at the banquets. The act is managed and produced by Jim Gemmill Promotions, Richmond, Va.

Mitchell Torok is in Nashville this week for another Capitol Records session, after which he heads for Texas and Nevada to play a string of return dates. Mitch says we made a topper recently when we had him signing with Big D Records. "I sent a public

ity release on 'Big D Jamboree' stationery," writes Torok. "Apparently this was misunderstood, and I'm in dallying with R.C. Miller. I was just informed by Ken Nelson of Capitol Records, and my first release for the label was 'Rio Grande.'" Mitch, who makes his home in Dallas, continues to record on a regular basis at Big D Jamboree in that city and recently had one of his tunes, "Mexican Joe," recorded by Pat Boone.

Buddy Cagle winged his way from California to Nashville recently to cut a session for Capi
tol under the guidance of Ken Nelson. Release is set for February 4. Buddy was formerly on Reprise Records.

Eddie Dean, who has appeared in a number of cowboy Westerns and writer of such country tunes as "Hushabye My Baby," is now "Hands Has My Name," also put a Capitol session in Nashville recently, with band and vocalist. Songs were penned by Eddie Miller. -Slick and Betty Nor

ri celebrated the arrival of their third son on New Year's Eve. How's that for getting under the tax-destruction wire of "Everybody's doing great." Slick reports. "That's just a pack-

gage the veteran promoter-promotor Oscar Davis has put together for a 10-day tour now under way. Featured are Webb Pierce, Ray Price, George Jones, Red Sovlin, Claude King, Minnie Pearl and Billy Deaton. All the hops will be made by DC 6.

Cedarwood Publishing Company, Nashville, celebrates its 10th birthday this month with such releases as "Leavin' on Your Mind" and "Trav La Le Le La Lo." By Patti Cline on Decca; "Running Into Myself" by George Jones on Capitol; Police, Pollice, by Little Jimmy Dickens on Columbia; "Saw Mill" and "River," by RCA Victor, etc., by Webb Pierce on Decca; "Only the Strong" by Rex Allen on Mercury, and "Curry Road," by Burt Ives on Decca.

- Bill Cagle, chairman of Hen

ry Tunesmen, working out of Farmington, N. M., has just completed his first album of Okla

homa, Nebraska, Wyoming and Colorado. The album includes Hank Williams' stand at the Four Seasons in Denver.

Jack Roberts, of Seattle, has Hank Thompson and His Brac

co Valley Boys set for a 16-day tour of one-nighters starting January 25 and running through February 9. Trek will take Hank and his group to the Washington and Idaho, and Mel Tilla, voice of Burt Ives' current release, "Curry Road," has just returned to Nashville from a holiday visit to Pahokee, Fla., where he combined fishing with visiting relatives. R. C. Miller is set to record an album for Liberty Records with the title for the album is "Where the Sad People Are" and will be composed largely of recording material Danny has written and collected over the years. Only accompaniment to Danny's voices will be an auto harp, bass and guitar.

On New Year's Day, Johnny Cash and the Tennessee Three, along with June Carter, entertain

ed the inmates of California's San Quentin Penitentiary. . . "Mama's Cassidy" is rele

ased a new EP by Frank Miller and the Teen Rambos in Holly

wood. Spotted in the issue are the group's new version of "On a Sunday" (sung in Greek) the Billboards this week included "Pajarillo" (sang in Spanish) a French version of "Addio Caro Buon Ferro," the Italian "Seventeen," and seven versions of "Wabash Cannon

ball," "Run, Come See Jerusalem," and an assortment of past hits on which Miller has collaborated, such as "Green Fields" and "Marina." Bill and Sarah Lee Clifton, Charlottesville, Va., are celebrat

ing the arrival of a new daughter, Jennifer Lee Cammerson, born January 14, giving them a grand total of three girls and two boys. Bill reports that he is pleased with the initial response accorded his new album on Starday, "Soldier, Sing Me a Song." The album, comprised of 14 songs, one from each war in which Bill has served, has been described as "It was a world of fun to produce," writes Bill, "but I found the research and brushing-up on American histor

ty." New Johnny and Jonie Mosby plot, released January 12 by Columbia, couples "The Wrong Side of Town with "Don't Call Me From a Honky Tonk."

New members to the Country Music Association, admitted last week to the organization's directors for approval, include Hal Blair, Sherman Oaks, Calif.; James P. Degnan, WPLO, Isphamich, Mich.; W. O. Fleener, Sage & Sand Music, Hedely on Ray Lewis, Lin

colnton, Ga.; William L. Simon, Radio Time, Stuart Music, New York; Everett L. Sloman, WIFs, Ticsendorf, N. Y., and Hugh Elington, WRBO, Ever

green, Ala.

A NEW STAR! JUST RELEASED! A NEW FIND! JUST RELEASED! A NEW STAR!

Larry Henley
HICKORY 1195

IT'S HAPPENING AGAIN

"LITTLE LIPS (Tell Big Lies)"

A NEW STAR! JUST RELEASED! A NEW FIND! JUST RELEASED! A NEW STAR!

Billie Franklin, CRC 8000

A NEW STAR! JUST RELEASED! A NEW FIND! JUST RELEASED! A NEW STAR!

Billie Franklin, CRC 8000

Copyrighted material.
IS ON ATLANTIC

JOÃO GILBERTO
THE BOSS OF THE BOSSA NOVA
8070

FROM THE ALBUM
JOÃO GILBERTO'S BOSSA NOVA SINGLE
VOCE E EU (YOU AND I)
&
BOLINHA DE PAPEL (LITTLE PAPER BALL)
2173

HERBIE MANN
DO THE BOSSA NOVA WITH HERBIE MANN
1397

FROM THE ALBUM
HERBIE MANN'S BOSSA NOVA SINGLE
IT MUST BE LOVE (DEVE SER AMOR)
&
BLUES WALK BOSSA NOVA
5026

SEE YOUR LOCAL DISTRIBUTOR FOR THE SPECIAL ATLANTIC ALBUM SALES & ADVERTISING PROGRAM
Sergio Franchi

Continued from page 19

Shaw's orchestra. This should not be surprising, since Never's big band in Brazil primarily was booked as college dancers. The combo, consisting of guitar, piano, drums, and bass, was a real star "out of sight" here. In any case, the label's books are not likely to be behind the bookshop.

Sandy Weds Clef

Sandy Stewart married composer Moony Chapple in New York two weeks ago (28), at the Hotel St. Moritz. Miss Stewart, one of the stars of the Perry Como TV show, is currently a hit on Stoy's "My Coloring Book." Chapple is now working on a new Broadway musical with comic Ronnie Graham.

New York

Carol Burnett has been signed to a three-year contract by Paramount Pictures. The comedy star will make her motion picture debut in "Who's Been Sleeping in My Bed," a film based on her hit television show. Burnett also signed a number of new talents to the studio's payroll. The contract was signed as a result of the recent success of "The Carol Burnett Show," which has been a hit on television. The contract will include appearing in several films for the studio.

Toni Bloom Dies

Toni Bloom, who was in the top ten in the national retail division of the record industry, died last week in San Francisco after a lengthy illness from cancer. Bloom's brother, who is also in the record business, said that Bloom had been in poor health for some time. Bloom was a prominent figure in the music industry, and his death is a great loss to his family and friends.

Return to Vanguard

The Salvati De Zagoons are back on Vanguard Records. Classical group was on Vanguard's original roster, but was later dropped. They rejoin the label after a break. The group's new album, "My Son, the Violinist," has been well received by critics.

New Frisco Label

Two former Bostockians have set up shop in San Francisco where they have founded a new record company, Frisco Records. The company is owned by Mr. and Mrs. Vincent Pauli, and its president is Mr. Pauli. The label's first release was a hit on the charts. The company is expected to be successful in the music business.

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The Dynamic
CONTOURS

SHAKE
SHERRY

GORDY #7012
TED RANDAL—“Since re-mastered, definite hit record!”
TEMPO—“Difference between day & night, since re-mastered!”
BEHIND THE SCENES—“No question about this now being the smash record.”

HITS ARE OUR BUSINESS!

The spotlight is on the...

SUPREMES

LET ME GO THE RIGHT WAY

Solid Smash in Los Angeles, Chicago & Detroit

MOTOWN #1034

MOTOWN/TAMLA RECORDS
2648 WEST GRAND BLVD. — DETROIT, MICH.
TOP SELLING FOLK ARTISTS

1. PETER, PAUL & MARY
   Peter, Paul & Mary (Warner Bros. V 1449)
   "Blowin' in the Wind" (Warner Bros. V 1470)

2. JOAN BAEZ
   In Concert (Vanguard VSS 1132)
   Joan Baez, Volume II (Vanguard VSS 9046)
   Joan Baez, Volume I (Vanguard VSS 9078)

3. KINGSTON TRIO
   The Best of the Kingston Trio (Capitol T 1709)
   New Kingston Trio (Capitol T 1747)
   Something Special (Capitol T 1747)

4. HARRY BELAFONTE
   Many Happy Returns (RCA Victor LPM 2574)
   Belafonte at Carnegie Hall (RCA Victor LSC 6006)
   Hound Dog Man (RCA Victor LPM 2449)

5. LIMELITERS
   Through Children's Eyes (RCA Victor LPM 3515)
   Matilda (RCA Victor LPM 2479)

6. NEW CHRISTY MINSTRESSEs
   The New Christy Minstrelsy (Columbia CL 1679)

7. THE BARNES TRIO
   At the Better End (Kapp 1281)
   Mighty Day on Campus (Kapp 1262)

8. THE BROTHERS FOUR
   In Person (Columbia CL 1286)
   Greatest Hits (Columbia CL 1803)

CONSISTENT SELLING FOLK ARTISTS

These artists are reissued by dealers to enjoy consistent sales on many or all of their albums. They are listed alphabetically with the labels they are recorded by in parentheses.

LEON BIBB (Columbia, Vanguard, Washington)
THEODORE BIKEL (Elektro)
OSCAR BRAND (ABC-Paramount, Audio Fidelity, Decca, Elektra, Folkways, Riverside, and Vanguard)
CLANCY BROTHERS (Columbia, Tradition)
CLANCY BROTHERS WITH TOMMY MAKEM (Columbia, Tradition)
WOODY GUTHRIE (Folkways)
HIGHLANDMEN (United Artists)
BURL IVES (Columbia, Decca, Stinson, United Artists)
MIRIAM MAKEBA (Fiesta, Kapp, RCA Victor)
NEW LOST CITY RAMBLERS (Folkways)
ODETTA (Fantasy, RCA Victor, Riverside, Tradition, Vanguard)
PETE SEEGER (Columbia, Folkways, Stinson)
TARRIERS (Atlantic, United Artists)
WEAVERS (Decca, Vanguard)
JOHN WHITE (ABC-Paramount, Decca, Elektra, London)

FOLK ARTISTS TO WATCH

These artists, some new, some veterans, have shown promise to get enough attention from folk buyers. They are listed alphabetically with the labels they are recorded by in parentheses.

ERIK DARLING (Elektro, Vanguard)
BONNIE DOBSON (Prestige International)
BOB DYLAN (Columbia)
CYNTHIA GOODING (Elektro, Prestige International)
CADDY GROGAN (Columbia, Tradition)
IAN & SALLY (Vanguard)
JEAN REDPATH (Elektro, Prestige International)
JEAN RITCHIE (Classic, Elektro, Folkways, Prestige International)
SALLY TERRY (Capitol)
DAVE VAN RONK (Folkways, Prestige International)

Coast to Coast They Fest It Up

Philly in the Fall

PHILADELPHIA — The Philadelphia Folk Song Society is now planning its second annual outdoor folk festival to be staged next September 6-8 on the rolling green grounds of the Wilson estate in the main line suburb of Paoli. Over-all chairman of the event is distinguished Philadelphia lawyer and author of WHAT, who does a folk show on his radio show.

Shay reported last week that the 1963 show will be produced the weekend after Labor Day.

(Continued on page 40)
"Tell Him"
United Artists Records UA 544
The Exciters
Top Ten!
Produced by Leiber and Stoller

"Half Heaven Half Heartache"
Musicor Records MU 1026
Gene Pitney
Top Ten!
Produced by Schroeder and Gold

"How Much Is That Doggie in the Window"
United Artists Records UA 560
Baby Jane and the Rockabyes
Sold 175,000 1st Ten Days
Produced by Leiber and Stoller

"What to Do with Laurie"
United Artists Records UA 557
Mike Clifford
New Chart Maker Heading to the Top
Produced by Leiber and Stoller

"Keep Tellin' Yourself"
United Artists Records UA 556
Mary Johnson
His Best to Date
Produced by Leiber and Stoller

"Beware"
United Artists Records UA 531
Bill Buchanan
Sleeper Starting to Move in Cleveland, Boston, Detroit, Hartford
GOVT. PRICE CUT BOOSTS DISK MART
LONDON—The British disk industry got a giant-sized bonus to its Christmas trade as record shops slashed the price of records, with the maximum price on disks (and gramophones, radio sets, etc.) being slashed from 52s 6d to 35s 10d. A tenth of the items in Britain's famed "35s 10d" trade market were sold at the new price. Within hours many stores had sold out, and the stock position of the major independent companies is going to be improved considerably. It was a brave move, but also a smart one. The move is expected to boost sales by several million, but the profit margin of the disk market is expected to be lower than before.

British Cover Chart Positions

IN HONG KONG

Anti-Pirate Forces Band for Action

BY CARL MYATT

HONG KONG—The increased activities of the record pirates in the Southeast Asian area, and particularly in Hong Kong, recently forced the establishment of the Anti-Pirate Forces Band (APFB) associated with the industry. The meeting, convened by Ren Da Silva of the Hong Kong branch of the Federation of EMI, K. D. Johnston of Janifer's, M. Ridge of RCA, and M. Lee Swindon, agent for Linguaphone Records.

The meeting discussed the subject of a new law which, it is hoped, will provide much tougher controls on the activities of the pirate record companies. The APFB is committed to a major drive to reduce piracy in the region, and has already seen a number of pirate companies go out of business. The APFB is supported by all the major record companies in the region.

GOVERNMENT PRICE CUT BOOSTS DISK MART

London: The British disk industry got a giant-sized bonus to its Christmas trade as record shops slashed the maximum price on disks, with the maximum price on disks (and gramophones, radio sets, etc.) being slashed from £1.30p to £1.00p. Within hours many stores had sold out, and the stock position of the major independent companies is going to be improved considerably. It was a brave move, but also a smart one. The move is expected to boost sales by several million, but the profit margin of the disk market is expected to be lower than before.

British Cover Chart Positions

BY DON WEDGE

New Yorker, New Musical Express

British artists again dominated the album charts in Britain last week, with Elvis Presley, Cliff Richard, The Shadows, Acker Bilk, and Billy Fury all in the top ten. Elvis Presley's "Now thru Tomorrow" and "Jailhouse Rock" were the two biggest sellers, with his "The Essential Elvis" compilation also in the top ten. Cliff Richard's "Apache" and "Living in the Shadows" were also in the top ten, while Billy Fury's "The Best of Billy Fury" was in the top five. The Shadows' "Apache" was in the top ten, and Acker Bilk's "The Best of Acker Bilk" was in the top five. The biggest new release was "The Best of Cliff Richard" by Cliff Richard, Frank Ifield, The Shadows, Acker Bilk and Billy Fury. The new policy was activated on February 15, when Pye executives traveled north to Glasgow to see the new line.

