Dean TV Will Open Door to Young Talent

NEW YORK — Bob Banner Productions has been set to handle the Jimmy Dean TV show next season. Banner's firm is one of TV's major production units, although this is the firm's first association with the ABC-TV network, which will carry the Jimmy Dean show next season. Jimmy Dean, who scored heavily on TV in sitcoms on the old Jack Paar show and the Johnny Carson show on NBC-TV over the past six months, will be doing a comedy variety net TV show out of New York starting in the fall. The show is expected to be a prime showcase for both new and vet talent.

Continued on page 8

Victor Throws Weight Behind Caruso Revival

NEW YORK — A Caruso revival is in the offing on the occasion of the 50th anniversary of the singer's birth. RCA Victor Records, MGM films and publisher Simon & Schuster are spearheading a joint public relations campaign through release of an all-but-forgotten, long-unheard phonograph version of the Mario Lanza album "The Great Caruso," the reissue of the Lanza film "The Great Caruso," and the publication of an updated paperback called "Enrico Caruso, His Life and Death," by the tenero's wife, Dorothy Caruso.

The Victor album was issued this week and has a contact point of sale. The publisher will provide a flock of point-of-sale merchandise and special dealer promotions to enhance the promotion of its album. The LP itself has been shipped to more than 300 radio disk jockeys around the country.

MGM has a major campaign scheduled on the Dick, the local theater level, and will have special screenings for dealers and dealers and Victor district managers. Promotions will be spread in various cities. The picture will be run in theaters by the end of the year.

The S. & S. paperback of Dorothy Caruso's biography of her husband is a re-issue of the book originally published in 1945. It has been sent to every paperback reviewer in the U.S. with a special set of photographs from the book. The publishing firm, too, has launched a new promotion.

Continued on page 8

Benny Four Takes a Ride Like Old Days

NEW YORK — Nostalgia filled the studio at the RCA Victor 24th Street building last week when, for the first time in some 25 years, for the jazz collector it was a misty-eyed, sentimental trip back in time. The sessions were held at the end of last week (13 and 14) and Big and his ex cavalier stars cut a good many of the standards they used to play as well as some new tunes. Besides such well-remembered tunes as "East of the Sun," the BG quartet modernized jazz-type songs such as "Bernie's Tune."

Continued on page 8

Billboard Sets Up Award for No. 1 Hits

NEW YORK — Billboard is presenting a special citation—the Billboard No. 1 Award—to every record hitting the No. 1 slot on the "Hot 100" chart. The award has been set up in recognition of achieving the top spot on the "Hot 100." An honor will be given to the thousands of record buyers over the years who have purchased 40 records a year. The award has been won this year by the Tornadoes on London for "Trotter," Steve Lawrence on Columbia for "Go Away Little Girl," the Rooftop Singers on Vanguard for "Walk Right In" and Paul and Paula's version of "Hey Jude" on Philips. The citations, in the form of framed hand-lettered of records which mailed or presented to the winning artists by the publication.
FROM ITALY WITH LOVE: SERGIO FRANCHI

Two hits on this single!
“The Good Life” c/w
“Bella Nina.” Watch the brilliant new tenor take off as America returns his love!

#8149

THE MOST TRUSTED NAME IN SOUND

www.americanradiohistory.com
**'HONEST, BABY, THIS ONE'S HAPPENING, SO, I GOTTA JUST GOTTA'**

NEW YORK — As a public service to the record industry, Billboard passes along the following list of LP's, singles and forthcoming releases collected by industry veteran Frank Holland of Mutual Distributors, Boston. The phrases, according to Holland, are sure-fire persuasers when a record promoter needs a quick slick retort. Holland claims he’s convinced the record is a dog. Here’s Holland’s hyperr.

You gonna play this record, son?

... has a blue dart in the Christian Science Monitor.

... is selling on the West Coast of Africa.

... is being skipped by Randy Newman.

... is being considered by Archie Bleyer’s babysitter.

... has been reviewed as part of several other releases.

... has a teen sound with adult appeal.

... has been re-mastered with strings and horns.

... is yours exclusive (until I get to the station down the street).

... was written by King-Goffin, Newlin-Kishner and Rodgers-...

... sold 5,000,000 in the first three days.

... is the pick of the week in every station in America, except one.

... is a big hop record with Murray the K (see below).

... is the nation’s best record (see below).

... is titled, "Another Roses Are Red."

... is a record I have faith in and believe in more than any other... if that’s the case, your level with you, sweetie, and if I don’t make it with this I’m dead with the label but you wouldn’t hose you on a dog, plus the national man is in town and I’ve gotta show him some stats.

---

**Columbia to Scout Teenage Talent in Weekly Auditions**

NEW YORK — Columbia Records, in pursing weekly teen talent auditions, beginning March 15 with tournaments in New York, New York, East Coast tour's a.p.r. chief, said the auditions will be held for teen artists whose acts have been approved by the label’s newly created "Teen Talent Auditions Department," of which Tom Scott is auditions director. Announcements of the tours will be made by application, including a photo, to Scott, who will handle initial screening, and auditions will be held on behalf of Columbia "R&B as Red," as its subsidiaries, Epic and Okeh, will be attended by Kageru who will handle a.a.r. sales and publicity staff, who will act as judges.

**DEPARTMENTS & FEATURES**

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**CAROLINE'S PONY SONG CORRALLED BY DECCA**

NEW YORK — Decca Records acquired in late January what is said to be a new instrumental titled to the top tune, "My Pony, Macau," by Stuart and Gary, written and sung by Byrds. The label has also a change of West Coast a&R directors.

The "Macau" single, which is shipped out this week, deserts by a city, from the country, the national impetus in Washington. The Navy of the Decca-Coral operation, which bore widespread coverage from the wire services and local newspapers in the nation’s capital. The tune, written and recorded by Stuart, is instrumental by pianist Snyder, was inspired by and is recorded in John Kennedy and is published by B. F. Woolf, a subsidiary of MCA Music, Inc.

On the West Coast, Charlies (Bud) Dant has replaced Sonny Bono as recording director. Burke, a composer with several tunes, "Bread and Sun" and "Black Coffee" to his credit, is retiring from the Decca post and comes to Columbia as a composer-arranger. He has recently completed the tracks for the Jackie Cooper "Hennessey" TV show.

Dant is a veteran composer, arranger and conductor who has been Columbia’s recording staff since 1955. For the past five years, Dant has been Columbia’s recording director of the Coral a&R, set up on the Coast, and also has had specific assignments recording Decca Artists. He was also recorded as an artist. As chief of the Columbia operation on the West Coast, Dant will supervise the recording of such Decca artists as Rick Nelson and the group of the Jackie Cooper "Hennessey," and Vincent Edwards and Tiny Little.

The label has also introduced the second number in its Good Humor Series of Rarely Recorded Classics. The song features the Everly Brothers and Tennyson and Raymonde Massey.

**FTC Legal Roadshow Shoves Off to Chi for 3-Day Stand**

BY REN GREVATT

PHILADELPHIA — Mercury Records is the only licensor of product to the Columbia Record Club which finds itself in a directly competitive position with Columbia on the pressing plant level. Despite the firm’s own manufacturing facilities in Richmond, Ind., the great bulk of its product destined for club release is provided by Columbia. These were key points brought out in testimony here by Irving Green, Mercury president, during the final days of the Quaker City phase of hearings on a Federal Trade Commission complaint against the Columbia club.

Other witnesses heard during the six days of hearings held here included Alan Cohen of Cameo-Parkway Records, Sanford Waltell, owner of Allan­town Records, an indie pressing plant in Allen­town, Pa., and Lawrence Smith from the Greater Philadelphia area. The Philadelphia sessions were con­cluded Wednesday (13). The legal battle between the original Monday (18) in the FTC offices on West Jackson Boulevard.

- Counsel for the Mercury counsel, Mort Needleman, Green said that the entire Mer­cury press service is available to Co­olumbia for club release. About 200 selections from the catalog have already been offered. Pro­duct on the related Phillips label is on a "choose as you like" basis, Green noted.

He said that all product in­volving substantial quantities were, as in the case of most licenses issued by Columbia, plants, though Mercury itself does the covers. When only small quantities are needed, Mercury presses the discs, pre­pares labels and ships them to fin­ished product to Columbia at 52 cents per unit.

While this figure was arrived at, Green noted that the billing invoice includes a pressing, jacket and a fair mark-up, “to which no tax or royalties are added.” The explode tax, according to Green, was not ap­plicable (to Mercury) in this case.

**KEELY SMITH returned in the wax scene last week after a three-month absence for Repertoire, "Going Through the Mists," her new RCA Victor album. The action and the sleeve label is leaving on it with vigor.

**BIG BILL HIRT is back to sing.**

NEW YORK — Atlantic Records has signed Little Richard, continuing his deal with the top rhythm and rock artist. The singer has been inked to a long-term deal. Richard has renegotiated with the pop recording scene after some years in min­istry work. The artist has a strong following in the U.S. and Latin America, where he is known as "Tutti Frutti," "Flipper," and "Ali-Cool" on islands like Miss Molly," "Long Tall Sally" and "Lucille," all on the Specialty label.

**Billboard BACKSTAGE—**

**The Jerry Dodson Award**

The Jerry Dodson Award was presented recently to Bob Rolontz, our music editor, for his excellent in-depth reporting on the story behind Cadence Records’ "The First Family Story." The Award reads as follows:—"To Bob Rolontz:...A medal is in order! This is the time and effort Award you so richly deserve for your coverage of the 'First Family Story.' This is by far the most interesting and my lack of adjectives here leaves me at a loss..."I have ever read in my 11 years at Billboard. I read this last evening on my way home from work, missed my bus stop and finally came back to reality a mile beyond my home (I'm a slow reader). I insisted, when I finally did get home, that my wife and two eldest children read the story. They also agreed that it's a Pulitzer-worthy document on a fabulous record. My oldest boy (seven grade) is going to write a report on his story to his English class, and he hopes it will be printed in the school paper and All in all, Bob, it became apparent to me that I had to show my enthusiasm in the story, to present you this layout. The caliber of this story makes me proud to be a member of Billboard's staff. Well done! . . . Jerry Dodson.""Who is Jerry Dodson? He is one of the three staff artists who works "under the north light" here at Billboard. He deals with advertising layouts, promotion pieces and other visual material required to produce a good newspaper.

This is another tangible demonstration of the interdepartmental strength and spirit that enables our book to emerge as the industry's leading international music-record newsmagazine.
Most Disk Execs Swear By
(Not at) Chi's Dick Biondi

By NICK BIRO

CHICAGO—"If I had my choice, I'd record on one radio station in the country, and that's station only; it would have to be Chicago's WLS. And the key jockey to me would be Dick Biondi."

The comment was made by a highly placed executive with one of the largest record companies in the country. In the room were officials of at least two other record companies, all majors, and promotion men that represented coverage for some two dozen labels among the U. S. Everyone in the room agreed with the observation.

Reach for WLS, and particularly Biondi's show, reaches down as far as Texas and even Florida. It goes north to the Dakotas, west to the Rockies and east into Pennsylvania. This man (Biondi) puts on a fantastic show. He's a real disk jockey and he has a real following; they were the follow-up remarks.

With this sort of sentiment supporting Biondi, it's not too surprising that a number of his albums are on the press, and often controversy.

He's the kind of a star just a bit mild for the explosive reaction that took place in the record industry, and among jockeys, here last week.

Pat Boiling

A week ago (Billboard, Feb. 16) it was noted that the "pot is boiling between several record manufacturers and Dick Biondi" over the latter's alleged reluctance to play a new record if it had previously "broken" on competition stations in the area.

If such a reluctance does exist, and if the "pot is boiling" between some "unofficial" manufacturers, it obviously doesn't exist with a majority.

In any event, support for Biondi was spontaneous and overwhelming.

PLAYS HIS

General consensus among promotion men here was that "sure

CORRECTION

Through an error, the Lou Monte Spotlight Single on Page 26, "Friend of Pan-Pan (the Italian Pussycat)" is under the Cadence label. Actually, the disk is on Reprise, as was its illustrious hit predecessor, "I'm the Greatest Lover in the World." It will be reissued in due course with new cover art.

Four Months Later

L.A. "pot" is still boiling, with Biondi sticking with a new disk, a "double A," a "B," or another "B," or whatever, and nothing to show that he's going to change his tune.

Biondi plays primarily the hits—it's his policy. But the show has not infrequently broken brand-new material. And besides, Biondi doesn't pick records. WLS' program director, Gene Taylor, makes up the play list and Biondi plays whatever is on it.

In general consensus is that some record manufacturers may have an axe to grind; most others don't.

Typical among comments from promotion men who rose to defend Biondi, was that of Morris Diamond, a 20-year veteran of the business, newly named national promotion director for Mercury.

Tom: If questioning, etc., were to be made of promotion policies, then the promotion managers must be questioned, etc., etc.

No Trouble

Said Diamond: "I've never had any problem with Biondi. No trouble. WLS dragging their heels on a record. One example is Paul and Paula's "Hey Paula" on Philips. (Diamond had been national promotion director for Philips for a year before joining Mercury.)"

"Dick Kemp (of WYNY) was the first to play the record. In fact, Dick already knew about the 45 since his sister goes to school with Paul and Paula in Dallas. WLS got on the record immediately and Biondi played it."

Other examples cited by Diamond that first broke on WYNY and were picked up immediately by WLS and Biondi were "Her Bobby," by Frankie Vaughn on the 86.

Liberty Bringing Out Slotkin LP

HOLLYWOOD—Liberty Records is bringing out "Our Winter Love," the Felix Slotkin album which was prepared for release prior to the artist's sudden death. According to national sales manager Don Bahan, the new album was added to Liberty's February debut program, now under way, with the hope of attracting the Slotkin fans.

To Liberty's national promotion director Bob Skaff has dispatched a complete promotional mailing of the album to all radio stations, while the publicity department is blanketeting national newspaper and magazine in behalf of the release.

Good BET to repeat as Academy Award song winner is Harry Manici's "Days of Wine and Roses" score, Hollywood insiders say, and here Manici, who won last year with his "Breakfast at Tiffany's" score, gets words of encouragement from RCA Victor's Harry E. Jenkins, right. Jenkins has just been named vice-president of marketing for the label.

three months. There was some discussion of such dance items as the so-called limbo rock and the mashed potato. Cohen said one current C-P club selection trouble with Biondi at all.

Question asked of Wartell of the Allentown Record press- ing firms, were designed to elicit information on pressing for LP pressings. An 86 cent pure vinyl 12-inch platter costs about 29 cents today, Wartell said. Adding another 8 cents for jacket and a 25-cent charge for front cover, the figure comes to 37 cents for a finished product. An extra 10 cents will be added for stero, he added.

In further testimony, Wartell said the Columbia club had affected his business, because of the fact that the club wants its labels to press with Columbia. Under cross-examination by Columbia counsel Asa Sokolow, Wartell confirmed that he had hired as a New York sales representative, one Harold L. Friedman, indie disk consultant and one-time disk manufacturing exec and consultant to ARMA. Below produced a letter written by Friedman in the name of the Allentown firm to a number of indie manufacturers exhorting them to "coope with Columbia, RCA, and MGM."

"It's the sense to stopfeeding the monster that's competing with you," Friedman's letter went on. "Work with Allentown or any independent producer."

Wartell said the letter went out March 2, 1962, and that he was aware of it afterward, however, that he did not dissociate himself from the letter. Questioning Wartell, Columbia and Adolph dealers followed a pattern similar to that of the Chicago hearings, where dealer witnesses both here and in New York. Two of these, however, were not on hand. WLS dealers had thrown in the sponge during the past year. Bill Barwis, who formerly operated a store bearing his name, said Columbia's club was his "only factor," in his giving up the business.

Barwis singled out classical sales as one of the greatest losses to his business in the classical field. "In my opinion, classical customers bought through the club, but you can't get that business back, only for what they could not get from the record store."

In cross-examination, Sokolow traced the advent of Gimbel's LP club to sales from the classical department, which he said were as discount factors in the local scene and alluded to a late 1961 price war between Gimbel's and Korvettes. Barwis admitted that those figures were unfavorable developments for the small independent.

Alan H. March of the S. H. March Citizen City store, said that "Music Plus Trumpet Orchestra," a classical LP which Kapp Records acquired from the defunct Unicorn label, and later licensed to the club, used to be a "bonanza" for the club. He said classical records he ever had. March said he no longer handled much Columbia or Kapp product in depth.

Hermin Kaganbein, who described himself as a factory representative for Columbia Records, operated the Newman Record Shop here. In his last three years of business, he estimated last year, he noted, his volume decreased about 40 per cent. Columbia's earlier explanation of what the club was designed to do, as explained "by any local salesmen, Joe Lyons" (now with Columbia headquarters in New York), to the effect that the club would produce more retail cus-
Brubeck
spells
sales!
Panel Kicks Around Indies' Role

By JACK MAHER

NEW YORK — The second seminar in "The Art of Recording," once again centered the exploratory discussions instigated earlier on the use and development of talent. This second number in the course co-sponsored by New York University and the National Academy of Recording Arts and Sciences (NARAS) held Tuesday (10), covered three phases of the reprise and producers.

The panel was composed of Joe Cisla, Trinity Music executive, a medium-sized record producer: Archie Bleyer, chief of Cadence Records, and Jerry Lieber, independent producer with Mike Stoller of disks by the Drifters, Ike & Tina Turner, Mike Clifford, Ben E. King and other acts. The points covered varied from composition and material and a discussion of the single selling problem. Both Lieber and Bleyer concurred on the importance of material as the backbone of a recording. They both felt that the composer should avoid cliches and regulations, and should not imitate current hits when creating material for recordings.

Shakes "Em Up

Jerry Lieber said that he thought independent producers should make it much easier for one in every two in the recording business. Lieber noted that the independent label's ability to produce great diversity and prosperity to a great many musicians, composers, and producer artists as artists, because the indie producers broke up the tightly controlled cliques of talent and material users within major and large independent companies.

Eventually, Jerry believes, those indie producers that wish to grow as a business, must have their own labels, much like Mooges and Kirschner have.

In explaining what an indie producer should do, Jerry Lieber outlined some of his current labels, much like labels. With Atlantic, for instance, Lieber and Stoller have arranged and recorded for said artists on the Atlantic roster. Also, the independent producers have built a line of artists, as well as fitting their talents to the products. Jerry Lieber has produced new artists such as the Decibels and as doing dates with Jay and the Americans and Ferrante and Teicher.

However, Lieber said that the biggest problem has been particularly unsuccessful independent producers. Even his "First Family" LP hit, he said, was more an idea than an independently produced disk ready for pressing and distribution.

Nothing Wrong

On the so-called singles problem, both execs stated that there's nothing wrong with singles sales that a smash couldn't. If a single isn't on all stations, it left off the trade.

Bleyer did point out the nebulous quality of the disk industry, where product is produced not for utility but for emotional impact. He also outlined a particular phenomenon of the business, that the artist's life is continually changing. In general, Bleyer noted, an artist works on two levels, the group or night club level, and the independent disk level.

It is his experience, Bleyer said, that an artist's talent in particular on the night club or group circuit, he changes his act to a point where he loses popularity on the走进 or disk level.

Felis Slatkin Dies at 47

HOLLYWOOD—Death came last week to Felix Slatkin, 47, virtuoso violinist, conductor, composer, arranger and Liberty Records artist. He died suddenly of a heart attack on Saturday (9). There had been no indication of a heart ailment.

Slatkin is remembered for his "Fantastic Strings" series of LP's for Liberty, and while at Capitol Records in England, he helped form the Hollywood String Quartet. He was presented with the Grammy award three years ago by the National Academy of Recording Arts and Sciences for a Hollywood String Quartet LP's as a top classical album for the year.

At Liberty Slatkin had recorded more than 10 albums, of which "Hoe down" is currently among the top-selling LP's. Slatkin played concert violinist, entering the Curtis Institute of Music at the age of 13. He later formed his native St. Louis, where he performed as the American Symphony Orchestra under Vladimir Golschmann for several years. Slatkin also served as a concert master at the Los Angeles Philharmonic Orchestra.

He was married to his widow, Eleanor, a virtuoso cellist with her own group, and has appeared many times on records and on concert; two sons, Leonard, 16, and Michael, his mother, and a sister, Services were held on Sunday at the Hollywood Cemetery.

