**Dynagroove Bombshell May Spark Industry Race in Sales and Sound**

**NEW YORK — Decca Records has opened a company-owned branch in the Miami area for the first time. The new Decca outlet takes the place of Boarding Station, which had been a Decca rep in Miami for some time. Sydney Goldberg, vice-president in charge of sales, made the announcement and said the move was made at the request of Brooke, which had developed a concentration of non-music products to distribute over the last few years.**

**Leading up the new Florida operation is Bert Jones, former Birmingham sales manager from 1951 to 1959 and resident sales rep in Birmingham since the consolidation of the Atlantic and Birmingham branches. Meanwhile, in Miami, Manny Brookemeyer, head of Brooke Distributors, said he is leaving the company for a new job in California. He will continue to handle equipment on sales levels, particularly FM phonos and components, on both radio and TV and Eenson TV. At one time, the Brooke record was known as Record Distributors, handled not only Decca and Coral but also**

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**PABLO CASALS SUES EVEREST**

**HOLLYWOOD — Concert violinist Pablo Casals last week filed a $200,000 damage suit and called for an injunction against Everest Records, claiming the label has released his recording of "The Dvorak Cello Concerto" without authorization. Murray Cohen, Everest's vice-president and general manager, said the recording in question had been turned over to Everest by its former owners, Belock Instrument Corporation, indicating the label had rights to the recording.**

---

**MOA Finally Makes Up Mind: Convention in Fall**

**CHICAGO — Music Operators of America ended months of speculation last week when it announced it would hold its annual convention September 4-6 at Chicago's Morrison Hotel. The dates are just prior to the giant National Association of Merchandising Association's major vending equipment show in the same city, September 7-10. The prominence of the two dates is expected to be a big boost for MOA attendance. MOA had no comment on exhibits, but the favorable convention date, coupled with its expected impact on attendance, is considered a good omen. J. Harry Snodgrass, MOA president, told Billboard that the exhibiters made "an accommodation, but he was sure they were "interested in exhibiting with a strong national association."**

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**SPECIAL IN THIS ISSUE:**

The Record Rack Convention: NARM Meets in San Francisco (See Page 10)

Dealer Profit Opportunities In Tape & Tape Recorders (Starts on Page 51)

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**FOR A STATEMENT ABOUT SOUND BY THE RADIO CORPORATION OF AMERICA WHICH CHALLENGES THE ENTIRE RECORDING INDUSTRY... SEE PAGE 59**
THREE FOR THE MONEY!

H. B. BARNUM
"TAKE ME OUT TO THE BALL GAME"
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HANK LOCKLIN
"BEHIND THE FOOTLIGHTS"
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"THE GUITAR PLAYER"
8154
C/w "BAD NEWS"

WATCH 'EM RACE TO THE TOP!
ORDER NOW!

RCA VICTOR
THE MOST TRUSTED NAME IN SOUND
Columbia Blasts It As 'Backward Step'

NEW YORK—In what he himself termed an unprecedented press conference, Columbia Records President Goddard Lieberson on Thursday (28) denounced RCA Victor’s new Dynagroove as a "called system" that "represents not a forward step in our industry, but a backward step, because it is a step away from the faithful reproduction of the artist’s performance.

Lieberson read a statement which, as consisting of "omissions" part of which we discarded 12 years ago, another part of which we discarded two years ago." He charged that RCA Victor has "sold the public easily could do: provide records which might seem pristine as far as extraneous sounds are concerned, if we were to limit the recorded sound to minimal colorations and minimum timbre, which is to say limiting dynamic range and frequency response.

Lieberson also stated, during a question session, that Command Records, among some other labels, has proposed disc technology with "quite a reduction in dynamic range" in producing its highly touted sound.

The Columbia president also made the strong mark of the public probably won’t hear the difference in the missing "the missing" as he had suggested that the situation was completely artificial. He also declared a "laydown of blank" on top of blue, in that even though you charge an extra nickel and has on effect on one’s favoring the final product.

Continued on page 5

MAREK SAYS:
Dynagroove Result of 3 Years Restudying

NEW YORK — The "tunings" of the Dynagroove recording process are the steps taken at the recording session to secure the "right" in the tape, while the "heart" of the system is the new technique itself on the transfer steps. That’s the way George Marek, RCA Victor v-p and general manager of the RCA Victor Division, told newsmen at a press conference that RCA Victor is working on a new system and how he described it as a newsbreak.

One of the key decisions was the use of three tracks of tape at 30 inches per second, "twice the normal recording speed. Another consideration had considered using 35mm, film, which has gained a substantial following as an improved means of recording sound. Marek revealed a few months ago, "Madame Butterfly" in RCA’s Rome studies, recordings were made at the 35mm, film, and tape at both 30 and 15 and 10 inches per second. A "minimum German" executives found speed tapes, makes an even better sound.

Marek emphasized that Dynagroove is in the midst of a complete test for nearly three years of all phases of record production before the system is finished product. Three new devices were designed and built and massed in the RCA plant and procedures necessary for the fullfillment of the new system.

Overload Indicator

A "Recording Overload Inhibitor" is employed to guard against unwanted waves when maximum sound level is reached so that the overload can be tracked accurately without overload. The "Equalization Equalizer" gives the final master tape the quality and characteristics for the best performance.

Continued on page 9

See Victor Bombshell Sparking Sales Race

• Continued from page 1

SOU’ GRAPE’S, SAYS MAREK

NEW YORK—Asked to comment on the Goddard Lieberon press conference, RCA chief George Marek told Billboard: "In giving this statement measured in decibels of anguish, suggests Columbia’s charges that Dynagroove disks had reduced highs and lows. Said that on the contrary, he said, "Dalolograule"

And to an engineering analyst RCA Victor asked about Columbia’s charges that Dynagroove disks had reduced highs and lows, said that on the contrary, he said, "Dalolograule"

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Marek also denied that RCA Victor is using a tape for "trade label” as a result of the Columbia press conference.

AND SO THE HATFIELDS
& Mccoys RIDE AGAIN

NEW YORK—The startling move made by Columbia Records this week in calling a press conference to denounce the latest RCA Victor releases as "no improvement or regret" between the two rivals.

RCA Victor, along with two firms and their parent corporations, Columbia Broadcasting System and the Radio Corporation of America, have engaged in many a bitter duel. Strangely enough, the make-up of the two companies was sold to the Columbia side in the current round.

Among the big disputants in recent years have been the struggles over the RCA Victor releases as "no improvement or regret" between the two rivals.

Oddly, in the last named struggle, the positions of the companies were exactly reversed. Columbia, now an advocate of purity of sound, had gained the upper hand in RCA Victor, was the company that "thought" that time when its compatible stereo disk, which could also be played on mono machines, was denounced as a commercially expedient device which technically was deficient in the high and low frequencies.

Some Marketing Facts

NEW YORK — Basic facts pertinent to the marketing of RCA Victor LPs are included in the following, according to RCA Victor:

• No special equipment is needed to play Dynagroove records.
• The improvement in the final product is evident in mono as well as stereo LPs.
• Prices are identical with previous LP releases.

• The improvement over previous sound is evident on any quality LP from the $100 level upward.
• Dealer equipment includes a major window display, a stereo 10-bin rack and a four-page consumer booklet on the process.
• Older masters may eventually have some of the Dynagroove process applied, from the tape transfer stage on.

Comparative Test a Grabber

NEW YORK — Unquestionably, the most intriguing aspect of the introduction of the new RCA Victor records by RCA Victor was the comparative demonstration at Princeton, in which the new records were played in conjunction with comparable competitive product.

And in its RCA Victor was never identified by name or label, but merely were termed "different types of transducer," or "transitional." As RCA Victor, administrator of Red Seal Audio Co-Ordination, conducted the classical demonstration. First, he played Ravel’s "La Valse" from a performance which knowledgeable listeners recognized as that conducted for Command by Durr. Compressors from the new RCA Victor release feature Charles Munch and the Boston Symphony also played.

Mahler’s Symphony No. 3, from wax master recorded on Columbia conducted by Bruno Walter, was also played on the new Victor release under Erich Leinsdorf. A quiet passage in the Durr-Rahn, in RCA Victor’s album, "New Thresholds in Sound." To win the comparison, but an RCA Victor pop LPs were experted: Dick Sc潼’s "Superbuck" album, and "The Cascading Vortex" by the Hugo and Clorus.

On the pop side, the demo was taken over by Arliss and Jack. The tapes were recorded by five artists, from what he called probably the most important LPs of all time — Command’s "Stereo 3mm" LP's. From the "Superbuck," was used, followed by an orchestra almost as well as RCA Victor’s "500" and Rahn, in RCA Victor’s album, "500 New Thresholds in Sound." To win the comparison, but an RCA Victor pop LPs were experted: Dick Sc潼’s "Superbuck" album, and "The Cascading Vortex" by the Hugo and Clorus.

Continued on page 3
Background Authors Seek Hike

By MILDRED HALL

WASHINGTON — A strong stand is shaping up to provide better pay for performances of TV background music. The move is being supported by the pooled income of the American Society of Composers, Authors and Publishers, or ASCAP, which licenses the performances.

Justice Department is believed to favor the changes in distribution recently requested by a number of ASCAP's high-ranking members under the terms of ASCAP's bylaws. Both petitioners claim that a "dissimilar small fraction" of ASCAP revenue is being "constituted the major source of the TV license fees being returned around $20 million annually." Petitioners ask that all background music be measured equally for credits, on the same basis and the number of performances, without present "weighting" in favor of popular standards used in background music.

The background music problem is presently before Judge John A. McGeechan, the monitor in the 1962 settlement of the ASCAP distribution under its amended 1960 Consent Decree. The petitioners' recommendations to Judge Sylvester B. Ryan, federal judge in the District Court of New York, who has jurisdiction over ASCAP deci
dence, is due from the Justice Department. The time this issue of Billboard goes to press — and from ASCAP's legal representatives, Arthur H. Dean and Herman F. Parnes.

Judging by past comment, the Justice Department would strongly support a revision of the ASCAP credit formula to provide a fairer pay scale for what has been termed the heaviest single source of revenue in the licensed music groups. Judge McGeechan is also believed sympathetic to the need for adjustment.

Equal Credit Sought

The ASCAP petitioners would give all background music equal credit for equal use, regardless of the group or type of background as posed as background for TV film, radio, television programming, or is a popular standard used in the same way for the same time.

Justice Department in 1960 felt some uneasiness with the tight background music pay formula, which was worked out to conform to par standards (so-called "feature" music, "tomato," music with a background of feature performances). Justice Department accepted this arrangement in order to achieve agreement on the formula. Judge McGeechan has stated that he believes a "contemporary" re-evaluation of ASCAP's distribution formula is necessary to fairness in the marketplace. Lawyers Zissu, Marcus and Stein, New York attorney attorneys are represented by 132 writers of background music who include: Ludmilla Mathis, David S método, Robert Armbrecht, Andre Previn, Meredith Wilson and Douglas Haverty. The petitioning attorneys say that when ASCAP's rate-setting work is used even "freely" as background, it can receive the same royalty as "theme" background music used for a full three minutes.

Strong Battle

A good segment of ASCAP members can be expected to put up a strong fight against any change in weighting background music pay scale. It's a battle of livelihoods, and always has believed.

that "feature" or "qualifying" tunes of popular standard types, are intrinsically of greater worth, and therefore receive a higher credit than anything the background music composer has to offer.

If the situation develops, it may cast into disarray the over- head of the decade within a com- paratively short span of years. If the discrepancy between the intake for background music and ASCAP's payment to composers becomes so glaring as to rate financial recognition by the public interest.

This may be illustrated at this time by a picture of the case. Should Judge Ryan open the ASCAP's initial and grant Judge McGeechan the petitioners that background music payment is unfair under the decree, he may urge ASCAP's legal representa
tives to try for a compromise from the opponent. And it is also felt here that the ASCAP representatives would not want a head-on clash with Judge Ryan.

Inside Matter

The compromise would have to be effected within ASCAP. Judge Ryan has declared that he cannot authorize any piec
cess changes in ASCAP's administration of both ASCAP and Justice, the two organizations under the same decree. If a court hearing were to result, Judge Ryan could either stage an en
dorsement of ASCAP's representatives on the background music issue—or declare it his opinion that the decade no longer served the public interest.

The petitioning with Judge McGeechan asks that ASCAP provide for the breakdown on the last fiscal revenue total, according to how much is earned by TV sounds for music for network, non-network, syndi
cated and filmed programming, and how much is taken in by use of the so-called "feature" and "qualifying" tunes used in back
ground music.

The attorneys ask that the breakdown be adjusted to what it would have been if the sur
cellaneous performance took place in the year 1962. They expect to show that non-qualifying, non-feature background music makes up the bulk of music used on TV today—but ASCAP credits them with only a frac
tion of that given the standards tunes used in the same manner, and for far shorter periods of time.

The petition points out an irony in ASCAP's treatment of "serious" music used as background. ASCAP has re
duced downwards the need for feature performance needed to put serious music in the higher credit. This means that skilled and high
toned music used on TV background, who are also composers of "serious" mu
sic, receive no benefits of standards. Their ranks include Bernstein, Copland, Blitstein, Chouinard and Kurt Weill, among others.

Mathis Slapping Case Postponed

BOSTON — The assault case against Johnny Mathis who is accused of slapping a woman at a concert while fulfilling an en
gagement at Bimini's here, was continued until March 11. Carol Repucci of Reverse charged Mathis with slapping her when she tried to take his pic
ture on February 16 at the night spot. Mathis pleaded innocent to the charge and was freed in $200 bail.

At this week's hearing Miss Ren
ty may do it after all

NEW YORK—Tom Wilson, of ASCAP, appeared at the NARAS-NYSEM seminar to predict that a great many "unusual" jazz albums are apt to be on the way shortly. "Something like the famous Miles Davis album, "Fungus," is what we expect are: "The Jazz Sound of World War III, ""Blues for the Common Market" and "My Son the President Walks Right into the Dig the Boss Nova Limbo.""

Wooford Cancels

CHICAGO — The Mercury classical sales director, John R. Wooford, left the company this week to start his own classical and sales promotion direction company for new labels. He had been chief of the company prior to that he was manager of the Louisville and Baltimore symphony orchestras.

Fair Trade Rooters

Keep Watchful Eye

On Congress Bills

WASHINGTON—Record dealers rooting for passage of Fair Trade legislation—now called "Quality Stabilization"—will watch the progress of a spate of bills in both House and Senate which have the Fair Trade Committee on both sides of the House.

The various bills would allow manufacturers of trade-name items to set re-sale price on re
tail selling of their products, and some would outlaw loss-leader sales or price cuts for sales of brand products.

The legislation is introduced in every Congress and retailers hope to retailers hard-pressed by discount selling. The Federal Trade Commis

Fair Trade Committee and the Justice Department—who in effect speak for the President on this issue—consis
tently oppose such legislation as being price fixing, and contrary to the antitrust laws.

In this session, some strong political pressure is mounted to push through the House of Commis

mee Committee, who succeed
d in putting a Quality Stabilization bill through his own com

mee and even through the

The lack of a court rent because of an attack of influ

ence. The case was continued to the March 11 date. Mathis is in Miami Beach for a singing engagement.

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Columbia V-P. Post To Schuyler Chapin

NEW YORK — Schuyler Chapin, who is taking leave as Columbia’s vice president, creative services, for Columbia Records, according to Columbia President Hyatt and Lieberson.

This has been vacated since the resignation last year of Deborah Ishlin. The new appointment becomes effective at once.

Until now, Chapin has served as vice president, merchandising, of the RCA Victor. He joined the firm in 1959 as executive coordinator of Master- sales, a position he had been associated with Columbia, Chapin had been associated with Columbia Records under Lieberson.

Chapin’s resignation is due to the resignation of Deborah Ishlin. The new appointment becomes effective at once.

Assuming Chapin’s former role as masterwork & director, director of the sales organization, the latter is to hold the post of record after 16 years as Midland, a post he has held since joining the the Hamptons and Administrator of the Hamptons Music Center. He was the author of many articles on music in various periodicals and newspapers.

Reporting directly to Chapin in his new post, will be: Dale Cato, director of art and design, and Morris Baustian, director of advertising and sales promotion. He said he was impressed with the efficiency of the RCA Victor and the coordination of the departments.

The RCA Victor, he said, is that (a) Victor’s “so-called innovation in consumer electronics” (b) it introduces electronic limitations to the production of sound, and (c) the consumer may not be able to realize it.

He also said that this is something which our industry has not been able to do without hearing the record.

Mr. Zlatich and Mr. Peter Wright head the back-end committee.

Sam Phillips Close to Mercury Deal

**Continued from page 1**

speaking, I feel that the business is going to have to consolidate. The big companies that have the only ones that can do an effective job of distribution and all that are going to win.

The distribution is going to be won by the big companies, while the creative aspects will be in the hands of independent producers or smaller labels. It’s not going to play in the big labels or the smaller labels.

The production of the smaller labels only.

Phillips would continue recording these artists, and under the proposed Mercury arrangement would have an increased opportunity to develop other artists as well. In its turn, Phillips would be going to be getting a cut of the distribution, promotion and advertising. It is also understood that the deal would involve several guarantees for the Sun Phillips, through the worldwide Mercury parent organization, Phillips Photographic Industry, with headquarters in Berchem, the Netherlands.

Not New Idea

The trend toward big labels taking over or being taken over by smaller labels is not entirely new, though this would be the first plunge of a sustained nature for the National. In this, RCA and United Artists are the major players.

The so-called London group, the American wing of London Records, actively handles distribution for more than a score of independent producers. Last fall a similar move occurred between Ace Records and Vee Jay. At the same time, Ace Records and Vee Jay, under the Ace label, released a number of records and products.

Mercury picture is that the Philips interests have received an inquiry from Vee Jay about the Copyright Office in Washington to obtain exclusive use of the name Phillips for label identification purposes in the United States. The firm has rights to the name in many countries throughout the world, but was not forthcoming in several areas.

Sam Phillips had already acquired the name of the foreign firm aquire Mercury and concurrently several releases under the Philips title here.
Introducing:
Miss Lynn Gold

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Dmitri Kabalevsky

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WIRE, WRITE, OR PHONE YOUR DISTRIBUTOR NOW
FTC Ends Coast Hearings; Reopens in N. Y. Next Week

Continued from page 1

until 7:40 that evening, when the hearings were adjourned.

Solomon Testifies
Solomon, under examination by FTC's Needelman, testified that his Jinks Record Club is closing its operation. The government also tried to prove that a number of labels had supplied product to Solomon's club at the outset but stopped doing so after these labels concluded deals with the Columbia club. He was asked why Challenge Records dropped out of DRC.

Solomon testified that in his capacity as an officer of Joe Johnson's Challenge label, he negotiated Challenge's national distribution deal with Warner Bros. Records. He said that during the course of these negotiations, he was informed by the Warner label's then president, Jim Conkling, that he was supplying to both Columbia club arrangements. Challenge would have to drop out of DRC before Warners could distribute the line. Challenge then supplied DRC, and Warner Bros. started distributing the label, Solomon said.

Columbia attorney Stuart Robinson, in cross-examination, lashed out at Solomon's testimony with the avowed purpose of impeaching the witness. He attempted to show that Solomon was able to acquire an abundance of records from labels distributed by DRC's retailers. He bore down on a particularly heavy DRC listing of Challenge Records at a time when Mercury was participating in the Columbia club arrangements. Among the questions, the Columbia lawyer tried to show that DRC was faltering because Solomon was engaged in a multitude of other activities, and that his club operation was only a part-time venture. Robinson then pointed out that labels dropped out of Solomon's club because they were dissatisfied with its operation, and not because they were having business success.

Solomon's Activities
Solomon maintained that his other activities—including being a CPA and serving as Gene Austin's business manager—were not in any way interfered with running his record club, and that he devoted more time and effort to the club operation. He denied that the label which he purchased for $70,000 from DRC dropped out of the club because of pressure from the Columbia club. He claimed that he continued to do business with all the labels through the first year's contracts had expired. Solomon stated that he bought out Bel Canto, which dropped out because the firm went out of the disk business and could not carry on exclusively on tape.

George Korn, of Harmon distributors, singled out clubs, racks and discounters as the prime evil which plagues the record business today.

By 3313

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FOR 1963

Jersey Co-op Shoots for Million-Dollar Sales

Jersey Co-op Shoots for Million-Dollar Sales

George Marek
Continued from page 3

heavy or ponderous. High level Murray. His system is simple and modular. A big, the DRC has removed the burden of carrying the entire operation on its shoulders, and has been able to work closely with the majors to coordinate their efforts. The result is a real breakthrough in the field of radio.

Murray has also been instrumental in the establishment of a number of new stations, which are now able to offer a wide variety of programming. His work has earned him widespread recognition, and he is now working on plans for even more developments. He has accomplished all this with a team of talented and dedicated professionals.

The Fair Trade Routers
Continued from page 4

Rules Committee in the last session, the bill never reached the Senate floor, and, as far as I know, there was no action on it during this session. I understand that the Senate Commerce Committee is still working on the issue, and may take further action in the future.

On the Senate side, Sen. Edward Brooke, the powerful minority whip, and Sen. Thomas Kuchel (R., Calif.), minority Whip, both have been vocal in support of the Unirac/Stabilization bill. In the last session, Brooke led the effort in getting a special subcommittee of the Senate Commerce Committee to take up the issue.

High-quality Brooks and Kuchel have been joint sponsors of the bill, which aims to keep the industry operating at a high level of efficiency, while ensuring that customers are not overcharged for their products.

Quality Brands has stated that their new business will be an employee brand name merchandise to bring customers in to buy the products they need.
Nat’s 3rd smash single in a row!

All Over The World/Nothing Goes Up
(Without Coming Down)

Music arranged & conducted by Belford Hendricks

#4919

NAT'S CURRENT BEST-SELLING ALBUMS

(S)T-1838  (S)T-1793  (S)W-1724  (S)W-1749
by Bob Rolontz

San Francisco — The National Association of Record Merchandisers (NARM) will open its fifth annual convention at the Fairmont Hotel in this city Monday (4) in a serious mood. The seriousness is not occasioned by any threat to the wholesale area of the business, for there is no indication that any of the individual operations, or even any other distributors run good rack operations too.

Jeanes Boom

 Responsible rackers are well aware of the changes that have taken place, and to meet them head on they know they may have to make changes in their own operations. These encompass such things as cutting their operations, checking out their marginal locations and making certain that the goods they carry are there rapidly.

There is a good chance that this will bring about many good rack consolidations in the coming year. There will be less stress on the total number of outlets and more stress on profitable locations.

Though rackers continue to ask questions such as: "What do you sell direct, or at distributor, price, this no longer causes managers to break a sweat. The reason is that it is used to. As a whole, manufacturers have learned to work fairly firm against selling direct to racks, and when one company breaks ranks it seems to give up its direct sales after a short time.

All manufacturers now, of course, give a special functional discount in the form of a new drop ship for them as well.

Even rackers who have been most nervous about rack calls for direct sales and distributors have been ordering for larger discounts, have stiffened their backbone. What many distributors have done, in fact, is to work with racks, advise them on what is really workable, and what they can lay off, so that the rackers will have only quick turnover goods. Thus, the rackers, they see, are the advice that has been much help to them in the mercurial record business.

Advice from distributors, and innumerable meetings with competent rackers, has helped cut down the return rate on records which used to be astronomical figures. A number of manufacturers have now cut the return rate in half. And the return rate is now under 10 per cent.

On Getting It Up

The problem that still plagues relations between rackers and distributors, and or manufacturers, is the reputation that rackers have earned—correctly or incorrectly—on the part of the latter.

There appears to be enough rackers who pay slow to embarrass any record company out there on the dot. This is a situation that needs to be alleviated, according to many trademasters.

A number of rackers have been known to pay the same type of inventory controls and what appears to be a good business, but that has only lasted for many years. According to one large record firm, "Rackers are those rackers that have to look at the record business as a joke, because there are signs that many are." The pioneering spirit of the record trade is still strong, as is the opened thousands of new outlets for records across the country, now has the challenge of making their segment of the business directly competitive with mass retail operations too.

Jules Malamud

New York — A Billboard survey of rack jobbers in the U.S. completed this month, gives a good picture of the rack jobber today. Here, then, is a national profile of rack jobbers handling records:

About five-hundred rack jobbers are handling about 300,000, the amount varies from about 2,500. (Hendleman, largest rack firm, has about 300 offices.) In 1962, close to 60 per cent of all rack jobbers added locations. About 15 per cent had less locations in 1962 than in 1961. About 20 per cent had the same number of locations.

The average dollar volume per location for the year in question was about $6,750 in 1961. It was about $5,700 per location.

Total business handled by all rack jobbers in 1962 was slightly under $10 million. This represents an increase of approximately 40 per cent over 1961 when it was about $7 million.

Close to Home

Most rack jobbers surveyed said that 50 per cent or more of their records from distributors in their headquarters area—a total of about 6,750 racks, minus adjacent racks—were handled by rack jobbers. Another 18 per cent of all rackers said they handled records from distributors in other areas than where they have racks or where they have consignment agreements. A total of 81 per cent said that they purchased from distributors recording their locations. A total of 13 per cent said they purchased product from other dealers.