Billionaire's Cover Chart Positions

BY DON WEDGE

New Yorker, New Musical Express

British artists again dominated the album charts in Britain last week, with Elvis Presley, Cliff Richard, The Shadows, Acker Bilk, and Billy Fury all in the top ten. Elvis Presley's "Now thru Tomorrow" and "Jailhouse Rock" were the two biggest sellers, with his "The Essential Elvis" compilation also in the top ten. Cliff Richard's "Apache" and "Living in the Shadows" were also in the top ten, while Billy Fury's "The Best of Billy Fury" was in the top five. The Shadows' "Apache" was in the top ten, and Acker Bilk's "The Best of Acker Bilk" was in the top five. The biggest new release was "The Best of Cliff Richard" by Cliff Richard, Frank Ifield, The Shadows, Acker Bilk and Billy Fury. The new policy was activated on February 15, when Pye executives traveled north to Glasgow to see the new line.

Wallace's Cover Chart Positions

BY DON WEDGE

New Yorker, New Musical Express

British artists again dominated the album charts in Britain last week, with Elvis Presley, Cliff Richard, The Shadows, Acker Bilk, and Billy Fury all in the top ten. Elvis Presley's "Now thru Tomorrow" and "Jailhouse Rock" were the two biggest sellers, with his "The Essential Elvis" compilation also in the top ten. Cliff Richard's "Apache" and "Living in the Shadows" were also in the top ten, while Billy Fury's "The Best of Billy Fury" was in the top five. The Shadows' "Apache" was in the top ten, and Acker Bilk's "The Best of Acker Bilk" was in the top five. The biggest new release was "The Best of Cliff Richard" by Cliff Richard, Frank Ifield, The Shadows, Acker Bilk and Billy Fury. The new policy was activated on February 15, when Pye executives traveled north to Glasgow to see the new line.

Nineteen's Cover Chart Positions

BY DON WEDGE

New Yorker, New Musical Express

British artists again dominated the album charts in Britain last week, with Elvis Presley, Cliff Richard, The Shadows, Acker Bilk, and Billy Fury all in the top ten. Elvis Presley's "Now thru Tomorrow" and "Jailhouse Rock" were the two biggest sellers, with his "The Essential Elvis" compilation also in the top ten. Cliff Richard's "Apache" and "Living in the Shadows" were also in the top ten, while Billy Fury's "The Best of Billy Fury" was in the top five. The Shadows' "Apache" was in the top ten, and Acker Bilk's "The Best of Acker Bilk" was in the top five. The biggest new release was "The Best of Cliff Richard" by Cliff Richard, Frank Ifield, The Shadows, Acker Bilk and Billy Fury. The new policy was activated on February 15, when Pye executives traveled north to Glasgow to see the new line.

DJ Notes

John Laws, 2GB Sydney disk jockey, reports that 1963 looks like a bigger year for the Australian record industry. In the first half of the year, 11 out of 30 best sellers are by Australian artists. Six of the 11 are Australian compositions.
LES BAXTER'S
BALLADEERS
ONE OF THE TEN
REPRISERS JAN.-FEB.
$74,000,000
TALENT
BONANZA

ITALY

Renzi Slated
Top Contender

By SAMT. STEINMAN
Piazza S. Anselmo 1, Roma

Tony Renzi, who penned the
top tune of 1962, "Quando,
Quando, Quando," which
finished No. 4 in last year's San
Remo competition, appears to
be the man to beat in this
year's event. He will be on
hand with his own composition,
"One for All!"

Meanwhile, the question is
whether RAI-TV will allot full
time to San Remo as it did to
the recent Piegadotta Festival
in Naples. The television
organization's efforts to supplant
San Remo with "Canzonissima"
has flopped more reoundingly
each year for the last three
years. One publication, Scritti
2 Canzoni, has attacked the
RAI management on the ground
of favoritism.

Winning Piegadotta songs
were "Blue Mandolin" (Marc
Caeli-Mazzorro), sung by
Ennio Pericoli and Mario Trevi.
Trevi and Gius Armand sang the
second song, "Serenade to Sor-
rento" (Sicchii-Vinca). Third was
"Sky and Sea" (Pignese-Accum-
pora-Manetta) done by Lucia
Altieri and Nelly Fiorinoti
while their one behind was "I
Won't Sleep Tonight" (Flor-
Ruccione) sung by the two fav-
tories, Claudia Villa and Joe
Santieri.

Disk Notes
Sophia Loren will record a
new disk in France in which
she will sing bosa nova, twist,
fox trot and a Mexican number.
... Top personal tax assessment
in Rome with $48,000 was as-
signed to Renato Rascal,...
Luciano Virgili, whose last U. S.
trip was in 1956, will tour
American cities again this year
with Nunzio Gigliomma,...
Milva is recovering from a
throat operation. Her latest disks
feature songs from the film,
"Clio 5 to 7" and an Italian
version of the old U. S. hit
parader, "Goody, Goody."
"Ext Maintenancer" the Gilbert
Reardon disk, has hit the half
million mark in Italy.

Mario Zanololetti, chief of light
music for RAI, has taken over
the assignment of artistic direc-
tor for Fonti-Centra, leaving his
radio post.... Graz, lots!

DENMARK

Richard Winner
In 1962 Poll

By ARNE HANSEN

The biggest daily newspaper
in Denmark—Berlinske-Tidende
Top 10 best selling record art-
ists of 1962. No. 1 was Cliff
Richard; No. 2, Elvis Presley;
No. 3, Peter Kraus; No. 4, the
Cliffhanger; No. 5, Anita Lindhalm;
No. 6, Gunther Kallmann; No. 7;
Poul Bungard; No. 8, Conny
Froboes; No. 9, Pat Boone, and
No. 10, Chucky Checker.

Music Notes
On January 1 Danish State
Radio launched its new popular
music show "Program 3." This
show is something new to State
programming in this country and
the press and public have been
most vocal in discussing it. It's
still too early to tell just how
well the show will work out,
but most are willing to give it a
chance before condemning it.

Best Fabric celebrated New
Year's Eve with a huge TV
show that spotlighted and
marked the success of his "Ally-
"world-wide smash. The artist-
istant-daried David Thomas,
whose voice made the American
version of the tune.

EIRE

'1st Family' Sells
Well Here, Too

By REN STEWART

Teenage Express, Dublin

Vangha Meader's smash Ca-
dence album, "The First Fami-
ly," was issued on the London
label by Solomon and Peres.
In the nightly topical program
"Broadcast," Telelis Etrana
played excerpts from the disk.
There is tremendous interest in

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South American Tunes Exploited

By EDDIE ADAMS
92 quai du Marechal Joffre
Courbevoie (Seine)

Editions Tatti has created the company Marks-France, destined to exploit South American tunes from the E. R. Marks, Piedmont and Alameda music catalogs.

Disk News

Vogue records claims that Francisco Hardy has sold about 200,000 records of the same EP, a very high figure for France. "Fapelle la terre," a French song in the "Testar" style, is a well aired tune. Phillips has signed up movie actor Ed-die Constantine... Polydor marketed a new series called "Stereo Sensation" composed of six LP's by Henry Jerome and his orch from the Brunswick label.... Jean Louis Staud and Anton Valery have come out with their first record on the Philips label.

Visitors In

Mercury's proxy Irving Green had talks with Phillips president Georges Meyenstein concerning Nana Mouskouri and Georges Brusseau... Cannonball and Nat Adderley played two concerts (23)... Johnny Griffin is playing the Blue Note until January 1.

HONG KONG

London Decca Set in Far East

By CARL MYATT
27 Estoril Court, Garden Rd.

Decca Orient Records, Ltd., a subsidiary of the Decca Records, Ltd., London, was established in Singapore on December 30. Decca Orient will not only be marketing Decca group records in Singapore, the Federation of Malaya, North Borneo and Sarawak and Brunei, but will also cover the various distributors and licensees in the Far East. Sales offices have been set up in Kuala Lumpur and Penang, in addition to the head office in Singapore. Lord Harold H. M. of Clanwilliam is chairman of the Decca group, accompanied by Lady Lewis, arrived in Singapore to attend the cocktail party at the Regency Room of the Raffles Hotel to mark the occasion. They left for the United States and London via Australia.

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Arthur Rosett, European Director
Aaron Sternfield, Coin Machine Editor
Frank Luppino, International Director

"NO BAILAMOS SOLAMENTE TANGO"

(We don't only dance the tango)

Tangos, carnavalitos, cuecas and many other local dances still continue to delight millions of Latin Americans. But American music enjoys a great and growing popularity in many of the republics. We know, because we have been selling records throughout Latin America for many years and the sales of American recording artists such as Nat "King" Cole amply demonstrate this.

E.M.I. companies with factories located in Buenos Aires (pictured below), Rio de Janeiro and Santiago supply the greater part of the record requirements of Argentina, Brazil and Chile, also exporting to many other parts of Latin America. In addition, we have licensing arrangements in Uruguay, Peru, Ecuador, Colombia, Venezuela and Mexico.

So goes the pattern of E.M.I.'s record business all over the world. E.M.I. records are being pressed today in 40 different countries and one in every four records sold throughout the world (outside the Communist bloc) is made by E.M.I.
BILLBOARD SPOTLIGHT PICKS

Pop single spotlight are those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve what looks like a good potential via a good showing in the country music and rhythm and blues categories and in the pop charts. Spotlight winners in other categories are selected on the basis of their potential to become Top sellers in their respective areas.

FOUR SEASONS
WALK LIKE A MAN
(Atlantic-Danilo, ASCAP) (2:11)
LUCY LADYBUG
(Contender, ASCAP) (2:14)

These two sides should keep the Four Seasons on top of the charts. Side 1 opens the group in a swinging manner that's set to match format; the second side shows off the Seasons' cover-up temp, while harmonies and highlighted vocal backdrops. Two sides that can go.

FOUR LETTER CANNON
COME ON AND LOVE ME
(Contender, ASCAP) (2:51)
Swan 4122

Freddie Cannon comes ringing back with these two exciting sides, either of both of which has a chance for the No. 1 time. Topper in both is the impressive ballad, "In My Heart," which is sure to be popular. Two sides that are sure to do well.

JAMES DARREN
PIN A MEDAL ON JOEY
(Serenade, BMI) (2:32)
Columbia 672

Happy novelty side gets a good reading from Jimmy Darren aided by bright chord group and off backing. It's sure of being Darren's best in a good year. Worth exposure. Flip is "Diamond Head" (Columbia Pictures, ASCAP) (2:45).

JOE DOWELL
BRINGA-BRINGA-BROUGHT
(Greatland, BMI) (2:46)

"A special vocal ballad arrangement and a good piece of novelty material make this a strong vehicle for Dowell, and he makes the two sides sound real here. It's sure to be a hit. Flip is "Our School Days" (Serenade-Dowell, BMI) (1:57).

BILLY WALKER
I'VE GOT A NEW HEARTACHE
(Columbia, BMI) (2:52)

Billy Walker sings a quick-tempo weeper here that should give him much exposure in country fields. It also features some smooth singing by the rhythm in support. Flip is "Hush" (Bell, BMI) (2:58).

KITTIE WELLS
IS IT ASKING TOO MUCH
(Marimba, BMI) (3:52)

Another double country night for Kittie. This one teams two admirable vocals, Wells, (BMI) (2:48)都市 31437

COUNTRY & WESTERN SPOTLIGHT

TONY DOUGLAS
HIS AND HERS
(M. C. M. BMI) (3:32)

WILFRED NELSON
HALF A MAN
(Pamper, BMI) (2:33)

ROSE MADDOX
LONELY TEARDROPS
(MGM) (2:12)

JIM REEVES
IS THIS ME?
(Imperial, BMI) (3:01)

Country & Western Spotlight are those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve what looks like a good potential in country music and rhythm and blues categories and in the pop charts. Spotlight winners in other categories are selected on the basis of their potential to become Top sellers in their respective areas.

COUNTRY & WESTERN SPOTLIGHT

JANUARY 19, 1963

TOLL OF THE BELLS
HIS AND HERS (M. C. M. BMI) (3:32)

WILLIE NELSON
HALF A MAN (Pamper, BMI) (2:33)

ROSE MADDOX
LONELY TEARDROPS (Columbia, BMI) (2:12)

JIM REEVES
IS THIS ME? (Imperial, BMI) (3:01)

RICHARD ANTHONY
I HEAR THE WHISTLE OF THE TRAIN (BMI) (3:39)

BILLBOARD's Record Review Panel Hears and Rates an Average of 56 Albums and 111 Singles Every Week.

Singles Reviews Continued on p. 33

Singles Review Policy

Every single sent to Billboard for review is heard by Billboard's review panel, and its sales potential is rated within its category of music. Ratings of only the outstanding singles of the week are published, including all receiving a four-star review or better as of least one side, thus focusing attention on singles with the greatest sales potential. Full reviews are presented for Spotlight Picks or Special Merit Picks. All four-star singles are listed within their respective categories. Flip sides are rated separately.
THE AMES BROTHERS

HELLO ITALY

GEORGE MAHARIS

JUST TURN ME LOOSE!

GEORGE SZELL

and THE

CLEVELAND ORCHESTRA

BEETHOVEN

Symphony No. 8

in F Major, Op. 93

SCHUMANN

Symphony No. 4

in D Minor, Op. 120

BACH

CANTATA NO. 80

ANNE TSCHERNY

SCHUBERT

PIANO SONATA IN A Major, Op. 17

MAJOR, Op. 95

LA 16033/BA 17033*

LA 16034/BA 17034*

LA 16035/BA 17035*

FEEL GOOD: LOOK GREAT
EVERYONE ALONG WITH
DEBBIE DRAKE

SCHUMANN

Piano Concerto No. 2

BEETHOVEN

Symphony No. 5

in C Minor, Op. 67

LEON FLEISHER

with GEORGE SZELL and

THE CLEVELAND ORCHESTRA

BRAHMS: PIANO CONCERTO NO. 1

ZVI LIKMANSKY

Piano Concerto No. 1

in C Major, Op. 21

REQUIEM

CHARLES ROSEN

SCHUBERT

PIANO SONATA IN C Major, Op. 120

MAJOR

in F Major, Op. 106

IN '63 THE ACTION STARTS WITH

EPIC

STEREO
### HOT 100

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<td>That's Life</td>
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<td>Oo-La-La-Limbo</td>
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<td>Johnny Angel</td>
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### HOT 100—A TO Z—(Publisher-Licensee)

### BUBBLING UNDER THE HOT 100

1. The Best of the World
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10. The Best of the World
**DOT BEST SELLERS**

- #16421 Boss ........................................... The Rumblers
- #16428 Afraid / I'll Never Stand In Your Way .... Jimmie Rodgers
- #16393 Matilda ........................................... The String-A-Longs
- #16420 Zero-Zero / Night Theme ...................... Lawrence Welk
- #16425 Go Home Girl / You're The Reason .......... Arthur Alexander
- #16423 Lida Rose / Bei Mir Bist Du Schoen ......... The Lennon Sisters
- #16407 Rainbow At Midnight / Rhumba Boogie .... Jimmie Rodgers

**NEW RELEASES**

- #16436 Release Me / El Choclo ......................... Billy Vaughn
- #16435 Vision At The Peace Table / I Saw Me .... Wink Martindale
- #16430 Tell Me, Tell Me / It Kinda Picks Me Up ... Ann Kirk
- #16429 There's More Pretty Girls Than One / BILLY DONT PLAY THE BANJO ...... The Hitchhikers
- #16427 Poop-A-Loop / She's The One ................ Thurston Harris
- #16426 The Bo-Bit Part 1 / The Bo-Bit Part 2 ...... Jerry Crutchfield Combo

**HOT ALBUMS ON DOT**

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**HOT ALBUMS ON DOT** (continued)

