All Can Be Proud

T HE RECORD INDUSTRY often has been accused of being jaded, cynical and indifferent to anything but the profit motive. Yet we are witnessing a development of sheer magnitude which is unprecedented in the annals of this business and one which few other industries could match.

In response to the united effort being put behind the "All-Star Festival" LP, being sold around the world for the benefit of the fund of the U. N. High Commissioner for Refugees, the enthusiastic cooperation of almost every segment of the industry behind this most worthy cause gives the lie to the old accusations.

Check off the industry's contributions: the who contributed their services, their record companies that released them from exclusive commitments, the songwriters who prepared material never before recorded, the unions which waived royalties, the publishers which gave up their usual take, the record merchants and distributors who are getting the discs to the public sans profit, the dealers who display it, and, certainly, the world-wide facilities of Phillips and Mercury Records which manufactured and arranged for its distribution without remuneration.

Just how exceptional a situation this may be noted from two other facts: this is the first disk ever to be handled by more than one of the major record clubs (both the Columbia and Capitol clubs are handling it at cost). And, through the U. N. High Commissioner's office, the governments of the world have waived import duties and sales tax.

And like the global drive is on, we wish to urge every part in the industry to throw its full weight behind the sale of this LP. By so doing, let us wipe out the old anarcho and show the true nature of the record industry to the world, genuinely interested, wholeheartedly sincere, completely involved.

The results will speak for themselves. We hope to make what contribution we can in our own fashion: by reporting the developments of the world-wide record industry.

HIGH HOPEs: CBS President Dr. Frank Stanton predicts that in five years Columbia regional division will be doing as much volume overseas as in domestic market. So he tells meeting of research staff of Beche & Company as Nurtel L. Coche, managing partner of the world-wide investment firm, listeners in.

HOLLYWOOD—The highest offers for a sound track in the history of the record business are being received by 20th Century-Fox Film Corporation. In the past week alone the record sales, not only of the record, have soared, with the sales of the debut record of John Denver and the new LP by Tony Orlando and Dawn, selling 4 million copies, which was the reason behind the agreement. The label is expected to release the LP in time for the next major record store opening.

The record-breaking offers for the "Cleo" track are spurred by a feeling that this will be a prestige property. Advance ticket sales, already running into millions of dollars, indicate that the Elizabeth Taylor-Richard Burton publicity will pay off at the box office, and the film itself is expected to gross to the label's future. He is already planning the cover art. The label will shortly release the track to the smash movie "The Longest Day," and reports are that it will also issue the track to the "Sound of Music."

The record-breaking offers for the "Cleo" track are spurred by a feeling that this will be a prestige property. Advance ticket sales, already running into millions of dollars, indicate that the Elizabeth Taylor-Richard Burton publicity will pay off at the box office, and the film itself is expected to gross.

Al Gallico Leaves Bernstein; Turned Down in Partner Bid

NEW YORK—Al Gallico, veteran music man here, has left the Shapiro-Bernstein organization. He had served the firm for a decade as its general manager and only last year started S. B.'s first BMI affiliate, Painted Desert Music. The firm has received two hits for both Claude King and Jo Ann Campbell and has been recorded in 27 albums, according to Gallico. He will continue to manage Kentucky-based Painted Desert who has Kilgore's new disk on Parkway. "I Am," and Riel's next album hit, "You Don't Love Me Anymore.

BIDS GOING SKY-HIGH FOR TRACK "CLEO"

By BOB ROLONTZ

NEVINS-KIRSHNER SALE TO DISK LABEL SEEMS IN OFFING

NEW YORK—The entire Nevins-Kirshner publishing empire, including Aldon Music, Dimension Records and the vast West Coast top writers and record producers contracted to Aldon, are expected to soon become part of an established West Coast firm. The labels now in negotiation with Nevins-Kirshner are Colpix and United Artists, with reports that Colpix has the inside track. It is understood that the selling price may run between $3 and $4 million.

Though none of the parties involved in negotiations has come right out and said anything very much last week, it was gleaned that a deal will soon be concluded. When it is, the roles to be played by Don Kirshner and Al Nevins in the new set-up will be clarified, as well as the chances of other executives in the Nevins-Kirshner set-up; under any circumstances.

(Continued on page 6)
BIG HIT FOR MARCH
(Little Peggy March, That Is)

"I Will Follow Him" #8139
C/w "Wind-Up Doll"
RCA VICTOR

RCA: The most trusted name in sound
At the NARM Meeting in San Francisco last week, there were discussions about the challenges facing the record industry. Many dealers complained about the rivalry between different companies, which was affecting their ability to co-operate with each other. The situation was exacerbated by the recent merger of NARM and ARMADA, which was seen as a threat to the industry's freedom of action.

NARM, whose members represent about 50 per cent of the entire new product market, is already concerned with attempting to tackle rack jobbing problems, and its annual meetings have become a key moment for the industry to discuss these issues.

Ideas for solutions included the establishment of a new organization to represent the interests of rack jobbers. This would be a group that could work with ARMADA, the organization that represents the distributors of records, to develop policies that would benefit the industry as a whole.

One idea that was discussed was the creation of a new organization that would represent the interests of rack jobbers. This group could work with ARMADA to develop policies that would benefit the industry as a whole.

The meeting also included discussions about the future of the industry, with many participants expressing concern about the impact of new technologies such as streaming and downloads.

Despite the challenges, there was a sense of optimism among many of the dealers, with many expressing hope that the industry could work together to overcome these issues.

(Nov 21, 1963)

(Continued on page 6)

NEW YORK — After the cancellation of the recent Gotham Awards in New York, which was held to honor the achievements of the record industry, the Gotham Awards have now been restored. The ceremony will be held on September 11, 1964.

(Continued on page 6)

WWW Sales Sizzling

WESTWOOD, N.J. — The WWW (World Wide Web) has seen a surge in popularity over the past year, with sales of WWW-related products and services growing rapidly.

According to a recent report by the WWW Industry Association, the global WWW economy has grown by 50 per cent over the past year, with sales of WWW-related products and services reaching $50 billion in 2013.

The report also predicts that the WWW economy will continue to grow at a rate of 25 per cent per year over the next five years, reaching $250 billion by 2018.

The growth of the WWW economy is being driven by a number of factors, including the increasing use of the WWW for e-commerce, the growth of social media, and the increasing use of the WWW for mobile computing.

The report also notes that the WWW economy is becoming increasingly important for businesses, with many companies now depending on the WWW for their operations.

(Continued on page 6)

ENR Levy Named Epic Gen. Mgr.

NEW YORK — Leonard S. Levy has been named general manager of Epic Records, succeeding Peter, Paul & Mary, who announced his resignation last week.

Levy, who has been with Epic for over 20 years, will be responsible for overseeing all aspects of the label's operations, including marketing, promotion, and sales.

(Continued on page 6)

BRENDA STUFF ALL BY DECCA

NEW YORK — Inadvertently, a story that ran in the March 2 issue stated that Brenda Lee would be recording for Decca Records. While it’s true that a record in the Polydor studios in Hamburg, all her recordings are issued by the United Artists Records of the U.S. and many German dates were set under the auspices of Decca.

and location for a meeting. Dates would be either Friday (22) or sometime during the week of Monday (26), with Chicago seen as the most likely setting for the huddle. Various topics will be covered, including the entry of rack jobbers into the distribution picture and the ramifications therefrom, according to AA.

(Continued on page 6)

UA Tabs Pub Execs

NEW YORK—Responsibility for the activities of the publishing firms associated with United Artists Music has been reassigned through appointment of three key executives to the firm, according to Mike Handleman, executive vice-president.

Jack Gold has been named executive vice-president, in charge of creative projects, and Murray Deutsch, general manager of MCA Records, and Kenneth Laub, executive assistant to Stewart.

The new appointments, which include the creation of a new 40-person office of the company, will be led by a new executive assistant to the president.

The United Artists music firm has two Academy Award nominations in the scores category with "Taras Bulba" and in the best song nominated in "Two for the Seesaw.

Friends Fete Ben Selvin

As He Leaves Industry

NEW YORK—The music industry saluted Ben Selvin last week (14) on the occasion of his retirement at a dinner at the St. Moritz, Selvin, who for half a century has marked his business as a violinist, bandleader, radio director, publishing manager and music director, retired from the music business last week from RCA Victor's music section after 45 years of service.

An experienced and personable man, Selvin has been known in the record business as a master of attention to detail. He has been responsible for the promotion and recording of many of the best known artists of the industry.

Selvin's career with Victor started in 1919 when he was 21. He recorded four songs, for $10 per record, for the band of the Victor Talking Machine Company. One of the songs, "You Made Me Love You," became the first dance record to sell over one million copies. For this, Selvin was presented with a gold record by RCA Victor at the dinner.

Selvin's record also had his "Records of the Month," for which he was awarded a gold record, and "A Pretty Girl Is Like a Melody," for which he was awarded a gold record. Selvin's record also had his "Records of the Month," for which he was awarded a gold record, and "A Pretty Girl Is Like a Melody," for which he was awarded a gold record.

In 1932 Selvin joined the Columbia Phonograph Company and became director of A&R. He later became manager of CBS. He served as vice-president of the Motion Picture Corporation.
UN Disk Zooms All Over World

SHIFTS IN MERCURY

NEW YORK—Record Clubs, Wood Tells FCC Hearing

Dot Tried to Get in Record Clubs, Wood Tells FCC Hearing

BY REN GREYATT

NEW YORK—Dot Records has held discussions and in some cases worked out deals with all three of the major Guys regarding the release of its product through the clubs, but none of the proposed deals ever worked out, according to Dot President Richard Wood. Competitive pressure posed by the entrance of other prominent companies into the mail order business and inquiries from artists who would share in any distribution for their records has forced Dot to be club conscious. Wood referred to the final week of hearings on November 20, when he made his complaint against CBS and the Columbia Record Club. Columbia, according to the closing sessions of presentation before the Court, has been one of the leading mail order companies, and is the only mail order company to date that has sold any of its record albums in this country. A recent survey of the industry, completed several months ago, is the only mail order company to date that has sold any of its record albums in this country.


Decca SSS: A Million

NEW YORK—Decca Records held the highest consolidated net income in the company's history in 1962, according to an annual report issued yesterday by President Harry A. S. Wainwright (L). The company, along with all of the world's major record companies, had a difficult year, and this year, too, will be another, with sales in the low income countries. The price here is very low, 75¢ for 78's, and 3,500 copies sold, a record that will probably never be duplicated in the Netherlands. This was the first year since the production was tied to Scandinavian Airlines, which was offering a free trip to New York to one of the lucky buyers. The jet plane had just arrived, and the album has broken the 100,000 mark at this writing.

Columbia Names David Wynshaw N. Y. Branch Head

NEW YORK—David Wynshaw, manager of the Columbia Records branch manager for New York, has been named manager of the New York and Chicago divisions. Mr. Wynshaw retired from the company last year to open a hotel in New York, and he has been with Columbia since 1952.

Jack-A-Sing On the Wing


Victor brings out Red Seal Newsletter

NEW YORK — RCA Victor has started a new "Red Seal Newsletter," designed to furnish dealers with information on new records and what is happening in the music world. The newsletter will be issued monthly and will give out information on upcoming records and what is happening in the music world. The newsletter will be issued monthly and will give out information on upcoming records and what is happening in the music world.
Mathis Never Misses!

JOHNNY'S NEWEST HITS

COLUMBIA RECORDS
Dot Tried to Get Into Disk Clubs

Continued from page 4

that Dot's gross increased from about $6,000,000 in 1957 to $16,000,000 in 1961. It was also almost triple the $3,500,000 in 1951.

The move to Columbia's outside label licensing arrangements, Sokolow felt, also contributed to the company-owned branches give broader product basing and distribution and that a distributor or branch has an exclusive right for the sale of its wares.

Wood also added that Dot did not sell to independent buyers or discounters, though he felt that both hurt deals.

"Neither racks nor discounters are good for our industry," he said.

Testimony by Ackerman indicated that Dot had engineered a startling nature, but it did produce touches of color. Asked to define the meaning of a catalog item, he said, "A primitive operation is handled as a stop and would be a catalog seller as against a six or seven-week pop hit." Ackerman noted that he felt that catalog items were "not completed" until an opportunity was taken to tap new markets and gravitate new customers to stock." He also noted that Dot was in the process of amending deal prices to dealers. He said he felt that the catalog-mail-order price offers of leads, employing a comparison of what the customer expected to know in his or her store, ran counter to the traditional Dot concept. This also challenged the concept of what maintenance what he called "a financial institution" in order to get the effect of the low price club offers.

During cross-examination, Col- lon added that Dot anticipated the presence of the other major competitors.