INDEX OF NEW REPRISE SINGLES

DEAN MARTIN
SAMMY DAVIS JR.
FRANK SINATRA
ROSEMARY CLOONEY
KEELY SMITH
BARNEY KESSEL
EDDIE CANO
LOU MONTE
NANCY SINATRA
RAL DONNER

the label of singles significance

LATE SINGLE SPOTLIGHTS

Pop

JIMMY RODGERS
FACE IN A CROWD (Saloon Songs, BMI) (2:50)—Here's a fine new ballad in the heartbreak school, delivered meaningfully by Rogers. True has a nice sing-song and it's pretty well arranged with strings and chorus. Watch it. Flip is "Lonely Hearts" (Homesound, ASCAP) (2:55).

BOBBY VINTON
OVER THE MOUNTAIN (ACROSS THE SEA) (Arc, BMI) (2:26) FARRER (International/RCA) (2:45)—Two stand out new sides for Vinton. First up is a finely waxed reprise of an old hit for Johnny and Joe, while the flip is a delicate, medium-paced ballad, warmly delivered. Take your pick. "Eele. 95771.

PAUL PETERSEN
ANYTHING (Adlib, BMI) (2:20)—Young TV star Paul Petersen is just coming off a solid hit, "My Dad," and he can repeat here. It's a good ballad, oddly arranged, with an impressive performance by the flip. Watch this. I'll be "Goody Good" (Henderson, ASCAP) (2:49).

MARTY ROBBINS
CIGARETTES AND COFFEE BLUES (Marty, BMI) (2:41)—Robbins could click easily with this top-notch, country-styled tragedy ballad. He packs a lot of emotional punch into the tune, which he also wrote, and it has a chance to move out fast. Flip is "Teen-Ager's Dilemma" (Marconia, BMI) (1:49).

Vee Jay Gets Free A.R. Rein On Ifield in Paramour Deal

CHICAGO — Vee Jay will have complete A.R. freedom with its English arm, Frank Ifield, following a deal completed last week, with Nemor, Paramour, chief A.R. director of EMI in London, Ifield's parent firm.

Vee Jay will be able to call the shots on Ifield’s new recordings, type material, arrangements and the like, an unusual deal that in the A.R. activity would normally be directed out of England. Vee Jay is also releasing this week Ifield’s newest disk, “The Wayward Wind,” currently No. 1 in the U.K. (1:43). Ifield’s LP is due for a promotion trip here next fall.

Paramour spent the week here in negotiations with Vee Jay. The English A.R. chief, was responsible for Ifield’s “I Remember,” and has also guided the success of England’s big-name pop singer Cliff Richard.

Mercury Puts On Consumer Deal For LP Classics

CHICAGO—Mercury is featuring a classic album consumer deal, offering one album free with every two purchased. In its new “Three-Ring Circus” sales plan.

The classical sale, dubbed “Ring One,” covers the entire Mercury and Mercury-Wing classical catalogs. The deal runs from February 15 through March 31.

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OUR FEBRUARY LOVE: BIG HIT INSTRUMENTALS

FELIX SLATKIN

**OUR WINTER LOVE**

- DAYS OF WINE AND ROSES
- MEDITATION
- I LEFT MY HEART IN SAN FRANCISCO
- theme from "LAWRENCE OF ARABIA"
- GINA
- FLY ME TO THE MOON
- LOVE LETTERS
- STRANGER ON THE SHORE
- WHAT KIND OF FOOL AM I
- THE TWELFTH OF NEVER
- LOLLIPOPS AND ROSES

LRP-3287 / LST-7287

OUR SALES/CHARTS: LOVE: HOEDOWN

HOEDOWN!

THE FANTASTIC FIDDLES OF FELIX SLATKIN

LMM-13024, LSS-14024

STOCK UP NOW:
- 15% CASH DISCOUNT
- 100% EXCHANGE PRIVILEGE
- DEFERRED BILLING: ½ APRIL 10, ½ MAY 10

LIBERTY RECORDS

*See this week's charts for listing*
The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by Billboard's weekly nationwide surveys.

**Most Disk Execs**
- Continued from page 4

Philipps, and a current disk, "Yellow Bandana," by Faron Young on Mercury.

**Picked Up**
Dick Gussin, now with Columbia and formerly with the ABC-Paramount Distribution Company here, cited "The Bird," by the Del-Tones, as an example of a disk that broke on WNYR and immediately picked up by WLS.

Harold Geilston, Liberty, cited three records that recently broke for him on WNYR and were picked up by WLS and played by Billions. "Blues to Heaven," Nick Noble, the Ventures, and "The Mayfair Jingle," a Thousand Eyes, by Bobby Vee. A few of these were used.

One promotion man cited an example where he had had dinner with Billions and an artist. The artist was unbelievably kind to him, knowing he kept his composure. Yet that evening he played the artist's record as if nothing had happened.

He went on to say that "a lot of guys who don't get their records played take it personally. If you creep out the old kids, the poor promotion man, I think you'd give them an equal number of WLS on his side. They play all things they feel is worthwhile."

Other sample comments: "WLS plays proved. WNYR plays well. WLS first, the audience really feels it better. Billions is... one of the really great records that helped the artist.

**Cap Snoopy Dick**
- Continued from page 1

formed corporation, Dick Dale Enterprises, Inc., and Capitol.

Capiot wasted no time getting behind this hit. He decided to recruit to the Harmony Park Ballroom in Anaheim last Friday (15) for an on-the-spot recording of Dale and Del-Tones.

Ideas were rehearsed at the location, but another possibility was release of the on-the-spot recording as a 45.

Monours plan to keep his Del-Tones recording, using it to introduce new artists.

**Toss Rocks at Boss**
- Continued from page 3

action was strong enough to cause a considerable stir.

At the moment, Leipzig is sitting back hopelessly hoping the platter will be heard. "Shows how a press agent can do when he's not on the newspapers in New York to read," he says.

**Caruso Revival**
- Continued from page 3

an extensive, year-long campaign for the Caruso book.

Caruso's original records, which have now been reissued and re-reissued many times, still continue to rank up steady sales, with about one copy of his RCA Victor recordings currently available. There are several original Victor recordings dating back to 1904.

**Jimmy Dean**
- Continued from page 1

Dean's solid record success last year helped him win the coveted Billboard Man of the Year award at the Nashville WSM — "Grand Of Op'y" — Country Music Convention a few months ago.
A POEM OF PROFIT
FOR FEBRUARY

The Great Glenn Miller
Miss MacDonald sings
A Broadway galaxy
More “Living Strings”

JEANETTE MacDonald
Sings Songs of FAITH
and INSPIRATION

GREAT PERSONALITIES
OF BROADWAY

AL JOLSON
GEORGE M. COHAN
BEATRICE LILLIE
HELEN MORGAN
FANNY BRICE

ETHEL MERMAN
SIR HARRY LAUDER
EZIO PINZA
RUDY VALLEE

RCA CAMDEN
All Right, Mill Around Everybody!

By JACK MAHER

If you like a spectacle, the Bitter End is the place for you. This non-alcoholic, Greenwich Village nightclub has an entertainment terror on stage that rivals the best C. B. DeMille ever put on film. With a cast of thousands, the Robert DeCormier Folksingers are making their first-time-ever night stand of residence and will continue to hold forth through February 25.

The DeCormier singers are 17 souls strong: eight of them are men, five of them are women, and four of them are musicians. On stage at the downtown moccasin mansion, this group looks and sounds like a cross between the Mormon-Par- nacle Choir and the Mitch Miller Sing-Along Gang. When they move on the compact Bitter End stage it’s like the chicklet race from “Ben-Hur.” But they really fracture the people.

On the night reviewed, Monday (11), the audience roared, clapped and applauded the group with obvious glee: Their rebuff, if not always exact, arrangements scored with the folk fanatics, and an “A” for effort goes to all members of the entourage.

Robert DeCormier, the musical director and personal conductor for Harry Belafonte and the Belafonte Singers before forming this wilder- than-usual band of reivers of our own. He chose David Thaenor, a confederate with the Belafonte Singers for the staging of this night’s folk yodeling group. Columbia Artists Management, Inc., has the Folksingers ready for a cross-country tour after February 25.

Material for the organization is folk in the broadest sense of the word. It stretches from The Chucko Watts to Polish folk song, “Amen,” the stylized Negro spiritual. This latter number wrapped up the group’s half-hour on February 6 and is proving that his term in office has not yet ended. No lame duck. Meader has taken on a myriad of other lesser political lights with short sketches, one of which put among all of the male members of the Kennedy family.

Wary of the possibility of an equally meteoric fall as well as a rise in the Kennedy family is preparing himself. At worst, he told Billboard during an exclusive post-concert interview, “I’ll become a wonderful bum instead of the poor bum I was before.”

But perhaps this won’t happen. Meader is currently considering material for a second album, but neither he, his manager nor his writers have determined just what it should be. Except it will not deal with the Kennedys again.

During his engagement at the hangar 1, scheduled through March 2, Meader’s introducing fresh material and personalities. He does a sketch of “Famous Quotations of the 1960s Congressional Campaign,” lampooning both winners and losers; he mimics a press conference or two by a cabinet secretary; he preaches a sermon to an ex-mayor of a small western town, one Dwight Dee, and a brush-up young man named Jack. Meader also picked his satirist—Senator Keating, Secretary McNamara and their disagreement on whether Cuba is a first-rate television show with politics, and demonstrated a new children’s character with Uncle Wes, and all his little Brothers.

The recording artist’s three- and-a-half-week stint is netting him a mere $750 a week, according to the contract written before that album. When he concludes his tour, he plans on going to Milwaukee (missing the NARM convention scheduled to begin in San Francisco that very weekend) to play for two weeks during another official commitment at the Holiday House there. Meader will not say what his salary will be, but confesses that it’s “almost as much as the old figure.”

On March 22 he will be in Los Angeles for a four-week engagement with the country of Mexico, and at the last he gets a four-week engagement paid for at a healthy figure.

When this ends on April 30, he’ll come back to the hangar 1 to sell out the balance of this year’s original eight-week contract, but this time at a generous increase in salary to $1,250 per week. That engaging RCA Victor recording “folk singing” man will be ready on their signals.

[Continued on page 12]

LIVE REVIEWS

Meader Polls

Well at the ‘i’

By GODFREY LEHMAN

SAN FRANCISCO—Every- thing was new at the hungry 1 in San Francisco these days. Vaughn Meader has actu- ally been in the city for nine days late, and impresario Emile Tillotson has entirely turned the President’s alter ego into the theater nightclub on February 6 and is proving that his term in office has not yet ended. No lame duck. Meader has taken on a myriad of other lesser political lights with short sketches, one of which put among all of the male members of the Kennedy family.

Wary of the possibility of an equally meteoric fall as well as a rise in the Kennedy family is preparing himself. At worst, he told Billboard during an exclusive post-concert interview, “I’ll become a wonderful bum instead of the poor bum I was before.”

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[Continued on page 12]
ORDER FROM YOUR SHOWCASE DISTRIBUTOR:

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- Eldora Sales, West, Atlanta, Ga.
- Sunnyside Sales, Oklahoma City, Okla.
- United Records, Dallas, Texas
- Canadian Sales Co., London, Ont.
- Trinity Music, San Francisco, Calif.
- Hurricane Dist., Chicago, Ill.
- Central Music, Laredo, Tex.
- United Rhythm, Inc., Los Angeles, Calif.
- Sunnyside Sales, Phoenix, Ariz.
- United Records, Detroit, Mich.
- Standard Records, New York, N. Y.
- American Record Sales, Kansas City, Mo.
- United Records, St. Louis, Mo.
- United Records, Nashville, Tenn.
- National Music, Los Angeles, Calif.
- American Music, Portland, Ore.
- United Records, Minneapolis, Minn.
- United Records, San Francisco, Calif.
- United Records, Chicago, Ill.
- United Records, New Orleans, La.
- United Records, San Francisco, Calif.
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- United Records, Detroit, Mich.
- United Records, Atlanta, Ga.

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Hendersonville, Tennessee

www.americanradiohistory.com
"Much Ado About Nothing" recording . . . Lionel Hampton to take band on six-week tour of Japan April 2 . . . Tony Lawrence, West Indies-born bright new light, is back on home grounds this week, working Montego Bay and Ocho Rio, Jamaica, before shipping to Montreal for a hotel date . . . Patachou, who may be greatest cabaret entertainer in France today, makes first U. S. concert stage appearance at Carnegie March 3. She'll be accompanied by Jo Basile, one of world's fine accordionists . . . Isao Yukinura, the Japanese television, picture and recording star currently at the Persian Room, comes in at 89 pounds.

In addition to being welcome at the Attorney General's house, Crockett and Addins are set for concert dates with Stan Getz: February 20, Ford Auditorium, Detroit; February 21, Carlton College, Northfield, Minn.; March 5, St. Joseph's College, Collegville, Ind., and March 15, Symphony Hall, Boston.

Pitcher Don Drysdale signed with Frank Sinatra's Reprise firm to do four singles, two new tunes and two standards. He thus follows Dodger teammates Maury Wills, the football Giant's Rossy Grier and Will Chamberlains from playing arena to recording studio—but since the Dodgers, the Giants and Chamberlains' San Francisco Warriors all are having troubles, some record people are asking: "Where do the winners get to make records?"

JACK O' ROR

---

They're Unusual!

The Halifax Three
The Man Who Wouldn't Sing Along With Mitch

Sensational New Album

The Halifax Three

They're Hot!

Tony Orlando
"Shirley" 5-9570

Adam Wade
"Don't Let Me Cross Over" 5-9566

George Maharis
"Don't Fence Me In" 5-9569

Rolf Harris
"Sun Arise" 5-9567

They Sell!

---

Telephone Hour Gets Expanded Fall Schedule

NEW YORK — The "Bell Telephone Hour" is now a showcase for record performers, will go on an every-other-week basis for a full-year next season on NBC. The show was on eight times this year.

The program has an 18-year history of presenting celebrated instrumentalists and singers on radio. Since it turned to television in 1959, scores of performers, including Birgit Nilsson, Carol Lawrence, Joan Sutherland, Robert Goulet, Leontyne Price, Fred Waring, Harry Belafonte, Rise Stevens, Pat Boone, Mischa Elman, Jane Powell and Margot Fonteyn, have appeared.

The programs, to be in color, will be presented on alternate Tuesdays, 10 to 11 p.m., Eastern time, beginning September 24 and continuing until the following fall. It will mark the first time the show has been on during the summer.

Meader at the 'I' - continued from page 10

some, the Wayfairs, bring their own youthful vigor to the program, though they seem a little immature and still to be developed. And French disease Ondine completes the current bill with somewhat pedestrian talk-singing about shallow young loves both required and un.

Night Club

Mann A Credit To Bossa Race

Max Gordon and the Village Vanguard obviously believe the bossa nova will live a long, long time — at least another three weeks—for he has Herbie Mann, Bola Sete and Sergio Ricardo as his current show.

The Greenwich Village nitey had a healthy house opening night (12) for the Brazilian sounds, which would indicate that the bossa continues to catch the capricious public taste.

No small credit for the turn-out was the excellent work of Atlantic Records' Herbie Mann. Mann has built an enviable sales track record over the past year and his solid, well-paced show holds the audience's attention throughout a set. Herb pipes the bossa, blues and swingy-swingy for soloists on flute. Tight, explosive support comes from his quintet, which features light swinging solos from Dave Pike, vibes, and Attila Zoller, guitar. Zoller's work is deft and to the point. He's Hungarian-born, spent months at a time in Austria and Germany and hops into the Brazilian groove with calm delight. The UN should be so lucky.

Bola Sete is a displaced Brazilian. His work gleams with a hard, skillful and extremely sound. On Spanish guitar, he swings easily from Bach to bossa. His tight, razor-crisp rhythm section of bass and drums support him most skillfully. Rounding out the show is singer Sergio Ricardo who, like so many others from the South American bossa-land, sings with the Gil-iberto inflection. His work was adequate through undistinguished.

JACK MAHER

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Freddie White
1784 Fahnestock B, 105, N. B.
Tel: 899-700-3600

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SINGLES ARE SWINGING!

FERRANTE & TEICHER
WITH THE ONLY VERSION ON THE CHART
THEME FROM
"LAWRENCE OF ARABIA"
UA 563

BILLBOARD POP SPOTLIGHT
JAY AND THE AMERICANS
STRANGER TOMMORROW
"WHAT'S THE USE"
UA 566

BILLBOARD: "TWO IN A ROW"
CASH BOX: "FANTASTIC DRIVER, SURE FIRE"

THE EXCITERS
"HE'S GOT THE POWER"
UA 572

BREAKING BIG FROM COAST TO COAST
THE HIGHWAYMEN
"PRETORIA"
UA 568

UNITED ARTISTS RECORDS • 729 SEVENTH AVENUE • NEW YORK 19, N. Y.
Bob Ferguson Goes Into Sheet Music

NASHVILLE — Bob Ferguson, president of Buckwoods Music, has announced the printing and distribution of sheet music featuring the first of an autograph series on Chet Atkins guitar numbers. Ferguson said the first sheet printed is "Trambone," and is to be followed with "Wildwood Flower" and "Hot Mockingbird."

"OPRY" SINGER: Ott Devine, general manager of "Grand Ole Opry," locates his waving of Marion Worth, "Shake Me, I Rattle," on chart which provides a preview of the special service for the many "OPRY" stars who gather in Nashville every Saturday. Marion, who records for Columbia, has been signed with a new regular of "OPRY" new.

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"SHERRY'S LIPS" w/ "MISS BROWN" $3.50 Phillips International

By BILL SACHS

 Webb Pierce made his first personal appearance in Houston in three years recently when he headlined Clyde Cheneer's "Go Texan" show, along with Lefty Frizzell, Paron Young, Loretta Lynn, Cowboy Copas and Onix, Covle. The SRO sign was up before show time, according to disk promoter Slick Norris. The show was booked by Cheneer through Leroy Gieger, of Station KIKK, Pasadena, Tex.

---

NANCY SINATRA'S NEWEST LIKE DO TO KNOW HIM IS TO LOVE HIM

No. 20,045

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Valley," on "Grand Ole Opry" in Nashville Saturday (16). Tune was penned by Claude in collaboration with Merle Kilgore, and King steps off in Charlotte, N. C., for a personal this Saturday (23), and March 2 is scheduled for a return on "Big D Jamboree," in Dallas. Marty Robbins heads up Station KTRA's third country music spectacular at Memorial Auditorium, Sacramento, Calif., March 28.

CMA Officials Heavy for Plan

NASHVILLE — Officers and directors of the Country Music Association are almost 100 per cent in the association's new 1963 Decedent Death and Disability Insurance program, Jo Walker, CMA executive director, announced this week. The accidental death and disability insurance program, the CMA Group Insurance Plan becomes effective March 1, 1963. CMA members under age 65 who submit their applications and agree to this plan will be insured at rates of 40 per cent or more.

Details on the plan may be obtained by writing Jo Walker, Country Music Association, 801 16th Avenue South, Nashville, Tenn.
Next Stop... No. 1
6 weeks on the charts... and already in the top 10

Bobby Darin's
YOU'RE THE REASON I'M LIVING

Capitol Records #4897

Watch for Bobby's Great New Album (S) T 1866 coming soon. Place your order now!
**R & B ROUNDUP**

By NICK BIRO
(Chicago Office)

Dick Gregory is branching out in his material more than ever before. His new album, recorded live at Mr. Kelly's in Chicago for Vee Jay, still deals with Gregory's trademark—race issue—but there's an even greater emphasis on national and international topics. Interesting thing about the Vee Jay-Gregory relationship. It's all a backlash between the comedian and E. J. Abner, the label's topper. The pair are good friends and work without a contract. Abner says there's still another album in the works after this. . . . Vee Jay's Barbara Gardner, newly named director of international product, made it back from her overseas trip in time to attend the Vee Jay-Big Town (Vee Jay's Chicago distributor) party to announce the new LP. . . . Tamla-Motown is reading a pair of LP's on two of its big names, Marvin Gaye and Mary Wells. Gaye's will feature his two single hits, "Stubborn Kind of Fellow" and "Hitch Hike," while Mary's will carry her currently hot singles, "Two Loves" and "Laughin' Boy." . . . United Artists' singles stars. Jay and the Americans, are set for a series of college dates in the East during the next two months. The group, whose latest single is "Strangers Tomorrow," will appear at the big motion picture industry's Convention Breakfast at the Waldorf-Astoria Hotel in New York Sunday (24).

