Bobby Darin Buys Csida-Burton Firms

HOLLYWOOD — Bobby Darin has purchased the four large publishing firms owned by Joe Csida and Ed Burton for a price reported to be about $500,000. The companies purchased by the singer include the Csida-Burton BMI firms, Trinity, Advanced and Ed the Millionaire Club, and the ASCAP firm, Tomwe Music, as well as Csida and Burton’s full share of the rights to songs in England, Trinity of Germany and Trinity of Australia and New Zealand.

About a month ago Darin set up his own independent record production operation where he will record masters with other artists and on which Capitol Records has first option.

The ASCAP firm is the TM, Inc., and this is the firm which bought the Csida-Burton properties. Darin has a combined music-record operation in addition to his own activities as a performer.

Keep Talent Firm

The ASCAP firm is only for the Csida-Burton music firms, not the talent management.

Kenin on Big Board

NEW YORK — Herman Kenin, president of the American Federation of Musicians (AFM), has been appointed vice-president of the AFL-CIO executive council.

Reprise Inks Erroll Garner

HOLLYWOOD — Erroll Garner signed last week with Reprise Records, adding a major sales-proven talent property to that group’s ever-growing roster. The deal was concluded through Garner’s own independent production firm, Octave Records, which will continue to produce Garner’s recordings for release at Reprise. Reprise’s first Garner release will be “The World Concert” LP, his first live concert recording of his own material, a 10-hour boxed set of concerts, “Concert by the Sea” package. The latter was issued by Columbia in 1955 and recorded more than 100,000 copies. “The World Concert” album will be released domestically by Reprise in March, and was produced by Octave Records during Garner’s week-long concert series at last year’s Seattle World’s Fair.

By bringing Garner into its fold, Reprise also acquires the sound track album from “A New Kind of Love” Paramount’s Paul Newman-Joanne Woodward film for which Garner is composing special music.

Robert Harris will throw full promotion weight behind Garner’s “Concert LP kick-off. As part of the heavy drum up...

Broadcasters Ready Battle on Fees

By SAM CHASE

NEW YORK—A “substantial reduction in licensing fees” paid by radio broadcasters to ASCAP, BMI and SESAC is the announced goal of the All-Industry Radio Music License Committee, after a meeting here this week. It was the first meeting in what is likely to be a long, drawn-out negotiation between ASCAP and BMI licensees with radio stations expiring next December 31, while BMI terms expire on March 1, 1964.

There is no uniform expiration date for BMI terms.

It was obvious after the meeting that special attention will be given to SESAC by the committee.

While the attitude toward ASCAP and BMI renewal centers mainly around the amount to be paid for the music supplied by these two licensing groups, it was learned that the expression offered by SESAC at the meeting was quite different.

Some of the questions which the committee discussed concerned the usefulness of the catalog in terms of the SESAC catalog, in terms of its usability for radio play, in the light of the licensing costs. Obviously, this will become a major bargain point.

The committee is known to have decreed its inability to secure a complete catalog of copyrights controlled by SESAC. It strained its consequent difficulty in assessing the extent to which SESAC music is used or desired for radio play.

Another difference between SESAC and the other two licensing groups discussed is that ASCAP and BMI currently operate under the conditions of a consent decree which does not apply to SESAC. The radio broadcasters’ committee is understood to feel that the latter group should not have any more bargaining advantage than the other two organizations.

The chairman of the All-Industry Radio Group, Robert T. Mason of WMRN, Marion, Ohio, has been making the rounds of State broadcasting group meetings and regional licensing matters, enlisting financial support for the renegotiating fight against SESAC. There are 17 broadcasters on the committee, legal counsel for which is the firm of McGoldrick, Dassett, Horaowitz & Golub.

VICTOR SECRET TO BE LET OUT: IT’S NEW SOUND

NEW YORK—The bookie-bash press conference held by RCA Victor records (25) at Princeton, N. J., concerns a new development in sound on records. According to reports from Victor distros, who have been visited by Victor record executives over the past few weeks, the new development is reported to be “the best sound over on records.” The new sound is said to involve a major advance in recording techniques.

Victor’s entire March LP release will be in this new sound process...

HOLLYWOOD—Capitol has launched all-out sales drive in behalf of Dick Dale’s “Surfer’s Choice” LP with goal of hitting 100,000 mark within 30 days. Picture shows Dale getting applause from Francis M. Scott, Cap head of sales. Dick’s top side is “Gamer’s Choice,” Jim Monseur, holds copy of album that is hot on Coast.

New business section

SEE THE COLORFUL TAMLA/MOTOWN/GORDY STORY AT THE CENTERFOLD AND ON PAGE 33

www.americanradiohistory.com
JOIN TODAY!

Ar Arm Glor Et Profitum

A MARCH ON THE FORT, LED BY ETHAN ALLEN AND HIS GREEN MT. BOYS. SPIRITED MARTIAL MUSIC BY AN EXCITING NEW VOCAL GROUP...

THE WAYFARERS

IN THEIR DEBUT SINGLE

'TICONDEROGA'

c/w "MONDAY MORNING." #8152

TAKE NOTICE!

PREPARE FOR THE SIEGE! (THIS MAY LAST ALL YEAR!)
STOCK HEAVILY WHILE SUPPLIES ARE IN PLENTY!

RCA VICTOR

THE MOST TRUSTED NAME IN SOUND
Col. Reveals Groove Process

NEW YORK—Columbia Records has revealed a process for the past six months it has been using, which is called "exclusive new master groove-cutting technique." A spokesman said that this new process of cutting has resulted in greater clarity of re-recording and greater longevity for the records.

The process was developed through Columbia's association with CBS Laboratories.

In a statement to the press, Columbia noted that the process "reduces down distortion to insure optimum track definition and tracking and the reduction is achieved by compensating for the spring back within the lacquer.

A more technical description of the process goes on to explain: "This new method of cutting differs from standard procedures in that the disparity between geometric axis and the sound track is actually corrected.

The company claims that in the past there has been an error in the production of the stereo test record STR 111, which was released to the public in October 1962. It also says that the process is used in all current Columbia releases and masters and pop.

GIL FAGGEN BECOMES BILLBOARD RADIO ED

NEW YORK—Gilbert S. Faggen has been named radio-TV Program Director of the firm's subsidiary, Columbia, Chase, editor-in-chief. Faggen will replace Charles Sinclair, who has resigned to become executive editor at Sponsor Magazine. Faggen will assume his new post March 4.

A broad career at the radio fishing line marks Faggen's back- ground. He is also manager of program was position prior to that he was program manager of WIAS AM-FM, the NBC-owned operation in Pittsburgh, which he conceived.

From August 1957 to June 1961, Faggen was employed at KYW, the Westinghouse operation in Cleveland, where he functioned as operations manager and director of programming. With the same station, he also was director of spot sales development, and public affairs and special events director between 1957 and 1960. From 1954 to 1956, he was production director of WPEN AM-FM, Philadelpha, for which he produced and programmed the 390 Club, Philadelphia's top show and as the original on-air show featuring dancing in the studio to music.

During this latter period Faggen also functioned simultaneously as an independent producer with WPPT-TV and Grand-Hurt Production. During that period, he produced the daily five minute variety TV shows which were among the pioneer bandstand type television programs which he was responsible for booking guests and programming.

A journalism student in college, Faggen is a graduate of Temple University and is also a graduate of the University of Pittsburgh. From 1948 through 1953, he served with the U. S. Air Force, including a hitch in Korea where he flew as a radar pilot and served as aide to the Commanding General, 9th Air Force.

DEPARTMENTS & FEATURES

- General
- Telecasts
- Country Music
- Kibitzers & Buits
- World of Television

- Music Pop Charts
- Hot List
- Top Singles
- Top LPs
- Jazz LPs
- Hot R&B Singles
- Record Reviews
- LP Reviews
- Hit Exchanges
- Radio-TV Programming
- Programming Notes
- Ready-To-Go Programming
- Phone-Tab Merchandising
- Equipment Newsletter
- Classified Ads
- Billboard Radio
- Billboard 100
- Billboard Board
- Billboard News & Views
- Buyers & Sellers Classified Mart

Sonny Burke Named Reprise A&R. Exec

HOLLYWOOD — Sonny Burke has been appointed to an over-all executive a&r. position with Reprise Records. The origi- nationer resigned his post at Decca, where he served in charge of its West Coast record- ing activities for the past 15 years.

In addition to his functions at Reprise, Burke will also re- main active in the music trade, picture scoring to the extent that he will not conflict with his Reprise duties.

Burke is being replaced at Decca by Tom Mathis, who for the past five years served under Burke, in charge of Coral a&r. production. He was with Decca since he wound up the combined Coral-Decca production operations on the West Coast.

OUR DISK PANEL TAKES AIR

NEW YORK—The delibera- tions of Billboard's record re- view panel are now being broadcast weekly on the radio station WINS, New York, as a segment of its "Program PM" each evening. Starting in the past two weeks, WINS has been broadcasting every evening to Billboard headquarters to catch our pundits in the act of passing judgment on the news of new releases. A sufficient num- ber of listeners are interested to warrant continuation of the broadcasts.

"Traditional" in the New York area may catch the Billboard panel in operation from 10:30 until 11 p.m. The program is called "Program PM," which is hosted by Don Doherty. "Our Baxter is the program's pro- ducer, and Dom Quinn is pro- gram director and "D" Quinn is manager of WINS, a Westinghouse outlet.

WHOA, SPEEDY!

Boone Sued for Using Cartoon Figure Voice

HOLLYWOOD — Warner Bros. Pictures has filed an $850,000 damage suit in the U. S. District Court here against Pat Boone, asking a jury to order the singer to cease using a voice similar to that of Mel Blanc simulating the Gonzales voice.

In its complaint, WB charged unfair competition, and asked the court to issue a permanent injunction, requesting profits from the sale of the disc, trivial damages and exemplary damages.

The complaint, as prepared by William J. Brubaker, KBK, estab- lished that "Speedy Gonzales" for the Warner Bros. animated cartoon character, and that the voice of the character was primarily created for the cartoon series by Mel Blanc as "a vital part of his performance, as a result of which he acquired rights to his own voice." The public appeal.

Under terms of Blanc's em- ployment agreement with WB, he is prohibited from simulating the voice of Speedy Gonzales or his own voice in the use of third parties." The complaint charges that the defendants were aware of this at the time they hired the voice actor, in pursuit of either the Warner Bros. or the Mel Blanc voice character, and that the defendants were aware of this at the time they hired Blanc.

In addition, WB's license agreement with the "Speedy Gonzales" publishers, Budd Music Corporation, "It is noted that the license agreement does not permit Budd Music Corporation or its sub-licences to reproduce or simulate the voice of Speedy Gonzales." Basis of the action is that the assertions "is it that is "the action...simplifies the Gonzales voice in its "Speedy" release."

Chubby AND Four Seasons

SAN FRANCISCO—One of the hottest recording groups in the country has signed up for the Chubby Checker Limbo Party on Saturday, March 2, in the Cow Palace.

They include Pat Paul and Paula, Dick and Dee, the Crystals, the Alley Cats, the Searchers, and Les Allens.

Orchestra background will be played by B. H. Barnum and a 30-piece band.

The Limbo Party is a presentation of Tempo Productions, Inc., owned by Tom Daniels and Bobby Mitchell, delicats at K.Y.A. San Francisco.

NEW YORK — Sam Goody has denied rumors current in the last week that he would close down his Philadelphia outlet, Sam Goody, Inc., at 22 Blvd St., at Snellenberg's. The reports be- gan circulating with the news that the Snellenberg's main store on Chestnut Street in downtown Philadelphia was closing its doors.

"Snellenberg's has been occu- pying two of three buildings which are in the business, unless they plan to take the building down that we are in. We've got a good lease and we expect no difficulties."

Billboard BACKSTAGE

Doing It the Hard Way

Those of you who have had the opportunity to visit the Billboard offices here in New York may have wondered what happens to the news copy that comes from every leading city in the world after it is processed by Jack Orr on our copy editor's desk and goes on from there.

We publish Billboard in what may appear to the hard way. We edit in New York, set type in Cincinnati and print in Dayton, Ohio. Our last-minute copy can be transmitted from New York as late as 4 p.m. Friday for inclusion in the Billboard that is printed and leaves Dayton by 2 p.m. Saturday for de- livery to you of most by Monday morning.

Recently we installed a data speed phone system which enables Larry Lomenzo, our teletypewriter operator, to send copy to Cincinnati by punch tape at a speed 15 times faster than normal teletype transmission.

An entire 26 pages of Billboard editorial copy can be trans- mitted on tape on a telephone line in under two hours.

Nobody argues the reason why we have our main editorial staff in New York. But why Cincinnati? Why Dayton? Well, Billboard has four sister publications: High Fidelity magazine, based in Great Barrington, Mass.; and Amuse- ment Business magazines in Chicago, American Artist and Billboard magazines in New York.

Each of these requires Cincinnati-based central services such as production, accounting, subscription fulfillment and high-speed electronic and data-processing equipment.

While we have a great deal of press capacity in our Cin- cinatti plant, Charlie Roeger, our production specialist, has found that it is more efficient to use the facilities of Shade- tonet Billboards in the magnificently facilities of McCalla Corpo- ration's plant in Dayton, Ohio. McCall's, with its 24-hour-a-day operation, prints many magazines, including the Reader's Digest, Newsweek, U. S. News & World Report. Billboard hits the presses after Monday morning and the entire copy is printed, trimmed, bound, labeled and is on its way to you by train and plan by 2 p.m. Saturday.

Clear skies, a fast track and a co-operative Post Office De- partment enable us to put your weekly copy of Billboard before most of you Monday. At least that is our goal.
Any Old Season Is a Merry One for These Guys  

By JACK MAHER  

NEW YORK—While the entire record trade has had its attention riveted on two grand slam LP's, "The First Noel of Christmas," by the legendary Nat "King" Cole and "Sing We Christmas," by the Manheim String Ensemble, the Seasons on Vee Jay have been merely racking up sales that would make any other single artist front page news. This week for instance, the group's new disk shot into the charted No. 1 slot in four states.  

"Walk Like a Man" is the third No. 1 record by the group. If Christmas product a label counted it is three in a row for the Seasons. The group—dissembled, by some critics, when "Sherry" shot to the top in March—has been in the top ten every week since that time and hit the top rung with the Christmas side "Santa Claus Is Coming to Town." For the group, however, the side climbed to the No. 23 slot on the "Hot 100" and sold well over the 300,000 mark. It was also the biggest seller Christmas.  

"Sherry," the Four Seasons' first and still greatest hit, sold over the two million mark with sales that made it one of the total of records. "Sherry" was on the market for over four weeks, shooting up to that position four weeks after first it shot in August.  

"Big Girls Don't Cry" LP just ran up to the prime position in five weeks and stayed in that slot for five weeks running. This side has touched and passed the million mark in recent weeks, "Walk Like a Man," shot to the top in six weeks.  

The Four Seasons have also been selling albums at a rate that has put the "Sherry" set moving at a pace that shot it to No. 7 on the Billboard LP chart, its highest spot, its berth on that chart for some 19 weeks. The newest "Big Girls Don't Cry" LP has just hopped into the chart at 123 this week.  

The Seasons are the 15th group to make records, and manager Jerry Weintraub as well as Ewart Abser, president of Vee Jay, are all working on the "EP" project, which was issue-some two months ago. All believe that the sales being rolled up by the EP will provide indigent proof that the group is the line to follow around. They report that the disk is moving rapidly from West to East and should be turning up on singles charts throughout.  

The Four Seasons' disks have been made by indie producers, LaVond, Crewe, Jerry Leiber, Saddy Cannon and Mark Valenti. The Seasons sides, however, have a different sound from the other 1962 hits. Crewe has been able to work with a group of a big band, Bob Gaudio, one of the members of the group.  

According to Jerry Weintraub, the group's manager, the prominence of the group is shown by the prestige booking into the Copa June 25. Prior to that, however, the Copa will be another Showcase spotlighted at the Chubby Checker Limbo Party. They will be followed by the Four Seasons. It is anticipated that the Seasons will lead a roster of artists from the Vee Jay label to England in May or June. No date had been set at press time.

Midwest Dealers Air Complaints at FT. CHI Hearings  

By NICK BIRO  

CHICAGO — A parade of Midwest dealers took the stand as hearings on a Federal Trade Commission complaint against the Columbia Record Club were moved here last week.  

A parade of Midwest dealers that were scheduled to appear before the government's attorney, Mr. Robert Schoursen of the Columbia, said they were scheduled to appear before the government's attorney August 10.

The complaints included the following:

- A complaint from dealers that the club was only carrying merchandise that had already been sold to dealers, not new product.
- A complaint that they had co-operated by signing up distributors to a club and then not delivering club bonus coupons.
- A complaint against dealers that they were not included in the club, but were left out.
- A complaint that the club was being used to handle business.
- A complaint that the club used its power to force customers to buy the club's products.
- A complaint that the club was being used to handle business.

Columbia, Victor Lead All Others  

(Continued from page 1)  

And Here's How They're Doing

NEW YORK—Columbia Records have enjoyed a very strong period of sales and promotion for the first seven weeks of 1963 and have scored 57 per cent above the same period last year.  

The group have hit the ground running as early as the first week of the month and have been maintaining a very strong level of sales ever since.  

According to Jenkins and Clark, this very hot single period for Victor did not just happen—it was planned. All promotions, air play, press releases, and sales, and marketing in the planning period for the third "Victor Singles Package," (Offspring of Clark's) was used by RCA to create the big singles package of hit singles and it is paying off even better than the first two first two May and October.  

The singles package plan is an attempt to put together a package in advance of the release date, and which has the strongest possible record for the disk in the six or eight-week period. Since the late 1950's, RCA has been recoding a week this calls for about 12 or 14 disks. The plan is flexible enough to fit with Victors pull out of the release date by disk by a hit artist if its current hit falls dead, or, if the artist has a movie show tune that needs come out.

Victor set 12 records for the week (Continued on page 15)

DEAN HAVET

Things Up at Carnegie

NEW YORK—The Dave Bro- knick group has a new house at Carnegie Hall Thurs- day night. The new group, after striking, severe cold and other minor disasters, the Columbia label has pulled it together and launched it on the road.  

The group has been pushed out of the hotel's parking lot with the extended side.  

On hand to present Brookenk with the Billboard's award as the favorite Disc Jockey Instrumental Group of 1962 was publisher Hal B. Cook.
Introducing ANDRE WATTS
A Brilliant Addition to the Sound of Genius!

COLUMBIA RECORDS PRESENTS
THE EXCITING DEBUT OF
ANDRE WATTS PLAYING
LISZT: PIANO CONCERTO
NO. 1 IN E FLAT WITH
LEONARD BERNSTEIN
NEW YORK PHILHARMONIC

LISZT: LES PRELUDES
(SYMPHONIC POEM)

ML 5858/MS 6458 Stereo

Recorded at Philharmonic Hall in Lincoln Center

The Outstanding 16-Year-Old Pianist Who Has
All America Talking... and All the Critics Cheering!

"Astonishing Talent"
-Time

"Drew the Season’s Wildest Ovation"
-Life

"A Real ‘Pro’"
-Newsweek

"One of Those Special Giants"
-Leonard Bernstein

Sure to get saturation airplay on good
music radio stations across the country!
See your salesman now for streamers and displays
promoting this sensational Andre Watts album!

FROM COLUMBIA RECORDS
Motown Crew Off to Europe For Big Push

DETROIT—Tainted Motown Records is going after the overseas market with serious intent. The hot singles label is sending three representatives to Europe to establish and expand agreements with distribution outlets on the Continent. President and Vice-President Barney Ales and Mrs. Ethel Edwards will leave for London March 6.

The trio will make headquar-
ters for the first week in the Capitola Tower. They expect to be in Europe four to six weeks. According to Ales, they will be cementing existing arrangements and of- fering others to the Continent not only for the label but also for the affiliated Jobete publishing and an associated management firm.

Also planned was that this first trip to the Continent is exploratory in nature. He said he and Goody were interested primarily in talking with as many com- panies as possible about distribu-
tion and representation.

The only firm the Tainted-Motown labels have a solid agreement with at the present time is the Oriole label in Eng-

land. This, Ales said, is due to run out in June. Most other agreements for distribution of records through the company’s labels are with companions on a one-

shot basis with a 30-day cancel-
tion clause.

The Detroit diskery execs will be touring Britain, Omega, Holland and other European countries and will discuss distribution and representation with many firms in those coun-

tries.

Ales stressed the importance of talks about the Jobete publishing and management firm because of the growing importance of both artists and tunes associated with the operation here. Also noted that the Con-
tours were going to appear in England in March and that three Jobete tunes had done very well in the U.K., while the Pleasure Mr. Postman,” “Do You Love Me?”, and “Mashed Potatoes,” Dee Dee Sharp had hit the last new but Jobete has the copyright.

Bob Blythe Starts New Name Talent Low-Budget LP Line

HOLLYWOOD—Bob Blythe last month launched a new low-

budget LP line, Sutton Rec-
tords, which will feature establish-
ed name talent. The label’s distribution is aimed directly at rock jobbers. Its albums list at 99 cents.

Blythe, the former president of Topsy Records, is kicking off his firm with a catalog of 225 albums. These are drawn from catalogs of Music Craft, Omega and Tiara, among others. The label is a subsidiary of Blythe’s newly formed Sutton Enterprises which will be active in other fields in addition to recordings.

The company includes Manny Kopelow as a staff copy-

ter for Titan and Danny Weston was named vice-president in charge of Sutton’s sales.

COLUMBIA PROMOTIONS

Glancy Is Sales V.-P.;
Loetz to Distrib GM

NEW YORK — Columbia Records has reorganized two of its marketing wings. New Columbia Record Sales Corpora-

tion President Kea Glancy has been ap-

pointed to head the Columbia Record Distributors.

In his new post Glancy will be responsible for sales, promotion and merchandising programs of the label. Prior to this he was head of Columbia’s wholly owned distributor branch.

Loetz, who was director of sales for Columbia Record Sales Corporation and General Manager of its Canadian subsidiary, will, in addition to his new appointment, will be responsible for the management of the label’s 13 regional offices and its operations in major market areas throughout the U.S. Both Loetz and Glancy will report to William P. Gal-

lagher, marketing vice-president.