- 25497 3437: 1962'S GREATEST HITS - Billy Vaughn
- 25481 3436: THE LENNON SISTERS' FAVORITES
- 25480 3435: STEVE ALLEN PLAYS BOSSA NOVA JAZZ
- 25475 3434: I LOVE YOU TRULY - Pat and Shirley Boone
- 25465 3433: STEVE ALLEN'S FUNNY FONE CALLS
- 25463 3432: THE MILLS BROTHERS SING BEER BARREL POLKA AND OTHER GOLDEN HITS
- 25463 3431: MATILDA - The String-A-Longs
- 25460 3430: Matilda The String-A-Longs
- 25458 3429: A SWINGIN' SAFARI - Billy Vaughn
- 25457 3428: BABY ELEPHANT WALK - Lawrence Welk
- 25453 3427: CHEROKEE SWINGS! - Keely Smith
- 25452 3426: NO ONE WILL EVER KNOW - Jimmie Rodgers
- 25450 3425: GREAT GOLDEN HITS - The Andrews Sisters
- 25450 3424: GREATEST ORGAN HITS - Jerry Burke
- 25447 3423: THE WRIGHT TOUCH - George Wright
- 25442 3422: THE SHIFTING WHISPERING SANDS - Billy Vaughn

- 25497 3437: SO RARE - Jimmy Dorsey
- 25481 3436: GREAT ORGAN THEMES FROM MOVIES & TV - Eddie Baxter
- 25480 3435: ORGAN - SONGS WE LOVE - Eddie Baxter
- 25475 3434: 12 GREAT HITS IN RAGTIME - Jo Ann Castle
- 25465 3433: VAUGHN MONROE - His Greatest Hits
- 25463 3432: MOON RIVER - Lawrence Welk
- 25460 3431: THE ANDREWS SISTERS' GREATEST HITS
- 25458 3430: CALCUTTA - Lawrence Welk
- 25457 3429: DOUBLE SHUFFLE - Lawrence Welk
- 25453 3428: THE LENNON SISTERS SING 12 GREAT HITS
- 25452 3427: RAGTIME PIANO GAL - Jo Ann Castle
- 25450 3426: BLUE HAWAII - Billy Vaughn
- 25447 3425: THE MILLS BROTHERS' GREAT HITS
- 25442 3424: SAIL ALONG, SILV'RY MOON - Billy Vaughn
- 25434 3423: THE TEN COMMANDMENTS Sound Track - Elmer Bernstein
- 25429 3422: THE GOLDEN INSTRUMENTALS - Billy Vaughn
To Kapp Distributors, Disc Jockeys, Dealers and all those who made it possible for me to sell 6,000,000 albums and earn my sixth gold record award...

thanks
a million!
(six times)

Roger Williams exclusively on Kapp Records.
**BILLBOARD SPOTLIGHT PICK**

Palo del Stelphic is the album with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight awards in other categories are selected on the basis of their potential to become top sellers in their respective areas.

---

**ALBUM REVIEW POLICY**

Every album reviewed in Billboard has been heard by Billboard's Review Panel, and its sales potential is rated within its category of music.

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

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| CLASSICAL SPOTLIGHT | STEPHENSON'S NEW WIND ORCHESTRA CONCERTO NO. 1 FOR 2 PIANOS
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**TOP 50 STEREO**
4 new hits for the New Year!

**IS IT ASKING TOO MUCH?**
C/W COLD AND LONELY

Kitty Wells

Breaking wide open in Baltimore and Detroit!

**TRIBUTE TO BUDDY HOLLY**

MIKE BERRY

Taking New York by storm!

**MY FOOLISH HEART**

The Dimensions

**MEMORIES AND A BROKEN HEART**
C/W I CAN’T STAND ANOTHER HURT

Linda Hopkins

and more to come!
**ALBUM REVIEWS**

(contin.)

**VIENNESE Waltzes**
Marcel Pagnol and his Orch. Time 5-2369 (5)

**EXOTIC MUSIC FROM THE FAR EAST**
Wally foods BLD 20001 (Mi) SR 6061 (5)

**THE HARRY SIMPSON CHORALE LEDGEBROADS WAY Best Shows**
1968 The Harry Simonson Chorus, Mercury MG 32737 (Mi) SR 60727 (5)

**EVERYBODYS FAVORITES**
June Hailey, Mercury MG 23720 (Mi) SR 60718 (5)

**BLUE PRELUDE**
Chris McVie, Mercury MG 32730 (Mi) SR 60730 (5)

**NEW SOUNDS IN FOLK MUSIC**
Ray McFarland, Horizon 1413 (5)

**PARTY STYLE**
The Eagles, Mercury MG 30742 (Mi) SR 60742 (5)

**FOLK TUNES SWINGIN**
Band Meets Tony Marshall and his Orch. Philips PFHM 208-249 (Mi) PFEM 403-449 (5)

**BO-DIDDLEY AND COMPANY**
Chuck Berry 1968

**LONELY AND BLUE**
Ella Joyce, Prestige PR 7541 (5)

**ALL TIME DANCE FAVORITES**
Eddie Locke and Buddy Morrow, Mercury MG 28754 (Mi) SR 60754 (5)

**THE GOOD LIFE**
Freddy Curio, and the Powerhouse TV Waver Bros. W 1418 (Mi) WM 1418 (5)

**GOLDEN HITS OF THE GREAT SINGING GROUPS**
Merry Melody Singers, Mercury MG 28754 (Mi) SR 60754 (5)

**HAWAIIAN HOLIDAY**
The Guitar Rats, Time 5-2366 (5)

**HISPANIC GUITAR**
The Guitar Rats, Time 5-2366 (5)

**LIVE AT 20TH STREET**
Curtis Mayfield, Mercury MG 32323 (Mi) CS 8722 (5)

**ARRIVEDERCI, ROMA**
Maxine Sullivan, Columbia CL 1955 (5) CS 8758 (5)

**ANTON BRYANNS GREATEST HITS**
Columbia CL 1956 (Mi) CS 8756 (5)

**JAZZ**

**JACKIE McLEAN 4 AND 6**
New Jazz NJ 3879

**THE FLY**
Low Levy Trio, Philips PFHM 206-265 (Mi) PFEM 405-485 (5)

**UP AT MONTNYS**
Stal Tooten, Blue Note 5070

**MYTHS AND LEGENDS**
Elvis Presley, Mercury MG 29203 (Mi) SR 60810 (5)

**MAKE SOMEONE HAPPY**
Crazeen Harwood, Moodyville MV 31

**WORK OF ART**
Art Farmer, New Jazz NJ 3875

**BLUEY BURRELL**
Kenny Burrell with Coleman Hawkins, Moodiville MV 43

**PARISIAN SKETCHES**
Max Booth Quintet, Mercury MG 32323 (Mi) PFEM 696-695 (5)

**JAZZ KALEIDOSCOPE**
Billd and the Jazz Octet, Vee Jay LP 3051

**CLASSICAL**

**CERTAIN UP! FAVORITE CONCERT OVERTURES**
Detroit Symphony Orchestra (Pari) Mercury MG 30233 (Mi) SR 60823 (5)

**GOLDEN HITS OF THE GREAT SINGING GROUPS**
Merry Melody Singers, Mercury MG 28754 (Mi) SR 60754 (5)

**HAWAIIAN HOLIDAY**
The Guitar Rats, Time 5-2366 (5)

**CERTAIN UP! FAVORITE BALLET FAVORITES**
Mississippi Symphony Orchestra (Derall) London Symphony Orchestra (Derall) Mercury MG 30233 (Mi) SR 60823 (5)

**BALLET HIGHLIGHTS**
Detroit Symphony Orchestra (Pari), Mercury MG 32323 (Mi) SR 82318 (5)

**CERTAIN UP! FAVORITE OPERA OVERTURES**
Detroit Symphony Orchestra, Indianapolis Symphony Orchestra, Mercury MG 30233 (Mi) SR 60823 (5)

**CERTAIN UP! AMERICAN DANCE FAVORITES**
Mississippi Symphony Orchestra (Derall) Easman Reuben Orchestra (Keys). Mercury MG 30233 (Mi) SR 60823 (5)

**SEMI-CRASSICAL**

**THE MISSY WINDEN**
Lisa Davis and John Brandon, Columbia CL 1959 (Mi) CS 8759 (5)

**LOW-PRICED CLASSICAL**

**SCHUBERT SYMPHONY NO 9**
Chicago Symphony, Mercury MG 141681 (Mi) SRW 141681 (5)

**JERRY MULLIGAN HISTORICALLY SPEAKING**
Prestige PR 7541

**SHELLCROTZ**
Mississippi Symphony Orchestra (Derall), Mercury MG 141680 (Mi) SRW 141680 (5)

**FRENCH ORCHESTRAL MASTERPIECES**
Detroit Symphony (Pari), Mississippi Symphony Orchestra (Derall), Mercury MG 141679 (Mi) SRW 141679 (5)

**INTERNATIONAL**

**ENESCO**
The Duke of Ives, Prestige Ent 13844

**SWEDISH POLISH AND SWEDISH**
Karl Gernardts Accordium Orch. and The Bathphone Engr. Warner Bros. W 1414 (Mi) WS 1414 (5)

**FRENCH MODERN ORCHESTRA**
Deauville Symphony (Pari), Mississippi Symphony Orchestra (Derall), Mercury MG 141679 (Mi) SRW 141679 (5)

**FRENCH MODERN ORCHESTRA**
Deauville Symphony (Pari), Mississippi Symphony Orchestra (Derall), Mercury MG 141679 (Mi) SRW 141679 (5)

**MIDWEST EAST GOES MODERN**
RCA Victor B. B. 290 006 (Mi) PFHS 606-606 (5)

**JACKIE SHANE**

**HIS BROTHERS**
JIMMY McGUIRE

**ALL ABOUT MY GIRL**
M. G. BLUES

**I'VE GOT A WOMAN**
M. G. BLUES

**SUE 777**

**SUE 1012**

**SUE 777**

**BRAND NEW AND A BIG ONE!**

**JACKIE SHANE**

**ANY OTHER WAY**
IBM Proves Flop As DJ Replacement

NEW YORK—Relax, deejays—the big scare is over. You probably won’t be replaced by an IBM computer after all, even in an era of spreading automation.

This is one moral which can be drawn from the recent decision taken by WBFM, a New York FM independent which has been carrying a series of "Ovation Music" programs which were actually an automated form of the Muzak service.

As an audience attraction, the hour-after-hour programming of inane music proved something of a dud. Most of these segments have now been thrown out, to be replaced—almost entirely—by specialty deejay shows or entertainment feature series and news.

During the breakfast hours, for example, WBFM is now programmed a 7-9 a.m. series which spotlights a single major artist or group, pop and classical, and which is hosted by the recently Pat Suzuki's management.

One major result, according to the station, is a rating jump (in Beatty's), the FM network affiliation and launched an "Hour of Classic More music and fewer commercials" is a secondary theme of the new WTCN program. It offers about 16 recordings per program hour (400) for each 24-hour period.

Fred King, music director, said that WTCN "The Voice" was selected against the single criterion: What would be most musical. His rule-out, he said, was the majority of the new pops, the Top 40s, the ring-alongs, and others. What is being stressed is a lot of show music, both from Hollywood and Broadway, and the "Cream of the new music," as the station reaches out for the more sophisticated and intelligent listener, according to King.

The station's new broadcast day is broken into these segments (in tone with the daily pages of literature): "Morning Overture," 6 to 9 a.m.; "Sneak," 9 a.m. to noon; "Motel," noon to 4 p.m.; "Carousel," 4 p.m. to 6 p.m.; "Lineflight," 6 to 9 p.m.; "Sneak," 9 p.m. to midnight; and "The Quiet Hours," midnight to 6 a.m.

ALREADY NUMBER 11 AFTER ONLY 5 WEEKS!

ENOCH LIGHT'S BIG NEW DANCE ALBUM!

This Is The Big Bossa Nova DANCE Album Of The Year!

THIS IS IT!

THE GREAT NEW DANCE RHYTHM FROM BRAZIL...THE BOSSA NOVA...

RECORDED BY ENOCH LIGHT'S BIG DANCE BAND FOR DANCING!

ENOC LIGHT'S BIG BAND BOSSA NOVA

the new beat from BRAZIL

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READY-TO-GO PROGRAMMING

Program directors and disk jockeys will find this material a ready source from which to build weekly programming periods. All that's needed are the disk's titles for the station's weekly library.

BEST TRACKS FROM THE NEW SPOTLIGHT LP's

These are the tracks selected for disk jockey play at the stations indicated as the most outstanding from this week's new LP's of Neon.

JAZZ

JERRY—Gerry Mulligan (Columbia CL #3156), "Capitivates" (Doo, 5(3)) (2:37)

NEW WAVES—Dave Brubeck (Philips PHM 300-070), "Phil¬

yonst Air Julep" (Gosport Ave The¬

tricles, ASCAP) (2:57)

WOODY HERMAN—Woody Herman (Columbia PHM 300-070, "Guitar Walk" (Woodside, ASCAP) (1:15)

COUNTRY & WESTERN

ARThUR GOLDBLatt SMITH GOES TO TOWN—"Still" (Tuba Kay) (2:17)

FOLK

MAKING A ROUSTY NOISE INTO THE LONGER DAYS—Hank Williams (Columbia CL #3156, "Start of the Judgment" (Oakland, BMI) (2:17)

BAND

SCREAMERS, CIRCUS MARCHES—Frederick Ponnell, Russman Wind En¬

semble (Mercury 50134, 956134) "Storm and Sunshine" (1:30)

MIDDLE ROAD-SINGLES

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

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Week 1</th>
<th>Weeks on Hit 100</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GOLAWAY LITTLE GIRL, Steve Lawrence, Columbia 47601</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>THE NIGHT HAS A THOUSAND EYES, Bobby Vee, Liberty 55521</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>MAMA, Paul Revere, Colpix 661</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>WALK DIRTY IN, Roslyn Stamps, Vanguard 55167</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>IT'S TO PABLO, Errol Garner, Imperial 3161</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>THE III采矿 --MARTY ROBINSON (Columbia CL #3156, &quot;The Frenzied and the Bear&quot; (2:17)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>TROUBLE IS MY MIDDLE NAME, Bobby Vee, Epic 8561</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>LET'S EAT AND READ UP, Bobby Vee, Imperial 3161</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>DEAR LONELY HEARTS, Nat King Cole, Capitol 4570</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>FLY ME TO THE MOON, BELL MAIL, Stan Kenton, Imperial 3161</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>SHAKE ME, I BATTLE (Sueno, No 1, C), Marino Worth, Columbia 42640</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>LOYAL SENTINEL, Ruby Robbins, Columbia 42616</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>CHICKEN FEED, Kent Faber, A&amp;M 6265</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>SETTLE DOWN, Peter Paul and Mary, Warner Bros. 5354</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>I WANNA BE AROUND, Tony Bennett, Columbia 42654</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

YESTERYEAR'S HITS

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

POP—5 Years Ago

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Week 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ALL THE WAY, Dinah and the Jerseys, ABC Paramount</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>SONG EL FUEGO, L, L Lewis, Sam</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>APRIL LOVE, P, Bacon, Del</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>REGGIE, B, Holly, Carl</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>GILES BELL OF FIRE, L, L Lewis, Sam</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>ROY OR TELL ME THAT ELF, Mel, James, Mel</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>YOU WALK AGAIN WITH Y.E., T, Bracey, Carl</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>YOU TELL ME THAT ELF, Mel, James, Mel</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Kisses Sweeter Than Wine, L, Yoder, Capitol</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>You Send Me, L, C. Cook, Jazz</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Silhouettes, The Rays, Cameo</td>
<td>18</td>
<td></td>
</tr>
</tbody>
</table>

POP—10 Years Ago

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Week 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Don't Let The Stars Get In Your Eyes, P, Como, RCA Victor</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Why Don't You Believe Me, M, James, Milt</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>GIVE ME BACK THE KEY TO YOUR HEARTS, L, L Lewis, Sam</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>I'M Gonna Run Back To You, T, Cook, Specialty</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Leave zee Kids Alone, L, L Lewis, Sam</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

RHETMYTH & BLUES—5 Years Ago

<table>
<thead>
<tr>
<th>Track</th>
<th>Artist</th>
<th>Week 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>REACH ME, Satchel, Decca</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>GREAT BAND OF FIRE, L, L Lewis, Sam</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Billboard Pop Chart Prime Source for Clark Playlist

NEW YORK — The recorded play lists of the new syndicated "Dick Clark Show" will be based on national pop charts of Billboard and other survey sources, but there'll be room as well for regional and local breakouts on the two-hour daily show.