Nevins-Kirchner

Continued from page 1

whether the Nevins-Kirchner operation is an efficient or a separate division, or as part of an overall consolidation, of an estab- lishment. His examination are expected to be eliminated.

Nevins-Kirchner contends that if and when the Nevins-Kirchner sale is effected, that Nevins will be presented a "clear" set-up but that Kirchner will run the Dot label. The D
t contract basis.

No confirmation could be obtained on this.

Dot's story was told at one of the latest publishing firms in the business for the past few years. It has produced many im- portant writers in today's mark- ed, including Bob Cooney, Carole King, Barry Mann and Cynthia Weil, Howard Green- field, and Bob Selta.

Firm was produced many top to- p hits for labels as well as smash-takes for its own Dimension label, including "Leader of the Pack," "Crying in the Rain," and "He's a Bulldog." This led to the label's "All The Little Things..."

Len Levy Named

Continued from page 3

ishment of Epic as a separate profit center reflects the la- bel's extraordinary growth in the past few years. In the last 16 months, Epic experienced its greatest sales increase following January 1962. With major increase in the popular and classical artis- t rooster and revealed the growing impor- tance of Epic product in the international market, the label should enjoy even greater sales in 1963."

MASTER TIPS

CAN WIN Loot

NASHVILLE: Monument Records has kicked off what it hopes will be a pro- found "record contest," under which tip- pers are asked to point out labels which are acquired and become hits can receive up to $1,000.

"We are looking for that person who sends in a tip and a copy of the record or full-informa- tion. We will buy used record and leased or purchased by the la- bels. It is important that the tip be recorded for us," the man said.

Another editorial, entitled "OID's Hotshots," was published in May, which took issue with the New York Fugitive Records, except also arose in the discussion and introduced as an exhibit to the paper. The paper is another point in the tradition of the Golden Favorite, which has been an important position in the development of the Columbia in the growth of discographs.

"This is to single Columbia out," he said. "Columbia and all the rest supported Goodyear right up to his bankruptcy period because he helped them establish the LP and because he sells a lot of records."

Edwin Ricotta appeared prim- ary that Dot was the first to commit a tremendous array of Columbia label ad, prepared by his personal friends, who have been submitted as Government exhibits.

Rothfield retracted much of the evidence, stating that earlier testimony at the起 of the trial. He had also added his agreement that Dot's beliefs that clubs tend to focus on classical war horses, which have appeared on the traffic from catalog stores such as Columbia. He quoted an occasion where a Kottke sale verse appeared in the same issue of the New York Daily News as that which carried a club ad.

"This kind of thing made our ad department sort of get cold," he said, adding, "in one instance I remember, which I was sure our 'Kottke's ad was 'No great shakes."

In cross-examination, Roth- field admitted that Kottke be- gan discounting in 1948, some- what later than the start of the Columbia club. He also admitted that discounting by Kottke, in his opinion, has been "good for the business and has stimu- lated interest in records.

Hal Cook to Speak

At British Meet

LONDON Hal B. Cook, publisher of Billboard, will be the guest of honor at a luncheon meeting of the meeting of the conference of the time, London, Records Association. It will be a high- light of Cook's projected visit, his firm, London, Goldsmith and Cook's British office, on his 1963 Billboard post last June.

Annual dinner will follow the GMR annual meeting, conference and trade exhibition. The GMR membership embraces both large and small record manufacturers, plus suppliers of labels, paper, record jackets and other accessories. This year, for the first time, the annual dinner will be able to attend the ex- hibition during certain hours. The Cook meet will be on this annual step because during the assembly, the meetings the exhibitors are neglected.

The conference itself again tables on a number of subjects, analyzed and discussed by specialist speakers with ques- tiers. These sessions opened on days of the conference at Columbia the National Record Awards — organized by the GMR and "Record Retailer" — will be presented. For the first time this year, the awards will be located in the New Ambassadors Hotel.

Wein on as UA Series Producer

NEW YORK—George Wein, Newport jazz festival impresario, producer of the important and record producer has signed as an exclusive producer for the Columbia Records label. Through Wein, the label has signed Tony Brea- temper Howard McGhee to re- contract with them. Wein will be in charge of all promotion and advertising.

According to Art Talmadge, president of UA Records, the signing of Wein is another move in the company's program of signing musicians as producers. Both Miss Marion and Mingus have signed to be a year on the industry and Wein to be the "Mr. Producer." In his speech to his friends, Wein noted that he was not retiring for good, but that he would serve as a musical con- sultant to the RCA Victor world. He said that "old a.d.'s men never die" and that his slogan was still "Have Stop, Watch, Travel." Wein's wife, Gloria, and children, Ren, Rick and Robert, were there to see it all.

ARMADA: This is the time for that man, sign up, to "join everybody."

Terry Snyder, 47, Dies in New York

NEW YORK—The record in- dustry was saddened last week when word came of the Friday (15) at 6:00 p.m. The per- sonalized, whose records on Em- petition, which was first brought him to prominence, just had signed with and had his first label in the Columbia, Services were held at 1 p.m. at Hermann North Chap- lins, Inc., Great Neck. He is survived by his widow Beatrice and two daughters. He was 47 years old.
THINK HITS

the VENTURES
“Skip To M’ Limbo”
b/w
El Cumbanchero
#68

the FLEETWOODS
“You Should Have Been There”
b/w
It Sure Is Lonesome Downtown
#74

DOLTON RECORDS

A DIVISION OF LIBERTY RECORDS INC.
Phony Ratings Costly to Stations, Harris Says

By MILDERDE HALL

WASHINGTON—The story of how ratings have cost American radio broadcasters millions of dollars in advertising money because of the "rule of the numbers," was told on Capitol Hill last week. Chairman Gorin of the House of Representatives' Subcommittee on Broadcasting, in his opening remarks for the rating hearings, commented: "This is a very simple story. The broadcasters' ratings are not a thing of the past. The companies are still overpaying for advertising on the radio station."

The rule of the numbers says that if a station is rated at 100,000, it will cost $100,000 to advertise on the station. The station owner, therefore, is paying $100,000 for $100,000 worth of advertising. The rule of the numbers is based on the premise that the station owner will not pay more for advertising than the station is worth.

However, the rule of the numbers is not based on the premise that the station owner will not pay more for advertising than the station is worth. The rule of the numbers is based on the premise that the station owner will pay more for advertising than the station is worth. The rule of the numbers is based on the premise that the station owner will pay less for advertising than the station is worth. The rule of the numbers is based on the premise that the station owner will pay as much for advertising as the station is worth.

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Timi Yuro
NEWEST HIT SINGLE
"INSULT TO INJURY"
B/W
"JUST ABOUT THE TIME"
#55552
LIBERTY RECORDS
SATISFYING NIGHT OUT

Rooftops Ready, Come Rain or Shine

By JACK MAHER

There are those close to the Rooftop Singers who aren't convinced the group is ready for prime time. Apologies are needed for the trio's singing. On stage, at the Village Gate in New York City, in their first night club appearance (11), the few humps and jars are easily lost in the high good humor and enthusiasm the singers display in performance.

The Rooftops will be on hand at the Gate for more weeks and a few more dates. But the group is ready for prime time. Apologies are needed for the trio's singing. On stage, at the Village Gate in New York City, in their first night club appearance (11), the few humps and jars are easily lost in the high good humor and enthusiasm the singers display in performance.

The third part of a most satisfying bill is Adam Keefe. This comic does impersonations, and this impersonator does comedy, it's hard to tell which way the development goes. In any case, Keefe presents con-

temporary vaudeville at its best. His use of familiar celebrity voices is incorporated into bits of old, entertaining films, conversations between horrible movie favorites and general commentaries on day to day living. TV could use Mr. Keefe to its advantage.

ROOFTOPS Erick Darling, Lynne Taylor, Bill Swanne.

TALENT TOPICS

NEW YORK

Immunity is the highest form of compliment and turnabout is fair play. The latest New Frontiermanship tale is that retired First Lady Jacqueline Kennedy does a great take-off on her material, drawn mostly from the folk repertoires, in a most dramatic fashion. He moves quickly and easily from work, song to ballad with telling effect. Use of stage lighting, blackouts, movements and arrangements by Stewart Scharff all add to the improving production. Typical is the way Bibles set up his version of "Summertime." A bit of spoken background and interpretation of the street calls that fill "Catfish Row" lead beautifully into the mood and the feeling of the song.

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temporary vaudeville at its best. His use of familiar celebrity voices is incorporated into bits of old, entertaining films, conversations between horrible movie favorites and general commentaries on day to day living. TV could use Mr. Keefe to its advantage.

Hey, Kids, Dr. Kildare's in Town

NEW YORK—Thousands of young ladies lined up in front of Stern's department store here last week for the privilege of shaking the hand of Richard Chamberlain, the Dr. Kildare of the popular TV show and MGM Records singing star. The girls were sold out in all four hour-long appearances by Chamberlain at the store.

TV GUEST APPEARANCES BY RECORD TALENT

The national network TV guest appearance listing below provides outstanding promotional opportunities for alert, aggressive record dealers and for all artists who can benefit from the exposure of such a listing which is made possible by the use of a calendar form which to plan window, counter and other displays by which the TV appearances can be merchandised to the record-buying public.

MARCH 18-24 (All Times Eastern Standard)

MONDAY 18—ROBBY GRECO

Bobby will appear on The Tonight Show (NBC-TV, 11:15-12:15 a.m.), host Ed Sullivan's Solo is "The Thirteenth Guest," b/w. "She's Never Loved You Like I Do."

TUESDAY 19—JUNE CARROLL, ROBERT GOULET

June Carroll and Robert Goulet "... (CBS-TV, 9-9:30 p.m.),, latest Columbia release for June is "Annie Get Your Gun," with Bobbi Bresee in the lead role. 6,000 released by Columbia in Rappaport.

WEDNESDAY 20—JACQUELINE BISSET

Singer from her former base, Miss Bennett sets up for Barry Moore show (CBS-TV, 9-10:15 p.m.). Latest single on Decca is "Nobody's Whose."".

THURSDAY 21—BARRY SISTERS

This time the Tonight Show guest group (NBC-TV, 11:45-12:15 a.m.) may be heard on several LP's on Reprise.

THURSDAY 21—ANDRE PREVIN

Popular piano virtuoso will sit in at the piano with Steve Allen tonight. Latest Mercury release, "André at the Piano."".

SUNDAY 24—GIOVINO TOZZI, PATTIE SMITH, EUGENE LIDGE

All join their talents on the "Voice of America" (NBC-TV, 10-10:30 p.m.). Each will be represented by various recordings on a variety of labels.

ARTISTS' BIOGRAPHIES

For your programming use are here pertinent facts about key disk artists, clipped and pasted from various sources. The biographical notes will be revised as the artists' careers progress. A new addition to the roster is "Mama Didn't Lie" in her first hit, Jan is currently making personal appearances at clubs and theaters around the country, and the band is available for dates as indicated.

JAN BRADLEY (Ches)

PERSONAL INFORMATION: Don Talty, 57, July 6, 1944, HOME TOWN: Byhalia, Miss. EDUCATION: Blue Island, Ill., Community High School. HOBBIES: Watching TV games and reading. BACK- GROUND: Jan has been singing since the age of 6. She first came to the attention of the record business as a part of Jimmy Clanton's band. Don Talty, about four years ago. She had been singing in a local talent show in Chicago with four boys. The group, known as the Playboys, became well-known when they began studying singing, dancing and modeling. About a year ago, Jan began her first record "Tell Girls," on the Formal label. "Mama Didn't Lie" is her first hit. Jan is currently making personal appearances at clubs and theaters around the country, and the band is available for dates as indicated.

LATEST SINGLE: "Mama Didn't Lie" continues to stay high on the Hot 100 chart, where it has been since the beginning of the year.

LATEST ALBUM: Her first album will be released this month on Chess. It will feature a new song, "Along About Dark 1 Cry."

TALENT ON TOUR

(Top record talent in top record weeks this week)

EAST

Kapp recording star Roger Williams headlining at the Waldorf-Astoria, New York, starting March 18 for three weeks.

Singer Johnny Tillotson returns after the Christmas holidays to his home in the Casino Royale, Washington, (18), for another week.

Mama Didn't Lie has new act at Chicago's Sahara Inn, singer—actress team for urban "Tell Girls," on the Formal label. "Mama Didn't Lie" is her first hit. Jan is currently making personal appearances at clubs and theaters around the country, and the band is available for dates as indicated.

LATEST SINGLE: "Mama Didn't Lie" continues to stay high on the Hot 100 chart, where it has been since the beginning of the year.

LATEST ALBUM: Her first album will be released this month on Chess. It will feature a new song, "Along About Dark 1 Cry."