**R&B SINGLES**

**Billboard SPECIAL SURVEY**

**FOR WEEK ENDING 2/23/63**

<table>
<thead>
<tr>
<th>No.</th>
<th>LAST WEEK</th>
<th>TITLE</th>
<th>ARTIST</th>
<th>LABEL &amp; NO.</th>
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<td>1</td>
<td>3</td>
<td>HEY PAULA</td>
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<td>2</td>
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<td>YOU'VE REALLY GOT A HOLD ON ME</td>
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<td>3</td>
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<td>THAT'S THE WAY LOVE IS</td>
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<td>WALK RIGHT IN</td>
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<td>5</td>
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<td>TWO LOVERS</td>
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<td>6</td>
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<td>I GIVE MY HEART TO YOU</td>
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<td>7</td>
<td>12</td>
<td>SEND ME SOME LOVIN'</td>
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<td>8</td>
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<td>WALK LIKE A MAN</td>
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<td>9</td>
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<td>A LOOP DE LOOP</td>
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<td>MAMA DIDN'T LIKE JIM BRADLEY</td>
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<td>DON'T MAKE ME OVER</td>
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<td>DUANE WHEATON</td>
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<td>TELL HIM</td>
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<td>I'M YOUR MAN</td>
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<td>RHYTHM OF THE RAIN</td>
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<td>HITCH MIKE</td>
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<td>THE NIGHT HAS A THOUSAND EYES</td>
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<td>ALL ABOUT MY GIRL</td>
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<td>TELL HIM I'M NOT HOME</td>
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<td>CHICK JENKINS</td>
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<td>LITTLE LILY</td>
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<td>BOSS GUITAR</td>
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<td>SHAKE SHERRY</td>
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<td>29</td>
<td>32</td>
<td>YOU'RE GONNA NEED ME</td>
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**EXTRA INDUSTRY SERVICE**

The March 9 issue of Billboard will be distributed at the
- National Association of Rack Merchandisers (NARM) Convention, Fairmont Hotel, San Francisco.
- Master Photo Dealers & Finishing's Association (tape, tape recorder and record buyers) Atlantic City, Convention Hall, March 3-9.
- National Educators Conference (College Buyers of Talent for Campus Appearances), White Sulphur Springs, Va.


**Billboard** The International Music Record Newsweekly
THIS IS A SMASH

BEN E. KING

HOW CAN I FORGET

b/w GLORIA GLORIA ATCO 6256

ATCO RECORDS 1841 BROADWAY.
NEW YORK 23, N.Y.
EXCITEMENT!!

First time on Newtown

BILL HALEY
AND THE COMETS

UP GOES MY LOVE

TENOR MAN

Newtown #5013

"COOL WATER"
THE BLUE BELLES
Newtown 5009

"MISH MASH"
CARRIE GRANT
Newtown 5011

OTHER NEW RELEASES TO WATCH
Richard Rome
"LUNACY"
Newtown 101

Tex & the Chex
"WATCHING WILLIE Wobble"
Newtown 5010

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THE GOOD JAZZ SINGLES
Ramsey Lewis
"Maha-de Carnival"
b/w "Tanglewood Round My Heart"
Lores Alexandria
"Baltimore Oriole"
b/w "Mother Earth"
Sonny Stitt
"Rearin' Back"
Parts 1 & 2
Argo F 4343
Ahmed Jamal
"Haitian Market Place"
b/w "Manta at Mal Macanado"
Argo F 4344

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"DON'T BE CRUEL"
b/w "YOU CAN'T BE SATISFIED"
JANIE F 1964
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Distributing Corp.
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RICHARD CHAMBERLAIN
(7V's Dr. Kildare)
ALL I HAVE TO DO IS DREAM
K 13351

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

MUSIC AS WRITTEN

Award to Arberg

A special award has been presented to Dr. Harold W. Arberg, affectionately known to the Army as "Mr. Music Man," for his yeoman service in launching the All-Army Entertainment Committee among other feats in a decade of service to soldier music. Dr. Arberg, whose youth is always startling to those who know the long record of his accomplishments, is now with the Cultural Affairs Department of Health, Education and Welfare. He received the Meritorious Civilian Service Award from the Army's Adjutant General, Maj. Gen. J. C. Lambert, in a presentation also attended by Dr. Arberg's present chief, John G. Lorenz. Acting Director of Continuing Education and Cultural Affairs in HEW.

NEW YORK

Atlantic Records has signed Little Richard. The singer is back in the pop music business after making his mark in the evangelical world. Jimmy Guitfire appeared on the American Musical Theater TV's Saturday (16) and played a concert at Town Hall Sunday (17). . . . Warner Brothers international director Bob Weiss is on another tour, this time through the Caribbean till February 24. He is visiting Mexico City, Nassau, Montego Bay and San Juan... Joe Cal Cugino doubles in brass. He's manager for Tony Branco of RCA Victor and takes on art and fan column work as well. Tom just finished a tour with Brian Hyland. . . . Another dance is in the works, "The Drive. It's called and its available on the Johnson label as outlined in song and rhythm by the Shells.

HOLLYWOOD

Ernest Gold will compose the music for the Richard Condon play, "Lady Natasha Booca, Detective." In addition to handling the score, Gold also will write the music for Condon's lyrics on songs used in the show. Deal was concluded in London, where Gold has completed an LP of his movie themes for London Records.

Johnny Green has completed conducting Columbia Pictures' "Bye, Bye Birdie" score and is in meetings with RCA Victor's West Coast operations manager, Steve Sholes, and a Dr. chief Neely Plumb, concerning that label's original sound-track LP of the film. . . . For the first time in the history of the Hollywood Foreign Press Association's annual awards, recognition will be given this year to music used in films. Awards will be presented for the best song and best musical. Bobby Darin will handle this phase of the awards.

Ernie Farrell, Reprise Records' national promotion director, is recovering from serious injuries sustained in a car collision. He was in Hollywood West Hospital for 10 days and will be on crutches for 12 weeks.

L. LEE ZHITO

PITTSBURGH

The Four Freshmen, who played a concert on February 8 at Carnegie Music Hall for Carnegie Tech students, will be back here in May for a date at the Twin Lounges. . . . Proceeding them at the Rose Caliente Club will be Jack Stein, whose previous club dates have always been at the Ankele. Joe Eddy books both rooms. . . . Peter Goyak Jr. of Capitol in Hollywood and a former Pittsburgher, spent three days here visiting and working on company business.

Gateway Records has just released an LP, "Harold Better's Quartet at the Encore," recorded at the local Encore cocktail lounge. . . . George Kirby set for the Horizon Room for two weeks, starting May 27.

LEONARD MENDELOWITZ

The Big Mexican Hit

THE SINNER
(EL PECADOR)

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NEW YORK—If the average record collector wants a copy of Viahna Szell’s upcoming recording of Tchaikovsky’s Fourth Symphony on Columbia, chances seem to be almost as good that he’ll head either for a record dealer stocking a great deal of classical music in addition to pop albums, or for the dealer who specializes in carrying only classical records.

On the other hand, if the collector is a fan of such composers as Mahler, he’s more likely to dash for a classical selling special. But, if he’s looking for the “war horse” classics, such as the Tchaikovsky “1812 Overture,” the balance swings toward the “general” dealer.

All this may seem obvious. However, one notable point for record merchandisers emerged in a recent survey of national and classical-album sales conducted by the research department of Billboard: “General” dealers—also known as “specialty” dealers are often close to each other in sales terms of what classical platters are best sellers. A study of the chart on this page makes this point clear.

For example, the best-selling single-record albums are the same in both types of stores—the Horowitz-Columbia set. In the classical LP market, for the story’s sake—Klemperer’s “Bruckner German Requiem” on Angel is the top. The same conductor’s “St. Matthew Passion” of Bach on Angel—a five-record package, by the way—does well in both “general” record shops and in those carrying extensive stocks of classical wax. Differences occur mainly in classes which have a more or less popular flavor about them, such as the perennial Richard Rodgers “Victory” at Sea albums (now in Vol. III issue). Such items do better to the “general” record retailers, whereas buyers shopping in a store heavily stocked with classics tend more toward “straight” serious music.

**FLASH: RUSSIA LIKES WESTERN**

MOSCOW—A Western is a Western, and the popularity of this American “art form” is international—including the Soviet Union.

During the recent tour of the New York City Ballet in Russia, one of the most popular items in the ballet’s repertoire was Hershey Kay’s “Western Symphony,” written for the company.

The ballet, which is based on well-known musical themes of the Dodge City era, was performed more than 32 times in Moscow, Kiev, Leningrad, Rostov and Tiflis. It’s available on U.S. wax on the Kapp and Vox labels.

**Storage Concerts Paying Off**

CHICAGO—One way retailers can boost the sale of classical records is by packaging them into a concert hall.

This, in essence, is the policy being followed by many local record stores: Carson Pirie Scott & Company, Epic Tags ’63 Year for Szell

NEW YORK—Epic Records has called 1963 Cleveland Orchestra conductor George Szell’s “Year of Szell.” The company planned a major promotion effort, and in addition to its regular advertising, promotion and merchandising aids are a part of the Szell package aimed to Epic sales chief, Len Levy.

**Ivory Scouts Eye Young Pianists**

By CHARLES SINCLAIR

NEW YORK—Concert managers and classical recording executives traditionally view the discovery of talented new pianists as one of the keystone events of the classical music business. For Szell this year brought a potential discovery, pianist Ivan Moravec, a young Czech pianist who made his Carnegie Hall debut with a performance of the Beethoven Piano Concerto No. 3.

The young man was born in Prague in 1940, the son of Dr. Moravec, a music critic. He studied with his father and at the Brno Conservatory. At 15, Ivan won the first prize of the first international Piano Competition; at 16 he won the second prize of the International Piano Competition in Belgrade.

After hearing Ivan Moravec play, an American music publisher, David Moog, decided to offer him a contract. The young pianist is represented in the United States by Mr. Moog, who is also the agent for David Oistrakh and other prominent Russian musicians.

A new Czech pianist starts trade.
SMILE...YOU’RE IN AN ANGEL AD!

Cover Girl?

Over 2,500,000 New Yorker and Saturday Review readers will be seeing The Lady with the Smile in this Angel ad extolling the virtues of the art masterpieces used on our Angel albums. And what they’ll see is just a smattering of the array of fine art adorning Angel covers. Beautiful . . . but still second fiddle to the heavenly sound inside those covers! Typically Angel . . . and just one more reason why Angel is up front wherever classical lp’s are sold.

THIS ANGEL AD APPEARS IN FEBRUARY 16TH NEW YORKER MAGAZINE AND IN MARCH 2ND SATURDAY REVIEW.
HITS OF THE WORLD

ARGENTINA

(Country: "Barbara a la Frontera," Buenos Aires)

This Last Week

1 36.00 ROCK—Chaddy Chequer (Drexler); Jackie Montoya (Box)
2 32.00 DAME FELICIDAD—Enrique de la Riva (Buenos Aires); Dime (Music Hit); Kom (BMG)
3 28.00 SQUEEZE—Spot Beats (Unimed-Multi); Boose (Unimed-Multi); Dima (Music Hit); Vierra (Dinamico)
4 24.00 DARIUN—Paul Evans (Coppola): Elenio (Polo Norte); Jose Melica (Genesis)
5 20.00 DPA—Lan Ortez; Ben Rook (Titan); Kom (BMG)
6 16.00 NOU behold TANDO—Miguel Montero-Martore (Galaced Music)
7 12.00 EDO BEND—Paul Anta (Gloria); Eva Pan (Dinamico)
8 8.00 PORQUE ME DEJA—Gilberto Bosch; Luisa Garcia (Globo); Don Manolo (CBS); Les Allielis (Philips)
9 8.00 BANANAS—Ladies of Europe; Ben Rook (Globo)

AUSTRALIA

(Country: Movie Maker, Sydney)

This Last Week

1 3.50 WALK RIGHT IN—The Rooftoppees (Hail); Henry Gilbert (Boone)
2 1.75 FROM A JAKE TO A KING—South Seas (Hail); Gino (Hail)
3 1.60 TROOP—The Shadows (Columbia-Bell)
4 1.50 RETURN TO SENDER—Evel Preston (RCA)
5 1.40 BANCHERO—THOUSAND EYES—Booby Marks (Philips)
6 1.40 HALF HEAVEN—Half Heaven (Music Film); United Artists-Philips
7 1.40 I SAW LINDA YESTERDAY—Gino (Hail); Don Manolo (CBS)
8 1.30 HERGIRL-Marie blouse (London-Albert)
9 1.20 RULES—The Dianettes (HMW-Johnny) (CBS)
10 1.00 RE A-REX—You Carr (Ruby) (CBS)
11 0.90 BALLAD OF LOVERS—The Tenors Bros (Phil-Phil)
12 0.80 NECK OF THE WOLF—Boy Rice (Phil-Phil)
13 0.80 BIRDIE—The Shadows (Columbia)
14 0.80 ALLEY CAT—Tom Fabri (IBM)
15 0.80 THE WOOD TIE—Benny Davis (London—Albert)

DENMARK

(Country: Quay's Machinework, Copenhagen)

This Last Week

1 3.70 I RETURN TO SENDER—Evel Preston (RCA)
2 3.50 MUNSON—Fred Clark (Columbia)
3 3.30 PARADISO—Koe Bølle (Philips); Per Ingvar (Columbia)
4 3.20 CHAMBERS—Bacharach (Decca); Anke Prie (Decca)
5 3.10 BACHET ROY—Chet Richard (Columbia)
6 3.00 KING OF THE WHOLE WORLD—Fred Clark (Philips—Belinda)
7 2.90 LOBSTER—Fred Clark (Philips—Belinda)
8 2.80 BOBBY G—Marie blouse (London-Albert)
9 2.80 BUNNY TWIST—Fred Clark (Philips—Belinda)
10 2.70 DANNY—The Shadows (Columbia)

IRELAND

(Country: Irish Times Ltd, Dublin)

This Last Week

1 1.00 THE NEXT TIME—Bee Gees (London)
2 1.00 TIFFANY—Heart (London)
3 1.00 GLOVER-THE—The Gronkneys (Decca)
4 1.00 BACHET—The Gronkneys (Decca)
5 1.00 RETURN TO SENDER—Evel Preston (RCA)
6 1.00 MONTAGE—Fred Clark (Philips—Belinda)
7 1.00 THE WOOD TIE—Benny Davis (London—Albert)
8 1.00 BEEF—Fred Clark (Philips—Belinda)
9 1.00 RETURN TO SENDER—Evel Preston (RCA)
10 1.00 THE WOOD TIE—Benny Davis (London—Albert)

BRITAIN

(Country: New Musical Express, London)

This Last Week

1 36.00 DIAMONDE—Mr Happy; Tony Mash (Decca)
2 32.00 THE WAYWARD WIND—Mr Happy; Tony Mash (Decca)
3 28.00 SETTLE REGGIE—Tony Mash (Decca)
4 24.00 WELCOME TO THE JOHN B—Tony Mash (Decca)
5 20.00 FLIGHT PLEASE ME—Tony Mash (Decca)
6 16.00 LITTLE TOWN FIFE—Decca; Tony Mash (Decca)
7 12.00 DON'T YOU THINK IT'S TIME—Mills Bury (IBM)

FRANCE

This Week

1 TOUS LES GARCONS ET LES FILLES/FEU VIVE—René Alraune; André (London)
2 TELEPHON—The Tornados (Decca); Cécile Delan (London)
3 THE LIMBO ROCK—L. Reiner (Columbia)
4 I'ABATJOUR—Henry Gilbert (Boone)
5 THE TORNADOES (Decca) (London)

FRENCH (WALLOON)

(Country: John Box Magazine)

This Last Week

1 10.00 RETURN TO SENDER—Elvis Presley (RCA)
2 10.00 THE TOUCHDOWN—Elvis Presley (Columbia)
3 8.00 PARADISO—Koe Bølle (Philips); Per Ingvar (Columbia)
4 8.00 CHAMBERS—Bacharach (Decca); Anke Prie (Decca)
5 8.00 BACHET ROY—Chet Richard (Columbia)

ISRAEL

(Country: Kid Israel Broadcasting)

This Last Week

1 8.00 RETURN TO SENDER—Elvis Presley (RCA)
2 8.00 THE TOUCHDOWN—Elvis Presley (Columbia)
3 8.00 PARADISO—Koe Bølle (Philips); Per Ingvar (Columbia)
4 8.00 CHAMBERS—Bacharach (Decca); Anke Prie (Decca)
5 8.00 BACHET ROY—Chet Richard (Columbia)

HOLLAND

(Country: Flatsunews, Amsterdam)

This Last Week

1 3.00 CHARLOTTE—Paul Clark (Philips)
2 3.00 DIANA—Annandale (Columbia)
3 2.80 THE LIMBO ROCK—Elvis Presley (Columbia)
4 2.70 THE LIMBO ROCK—Elvis Presley (Columbia)
5 2.60 UN TOUPE WEEK—Jewel (Metronome)
6 2.50 THE LIMBO ROCK—Elvis Presley (Columbia)
7 2.40 THE LIMBO ROCK—Elvis Presley (Columbia)
8 2.30 THE LIMBO ROCK—Elvis Presley (Columbia)
9 2.20 THE LIMBO ROCK—Elvis Presley (Columbia)
10 2.10 THE LIMBO ROCK—Elvis Presley (Columbia)

ITALY

(Country: Mondo & Diletto, Milan)

This Last Week

1 3.00 CHARLOTTE—Paul Clark (Philips)
2 3.00 DIANA—Annandale (Columbia)
3 2.80 THE LIMBO ROCK—Elvis Presley (Columbia)
4 2.70 THE LIMBO ROCK—Elvis Presley (Columbia)
5 2.60 UN TOUPE WEEK—Jewel (Metronome)
6 2.50 THE LIMBO ROCK—Elvis Presley (Columbia)
7 2.40 THE LIMBO ROCK—Elvis Presley (Columbia)
8 2.30 THE LIMBO ROCK—Elvis Presley (Columbia)
9 2.20 THE LIMBO ROCK—Elvis Presley (Columbia)
10 2.10 THE LIMBO ROCK—Elvis Presley (Columbia)

MEXICO

(Country: América, Mexico City)

This Last Week

1 01.00 LO ENSUE—Clemente (London)
2 01.00 EL CORAZON—Clemente (London)
3 01.00 ARENA—Clemente (London)
4 01.00 La DANA—Clemente (London)
5 01.00 La DANA—Clemente (London)

NEW ZEALAND

(Country: Vanden Games)

This Last Week

1 5.00 RETURN TO SENDER—Elvis Presley (RCA)
2 5.00 THE TOUCHDOWN—Elvis Presley (Columbia)
3 5.00 PARADISO—Koe Bølle (Philips); Per Ingvar (Columbia)
4 5.00 CHAMBERS—Bacharach (Decca); Anke Prie (Decca)
5 5.00 BACHET ROY—Chet Richard (Columbia)

NORWAY

(Country: Den Nationale Tidende, Oslo)

This Last Week

1 6.00 RETURN TO SENDER—Elvis Presley (RCA)
2 6.00 THE TOUCHDOWN—Elvis Presley (Columbia)
3 6.00 PARADISO—Koe Bølle (Philips); Per Ingvar (Columbia)
4 6.00 CHAMBERS—Bacharach (Decca); Anke Prie (Decca)
5 6.00 BACHET ROY—Chet Richard (Columbia)

PERU

(Country: La Prensa, Lima)

This Last Week

1 8.00 THE LIMBO ROCK—Elvis Presley (Columbia)
2 8.00 THE LIMBO ROCK—Elvis Presley (Columbia)
3 8.00 THE LIMBO ROCK—Elvis Presley (Columbia)
4 8.00 THE LIMBO ROCK—Elvis Presley (Columbia)
5 8.00 THE LIMBO ROCK—Elvis Presley (Columbia)

(viewed on page 39)
REMEMBER... Remember “SAL 9020”? (Every salesman does!) This Capitol album, issued in the first days of “Hi-Fi”, demonstrated and explained Capitol's Full Dimensional Sound. At a premium price, dealers sold over a hundred thousand copies in a few short months... and “FDS” became the symbol of SOUND with Hi-Fi enthusiasts.

NOW... The sound of Capitol Classics is the sound of Full Dimensional Stereo. Albums like Pennario’s “Gershwin by Starlight” and Roger Wagner’s “Belshazzar’s Feast” continue to demonstrate to countless record buyers the excitement of great classics, performed by foremost artists, recorded by Capitol.

SOON... New Capitol Classics, showcasing the great FDS quality, in packages that will have unique appeal... designed for “Sound” sales, yet completely consistent with the finest traditions of classical recording. Your Capitol salesman will help you stock and sell this world-famous line molto vivace!

STOCK CAPITOL CLASSICS FOR “SOUND” SALES
PALMEN DUTCH PRIX CHOICE

AMSTERDAM — Vocalist Annie Palmen will represent Holland in the Grand Prix contest, which will be held in Rome on May 18. The “Grand Prix” test will feature the singer performing the hit song from the “Story of a Sicilian Girl.” There are three recorded versions of the hit song on the Dutch market by Miss Palmen (Philips-Phonogram), Ellen Craemer (Im- mophon), and Miep Fort (MMP/C.N. Rood, L.C.).