That's the word from Clark, and from Phil Nolan, producer of the series distributed by Mars Broadcasting of Stamford. The shows will be taped no later than nine days before local broadcast (Clark is trying to cut the lag time to seven days), and will be delivered to stations complete with "running tape" (a sort of network-level tape of basic Clark material and national record picks) and a "local tape" (localized inserts).

Kick-off show in the Clark series last week featured a Clark-selected review of the single hits of 1962. Future shows will be guided by the selections made by a special music committee appointed by Clark which will meet on Fridays at the Mars office in Stamford, Conn.

The pricing of the "Dick Clark Show" in radio will average about $200 per week per market, using a sliding scale which starts at the New York tag (about $850 weekly, with no take-backs so far) down to small-market stations.

Mars sales chief Stan Kaplan estimates that if the Clark show is sold on 100 stations in as many markets the program's gross will be "about $1 million annually."

Minneapolis' WTCN continued from page 34 fact that there are more cultural music groups in the Twin Cities than in any other metropolitan area of comparable size.

"We are not trying to please everyone and definitely are not out for a mass audience," he added, indicating the station believes it can reach influential and professional-oriented listeners with those offerings. WCTN plans to publish a guide to its upcoming music schedules like WPAT, Paterson, N.J. King added.
CUB'S HIT OF THE YEAR!

Breaking Big
R&B-Goin' Pop!

DRIFTING APART

MACK STARR AND THE MEADOWS

K 9117

CUB

HIGH FIDELITY

DISTRIBUTED BY
Air Categories
- Continued from page 34

successful membership year, with all categories up.

Associate memberships, among equipment manufacturers, film distributors, etc., increased by 18, to 138 members.

The Radio Code subscribers zoomed to an all-time high of 1,685, an increase of 216, and TV subscribers totaled 400, up 11, according to Robert D. Sweeney, director of NAB's Code Authority.

Success in the membership drive was attributed in part to the NAB field staff, under Alvin M. King, field director. The field workers had plenty of talking points, with the FCC coming closer to an "or else" in the matter of curbing over-commercialism through voluntary code adherence, or face government rulings.

Also, there have been the commission's unprecedented disciplinary actions and fines; the announcement of more locally based public hearings on TV programming, this time in Omaha; the order to make available to the local public certain station records heretofore based only in Washington, and, finally, the freeze procedure in the AM service, the Federal Communication Commission's chief target recently in the "bad taste" category.

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All new instruction album

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- 400 color instruction photos
- Monaural, Stereo
Write for retired catalogue

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WHO STOLE THE KEESHKA?

b/w HOYA HOYA—BOOM BOOM

WALTER SOLEK AND HIS ORCH.

DANA 45-2112

A COUNTRY & WESTERN SMASH
"HIS & HERS"
TONY DOUGLAS
V. J. 481

POLYMAX PRESSINGS ADD A NEW SOUND DIMENSION
You can actually feel this exciting new clarity and precision, and this novelty material is 100% Anti-Static
CREATED BY RESEARCH CRAFT CORPORATION
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LOS ANGELES 16, CALIF.
MAKE ROOM AT THE TOP!!
FIVE BIG ONES FROM MGM
ARE ON THEIR WAY UP!!

CONNIE FRANCIS
I'm Gonna Be Warm This Winter
c/w AL DI LA ............... K13116
Packaged in eye-catching four-color sleeve!

JONI JAMES
Any One But Her ............... K13117

THE LITTLE SISTERS
Goin' To Boston ............... K13113

CONWAY TWITTY
The Pickup ............... K13112

The Starpower Label!

CONNIE FRANCIS
I'm Gonna Be Warm This Winter

JONI JAMES
Any One But Her

THE LITTLE SISTERS
Goin' To Boston

CONWAY TWITTY
The Pickup

The Starpower Label!

MGM Records is a Division of Metro-Goldwyn-Mayer, Inc.
Prestige & Money Attract Folk Acts

Continued from page 18

More recently, ex-Tarrier and ex-Weaver, Erik Darling, put together a new folk group known as the Rooftop Singers, a fact which accounted for guard Records acquiring its first single record hit in many years. The tune, "Walk Right In," in a very few weeks has hit the top 30 grouping.

Talents like these have had the hits and have enjoyed the major share of publicity. Others, like the Kingston Trio, Harry Belafonte, the Limeliters, the Chad Mitchell Trio and the Brothers Four have made a more or less permanent impression and share the best selling list with the others.

15 Hot Ones

Meanwhile, two other significant groups of artists manifest themselves as factors to be reckoned with. According to numerous dealers of a pop rather than a specialist nature, reporting to Billboard, there are at least 15 others, with varying styles and in different basic schools of folk repertoire, which continue as strong retail sales factors.

Sales of these artists vary somewhat as to location and and type of outlet (campus stores do very well with many of them), but from the list, their backgrounds vary widely — from the Israeli-oriented material of a Bikel, to the Irish-stained offerings of the Clancy Brothers, to the authentic-sounding American mountain string band style of the Lost City Ramblers, to the South African roots of a Miriam Makeba. Still others all belong to the broad, sometimes hard-to-define world of folk music, and what's more, they sell.

Today, thanks to the fancy of the public swinging more and more to folk, and particularly to the impact of the growing college market, folk artists have a chance to make both a name and money for themselves — on records.

Prestige

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261 Madison Avenue, New York 16, N. Y.

Telephone: Murrayhill 2-4020

Best nence Prestige

ATTENTION, ALL MANUFACTURERS

OF 99¢ RETAIL LP SELLERS

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Telephone: Murrayhill 2-4020

January 19, 1963

Monterey

Continued from page 18

Tidal and will act in the same capacity for the new folk festival.

Among the artists expected to attend are the Kingston Trio, Harry Belafonte and the Limeliters. In addition Mahalia Jackson and other gospel singers are being scheduled for concert performances.

The time of the year has been selected because business is slow during the late spring, and a group of Monterey businessmen sponsoring the event hope the folk festival will pick up activities at that time of the year.

From ZDON FOX

Marilyn sings

her greatest hits

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F:5000

Headed for the Top!

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THE BLUE BELLES

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OR 3-2411

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'DADDY COULDN'T GET ME

ONE OF THOSE'

#5908

IMPERIAL RECORDS


IN CANADA • LONDON RECORDS, LTD.
EQUIPMENT NEWSLETTER

By RALPH FREAS

NEW YORK — While audio equipment sales around the country are showing good strength, manufacturers are singing the blues. Promotional efforts have halted by the general newness of the products and effects are felt where hurts most — in the tilts.

Hardiest hit — though they aren’t saying so—are the bigger stores, like Goody’s, Kmart’s, Hur- vitz, and others. The smaller stores never did depend on big display space in newspapers. The smaller the store, the more it depends on street business. The smaller the store, the less the advertising. 

But the better stores aren’t showing the hurt. They have suggested lower prices to the public and are still rolling along with strong sales. The lower stores can’t afford to hold the line and aren’t making it. The smaller store never did depend on big display space in newspapers. The smaller the store, the more it depends on street business. The smaller the store, the less the advertising. 

THE OTHER REALLY BIG TREND this year is the scratch proof “floating cartridge” phonograph — in this space last week in which the cartridge retracts into the arm when it’s dropped or pushed and retracts automatically at the end of a tune or a record. The new thing in turntable design is creating a lot of excitement. One of the most appealing new phonograph designs this year is Zenith’s unit, which is only 11½ inches deep when closed.

THE OTHER REALLY BIG TREND this year is the scratch proof “floating cartridge” phonograph — in this space last week in which the cartridge retracts into the arm when it’s dropped or pushed and retracts automatically at the end of a tune or a record. The new thing in turntable design is creating a lot of excitement. One of the most appealing new phonograph designs this year is Zenith’s unit, which is only 11½ inches deep when closed.

Another feature of the new phonograph, for the first time on a universal type turntable, is the ability to adjust to any playing position and still maintain the same speed. The turntable is contained in a tune or a record. The new thing in turntable design is creating a lot of excitement. One of the most appealing new phonograph designs this year is Zenith’s unit, which is only 11½ inches deep when closed.

There’s a little more worry with this type of turntable than there is with the conventional type. It is difficult to adjust the unit to a proper position, and the unit is more likely to be damaged if it is not handled carefully. However, the unit is more versatile than the conventional type and can be used in any position.

The turntable is contained in a tune or a record. The new thing in turntable design is creating a lot of excitement. One of the most appealing new phonograph designs this year is Zenith’s unit, which is only 11½ inches deep when closed.

Space Tone to Sell
In Department Stores

WASHINGTON — Space Tone Electronics, which has merchandised its phonograph line now through a wholly owned subscription club subsidiary, will commence department store marketing for the first time this month. The move represents a major expansion for the manufacturer.

The space, according to Philip Connor Jr., president, will range in price from $150 to $959. Existing area distributors will continue to sell the line.

Decca Adds 9 Units To New Year Line

NEW YORK — Decca Records is adding nine new phonographs to its 1963 line. There are two entirely new machines and seven completely re-designed and re-equipped phonographs in the new release. This makes a total of 18 phonographs in all, nine units having been introduced in June, 1962.

Leaders among the new phonographs are the Versa-Tilt on the portable side and the Marshall on the console side. The Versa-Tilt is an innovation for Decca. It’s the first version of a tiltable automatic machine that has come into prominence recently.

SOME PHONOGRAPH Manufacturers view the new trend as a recognition of radio’s ineffectiveness. Many have used FM air time to good advantage. One of the biggest changes is that the growth in popularity of FM radio, a battery of speakers, automatic changer and diamond needle and lists at $189.95.

The company has also improved its bigger seller, the Palm Beach. This four-speed manual portable is available in four colors instead of three and sports a front-mounted speaker and flipover cartridge. The set still sells for $199.95.

The Seabird has been improved by moving controls to the front panel. The completely re-vamped Leno, now has detachable speaker and a volume gain of some 30 per cent has been realized through the use of a signal network of by-pass capacities.

The Sheldrake has also been changed to keep in step. The unit now has improved output and a bigger response, re-designed cabinet, which permits playing of the unit while the lid is closed. These two add two more finishes, which utilize metal fronts.

The Devena is the successor to one of Decca’s most successful models. The unit has been expanded to re-designed and improved with an amplifier that delivers full volume of its predecessor and two separate speaker enclosures. It lists at $139.95.

Hopped-Up Ramsey

The second compact unit is a re-versioned version of the Rammy. This console now has a split top cabinet, a new BSR changer and the phonon now has four speakers.

Trade and consumer advertising has been directed along with introduction of the new units, along with dealer aids and in-store advertising.

Symphonich Adds Console Pair

NEW YORK — Two new console phonograph models have been added as drop-ins to the Symphonich line, according to sales chief, Duke Wellington. We can now drop in two separate portable Phonograph pairs. Model 4C21/44A is housed in a 3-speed base unit. The pair consists of two eight-inch, dual-cone speakers with a built-in tape recorder and a contemporary and early American styling with prices starting at $99.95. The unit is also available with FM-AM radio in Model 6F27 at a standard in mahogany, walnut and maple, beginning at $179.95.

The Versa-Tilt
THE BEAUTIFUL DECCA® PHONOGRAPHS FOR '63

THE MARSHALL DP-213 (Mahogany), DP-214 (Walnut), DP-215 (Blond Mahogany), Self-Contained Full Stereo Console with AM/FM Radio

THE RAMSEY IV DP-118 (Mahogany), DP-119 (Walnut), Self-Contained Full Stereo Console

THE MEAD II DP-218 (Mahogany), DP-219 (Walnut), Same as Ramsey IV with AM/FM Radio

THE DEVON III DP-299, High Fidelity Full Stereo Portable Automatic

THE SHELDRAKE III DP-662, High Fidelity Full Stereo Portable Automatic

THE VERSA-TILT DP-663, High Fidelity Full Stereo Portable Automatic with Tilt-Down Front

THE LENNOX II DP-595, Deluxe Hi-Fi Manual

THE SEAFORD VII DP-594, Deluxe Four Speed Manual

THE PALM BEACH VI DP-16, Deluxe Four Speed Manual

All prices suggested list—Slightly higher in South, Southwest and West. Automatic prices plus 45 rpm spindle.
NEW DEALER PRODUCTS

New RCA Recorder

The compact new Cordon Blue cartridge tape recorder has been introduced by RCA Victor. The latest in a series of cartridge units from Victor, it employs a transistorized amplifier and a separate lid speaker. With complete record and playback facilities, it carries an optional dealer price of $199.95.

Sylvania Portable

The Unitalky 10 is the newest in the chain of hand transducer line of Standard Radio Corporation. The Japanese-based firm said the set has a range of two to three miles over average topography with an overwater distance potential of 10 to 11 miles. The rugged, nine-transistor unit is powered by eight pen- light batteries, with a matched pair listing at $169.95.

Parabolic Woofers

This luggage - styled stereo portable is the newest in Sylvania’s current phone line. Four-speed changer, five-inch, swing-away speakers and autumn brown cabinet color are features. Suggested list is $99.95.

New Robins Cleaner

Robins Industries has offered to the trade a new product known as “clean tips,” which are said to solve the problems of cleaning and maintaining inaccessible parts of electronic equipment. Based on the theory Q-tip swabs for infants, clean-tip swabs are priced at 75 cents for a pack of 100. The swab is particularly adaptable to cleaning tape recorder heads, the firm said.

Compact Transceiver

While the $129.95 Philco is a two-way FM Transceiver, the firm’s $99.95 model is a one-way receiver with a battery-powered receiver. The product is available in a number of cabinet colors, and a full line of accessories is also available. The Philco is priced at $129.95.

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All prices, specifications and terms subject to change without notice. Unreasonably low prices are subject to change. For further information on products or prices, please contact your nearest Robins Industries representative.
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of Florida wishes to express its warmest gratitude to all the manufacturers and disk jockeys who have helped make our one short year in business so tremendously successful. Our new and greatly expanded warehouse and office facilities are now in full operation. Again, many thanks for all your support.

Tops Distributing Co., Inc.

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other pertinent data.

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of foreign and domestic

manufacturers. Free for

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BILLSBOARD 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.

SACRED

THE SMITH SISTERS

** You're God, My Saviour (Burnt) (Oak, BMI) (2124) — ** God Is God (Oak, BMI) (2120)

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'Prestige' Means 'Made in U. S.' to West Germans

By OMER ANDERSON

COLOGNE — A poll of West Germany's 5,000 coin machine operators indicates that the Germans will buy large, if not near record, quantities of American equipment in 1963.

Polling of German operators reveals a radically different attitude toward U. S. equipment than is presented by "importers' opinion," meaning mainly the opinions of European manufacturers, that the U. S. is losing the European market to the Continentals. However, a strong marked upsurge in the volume and quality of European-produced equipment. It also is a general opinion that U. S. producers were about to be eclipsed in the European, if not in the world, market by the cocky Continental producers.

"In the Continental opinion there has been an opinion that the European market for American phonographs was pretty well played, and that only American domination of the games market was up for contest in 1963."

Different Attitudes

Polling of German operators on their equipment purchase plans for the year ahead discloses a vastly different attitude by the men who operate the equipment than by non-operator trade sources.