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THE GIANT SINGLE COMING TO LIFE!

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"LAWRENCE OF ARABIA"

Produced By Jerry Leiber and Mike Stoller

MOVING ON THE ALBUM CHARTS!

THE KEYS TO HER APARTMENT

LOVE WALKED IN • ALONE TOGETHER • TAKE ME IN YOUR ARMS
SPEAK LOW • YOU'RE TOO MUCH • TENDERLY • I ONLY HAVE EYES FOR YOU
EMBRACEABLE YOU • YOU DO SOMETHING TO ME • WHAT MORE CAN I SAY
THERE WILL NEVER BE ANOTHER YOU • GOODNIGHT SWEETHEART

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UNITED ARTISTS RECORDS • 729 SEVENTH AVENUE • NEW YORK 19, NEW YORK
Vegas Place to Go if Artist Wants His Name in the Papers

LAS VEGAS—The kind of publicity glitter everybody associates with the Vegas Strip surrounded the opening here of the United Artists picture, "Love Is a Ball," with more than 150 newspapermen, television commentators and magazine feature writers filing thousands of words of copy.

The weekend hoopla underlined this town's foremost position as exposure hub for live talent. Record artists who play any of the Las Vegas hotels get maximum of publicity mileage from their appearances.

In the case of "Love Is a Ball," United Artists, the ABC-TV network, the Steve Allen show and the Dunes Hotel jointly arranged the doings.

Allen kicked off the weekend by taping his syndicated television show from the Dunes Hotel. The 85-man cast and crew covered everything from the giant 36-foot Sultan astride the Dunes to the Perkins Room, casino, swimming pool and Sultan's Table restaurant.

The movie had its world premiere at the Hunstridge Theater, a red-carpet affair with bands, klieg lights, remote radioasts and many Hollywood personalities. After that there was a champagne and caviar party at the Sultan's Table.

ABC-TV cameras covered the party, and the sequence will be featured on the network's "Sunday Night at the Movies" March 24.

Glenn Ford, Hope Lange, Ricardo Montalban and Telly Savalas, stars of the picture, were guests of honor, and other stars on hand were Jimmy Durante, Helen Trushel, Robert Gossett, Myron Cohen, Pat Boone, Eddie Adams, Billy Eckstine, Bob Crosby, Louis Prima, Sam Butera, Jerry Vale and the Kim Sisters.

Dave Brubeck practices a little Maoriian kicking with a Maori moko and records trip to New Zealand, and that looks like Bloody Mary in the background.

TALENT TOPICS

* Continued from page 10

columnist; not to mention most of the local record and radio fraternity. No slackers, Downey is taping the Herb Lyons a day later (20). . . . Don Peachey, whose band records for Cadet Records, will appear at the Blue Moon Balloons in Elgin, Ill., in two weeks (30). . . . Johnny Hartman, soul-singer currently at the Playboy, just recorded an album with John Coltrane for Impulse. It's all balla.

Diito an album for Playboy's Danny Apolinar on the Stereo-odities label titled, "Come By Sunday." . . . Fred Krapp, former vocalist with the Londonairs, is in town working on an industrial movie and putting together a vocal act. He is returning from a Dallas visit with producer Mark Sullivan.

NICK BIBO

NASHVILLE

Jolly Joe Nicon, KVRE, Santa Rosa, Calif., reports heavy air play for the Wimber Brothers' "Roll Muddy River." Jerry Brad- ley's swank office nearing completion on "Record Row," Jerry, son of Owen Bradley, to open publishing company.


Smiley Wilson, new talent di-rector for the Wil-Helm Agency, has Loretta Lynn on a Hap Pennebaker tour through Kansas, Nebraska and Iowa in early April. Smiley reports successful p.p. bit for Wimber and Don Helms in Texas last week.

The Delco 'Arabia' on Showcase could be a sleeper. It rated regional break-out in Pitts-burgh in Billboard last week, and is showing up on several deep-jay reports from around the country. Lawrence Welk okd to play benefit show here this month — already a sellout (15,000).

BOSTON

For the third time in three years Boston is to host a sum- mer where world premiere musical at the Colonial, starring Mary Martin, and based on the life of Laurette Taylor.

Boston's Frank Fontaine has signed for the Firemen's Ball at Boston Garden April 26.... Vaughn Monroe, taking things easy lately, will come into Blind- strich's, a first time for the local singer. The line-up at the big nite includes Gladie MacKenzie, Jack E. Leonard, Chubby Checker and Jimmy Dean.... Dorothy Dandridge surprised the Staller-Hilton by announcing that she is retiring. She canceled her Terrace Room engagement. The Milt-Mimi Renzell will fill her date April 29.

Fatti Page received an offer of $10,000 for a month in Las Vegas, so canceled her 10-day booking at the Pramingham Monticello on March 21. But when she was told that the Monticello had booked a $15,000 private party for her opening night, she arranged to fly in for the one night. The Monti- cello is dickerine for Vince (Dr. Casey) Edwards for a sum- mer date. Andy Williams is coming in May and Anna Marie Alberghetti is expected later.

STEVE IN ACTION: At premiere party, he interviews Hope Lange, while Glenn Ford and Edie Adams (far right) and Las Vegas show gals mill around. TV show of event is sched- uled for most cities night of March 22.

THE LAYOUT of the Dunes in Las Vegas, scene of recent movie opening festivities connected with United Artists' "Love Is a Ball." Steve Allen's television cameras recorded much of the weekend action and was presented as part of his syndicated Westhouseright night-ly show, seen in 126 markets across the country.

WEST

Rosemary Clooney runs across the hall from her current engagement at San Francisco's Fairmount Hotel to entertain IBM conventioneers (19).... The New City Minstrels at the Santa Monica Auditorium on Friday, March 22.... After closing at the Jazz Workshop in San Francisco last week, the Paul Winter Sextet opened at Denver's Band Box for two weeks (15).

STEVE'S PICK: Los Angeles洗澡 "Love is a Ball" stars Hope Lange and Glenn Ford. Then premiere festivities got under way. They lasted for three days and got wide press and television coverage across the U. S.

EN ROUTE: Miss Lange and Ford arrive at Dunes, marked by 26-foot figure of Sultan astride hotel. Interviews with newspaper and magazine reporters on hand, besides television appearances, gave big promotion push to the movie bow-in.
CASH IN ON THE BIGGEST TRAFFIC BUILDER EVER!

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ONE

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There are 16 Kingston Trio albums, including their brand new "#16", to choose from... and millions of Trio fans are going to be doing just that!

Be ready for them... see your CRDC representative for all the details!

†At your option, Mr. Dealer.
Oscar Davis Sets 3 C.W. & Ws

CINCINNATI—Veteran C.W. producer-promoter, Oscar Davis, who chalking a $116,000 gross with a country music package on nine one-nights through the Southwest and California in January, is taking a unit comprising 17 C.W. names into 12,500-seat Cobo Hall, Detroit, for three performances May 5.

Davis also has a 15-set package for two performances at the Fairgrounds Coliseum, Indianapolis, April 21, and a 14-set unit for Ellis Auditorium, Memphis, March 31. All units will carry the banner of the Ray Price Enterprises.

Talent for the three contingents will be made up of the following performers: Ray Price, George Jones, Webb Pierce, Faron Young, Johnny Wright, Kirby Wells, Stonewall Jackson, Bill Phillips, Roger Miller, Carl Smith, Jimmy Dickens, Billy Walker, Billy Graham, Claude King, Dexter Davis, Ralph Emery, George Right, Red Sovine, Carl Butler, Minnie Pearl, Hank Snow, Flatt and Scruggs, and Grandpa Jones.

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about "SAMSON & DELILAH"

By BILL SACHS

American Record Co.

PERSONNEL MANAGEMENT

Ray Lugar

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“MY GOD’S EVERYWHERE”

THE WEBSTER BROS.

Records

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HICKORY

1201

NASHVILLE—Tree Publishing, headed by Jack Stapp and Buddy Killen, will occupy new and larger quarters at 905 16th Avenue, South, beginning May 1.

Liberty Records artist, Timi Yuro, flew here last week on an invitation from Killen to look over local offices and other publishing houses. Timi was accompanied by Liberty’s d.a., Ed Silvers.

Added to Tree’s songwriting staff last week was James Reynolds, of Arlington, Va. Justin Tubbs, exclusive Tree writer, had been with the company 1 week on Groove Records, RCA Victor’s newly reorganized subsidiary. Sides “Take a Letter, Miss Gray” and “Here I Sit Awaiting” were recorded.

Haddock Kicks Off New Eagle Label

KERMIT, Tex. — Vaughn Bollinger’s Mercury label has announced the formation of Eagle Records, with headquarters at the Waco Eagle Club, and the signing of Durwood Haddock as the label’s principal artist. Haddock is the writer of “I Don’t Want,” recorded by the Weight and others.

A company memo to handle distribution for the new label are H. W. (Pappy) Daily, Houston; Big Bob Walter, Dallas; Paul and B. Krupp Record Distributors, Atlanta; Ariz., Music Box One-Step, Dallas, and Daily Records, San Antonio.

COUNTRY MUSIC CORNER

By BILL SACHS

Ira Lovin is wondering from his recent misery. Friends may write the new address of Stace

The 2,000 inmates of the Nebraska State Penitentiary, Quinby, have been entertained by a benefit performance in the Arena of the Arena Festival held to be in Lincoln, Neb., April 19-21. Hasting signed his test for a pilot’s license. Jim Reeves and a bandoping for an air charter to carry him and his Blue Boys on future engagements.

Dave Crowder and his Toppa recording band are appearing six nights a week at the Merle's Club, Las Vegas, from where they do a remote broadcast daily, as well as do a show每周.

JOHNNY FOSTER’S

GROWN-UPS CRY TOO

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SHERRY’S LIPS

“MISS BROWN”

2583 Phillips International

DAVID HUNTON

Sun Records

639 Madison

Memphis, Tenn.

On Route To Beeing A Hifi

By BOB LUMANS

“INTERSTATE FORTY”

Billboard SPECIAL SURVEY

FOR WEEK ENDING 3/23/63

b/b

LORD DON’T LET ME CROSS

MARTIN

2

FROM A JIVE TO A KING

Red Miller

1

RED ROSE

Roy Drusky

3

END OF THE WORLD

2

BENNETT

4

BALLAD OF JED CLAMPETT

Steele Foster & Earl Scruggs

5

IS THIS ME?

7

I TAKE THE CHANCE

13

IN THE MOTHER’S ROOM

The Bills

19

STILL

5

10 T FOR TEXAS

15

Grundy Jones

Monteith 801

11

112 WHAT I HAD IN MIND

112

13

YOU TOOK HER OFF MY HANDS

4

Mr. HEARTACHE

9

14

CAN’T SAY NO

7

Heavenly Mob

Irenical 101

15

17

WALK ME TO THE DOOR

3

16

HELLO TROUBLE

12

17

Olive’s Couch

Yes Joy 470

18

19

KNOCK AGAIN, TRUE LOVE

5

18

20

PLEASE TALK TO MY HEART

18

Country Johnny Mathis, United Artists 536

22

22

FOR YOU’RE ME

13

21

ROBERT E. LEE

6

ORPHAN TRAIN ROOM

Columbia

23

24

A STRANGER WAS HERE

2

24

LONESOME 7-203

Hankshaw Hawkins

King 7212

26

26

TRUE LOVE

5

27

STILL LOVING YOU

2

28

LOVELY TENDERNESS

2

29

CIGARETTES AND COFFEE BLUES

1

Marty Robbins

Columbia 42701

WITN THE COUNTRY JOCKEYS

By BILL SACHS

Jimmy Logan, host of “Jamboree,” c.w. musical on WCKY, Cincinnati, last week recorded a three-record package with Kenton Records. Jimmy’s initial audience was that of old-time favorites from several oryginal. Formerly with WGEI, Indianapolis, and WJAS-TV, Louisville, Logan has conducted WCKY’s “Jamboree” since last June. He was heard every week, 7 to 11 p.m. Jimmy Logan, 33, is one of the I.A.S. artists coming to the area to drop in for a guest spot. The guest past week included Jack Hillel, who is heard on Capitol; Esso Hanke, on Capitol; and Little Moore, who was in town to record for Kenton Records.

Arlis, stop-off, Biff displayed his singing and horn-blowing talents in a show at Tucson Gardens.

Neil Lukens, formerly with WAKR, Atlanta, as Jack the Bellboy, has moved to WATN, Arkansas, to do a morning show, which includes a music station, KHTC, Brantmore, Oat. Jack Synnot, who has been with the WABX, 5,000-watt station in Savannah, Ga., where he’s been as news director, will take over as president of the station.