The average rack does about 25 per cent of his business, on the average, in budget-priced material, according to the Billboard survey.

About 64 per cent of all stock handled is pop material. About 19 per cent is folk, about 7 per cent is kidde, about 4 per cent is jazz and about 3 per cent classical.

About 70 per cent of all rackers sell at discount. Selling price for a $1.08 list LP ranges from $0.89 per copy to $0.76 per copy and from $3.98 list LP varies from $2.76 to $3.59.

NARM PARLEY HIGHLIGHTERS

NARM President Glenn C. Becker and William G. Wilkins, retired director of finance, Columbia Records.

Profile of a Rack Jobber...

New York — The Handleman Company, the largest rack jobber in the U.S., is getting ready to move into distribution. Every time a rack jobber gets the attention of a record man, the question of how long will Handleman's firm has already secured an important line to handle in December, where the first distributor will ship is opened. Manufacturer—distributor looking for lines on territories as well as elsewhere.

As a rack jobber, Handleman is estimated to do about $18 million in business. His firm has about 5,000 rack locations in the U.S.

Handleman May Go into Distribution

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Across Board

Slightly more than 90 per cent of all rackers sell singles. And 70 per cent of all rackers sell singles. Most rackers, about 40 per cent, sell singles at a discount. Another 30 per cent sell at list and at discount depending on the location, while the other 30 per cent sell singles only at list. Price of singles at all rack locations is $0.98 to $1.00 from rackers to 89 cents.

On the credit level, about 50 per cent of all rackers have credit arrangements with suppliers for bills to be paid in 30 days. Slightly less than 15 per cent work a 30 to 60 day credit arrangements. And little more than 30 per cent have arrangements for 30-60-90 day credit with suppliers.

Then, 38 per cent of all rackers in the Billboard survey track their service locations. Another 27 per cent use trucks their service locations. And almost 14 per cent use buses to deliver product to locations.

About 45 per cent of all rackers say they service their racks every two weeks. And 38 per cent service their racks every month. Another 12 per cent service their racks every five weeks. And 6 per cent service their racks every week.

From an inventory standpoint, 44 per cent of all rackers replying to Billboard's survey indicated that the rackers keep one week's worth as kept by the servicemen handling. For a credit of 60 days, the method of inventory control is used by 15 per cent of the rackers. Another 15 per cent use a code system in which each rack is a number. Another 25 per cent use a perpetual shelf inventory system is a pre-scribed period of time. The rest use varying systems.

'Grandaddy Smith' on This & That

Albany, N.Y.—The 5 per cent return privilege is a "holdover from the Glenn Miller days," according to Leonard Smith, prominent distributor and rack man here, who also claims to be "the grandaddy of the rack-jobbing business."

Smith, according to Smith brothers, one of the most controversial and colorful operators in the wholesale industry, believes that "If we wait for calls on a theophoric record, we have actually waited too long. We have lost sales already."

The name for this situation he places on "archaic return and guarantee policy."

Retailers Warn

"Rackers are afraid of the risk involved in stocking a new single," he continued. "My theory is that manufacturers could adopt a system of actually keying or numbering their records. Each ordered record would be in release for a stated period of time. If at the end of that period it hadn't taken off, dealers would be able to return copies."

(Continued on page 14)

NARM to See Four Top Acts

San Francisco — The NARM awards banquet on Wednesday (6) will feature four top recording acts: the Kingston Trio, Peter Nero, Tony Bennett and Allan Sherman. Another star to be featured is Rusty Carter, who will perform at the NARM convention breakfast on Tuesday (5).

Copyrighted material
GREETINGS TO NARM!

TAKE A LOOK AT THE HOTTEST SELLING KIDS LINE IN AMERICA 99¢ RETAIL PRICE *

ROBIN HOOD
UAC 11001

WILLIAM TELL
UAC 11002

SNOW WHITE
UAC 11003

CINDERELLA
UAC 11004

THE KNIGHTS OF THE ROUND TABLE
UAC 11005

SLEEPING BEAUTY
UAC 11006

THE 3 MUSKETEIERS
UAC 11007

UGLY DUCKLING
UAC 11008

PUSS IN BOOTS
UAC 11009

THE STORY OF CROPPIN
UAC 11010

RED RIDING HOOD
UAC 11012

TREASURE ISLAND
UAC 11013

PINOCCHIO
UAC 11014

ROBINSON CRUSOE
UAC 11015

NURSERY RHYMES
UAC 11016

*SEE US AT THE UA BOOTH
WE HAVE SOME SPECIAL NEWS FOR YOU!

UNITED ARTISTS RECORDS • 729 SEVENTH AVENUE • NEW YORK 19, NEW YORK
TV GUEST APPEARANCES BY RECORD TALENT

The national network TV guest appearances listed below provide outstanding promotional opportunities for select, expressive record dealers and for all artists who can benefit from the exposure of these novel artists in millions of homes. The sheet should be enclosed in all orders for displays by which the TV appearances can be merchandised to the recording public.

MARCH 4-10

MONDAY 6-JOANIE SOMMERS, MEL TOBBIE
Both singers appear on the Steve Allen tape-syndicated show. Miss Sommers, whose latest Warner Bros. single is "Ready-Now Baby," will continue as guest through Friday. Tower's latest Atlantic single is "Goin' Home Baby."

TUESDAY 5-ROSEMARY CLOONEY
Miss Clooney does guest shot tonight on the Perry Como show (NBC-TV, 11:15-15). Her latest Columbia release is "A Child Is Born." She also does a split show and "Mr. Lucky." (f.m. 4 "Will You Take Me In," on NBC.

WEDNESDAY 7-BARBARA STREISAND, CANONBALL ADDISON Both artists appear on the Tonight show (NBC-TV, 11-15). Miss Streisand, a frequent guest on Johnny Carson's show, will release her first solo album for Columbia, the Barbra Streisand Album, which Atlantic is currently represented on Billboard's Hot 100 with "Love Song" for Riverside.

THURSDAY 7-JONATHAN WINTER
Verve's new LP is "Some Can Do It, Some Can't." His other albums include "The LP," "The LP," "The LP," and "The LP." He also does a split show and "Mr. Lucky." (f.m. 4 "Will You Take Me In," on NBC.

FRIDAY 8-LEONARD NASH
Nash is the New York Philharmonic Young Person's Concert of the season (CBS-TV, 7-30; 30 in program entitled, "The Latin American Symphony," and will make an LP record for Columbia.

SATURDAY 9-JOE BUCK & TRAYLOR
Red and Traylor, who are represented by numerous records on Liberty, will appear on tape-syndicated Steve Allen show tonight.

SUNDAY 10-DIANNA CARROLL
In a "tribute to Richard Rodgers," the Steppin Out show (NBC-TV, 11-15). Miss Carroll, who is featured in a cast album of Rodgers' and Hammer's, will appear as a soloist, and will make an LP record for Columbia.

SUNDAY 10-ANDY ROGERS
Metropolitan Opera will give an "Voices of Freedom" (NBC-TV, 11-15). Miss Rogers, who is the latest RCA Victor winner, is featured in Pergolesi's "La Serva Padrona."

ARTISTS' BIOGRAPHIES

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

SKEETER DAVIS (RCA Victor)

PERSONAL MANAGER: Hubert Long Talent Agency.

ADDRESS: 1670 N. Milwaukee Ave., Chicago 22, Ky.

BACKGROUND: Skeeter Davis began her career on a talent show in the Middle West and then worked in Detroit on radio and television. She started as part of a sister act, the Davis Sisters. They had scored with "I Forgot More Than You'll Ever Know" when Betty Davis recorded it 4 years later. Skeeter started singing again as a solo performer. Among her early hits were "My Last Day With You," a vocal version of Floyd Cramer's guitar instrumental, and "I Can't Help You, I'm Falling Too," an answer song to Hank Locklin's biggest hit. Her Hoe Down tour was set to pop as well as country and western successes. Her newest recording, "The End of the World," is her biggest hit to date. Skeeter lives in Nashville, where she's a member of WSM's "Grand Ole Opry." She is married to Ralph Emery, all-night disk jockey for WSM.

LATEST SINGLE: "The End of the World" is high on the Hot Hit Parade.
Breaking out...

Jimmy Soul

IF YOU WANNA BE HAPPY

SPQR #3305

Watch this new release... wildest instrumental ever...
Frank Hubbell & The Hubb-Caps

BROKEN DATE (WILD SIDE)
A Bob Crewe Production
TOPIX #6005

Next BIG Bossa Nova hit...
Burt Farber & His new piano sound
I'M GETTIN' SENTIMENTAL OVER YOU
Arranged & Cond. by Ray Ellis
FELSTED #8670

A smash 2 sider...
Ace Cannon
LOVE LETTERS
and
SINCE I MET YOU BABY
HI #2063

Big Sales...
Gary Paxton
IT HAD TO BE YOU
GARPAX #44172

Regional Sales Reaction
Ramsey Gordon — DOWN IN THE CELLAR — TAHDE #2530
The Pyramids — PYRAMID'S STOMP — BEST #1300
Mike Settle — BRANDY WINE BLUES — FOLK SING #1002
The Rockafellas — MY BABY, SHE'S THE TALK OF THE TOWN — SCA #18003

Really breaking in the South
Joe Tex
I LET HER GET AWAY
DIAL #3009

Copyrighted material
TALENT TOPICS

CHICAGO

Mercury's Morris (My friends call me Melo) Diamond is holding a "Love Is A Ball" contest to promote the new single by Billy Eckstine and Damita Jo from the movie of the same name. Morris got on the radio to askcontestants to tell him in 25 words or less: Why love is a ball. Winner gets a free trip to Las Vegas. (Our entry: Dear Morris, Love is a ball because . . . it walls, Daddy!) . . . Damita Jo is packing them in at Chi-

Dion in Boston

... Continued from page 12

he was well received and as he went off bumbling with a final flying at "Ruby Baby" it appeared agreed that Dion would make it in a small

CAMERON DEWAR

FIGHT REVIEW

Meader Won't Bow for Greco

SAN FRANCISCO—A night club introduction that did not live up to standards of "stage etiquette" almost brought a pair of recording stars into recording a few personal blows in San Francisco. When Vaughn Meader dropped in at New Facks to catch the night club act of singer Buddy Greco after his own handwriting, Greco gave Meader an introduction which apparently disturbed the sensibilities of the President's imitator. And Meader would not acknowledge the introduction, until urged repeatedly by Greco. They say Greco referred to Meader in his introduction as "a fellow who comes from left field." Meader's ire continued until at the show when the pair and their seconds shouted a few insulting remarks at each other. The incident apparently had begun the evening before when Greco, as a guest and, Meader did not introduce him. Greco says he is contemplating a defamation of character suit against Meader.

as a swingin' Top 40 deejay. Congratulations to Morris Diamond's mother, Dona Diamond, in town to celebrate her 75th birthday with her son last week. . . . New acts at The Playboy include George Kirby, Sunny Brown, Dionne Bow, Danielle Clary, Johnny Janis, Etta Jones, Jimmy Senior and the Davey Appoliner Trio.

SAN FRANCISCO

Miles Davis postpent his opening because of "lip trouble" but he has arrived at the Black Hawk in San Francisco . . . Dick Stewart has recovered from his throat operation following removal of two benign tumors on vocal chords, and is now back on his Saturday afternoon show on KPIX. His postponed opening at New Fack's will now take place March 5 . . . Lambert, Hendricks and Baran are now at the Sugar Hill, and Paul Winters has also opened in San Francisco at the Jazz Workshop.

A long-term engagement of three months has been extended to even longer by the coming Japanese stars, A Pair of Birds, at the Circa West. The twint's first recording date is reported upcoming soon . . . The Snyder Brothers have come to France's across the Bay in distant Hayward, and Russ Morgan continues the big band schedule at the Claremont Hotel in Berkeley . . . Vic Damone has begun his three-week engagement in the Venetian Room of the Fairmont Hotel.

BOSTON

Frank Fontaine, whose record has skyrocketed here will play two local dates within a month—first at the Plaza by Chance and later at Blinstrub's. Phyllis Diller has been at Framingham this week with her own gig.

but their mutual respect for each other's original purchase price of 46 cents. Their loss would be cut to the bone and meanwhile their risk would be removed and more dealers would stock the record right away and in good depth.

Smith operates more than 500 rack locations across the country. "We have a foundation stock of maybe 800 album titles," he said, "but that can go as high as 1,500 in the bigger locations.

Most of these are in discount centers and variety stores. Repertoire covers virtually all types of disk material "except party records." Until eight months ago, classical material wasn't even handled, "but we started it in selected spots and it's doing very well. The truth is that classical can sell on racks."

Close communication between home office and locations and modern merchandising methods, emphasizing the use of color, are keys to the Smith rack operation.

Safeguard

Every record is poly-bagged before being sent out to avoid chances of pilferage "by slipping an expensive record into a low price disk line. The price category of a record is printed on the poly bag in a specific color, and the color is changed every three months. At the end of the quarter, items with the specific color price tag are pulled out, thus eliminating obsolescence.

"A silver background color is used to indicate stores, with a gold background for monaural," Smith said. "Then, we price for each individual store, according to conditions in that area, by means of a sticker. The price ticket is colored differently for different price categories. We use eight basic color categories now plus some subdivisions.

(Continued on page 16)

'Granddaddy Smith' on This 'n' That

... Continued from page 10

... Continued from page 50

HOUStON

Singer Don Cornelius is making one of his two regular visits to the city this week. He has announced a two-week engagement at the International Club. Comedian Robbi Baker is also featured on the bill with the Paul Neighbors band furnishing the music . . . Timo Yuro, the songstress, is currently appearing at the Tidelands.

Texana Paula and Paula, whose recording 'Hey Paula' is cur-

to run at the big Boston Garden, chalked up one of the best weeks in Hub history.

CAMERON DEWAR

(Continued on page 16)

SCEPTER HAS A NEW BABY!

THE LOVE OF MY MAN

I KNOW THAT HE LOVES ME

THEOLA KILGORE

SR 2004

MY BLUE HEAVEN

TWO WOMEN

BUSTER BROWN

SR 2005

Watch for

ORDER THROUGH YOUR SCEPTER/WAND DISTRIBUTOR

Serock

RECORDS 1650 BROADWAY, NEW YORK, N. Y.
The phenomenon must be seen to be believed. There has been nothing like it since frenzied teen-agers swooned noisily at the Paramount in New York as Frank Sinatra, curly haired and unsure of himself, breathed “All of Me” into the microphone.

Some compare the astonishing reaction to the legendary Presley explosion. But both comparisons are invalid; Dick Dale is something entirely new, entirely different. His style is unique. The only valid comparison between Dick Dale and early Sinatra or Presley is in the ferocious loyalty of his fans.

HOW TO SELL 75,000 ALBUMS IN THREE MONTHS—IN SOUTHERN CALIFORNIA ALONE

It’s seldom been done before. How did Dick Dale do it? Because he has a staggering loyalty among over 100,000 teen-agers in Southern California alone! He has been appearing with his band... The Del-Tones... in beach communities for three years. The 23 year old sensation first appeared at the famed Rendezvous Ballroom in Balboa in 1960. Until his arrival, the ballroom could look forward to only two or three hundred patrons on a weekend night. Dick Dale came in, and something amazing began. Crowds of teen-agers filled the huge ballroom. In only a few weeks, it hit capacity... 3500 to 4000 every weekend night... Thursday, Friday and Saturday. And in the winter months, normally a heavy dropoff period, attendance actually increased. This fantastic box office pull continued for the entire two year period of Dick Dale’s booking at the Rendezvous. Then, in January of 1962, he moved to the Pasadena Civic Auditorium. There he broke every existing record by drawing capacity crowds of over three thousand every weekend night for the entire month of January (And in Balboa, box office at the Rendezvous plummeted from 4000 to 200.) The overflow crowds in Pasadena refused to be turned away, insisting upon dancing in the outer lobbies, on the steps, and in the streets outside the Pasadena Civic.

At times, there were 3000 inside the house, and 4000 waiting outside! In said, conservative Pasadena, the phenomenon was unbelievable. (Especially to Pasadena police. They never dreamed there were that many teen-agers in the area.)

In February of this year, Dick Dale appeared at a special benefit show at the Los Angeles Sports Arena, promoted by radio station KFWB. Such stars as Fabian, Molly Bee, Chris Montez and Henry Mancini each had spots on the program. So did Dick Dale, and the crowd of 15,000 kept him on for an hour to cap the show.

At present, Dick is appearing at the Harmony Park Ballroom in Anaheim, and his fantastic music packs the house to capacity every night he plays.

IS DICK DALE A DJ CREATION? No. His first single, “Let’s Go Trippin’,” wasn’t released until September 1961, long after he was breaking attendance records. Dick Dale’s tremendous success can be attributed only to his remarkable teen-age following.

THE PIED PIPER OF BALBOA — A Dick Dale audience, at first glance, might seem like any crowd of highly enthusiastic young people. But when you look closely, you notice an amazing difference. They are actually well behaved! The place is filled to capacity... but there are no fights, no rowdiness, nobody getting out of line. And here is the secret of Dick Dale’s astonishing success. He is the acknowledged “leader” of the kids. They respect him because he speaks to them with an almost evangelical fervor... pointing out that in order to achieve the kind of respect they want from adults, they must give that kind of respect to others. There is nothing new about the speeches he makes from the bandstand. After all, it’s really the Golden Rule in current jargon. The remarkable thing is that the kids listen to him... and practice what he tells them! So amazing is this effect that thousands of parents in the area are applauding his efforts. Instead of objecting to their kids attending the dances where Dick Dale appears, they are urging their youngsters to go! If teen-agers could vote, Dick Dale might well be Governor of California.

THE NEW SOUND OF DICK DALE: “King of the Stomp” You have to hear this fantastic music to understand. You’ll hear something unique. And an artist so versatile that he not only sings... but plays the guitar, trumpet, trombone, piano, organ, drums, and just about every other instrument you can name. He is completely self-taught, and most recently has been striving for proficiency on the saxophone.

(This drive for excellence and versatility is not confined to music and musical instruments alone. Dick is an accomplished horseman and archer, and he is, as the title of his album indicates, an excellent surfer.)

Dick Dale created the Stomp. Or rather, as he says, the driving, rhythmic beat of his sound did. The kids just moved with the music, and a new dance was born.

As Dick Dale is breaking Southern California wide open, he’ll hit like a tidal wave in every town in the country. We are witnessing the explosive beginning of one of the giant attractions of the music business. We invite you to join us. Capitol is proud to present the amazing Dick Dale and his fabulous sound... in his smash first album, SURFERS’ CHOICE, and in two great singles, MISIRLOU and TIL MIDNIGHT, and PEPPERMINT MAN b/w SURF BEAT. Prepare for the tremendous excitement that comes along only once in a decade... the birth of a top recording star!

CALL YOUR CRDC REPRESENTATIVE IMMEDIATELY, AND ORDER AS FOLLOWS:

<table>
<thead>
<tr>
<th>Album</th>
<th>Surfers’ Choice</th>
<th>MISIRLOU</th>
<th>PEPPERMINT MAN</th>
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www.americanradiohistory.com
R&B ROUNDUP

By NICK HIRIO
(Chicago Office)

Spector's new artist, Maxine Brown, has a reunion with her old ad, man and writer, Tony Bruno, with her first single on Wand: "Ask Me" Tony wrote and A&R'd her first two hits when she recorded for Norman. . . .

Scepter chose Theo Kille for to cut her second release on Serock, billed as Scepter's new "baby label." "The Love of My Man" was cut by Ed Townsend (he's the one with his own single out on Liberty, now on Billboard's chart). . . . The Shirelles have a new single out next week. . . . San Pat, West	media	an
ger of radio-TV relations for RCA Victor, has a cocktail party in San Francisco at the Del Webb Town House for the National Association of Radio Announcers. . . .

H. B. Barnum returned from Europe in time to conduct a 30-piece orchestra at the large rock and roll show in San Francisco's Cow Palace, put on by Tom Donahue and Bob Mitchell of KYA. . . . Bobby Day visited the West Coast to cut a session for RCA Victor--Bobby was a cocktail party in San Francisco at the Del Webb Town House for the National Association of Radio Announcers. . . .

July Butler cracked up his fourth Cadillac in 10 months. Vesey Jacobs claims they're going to buy him a pair of shoes. . . . Stanky Records picked up the master for the "Story Sheriff" by the Strangers Two from Revive Records. It'll be out this week. . . . Stacey also signed the Torbaks, of Marion, Ind., and recorded the group at Sam Phillips studio, Nashville, last week. Release is scheduled this week. . . . Frank Hall is going his rounds. He just got booked into the Paladium for six months (and that same hall), Hall's "Wayward Wind" is tied with "Please, Please" by the Beatles for the No. 1 spot in London. Vesey Jacobs got both ducks.

CHICAGO CHATTER: Chris Barber was a Chicago visitor stopping at Vesey Jacobs to help him promote and done for the label in London. Chris learned with the Alex Bradford Singers for a novel jazz-gospel sound. . . . Porter Distributing Company's Joe Cerami was in New York scouting for new lines last week when he stepped off a curb and broke a leg. . . . John Lytton has been held over for a week at the Sutherland Lounge in Chicago. Cannibal Addie is due next. . . . Porter has added the Chapell label to his new gospel line featuring the stars on the Al Abrams television show. . . . Things are looking up for John Mose. He's had four hits in four weeks. His pick-play for the month is, "Walk Softly, Children," a Negro spiritual on the Delton label by Leonard Lounds done in 16 Texas style. . . . Serna Jues, formerly with the Livingston organization here, is looking for a post, preferably connected with records or radio. She's had several years of experience. . . . A Windy City visitor from Europe last week was Morton Downey Jr. (Sean to his friends). He's interested in getting back into his old field. . . . John Williams brought "Top 40" format deejay.

TALENT TOPICS

- Continued from page 14

Brenda Reid, Carol Johnson, and Lillian Walker, the three girls who, with Herb Rooney, comprise the Exciters, will be recording a new LP of "Tell Him" renown, will be graduated from high school in June. Our Ann spent several, this spring. The group then plans an extensive promotion tour.

Hot R&B Singles

BRENDA REID, Carol Johnson and Lillian Walker, the three girls who, with Herb Rooney, comprise the Exciters, will be recording a new LP of "Tell Him" renown, will be graduated from high school in June. Our Ann spent several, this spring. The group then plans an extensive promotion tour.

The beginning for Skeeter Davis, who has reached new heights with the rapidly rising smash hit "I Can't Stop Crying," number 17 on RCA Victor's best seller last week.


Detroit

Allan Sherman played to 80 per cent capacity in a Saturday night performance at Ford Auditorium. Beacons laughed and applauded for Sherman, who was bouncy and bright despite the hectic tour schedule which allows little sleep on the three-week swing through 17 cities. Leon Russ conducted the orchestra with the Jimmy Joyce Singers backing Sherman. Terry Gibbs and his group are enlisting things at the Grand Bar, newest "name" showcase in town. Formerly a neighborhood tavern, it's getting too to be confused with the long-established Club Twenty Grand. Stan Gamma returned from Hollywood. (Continued on page 7)

WANTED!!

POP & R&B SINGLES

for NATIONAL DISTRIBUTION by

West Coast Records (Sales rep, for PACIFIC
JAZZ, WORLD PACIFIC, VAULT & HORIZON)

Contact: RICHARD DICK
8715 W. 13th St., Los Angeles, Calif.
Phone: 272-4464

Billboard SPECIAL SURVEY
FOR WEEK ENDING 3/19/63

1 3 THAT'S THE WAY LOVE IS . . . 8
Bobby Blue, 562 3620
2 1 HEY PAULA ... 6
Paul & Paula, 546 3855
3 4 WALK LIKE A MAN 5
Four Seasons, Yes Joy 485
4 2 YOU REALLY GOT A HOLD ON ME 11
Miracles, Tamla 54703
5 3 WALK RIGHT IN . . . 7
Billie & the Shangri-La's, 564 3855
6 10 RUBY BABY . . . 5
Dion, Columbia 43422
7 7 SEND ME SOME LOVIN' 5
Sam Cooke, RCA Victor 1829
8 13 OUR DAY WILL COME 2
Ruby and the Romantics, 571 1618
9 15 RHYTHM OF THE RAIN . . . 6
Cascades, Valiust 4056
10 8 MANA didn't 6
Bobby Darvis, 562 3852
11 9 LOOP DE LOOP 6
Johnny Thunder, Diamond 179
12 13 HITCH ME 5
Marvly Gaye, Tomato 54705
13 6 CALL ON ME 5
Bobby & Duke, 562 3855
14 11 RAINBOW 5
Gene Chandler, Yes Joy 468
15 18 WHEN THE REASON I'M LIVING 2
Bobby Davis, Capitol 4067
16 20 LET'S TURKEY TROT 3
Jerry Stotester, Mercury 5047
17 22 SOUTH STREET 2
Orcelas, Cameo 243
18 14 I'M GONNA BE YOUR 2
Chuck Jackson, 562 243
19 22 HE'S SO FINE 2
Bobby Darvis, 562 3852
20 29 LAUGHING BOY 2
Mary Wells, Motown 1029
21 19 DON'T MAKE ME CRY 3
Donny and the Teenagers, Dot 229
22 16 TWO LOVERS 14
Dion & the Belmonts, 562 3852
23 23 UP ON THE ROOF 14
Dion & the Belmonts, 562 3852
24 24 LIKE A BABY 2
Bobby Darvis, 562 3852
25 25 WHAT WILL MY MARY SAY 1
Johnny Mathis, Columbia 43526
26 30 IF ITS UP TO YOU 4
Rick Nelson, Imperial 5901
27 27 HE'S SO THE BOY I LOVE 1
Bobby Darvis, 562 3852
28 27 GO AWAY LITTLE GIRL 9
Steve Lawrence, Columbia 54651
29 19 YAKETY SAX 10
Bobby Darvis, 562 3852
30 10 DON'T SET ME FREE 9
Ray Charles, ABC-Peacock 16068

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the big breakout coast to coast

BABY WORKOUT

JACKIE WILSON

Brunswick RECORDS 55239
**COUNTRY MUSIC CORNER**

*By BILL SACHS*

The Acorn Sisters (Rosemary, Evelyn and Goldie), country and gospel singers out of Corn Creek, Ky., are now appearing as regulars on WWAQ’s “World’s Original Jamboree,” Wheeling, W. Va. The girls’ new release on Joe Grisham’s Acorn label couples “Twister Winds,” performed by the Grishams and “Come Back to Me,” written by the Acorns. Their first release in the Kentucky sector has been “Where Will I Shelter My Sheep,” a gospel tune penned by Grisham in collaboration with Irene Siler.