The Billboard poll established:
1. Interest in U. S. equipment, far from fading, is at what may be the all time high.
2. Continental producers have failed to make the grade with prestige products. The Continental Juke box version of the Mercedes-Benz Rolls-Royce automobile has yet to emerge. On the contrary, "prestige" is understood by the average German operator to be a virtual synonym for U. S. equipment.
3. More German operators will upgrade (e.g., buy U. S. equipment) in 1963 than in any year yet, mainly because of the increasing competitive pressures.
4. Complaints that operators are being squeezed out of business will be on the increase for U. S. equipment, and most operators in any event, feel that U. S. equipment "is cheaper in the long run," even if priced higher than the indigenous product.
5. There is little evidence that European-made equipment will register a technical progress in 1963. On the contrary, European producers expect to proceed cautiously with the step-by-step improvement of present production.
6. Europe will continue to lag far behind the U. S. in games, despite strong European criticism of American games as being "immature" and "stereotyped."

Not Aggressive Enough

The poll, which covered operators in every major German geographic area and operating category, underlines that, by and large, European coin machine production still lags far behind European industrial production generally. The coin machine producers lack the aggressive approach of European producers in other lines, and this fact has communicated itself to the operators.

Interestingly, by far the most aggressive and imaginative German phonograph distributors are those handling American equipment. In Germany, at least, this fact alone virtually assures the continued domination of the German market by U. S. equipment.

Competition is increasing far more among distributors of U. S. equipment than between distributors of U. S. and European equipment. The strong U. S. equipment distributor

(Continued on page 49)

Top 10 Still the Thing

• Continued from page 1

When the half dollar is deposited, the golden bar lights up and reads "Press for Top Tunes." If the patron chooses the pre-selected program, a single press of the bar racks up all 10 tunes on the selector.

If a personally chosen program is preferred, the first letter-numeral combination selected from the red keys also extinguishes the light and the patron may then select the remainder of his selection for the regular half-dollar deposit.

Standard with both models is "Music of the Week" or "The Best in Music" programming selection panel, depending on the location type. The former is designed for teen-agers, locations and swing bars; the latter for the more sophisticated cocktail lounges and restaurants.

Soft back lighting from three standard 28-inch incandescent tubes — available in red, blue and green — tailor color and light control for each location and may be used to soften the light and match the location decor.

Heavily chromed zinc die cast cabinet used in the	the	cabinet styling. They are also a structural part of the photographs.

(Continued on page 60)

Firms Answer Rise in Costs By Merging Service Facilities

By GODFREY LEHMAN

OAKLAND, Calif. — While equipment costs have risen sharply over the last decade, the biggest blow in the side of the juke box operator—at least as far as operating expenses are concerned — has been the increased cost of servicing locations.

Servicemen's salaries and vehicle costs have soared in the last decade, and collections have failed to keep pace with this increased cost.

J.C. Gordon Seeburg Exec Vice-President

CHICAGO — Joining the Seeburg Corporation in the late 1940's as a small, but growing, sales operation, Richard J. Gordon, with the backing of President Delbert W. Coleman, chairman of the board, announced: "..."

Gordon became vice-president in charge of the phonograph sales in 1959, and last year was appointed director of sales and distribution for the Seeburg organization.

He played a major role in settling the concept of the multi-selection phonograph to Eastern operators when the Seeburg Select-O-Matic 100 was introduced in 1948.

He also introduced and promoted the Seeburg "Artist of the Week" program with album cover display and stereo album music in coin operated phonographs.

This concept was the basis for the Seeburg "Breakthrough" L.P. Console program which Gor... (Continued on page 62)

However, two local operators may have found a partial solution — merging service facilities and still retaining their identities as independent operators.

Sam-Russ, Inc., last year took over the maintenance service of juke boxes for the United Music Company, also of Oakland. For the time being, United continues to operate its machines and distribute its own records, but all mechanical and service work will be performed by Sam-Russ.

Better Coverage

The latter firm has increased the size of its maintenance staff from three to five men, taking two from United, who now uses only a single part-time man. As well, Sam-Russ is an affiliate of the company, better coverage at lower unit cost is expected by all. Joe Teater is a principal at United, and his brother Sam is affiliated with Catano.

Sam - Russ also anticipates further expansion during the year. Several of the music op... (Continued on page 62)

Paul Huesch Quits Keeney, Joins Rowe

CHICAGO — Paul Huesch, for many years vice-president and general manager of J. H. Keeney & Company, Inc., manufacturer of amusement games, "..."

ROBERT McGREGOR

Resigned his post to become regional sales manager of music for Rowe AC Services' Midwest Marketing Region. (Continued on page 62)
EUROPEAN NEWS BRIEFS

See Bowl Boom in Italy

ROME - Distributors are building up inventories of bowling machines in anticipation of a bowling boom in Italy. The first bowling centers are being opened in Rome, and they have become an immediate success. There is now a rush to install bowling games in the neighborhood bistros - the trattorias, the pizzerias, the cafes - and other metropolitan centers are also thronging with bowler activity. The trade believes bowling will boom here simply because they have everywhere else on the Continent, and because bowling has a tradition here in the game "bowcin,' a form of lawn bowling.

Swiss Plan Museum

GENEVA - The Swiss coin machine trade is planning the creation of a European coin machine museum which would trace the history of coin machine development. The proposed museum would parallel the transportation museum at Lucerne.

With co-operation from the European and perhaps world trade, the museum would become a repository of equipment illustrating the evolution of all categories of coin machines. A main exhibit visualized for the projected museum is a phonograph developed by Edison in 1877 which is still in service at the railroad station in Gladen, between Lausanne and Neuchatel. The primeval Gladen machine plays cylinders, but otherwise is an authentic Andelucian juke box.

Ope 83 Austerity Disk

COLOGNE - West German distributers are being requested to produce a juke box austerity disk at a reduced price. The request has been put by Hans Loeffler, president of the Central Organization of Coin Machine Operators (ZOA). Examining a state-monopollike approach to the trade between distributors and operators over recent disk prices, Loeffler proposed that the disk manufacturers supply disk jackets, and similar frugeries in supplying the trade with a "basic record" for juke box play.

Loffler calculates it should be possible to cut production economies of between 20 and 40 per cent. The request is coming on to the operators. Loeffler told the distributors that the juke trade is so small that even 10 pfennings per disk mean the margin between solvency and bankruptcy for some operators.

Fight High Spain Tax

MADRID - The Spanish trade is considering the possibility of a machine taxation and liberalization of exports. Import duties and levies on the taxation total nearly 100 per cent of the imported machine's purchase price. Moreover, there is still a ban on the importation of reconditioned equipment. The trade is considering the request, but will remain stiffled as long as taxes, customs, and special levies are at confiscatory levels. Even greater emphasis is being put on liberalizing import restrictions to open the Spanish market to reconditioned equipment. There is a tremendous unfilled demand here for U.S. pinballs, for example. The Germans also hope to develop the Spanish market for payout machine exports.

Jap Phonos in Europe?

LONDON - The Japanese are planting a foot in the European coin market through fruit machines, and it is reported that they are preparing phonographs next year. The fruit machine in question is a Sega, which is marketed as Britain's most popular coin machine.

The Japanese are moving step by step into the coin market, and with the fruit machines they may develop a set of general operating conditions for an expanded thrust into coin machines for a variety of markets where electronics producer, already is fast rising in production in Britain. It is understood that several Japanese electronics producers are preparing to enter phonograph production, and that at least one of them is contemplating an Ireland-based assembly operation.

Stress Permanent Sites

GLASGOW - British operators are revamping operating patterns for 1963. They will reduce their emphasis on the use of casual play locations, and concentrate on permanent, more specialized locations. They are working on developing more permanent locations. Trade studies show that a typical "bebop" type site is so diffused that it is no longer profitable for a typical area of holiday density for special concentration of equipment.

The operators are using more data. British trade figures are becoming convinced that greater effort can be profitably directed to the development of collections from permanent locations. For example, efforts are being made to increase the placing of phonographs in the larger supermarket centers, and in the supermarkets which begin to appear in Britain.

Call Off Red Phono

EAST BERLIN - East German operators have canceled their plans for a 30th of its first juke box because of the serious economic situation. The machine, which was designated as the Polyphonix, was to be produced by the RBB ("People's-Owned") Funkewerk Erfurt at Erfurt. A number of test models were produced, but a priority announcement was known here that the project was canceled before full production. According to a knowledgeable source, East Germany is now grappling with the worst economic crisis since founding of the GDR state. The 80-selection juke box was intended for state-operated night clubs, restaurants, and recreation centers. It was also hoped to export the machine to other Communist states.

Tsombo Cracks Down

BRUSSELS - Moise Tsombé's Katanga government has shut down phonograph parlors, as a result of end of imports of phonographs because of the United Nations embargo. There have been prior concerns supplying Tshombe's government with phonographs but there is no indication that this was involving drastic measures to conserve foreign exchange, and there are no reports that phonographs machines has all but halted. Tsombo is known here for "we are the best of them to the point where we will have to put guns ahead of phonograph. We have become Africa's most ardent phonograph fan. He has become Africa's most ardent phonograph fan. He has become most ardent phonograph fan. He has become Africa's most ardent phonograph fan. He has become Africa's most ardent phonograph fan. He has become Africa's most ardent phonograph fan. He has become Africa's most ardent phonograph fan.

REFIESTIN & OvITZ BUY SEEBUG OUTLET

- Continued from page 47

vice-president in charge of sales, announced that World Wide would retain the Seebug franchise.

Both Feinstein and Ovitz had been executives with the Atlas Music Company, which had been a Seebug distributor for many years until Eddie Ginsburg, Atlas head, sold his interests to Automatic-Cateen and remained as manager for the Rowe-AMTI outlet.

Ovitz spent 20 years with Atlas, the last two as general manager. He will assume duties with World Wide, and also handle the Seebeub franchise. World Wide distributes the Seebug background music and vending line in addition to the phonograph. It is also franchised distributor for Chicago Coin, Valley Sales and the Irving Kaye Company.

The firm recently moved into a 40,000-square-foot headquarters at 2752 W. Fullerton Avenue here.

Both Feinstein and Ovitz said that no changes in the World Wide method of operation or its personnel is contemplated.

'Prestige' Means 'Made in U. S.('

- Continued from page 47

The concept of "prestige" has taken on a new dimension in the coin-ope industry as the American coin-ope market has become more and more competitive.

The trend toward "Made in U. S."

is a result of the increased demand for high-quality equipment that is "Made in U. S.", and the increased awareness of the advantages that come with "Made in U. S."

equipment.

The "Made in U. S.

" trend is not only limited to the coin-ope industry, but is also evident in other industries as well.

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Lone Op Drives Against N.Y. Tax

NEW YORK—Milton Klausner, local scale operator, has launched a one-man drive to get relief from the New York City Occupancy Tax for bulk and scale operators.

Klausner feels that operator trade associations are beset with enough other problems so that they do not have the time to seek tax relief on this measure.

His latest effort was a letter to Mayor Wagner, with copies to leading city officials. The text of the letter follows:

"I can not believe that was the intent of the Occupancy Tax Law to impose an annual tax on a small business like mine, especially since my General Business Tax was $10.87 in 1961.

"Each one of my penny scales is now taxed at 40 cents per year. As the annual rental I pay to stockkeepers is about $10 per year per scale, the 40 cents is 4 per cent of rental, while other businesses pay an Occupancy Tax rate considerably less than 4 per cent. Even if Mucci pays a rental of $1,000,000 a year for his 36th Street store, its Occupancy Tax is a maximum of $12.

"Obviously, penny scales escaped the notice of the law-makers when the provisions were drawn up. The only fair thing to do would be to exempt penny machines entirely, or write an amendment exempting annual rentals of less than $20 or so.

"There are many precedents for such a minimal exemption. Federal and State Income taxes, the City’s sales tax (even on meals) all have exemptions to avoid an excessive burden. New York City recently saw the justice in changing the General Business taxation to a $10,000 exemption to protect the small marginal business. Several large concerns were even exempted when enabling the City to impose additional taxes on coin-operated machines recognized the inability of penny machines to meet the required FTC billing and fee exempted penny machines.

"I am not asking for a mere consideration for relief from this burdensome tax which is highly discriminatory and based on the nature of my business. The doubling of the tax this year makes it doubly pressing. Need less to say, I shall be grateful for your considered attention.

"I am a small business man, uninitiated in the ways of handing a trade and do not know the proper aspect of this tax. I’d greatly appreciate your suggestions."

DENVER — Because many people have been aggravated by finding peanuts rancid, stale-tasting from bulk vending machines in the past, it is important to date every change of fill, according to Charles Flowers, Denver bulk route operator.

Flowers uses a small white label, attached inside the head of each machine, which reads, "Filled ___. Whenever he changes any items, peanuts and capsules in particular, he fills in the date, using a broad-nib pen which is easily read by even the most myopic of customers.

The effect on peanut sales has been tremendous, says Flowers, with most of the extra volume coming from people who have been disappointed once or twice in peanut purchases, and have resolved either consciously or unconsciously never to do it again.

Now, wherever he has used the date label, flowers can count on volume increasing rapidly. It isn’t unusual in a service station, for example, for a customer trying inside when his car is being serviced, to ask, "Is that date correct?"

When the attendant replies that definitely it is, the usual reaction is to dig out a few pennies, and enjoy a tasty peanut snack.

A solid believer in keeping his market thoroughly satisfied.

Op’s Yule Letter Builds Goodwill

DENVER—Sending out a Christmas letter to all of his associates and friends, instead of the usual Christmas card, is a good-will-building holiday policy with Frank Thorwald, Denver bulk operator.

Written by his wife, Mary Ellen, and decorated with offset, on a colorfully headed 8½ by 11 letterhead, the sheet includes a photograph of Thorwald’s 2-year-old son, a process which has been repeated year after year for the past eight years. Thorwald recaps the year, furnishing statistics such as a fall on the ice which cost Thorwald a week in bed and several stitches in his head.

In this year’s mailing, the veteran Denver operator, who specializes in supermarket and drugstore locations, was saddened to report the serious illness of his mother.

Visit the Vendorama®

The Most Colorful and Practical Multiple Operation Known to Bulk Vending.

Super Marts, Drug Stores, Discount Houses, etc., demand this unique display and the ease of servicing.

All of these Victor Vending machines are serviced from the front ... no mess of coins falling on the floor. This is the most practical and successful operation known.

Write for beautiful color circular giving prices of machines and Victor’s NEW Universal 16-6 Multiple Chrome Display Stand ... another Victor original.

VICTOR VENDING CORP.

5711 W. Grand Avenue
Chicago 39, Illinois
After 10 Years in Wings, Ex-Actor, Now Denver Op, Lands Biggest Spot

DENVER — Frank Thorwald, veteran bulk vending operator and old movie actor, doesn’t give up easily. Thorwald, who operates 600 machines, prefers super drugstores and supermarket locations, multiple-head stands, and a constant change of vending products, to keep collections rolling in. Good business methods, careful maintenance of machine appearance, have worked out so well that Thorwald’s spots are in some of the best locations in Colorado.

There was one exception, however—the 35 stores operated by National Tea Company throughout Colorado, under the original title of Miller’s Super Markets. For more than 10 years, Thorwald had called steadily on the Miller organization’s buyers, attempting to land bulk vending spots in the stores, some of the busiest and most successful in Colorado.

He met nothing but disappointment, however, in spite of the fact that at the beginning most of the bulk vending in Miller’s stores was on a beller-skelter basis, with managers of individual stores working out separate arrangements with other bulk vendors for whatever equipment went into their stores.

Location-Owned

It certainly was no help, a few years ago, when the Miller stores decided to “operate their own” thus becoming the first supermarket chain in the Rocky Mountain States to include a vending machine department on its operational list.

The Miller headquarters bought machines for all stores, usually two three-head tables, and until late 1962, were apparently lost forever as a potential market for Thorwald.

The Denver operator, who was well known in movies in his youth, continued to make calls on Miller headquarters, nevertheless, continuously pointing out the better automatic service he could render, a much wider choice of products offered, experience, etc.