In addition, Jim conducts the “Capitol Country Jockey” weekly on the “Alabaster” blanket show each afternoon on Shreveport, La., now consists of two Saturday music stations, KCCG and KREB, and the program for both stations. By the way, the current program for the program director, and Bill Hearne, and Ray Earles. Designs for KREB are Doug Davidson and Bill Alkins. Gospel music program on KCIG is conducted by Rev. Bill Frank, brother of Illirian Frank, promoter-manager.
THE BIGGEST IN PHILADELPHIA NOW BREAKING OUT IN DETROIT, BALTIMORE, NEW YORK and MIAMI

MEMORY LANE

The Hippies

(formerly the Tams)

THE BIG ONES ARE ON CAMEO/PARKWAY
West Coast NARA Names Unit Heads

By GODFREY LEHMAN

SAN FRANCISCO — The West Coast regional organization meeting of the National Association of Radio Announcers was held in San Francisco recently. De- scendants representing several Western States, principally from the Los Angeles and San Francisco areas, attended the meeting and named presidents of the two chapters.

Rudy Harvey of KGFI, Los Angeles, heads the Southern California chapter, and Al Moreland of both KSAN, San Francisco, and KDIA, Oakland, heads the Northern California chapter. Vice-president for Los Angeles is Art Jackson, formerly of KTYM, but no vice-president was named for Northern California.

Floyd Ray, also of KTYM, was elected as liaison officer between the national association and the West Coast chapters, and Larry MacCormick of KGFI is executive secretary. Bugs Scroggs of KSAN, hosted the group as West Coast regional director, previously appointed by the national association.

The second meeting is scheduled for Sunday, April 7, at the Knickerbocker Hotel in Hollywood. A resolution adopted at the San Francisco meeting calls for each regional group to nominate three stations in its area as candidates for one or more of three awards to be presented at the national convention, also to be held at the Knickerbocker Hotel, August 22-25. The categories include best program and production, best handling of news and special events, and public service above and beyond FCC requirements among r.a.b. stations.

Discussions centered around programming policies and r.a.b. stations, and the concern of trade publications and industry critics about such programming. Questions were considered regarding improving the quality of programming, and the public attitudes toward Negro program stations.

The group is considering a committee to assist member stations in improving their programming and to create a generally better r.a.b. station image.

A member at large of the executive committee will be elected at the Los Angeles meeting on April 7.

R & B ROUNDUP

By NICK BIRO

The Cookies ("Don't Say Nothing Bad About My Baby") moved into New York's Apollo Theater March 15. Their disk is currently breaking around the country.

DIMENSION RECORDS Little Eva is back in New York following a 19-day promotion tour. She begins releasing each week for a new single to come out by the end of March. Dimension also has a Big Dee Irving disk on the way. A new sales and promotion manager for Dimension is off on a national promotion tour.

Barnes Williams is just back from a tour of the South and East. Dimension turned Wisconsin distribution over to Jack Sollinger in Chicago. John O'Brien in Milwaukee formerly had the line.

Lou Christie is putting out "Two Faces Have I" in a follow-up to "The Gypsy Cried," which is still selling. "Roulette's Bud Katz tells us he's just cut a new Sam and Dave single, "It Was So Nice While It Lasted." Roulette just made two distributor changes. From M-S to Allstate in Chicago and from Pelican to Delta in New Orleans.

WHAT'S "BIG" AND "LITTLE" AND GROOVY ALL OVER!

LENOX RECORDS
RELEASE NO. 5565,
THAT'S WHAT!

BREAKING ALL OVER
"YOU KNOW IT AIN'T RIGHT"
BY JOE HINTON
BACKBEAT #537
BACKBEAT RECORDS
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HOT R&B SINGLES

Billboard SPECIAL SURVEY
FOR WEEK ENDING 3/30/63

This Week Last Week
Title, Artist, Label & No. Made on Chart
1 4 OUR DAY WILL COME..... 4
Baby & the Romantics, Rye 401
2 9 SEND ME SOME LOVIN'..... 7
Sam Cooke, RCA Victor 8129
3 3 WALK LIKE A MAN..... 7
Rusty Baby, Vee Jay 582
4 2 HEY PAULA..... 8
Paul & Paula, Phillips 40084
5 6 RUIDY BABY..... 7
Dion, Columbia 43642
6 11 CALL ON ME..... 10
Baby Blond, Duke 280
7 1 THAT'S THE WAY LOVE IS..... 10
Baby Blond, Duke 280
8 17 HE'S SO FINE..... 4
Chiffons, Roulette 3155
9 10 MAMA DIDN'T LEAVE..... 8
10 7 RHYTHM OF THE RAIN..... 5
Cassadiva, Vandal 4056
11 5 YOU'VE REALLY GOT A HOLD ON ME..... 13
Miracle, Tomato 5676
12 12 YOU'RE THE REASON I'M LIVING..... 7
Johnny Lewis, Capitol 4695
13 20 TELL HIM I'M NOT HOME..... 5
Chuck Jackson, World 152
14 16 BABY WORKOUT..... 17
Jann Wilson, Brunswick 35229
15 8 WALK RIGHT IN..... 9
Ruthless Singers, Vanguard 32017
16 17 HITCH MIKE..... 7
Marvin Gaye, Tamla 54705
17 24 END OF THE WORLD..... 2
Shooter Davis, RCA Victor 8098
18 23 DON'T SET ME FREE..... 3
Ray Charles, ABC-P Paramount 10483
19 14 SOUTH STREET..... 4
Orleans, Como 243
20 23 THESE ARMS OF MINE..... 1
Otis Redding, Vee Jay 4664
21 16 LAUGHING BOY..... 4
Mary Wells, Motown 1509
22 19 LET'S TURKEY TROTS..... 5
Little Eva, Dimension 1066
23 23 HOW CAN I FORGET..... 1
Ben E. King, Atco 1384
24 24 LET'S LIMBO SOME MORE..... 1
Chubby Checker, Parkway 862
25 18 RAINBOW..... 7
Gene Chandler, Vee Jay 468
26 21 WHAT WILL MY MARY SAY..... 3
Bobby Bland, Columbia 46548
27 1 ONE BROKEN HEART FOR SALE..... 1
Elvis Presley, RCA Victor 8134
28 29 WILD WEEKEND..... 2
Rebels, Swan 4125
29 28 HOW CAN I FORGET..... 2
Johnny Holiday, Penn-Tag 2381
30 30 IN DREAMS..... 1
Rey O'Brien, Monument 806
FOLLOW-UP
TO HER SMASH HIT!
SANDY STEWART
PROMISE OF LOVE
CP 681

*See and hear Sandy perform "Promise of Love" this
Wednesday, March 20th on the PERRY COMO SHOW, NBC-TV.

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Victor Opera Plan in Works: 5-Foot Shelf of Masterpieces

NEW YORK—A plan for the marketing of classical records is in the planning stages at Victor which would encourage bulk purchases of basic libraries of the major operatic operas.

The plan is not likely to go into effect for a few months, but it is the subject of a series of negotiations now in progress, and certain steps have, in fact, already been taken in this direction. The idea is to present the listener with a choice of only one or two masterpieces for each title of opera, and to include all the important subsidiary numbers.

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This plan, which would allow for the presentation of the works of the major composers in a series of compact packages, is being worked out in consultation with the various opera houses and the orchestras. The packages would be priced at a discount, and would be available through the regular渠道s of distribution.

The plan is expected to be introduced sometime in the spring, and it is hoped that it will be fully in operation by the fall of the year. The idea is to offer a selection of the most important operatic works, presented in a way that would be attractive to the listener and would encourage the purchase of many different titles.

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THE CHALLENGE:

THE SOUND
ON THIS NEW RCA VICTOR RECORD
CHALLENGES COMPARISON WITH THE SOUND
ON ANY OTHER RECORD AVAILABLE
ON ANY LABEL ANYWHERE

WHAT THE CRITICS SAY:

UNITED PRESS INTERNATIONAL
"...free of distortion and special equipment is not needed to play it."
"This new process possibly is the greatest breakthrough in recorded sound
since the introduction of the long play record."

Raymond Ericson, NEW YORK TIMES (broadcast on WQXR)
"Recorded in Victor's new Dynagroove process, the engineering results in
sound of perfect clarity and balance. This is the best available disc ver-
sion of the opera (Madama Butterfly); and it is an inspired recording."

Douglas Watt, NEW YORK NEWS (broadcast on WQXR)
"...a fair comparison between... new Dynagroove releases
and some recent releases of a similar nature on other labels indicated a
dramatic advance in fidelity."

John Wilson, NEW YORK TIMES (broadcast on WQXR)
"As a rule, turning down the volume tends to muffle reproduction.
But in this case (the Hugo and Luigi Chorus), fullness and clarity remain
even at very low volume—which is the way to listen to this album."

Conrad Osborne, HIGH FIDELITY
"...no trace of unnaturalness of any kind. Distortion of all sorts
is conspicuous by its absence, every instrument comes through
tree-top-visible; there is no edge to the sound in any part of the range;
and the surface of my pressings were almost supernaturally silent."

George Jellinek, HI-FI STEREO REVIEW
"Technically, this production (Madama Butterfly) is near perfection. The
sound is warmly alive without being overly resonant, balances are exemplary."

Herbert Kopferberg, NEW YORK HERALD TRIBUNE (broadcast on WQXR)
"... Instruments and voices are clear, bright and true to life and—
perhaps most impressive of all—there is no distortion when the stylus reaches the
inside grooves closest to the label."

THE PROOF IS IN THE LISTENING... HEAR IT! COMPARE IT!

DYNAGROOVE
THE NEW SOUND BY RCA VICTOR
SINGLES REVIEW POLICY
Every single used to Billboard for review is the version as printed in the Billboard Review Panel, and its sales potential is rated within its category of music. Ratings of only the singles selected are published. This is based on reports from weekly music departments of newspapers, major record companies, and several radio and TV stations. Ratings are based on plays on the Top 100 chart. The column headings are explained in the reviews, and rather than giving a numerical rating, the reviews compare each single with the greatest group of potential hits. Ratings are on a five-star basis.

SINGLES REVIEW

Bobby Vee should keep right up at top on the charts with this carefree bit of material which he sings in his own soulful fashion, deliciously. His waltzing record is a bit of a surprise, but it's well worth a chance. By P. H.

The MIRACLES A LOVE SHE CAN COUNT ON (Vivian) (2:31)
I CAN TAKE A HINT (Vivian) (2:36)
The Miracles, that cute quartet with their hit "You Really Got Me on the Right Track," follow up with two real sides, either or both of which can be winners. Singer is a Sis- ster Smith, while the rest of the quartet are Joe Harrison, Wally Gordon and Wally McFarland. The kids could cut up for this one. Flip is "Too Young to Know" (Mail, BMI) (1:47).

Eddie HODGES WOULD YOU COME BACK (Atlantic, BMI) (1:42—Lenox 2585)
This is a strangely fine side for young Hodge. It's in a waltzing style with a most appealing down figure and one of choice. The kids could cut up for this one. Flip is "Too Young to Know" (Mail, BMI) (1:47).

THE VENTURES SKIP TO 'M lip (Pole, BMI) (2:03)—Dolores 68
Here's another top-flight side in the little group. This one is an instrumental which should jump up on the charts. For group, it's a "El Combo" (Pole, BMI) (1:44).

Hercule HANCOCK WATERMELON MAN (Atlantic, BMI) (2:48—Blue Note 1803)
There's another version of this tune getting more play because of the new single, but this fine, jazz-styled stringing somewhat in the Count Basie manner, will get far more airplay than the 45. Strong beat and sound make this a solid effort with pop and jazz sides. By P. H.

FOUR STAR SINGLES

The Birdsong catalog is revered new singles, with significant hits in their respective categories are listed in bold and underlined. For full information, see the descriptions for each single.

SINGLES SPOTLIGHT

WINNERS OF THE WEEK

Two fine sides by the Fleetwoods that should do mightily well with their fine teen fan base. Both are fit as a fiddle, with lively ditty and with style by the group.

THE PLAYMAKERS

"A" MY NAME IS ALICE (Pye, ASCAP) (2:31)
"You've Got a Ways to Go" (Pye, ASCAP) (2:30)
The group could easily have a winner with this fine-feeling, easy-going cut. It's strictly on the teen side and it holds up well. This is another good flip for the group. Flip is "Just a Little Girl" (Pye, ASCAP) (2:32).

PATSY CLINE WALKING AFTER MIDNIGHT (Four Star, BMI) (2:32—BMG 10620)
The late Patsy Cline had this hit originally on Decca seven five years back. Although the backing is a bit too forced by present standards, the voice is still fine and the side can be good. It's worth a try in spots that the singer's full-length duet last week. Flip is "That Wonderful Summer" (Four Star, BMI) (1:52).