In the face of the coldest weather in 27 years, “The Johnny Cash Show,” featuring Johnny and the Tennessee Three, George Jones and the Jones Boys, June Carter, Grandpa Jones, Gordon Lightfoot and Johnny Western, recently raked up a $70,000-week at the KRNT Theatron, Des Moines, according to Cash’s personal manager, Saul Holiff. Thermometer hovered around the 13 below zero mark at 4 a.m. Holiff says. On the occasion, Holiff presented Johnny the Johnny Cash Award of Merit to Smokey Smith for his “continuous dedication to the field of country music and his ever-present sincerity and cooperation extended to the industry employed by him.” Holiff has just completed negotiations that will send Cash and his unit on an extended swing through Germany, France and Italy with England and Ireland to follow later.

Veteran c&w performer, Bill McDowell, well known in the West Virginia, Virginia and Kentucky sector, has teamed with actor Christian Anderson to present a series of folk music festivals in the Hollywood area this spring and summer. Entertainers interested in appearing in the series may write to Christian Anderson, 10554 Billiavus, Tujunga, Calif. . . . James A. Whiting, Capa Records president, has signed Johnny Foster of Bagdadia, La., to a recording pact. His first release, due out soon, will couple “There’s No End” and “Grown-Up Cry, Too.” . . . Wendell Barger, of Providence, R.I., has been named national publicist and publicity director of Country Star Promotions and Mayowart Recording Company, new firm just launched by James T. (Pete) Murphy Jr. and Ted Powers in Sumter, S. C.

Curtis Artis Productions, Goodletsville, Tenn., announces the addition of the following artists to their talent roster: James O’Gwynn, heard on Mercury, the Lumberjacks, new vocal group comprising Bill Vernon, Jack Karr and Joe Ciculla, and the Star Mountain Boys (Mike Miller and Jack Casey), bluegrassers, who record for Nugget Records.

Warren M. Miller, public relations director of WCMX, Norfork, Va., reports that the station’s Four Horsemen and “Radio Rock” staff are mapping plans for an ambitious season of country music activity in the Tidewater sector, starting in the near future. Miller promises that details of each event will be reported to the Country Corner as soon as they are finalized. Already scheduled for appearances, according to Miller, are Hank Snow, Don Gibson, Billy Walker, Johnnie Wright, Red Sovine, the Lovin’ Brothers, Loretta Lynn, the Stanley Brothers, the Carter Family, Don Reno and Red Smiley and Artie Sitton. The Lumberjacks, a recent group on “Radio Ranch.”

Ferlin Husky plans to Hawaii. Oklahoma-born and Japan for two weeks in each country, beginning the middle of November. . . . Hoyt Axton, following a fortnight’s stand at the Madaliner, Stafford, Texas, is expected to the West Coast to do a television show for Warner Productions called “The Story of a Folk Singer,” which will feature a number of Hoyt’s original folk tunes, including “Greenback Dollar,” with which the Kingston Trio is currently riding high. Alex wrote the (Continued on page 20)

**HOT COUNTRY SINGLES**

<table>
<thead>
<tr>
<th>Week</th>
<th>Artist</th>
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<td>2</td>
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<td>From a Jack to a King</td>
<td>Columbia 42393</td>
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<td>3</td>
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<td>Ballad of Jed Clampett</td>
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<td>End of the World</td>
<td>RCA Victor 80973</td>
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<td>This Is My World</td>
<td>RCA Victor 81272</td>
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<td>T for Texas</td>
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<td>7</td>
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<td>I Take the Chance</td>
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<td>Hello Trouble</td>
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<td>Mr. Heartache, Move on</td>
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<td>You Took Her Off my Hands</td>
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<td>Knock Again, True Love</td>
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<td>Livin’ on Your Mind</td>
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<td>Shake Me I Rattle</td>
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**EXTRA INDUSTRY SERVICE**

This issue of Billboard is distributed at the
- National Association of Rack Merchandisers (NARM) Convention, Fairmont Hotel, San Francisco.
- Master Photo Dealers & Finishes’ Association (tape, tape recorder and record buyers) Atlantic City, Convention Hall, March 3-9.
- National Educators Conference (College Buyers of Talent for Campus Appearances), White Sulphur Springs, Va.
- Salon de l’Automatique (Coin Machine Exhibition), Antwerp, Belgium.


**WITH THE COUNTRY JOCKEYS**

*By BILL SACHS*

Ray Peterson recently made the shift from Southern California to KWIN, Anchorage, Ore., which programs 17 hours of country music daily . . . WEXL, Boston’s Country and Western Station, is now spinning 24 hours of country music daily. Bob Clark is program director and hosts a five-hour stint. Other jocks are Gurn Hulet, Church Kennedy, Joe Vigil, Gordon Sparks and Jim McGiff. WEXL is complete with country Id’s, and even has a staff band, the WEXL Country All-Stars, featured in a 15-minute segment nightly.

Ace Ball is still spinning ’em at KHEM, Big Spring, Tex. Also makes a regular appearance at the country platter at KHEM are Al Scott and Don Brooks, with Mr. Sunshine giving two hours of gospel music each day. . . . Jack Reno is now programming all the c&w.

First Time on Newtwont! **BILL HALEY and the Comets UP GOES LOVE b/w TENOR MAN NEWTOWN RECORDS 4653 N. Broad St., Philadelphia, Pa.
Enoch Light... America's No. 1 Stereo Artist

For the Year 1962...
Sinatra and Light were the strongest on the stereo chart with five LP's each.

Billboard January 5, 1963

Top Albums & Album Artists of 1962
Best Orchestras (Stereo LP's)
1. Enoch Light

Cashbox January 12, 1963

My Musical Coloring Book
Album No. 848

Songs include: Cherry Pink and Apple Blossom White; My Coloring Book; Yellow Bird; Golden Earrings; Over The Rainbow; The Blue Room; That Old Black Magic; Ruby; Green Eyes; Mood Indigo; Red Sails In The Sunset and Deep Purple.

Let's Dance The Bossa Nova
Album No. 851

Songs include: Meditation (Meditacao); Big Ben Bossa; Fly Me To The Moon; Tonight; Days Of Wine & Roses; Nola; Mi Adorado; I Could Have Danced All Night; What Kind Of Fool Am I; Moon River; O Barquinho and Blame It On The Bossa Nova.

Plus These New Command Releases

The Ray Charles Singers
Paradise Islands
Album No. 845

Tony Mottola
Romantic Guitar
Album No. 847

Bob Haggart
and His Orchestra
Big Noise From Winnetka
Album No. 849

All Command Releases Available in Stereo, Monoaural and 4-Track Tape
COUNTRY MUSIC CORNER

Continued from page 18

Beverly Mae Wilson, Impact recording artist, is to present a live studio show from KASE Radio, Riverside, Calif., each Saturday afternoon.

The Andy Doll band of Oelwein, Ia., is routed through March as follows: Hartley, Ia., March 8; Pella, Iowa, Ia., 9; Fort Dodge, Ia., 10; Spencer, Ia., 11; Madison, Wis., 12; Dakota City, Ia., 16; Guttenberg, Ia., 17; Marion, Ia., 20; Waterloo, Ia., 21; Decorah, Ia., 23; Monroe, Wis., 24; Fort Dodge, Ia., 28; Hartley, Ia., 29; Stanwood, Ia., 30; and LaCrosse, Wis., 31. Chet Robbins, a new regular on "Big D Jambo- ree," was a guest Feb. 16 on Ed McLeorie's new show, "Studio Jamboree," on KRLD-TV, along with Gaylord Nelson, of Nashville, Tenn. His first release will be a leased master of "Night Knows," on "Midnight Jamboree," KRLD.

Jim Reeves and the Blue Boys jet out March 7 for South Africa, where they are set on a long string of personal appearances and a movie to be filmed in Johannesburg.

Don West, who until recently had the band at the Shamrock Club, San Bernardino, Calif., left there for Nashville, where he hopes to make the disk circuit with a new country sound. The Shamrock continues its policy of using name c.d.w. acts. . . Dale Carter and His Country Swing Band have joined Shirley & Lee in Billboard.


with the country jockeys

Continued from page 18

Chuck Drumm, who spins three hours of country music each Saturday afternoon via WFLY, Williston, N. D., asks to be put on the mailing lists for new releases. . . Charlie Hackabee, manager and c&w deejay at WFFJ, U. S. Army Hospital, Fort Jackson, S. C., announces the addition to the station staff of Larry M. Stout, of Oklahoma City, as traffic manager and announce, and Jim (Live-Wire) Hicks, program director and announce. Two of the hottest country items in the area at the moment, says Hackabee, are Ernest Ashworth's "I Can Do It All" and Mel Price's "I'm In Love With A Geisha Girl . . ."

Happy Day, who kicked off his new c&w show via KENZ, Lompoc, Calif., last September, has already added the only country music show in the area and that interest in c&w music has boomed appreciably in the territory as a result of the buildup of the Vandenberg Air Force Base. "With all record companies and publishers out there," he says, "c&w music now is being played in this area." He has added such c&w songs as "Breakfast With Charley," from his home, 911 Greenbriar Drive, Sparks, Nev., via KBUR, has formed his own Cherokee Record Company and Whitlock Publishing Company. Jim is heard on KBUB twice daily, 6-9 a.m. and 4-7 p.m., seven days a week.

The queen of country music scores again!

"COLD AND LONELY"

b/w

"Is It Asking Too Much"

Decca 31457

Kitty Wells

Direction:
Jim Denly Artists Bureau
815 16th Ave. So., Nashville, Tenn. Phone: 255-6355

"When You Gotta Go" recorded by Hank Cochran.

Writer Harlan Howard and wife June are taking a working vacation in Florida where, along with fishing and sipping up the sunshine, Harlan is promoting his new Capitol release on a Pampa song, "My Baby's In Babyland." . . . Pampa Music's Al Inman, has just cut a new album, "Night Life," for Columbia.

Chet Ward, of WTAQ, Laramie, Nebr., has also a two-year recording pact with RCA Victor and is handling the promotion at Capitol, and a song, "If You Have A Heartache," . . . Jimmy Lloyd, of Toledo, has re-jumped the Hurt-Van forces for a release coming out soon.

Willie Nelson, following a stand at the Golden Nugget, Las Vegas, is making the night club circuit through Texas and Oklahoma.

The queen of country music scores again!
LIGHTNING STRIKES TWICE!

"YOUNG LOVERS"
by PAUL & PAULA

- Hottest Single Ever To Come From An LP!
- Fantastic Demand!
- From The Chart Riding LP "Sing For Young Lovers"
- Another Monstrous Hit!

We're raining hits!

"TEENAGE DREAM"
The Ramadas
No. 40097
- Another "Pretty" Philips Hit!
- Great Story Line!
- Already Getting Fabulous Attention!

TERESA BREWER
"She'll Never, Never Love You"
No. 40095
- Coming On Very Strong!
- Fabulous Radio Play
- Her Best Effort Yet!

"TEL-A-WOMAN"
by Ace Kennedy and The Candies
No. 40091
- Coming On Strong in R & B Field
- Picking Up Steam
- A Winner All The Way!

PHILIPS RECORDS
The place to be... April '63

Billboard's BIG SPRING "PROGRAMMING & TALENT" SPECIAL issue

designed for broadcasters and every other exciting segment of the music industry

The season's most important, most influential industry-service publication

A special section in the April 6 issue... full Billboard size... of concise, authoritative information, fully researched programming charts and surveys, capsule biographies of the world's leading recording artists, and the personal messages of the stations, the companies and the artists making news-making history.

A powerful, colorful medium affording you maximum distribution and impact to sell and influence...

Radio Station Management • Disk Jockeys • Record Dealers • Columnists • Talent Buyers • Distributors • Juke Box Operators • TV Producers • Agencies/Sponsors • Movie Producers.

THE TIME WAS NEVER BETTER — THE VALUES NEVER GREATER... for your selling message to reach the industry's largest, most concentrated buying market.

Ad deadline: March 25th

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New York Hollywood Chicago Nashville London

PROGRAMMING:
A vastly expanded and comprehensive study of Radio Station Program Practices... with data acquired through scientifically conducted direct-mail surveys:
- Average deejay hours on the air
- The "who" behind record selection
- Records' share of broadcast time
- Share—by type of music
- Frequency of play
- Basis of selection
- Sponsorship patterns AND... pre-convention announcements and agenda notes pertaining to the

NAB (NATIONAL ASSOCIATION OF BROADCASTERS)
Chicago Convention, March 31 through April 4... with free distribution of this special "Programming & Talent" issue to all Convention attendees.

TALENT:
- Famous Artist Biography Section
- Detailed management, label and record data on each artist
- Top artist background material for deejay "chatter"
- Talent buying facts and figures

FORMAT:
Billboard's new slick paper, offset format now allows this special "Quarterly" to be produced in full Billboard page size... at absolutely no cost increase over previous page rates for this special issue which were less than half the steel.
PLUS... a FREE second color on all units of one page or more.
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<tr>
<th>Country</th>
<th>Week(s)</th>
<th>Top 10 Songs</th>
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<tbody>
<tr>
<td>Australia</td>
<td>3</td>
<td>&quot;You Got The Love&quot; by Del Shannon</td>
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<tr>
<td>Britain</td>
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<td>&quot;Can't Help Myself&quot; by Elvis Presley</td>
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<td>Holland</td>
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**Week(s) 16-20**

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<td>&quot;Hava Nagila&quot; by the Chieftains</td>
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<td>Philippines</td>
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<td>&quot;I'll Be Your Mama&quot; by Dean Martin</td>
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<td>Mexico</td>
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<td>&quot;Hurt So Good&quot; by Fats Domino</td>
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<td>&quot;Czar&quot; by Tadeusz Rudnicki</td>
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<td>&quot;Kate&quot; by Tetsuya Tada</td>
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<td>&quot;Die Liebe ist ein blanker Schlossgraben&quot; by Maria Münch</td>
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<td>Germany</td>
<td>3</td>
<td>&quot;Frau Schöpflin&quot; by Peter Münch</td>
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CBS Signs 2 New Artists

By GEORGE HILDER
19 Toddman Ave.
Kennedy, N.Y. 11414 L.S.W.

Sven Libaek, a. t. & m. manager for CBS, announced the signing of two new artists, Jerry J. Wilder, formerly sales supervisor to the position of N. S. W. sales manage.

A. W. T. Smith, managing director of ARC, announced the popularity of his new artists.

ANXIOUS to release best selling Kapp album, "Fly Me to the Moon," the Australian Record Company has been frustrated by the reissue of an album called "What Kind of Fool Am I," from "The World, Want to Get Off," controlled by Enoch Music, and "Loads of Love," from "No Strings," controlled by Chappell. ARC's Bill Smith said, "During the past 12 months of the predication, Kapp immediately forwarded two replacement tapes which they had pretended to be a new album, not yet released in the States."

Southern Music has a flock of up-and-coming overseas number one records. Southern's "Walk Will Mary Say," "Shake Me I Rattle" and "Must Be the Medicine," are also currently activating local copies. Other Southern Music has been the CBS label, "Northern Territory," and "T'll Never Be the Same.

Joe Hallford of Castle Music has acquired the Ivan Mognol catalog of records. These include "How to Saw Linda Yesterday" and "Re: Boy for the Night Time." Castle Music has also picked up from Huntington Music, the rights to "The Cannon Cider.

London Records of Australia acquired all future releases from American artists. This is a major single under the new deal to be issued February 21. "I'm Fallin'," by the 3rd R. B. Darro, has been released by Warner Bros., and Allen's Music until the flick is released. The country version of the film "The Main Attraction" from the forthcoming film starring the singer.

Louis Armstrong and the All Stars open at the Brisbane Festival Hall March 23, Sydney, March 25, Melbourne, March 28, and Melbourne March 29 and 30. The All Stars are a part of the "Mating Call" event at the Essendon Park Concert Grounds. The All Stars are also part of the "The Main Attraction" from the forthcoming film starting the singer.

Australasia — After a year of success in the export of Australiana works, Belinda Music (Austria) Pty., Ltd., is probably the first Australasian publishing house to form a specialized export section. The amount of Australa and New Zealand music now being sent overseas is a result of many alliances which Belinda has formed with Australasia's major music publishers.

Known as the Export and Registration Division, and controlled by Miss Kay Lumb, the section has already secured several major international releases. Belinda now hopes for a world release with the current hit "Surtide" recorded by the Australian National Symphony Orchestra (E.M.I).

The export drive has been encouraged by an offer from Big Top Records in U. S. A. to throw open the door to Australian records for overseas release, and this heartening news is exactly what Australian artists and record companies have been striving to achieve for years.

The second important classical release from that source is the EMI-Epic Album completed last year. They are being marketed in the U. S. A. and Canada with marketing plans to be elaborate as the eight-page leaflet. The U. S. records are also available separately.

Jack Leverke was in London discussing a master deal with EMI Records. . . . Phil Solomon, the Australian radio consultant, leading to recordings by Mary Holzmann, who was from New York, planning to wax British talent for use in the U. S. and here on the London labels. . . . Mrs. Leah Evans, of Playdate Records, New York, was in for talks and to give an overview of a European trip, with planned stops in Paris, Barcelona and Copenhagen.

Gerry Oard, head ofFontAwesome, Holland, and his associate, N. H. Hunter, were in for meetings at B.E.M.E. by the Determinants which also involved John Kirsch, of the

UN Festival LP Via Polygram

By JAN TORFS
Stallevraagnestraat, 37 Mechelen

The United Nations released the all-star LP composed of 12 original compositions by 12 famous artists. This LP will be sold in Belgium at an extremely low price and the co-operation of radio and TV is already arranged so that the LP will distribute the album in Belgium.

Radio promotion has been done in the States and here a "King" by Neil Miller. Still a hit in the U.S., this record has great chances for breakthrough her also. Label is Fly and distributed through Ronne and Teeny Records.

Connie Froboess has two strong sides: "Do it right or sympatheith" and "Hilly Billy Ding Dong Choo Choo. Second one is Rex Gillan with "Tapptoon Lady" and "Maddillena." Conn. will also record an EP for her French fans. A new recording by French singer Francoise Bopp, is "Deja le jour se leve," and this song is the French version by Cliff Richard's "I'm Looking Out the Window." . . . A new EP by Christel Fosnien, winner of the Grand Prix du Disque Francais 1962, arrived this week.

Arndore and Beechwood have world distributing rights for Tanino's album "N'est ce pas merveilleux?" "Poue une fleur," "En bleu jeans et blondes de cuir," "Laissons dire," "Fais-tou croque-mort" and "Sans toi, maman."

The last four titles will appear on an EP for Pathe Marconi, France.

Belinda's New Division for Tunes Export

SYDNEY — A year of success in the export of Australiana works, Belinda Music (Australia) Pty., Ltd., is probably the first Australian publishing house to form a specialized export section. The amount of Australian and New Zealand music now being sent overseas is a result of many alliances which Belinda has formed with Australian music publishers.

Known as the Export and Registration Division, and controlled by Miss Kay Lumb, the section has already secured several major international releases. Belinda now hopes for a world release with the current hit "Surtide" recorded by the Australian National Symphony Orchestra (E.M.I). Many well-known local composers are contracted to the Belinda group of companies, including Geoff Mac, Nat Kipner, John Devlin, Warren Hayes, Frances Conde and Rob E.C.

The export drive has been encouraged by an offer from Big Top Records in U. S. A. to throw open the door to Australian records for overseas release, and this heartening news is exactly what Australian artists and record companies have been striving to achieve for years.

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Visitors

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MARCH 9, 1963

THE WINNATI Tony Renis is all smiles as he accepts the trophy symbolic of winning his the San Remo Song Festival. "Una Per Tutti" is the second Renis tune to finish on top at San Remo. "Quando, Quando, Quando" took top honors last year.

Summer Weather Melts Disk Trade

By RICARDO GARCIA
P. O. Box 2626, San Antonio

During the summer holidays, the record industry reaches its "low point." Most companies are selling in the States and cut down their overseas activities. This year, however, many labels have been active in the States, and even though EMI has the largest sales in Chile, it has not had big hits with teen-age type artists.

The bona nova has not yet become popular there. Eodem issued records by Joe Gilberto and "El Barquito" is hitting strong sales.

Antonio Prieto was in Chile looking for a firm interesting in issuing records on his label El Show de Antonio Prieto (AP). They should be pressed

Chile polygram Music

By DON WEDGE
News Editor
New Musical Express

For the first time in Britain, Mushroom records, Quot New Trees, Quot 14-19 are being issued in Australia.

EMI-Columbia is issuing the Julliard String Quartet's recordings, obtained from Epic. It is

Julliard Scores A Disk First

By DON WEDGE
News Editor
New Musical Express

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EMI-Columbia is issuing the Julliard String Quartet's recordings, obtained from Epic. It is
by RCA, but will pursue other channels.

On February 15, the Fourth Song Festival started in Vina del Mar. This annual musical contest for Chilean composers has prizes totaling 4,000 escudos. The artists to sing these songs are: Margarita Alarcén, Los Huacos Quincheros, Marco Aurelio, Los Tres Panameños and Los Hermanos Aránguiz. The Fourth Song Festival will end February 24 and RCA, Odeon, Philips in the United States (which are represented on the jury) will later launch the top songs.

Marco Aurelio, one of the top Chilean balladiers, signed with Odeon, leaving Columbia.

The LP's leading sales this season are: "Carreras de Exito," by Bert Kaempfert (Polydor); "Melodias Para Ti," by Andre (Philips); "Noeutral," by Los Huacos Quincheros (Odeon); "El rey del twist," "Soy el twist," by Chubby Checker (Ferranti).

IRELAND

Irish Factors
Launch UN LP

By KEN STEWART
Irish Times, Ltd., Dublin

Piano taking points in an otherwise quiet trade is the "All Star Festival" album in aid of the United Nations World Refugees Fund. Irish Record Factors are sole distributors. The disk was launched here at a press conference at the Gresham Hotel, Dublin. It sells at one pound.

This in Eireann screened a special information program, "Jazz as Is," with the poll-winning English clarinetist Sandy Brown and a group of leading Irish musicians. . . . Claran Mac Mathuna is currently presenting a highly successful Radio Eireann series, "American Journeys," comprising recordings made during his recent U. S. trip.

"FRANCE"

'Hot 100' Disks Set by Marconi

By EDDIE ADAMIS
25 Quai du Marche Joffre Courbevoie (Seine)

Pathe Marconi's International Division has set these Billboard Hot 100 list disks for release: "Walk Like a Man," by the Four Seasons; "You're the Reason I'm Living," by Bobby Darin; "Wild Weekend," by the Rebel; "The Night Has a Thousand Eyes," by Bobby Vee; "Greenback Dollar," by the Kingston Trio; "Tell Him I'm Not Home," by Chuck Jackson. Pathe Marconi has also just signed exclusive distribution contracts with Scepter and Wand records.

Talent Tour

Helen Shapiro and Frank Field will be in on March 12 for a personal appearance at the Olympic Music Hall. . . . Charlie Rouse, with Thelonious Monk, will give two concerts on March 9 at the same music hall. Pathe Marconi will issue on this occasion the Epic LP entitled "Yeah" by Charlie Rouse.

Eddie Barclay is chartering a special flight to bring French journalists and music business personalities to the U. S. for the Charles Aznavour concert on March 31 at Carnegie Hall. . . . Gilbert Becaud will give many recitals in various Japanese towns during March.

Italian records of the San Remo Festival's top songs have been issued by every record label that had tie-ups with Italian labels. Although many French cover records are scheduled to be released in a near future, the general opinion is that this year's winners will be completely floor, at least over here.