It had gotten to the point that Miller’s vending department head recognized Thorwald as an old friend whenever he called, even though nothing was done about an installation contract.

In late 1962, however, after he had completely given up on the next Miller account, Thorwald got a phone call—would be kindly begin installing his machines in Miller’s Super Markets throughout Colorado?

“Afier 10 years of plugging away, and giving up, here was the crowning of the proverbial platter,” Thorwald said. “All of which proves that it pays to make sales, even though the market looks hopeless.”

During December, Thorwald was busy making installations in the Denver and suburban Denver areas, where there are more than 25 stores under the Miller sign. He plans to stick to his familiar bright red and yellow color scheme in all of his supermarket locations, and to upgrade locations with 5-cent machines, along with penny types.

Phillips St. Louis Factory Is Eppy Warehouse No. 10

NEW YORK—Eppy Charms, Inc., has named the Samuel J. Phillips Company, St. Louis as a factory warehouse, rounding out the number of the firm’s distribution outlets to 10.

Other Eppy warehouses are Calvin Sales Company, Baltimore; Northwestern Sales and Service, Boston; King & Company, Chicago; Ridge Gum Corporation, Cleveland; Martin & Taylor Vending Machine Supply Company, Los Angeles; Shira Vending Service Company, New Orleans; Northwestern Sales and Service, New York; Standard Vending Machine Supply Company, Oakland, Calif., and Reke Coin Machine Exchange, Philadelphia.

The Eppy sales policy is to sell charms at all factory outlets at the same price per thousand and to maintain the same price per thousand regardless of the size of the order. All items are packaged and prionized to give the operator maximum advantage with supermarket baskets for the operator to place his purchases.

Fingers Holding Up

NEW YORK—Fred Loewes, sales manager at Karl Guggenheim, local charm manufacturer, returned this week from a Chisago, sales trip. Loewes said that sales of the firm’s Ghostly Finger are holding up well and that the company will announce a new product soon.

** ONLY EPPY can bring you the LARGEST SELECTION for your 5c and 10c Capsule Machines **

Phillips St. Louis Factory

Bunche the Elephant

GROW in 1963!

How Big Can An Elephant Be?

BEAVER VENDING MACHINE AND SUPPLY OF AMERICA

(Exclusive Representative In the U. S.)

DETROIT 24, MICHIGAN

11036 WHITNER AVENUE

IMMEDIATE DELIVERY

World Famous

VICTOR

Standard TOPPER

1c or 5c for Bell Gum and Charm.

Also available for Pencils and Bulk Candies.

Packed and sold 4 to a box.

Member National Vending Machine Distributors, Inc.

BITTERMAN & SON

4711 E. 27th, Kansas City 27, Mo.

Phone: (816) 3-9300

Buy OAK for your PROFIT LINE!

The SUPER SIXTY Capsule Vender*

The ultimate in quality Capsule Merchandising. Vends any item which can be placed in a capsule. 5c, 10c and 25c. *With QUICK-TACH at slight extra cost.

Cleveland Coin Machine Exchange, Inc.

2029 Prospect Ave. Cleveland 15, Ohio

Phone: Tower 1-6715

STERLING B. DOUGLAS

DICK ROLLINS

ROY F. CHASE

MEMBER

NATIONAL VENDING MACHINE DISTRIBUTORS, INC.

MANUFACTURING COMPANY,

E. DICK ROLINS COIN VENDING AVENUE

GROW in 1963!

say You Saw it in Billboard
Coast Op Walks Away From Bingo

SAN FRANCISCO—New governmental regulations may be complicating the life of many of the music operators, but in the case of two representatives of the industry in Northern California, life will be easier in 1963. Their reasons are entirely different.

For the R. F. Jones Company, the new Eastman Act will not be too hard at all. This set prohibits operators from shipping certain types of coin machines in interstate commerce and requires registering of machines even for intrastate use.

The Jones firm is avoiding the trouble by giving up the sale of all types of bingo machines completely. This action not only, however, affect other types of novelty games, such as bowlers, arcade games, pool tables and others not affected.

The decision is in part a result of supplier Bally Company's decision in turn to stop manufacturing the machines.

For operator Sam-Russ, Inc., Oakland, the Internal Revenue Service's new ruling requiring the filing of information for each location yielding $600 or more in commissions may be a big box industry has prompted a new record system from which the firm will enable the firm to keep better records for itself and thus better control over its operation. President Russ Catano has summarized the new anti-keeping system as classification of income by locations instead of by function alone. Bally, record the entries were maintained in ledger books under such headings as phonographs, games, cigarette machines and others. In order to evaluate the income from each location, the bookkeeper had to make separate records from each ledger.

Daves Opening Service School

SYRACUSE—The Dave Distribution Company will hold service schools for the new Seeburg machines over the next two weeks. Schools are set for Albany Tuesday (16), Syracuse Tuesday (22) and Buffalo Thursday (25). All sessions begin at 10 a.m. and end at 2 p.m.

Harry Shueley, Seeburg factory sales engineer, will be in charge of each school. The Dave will give 90-minute question-and-answer periods.

Daves will be served at all schools.

This file is being set up classified by location—one card to a location capable of holding records for two years. The head sheets on each card are the various functions, and these entries are made each month from the records sheets the operators are turned in weekly for each location. The records are being posted retroactively to January 1, 1962. Thus, according to Catano, it is possible at a glance to study the effectiveness of a single location and to compare one with another.

The school will answer the requirements of the IRS “but it is better for us also,” he says.

Cigarette machines will also be kept under better control by another card system maintained from the salesmen's tags. Inspectors against stock sold, the cards will show shortages, overages, losses by slugs, number of cigarettes dispensed, and related information.

New records on mechanics will also mean tighter control over individual mechanics by each man and better information and physical condition of each machine.

Times are continually changing and, according to Catano, better control over them, Catano believes.

Selling Refrigerators to Eskimos is probably not beyond the capacity of David Rosen, Philadelphia Rowe-AMI distributor. The installation shown above was made by Rosen for Horn & Hardart, pioneers of automatic food vending, in a Philadelphia police station. Rowe has always used its own equipment, but this time the firm decided that the Rowe vending machines would do the trick. Because of the unique location, vandalism and pilferage should be halved at a minimum.

Here's Just the Thing for a Nut Connoisseur

DUSSELDORF, W. Germany—The “gift of the season” this year in West Germany in the Ruhr millionaire set is the gold-plated peanut vending machine for the home bar.

At least a dozen home bars in the Ruhr barons’ villas have acquired this bulk vending embellishment as this season's gag gift for “the millionaires who has everything.” In fact, most of the millionaires to receive the gold-plated peanut machines are (one millionaire received the platinum plated) have leaps-leap forth barriers to add the: gilded flavor to a peanut machine.

Most of the millionaires have the coin collection equipment intact and donate the collections to charity. Some especially charity-minded, the coin slots have been adjusted to take only German gold coins (which are sold on the open market for double the value in this country).

The machine favored by the Ruhr tycoons as this count’s newest status symbol is the Brunswig Nassaujüsten Junior, which resembles a bar and has a peanut machine.

Conventional peanut vending machines have become standard equipment in most German homes, along with most German homes, and are installed in the home bar. These machines have the basic functions of a coin collection: records the transactions, phonograph, has a large home bar (as installed) and usually other small panda machines.

While most of the home-bar machines vend peanuts, the trend is to offer an exotic supply of imported nuts. This is particularly true of the possessors of gold-plated peanut machines, some of whom are not connoisseurs and import exotic varieties at great expense. These are usually the nuts vended for gold coins to produce charity funds.

Seeburg Ups Sales 45%; Vendors Lead

CHICAGO — The Seeburg Corporation reported a sales increase of 45 per cent and a profit before taxes of 162 per cent for its 1962 fiscal year, which ended October 31.

Net increase was $1,696,310, equal to 89 cents a share, on 1,900,554 shares outstanding. This compares with net income of $1,051,455, equal to 55 cents a share, the previous year.

Sales for fiscal 1962 jumped from $35,277,600 to $51,051,415.

While sales of all Seeburg products increased during the year, Delbert W. Coleman, chairman of the board, said that vending equipment showed the greatest jump — from $12,200,000 to $25,000,000. Vending new accounts for 48 per cent of the business.

Automatic phonograph sales rose from $16,400,000 to $19,600,000.

Seeburg is in the process of bringing new milk, candy and potato chip machines to market and plans to open a $260,000 square-foot plant in Hartford, Conn., in March.
Picture Titles Snappy for Programming
Canada Op Finds Play Stimulated

By AARON STERNFIELD

CALGARY, Alberta, Canada—Music merchandising is probably the most grueling job in the jute box operator's armour. A good operator uses his top equipment, takes care of it, programs carefully and keeps a sharp eye on competition and trends.

But when it comes to selling the actual product to the ultimate consumer, he's a failure. Whatever point-of-purchase aids he uses are provided by the jute box manufacturer in display panels and poster illumination, or by the title strip company in title strips.

A progressive operator makes intelligent use of these programming aids, but he does little if any work to make his product—recorded music—more palatable to the patron.

Southern Music Ltd., Alberta Seeburg distributor and operator in 250 locations, a glaring exception to the rule. Southern is headed by J. R. Johnson here.

Better Title Strips

Johnson long dissatisfied with the product turned out by title stripting companies, recently decided that he could do a better job himself, and has established a plant at the rate. He reasoned that the whole process of music available to the patron would be more apt to selection if the market. He reasoned that the whole process of music available to the customer would be more apt to be more interesting, and that the customer would be more apt to enjoy the music if he could see a likeness of the artist next to the selection legend.

First problem was getting glossy photos of the artists. Johnson hired a photographer for assistance and he was advised to use some local photographers to make labels directly, as the diskettes would be only too happy to provide the photos.

Johnson had one factor working in his favor. Southern does all its own printing and buying, and purchased a A. B. Dick Offset Duplication press last year.

$5,000 Investment

According to Johnson, the duplicator and auxiliary equipment necessary to make the plates represents an investment of about $5,000, though similar adequate equipment costs less today.

Johnson got started in the printing business four years ago when he began a printing Music Menus for jute box display four years ago (see cut). These 4-1/4 x 6-inch colored cards were displayed in phonographs and wall boxes with each record change. Now music menus are printed weekly.

The cards contain brief reviews of new records. For the last year, a picture of the artist accompanies the review. An other point-of-purchase display used by Southern is the artist biography card (not pictured) which carries a photo of the artist and a brief biography.

According to Johnson, "This is the same level of review as is recorded on today's market and—w ith little operation in our set—They've proved most helpful in getting new releases off the ground.

"The picture title strips," Johnson added, "were adopted to our operations very recently, and the initial reaction has been most encouraging. Unoubtedly they have been instrumental in generating additional interest in phonograph play. Their prime value has been to attract new faces to our music service, more accurately through curiosity.

Fresh Interest

"This curiosity was sparked by repeated good television coverage highlighting this new play-stimulating idea. At least it is new in this area. We intend to maintain this fresh interest by ensuring that all types of music—embracing all types of music—may come easily available to the artist.

The size of Southern's operation makes this product available feasible. Many of the 250 locations are equipped with recorders, so that it takes 1,200 copies of each title strip, and the operation, thereby cutting down the per-unit cost.

"Our operators, say Johnson, are experienced and used to the demands of the disk industry.

Kapp Brings Out 45 Line For Juke Box

NEW YORK—Kapp Records now introduces a new 45 RPM line—"Special Juke Box Recordings"—aimed specifically for the music machine operator. The disk will be sold directly to jute box operators and one step.

The 10 singles in the first package are housed in special sleeves and carry special labels which both carry the legend, "Southern's Juke Box Recordings." According to Eric Steinmetz, president of Kapp, the disks, carrying two standards in a single record, have been located in several markets. The 20 sides are taken from the Kapp all-time hits. The releases are an "Aurora Louver," "I'll Be" (Continued on page 55).

American's Largest and Oldest
ONE-STOP
RECORD SERVICE!

45 RPM 60¢

45 RPM 60¢

All LPs—Regular Distributor.
Wholesale Nothing Over.

SAME DAY SERVICE

THE MUSICAL SALES CO.
The Musical Sales Bldg.
Baltimore 1, Maryland

MUSICAL MENU tells the jute box patron what new releases appear in the machine and tells him something about the record.

America's Largest and Oldest
ONE-STOP
RECORD SERVICE!

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Wholesale Nothing Over.

SAME DAY SERVICE

THE MUSICAL SALES CO.
The Musical Sales Bldg.
Baltimore 1, Maryland

MUSICAL MENU tells the jute box patron what new releases appear in the machine and tells him something about the record.

...
WURLITZER

2700

200 AND 100 SELECTIONS
WURLITZER 2700
The Greatest Money-Maker of Them All

Every appeal. The Wurlitzer feature playing. It can be used in combination with other Wurlitzer features to create a musically captivating atmosphere. The glowing glass “Wurlitzer Stereo” panel is an unparalleled play-one-stop to a bright, chrome-colored grille that features a die-cast “W” mounted on a glittering gold rectangle.

The sides of the Model 2700 are Oriental Walnut wood-grained Dinoweld panels framed with stainless steel strips that serve as protective rails. Each side features a back-lit, see-through Wurlitzer crest medallion encased in a raised chrome-finished ring.

Before there was a phonograph combined such beauty of cabinetry, such unique illumination and so powerful a play-promoter as the Ten Top Tunes feature. Viewed from any angle in any location (including what you will see in the bank bag), it is by far the greatest money-maker of them all.

Every One of These WURLITZER 2700 Features Is Money in the Bank for You

---

**TEN TOP TUNES FEATURE NOW OPERATED BY A GOLDEN SELECTOR BAR**

The Wurlitzer Ten Top Tunes feature has proved in thousands of locations the greatest play-promoter ever developed. To this exclusive Wurlitzer feature is now added even greater appeal. On the selector panel next to the coin insert is the new Wurlitzer Golden Selector Bar. Every time a half-dollar coin is deposited, the Golden Bar glows brilliantly, displaying the message “Press for Top Tunes.” Flushing the bar extinguishes the light, starts the top tunes playing. A marvelous extra income feature.

**NEW SELECTOR PANEL**

This newly designed panel incorporates keys similar to those on an instrument keyboard. Constructed of soft, lastling Lucite plastic with slight finger depressions, bright red in color, they enable patrons to select tunes with greater accuracy and ease. Each array patterned in one bank of 20 and one bank of 10 on the 200-selection photograph, two banks of 10 on the 100-selection model. There is no reset button. To change selection, merely press another key in the same bank. Original key will snap up at key in another bank may not be pressed in complete circuitry. New tapered flute coin insert allows greater accuracy when depositing coins.

**NEW DOME DISPLAY**

The 2700 top display is a colorfully artistic invitation to play this incomparable instrument. Its versatility is almost unlimited. It can be used for location personalization and to feature an album cover in conjunction with Music of the Week or Ten Top Tunes program. The transparent, back-lit dome can be used in limitless color combinations. Because of the availability of special color strips, or the use of 28” colored fluorescent tubes, the display is a “hit” with customers. Complimentary or contrasting color fluorescent tubes are also available for the WURLITZER SHEET PANEL and dome illumination.

**HIGH-SPEED TITLE STRIP CHANGING**

Raise the dome, the program frame and holders move up with the lid. Pull in an upper spring-loaded strip and the entire rear hinged program strip drops in a vertical position. The “U” shape of each section allows for quick, easy access to all the strips. Boxed changing is almost automatic. Tension adjustment and needle changing are quickly accomplished while dome is in raised position.

**WURLITZER PROMOTION PANEL**

Softly glowing, red-on-edge lighted letters indicate the presence of Wurlitzer Stereophonic Music—a real extra play-promoter. Two spring latches release the entire panel from the inside. It can be lowered for immediate access to the switch banks and for changing the 28” fluorescent tube or the grille color shield.