COWBOY COPAS GOODBYE KISSES (Warner, BMI) (2:51)

SPiritual SPotlight

Marion WILLIAMS and the STARS of FAITH (Gospel, BMI) (2:01—BMG 10631)

JIMMY DEAN I'M SINGING THE CHANGE (Capitol, BMI) (2:38—BMG 10640)

Patsy CLINE WALKING AFTER MIDNIGHT (Four Star, BMI) (2:32—BMG 10620)

BILL CUNNINGHAM "The Southern Style (Nor- ter, ASCAP) (2:40) — "The Bottom Line" (Norton, ASCAP) (2:40)

THE CASHUALS "I'll Be Your Baby Tonight (Hill, BMI) (2:30)

MCPHERSON "The Walking Song (Commer- cial, BMI) (1:56)

JANIE SUMMERS "I'm His Penny (Pamela, BMI) (2:22 —WARNER BROS. 5390

ARTHUR ALDERNEN "Dream Girl (Dream, BMI) (2:40)

JOHN MELLENT and BILL ORR "The Walking Song (Commer- cial, BMI) (1:56)

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THE CHALLENGE:

THE SOUND
ON THIS NEW RCA VICTOR RECORD
CHALLENGES COMPARISON WITH THE SOUND
ON ANY OTHER RECORD AVAILABLE
ON ANY LABEL ANYWHERE

WHAT THE DEALERS SAY:

Frank Corsaro, LECHMERE SALES, Cambridge, Mass.
"Before any promotion broke... customers came in asking for RCA Victor
Dynagroove Records. After they bought one, they came back for others."
"I expect... Dynagroove records will revolutionize the record business.
It's the standard for other companies to try to beat."

Leila Stenzel, GIMBEL'S-SCHUSTER'S, Milwaukee, Wis.
"Finest musical detail ever heard on record—highs and lows are
never lost—complete definition of every instrument."

Sam Goody, SAM GOODY, New York, N. Y.
"I have listened to your new Dynagroove L.P.'s. The retail industry has been
looking forward to such an advance. It spells additional dollars."

Maurine and Dick Moore, P.M. RECORD CENTERS, Davenport & Cedar Rapids, Iowa
"A dramatic improvement, resulting in true-to-life recorded sound."

Henry Lishon, LISHON'S, INC., Chicago and Evanston, III.; Inglewood, Calif.
"Dynagroove sound is so different that... the ordinary layman can
now distinguish low register clarinets, cellos and basses and
know what true sound is actually like."

George Jacques, MUSIC BOX, San Francisco, Calif.
"Fantastic clarity and presence—Dynagroove will prove a
real shot in the arm to the record industry."

Merrill Rose, ROSE RADIO & RECORDS, Chicago, Ill.
"Response has been terrific—people are coming in and asking about
Dynagroove records—customer reaction wonderful—sales very good."

Milt Harris, MUSIC LAND, Hollywood, Calif.
"99% of our customers agree, this is the
very best sound on records."

THE PROOF IS IN THE LISTENING... HEAR IT! COMPARE IT!

DYNAGROOVE
THE NEW SOUND BY RCA VICTOR
Armada Plans Parley Shift to Miami

**Singles Reviews**

**Spiritual**

**Regular Currents**

**Single From Continued Page 20**

**The Caravans**

**Alex Bradford**

**Sacred**

**Johnnie Taylor**

**Liberty Move To Get a Party**

**Motel Launches New Jazz Series**

**Capitol Signs Sonny James**

**New York**—The record that publisher Howie Richmond plans to release next month has started to bear fruit. And nice fruit it is, as is the case to the scores to two smash Broadway hits "Stop the World, I Want to Get Off" and "The Merry Widow." Each of the books of the show tunes, "Désertino," and the revival of the classic "The Whole World's a Stage," which, under the title of "A New York Story," is set to become one of the year's big hits.

In addition to all of this, the current folk or pop-folk wave has given Ricchi and Al Brackman's publishing firms a big push, for Richmond's Folkways Music has always had a deep supply of folk. "Wino-" and "I'll Hit a Hammer," "Cottonfields" and "Tom Dooley," for example, are all Richmond copyrights. Recently law- suits over "Tom Dooley" and "Cottonfields" settled to Richmond's satisfaction—both of which means both tunes were accepted.

Richmond noted that the success of his various firms (Lud- low, New England, Ellis) did not come overnight.

"I went down to Brazil three years ago and brought back some good tunes," said Richards, "and "Désertino," and "The Merry Widow," and, in "A New York Story," the show in my office here almost two years ago." Richmond pointed out that he had to lay out $20,000 to get the record contract of Lionel Bart's "Oliver!" There was concern on the part of some publications that the show would go in the U.S. due to the music being unusual and the way it was played in Eng-

**Cracking Radio With Classical LP's**

**Continued from page 18**

**Billboard**

**MORNING**

**Armada Plans Parley Shift to Miami**

**New York**—The annual convention of the American Rec- ord Club will be held this year in New York City from June 16-20. The American Record Club will be held not in July at the Edgewater Beach Hotel, Chicago, as previously announced. Previous thinking leaned toward Chicago for the site due to the large number of Chicagoans that can be engaged to attend the convention. However, changes in the direct contract have been announced that will affect distribution for the week of the convention.

**Barry Kittleson Joins Editorial, Niki to Sponsor**

**New York**—Barry Kittleson has joined the editorial depart- ment of Billboard as an associate editor. He replaces Dick Ka- thalan, who recently went to the staff of a magazine producer and marketer of records.

Kittleson most recently served as an account executive for Billboard's market research division of U.C.L.A.

Gold Records Come Dorati's Way

**Continued from above page**


Among items of interest is D'Amato's April release of Bartok's complete opera "Blue Bridge," the Cas- sali's, where it was a few personal friends of Bartok, conducted the famous premiere of this opera in a coast-to-coast broadcast from Dallas. On the current record, the opera will be sung in the original Hungarian.

Following are albums furnished by Mercury which express a desire to call upon the labels to date under the direction of Maestro Dorati.

Temperature—MG 50584 (MBS) 50605 (MBS)

Beethoven: Wellington's Victory—LP 5000 (MBS) LP 9000 (MBS)

Copland: Appalachian Spring: Billy the Kid—MG 50246 (MBS) SM 90246 (MBS)

Liszt: Les Preludes, etc.—MG 50214 (MBS) SML 90253 (MBS)

Just Call This a Real Loaded Idea

**San Francisco**—A novel record by Bob Carl, San Francisco branch manager for King Records, has been announced. The record features a National Regional distributor and will be rolled out in Cincinnati, Chicago and Cleveland.

The past 15 years have witnessed probably the greatest musical developments in West Coast music. It has been more than popular, in history. The musical emphasis in West Coast music has probably been more classical music in one year than the musi- can find the region. Their music is almost entire lifetime. With the "pre- sige" of the West Coast music industry, the increasing ab- sence of listening booths in record stores, the question of how the classical buyer can best be exposed to product seems to re- flect itself down to more and better radio exposure.

**Rose Map Plan For 1st Parlay**

**Chicago**—Plant for the first annual convention of the Record Store Association (ROSA), the passage of various proposals and resolutions and an address by MG's executive director Bob Blundell, were highlighted in a midwinter meeting of the shop group here.

Importance of the one-step in the passing of proposals was noted, during the meeting, by a reference to the fact that such labels as Capitol and London have established one-step de- partments and record labels. Resolutions were passed call- ing for the elimination of trans- faction and the appointment of a 100 per cent guaranteed return policy. Associate membership has increased, with all manufacturers. Membership has voted for a monthly distribution of new single hit titles.

In his speech, MOA's Blundell said that the record store owner and the business man interest the two groups for the betterment and continued existence of the business. Present from manu- facturers were Joe Abate, Warner, and Harry Chipetz, Caruso-Parkway; Bob Keel, Capitol; Bob Krugler, RCA Victor; Ray Lawrene, Columbia; Bob Fou, Liberty; Murray Singer, Laurie, Sylvar, Warner, and Louis Katzke, Roulette.

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What is quality at RCA Custom?

**SOUND ENGINEERING**
Only experts with many years' experience in sound are at the controls.

**LACQUER INSPECTION**
Inspection, inspection, inspection—starts with the master lacquer and never stops!

**MOLD INSPECTION**
Before metal stamper is made, mold is scrutinized minutely for flaws.

**MOLD CORRECTION**
Skilled hands remove tiny flaws, then on for audio inspection.

**AUDIO INSPECTION**
In air conditioned, soundproof rooms, the mold is finally checked. Only perfection passes.

**MICROSCOPIC ACCURACY**
The stamper is microscopically centered, then punched to fit record press exactly.

**MATERIAL SELECTION**
Research has developed 4 grades of vinyl, exclusive with RCA Custom—each is top quality!

**PACKAGING INSPECTION**
Last inspection: as record goes in sleeve. Spot audio checks are constantly made aise.

**YOUR RECORD**
We stake our reputation on the quality of every record we produce.

"Quality" is not just a word at RCA Custom, it's a way of recording, manufacturing and packaging to give you the best of everything in recorded sound. Try us and see!

RCA CUSTOM RECORD SALES...THE MOST TRUSTED NAME IN SOUND AND SERVICE
165 East 24th St., New York 10, N.Y., U.S.A. 5-7200. 440 N. Lake Shore Dr., Chicago 11, Ill., 3-3215. 1101 Vine St., Hollywood 28, Cal., 8-1680.
## HOT 100

**FOR WEEK ENDING MARCH 23**

### HOT 100—A TO Z—(Publisher-Licensee)

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Label &amp; Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> OUR DAY WILL COME</td>
<td>Baby and the Promenaders, Jvpp 301</td>
</tr>
<tr>
<td><strong>2</strong> THE END OF THE WORLD</td>
<td>J. P. Richardson, RCA, Victor 2017</td>
</tr>
<tr>
<td><strong>3</strong> YOU'RE THE REASON I'M LIVING</td>
<td>Bobby Vinton, Capitol 4997</td>
</tr>
<tr>
<td><strong>4</strong> HE'S SO FINE</td>
<td>Chiffons, Lening 1950</td>
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<tr>
<td><strong>5</strong> WALK LIKE A MAN</td>
<td>Asbury Park, Va, Sony 3007</td>
</tr>
<tr>
<td><strong>6</strong> RHYTHM OF THE SAUN</td>
<td>Huslt, Tommy, Columbia 4351</td>
</tr>
<tr>
<td><strong>7</strong> SOUTH STREET</td>
<td>Gussie, Country 340</td>
</tr>
<tr>
<td><strong>8</strong> BLAME IT ON THE BOSSA NOVA</td>
<td>Kitty Gara, Columbia 46001</td>
</tr>
<tr>
<td><strong>9</strong> WHAT WILL MY MARY SAY</td>
<td>Kenny Bobs, RCA Victor 11001</td>
</tr>
<tr>
<td><strong>10</strong> ONE RED HEART FOR SALE</td>
<td>Everly Brothers, WEA 10001</td>
</tr>
<tr>
<td><strong>11</strong> RUBY RUBY</td>
<td>A Doctor, Monument 7</td>
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<tr>
<td><strong>12</strong> OUR WINTER LOVE</td>
<td>Millie Pyle, Columbia 43958</td>
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<tr>
<td><strong>13</strong> HE'S COMING HOME</td>
<td>Millie Pyle, Columbia 43958</td>
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<tr>
<td><strong>14</strong> 8 9 8 9</td>
<td>Avi, RCA Victor 40014</td>
</tr>
<tr>
<td><strong>15</strong> I WANNA BE AROUND</td>
<td>Tony Bennett, Columbia 46140</td>
</tr>
<tr>
<td><strong>16</strong> ALL I HAVE TO DO IS DREAM</td>
<td>Mike Monty, Monument 7</td>
</tr>
<tr>
<td><strong>17</strong> MAMA DON'T LIE</td>
<td>Billie Holiday, RCA Victor 11001</td>
</tr>
<tr>
<td><strong>18</strong> ALICE IN WONDERLAND</td>
<td>Nat Talker, RCA Victor 10001</td>
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<tr>
<td><strong>19</strong> LET'S TURKEY DANCE</td>
<td>Little Eva, Monument 7</td>
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<tr>
<td><strong>20</strong> LET'S LIMBO SOME MORE</td>
<td>Chubby Checker, Polydor 4001</td>
</tr>
<tr>
<td><strong>21</strong> WALK RIGHT IN</td>
<td>Hockey Shoppe, Vineyard 4201</td>
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<tr>
<td><strong>22</strong> LAUGHING BOY</td>
<td>Tony Buckley, Mahonia 4001</td>
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<tr>
<td><strong>23</strong> DON'T LET ME FREE</td>
<td>Ken Charles, Columbia 74093</td>
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<tr>
<td><strong>24</strong> BOY WORKOUT</td>
<td>Jackie Wilson, Brunswick 40209</td>
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<tr>
<td><strong>25</strong> DO THE BIRD</td>
<td>El Dorado, Charly 1084</td>
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<tr>
<td><strong>26</strong> BUTTERFLY BABY</td>
<td>Celia Cray, Columbia 46119</td>
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<td><strong>27</strong> TWENTY MILES</td>
<td>Charlie Christian, Polydor 4001</td>
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<tr>
<td><strong>28</strong> GREENBACK DOLLAR</td>
<td>Mairle 74, Columbia 46119</td>
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<tr>
<td><strong>29</strong> BOSS GUITAR</td>
<td>J. P. Richardson, RCA, Victor 2017</td>
</tr>
<tr>
<td><strong>30</strong> CAN'T GET USED TO LOSING YOU</td>
<td>Bobbie Black, Disc 109</td>
</tr>
<tr>
<td><strong>31</strong> FOLLOW THE BOYS</td>
<td>Connie Francis, MGM 17237</td>
</tr>
<tr>
<td><strong>32</strong> DAYS OF WINE AND ROSES</td>
<td>Mickey Hatch, Columbia 46140</td>
</tr>
<tr>
<td><strong>33</strong> DON'T SAY NOthin' BAD ABOUT MY BABY</td>
<td>Connie, Columbia 19688</td>
</tr>
</tbody>
</table>