Mercury Adds Three Sales Regions

The new men are: Bob Rich-

ardson of Charlotte, N. C., who will handle the Southeast territ-

ory. He formerly was with Col-

olumbia. Ernie Johnson will work out of Orlando, Fla., and will be in charge of the Northern Midwest territory. He formerly was with Cod Da-

tions of Minneapolis. The Silvers had the Middle East region and he will headquarter in Baltimore.

ARMADA Membership Drive Brings Group a Full Strength

REI GNEVAT

NEW YORK—The American Record Merchants and Distributors Association has kicked off its 1962 campaign to step up its activities on a broader scale. During the recent weeks, with the acquisition of key new members among both distribu-
tor and manufacturer ranks and the establishment of new plans and policies on several different levels.

A membership drive under-
taken last fall under the direc-
tion of Executive Secretary Paul Ackerman has already borne fruit, subsequent to the current ground was lost in terms of public relations. However, the ground was lost in terms of the group’s efforts to improve the industry’s image.

A membership drive under-
taken last fall under the direc-
tion of Executive Secretary Paul Ackerman has already borne fruit, subsequent to the current ground was lost in terms of the group’s efforts to improve the industry’s image.

A partnership drive under-
taken last fall under the direc-
tion of Executive Secretary Paul Ackerman has already borne fruit, subsequent to the current ground was lost in terms of the group’s efforts to improve the industry’s image.

A membership drive under-
taken last fall under the direc-
tion of Executive Secretary Paul Ackerman has already borne fruit, subsequent to the current ground was lost in terms of the group’s efforts to improve the industry’s image.
LOOK MA--NO INSTRUMENTS!

ALVIN'S ALL-STAR CHIPMUNK BAND WAS RECORDED ENTIRELY WITHOUT INSTRUMENTS. LISTEN AND BE AMAZED

ALVIN'S ALL-STAR CHIPMUNK BAND

THE CHIPMUNKS (ALVIN, SIMON AND THEODORE) WITH DAVID SEVILLE
h/w OLD McDoNALD CHA CHA CHA

© 1963. BOSS RAPPAPORT
A PRODUCT OF MONAML MUSIC CORP.

BEST SELLING CHIPMUNK CATALOG:

The CHIPMUNK SONGBOOK
LRP-3229//LST-7229

The ALVIN SHOW
LRP-3209//LST-7209

AROUND THE WORLD WITH THE CHIPMUNKS
LRP-3170//LST-7170

SING AGAIN WITH THE CHIPMUNKS
LRP-3159//LST-7159

LET'S ALL SING WITH THE CHIPMUNKS
LRP-3132//LST-7132

CHRISTMAS WITH THE CHIPMUNKS
LRP-3256//LST-7256

LIBERTY RECORDS

a subsidiary of Avel Electronics Corp.
All-Star UN Disks Go on Sale Feb. 26

NEW YORK—"All Star Festival," the co-operative record album sponsored by the United Nation's High Commission for Refugees, will go on sale February 26. Album was made with the cooperation of Project, Columbia, Fonotipia, Telefunken, and Delphi Schallplatten. Profits from the sale of the record will aid benefit programs for refugees in seven groups.

Sales of the record in the U.S. have been handled by Mercury Records, which manufactured, printed and is distributing it.

The record will be treated as a priority item all the way and will be available only to the Columbia and Capitol Records. The general UNT will accept the first copy of the LP on February 26.

LONDON—British dealers are cutting their profits—on completely—on "All Star Festival," the LP made for the United Nations Refugee Agency. The Gramophone Record Retailers Association after much deliberation recommended that increased profits, as high as 33 1/3 per cent to 20 per cent. The latter share was meant to cover the BSR.

There was considerable discussion that the association should consider marketing none at all. This was supported by a considerable number of record dealers. In the end it was agreed to recommend the 20 per cent.

Bobby Darin
- Continued from page 1

ment firm, Cida - Burton-Shuster.

Ed Burton, as vice-president of the firm, is in charge of all of its publishing activities, which includes Capitol, Atlantic, Arista, Edgar and Towne for Darin.

Joe Cida has not yet set his future plans, but he did say that he will continue to manage the publishing side of the company that he founded.

Hot Article

Darin, who went with Capitol last year, is currently hot on records and in movies and clubs. He is in the midst of a major tour, and has four movies scheduled for the future.

Trinity Music was founded by Cida in 1953 in partnership with EP Children's and Joe. Cida bought the firm in 1955 and continued the association with Charles Green and Burton with the latter's Edgar Music. 

Cida left Capitol in 1957. In 1960 Cida also left to head Capitol's Eastern operations as he was available and returned to the firm in September 1962.

VICTOR PUTS OUT CATALOG

NEW YORK — RCA Victor Records published a new catalog of album product this week that features two pages of RCA Victor and Columbia LPs in the active catalog as of October 1, 1962. The new catalog has alphabetical listings by artists of monophonic, stereo, and Holland LPs, and RCA Camden product. The covers for each artist in a stereo LP are done in color, while the index shows that special sections have been set aside for Red Seal, popular, original cast stereo action and international categories as well.

Pickwick All-Out
- Continued from page 4

Country and Western Favorites: Children's and Family Favorites, Great Music Series, and Jazz Festival.

Participating labels are Decca, Decca West, and Decca D&S, all of which have a bear a 90 per cent LP price tag. During the week of October 1, dropping the price to 88 cents per record, the discount goes up to 30 per cent. Leslie said, Special material is also available for stores that want to deal in the deal with a trading stamp offer.

The pilot market tests were highly successful, Leslie said, adding that the text was carried on through a supermarket chain of 100 stores. Special posters and rack displays to be dropped were each week. Ads were run each Thursday, featuring the new offer and the availability of the previous set.

Erroll Garner
- Continued from page 1

beating, Ernie Farrell, the firm's promotion manager, will travel with Garland during the autumn's March and April engagements, and personally will helm the album's promotion in that campaign.

The addition of Garner to the Reprise roster marks the second big name to join the Sinatra label in as many weeks. Kenny Smith signed the previous week. It also has attracted an impressive array of top names within recent months, including Rosemary Clooney, Duke Ellington and Nelson Riddle.

AT LAST: WORDS FOR CHIEF SONG

NEW YORK—After more than 150 years, "Hail to the Masters," a song written by George Mykles and George Mykles, has seen its words have been fit into a new tune. The new tune and lyrics were written and is available in the general market. It is available in only to radio stations. The writers have also noted increased performance of the song, which was introduced at the President's inauguration.

Musicstapes Deal

An agreement between Monitor Records and Musicstapes, Inc., has been signed extending the chain's trade mark monitor catalog and their catalog has been added to fluctuations of the catalog, to offer "Musicstapes and Dance Ensemble, Vol. 1." including development of artists outside the normal flow of pop music. The classical, folk and jazz artists have produced a variety of long and their problems analyzed.

Solomon's hit on a particularly fascinating note in the trade where he spoke of the catalog and major labels which own artists from the smaller indie specialty labels, who has said that the special artist is better served by the specialty label.

Monument Plans Talent Showcase

NASHVILLE—Monument Records will introduce a band of new talent coming to the country cove-

ing week. The new line is called Showcase Records and it has been formed, according to Fred Foster, president for the showing of new talent and master buyers.

The first disk to be issued on the new label will be produced by the Ebone label. The side, par- ticularly associated with Monument, is titled "Arabia" and it features the Delcos. After the purchase, however, the master was re-recorded here by Monument.

Eight distributors have been added to the Monument string to introduce new talent on the label. John O'Brien will handle the West Coast, Phoenix Record Sales in Los Angeles, and Goodwill Record Sales in Atlanta. Summit Dis-

tristributors will handle the line in Chicago, and the line will be handled by Southern Distributors, Nashville, and Commercial Music, St. Louis.

Clyde Wallachs Sells Interest in Music City to Other Stockholders

HOLLYWOOD—Music City Stores Clyde Wallachs last week sold his 42 per cent interest in Music City Records, Inc., to the rock opera's other stockholders, and that he will devote all his time and resources toward the expansion of his retail chain. Wallachs intends to add to his existing three-store operation at the rate of one store per year.

The next music City Store opening was to be located in Manhattan, and was to be named Arista Avenues, in nearby Tor-

rance. It will be a 15,000 square foot store and will be an investment. Other stores are planned in Hollywood, near West Covina and Canoga Park.

There is an effort to add Wallich's Mood City Stores in Hol-

lywood, downtown Los Angeles and nearby Lakewood.

Dough Anderson last week was elected president of the rock firm. Glen Becker was elected executive vice-president and Wallachs will continue to serve as its general manager. Wallachs was named Executive vice-president and has been retained un-

der a four-year management contract.

Music City Record store stockholders are: O. W. Becker, and B. St. Burnett, a vice-

president of the corporation; G. A. Short, vice-president; and R. J. Oakser of Anderson-McConnell Advertising Agency, which are principals in the latter ad agency which is handling an advertising agency for the Music City Stores.

Prestige Deal For 5 Artists

BERGENFIELD, N.J.—Prestige Records has kicked off its current sales campaign with special discounts on first pressings and a distrib-

utor change, a new overseas alignment on its roster, and four new artists for its subsidiary labels. Prestige has a spec-

i especially active in its heavy selling artists. A 15 per cent dis-

count has been initiated to pro-
gen edged by the Ammons, Red Gar-

land, Mose Allison, Stan Getz, and Larry Coryell. It is July 11, and will continue on other labels around Getz and Saffier. That is a big money deal and is expected to further boost, re-issue material of both artists.

Prestige has also instituted a 15 per cent discount on its flood of Moodsville Records. This, too, kicks off on August 13.

The Prestige label has ap-

pointed two new distributors. Big Town of Chicago will handle their product through the Moodsville, New Jazz, Blues-

villes, Swingville and Prestige International Subsidiary. In Newark, N.J., the complete line and sub-

jects will be handled by Apex-Martin.

On the international level, Prestige has added to its catalog Mediterranean, Microfones Argentina, Buenos Aires. The label will also start to promote the label in the South American market. Prestige is widely repre-

ented in that area.

In addition to its other mate-

rials, a number of imprints in our collection, has been added, Prestige has been added to the roster of four artists who feature some of the music of the great writers of American standard songs.

Kicking off the series is an album of Miles Davis and John Coltrane on Prestige, "Essence of the Soul." A new label, Red O'Brien will handle the line in the West Coast. Phoenix Record Sales in Los Angeles, and Goodwill Record Sales in Atlanta. Summit Dis-

tristributors will handle the line in Chicago, and the line will be handled by Southern Distributors, Nashville, and Commercial Music, St. Louis.

Philips Brings Out Class LP Line

by Ives Montand, sung en-

lish, French, German, Italian, and Sounds of Faraway Places," which puts the spotlight on na-

tional and regional artists from remote corners of the world as well as the closer ones. The label is available in Pakistan and Indonesia.

These albums will be included in the March 1 through April 15 list at $2.50 for each album. The label offered by the label. Suggested list price for the albums is $4.98 and $5.98.

The label is also a part of the Philips' new "Masters of Music," a series of 70 albums in the works featuring "Ameri-

BREAKING BIG!

JAY AND THE AMERICANS

STRANGERS TOMORROW

PRODUCED BY LEIBER AND STOLLER

A RECENT BILLBOARD PICK NOW MOVING UP FAST

UNITED ARTISTS RECORDS INC., 729 SEVENTH AVE., NEW YORK 19, N.Y.
LEGIT

Spotty 'Tovarich' Despite Vivien

Despite engaging stars and handlings, Noel Coward's "Tovarich," the Deval-Sherrwood play of the '30s, has found that, while sad, in its Boston showing, appears to be a rather spotty, if elegant musical comedy. Appropriations are a plot that sounds like an unlikely fairy tale in this day and age, and the characters that are mostly reminiscent, dialog that is largely sentimental and leads that fail to deliver even the numbers that are singable. It's not all that unattractively charming as the Grand Duchess, and while she puts over her songs with the presence of a Met diva she has little voice. A more engaging leading man than Jean-Pierre Aumont would be hard to find but his singing voice is less than melodious.

"Tovarich" is a musical, simple, and sentimental, that seems to back up to the tempo of the '20s, but with it manages to ingratiate itself when it does not drip with a bland limpets. Former dancer Tama Elg is among the assets, and her "Opportunity" number, added for the Colonial opening, could be a winner. Aumont's "I Go to Bed" is likely to become popular along with perhaps a charming little song, "You Love Me." The "One Only" and perhaps "I Know the Feeling" also may make an impression.

Among the other numbers adored by the audience is Miss Leigh learning the Charleston together with a new young comic, Byron Mitchell, who with his sister bring the house down with a slap-dash "21 skiddoo" number called "Uh Oh." Some lively athletic dances in the Russian style spark the tempo occasionality.

It is reported that new writers have been rushed to Boston for a face-lifting job. It is just possible that they can effect a production that will at best be a charming, sentimental musical without too much lift, but with stars that will attract a sizable following.

CAMERON DEWAR

TALENT ON TOUR

EAST

Thbo Bikal has a concert at Carnegie Hall, New York, March 2. . . Gerry Mulligan has a concert at the 92nd St YMCA, New York, March 1. . . . Count Basie plays the Civic Auditorium, Pittsburgh, February 28.

SOUTH

The Ivy League Trio performs for colleagues at Atlantic Christian College, Wilson, N. C., March 2.

MIDWEST

Count Basie at Memorial Hall, Dayton, Ohio, February 25 and Vernal Hall, Columbus, Ohio, February 26.

WEST


CA.

Gerry Mulligan moves south to perform at Her Majesty's Theater, Montreal, March 10.

PUERTO RICO

Sunny Davis Jr. moves into the Caribbean Village, San Juan, February 28 for a two-week stay.

BOSTON

Something new at the Stater-Hall where the Marquee Room is a reprise. For David Bowman's "Five Pipe Fitters," a new show which will stay for five weeks and looks as though it'll be the forerunner for others. . . . Marlene Dietrich in a strong (Continued on page 19)

TALENTER APPEARANCES BY RECORD TALENT

The national network TV guest appearances listed below provide outstanding promotional opportuni- ties to the groups and artists performing. The exposure of these award-winning groups on these networks is worth millions to the featured artists. This chart should be used as a golden standard to help plan sales and many other promotional displays by which the TV appearances can be merchandised to the retail-buying public.

FEBRUARY 25-MARCH 3 (All Times Eastern Standard)
MONDAY 23-CONNIE FRANCIS
2:30 p.m. on the show "Love Letters." After show, new record release. The label, "Love Letters," is being promoted by the group.

MONDAY 23-VICTOR LORDE, LEONID HAMBO
10 p.m. on "The Variety Hour." Victor Lorde has a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

TUESDAY 24-
GLEN RUBENFIELD
11:30 p.m. on "Let's Go." Glen Rubenfield plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

TUESDAY 24-JOHN AMONGST OTHERS
11:30 p.m. on "Let's Go." John amongst others plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

MONDAY 25-JACKIE MASON
10 p.m. on "Let's Go." Jackie Mason plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

MONDAY 25-BOB JONES, JR.
7:30 p.m. on "The Professional Theater." Bob Jones, Jr. plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

SUNDAY 26-PATRICK MUNSEL
11:30 p.m. on "Let's Go." Patrick Munsel plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

THURSDAY 26-DAVE BRUBECK
11:30 p.m. on "Let's Go." Dave Brubeck plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

FRIDAY 1-DICK GREGORY
11:30 p.m. on "Let's Go." Dick Gregory plays a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

SUNDAY 2-BOBBY MULLIGAN, RICHARD TUCKER
11:30 p.m. on "Let's Go." Bobby Mulligan and Richard Tucker play a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

SUNDAY 2-JOHNnie AND PATRICE MUNSEL
11:30 p.m. on "Let's Go." Johnnie and Patrice Munsel play a new solo LP on Verve Records, entitled "The Orlope Series." Winner has recorded over 300 albums for Verve, and Verve Records offers an RPM of "The Orlope Series." The LP was released on March 16.

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Midwest Dealers Air Complaints

- Continued from page 4

it charged, which dealers said they were unable to meet.
• Dealers said the club was particularly harmful on classical sales, characterized as costume
purchases by people who are highly literate and able to figure out the cost savings on club purchases.
• Consent among dealers was that few stores today sell records at a so-called list price.
• Recaps of dealers’ sales quoted during the hearings showed that sales rose up to 1960 after which they generally dropped. Dealers complained that the club’s acquisition of other labels was a key factor.
• Testimony by Jack Schapp, who had also been a member of the Society of Record Dealers (SORD) and an active participant in its suit several years ago against three clubs, Columbia, RCA Victor and Capitol, showed that the association dropped its suit because it ran out of money.

Other Labels Not a Factor
Columbia counsel Asa Sokolow made the point that the original complaint had not mentioned the fact that the Columbia club carried other labels. Schapp replied that at the time the complaint was filed, the other labels were not a factor.
• Other testimony showed that many dealers had organized small clubs of their own in an effort to meet competition.

Dealers generally agreed that the Columbia club’s practice of selling records at a discount was a short-term benefit to consumers, but they argued that in the long run consumers would be hurt because of dealers going out of business and people being limited in the amount of product they could buy.

RCA Victor Singles

- Continued from page 3

period starting right after Christmas. A & R was alerted to that the records could all be ready at the firm's sales meeting right after Christmas. Districts and promotion men were informed of the records, and the plan, and Victor set all of its promotion guns behind the entire 12-record release.

First records issued under the January singles package plan were Paul Anka’s “Louie Louie,” the World Go Round,” and Manzetti’s “Days of Wine and Roses.” Next two were Neil Sedaka’s “Alice in Wonderland” and Duane Eddy’s “Boss Gun.”

Others include Elvis Presley’s “One Broken Heart for Sale,” Sam Cooke’s “Send Me Some Lovin’,” Jim Reeves’ “Is This My Place?” and Peggy March, Al Hirt, Carl Belew, Jimmy Eldridge and Don Gibson.

500 Bottling Av.

Of these 12 selected disks, seven have become hits (Presley—of course, plus Anka, Mancini, Sedaka, Eddy, Cooke and Reeves), while the Peggy March is showing some action and the Don Gibson record of “It Was Worth It All” is too soon to know as yet.

This means Victor’s bottling average on the 12 selected is over 500 and has a chance to go to .750 if the March and the Gibson disks come through.

Victor brass Jenkins and Clark say that a record company has to have a deep artist bench to do such a singles package, and that is why we have some points when the firm is not concentrating on its LP programs in the spring, the fall, and Christmas. However, they said it cannot be done with an LP program in January because that is dealer re-stocking time for everything, even singles.

when answering ads . . .

Say You Saw It in

In Billboard
Loaded with talent... 

CATERINA VALENTÉ!

Her new smash single...

SUNG IN ENGLISH...

the great

LA MALAGUEÑA

Watch for her on the Perry Como Show

10021

LONDON INTERNATIONAL

Other Valente LP's...

VALENTÉ ROS
Fire & Frenzy

I Wish You Love

MISS PERSONALITY

London International

Records

Sung in English...
Modern Pressing Plant in Nashville

- The Nashville Music Pressing Plant Application for 38th Celebration
- The Grand Ole Opry's 38th Anniversary Celebration will be held on November 13. Bob Cooper, general manager of WSM Radio, said Tuesday that the event is called "The Break-Up Festival," directed at the WSM-sponsored broadcast to be held in Nashville's new Municipal Auditorium. The Grand Ole Opry's Staff Wing stars will be featured in this event.

- The convention brings together Nashville more of out-of-town exhibitors than any other annual event, with registration well above the 38th mark. It is anticipated that an even greater number will be on hand for the event this year.

- The committee is to meet again Monday (18) to discuss future plans for the festival.

HARRY NEWSSTONE (right), conductor of the Nashville Symphony Orchestra, visits "Grand Ole Opry" backstage and meets the king of the country singers Roy Acuff (left). Newsstone was introduced to the audience by announcer Ralph Emery.

Tennessee Fest to Mark Nashville As 2d Hottest Music Town in U.S.

NASHVILLE—Elaborate plans for a State of Tennessee-sponsored international music festival designed to attract both American and foreign tourists to the Volunteer State were revealed here last week.

The festival, which will be key to the development of the State's tourist trade and increase industrial development potential, is slated for July, first of an annual series.

The RCA Victor recording star Eddie Arnold was named chairman of the festival committee in a meeting of State officials and Tennessee music industry leaders.

Conservation and Commerce Commissioner Don McSween has been meeting with officials of the Country Music Association; Capitol Airlines; Travel, Inc.; Broad Music, Inc.; State industrial development officials; and music industry leaders in recent weeks, it was learned last week. Big Drive

An intensive promotion campaign is to be conducted on the State, national and international levels. It was announced. Among the festival plans now under consideration is the setting up of a series of week-long events throughout the State, possibly highlighted by the appearance of top drawer stars like Dolly Parton, Tennessee Ernie Ford, Elvis Presley and Pat Boone—all Tennessean.

The festival idea is largely credited to Tom Bailey, field representative for Gov. Frank G. Clement.

By Joe Wilcox

Beniley cited Nashville's second- or New York status in the music world, saying, "Next time we clashed in this valuable contest."

Benefits Listed

Some of the benefits of the planned festival, belonging to backers, are the attraction of a larger dollar and cents volume of the tourist trade into both national and international, new revenue sources, by providing of an opportunity for visitors to Starch State's TVA power sources, industrial resources, and recreational and cultural facilities.

Members of the committee, in addition to McSween, Bailey and Arnold, are Eddie Jones, press secretary for Governor Clement; William DePriest of Travel, Inc.; automobile agency manager James C. Trenton and his wife, Mrs. Frances William Presley, Nashville representative of BMI, Mrs. Jo Walker, executive director of CMA; Don Calagy, special assistant to the governor on industrial development, Elmer Shaw, State conservation officer, Ed. B. Shea, executive vice-president of the State's Chamber of Commerce, and Duncan Tolmie, European rep for Capitol Air.

The committee is to meet again Monday (18) to discuss future plans for the festival.
Best Bets From the Roster of Important Artists Associated With VEE JAY Records

HOT in '62, but HOTTER in '63

GOING ALL THE WAY
Hit Hot 100 at 85 — Feb. 23rd issue of BILLBOARD

"RAINBOW"
by
GENE CHANDLER
VEE JAY #486

THIRD STRAIGHT WINNER
Riding in No. 3 slot on Hot 100 Charts — Feb. 23rd issue of BILLBOARD

"WALK LIKE A MAN"
by
THE 4 SEASONS
VEE JAY #485

CHECK THESE SEVEN PLATTERS—NOW GETTING GOOD SALES!