Tony Renis’ ‘One for All’ Wins 1st Place at San Remo

By SAML STEINMAN

SAN REMO—Tony Renis affirmed his position as Italian light music’s “Golden Boy” by winning first prize with his own song, “One for All” (Una Per Tutti) which he wrote with Tests and Mogol. The other rendition of the winning song at the San Remo Festival at the Ca’Nelli by Emilio Pericoli.

Renis, who starred in the television competition, “Can- tonaggio Internazionale” last fall, sang “When, When, When” (Quando, Quando, Quando) which turned out to be the hit of 1962 after placing only fourth with the old tune earlier in the year. This method was discarded with this year’s edition of the Festival. The event, and Eugenia Foligatti, another one of the new voices of the future.

AUSTRALIA

Miller, Spotnicks Moving Up Fast

By GEORGE HILDER

19 Toland Ave., Kensington, Sydney, N.S.W.

W & G, Melbourne, reports widespread reaction to the Fabor disk of Ned Miller’s “From a Jack to a King” and the Spot- nicks album “Out of Space” licensed by W & G from Oriole Records of London.

Additional activity by the late Al Jolson released by Decca Records through Festival, through reissues of “The Great Fats Waller Jolson Story” and “Jolson Sings Again,” Festival has compiled two albums using the movie titles as a package sound-track deal with numbers arranged in the same sequence as in the film. Also released are two from Epic and United Artists and one each from Chess and Kapp.

Castle Music has the AUU- number hits to the new Patsy Ann Noble single “Don’t You Ever Change Your Mind,” re- cored recently in London.

Slim Dusty’s “Sweet Talkin’ Gal,” composed by Joy McKean, is controlled by Castle.

One of the biggest surprises of 1963 is the success of the HMV single, “Surfside,” written by music publisher Johnny Devil and played by the instrumental group the Overbeats. EMI has arranged for its re- lease in England.

BELGIUM

Success Story Not Typical

By JAN TORFS

Stuivenbergstraat 37, Mechelen

A couple of Belgian record companies planned an announcement on a few new artists which they have lost at least 10 per cent compared to last year. Seems we are not being an exceptionally good record dealer.

The Polyjazz club magazine, sponsored by S.A. Polygram, is offering all its members the album, “Canonnal Adderley’s Greatest Hits,” at the price of 225 fr. ($4.50), instead of the usual 295 fr. ($5). The record is available at the dealer shops.

The Grand Prix test will feature the singer performing the hit song from the “Story of a Sicilian Girl.” There are three recorded versions of the hit song on the Dutch market by Miss Palmen (Philips-Phonogram), Ellen Craemer (Im- mophon), and Miep Fort (MMP/C.N. Rood, L.C.).

GOLD WATCH AWARD: EMI Chairman Sir Joseph Lockwood presented Miriam Wang with a gold watch in recognition of her company’s 25th service with the firm’s Shanghai and Hong Kong branches.
first song “Love Me For Ever” on the label last month.

Record Industry

EMI acquired the British rights for its Stateside label of the Earl’s American hit, “Remember Them,” in a deal with the Old Town label. Also acquired for Stateside is Roberta Sherwood’s recording of “You Always Hurt the One You Love” from Harrisens. Though an official announcement is awaited, it is clear that world sales of Frank & His “Lovin’ Blues” have now exceed one million. Philip’s label Fontana has released Thompson’s latest hit “Willy Can”; one of October’s highlights issued on Polydor label of DGG which is now financially tied to the Philips Records group.

DENMARK

Grand Prix TV Finalists Chosen
By ARNE HANSEN

The Screamin’ Ferris, a group who had been selected eight tunes for the Danish Eurovision Contest “Melody Grand Prix” finals February 24 have now been chosen. They are: Grethe & Ivan, Langhammer, Gitte & Bjorn Tidemand, lately contracted to Odont; Bitchie Wilke, Philips artist, who represented Denmark at the European finals twice before; Grethe Soenck, Sonet artist and former Grand Prix participant; Darko Campeotto, Sonet artist who started rolling internationally two years ago with Danish winner and best seller “Angelique”; the Melody Mixers, with a Polyclone contract, and finally Joakim Mahr, well-known comedy actor with only limited record activity. Contrary to earlier counts, the tunes in the Danish contest are kept secret until the finals.

Duke Ellington and his orchestra had a most successful start of their Scandinavian tour. They played in Copenhagen February 8 after opening in Swedish university town of Lund. British lark Petula Clark has a hit with “Monsieur,” and the Tenno company, representing Vogue, has now released its LP “Petula.”

HONG KONG

Pirates Crimp Legitimate Sales
By CARL MYATT

27, A Estoril Court

The effects of record piracy in the Southeast Asian area and the lengths to which people in business have gone to hinder the legitimate dealers in the trade were clearly emphasized when the official government trade figures for the first 10 months of 1962 were released this week. In 1961 Hong Kong imported 10,000 records from Taiwan valued at $29,327. Yet, although records originating in Taiwan are easily available here, government trade figures show that not a single record was imported from Taiwan during the first 10 months of 1962.

Government trade figures for the first 10 months of 1962 show a definite upward trend in import figures as compared with 1961. Up to October, 1962, Hong Kong had imported gramophone records valued at HK$1,966,660, as compared to the HK$4,213,416 which constituted the entire import figures for 1961.

Last year the United States was again the main importer, selling odd records to Colonial dealers in total imports from the U.S. in 1961 which were only HK$1,857,256. There was also an appreciable increase in the import of records from the United Kingdom. In 1961 Hong Kong purchased HK$478,452 worth of discs. Up to October, 1962, the figures had already reached HK$565,944.

Export figures, however, have slumped badly. The total in Hong Kong currency in 1961 was HK$1,662,913. Up to October, 1962, only HK$364,172 worth of records had been re-exported. Malaysia was again the biggest buyer, taking HK$623,504 last year. This compares with the HK$1,432,772 it purchased in 1961.

New Hi

A record featuring a Hong Kong group looks like it’s turning into the first big hit of 1963 in the Southeast Asian area. The Fabulous Echoes, a very versatile combo, have made their own version of “Little Bit of Soap” into the hottest selling single here. In an area where singles sales never really reach astronomical proportions “Little Bit of Soap” is selling fast for Diamonds.

 Stranger Tops Concert Season

By PAUL GYONE

Devekata 6, Budapest

The winter and spring concert season in Budapest will have three definite “highlight” dates when the Wiener Simphoniker (Continued on page 36)
SINGLES REVIEWS

BILLBOARD SPOTLIGHT PICKS

Pop single spotlight are the singles with sufficient sales potential in the opinion of Billboard's Review Panel. In addition to the singles spotlight, Pop Spotlight Features are selected to indicate the billing on the Country Music or R&B charts. Spotlights however in other categories are selected on the basis of their potential to become top sellers in their respective areas.

THE DUREEPS
GONE WITH THE WIND
(Belfast, ASCAP, 2:34) Cool N'76

The Supremes tackles the title to solid results marked by a fresh and modern arrangement. The girls project their voices in a singular and simple way. Flip is "It's My Fate Again." (Winston, BMI, 2:34)

RAY CHARLES
DON'T SET ME FREE
(One Way, ASCAP, 2:26)

The hit had a big influence on the rhythm and it's another excellent example of a top seller. The song is a basic solid beat but kicking off a strong vocal line. It has the winning touch. Flip is "Love Me Like You Should." (Wordcrest, BMI, 2:26)

DEE DEE SHARP
DO THE BIRD
(Ralston, ASCAP, 2:32) Cameo 364

The gal had a big hit with this one and here's another great style uptempo rocker, done in a basic twist beat but kicking off a strong vocal line. It has the winning touch. Flip is "Cash Me Like You Should." (Wordcrest, BMI, 2:32)

MARY WELLS
LAUGHING BOY
(Johnny, BMI, 2:32)

The gal had another winner here and a fine follow-up to her recent hit, "Two Lovers." The tune and the treatment, in fact, are not unlike that of the recent entry. It can mean all. Flip is "Two Wrong's Don't Make a Right." (Jabber, BMI, 2:32)

CONNIE FRANCIS
FOLLOW THE BOYS
(Elvis, ASCAP, 2:40)

Two fine cuts by Connie, both from her new flick "Follow the Boys." This gal is a pretty backed in all her efforts with the band. The song is a basic solid beat and kicking off a strong vocal line. It has the winning touch. Flip is "I'm Gonna Do Me Right." (Billboard, BMI, 2:40)

LEROY VAN DYKE
THE OTHER BOYS ARE TALKING
(Aceboat, BMI, 2:16)

Beautiful duet with a fine lead vocal by this gal and a fine vocal by this gal. The song is a basic solid beat and kicking off a strong vocal line. It has the winning touch. Flip is "I'm Gonna Do Me Right." (Jabber, BMI, 2:16)

THE EARLS
NEVER
(Maurer, BMI, 2:56) Old Town 1139

The Earl, just coming off their hit "Remember Them" is being used again with this single. The band is well equipped with a strong beat and they have a solid vocal. The song is a basic solid beat and kicking off a strong vocal line. It has the winning touch. Flip is "I'm Gonna Do Me Right." (Billboard, BMI, 2:56)

JIMMY WICK
SEND FOR ME
(Square, ASCAP) Simms 561

Charley sells this warm ballad in Roy Hamilton style over this fine arrangement. The song is a basic solid beat and kicking off a strong vocal line. It has the winning touch. Flip is "I'm Gonna Do Me Right." (Phoenix, BMI, 1:30)

DON GIBSON
IT WAS WORTH IT ALL
(Aceboat) BMI (1:59)

In this case, we have a good attitude in the song and the arrangement. The song is a basic solid beat and kicking off a strong vocal line. It has the winning touch. Flip is "I'm Gonna Do Me Right." (Jabber, BMI, 1:59)

IDALIA BOYD
HULA HOPPIN'
(Alden, BMI) 2:27

This is a mighty cute teen side. The title is patterned after "Rummage War Chant" and is a tune that one side: others would be more pop. It swaps and has strong sounds. Flip is "I'm Gonna Do Me Right." (Alden, BMI, 2:27)

WAYNE NEWTON
HEART
(Alden, BMI) 2:14

This is the first side produced under the new Bobby Darin production firm. It features this new label in a powerful Alden tune that build up with strings and gorgeous production all the way. The second side is "So Long Daddy" (Alden, BMI, 2:14)

(Continued on page 40)

SINGLES REVIEWS POLICY

Every single used to Billboard for review is based on 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 reissues a four-star review or better as at least one side, thus focusing attention on singles with the greatest sales potential. Full reviews are presented for Spotlight Picks or Special Martel Picks. All four- star singles are listed within their respective categories. Flip sides are rated similarly.
Sure bet for the charts
Capitol Records introduces
Wayne Newton
And The Newton Brothers
from their recent smash appearance on the Jackie Gleason show.

His first Capitol single
So Long Lucy b/w Heart

Capitol Records #4920

Regional action:
Baltimore, Dallas,
Philadelphia, Seattle,
New Orleans,
and Atlanta.
**Four Smash Hit Albums**

- **Days of Wine & Roses**
  - Pat Boone
  - DLP 3504
- **1962's Greatest Hits**
  - Billy Vaughn
  - DLP 3497
- **Waltz Time**
  - Lawrence Welk
  - DLP 3499
- **Funny Fone Calls**
  - Steve Allen
  - DLP 3472

**Breaking for Nation-Wide Hits**

- **#16421** Boss
  - The Rumbles
- **#16440** Pipeline
  - The Chantays

**Big Hit Singles**

- **#16425** Go Home Girl / You're The Reason
  - Arthur Alexander
- **#16439** Meditation / Days Of Wine And Roses
  - Pat Boone
- **#16451** The End Of The World / Big City
  - The Mills Bros.
- **#16450** Face in the Crowd / Lonely Tears
  - Jimmie Rodgers
- **#16428** Afraid / I'll Never Stand In Your Way
  - Jimmie Rodgers
- **#16393** Matilda
  - The String-A-Longs
- **#16436** Release Me / My Smoky Mountain Home
  - Billy Vaughn
- **#16420** Zero-Zero / Night Theme
  - Lawrence Welk

**HOT Albums on DOT**

**Stereo**

<table>
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<tr>
<th>DLP No.</th>
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<tr>
<td>25466</td>
<td>JIMMIE RODGERS IN FOLK CONCERT</td>
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<tr>
<td>25492</td>
<td>TAMMY &amp; ELEVEN GREAT FOLK HITS Debbie Reynolds</td>
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<td>25481</td>
<td>THE LEMON SISTERS' FAVORITES</td>
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<tr>
<td>25400</td>
<td>STEVE ALLEN PLAYS BOBBA NOVA JAZZ</td>
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<tr>
<td>25475</td>
<td>I LOVE YOU TRULY Pat and Shirley Boone</td>
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<tr>
<td>25463</td>
<td>MATILDA The String-A-Longs</td>
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<tr>
<td>25458</td>
<td>A SWINGIN' SAFARI Billy Vaughn</td>
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<tr>
<td>25457</td>
<td>BABY ELEPHANT WALK Lawrence Welk</td>
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<tr>
<td>25455</td>
<td>PAT BOONE GOLDEN HITS FEATURING SPEEDY GONZALES</td>
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<tr>
<td>25453</td>
<td>NO ONE WILL EVER KNOW Jimmie Rodgers</td>
</tr>
<tr>
<td>25452</td>
<td>THE ANDREWS SISTERS GREAT GOLDEN HITS</td>
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<tr>
<td>25450</td>
<td>GREATEST ORGAN HITS Jerry Burke</td>
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<tr>
<td>25447</td>
<td>THE WRIGHT TOUCH George Wright</td>
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<td>25442</td>
<td>THE SHIFTING WHISPERING SANDS Billy Vaughn</td>
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<td>25241</td>
<td>BE MY LOVE Keely Smith</td>
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<td>25437</td>
<td>SO RARE Jimmy Dorsey</td>
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**Mono**

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<tr>
<td>3475</td>
<td>I LOVE YOU TRULY Pat and Shirley Boone</td>
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<td>MATILDA The String-A-Longs</td>
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<td>GREATEST ORGAN HITS Jerry Burke</td>
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<td>THE WRIGHT TOUCH George Wright</td>
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<td>SO RARE Jimmy Dorsey</td>
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**Stereo**

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<tr>
<td>25433</td>
<td>12 GREAT HITS IN RAGTIME Jo Ann Castle</td>
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<td>MOON RIVER Lawrence Welk</td>
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<td>DOUBLE SHUFFLE Lawrence Welk</td>
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<td>25165</td>
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<td>25157</td>
<td>THE MILLS BROTHERS' GREATEST HITS</td>
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<td>25119</td>
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<td>25103</td>
<td>MMMMMMM Mills Bros.</td>
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<tr>
<td>25100</td>
<td>SAIL ALONG, SILV'RY MOON Billy Vaughn</td>
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<td>25071</td>
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<td>25068</td>
<td>HYMNS WE LOVE Pat Boone</td>
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<td>25054</td>
<td>THE TEN COMMANDMENTS Sound Track—Elmer Bernstein</td>
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<tr>
<td>25016</td>
<td>THE GOLDEN INSTRUMENTALS Billy Vaughn</td>
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</table>
NEWEST HYLAND FLING

IF MARY'S THERE
b/w REMEMBER ME

BRIAN HYLAND

SONGS TO MAKE CASH REGISTERS SING!

ABC-PARAMOUNT
### 50 Best Sellers—Stereo

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title Artist Label</th>
<th>Title Artiste Label</th>
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<tr>
<td>1</td>
<td>WALK THE NIGHT</td>
<td>RCA Victor 1956 72</td>
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<td>2</td>
<td>BIG BRANDS SING IN THE STYLE OF THE MONSTERS</td>
<td>RCA Victor 1956 72</td>
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<td>3</td>
<td>THE LONELY POOL</td>
<td>RCA Victor 1956 72</td>
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<td>4</td>
<td>FORTY-NINE AND 55</td>
<td>RCA Victor 1956 72</td>
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<td>5</td>
<td>MIGHTY MIGHTY MOUTH</td>
<td>RCA Victor 1956 72</td>
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<td>6</td>
<td>SONGS THAT SOUNDED BEST (VOL. II)</td>
<td>RCA Victor 1956 72</td>
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<td>SONGS THAT SOUNDED BEST (VOL. I)</td>
<td>RCA Victor 1956 72</td>
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<td>SONGS THAT SOUNDED BEST (VOL. III)</td>
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<td>20</td>
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### 150 Best Sellers—Monaural

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<td>THE FIRST PROMISE</td>
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<td>THE MAN FROM mgm</td>
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<td>3</td>
<td>MY SONG REVERE</td>
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<td>4</td>
<td>THE LION SLEEPS TONIGHT</td>
<td>Decca Records 1955 72</td>
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<td>5</td>
<td>MY SONG REVERE</td>
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<tr>
<td>20</td>
<td>THE LION SLEEPS TONIGHT</td>
<td>Decca Records 1955 72</td>
</tr>
</tbody>
</table>

### Billboard Top LP's

For the week ending FEB. 23
THESE GREAT DECCA & CORAL IRISH ALBUMS
STILL AVAILABLE AT DATING AND DISCOUNT UNTIL FEB. 28TH!

A LITTLE BIT OF HEAVEN
Phil Regan  CRL-57400 CRL-757400

THE IRISH WORLD OF PATRICK O'HAGAN  CRL-57316
LITTLE BITS OF IRELAND
Mickey and Mary Carton
IRISH SING-A-LONG
The Bill Shepherd Singers
FROM DONEGAL TO GALWAY BAY
The Little Gaelic Singers
COME ALL YE'S AND OTHER IRISH SONGS
Pat Harrington  CRL-57367

PIPERS ON PARADE
Boston Caledonian Pipe Band and Tyrone Piper's Band
IRISH JIGS AND REELS
Michael Coleman  CRL-57369

NEW MUSIC FROM OLD ERIN
Vol. I—Radio Eireann Symphony Orchestra  DL-9843

NEW MUSIC FROM OLD ERIN
Vol. II—Radio Eireann Symphony Orchestra  DL-9844

THE LITTLE GAELIC SINGERS OF COUNTY DERRY  DL-9876

IRISH SHOWBOAT
The McNulty Family  CRL-57368

And don't forget these single IRISH favorites on DECCA!

BING CROSBY
Dear Old Donegal c/w MacNamara's Band  23495
It's The Same Old Shillelagh c/w Who Throw The Overalls In Mrs. Murphy's Chowder  23786
Did Your Mother Come From Ireland c/w Where The River Shannon Flows  23787
Rose Of Tralee c/w When Irish Eyes Are Smiling  23788
I'll Take You Home Again, Kathleen c/w Too-Boo-Loo-Boo-Loo Reel  23789
Eileen c/w How Can You Buy Killarney  24846
Danny Boy c/w Dear Little Boy Of Mine  25415
St. Patrick's Day Parade c/w With My Shillelagh Under My Arm  27478
When You and I Were Young, Maggie (with Gary Crosby)  27577

ROSE OF TRALEE C/W WHEN IRISH EYES ARE SMILING
EILEEN C/W HOW CAN YOU BUY KILLARNEY
DANNY BOY C/W DEAR LITTLE BOY OF MINE
ST. PATRICK'S DAY PARADE C/W WITH MY SHILLELAGH UNDER MY ARM
WHEN YOU AND I WERE YOUNG, MAGGIE (WITH GARY CROSBY)

GUY LOMBARDO
Sweet Rosie O'Grady c/w Sidewalks of New York  23550
MacNamara's Band, c/w Irish Medley: Wearin' Of The Green Harp That Once Thro' Tara's Halls, Irish Washerwoman  31213

JUDY GARLAND
It's A Great Day For The Irish c/w A Pretty Girl Milking Her Cow  25043

PHIL REGAN
Little Bit Of Heaven c/w My Wild Irish Rose  23801
**CLASSICAL SPOTLIGHT**

**MOZART: CONCERTOS**

Robert Converse, Columbia Symphony Orchestra, conducted by Leonard Slatkin. Columbia AL 3800 (3) MG $26.98 (3)

**CLASSICAL SPOTLIGHT**

**LEHAR: THE MERRY WIDOW** (1932)

The National Symphony Orchestra of Mexico. Angel 2403 B/L $8 (1)

Yes, the "Merry Widow" waltzes arelots of fun, but it is in the beautifully composed and beautifully executed pieces that we have the real quality of Lehár's score. The orchestra is superb, the cast is excellent, and the performance is one of the greats of the opera world. This recording is a must for all music lovers.