New Signings

A batch of new signings by Barclay Records: Italian movie actress Sophia Loren; Jacqueline Dulac, Virginia (the youngest of the Peter Skates trio); Los Cateytares (formerly with "Les Chanteurs a la Croix de Bois"), Daniel Labour, whose first record for promotional purposes is a square) and Manou Drouet. . . . Tickly and J. Paul Marchant have been signed up by Ducreet Thomanon.

GERMANY

Carste Orchestra
On Gershwin Tour

By JIMMY JUNGERMANN
102 Ismaninger Straße
Munich 27

The RIAS orchestra conducted by Hans Carste toured Germany and Switzerland playing a program of music by George Gershwin. The soloists were U. S. pianist Margaret Mitchell and U. S. singers George W. Johnson and Lawrence Winter. One of these concerts was taped by the Eurodisc label, a subsidiary of Arista Fonopress in Guetersloh, Germany. The album will be issued this summer.

Three new records of "Mack the Knife" by Kurt Weill and Bert Brecht are on the German market for the start of new German pic "The Three Penny Opera." Engel Nett on Telefunken, Sammy Davis Jr. on Reprise, and Curt Jurgens on Arlola. These three are the stars of the movie.

German producer Ernst Vorch has recorded "Kleine Nerven-

agine Monica," German version of U. S. tune "Lover's Lane" with Peter Bell for the Fontana label. . . . Gerhard Wendland sings "Ein Sonntagkind," German version of U. S. hit "Dear Lonely Hearts" on Philips. . . . Mal Sondack produced two country originals for Metronome: "Arizona Train" and "Steel Guitar Boogie," by Jim Carter and His Texas Rangers. . . . The London label offers the new Pat Boone record: "Mexican Joe" and "In the Room." An-gelina Monti sings the German version of "Mexican Joe" for Telefunken.

HOLLAND

Speed British Hit Over Zees

By SKIP VOOGD
Editor Parkingfeest, Amerfoort

Dutch Decca was able to quickly release their top hit "Diamonds" by Jet Harris and The Els. . . . The tune was issued in more than one hundred different versions worldwide. The famous religious "Black Nativity" show will return. Performances will take place in the second half of this month (The Hague, Maastricht and Amsterdam). Bovema L. C. will soon release recordings from the show. . . . The Wiener Saenger-

knaben will travel to Holland for a series of concerts during the second half of March. The song "Katholik" from the Wiem Sonnevel's TV show has become an hit in Holland. The complete soundtrack has been released on a Philips-LP.

(Continued on page 44)
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<tr>
<th>No.</th>
<th>Title</th>
<th>Artist, Label &amp; Number</th>
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<tr>
<td>1</td>
<td>WALK LIKE A MAN</td>
<td>The Isley Brothers, VeeJay 318</td>
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<td>2</td>
<td>RUBY BABY</td>
<td>The Ronettes, Columbia 4012</td>
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<td>RHYTHM OF THE RAIN</td>
<td>Johnny Guitar, Columbia 4011</td>
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<td>I HEAP PARLA</td>
<td>Paul &amp; Paula, Phillips 48834</td>
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<td>YOU'RE THE REASON I'M LIVING</td>
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<td>6</td>
<td>11:27 55 OYER WE WILL COME</td>
<td>Sam &amp; Dave, King 3417</td>
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<td>7</td>
<td>12/21 36 THE END OF THE WORLD</td>
<td>Nat King Cole, RCA Victor 1526</td>
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<td>9/15 15 WILD WEEKEND</td>
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<td>10/15 53 WHAT WILL MY MARY SAY</td>
<td>Shirley &amp; Dean, Columbia 4443</td>
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<td>5/2 WALK</td>
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<td>11/18 BLAME IT ON THE BOOSA NOVA</td>
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<td>8/6 From A JUMP TO A KING</td>
<td>Ray Charles, Atlantic 643</td>
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<td>20/23 47 IN DREAMS</td>
<td>Billie Holiday, Manhattan 396</td>
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<td>15/16 MAMA DON'T LET ME BE FOOLISH</td>
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<td>22/30 OYER OUR WINTER LOVE</td>
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<td>16</td>
<td>19/25 59 ONE MAN HEART FOR SALE</td>
<td>Elvis Presley, RCA Victor 3247</td>
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<td>21/24 32 ALICE IN WONDERLAND</td>
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<td>13/18 SEND ME SOME LOVING</td>
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<td>11/38 HE'S SO FINE</td>
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<td>14/9 YOU'RE REALLY GONNA HOLD ON ME</td>
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<td>35/70 SOUTH STREET</td>
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<td>29/31 41 GREENBLOOD DOLLAR</td>
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<td>27/11 57 BUTTERFLY BABY</td>
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<td>31/34 44 LET'S TURNTY HOG</td>
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<td>39/40 65 LET'S LIMP SOME MORE</td>
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<td>27/28 30 THE GYPSY CUB</td>
<td>Mercury Records, Mercury 4012</td>
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<td>18/12 LITTLE TOWN FLIGHT</td>
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<td>28</td>
<td>17/11 11 HE'S THE BOUR JOY</td>
<td>The Moonglows, Columbia 4012</td>
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<td>29</td>
<td>16/14 17 FLY ME TO THE MOON-DOSSA NOVA</td>
<td>Jay and the Americans, Coral 4012</td>
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<td>32/34 40 I WANNA BE FREE</td>
<td>Fritz Fontain, Colombia 4026</td>
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<td>34/34 51 BOSS GUITAR</td>
<td>Little Richard, VeeJay 318</td>
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<td>33/43 54 HITCH HIRE</td>
<td>Harvey Grant, Tempest 4012</td>
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<td>33</td>
<td>44/59 43 ALL I HAVE TO DO IS DREAM</td>
<td>Robert Chubbuck, MGM 1526</td>
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<td>34</td>
<td>37/39 45 THAT'S THE WAY LOVE IS</td>
<td>Dionne Warwick, RCA Victor 1526</td>
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**HOT 100—A TO Z—(Publisher-Licensee)**

**BUBBLING UNDER THE HOT 100**
the nation's best selling records

ANOTHER #1 ALBUM BY LAWRENCE WELK

1963'S EARLY HITS

OUR WINTER LOVE • YOU'RE THE REASON I'M LIVING
WHAT WILL MARY SAY • THE END OF THE WORLD
ALL I HAVE TO DO IS DREAM • WALK RIGHT IN
DAYS OF WINE AND ROSES • BLAME IT ON
THE BOSSA NOVA • RHYTHM OF THE RAIN
THEY REMIND ME TOO MUCH OF YOU • I REALLY
DON'T WANT TO KNOW • ALICE IN WONDERLAND

FOUR SMASH HIT ALBUMS

DAYS OF WINE & ROSES
Pat Boone
DLP 3504

1962'S GREATEST HITS
Billy Vaughn
DLP 3497

WALTZ TIME
Lawrence Welk
DLP 3499

FUNNY FONE CALLS
Steve Allen
DLP 3472

BIG HIT SINGLES

Boss .................................................. The Rumblers

Release Me / My Smoky Mountain Home .................................. Billy Vaughn

Meditation / Days Of Wine And Roses .................................. Pat Boone

Pipeline .................................................. The Chantays

Face in the Crowd / Lonely Tears .................................. Jimmie Rodgers

The End Of The World / Big City .................................. The Mills Bros.

Blue (THE ORIGINAL!) .................................. Bill Lindsey

Hot Pastrami .......................................... The Dartells

HOT ALBUMS ON DOT

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STEVE ALLEN PLAYS BOSSA NOVA JAZZ
A SWINGIN' SAFARI Billy Vaughn
BABY ELEPHANT WALK Lawrence Welk
GREATEST ORGAN HITS Jerry Burke
MOON RIVER Lawrence Welk
FOLLOW THE BOYS and the girls to CONNIE'S newest hit album! Wonderful music from a movie as romantic as Springtime!

CONNIE FRANCIS/FOLLOW THE BOYS
Connie Francis sings songs from METRO-GOLDWYN-MAYER'S Presentation of "FOLLOW THE BOYS"

E/SE 4123.
FOLLOW THE BOYS
A Frammet Production.
Currently in First Showing throughout the country.

And here's CONNIE'S GREAT HIT SINGLE from the film

CONNIE FRANCIS
FOLLOW THE BOYS
K 13127 Available in full-color sleeve. A chartbreaker!

THANKS, RACK JOBBERS OF AMERICA...CONNIE

Big Dealer-Theatre Window Display Contest!
Win Cash Prizes...See Your Local Distributor.

THE STARPPOWER LABEL

MGM RECORDS
REVIEWS

WINNERS OF THE WEEK
Pop song specialties are those songs with substantial takeoff potential. In the opinion of Bill Boring, a group of 14 songs Exhibit Chart Potential. The following 14 songs are listed in the Top 50 of Billboard's Hot 100 chart. Every song in this chart is in the Top 50 categories and has a sales potential. Here's a list of the Country Music charts for July 1963.

MARCH 9, 1963

BILLBOARD 29

SPECIAL MERIT—POP DISK Jockey PROGRAMMING

HAROLD BRADLEY
DEMON WOVLAM

(exiled, CA) (2:17) — Columbia 6292

Here's My Baby Robin's recent vocal hit done as a pop version with some country flavor. The song is a good team effort, with Bradley's sad guitar playing, a fine arrangement and a mellifluous lead vocal.

www.americanradiohistory.com

POPULAR

THE HARDY SIMPLER COMRADE

(exiled, CA) (2:30) — Northern Lights, for MINT

Pops in the Valley! (MINT, BMJ) (2:30) 219TH FLY 400

JEFFREY HEMPHILL

*** You Won't Be Sorry (Farnsworth) (2:30) — World Music

Whatever you Want! (Farnsworth) (2:30) — World Music

HANK BALLERNA

MIDNIGHTER

(exiled, CA) — Heavenly Music

The Midnighter (Eastwest, BMJ) (2:30) — The Doyles

C. L. AND THE PICTURES

(exiled, CA) — Heavenly Music

That's What Happening (P.R., BMJ) (1:50) — I'll Be There (Eastwest, BMJ) (2:07) — GENIES RECORDS

THE RAINBOWS

(exiled, CA) — Heavenly Music

I've Got You (Vitally, BMJ) (1:50) — It's So Wonderful (Topline-Tim, BMJ) (2:35) — Jubilee 6464

SUSAN LINYNE

(exiled, CA) — Heavenly Music

After a Short Time (Caddie, BMJ) (3:40) — Just a Number (Caddie, BMJ) (2:47) — DJ DELUXE 222

H. E. BARNUM

*** Take Me Out in the Ball Game (United, BMJ) (2:30) — In a Corner Round the Mountains (Phil & Mike, BMJ) (2:30) — RCA VICTOR R152

ANN HENDRICKS

*** I Love You Because (Rosemary, BMJ) (2:30) — I Left My Heart (Elga, BMJ) (2:25) — CAPITOL 999

MILLY VERNON

*** The Weatherman (I Should Have Followed That Dream) (Kapp, BMJ) (2:30) — Someone Else to Love (Convoy, BMJ) (2:37) — COLUMBIA 477

JOHNNY AND DORIS BURNETTE

*** I'll Take My Love Down (Brunswick, BMJ) (1:17) — Hey Boy (Comet, BMJ) (1:50) — KAPP 20.153

NAT THOMAS

*** Work It Out (Tristar, BMJ) (2:30) — Nothing Will Ever Stop Us (Tristar, BMJ) (2:30) — FORTUNE 100

BILLY BOSS AND THE BOSS TONES

*** Like a Whistle (Enigma, BMJ) (2:30) — A New Baby (Enigma, BMJ) (2:30) — WARNER BROS. 3526

GUYDAW 2000

DEAN AND MARK

(exiled, CA) — Heavenly Music

Baby Doll (Lannet, BMJ) (1:50) — Pee and Noodles (Lannet, BMJ) (3:00) — GMERIT 195

HENRY LUMPINK

*** The Walking (For J. F. K.) (World, BMJ) (3:15) — Makes a Man (Hebrew, BMJ) (2:30) — PAGEANT 607

JACK POVES

*** Call Me Irresponsible (Pamela, BMJ) (2:50) — Makes a Man (Hebrew, BMJ) (2:30) — KAPP 20.75

LITTLE BONES

(exiled, CA) — Heavenly Music

Sun (Progressive) (2:40) — Ya Ya From-Outer-Space (Progressive) (2:40) — LTD-000

(Continued on page 30)

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JOEL MEL MAESTRO More
LIBERTY (2:09).

SUPERSTITION BMI)

TOPS 1

BILLBOARD MARCH 9, 1963

COUNTRY

EUGENE CHURCH

RHYTHM & BLUES

JAZZ

SACRED

COMEDY

CHUCK EVANS

FRADEY FOUNTAIN

FLYNN, KALEEN WINNER (2:11) • The Mahalcorps (3:13), CAPITOL 4102

integrity is a big word at Billboard

There are many reasons why twice as many people prefer a billboard over any other publication. One of the reasons is—Integrity.

Those who know the field, and who need to know what is going on today in the world of music, trust the integrity of Billboard—trust us to get there first, with the most complete coverage from an unbiased viewpoint, without prejudice or favoritism.

Billboard is there on the spot, all over the world, with top reporters getting all the news, more news about records, new products, new marketing methods that you use to do the job easier, faster and more profitably.

Your weekly issue of Billboard is complete encyclopedia of the music field, with pertinent information, insightful, considered analysis of the contemporary scene.

That's why Billboard is preferred by more people. That's why we lead the field, and have led the field for almost 70 years.

We are proud of this faith that our readers, and dealers, show in our efforts. It keeps our people aware of their vital job of serving you and the industry.

Our way of saying thanks is by doing a better job. This is our pledge to you this week—every week.
"OUR DAY WILL COME"... THE NEXT #1 SINGLE... NOW THE ALBUM...

OUR DAY WILL COME/Ruby and the Romantics

ORDER NOW! exclusively on KAPP RECORDS
THE KINGSTON TRIO T'FIVE
Capitol T 1971 (M); ST 1971 (S)
The Kingston Trio are in 12 more folkmusic performances in good many of them
written by members of the group), that should
be in order: "Three
of Them,""Golden
Garden,""Cuckoo,""Pine Tree of Youth,""Gone a-Wandering,""I Fall Between the Cracks,""Get Me to the Highl
The
is Philadelphia's "On the Roof". For this album, the trio
recorded an entire session on location in
in Chicago, with a
"The Old Town Pump" and a "A Taste of Honey," Bill Hicks will buy.
THE BEST OF THE DRIFTERS UP ON THE ROOF
Atlantic 8037 (A)
The current Drifters hit loads off this album which also
includes a modification of that album's
hit single, "Save the Last Dance for Me," and adds the
new and powerful "Teen-Age Slick". It's a
combination of strong tunes here like "Baby Love," "Save the Last Dance for Me," "Sweet," and "Teen-Age Slick" sure to give
powerful teenage success.
WILD WEEKEND
RECKONING REBELS
Slick! Releases. Swan SLP 309
MCA Records, Inc.

THE KINGSTON TRIO 16
(2 selecting)angelic contemporaryonal music; has en-
joyed some solid selling with "Wild Week-
end," which becomes the trio's third chart
single. It's another fine musical number with
an exciting piano solo by Al Hibbler, and a
powerful performance by a young and promising singer named "Tina Turner." "The Drifters" "Reckoning Rebels" and "Wild Weekend." This album provides a great set of their
favorite sides and it could generate

BROADWAY-HIGHWAY
Manny Wilson: Capitol T 1928
(M); ST 1928 (S)
Miss Wilson turns in 10 more interpretations of Broadway-Hiway songs, twelve great shows and some
of the arrangements are by Henry Stone. "It's a

JAZZ SPOTLIGHT ADVENTURES IN TUNE
Stan Kenton & His Ork. Capitol C 845 (M); ST 844 (S)
The Kamel band is rearing and swinging on some material here. The album has
some real gems, including "La Bella," "Jazz Symphony," and "Kenton's Old Dog."
"Kenton's Old Dog" is
high-funk styled.
A STATEMENT ABOUT SOUND
BY THE RADIO CORPORATION OF AMERICA:

“We suggest a test comparison of the sound on any new Dynagroove record against the best disc recording available on any label, anywhere.”
NOW, THE BIGGEST, MOST EXCITING, MOST REWARDING SALES POTENTIAL SINCE THE INTRODUCTION OF THE L.P.

AVAILABLE AT NO INCREASE IN FACTORY PRICE* OVER CONVENTIONAL L.P.s! NO EXTRA ATTACHMENTS OR EQUIPMENT NEEDED...DYNAGROOVE IS ALL IN THE RECORD!

*Dynagroove records are priced in the same manufacturer's nationally advertised price category (optional with dealer) as conventional L.P.s.

www.americanradiohistory.com
10 GREAT ALBUMS TO OPEN A NEW ERA IN THE RECORD BUSINESS

DYNAGROOVE ALBUMS NOW AVAILABLE

FIEDLER/BOSTON POPS - "Jalousie" and Other Favorites in the Latin Flavor." LM/LSC-2661
MARTY GOLD - "Soundpower!" LPM/LSP-2620
HUGO & LUIGI CHORUS - "The Cascading Voices of Hugo & Luigi Chorus." LPM/LSP-2651
LEINSDOF/BOSTON SYMPHONY, Mahler/"Symphony No. 1." LM/LSC-2642
MADAMA BUTTERFLY/Price, Tucker. LM/LSC-6160
MUNCH/BOSTON SYMPHONY - Ravel/Bolero, Pavan for a Dead Princess, La Valse." LM/LSC-2664
PETER NERO - "Hail the Conquering Nero." LPM/LSP-2638
SID RAMIN - "New Thresholds in Sound." LPM/LSC-2658
DICK SCHORY - "Supercussion." LPM/LSP-2613
ROBERT SHAW CHORALE - "This Is My Country." LM/LSC-2662

Hand-picked virtuoso orchestra as large as a symphony, orchestrations by Academy Award-winner Ramin. 12 big hits. "The Sweetest Sounds" to "Hernando's Hideaway."
THE WORD IS DYNAGROOVE

AND HERE'S HOW WE'RE SPREADING THE WORD!

ADVERTISING: NETWORK TELEVISION AND NATIONAL MAGAZINES!

Walt Disney's WONDERFUL WORLD OF COLOR

RCA Victor, the only record manufacturer on network TV, will devote 60-second full-color commercials to DYNAGROOVE product on Walt Disney's "Wonderful World of Color" (March 10 and 31). TEN 2-page spreads and SIX full-page (plus adjoining column) ads will appear in major national magazines through March and April!

PROMOTION: A BROAD RANGE OF HARD-HITTING SELLING TOOLS FOR YOU!

Along with the major window display (a colorful eye-catcher in motion) and the smart, compact 10-bin rack shown here, take advantage of these additional materials:

- RECORDED SINGING COMMERCIALS FOR LOCAL RADIO USE
- COUNTER RACK AND FREE BOOKLET SUPPLY
- PENNANT SET
- STREAMERS
- NEWSPAPER MAT ADS IN POPULAR SIZES

PLUS A BONUS BOOST FROM BUICK!

Buick advertising across the nation will feature the new DYNAGROOVE sound in a special introductory recording, "The Sound of Tomorrow." It's part of the entire RCA Victor promotion program designed to give DYNAGROOVE recordings the broadest possible exposure...to bring you the biggest possible profit!

CONTACT YOUR RCA VICTOR DISTRIBUTOR...NOW!
SPECIAL MERIT PICKS

OUR WINTER LOVE
Shirley Horn: Love. Mercury MG 7061 (M) SC 1473 (S)
This album features a collaboration between Shirley Horn and pianist Bill Evans, who also sings. The music is a mix of jazz and classical influences, with Horn delivering a warm, soulful voice. The arrangements are beautifully executed, making this a standout album in the jazz genre.

CLASSICAL SPECIAL MERIT
THE GREATNESS OF GIOSSINIS (3/12)
London Symphony Orchestra (Sir Eugene Goossens, Cond.)
This album features a program of orchestral works by Giacomo Puccini, including the full version of his opera “Tosca.” The performances are conducted by Sir Eugene Goossens, who was an important figure in contemporary music and a close collaborator of Puccini's. The orchestra's playing is superb, capturing the emotional depth and grandeur of Puccini's music.

LATIN AMERICAN SPECIAL MERIT
STEPPIN’ OUT
Joe Cuba & Satén
The album “Steppin’ Out” by Joe Cuba and the Satén Orchestra is a classic example of Latin jazz, combining elements of jazz, Latin rhythms, and Afro-Cuban percussion. Cuba’s arrangements and compositions are innovative, and his connection with the orchestra results in a cohesive and dynamic musical experience.

SPECIAL REVIEW

EDDIE PEARYO’S PLAYS
Derek Goddard, Double LP 3041 (M) SC 3041 (S)
Eddie Pearyo’s music is a joy to listen to, featuring a mix of jazz, blues, and soulful flavors. His compositions are crafted with care, and his performances are energetic and engaging. This album stands out for its musical diversity and the skillful way Pearyo weaves these genres together.

ALBUM REVIEWS (continued)

MONO

ALL ALONE AM I
Brenda Lee Decca DL 4569

ALL SERIOUSNESS ASIDE
Dew Gardner, RCA Victor LPM 1628

BACK AT THE CHICKEN SHACK
Jimmy Smith, Blue Note 4117

I’M A WOMAN
Oscar Pettiford & His Orchestra, Capitol T 1357

STEREO

THE HAPPY BEAT
LP 2196

WALK RIGHT IN
Roy Halee, Vanguard VSD 2156

OUR MEN IN SAN FRANCISCO
Lighthouse, RCA Victor LP 2609

NEW ACTION UP’S
These new albums, released on Alligator’s Top 40 series, have been eagerly anticipated by fans of the label’s music. They showcase the diversity of styles and artists associated with the label, offering something for every taste.

CROSS-COUNTRY CONCERT
Brothers Four, Columbia CL 1646

THREE WINDS IN THE WIND
Georgia Maharis, Epic LPN 18373

ROGER WILLIAMS COUNTRY STYLE
RCA Victor DL 4375

THE NIGHT HAS A THOUSAND EYES
Bobby Beyer, Liberty LP 3285

BLOOD, SWEAT AND TEARS
Johnny Carter, Columbia CL 1930

STEREO

OUR MAN IN BOSTON
Arthur Lyman, Hi Fi ST 1099

MUSIC OF THE WORLD
Steve Lawrence, Columbia CL 7833

MUSIC OF THE WORLD
Donna Nova, G.A. & S., Columbia CL 7898

MUSIC OF THE WORLD
Lawrence Welk, Del LP 25490

I WISH YOU LUCK
Arthur Lyman, Hi Fi ST 1099

LATIN AMERICAN

LOS RIVERORES
A. Prudencio’s Del Rio, Seeco SCLP 9478 (M)

LA TOSCA
Coldove, Seeco SCLP 9478 (M)

LA TOSCA
Coldove, Seeco SCLP 9478 (M)

LA EXCAVIT
Adela Castillo, Seeco SCLP 9528 (M)

CON ARDOR
Alfredo Rosello, Seeco SCLP 9528 (M)

INTERNATIONAL

SING ALONG AND DANCE ALONG IN POLISH
Andrzej Krokofski, United Artists EAL 1924 (M) SC 3284 (S)

SACRED

KEEP A MERRY HEART
The Spiritual Singers, BMI 5099

COUNTRY

BLUEGRASS SPECIAL
Jim & Charlie, Rounder LP 1839 (M) SC 1839 (S)

RELIGIOUS

THE POWER & THE GLORY
The Holy Spirit, LM 1926

SPECIALTY

THE BAY STATE ALL STARS
BPR 79 (M) SC 79 (S)
### Billboard Top 100 Songs for Week Ending March 9

#### 150 Best Sellers—MONAuRAL

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>Billboards</em> in Egypt</td>
<td>Various Artists</td>
<td>RCA</td>
<td>100</td>
</tr>
<tr>
<td>2</td>
<td><em>Hello Young Lovers</em></td>
<td>Patti Page</td>
<td>Mercury</td>
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#### 50 Best Sellers—STEREO

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For more details, please refer to [Billboard](https://www.billboard.com).
for MARCH

AMERICA'S GOLDEN FAVORITES are on DECCA CORAL BRUNSWICK

NEW RELEASES

PLUS ALL THESE OTHER GOLDEN FAVORITES

THE GOLDEN HITS OF THE FOUR ACES
THE GOLDEN GOLDS
VARIOUS ARTISTS
OUR GOLDEN FAVORITES
THE MILLS BROTHERS
MY GOLDEN FAVORITES
RING CROSBY
RED FOLEY'S GOLDEN FAVORITES
KITTY WELLS' GOLDEN FAVORITES
WEBB PIERCE'S GOLDEN FAVORITES
GOLDEN ORGAN FAVORITES
LENNY DEE
ERNEST Tubb's GOLDEN FAVORITES
DANCE TO MY GOLDEN FAVORITES
SAMY KAYE
ELLIE'S GOLDEN FAVORITES
ELLA FITZGERALD
MY GOLDEN FAVORITES
ROBERTA SHEPPARD
SATCHMO'S GOLDEN FAVORITES
LOUIS ARMSTRONG
"WHOOPIE" JOHN WILFARTH'S GOLDEN FAVORITES
HARRY'S GOLDEN FAVORITES
CHARLES K. L. DAVIS
GOLDEN OPERA FAVORITES
JESSE CRAWFORD
WAYNE KING'S GOLDEN FAVORITES
GOLDEN AWARD SONGS
WERNER MULLER
GOLDEN AWARD SONGS
CRAZY OTTO
OUR GOLDEN FAVORITES
THE Ames BROTHERS
OUR GOLDEN FAVORITES
THE McGuire SISTERS
MY GOLDEN FAVORITES
TERESA BREWER
MY GOLDEN FAVORITES
LAWRENCE WELK
MY PARADE OF GOLDEN FAVORITES
LIBERACE
THE GOL DEN ROCK AND ROLL INSTRUMENTALS
ROSS COMBO
BARROOM GOLDEN FAVORITES
"BUD" TINY LITTLE
MY GOLDEN FAVORITES
JACKIE WILSON

*Recorded By Deutsche Grammophon/Polydor Series

ORDER IMMEDIATELY FROM YOUR DECCA BRANCH FOR SPECIAL INCENTIVE OFFER—LIMITED TIME ONLY
HONG KONG

Chubby Tops All Those Foreigners

By CARL MYATT
27 A Estoril Court

The fact that more people attended the Chubby Checker concerts than all four concerts by Bobby Rydell and the Bobby Vee-Jo Ann Campbell-Ventures shows proves that Hong Kong audiences are finally beginning to get a real taste for popular "live" music and artists of international repute.