"I'M A SOLDIER BOY"
c/w
"SHOOK UP OVER YOU"
by
Dee Clark
VEE JAY #487

"HIS AND HERS"
by
Tony Douglas
VEE JAY #481

"EVERY STEP"
by
The Dukays
VEE JAY #491

"ENDLESS NIGHT"
by
Jimmy Clanton
AEC #8006
VEE JAY #494

"DANCE ROMEO DANCE"
by
The Romeos
(formerly the King Pines)
VEE JAY #490

"MY BABE"
by
The Red West Combo
Santo #9006

"BILLY"
by
Kathy Jay
VEE JAY #490

NEW RELEASES

"TONIGHT I'LL BE LONELY"
by
Nino and the Ebb Tides
Mr. Peeke #123

"HOLD ME CLOSE"
by
Ron Marshall
Mohawk #134

No. 2 in Britain

"THE WAYWARD WIND"
by
Frank Ifield
VEE JAY #499

No. 5 in Britain

"PLEASE, PLEASE ME"
by
The Beatles
VEE JAY #498

The Real Bossa Nova

"MIMA"
by
Eddie Harris
VEE JAY #496

VEE JAY RECORDS
1449 S. MICHIGAN AVE., CHICAGO 5, ILL.
By NICK BIRRO
(Chicago Office)

Tama-Motown's "Motor Town Revue," a tour of the Midwest in April. The group includes Marvin Gaye, who just completed a West Coast circuit, plus Mary Wells, Little Stevie Wonder, the Temptations, the Miracles, the Supremes and the Contours. The Mot油田es just put out their latest LP, "Locking Up My Heart," on Tamla 105. Gaye's Barbara Lynn just completed two week-long engagements, one in Washington, another in Baltimore, and is off on a tour of North Carolina, Virginia, Georgia and Ohio with the Clyde McPhatter-Benny King show through March 10. Euney Means, producer for Miss Lynn, is in Texas and Louisiana doing a, working and building for new talent in Jamie-O'Neal, . . . They are, a pair of Nashville gals aged 12 and 13 respectively, for a record for Columbia, start a national tour in St. Louis next week. Chicago's Carl Davis produced their latest single, "Poppie Does the Main Street" and "My Photograph Book.

BUGS SCRUGGS, program director of San Francisco's KZAN, says he needs a "swinging, Top 40-sounding r.a.b. deejay who has imagination, creativity and who is interested in swingin' with a group of real swingers. Good pay for right man. . . ." Bugs Howard, morning man at WLOL, Louisville, is recuperating at home following a three-week siege in the hospital. Hell be back at work soon. According to Frank (Jim's Gene) Barrow, program director of KZAM-FM, Seattle, hottest new records of the week are "Words," Sonny and Cher, and "Laughin' Boy," Mary Wells. "Conduct on Love," by Little Stevie Wonder and "Good-Bye, Cruel Love" by Linda Gehr are the new records at the station. KZAM-FM is the only 24-hour a day station in the Pacific Northwest. Eta Jones has just recorded a new record for Atlantic. "Love Shoot," for the big release date is not yet set. The Isabel also recorded Jackie Jackson's Off Duff live in New York last week.

Congratulations to Brenda Reid, Carol Johnson and Lillian Walker, the three girls who, with Herb Roofe, comprise the Exciters (United Artists) of "Tell Him" fame. They will be graduated from high school in Jamaica, L. I., N. Y. this spring. The group will then launch an extensive promotion tour. . . . The Ves-Boys, just off a promotion tour of the East and Midwest, were stopover visitors in Chicago to celebrate the breakup of the group's Seagram's record on Bethlehem. It's their first big record and hit the prestigeful chart with their first Dancer Survey. The group is due in New York next month. . . . Jimmy Boyd, 16, Los Angeles State University student from Phoenix, Arizona, who is about to release on take Ten Records, a Chicago label. It's, "Don't Ask for More" and "Vicki, This Is Susie." It's his birthday today to Bud Holland, producer, writer and recording engineer for Tama-Motown. Ditto for Bobby Rogers and Smokey Robinson, both of the Miracles. Both were born February 19 and they're the same age.

News from Chicago: Potter Distributing Company has picked up 180,000 copies for the following: Charlie Parker, Request and Delight (TV gospel show). Phyllis Stamps, daughter of deejay Richard Stamps, joins Garmix Distributing Company. WYNR's Big John Evans is asking listeners to send him a diet. Must be well written, but unknowing his rating slot for his program. WCIU is launching its music promotion department with the addition of Curt Proctor. Hell handle R&B. . . . A lot of friendly rivalry in the city: Jimmy McDaniel (WCLF) and Daddy Dudley (WAAF) on who's to break new jazz in the city. They're two of the country's best, both very knowledgeable in the field and both very hot.

THE GOOD JAZZ SINGLES

Ramses Lewis
"Maha-de Carnival"
Argo 57482
"Tanglewood 'Round My Heart"
Argo 57481
Lorenz Alexandria
"Ballimore Oriole"
Argo 57482
"Mother Earth"
Argo 57482
Sonny Stitt
"Rearin' Back"
Parts I & 2
Argo 57483
Ahmad Jamal
"Halifax Market Place"
Argo 57484
"Monterreda Mal Macanende"
Argo 57484

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R & B ROUNDUP

COUNTRY MUSIC COUNTRY

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HOT R&B SINGLES

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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 3-9.
- National Educators Conference (College Buyers of Talent for Campus Appearances), White Sulphur Springs, Va.
- Salon de L'Automatique (Coin Machine Exhibition), Antwerp, Belgium.


The International Music-Record Newsweekly
Five great new albums join top sellers like Allan Sherman...Peter, Paul & Mary...Bob Newhart...“Gypsy”...and “The Music Man” on their way to the charts. And a look at the charts will tell you that Warner Bros. has six of the top twenty. Write, wire, or phone your distributor today!

MARCH SALES PROGRAM:  
15% merchandise discount on these five new LPs.  
From Feb. 25 through March 22.  
Regular return privileges.
THE CAMPUS BEAT

Yes, Salli Terri, There Is a Virginia Liggett

By BARRY KITTELSON

Ethnic vocalist Salli Terri has a particular champion in Virginia Liggett of University of Virginia bookstore. A fine musician, Salli served her apprenticeship as both singer and arranger with the illustrious Rhythm and Whine combo before stepping up to share the mike with classic-guitarist-gone-Bossa-popular Laurindo Almeida for Capitol Records. Coupled with the already popular artist Terri reputation has since become quite independent and she enjoys good consistent sales action on her several LPs (not only in Virginia— but throughout the country).

There’s a new twist on classic tale of operatic soprano who achieves popularity and fame in Europe before her big moment in U. S. of A. Virginia Liggett, the strawberry blonde (and from Bakersfield, California); Annette Gergen (Los Angeles) and Annina Alminger (Stockholm, Sweden) who flew in from England for folk fash and flew right back. Considered a huge success, but only LP record produced for Folklore (London) was fogbound and just arrived in campus where requests have been piling up. Story goes they met in Paris where they were studying. Incidentally, program was American—a reading of plays.

On the off-campus side, polka-niks will be pleased to note that the Nocona Alumni and Women’s Alumni have come up with an East Coast answer to Chicago’s Polka Polka.yk.ua. A bimonthly, mag features news, pino and beer drinking, campers often discovered at the polka belt. Basis of operations is the Polka Polka Dance Hall and Records shop at 733 Ridge Road, Lackawanna 18, N. Y. It would be a nice proposition to hear the “Keeska” by the Maty Brothers Band, recorded in Buffalo area on No. 1 on Polka Town News chart.

A more ethnically side the University of Washington (Seattle) reports heavy sales on Scandinavian, Israeli, Greek and Oriental disks, thanks to recent promo by Captain of the World on KZSL. The disk recently put on a wave up on the Lomax series sleeve, and no doubt the disk is not only for students but pro-

Southern California A Haven for Recording in Front of Real Folk

PASADENA, Calif. — The live recording craze, which has hit the Central Coast this field, has had particular impact on the folk circuit, with the Ice House, folk club here, the latest to get on the bandwagon.

Singer Paul Sykes cut an album live for Horizon Records last December. Next in line is the Contemporary Folk Group, an act which will cut live here during its current engagement which runs through Saturday (24). The album will also be for Horizon Records.

The Kingston Trio, the Brothers Four and the Chad Mitchell Trio, to mention a very few, have all scored well in the past with live albums, featuring audience reactions as well as singing in the studio. The Dinah Shore show May 12.

Chad’s Trio Makes Town Hall

NEW YORK — The Chad Mitchell Trio can’t complain for lack of exposure. As Smoking Time, the recording group makes its solo concert appearance at Town Hall in March along with a myriad of TV estes.

The group headlines in concert at Town Hall March 16. All three members of the trio of folk tunes, the trio will also sing its wild and wacky songs as well.

Billboard's Johnnie Belafonte

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The Kingston Trio, the Brothers Four and the Chad Mitchell Trio, to mention a very few, have all scored well in the past with live albums, featuring audience reactions as well as singing in the studio. The Dinah Shore show May 12.

Chad’s Trio Makes Town Hall

NEW YORK — The Chad Mitchell Trio can’t complain for lack of exposure. As Smoking Time, the recording group makes its solo concert appearance at Town Hall in March along with a myriad of TV estes.

The group headlines in concert at Town Hall March 16. All three members of the trio of folk tunes, the trio will also sing its wild and wacky songs as well.

Billboard's Johnnie Belafonte

East, Trio will also be for Horizon Records.

Folk Leader Asks of Material: Is It Honest, Does It Move?

NEW YORK—To apply a broad slap of the paint brush across the entire pop disk fraternity, calling it a “dose, dose and dnonce” clique may be an inaccurate as to call the folk world one of complete culture, taste and perception. Yet the comparison is at least partially valid.

The run of the mill pop today manages to develop a sound almost by instinct, as though all the pop single records he’s listened to since his junior high days got at it. Our main inside himself with his own style being something of an unconscious synthesis of all the rest.

Folkloks, as they’ve often been called, are nevertheless frequently of such stoutly type, aware to a greater or lesser degree of the world around them and of their art and its roots. In numerous cases, they’ve been to college, and quite often they are highly articulate. Most of these youngsters apply to one Peter Yarrow.

Yarrow, a Cornellian, and by his own admission, an urbanite, leads that of the three popular ones, John, Paul and Mary, known as Peter, Paul and Mary.

City Folk

“We’re people, and we’re ur-

Yarrow, in describing the group which got off the ground only last year after rehearsing in Greenwich Village, says:

“Every civilization or society has its folk roots. That’s true of all of us, around 30 years ago and those that are happening today. Our music is like to think, in the folk music of today.

As long as back up this statement in advance, critic Robert Hedden wrote in the New York Times last year of the new folk music emerging from the freedom-for-all backfiring of the passive action battle for Seattle’s “Homm-

Yarrow, at 20, was appearing there as a single folk singer after some modest successes which included the 1960 Newport Folk Festival. Snowy who rocked and rolled as a gui-

Miss Travers all found their way, by diverse routes, to New York’s Greenwich Village. Yarrow was appearing there as a single folk singer after some modest successes which included the 1960 Newport Folk Festival. Snowy who rocked and rolled as a gui-

Yarrow, who has just been named to the board of the newly reconstituted Newport Folk Festi-

U. S. Folk Music Delved Into by Television Series

MINNEAPOLIS — Station WTCN-TV here is introducing a 30-minute show, “Folk Music in the United States,” produced by the extension division of the University of California (San Francisco) and the KGO-TV, San Francisco.

The program is the Thursday segment of a weekly series started by WTCN, called “Eleven O’Clock Scholar,” fea-

Something for Every Folknik as Boston Winds Up Its Concert Series

BOSTON — The Folksong Concert series, sponsored here by local folkster, Daniel “Mannie” Greenhill, moves into its final phase of the 1962-1963 season with a varied series of presentations in a number of local colleges.

John Hancock Hall will be the scene March 9 for an appearance of the Balladeer, John and the Bally Espanoles. Thee Bikil will give a concert at Jordan Hall, March 14 and 15, and a folk- blues special will be the order of the evening March 30, featuring Brownie McGhee and Scarey Terry, along with Light-

Copyrighted material
An announcement from Columbia Records of a significant development in the art of recording

Columbia Records in cooperation with CBS Laboratories have developed a new method of cutting a record groove which vastly reduces distortion and contributes to longer record life.

Vertical Tracking Improvements in Stereo Recording

B. B. Bauer

A revolutionary discovery shows that the recorded modulation slant on a stereo record differs from the geometry of the cutter because of lacquer "springback," and vastly reduced intermodulation distortion can be effected by a corrective mounting of the cutterhead.

Sterophonic records and equipment for playing them made their appearance on a wide scale some five years ago. At the present stage of development, both the records and the equipment have reached a high state of perfection and have enjoyed wide acclaim. One criticism has been heard from time to time: With some stereophonic pickup-record combinations, a careful listener is able to perceive a certain type of distortion which is not discernible with monophonic records under similar conditions. This distortion has been traced to an improper vertical-tracking-angle relationship between the pickup and the recorded wave. At CBS Laboratories, Columbia Records' sponsorship, it is called the vertical recording angle B. Assuming that a sinusoidal vertical signal is applied to the cutter, the modulation actually cut can be expected to be contained in a coordinate system with inclined ordinates. The inclination angle of the modulation ordinate is called the vertical modulation slant C, and the difference between the vertical tracking angle and the vertical modulation slant is a vertical tracking error angle D. If D is zero then the pickup will reproduce an undistorted signal. It has been assumed from the beginning of stereophonic recording that vertical modulation recording was equal to the vertical recording angle, but we shall later that this is far from being the case. Actually, the modulation slant is substantially smaller than the recording angle.

This new technique has been utilized by Columbia Records for several months.

This is another example of leadership in the art of recorded sound by the company that developed and introduced the long-playing record.

The Sound of Genius Is on Columbia Records.

Excerpted from a four-page lead article in AUDIO (February, 1963), by B. B. Bauer, Vice President in charge of Acoustic and Magnetic Research, CBS Laboratories, Stamford, Connecticut.
ARGENTINA

(Compiled from "Escuchando a Buenos Aires"

This Last

1 14 LINO ROCK—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
2 13 CHIVIO—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
3 12 ABRAHÁM—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
4 11 CHICHÍ ROJAS—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
5 10 GUSTAVO DE CASTRO—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
6 9 ALMERIFA—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
7 8 ESSIO—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
8 7 JUAN—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
9 6 JUAN—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
10 5 SANTOS—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
11 4 PEPÓN—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
12 3 LINO ROCK—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
13 2 RAMON ROJAS—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina
14 1 CHIVIO—Rock-Chubby Rivarola (CABO)—Buenos Aires, Argentina

BRITAIN

(Compiled from "London's Evening Standard"

This Last

1 12 WORKING FOR THE MAN—Ray Cronin (London)—Acord
2 11 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
3 10 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
4 9 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
5 8 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
6 7 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
7 6 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
8 5 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
9 4 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
10 3 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
11 2 LINDSEY LOWE—Lindsey Lowe (London)—Columbia
12 1 LINDSEY LOWE—Lindsey Lowe (London)—Columbia

FRANCE

(Compiled from "Paris Match"

This Last

1 18 JOHNNY HALLIDAY—Johnny Halliday (France)—CBS
2 17 ANTOINE—Antoine (France)—CBS
3 16 PATRICK JAMES—Patrick James (France)—CBS
4 15 MARC FOURÈS—Marc Fourès (France)—CBS
5 14 CLAUDE-RENÉ—Claude-René (France)—CBS
6 13 PIERRE DARRIEUX—Pierre Darrieux (France)—CBS
7 12 MICHEL PISSO—Michel Pissou (France)—CBS
8 11 CLAUDE-BÉRIOU—Claude-Bériou (France)—CBS
9 10 ANTOINE—Antoine (France)—CBS
10 9 PIERRE DARRIEUX—Pierre Darrieux (France)—CBS
11 8 CLAUDE-RENÉ—Claude-René (France)—CBS
12 7 PATRICK JAMES—Patrick James (France)—CBS
13 6 MARC FOURÈS—Marc Fourès (France)—CBS
14 5 ANTOINE—Antoine (France)—CBS
15 4 CLAUDE-BÉRIOU—Claude-Bériou (France)—CBS
16 3 MICHEL PISSO—Michel Pissou (France)—CBS
17 2 CLAUDE-RENÉ—Claude-René (France)—CBS
18 1 PIERRE DARRIEUX—Pierre Darrieux (France)—CBS

ITALY

(Compiled from "La Stampa"

This Last

1 15 MIRKO—Mirko (Italy)—CBS
2 14 ANTONIO—Antonio (Italy)—CBS
3 13 GIUSEPPE—Giuseppe (Italy)—CBS
4 12 GIUSEPPE—Giuseppe (Italy)—CBS
5 11 ANTONIO—Antonio (Italy)—CBS
6 10 GIUSEPPE—Giuseppe (Italy)—CBS
7 9 ANTONIO—Antonio (Italy)—CBS
8 8 GIUSEPPE—Giuseppe (Italy)—CBS
9 7 ANTONIO—Antonio (Italy)—CBS
10 6 GIUSEPPE—Giuseppe (Italy)—CBS
11 5 ANTONIO—Antonio (Italy)—CBS
12 4 GIUSEPPE—Giuseppe (Italy)—CBS
13 3 ANTONIO—Antonio (Italy)—CBS
14 2 GIUSEPPE—Giuseppe (Italy)—CBS
15 1 ANTONIO—Antonio (Italy)—CBS

PERU

(Compiled from "La Prensa"

This Last

1 14 ALFREDO—Alfredo (Peru)—CBS
2 13 FRANCISCO—Francisco (Peru)—CBS
3 12 JULIO—Julio (Peru)—CBS
4 11 RAUL—Raúl (Peru)—CBS
5 10 NELO—Nelo (Peru)—CBS
6 9 RAUL—Raúl (Peru)—CBS
7 8 JULIO—Julio (Peru)—CBS
8 7 NELO—Nelo (Peru)—CBS
9 6 RAUL—Raúl (Peru)—CBS
10 5 JULIO—Julio (Peru)—CBS
11 4 NELO—Nelo (Peru)—CBS
12 3 RAUL—Raúl (Peru)—CBS
13 2 JULIO—Julio (Peru)—CBS
14 1 ALFREDO—Alfredo (Peru)—CBS

PHILIPPINES

(Compiled from "Philippine Daily Express"

This Last

1 15 NORAH—Norah (Philippines)—CBS
2 14 MARCON—Marcos (Philippines)—CBS
3 13 ERIK—Erik (Philippines)—CBS
4 12 ROSA—Rosa (Philippines)—CBS
5 11 JOSE—Jose (Philippines)—CBS
6 10 MARCON—Marcos (Philippines)—CBS
7 9 ERIK—Erik (Philippines)—CBS
8 8 ROSA—Rosa (Philippines)—CBS
9 7 JOSE—Jose (Philippines)—CBS
10 6 NORAH—Norah (Philippines)—CBS
11 5 MARCON—Marcos (Philippines)—CBS
12 4 ERIK—Erik (Philippines)—CBS
13 3 ROSA—Rosa (Philippines)—CBS
14 2 JOSE—Jose (Philippines)—CBS
15 1 NORAH—Norah (Philippines)—CBS

VENEZUELA

(Compiled from "El Universal"

This Last

1 15 CARLOS—Carlos (Venezuela)—CBS
2 14 HUGO—Hugo (Venezuela)—CBS
3 13 JUAN—Juan (Venezuela)—CBS
4 12 MANUEL—Manuel (Venezuela)—CBS
5 11 CARLOS—Carlos (Venezuela)—CBS
6 10 HUGO—Hugo (Venezuela)—CBS
7 9 JUAN—Juan (Venezuela)—CBS
8 8 MANUEL—Manuel (Venezuela)—CBS
9 7 CARLOS—Carlos (Venezuela)—CBS
10 6 HUGO—Hugo (Venezuela)—CBS
11 5 JUAN—Juan (Venezuela)—CBS
12 4 MANUEL—Manuel (Venezuela)—CBS
13 3 CARLOS—Carlos (Venezuela)—CBS
14 2 HUGO—Hugo (Venezuela)—CBS
15 1 JUAN—Juan (Venezuela)—CBS

Note: The list above represents the top songs based on airplay and sales in the respective countries during the week of March 20, 1963.
The mouse was big...  
BUT THE PUSSY-CAT IS BIGGER!

LOU MONTE'S

Sensational Sequel to His Runaway Bestseller:  
"PEPINO"  
THE ITALIAN MOUSE

PASQUAL  
THE ITALIAN PUSSY-CAT

B/W I LIKE YOU, YOU LIKE ME, EH PAISAN  
No. 20,146

another significant single from  
reprise  
TO PLAY AND PLAY AGAIN
**LIVINGSTON ON LONDON VISIT**

LONDON—Alan Livingston, president of Capitol Records, was in the British capital last week on a five-day visit. He had talks with Sir Joseph Lockwood, chairman of the EMI group, and also with the production team now working on the British version of "How to Succeed." The musical is being presented at the London Shubert Theater later this month.

Liveston told Billboard he had brought forward a planned visit a few weeks because of the recent war's effect on the U. S. last month.

Lockwood was ill in Tokyo when on a world tour and returned direct to London after the flight of the Capitol financially involved in its staging.

Liveston told Billboard he had brought forward a planned visit a few weeks because of the recent war's effect on the U. S. last month.

**UNIVERSAL LANGUAGE:** Zdzislaw Sliwinski, director of the National Philharmonic Hall, Warsaw, is shown at left chatting with Sir Malcolm Sargent. Sargent was in the Polish capital to conduct the London Philharmonic. Herman Linders also conducted the British orchestra.

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**AUSTRALIA**

**Sydney Jumping With 'Oceans' Acts**

By GEORGE HILDER

19 Todman Ave., Kensington.

Sydney, N.S.W.

At the moment, Sydney is being invaded by overseas artists from America and England. Based in Australia for many years, they will be here for a couple of weeks around April 29. They follow Frances Faye, who will be here for a week. She has been in Australia from April 1. During February, Nat King Cole and the Mary Kaye Trio visited. Vera Lynn commenced an Australian Stadium tour, starting in Sydney, March 7.

Shirley Bassey, who is packing the Astor Night Club is using an Australian magazine for $10,000 over an article which appeared during her last visit here in 1962.