### BUBBLING UNDER THE HOT 100

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Label &amp; Number</th>
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<tbody>
<tr>
<td><strong>51</strong> BAND STAND</td>
<td>Gene Chandler, You Are My</td>
</tr>
<tr>
<td><strong>52</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
</tr>
<tr>
<td><strong>53</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
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<tr>
<td><strong>54</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
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<td><strong>55</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
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<td><strong>56</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
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<td><strong>57</strong> 6 6 8 8</td>
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<tr>
<td><strong>58</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
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<tr>
<td><strong>59</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
</tr>
<tr>
<td><strong>60</strong> 6 6 8 8</td>
<td>Platters, Jubilee 3001</td>
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</tbody>
</table>

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*Image Source: Billboard*
the nation's best selling records

SIXTEEN SMASH HIT ALBUMS ON DOT

<table>
<thead>
<tr>
<th>Album</th>
<th>Artist</th>
<th>Release Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1963'S EARLY HITS</td>
<td>Lawrence Welk</td>
<td>DLP 25510</td>
</tr>
<tr>
<td>DAYS OF WINE &amp; ROSES</td>
<td>Pat Boone</td>
<td>DLP 25504</td>
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<tr>
<td>WALTZ TIME</td>
<td>Lawrence Welk</td>
<td>DLP 25499</td>
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<tr>
<td>1962'S GREATEST HITS</td>
<td>Billy Vaughn</td>
<td>DLP 25487</td>
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<tr>
<td>FOLK CONCERT</td>
<td>Jimmie Rodgers</td>
<td>DLP 25496</td>
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<td>FAVORITES</td>
<td>The Lennon Sisters</td>
<td>DLP 25481</td>
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<tr>
<td>BOSSA NOVA JAZZ</td>
<td>Steve Allen</td>
<td>DLP 25480</td>
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<td>FUNNY FONE CALLS</td>
<td>Steve Allen</td>
<td>DLP 25472</td>
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<tr>
<td>A SWINGIN' SAFARI</td>
<td>Billy Vaughn</td>
<td>DLP 25458</td>
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<tr>
<td>BABY ELEPHANT WALK</td>
<td>Lawrence Welk</td>
<td>DLP 25457</td>
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<tr>
<td>GOLDEN HITS</td>
<td>Pat Boone</td>
<td>DLP 25455</td>
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<td>GREATEST ORGAN HITS</td>
<td>Jerry Burke</td>
<td>DLP 25450</td>
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<td>MOON RIVER</td>
<td>Lawrence Welk</td>
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<td>CALCUTTA</td>
<td>Lawrence Welk</td>
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<td>RAGTIME PIANO GAL</td>
<td>Jo Ann Castle</td>
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<tr>
<td>BLUE HAWAII</td>
<td>Billy Vaughn</td>
<td>DLP 23165</td>
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NEW RELEASE

<table>
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<tr>
<th>Song</th>
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<tr>
<td>DIAMOND HEAD</td>
<td>George Cates</td>
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<tr>
<td>HOW THE WEST WAS WON</td>
<td></td>
</tr>
<tr>
<td>Pipeline</td>
<td>Chantay's</td>
</tr>
<tr>
<td>Meditation / Days Of Wine And Roses</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>Hot Pastrami</td>
<td>The Dartells</td>
</tr>
<tr>
<td>Blue (THE ORIGINAL!)</td>
<td>Bill Lindsey</td>
</tr>
<tr>
<td>Heartaches / Happy Melody</td>
<td>The String-A-Longs</td>
</tr>
<tr>
<td>Face in A Crowd / Lonely Tears</td>
<td>Jimmie Rodgers</td>
</tr>
<tr>
<td>Boss</td>
<td>The Rumbles</td>
</tr>
<tr>
<td>The End Of The World / Big City</td>
<td>The Mills Bros.</td>
</tr>
<tr>
<td>Release Me / My Smoky Mountain Home</td>
<td>Billy Vaughn</td>
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<tr>
<td>Gravy Waltz / Preacherman</td>
<td>Steve Allen</td>
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<tr>
<td>Granny's Pad / Blues Bouquet</td>
<td>The Viceroy's</td>
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<tr>
<td>Sorry (For The Way I Treated You) / Boss Strikes Back</td>
<td>The Rumbles</td>
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<tr>
<td>I Wonder Where You Are Tonight / Dream Girl</td>
<td>Arthur Alexander</td>
</tr>
<tr>
<td>Tia Juana Ball / Here Comes Mr. Love</td>
<td>Bill Giant</td>
</tr>
</tbody>
</table>

BEST SELLING SINGLES
N A R M
NATIONAL ASSOCIATION of RECORD MERCHANDISERS
PROUDLY PRESENTS THE
BEST SELLING COMEDY RECORDING ARTIST AWARD
1962
TO
RUSTY WARREN

THANKS TO
STANFORD ZUCKER
PERSONAL MANAGER
"Without your profound guidance and kindred interest, this wonderful tribute would not have been possible."

JERRY BLAINE
JUBILEE RECORDS
"Thank you for the gamble. Happy we are both winning."

ROSE MARIE GROSS
BUSINESS MANAGER
"Heartfelt thanks for your faith, confidence and personal support."

from Rusty Warren
SAN REMO ECHO

Everybody’s Warbling Those Sue-You Blues

By SAMY STEINMAN

ROME — There has been a spat of suits over plagiarism in the wake of the San Remo Festival. In addition to the suit against Tony Renis for plagiarism of his prize winner, "Ole for All," another is being threatened by Boylan Adimian of Radio Luxembourg in London, who claims that the first three notes of a song recorded on film three years ago are identical and that Renis has admitted in a letter that he tried out the tune in a Ljubljana night club.

Another source now claims the tune is like an old American song. At the same time, veterans of the war and Alphaline have asked that public action be taken against the second-place song, “Amor, Mon Amour, My Love” which is like an old American ditty.

To top it all, the Alba publishing house is proposing an action against the composer and his publishers, and the Italian lyricist of the song, and first prize winner, "La Belle Oule." The Italian lyricist of the Mexican song is also the lyricist of the Renis hit.

Meanwhile maestro Pasquale Frattoni, who filed the first plagiarism suit against Renis and the festival-winning song, has come out of obscurity to write a magazine article reminding the public of his successful musical shows on TV on 17 February 1960.

Renis, who is 25, has told the Warbling Society that he’s just old enough to go to theater when the song he is supposed to have plagiarized was released on stage. Frattoni has presented his affidavits by nickname musicians, concerned critics, stating that they note a grave similarity in the introduction of the two tunes.

AUSTRALIA

Push Twin Hits Off With a Rush

By GEORGE HILDER

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

Radio Corporation, manufacturers of Telestar, who distribute the Verite, Hi-Fi and Valentine brands in Australia, have issued their first single label since losing the Mercury franchise in 1960. New label is Twin Hits, recorded in Melbourne, featuring cover versions of hits tunes. The first release of six singles hit the store shelves last week; in two days of trading Sydney stores had bought 5,000 discs and Melbourne 4,000.

The records are receiving heavy air exposure even though the top disc jockey refuses to play cov- er versions.

The disc is retailing at a 50 per cent lower price than the standard 45 r.p.m., which sells at $1. Twin Hits singles retail at 30 cents. The initial release includes the Von Bonn "Loop de Loop," "Rhythm of the Rain" by "Hey Paula," Hilary Mielke, Sydney record manager of Radio Corporation, states that the launching campaign will include window displays, press releases, and all national teen shows plus press and radio advertising.

London Records reports a hold up in the release of the Crescendo album, "Artemy Lyman at Crescendo," as one of the tracks, "Days of Wine and Roses," is on the restriction list until Warner Bros. decides upon a release date of the flick.

RCA Victor reports that they have three albums in the series, "Our Man In," for early March release. These albums will be shown at the ATN TV station, Sydney first began playing an Appalachian tune between programs and inquiries got so numerous that A.R.C. decided to rush release (the single which was acquired from the Southern Music mood Library. The title is "I want You," a Dutch composition by J. Van Wetter, played by the Brunel's New Quartet, who have also leased on the CBS label.

This is the third time a moan has been made about this tune, and it is through radio and TV that it is taking the air. The other two numbers, "Happy Guitar" and "Dalia," originated from the Chappell library and were both hits throughout Aus-

London Records will release the second Starday album early in March under a four-dollar agreement. The album, "Carter Family Memorial Album," by Bill Clifton, is to receive a special country push. . . . Now that United Artists has scheduled the opening of the movie "Tara Bulbs" in Sydney, Roy Antony on Capitol and Ferrante & Teicher plus the sound-track album from U. A., are among the first discs of the film music.

All record companies in Australia are at present releasing both single and album discs, either simultaneously or before the scheduled American release. Leaders in the U.S. for quick releases are EMI, A.R.C. and RCA. And album discs are receiving a lot of attention these days. London Records and ABC are both scheduled to record some old Cadence material while A.R.C. for their "Around the World: River and Other Movie Themes" and in the same week’s release MGM is offering a similar album by Connie Francis singing "Award Winning Motion Picture" hits. Both companies

TAML-MOTOWN Execs Swing Across Europe

LONDON — Berry Gordy Jr., Esther Edwards and Barney Ales, execs of the Tamla-Motown group of Detroit left here on March 9 on a swing around Europe. After calls in Berlin and London, where the trio will be in Rome until Monday (1), the former dictionary house (Venet Basil Grove-

EMI Dividend

— The board of Electric and Musical Industries has declared an interim dividend (of 35s. in the stock of the firm. It will be paid on May 10 and is expected to complete the year ending June 30, 1963. The interim dividend is the same as last year.

claim that there is a big demand for a new Top 10 list in time to issue similar disks practically each month.

BRITAIN

Gordy & Friends On Talking Whirl

By DON WEDGE

New York Musical Express

Berry Gordy Jr., Esther Edwards and Barney Ales, three executives of Tamla-Motown group, hit London as the first stage of their European tour to appear on radio and television. As well as meetings with oriole executives, their current representation of record group Theupers will be on the agenda of the British Decca chief Sir Edward Wood, managing director of EMI Records, and a host of publishing personalities.

His first item of business was a meeting with the London house group’s "You’ve Really Got a Hold on Me." Decca issued new title by the Tornadoes, "Right Behind and produced by Joe Meek of the British house group the group is the first disk heard by the Mirand artist who is a regular feature of the group. Meanwhile some artists have affected a "dual" program the group is the first disk heard by the Mirand artist who is a regular feature of the group.

Record Business

EMI has acquired British music publishing rights in all countries, including Britain, for all of the musicians, songwriters and publishers in the house group.

1963-2022: Celebrating 50 Years of International Excellence

Among the recent announcements are the acquisition of the U.S. firm by EMI, which is the first in a line of tie-ins with the British house. The new house group, which is a subsidiary of the EMI's division, is due to release a new single album by the Beatles and a new album by the Rolling Stones.

From the estate of Eli Oberstein...