Chubby's two concerts were held at a football stadium because of the crowds anticipated, and this move was justified when 4,000 people turned up at the first concert and 3,500 at the second. Special favorite of the show was Baby Agalliar, who proved a big hit with the crowd. Chubby generally was very received, but his rather brusque exit at the end of his performance proved a great disappointment to his many fans.

Major record companies are beginning to see the value of personal-appearance tours in the Far East by their stars. Latest organization to jump on the wagon is Warner Bros., who, with the assistance of General Artists Corporation of Hollywood, are working on plans for the Everley Brothers, Joe (Fingers) Carr and others for an Eastern concert circuit which will include Hong Kong, Singapore, Bangkok, Manila and Tokyo. Henry Miller, of GAG, arrived for booking talks.

Some of the Warner Bros. sound track LP "Gypsy" did brisk business, coinciding with the screening of the film here.

...Hong Kong is anxiously awaiting the release of the United Nations All-Star Festival record. In an area where the refugee problem is particularly acute, this record is certain to attract a tremendous amount of interest.

ISRAEL

Torriani Arrives For Concert Tour

By AZARIA RAPORTOFF
75 Abad Haam St., Tel Aviv

Vico Torriani (Deces) has arrived here for a brief visit and concert tour. This guest is also the first singer whose trip is also sponsored, in part, by his recording company. Torriani sings in eight languages, including Hebrew. He had already recorded one song in Europe in the language. His tour is for ten days.

Among artists featured in planned Independence celebrations to be held on here on April 28 are Hana Aharoni (who has not been here for three years), Ricka Zarari (first visit to her homeland in five years), Sucha Distel, Josephine Baker and also some dance groups.

Also scheduled to arrive (though not as yet confirmed) and arouses great interest and excitement, are Odette and the Kingston Trio.

ITALY

Cantagiro Will Wind Its Way

By SAMT STEINMANN
Piazza S. Ambrogio 1, Rome

The second Cantagiro musical tour of Italy has been announced for June. For this event, an Italian magazine is seeking four new vocalists. Final will once again take place at Fiuggi. A considerable commercial carrera will be held on the San Remo Festival. RCA came out with a Cazzonissima album in which it featured its artists Nino Fidenco, Gianni Belli, Johnny Fontana, Miranda Martino and Gianm Morandi.

Columbia has four new albums, each presenting a different Pane, entitled "Jazz Sounds of the Twentieth." Cam's film sound tracks currently covers four LP's and recent Italian releases as well as a variety of 45's. The Legend of Bio Beldebecke is presented in four piano solos by Ralph Sutton for Durium.

Japan

Ban Lift Helps Mail-Order Club

By J. FUKUNISHI
109 Nakahonshiai, Meguroku, Tokyo

Concert Hall Society, mail order record club, began the distribution of three imported LP's every month this month. This was brought about by the Japanese Government lifting of the ban on imports of pressed records October 1, 1962.

Sir Joseph Lockwood, chairman, and George Bridge, international division manager of EMI, England, in Tokyo February 2 for a three-day stay to discuss mail order talks with Toshiba Records in which EMI has an investment.

Visitors Chubby Checker is arriving February 15 for a 10-day stay.
and will appear at Latin Quart February 18 and 19 in addition to TV show, . . . Nut (Kling) Cele is also arriving February 18 on a two-week concert tour on his way back from Australia. He gives three concerts in Tokyo February 19, 20 and 21 with additional performances in other cities following. Capitol is releasing two stereo LP's, one monaural and one single.

The arrival of Gilbert Bécaud, French singer is expected March 9 accompanied by a quartet of piano, bass, guitar and drums on a three-week tour. His concerts in Tokyo are to be given March 11, 12, 22 and 23. Count Basie and his 16-piece band are slated to arrive May 26 for 14 concerts. Performances in Tokyo are to be given May 27, 28 and June 3 and 4.

**VENEZUELA**

EMI Opens New Caracas Plant

By ALVARO PENALVER

Apartado 3866, Caracas

Disco de Moda EMI Vene-

Zuela opened new $2 million bolivar factory in the outskirts of Caracas.

María Suarez and Elian Mir-

illo, leading Venezuelan folk singers, travel to Buenos Aires for television work, on Channel 13. GEMA will release three LP's this month to honor the trip.

José Pages (Veloct) is on an extended business trip through the outskirts of Caracas. The single jointed board, the Jazz Singers in sin-anglo-type material.

Alfredo Sadel launched his own label, Onda, after ending association with Johnny Quiró in the Sonus firm. In the settlement, Sadel retained the pressing plant and Quiró had the Sonus label, artists contracts and production. Quiró pioneered the Bossa Nova in Venezuela and has thus far released 17 LP's of this rhythm.

Stan Steinhart was elected to the vice-presidency in Caracas, Venezuela, S.A., organized after his departure from the Orfeon post; he leaves Venezuela for a U. S. A. and Europe trip to obtain labels for the new firm.

Eduardo Esparraga left his post in Venezuela de Discos and joined Fonograma, Vibo Fonetm's own production company.

**SPAIN**

HMV Quick on Draw With Renis

By RAUL MATAS

32 Av Jose Antonio, Madrid 13

HMV released "Uno por tuta" winner at San Remo by Tony Renis only two days after the Italian Festival ended. The same label will also soon release the Four Seasons' hits in EP form, featuring "Sherry" and "Big Girls Don't Cry." Better announced a new Andy Russell recording (sound) made in Mexico for the Spanish mar-

ket with arrangements and orchestral under the baton of Chico O'Farrell by CBS's courtesy. . . . Ki Fi, Milan, Italy, has just signed a new International pact with Better of Spain. That means that Eugenia Folgati (the new sensation in San Remo), Cecily Maxwell and Aurelio Ferrer will come to Spain to record in Spanish. "Amor, amor, amor, love," and "Giovanna." Ennio Sangiovanni will cut in Spanish "Tobias" and "Pepito the Italian Mouse."

**MEXICO**

So. Amer. Deals Set by Siegrist

By OTTO MAYER-SERRA

Apartado 3866, Caracas

After his return from Venezue-

la, Alejandro Siegrist, gen-

eral manager of Discos Mexi-

canos, announced he had signed an exclusive three-year contract for distribution of his catalogs with Antor in Caracas. He also extended for another two years the contract for distribution in Colombia with Sonolux Medellin.

After spending a week in Acapulco, Sam Clark, president of ABC-Paramount Records, had several business talks in Mexico City with his representative Tomas Munoz, assistant general manager of Gamma Records.

Arnold Sadel, general manager of the import firm S.A.C.I. La Paz, and distributor of RCA in Bolivia, visited the factory of RCA Victor Mexico.

CBS's César Sanchez recorded a new LP of ranchero songs and mariachi band . . . . Oscar Madrigal, the latest newcomer in the Mexican "new wave," recorded for Gamma the march theme from the film of "The Longest Day." . . . After having recorded the bolero "Religion" in the Musa studios and a Spanish melody, "A tu vera," Lacho Gatica left for a three-week trip to the U. S., where he will make appearances in TV, the Puerto Rico Theater, New York, etc . . . Luis Baston, disc jockey of the DF radio station, was appointed head of the transcription services of CBS.

**ANNOUNCES**

AN EXCITING NEW CONCEPT DESIGNED FOR A CONTINUING PROFIT RELATIONSHIP WITH RACK MERCHANDISERS

See us at the N.A.R.M. Convention or Write, Wire or Call collect for complete details of this program.

- **FIRST LINE PRODUCT**
- **NEW LOW PRICES**
- **TOP QUALITY RECORDINGS**
- **OUTSTANDING ARTISTS**

Over 200 selections available now for immediate delivery—designed for rack jobber profits.
RATING SERVICE HEARINGS SET

WASHINGTON-The rating services will be the subject of full-dress hearings by a special investigation's subcommittee of the House Commerce Committee, beginning here March 5. Chairman John R. Harris (D., Ark.), heads both the parent and the new investigations subcommittee — formerly the Regulatory Agency Subcommittee which held hearings on payola and TV quiz shows in the last Congress.

Rating services were recently taken to task by the Federal Trade Commission for exaggerated claims of accuracy. The subject of rating services was briefly touched on during the Harris payola hearings of the last Congress—but the present hearings are backgrounded by a study which has been under way for a year and a half, under the direction of chief counsel Charles Howze, and promises an in-depth approach.

During last year's payola hearings, the rating services were blamed by some stations and broadcasters for forcing station to Top 40 programming. Once the ratings for this type of broadcasting were set high, advertisers would take time only on stations riding the rating bandwagon.

Rep. John Moss (D., Calif.), who is again on the Investigation Subcommittee, came down hard on such rating pressures for wasting broadcaster and advertiser money on indiscriminate programming for a lowest common denominator, and bypassing selective audiences with more buying potential than the teen-age listeners.

Howze succeeded Robert Liebman as chief counsel on the subcommittee in the last session of Congress. Staffers Bob Rich- ardson and Rex Sparger have been sheathing the rating services, broadcasters, ad agencies and everyone connected with the rating services. Rex Sparger made statistical breakdown of disk play during the payola hearings. Howze and Sparger acquired considerable expertise on the record and broadcast industries, and the interplay between the two in programming, during the payola hearings.

FINANCIAL STUFF

NEW YORK—The following companies issued financial reports of interest to the music industry last week:

CBS, Inc., reported increase of more than $35 million in net sales for 1962 to reach new level of more than $507 million. Per-share earnings were $3.27. Cash dividend of 3 per cent was paid both in 1962 and in 1961. CBS board also declared a first-quarter cash dividend of 35 cents.

United Nations' Unique Record to Aid World's Refugees

**ALL STAR FESTIVAL**

LOUIS ARMSTRONG / MAURICE CHEVALIER / NAT "KING" COLE
BING CROSBY / BOBBY DAY
ELA FITZGERALD / MAHALIA JACKSON / NANA MOUSKOURI
PATTI PAGE / LUIS ALBERTO DEL PANAMA
FUNKY MAM / ANNE SHELDON / CATHERINA VALENTE

LOUIS ARMSTRONG, MAURICE CHEVALIER, NAT KING COLE, BING CROSBY, ORIN DAY, ELA FITZGERALD, MAHALIA JACKSON, PATTI PAGE, LOS PARAGAYOS, NANA MOUSKOURI, ANNE SHELDON, EDITH PIAF AND CATERINA VALENTE—ON ONE GREAT RECORD FOR ONE GREAT CAUSE: TO HELP REFUGEES OF THE WORLD

Avnet Electronics announced an increase of 18 per cent in sales for first six months of the current fiscal year (ending December 31, 1962) to reach total of nearly $23 million. Net income was over $1.6 million or 53 cents a share, an increase of 4 per cent over comparable six-month period last year.

Conrad Corporation declared a 10 per cent stock dividend, payable March 5, 1963, to stockholders of record on February 20.

Decision on Trade Parley Still in Air

WASHINGTON—Contrary to recent trade rumors, the decision set up guidelines for fair practice in the record industry has not yet been reached at the Federal Trade Commission.

Bryan Jacobs, Chief of the Bureau of Trade Practice Conferences and Industry Guides, told Billboard's Washington reporter last week that the decision must be made by the commissioners, and that this happens it will be published in the Federal Register. The agency will issue a public notice to the effect that the calling of fair trade practice conferences for the record industry has been authorized.

Prospects for the conferences and for record industry trade rules are said to be good. "The matter is still very much alive and under consideration at the Commission level. Action could come within a month, a spokesman said.

NEW YORK—Executives of ARMADA, the record distributor organization, this week indicated their pleasure at the prospects of a trade conference being called by the Federal Trade Commission. The organization issued a statement saying that ARMADA is delighted to know that the FTC is looking into the situation, and advising the Federal agency "every measure of cooperation in an effort to correct the evils and restore sanity and stability to the currently chaotic record business."

ARMADA President Arnon Heilicher noted that the group has been working for such a conference and that its board last December allocated funds for legal counsel. A committee also was set up to work with the FTC for the establishment of industry guide lines and rules.
ALL STAR FESTIVAL! Never before has the entire record industry joined together in one effort—until the making of ALL STAR FESTIVAL. The reason? Seldom has there been a cause so great. So compelling, in fact, that it has attracted the talents of many of the world's leading artists. ALL STAR FESTIVAL has been produced to raise money for the refugees of the world. The millions who live on hope ... who desperately need our help.

This unique album will be put on sale, simultaneously, all over the world. And it will be the first time that an entertainment record will carry the United Nations Seal. ALL STAR FESTIVAL has been produced by the Office of the United Nations High Commissioner for Refugees and issued in the United States under the auspices of the United States Committee for Refugees. Every time you sell one copy of ALL STAR FESTIVAL, you'll help these destitute refugees—people less fortunate than ourselves.

ALL STAR FESTIVAL is manufactured and distributed for the United Nations by Mercury Records Corporation along with Phillips and Smash.
DJ's Put Best Foot Forward, March for Nation-Sponsor

NEW YORK—Thanks to the nation's disk jockeys, the entire United States last week seemed to be acting out an adaptation of a well-known novel of a couple of years back. Title: "On the Road.

Despite their better judgment, DJs who normally don't indulge in activities more energetic than lowering a needle into a groove, last week were making headlines by leading throngs of their faithful listeners on hikes of varying lengths.

Doubling patrician played its part, also, in President Kennedy's suggestion that Theodore Roosevelt knew something back in 1908 when he ordered Marine Corps officers to

Bob Dunville, Crosley Head, Dies at 56

CINCINNATI — Robert E. Dunville, who was president of the Crosley Broadcasting Corporation since 1919, died at Bethesda Hospital here early Thursday (28). Although in ill health for several weeks, he had been active in Crosley operations until the end.

In 1931, Dunville joined the sales department of KMOX, St. Louis, where he soon rose to assistant general manager. He joined the executive staff of WLV here in 1935 and the same year was named general manager of WSAI, then owned by Crosley. In 1938, he became general sales manager of WLV and WSAI and in 1944 was named vice-president of Crosley and general manager of WLV.

As president of Crosley Broadcasting, Dunville has administered responsibility for WLV and WLWT in Cincinnati, plus TV outlets at WLD, Dayton, Ohio; WJL, Columbus, Ohio; WJW, Indianapolis; WLWA, Atlanta, and the Voice of America, where Crosley operates for the government in Mason and Bethesda, Ohio. He was one of the founding members of the Navy Broadcasting Service and Telecasting Advisory Board.

He leaves his wife; a daughter; mother; Robert A., and a son; Robert E. III. Private funeral services were held here Saturday (2). March 50 miles in 20 hours. But support for the Chief Executive and physical fitness, the nation's radio outlets were reaching a high windfall in publicity because headline - grabbing hikers. The DJ's quickly saw the point. What better way to prove to local advertisers just how much influence they have over their listeners? If two or 20, or 200 - 2,000 will follow a DJ on a marathon hike to nowhere, isn't it a reasonable assumption that they will follow the same DJ's advice when he asks them to eat, drink, smoke or wear the sponsor's product? Jocks galore are now claiming to have been the first. But now the move is toward the novel. Each day there are fresh variations on the hiking theme that can be observed and emulated.

Border Trek. Take, for example, the 125- mile hike from Alice, Tex., to the border town of McAllen, Tex., just completed by two ex-U.S. Army, Alice. And these were not even DJs, but station Manager L. L. (Sonny) Stewart and Sales Manager Bob Janes. They planned to hike 16 miles farther to Reynosa, Mex., but a large welcoming committee met them at McAllen. Point? In Texas, 50 miles is just a starter. Also, to promote Alice, Tex., as "The Country Music Capital"

(Continued on page 57)

TURN TABLE TIPS

By MIKE TURN TABLE

AN EPITAPH FOR JOEY—
Toldo's Little Joe Angelino—
"The Happy Fellow," as they
called him—died suddenly in
January and left behind him
radio station now minus one
friendly news man and deejay,
a wife and nine children. He
had worked around Detroit for
a good many years, but for the
past seven years at Toldo at
Waho. He was one of those
guys we've never heard anyone in
the trade say a bad word about.
Fred Mitchell and fellow-
programmers at Waho are running
a big memorial for Joe Angelino on
March 15. And not only are the
radio stations co-operating
(everyone in the area) but also
newspapers and trade people
and the Toledo Sports Arena
are all doing their part to honor
this talented and talented
Mark Valentino will be in
there to appear at his own ex-
 pense along with The Garland.
Possibly Johnny and the Hurri-
cana, Freddy Cannon and a
good many artists who'll be an-
nounced this week. Big men
of the big record companies
have each stepped forward and made
a promise to deliver a top artist
for this show on the Ideas of
March. Nobody can tell us that
there are no records worth of
the modern era of show business.

THIRDS AND THATA DATA

Radio Station III. Los Angeles, has
acquired a new disc jockey. He
is Ray Maders, who has left At-
lantic where he was doing prom-
ing to become a promotion man.
Guess he got tired of those spin-
ning turntables. So with a
friendly shake he departed and
headed back to his native Los
Angeles.

Bert Chase told us that down
at Wesc this week the Grizzlies
station recently ran ed-
itors saying that they did not
agree with the walking the
courtside, but rather, "John
Nixon, N. J., much
and substance of their challenge.
When the President makes his
first Stumble like the staff at
Tiger radio will follow... Jack
Par at KCON radio walked a
walk-off from Portland, Ore.
Salem... We have a report
that the Dick Clark show is
showing signs of breaking
records at WKGK in Keville.
Stations in running Dick from
7 to 9 at night.

(Continued on page 49)

Focus on the Deejay Scene...

GLAMOUR GIRL: The car, that
is. It's a 1910 Isotta-Freschi-
lin, which was spotlighted at
the 12th annual Sports Cars in Re-
view show at the Harry Ford
museum in Detroit's famous
Greenfield Village. WXYZ disk
jockey Dave Prince, who recently
joined the station from WYMK,
Detroit, recently discussed his
new show by doing remotes
from the sports car exhibition.
The glamorous show's seat is
WXYZ secretary, Rito Foll-
in, a 1941 model. Prince has
Saturday morning, Saturday
afternoon and Sunday afternoon

YESTERDAY'S HITS

Change-of-programmings from your library's shelves, featuring the disks that were the hits of the week in the time that last year. The chart below.

Moving to the Billboard chart at that time.

POP-10 Years Ago
March 10, 1958
1. Don't, E. Prepose, Victor
2. I Kip You, E. Prepose, Victor
3. Get a Job, Silhouettes, Ember
4. Short Shorts, Reed Travel
5. A Showman, RCA-Penthouse
6. Oh, Milla, Greenhouse, Nova
7. This Is the Way I Do It, Four Tops, Capitol
8. Get It and Go, P. Caine, Victor
9. Seven-Year-Old Man, B. B. King, Capitol
10. I See It, Ronna, MGM

RHYTHM & BLUES—5 Years Ago
March 10, 1958
1. Sweet Little Sixteen, C. Berry, Chess
2. Get a Job, Silhouettes, Ember
3. Short Shorts, Reed Travel
4. A Showman, RCA-Penthouse
5. Tequila, Challenge, Challenge
6. Don't, E. Prepose, Victor
7. I Kip You, E. Prepose, Victor
8. Seven-Year-Old Man, B. B. King, Capitol
9. I See It, Ronna, MGM
10. I Am the Man, Gladis, Columbia

OLD R&R, King Rock

NEW YORK— Irving (Swing- in' Slim) Rosen, a virtual king of
the old rock and roll record field, returned to the local air
in the Warner Bros. Records office Tuesday (27) for an
appearance on the Times Square Record Show, known as the Times Square
Empire for the retaining of old rock hits, is heard on WNYR, in
New York City, every Thursday from 11 p.m. to
midnight. The show will feature strictly old
rock record material, of the kind that can be
found at the Times Square Record Shop.

Copyrighted material
Mr. Ed Easton
Music Librarian, Radio Station WFRM
Coudersport, Pa.

is a pleased programmer

"Add me to the list of the announcers who are completely satisfied with the record service of RSI. We were so happy about the pop service we have also added the album service and we find it has fulfilled about 90 percent of our musical needs. We know that RSI provides us with the music that is listened to and we have ceased worrying about our popular library because RSI provides the quick service that is so necessary on pop music."

Thank you, Mr. Easton. Though more than 1600 radio stations have turned to RSI to service their needs, there are still many who probably have programming problems with which RSI can help. This message is directed to them.

programming newsletter

by bill gavin
billboard contributing editor
Publisher, Bill Gavin's Record Report

Balanced Programming: We heard a good deal of talk these days about balanced programming. Unfortunately, the term has no specific application and is used loosely by many of program directors and program directors to decide how well they put their shows together.

Several items can be balanced: tempo, artist categories, rough and smooth sounds, ratio of picks, chart items, oldies, LP's hands, newer and older hits, and so on. Nobody has a magic secret of how to handle factors. Different people use different systems. When they pull good ratings, they establish a general acceptance. Let's look at the various things that can be balanced.

Tempo—or to be musically precise, "tempo": Top 40 hasn't altered a basic precept of music programming—including the concert field—that there must be change of pace. In routing a series of pop records this is translated into the rule of "Never play two slow sides back to back." In actual practice, limitation on the frequency of slower sides varies according to the time of day. Three out of four up-tempoed selections for mornings drop to two out of three—or even one to one—from 9 a.m. to 11 p.m.

Artist Categories: It's pretty generally taken for granted that most of the hit singles are by male vocalists, and that the smallest group is the instruments. Some Top 40 station actually retires instruments to a maximum of two per hour—one of which is used as a filler to news time. It's also generally accepted policy never to play two girl vocals in a row. A very few stations follow the policy of limiting the female vocalists to two in a row.

Rough Or Smooth Sounds: Some people classify the musical sounds as teen or adult; others prefer to separate pop from r&B. Take your choice. Any way you look at it, a preponderance of any one kind of sound creates a musical image of the station for its listeners. Many Top 40 stations restrict certain items for play after 3 p.m. One station (KJR Seattle) makes a much more detailed breakdown of its time segments, with special requirements for 6 to 8 a.m., 8 a.m. to 9 a.m., 9 a.m. to 11 a.m., 11 a.m. to 1 p.m. and so on. Other stations, recognizing that a hit record has no prescribed sound, simply control the frequency of plays on certain extreme sounds—rough-smooth—throughout the day.

Radio of Chart Items: The list of stations concentrating most heavily on the proven hits is steadily growing longer. WLS-

Chicago, WABC-New York, WHK-Cleveland, WSAI-Cincinnati, KRLA-Los Angeles, WINS-New York. All stations stress the importance of playing the "name" records to help the chart, and many Top 40 stations have added their own "chart" programs alternat-

ing with other chart items.

New vs. Old Hits: Unquestionably, one of the most successful innovators in Top 40 programming has been the regular use of older hits. Many record companies are putting out LP collections of "golden goodies," and numerous retailers do a profitable business with old hit singles. In programming, the common practice is four oldies per hour. Occasionally we hear of weekend programs alternat-

ing oldies with chart items.

Obviously, a Lot of Time Can Be Wasted in Trying to achieve the perfect balance of all factors. The important thing to remember is that there is always an adult audience, even in peak time listening hours. As one PD remarked: "Lost the adults and you're dead."


Baltimore (Larry Monroe-WACO) Gaining fast: "The Bird" (Decca-Columbia). Big requests: "Sandy" (Dino-Laurie). Discovery: "Locking Up My Heart" (Marvelettes-Tamla).

Worcester (Dick Smith-WORC): Biggest breakout: "Heart" (Kenny Chandler-Laurie). Strong response: "If You Wanna Be Happy" (Jimmie Soul-SPFOR). Immediate acceptance: "I Will Follow Him" (Little Peggy March-RCA Victor). Picks: "The Runaround" (Bobby Goldsboro-Laurie), "Seven Roses" (Jean Thomas-Cadence), "Don't Jump" (Jody McCruikle- Smash).