**COUNTRY SPOTLIGHT**

**KEVIN TRAVIS**

Eastl & Earl Scruggs. Columbia CL 1931 (4) CS $26.98 (4)

This fast-paced album is a natural for the cowboy music lover. Eastl & Earl Scruggs have a blend of old-time country and bluegrass that is sure to please all audiences.

**DANCE PLAYS**

**THE LOUVIN BROTHERS**

"Have You Ever Seen Jesus?". Lounin Brothers. Capitol T 1834 (3) ST 1834 (3) $26.98 (3)

In and Charlie Louvin are always at their best in this recording. The songs are a mixture of old-time country and bluegrass, and the vocals are pure perfection. The band is tight and the arrangements are spot on. This album is a must for all music lovers.

**COUNTRY SPOTLIGHT**

**EARL SCRUGGS & THE DUKE OF BROWNSVILLE**

"Where Are You?". Earl Scruggs & The Duke of Brownsville. Columbia CL 1834 (3) CS $26.98 (3)

This album is a must for all music lovers. Earl Scruggs and The Duke of Brownsville have a blend of old-time country and bluegrass that is sure to please all audiences.

**POP SPOTLIGHT**

**STOP COLORADO! VIOLIN CONCERTO**


There is no question that this is a beautiful album. The violin is played with precision and emotion, and the orchestra complements the violin perfectly. This album is a must for all music lovers.

**MUSIC REVIEW**

**COOL CATS**

"I've Got a Feeling Tonight!". Cool Cats. Columbia CL 1834 (3) CS $26.98 (3)

In and Charlie Louvin are always at their best in this recording. The songs are a mixture of old-time country and bluegrass, and the vocals are pure perfection. The band is tight and the arrangements are spot on. This album is a must for all music lovers.

**FAREWELL**

**STILL MY MOTHER**

"I've Got a Feeling Tonight!". Still My Mother. Columbia CL 1834 (3) CS $26.98 (3)

In and Charlie Louvin are always at their best in this recording. The songs are a mixture of old-time country and bluegrass, and the vocals are pure perfection. The band is tight and the arrangements are spot on. This album is a must for all music lovers.

**FOLK SPOTLIGHT**

**THE MILLER'S HOUSE**

"I've Got a Feeling Tonight!". The Miller's House. Columbia CL 1834 (3) CS $26.98 (3)

In and Charlie Louvin are always at their best in this recording. The songs are a mixture of old-time country and bluegrass, and the vocals are pure perfection. The band is tight and the arrangements are spot on. This album is a must for all music lovers.

**LOW PRICE SPOTLIGHT**

**TROJAN SONGS: VIOLIN CONCERTO**


There is no question that this is a beautiful album. The violin is played with precision and emotion, and the orchestra complements the violin perfectly. This album is a must for all music lovers.

**LOW PRICE SPOTLIGHT**

**OFFICER GUNNER TUNNOY TOODY**

"I've Got a Feeling Tonight!". Officer Gunner Tunny. Columbia CL 1834 (3) CS $26.98 (3)

In and Charlie Louvin are always at their best in this recording. The songs are a mixture of old-time country and bluegrass, and the vocals are pure perfection. The band is tight and the arrangements are spot on. This album is a must for all music lovers.

**SPECIAL MERIT PICKS**

**PIANO STRINGS AND BOSSA NOVA**

Lola Salazar. RCA VICTOR AL 4116 (10) SE 4116 (10)

Lola Salazar's concept of bossa nova in this showcas is a dream of the keyboardist's rhythm-arrangement expert. The rhythm is a blend of many different styles, from the old-time country and bluegrass to the modern jazz and pop. This album is a must for all music lovers.

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**JAZZ SPOTLIGHT**

**BOSSA NOVA BACCHANAL**

Charlie Byrd. Blue Note 4119

This album is probably one of the most well-known of all the jazz albums. The composition is a masterpiece of the genre, and the jazz is truly excellent. This album is a must for all music lovers.

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NEW FROM CRESCErNO!

MORE OF THE BEST FROM CRESCErNO RECORDS

SURF CRAZY - Bob Vaught & The Renegeois
GNP 83

LES BROWN JR - Wildest Drums Yet
GNP 79

LESSONS IN LOVE - Helen Gurley Brown
GNP 604

THE HEART OF TRINIDAD - Calimbo Steel Band
GNP 62

THE BEST OF OUR LATIN RELEASES

A TASTE OF CANO - Eddie Cano, His Piano, Orchestra & Chorus
GNP 77

TITO PUENTE IN HOLLYWOOD - Exciting Big Band
GNP 70

WORLD'S GREATEST LATIN BAND - Machito and His Famous Orch., featuring Graciella
GNP 72

RENE TOUZET "GOES TO THE MOVIES"
GNP 81

THE BEST OF OUR LATIN RELEASES

A TASTE OF CANO - Eddie Cano, His Piano, Orchestra & Chorus
GNP 77

TITO PUENTE IN HOLLYWOOD - Exciting Big Band
GNP 70

WORLD'S GREATEST LATIN BAND - Machito and His Famous Orch., featuring Graciella
GNP 72

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International News

Orchestra conducted by Wolfgang Sawallisch appears in February at the Philharmonic Hall in Munich, Germany. The "Eroica" Symphony by Beethoven will be performed in a concert conducted by the conductor.

Anka Recording Italian Sides

By Sami Steinman

Having reached a sale figure of 300,000 units with his Italian record, "Every Day," Paul Anka will do some 10 recordings in the language during a six-week recording visit here. Since he doesn't have a speaking knowledge of Italian, he will be given special coaching for it. While he's here, he will appear on Radio's "Studio One" and tape a TV special for later showing.

Peekless Records, Mexico, and Decca record in Latin America.

MEXICO

Peekless, D.G.G. Form Disk Firm

By Otto Mayer-Serra

A new company, Disco Universales, has been formed by Peekless Records, Mexico, and Decca Grammophon, Hamburg, beginning July 1, the new company will press locally and distribute the catalogs of DGG, Archive, Polydor, Philips, Fontana and later on possibly Verve and MGM.

Discos Universales will also build up a catalog of Mexican music and promote recordings in the world through the Polydor organization. Sales and promotion manager for the firm is Guillermo Bareckle, up from Mexico City and management of Peekless Records. In connection with the plans for the new company, Constantino Th.Metaxas, manager of DGG's Berlin office and the company's liaison officer with Eastern Europe, spent 10 days in Mexico and studied the potentialities of the local market.

Disk News

Mexican drummer Leo Acosta, who was active for eight years in the U.S. with different orchestra, made an RCA Victor Mexican LP with a newly formed orchestra... Audions issued six LPs from the Decca catalog. In view of the big success of Pericillo's "Al Di La," Mozart Records will issue two LPs from the Warner Bros. catalog the sound track of the film "Korean Adventure" and "Golden Hits of Italy," starring Pericillo. The same company will also locally press Martin Denny and Ernie Freeman, Liberty; LPs and sets by Pepe Jimenez on English Parlophone, and the Brazilian orchestra of Irany, Odessa.

Michel Stimmann, director of Monitor Records, signed a contract for distribution of his catalog with Disco Importadora.

EMI THE GREATEST RECORDING ORGANISATION IN THE WORLD

TURKIYE'DE GENCLIK AMERIKAN MÜZİĞİNDEN HOŞLANIR

(Young Turkish people like American music)

The Turks are a music-loving people. But they do not confine their interest to their own music— they go for American jazz and rock and roll in a big way. The rising sales of American recordings demonstrate this.

We know—

we have been selling records there for many years.

The E.M.I. company in Istanbul is called Gramofon Limitted Sirkeci, and it operates a factory (pictured below) to cope with the ever-growing demand for records in that part of the world. Many of the records that it sells are recordings of other than Turkish origin— and a surprisingly high proportion of these are from America.

So goes the pattern of E.M.I.'s record business all over the world.

That is why E.M.I. records are being pressed today in 40 different countries, and one record in every four sold throughout the world (outside the Communist bloc) is made by E.M.I.
Simply stated—the dynamic new Del-Fi records explode with excitement!

OVER 70,000 ORDERED IN 4 DAYS
THE NEWEST COMEDY BONANZA

MY SON THE COPY CAT
Stan Ross - Elly Weiss; Stanley Bay; Sunday Chinese Dinner: butterflies; My School Days; Clement Stein; In law Song; Nouveau Rich; Washing Clothes: Sally M. Cohan; Lefthands
DFLP 1230
DFST 1230

THE ALBUM EVERY KID IN AMERICA HAS WANTED
BY THE BOY WITH FOUR SMASH SINGLES IN A ROW

JOHNNY CRAWFORD - HIS GREATEST HITS

Johnny Crawford - His Greatest Hits

Proud; Runners; Daddy's Birthday; Your Nose Is Gonna Grow; Daydreams; Putti Ave: Sittin'; And A Witchin'; Mr. Blue; Moon River; Donna; We Belong Together; Debbie
DFLP 1229
DFST 1229

16 ALL TIME GREAT ORIGINAL RARE OLDIES

JESSE BOVIA - Goodnight My Love
Rachell & The Candles - Once Upon A Time
Ritchie Valens - La Bamba
Etta James - Dance With Me Henry
Ritchie Valens - Come On Let's Go
Ron Holden - Love You So
Marvin & Johnny - Cherry Pie
Big Jay McNeely - Something On Your Mind
Ritchie Valens - Donna
The Pentagons - To Be Loved
Jesse Bovia - Girl Of My Dreams
The Coelebs - Stranded In The Jungle
B B King - Sweet Sixteen
Little Caesar & The Romans - Those Oldies
But Goodies
The Teen Queens - Eddie My Love
The Jacks - Why Don't You Write Me
DFLP 1227

FOR THE FIRST TIME - ALL HIS GREATEST HITS IN ONE ALBUM

RITCHIE VALENS - HIS GREATEST HITS

Ritchie Valens - His Greatest Hits

Donna - La Bamba: Come On Let's Go
We Belong Together
Bluebirds Over The Mountain
In A Turkish Town: Stay Beside Me
Cry, Cry, Cry
Hurry Up
Rockin' All Night
From Beyond
Malagueta
DFLP 1225

THE ALBUM EVERY KID IN AMERICA HAS WANTED
BY THE BOY WITH FOUR SMASH SINGLES IN A ROW

JOIN THE MOON LIGHTERS

Contact your Del-Fi Distributor and get the details of this promotion designed for you by the new Del-Fi Records.

Contact your Del-Fi Distributor and get the details of this promotion designed for you by the new Del-Fi Records.

Copyrighted material
OUT & OUT
HITS!

CHECK
CHESS
FIRST

"Goodies"

by
THE FOUR JEWELS
START RECORDS

Distributed
by
Checker #1039

Taking Off in
New Orleans & Shreveport

"Got You On
My Mind"

by
COOKIE & HIS
CUPCAKES
Chess #1848

Since I
Fell for You

by
THE VIBRATIONS
Checker #1038

Stormy"

by
THE CORSAIRS
Chess #1847

The Original Version

"Mama Didn't Lie"

by
JAN BRADLEY
Chess #1845

"Every Day I
Have to Cry"

by
STEVE ALAIMO
Checker #1032

Norway

"Midnight Tango"

Registers Three

by
ESPIN ERIKSEN
Verdens Gang, Oslo

Three versions of the same time have fer the second time in record history reached the Norwegian Top 10 as compiled by the newspaper Verdens Gang. The time is "Midnight's Tango," and the third rendition... 

Sweden

Dellert, Larson
In Top Roles

by
HENRY FOX
Kungsholms Blad, Stockholm

"Lock Up Your Daughters," opens at Oscars on February 20 and the lead roles are played by Kjell Stenbeck and Rigmor Larson. Miss Dellert, who once sang pop songs, is now in the Royal Opera.

Philippines

Cultural Life
In Full Bloom

by
LUIS M.A. TRINIDAD
264 Escolta, Manila

The Korean conductor Won Sik Lim is now the conductor of the National Philharmonic orchestra February 5. In another cultural move, the Philippines plan to create a permanent ballet company.

Spain

Soap Opera Hero
Records for RCA

by
RAUL MATAS
32 Av. Lincoln, New York 16

A 15-year veteran of soap opera is the new singing star of RCA, Felix Paredes Avila. Six... 

Young Pianists

Continued from page 26

problem solved, Moravec hit the jackpot...

February 23, 1963

HITS OF THE WORLD

Continued from page 22

3 PATCHES—Dicky Lee (Philco) (Miami Music)

6 DANCE ON—The Shadows (Colombia) (Sidney Bros)

5 MIDNIGHT SNACK—Bill Anderson (Polynoid) (Rex Broadcast)

3 GEM BELSTAFF (Miami Music)

4 THE LOC-MOTION—Little Eva (London) (Sidney Bros)

7 TELESTAR—The Tendons (Dufay) (Progressive Music)

5 LIMBO ROCK—Shelly Chollet (Continental) (Sidney Bros)

9 THEM—Te姆 Dr. No. (Columbia) (United Artists)

10 SPANISH HARMONY—Tommy Jackson (Pepitone) (Progressive Music)

Spain

(Courtesy Espanola, Madrid)

South Africa

(Courtesy Southern African Record Manufacturers and Distributors Assn.)

This Week

This Week

1 BALADA GITANA—"Dread Distance (Vox Amo)

1 3 THE STEEL GUITAR AND A GLASS OF WINE—Pete Astik

2 "Canta Besame Mucho—Rox (Columbia-U.S.A.)

3 THE BLUES BROTHERS (Mercury)

4 "I Can't Stop Loving You—Ray Charles (Columbia)

5 PERDONAME—"Don Dismas (Vox Amo”—Del Tempo

6 "YES MAESTRO—"Addy Music (Vox Amo)—Amsterdam

7 "CALLIDO—CUBA Little Matilda (Marconi) (Columbia)” (Harp)—Bert

8 "DIABLO DEL SOL—Conga (Columbia)

9 "EL DIA MÁS AÑO—"El Puma (Columbia)—Del Mundo

10 "MARIJA—Andi Williams (Espanola)"

Rosmarie Clooney’s
Newest
I Will Follow You
b/w
A Rose and a Butterfly
No. 20, 145

reprise

a significant single

from reprise

Copyrighted matning
What makes a distributor smile?

**FAST RE-ORDERS**
(At RCA Custom a re-order is as fast as a phone call to a salesman.)

**TRANSCONTINENTAL WIRE**
(At RCA Custom, a teletype transmits an order to 3 factories simultaneously.)

**STRATEGIC WAREHOUSING**
(There's an RCA Custom warehouse located close enough for overnight delivery.)

**UP-TO-DATE INVENTORY**
(When an order is received at RCA Custom, action is immediate, fast, accurate.)

**SPEEDY SHIPPING**
(There's a U. S. Post Office Sub-station at the RCA Custom Rockway Plant. That's fast!)

**DIRECT DELIVERY**
(In-between steps are eliminated! RCA Custom ships direct to distributor by the best carrier.)

**TRAFFIC CONTROL**
(RCA Custom has set up a special department to speed the delivery of your records.)

**A-1 QUALITY**
(Annoyance and costly returns are cut by RCA Custom's highest quality standards.)

**$$$**
(Time is M-O-N-E-Y! RCA Custom's fast, complete service helps distributors pocket more of it.)

No wonder, for anything in recorded sound, distributors everywhere recommend RCA Custom.

RCA CUSTOM RECORD SALES...THE MOST TRUSTED NAME IN SOUND AND SERVICE

168 East 24th St., New York 10, N. Y., MU 8-7200 or 445 N. Lake Shore Dr., Chicago 11, Ill., WF 4-3215 or 800 17th Ave. S., Nashville 3, Tenn., AL S-5781 or 1510 N. Vina St., Hollywood 38, Cal., OL 4-1880
BILLBOARD JAZZ SPOTLIGHT OF THE WEEK

BACK AT THE CHICKEN SHACK

WITH STANLEY TURRENTINE, KENNY BURRELL AND DONALD BAILEY

BLP 4117 (Stereo BST 84117)

(From the same down to earth session as the hit album "Midnight Special"

THE BIG SINGLE FROM THIS ALBUM—BACK AT THE CHICKEN SHACK

BILLBOARD PICK OF THE WEEK

BLUE NOTE 45 x 1877

43 West 61st Street

New York 23, N. Y.
"BEST SIDE STORY..."

New Orleans (Ken Elbow-WNOE): Much excitement over "Celebration" by Fats Domino. "Fats Through the Night" has resulted from WNOE plays. There's also growing interest in "Half a Man" (Willie Nelson-Liberty) and in "How Can I Forget" (Jimmy Ruffin-Atlantic). Seattle (Pat O'Day-KJR): Pick—"Face in the Crowd" (Dean Martin-Reprise). Gaining fast—"So Long Lucy" (Wayne Newton-Concord). Also making a mark in the Pac Northwest—(Charly-RCA-PARAMOUNT), "Preacherman" (Charlie Russe-Diamond), "Puff the Magic Dragon" (Peter, Paul & Mary-Warner Bros.), "Mr. Mean Man" (Johnny Cash-Myth Tellers) that will release as a PP&M single from the album. Minneapolis (Red Jones-WGMC): Top request—"Young Lovers" (Donny Osmond). Also making a mark in his show—"Don't Wanna Think About Paula" (Dicky Dee-Smash), and "Today Today" (Steve Lawrence-Dam). Battle winner—"Here I Stand" (The Rick Clarks-Chordill). Milwaukee (George Michael-WRTP): Instant discovery—"Flies and Needles" (Dean and Mark-May). Big phone response—"Sandy" (Dion-Lauretta) a pick-this-side vote on the new Marty Robbins Chordill album released a solid spike to "Cigarettes and Coffee" over "Teena-Again's Day."

Chicago (Gene Taylor-WLS): Pick—"Sun Arie" (Rolf Harris-Epic) and "Yellow Bandana" (Faron Young-Mercury). Detroit (Don Wynn-WJW): Battle winner—"Little Orphan Girl" (Carlos-Lauretta). Washington (Larry Justice-WPGC): Pick—"It Had to Be You" (Gary Paxton-Gusap). Taking off—"Our Love Will Last" (Arthur Pryor-Parma) Big Sales—"Yakety Sax" (Boots Randolph-Monument).

Top Taps Around the Nation: "Baby Workout" (Jackie Wilson-Brownie), "Dance With Me Angels" (Joanie), "I Can Get Used to Losing You" (Andy Williams-Chordill), "Follow the Boys" (Connie Francis-MGM) and "Heart" (Kenny Chandler-Lauretta).

SMALL-TOWN DEEJAYS: The problems of radio station personalities in smaller cities are in many ways quite different from those of their big brothers in metropolitan areas. DJ's work long hours for small salaries, and are expected to perform an endless variety of tasks, besides making up and playing their own tapes. Many of these stations are owned by the owners of the local newspaper or television station, and the deejays are expected to work for free or for very little money. The deejays are often expected to do a lot of the work that is done by the larger stations in larger cities, and they are also expected to fill the air with music and news items that are not usually heard on larger stations.

A letter from Davyton Davison, deejay and music director of WIGM, Medford, Wis., underlines some of the characteristics of small-market operation. He writes:

I have been in radio as announcer, salesmen, copywriter and p.d. for many years. I have always had an air shift and included popular music in it. I've always gone by the Hop 100, plus, of course, a few records that do well when nobody else is playing them. Yet, we have news and sport, and get the records the larger advertisers want without buying too many them out of my own pocket.

"We don't print a Top 40 sheet, because we don't have time. I now don't know what the life is on the air, and it's hard to tell what's happening here. We play at least a few times almost every day for hours. I also run record hops. I think we give very good exposure for any record.

"I work from 12:30 p.m. till 7 p.m., Monday through Friday, two hours on Saturday, and I always take a Thursday, Saturday, and Sunday off. We try to do our best on these long shifts, and the station shows a good profit. Maybe it sounds as if we are really in the sticks, but that's where we are at.

MEDFORD is a city of about 8,000 in north central Wisconsin, a little more than 100 miles northeast of Eau Claire. It's near the Chequamegon National Forest—good farming and dairy country—and has a fine fishing area. WIGM is a 1,000 watts at 1490 kc. Programming includes five-minute news on the hour, hourly commercials at 5:45, religion 6:45 to 7:00. The rest is mostly recorded music, including pop singles and albums, variety and country music.

The station is available on the airwaves all across the country. Their problems vary, but most of them voice the same complaint: We need records.

Our record buyers at the record store are looking for records that are not only popular but also provide good exposure for their station. They are always looking for records that will be played on other stations. They also want records that will provide good exposure for their station.

The station is available on the airwaves all across the country. Their problems vary, but most of them voice the same complaint: We need records.