**SIMPLIFIED AMPLIFIER SERVICING**

Amplifier rests on free-floating mounts. Release a single spring-loaded screw latch and it can be pivoted out so entire pan is accessible for circuitry check or tube changing. If, for any reason, it is desirable to remove the amplifier, merely pull up the plugs, lift up a quarter inch, and it’s free.

**ILLUMINATED SIDE PANEL MEDALLIONS**

Each side of the Wurlitzer 2700 cabinet features a sculptured Wurlitzer Crest medallion encased in a raised chrome ring and illuminated from within—a decorative touch that gives the instrument added eye appeal.

**HIGHLY STYLIZED GRILLE IS COLORFUL ATTRACTION**

The brightly chromed Model 2700 grille can be illuminated in many color combinations, and features a striking chrome 28” mounted on a glittering gold background. Topped by the illuminated “WURLITZER STEREO” panel, the effect is one of exceptional beauty.
Every Unit of Wurlitzer Remote Equipment Is Designed to Boost Collections

STEREO SPEAKERS
that assure any location
true stereo or full range high fidelity sound coverage regardless of its size, shape or area.

STEREO EXTENDER Model 5125
New wraparound grille in antique bronze finish features brass-plated zinc "W" and script "Stereo," brass moldings. Neutral finish top and bottom. A 6" x 9" oval speaker set is in a 20" fixed baffle. Tandem and middle sound ranges extend stereo sound through location. Sold in pairs. DIMENSIONS:
12" High, 14" Wide, 8" Deep.

STEREO DIRECTIONAL SPEAKER Model 5126
Uniquely designed to fill a variety of requirements. May be mounted on wall or in corner. Vertically or horizontally rotated 180°. Bronze metal grille, sturdy metal case. Neutral finish. Mounts 6" x 9" speaker. Has fader control and matching transformer. Mounting brass plating furnished. Packaged in pairs. DIMENSIONS:
22½" High, 9¼" Wide, 8" Deep.

HALF-DOLLAR SINGLE COIN WALL BOX Model 5010

The already fantastic play-stimulating power of the Wurlitzer Ten Top Tunes feature gets an added boost from these wonderful little wall boxes. Only 9½ wide, 9½ High and 2½" deep, they fit en bars, counters or in booths. Patron doesn't have to move from his seat to enjoy the programmed top tunes at the drop of a half-dollar note. Delicate chrome bracket permits eye-appealing installation. Features Wurlitzer Crest with see-deep effect. Also available in aluminum finish.

WALL BOX Model 5250

Accepts all coins including half dollars. Has credit indicator and coded key. Top-operated program pages and title strips illuminated top and bottom. Chrome-plated die-cast. Available as Model 5250 (200 Selections) and Model 5500 (100 Selections). DIMENSIONS:
23½" High, 11" Wide, 8" Deep.

BASIC PHONOGRAPH SPECIFICATIONS Models 2700-2710

SIZE: Height 54¾" Width 32¼" Depth 27¾"

SOUND SYSTEM AMPLIFIER
Slide switch converts from monophonic to stereophonic sound system. Each amplifier contains automatic, two channel, level control. Four-step, bass and treble controls for each channel. Balance control and manual loudness control.

WEIGHTS


THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
107 Years of Musical Experience
New Hot Singles Just What Beer City Hand Called For

MILWAUKEE—A batch of new hit singles—just what the doctor ordered—has local jock box disk buyers in a merry mood as the new year unfolds.

"Operators were impatient to get their holiday music off the jock boxes so they could put on the new numbers that are breaking," claimed one-stopper Gene Geller, Record City.

One up-state operator of a medium-sized jock box route came in January 2 and bought 600 records at one time. He wanted to give his route a "fresh sound," he said.

Top Single
Both Gene Geller and Gordon Pelzek, Radio Doctors, agreed that the top ranking jock box single heading into 1963 is "From a Jack to a King," with Ned Miller on Fabor.

Also in heavy demand at Record City are these items: "You're So High," The Moments on Era Records; the latest Tony Bennett release, "I Wanna Be Around," and Cylde Corrino's very promising new Columbia waxing, "Blame It On the Bossa Nova."

Also favored by the operator trade are the Burl Fries, "Same Old Hurt," Deca, and Jerry Wallace's "Shutter and Boards," on Challenge.

"Limbo Rock"
Limbo records continue to show up on the operator shopping lists, with Chubby Checker's "Limbo Rock" still leading the pack.

In demand at Radio Doctors' downtown headquarters, according to Gordon Pelzek, are Frank Fields' "Lovesciss Blues," and "If I Ever Get to Heaven," Kathy Dee on B. & W. Records. Also big: "Chicken Feed," Bent Fabric Records.

Two local records were reported making a healthy impact on jock box routes: "Angel in My Eyes," with the Royal Lancers and Paul Stefan on Capitol Records; and "Big Band Lina," with the Legends on Emi Records.

KANSAS JUKE BOX OPERATORS, 150 of them, got their first glimpse of the new Wurlitzer at the Candler Club, Wichita, Kan., when M. Y. Blum, of United Distributors, Inc., held a showing. Some of the guests were, left to right standing: Claire Ingrom, Hays, Kan.; Virginia Beaver, United office manager; Mabel Blum, United consultant; Mrs. Melvin Hammer; Melvin Hammer, United vice-president; Mrs. Claire Ingrom; Clyde Gage, United service manager; Don Fooshee, El Dorado, Kan.; U. S. Grant, McPherson, Kan.; Mrs. U. S. Grant; Mrs. Dan Fooshee, Mrs. Ivan Martin, Ivan Martin, Winfield, Kan., and, back to camera, Mr. and Mrs. E. L. Whitehead, Pratt, Kan., and their son.

Bill Burbank, Montrone Music Company, Montrone, Calif., was in Denver recently buying new and used equipment for his mountain valley locations.

Myna Morrison, who works for operator Clint Morrill, celebrated a birthday in November.

Howard Hold, who has been an operator for several years in Salida, Colo., following a long tour as a Wurlitzer distributor in Denver, has sold his Salida routes to Robert Wible and re- tured to Denver. Hold joined the staff of Apollo Music Company in Denver briefly, then decided to "take it easy" for a while.

James Woodruff, Los Angeles, Colo., following a long tour as a Wurlitzer distributor in Denver, has sold his Salida routes to Robert Wible and re- tured to Denver. Hold joined the staff of Apollo Music Company in Denver briefly, then decided to "take it easy" for a while.

COINMEN IN THE NEWS

PHOENIX, Ariz.—High operating costs and lowered collections have brought an almost complete end to the elaborate custom installations of phonographs and speakers in this area. Phoenix, one of the fastest-growing cities in the nation, was an ideal city for custom installations simply because many of the new stores which operators were taking on were in brand-new buildings, which meant that phonographs and speakers could be built in as part of the original building plan.

In some instances, such operators as Ben Spalding were able to land top-notch hotel restaurants and club locations through the ability to promise completely concealed installations.

With an expert designer on his staff, Spalding frequently spent hundreds of dollars in rearranging phonograph installations in such a way that the customer got full choice of records, but no phonograph or the usual type of remote selector was visible.

Now even Spalding has done away with customizing, except that he lets the location owner choose the number of speakers, and their placement on the location.

Not infrequently, new location owners will ask for out-of-sight phonograph facilities, but will usually settle either for a background music system, or a "plug-in" exchange box.

Many Phoenix operators remember with pride the fact that the pioneer installation was plaudits from manufacturers involved.

Newspaper Clipping: "When you visit the Amusement Trades Show..."
Picture Titles Hype Programming

- Continued from page 57

plished, "are spread over an area some 1,000 miles long and 300 miles wide. We are therefore required, on occasion to program differently for the various areas. In any given week we may purchase only three different releases, or, if there is a great variation in it, the greater part will be of the nature of the area, a maximum of six or eight different releases.

Fast Routine

"Actually, our whole reason for obtaining our own printing set-up was to be able to employ the greatest possible diversification and to get these good new records on the boards without delay. We may buy a record in the morning, do the strips, Musical Menu and billing of the same day, and commence placing these new releases on locations the following morning.

NEW ROWE AMI
3 in 1 phonograph

You can program 200, 160 or 100 selections to fit any location. Features include self-contained Stereo Round," brilliant design, new double tracks, built-in play building features.

Pedestal 15" with 200 selection box.

See your Rowo AMI Distributor.

Rowe AC Services


Pep Up Kiddie-Ride Spots
>
WITH SENSATIONAL NEW BUCKY

Buckly is a wonderful Bucky story. Because Bucky looks alive...and acts alive. New "Mechanical Muscles"... give Bucky more bounce to his front and back up both like a real rider. A SPECIAL APPROVAL冥; combined with a 100% "Bucky" action...really makes Bucky...a sensational Bucky ride.

Appeals to wide range of ages

Safety styled for small riders...but well designed to appeal to junior teen-age boys...BUCKY attracts youngsters from 2 to 12, gets play by dollars more than any other ride in the trade. As there is only 25" above ground platform, which is 10" in high.

Flashy eye-appeal gets quick attention

In-brown figures Bucky boy...with strongly detailed musculature and innards...is a rich cut out with loosely flexed muscle that gives the appearance of a real living Eddy. No trouble in handling Bucky in kiddie ride form can compare with BUCKY for life-like form and eye-appealing beauty.

See your distributor...or write BALLY MANUFACTURING COMPANY 2640 Beloit Avenue, Chicago 18, Illinois.

Seepage...Continued from page 52


OPERATE UNITED Shuffle Alleys

and Bowling Alleys

WELCOME EVERYWHERE

UNITED MANUFACTURING CO.
1120 South Michigan Avenue
Chicago, Ill.

BARGAINS FOR THE WEEK GAMES GAMES
250 OF THEM

Round Table Games; Vending Machines-Drum and Coffee Vending Machines in Coin Operated in Full Type.

WHAT DO YOU NEED?

Come in and see all our games, we're here to help you.

The Denver balloon operator recently completed a new shop, which features completely sanitary methods of filling, servicing machines, storage, etc., and also incorporates high-pressure air spray coloring of the many types of balloon vendors which Flowers operates.

Dotted Nuts

- Continued from page 49

Flowers keeps tab on the fill dates in any location, and will discuss with operators the dates which have been in the machine for more than a week, rather than take a chance of repeating a single customer. "This is an age where people expect to get their money's worth, whether they are buying a home, or a penny's worth of peanuts," he pointed out.

The Denver balloon operator recently completed a new shop, which features completely sanitary methods of filling, servicing machines, storage, etc., and also incorporates high-pressure air spray coloring of the many types of balloon vendors which Flowers operates.

ATLAS...Reconditioned—Guaranteed

MUSIC + GAMES + VENDING

ROWE L-1000, 4 Flavor..............595
ROWE B-750 Fresh Brew.............550
SEEBURG 62 Dg......................206
SEEBURG M 120.....................216
SEEBURG M 120S....................216
VENDO ICE CREAM 2716 P.S........395
CANDY MACHINE 135................355
STOVER CANDY, Mod. 160 G.M. , 175

NATIONAL CANDY, 16 G. Cans, 745
A.M.L. CONTINENTAL 2,200 (50c) 574
A.M.L. 1,200 (50c)...................395
A.M.L. 6,400.........................675
A.M.L. 1,200.........................375
OCEAN 2,200........................160
OCEAN 3,200.........................185
VENDO 2,200 (50c)..................165
VENDO 4,200 (50c).................215
VENDO 4,200 (10c)..................215
VENDO 4,200 (10c)..................215
VENDO 6,200 (50c)..................215
VENDO 6,200 (10c)..................215
VENDO 6,200 (10c)..................215

GAMES

Golfball FLIPPER FUN..............225
Golfball LEISURE BERRY 47p........475
Golfball PEPPER PARADE............275
UNITED BOY WILLY.................235
GAMES 1,000 (50c)..................150
GAMES 3,000 (50c)..................200
CHRISTIE HOLIDAY S. A...........135
DEAN'S ROYAL (50 c)................85

Call: "AMIOD"-Discs

AMERICAN ROWE BALLY ATLASS MUSIC COMPANY
ATLAS...Reconditioned-Guaranteed - Continued from page 52

A Quarter of a Century in Service

BRANCH OF ROWE-AC SERVICES DIVISION

CHICAGO 47, I11.

2125 W. Western Ave.

WASHINGTON, D. C.

ATLANTIC CITY, N. J.

DES MOINES, IOWA

1120 Walnut St.

Phone: 216-649-8000
NO GARRISON FINISH HERE

WURLITZER 2700 WINS GOING AWAY
CRUZE DISTRIBUTING COMPANY, INC.
CHARLESTON, WEST VIRGINIA

LEAVES THE OTHERS AT THE POST

THE 2700 TOPS THEM ALL FOR FEATURES
CULP DISTRIBUTING COMPANY
OKLAHOMA CITY, OKLAHOMA

LEADS THE FIELD BY SEVERAL LENGTHS

WURLITZER HAS THE WINNER
DIAMOND COIN MACHINE EXCHANGE, INC.
NORFOLK, VIRGINIA

DON'T PUT YOUR MONEY ON AN ALSO-RAN

WURLITZER HAS THE WINNER
DRACO SALES COMPANY
DENVER, COLORADO

WURLITZER HAS THE WINNER
WE'VE SEEN AND HEARD IT WE KNOW IT
FIRST COIN MACHINE EXCHANGE, INC.
CHICAGO, ILLINOIS

WATCH IT WIN GOING AWAY

THE FAVORITE FOR EARNING POWER
LEW JONES DISTRIBUTING CO., INC.
INDIANAPOLIS, INDIANAPOLIS, INDIANA

THE SMART MONEY IS GOING ON WURLITZER

WURLITZER 2700 TOPS THEM ALL FOR FEATURES
MID-WEST DISTRIBUTORS
KANSAS CITY, MISSOURI
UNITED DISTRIBUTORS, INC.
WICHITA, KANSAS

SETS THE PACE RIGHT FROM THE START

THE WURLITZER 2700
MUSICAL DISTRIBUTORS CORPORATION
BROOKLYN, NEW YORK • NEW YORK, N.Y.

GREATEST MONEY-MAKER OF THEM ALL

WURLITZER 2700
NORTHWEST SALES COMPANY
SEATTLE, WASHINGTON • PORTLAND, ORE.

DON'T PUT YOUR MONEY ON AN ALSO-RAN

WURLITZER HAS THE WINNER
WE'VE SEEN AND HEARD IT WE KNOW IT
FIRST COIN MACHINE EXCHANGE, INC.
CHICAGO, ILLINOIS

WURLITZER HAS THE WINNER
DIAMOND COIN MACHINE EXCHANGE, INC.
NORFOLK, VIRGINIA

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UNITED DISTRIBUTORS, INC.
WICHITA, KANSAS

SETTING THE RACE RIGHT FROM THE START

THE WURLITZER 2700
MUSICAL DISTRIBUTORS CORPORATION
BROOKLYN, NEW YORK • NEW YORK, N.Y.

GREATEST MONEY-MAKER OF THEM ALL

WURLITZER 2700
NORTHWEST SALES COMPANY
SEATTLE, WASHINGTON • PORTLAND, ORE.
Top Ten Is Still the Thing

- Continued from page 47

and blank the back-lighted top display.

Programming Features

The panel itself contains an album cover, personalized strip for the location, programming indication, and a display for either the Top Ten Tunes, Music of the Week or the Best in Music.

The entire program holder may be pulled down when the dome is raised, and the title strips may be changed with ease.

The new program holder is more highly illuminated than the unit in the previous model and is visible under a glass dome trimmed with a gold pattern.

The dome itself has two full supports with a center release which makes for ease in changing title strips. Two spring-loaded pins at each side release the entire program holder which moves down in a vertical position away from the glass. Title strips are at eye level.