Hartford (Bertha Porter-WDRM) Fast gain: "Don't Say Nothin' Bad" (the Cookies-Dimension). Starting: "Stay Away From Bobby" (the Sherry Sisters-Otis). Picks: "The Nursery" (the Four J's-PF), and "Three Little Fiddles" (the Empires-Celpix).

Los Angeles, Don Anti-KFWB: Big gains: "Pipeline" (the Chants-Dot). New on chart: "She's New to You" (Molly Bee- Liberty), "The Source" (Olympics-Tri Disc). Hot corner: "I Got What I Wanted" (Brook Benton-Mercury). Discovery: "Mecca" (Luna Pineda-Musicor).

Recordsource International
1564 Broadway
New York City 36

Turntable Tips

• continued from page 48

Survey Sickness—Since Sen. Oren Harris has focused his sharp eye on the survey situation in America there is a hesitancy on the part of many agency people to just say, "Well, they've got the ratings — we'll buy them."

But in our talks with prominent people in the agency business some of them have adopted a wait-and-see attitude. There is a method in their madness. Say you were to buy time on a radio station in a market where the Arkansas Senator casts his spotlight. And let's say that the station you bought as an agency man is proved to be the wrong station. Wouldn't you look kind of bad with the client?

The word is out among people in the know that pressures are being brought to bear from outside the Congressional Committee to prevent the hearings. The reason, as everyone within the trade knows, is that if the entire survey situation is brought to light it will make the payola and the rigged TV quiz shows look like small potatoes.

Our Prediction: This is one investigation that will not be stopped, and in this one, look for a good many people in the advertising business to find their heads on the chopping block. An interesting two-page story could be written in just quietly talking to agency people and getting opinions. Naturally it would have to be done without names.
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.

RECORDINGS AVAILABLE
(Start Selling Record Listed in Bold Print)

1. WALK LIKE A MAN — By Frankie Valli & The Four Seasons (RCA Victor 5012)
2. RUBY BABY — By Lesley Gore (Coral 1707)
3. RHYTHM OF THE RAIN — By The Ventures (RCA Victor 5014)
4. YOU'RE THE REASON I'M LIVING — By Marty Wilde (Capitol 497)
5. OUR DAY WILL COME — By The Mamas & The Papas (RCA Victor 5015)
6. WALK RIGHT IN — By The Stylistics (ABC Paramount 3601)
7. END OF THE WORLD — By The Pioneers (MGM 4106)
8. WILD WEEKEND — By The Javalins (ABC Paramount 3602)
9. BLAME IT ON THE BOSSA NOVA — By Annette Funicello (RCA Victor 5016)
10. WHAT WILL MY MARY SAY — By The Rascals (ABC Paramount 3603)
11. FROM A J ACK TO A KING — By The Rolling Stones (Capitol 4976)
12. OUR WINTER LOVE — By The Righteous Brothers (ABC Paramount 3604)
13. MAMA DON'T LET ME BE LONESOME (DOWN BY THE RIVER) — By Junior Walker & The All Stars (ABC Paramount 3605)
14. I'M SORRY I'M LONELY — By Carl Wayne (ABC Paramount 3606)
15. HE'S SO FINE — By The Ronettes (ABC Paramount 3607)
16. ALICE IN WONDERLAND — By The Guess Who (ABC Paramount 3608)
17. SHE'S THE ONE — By The Kingsmen (ABC Paramount 3609)
18. BLACKBIRD — By The Beatles (ABC Paramount 3610)
19. SOUTH STREET — By Mike D'Abo (ABC Paramount 3611)
20. LET'S TURKEY TROT — By The Four Preps (ABC Paramount 3612)
21. LET'S LINDO SOME MORE — By The Erics (ABC Paramount 3613)
22. THE GYPSY CRIED — By Lou Christie (ABC Paramount 3614)
23. TOWN TOWN FLIRT — By Marlo, spinach 3131
24. FLY ME TO THE MOON — By Frank Sinatra (ABC Paramount 3615)
25. I WANN A BEARAW AWAY — By The Ventures (ABC Paramount 3616)

'GRANDADDY SMITH'
Continued from page 14

"We get a daily tally of sales from every location," he continued. "We require each store manager to tear off a perforated strip from each record sticker as the sale is made. At the end of each day, these tear-offs are mailed to our office in a stamped envelope. We therefore have a running tally on the inventory in all outlets." 

Radio Bulletin

Another feature of the Smith service is a fortnightly information bulletin on disk merchandising and sales and a monthly sheet which goes out with every shipment and records. This has several columns to be filled in. First is the "on hand" column, where the stock level indicates the current inventory. Next, in the "last week's sales" column, Smith shows how many copies of a title he wants. The third, or "editing" column, is for the home office, where what Smith calls "sensible additions or subtractions are made from each item in the order in terms of what we ourselves know about the record." Smith, who is also widely regarded as one of the one-stop pioneers, having been an original partner in the Leslie Distributors firm in New York, has some cautions for those operating on that basis.

"Deals are really bad for the business," he said. "A lot of one stops and rackers send out their trucks and Volkswagens only the stuff that's been bought on the best deal. The driver, too, should be carefully screened. Too often, the man in the truck or car is not a merchandise representative. He may be a laborer with a chauffeur's license. This doesn't help build the sales levels." 

"I guess it all boils down to a few words, Smith reflected. "Like a lot of those one-stop guys, the name of the game is money and we should do everything we can to make our investment go further and pay a better return."

Smith spends approximately 11 months each year practicing those indisputably good business theories. Most of those 11 months, he can be found in his home office space here, taking orders and talking on long distance lines finding out what's going on in other parts of the country. For 28 days every August, however, an office or branches likely be found in his private box at Saratoga Race Track in nearby Saratoga Springs, N. Y. Even there, he's more likely be chatting to his record customers on the phone, speaking to them at home, or to his customer's customers visits to the cashier's window.

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

"Will fly to the top of I'M GETTIN' SENTIMENTAL OVER YOU (Bossa Nova) by Marty Paitter and Frank Chacksfield (F Polystar)"
**Those ‘Plus’ Sales Need A Touch of Planning**

**ACCESSORIES CHECKLIST:**

Make this your “want” list. Check the items you think you should buy for bigger sales. (See accompanying story.)

- Remote control
- Strobe timer
- Channel selector
- Head demagnetizer
- Head cleaning fluid
- Lubrication tape
- Rubber tape reel holders
- Snap-on reel cover
- Carrying case
- Patch cords
- Continuous loop mechanisms
- Alignment tape
- Ear piece
- Microphones
- Foot control
- Remote microphone
- Beeper indicator pickup
- Controls for automatic slide projector
- Microphones
- Microphone extension cords
- Mixer for microphone and slide projector
- Microphone wind screen
- Blank reels or tapes—easy or serious—to exhibit a showing of his slides or movies. If he’s after lip-synch effects for his movies, he’ll need monitor headphones, strobos timer and microphone extension cord. And a splicing kit is a must.

Your or buyer’s market may be a re-

(Continued on page 55)

**Six Routes to Bigger Tape Sales**

**NEW YORK—Market conditions often dictate sales approaches of those who record and sell their records. To get the best possible results, one must know the market and apply the right sales approach.**

**Demonstration Showmanship**

Nothing can depress a sale quicker than inept demonstration. A fumbling sales clerk leaves the customer with the feeling that the recorder he’s trying to operate is difficult to understand. This is a 3/02-a-while demo gives the customer confidence, the other hand. It’s particularly important to be able to thread tape through the unit in nothing flat. And it’s a must practice.

Stereos have a list of size to sell recordings—when properly demonstrated. One favorite technique, now used by many leading retailers, is switching from mono to stereo when the performance is interesting. Or switching to stereo with many recorders because they have a headphone output jack. While it’s true that switching back and forth has no real purpose, the change is a chance to show that the product is not only capable of rich or choral recording for strongest effect. One more thing. Self-contained portable recorders generally have adequate, but not sensationally wide-range, sound. Headphones overcome this inadequacy.

Make microphone technique a part of the demonstration. Show the listener how the handle “pops” from the letters’-airing sibilants. Don’t record the trumpet’s voice unless he shows a willingness to do so. Many people are embarrassed. And a common re-action is “that doesn’t sound like me.” Few people know how they actually sound and they blame the strange-to-them sounds on the recorder.

Use a telephone pickup. Show how easy it is to use, but, at the same time, how effective. Use an interphone connection in the store itself. A tackle and tape recorder at the counter makes it a quick sale.

Record off-the-air. Have a patch-cord already hooked up but be sure to show how easily the all-inclusive customer can record. Few newcomers to tape recording realize that off-the-air recording is not done by placing a microphone in front of the speaker. Newcomers have listened to the speaker and emphasized the features that will appeal to him. If he’s a business- man, demonstrate a foot-control and ear-piece for dictation, for example. Always dictate a letter. Let him listen to the playback when you’re finished.

But remember—he be facile. Don’t fumble.

**Rental Plan**

Renting a tape recorder has several benefits aside from getting the merchandise into a prospect’s home. One obvious benefit is the instant availability of the recorder to the customer. If he calls home, caution him to tell whoever answers that the call is being recorded. Otherwise the recording could be embarrassing to all.

Record off-the-air. Have a patch-cord already hooked up but be sure to show how easily the all-inclusive customer can record. Few newcomers to tape recording realize that off-the-air recording is not done by placing a microphone in front of the speaker. Newcomers have listened to the speaker and emphasized the features that will appeal to him. If he’s a business- man, demonstrate a foot-control and ear-piece for dictation, for example. Always dictate a letter. Let him listen to the playback when you’re finished.

But remember—he be facile. Don’t fumble.
Advertising Pages

The following displays advertising comparisons give all the advantages to the other three music-record weeklies. Billboard's figures come from actual billing records, whereas those of other publications are based on actual measurements which do not take into consideration advertisements placed for error, or unpaid, for other reasons. The figures apply to display advertising only. No classified advertising space, paid or unpaid, is included.

<table>
<thead>
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<th>Publication</th>
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<td>Billboard</td>
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<td>Music Reporter</td>
<td>645</td>
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<td>Music Vendor</td>
<td>399</td>
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</tbody>
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Dollars of Advertising:

Where an industry invests the greatest share of its advertising dollars is accepted as the most significant area of comparison of the advertising worth of the publications in any field. Here are the facts about advertising dollars invested in the music-record tradepaper field:

| Fact #1 | More dollars of advertising were spent in Billboard, in 1962, than in all the others combined. |
| Fact #2 | Billboard's margin, over paper #2, is a whopping one-third of a million dollar—some $370,000, more, to be exact! |
| Fact #3 | Advertisers spent more for singles advertising in Billboard! |
| Fact #4 | Advertisers spent more for long-wave advertising in Billboard! |
| Fact #5 | Talent spent more for advertising in Billboard! |
| Fact #6 | Advertisers spent more for "all other" music-record advertising in Billboard! (publishers, record services, supplies, distributors, one-stop, etc.) |

Profiles of the Tape Buyers

NEW YORK—A tape recorder is a versatile instrument; it has hundreds of uses in business, education and home entertainment. And its very versatility creates some sales difficulties. Recorder promotion tends, with plenty of reason, to range all over the lot.

There's only one answer to this "difficulty." You have to pinpoint your prospects. For example, sell the medical profession, sell the legal profession, sell the music market. Pin-pointing alone is not enough, however. The wise merchant will know which tape recorder benefits are most important in a particular market. And be able to know the best means of reaching and selling to that market.

There's a simple routine for organizing for more tape recorder sales. Create a "prospect profile." This profile will, first of all, identify the prospect. Secondly, it will list every possible use the prospect might find in a tape recorder, and the most important uses naturally come first. The profile will, in addition, explore the possible ways of reaching the prospect.

Billboard suggests here how a "prospect profile" can be drawn. This is not meant to be an exacting treatment of the subject. Rather, it is designed to be a "thought starter." Examine it. In the prospects covered here, we have set down as much information as possible to help you explore individual markets. You should be able to add to our thoughts on the subject.

And, of course, there are many types of prospects other than those we have considered. The prospective market is so broad in scope that we could not possibly cover all possibilities here. It rests with the individual merchant to think of other prospects and create his own sales profiles for them.

After your "profile" is organized, what then? Sample your sales approach on someone close to you in a particular profession. For example, if your profile explores the medical market, try your sales approach on your own doctor first. He will listen with interest; he will probably suggest tape recorder benefits that may not have occurred to you. Thus, your approach to another prospect in that profession is on firmer footing.

DOCTOR
1. Heart specialists record heart-beats for study.
2. Recorded music can soothe nervous patients.
3. Keep records of breathing sounds of throat and lung patients.
4. Laboratory and library research can be speeded by recording facts.
5. Lengthy case reports can be recorded and transcribed later.
6. The recorder can be used as a dictation machine for getting out bills and other correspondence.

TEACHER
1. Can improve lectures by recording and listening to how they sound.
2. History classes can be enlivened by recording current affairs from radio, playing them back for classes and discussion.
3. Language classes make quicker progress when students hear recordings of their pronunciation.
4. Educational shows on all subjects can be recorded for replay in classrooms.
5. Interviews with visiting lecturers can be recorded for later use, in addition to the lectures themselves.
6. PTA meetings can be improved by playing recordings made in classrooms.
7. Many recorded lectures by experts in various fields are available for classroom use.
8. Studies that must be learned by rote (multiplication tables, etc.) are learned faster when students listen to recordings.

RETAILER
1. A recorder can take orders when the clerk is busy.
2. Inventory-taking is speeded by recording it.
3. Tape-recorded telephone orders avoid mistakes and keep records.
4. A display-window microphone with on-off switch allows customers to order after closing time.
5. Point-of-sale messages repeated on tape free clerks for other duties.
6. Sales efforts can be measured when a "listening to" recorder makes a record of a sale or sales failure.
7. Customer complaints can be recorded for later playback in front of sales people. This increases sales effectiveness.

(Continued on page 55)
lieves the public must be sold the concept of tape recording first before refinements are introduced.

The real function of the tape recorder will have to come first as a mass item. You can't push cartridges down the public's throat. But the American is basically lazy, when it comes to home electronics, and eventually he'll demand cartridge-type recorders.

Barshock's advice to dealers who want to increase recorder sales now: Take a lesson from the photo dealers. Give the customer the attention he deserves. Show him how to run the machine. Often a customer can be sold up from a $50 portable phonograph to a tape recorder. And there's profit in tape recorders, unlike some other home entertainment instruments. Today only 2 to 3 per cent of American households have recorders. The big market is beginning to open.

THE AUDIOPHILE SIDE. Not in the "mass market" end of tape recorders but sharing in the increased consumer interest in them is Ampex, Inc., which makes high-fidelity tape decks and recorders as well as professional recording equipment.

Ampex has relied very little on camera stores as marketing outlets. We were told recently by Ampex Audio vice-president and general manager Herbert L. Brown. 'Elaborating on why photo dealers don't sell as much as expected, the Ampex level, he said: "The majority of camera stores carry recorders in a price range considerably lower. An inexpensive line of single-unit recorders permits faster turnover and an opportunity to merchandise them in the same price range as camera equipment. In addition, most camera dealers are not equipped to handle the large multi-piece high-quality recording equipment and related accessories of the kind manufactured by Ampex. Space limitations in the typical camera store usually prevent sound man where high-quality fidelity tape recording equipment may be more prominently demonstrated."

Sales of the 10,499,922 sets of tape recorders which were sold in 1961 may have little distribution source has not been significant for Ampex, it is entirely possible that the camera store may prove more valuable for us in the future. Thorsten Tellefson's mass-marketing Barshock estimates that perhaps only 5 per cent of tape recorders are sold through audio dealers. This type of outlet is the largest one for manufacturers of high-priced equipment such as Ampex.

HOW CAN THE RECORD DEALER INCREASE his share of high-quality tape recorder market? "Only by a major change in his merchandising methods," Brown has said.

"Usually it is necessary for a record dealer to do a complete about-face, since he has been concentrating on the sale of phonographs and changers only. Once he decides to sell both tape recorders and phonographs, he will have to tailor his advertising and sales promotion efforts to give appropriate attention to both kinds of equipment. In addition, he may have to expand his store to include a sound room where a variety of recorders, speakers and enclosures may be demonstrated. In such a room a store does not already exist."

Though Brown and Barshock represent opposite ends of the tape recorder spectrum, they both make the same point: If you're really going to sell tape recorders, you must first equip them with the proper equipment with which kind—you must be equipped to give a good demonstration.

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**Billboard Leadership**

unquestioned in '62, and growing greater in '63

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**Radio Exports Rise Sharply in Hong Kong**

'HONG KONG — the export of Hong Kong-built transistor radio receiving sets rose by nearly 200 per cent in value last year as compared to 1961, according to official government trade figures released this week.

Sales to the United States amounted to $18,706,187, in Hong Kong dollars, which is about seven times the value (HK $2,529, 189 for 73,867 sets) in Hong Kong last year. $595,866 sets were sold to the U.S. last year.

A total of 1,049,922 sets were sold in 59 overseas markets last year compared with 283,425 sets sold in 30 markets last year. 2,529 sets were sold for $2,529. Canada also bought more transistors last year—$706,981 for 5,693 sets compared with $2,529,844 for 7,112 sets the previous year. Exports to West Germany and Italy also rose.

There were 21 registered concerns now manufacture and assemble transistor radios in Hong Kong.

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**BEST SELLING PHONOGRAHS, RADIOS & TAPE RECORDERS**

These are the nation's best sellers by manufacturers based on results of a monthly long study using personal interviews with a representative national cross-section of record-selling outlets. It is the actual performance of record-sellers, or the only that sales figures, total and per stores, are the measures of sales. This is the only that sales figures, total and per stores, are the measures of sales.

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**Monaural Tape Decks and Recorders**

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**Stereophonic Tape Decks and Recorders**

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A special order for 27 classics

"This past week we gave one of the Schwann Catalogs to a customer. Yesterday he came in with a special order for 27 classics. Needless to say we were very much impressed with the possibilities..."

The Record Center Daytona Beach, Florida

Letters from record dealers all over the country continually tell us what a great help the Schwann Long Playing Record Catalog is to sales promotion. Small wonder! The average Schwann dealer sends $143 a year on records. Whether you sell Schwann at the cover price of 35¢ (you make at least 15¢ a copy) or distribute the catalogs free to a select group of “best customers” — Schwann Catalogs produce more record business!

CLIP AND MAIL TODAY

W. SCHWANN INC.
137 Newbury Blvd.
Boston, Mass.
Please send me 25 copies (minimum order) of your latest issue.
Store
Address
Signature

NOW, from MUSIC TAPES, Inc., the Fastest Growing Tape Company in the Industry...

NEW CONSUMER CATALOGS
• IN COLOR
• ALL RELEASES FULLY ILLUSTRATED
• ALL TUNES LISTED

See Your Local Distributor or Write
DISK DEALS FOR DEALERS

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


ORIGINAL SOUND—Expires March 31, 1963. Started February 1, 1963. Label is offering one-for-free on entire LP catalog plus new release.


STUDIO-JANIS—Expires March 31, 1963. Started March 1, 1963. Featuring the Goldmine Angel String or Angel Strings. For copies, two free Bluegum albums for every 10 orders, from 30 albums available sample plan.


WORLD PACIFIC (U) 313 W. S. St. Los Angeles 48, Calif.

DIRECTORY OF BLACK TAPE PRODUCERS

AGFA INCORPORATED Industrial Park Bogota, N. J.

AMERICAN 291 S. La Cienega Beauty Hills, Calif.

AMPEX 9340 S. Beverly Blvd. Beverly, Calif.

A-1 TAPE VECTOR 155 E. 24th St. New York, N. Y.

B Works Mfg. 450 Broadway New York, N. Y.

BVE 444 Madison Ave. New York, N. Y.

BURGESS Division of Servel, Inc. Frigidaire 111.

FERRY-PDYNAMICS Green Br. & Rl 17 Niskayuna, N. Y.

KODAK 541 State St. Rochester 4, N. Y.

MAGNETICS 1415 Park Ave. New York, N. Y.

NATIONAL 541 State St. Rochester 4, N. Y.

MAGNETICS 1415 Park Ave. New York, N. Y.

MINSTER 541 State St. Rochester 4, N. Y.

RCA EASTON 823 W. Madison St. Madison, Ill.

SOUND CRAFT 310 W. Adams St. Chicago 8, Ill.


TANDBERG 10 Ave. Cienega Blvd. Culver City, Calif.

VICTOR 500 W. 57th St. New York 19, N. Y.

VINTON 40 E. 30th Ave. Woodside 71, N. Y.

Let the Prospect Sell 'Em For You

NEW YORK—Here's a tape promotion stunt-of-the-month.

Invite customers to record a script of your spot radio ads. Use the customer's recording on the air. If the customer recognizes his voice and calls you within an hour of the broadcast, award him a free reel of tape.

This unique promotion was reported doing an effective job for an innovative dealer by Joel Crowley, ad manager of V-M.

The Profiles of the Tape Buyers

- Continued from page 52

BUSINESSMAN

1. Top salesmen can record sales talk for playback to beginning salesmen.
2. Beginning salespeople can record their talks for analysis of their sales techniques.
3. A sales manager can tape record correspondence to speed up contact with main office.
4. Sales reports go faster, carry fuller information when tape-recorded.
5. Many company employees cannot express ideas and suggestions well in writing, but have little trouble "telling" ideas to a tape-recorder "suggestion box."
6. Recordings of meetings and conferences can be played back for absentees.

MINISTER

1. Talks or sermons can be recorded for playback to the church or other churches of the same denomination.
2. A hospitalized minister can record his sermon for playback in church.
3. A minister can improve his pulpit delivery by listening to recordings of himself.
4. Choral and organ music can be recorded to improve performances and for actual playback in church.
FOR SALE

Early American 90-foot Ranch House, just outside N.Y.C. I'm not "going to Chicago" I'm there, and that's the reason I'm writing my newly remodeled 3-bedroom, 2-bath house, just 23 minutes from New York City by car or bus. It's located on the site of owned high for luncheon in a stately home. One-quarter acre of land. All schools and houses of worship nearby. Shown by appointment only. Priced for quick sale.

JOE CERAMI
914 New City S-101, or in Chicago call 312 Marion 7-5553.

1564 BROADWAY
N.Y.C.
Times Square Office
Space for Rent.
8700 Square Feet.
Central Air Conditioning.
Very Reasonable Rental.
Contact
KATHNIE LAUB
of Collins Tuttle & Co.
261 Madison Ave.
New York 16, N. Y.
Telephone: Murreyhill 2-4202

EMPLOYMENT SECTION

UNUSUAL OPPORTUNITY FOR SALEMAKERS, MANUFACTURERS OR DISTRIBUTORS TO RELOCATE IN SPECIALIZED FIELD. HIGH SALARY PLUS COMMISSIONS. FURTHER INFORMATION TO BE DISCUSSED. BOX 170, WALL STREET, NEW YORK CITY.

MISCELLANEOUS

OLD SHEET MUSIC
1910-1926 Mostly
One of a kind. Good condition. War songs, show tunes, pops, etc. Send $25 for list of titles, composers, authors, publishers, years, prices. Write Box 466, Billboard 1564 Broadway New York 36, N. Y.

S$202,573 TO WRITERS
Your unpublished manuscript may be published! Our famous subsidy plan has returned $202,573 to writers (mostly beginners) in the past seven years. We will publish your works, advertise, promote your book and pay you 40% of retail price. Send for FREE BROCHURE BB. PAGEANT PRESS.

RECORD ACCESSORIES & DEALER FIXTURES

RACK UP
STEADY PROFITS
WITH
ART-PHYL
The most diversified line of quality-made, competitively priced
• RECORD RACKS
• DISPLAY RACKS
• Pegboards
Sam us at the NHRA Show Booth #37 or contact:
ART-PHYL CREATIONS
5806 Fullinghers AVE.
Nashville 14, N. J.
N.Y. 1-2685 N.J. B-8-1000

CLASSIFIED RATES
Per Insertion

<table>
<thead>
<tr>
<th>Size</th>
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<td>$7</td>
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Minimum size is 1/8", approximately 25 words. 1" and 3/4" spaces at $25 and $35 respectively. A 1/4" box every 1/4" inch. .75 cent included. 1" & 2" must be in block style. If box number is used, allow 10 words for number and address. Box number service charged, 50c per insertion.

United States Express and Air Freight included in National rates. Air freight rates extra in Canada and Mexico.

USE THIS HANDY AD ORDER BLANK

Please insert the following ad for consecutive issues.

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<td>Set regular classified style.</td>
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</table>

Company Name: ____________________________
Address: __________________________________
City: _____________________________________
State: _____________________________________

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

BILLBOARD BUYERS AND SELLERS CLASSIFIED MART
1564 Broadway
1320 N. Governor St.
New York 36, N. Y.
Chicago 52, Calif.

RADIO ANNOUNCER
Ready for a major Eastern market with a group own-er? Need stable, articulate, warm personality, not rock type. 30-40 years old with family. Send resume, tape, photo, salary requirements to BOX 470, BILLBOARD, 1564 Broadway, New York 36, N. Y.