Bill has general sales manager for the past five years with the Australian Record Company, which has been his post. It is reported that he will continue his excellent work with a leading advertising agency in Sydney...Leeds Music has acquired representation for Orfeo.

**LONDON—**Oriole Records will attempt to step up master deals for album material from overseas suppliers to implement diversification of product. Oriole has been campaigning to increase its output and position. A new album series is planned for spring launching. Oriole stepped up its field representation last autumn by taking over many key personnel from Associated Records, whose Managing Director D. M. Bennett has since become Oriole's general manager, directing this side of the operation. Distribution remains with the main English folders, Oriole's method of operation for some considerable time.

Managing Director Morris Levy flies to the United States in an effort to locate more repertoire in March.

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**BELGIUM**

**Andrew Anka Visits Firms**

By JAN TORFES

Studiolo, Mechelen

Andrew Anka, father of Paul, was in Brussels to meet Robert Bomsman of Spoka Music and M. Gornet of Ineco, distributor of the RCA label in Belgium...Nana Mouskouri (Phillips) was in Brussels' "Ancienne Belgique," where she played for a week, in French tour de chant...A new record, "Sabelle," by Ignazio and Gorda, was launched last week in Palette.

Andrew Anka and his Beechwood have the franchise for three new recordings of tunes by the French vocal group, Les Chats Sauvages. Tittes are: "Ezmene-, "La paix -1+" and "Venez, les filles." Label is Pathé. They also control Richard Anthony's "Lein" in Belgium. This song has now been record by Jacqueline Beyer on Columbia, Georges Jouvini on HMV, Caraveli on Vertuelles and Jean Paul on Teery as well. The original Flemish version of "My Fair Lady" in a 10-inch 78 disc has been issued by Philips. Another important newcomer is an EP by Gilbert Becaud on HMV. Among the other fine new releases, we mention: "Loopy de Loop" in its original version by Johnny Thunder on Stateside, "Everybody Loves a Lover" by the Shirlines on Stateside and Bobby Vinton's "Trouble Is My Middle Name" b/w. "Let's Kiss and Make Up." Label is Columbia here.

Ray Charles' "You Win Again" and "I Love You so Much It Hurts Me" have been issued on ABC-Paramount. The record has been pressed in Holland and Argentina and was released at the special request of many dealers who heard it on the LP.

**BRITAIN**

**Pin Pan Alley Handles Le Bill**

By DON WEDGE

London News Editor

The Pin Pan Alley publishing group has announced a long-term deal to handle the catalog of Le Bill Music, headed by Maj. Bill Smith. First important song is "Hey Paula," just issued in versions by Paul & Paula (Phillips), Bicky Stanyfield (Peggy), and the Andrews (Decca-Rita). Chief Fred Jack has also brought into the RCA group, "I Will Live My Life On You," written by London composer Marcel Stellman and Henri Salvador. Salvador publishes it in France and Netherlands.

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**BIDS OPEN FOR WELLS MUSICAL**

LODNON—RCA Victor is bidding for the London cast LP rights of "Half a Sixpence," a musical based on H. G. Wells' novel "Kipps." It has music by David Heneker, and the book was adapted by Beverley Cross. The Chippells group has publishing rights. The show opens on March 11 and moved March 17 and are scheduled to transfer to the Empire Theatre (Piccadilly) in London April (Piccadilly) and April 27. It stars Tommy Steele, and the disk situation is unusual in that promotion is being initiated on a release from a long-term contract by the British Decca to move to EMI.
Rogers Music in the U. K. and sold to Hansen (Scandinavia), Peer (Germany), Curci (Italy), International Music (Japan) and Essens Sound (Middle East). Stanton's own firm, Nationwide Songs, retains the U. S. right.

Greek singer Gino Cudisi has his first EMI Pathephone issue "The Secret" c/w "Big Wide World." ... Nana Mouskouri, back in Britain for recordings at Fontana, cut a French vocal of "Taste of Honey." ... Art Talmadge, United Artist's Records chief, is expected in Europe shortly. Before him at present is the task of appointing a new resident representative. ... French singer Richard Anthony was here to record for EMI's Norrie Paramor.

Mercury's Antar Dossit, a frequent visitor for concerts, radio and radio, gave his first BBC-TV performance February 12. ... Two Japanese disk wholesalers, Nobuya Ich, assistant manager record division of Victor Company, and T. Sugamura of the Industrial Development & Consultant Company, visited Philips to discuss direct experts.

F. D. & H. gave a lunch party to mark a No. 1 disk—this time the Jet Harris-Tony Mehan "Diamonds" (British Decca), by contract writer Jerry London. F. D. & H. subsidiaries in Germany, France and Italy have it. Robbins Music has accepted it for the U. S. The disk has been issued by London Records and cover versions have been obtained. ... Milt Music has arranged to operate pianist Joe Henderson's catalog for a five-year term. ... EMI has acquired a further large quantity of SESAC recordings, mainly for use as emergency program material (when remotes run short and the like).

Record Business "Walk, Right In" by the Roof-top Singers is the first substantial hit single issued by Fontana (Philips) following its deal last year for the Vanguard catalog. ... Recent chart entry of "Charmaine" by the Bachelors (Decca) is the first for two young Americans, Stan Tidjaj and Mike Stone, who operate here as an independent production team. ... EMI announced the quarter-million sale in Germany of Ron Goodwin's recording of his composition "Venus Waltz," taken from his "Out of This World" LP.

EIRE

'Pal Joey' Film Is A Shoo-In

By KEN STEWART
Irish Times Ltd., Dublin

Concert and Assembly Halls Ltd., the firm that intends to build a large concert hall in Dublin to meet a long-felt need, has been told that the Royal Dublin Society also will erect a hall. Plans for this are already well advanced. It has been suggested that one of the halls be dedicated to the memory of John Count McCormack, the great Irish tenor.

Music Notes

Over 50,000 people braved atrocious weather conditions to see "Pal Joey," the Frank Sinatra movie (originally banned by the Irish film censor) which has proved the most successful musical to hit Dublin since "West Side Story." ... Although the Maureen Evans Gravio version of "Like 1 Do" is now on the fringes of the nation's chart, the original Nancy Sinatra Reprise disk is beginning to sell very well. Good initial demand is also reported for the "Sinatra-Basic" Reprise album, issued here through Pye.

FRANCE

Could Expand Jazz to 20%

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

Jazz is not considered particularly salable in France. Although this is a general opinion, record companies and shops admit they could not do without jazz. The market share of jazz records (Miles Davis, John Coltrane, etc.) is only 5 per cent, but it is much larger if pop jazz ("Take Five," "Desafinado," etc.) are added, most trade sources believe the percentage could be moved to 20 per cent.

Disk News

German thrush Connors has come out with four French tunes on Pathe Marconi. ... RCA's a.d. director Jacques Bellos is preparing an LP of Charles Aznavour's songs for U. S. release. ... Alan Barriere's "Elle etait si jolie" has been selected as France's entrant for Eurovision Contest to be held in London March 23. Polydor's ad. director Jacques Seliguet is in Las Vegas supervising Connie Francis' recordings in French. ... "The Push and the Kick" is Mark Valdenro's first record to be issued on the French market. ... Polydor has renewed Colette Deréal's contract. ... Marcel Amont will make a two-week tour in Japan in May.

(Continued on page 50)
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<td><strong>3 67 WALK LIKE A MAN</strong> [Vanilla Ice, Virgin 6006]</td>
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<td><strong>9 74 THEY REMIND ME TOO MUCH OF YOU</strong> [Diana Ross &amp; Lionel Richie, Motown 7001]</td>
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<td><strong>108. LADY IN BLACK</strong> (Atlantic)</td>
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<td><strong>3 16 IT'S UP TO YOU</strong> [Jimi Hendrix Experience, Reprise]</td>
<td><strong>109. LADY IN BLACK</strong> (Atlantic)</td>
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<tr>
<td><strong>2 59 COME BACK LITTLE GIRL</strong> [Gary Morris, ABC 31001]</td>
<td><strong>110. LADY IN BLACK</strong> (Atlantic)</td>
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<td><strong>1 16 IN THE GYPSY CHORD</strong> [The Dave Clark Five, Capitol 31001]</td>
<td><strong>111. LADY IN BLACK</strong> (Atlantic)</td>
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<td>ARTIST</td>
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<tr>
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<td>Release Me / My Smoky Mountain Home</td>
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<td>Zero-Zero / Night Theme</td>
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</tbody>
</table>

**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**

- Boss
  - The Rumble

- Pipeline
  - The Chantays

**BREAKING ON THE WEST COAST**

- Hot Pastrami
  - The Dartells

- Blue (The Original)
  - Bill Lindsey

**HOT ALBUMS ON DOT**

- 12 Great Hits in Ragtime
  - Jo Ann Castle
  - DLP 3433
  - DLP 3434

- Moon River
  - Lawrence Welk
  - DLP 3412
  - DLP 3413

- The Andrews Sisters' Greatest Hits
  - DLP 3406
  - DLP 3407

- Calcutta
  - Lawrence Welk
  - DLP 3359
  - DLP 3360

- Double Shuffle
  - Lawrence Welk
  - DLP 3318
  - DLP 3319

- The Lennon Sisters Sing 12 Great Hits
  - DLP 2529
  - DLP 2530

- Ragtime Piano Gal
  - Jo Ann Castle
  - DLP 2528
  - DLP 2529

- Blue Hawaii
  - Billy Vaughn
  - DLP 2516
  - DLP 2517

- The Mills Brothers' Great Hits
  - DLP 2515
  - DLP 2516

- Billy Vaughn Plays the Million Sellers
  - DLP 2514
  - DLP 2515

- Million Bros.
  - MMMMMMM Mills Bros.
  - DLP 2513
  - DLP 2514

- Sail Along, Silvery Moon
  - Billy Vaughn
  - DLP 2508
  - DLP 2509

- Pat's Great Hits
  - Pat Boone
  - DLP 2571
  - DLP 2572

- Hymns We Love
  - Pat Boone
  - DLP 2568
  - DLP 2569

- The Ten Commandments
  - Sound Track — Elmer Bernstein
  - DLP 2504
  - DLP 2505

- The Golden Instrumentals
  - Billy Vaughn
  - DLP 2516
  - DLP 2517

- Steve Allen Plays Bossa Nova Jazz
  - DLP 2500
  - DLP 2501

- Pat and Shirley Boone
  - Pat Boone
  - DLP 2547
  - DLP 2548

- The String-A-Longs
  - DLP 2536
  - DLP 2537

- Pat Boone Golden Hits Featuring Speedy Gonzales
  - DLP 2544
  - DLP 2545

- The Wright Touch
  - George Wright
  - DLP 2543
  - DLP 2544

- The Shifting Whispering Sands
  - Billy Vaughn
  - DLP 2542
  - DLP 2543

- Be My Love
  - Keely Smith
  - DLP 2541
  - DLP 2542

- So Rare
  - Jimmy Dorsey
  - DLP 3437
  - DLP 3438

**STEREO MONO**

- 25496
  - 3496
  - Jimmy Rodgers in Folk Concert

- 25492
  - 3492
  - Tammy & Eleven Great Folk Hits

- 25481
  - 3481
  - The Lennon Sisters' Favorites

- 25480
  - 3480
  - Steve Allen Plays Bossa Nova Jazz

- 25375
  - 3475
  - I Love You Truly

- 25463
  - 3463
  - Mattie & The String-A-Longs

- 25458
  - 3458
  - A Swingin' Safari

- 25457
  - 3457
  - Baby Elephant Walk

- 25455
  - 3455
  - Pat Boone Golden Hits Featuring Speedy Gonzales

- 25453
  - 3453
  - No One Will Ever Know

- 25452
  - 3452
  - The Andrews Sisters Great Golden Hits

- 25450
  - 3450
  - Greatest Organ Hits

- 25447
  - 3447
  - The Wright Touch

- 25442
  - 3442
  - The Shifting Whispering Sands

- 25241
  - 3241
  - Be My Love

- 3437
  - So Rare
SINGLES REVIEW POLICY

Every single sent to Billboard for review is held by Billboard's Review Panel, and if approved will appear in the Review Panel section. If a song is included in the menu section of Multitrends, only the outstanding singles of the week are published, including all reissues of previously reviewed songs and those reviewed in Billboard for their respective categories. Only singles reviewed in Billboard's Single Spotlights are eligible for this section.

SINGLES SPOTLIGHT

WINNERS OF THE WEEK

POP single spotlight is one of the singles with highest sales potential. The singles with highest sales potential are eligible to become hit singles. If a song is included in the menu section of Multitrends, only the outstanding singles of the week are published, including all reissues of previously reviewed songs and those reviewed in Billboard for their respective categories. Only singles reviewed in Billboard's Single Spotlights are eligible for this section.

POP SPOTLIGHT

HANK SNOW

THE MAN WHO ROBBED THE BANK AT SANTA FE

(Steele & Silver Bell Music) (2:30)

Hank Snow is a country music singer who is known for his excellent vocal and songwriting skills. This song features a powerful melody and a strong narrative about a man who robs a bank.

POP SPOTLIGHT

ALLEN LIBBY

YOU'RE LOSING YOUR BABY

(Steele & Silver Bell Music) (2:16)

Allen Libby is a country music singer who is known for his emotional vocals and heartfelt songs. This song features a slow and melancholic melody about losing a loved one.

POP SPOTLIGHT

MARK VALENTINO

DO IT

(Saturday, ASCAP) (1:48)

Mark Valentino is a country music singer who is known for his vibrant and dynamic performances. This song features a fast-paced melody and a catchy chorus.

POP SPOTLIGHT

JERRY WALLACE

MOVE OVER (WHEN TRUE LOVE WALKS BY)

(Star Songs, BMI) (2:41)-Challenge 1183

Jerry Wallace is a country music singer who is known for his soulful vocals and heartfelt songs. This song features a slow and emotional melody about true love.

POP SPOTLIGHT

LORETTA LYNN

WHO'LL HELP ME GET OVER YOU

(Sire, BMI) (2:45)

Loretta Lynn is a country music singer who is known for her powerful vocals and honest songwriting. This song features a fast-paced melody and a strong narrative about moving on from a breakup.

SINGLES SPOTLIGHT

HANK COCHRAN

YESTERDAY'S MEMORIES

(Foolish, BMI) (2:46)-Screentones 4284

Hank Cochran is a country music singer who is known for his catchy melodies and heartfelt songwriting. This song features a slow and emotional melody about the memories of a past relationship.

POPULAR

THE FIREBALLS

DO YOU KNOW WHERE YOU'RE GOING TO?

(Flip, BMI) (2:38)

The Fireballs are a band known for their unique sound and catchy melodies. This song features a fast-paced melody and a strong narrative about finding one's way in life.

AL CASEY

DOPE It (Rarsi, BMI) (1:45)

Al Casey is a country music singer who is known for his smooth and soulful vocals. This song features a slow and emotional melody about the effects of drug use.

(Continued on page 25)
Just published... Billboard's big international documentary of the songs, the artists and the labels that spelled "SUCCESS IN '62."

Over 200 pages—fully illustrated

Lists, charts and analyses of every facet of the music-record industry—
- the U. S. million seller singles
- the U. S. half-million seller albums
- the U. S. award winners for '62
- the top tunes—top singles—top LP's
- the year's hits in country music and rhythm & blues
- the top achievements of the international music-record industry... country by country

All the concise, authoritative facts and figures you need for reference throughout 1963 are packed into the more than 200 colorful pages of Billboard's new, year-end wrap-up of International Success...

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ANOTHER OUTSTANDING ANGEL PERFORMANCE

according to BILLBOARD February 23rd SURVEY of BEST-SELLING CLASSICAL LPs

Angels: 3 OUT OF 5!

Dot Reissue 'Pipe Line'

HOLLYWOOD — Dot Records President Randy Wood has concluded a release arrangement with Bill Wenzel of Downey Records whereby Dot will issue Downey's "Pipe Line" by the Chantays. In addition, Dot will take over the master on Wenzel's other label, Midnight Records, to release its "Midnight Bells Are Ringing" by T. Bone Walker Jr. Several weeks ago Dot acquired the master to Downey's "Rose" by the Rumblers which jumped into Billboard's "Bubbling Under" chart. According to Wood's deal with Wenzel, Dot will issue the Downey and Midnight label masters under their own labels in all markets with exception of Los Angeles where the Wenzel discs will retain their own label identity and continue to be distributed by Merit Distributing.

New Tenn. Label

JOHNSON CITY, Tenn. — Hobart Stston has launched Champ Records here. It was announced this week. Pop will be released on Champ, country en Folk-Star and sacred numbers on Skylan.

For releases, featuring the Stanley Brothers and Jim Eanes, are set for the first of March.

RHYTHM & BUOYS

COOKIE AND HIS CUPCAKES

**Get You On My Mind** (MGM, BMI) (2:29) — **I've Been Too Lonely (Sing Roper)** (BMI) (2:23)

JOE TEX

**I Let Her Go Away** (Triple, BMG) (2:45) — **The Fox** (BMG) (2:22) — **Dial 7099** (2:30)

LIGHTNIN' HONE

**Pin, Eva (Excellence, BMI) (2:29) — **You Ever Need Me** (Excellence, BMI) (2:44) — **Excello** (2:29)

Not a prediction, not a forecast... these are the best-selling classical albums RIGHT NOW! And NOW is the time for you to check your stock. Be sure these ANGEL best-sellers are on hand for continued profits.

OF FIVE BEST-SELLING CLASSICAL LP SETS among dealers carrying a general stock...

Is It Honest, Does It Move You?

**Continued from page 18**

bookings of the acts that will appear. Meanwhile, he has his own group of favorites. Wenzel's "Valid" The Weavers describe it as "completely valid, great and honest but no bigger than it was that they were once;" Joan Baez, he feels, is completely current (in the sense of her material) a girl with "impeccable taste" and who is a "master of musicianship."

The Chad Mitchell Trio, he feels, "have vitality and good taste," while he likes the Highwaysmen, "because they don't mess around with the material. They're sincere and natural with no slickness." For Miriam Makeba, there is this accolade: "the most exciting female performer of our day," and for Odetta, he reserves the words, "monumental, urban, eclectic and cosmopolitan."

Pete Seeger, according to Yarrow, is "the real deal." and one of the most important conceptualizers (another apparent idiomastic expression to the folk genre) of our contemporary singing." Bob Gibson is described as "a good innovator," while Bob Dylan is regarded as "the most important people's folk voice in America."

Yarrow had the new acceptance of folk music to the changing movie panorama. "Movies today have shown that the public is willing to be moved, not just entertained. It's the same way with folk music. There's more of an experience to it than simply entertainment."

If the trio of 25-year-olds is any criterion, the public, including the President and Mrs. Kennedy, at a recent White House commended performance by the group, are willing to be moved. And that apparently is only a start. A tight schedule of one-nighter concerts will occupy Peter, Paul and Mary for months to come and an autumn tour of Europe is also now in view.

Singer Tours Promoter

PHILADELPHIA — Bob Eichenok, the booking agent based in New York, has teamed up with Bill Henney, local theatrical booking office head, to turn pop concert promoter. With four dates penciled in for Academy of Music concerts this year, Russell kicks off his new association with Philadelphia, April 21, with Eydie Gorme and Steve Lawrence making their concert debut here.

Shuster at Hill & Range

NEW YORK—Irwin Shuster has joined Hill & Range Music in the firm's professional department. Shuster has been with Trinity Music for five years and was part of the management firm of Cita-Burton-Shuster.

He will work under Freddie Biestock at the Abberbach Freres' music and record firms.

Scope Taps Distributors

NEW YORK—Scope Records has appointed a number of distributors around the country. The label's classical line is now carried by Acme Sales, San Francisco; Ideal Record Products, Newark, N. J.; Music Distributors, Chicago; Florida Sales, Miami; S & L Distributing, Detroit; G. G. Distributing, Minneapolis; Disk Distributors, Boston, and Portland, New York.
probability for the Monticello in Framingham. The contract is practically set. ... Ann Corio is considering the Subbert Theater for her "This Was Burlesque" a little later in the season. ... Local boy Frank Funtal's new album is booming in Boston.

George Wein is putting a pocket edition of the Newport Jazz Festival on the road and has booked several New England dates. Herb Pomeroy and band, Joe Balcet and through Mac Annette, Roy Eldridge and dancer Bunny Briggs are in the lineup.

Barbara Streisand of "I Can Get It for You Wholesale" fame is getting the kind of reception at the Rever Fiddlers accorded artists on the way up. ... Bunny Goodman sellout at Symphony Hall almost wasn't. A gunman tried to stick up the cashier but was thwarted by a quick-thinking cop.

CAMERON DEWAR

PITTSBURGH

Jackie Wilson and Bobby Rydell headlined Parke Cheekwick's fourth spectacular on February 15 at Syria Mosque. Produced by Tim Tornary, the show also featured the Orleans, Lou Christie, the Exciters, Junior Lewis, Little Anthony, the Rockey Fellers, the Five Five, the Belmonts, the Devionaires, the Royal Rockers, the Five Royals.

A disappointing advance led Allan Sheldon to cancel his scheduled date at Syria Mosque on February 19.

Lenny Litman has set the Highwaysmen for Memorial Hall on March 29 after cancelling the Smothers Brothers who were set to open there on March 30. ... Litman has also set Stan Getz for March 11 at Memorial Hall and the Mangum Brothers on March 1 and Bud and Travis on April 26. . . . George Cill and the Oranigm were added to bolster the already heavy night on February 22. . . . The Four Pops were set for a Carnegie Music Hall concert on May 11.

Chet Hancy's "Best of Washington Harmon" LP started off amazingly well in this area, according to Ben Herman, head of Standard Distributors.

Error Garner, Pittsburgh-born pianist, has been set for a nine-day stint at the Horizon Room by booking George Clarke, beginning March 15.

Mac Wiseman was here for a day visiting the deejays to promote his latest Capitol album. "Hey, Paule" starring Paul and Paula on the Phillips label, is a sharp click in this area. "Harper's Ferry" is the title of the new LP which Encore Records will release here late in February featuring the local Harp Harper Quintet. It was recorded at Pittsburgh's Chatham College. ... Rosemary Clooney reunited the Twin Coaches back to fulltime on April 15 with the Lemon Sisters and the McGuire Sisters also booked for the room by Joe Hiller.

LEONARD MENDLOWITZ

NASHVILLE

Owen Bradley's daughter, Patsy, will join the BMI scene here April 1. She'll work in the Nashville branch headed by Frances Preston.