Selector keys are cherry-red plastic, with the golden bar display panel.

Stripes of both models feature Oriental walnut wood-grained panels of Dino-weld, with the grained effect framed with stainless steel strips of a diamond pattern which are trimmed with stainless steel snap-on moldings.

Each side carries a lighted Wurlitzer crest mounted in a chromed circle, aluminum extruded guard rails protect the two metal rear doors which give access to the interior.

A single lock using the same key which releases the dome and two snap latches release both rear doors giving full access to the interior.

New Amplifier

The new amplifier mounting permits tilting the entire installation forward so that one movement places the amplifier entirely outside the housing cabinet. The amplifier itself has full stereophonic output with about 200 watts for each channel. Bass and treble controls are built into the cover.

These adjustments make it possible to tailor the sound in any location to the desired level regardless of the physical features of the location. Below the four levers is a balance rheostat for volume control.

Quick change relays which may be seen at the side of the junction box are another innovation. One relay has a red plastic cover and the other a white plastic cover. If relay trouble develops, each unit may be checked individually. Relay plugs are also coded to insure proper replacement.

Three new wall boxes are being shown. The half-dollar single coin wall box Model 1600 is designed specifically for the Top Ten Tunes feature. The Model 5200 accepts all coins and is designed for the 200 selection juke box. The Model 5200 is designed for the 200 selection box.

A full line of stereo speakers is available. The Stereo Extender Model 5125 is a drum type speaker with a wraparound grille in antique bronze finish with a six-inch by nine-inch oval cone set in a 20 degree fixed baffle. It is sold in pairs mainly for stereo installations.

The Stereo Directional speaker Model 5126 may be mounted on a wall or in a corner and rotated vertically or horizontally by 180 degrees. It contains a six-inch by nine-inch speaker cone and has fader control and matching transformer. It is also packaged in pairs.

Wall Speaker Model 5123 is a heavy-duty, full-range high fidelity unit with a 12-inch bass and middle range cone and a 30-inch coaxial tweeter.

WORLD’S LARGEST INVENTORY FOR SALE

Send for Complete Lists

ARCADE—GAMES
BINGO—RIDES
MUSIC, etc.

“Profit-Makers” from
chicago.com

ROYAL CROWN BOWLER • BIG HIT
WORLD’S FAIR RIFLE GALLERY • CITATION PUCK BOWLER

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

2 MOVING TARGETS

FAST SCORING • KEEN COMPETITION

for 1 or 2 players

Two Moving Targets Increase Play Appeal
- One of 5 Center Rollover Buttons is always lit.
- Scores 10 points when hit, then advances.
- Top Rollover Button when lit scores 100 points when hit, changes Top Bumper value from 10 to 100 points, advances values of both Red and Yellow Moving Targets from 10 to 50, to 100 points.
- Two Bottom Shooters increase target values and propel ball toward Red and Yellow Targets.
- Hitting Top Center Button advances values of two lit Jet Bumpers from 1 to 10 points.
- Two Top Rollover Lanes good for 50 points when lit.
- 2 Flippers • Rebound Kickers • Plasticide finish playfield

Order Tom Tom from your Williams Distributor

WILLIAMS ELECTRONIC MANUFACTURING CORP.
4242 W. HILMORY ST. • CHICAGO 24, ILLINOIS

BUY THE BEST—BUY WILLIAMS

SEE THESE NEW AND EXCITING FEATURES IN
ALL NEW WILLIAMS GAMES

New 24 volt system • New “push-pull” latch mechanism for front molding • New polished chrome metal one-piece flippers • New modern style back box with metal back door • New Relays • New “brushed nickel” front door and frame.
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Penny to Nickel  
Continued from page 48.

Gordon devised and which was introduced last August. Another of Gordon's innovations was the "Album of the Monthly" feature, with 50-cent pricing for a single LP selection, income totaling and the "Coinbox" wall box featuring albums and remote stereo sound. Gordon also pioneered the

that where customers are out on shopping expeditions, of the type which bring them into a discount department store, investing a nickel instead of a penny in a vending machine is no problem. Probably the most valuable merchandising asset, so far as the market is concerned, is the predominance of family-type shoppers, who bring small children along, and pacify them with a nickel's worth of jellybeans, nuts and charms from the vending machines.

The Denver operator doesn't expect this sort of increase wherever he converts 1-cent machines to 5-cent units, but he believes that the increase will be valid in the majority of busy department store and supermarket-front locations.

location personalization of music machines—a step that was subsequently adopted by the vending industry—and was responsible for the "Directional Stereo," the principal feature in the Seburg DS model.

Firms Answer  
Continued from page 47.

errors are considering selling their routes to Catanzo and Tessler in order to save on servicing costs, but the company is not ready to make any announcements on this score as yet.

One of the largest music operators in Northern California, Sam-Kuss owns about 1,000 machines in various locations. It employs specialists as route salesmen to service machines catering to special ethnic groups, such as Negroes, Spanish-speaking and others. These men closely watch reception to new records and keep tabs on the several radio stations that cater to the ethnic population.

The route men have been doing their own record selection and buying, with some success, but Catanzo reports a major overhaul in this system as well as in the firm's record library system. Greater central control over buying will permit giving a review to route men's recommendations, Catanzo feels.

Sam-Russ itself is the result of a fairly recent merger. Tessler, who had owned the Oakland Automatic Sales Company since 1935, and Catanzo founded Central Automatic Cigarette Service with a single machine in 1957. The two companies just over three years ago came together as Sam-Russ, Inc.

Firm Changes Name  
NEW YORK—The Standard Financial Corporation, which specializes in coin machine financing, has changed its name to the SFC Financial Corporation, The New York Stock Exchange symbol (SFC) will remain the same.

Bally Horse  
Has Action of Rodeo Steed

BUCKY

CHICAGO—The Bally Manufacturing Company this week went into production on a new horse ride, Bucky, which simulates the actions of a rodeo steed by jogging, rocking and bucking while kicking his fore and hind legs in opposite directions.

Bucky follows 10 years of continuous production of another Bally horse ride, Champion.

Speed change on the new ride is gradual and is controlled by pulling or relaxing the reins. The saddle seat is 29 inches above the slip-proof platform, which stands 10 inches high.

NOW! DYNAMIC ANIMATION IN A SINGLE PLAYER GAME

Gottlieb's RACK-A-BALL

BALLS ROLL UP ON RACK IN LIGHT BOX!

Scoring any lit rollover rolls multi-colored balls up on rack in light box.

Specials scored for racking up 9 balls.

- Additional specials scored for racking up more balls.
- Hitting blue, green, and red targets lights pop bumpers for high score and bottom roll-overs for specials.
- Match feature + Sparkling cabinet design

SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION!

Huebsch to Rowe  
Continued from page 47.

Huebsch, long considered one of the nation's top coin machine sales executives, will be in charge of Rowe AC automatic graph-gal sales for the area.

Jack Harper, Rowe AC vice-president and general manager, also announced the appointment of Robert MacGregor as vending regional sales manager for the same area.

Harper explained that the appointments are part of Rowe AC's new decentralization program in which regional sales managers work directly with operators and distributors. He added that Rowe AC personnel will continue to add to this program of local-level services.

Area covered by the new appointees will include North Dakota, South Dakota, Minnesota, Wisconsin, Upper Michigan, Illinois, Missouri, Kansas, Nebraska and Arkansas.

Rowe AC distributors in the area are Atlas Music Company, Chicago and Des Moines; Pioneer Sales & Service, Inc., Milwaukee; Central Distributors, Inc., St. Louis, and W. B. Music Company, Inc., Kansas City, Mo.

MacGregor has been with Rowe AC for 11 years as vending and district sales manager.

The ride itself is geared for younger from 3 to 15 years old. The Fiberglas body details the music and scores. The body itself is scored red, with blind tail and mane. The saddle is tooled leather with gleaming metal ornaments. Base is all steel in forest green with bold letters.

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PUT YOUR MONEY ON A SURE THING ... WURLITZER

THE WURLITZER 2700 TOPS THEM ALL FOR FEATURES
BILL WILLIAMS DISTRIBUTING CO.
HOUSTON, TEXAS • SAN ANTONIO, TEXAS

WURLITZER HAS THE WINNER

THE WURLITZER 2700
DAN STEWART COMPANY
SALT LAKE CITY, UTAH

GREATEST MONEY-MAKER OF THEM ALL

WE'VE SEEN AND HEARD IT WE KNOW IT
ROTH NOVELTY COMPANY
WILKES-BARRE, PENNSYLVANIA

SETS THE PACE RIGHT FROM THE START

WURLITZER HAS THE WINNER
THE WURLITZER COMPANY
LOS ANGELES, CALIFORNIA
BOSTON, MASSACHUSETTS

DON'T PUT YOUR MONEY ON AN ALSO-RAN

EMARCY DISTRIBUTING COMPANY
SAN FRANCISCO, CALIFORNIA

LEADS THE FIELD BY SEVERAL LENGTHS

THE 2700 TOPS THEM ALL FOR FEATURES
SOUTHERN MUSIC DISTRIBUTING CO., INC.
ORLANDO, FLORIDA
JACKSONVILLE, FLORIDA

WATCH IT WIN GOING AWAY

THE WURLITZER 2700 TOPS THEM ALL FOR FEATURES
SANDLER DISTRIBUTING COMPANY
MINNEAPOLIS, MINNESOTA

THE SMART MONEY IS GOING ON WURLITZER

THE FAVORITE FOR EARNING POWER
PEACH STATE MUSIC COMPANY
MACON, GEORGIA • ATLANTA, GEORGIA
COLUMBIA, SOUTH CAROLINA

LEAVES THE OTHERS AT THE POST

LEADS THE FIELD BY SEVERAL LENGTHS
ROCK CITY DISTRIBUTING CO., INC.
NASHVILLE, TENNESSEE
NEWSMAKERS

SHOP TALK: Singer Tony Bennett had a chance recently to discuss his specialty with a fellow artist from South America, Roberto Tones, whose three Columbia LP's have been strong U. S. sellers for label.

UA MEET: At luncheon gathering of United Artists sales toppers, group pauses for portrait, above. At left, Singer Gene Pitney was introduced to assembled distributors by UA's Art Talmadge.

HAPPY HOPE: During stopover in Japan during annual tour of military bases, Bob Hope breaks up singer Anita Bryant's concert withLon Furrer. They'll be on TV special January 16.

NORMA BEATRIZ NOLAN, the shapely Argentinian brunette who holds the "Miss Universe" title, adorns New York's skyline from the terrace of WNBC with designer Jim Morrisey. She was guest on "Harrington's Higemway" Show.

SIDEMAN: An unexpected guest artist in forthcoming bossa nova album cut by Lionel Hampton for his own Gladham label was Sacha Distel, French star.

BIG SQUEEZE: To commemorate two-millionth pressing by RCA Custom Records of "The First Family," Cadence Records' Archie Bleyer was awarded gold album. Columbia had already pressed a million of smash-hit comedy LP.

SISTER ACT: Germany's singing Kessler Twins, who have thrilled as well as vocal appeal, are guest stars of three TV specials for the West German TV network. The blond thrushes have a strong-selling record, "San Francisco," on the Polydor label in Europe.

DECCA DEAL: Johnnie Ray has been signed to long-term recording pact by Decca. The news pleases the label's executive v.p., Leonard W. Schneider. Ray will wax in Nashville studios.
THOUSANDS OF VISITORS TO THE THOUSAND ISLANDS KEEP THIS WURLITZER MUSIC SYSTEM PLAYING DAY AND NIGHT

Ten Top Tunes Feature Plus WURLITZER MODEL 5010 Half Dollar Wall Boxes Work Wonders

Clayton, N. Y. is the entrance to the Thousand Island area of the St. Lawrence River. McCormick's Restaurant is the almost legendary rendezvous of fishermen, boatmen and tourists who flock to Alexandria Bay. Proprietor Vince Dee says... "Our Wurlitzer hardly ever stopped playing — now, since we installed a new Wurlitzer 2710 with Half Dollar Single Coin Wall Boxes. It never does! These little boxes mean people don't even have to leave their seats to enjoy 10 top tunes for 50 cents — and, brother, how they go for this bargain. My advice to any restaurant or tavern owner is simply this — if you want to turn music into money, turn to this great Wurlitzer combination."

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IT'S COLE IN TORONTO:
Capitol Records of Canada
honored Nat King Cole
with a silver disk for 110,-
000 sales at "Ramblin'
Rose." Pictured are, left to
right, D. Edward Leetham,
director of sales; Geoffrey
F. Balch, executive vp,
and Paul White, national
promotion.

MGM GETS TILLOTSON:
Johnny Tillotson (center)
waives as his manager,
Mel Shayne, signs
contract with MGM
President Arnold
Maxie. Caprice Pro-
ductions will a.s.a.p., produce
and manufacture Tillotson
disks for MGM distribution.

MOM GETS TILLOTSON:
Johnny Tillotson (center)
waives as his manager,
Mel Shayne, signs
contract with MGM
President Arnold
Maxie. Caprice Pro-
ductions will a.s.a.p., produce
and manufacture Tillotson
disks for MGM distribution.

LATIN SING ALONG: A young audience gathered at P. J.'s in Holly-
wood for a live recording session with popular Trini Lopez. This will
be Trini's second album for Epic.

MUSIC CITY RESIDENT: Earl Scott, who is now
residing in Nashville, recently cut a record at
the Mercury studios there.

MUSIC MUSEUM: CBS Richard whitlowed through
New York customes last week for a quick stay
and television appearance on the Ed Sullivan
show. Epic Records played host at press party
the next day.

KEEPING HER EYE ON THE BALL: Georgia Brown
made a deal with Sandy Koufax recently. She
signed a copy of her London LP, "Georgia Brown
Loves Dodgers," in exchange for Koufax's
autograph.

LIGHT PRESENTATION: Enoch Light, managing
director of Grand Award, presents special copy
of company's French language course to Andre
Aliprandi, of the French Govt. Travel Office
of North America. Album is one of a series of three.
ORDER ALL THOSE PROFITABLE LITTLE LP ALBUMS HERE

Ready now, for Seeburg operators everywhere . . . the 2nd edition of this exclusive catalog of Little LP 33⅓ stereo albums manufactured expressly for play on the new LP Console: 223 best-selling album titles: 26 labels. Vocals, instrumentals, jazz/rhythm/blues, country & western, classical. All are in stereo. Every kind of album music you can program profitably . . . in every kind of location . . . on the great new Seeburg LP Console.
TRIAN OF THOUGHT: In Sweden, Electra (distributor of RCA Victor, Decca, Warner Bros.) recently showcased new stereo releases with aid of special "stereo" railroad car.

GOLD LP: Sixth gold platter for Kapp's Roger Williams was presented this month at label's annual sales meeting in New York. Williams' fans have spent $25 million for his platters.

DEBUT WAX: Thelonious Monk's first waxing for Columbia label will be "Mask's Dream--The Thelonious Monk Quartet." Album is due for release this month.

NEWEST BRAHMIN: Boston Symphony Orchestra, under baton of its new music director, Erich Leinsdorf, will be heard in Bartok's "Concerto for Orchestra" in RCA Victor's Red Seal releases this month. Leinsdorf, who replaced Charles Munch, is famed for his work with Metropolitan Opera; has been heard in recordings for both Capitol and RCA Victor.

BOSSA MANN: New Herbie Mann album for Atlantic was taped in land of Bossa Nova. Same with Mann at Rio session is composer-pianist Antonio Jobim ("Desafinado") and Nesuhi Ertegun.

JUDY ON TV: CBS-TV program chief Hubbell Robinson holds signed contract calling for weekly hour-long show of actress Judy Garland. Others: Salvatore Sanucci of CBS; David Begelman, Judy's agent.