CBS Power Hits In New Releases

By EDDIE ADAMS

92 quai du Marechal Hoffer Courbevoie (Seyne)

French CBS releases have just been marketed. Among them is the recent release of the album "Choque" by the famous United Artists star Tony Renis, the first album of French poetry.

Two French songs "L'amour s'en va" and "A force de prier" have been selected as Montreuil’s "Flicks and Flicks" for the Eurovision Festival Contest to be held in London March 25. 30 min will be spent on the Festival and 30 minutes of material will be shown from "Du Mouton pour les Enfants" by "Poire du Pau," "Le Meurtier," "Tempo di Roma," "Mathila Sandor" and "Le Vice e la Verte.

Skid News

Pathe Marconi is evidently trying to strengthen its jazz catalog. Latest releases that have benefited from a strong promotion campaign are sets by Nancy Wilson and Cannonball Adderley, Duke Ellington, Stude Hampton and Lou Rawls with Les McCann, Ltd. A Charlie "Bird" Charles album will be issued when he plays his Paris concert.
Thanks, Steve Allen, for Making My Single, "Gravy Waltz" (5-9756), Such a Smash Hit

HERB ELLIS

GERMANY

Ariola Lines Up Loren, Dietrich
By JIMMY JUNGERMANN
102 Ismaninger Str., Munich 27

Ariola boss Rolf Engleder took another important step towards an international campaign when he signed Marlene Dietrich and Sophia Loren. One of Germany's top record producers Nils Nobach will make their records as well as the discs of French singers Dalida and Charles Aznavour. Swedish singer Zarah Leander, Greek singer Jimmy Malakos, German singer Wolfgang Sauer, and Spanish singer Jose Guardiola are also on the label.

Tour Has World Music Conception
By JIMMY JUNGERMANN
102 Ismaninger Str., Munich 27

Next week the new Polvodor tour will start, featuring U.S. singer Gus Bucak, Italian singer Tony Dallara, Belgian singer and ensiue Lou Van Burg, Belgian singer Angèle Durand, South American singer Carlos Otero, German singers Trude Herr, Will Brandes, Ted Herold, and Austrian singer Paul Hourgelger.

British singer Billy Sanders guest stars at the night spot Kantschic in Cologne. Albert Corte from Argentine guest stars in Chris Howard's TV show "Studio B." The vocal group Medium Terzett will guest star on board of the liner United States, and in U.S. TV shows. Rene Carol will start a tour through the States in May. Eydie Gorme has been a special favorite among Bararian listeners and she has another bit, "Blame It on the Bossa Nova," in Germany. AFP in Munich plays the record incessantly. Importer Bernard Minski sent the complete album to the Bavarian Radio Network.

Tenor John Moulsen of Atlanta, and soprano Ella Lee of Los Angeles, are starring at the East Berlin Comic Opera. They work under one of the foremost dramatists of the time, Walter Felsenstein. A third American, baritone William Ray, who is a regular member of the opera company at Stuttgart in West Germany, sings as a guest at the Comic Opera in East Berlin.

JAPAN

Nippon Columbia Has Miller Line
By J. FUKUNESHI
108 Kokincho-cho, Meguroku, Tokyo

T. Sera, president, and S. Ito, managing director, of Nippon Columbia left for Okinawa March 1, accompanied by several artists and musicians to present a special show in celebration of the recent establishment of Okinawa Columbia Sales Company. Nippon Columbia also finalized a deal with Miller International and is now preparing to release the Stereophonic label in May under the logo of Columbia International.

Concert Hall Society Record Club disclosed that its membership reached the 275,000 mark February 10 and is expected to exceed 300,000 by the end of March. The total number of records issued during 1962 was 8,627, which indicates an increase of 41 percent over the previous year's 6,097. This figure involves 3,253 Japanese and 5,374 foreign disks. The ratio of increase of Japanese platters is 50 percent, while that of foreign is 50 percent. In the category of stereo LP's, foreign stereos show an increase of 44 percent, and Japanese 14 percent in comparison with 1962.

Caterina Valente arrives April 10. Charlie Ibarra and his Tokyo Panchos and Lilio Rhythm Air, a chorus group, are to support her performances here. For 1 month she was booked to give 12 concerts, starting March 28 under the sponsorship of Nippon Victor, which presses Philips. Victor worked out a plan to give away a 7-inch compact stereo of this string ensemble to every third audience of its concert series through lottery drawings. George Shearing's troupe of 10 members, including Ann Richards, arrived March 8. Capitol is releasing two LP's cut by his combo. . . .

Julia Kutchin, American pianist of London Records, arrives March 15 by way of Australia to give a series of concerts from March 25 to April 11 in celebration of the 10th anniversary of the London label in Japan.

Richardo Odomosposa, exclusive violist to Concert Hall Society is set to participate in the Osaka International Festival in April. The society is issuing an LP welcoming his visit. Nat King Cole is drawing packed audiences singing several selections, partly in Japanese, so is Toshiko-Mariano Quintet.

PUERTO RICO

Top Latin Acts Delight Tourists
By ANTONIO CONTRERAS
26 Corriente Street, Santurce

The island's tourist season is now in full swing, and local hotels and night clubs are competing for the best in top-flight entertainers. Xavier Cugat and Abbe Lane are a success at one of the swank tourist hotels, while Sonora Matancera (Sonora Matancera, Secco label), the oldest and highest paid Cuban musical group, is doing turn-around business at local hotels, night clubs and one-night stands.

This year, in their second visit to Puerto Rico, La Sonora brought besides its regular singer, Celia Cruz, Willy y Cello Gonzales and Rolando in Serie (Serie label). Also in the Latin attraction field, we will soon have vocalist Roberto Yanes from the Argentine for the first time today. Yanes, who has about four LP's in the CBS label, all big sellers here. Local booker Tony Chiodo, has a one-hour weekly television show sponsored by an auto distributor, where he presents all the acts that he brings to Puerto Rico. He is responsible for the Sonora and Yanes appearances.

Sidney Siegel, president of Seeco Records, visited Puerto Rico and will put his best efforts to stay with Mr. Siegel and his young daughter. Siegel was seen at the opening show of Seeco's biggest attraction, Sonora Matancera, 15 years with the label and about 15 LP's in the catalog.

New releases on Seeco include sets by Celia Cruz, Alfredo Sarded, Joe Cuba Sextet, Adilia Castillo, Los Riverenos and a bossa nova album recorded in Brazil. . . .

Editor note: Many executives of recording companies do visit Puerto Rico about this time of the year. If their publicity departments would only notify this writer in advance, I could report their visits and comments. (Continued on page 30)
APRIL VERSE
TO FILL YOUR PURSE

Atkins, Addeo, Strings and Shaw,
All fine names on which to draw.
Stock 'em, stack 'em, rack 'em all
And all through April have a ball.

CHET ATKINS
THE GUITAR GENIUS

LEO ADDEO
and His Orchestra
ON THE SUNNY SIDE OF THE STREET

ARTIE SHAW
and his orchestra
NIGHT THEMES

Great Atkins album! Chet with inimitable guitar... and
big-brother Jim singing smooth baritone. "Swanee
River," "Heartbreak Hotel," 8 others. CAL/CAS-753

Addeo and orchestra give big sound to sunny favorites.
"You Are My Sunshine," "On the Sunny Side of the
Street," "Island in the Sun," 7 more. CAL/CAS-758

The Living Strings have never been so varied, so lovely.

Original performances by an all-time great in the "Big
Bend" era! Title theme, "Confessin',' "Gloomy Sun-
day," "Day in, Day Out," 6 other big ones! CAL 584

AMERICA'S BIGGEST ENTERTAINMENT VALUE
RCA CAMDEN RECORDS
Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve listings on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become best sellers in their respective areas.

**POP SPOTLIGHT**

**DONT LET ME CROSS OVER**
Carl Butler / Columbia CL 2010 (M; CS 8802 (S))

Carl Butler, an established country chart-maker, has broken widely into the pop field recently, with the title here here. Also featured on the 45 is "If I Would Have Known," written by Gail and Dave, and "Don't Say Goodbye," written by J.C. "Cowboy" Smith. Butler's albums are released by MCA, and are sold through country outlets. Butler's strongest hits have been "The Only Thing," "If I Would Have Known," and "I'll Be Someone" and "Geez In My Bone," all of which are charted nationally and regionally. Butler's other chart hits include "Mashed Potatoes," "Lonesome," "Music Bowl," and "Misty." Bicycle hits: "Misty," "Geez In My Bone," and "I'll Be Someone." Bicycle sales: 1,000,000.

**POP SPOTLIGHT**

**GET THE SPOTLIGHT**
IW 112 (M)

"The Spotlights" are a group of young, rising artists who are making a name for themselves in the pop world. Their music is a blend of rock, pop, and country influences. The group's members are John, Jane, and Mike, who have been together for about a year. They are known for their catchy tunes and lively performances. Bicycle hits: "I'm in Love," "Baby, I Love You," and "Heartbreak Hotel." Bicycle sales: 500,000.

**POP SPOTLIGHT**

**SPOTLIGHT ON SPOTLIGHT**
IW 113 (M)

"Spottlight on Spotlight" is a new country music group that has recently exploded on the charts. Their music is a mix of traditional country and modern pop influences. The group's members are Bob, Carol, and Ted, who have been together for about two years. They are known for their energetic shows and strong vocals. Bicycle hits: "Good Lovin,'" "Take My Hand," and "I'm in Love." Bicycle sales: 1,000,000.

**POP SPOTLIGHT**

**LET'S LUNGO SOME MORE**
Chubby Checker / Parkway P 7907 (M; SB 1107 (S))

Chubby Checker has hit repeatedly with his group of dance-oriented songs in the last year or so. These albums are sold through pop outlets. The following LUNGO hits have been especially popular: "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle hits: "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle sales: 1,000,000.

**POP SPOTLIGHT**

**THE BARBERA STEELE AND ALBUM**
Columbia CL 207 (M; CS 8807 (S))

Barbara Steele has a new album which features a variety of chart hits from the last year. The album is sold through pop outlets. The following chart hits have been especially popular: "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle hits: "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle sales: 1,000,000.

**POP SPOTLIGHT**

**RUBY BABY**
Glen & Stiles / Columbia CL 2010 (M; CS 8807 (S))

The wild, hard-looking girl has earned a name for herself as a rock star. Her latest album features a variety of hits from the last year, including "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle hits: "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle sales: 1,000,000.

**POP SPOTLIGHT**

**THE END OF THE WORLD**
Stevie Wonder / RCA Victor LPM 1899 (M; LS 8899 (S))

Stevie Wonder's latest album features a variety of hits from the last year, including "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle hits: "Let's Twist Again," "Let's Dance," and "Let's Have Fun." Bicycle sales: 1,000,000.

**POP SPOTLIGHT**

**OUR WINTER LOVE**
ITHE QUEEN OF THE BLUES / Philips CL 1024 (M; CS 8812 (S))

Our Winter Love" is a new country music group that has recently exploded on the charts. Their music is a mix of traditional country and modern pop influences. The group's members are Bob, Carol, and Ted, who have been together for about two years. They are known for their energetic shows and strong vocals. Bicycle hits: "Good Lovin'," "Take My Hand," and "I'm in Love." Bicycle sales: 1,000,000.
A spotlight collection of classical cuts is treated with the quality that is expected of the Vistudio Orchestra. This LP, along with the others, is a highly recommended buy for serious collectors.
HEADS YOU WIN
TAILS YOU WIN

TONY BENNETT
I wanna be around...

DOUBLE the TAKE
with Tony's latest album

The fabulous follow-up to

COLUMBIA RECORDS

Publicity: Mal Braveman / Promotion: Joe Petralia
**Top LP's**

**FOR WEEK ENDING MARCH 23**

**STAR PERFORMERS—selections on Chart 9 weeks or less registering greatest upward progress this week.**

### 150 BEST SELLERS—MONAURAL

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<th>No.</th>
<th>Week</th>
<th>Title, Artist, Label</th>
<th>Record Company</th>
<th>Artist, Year</th>
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### 50 BEST SELLERS—STEREO

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<th>No.</th>
<th>Week</th>
<th>Title, Artist, Label</th>
<th>Record Company</th>
<th>Artist, Year</th>
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ROSES AND ORCHIDS / BABY COME HOME TO ME

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31479

2 GREAT NEW SIDES from BURL IVES

HIS NEWEST BEST SELLING ALBUM / BURL DL4361 DL74361

on DECCA RECORDS naturally!
International News

ITALY

Ri-Fi Adds New Golden Voices

By SAMUEL STEINMAN
Plaza S. Anselmo 1, Rome

Ri-Fi finds itself with sudden riches in top voices. In addition to marketing Aurelio Fierro's new King label, it has two of the top artists of San Remo, Cocki Mazzetti and Eugenia Filippato, the latter the outstanding new voice of the year.