The Glisser Brothers rates encore on successive nights last week at WSM Friday, and Saturday night "Opry" shows. Nugget Records is sporting a new studio in Goodletsville, Tenn. They'll have two new artists released soon.

Danny Artist Bureau has booked Carl Butler on a California tour which will run through March 2. Paul Tannen passed through Music City last week, promoting Johnny Tillotson.

Flatt and Scruggs continue to score big. They're part of an ABC-TV special featuring folk music tentatively set for national telecast April 1. Others on the show include the Eliminators, Caroline Hester and Leon Bibb.

PHILADELPHIA

Wagner's Ballroom, pioneer among the nation's dance halls, marked its 70th anniversary with three bands on three bands on three bands on three bands on three bands on three bands on three bands on three bands on three bands on three bands on three bands on three bands on three bands.

Mac Wiseman was here for a day visiting the deejays to promote his latest Capitol album. "Hey, Paule" starring Paul and Paula on the Phillips label, is a sharp click in this area. "Harper's Ferry" is the title of the new LP which Encore Records will release here late in February featuring the local Harp Harper Quintet. It was recorded at Pittsburgh's Chatham College. ... Rosemary Clooney reunited the Twin Coaches back to fulltime on April 15 with the Lemon Sisters and the McGuire Sisters also booked for the room by Joe Hiller.

LEONARD MENDLOWITZ

BOSTON

Local boy Joe Bucel, jazz organist, has a Capitol record that is making cash registers jingle in his "Wild About Buce." one of the "Dimensions in Jazz" group. Bucel is appearing in person at the Saugus Turnpike Club. With Al Martin on at Bunc-

The first Folk music festival to be held in Monterey has moved its dates up to May 17-19. The program has been planned on the basis of the success of the annual fall jazz festival which Allen was involved in. Monree is returning to his throat operation, which occurred just a day before he was scheduled to open his first night club date at Facks. . . . KPFA's Phil Elwood is conducting courses in "Understanding Jazz" at the Willard Junior High School in Palo Alto and at the Los Lomas High School in Walnut Creek. . . . The Black-hawk was the scene of a recording session by Fantasy Records of San Francisco last Sunday. Charlie Mariano and Toshii were the stars. . . . Monte Horowitz has been named promotion manager for Northern California for Decca, Coral and Brunswick records, says branch manager Vern Culples. He has been a salesman for the local branch for the past few years.

SAN FRANCISCO

King to sell recordings of the anti-segregationist speeches. At press time Williams said he will confer with counsel as to what action he will take. Williams is founder and owner of Doote Records.
ALREADY BREAKING OUT

IN WASHINGTON, D. C.; BALTIMORE, PITTSBURGH, ST. LOUIS, MINNEAPOLIS

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Chet Huntley presents

BEST of WASHINGTON HUMOR

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### GORDY
- **The Contours** - *Do You Love Me (Now That I Can Dance)*
- **Mary Wells** - *Bye Bye Baby (*I don't want to lose a friend)*
- **The One Who Really Loves You** - *Eddie Holland*
- **Marvelettes** - *Please Mr. Postman*
- **The Supremes** - *Where Did Our Love Go? (How Can I Feel Good About Myself?)*
- **Bossa Nova** - *The One Who Really Loves You*

### MOTOWN
- **Mary Wells** - *Bye Bye Baby (*I don't want to lose a friend)*
- **The Marvelettes** - *Please Mr. Postman*
- **Marvelettes** - *Hey Baby (I Must Be In Love)*
- **Bossa Nova** - *The One Who Really Loves You*
- **Little Stevie Wonder** - *Little Stevie Wonder*
- **Jazz Soul** - *Meet The SUPREMES of LITTLE STEVIE Wonder*

### TAMLA
- **The Marvelettes** - *Please Mr. Postman*
- **Marvelettes** - *Hey Baby (I Must Be In Love)*
- **Bossa Nova** - *The One Who Really Loves You*
- **Little Stevie Wonder** - *Little Stevie Wonder*
- **"Stock 'Em Up"** - *"Stock 'Em Up"*

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AND OTHER GREAT HITS

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... containing another of his chart records
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MOTOWN / TAMLA GORDY RECORDS
DETROIT, MICHIGAN
### 150 Best Sellers - MONOAURAL

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*For Week Ending March 2*
Now Exclusively on

DECCA RECORDS

RICK NELSON

SINGS HIS NEW HIT!

I GOT A WOMAN
c/w

YOU DON'T LOVE ME ANYMORE
(And I can tell)

31475

Packaged in an attractive four color sleeve for more SELL-ability!
**Country Spotlight**

**BILLY WALKER'S GREATEST HITS**

Columbia CL 1953 (M)

Here's a solid collection of country hits, all sound, including Walker's kings, "I Do Lonesome," which does not change in the least. The rare gem "We Have Always," and "God Bless the Makers" are two more highlights. A fine collection, a winner.

**Country Spotlight**

**GEORGE JONES SINGS**

United Artists UAL 3221 (M)

This is a varied package featuring George Jones' Romeo "I Don't Want to Be Lonely," "Country Roads," "San Antonio Rose," "Take Me Back to Tulsa," "Well and How," "Tears Come," and "Two Times Changed Everything." Jones sings them with warmth and feeling, yet there is a dash of the heartless in the feel and he did get some new pop appeal in the files and could get some new pop appeal.

**Sports Spotlight**

**Spotted Pick**

**VIRGINIA MAYO IN AND ONE OTHER PLACE**

Bob Hope. Decca DL 74567 (S)

Not much about this story book in which the great American is shown off as his diplomatic assignment. He sings in Spanish and English and Elie Asquith's "Dream of the Distinguished Corps" is the American element. It bloomed in 1979 and at Notre Dame University in 1982. It is a unique effort that shows the incomparable and strong aspects of an American singer. Here we say this is a collector's item.

**Comedy Spotlight**

**HARRY MORTON**

United Artists UAL 4184 (M)

Morton has done the comedy kind of story in his films and is known to his fans for his talents. He's not as much of a story book as he might be, but it is a good package. The best of Morton is seen in a strip that shows off the incomparable and strong aspects of his material. Here we say this is a collector's item.

**Comedy Spotlight**

**FRANKIE YANKOVIC and HIS YANKS**

This makes an eleven album series now on the new comedy label, the first and the fans should grab this up fast, but it's not as much of a story book as it might be. The best of Frankie's comedy is seen in a strip that shows off the incomparable and strong aspects of his material. Here we say this is a collector's item.

**Children's Spotlight**

**PETE SEGERER, CHILDREN'S CHOIR AT TOWN HALL**

Pete Seger, Columbia CL 1947 (M), CS 7847 (S)

It's clear that Pete Seger has a way with kids, especially since his return to his folk songs in the live concert recorded here. In all cases they provide some kind of a story book as they sing along or in time. The album includes several songs written by Seger, recorded in the style of Woody Guthrie. In addition to standard folk fare, Seger gets into a variety of songs from the kids at home as from those at the concert.

**Children's Spotlight**

**WHO STOLE THE KEESHA?**

Frankie Yankovic, Columbia CL 2001 (M), CS 7813 (S)

Pete Seger, Columbia CL 1947 (M), CS 7847 (S)

This makes an eleven album series now on the new comedy label, the first and the fans should grab this up fast, but it's not as much of a story book as it might be. The best of Frankie's comedy is seen in a strip that shows off the incomparable and strong aspects of his material. Here we say this is a collector's item.

**Polka Spotligh**

**SAMMY DAYES JR. AT THE COKOLOBA GROVE**

Reprise R 6063/2

This makes an eleven album series now on the new comedy label, the first and the fans should grab this up fast, but it's not as much of a story book as it might be. The best of Frankie's comedy is seen in a strip that shows off the incomparable and strong aspects of his material. Here we say this is a collector's item.

**Special Merit Pick**

**BILLBOARD SPOTLIGHT**

**JOE HORN**

Johnny Crawford. Del-Fi 1224

**IRENE WILLS**

Johnnie Cash. Columbia CL 14009

**PERRY COMEDY**

George Hamilton. Epic LM 24307

**AL CREW**

Roy Castle. Bell 4370

**BENNY HALL'S**

Roy Castle. RCA Victor SLP 2605

**WALTER LAWRENCE WING-A-LONG PARTY**

Del DL 25462

**OUR MAN IN BOSTON**

Arthur Fiedler & the Boston Pops. RCA Victor LM 2399

**WIN ON THE ROCKS**

Herb Jeffries. Vanguard VSD 2136

This makes an eleven album series now on the new comedy label, the first and the fans should grab this up fast, but it's not as much of a story book as it might be. The best of Frankie's comedy is seen in a strip that shows off the incomparable and strong aspects of his material. Here we say this is a collector's item.

**Special Merit Pick**

**LATIN AMERICAN SPOTLIGHT**

**EDDIE POMPERI, VOL. II**

ALP 834

Young Eddie Pomperi's orchestra has developed further. The group is one of the best in the world, and they play with a high degree of artistry. Bank on this disc. They rank with the better Latin bands around. The group is one of the best. They flash the same ability in a variety of numbers, both popular and other Latin favorites.

**SACRED SPOTLIGHT**

**GOOD OLD CAMP MEETING SONGS**

Stevie Brothers. King 605

The Stevie Brothers and the Creek Mountain Boys have a new album following on their earlier disc and in this new package, the group breaks out another batch of street, church, and camp songs. Included is a Director's presentation of the famous family song and "Father, Don't You Make Me Drink." Among their best numbers is "Hard in Bond with Jesus." The resources of Mother and Father are well displayed.

**SACRED SPOTLIGHT**

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**Low Price Pop Spotligh**

**LIVING STRINGS PLUS TRUMPETS PLAY MUSIC FOR YOUNG LOVERS**

RCA, Camella CL 709 (M), CAS 709 (S)

The album material about this album is its price. The album is one of the best. It is a strong collection of arrangements of ideal music such as "If I Had You" and "Love Letters" spotlight some soft-sounding theme by Ray Davies with solid strings. Could easily be a strong seller.

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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.

### Recording Available
(Featuring Sales Record Listed in Bold Font)

1. **WALK LIKE A MAN**
   - By Bruce-Carlson—Published by Satunsky-Gurman (ASCAP)

2. **RUBY BABY**
   - By Altra-Snow—Published by Tiger BMI

3. **HEY PAULA**
   - By Henderson—Published by Lebell-Marhill BMI

4. **RHYTHM OF THE RAIN**
   - By Gummie—Published by Sherman-DelVonne BMI

5. **WALK RIGHT IN**
   - By Durand-Smith—Published by Ryno BMI

6. **YOU'RE THE REASON I'M LIVING**
   - By Davis—Published by Adams BMI

7. **BLAME IT ON THE BOSSA NOVA**
   - By Maxwe-On—Published by blond BMI

8. **FROM A JACk TO A KING**
   - By Mehta—Published by Donohue BMI

9. **WILD WEEKEND**
   - By Alexander-Taylor—Published by Ross-Top & Topper BMI

10. **OUR DAY WILL COME**
    - By Howard-Green—Published by Rosewood (ASCAP)

11. **WHAT WILL MY MARY SAY**
    - By Von-Brady—Published by Brown BMI

12. **YOU'VE REALLY GOT A HOLD OF ME**
    - By Robinson—Published by John BMI

13. **END OF THE WORLD**
    - By Davis—Published by Sid BMI

14. **SEND ME SOME LOVIN'**
    - By Davis—Published by Sid BMI

15. **IT'S SOUL THE SOUL**
    - By Maxwe-On—Published by Key BMI

16. **MAMA DON'T LIE**
    - By McMillan—Published by Cline BMI

17. **FLY ME TO THE MOON—BOSSA NOVA**
    - By Howard—Published by Alrani BMI

18. **ONE BROKEN HEART FOR SALE**
    - By Blackwell—Published by Presty BMI

19. **LITTLE TOWN FLIRT**
    - By Proctor—Published by Press BMI

20. **UP ON THE ROOF**
    - By Burt—Published by Berk BMI

21. **IN DREAMS**
    - By Chas—Published by Acuff Rose BMI

22. **ALICE IN WONDERLAND**
    - By Simeo—Published by Acuff BMI

23. **OUR WINTER LOVE**
    - By Combs—Published by Cram BMI

24. **THE GYPSY CRUISE**
    - By Newton—Published by Faried Desert BMI

25. **CALL ON ME**
    - By Minton—Published by Lisa BMI

26. **THE NIGHT HAS A THOUSAND EYES**
    - By Weintraub—Published by Bown BMI

27. **CAST YOUR FATE TO THE WIND**
    - By Joseph—Published by Friendship BMI

28. **GREENBACK DOLLAR**
    - By Brooks—Published by American BMI

29. **I WANNA BE AROUND**
    - By Brand—Published by Columbia BMI

30. **LET'S LIMBO SOME MORE**
    - By Mante-Appell—Published by Katozian BMI
Marek Discusses Digest Topics
By EDDIE ADAMS
92 qual du Marechal Joffre Courchevel (Sée)

George Marek, R. C. A. Vic-
tor Records' fraser, mot-
Reader's Digest Paul Thomson
to discuss topics concerning their
joint Record Club opera-
tions. For the two club LP's "Cathedral's," a boho Delta and "Stylev" by Sylvie Vartan, A.R.E.A.'s Mrs. de Kluys claim sales as high as 10,000 LP's for the
first week.

Festival signed an exclusive dis-
tribution contract with Denis Preston's Record Supervision Ltd. First record to be issued is "Bossa Nova" by Mr. Activ Bill and his Young Ren-
zilian Lions.

Barbara Gardner, director of international product for Vee Jay Records, met with Paco Marone's Roulettes to discuss distribution problems.

Signings
Four newcomers, Patricia Curil on Bel Air, Pierre Van-
silkia on Twist, Jacqueline Dulac and Cherie Perry on Rock n Roll have all been signed to con-
tacts.

INTERNATIONAL NEWS

Argentina
MICROFON RECORDS
The most aggressive record company in Argentina
Representing:
• Audio Fidelity (U. S. A.)
• Duran (Italy)
• Surprunah (Czechoslavakia)

MEXICO
AUDIOMUSICA
THE LEADING MUSIC
MAGAZINE OF LATIN AMERICA
Popular Classical Music
Record Reviews
Monthly Mail
Publisher: Eddy Contreras

Greece
MICROFON ARGENTINA SOL
Levella 1739, 9 Piso
Buenos Aires, Argentina

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Griñamini musical hit, whose
courageous - and all-time best seller of its cate-
gory, with a million dolls
self on the American lists shortly. It has been seen by a
number of Times and no
the latest of whom has been
David Merrick.

Fano Carlo, pianist-conductor,
was last minute substitute for
Leif Lottfazz who was seriously
injured in an auto crash en
route from Milan for the
San Remo Festival.

Massenger Music of
Milan which distributes the
records handled by CDG and
Galleria del Corso will also handle
the Juke Box label whose top
artist is Luciano Tajoli.

Disagreeing with the San Remo
selection committee, Cetta
issued three songs which had
been turned down in its festival

Fred Borgwusto will be the
busiest recording artist on
TV this winter. He will make
his debut in "Music Hotel" which
will run eight weeks, appear
with his chorus in "Music In
Bit" and do the theme song,"Lover, Stop," by Gorni Kramer.

... Another TV show, "Every-
one Sings" will feature the
voices of Milva, Nicola Aritgiano
and Claudio Villa... Luis
Bonfà of bossa nova fame is
doing the score for the new film,"The Hours of Love." An-
other movie, "Everything Is Music"
will have Domenico Modugno
as producer, director and star.

Appearance of San Remo
disks three days before the festi-
val was an innovation this year.
In all previous events the
issuance of disks before the comple-
tion of the competition spell-
ed automatic disqualification.

... VCF's best-sellers in albums
are 3 British albums... former
being Edith Piaf's "Olympic,"
"The Beatles" and "The Form-
idable Beatle." The latter consists
of the hits of Beatle groups, such
as "Best of Sinatra." New
organization to promote
Norwegian songs is the Centro
Artistico Napoletano which
was formerly known as CAN... 

the FUTURE

with a promise
KIWI BOOM
New Zealand Fills World’s Talent Bill

By FRED GEBBIE

AUSTRALIA, Ron Devlin, via New York—New Zealand is fairly bustling at the seams with local talent. Acts of international standard are coming into their own and, in just about every city in the country the useful independent companies are entering this highly competitive market. Artists and promoters would like to see the major companies assisting the smaller firms with distribution. A number have already proved they have the talent touch.

Talk Records of Levin, for instance, unearthed some good bossa nova material, but very few retailers even know of the existence of this company, or many of the other that have cropped up over the last 18 months. New Zealand has shown that she can produce talent acceptable anywhere in the world. In three years names such as John- ny Devlin, Kahun Pinechu, Howard Morrison, Hira Moffatt, Ron Pohlan, Mike Nock and many others have scored in Aus- tralia, while English audiences have become familiar with Inu To Wati, Carmona, Wilson Mackie and Barry Limihan. Mas- virgin Rivers is now with Reprise in the States, and it is almost certain that a lot more talent will head overseas this year.

Why are we having this boom of talent? Mainly because of the amount of money spent by Kiwis each year on entertainment and the fantastic influx of overseas talent. Tickets to see visiting artists sell at around $4.50 ticket for the forthcoming Louis Armstrong show are reported to cost $8.60, but at this higher than usual price, SRO signs go up.

This year alone over 5,000 people attended two outdoor pop concerts which featured a complete local line-up, hundreds were turned away from Chubbie Checker appearances, and at this writing Vera Lynn appears to be about to receive similar treat- ment.

Although there is this boom in live shows, record companies and retail dealers are experienc- ing no great sales increase of records, and sheet music distributors are having a pretty lean time of it. Television is also going through a very dull period. In Auckland especially, the lack of really competent interviewers has become more apparent.

New Zealand TV, unless something very drastic happens, will never be a great medium for locally produced spectac- lulars, such as Val Parnell’s "Pal- ladium" shows, Johnny O’Keefe and Brian Henderson’s Aus- tralian shows or Perry Como’s world famous TV shows.

Reprise Gets Prophet LP

HOLLYWOOD—Reprise Records last week purchased the master of the Johnny Prophet LP released by Little Caesar Records. Album was produced by Herman Rosen, owner of the Little Caesar restaurant in near- by Gardiners where Prophet had been appearing. The Prophet LP got hot in San Francisco after it was plugged on Station KSFO. Prophet will be gaining TV plugs for his LP on the Art Linkletter, Tennessee Ernie Ford and Red Skelton shows in the immediate future. The Reprise deal calls for Prophet to join the Frank Sinatra label’s artist roster in addition to acquisition of the album’s master.

Meanwhile, Frank Sinatra’s Reprise Records move into Peru for the first time, according to terms of a licensing deal concluded last week. Reprise Exec- utive Vice-President Mo Ostin signed an agreement with Au- gusto Sarria, general manager of Industrias Electrivas y Musi- calas Peruanas, S.A., to dis- tribute the Sinatra label in the Peruvian capital.

Polydor has a new singer named Nilla and her first re- cording is "Ulyk Parushki." On Polydor, Harry Arnold has a selection of tunes from "Stop the World," visiting Stock- holm for his talk is Chuplin from FPF in New York.

Kandy Firm to Coast

HOLLYWOOD—Don John- son’s Kandy Records, based in Chicago since 1956, last week moved its headquarters to Santa Monica, Calif. Label specializes in Johnson’s "Organ-With-a-Beat" recordings.

COLPIX UNDER OWN NAME IN ENGLAND

NEW YORK—Colpix took a step forward toward greater interna- tional recognition last week as a result of meetings between executives of the Columbia Pic- tures offshoot and Irv Chezar, U. S. representative for Pye Records.

Decision was reached that, at the expiration of the present Pye-Colpix agreements, Pye will release all Colpix product under Colpix’s own logo in England, instead of current system of re- leasing on the Pye label.

RIAA Backs 25G Contest

NEW YORK—Winners of a nationwide contest on the theme of "How I Broadened My Musical Horizon With Records" will be awarded a total of $25,000 worth of long-play albums by the RIAA, the associa- tion said last week. The contest is sponsored by the National Federation of Music Clubs. Since winners will each be awarded a $500 package of records, and an equivalent pack- age of records will also be awarded the school of the win- ner’s choice. The contest closes March 15, with winners to be announced early in May.
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GOSPEL SPIRITUAL SONGS

JIMMY RICKARD

SPECIALTY

FRED HAMPTON

THE KELLY BROTHERS

ASHLEY CROW,

SING A PAGE OF SONGS FROM THE GOOD BOOK

SAM WILLIAMS

THE LEGENDS!

SING AND SMILEY

WILLI DORSEY AND THE MIGHTY ZATH INCREASES

RICHARD WOLF

WILLIAM CAPERS

JUDDY BROWN

JACOBY JACKSON

JERRY REED

SPECIALITY

BIG AL DOWNING

Signed by Lenox

NEW YORK — (Big Al) Downing has been signed to an exclusive recording contract by Lenox Records; a division of Ad Lib. According to label President Bob Gann, Downing's first record for Lenox, "made in Nashville with Cliff Paraman, will be released this month. Downing is managed by Bobby Brant of Kansonna Music Corporation.
NEW YORK—Reports circulating in the trade that Gillette is cutting back on its truck commercials on radio stations all over the U.S. were confirmed this week. Ed Wilhelm, vice-president and director of radio and TV for Gillette's ad agency, Maxon, Inc., told Billboard that it is not true that the company is terminating the sponsorship business on all radio stations carrying the razor firm's commercials.

Affected are deejay shows in the top 100 markets across the country. Though the agency wouldn't divulge the total billings involved, it is believed to run well over the million-dollar mark annually.

Wilhelm stated that the cancellation is "strictly for budget reasons, and should be regarded as temporary. However, he would not venture a guess as to when the spots would be reinstated.

Gilette has been a big buyer of spots in disk jockey shows for several years. Generally, the buys have been with established deejays in the key markets across the country. The cancellations put Gillette out of radio shows for the first time in many years.

**INSTANT TOP 10**

**Listener Choices Tabulated, Played on Air Same Night**

ROANOKE, Va.—A daily Top 10 survey is now tabulated and broadcast daily by WDBJ, here, Monday through Friday. The tabulations are made from telephone calls made between 4:30 and 5:30 p.m. daily, in which the listeners vote for their top three selections in the pop music field. At the end of the hour-long period, the votes are tabulated and provide the day's top 10 selections.