PROBLEM: The main problem seems to be lack of communication. This is the most serious problem for us, because we are not able to communicate with other stations. This is a problem because we are not able to get records from other stations. This is a problem because we are not able to get records from other stations.

There are, of course, programming services that offer regular shipments of top pop singles and LP's for a reasonable charge. Most of these services offer a variety of records that are not available in the area, and the need for a low overhead in the small station often precludes a budget for such services. The station is required to spend money on an account to communicate with other stations.

The station is available on the airwaves all across the country. Their problems vary, but most of them voice the same complaint: We need records.

"OTHER BOBBY" SHOWS HEART & WALKS 50 MILES

BOSTON — Cross-country hikes for the benefit of charity, area's latest major outdoor promotion stunt in the wake of Attorney General Robert Kennedy's forward-looking vision 50 miles not long ago.

The local personality Bob Kennedy (known as "the other Bob Kennedy") of WRZ, Bos- ton, has accepted a pose in this new field. On February 16, for example, Bob Kennedy hiked 50 miles from the Framingham Shopper's World (8500 Waltham, Ochster- ter and Roxbury to the WBZ transmitter, arriving hours butt. Local civic and Heart office have prepared other events turned out to cheer him on.

Hot FM Interest

FM stations in Boston, Springfield, and Hartford have each allocated a special FM to the program.

WACB, New York, has designated an FM station for the program.

DEEJAYS: The white- hot interest in the future of FM radio broadcasting has prompted the Federal Communications Commission to delay the deadline for comment on revamp of the service to March 18, 1963. Original due date for comment was February 15. Reply comments will be due April 17, under the

VETERAN SAYS:

Ask Not If DJ Popular; Ask If He Sells Product

By CHARLES SINCLAIR

NEW YORK—Too often, there's too little contact between Madison Avenue agencies who sell record albums, and radio stations, because many radio stations don't have enough record albums to make up their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows.

The product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows. In fact, the product that radio stations are using for their shows is just as important as the product that radio stations are using for their shows.
BARNEY KESSE'S NEWEST DIAMONDS

TV COMMERCIALS

No. 20,152

a significant single
from reprise...
Focus on the Deejay Scene . . . .

CANADIAN SPINNER: David B. Simmons, known to listeners of CHED, Edmonton, Alta., as "Jolly David B.," has taken the teen audience in that city of 300,000 by storm with his Sunday afternoon "Teenville" show. A former WPYC, Washington, deejay, he also holds down a daily 4:30 p.m. record segment on CHED. Station's format has been revised and ratings are climbing. Special promotions for record artists like the Brothers Four, Earl Grant, Ray Price, et al., are frequently staged at CHED.

VOX JOX

By CHARLES SINCLAIR

VERSATILITY: Spinning records is only part of a deejay's routine around a station, to judge from recent Vox Jox mail. Here are a few examples of the versatility of the country's platter spinners:

In Phoenix, Ariz., what started off as a sand-dot grilled burger between staffers at the KPHO radio and TV stations has ballooned into a big-time charity bash. The players' roster for the event now includes a few semi-ringers like Tiny Putnam, formerly of the Chicago Cardinals, and Dick Curran formerly of the Green Bay Packers. KPHO staffers still set for the game may well be wondering if it isn't over behind the turntables.

In Cincinnati, WSAI staffers have formed a swinging basketball squad known as "The Freakish Five" and are tackling all kinds of tough opposition, such as faculty members of local high schools and a group of gals from the "Operation Prom" group. Such WSAI-ites as Dusty Rhodes, Ron Rehail and Mike Sherman are involved in the project.

In Ogden, Utah, KLO's morning deejay, Bruce Holland, donned truck shoes and walked from Brigham City (about 39 miles away) to Ogden, as part of a fund-raising promotion for the March of Dimes. Listeners were offered prizes for guessing his correct time for the event, and nearby Weber College sent a contingent of cute pom-pom girls to cheer him across the finish line.

In Middletown, N. Y., Red Robinson, evening air personal-
DENVER—Having several different approaches readily available for clinching a tape recorder sale has skyrocketed volume at Fan Fair Discount City here, according to department manager Gene Rouse. One, for example, may want top-level music and the salesmen a recorder can do. By displaying top-quality units in the $450 to $650 bracket, capable of stereo recording and playback and keeping step with all equip available for recording, such customers can be sold quickly. This has been produced by the array of true FM stereo programs being broadcast in the area, and cash backing of these by the back the results at any time.

For the customer interested in the versatility of a tape recorder, the salesmen have two other useful selling tools in the form of a foot switch, which quickly converts to a more handi- a hobby diant machine: "conference microphone," which makes it possible for several people to record through several microphones at once for keep for a particular pick-up of radio, television or phonograph records and similar accessories. If the customer is interested in getting the most possible money out of his machine, demonstrating each of the possible simulaneously often pays off.

In selling from either of these approaches, all point out to a to a larger mass display of recording tape, carrying along the table display of records, ranging in price from $2.48 up to $4.98. Low prices on tape, combined with the appeal of being able to record from almost any source, registers solidly with music lovers.

Fan Fair also maintains a wide variety of tapes, all the way from stereo operas to "Everyday" and many of whom require this in every department. A teacher addressing her class, to a particular record by the sound of a cash register and snatches of a party being rec- oned, ready after one of the newer, to build appreciation of the all- round high-fidelity nature of the machine. If a music lover's wife is along, the play- back can take place while the cry of a baby, and other household exigencies win the dis-patch side's approval.

Show Differences

Current TV shows, as has been known line, plus many low-priced "starters," Fan Fair will creatively demonstra- on sale, a small percentage of which, and no Modi models buy and demonstrate.

(Continued on page 40)

PHOENIX, Ariz. — A rare combination of humor and information, combined into a new column, a newspaper under the heading of "Talking Tape," is selling a lot of stereo phonographs, tape recorders and components for Hack Metals, of Audio Specialists, here.

Jim Metz, who started in the field earlier in Miami, was hired as the showman and office, be- st of the city's biggest dealers in the process, uses a thoroughly different advertising approach to his trade.

Each, a five-inch-by two- inch column, plus a standard display advertisement, is occupied instead with a picture of Metz himself, and a witty discussion of the subject of stereo in general.

A typical column, devoted to the home fidelity enthusiast, points out:

"Stereo has shaken not only the home automation but studio sound engineers as well. The disks which White- man recorded in Liebermann Hall were great—then. Today, Liebermann Hall is great—then!"

"No longer does it suffice to hang a couple of boom mikes over a speaker or quietly tell the maestro, 'Okay, George, wave your wand.' Maestros know of this, do not do it for them."

"Roskovski once insisted that he would record the Philadel- phia Orchestra anywhere but in the Academy of Music, known for its acoustics. Today, he records in hotel ballrooms. He knows his stereo instrument separa- tion polishes the Stokely legend."

Remember, if you point out how fine music is recorded with the right equipment, the straight line, then follows with the information, "It's getting so that stereo won't hardly let a laurel rest even anymore!" Metz's column, "Comment on Recent Prices sowie— we take a look off each album!"

In this way, steadily cracking jokes, getting out an epigram or two in every column, and always being sure the reader enjoys what he has pe- rused, he has created a steady stream of visitors who want to meet him, suggest a guest or two for the column, and even come actual buying customers.

(Continued on page 45)

WHITHER COMPONENT HI-FI? In case you missed it, there was a lively discussion of the future of high-fidelity component business January 24 at the convention of the Electronic Representa- tives' Association in San Francisco. There, either, but we've read some excerpts from the panel on "Where Is the Audio Industry Going?" They contained some conflicting views, and quite a bit of humor.

For example, there was general agreement that the market for audio components will for- -by at least 12 per cent per year. Since this was a meeting of reps, there was little hope that the hi-fi component business would forsake its traditional pattern of one-step distribution. This was seen as the dominant type of retail outlet will provide the soundest advice for the industry's growth—for ex- ample, between Sam Coif, and Victor Rosenberg (Radio Corporation of America) —and the high fidelity sales manager of H. H. Scott Company. Calling for all members of the audio component industry to recognize and fulfill their merchandising responsibilities, Limberlos said:

"The selling of high fidelity components to so-called mass merchandisers could enter the growth of the industry. If audio com-ponents are not presented and demonstrated properly, it could harm the potential market for these products caused by either the established dealers in the area. Price and price alone will not make this industry grow. Quality merchandise and quality merchandis- ing will.

BORSCH, ON THE OTHER HAND, pointed out that some

mass merchandisers are quite well versed in sales of components. As quoted in Electronic Merchandising Week, he made these predictions about the present and future of the ever-changing audio component market:

"The principle outlets for retailers audio components for the largest part of the market—the non-technical music lover, not the audiophile—will be the large dealers who have made significant inroads during recent years. These are department stores such as Korvettes, J. L. Hudson and Bamberger's. These merchants have either their own private audio salesmen to run their departments or they are leasing to experienced audio shop operators. These opera- tors, he continued, 'Know how to set up a store, how to train sales- men, how to advertise, how to demonstrate, how to buy property.' As to "the small specialty hi-fi shop," Borsch believes it has had its day as a primary source of audio components. Its principal hope, he stated, lies in specialization—carrying the latest and the most of high equipment, not carried by department stores and other large outlets. It must appeal primarily to the perfectionists among audio purchasers. It must be the theater of the electrical elements. It simply can't compete with distributors—and shouldn't try. Both the national high fidelity dealers and the local dealers have small customer bases, but they will continue to insist on 30 percent mark-up on hi-fi components.

One of the major changes in components distribution was noted by Barbara. "Economical parts jobber with little interest or ability for merchandising is out as a factor in audio component retailing. The electronic hardware junk shop is becoming a relic."

Just as the day is past when customers bought hi-fi components primarily in electronic parts depots, so the day is past when these components look like electronic parts. Said Borsch: "Customers
NEW DEALER PRODUCTS

All-Transistor Teletone Phono

Teletone Corporation of America has introduced a line of all-transistor portable and floor phonographs. Feature unit of the new group is model 9592, a stereo automatic portable with a plastic cabinet and down changer design. The unit contains eight transistors and weighs 30 pounds. Prices are $129.95.

DISPLAY CAN WIN CASH IN MGM CONTEST

NEW YORK — MGM Records takes out a national "Follow the Boys" window display contest for dealers, in connection with the national release of the film, starring thrust Comedian Eddie Cantor.

Dealers, according to MGM promotion chief Sol Handwerger, were selected by "feedback" from their own displays; they are current as of early May, and are for the period through the end of the year. In addition, points for equipment overloading and 50 points for equipment doing very well will be added to the dealers' points, and weighted by six points out of a total. Only manufacturers earning 5% or more of all the dealer points are listed below.

<table>
<thead>
<tr>
<th>PHONES LISTING BETWEEN $151 and $200</th>
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<tr>
<td>Brand</td>
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<tr>
<td>Magnavox</td>
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<td>Voice of Music (M-V)</td>
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<td>Masterwork</td>
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<td>Admiral</td>
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<td>Others</td>
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Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above results applying for any period will apply in the preceding month. These brands that appeared in previous issues for this category and do not happen to make a listing above are shown below with their rank order in the issue indicated in parentheses.

11/24/63 Issue: All brands represented in current chart.

B/G/52/62 Issue: Philco (6); Curtis Marhs (7).

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


EPIC—Expires February 28, 1963. Started January 7, 1963. Label offers 15% per cent discount on all LP and tape in the catalog as well as on all new releases.

CAPITOL—Expires February 28, 1963. Started January 1, 1963. Three programs for dealers: One LP for 50 cents, one extra LP for 50 cents. Also, one thousand of selected titles on LP's (two copies of each LP) at a flat 10% discount; a third, a 25% discount on the invoice on Capitol Classics series; a 50 cent per LP for all other releases.


A stereo automatic portable with a plastic cabinet and down changer design. The unit contains eight transistors and weighs 30 pounds. Prices are $129.95.

The dealer, in turn, has the responsibility to stock merchandise in depth without "cherry-picking," display and demonstrate equipment properly, take experienced personnel and hold regular sales meetings, maintain an expert service department, keep adequate records and set up cooperat credit facilities, and "remain flexible—be able to diversify intelligently if necessary."
D.C. Hi-Fi Show
Breaks Records
WASHINGTON—The seventh Washington High-Fidelity Music show broke all records here during its three-day showing at the Shoreham Hotel, according to Teresa Rogers, producer of the show. Attendance was in excess of 13,000 visitors and 50 exhibit rooms on two floors were "crowded to capacity throughout every hour of the show." Attendance was reported 35 per cent above that of the last one to be held here in 1961.

The Fine Arts Quartet was a smash, and had to give four performances of its "Live versus Stereo" concerts, in addition to the 12 regularly scheduled. People waited in line up to an hour to enter the hall. On the last day of the show, Sunday, February 10, ticket sales had to be suspended for periods when the exhibit rooms were unable to accommodate the crowds.

The caliber of the attendance was high-bys, in this city which has been called the No. 1 market in the world for pre-capsital sales of home hi-fi equipment. Industry representatives said they were delighted with the length of time the visitors took in studying the equipment exhibited by manufacturers and local dealers.

Clinches the Sale
• Continued from page 44

 ordering the difference rather than merely talking about it.

Often a prospect whose appearance indicates that he is looking for a bargain will wind up buying an expensive model because good music turns out to be his all-consuming interest.

A highly unusual feature which permits the sort of extensive demonstration which Reese feels is essential to sell better priced recorders, is "Sunday appointments.

Where the prospect or the salesperson is simply too oc- cupied with everyday operations to devote sufficient time to the subject, Fan Fair sets up an ap- pointment for the store's manager, who, of course, will be there to do much more skillfully and, it is hoped, a full- scale demonstration can be car- ried out. About 50 per cent of such later demonstrations, which began with a contact at the recorder display, result in the de- sired sale.

SALESMAN WANTED
EXPERIENCED SALESMAN to sell top vandling line in State of Florida. Salary, expenses. Call MR. TARAN Ad 2-2921 Miami, Florida

UNIVERSAL OPPORTUNITY FOR QUALI- FIED ADVERTISERS. For information, address "Billboard," Box 405, Chicago, III.

SITUATIONS WANTED
IN DISTRIBUTION BLUE BOOK OR SCANNED SELLERS. Write with full information about yourself and a complete description of business. Address "Billboard," Box 405, Chicago, III.

The Company that REALLY goes after more business CAN get more business—by consistent advertisements in Billboard's

Buyers and Sellers' CLASSIFIED MARS

It's a proven, economical way to assure prospect interest, to make sales and to increase profits!!! Check the Classified Mart in every issue of Billboard... see what others are doing... then see what you should be doing and hasten the competition.

CLASSIFIED RATES

For Insertion

<table>
<thead>
<tr>
<th>Manufacturers</th>
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- Minimum size sold is 1/2", approximately 35 words: 1 7/16" words. All rates are for SCANNED advertisements, EACH time. Advertisements 2" or larger are set in boxed style.
- If box number is used, allow 10 words for number and address. Box number service charge, 50c per insertion.

USE THIS HANDY AD ORDER BLANK

Please insert the following ad for...

Classified : Advertiser...

[ ] Retail classified style. [ ] Scanned classified style.

[ ] Average text

[ ] Amount enclosed

Copy:

Company Name

Address

City

State

Please enclose your payment. We do not bill for classified ads.

1564 BROADWAY
N.Y.C.

Times Square Office
Space for Rent.

8700 Square Feet.

Central Air Conditioning.

Very Reasonable Rental.

Contact:

KENNETH LAUB

Collins Turtle & Co.

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

Telephone:

Murrayholl 2-4020

EMPLOYMENT SECTION

HELP WANTED

MECHANIC WANTED—ARECADO WORK. Must be an excellent mechanic. Must have three years experience in Army. Must be willing to travel. Address "Billboard," Box 405, Chicago, Ill.

MAYBE YOU'VE ALWAYS WANTED TO BE IN BUSINESS FOR YOURSELF? BILLBOARD BRINGS TO YOU 100 YEARS EXPERIENCE IN THE ADVERTISING BUSINESS. JOIN THE BILLBOARD PROFESSIONAL COMMUNITY. Write: BILLBOARD PROFESSIONAL COMMUNITY, Markle Building, Harbor, N. Y. 23-51.

CLASSIFIED MARS

BILDBOARD BUYERS & SELLERS CLASSIFIED MARS

1564 Broadway

530 N. Dearborn St.

188 W. Randolph St.

New York 36, N. Y.

Hollywood 28, Calif.

Chicago 1, Ill.

FEBRUARY 23, 1963

46 BILLBOARD
They’re Rowe! They’re unconditionally guaranteed for 3 full years!
Get both now at a low combination price!

WHAT A DEAL!

**MODEL 77 CANDY VENDOR**
MORE CAPACITY FOR BIGGER PROFITS
11 selections. Vends 340 items—190 candy, 150 gum and mints. Lighted display panel, quarter changer standard equipment.

**MODEL 86 CIGARETTE VENDOR**
MORE CAPACITY FOR BIGGER PROFITS

Standard Rowe vendors—not stripped-down models. Both vendors have all the features found on more expensive machines. The Model 77 Candy Vendor has 11 columns; the Model 86 Cigarette Vendor has 14 columns. Both are up-to-the-minute in blue-and-white Celebrity colors.

Look, shop, compare—then ask your Rowe AC Services distributor for his new, low combination price. You'll be pleasantly surprised. Ask him, too, about his special discounts for quantity purchases. He’s got a profit-making opportunity here for you.

**ROWE AC SERVICES**
18 South Michigan Ave.
Chicago 3, Ill.
New Patrons, Stops Give Zip to Juke Box Action

- Continued from page 1

formal poll among key industry leaders.

The talks have of necessity all been off the record. Figures have been kept to a minimum. These received most necessarily remain confidential.

But the use of totals is permissible and these give an insight into the reaction of the industry has undergone.

To resort to advertising terminology, the best "picture" for total domestic juke box production during 1962 is 29,000 phonographs.

48,000 Production

Aside to a total amount of some 19,000 and you have a total U. S. production of 48,000 juke boxes.

The 29,000 domestic machines are bought by an estimated 6,000 juke box operators who serve some 375,000 to 425,000 boxes.

It can be noted that the largest discrepancy among industry leaders estimated was in the area of juke box locations, thus accounting for the 50,000 spread.

Comparing these figures to five years ago, we come up with a definite drop all around. In 1957, best estimates place domestic juke box production at 65,000 units.

(One difficulty is that in that period several manufacturers lumped together domestic production with their export production so the 65,000 figure should be cut slightly—though not enough to cause too much of a variance.)

In that same year, there were an estimated 7,500 operators serving 45,000 to 50,000 locations.

Again a large variance exists in the estimate of locations, though the long-term consensus is that the 50,000 figure tends to be high.

In any event a comparison of the figures in the five-year period shows that domestic production dropped to roughly two-thirds of what it was before. The number of operators dropped by one-fifth. The number of locations is down by about one ninth.

In the drop in juke box locations there appears to be a slight drop in the drop in juke box production and the drop is not substantial, drop in number of operators.

Urban Renewal

The significant thing, though, is that the locations that disappeared were the so-called big money or hot locations. These in many cases were the lower-class buildings, the spots where the streetcar passed.

Operators were forced to find new locations in order to maintain their revenues and this is where the "new juke box" was born.

These lower taverns and cocktail lounges felt that the juke box was in keeping with the type of operation. The juke box industry felt something had to change, and change it did.

Machines were streamlined, modernized, and were color- dulced, and perhaps most impor-

Top Continent & U. S. Execs Met During British Show

LONDON—While the recent Amusement Trades Exhibition here was billed as a marketing English coin show with the accent on payout machines, some of the top British coin machine executives held conferences here during the trade show.

Wurzler and Seeburg, while not exhibiting, held their annual British hotel, maintained hospitality suites at a nearby hotel, and provided transportation to traders between the hall and the hotel.

Highlight of the Seeburg contingent was William C. Prutting, recently named export sales director.

Prutting, who had been in charge of Seeburg sales in the Far East, is looked upon as a valuable addition to the British operation.

Seeburg Personnel

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Other Seeburg personnel there included Manager, Western Trading Company, Ltd., the firm's Tokyo distributor, and Howard Tapada, Vice President, Norwood Company, Finland, the firm's Scandinavian distributor.

Henri Herbsch, director general

of Seeburg S. A., the firm's European subsidiary, played host to many of the Continental op-}

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Article continues on page 50

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Article continues on page 50
LOCATIONS COAST TO COAST ALL REPORT
MORE PLAY! MORE EARNINGS! MORE PROFIT! WITH
Chicago Coin's 2 PLAYER ANIMATED "All Star"
BASEBALL
The Game That's Got Everything!
SKILL-APPEAL-COMPETITION!