SITUATIONS WANTED

ATTENTION: RECORD COMPANIES

Candidates with over 20 years in the recording world as shaper, music supervisor and record producer. Well known to the music business, familiar with the music of the past, present and has knowledge of music from jazz to show business. Highest salary and business references.

BOX 471, BILLBOARD
1564 Broadway
N. Y. 36, N. Y.

Attention, Record Manufacturers!

KEY MAN AVAILABLE
TOP-RIGHT SALES MANAGER

Over 20 years of experience, active in all fields of promotion, sales, advertising. Composed and managed national teams, sales campaigns, market distribution. Produced and distributed commercials. Presently in management of a prominent network. Excellent references. Pictures available.

Reply: BOX 469, BILLBOARD
1564 Broadway
New York 36, N. Y.

KEY MAN: A YEARS EXPERIENCE

Instrumentalist: Sings and writes. Full background of management and promotion experience. Excellent references. Will relocate.

Reply: G. 64, BILLBOARD
1564 Broadway
New York 36, N. Y.

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

Buyers and Sellers' CLASSIFIED MART

It's a proven, economical way to arouse prospect interest, to make sales and to increase profits.

Check the Classified Mart in every issue of Billboard... see what others are doing... then see what you should be doing to meet and beat the competition.

CLASSIFIED MRT
Capitol of the South." Elapsed time: four days.

The challenge here is another new angle. EDGY, Minneapolis, issued a challenge to the local Marines to hike 50 miles around Lake Harriet. Not only was it taken up, but the leathernecks were joined by many others. Fifteen completed the trek, but Jacky Hal Raymond, who promoted it, was not among them. The station says, for Raymond it was seven laps and then to a hot tub.

Two stations have grabbed a lot of listener attention by challenging each other to determine which is the hiking champ of New England. Bad Kelley of WCOP, Ploegh outlet in Boston, was set to leave Copley Square at noon last Wednesday, while Dave Sennett of WPGD, Providence, was to depart from his town at the same time. Both had complete outfits, including fans and pedlars. After five hours of hiking, the group that got the farthest was to be the winner.

Both jocks ran a series of announcements stirring up interest, Kelly calling Sennett "weak-kneed and exhausted," while the latter retorted that Kelly was a "foot trooper," that he was a "marcher" and that his group was not active bikers joined the fun by guessing how far each

other bikers, constantly accompanied by the station's mobile unit and grabbing a major share of the listening audience. Well-wishing listeners along the route offered vitamins, fried chicken, good luck and advice. Late at night, farmhouses along the road flashed their lights in greeting. As the group re-entered the city at breakfast time, pajama-clad listeners waved from windows, and Barker's children joined him for the last eight miles.

Neither rain, snow, gloom of night nor the distance between Washington and Baltimore prevented assistant news director Joe Templeton from preparing and delivering his 11 p.m. news shows on WIZ-TV, Baltimore, upon conclusion of a trek from the Capital. Templeton whipped up his script on route and entered the studio on time to do his stint.

In the St. Louis area, people from homes along the route turned out to offer food and liquid refreshment to bikers led on a 63-mile stroll by KOKO, while 5,000 more jammed the station's grounds waiting for the return of the 200 who took off. Since the conclusion of the hike, the station has been flooded with calls requesting another 63-miler.

Probably the largest throng to march at a unit is still the 2,000 which Clark Race of KOKA, Pittsburgh, headed. Even network TV seems to be getting into the act. The next segment to be filmed for Chrysler's "Empire" series on NBC-TV has a title that outdoes President Kennedy's edict: "Sixty-Five Miles Is a Long, Long Way!"

TALENT TOPICS

- Continued from page 16

MEMPHIS

Fred Waring and His Pennsylvanians spent last week for a big show at the Auditorium. An old-time banjo-playing friend, W. C. Handy, has been rediscovered here and signed for an album of folk songs. He is Gus Cannon, 79. He authored original version of "Walk Right In," now high on charts. Stax label of Memphis signed him and the album will be distributed by Atlantic. Cannon sold rights to his "Walk Right In" for $50 and one-fourth of the royalties, he said.

Liberace drew a big house on his one-nighter here last week. Ace Cannon is happy that his famous recording, "I Met You Baby" and "Love Letters," is selling good.

Two clubs at Hot Springs, Ark., have some top talent lined up during the Oaklawn track racing season. The Vapors has Georgia Gibbs, signed for March 11-16, Frankie Laine March 15-23 and Gisele MacKenzie March 25-31. The 11 Club has Julius La Rosa set for March 7-13, Roberta Sherwood March 14-21, Johnny Desmond March 28-April 3.

SAYS THE HERO IN JUMBO,
"I'M A SCHOLAR
I READ BILLBOARD"

and so do all astute members of the music-record industry—

They know that Billboard's weekly get-down-to-the-facts information is the sound basic education behind scholarly decisions—i.e., greater profits.

Your personal copy—every week—of Billboard's comprehensive thesis on all facets of the music industry is just a coupon away.

Subscribe Today

BILLBOARD, 1106 Patton Street, Cincinnati 14, Ohio

Please enter my subscription to BILLBOARD for:

[ ] 1 YEAR $15  [ ] 3 YEARS $55  [ ] New  [ ] Renew

[ ] Payment enclosed  [ ] EXTRA issues for cash  [ ] Bill me later

Above subscription rates are for U.S., Canada and Europe. Other overseas rates on request.

837

Company:

Name:

City:

Zone State:

Type of Business:

Title:
NO EXTRA CHARGE

Why you get more for your money with a Rowe AMi phonograph.

+ You get Three-in-One programming. Change from 200 to 160 or 100 selections—or right back again—whatever the location needs. NO EXTRA CHARGE.

+ You get the orbital sound of Stereo Round® without using additional remote speakers. NO EXTRA CHARGE.

+ You get a genuine diamond stylus good for 50,000 plays. NO EXTRA CHARGE.

+ You get tremendous location personalization. NO EXTRA CHARGE.

+ You get automix as standard equipment. Plays both 45's and 33⅓'s... intermixed. It's mechanical, too—no tubes to give out. NO EXTRA CHARGE.

+ You get an accumulator that holds up to $3 in nickels, dimes, quarters and half dollars. NO EXTRA CHARGE.

+ You get a 5-year warranty on the search unit, a 2-year warranty on the mechanism. This is the only phonograph with such a money-making guarantee on moving parts. NO EXTRA CHARGE.

+ You get an easy changeover to play albums at 25¢ a side. NO EXTRA CHARGE.

Add all these “NO EXTRA CHARGES” to the realistic low price of a Rowe AMi phonograph, and you’ve got yourself a deal. See your Rowe AC Services distributor today and let him tell you the full story.

*Pat. pend.

ROWE AC SERVICES
18 South Michigan Ave. Chicago 3, Ill.
**Coin Veteran Ralph Sheffield Dies at 49**

CHICAGO—Ralph Sheffield, a 25-year veteran of the coin machine industry and past-president in Midway Manufacturing Company, died here last week of a heart attack. He was 49.

Sheffield started in the coin machine business when he was 18, working closely with Gil Kitt in Empire Coin Machine Exchange here. He later went with Lenox Manufacturing Company, Chicago Coin, and Union Manufacturing and spent the past four years with Midway. He was very active in Masonic affairs, was a member of the Shriner and a past-president of the Skokie Valley Shrine Club, a past-patron of the Order of Eastern Star, and is a member of the DeMolay (boy's group) in Skokie.

He died last week in his home town of Akron, Ohio. Sheffield is survived by his widow, Ruth, and a son, Roger.

**Common Market Has Top Trade Potential**

BRUSSELS—European coin machine producers are working with officials of the European Economic Community (EEC) to draft a master plan for development inside the Common Market. The EEC is committed to substantial measure of centralized economic planning, and coin machine producers are trying to gain a head start by planning their own guidelines.

Their work is of great importance to the American trade because it clearly demonstrates that the "new frontier" of the world market is neither in Africa, nor in Asia, nor in Latin America—but in Europe.

**Dazzling Potential**

The other markets may offer greater potential at some unspecified, far-distant date, but no present world market offers the immediate here-and-now potential of the European Common Market. The reasons are many, but the most important one is the close ties between the EEC and the Common Market countries. They are united by a common uniform code so that the operator will know exactly what is required by the common market area from outside competition.

EEC coin machine producers, jubilant over the tremendous expectations, are trying to do the best possible job for everyone.

### Editorial

**The MOA Decision**

Music Operators of America has officially announced it will hold its convention in September, just prior to the National Automatic Merchandising Association major equipment convention. The announcement is, in effect, a commitment to the industry by MOA.

The association had originally scheduled its convention for early May. Plans for the MOA convention must have been delayed by at least two major considerations:

1. Lack of announced exhibitor support.
2. Lack of operator support.

A convention can exist without exhibitors. Exhibitors, in turn, don't go to conventions unless they have business to do there. MOA has in the past months made every effort to build its membership by signing State and local affiliate groups. MOA President J. Harry Snodgrass told Billboard the drive had netted better results than it had had in "many, many months." The association has also moved to bolster its attendance by scheduling its convention at a more favorable date, and has committed itself to the industry to hold a convention on this date.

Perusing the association receive some commitments in turn—specifically that operators and manufacturers let the association know where they stand. The services of MOA to the coin machine industry are many, but it can't exist without the support of its members.

### MOA Convention in Fall

**Continued from page 1**

- Discussed at great lengths at our last board meeting in October, said Snodgrass. The idea was presented to the board meeting and first of the year, I talked to many operators in many parts of the country and also with distributors and manufacturers.

- When I found an almost universal desire for all dates, I contacted the MOA membership committee for their reaction to the shift. There was complete agreement that such a date change would be beneficial to all concerned," the MOA head had said.

Snodgrass said that holding the convention just prior to the NAMA is not only important to the MOA operators of phonographs, "many of whom also operate vending machines," but also to the NAMA conventions and not have to make travel arrangements.

In a plug for each association, Snodgrass said that "every operator of phonographs in the country has a MOA. If they also operate vending machines they should also belong to NAMA, as the problems are different and can be handled by separate organizations."
Chi Juke Box Collections Lag

What business is being done is in the really hot, honky-tonk locations where people go no matter what. The higher-class lounges and many of the restaurant locations are off the map. Not too surprisingly, the teen locations are keeping up. Kids, it seems, are little bothered by the weather. They have to go to school so they stop afterward and play music. Their parents aren’t so lucky.

Hotest of the new records is a typical teen-oriented disk:

MUSIC MACHINE PROGRAMMING

DENVER—The first "all new from the ground up" phonograph distributor in many years opened its doors recently at Struve Distributing Company showed up in the Denverophone’s 10,000-square-foot facility in the Denver industrial district.

Bob Struve, Salt Lake City distributor who took over the Denver Struve distributorship on retirement of former distributor Jerry Harris, has capitalized on an excellent location in the geographical center of the city. The site is close to Denver’s Valley Highway which gives them excellent pressway service to all suburbs, and on a railroad main line which permits handling of at least two cars at once at a side dock.

EMI Exec Raps ATE
On Exhibit Stand Policy

By JOHN THOMPSON

LONDON — Leading venue for British amusement trade and trade shows, the exhibitions will have shifted from London to Blackpool within three years. This was predicted by Fred Faber, EMI exploitation manager. His jibe was quizzed by the juke box field. Faber displayed the darts of juke box operators exhibiting at the Amusement Trades Exhibition here recently. There were only three operating at the juke box field, he said.

Faber deplored the death of juke box operators exhibiting at the Amusement Trades Exhibition here recently. There were only three operating at the juke box field, he complained. He blamed the holding of "bad publications" by the ATE.

The trade’s eyes are more on the Northern Amusement Trades Exhibition which runs every year at Blackpool (Nov.-Dec.), he said, that is a better place than London. Plenty of good presentations are taking place.

No False Shake

Nick Young, head man of Juke Box Distributors, Ltd., whose clients are the mighty clubs of London’s West End, explained to exhibit at ATE, this year, Faber said. Most operators felt they had no fair chance to display. Operators have two beasts, he explained. One is lack of price concession on records, and the second is the $27 a year per juke box they have to pay Phonographic Performance, Ltd., major record company, representing mechanical rights royalty collection agency backed by statutes.

Operators get paid a seven-day pay-for-rents of retail price for singles.

And, of course, we (the record makers) get the PPL income, which from the operators, he said.

Faber, in rebuttal for his firm, pointed out the "colossal demand in London for used juke box records." He called it a "fantastic new thing" where juke box operators are getting up to 43 cents each for used juke box records that his firm supplies at 72 cents to the trade. Retailers mark up 60 cents each and cannot get enough to meet the call.

No 33 Singles

British operators ask constant? for singles at 33 r.p.m. because of trend of this speed.

(Continued on page 63)

SEEBURG RELEASES 10 MORE LITTLE ALBUMS

SEEBURG ARTIST OF THE WEEK

SARAH VAUGHAN—Vaughan & Violins

Mercury (Pop Vocal)

Come With The Wind/Live For Love • The Midnight Sun Will Never Set/Will Close My Eyes • The Thrill Is Gone/Leave Me • Day By Day/Please Be Kind • Many That’s All

All titles listed above are custom 320-stereo single packages for the juke box operator. Other packages or recorded material may be modified to suit requirements. Contact SEEBURG for additional information on double-play disks.
Announcing
THE FIRST ANNUAL INTERNATIONAL COIN MACHINE DIRECTORY
and WHO'S WHO IN THE COIN MACHINE WORLD

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

PLEASE NOTE: Extended deadline for advertising and new issue date.

Date of Issue:
May 20, 1963
Final Advertising Deadline
May 1, 1963

Early space reservations recommended. Advertising deadline is for all material in New York.
Offset Printed; No Plates Required!

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

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

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

From distributors we want a list of products carried, names of the principals, lines carried and branch office listings.

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

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 Attaches 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.

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.

Published by BILLBOARD, INC., a general interest trade publication for the music, phonograph and amusement machine industries.

Copyrighted material

www.americanradiohistory.com
CLEVELAND — Despite his unexpected death last December, George George remains a vital influence in the Monroe Coin Machine Industry here.

The business philosophy of the former president of the Monroe Coin Machine Exchange Company was the person of Norman Goldstein, now executive vice-president, soon to be named president. Harry L. Elsonick, secretary, and Eva Gussa, treasurer, round out the executive staff.

"Since I joined Monroe 10 years ago, George took great pains to instill in me the enthusiasm and ideas about the industry in Goldstein's wake. Actually, any decision I make will be Mr. George's decisions because he taught me so well in a sense, he's still running the operation.

New Salesmen

It is expected that Goldstein will be named president of Monroe in the near future. The firm also added two new salesmen; Lee Molnar, a nephew of George who studied at Oberlin College and Robert Rankin. Both will blanket Northern Ohio for the firm that made 12.

Another recent step taken by Monroe was the purchase of land for a new location for the factory. This would give the concern nearly 25,000 square feet of floor space.

The outfit also refurbished its offices in addition to spending $70,000 on new property and warehouse and repair shop improvements in the past 16 months.

Monroe, which served the industry as a distributor and operator for nine months, sold its operating business and N Music Company, operated by Louis and Nate Pearlman, in April, 1961. Since then it has telescoped all its energies in the distribution of all co-operated equipment, including fresh emphasis on overseas shipments.

Coated Operating

As distributor and operator, the firm was in competition with its customers in the distributing line. For a long time it was felt that the best profit picture so Monroe decided to put all its eggs in one basket, said Goldstein at that time.

Monroe Coin is a distributor for Rowe-Amy, Williams, Val-

George's Economic Philosophy
Passed on to New Monroe Head

Cleveland

Goldstein, vice-

Dutch Diversify

ROTTERTAM—Background

music is being promoted by the Dutch trade as a complement to phonograph operations. The background music field is expanding rapidly in the Netherlands, and the potential market is pronounced "tremendous" by one of the leading firms in the field, Basart, with general agents in Holland for the British Redi-
tune, background music systems. Aside from factories and hotels, Basart is concentrating on automobile and co-operated equipment, including front-and-back supply operations.

Coated Operating

As distributor and operator, the firm was in competition with the coin box. It was inspired by the wave of fruit ma-

ichine thefts, the number of pil-

fered machines rising in almost direct proportion to the increase in machine thefts. To stop the thefts, Basart said, "it is up to the truck operators to maintain a truck up to fruit locations and cleaning out the machines which are then pilfered at leisure."

Antwerp Trade Fair

ANTWERP—Special effort is being made to attract British exhibitors to the Antwerp coin machine trade fair March 9-12, according to the new general sales manager of the British, with the British in the European Coin Machine Market controversy. The fair is being sponsored by Union Boige du (Automatique U.B.A.), which since sponsoring the first Antwerp Salon de l'Automatique, has continued to attract British and foreign machines to the industry, and will expand phonograph operations.

UK Disks Popular

ROME—Prime Minister Har-

old Macmillan's recent visit to Rome has brought an upsurge in English-language (especially British) radio disk play. Ro-

man phonograph operators and locations estimate that plays of English records has increased 20 per cent in the period since Mac-

millan was shown here. There has been a drop-off in French language disk play. Background music opera-

tion is providing the additional profit expected through the use of Dutch operators if they can be encouraged to work in this field.

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tion is providing the additional profit expected through the use of Dutch operators if they can be encouraged to work in this field.

MARCH 9, 1963
Denver Distribe Plan in Bow

* Continued from page 60

usual utilitarian design, serves as a display center as well. The 40-foot counter facing the entrance features six-inch display windows along the counter, which show neatly classified replacement parts and accessories for phonograph and games, all identified by number as well as name, for the benefit of the operator who forgets either, and who can simply point out the needed items from the stock on step-back shelves with bright fluorescent lamps.

All steel expandable shelving has been used the full length of the parts department for quick adjustment to fit whatever size merchandise is required, from season to season.

Service Department

The service department is one of the largest in the Mountain States, more than 70 feet deep by 39 feet wide, with rows of arranged separate work benches for three mechanics, Seeburg test panels at each point for quick check-out of electrical systems, a compressor system for air at air, any point, whatever overhead fluorescent lighting, and direct access to the dock.

The convenience of the truck dock and railroad spur will make it possible for Struve Distributing Company to give overnight shipment service on repairs and new equipment, Larson indicated, which is part of Struve's plan to put the emphasis on service for 1963.

Complete maintenance will be the turn of the year. Struve Distributing Company headquarters have been in service to at least 200 operators in the Colorado-Wyoming area, as the result of invitations by a sales force of 15.

Violations would be a mis-

demeanor offense, according to Lorum, who expects 1963 to be an excellent sales year, with several of the new allura-play models already in operation in the Denver area under the colors of veteran operators such as Johnny Knight of Skyland Music Company.

---

Runyon Takes On Rowe Vend Line in N. J.

SPRINGFIELD, N. J.—The Runyon Sales Company has been taken on the full vending line of Rowe AC Services for New Jersey. Runyon also distributes the Rowe AMI phonographs for New Jersey, Noland has the New York metropolitan area through its headquarters, and for Connecticut through its Hartford office.

Bill Hendrick, formerly Rowe district sales manager, has joined Runyon's New Jersey staff here as vice-president in charge of vending.

He will report to Barney Sugarman and Abe Green, who founded and head the organization.

Runyon has been a Rowe AC Services and an AMI distributor for 18 years.

EMI Exec Raps

* Continued from page 60

status quo, he said, "Singles at 33 won't be issued here, he insists. "Up until a year ago EMI was still pressing 78s to meet a demand."

Though EMI issued 12 new singles a week, joke box operators on average changed two discs per machine per week, he said. "Summer sites operators change four singles a week in the season."

This is negligibly operated, he indicated.

Out of the weekly 12 EMI releases, endeavors is that five be British artists. These are released to coincide with broadcast of EMI "Spectacular," radio show over Luxemburg overseas each week, he said.

The show features artists released on singles taped at EMI House in London, in all, EMI sponsors 24 programs a week on this radio station, using EMI releases, of course. "This helps disk sales to operators no end," Faber said.

---

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CHICAGO, ILLINOIS

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Runyon Takes

On Rowe Vend

Line in N. J.

FRANK NOLAN, left, and Mel Sonier have been named vice-presidents of Eastern Vending Distributors, Philadelphia Seeburg outlet. Nolan, a veteran of 20 years in the industry, heads the vending division. Sonier, who has been with the company 16 years, is in charge of phonograph sales. Both men report to Marvin Stein, president.

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EMI Exec Raps

* Continued from page 60

status quo, he said, "Singles at 33 won't be issued here, he insists. "Up until a year ago EMI was still pressing 78s to meet a demand."

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NEW YORK: 255 W. 39th St., New York, N. Y.
NVA Marshals Forces to Fight Proposed Missouri Per-Unit Tax

CHICAGO — National Vendors Association is lining up its members in an effort to combat a new Missouri bill (H.B. 193) that would put a $5 to $10 per machine tax on bulk venders. NVA counsel Don Mitchell termed the legislation "obviously unfair." Mitchell said the amount is excessive and would make it prohibitive for bulk operators to stay in business.

The legislation was proposed as Missouri operators held their first organization meeting of the year last week in St. Louis. Mark Koritz succeeded his father, Jason, as president by a unanimous vote. Sam Signorino was elected vice-president. Ted Mueller was re-elected secretary-treasurer.

The group voted to hold its dues constant. John Anselm was appointed to organize a separate southern Illinois organization. Anselm has planned a preliminary meeting at his home in Colbelle, Ill.

The new Missouri proposal covers any "mechanical, electric or electronic machine or device which is coin operated or coin activated and used to sell any substance, product or service." Mitchell said the proposal would lump vending machines in with games and joke boxes. Vending machines selling not more than three varieties of merchandise would pay $5, more than three varieties would pay $10. Machines vending at up to a dime would pay $5, over a dime, $10.

The proposal would also require operators to file a yearly return listing a description and location of each machine. Operators would receive a certificate to be placed on the machines. Those without a certificate would be confiscated.

Operators can redeem seized machines if they show the tax was paid and pay a further seizure charge. If the tax was not paid, operators must pay a $100 penalty.

Anyone falsifying a certificate would be guilty of a misdemeanor.

Mitchell noted the "variety" provision in the proposal was ridiculous in that it would require operators with capsule machines that vend more than three items to pay $10, whereas capsule machines with less than three different items would only have to pay $5.

Insurance Men To Address Meet

NEW YORK — Members of the New York Bulk Vendors Association will hear representatives of two life insurance and one medical insurance company present their group plans Monday (6) at the Fraternal Club House, 110 W. 48th Street here.

The bulk operators will discuss plans to fly to the National Vendors Association's annual convention (Chicago; March 27-31) as a group. Also on the agenda is the NYBVA annual meeting, to be held in conjunction with the New York Automatic Merchandising Association, at the Concord Hotel, Kinnikinnick, M. N. Y., May 10-12.

L. A. Vend Ops to Draft Code of Ethics

LOS ANGELES—A code of ethics will be drafted by the Western Vending Machine Operators Association which voted and pledged financial support to strengthening its already successful drive against unfair licenses at its regular monthly dinner meeting held Tuesday evening (26) at the Nikahob Restaurant here.

The session was conducted by Phil Sved, president, who was the first to pledge a monthly amount to support the drive. The money pledged by him and others will go, in the main, to pay the salary and expenses of the association's attorney and tax representative, Eugene Zola. George Kinni was named chairman, with Bud Harris and Ken Ferrier to serve on and make the committee.

This group will report on ways to finance the fight against unfair licenses at the next meeting, March 26.

Plans to study reported alleged unfair business practices in the local area were announced.

Zola reported that the new licenses on Pico River was now $2 per machine to exceed $25. The license of $25 per year for nickel machines remains unchanged.

Leonard Hamilton and Art Thornton of Len-Art Vending in Oxnard reported that the license in Lompoc had been raised to $25 per machine per year. It had been $1 per quarter.

The minutes were read by Lee Weiner and approved by the group. Robert Brox, treasurer, reported that bills for 1963 were in the mail and that a number of members had already sent their checks.

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New Twist: Firm Jumps From Books to Jellybeans

CAMBRIDGE, Mass.—Probably no bulk-vending organization has a more unusual background than Modern Vending with headquarters in this city. Modern Vending, which has 175 locations, is a division of Modern Book, one of the East's most successful book, stationery and notion distributors. Because of the nature of its customers, primarily large supermarkets, super drug stores, and discount houses, Modern Book went into bulk vending several years ago and now operates uniform eight-head machines in the same 175 markets and discount department stores in which the majority of its merchandise lines are sold. The exceedingly handsome units used are made up of eight identical machines, finished in light cream, and mounted on a Formica - surfaced two -level stand of the same tough, durable material. Eight units, of course, give Modern Vending an opportunity to please many tastes to the point that the machines offer jellybeans, ball gum, hard candies, licorice, bridle mix, as well as capsules. Boston baked beans, and specialty bulk gum such as grape, cinnamon and fruit-flavored.

Often served on location by the same salesman who is selling stationary, school supply items or books, the bulk vendors represent an odd twist in merchandising methods which has paid consistently worthwhile dividends for Modern Book.