The survey discs are then played as part of WDBJ's "Nighttime," which airs from 7:35 to 10 p.m. week nights. Charles Bush, host of "Nighttime," usually takes the telephone calls and tabulates the votes. Voting is stimulated by announcement over the air at 4:30 p.m. that it is time to "Call Charlie and vote on the daily top 10."

Each Saturday, Bush plays the top 10 of the week, resulting from a tabulation of all Come vote of the preceding days. This is aired from 9:05 to 10 p.m. Saturday nights.

**BEST SIDE STORY** . . .

Detroit (Dave Shefer-WJBK): Big sales: "I Will Follow Him" (Little Richard). Or, "Don't Be Afraid Little Darlin'" (Steve Lawrence-Columbia).

San Francisco (Jack Carney-KSFQ): Phone response and dealer calls for "Meditation" (Irene Reid-Verve).


Baltimore (Larry Monroe-WCAO): Immediate favorable reaction to "Don't Be Afraid Little Darlin'" (Steve Lawrence-Columbia). Heor. It could well compete in L.A. (for a suspension after WJB).

Grand Rapids (Bill Merchant-WGRD): Sales starting on the "Volunteer" (Antony Inman-Smith).

Minneapolis (Red Jones-WDCY): Great initial response to first plays of "Blow More" (Apollon it's ABC-Paramount).

Chattanooga (Jae Daniels-WXBY): Sales starting on the "Wayward Wind" (Vince Howard-Big "R") and "The Puzzle" (Gene McDaniels-Liberty).

Atlanta (Mike Holliday-WXQ): Gaining fast: "Don't Say Nothing Evil" (Verve-ABC).

Worcester (Dick Smith-WORC): Good phone votes for: "What I Say" (Little Box-P้น).

Duluth (Dou Rose-WBEC): Selling well here and in Minneapolis, "I Wanna Be Your Lover" (Diane Esmond-Redcord), a local item.

**TOP TIPS FROM AROUND THE NATION:** "Amy" (Paul Peterson-Colpix), "Sandy" (Dion-Laurel), "Don't Wanna Think About Paul" (Dolcy Lee-Smith), "Over the Mountain" (Bobby Vinton-Epic), "Puff" (Peter, Paul and Mary-WB).

**ALMOST ANY RECORD MAN** will tell you that he is opposed to giving "exclusives." It's against company policy, he says. But still, the record companies make exceptions. We're not sure why, but it's the policy.

 Granted, most of the larger companies do their best to eliminate disc discrimination in one form or another. One common emphasis is placed on being sure that all stations in a city receive the new releases as nearly simultaneously as possible.

A good way goes by but one or two radio people tell me that they had such and such a record as an exclusive—"drove the competition crazy,"—"told the person man who made it," "the station we wanted to be exclusive." And so on.

In the early days of top 40, stations made a big fuss over "heard first on this station." We "stem and chart em" from a family and not recently this sort of adolescent boasting seems to have gone into a decline.

One of the most juvenile of such claims was heard only last month when the station announced "exclusive national rights to broadcast" and "this record cannot be played on any other station without our permission." The fact that the record was already on the competition's playlist was either not known or was a matter of supreme indifference.

Such a claim, as I see it, constitutes the rankest sort of deception. A station which claims to have the exclusive of a record has neither the license. Not only is the public being misled as to the station's true function, but there is also the implication that any other station playing the record has had to secure its competitor's permission to do so.

Some stations, of course, merely make themselves ridiculous by the "stem and chart" trampering when it is not so.

Still, there can be no doubt that a station's reputation for being the place to hear the newest hits has an audience building effect. It can also be overdone. When disc prominence becomes more important than quality to a programmer, he can seriously damage his station's ratings.

An unfortunate thing about exclusives is that it makes him out of so many promotion people, who feel compelled to deny their duplicity when challenged by the competition.

In these days of tight playlists a promotion man becomes understandably defensive. He is trying to obtain exposure for his new product. The temptation to grant exclusives as a means of getting the plays he needs is almost irresistible. A station in a close ranking battle will make it on the air and not consider it exclusive. And so on.

Under the present circumstances, it would be unreasonable to expect the exclusive practice to be discontinued entirely. It is only to be hoped that the excesses and abuses of the custom can be avoided.

**Citation Gets Tune**

HOLLYWOOD—Mickey Goldenson's Criterion Music Corporation last week acquired publishing rights and trademarks for the disc jockey weekly "The Hits" from sales agent for the "Sixth Fifth Avenue Tommy" of S.F. Canada. Earlier in the week, Lou Levy got the tune for the British Columbia version (exclusive of Canada). Deals were concluded with Radiodisc Music Publishing Company owners Eddie Harris and Fred Waugh. Harris and Waugh have produced a recording of the ditty (written by Harris on their Omega label and sold the master to Warner Bros. two weeks ago after the record started edging above radio stations. **Deejay Lends Out a Format**

DETROIT—Deejays are competitive, but they can also be cooperative. While recuperating from a small cut that had him away from WJR turntables for a weekend, midnight record spinner Jay Roberts received a note from station owner John Holiday, of WJR, asking him if he'd be willing to provide the permission to use the basic format of Roberts' "Nightflight 760." Roberts simulates a jet flight to the city and back, each night, beginning with a whooshing takeoff sound effect and a (pre-recorded) hostess' voice issuing a welcome and instructions just as though it were a real flight. During the "flight," "Captain" Roberts describes the city of the night.

Roberts told Holiday, a former top jazz deejay in Little Rock, to go right ahead.

**They're Off and Hiking . . .**

DISK JOCKEYS lost no time jumping in with both feet, so to speak, in back of the President Kennedy-inspired hiking fad. Above, WGAM (Miami) jock, Charlie Murock, asked his listeners to join him in a 56-mile hike: station is 56 on the dial and several score did despite a driving rain. Only Will Klein (second from right) made the full 56 miles (19 ½ hours). Station gave away a transistor radio and $1 a mile to listener who called in with the numbers of miles Charlie would lost (17). Below, part of the crowd of 5,000 Pittsburghers who accepted KDKA's Clark Race's on-the-air invitation to try the 30 miles from Pittsburgh to Washington, Pa. They're seen here at start on Fort Pitt Bridge, and station says 2,000 of the starters finished.
### YESTERDAY'S HITS
Change-of-pace programming from your listener's shelter, featuring the disks that were the hottest in the land five years ago and ten years this week. Here's how they ranked in the Billboard's chart at that time.

#### POP—5 Years Ago
March 3, 1958

1. Don't, E. Prever, RCA Victor
2. Got a Job, Silhouettes, Ember
3. Do You Love Me Again, Lorna Lee, Vitaphone
4. Music-Mama, P. Dennis, Victor
5. Thank You, David Stone, Royal Tone

#### POP—10 Years Ago
February 28, 1953

1. I'll Be All Right Again, Vic Dickie, RCA Victor
2. You're Too Hot For Me, Pat Boone, Capitol
3. People in the Window, Pat Paul, Mercury
4. I'll Leave No Trace, Him, Theylords
5. How Far Is It to Heaven, The Searchers, Spot

### TURNABLE TIPS

BY MIKE TURNABLE

"TO BE OR NOT TO BE," really we predicted that WAYPO will be big. The program is a tribute to radio as it once was. In 1965, a 5,000-watt full-time operation was sold to Josephine Dunn & Associates for $650,000. They claim it was not profitable, but they have been responsible for breaking all of the modern sounds in the NO. This year, however, the program was not renewed, and in the future, we may see another version of the show. It's a good idea to keep an eye on the program, as it's a great way to stay up-to-date on the latest in radio.
**Phono-Tape MERCHANDISING**

**NEW YORK—**The extreme versatility of home tape recorders has been made plain here this week when Bell Sound introduced its new Model RT-360 "professional" unit. In addition to the commonly held voice, music, tape medium—recording, playing back, dictation and so on—the new Bell model adds dictation. Thereafter, a potential user, after recording baby's first utterances, owners of the RT-360 can make "instant" copies for every member of the family.

With the duplicating feature, Bell added a 10-channel microphone display behind the checkout counter. Geody's sells many of these quality tapes to recorder enthusiasts who are dissatisfied with the mixes they get as original equipment.

NEW YORK—Most audio outlets can show decent sales figures for booksellers' tapes. Few, however, can claim the $24,000 in gross in 1962 for large speaker Sam Geody, who started modestly and now wants something bigger and better. Are special sales techniques needed? Not according to Geody spokesmen.

"We ordered eight at a time, put them on the floor, and they sold.

**When Harvey's Sells 'Em, Boy—They Stay Sold**

NEW YORK—If there were an award for selling down as well as up in times of trade recessions and sales for a solution, note the Electro-Voice microphone display behind the checkout counter. Geody's sells many of these quality mixes to recorder enthusiasts who are dissatisfied with the mixes they get as original equipment.

**DEALER NEWSLETTER**

**NEW YORK—**People in the music business could develop a particular feature that would make a "special" feature of the new Bell tape recorder RT-360. (See separate story.) They foresee special music uses for the device. Songwriters, for instance, can tape 360 around publishers' offices to make "instant" demos for publicists. Or they can record demos to sell instead of paying money for orchestra, music and other material. If the demo lacks echo, it can be added on the spot.

And RT-360 owners can also bring traffic making recordings and use them to sell records to blank tape producers. And if Bell Sound should sell thousands of new models, record makers could spend a good deal of money on promotion.

Another use for the unit could be to record home-office meetings. A company could make tape duplicates and ship them out to other offices here and abroad.

**Offer U. S. Stores British Record Tie**

**LONDON—**Opportunities for the British record trade have been increased by the introduction of a British tape.

Many trade outlets through ties with various British Weeks and week promotion stores the British trade has organized overseas during the past year. Much material is available on world markets by such artists as Mantovani, George Melachrino, Carl Rich, Richard Addinsell, Frank Ifield, Helen Shapiro, Ted Heath, Peter Manuel, Kenny Ball, Chris Barber and other top jazz figures, as well as more modestly priced radio and television recordings.

The promotions are being planned in North America for Paramus, N. J. (March 10-11), Chicago (March 13-14), New Orleans (September 22-23, 1963), Chicago (October 14-19) and Philadelphia (October 14-November 6).

**FMS RISING TIDE**

**FMS** is a British firm that makes a variety of FM receivers, primarily for the European market. The firm has been in business since 1957 and has been making a profit since 1960.

FMS's latest model, the FMS 360, was introduced in late 1962 and has been well received by the trade. It has a built-in microphone, which is very useful for interviews and other types of recordings. The 360 is also available with a built-in 4-channel microphone, which is very useful for interviews and other types of recordings.

FMS's reception is very good, and the firm has been able to increase its sales by 30% per year. The 360 is priced at around £900, which is very competitive with other FM receivers on the market.

**FMS COMES BACK TO THE AMERICAN MARKET**

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SEASON OF YEAR FOR REVIEW & SHARPENING

NEW YORK—With January “clearance” sales past, you can review mistakes and work on ways to sharpen sales techniques for the “Biggest Clearance” sales ahead. Here’s a review of store-tested sales techniques gathered by the Billboard over the past few years. It’s a good idea to consider these techniques, how many of these techniques have you used successfully?

1. Show contrasts between mono and stereo and between units of different quality. A method used by many dealers to advantage is a headphone demonstration in which the switch is made from mono to stereo while the prospect is concentrated on listening.

2. Make sure your demonstration equipment is in top-top working order. How many times have you been in the middle of a demo when something went amiss and spoiled the sale? Don’t take this chance.

3. Start at the top of the line and work down gradually. Don’t go from top to bottom in one jump because the difference will be too noticeable. And you’ll never sell on the low end. But if you go from impressive high quality gradually, the differences will not be obvious because the prospect will have become accustomed to listening. The difference between stereo and mono is more noticeable at the top end.

4. Don’t rely on the product to sell itself. Know its features from one to the other. But don’t force knowledge — especially technical knowledge — on the customer. On the other hand, be able to answer a technical question if it’s asked.

5. Check your demonstration records. Make sure they’re free of pops and clicks and especially free of click-producing dirt. The sound produced by a disk will be more noticeable than the set’s “poor performance.”

6. Have a wide selection of types of music handy. Don’t invite the prospect to choose a record by name; you may not have it in stock. But ask him what type of music he prefers.

7. If the prospect is FM-oriented, plug the aspect hard. But don’t neglect the plus he gets in a phonograph. And vice versa.

8. Let your prospect handle the dials. Let him participate in the demo and keep his interest alive. If you’re handling the dials, be sure to explain fully what you’re doing. Don’t make a guessing game of it.

9. Include some stereo “show-off” records among your demo disks. These are the records that show off the bass, wide separation, voice, choral, etc. to best advantage.

10. Review past mistakes and situations in which you failed to close a sale to find out why things happened as they did. If you’re not sure why you lose, why not try it on your own, take it over with another salesperson.

The 10 points listed above are not intended as a comprehensive guide to setting stereo. They are intended more as thought-starters than the last word on how to sell more.

It Takes Movin’ But Big Speakers Sell

• Continued from page 56

If you’ve ever thought of moving to a bigger house, you may want to consider moving your stereo equipment with you. Big speakers are a must! They’re not only eye-catching, they’re also more expensive.

Billing Time

Oddly enough, some buyers of expensive turntables and amplifiers will choose to drive $50 speakers with them. In such a case, Goody’s doesn’t try to force the sale of more expensive speakers. Later, that same customer will come to the market for really big systems — like the Electro-Voice Patrician 100’s.

As long as the customer is satisfied, that’s OK, a Goody spokesman said. “Look at it this way: I’ve sold a ‘secondary’ system. Later, the customer will buy a primary set at a much higher price. Those $50 jobs will go in the playroom, bedroom or den.”

It’s obvious that Goody’s follows no set pattern in making sales records for big speaker systems. Each customer is treated as an individual sales challenge. The wisdom of this course can be summed up in two words: “It works.”

New Kiddie Series

NEW YORK—The Riverside children’s record sub-label, Wonderland Records, began a new series in its “Children’s Introduction to...” series. The albums are being produced with the co-operation of UNICEF. Set to retail at $1.98, these new albums will introduce American children to music and fairy tales of foreign lands. First album in the new series deals with India and Indonesia and is narrated and sung by Christobel Weerasinghe.

At only $6.98, “Wee Scot” breaks the price barrier. Now everyone can afford famous Seth Thomas quality. Look at these luxury features: Polished brass case, base and numerals; luminous hands and markers; white or black dial; 40-hour keywound movement. And it’s brightly gift packaged to help you crush the 17 billion dollar gift market. Order six and get this handsome permanent display rack absolutely free. Mail this coupon today.

A DIVISION OF GENERAL TIME / THOMASTON, CONNECTICUT / SETH THOMAS

PLEASE RUSH ME THE FOLLOWING WEE SCOTS:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WEE SCOT Assortment (consisting of each, 3 No. 976 White Dial, 3 No. 977 Black Dial) Dealer Cost $28.56 Each Assortment.</td>
</tr>
<tr>
<td>1</td>
<td>No. 976 WEE Scot, White Dial.</td>
</tr>
<tr>
<td>1</td>
<td>No. 977 WEE Scot, Black Dial.</td>
</tr>
</tbody>
</table>

Dealer cost 1-5 $4.86 ea.; 6 or more $4.76 ea.

STORE NAME
ADDRESS
CITY (STATE)
WHOLESALE'S NAME
ADDRESS
CITY (STATE)

Offer good for limited time. Order now.
NEW YORK—The good sales year that capped 1962 for the RCA home instrument division is continuing into 1963, the firm reports. Over-all sales for January were 23 per cent ahead of the same month last year.

Three cartridge recorders were up 20 per cent. Radio sales, accelerated by an upsurge in FM interest, were nearly 10 per cent better than last year. Vinyl sales, although volume held pretty steady, with some models doing better than before—particularly the high-priced furniture consoles and the "float down" portable stereos.

Top sales were registered in color and black and white TV sets, which ran 28 per cent ahead of last year.

IN CINCINNATI

The Hotel Sinton

Conveniently located at 4th & Vine in the heart of the business and theatre district, Moderm rooms at nominal rates. Ideal banquet facilities for sales meetings and dinners. Home of the famous Lump Fort Corner Restaurant & Bar—

The Hotel Sinton

4th & Vine Sts. Phone: 301-1200

ONE-STOP RECORD SERVICE

Convenient time of Spirituals, R & B and Country Soul. Write to be placed on our national mailing list.

BARNEY'S ONE-STOP

1144 E. Euclid Ave., Chicago 18, III.

A MIDDLE-ROAD SMASH

Advance orders big

DON'T FALL IN LOVE

By DANNY WINKLE

VILLAGE RECORD #7779

Distributed Nationally by Angie Enterprises, Inc.


RECORD PROCESSING AND PRESSING

4.75 per 1000, minimum order 1000. Send your tapes—we do the rest.

SOGONCRAFT

ADVERTISING IN BUSINESS MEANS BUSINESS

MARCH 2, 1963

BILLBOARD 59

EQUIPMENT NEWSLETTER

- Continued from page 86

and selling single-channel FM sets for $18 through local FM stations. The sets are equipped to receive only one station—they have no tuning knobs or dials. They are delivered to the customer by mail from the company's plant in Indianapolis. And the company arrange
tments now with 93 stations, and has sold some 45,000 single-channel FM sets in less than eight months.

Now you might think this kind of arrangement makes local dealers mad—and you're right. In one area—Montgomery, Ala.—the local station worked through a retailer in selling the sets. The retailer charged $19 per set. For his trouble, he got $1 a set—plus a lot of store traffic—plus a good profit list. So what happened? According to Audition President Emmett Poons, the first Audition purchasers came back to the store an average of five months later and bought better FM sets, spending an average of $130! Said Poons: "We found this single-channel set creates a demand for good FM equipment from people who hardly ever heard of FM."

FM SELLS FM: The customer who buys a phono console with FM in a store is more likely to buy a new FM, after he's "hooked" on FM programming and good reception. Ford, GM and Chrysler are now offering FM-AUTO radios as options on their cars. Undoubtedly some new FM AMs will be made among car buyers.

FM can be sold heavily if you're FM-minded. When you demon
cstrate a phono console, don't just play a record—demonstrate the FM tuner-equipped set. Demonstrate it in FM stereo, if a good stereo signal is available in your area. And be equipped to deliver good FM performance with a good outdoor master FM antenna.

Last year about 50 per cent of the FM-AM-phono combinations sold were equipped with FM stereo, which, of course, increases the dollars per sale. This year the figure should be considerably higher. FM stereo should lead to tape-recorder sales. When high fidelity equipment with FM stereo is a trying price, the FM-high fidelity combination will make a popular appeal. FM stereo plays well on today's FM market. FM stereo will continue to grow.

You can sell up to FM in almost every type of sale—from a transistor radio to a phonograph console. You can capitalize on the new FM excitement. Promote FM and it will prove your

- continued

MISCELLANY: Look Good! Bigger push in phones and tape recorder field from Emerson and its Tele-Color division. Emerson Radio has now divorced its phone and recorder sales activity from radio and television sales—putting on a complete separate sales staff under phono-tape sales manager Alvin Busch. It will aim at opening up new outlets (which don't handle television) for its phonographs and recorders. In the same vein, it is trying to strengthen Emerson musical merchandise with existing dealers.

Minnesota Mining is again using a music chain and a department store chain for its 3M-Revere tape cartridge recorder in Minneapolis—St. Paul, as it did in the St. Louis test market. In the Twin Cities, the respective chains—Olson's and Dayton's—are being handled by the three Dayton Department Store outlets and two Schnitt Music Co. stores. Library of 60 pre-recorded cartridges will be available beginning March 12—12 albums from the company of Motown Records, (Chic
go) being added to the 48 Columbia cartridges now available.

MOTION DISPLAY: This novel, battery-operated piece has attracted good sales response for the label's January release and "Swar with Mercury 63" sales plan. The 32-inch high display is a space-saving, moving scene, according to General Manager, merchandising manager of the firm, who designed it. The four-sided unit is printed in two colors, with a message header on top. Two separate manuals will go with the display, but Beverly Shifris, of Mercury's Chicago office staff, shown admiring the unit, does not.

- continued
Some people call it a jukebox. Others call it a phonograph. If you want to get fancy, you can call it a music system, coin-operated.

Call the Rowe AMi coin-operated phonograph what you will, its first and last name is MONEY-MAKER.

That’s because Rowe has all the features you need to make money in any location—and none of the features that limit play.

For example: Three-in-One (200, 160 or 100 selections) programming; self-contained Stereoo Round,* full-width personalization panel; Top Talent Tune display that needs no “double” titles; light, color, motion—salesmanship, in other words; easy-to-read, easy-to-select titles; jumbo keyboard.

And, most important, a realistic price.

Your Rowe AMi Distributor can make it mighty easy for you to get your hands on these money-makers right now. See him soon for the full story.

*Pat. pend.
**Duck Strike Didn’t Faze Gisser**

CLEVELAND—It’s generally expected by those in the coin machine industry that when they arrive at their annual trade convention of the Great East and Gulf Coast duck strike that business as usual would prevail. That was the case for the shutdown, diverted shipments through Canadian ports. Cleveland Coin had only 5.6% of the rate shipments “frozen” in the Port of Cleveland for the duration of the duck shutdown. There were 22 machines labeled for General John J. Van Orsdel, when Gisser had earlier noted a general slowdown at the docks and he juggled his shipments to avoid the build-up of a huge coin machine cargo there.

“It was generally known that the longshoremen were passing up handled and by the way work a few weeks prior to the strike. This meant that the cargos were accumulated and the holding area for the cargo prior to the strike. This meant that the cargos were accumulated and the building up of a huge coin machine cargo there.

Higher Cost

Cleveland Coin contacted exit point outlets at St. John, Canada, and channeled international shipments through that port. The shipping cost from Cleveland to St. John was 85% of the rate to New York (Cleveland to New York rate is $5 to $10 per machine), but Gisser said that it was a question of absorbing higher cost in the main.

In Gisser’s book, a nation that outsells coin as legal tender is the only thing worse than losing coin trade.

He is not at all concerned about the general atmosphere of the protective tariff arrangements and what this will do to the now rich coin machine market in Europe, he said.

Tariff Barriers

“The Continental Market will certainly affect us. In fact, coin distributors of the item completely banned specifically named in tariff barriers. And it is sure that England will soon go to be admitted to the Market,” Gisser said.