THE FIRST AND ONLY BASEBALL GAME WITH
CHICOGO'S ORIGINAL "CANCEL-AN-OUT" FEATURE!

* When player hits all targets—one out is cancelled on scoreboard—and bonus of 5 runs register!

- 4 WAYS TO SCORE "EXTRA" RUNS!
- PLAYERS RUN BASES AS HITS ARE MADE!
- CHOICE OF REGULAR OR FREE PLAY!
- EXCITING PITCH AND BAT BALL PLAY!

STAINLESS STEEL COIN ENTRY PLATE AND PITCH AND BAT CONTROLS!

MISSED TARGET REGISTERS 1 OUT!
SINGLES, DOUBLES, TRIPLES AND HOMERS SCORE RUNS JUST LIKE "REAL" BASEBALL!
PLAYER SHOOTS UNTIL 3 OUTS ARE MADE!
2 TEAM COMPETITION—1 OR 2 PLAYERS CAN PLAY!
OPTIONAL COIN CHUTE!
10c PER PLAYER
3 GAMES FOR 25c
COLORFUL BACKGLASS, PLAYFIELD AND CABINET STIMULATE CROWDED STANDS!

SEE YOUR DISTRIBUTOR FOR THE COMPLETE LINE OF Chicago Coin PROFIT-MAKING GAMES!

CITATION
1. STRAIGHT 10c PLAY
2. TWO NICKELS, DIME & QUARTER
3. TWO NICKELS, DIME, QUARTER & HALF DOLLAR!

ROYAL CROWN BOWLER
- EXTRA FAST SCORING!
- OPTIONAL COIN CHUTE!
- LARGE ILLUMINATED SCORING DRUMS!

BIG HIT
- NEW 15 TO 30 BALL PLAY
- A NEW TWIST
- 11 TARGETS TO HIT

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

Copyrighted material
**Take Chance, Hub Op Says**

By CAMERON DEWAR

SOMERVILLE, Mass.—"You have to live a little dangerous," says Sam Baker, who manages a route of some 400 jukes in the Greater Boston area. In other words, you have to take some chances, asserts the man who has for 15 years operated successfully the music end of Mid-Town Vending, Inc., with headquarters in this Boston suburb.

Baker's idea of taking chances means going on personal judgment to the extent of buying 300 copies of a record. "If I listen to the radio a lot, follows the Billboard charts and does pay some attention to what is being sold in one-stops, but he feels this is a choice that must necessarily be up to the manager.

"Gold mine of Truth"

At the same time he is not unmindful of the fact that the operator today gets a great deal more for his money than Baker it to the moment of truth when he puts down his money (for a big record).

This personal judgment system isn't quite as hit or miss as it might seem at first glance. He believes in making close friends with the location owner and is not averse to reminding them that they will more more sales along with his method.

In certain locations he leaves a request from which gets attention back from the location owner and the customer. This has rarely failed to boost the gross.

Baker's route has an abundance of locations frequented by young people. "You might think kids don't know their own mind, but they sure know the records they want."

A few locations are locales for old r&b numbers, and he often has requests to sell some of the all-time favorites that have gone out of print. He occasionally throws in one of these in unlikely locations and has been surprised at the mounting play.

**If Take Dips, Do You Cut Buying?**

By NICK BIRO

CHICAGO—An age-old programming argument is again being waged here: When collections are down, do you buy more and attempt to boost play or do you buy less and keep your costs in line.

Juke box play has been off for some weeks in the Windy City and environs. Bad weather seems to have finally taken its toll and operators are reporting drops anywhere from 8 to 12 percent from the same period last year.

As a result, two different things are happening. Some operators are pulling their music record into records than they would normally. The theory is to spur play by having some interesting new merchandise to offer.

Cutting Back

Other operators are pulling in their horns and cutting back on record purchases. Many routes are governed by a flat per centage figure for their record expenditures. Thus when collections improve, they have more money to spend—when they have it.

A spot check of operators shows that the results are far from conclusive. One North Side operator reported he was able to boost collections in several sluggish spots by putting a varitey of new merchandise on the machine.

"The location normally prefers slower, adult type music," he noted, "but I tried some novelty tunes, some polka and some twits, and it was successful. I suppose the people responded. They thought it was something new and played the juke box much more than they normally do."

Another operator—on Chicago's Southwest Side—had different results. "We tried everything—new records, different records, album displays, even cent-ear cards. Nothing worked." Collections are just off, and there's nothing to be done. The taverns are having a slow period and the juke boxes suffer along with them."

A large West Side operator said he had backed his record purchases because of the drop in collections and felt it was the only way to carry his route. "You can't boost collections when the people aren't out. We have to cut our buying to keep our costs in line."

Another large North Side operator, however, said that he was able to record his buying, even though collections are off. "It's the only way I know to spur business and if I stop buying on new records, I'm afraid collections would be even worse."

Whatever the operators' philosphy—more new records—there were a lot of hot new sides around.

Both Fred Sipiora of Singer One Stop and Russ DiAngelo of Music Box report good operator reaction to Andy Williams' new Columbia ballad, "Can't Get Used to Losing You." Ballad-type standards by a hot artist. Nothing worked. Nothing bloomed until DiAngelo put a prime operator item in that they had almost unilaterally accepted in all types of locations. Operators felt they could not be successful or profitable. Some other hot operator sides featuring the George Fame and the Giants on the Bossa Nova, Eddy Grant, Columbia and Western were selling, with some in the South, and "Who Stole the Keechea," Matty Breshsly and the Rocky Street.

**Elvis' Single Runs Away in Home Town**

MEMPHIS—Hottest selling single to photographic operators in Memphis and the Mid-South last week was "One Broken Heart for Sale" by Elvis Presley.

One reason for the rapid selling of this single, and the marked interest in it, was that the Route Manager for Mempho, of course, is that he lives here and comes home for visits between films.

A check of one step and operator showed that another fast brek came about by another old pro at selling a fat Dommero's "Hum Diddy Doo" and "The Eyes."

Local Releases

Two new local releases are also beginning to break good in this market and have a chance for national chart recognition. They are Ace Cannon's new single on the Hi label, "Love Letters," backed with "I Met You, Baby," and "Carrrol County Blues" and "Ballad of Jed Clampett" on the MOK label. Both are distributed by Jive Records.

Cannon, a local saxophone artist, felt the "Tuff hit high on the charts a year or so ago, has a big hit record" and that his new MOK single is by a new instrumental group called the Beverly Hotshots.

Another Winner

Another single climbing real good is Tatsuguchi's "Fly To the Moon Bosa Nova" on Kapp.

A survey of Poplar Records, the one step, and key operators Drew Canale, Canale Entertainment, Parker Henderson, Rainbow Amusement Company, Charles McDowell, general manager of Southern Amusement Distributing Company, and others who hands in the market assured the writer of the high attention, disclosed these singles were going best at this time.
Euromat Revival
To Include U.S.

By OMER ANDERSON

BRUSSELS—European market scan machine trade leaders are reviving the "Euromat" scheme as a formula for extending Common Market benefits to the "Anglo-Saxon"—as General de Gaulle recently described the U.S. and Canadian trade to the original Euromat concept, which embraced Britain (in the argument—mistaken, as event proved) that Britain would be added to the Common Market.

Under the expanded concept, Euromat would not be a European grouping but an Atlantic trade organization. It would bring together the trade on both sides of the Atlantic, and would seek to promote the coin machine trade's welfare on the basis of an "Atlantic Community." It would necessarily lack official characteristics but trade leaders here tend to regard this as a blessing in view of the political backwater which has come to encase the Common Market.

Uniform Tariffs

The reform Euromat project would work to promote uniform tariffs on coin machine exports throughout the "Atlantic area"—the six Common Market states (Germany, France, Italy, Belgium, Holland, and Luxembourg) plus Britain, the U.S. and Canada. It would strive for uniform trading regulations and uniform regulations and legislation throughout the area.

It would embrace free trade of coin machine equipment and products within the area, and would offer an opportunity for a national discrimination against a member of the community.

In practice, this would mean:

The Common Market Six would oppose restrictions affecting the trade in Britain, the U.S. or Canada, and would work for the free flow of goods between the United Kingdom and North American firms in the Common Market area.

Equal Basis

In return, U.S. and U.K. members would work to open up the British and North American markets on an equal basis to Common Market producers.

Euromat would view the trade in the Atlantic area "as a single trade, indivisible in all respects." There would be increased exchange of technical information and cooperation on an organized exchange of visits by the various national trade groups.

The German trade, a strong backer of the original Euromat plan, would use the Atlantic coin machine community dedicated to promoting trade throughout the area's industrial improvement and healthy competition.

Euromat is based on the premise that protectionist policies and restrictive legislation produce only a dead weight on wide-area co-operation develops markets and expands trade.

Developing Markets

A principal aim of Euromat would be the cooperation among American producers to develop markets in the underdeveloped countries.

These areas require considerable technological assistance before they can absorb substantial photographic imports.

The French believe there is a tremendous potential market in the former French colonies. West Germany is already doing good business in Africa and the Middle East, and Belgium has hopes for a large future market in the former Belgian territories in Africa.

West Germany and the United States are dueling for the South American market, but the German believe both countries could do better in Latin America. The plan now is to expand the entire market rather than engaging in a knife-edge competition for the present restricted market.

Mr. Coin Man

Your's in business to make money. Billboards is in business to help you.

Weekly dollars and sense information in every area of your fast-paced industry...profit ideas...current trends and forecasts...legislation affecting your operation—new machines—new products—new services—new money-making ideas.


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Anouncing
THE FIRST ANNUAL
INTERNATIONAL COIN
MACHINE DIRECTORY
and WHO'S WHO IN THE
COIN MACHINE WORLD

★ A Separate Publication
★ To Be Published April 20, 1963, by Billboard
★ An International Directory of Countries,
Companies, People and Places including:
• Manufacturers • Distributors • Exporters
• Importers • Trade Organizations
★ The Ultimate Buying Guide and Reference
for the Coin Machine Industry—Internationally
★ Handy 8½” x 11” Size
★ Designed for Easy Reference
★ Printed on Quality Paper

Date of Issue:
April 20, 1963
Final Advertising Deadline:
April 1, 1963
Early space reservations recommended.
Advertising deadline is for all
material in New York.
Offset Printed; No Plates Required!

Don't Miss The First Annual International Coin Machine
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Another Industry Service From
Billboard
1564 Broadway, N.Y.C. 36
Cables: Musirowek

Here is a partial list of features
to be included in this
vital reference work:

Current appraisal of the state of the
international music machine and
amusement machine industries.

Country by Country Reports. Summary of
juke box and game operating conditions
throughout the world. Machines in
operation by type and numbers. Legal
Restrictions. Import regulations, duties,
tariffs. Top juke box record hits.
Programming trends. Prospects for
expansion.

Country by Country listing of U.S. and
International juke box and amusement
machine manufacturers and distributors.
Sources for parts, supplies and services.

Coin Machine Trade Associations, by
country, for the world.

Who's Who Internationally. Pictures and
biographies of U.S. and foreign coin
machine industry leaders, manufacturing
executives, heads of associations.

This is just a partial listing of the
informative, vital reference and buying
information that will be covered in this
publication.

AND . . . FOR YOUR FREE LISTING IN THE
DIRECTORY—Manufacturers, Distributors, Suppliers and
Officers in Operator Associations—send the following
information:

From manufacturers we want a brief description of the plant,
products made, list of officers with photographs and a complete list
of distributors, with addresses and telephone numbers.

From distributors we want the complete address and telephone
number, names of the principals, lists carried and branches, offices, listings.

From operator associations we want photographs of officers and
current addresses.

From suppliers we want a list of products carried.

Please mail all information to—Billboard Coin Machine Directory,
1564 Broadway, New York 36, N. Y.

10,000 copies will be distributed
to those whose direct interest
is coin machines:

U.S. and International juke box and
amusement machine manufacturers.

U.S. and International juke box and
amusement machine distributors,
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HIT-UP BOXES 33 1/3 STEREO 100 Selections $175.00
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Eastern Music Systems Corp.
934 North Broad Street, Philadelphia 2, Pa.
12-069-4415

New Antwerp Headquarters For Game Firm

ANTWERP—The Belgian Amusement Company will move into its new headquarters at Lange Lezen Street 187 here in two weeks. The building, a remodeled furniture factory, has indoor parking for customers, a show room, personnel offices, spray room, music machine and game repair rooms, and a spare parts department. Belgian Amusement is affiliated with the International Amusement Company in Philadelphia, with Sam Froehleman in charge of the Antwerp operation and Hank Grant running the U. S. office.

Grant left Monday (18) for a seven month stay in Antwerp and will attend the Antwerp Fair March 8-12. BAC will exhibit at the coin machine show. The firm intends to set up a game manufacturing operation in the Antwerp plant in the near future.

DeGarmo Switches

DENVER— Ben DeGarmo, who recently moved his route in Boulder, Colo., to Estes Deines, has purchased a phonograph, amusement machine and cigarette vending route from Carl Duton, who operated as Duton Cigarette Company in Linton, Colo., 90 miles east of Denver.

Road Returns

NEW YORK—Morris Rood, sales manager for Runyon Sales, local Runyon-A&M outlet, returned this week from a Florida vacation. During his absence, Irving (the Koolman) Kemper was minded the shop.

VC

NEW for '63!
POOFLAND
DELUXE POOL
POOL POOL

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NEW DESIGN
NEW MECHANISM
NEW INSTRUMENT

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Shaffer Ohio School to Draw 40

"YOU MUST KNOW COMPONENTS," said Seeburg Field Service Engineer Bob Zeising (left) to Willard Kroese of L & N Music Company and Bill Miller of J. B. Music Company at a service school held at Shaffer Music Company, Cleveland.

CLEVELAND—About 40 servicemen representing nearly 20 operators are expected at Shaffer Music Company's night school course conducted on the Seeburg SC-1 Consollette Thursday (21) at 7 p.m.

Shaffer Music's meeting this week is the second session devoting into the functional aspects of this unit, according to service manager Lawrence Hornbeck.

Bob Zeising, Seeburg field service engineer, will conduct the session which is a follow-up from a school conducted Thursday (7). At the earlier session, 60 servicemen from 18 companies attended from as far away as Toledo and Youngstown.

Officials present were Al Gangi, regional vice-president for Seeburg; Larry Homeck; Joe Stone, Shaffer salesman; Walter Dremadak, service director; Clarence Sorber, service manager for Shaffer; Ernst Stokos, Shaffer's service department and John Rothman, of Shaffer's parts department.

Firms to be represented this week are Acme Music Systems, Niles; Ohio, Roy George Music, Painesville; Alco Music, Youngstown; Bell Music, Akron; Western Music, Lakewood; Gordon Music, Willard; Elum Music, Mansfield; Swartz Music, Wellington; Castle Music, Akron; Cleveland-Chicago Amusement, Elyria.


Ops Fret at Tax-Policing Duty

CHICAGO—The Internal Revenue Service's new stand for filing of forms to report income, has produced an unhappy situation among operators here—if not throughout the country.

The new regulations were a prime topic of discussion as some 75 operators turned out for the second quarterly meeting of Recorded Music Service Association, the local juke box operator group.

Briefly, the government regulation states that operators must file an informational return on any location that earns $1,000 per year (location's share).

Verbal Opinion

Though a law since 1957, operators had up to now been exempted through a verbal opinion given by the government.

This year, however, the government indicated that it would consider juke box operators covered under the regulations.

Recorded Music Service Association is one of the largest coin machine associations in the country with 115 members representing some 7,000 juke boxes in Chicago.

Recorded Music Service Association

Operators feel the regulation puts them in an embarrassing position with the government and their locations. As one operator said, "We file our own taxes. Why shouldn't the locations care of their own care?"

"Though no one would say so in so many words, operators feel they are in a position of being a watchdog for the government. They feel it's up to the location to report its income if it comes over $500."

Another problem is the additional bookkeeping involved. Operators have to list not only the location, but the name of the owner (licensee) and the owner's social security number.

As a practical matter, operators often have no idea who the location owner is and care less. They may deal with a manager or official of the firm and have no actual contact with the licensee. In many cases, the court and social security number of the licensee may be the same.

In another provision in the regulation states that the individual license is liable, not the location itself. In other words, if a tavern or restaurant changes hands during the year, each licensee must file his own report to earn over $600 from the juke box before the operator has to file a 1099 form.

The provision is particularly cumbersome in a city like Chicago with a large number of turnovers during a year.

Though an operator would ordinarily keep just one set of records for the location, he now has to start a new record if the location changes hands.

Penalty for failure to file a 1099 form is $1 per unit (location) with a maximum fine of $1,000. However, no penalty is expected to be evaded or imposed by a court.

35-Cent-a-Pack Era Looms For Cigarette Vendors in Philly

PHILADELPHIA—If a proposal by the Board of Education for new taxes is approved by the State Legislature, it appears that local operators will have to start charging 35 cents for cigarettes.

The school district is in dire need of new revenue—and has turned to cigarettes to help provide it. A plan being offered by school officials would add a penny to the tax on each pack of smokes sold in this city.

The five-year program would add another cent—for a total of two—to the cigarette levy in 1966.

At present, a pack of cigarettes sells here in machines for 30 cents and across the counter for 27. It is apparent that the operator will not pay the extra 2 cents tax per package out of his share. He will have no other course than to raise the selling price.

But such a new tax could be a blessing in disguise. The operators would be looking in an extra 5 cents a pack but paying out only two of these pennies for taxes. He would net three more cents a pack. And the "Blake" could be passed along to the school board—without any mention of the extra three pennies.

Not many operators would look favorably upon the old method of inserting change in each pack vend. This is said to be too time-consuming and costly.

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and a non-stop top money-maker

SPINNER appeals to every one, men and women, young and old, and is fun to play without previous practice.

SPINNER may be played while enjoying beverages and increases beverage and snack sales by keeping patrons happily occupied hour after hour.

SPINNER—not the player—sets the period of play, stops loss of earnings caused by slow or stalling players.

SPINNER is fast, but the constant exciting action gives players their money's worth in amusement and relaxation. Dime-a-minute earning-power is highest in competitive play class.

SPINNER is extremely simple mechanically and electrically, moderately priced to permit wide coverage of territory.

SPINNER is the "get-well" game you need. Get SPINNER busy for you now.

New "Keep or Kickout" Play Appeal!
Rapidly revolving Rotor propels 30 multi-color marbles into scoring pockets. Each player skill-controls a bank of 5 pockets, pressing Kickout Buttons to kickout marbles not desired, constantly clearing pockets for marbles which improve score. "Keep or Kickout" is the first really new style of skill play in years... refreshing simple, exciting and packed with "beat you next game" repeat play appeal that insures top earnings, long life on location.

BALLY MANUFACTURING COMPANY
2640 Belmont Avenue, Chicago 18, Illinois
BULK VENDING

NVA Gears for Parley

CHICAGO — National Vendors Association appears headed for one of the most successful conventions in its history marking a banner year for the bulk vending industry.

Some 17 exhibitors have already been signed for the NVA conclave to be held March 28-30 in Chicago’s Sheraton Hotel. James Mason, executive secretary, said that the association will have more than 30 on the roles by convention time.

Rolfe Lobell, convention chairman, said that reservations to date indicate that the association may well set a new attendance mark.

**Biggest Event**

The annual NVA conclave, which features machine and supplier exhibits plus business sessions and an active social program, is the bulk industry’s biggest annual event.

It traditionally attracts around 400 operators plus a strong representation of distributors, and virtually every manufacturer and supplier of importance.

In addition to the formal sessions, much of the business is conducted in informal meetings, talks, cocktail hours and other gatherings. Much of the groundwork for what happens in the bulk vending industry next year will be set at the March meeting.

This year, the NVA convention, could have a particularly significant one in bulk vending industry enjoyed one of the best — possibly the best — years in its history.

**House Organ Celebrates 10th Anniversary**

FREEPORT, L. L. N. Y.— Plastic Processes, Inc., manufacturer of charms for the bulk vending industry, this week began the 10th year of publication of its house organ, "Charming News."

The eight-page paper carries illustrations, descriptions and price listings of various charms available.

Among the new items listed in the periodical are a big series for capsule vending and a jewelry and trick line for 10-cent vending.

Other new items listed are boats, scooters and racing cars, with the latter featured charms having moving wheels.

**Collector’s Brother Killed in Fracas**

COLUMBUS, Miss. — The brother of a juke box service man, killed by an attendant who beat him to death in a night spot fight last week.

Dead is James A. Thompson, 37, employee of Mississippi Highway Department.

Thompson’s brother, Ollie Thompson, went to his brother’s aid and was injured in the melee.