Old Wiggles Often Make Big Comeback

DENVER — Even though there are constantly new products coming on the market for bulk vending machines, it pays to repeat a favorite at suitable intervals a year or so after its popularity has appeared to wane, according to Charles Flowers, bulk operator here.

Flowers never dismiss any sort of fill in the varmint novelty or capsule classification, even though slow sales seem to indicate that the item is on the way out. Instead, he separates the fill carefully in heavy paper bags, identified with a chart and graph punch for quick recognition in the future. Then, whenever the season is slow, he experiments with running an old favorite a full year or more later, and always finds sales are brisk.

Wiggle Worms

An example is wiggle worms, which were, of course, a best seller two years ago, and which have been repeated one month at a time, twice since they were replaced with scarlings, spiders, toads and other varmints. In every case, flowers returned enough wiggle worms to fill 10 machines in his top active locations, and found wiggle worms an enthusiastic sellout whenever they were returned to the scene in this way. It has been the same with picture rings, imitation age marbles and special charms.

"Children have nostalgia too," might well be the merchandising slogan on which Flowers operates. He maintains that a young man's memory, although it will not extend over several years, is always good for a year or two, where an attractive, color-filled bulk-vended item is concerned.
Jordan Blasts Anti-Juke Box Bias

LONDON — Robert H. Jordan, southern counties sales-service manager for Ditchburn Equipment Ltd., largest British juke box opera- tion, this week struck back at public and official prejudice rife in Britain against coin-operated music machines or coin-operated anything.

Breaking the nation's bias down is still "an uphill fight," he remarked. "Too many people here feel there is something iniquitous about juke boxes," he added.

And even some operators tend to sniff in- versely snobbish about Ditchburn's juke box servicemen turning up as immaculately tailored as one sees in any other trade.

Jordan cited a recent case in behalf of an operator, where a license was applied for an "auto- matic gramophone" instead of a "juke box" by name. It was unquestioningly granted.

"But it backfired," Jordan reports. The au- thorities were puzzled.

Personal Prerogatives

"Because there are still too many councillors and magistrates giving personal prejudices in the matter of music licenses," he said. "Each borough and county annual election of elders is producing a fresh batch of enemies," he complained.

But in some areas locating juke boxes is now simple. Middlesex, largest London county, "can't be bothered with music license applications." Hertfordshire county hall is "easy." Wales is notoriously sticky for putting juke boxes into operation.

One big obstacle is the fact that the local sanitary inspector can set the terms upon which the juke box operating license is issued. He can insist upon indoor toilets, firedoors and other sanitary measures even for a 10-stool coffee-bar, if so much as one juke box is installed.

Power of local authority with respect to music li- censes is vested by national Ministry of Health.

Volume Control

Ditchburn, in view of a rash of public com- plaints against juke operators about noise, has long made remote volume-control standard part of their juke box installations. They handle See- burg, Wurlitzer, the German Toneman range, and their own Music Maker (now out of production).

"This way," Jordan says, "the operator has only himself to blame for complaints of noise."

A steady campaign of liaison with local constabulary, and public relations assists to operators, and help in defending operators in trouble with local courts, is steadily bringing the juke box trade "respectability and pride," he feels.

He cites the change of heart at Liverpool, which would not license a few years ago, but now has dozens of operators.

Even the copyright agencies, Performing Right Society and Phonographic Performance Ltd., vested by statute, are making it easy for juke box operators, Jordan says. "There's no менее time," he adds.

The firm is a big record buyer, taking 1,000 copies of each release, weekly, for some 1,200 juke boxes in service. Records are sold or leased along with a maintenance and serv- ice contract arrangement.

A NEW WOODEN-PIN HOOD conversion kit for large United States bowl bowlers was introduced last week by Wica Manufacturing Corporation. The unit will work on Hi-Score, Deluxe, Jumbo Royal, Bonus, Playtime, Duplex, Simplex, Advance, League, Handicp, Team Mate, Folcan and Savoy. Made of heavy-duty, half-inch wood, chrome trimmed, the unit can be painted to match the individual bowler. Sockets and wiring are supplied.

Joint MOA-1-Stop Contab?

* Continued from page 59 respect for what you do and for what you are."

Blundred noted that "ROSA and MOA are married together in one common objective . . . how to help the operator do the best possible job. I'm here today to offer the full MOA support and co-operation to ROBA in order to accomplish this objective," he said.

Commenting further on hav- ing the two groups hold their conventions "side by side" he said that Blundred suggested that the or- ganizations could:

* "Provide an opportunity for one-stop operators to discuss informally record trends and to suggest improve- ments in the selling and buying of records in the industry. Out of these discussions could come suggestions to pinpoint or im- prove the selling and buying of products in the coin-operated music industry."

Blundred said that as an ex- ample, "I have heard operators say that some one-stop people tried to push deadwood records on the local, and one-stop operators would rather wait to see if a record is going to be a hit before stocking up, even though the specific record comes out high in the first few weeks of play."

Lazy Operators

"On the other hand," con- tinued Blundred, "I've heard one-stoppers tell me that opera- tors are lazy, they have no idea of music preferences on their territory, etc., etc., so it isn't any one-stopper would rather wait to see if a record is going to be a hit before stocking up, even though the specific record comes out high in the first few weeks of play."

"These attitudes or habits should be studied by representatives of both or- ganizations, one-stop and two-stop, to the fullest in order to clear up misun- derstandings."
Common Market Has Potential

The second producer cut in: "The question is, do we get from the American market? How many European machines are being sold in the U. S. and Canada? Certainly not very many. What have the Americans done to help us crush their market? I see no real carpets being unrolled."

This is the dominant thinking on the part of the European trade at all levels. The Continental trade feels, rightly or wrongly, that the U. S. trade allowed into the European coin machine boom while fending off European efforts to share in the American market.

Now the European trade is calling the tune, which is, "Ami, Keep quiet! Why, is evident from the statistics being fed into the EEC's tariff mill.

Location Ownership

Phonograph production in the EEC area in 1962 is put at 32,000 machines, of which approximately 20,000 were sold to the domestic market and 12,000 exported. There are 8,500 operators in the Common Market, the majority operating fewer than 12 machines. On the other hand, location ownership is strongly entrenched, and accounts for an estimated 40 per cent of the coin machines.

3. The prosperity which the EEC is expected to generate in the six countries will expand vastly the market for coin machines. In this connection, an EEC official here cautioned: "All statistics must be interpreted in the light of anticipated strong growth. By unshackling the national economies, we should achieve an immediate and sustained increase in production—

However, when interpreted, they become highly meaningful. These are the main points to be weighed in comparing the Common Market with the U. S. market, as concerns coin machines and, specifically, phonographs and games:

1. The EEC is a "young" market and the U. S. a "mature" ("declining," sniff many Europeans). There was no European coin machine industry a scant decade ago; on the contrary, the U. S. trade has peaked out and may be declining.

2. Of the six Common Market countries, only West Germany appears to have a trade perched on a plateau. France and Italy are frontier juke box countries and Holland has considerable room for expansion. Belgium has a great machine density, but it is believed that a switch from location to operator ownership would stimulate the Belgian trade and boost profits, if not sheer numbers of machines.

3. The prosperity which the EEC is expected to generate in the six countries will expand vastly the market for coin machines. In this connection, an EEC official here cautioned: "All indications point to the European market for phonographs exceeding that in the United States by 1967, and master planning in Brussels should proceed on this assumption."

 Ops Eye Tax Bill

The EEC studies forecast total EEC phonograph production of 75,000 phonographs, or more than double 1962 output, by 1967, with 40,000 being sold in the EEC and the remainder exported. It is predicted that the number of operators will decline from the present 8,500 to 6,000, but per-operator machine ownership will jump sharply, with mean ownership rising to about 50 machines per operator.

Locations should increase to roughly 50,000, or double the present total.

The studies compiled here conclude, "All indications point to the European market for phonographs exceeding that in the United States by 1967, and master planning in Brussels should proceed on this assumption."

2 JUKE BOXES AT ONCE AND NOT A FIGHT YET

DENVEN—Charlie Cousins of Cousins Coin Phonograph Company here is one of the few juke box operators in the Denver area who has two phonographs in the same location.

The site is the 715 Club, a popular bar near downtown Denver, which has a separate bar rail and booth area, divided by an open archway.

Cousins keeps a phonograph operating in each section, providing smooth dance music in the grill room, and listening music in the front room. Both phonographs show just about the same returns, the Denver operator has found, with perhaps a slight edge for the bar area installation, because of heavier traffic and larger seating capacity.

By use of directional speakers in both rooms of the big Denver taverns, Cousins has managed successfully to beam the music so that neither phonograph actually interferes in the least with the other.

In fact, with both phonographs going at full blast, there has been absolutely no complaint from customers at one end that the juke box at the other end was interfering with their musical pleasure.

NASHVILLE—Gor. Frank G. Clement signed into law a bill which increased the State tax on cigarettes from 5 cents to 7 cents per pack. The cigarette tax goes into effect June 1. It is expected to force operators to increase the price on cigarets in vending machines from 30 cents to 35 cents per pack, with some of the increase going to the location owners.

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Sports Program Paying Off For Cleveland Coin Operator

By BOB SUDYK

CLEVELAND — To throw perfect strikes in the game of public relations in any industry, the PR pitch should combine public service with an indirect or direct interest in business.

Cadillac Music Company, headed by jack box operators Charles and Mike Comella, is right in the groove. The concern is entering its 15th year in a sports promotion program that has won Cadillac civic acclaim and plenty of business.

Just two weeks ago Charles was honored at a city all-sports banquet for his sponsorship of amateur teams and was handed a citation by the mayor of Cleveland as "Backer of the Year."

Cadillac Music is as familiar to the sports pages of the city's newspapers as the Cleveland Browns and the Cleveland Indians. The only difference being that Cadillac Music's teams win more than the Indians do.

Charles Comella proudly displays the 25 trophies his teams have won in a five by seven-foot-high display case in the firm's office-showroom. He takes advantage of the fact that Cleveland is a rabid sports town. A visit to the showroom invariably turns into a hot stove league debate.

Cadillac, which began sponsoring teams in 1948, puts up the cash for one handball team, three softball teams, two many-ball squads, three basketball quintets and three bowling teams. In addition, Cadillac provides the trophies, which bear the company's name, for the women's and men's Lake Erie Amateur Athletic Union's (AAU) State-wide volleyball tournament.

"In all we sponsor teams that give almost 200 kids a year a chance to compete in sports," said the ever-smiling operator. "We do it because we want to give the kids a break. I love sports myself, and this program doesn't hurt the business either."

Cadillac and amateur sports go together in this city like disk and jockey. The firm's Major Slow Pitch softball team and Class B hardball team finished second in their respective city playoffs. Its Middleweight football team won Cadillac's third major title last season and the Bantamweights ran second. Charlie's two basketball quintets are sailing along undefeated and the bowlers, well, they just bowl. Charlie is not an uninterested sports philanthropist. He sees all of his teams play whenever he can, and he prefers them to the pros.

A former ball player himself, Charlie is proud of the athletes that have played on his teams and have gone on to star in college and other fields. The Indians signed up his pitcher Bob Wolfe last season and another former player went into politics and has been elected to city council.

"It's not accidental that we get a lot of new location leads through sports. We continually get calls from spots that ask us if we aren't the firm that sponsors all these sandlot ball teams," said Charlie. "We get a lot of free publicity in the sports pages of the papers when our teams win—and they win a lot."

Location owners like to do business with Cadillac. "You give a lot of kids a break and you like to give you our juke box business," is a type of comment heard. Cadillac's accounts span a 25-mile radius of the office.

Here is how Charlie sums up the program: "Aside from direct business, our sports sponsorship does a heck of a lot to improve the image of our company and of the whole industry. There is no reason why any firm couldn't do the same thing.

"What other way can you have a lot of fun, help a lot of kids and help improve your business at the same time?"

Remarkable Records

SEROUS SALES HIT NEW HIGH

CHICAGO — Record first-quarter sales and earnings were reported this week by the Seeburg Corporation. For the three-month fiscal period ended January 31, the company earned $472,850 on sales of $122,535,800. Sales topped the 1962 quarter by 6.8 per cent, while profits jumped 106 per cent—from 12 cents a share to 25 cents a share.

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AND

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COINMEN IN THE NEWS

BOSTON BRIEFS

Local distributors are sailing February as one of the best sales months in years... At Wurlitzer's factory outlet, manager Jim Hunter (who can't wait for the golfing season) sailed several machines to the Western Massachusetts Music Operators Association on two occasions. Sales manager Phil Sweeney did the same at the Connecticut Music Operators Association. Both reports excellent results... Tom Byrne of sales and service and well known in local music circles made trips to Burlington, Vt., and Newport, N. H., with the result that he opened accounts with eight new operators.

Alfred Dietrich, newly appointed manager of the sales campaign for Wurlitzer, is in town for a week to visit the sales offices. W. L. (Mac) McBride, Wurlitzer auditor, is paying his annual visit to look over the books.

Brian Sayer, son of Hilary Sayer, shop manager at Redd Distributing Company, had his foot cut off by a freight train. In a miracle operation, doctors in his home town of Saugus sewed the foot back on and they are hopeful that the foot can be saved. A man who picked up the 12-year-old Brian said "That kid's got more guts than any man I know."... Bob Jones, sales manager at Redd's is enthusiastic about the month's grosses. "The Seabury College phonograph is really beginning to catch on in the area," says Bob. The new Chicago All Star Baseball game and the Bally Spinnar were also well received with giving game sales a lift.

Games such as Gottlieb's "Gaucho" along with AMI photomizer managers of Automatic Sales Corporation a "tabu". Theby, according to Marshall Caras, sales manager, one operator remarked that Gottlieb's looks like the Cooks Central Station with operators going and coming on winter vacations and sporting tons all over the place... Dino Donati of Manchester, N. H., in town reports snow and cold weather dropping takes, but remarks that curiously enough, the good spots

FOR SALE

GAMES & BOWLERS

United Vendome Shuffle... $45.00
Columbia Championship Shuffle... $45.00
Williams Tri-Pac... $75.00
Columbia Shuffle... $65.00
Gottlieb Shuffle... $85.00
Gottlieb Silver... $35.00

PHONOS

Wurlitzer 3000, 3400, 3410, 3440... $1,850.00
Wurlitzer 3000, 3400, 3410, 4450... $1,950.00
Wurlitzer 3000, 3400, 3410, 4450, 4465... $2,050.00
Bally Shot, Mon. & May 1460... $75.00
AMT 500... $50.00
AMT 1150... $175.00

CIGARETTE VENDORS

Steelehead... $101.00
Steelehead... $100.00

LOW JONES Distributors, Inc.
Exclusive Wurlitzer Distributor
13301 N. Capital Ave., 325 W. Hild St.
Indianapolis, Ind. Phone: Electr. 587-5589

SEAGOING JUKE BOX on the Northern Star, which sails between Sydney and London, provides twist music for teenagers. A wall box connected to the tavern caters to the adults.

Tri-State Plans

New Eng. Tourneys


The first tourney will be held at the Burlington Veterans Club, Burlington, Vt., with all teams from Vermont and Northeast are good no matter what the conditions... Saul Robinson of Paramount Music Company and his wife are grandparents of twin boys, John and Jeffrey Roseenhez, sons of Saul's daughter, Eleanor.

CAMERON DEWAR

Tenn. Solon Says Coinmen Pressured State Officials

NASHVILLE — State Rep. Henry Hollingsworth, of Camden, former employee of the State Revenue Department, started a legislative committee last week when he told them he was fired because he wouldn't bow to political pressure.

The pressure on his superiors, he said, came from coin machine operators.

Hollingsworth did not name names, time nor places.

He said he was once an employee of the Revenue Department and he ordered several businessmen to pay their privilege taxes on pinball machines, which taxes had not been paid.

He said it wasn't done and he made 19 arrests. The machines, he said, were owned by a "big politician."

He said several men threatened him and told him if he made any more arrests he wouldn't have a job the following week.

Hollingsworth said he refused to bow to intimidation, did make more arrests that same day and four days later he received a letter from the Revenue Department commissioner discharging him.

He said after that other State employees "caved in" to their enforcement of the law. He said those responsible for his discharge were no longer with the Revenue Department.

BARGAINS FOR THE WEEK

GAMES & GAMES

250 OF THEM

Reserve a Large Lot of Bally and Gottlieb Vending Machines in Trade, $1 Large Lot of Photos.

WHAT DO YOU NEED?

United Endowments... $450.00
Bally Coincider Machine... $250.00
Fruit Vendor... $150.00
Fireball Tournament... $150.00
Fireball Tournament, Eng... $150.00
Steele Kids... $125.00

CANADA

New Coin Vendor & Coin Vendor... $175.00
New Coin Vendor & Coin Vendor... $175.00

Keltish and recreation... $25.00
New large ball Vendors... $50.00, etc.

Write or Call Us Collect.

MAN 1-3551

WE BUY ALL OLD MACHINES

Central Distributors, Inc.
2315 Olive St., St. Louis 3, Mo.
Phone: Main 1-3551; Cable: Gaudiet

D. Gottlieb & Co.

1140-50 N. Kostner Avenue • Chicago 51, Illinois

It's Always Profitable to Operate Gottlieb Games!
Again leading the industry, Seeburg re-affirms its basic policy: Expanding income for the operator.

No additional basic changes in design or operation of the LP Console will be introduced before 1965 or later. Because only Seeburg is offering the operator, the location, and the public the kind and type of music and equipment they need and want.

More favorable commissions for the operator. This has always been—as it is today—basic Seeburg policy. Every piece of Seeburg equipment is designed with that policy in mind.

Seeburg gave the operator that opportunity in 1948 with the introduction of the now-famous Model M-100A, the pioneering 100-selection phonograph. The M-100A was a radically new and revolutionary piece of equipment. It provided the operator with a "tool" for obtaining better commission arrangements from locations. It created location demand—a demand long missing from the industry. The M-100A provided the operator with a further opportunity to make more money by providing a phonograph that locations really wanted.

The Seeburg LP Console is providing the same kind of opportunity to operators today.

It has been 15 years since a really new coin-phonograph was introduced. And it is again a Seeburg introduction. The LP Console has proved itself—in locations, with operators—in even less time than it took the M-100A.

Along with the Stereo Console, it has demonstrated its ability to generate much more profitable play...to hold spending customers longer in locations...and to deliver with absolute accuracy of count a greater net profit on the operator's investment.

The M-100A revolutionized the music-operating business in 1948. The LP Console is revolutionizing the music-operating business today.

There are other parallels between Seeburg's advancements in 1948 and in 1963. Both came at a time of declining operator profits. Both came at a time when the industry as a whole was doing little more than copy the past.

Renewing Public Enthusiasm

And the result of Seeburg's bold innovation today is a happy repetition of what happened in 1948. In one step, programming possibilities of the coin phonograph were expanded and widened as never before. This, in turn, has given the public—far more knowledgeable about music than it was even 15 years ago—an opportunity to renew its enthusiasm for coin-phonograph entertainment.

More important, the LP Console is a major breakthrough for the operator...for the location...as well as for the public. By giving the public the kind and type of album music the public has proved it wants by buying this music for home play, the LP Console has broken the barrier to more satisfactory net profits for the operator:

- It gives the operator the means to make the most favorable commission arrangements.
- It gives the operator—and the location—the opportunity to enjoy more play, more profitably through half-dollar play for a single 6-tune album selection.

In a nutshell, that is why the Seeburg LP Console was conceived, developed, and introduced. Seeburg did not radically restyle its phonograph, create a whole new concept of true album programming, or develop the Income Totalizer just to introduce a phonograph in keeping with the fresh design found today in auto-
It would have been easy for Seeburg to rest on the laurels and let the industry take its time in catching up. But the harsh fact is that our world is moving faster than it ever has. As a whole, coin-phonograph entertainment has not kept up with the changing times. Total programming has not responded to the shifting tastes of the public. Until the LP Console, in fact, there has not been a truly new coin phonograph in 15 years.

The LP Console embodies two remarkable advancements. First, it brings to the location—the first time—a true album phonograph, the same music the public everywhere is buying for home play. Second, the new Income Totalizer in the LP Console makes music—one again, for the first time—truly businesslike arrangements between operator and location. Any potential loss resulting from overstocking is eliminated. And this is something in which the most exacting accountants can have complete confidence.

There are two more features of the LP Console that have strong impact everywhere. The original new styling, for one. Here is a design that has the highest-making potential in the most everyday location. In the corner tavern—or the hamburger drive-in. But at the same time, and we believe this is important, the LP Console has the style to be welcomed in the finest places of business, too. It gives a new concept in music operating, and greatly enlarges the kind and number of potential new locations.

The advantages of Seeburg's new package, not to mention the style, make sense to both operators and location management. This reduces down-time, due to any electronic malfunction, to a few minutes. The plug stays in the location and does not lose earning hours or days.

Breakthrough in Programming

But whatever else a coin music system offers the operator and the location, it is the quality and variety of the music that does—or does not—fill those coins out of pockets and into the cash box.

It was to get the industry on the main track that we introduced our "Artists of the Week" program a few years ago—to step up the quality of programming as well as the quality of reproduction. We knew, though, we had to go further. We were still not fully in step with the public and its changing taste. So early in 1962 Seeburg and the record manufacturers mutually agreed on the need for true album recordings for coin-phonograph play.

You know the result—the Seeburg "Little LP" record, equal to one full side of a 12-inch album recording and designed for 50-cent play. The "Little LPs" are true album recordings in 3 3/4 stereo, and they make available for coin-phonograph play, for the first time, many popular artists not found today on singles.

We also published a special operator's catalog of these albums. The first edition, which went through two printings, has now been revised, enlarged, and issued in a second edition. There are now 247 stereo albums available on 31 labels including all the major manufacturers. Since the Little LP was introduced, Seeburg and Seeburg distributors have invested more than a half-million dollars in this record program, and we are constantly increasing that investment.

Profitable 50-Cent Play

The Little LP was designed for 50-cent play. But even more, it is designed, first, to provide stereo album music that is really worth 50 values that will result in greater earning power for each phonograph. We have a proved record of doing—that building the very best—leading with innovations—looking always for greater earning power of our phonographs.

We know this way is best, because it is the one way that pays off immediately and in the future. It is the reason why older Seeburg models continue to command the highest re-sale prices. It is the one way which protects the operator's investment.

What About The DS-160?

One question remains: We are still asked if the LP Console will be the only Seeburg model available in the next two years. For those operators who feel they must have an old-style conventional phonograph for certain locations, the DS-160 will continue to be available.

We do not recommend it. And you must admit that Seeburg's fact sheet and record for predicting what's to come have repeatedly been right on the nose.

The old-style phonograph will fade out. To make way for the new.

Altogether, the Seeburg program is built on a bold up-dating of the phonograph itself and on a new wide-screen concept of music for public entertainment—music that meets the rising popular taste of America, and the world, today.

It is a program—whatever its side benefits—designed primarily to make more money, more take-home money, for the operator. The prosperous operator is the backbone of our industry. Every innovation, every advancement made by Seeburg is aimed at that one fundamental fact. A sick operator—and the present state of the music industry—cannot profitably entertain anyone. A healthy operator, making a healthy and growing profit, will let our industry grow and keep pace with the rest of our economy.

The LP Console affords the means to let our industry do just that. We are finally convinced of this, we plan to continue with the LP Console at least until 1965 or longer.
INTERATIONAL BENEFIT: Sponsored by the United Nation's High Commissioner of Refugees, talent-donated "All-Star Festival" was released for sale Tuesday (26). Profits will aid benefit programs for 13 million refugees. Accepting first copy of LP is U. N. Secretary General U Thant (center) from Irwin H. Steinberg (left), executive vice-president of Mercury, which manufactured, printed and is distributing disk in U. S., while Felix Schneider, U. N. High Commissioner of Refugees, from Geneva, Switzerland, looks on.

DEBUT: Recently recorded on Philips, Russian-born pianist Nina Magaloff (left) meets with Philips rep, Pete Belisario, and two Japanese distributors, Masayuki Ishi and T. Sugimoto, on recent promotion trip to London.

TAKING TWO: Posing during recent recording session, Frank Sinatra gets two Billboard awards at Favorite Disk Jockey Mike Vecchill and Most-Played Male Vocalist of 1967. Handling the presentation is Moe Ostin, executive vice-president of Sinatra's firm, Reprise Records.

RAPTURE:Shown in his dressing room backstage at the Copacabana, New York, singer Johnny Mathis has within his reach any one of the eight Gold Records which have been presented to him by Columbia Records. A look at today's Billboard chart (both single and LP) might suggest that Columbia axes are brewing up another pot of gold for No. 9, latest single, "What Will My Mary Say," is current Top 10er.

NO BRINKLEY: NBC news commentator Chat Huntley gets first copy of Comea's "The Best of Washington Homer" from Sandy Lewis, company president. Huntley, who narrates the LP, was guest of honor at firm's sales meeting held recently at Americana Hotel in New York.

DISK FALLOUT: Trying to find out just why is so blase for radio-inactive records was the topic of a recent special HARAS-sponsored panel discussion. Nearly gathering of industry spokesmen, kept in order by HARAS trustee, Joe Cuba, didn't come up with any conclusive answers, but nobody thought the meeting a bomb.

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