The distributor further believes that the net effect of the Continental Market on the industry in the U.S. will be felt in two to five years. “American equipment is still the prestige product over there. We have to five years ahead.”

**Exports Show Another Oct. Dip.**

NEW YORK—United States exports of juke boxes and amusement machines for October, 1962, dropped to a low for the year released this week by the U.S. Department of Commerce. The total marks the second straight October during which U.S. coin machine exports slipped. The last such drop came in October, 1961, when they stood $19,000 higher.

In terms of dollar volume, used juke box and game machine sales fell to $6,570,000 in October from $6,700,000 in the same month last year. The drop came in new juke boxes, which fell off from $1,100,000 were used at $16,000 to 556 units valued at $6,570,000.

The United Kingdom, with total purchases of $382,748, was the best U.S. customer. The previous volumes, U.K. ranked third in the buying list. In October, the U.K. purchased, in addition to Sweden, West Germany and France.

Of this $1,200,000 total, the British bought 234 machines valued at $325,503.

The only possible explanation in the British buying spree is that the Belgians bought complete boxes, while a good portion of the German box are mechanisms, with cabinets, speakers and amplifiers installed in Germany.

**Proposed Arkansas Bill Would Restrict Pinballs.**

LITTLE ROCK — A bill, which would outlaw pinball machine which has characteristics by which it can be “adaptable as a gaming device,” was introduced in the Arkansas Legislature last week by Representative McKennon of Logan County.

The proposed law is House Bill No. 303 and reads as follows:

"A) ACT to Prohibit the Exhibition to Public Use of any so-called "pinball machine," maintaining Physical CharacteristicsWhich Make it Readily Adapted as a Gaming Device, to Provide a Penalty Therefor, and for Other Purposes."

**Coin Machine Exports October, 1962**

<table>
<thead>
<tr>
<th>Country</th>
<th>New Phonographs</th>
<th>Used Phonographs</th>
<th>Assortment Games</th>
<th>Total</th>
</tr>
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<tr>
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<td>$11</td>
<td>$1,575</td>
<td>$62</td>
</tr>
<tr>
<td>Belgium</td>
<td>124</td>
<td>123,175</td>
<td>251</td>
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</tr>
<tr>
<td>France</td>
<td>21</td>
<td>13,214</td>
<td>8</td>
<td>3,051</td>
</tr>
<tr>
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<td>212</td>
<td>126,537</td>
<td>43</td>
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<td>Venezuela</td>
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<tr>
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<td>1</td>
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<td>Switzerland</td>
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<tr>
<td>Finland</td>
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<tr>
<td>Greece</td>
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<td>5,000</td>
<td>16</td>
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</tr>
<tr>
<td>Japan</td>
<td>3</td>
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<td>168,047</td>
<td>156,329</td>
<td>132</td>
<td>116,691</td>
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</tbody>
</table>

**UK Blackball Hampers Europe Coin Trade.**

By OMAH ANDERSON

HAMBURG—France’s blackballing of Britain from European Common Market membership has dealt a hard blow to the entire European coin machine trade. There are serious problems of manufacturers and lending distributors in the Common Market area. A Billboard survey shows general pessimism for the future of the trade. A jape of General Charles de Gaulle’s arbitrary exclusion of the British from the market.

Even French trade figures polled agreed that the General’s blackball has “created difficulties for all of us.”

There is agreement that Britain’s exclusion means: pro-trade sentiment in the Common Market area faces a slowdown which could become a major recession or worse. Foreign (primarily American) investment in Europe will slacken.

A group of European manufacturers invading the North American market now appears remote.

**UK Blackball Hampers Europe Coin Trade.**

LONDON—Europe’s economy has been slowing, leaving the coin machine trade in general to suffer. In Europe, the Benelux countries; it is slowing down in France, and the Italian boom has reached the crest.

This holds even more true for the coin machine trade in these countries. Trade leaders have been counting on the Common Market to continue to grow. This is especially true for the coin machine trade because of the complementarity of the coin machine and these countries’ general economy.

The Continental coin machine market is considerably more capable of gaining from Britain’s entry into the market than does the British trade, although the gain would be extremely small. Continental manufacturers have been optimistic in the anticipation that they would soon have access to the British market on easier trade and tariff terms.

**Bigger Market**

Britain’s entry into the market would have provided a boost to the trade in these countries and thereby stimulated the general Continental trade. At the same time British operators looked forward to having access to Continental (primarily German) equipment at home-market prices.

The promise of this trade stimulus is now gone. Instead, gloom is settling over the trade, which now is left without a cushion against a general slowdown of activity.

Equally ominous to some trade figures is General de Gaulle’s inability to curtail foreign (again primarily U.S.) investment in France and throughout the Common Market generally. General de Gaulle has approached his Common Market partners on the establishment of foreign investment restrictions, complaining that this he has to point to letting the "Anglo-Saxons into the market by the back gate."

**Change Plans**

Whether or not de Gaulle succeeds in getting a general Common Market curb on foreign investment, the climate for such investment is no longer particularly bright. A number of U.S. firms have canceled plans for investment in France and additional concerns, among them several coin machine concerns, are reconsidering plans to invest or increase their investment in the Common Market area.

In the light of General de Gaulle’s current attitude and influence on the course of the Common Market, these coin machine concerns tend to agree with the Seeburg management that the advantages of a completely U.S. based production operation outweigh the disadvantages at the present time in selling to Europe.

By the same token there is no longer any likelihood (however remote it may have been) that the U.S. trade will co-operate in opening the North American market to European producers under a reciprocity formula. The consensus is that while de Gaulle may have advanced the franchise of France by blackballing Britain, he has dealt the coin machine trade a reding blow, most of all American producers who had the most to gain from entry to the British market.
Unemployment Bugs Midwest Ops

By NICK BIR0

CHICAGO—A hike in unemployment is contributing to what normally is a soft late-winter juke box season in the Midwest. Operators traditionally have spotty collections during this period, but this year the situation seems worse than usual.

Heavy layoffs are being felt primarily by patrons of the city's rhythm and blues and honkytonk taverns—all prime juke box locations. Operators are suffering accordingly.

While some neighbors are feeling little effect, others are off as much as 50 per cent from this same period a year ago.

Weather Breaks

It's particularly interesting in that the city's poor weather has finally broken. Last week, temperatures climbed to the 30's and 40's—phenomenal for a city that's been slogged with heavy snows and mercury consistently below the zero mark.

The weather break would normally boost juke box play immediately, but this year the unemployment factor is tempering the situation. Operators are now waiting to see which is the stronger factor. Or, in other words, is the weather good enough to overwhelm the unemployment factor or is the latter going to level everything off?

At Singer One-Stop, Fred Sipiora reports "no really clear picture of outstanding juke box记录—or operators are buying in driblets, a little of a lot of things."

Sipiora noted that in a soft juke box market, disks traditionally start in the retail stores and later are picked up by operators. "Operators like to wait and see what's strong before they'll take a chance."

"South Street," by the Orions on Cameo, started in the stores some two weeks ago and is now starting to go with operators, Sipiora said.

The same holds for "Blame It on the Bossa Nova," by Eydie Gorme on Columbia. Russ DiAngelo at Music Box also mentioned this as a strong operator side.

Teen Disks

Singer is also getting a "pick-up" on "Your Way," by Booth Randolph on Monument. "Alice in Wonderland," by Neil Sedaka on Monument is getting placed primarily in teen locations and is proving though virtually all teen recorded—is "I Got Burned," by Ray Donner on Reprise, said Sipiora.


DiAngelo said that several of his operators told him collections had just picked up. He noted, however, that operators were going into a slow period. Music Box has been enjoying an upward trend—especially to operators—and the store is up over last year.

Seeburg Adds 12 Little LP Albums

CHICAGO—Twelve seven-inch LP albums were added to the Seeburg library this week in the Midwest.

Three tunes to a side, are designed for the new Seeburg LP Console.


Batiller in Trinidad

PORT-OF-Spain, Trinidad, W. Indies—22-year-old former Miami juke box and game operator and executive director of the Miami Amusement Machine Association, is now operating arcades and games in this West Indian city.

Batiller, who signed a one-year contract with the American Record Co., will continue to concentrate on the Trinidad and Tobago market.

Drive-In Restaurants

Spot to Play in Denver

DENVER—Drive-in restaurants which feature enclosed seating areas for those who do not want to dine in the open air, have proved excellent locations for both phonograph and amusement machines according to Modern Music Company here.

At first glance, a drive-in restaurant would appear to have too transient a flow of traffic for a customer to take the time to play a pin game, or a phonograph. However, in an area such as Denver, a very hot weather makes eating in the car less pleasant, most drive-ins have glassed small dining rooms, or table areas which will seat as many as 25 or 30 customers. Here, it has been found that numerous families prefer to "dine and fill up," and will stay an hour or more at a meal. To play pin games or play phonographs in the entire area, the Denver route-operating firm has found, primarily because the stop attracts large numbers of younger patrons from: serving many high school and college students, who have a considerable amount of time to kill.

As anticipated when the location originally set up, there was a small amount of conversation on the part for contest, but this was curtailed by installing a warning sign which prevents car operators in the area of boisterous noise, and likewise reminds customers that they must be actual patrons of Donald's Drive-In in order to use the entertainment facilities.

Because all three of the pin games feature a different type (Continued on page 74)
BIG IN STYLE! BIG IN DESIGN! BIG IN APPEAL!

The Rhapsody 160 is the result of Rock-Ola's World Famous Tradition of Excellence in engineering, unexcelled dependability and quality construction. Elegant Styling, Brilliant Colors, Appealing Design plus Rock-Ola's NEW Exclusive FULL DIMENSIONAL STEREO SOUND captures the patrons' attention and assures complete location satisfaction and maximum earnings.

Model 408 Deluxe Stereo-Monaural Phonograph With Full Dimensional Stereo

SEE THE BIG 3 FOR '63

Rhapsody 160
Capri 100
Capri 100

LOOK TO ROCK-OLA FOR ADVANCED PRODUCTS FOR PROFITS

Rock-Ola Manufacturing Corporation
800 North Kedzie Avenue
Chicago 51, Illinois
Key Industry Powwows
Set for NAV Weekend

By NICK BIRRO

CHICAGO—A series of key bulk vending industry conferences will be held in conjunction with National Vendors Association large annual convention to be held March 28-30 at Chicago's Sheraton.

NAV's board meeting will precede the convention at the Sheraton Wednesday (27) evening. All operators, distributors and manufacturers are invited.

The National Vending Machine Distributors Association has scheduled its luncheon meeting for the first day of the convention, Thursday (28) in the same hotel.

Samuel Eppy and Company, New York charms manufacturer, will also hold a luncheon meeting for its distributors Wednesday (27).

Open Thursday Exhibits will officially open Thursday. The evening will be open for entertainment in the hospitality suites.

NAV is holding luncheon meetings Friday (29) and Saturday (30) and a cocktail party Friday evening. Pleasantries will be wound up with a large banquet and floorshow to be held Saturday evening. All manufacturers exhibiting at the convention will host the affair.

A special ladies' program is under the direction of Sue Polz, ladies' program chairman. Harold Polz is program chairman for the week's convention.

Price Prize
Paul Price, New York charm manufacturer, is giving away a new car. Operators have to be present at the convention to qualify for the drawing.

NAV is also featuring what executive secretary Jane Mason described as a "Mystery" Event. Miss Mason disclosed further details but said it would be an exceptional surprise for the winner.

This year's conclude marks the first time that NAV is offering an operators package deal for the entire convention. Registration of $15 per person, $35 per couple, covers all exhibits and social events.

Guest Speakers
The association also will have several guest speakers covering a wide range of currently important topics. Names will be announced shortly.

Exhibitors signed to date include Paul Price, Karl Guggenheim, Plastic Products, Goliath Specialties, Samuel Eppy, Du Greiner, Gold Medal, Oak Northwestern, Victor Vending.

Tenn. Boosts Tax
On Cigs 2 Cents

NASHVILLE — The Legislature has voted to increase the State tax on cigarettes from 5 cents to 7 cents a pack.

State officials estimate the new tax on cigarettes will produce $7,775,000 in additional revenue per year.

The tax is expected to up the price of cigarettes in vending machines by 1 to 2 cents, with part of the increase going to the location owner.

NVA Supports License Bill
In W. Virginia

CHICAGO — The National Vendors Association is backing a new bill introduced by the West Virginia Senate (S-122) which would revise vending license fees and eliminate discriminatory fees on bulk machines.

NVA counsel Don Mitchell described the bill as a great improvement over the present situation in the State.

Few Bulk Operators
Operators now pay a $5 per-machine fee plus a local fee which in many cases is equal to the State levy. As a consequence, West Virginia has few bulk operators, Mitchell said.

The new bill would eliminate fees on machines that vend for less than 6 cents. Machines vending 25 cents or more would be taxed on a graduated basis.

Operators with less than 20 machines would pay $5 per unit. Those with more machines pay a progressively smaller fee for each machine.

Mitchell noted the bill favors the professional operator, who is not only equipped to offer better service but is in a position to operate a route economically.
DENVER—Continental Music Company here is the only major juke box operation to diversify into bulk vending. Partners Don Akin and Bob Rothenberg operate six-head multiple stands in all outlets of the 35-store Safeway chain in the Denver area.

Machines are placed at the center of each row of check stands and at the exits, with each battery split evenly between 1-cent and 5-cent machines. Standard fill, ball gum, candy mixes and charms are vended.

"We learned from the beginning that a machine would undoubtedly sell well and would probably up collections at every spot, they simply required too much work and effort," Akin said.

"Even where we are already following the policy of exchanging changing heads, the heads are difficult to clean, peanuts are harder to handle, there is more possibility of it all will where taste won't up to par. Consequently, we have simply eliminated peanuts from our operation and find that we get along satisfactorily."

Two-Man Operation

Two routesmen have been hired to service the bulk vending division of Continental Music Company, as well as filling in on other operations with music and games. Two panel trucks are used, operated with patched racks, for carrying full route of exchange heads each morning.

The only exception to the rule of changing a filled head for an empty or partly empty one is in the case of Big Victor 2000 machines which have replaced standard 100-count heads where ball gum is concerned in most stores.

By switching to the big 2000s, Continental has been able to add another product to the stand without increasing the number of machines.

"All of us hate to load the 2000s because of the rocket they make," Akin said, "We pour the ball gum directly from the box into these oversized heads, and it makes a roar of sound exactly like a balloon. Everything comes to a halt in each supermarket when we are carrying out this sort of filling operation."

Standard Contract

Following a standard contract with Safeway stores, Continental is responsible for all maintenance, including cleaning up of machines on location. It was hoped, at first, that clean-up operations by supermarkets would include the machines, but it was soon obvious that no supermarket has enough time or personnel to tend to its own cleaning needs and that no help could be expected from that quarter.

As a result, Akin and Rothenberg have designed an elaborate cleaning kit which does a swift, efficient job of keeping machines eye-appealing, clean and attractive.

While it would easily be possible to extend routes over other Colorado communities, neither Rothenberg nor Akin are interested.

Maintaining a full-sized music and games operation, along with the bulk vending machines, means that expansion is almost totally out of the question. Both men are thoroughly pleased with what they have learned about bulk vending and their unique experience in starting at the top has proved completely profitable.

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**Florida Firm Shifts Plant**

HIALEAH, Fla. — Mar-Tab Vending, operating 2,500 photophone, games, kiddies rides and vending machines from Florida City to West Palm Beach, moved into a 40,000-square-foot building here on May 1.

The new building in Industrial City will have an 8,000-square-foot plant and will probably be the largest headquarters for any operation in the South.

Owner Sol Tabb came here from New York six years ago and bought a 400-piece operation. Today his operation has expanded to the point of six times its original size. Some 54 employees are required to run it.

The new building will include a 1,000-square-foot, a new machine shop and an assembly line for overhauling equipment. Most of the firm's expansion has been in vending.

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Please refer complete information and prices on Northwestern overview. There's nothing better than a new Vending Company, either at local or at Denver for more details.

**The SUPER SIXTY Capsule Vendor**

The ultimate in quality Capsule Merchandising.

Vends any item which can be placed in a capsule.

Each 5c, 10c and 25c.

*With QUICK-TACH at light extra cost.*

**Bitterman & Son**

611 E. 27th Street
Kansas City 2, Missouri

Phone: WA 3-1500

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Please refer complete information and prices on Northwestern overview. There's nothing better than a new Vending Company, either at local or at Denver for more details.

**Florida Firm Slides Into Bulk**

IMMEDIATE DELIVERY

**VICTOR**

**Standard TOPPER**

1c or 5c

For Ball Gum and Charms

Also available for Peanuts and Bulk Snacks.

Packed and ready for fast delivery.

(Member MVMV, Inc.)

GRAFF VENDING SUPPLY CO., INC.

2017 W. Davis Street
Dallas, Texas

**ROCKET OR JUMBO 5c OR 10c ALL CHARMS VENDING**

Entirely new, especially designed items comprise half of our New Jumbo Charm Assortment. The other half is Deluxe Rings which still because of an insert containing an extra prize.

**BE THE FIRST IN YOUR TERRITORY. BIG PROFITS.**

Atlas has the perfect machine for Jumbo Charms. Write for information on how to convert other vendors.

**The PENNY KING Company**

2534 Mifflin St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

**Florida Firm Slides Into Bulk**

IMMEDIATE DELIVERY

**VICTOR**

**Standard TOPPER**

1c or 5c

For Ball Gum and Charms

Also available for Peanuts and Bulk Snacks.

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Please refer complete information and prices on Northwestern overview. There's nothing better than a new Vending Company, either at local or at Denver for more details.
JUKE BOXES TO BE PLACED IN CUNARD SHIPS

LONDON—Juke boxes will be placed in two Cunard passenger steamships now under conversion on Clydebank, Scotland. The juke boxes are to be standard equipment in the passengers' recreation saloons, which incorporate electric bowling alleys, dance floor and refreshment bar. The liners, Cunard and Franconia, are undergoing refitting with an estimated cost of £6 million at John Brown's Shipyard on the Clyde. Both will be on Canadian service. The Cunard liners maiden voyage from Rotterdam on April 8, and the Franconia resumes service in June. One will winter-cruse in the Caribbean.

SFC Earnings Hit Record High

NEW YORK—The SFC Financial Corporation, a diversified financial house which specializes in coin machine paper, last year earned $2,075,156 after federal income taxes of $1,707,000. The 1962 profit was the highest in the history of the firm and it represented the twelfth successive year of increased net profits over the previous year. Earnings per share of common stock jumped from 89 cents in 1961 to 88 cents last year.

The accounts financed and factored totaled $421,000,000. The previous high was $351,000,000 in 1961. Gross receivables were $158,000,000, also a new high. Cash dividends on common stock increased from 59 cents to 60 cents.

PRS Gets Injunction

LONDON—The Performing Right Society, British version of ASCAP, obtained an injunction against E. C. Gireclii, banning further use of his juke box without a PRS license. The defendant, proprietor of Captain Cafe, North London, was ordered to pay costs. The judge granted an inquiry regarding damages.

42 States to See 'Operation Alert'

CHICAGO — The National Automatic Merchandising Association is holding 42 meetings in as many States to kick off its "Operation Alert" program designed to acquaint vending operators with the tobacco-health controversy.

Louis J. Kamman, NAMA president, said that State chairmen have been named in every State to co-ordinate meetings and activities. City chairmen will also be named.

Billboard's 1963 INTERNATIONAL Coin Machine Directory

AND

Who's Who in the Coin Machine World

will be ready for distribution early this spring. We'd like your help in making this publication the most comprehensive coin machine directory ever released.

So if you're a manufacturer, distributor, supplier or officer of a coin machine association, we'd like you to fill out the following questionnaire.

Name  
Title  
Company or Organization  
Address  
Telephone number  

Products made or lines distributed

If you have a photograph available, please send it along with the completed questionnaire. All information received will be included in the International Coin Machine Directory, and photographs of hundreds of coin machine personalities will be included in the Who's Who section.

Mail replies to

Who's Who, Billboard, 1564 Broadway, New York 36, N. Y.
U.K. Authorities Take Dim View Of Vendors, Juke Boxes, Games

By JOHN THOMPSON

LONDON—While a couple of friendly Ministerial voices have been heard this week on the British coin-trade scene, current news also indicates that still too many local and area authorities lead to the view that vending machines, amusement games and juke boxes are immoral, illegal, or louse up the landscape and breach local peace.

The recent Amusement Trades

Exhibition here resulted in boom-style business for exhibitors, according to polled reports returns exceeding eight times A.T.E. output, is consistent. But placing the products, and the operators getting same into play, is subject to diverse decisions by towns and borough elders.

Cheshunt councillors are seeking "legal advice before granting permit to Rose and Crown Inn to install a fruit machine, jockey-box, payover minimum £47. Town Clerk Arthur Gill raised the moral issue liquor to most British columnists: "Is a public house a proper place for these machines to be played?"

Wick township, Scotland, resents its ban on all juke boxes in local cafes last week. Said town official, the Rev. N. Scott, "Juke boxes can be an awful nuisance."

Notwithstanding, opposition from the Chief Constable of Cumbria, R. B. St. Martin, the town elders of Newtown, on the basis of precedent already set, issued a trio of permits to local hotels for gaming amusements with prizes.

The Chief argues that the appropriate Section 24 of the Betting and Gaming Act, 1960, favors amusement arcades, disfavors betting. Where Lewiston, now has seven hotels licensed for approved machines.

Depending municipality, fringe of London, takes the sophisticated view and is issuing permits for amusement machines for period up to three years.

Minister of Housing and Local Government, Sir Keith Joseph, has just allowed an appeal by a Walthamstow (London) hardware firm against town fathers' refusal to allow a parallel vending machine to be sited on the store's forecourt. It has been 16-month hassle, with several local government committees awaiting outcome in order to devise similar applications. The Ministry letter opines that vending machines are "generally accepted features" outside shops and off local no amenities.

Minister of Agriculture Harry West, in an extremely seemingly approved, the trend to more and more coin-vending of merchandise in Britain. Area Marketing Boards will be free to encourage development of green groceries and dairy produce sales through automatic coin vending, he indicated to the House of Commons.

The Post Office, notoriously short on progressive techniques, has launched a stamp and stamp-stationary vending unit at London's Victoria tail terminal. An accompanying unit gives coin change. Intention is to locate similar units in hotels, railway stations, airports, shopping centers, and town hall spots, the GOP reply.