James A. Thompson had accompanied his brother. Ollie, serviceman for Fairway Amusement Company, owned by O. L. Fort, when Ollie went on a service call to the location.

Crooby Processes L. O. Sims Jr. said words were passed between Air Age Amusements, Jr. 29, stationed at Columbus Air Force Base, and the Thompsons, which resulted in a fight. Scherer was charged with murder.

Seeking Cough Drop OK

HARTFORD, Conn. — State Senator Miller, has issued a measure to the Legislature to authorize sale of cough drops in the vending machines. Public hearing on the submitted bill is yet to be designated.

**GUGGENHEIM’S GET IT!**

Variety! Value!

FILLED CAPSULES

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The SUPER SIXTY Capsule Vender* The ultimate in quality Capsule Merchandising. Vends any items which can be placed in a capsule 5c, 10c and 25c. With Quick-Tach at slight extra cost.

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Birmingham Vendor Company, 2000 Vender, Large Capacity...Boles 2,000 Balls 100-Cent Gum...or 600 10c Cap...$15.00 2...Also Available 3 Balls 100-Cent Gum for 5c. $2,245.00, Large Box of Vender for Purse and Marshall. Phone 6-7926.

PARKWAY MACHINE CORP. 175 1st St., North Lauderdale VICTOR.
COINMEN IN THE NEWS

DENVER DOINGS
This column was recently embarrassed when it identified Pete Geitz, of Mountain Distributing Company, as an AMI man. Pete was an AMI distributor for many years before switching over to Rock-Ola, his current banner.

Charlie Coudens, who owns the 715 Club in Denver's Five Points along with complete phonograph routes, is carrying out a complete remodeling program which will include Denver phonograph facilities. . . . Zoltan Gancz, Cheyenne operator, is enthu- siastic over the completion of huge missile-firing facilities near Cheyenne, which brought a large number of new military personnel into the area. Collections on all routes, games and music alike, have been excellent. An unusual brother act has developed in the southern border area where Gene Bouchc runs a complete phonograph and amusement route from Raton, N. M., while his brother Paul duplicates the same activities from Alamosa, Colo., just across the border. The Bouchc brothers frequently run into each other in servicing locations in the same town. Both have expanded considerably now that the Colorado fishing season has been extended to a year-round proposition.

Modern Amusement Company has moved its offices in Colorado Springs to a new shopping center location. Since purchase by Acme Cigarette Service of Amari- nillo, Tex., the former Pete Van- denberg operation has become one of the biggest cigarette- vend- ing companies in the world, with 20,000 machines on location in a broad band of States from Texas to Maine.

A serious new problem has reared its head in early 1963, as Denver bowlers, who have faced with taxes, are being closed up right and left. The city was considerably overbuilt with 11 bowling alleys a few years ago, with more than 30, where there had only been five before, and several of them operating in the red during all of 1962, may force out of the picture. Since bowling alleys are excellent loca- tions for phonographs, amusement machines, and vending equipment of all types, some Denver operators face the loss of a dozen earning sources at once.

Draco Sales Company is get- ting an interior face-lifting. New- paint, new partitions, drapery backgrounds, etc., are being in- stalled for the 1963 Wurlitzer showing, plus, of course, all-year displays.

Bill Burbanks, Montrose, Colo., operator, invariably leaves a pleasant remembrance on his visits into Denver. Everybody gets several dozen apples from the big apple orchards which surround the city of Montrose— and quite naturally they are Burbanks!

From Colorado Springs comes word of several changes at Acme Cigarette Company, which was formerly Modern Music Com- pany. Leo Marshall has been ap- pointed manager of the Colo-rado Springs' office, including a music route of approximately 150 phonographs. There is also

GATHERED IN CONFERENCE at New York's Americana Hotel re- cently was this group of enthusiastic Rowe-AC distributors and sales executives (clockwise from left) Joseph Bendas, Herbert Karson and Bill Hendrix, of Rowe-AC; Arthur Frates, Irwin Mar- gold and Marshall Caras, of Trimount Automatic Sales Corpora- tion, Boston; Art Seglin, of Rowe; Irving Kemper and Barrett Sugarman, of Enyons Sales Company, New York; Rowe-AC vice-presidents, Tom Sams and Fred Pellak; John Cooper and Larry Bergman, of Sheldon Sales Distributing Corporation, Buf- falo; Jerry Marcus, Richard Gluck, Sol Sparrman and Al Penin- zo, of Rowe-AC; David Bond, Trimbout; Jack Harper, Rowe-AC president; David Rosen and Andy Chaplin, of David Rosen, Inc., Philadelphia, and Dean McMullin, Rowe executive vice-presi-

A like number of games. Charles Turner has taken over manage- ment of the cigarette routes, which are under the subsidiary title of Acme Cigarette Service, through Acme Vending Company. With the addition of Modern Music Company's cigarette machines to its established routes, Acme Cigarette Service, throughout the Rocky Mountain and South- western States reportedly has more than 20,000 vendors in operation.

Roy and Don Kaiser, brother operators from Durango, Colo., narrowly escaped Denver's worst winter blizzard, with temperatures of 14 below zero, in mid-January, while buying equipment in Denver.

CHICAGO CHATTER . . .

The winter vacation season has started and Chicago opera- tors are no exception in going south to escape the bitter cold weather that has been punishing the city for the past month.

Earl Kies, president of Apex Amusement Company and board chairman of Recorded Music Service Association, left for a trip to the Caribbean area. It was Florida bound for George Bernard, Ideal Coin Machine Distributors, and Stanley Mack.

(Continued on page 62)
Caravelle's Shuffle Alley Features Read-Out Scorer

CHICAGO — United's new Caravelle six-player shuffle alley features a new read-out scoring indicator that shows players how much they get on each frame.

The score per frame is indicated in a rectangle on the shuffle alley hood and then transferred to the player's total score.

Caravelle has five different games to choose from: Dual Flash, Flash, Regulator, Strikes and Spares. The Dual Flash game gives the player flashing lights after each shot as opposed to Flash when he lights stop after the first shot.

Deliveries on Caravelle began last week with United's salesman, Bill DeSelm, said that factory field tests showed the read-out feature created an unusual amount of excitement in that it simulated competition not only on the game total but on the frame total.

**If Take Dips**
- **Continued from page 51**

Mind,” Johnny Tilton on Ca-
dence, a country-flavored tune that's going pop.

"Hand Me Out" is a good Dixieland tune on Kapp by Kenny Hall, getting operator play ac-

cording to DiAngelo. Other op-

erator records include "Let's Limbo Some More," Chubby Checker, Parkway, and a twe-

sided record by Richard Cham-

bort on MGM, "All I Have to Do Is Dream" b/w "Hi Lili-

Hi, l.a."

**European News Briefs**
- **Continued from page 49**

measures to popularize France and the French military forces with German troops. It was point- ed out to the operators that such programming can produce increased business as well as be-

ing a patriotic gesture. For ex-
ample, the last war German pop hit "Lilli Marleen" has become a French Army juke box favorite.

Spain in Hospital

MEMPHIS—Clarence Spain, 48, veteran music and game op-
erator at Tunica, Miss., is in Methodist Hospital here uncon-
scious and in critical condition from a cerebral hemorrhage. Spain has owned Spain Amuse-
ment Company for almost 25 years. His brother was an oper-
ator before him.

World Wide Sets Series of Schools

CHICAGO — World Wide Distributing Company held the first of a series of Statewide service schools in Rock Island's Fort Armstrong Hotel last week. World Wide President Nate Feldstein said that additional schools would be held around the State shortly. The next is scheduled for Springfield.

The session on the new Seeburg console was hosted by Feldstein, Newell Bellamy, World Wide's service engineer; Art Wood, district salesman for the distributorship, and Charles Gates, Seeburg field engineer.

Among the operators and servicemen to attend were L. R. Carr and Gail Dickey, Ma-
comb, Ill.; Peter V. Langhahn and Floyd West, Moline, Ill.; Orma Johnson, Virgil Schneck, Virgil Johnson, Juniors Myers an Ed Carlton, Rock Island, Ill.; Robert Stratman, Howard Har-
kins and Glenn Sears, Daven-
port, la.; R. W. Hoots, Bettend-
dorf, la.; Raymond (Red) Lucas and Richard Booth, Galena.
thanks everyone...

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

"Your new format and paper are excellent."  
Tom L. Hertel, Vice-Pres. Marketing  
The Seeburg Corp.

"It was a real pleasure to receive my 1963 copy of Billboard. A tremendous improvement in format!"  
Fred Pelik, Vice-Pres. Marketing  
RCA Victor Records

"I can think of no pleasanter way to greet the New Year than finding one of my favorite publications, Billboard, with a slick new face and streamlined makeup for 1963."  
Nat King Cole

"New Billboard is best face-lifting of a news magazine, consumer or trade, that I have seen."  
Jack Burrell, Vice-Pres., Commercial Sales  
RCA Victor Records

"The addition of color to all the other changes truly makes Billboard as visually exciting as it is informative."  
Carl Haverlin, President, BMI

"Congratulations on Billboard's New Look. A tremendous improvement, and I have heard many fine comments about the use of color and the extended use of photos. This should result in better business for all of us."  
Ira Walker, Executive Director  
Country Music Association

"Billboard's "New Look" is exciting and I congratulate you all on its appearance and new features."  
Connie Francis

"It's a great magazine, which gives the most information in the best way."  
G. M. Oed Jr., Managing Dir.  
Rovemo, Holland

"Congratulations on Billboard's new look. All the best to the oldest and most respected of the trade papers."  
Leon Fisher, Publisher  
Open Mike

"This revolutionary change of presentation of the Weekly" of the record industry will, I am sure, be appreciated by your numerous subscribers all over the world."  
A. Galembo, Director  
Gramophone Record Co., Ltd., Johannesburg, S. Africa

"Congratulations on Billboard's new look. All the best to the oldest and most respected of the trade papers."  
Leo Fisher, Publisher  
Open Mike

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

"Congratulations on the new Billboard. It's great!"  
Lois Broome, National Sales Dir.  
Philips Records

"Congratulations on your new easy to read format!"  
Ira L. Moss  
Ambassador Record Corp.

"A pleasure to see the old name 'Billboard' back again in your new format ... like meeting an old friend in a new dress."  
Bern Baim  
Cal. Gramophone Musikforlag, Stockholm

"Congratulations on the new Billboard. It's great!"  
Lois Broome, National Sales Dir.  
Philips Records

New York  Hollywood  London  Chicago  Cincinnati  Washington  St. Louis

Billboard  The International Music-Record Newsweekly
New Patrons, Stops Hike Action

expansion many made reluctantly, if at all.

The result was that a new technique of stepping down machines developed.

Many operators broke their locations into two categories. Top machines were reserved for top locations. Cheaper machines—principally the 40 or so selection models—were retained on the second-class locations.

Where before operators stepped their machines down progressively, eventually trading their worst machines in on new models, they now had two trade-in categories.

A 100- or 200-selection machine was never stepped all the way down to the second-class spots. After a 100- or 200-selection machine was run through the top locations, it was traded in on a new model. But the big machines were kept for top locations and the second-class locations suffered along with the older, 40-selection-type equipment.

It is surprising, one coin machine industry executive noted, just how many 40 and even less-selection machines are still around.

The past five years, however, have seen the operator retrace his position. Many of the marginal operators were forced to get out. Mergers also accounted for a lot of belt-tightening.

Industry leaders now feel the operator is ready to go back to the one-category concept in stepping down his machines. They feel the top equipment is now on its way to being stepped all the way down and that the old-time 40-selection clusters are being permanently retired.

The big question is Will the introduction of 100 and 200-selection machines with stereo improve the collections in the second-class spots?

Though strictly conjecture, consensus is in the affirmative.

Manufacturers feel their sales will be improved by the operators buying more new equipment. Distributors feel their position will be improved by the removal from the trading block of the 10-year clunkers.

Virtually the entire industry is betting that operators will also improve their position by way of increased collections.

If these factors all work and the betting is that they are well started, the juke box industry is in for a rebirth.

California Operators View New Seeburg At AMCO

THE PREMIERE of the new Seeburg phonograph in Los Angeles at AMCO Music & Vending was an occasion for old friends to meet. William R. Hoppel Jr. (left), whose budget sales was bought by AMCO, chats with Jack Simon, of Simon Distributing Company, also Los Angeles.

ABBE SILVERMAN, left, is happy over the unveiling of the new Seeburg phonograph at AMCO Music & Vending in Los Angeles. Joining him is the distributor, left to right: Bill Adair, Seeburg vice-president in charge of sales; Don Ross, AMCO president; Nick Mank, Seeburg factory representative; and Ste Auer, Seeburg representative in charge of background music.

THE AMCO Music & Vending parts department was well represented at the unveiling of the new Seeburg phonograph in Los Angeles. Left to right: Jack Leonard, head of the parts department; and his wife Dorothy; Tyllie Lievano, parts department secretary; and Sherry Aris of the department. They admired the orbital arrangement sent by Fischer Manufacturing Company.

OPERATORS and recording artists joined AMCO Music & Vending to show the new Seeburg phonograph in Los Angeles. Among those on hand were, left to right: Henry Durning, Santa Ana operator; Norma Knecht, Los Angeles operator; Till Dinterle, whose new album release is "If We Were Angels," on Sound, and Marshall Ames, AMCO sales.

BILL WEIKEL, of Fischer Manufacturing Company, center, is welcomed to California by Abe Silverman, left, and Don Ross, right, of AMCO Music & Vending in Los Angeles.

SAL CAPAGNA, center, features, Calcium, operator, chats with Dave Yates, of the parts department at AMCO Music & Vending, during the unveiling of the new Seeburg phonograph. Betty Yates follows with interest.

Photos by Sam Abbott
LUNDAY, Laird Named Regional Sales Managers for Rowe AC

DONALD A. LUNDAY

HARRY C. LAIRD

CHICAGO—Donald Lunday and Harry C. Laird were named to regional sales manager posts last week by Rowe AC Services. The move was a part of the firm's new decentralization program begun late last December.

Both men will be assigned to the national office and will cover the country. Lunday will handle music, concentrating in Rowe AC's Custom (background) music program. Laird will specialize in vending.

Rowe AC has regional sales managers for both music and vending in each of six regional sales districts in addition to its central executive staff.

In addition to Jack Harper, president, and Dean McMurdie, executive vice-president, Rowe's AC's marketing set-up is as follows:

Fred Pollick is vice-president and marketing manager, Tom Sants is vice-president and sales manager, Jerry Marcus, controller, plus Laird and Lunday, regional men covering the country.

The six regions are broken down as follows: (1) George Klersey, music, and Dick Gluck, vending, covering Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, and New Jersey. (2) Paul Huebich, music, Robert Edinger, vending, covering Pennsylvania, Ohio, Indiana, Michigan, Kentucky, Virginia and West Virginia.

(3) Jack Dunwoody is in charge of vending and is temporarily handling music for North Carolina, South Carolina, Alabama, Georgia and Florida.

(4) Robert MacGregor, vending and Paul Huebich, music, covering North Dakota, South Dakota, Minnesota, Wisconsin, Illinois, Kansas, Nebraska and Missouri.

(5) Hans Von Reydt, music. The vending post is temporarily open. States include Louisiana, Mississippi, Tennessee, Oklahoma, Texas and Arkansas.

(6) R. F. Jones, company-owned distributor, is acting as music and vending regional sales manager for the 12 Western States plus Alaska and Hawaii.

Other national posts include Richard Ross, director of field services, and Louis Ribé, distribution manager.

Harper had previously explained that the Rowe AC de-centralization program is aimed at having the various regional men work directly with operators and distributors.

He noted the present appointments of Lunday and Laird "are yet another step in Rowe's ambitious new program of supplying direct aid. By working out of the national office, they will both be in an excellent position to provide valuable sales services and equipment assistance to field operations."

Lunday joined Rowe AC in 1961 and most recently was general manager in charge of background music. He is recognized in the industry for his widespread experience in background music.

Laird, who was formerly general manager of Rowe's Canadian operation and before that general sales manager of Vendomatic Ltd., Rowe's Canadian distributor, has had wide experience in vending sales and marketing.
MOA Enroll Drive Clicks In New York

NEW YORK — The Music Operators of New York’s drive to enroll game operators to date has resulted in 10 amusement machines operators joining the association, according to Nash Gordon, executive secretary of the group.


Originally founded as an association for music machine operators, MOA has recently adopted a policy of accepting for membership game operators as well.

In the late 1950’s a New York game association was active, but this group was disbanded several years ago. MOA is currently the only music machine association in the city.

Guilty in Tax Case

NASHVILLE — A local pinball machine and jule box operator was found guilty by a federal jury here last week of filing a false income tax return for 1956.

Federal Judge Frank Gray Jr. has set February 11 as the time for sentencing of Allen E. Northern Jr., the operator.

FRED SIPIORA (right), head of Singer One-Stop, Chicago, chats with Dick Gregory following the latter’s announcement that he will have a forthcoming album on Vee Jay, “Dick Gregory at Mr. Kelly’s.” Looking on are Billboard’s Nick Bro and Jean Meredith, ardent Gregory fan.

EUROPEAN NEWS BRIEFS

Continued from page 57

Arrow Sales, both from Chicago, ... . Out-of-town visitors recent- ly included Irving Kaye, New York pool table manufacturer, and Earl Pedick, Valley Sales, Bay City, Mich. Both were in town to exhibit at the National Sporting Goods Show, .... William’s vice-president, Art Wein- and, is off this week on a visit to his Canadian Distributor, Lanel Distributing Company. Art informs us he has no inten- tion of getting involved in the governmental crisis up there; he’s just interested in coin ma- chine sales. ... Dave Gottlieb continues with what he hopes will be a six-month vacation in Florida. His brother, Nate, and son, Alvin, are back home tend- ing to the Gottlieb plant and administering to the needs of the Gottlieb Memorial Hospital, one of the city’s newest and finest. Knowing Dave, however, we doubt if he’ll be able to take six months away from his busi- ness. ... With the weather turn- ing warmer, Chicago Coin’s Harry Biedenskup is again checking conditions at private airports here. Harry is a licensed pilot and an avid flyer. NICK BRO

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NEW TRIO: Neil Sedaka, who is due to open at New York's Copacabana February 21, is part of a new trio act. He's co-starring with Rosanna Brazzi and Rhonda Fleming in a new movie in which he sings the title song.

NONCONFORMISTS: New group, the Halifax Three, take musical potshot at you-know-who in new waxing on Epic label of "The Man Who Wouldn't Sing Along With Mitch." Group is currently on Canadian nite tour.

HORNLEOWER: Janice Hines, daughter of Earl (Fatha) Hines, blows daddy's trumpet with helping hand from proud parent. Mrs. Jane Hines watches father-daughter duo.

SIGN: Comic Buddy Hackett puts his "X" at gunpoint on contract for weekly hour-long program due to be heard on WNEW, New York, Sundays, at 6 p.m. Admiring Hackett's partnership John Van Duren Sullivan, vice president and general manager of station, and Varner Paulsen, right, program director. New audience exists for radio comedy, thanks to "The First Family."

Ella Fitzgerald, reflecting her emotion, is shown receiving plaque from WLIB's Mercer Ellington, honoring her as "Outstanding Singer" at 10th annual festival of Negro Performing Artists held at Carnegie Hall, New York, February 10. Special three-hour show was carried by WLIB.

ONE FINE DAY: Leontyne Price, whose recording of Puccini's "Madame Butterfly" is due as an RCA Victor March release, is interviewed by critic Martin Budopap for special hour-long "Premiere Showcase" program to be broadcast on OXR Network February 24. Album was recorded last summer in new Rome studios.

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Photo Gallery of Newsmakers

Sparling Spinner: Germany's Conny Freiberg, a top pop singer in Europe, guests on show by Radio Luxembourg, renowned commercial outfit.

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ELLA ELATED: Reflecting her emotion is Ella Fitzgerald as she receives plaque from WLIB's Mercer Ellington, honoring her as "Outstanding Singer" at 10th annual festival of Negro Performing Artists held at Carnegie Hall, New York, February 19. Special three-hour show was carried by WLIB.

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AMIGO: Andre Kostelanetz, during recent visit to Puerto Rico, discussed new Columbia LP with island composer Rafael Hernandez, left. Local Peer International manager Angel Fonfrios is at right.

SING: Comic Buddy Hackett puts his "X" at gunpoint on contract for weekly hour-long program due to be heard on WHMW, New York, Sundays, at 6 p.m. Admiring Hackett's partnership, John Von Bonb Sullins, vice-president and general manager of station, and Verner Pesken, right, program director. New audience exists for radio comedy, thanks to "The First Family."
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