In Skuggnas, a resort town, concluded that public was conscious of "legal, ethical and moral issues" to be resolved in the near future; Sweden's towns and city-owners for bingoo sessions. The matter arose over a request by the local Football Club for use of the Embassy Hall, where meetings are held.

"Neighbours' complaints" of "noise from the cafe juke box excitement" were considered.决定 to the operators his local permit last week. Licensing magistrates frowned upon evidence that the juke box had played at 11.20 p.m.

Lewisham (London) trend to show more liberal leanings toward vending and juke box operators. In the provinces, notably Yorkshire, the largest coin-operators are less forthright with" everything but taverns shut down the first thing on Sunday, permitting heretofore strict local legislators.

Said may open to the dogswatch, and juke box operating restrictions relaxed. It is matter of time, but British youth will have its fink, coin-operated scenes to rock in full measure, eventually.

Dreaming too far experiments with musical sales stimulation. The bulk vending operators are equipping their machines with miniature tape recorders which play tunes when a coin is inserted. In theory the tunes are designed to stimulate patronage for peanuts, bulk vending, and even comics. But in practice the tunes tend to become monotonous and longer and the price higher. Juke box operators contend that the music has been largely ignored, the product takes more, hence the vendors are edging toward outright competition with phonograph operators.

Italian Experiment

TURIN — The Italian state railways is testing the coin-operated cinema boxes on its luxury express trains. Machines are to be installed in lounge cars, and the state railways plans to run advertising trailers for the films. Film library stocks will feature top pop singers. Arrangements are being made to show a flow of films by arrangement with Italian and other film companies from whereby the sound tracks from hit films can be shown almost simultaneously on film boxes. The experiment is being watched by officials of the Trans-European Express, the Trans-European express train combine.

Westast Wins Award

BINGEN, West Germany — Loween-Automaten, the sales arm of NSM coin machine manufacturing firm of Bingen, has

(Continued on page 74)
"TAC"
TACKS UP
A NEW
RECORD
SEEBURG
ORDER!

Signing the contract, I to r: John Elms, Jr., John "Tac" Elms, Sy Wolfe, Bill Adair (Seeburg Sales Vice-President), and Jack Gordon

John "Tac" Elms and John Elms, Jr.

Service Department under the supervision of Warren Volante and Johnny Escude

Dispatching Department under the supervision of Jim Hayes

Record Department—supervised by Joe Caruso—with a library of over a million records
Famous New Orleans operator beats his own industry record—orders 500 Seeburg LP Consoles and 1,066 Stereo Consolettes from Wolfe Distributing Co.

Tac Amusement Company, New Orleans, has now topped its own record of the industry's single biggest order in a decade—5 railway cars of Model AY-160. Now Tac is getting 500 LP Consoles and 1,066 Stereo Consolettes. John "Tac" Elms, celebrating his 30th year as one of the South's most successful independent music operators, makes no bones about how he did it. He gives the greatest credit to the convincing selling power of Seeburg Mobile Demonstration Studio provided by Wolfe Distributing Co. Take it from "Tac"—"When locations can see the LP Console, hear it, and understand its album programming, they know they've got to have it!"
Wurlitzer Green Bay Show Warms Up Ops

GREEN BAY, Wis.—An impromptu trade showing of the newly purchased Wurlitzer drew a surprisingly strong turnout of coinmen here, according to distributor Harry Jacobs Jr., United, Inc. The machine was shown to Fox River Valley coinmen and their key service personnel at the Northland Hotel January 12.

The spur-of-the-moment show was inspired by the severe cold wave and hazardous snows which had slammed attendance at United, Inc.’s Milwaukee show two weeks before.

"We suddenly decided that since we were on the road and a lot of the Green Bay area operators were on our way to Milwaukee we would go up there," explained Harry Jacobs Jr. "So, we reserved a hotel room, shipped a few pieces of equipment and drove up to Green Bay. We got on the phone and made a lot of calls inviting operators to come in to see the new Wurlitzer the next day, I called one operator at 11 o’clock at night to give him an invitation. He came to the hotel and followed us around. Working with Jacobs at the Green Bay unveiling were C. B. Jones, the Wurlitzer field engineer, and Bert Davidson, regional manager.

Beer . . . And

In contrast with the lavish food and refreshment set-up enjoyed by operators who showed up for the "Wurlitzer weekend" in Milwaukee, Jacobs ordered "about $25 worth of cold cuts and a half dozen sandwiches sent up to the room." The plate food and beer were appreciated just as much, he says. And orders written at this ritual show totaled well above any previous Wurlitzer exhibit held outside of the Milwaukee area.

Concludes Jacobs: "This only proves the power of the utilized salesmanship still brings results. If the customers won’t come to you, then you’ve got to go to them."

Plans call for scheduling another Wurlitzer 2700 "instant trade show" sometime in mid-February, to be held for operators in another key area.

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Bills on TV Boosts Coin Pool

NEW YORK—Coin-operated pool table play will be given a huge boost in the arm with the upcoming 13-week, hour-long "Pocket Billiard of Champions" television special to be televised by Peter DeMet Productions.

Joining in on the fun in bowling-boosted play on coin-operated bowls, with television players playing the key roles in the process, the video billiard series is expected to stimulate play in both bowling alleys and pool halls.

Top names will be featured in the series, with Willy Nilly and Sonny Bono demonstrating the shots and Chauncey Crichton doing the narration.

Penn. MOA Launches Drive For New Members in State


Leon Taksen, manager of the AMOA group, said he hopes that all distributors in the State will participate in the drive to build up the membership.

He pointed out that the group is open to all operators in the State and that by joining the state unit, the operator will automatically become a member of the MOA for the same dues.

Plans for the drive were announced at the Pennsylvania group’s February meeting held here last week.

Taksen said his group has been in negotiations with various local groups around the state and is planning to have them join the State association.

Gotham Coinmen Discuss Plans for ’63 UJA Fete

NEW YORK — Members of the Coin Machine Division of the United Jewish Appeal of Greater New York will hold an organizational meeting here on Thursday, (20) to discuss nominations for the 1963 guest of honor.

For the past decade, the industry has selected one of its members to be cited for annual activity and contributions to the philanthropy. Selection of the 1963 guest of honor is expected to be announced within two weeks.

While no date has been set for the fete itself, the fair will probably be held in May.

Irving Holtzman, United East Coast Corporation, was chairman of the organizational meeting. Holtzman was general chairman in 1962 and guest of honor in 1961.

Last year’s guests of honor were Roger Littleford, Billboard, and Joe Orleck, Cash Box.

Attending the Wednesday meeting were Lighthouse in New York, Silver and Nash Gordon, Music Operators of New York; Max Weiss, representing the coin operators; Carl Pavesi, Westchester Operators Guild; Meyer Parkoff, Atlantic-New York; Abe Lipka, Lipka Distributors; Hal Cook and Aaron Serafied, Billboard; Harold Kaufman, Musical Distributors, and George Nemozoff, UJA.
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.
- Summary of juke box and game operating conditions throughout the world.
- Machines in operation by type and numbers.
- Legal restrictions, import regulations, duties and tariffs.
- Top juke box record hits.
- Programming trends.
- Country by Country listing of U. S. and International juke box and amusement machine manufacturers and distributors.
- International Air Freight Carriers.
- U.S. Cigarette and Cigar Machine Manufacturers.
- U.S. Coin Machine Part Suppliers.
- Coin Machine Trade Associations, by country, for the world.

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 offices with photographs and a complete list of the officers of the corporation.
- From distributors we want the complete address and telephone number, name of the principal, time carried and branch office locations.
- From operators associations we want photographs of offices and current addresses.
- From suppliers we want a list of products carried.

Don't Miss the First Annual International Coin Machine Directory. Reserve your space now.

Another Industry Service From

Billboard

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!

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, exporters and importers.
- U.S. and International juke box and amusement machine operators.
- U.S. and International phonograph record manufacturers.
- U.S. and International vending machine manufacturers.
- Trade Associations, U.S. & International.
- Distribution at trade conventions, U.S. and Internationally.
- Commercial Attachés of foreign governments throughout the world.

This is just a partial listing of the important buying influences that will automatically receive copies of this publication.
Bay State Coinmen Gird Forces for New Tax Fight

BOSTON — Massachusetts coinmen are again marshaling forces to withstand an attempt by the State to impose a graduated tax on all coin-operated machines which are believed to total some $200,000.

Gov. Endicott Peabody is being urged to revise the plan proposed by former Gov. John Volpe to raise an estimated $8 million. The big problem facing the Legislature is an urgent demand for a pay increase for all State workers. The coin machine tax is considered a "painless" method of raising the money.

The tax plan proposed by Volpe met such strong opposition from the industry that he decided to let it die. Only recently vending operators filed a measure proposing to place a nominal fee on themselves in the hope of warding off a heavier tax plan. They also suggested that food vending machines be policed by the Department of Public Health rather than by the Division of Standards.

Volpe's proposal would have placed the regulation of all vending machines, including laundromats and amusement devices in the Division of Standards, which has experience in protecting the consumer against the use of fraudulent measuring devices.

While a decision on the overall State tax bill is being awaited, the food vending bill would be held up by the House Committee on Ways and Means. It has already been approved by the Committee on Public Health.

St. Loo Site Of Rock-Ola Dual Meet

ST. LOUIS—Some 60 vending operators attended a Rock-Ola dual meeting, featuring a service school and preview of the firm's new model coffee machine here and in Kansas City last week.

A two-day service school was held by DeHart McGrady, Rock-Ola IV's senior field service engineer at the Diplomat Hotel in St. Louis. Later in the week, a unveiling of the new machine was held at the Prom Motor Inn in Kansas City.

Frank Q. Doyle, Rock-Ola vice-president and sales manager of vending, and George Gruebert, regional manager for the St. Louis area, were hosts for the sessions.

Doyle described response as "exceptionally fine" and noted that Rock-Ola was getting increased acceptance for its machines because of their reliability and versatility.

MINNEAPOLIS — A bill to prohibit the sale of cigarettes by vending machines has been introduced in the Minnesota State Legislature in what its sponsors claim would be a control on smoking by teenagers.

The bill, proposed by three Twin City State representatives, including a school teacher, would amend the existing law prohibiting sale of tobacco products to teenagers, by adding the following additional ban on vending machines:

"It is unlawful for any person to sell or display for sale cigarettes, cigars and tobacco in any form by means of a vending machine in any place of business which persons under 18 are permitted by law to patronize." Penalties would be the same as those of the existing law: a fine not to exceed $50 or imprisonment for not more than 30 days.

A similar measure introduced at the last session, two years ago, was defeated.

Also, efforts last year to a banning ordinance in the Minneapois suburb of Robbinsdale were defeated, after vending spokesmen pointed out that the problem of teen-age smoking is primarily a parental responsibility that cannot be shifted to any legal body.

Bud Friederman, general manager, Pioneer Distributing Company, local vending firm, called the proposed bill just another attempt to shift that responsibility.

Friederman also noted that vending machines, over-all, constitute only about 16 per cent of all cigarette sales, and that the bulk of this buying is done in taverns, plants and other areas, where minors normally are not present.

In addition, he said, minors probably will not buy at vending machines anyway, since machine prices are usually higher than over-the-counter cigarette prices, which, he added, are readily available to minors.
BOSTON BRIEFS
Phil Swarts of International Vending Corporation has had two recent heart attacks and is now at his home in Brookline convalescing... Bob Jones of Redd Distributing Company and David J. Baker of Melo-Tone Vending COMPANY, both of Chicago, for discussions with Seeburg bigwigs. ... Several changes have been effected at Melo-Tone's new Somerville plant. With the firm's co-founder, Bradford Oger, long-time employee, has been promoted to supervisor of cigarette sales. Jack Kuehne has taken over the position of director of public relations and sales.

COINMEN IN THE NEWS

CINNABAR MANUFACTURERS

Complete two U.S.A. machines: 2500, 2504, 2510.

BOB L. OLLMAN

MILWAUKEE—Here's a sure-fire tip to local and state Jake box association program men hunting ways to improve meeting attendance: call on amusement manufacturers and distributors to conduct an open school service after meetings. The schools are put on immediately following regular association business meeting.

This technique has been working out very well for the Milwaukee Phonograph Operators Association. It makes everyone happy. The association officers are gratified by the normal attendance at the business meetings.

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Distributors help insure strong turnouts for their programs by hosting the public in the lobby, at the counter, in the territory. And the distributors also help alleviate the association's financial situation by popping for a midnight snack and a pony of beer at the conclusion of the session.

The Milwaukee Phonograph Operators Association has already held two of these combination business, school and service schools. Both met with "considerable success." reports association president Bill Martling, Distributors Company. "It helps keep our members and their service workers up to date on all the latest equipment. And a combination meeting-school sessions following the business service, we can get information from them on new and improved equipment," said Bill Martling.

Distributors have been encouraged by this association's success. "We are able to meet a lot of operators who are normally seen," according to Orville Carnitz, Badger Novelty Company sales boss. "And we were also happy to be able to do something tangible to help support the association.

Other to Follow

Dates have not been arranged as yet for other distributors' service schools. According to association program chairman Arnold Jost, Arnold's Coin Machine Company. But both the AMI and Seeburg regional sales managers in the Milwaukee area are cooperating with the group and are expected to fall in line for future programs.

The Rock-Ola service school meeting attracted coinmen from as far as 100 miles distant. Jack Burrawall, Rock-Ola field engineer, Chicago, handled the session. He was accompanied by Lester C. Riek, also Chicago, Rock-Ola Midwestern regional sales manager.


Out-of-towners were: Stanley Lea, Abrams; Elmer Schmidt, Hilbert; Clarence Sinosow, Portage; Ray Rowan, Montana; Harvey Models, Los Angeles; Duane Johnson, Chicago; Peter Schmidt, Gus Brown, Chicago; Harvey Horvath and Bob Gronowski, Red's Novelty Company.

For complete lists of coinmen.

Send for Complete Lists

ARCADE—GAMES BINGOS—RIDES MUSIC, etc.

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Midway Shooting Gallery
Budget $1500
Exedra Manicshuffle Shuttle $40
Chinese Manicshuffle Shuffle $40
Walls Tilt-Yo-Yo $15
Wall Tilt-A-Tilt $15
Cigarette Vendor $15

PHONES

Wurlitzer 300 500 $15
Wurlitzer 300, 320, 3210, $1300
Wurlitzer 200, 2100 $500
Wurlitzer 150, 1500 $350
Exedra Manicshuffle $150
Exedra Manicshuffle $100

CIGARETTE VENDORS

Seeburg, 8 column $175
Barrett, 22 columns $45

LEW JONES

Exclusive Distributors
1301 N. Capitol Ave. 329 W. Main St.
Indianapolis, Ind.

G. A. Mercandetti

1103 S. Tennessee Ave.

BILLY BOWERS

Lejos Distributing Co.

1301 N. Capitol Ave. 329 W. Main St.
Indianapolis, Ind.

C. A. Mercandetti

(0.37").

BRANCH OF BOWIE, IOWA, TELEPHONE: WAKING 6-6005

BILLBOARD 73

Copyrighted material
Duck Strike Didn’t Faze Gisser

Continued from page 61

in machine development. The European market will be a matter of our prestige machines taxed high versus slightly inferior European equipment priced lower,” he explained.

Far East

Gisser revealed that his plans were to concentrate exports in countries outside the Common Market block. He sees a great

Fred Walker Out For Four Weeks

LONDON—Fred Walker, senior partner of Ruffer & Walker, joke box and amusement machine distributor, London, has been put out of circulation with a virus chest complaint.

He blames his ailment largely upon the icy interior of London’s Royal Horticultural Hall during the Amusement Trades Exhibition recently.

He is expected to be recuperating four weeks. Cheering him notwithstanding is the high volume orders booked during and because of the A.T.E.

AI Denver Honored

NEW YORK — Al Denver, president of the Music Operators of New York, will be honored March 14 at the American Hotel by the United Jewish Appeal of Greater New York. Denver, who was one of the founders of the organization 25 years ago, will be cited for his quarter century of service in behalf of the philanthropy.

world-wide market ahead. He considers the Far East one of the most important markets today.

“Far Eastern countries are buying in lots of 50 and 100 machines in a market that didn’t exist one year ago. This week we are filling an order from Japan for 200 ball punch venders,” said Gisser. “Some of the newly formed nations in Africa are beginning to buy big too. They want to be as modern as we are as fast as possible. Automatic merchandising continues highly civilized, highly modern culture to them.

He also said that South American countries are liberalizing their thinking about coin machines and new markets are opening up almost weekly.

Name Change

Last fall the firm changed its name to Cleveland Coin International in deference to its world-wide operations. Gisser believes that his concern has outgrown its original name, Cleveland Coin Machine Exchange.

Launched in 1937, the firm sells every sort of coin-operated machine. Started in the rear of a piano store with a total of three persons, the company, the daily employs 35, occupies 35,000 square feet and does business everywhere in the world—even in Fagro, Samoa.

It has many fires. It sold the first joke box to Greece nearly 10 years ago; it was one of the first distributors to make extensive use of air deliveries in 1961. And it may have set an industry record when it shipped nearly 300 machines to 10 countries in 10 days in 1960.

EUROPEAN NEWS BRIEFS

Continued from page 67

awarded its golden sales medalion to the firm of Westav of Rotthelhohen for the third straight year. Second place award for selling the largest volume of Loewen products went to the Krakuth firm of Globus Automaten. Erich Schmeider of Hamburg was third and the Stuttgart firm of Ed Kuepper fourth. Loewen’s principal products are the Fanfare joke box, the mint series of paws and Bally games, for which it is the West German general importer.

Bally currently accounts for a major share of Loewen’s gross sales and the Bally Big 7 Medallion is one of the largest selling games in West Germany at the moment.

Drive-In Restaurants

Continued from page 62

point in the State, says Harry Jacobs Jr.

On Hand

Operators and personnel included: Joe Bion, Shawnan; Denver Wright, Wright Music Company, Wausau; Herb Tonell, Cigarette Service, Appleton; Neilson Tompkins, Manitowoc; Ray Jenner, Jenner Amusement Company, Wausau; Don Stowe, Amusement Enterprises, Oshkosh; Val Andrews, Fond du Lac, and Elmer Schmitte, Hilbert.

Green Bay operators in attendance: Al Dordan, Dordan Sales; Harry Dauel, Union Sales; Ed Malcore and Art Weilger.

TWO FOR TWO MARVEL DAY

CHICAGO—It was a doubleheader last week at Marvel Manufacturing Company, Estelle Byke started things off with a big whoop when her daughter, Laura Lee Anderson, gave birth to a girl in Los Angeles, Estelle bid goodbye to her sons, Ted Rubey, and took off for the Coast leaving Ted with all the work. Later in the afternoon, Ted got a call to find out his own daughter, Helene Warden, also gave birth to a daughter here in Chicago. Ted left the office and the work is still piled up at Billboard press time, both grandchildren, the four parents, and all the grandparents were doing nicely.

Proposed Ark. Bill

Continued from page 61

sundollars) and not more than $500 (five hundred dollars).” The last part, copied verbatim from the bill, appears to be a transposed error, and is probably intended to read not less than $500 nor more than $1,000. Note that the wording of the bill would hold the location owner responsible. A report will be made later on whether the bill passes or is defeated.

Mel’s Coin Machine Company; Clint and Roger Bookheater, Bookheater Sales; William Juhoks, William Juhoks Company; George Frost and Ray Lenkites, H. & L. Sales, and Joe Hallada and Joe Hallada Jr., Hallada Coin Machine Company.
EARNINGS prove Wurlitzer has it

The fabulous Wurlitzer 2700 is now "on location" in all parts of the country. Everywhere the story is the same. For beauty, for stereophonic sound, for a real solid array of meaningful features that pay off in the cash box, WURLITZER HAS THE WINNER.

Test a Wurlitzer 2700 with the Ten Top Tunes feature anywhere on your route. You'll share the opinion of all Wurlizer operators... this is the Greatest Money-Maker of Them All!

YOUR WURLITZER DISTRIBUTOR CAN PROVE IT

WURLITZER 2700
200 AND 100 SELECTIONS

THE WURLITZER COMPANY/NORTH TONAWANDA, N.Y.

107 Years of Musical Experience
Photo Gallery of Newsmakers

Visit: N. Meah, of Nippon Victor, caught on recent trip through Europe. He visits Philips Phonograph Industries central office and says "sells" to Dutch composer-conductor leader, M. Melando, left, whom tups LP, especially designed for the Japanese market, hit big there.

Vienna: STOP. French TV star and shamanette Juliette Greco, seen here with Klaus Bornemis and Billboard man Fred Zeller during Vienna stopover, where she had two concerts. She is on route to U. S. and Broadway concert performances.

Duke in Munich: Duke Ellington hit Munich on a world tour and performance was a 3,000-seat sellout. One critic said the raw told the "precision of a symphony orchestra."

New Pitch: Dodger righthander Don Drysdale, baseball's highest-paid pitcher, will make more, they say, at Reps on, after first season, here. He is at first session with A.G.A. man James Dawe, producer of the disk.

Standing for Twist: Buddy Greco, his Epic album is "Soft and Deadly!" gather Arnold Palmer twist lessons, Robert Green in Palm Springs. Green's adjourns say he is one of showbiz bear gaffers.

Connie Too: Among the girls to be seen following boys is MGM's picture, "Follow the Boys." is record ann's Connie Francis (second from right). Other girls following boys are Puffy Prentice, Janis Paige and Danny Robin.

Hectic Day: Executives at Peter Pan Records found themselves with maximum amount of distraction during signing of the Three Stooges to record contract. Besides the boys, an hand were, left to right: Ralph Goldl, head of sales; Solna Robby, Peter Pan a.G.A. rep, and Ira L. Mass, executive vice-president of Ambassador Record Corporation.

Trip: Play: Hugo (Pavolli) and Luigi (Creatore) and Sergio Trenchi Sater to playback of the chart-breaking teen's new RCA Victor single, "The Good Life," produced by M. & L. Trenchi's second Victor LP, "Our Man from Italy," hit lists within two weeks of release.

Way Out West: Danny Zeiler, newly named promotion manager for Independent Music Sales, San Fransico, gets congratulations from Paul McElmee, manager of the West Coast operation.

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Photo: From two-year Army hitch, singer-composer Jerry Keller here signs exclusive Carol Record contract with A.R. mom, Dick Jacobs, where. Looking on is Bill Draven, general manager of Northern Music, label's publishing company, under whose auspices Keller also is signed as writer.

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