Although the carnival season is over, Columbia has thought of putting its spirit on a disk with "Carnival at Home" featuring four top vocalists and four instrumental groups. Philips is sponsoring the four-month-long European tour of South America's Al Corriva and U.S.A.'s Cat Barber, beginning with a Milan appearance and proceeding into Yugoslavia, Germany and Scandinavia. O.S. Bossa Nova with the voice of An-gustinho is the Brazilian group formed by Fiuggi.

Victorio has come forth with 22 old Claudia Villa disks which have been reissued simultaneously. New Italian group on same label is called the Little Boys. New TV light music shows will include "Jazz Gal- lery" featuring Zoot Sims, Les McCann, Charlie Byrd, Oscar Bia and others and four-part Line Benedict with Renato Carosone making a comeback as a special guest.

With announcement of the new Cantagiro, musical tour of Italy with 15 singing stops culminat- ing at Finzi, June 22-July 5, the talent discovery of last year's event, Donatella Moretti, has come along with a new RCA disk, "Until the End," by Joquita Froio, author of last year's top hit, "The Bride." Although the Medocino label will continue, the company's name will hereafter be Phonogram. Principal disks are those of Philips. Fasuto, who shared time with Ben E. King on his TV opening, come along with "A Kiss and Then" and "We Play at Love" for RCA.

ITA at the Metodicon of June 29. Joaquin has the 1970s event, with the same label, and "Dea-ning" Fiuggi, the voice of the Metodicon.

The world-famous violinist, scored one of his most important triumphs in Tel Aviv last week. The violin recital composed of solo works (without accompaniment), was played to a packed house of 3,000 at the Mano Auditorium.

Sear which is also featuring Petula Clark's "Charley."

Rino Loddo is back on the Italo scene after two years in South America. I Mirel won top place in the First In- ternational Fest-Festival at Mar del Plata, Argentina. Latest festival-winning song is "I Won't Do It Again" by Deimeone and Capotosti, which won the Golden Sequin at Bologna's Festival of five years old.

Ella Fitzgerald has come out with two Verve LP's entitled "The Harold Arlen Song Book." "Sinatra and Basie" is the latest Reprise record. "Tony Reina" is the latest in the Bossa Nova sweepstakes with Stef Zenni playing "Desafinado." Columbia has brought together France's top artists, Edith Pillet, Gilbert Becaud, Richard Anthony, Fran-Pourello, and La Grande Sagaresse and Theo Sarapo in an LP entitled "From a Juke Box Along the Seine."

Only vocal LP of the festival has been issued by Cetta with voices of Claudia Villa, Milva and Tonina Torrielli. Sinatra war continues with records coming from Repris and Capitol. At the moment the latter's album is The Best of Sinatra, Vols. 1 and 2, and "Sinatra Takes Broadway.

RCA Italians and Paramount will promote "Girls, Girls, Girls," known in Italy as "100 Girls and a Sailor," by allowing distribution through Argo. Tony Reina will reissue the Elvis Presley film to take their dated tickets within 24 hours to a record shop. He will get an addition to full ad- ministration price from the selling price of the album of his film's sound track.

... Having come out with the group for its album label. The 1920s Columbia has now placed them all in a feathered- colored album for collectors.

... Tony Renis will sing his San Remo-winning song "One for All" in a new film about military life which DDL will make.

Menuhin Concert Scores as Solo

Yehudi Menuhin, the world-famous violinist, scored one of his most important triumphs in Tel Aviv last week. The violin recital composed of solo works (without accompaniment), was played to a packed house of 3,000 at the Mana Auditorium.

Dance Finds Life in Words

By LUIS MA. TRINDADE
266 Escola, Madrid

Leading Filipino literary works, translated in the dance medium and set to locally composed original music, will highlight next year's activities of the FEJU farms and Experimental Dance Group under the direction and choreography of Rosa-lia Merino-Infante. The premiere showing of "Buhay Ng Kapayapan," first opera on Rita's life, has been post- posed to June 15, the hero's birthday.

New Releases

Stateside launched "Loop de Loop" by Johnny Thater, a New York "Deerhopper" (Stand by Me) and "La partida de futbol," with Dalea, Pat Bedoya is also making the world go round with "Love" (DEA) and Capitol in- spired Laurindo Almeida bosse.

Norway's latest picture here, "Girls, Girls, Girls," will reach the top of the Norwegian LP parade, as compiled by the newspaper Aarbeiderbladet.

The screening of "The West Side Story" sound-track version will start the New York run-up. Third is the Elvis Presley RCA record "Girl, Girl, Girl."

SPAIN

Market Feels French Impact

By RAUL MATAS
32 Avda Jose Antonio

French influence over the north of Spain and the south of France, with which it shares a border, is evident in many new Spanish names, titles and hits throughout radio, music and in the eyes of critics and record buyers. Richard Anthony made with "Puent d'el tren," a new song created by Zaballa, a special Spanish rendition of the same song, "Quintesitas, Milpas," is in its fourth printing and now is so strong that even San Remo's victories are being surpassed. The new film song by Renis has been bestowed. "L'Amour," (through Uruguay and Argentina) headed the group of favorites.

Also coming up strongly is the "Linston Rock" as sung by Chico Sez and the "Saxophone, version made by the Duo Dinamico in Buenos Aires, "Maria" and "Baby Elephant Walk" also seem to be among future hits.

Wax Final Songs In Contest Prep

By JAN TORFB
Stutenbergstraat 37, Mechelen

All six of the tunes involved in the Eurovision Song Contest have been announced. The tunes selected as Belgium's entry included "Valse," by Jacques Raymond, Liza Markel's "L'aind car la vent" and "Biektlo," by Damael. However, it has not been announced that the Decca label. Jo Lennon re- corded "Zo mooi," for the English label, and the Italians did the same with "Com amore." Fifteen of the 16 tunes to be presented in the Eurovision contest are now known and only the German song has yet to be chosen.

Lac van Heusene wrote two new tunes with Benny Welton and Roger Danneels called "Danse" and "Dance with the Sun." The second tune, titled "The Wall," in English, was inspired by the situation in Berlin. My Fair Lady," is still going strong in Antwerp. This week 100,000 record sales have been sold. It will continue to be presented in Belgium until April 15. The whole spectacle will move over to Ghent for another two weeks. Then the Easter holidays, it goes to Ostend and then to a tour of Belgium.

Ellie Presley's latest picture here, "Girls, Girls, Girls," will reach the top of the Norwegian LP parade, as compiled by the newspaper Aarbeiderbladet. The screening of "The West Side Story" sound-track version will start the New York run-up. Third is the Elvis Presley RCA record "Girl, Girl, Girl.

BELGIUM

The Greatest Recording Organisation in the World

EMI

CLICK THE SHEARS, BOYS

E.M.I. really clicks in Australia! From folk music to grand opera and the twist, Australians have a wide musical taste— and with the taste, an enthusiastic appreciation of recorded entertainment. E.M.I. has a most active distribution outlet in E.M.I. (Australia) Ltd., Sydney, and with it a recording and manufacturing outfit that is equal to the best in the world. The photograph below shows the recently completed E.M.I. factory near Sydney. It has been built this factory to keep in step with the tremendous growth in Australian record demand. You'd be impressed to know how many of the records we sell consist of Australian repertoire.

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

That is why E.M.I. records are being pressed today in 40 different countries, and one record in every four sold worldwide (outside the Communist bloc) is made by E.M.I.
be released soon... Margot Eskins has two new songs called "Ich bin ein Schiff" and "Weisse Orchideen" on Polydor. ... At the end of this week, 3/21, Bill will release the new recording by the Swedish pop group, the Spotnocks, called "Hava Nagila." Vera Lynn came out with a wonderful, complete, single of different songs sung by the English troops during World War II.

Soren Souere, (Sister Smile), the Dominican Sister of Fichtermon near Waterloo in Belgium, who made herself an international name through her first album, just released another record for Philips. There are also written by herself and has the same freshness and originality as those of her first recording.

Young Belgian singer, Robert Copil, famous through his first single "Stim jee joom" has waxed four new songs for Philips label which came out wonderful and no doubt that Robert Copil has at least one hit among them so the future looks rosy...

Going up strongly are the Romtop Singers with "Walk Right In" on the Fontana label. Interesting newcomers this week were: "You're the Reason I'm Living" by Bobby Darin on Capitol, "Hey Paul" by Paul and Paula on Decca, and "Ann Limbo" by Chubby Checkers on Camel.

Another record of which we are expecting very much is "Una noche en la ciudad" by the group From-Tep, of Delta. The song is no other than a Spanish version of "Wonderland by Night," the former hit of Bert Kaempfert, but now sung in a very special but outstanding style.

International distributers of the CBS label in Belgium is busy discontinuing its campaigns in releasing new records. This week was very rich in LP's. Among the most interesting were newcomers by Ray Coniff, Doris Day, Percy Faith, Dave Brubeck and Mahalia Jackson.

DENMARK

Solid Score Run Up by Writers

By ARNE HANSEN.

The Danish final in the Eurovision contest became a triumph for new pop singer Rob Schreiber and his orchestra "Friksteren".

This week was expected to win with "Danselove," a sort of sentimental waltz, presented by husband and wife Grethe and Jorgen Ingmann, Mr. and Mrs. Ingmann will present "Danselove" at the Danish finals in London March 23. Beside the Danish recording of the tune Grethe and Jorgen Ingmann will do a German and an English version as well as for Metronome Records.

Woller Voller Sorensen scored a triple victory. He also did the job for this tune No. 2, "Amigah" composed by Hans Schneller and sung by newcomer Bjorn Edemand, and for "Pourquoi?" by Boerge Nordheim which in No. 3, sung by Birthe Wilke.

The "West Side Track" sound track on CBS is still heading the LP best seller charts, with coming up since December is a rerun of 16 tracks by Danish jazz-pianist Leo Mathiesen and his group from the M400. Odeon intends to release yet another LP of old Mathiesen tracks.

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APRIL 22ND, SOCIETY SUITE, 10 a.m.-4 p.m.

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Middle East record imports and exports. 100 years experience in the music business. 4 Sports, Athens, Greece

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264 Euston Road, London, W. N. L. A.
### Honor Roll of Hits

The Honor Roll of Hits comprises the nation's top ten songs according to record sales and disk jockey performances as determined by Billboard's weekly nationwide surveys.

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Tune</th>
<th>Composer-Publisher</th>
<th>Works Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>2.</td>
<td>OUR DAY WILL COME</td>
<td>By Millard Garrett—Pub. by Reservoir (ASCAP)</td>
<td>5</td>
</tr>
<tr>
<td>2.</td>
<td>3.</td>
<td>END OF THE WORLD</td>
<td>By Dee-Yee—Pub. by Summit (ASCAP)</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>4.</td>
<td>HE'S SO FINE</td>
<td>By Mark—Pub. by Bright-Tones (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>5.</td>
<td>YOU'RE THE REASON I'M LIVING</td>
<td>By Davis—Pub. by Arista (BMI)</td>
<td>8</td>
</tr>
<tr>
<td>5.</td>
<td>6.</td>
<td>RHYTHM OF THE RAIN</td>
<td>By Garrett—Pub. by Benchmark/Feinstein (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>6.</td>
<td>8.</td>
<td>WALK LIKE A MAN</td>
<td>By Cence/Guzman—Pub. by Warner-Columbia (ASCAP)</td>
<td>10</td>
</tr>
<tr>
<td>7.</td>
<td>16.</td>
<td>SOUTH STREET</td>
<td>By Mann-Apel—Pub. by Kalmar (ASCAP)</td>
<td>3</td>
</tr>
<tr>
<td>8.</td>
<td>7.</td>
<td>BLAME IT ON THE BOSSA NOVA</td>
<td>By Most-Keith—Pub. by Arista (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>9.</td>
<td>6.</td>
<td>RUBY BABY</td>
<td>By Linder-Scott—Pub. by Tague (BMI)</td>
<td>8</td>
</tr>
<tr>
<td>10.</td>
<td>10.</td>
<td>WHAT WILL MY MARY SAY</td>
<td>By Vance-Strider—Pub. by Epic Drive (ASCAP)</td>
<td>12</td>
</tr>
<tr>
<td>11.</td>
<td>14.</td>
<td>OUR WINTER LOVE</td>
<td>By Cowell—Pub. by Cramat (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>12.</td>
<td>13.</td>
<td>IN DREAMS</td>
<td>By Gibbons—Pub. by Acuff-Rose (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>13.</td>
<td>12.</td>
<td>ONE BROKEN HEART FOR SALE</td>
<td>By Scherbrock—Pub. by Presto (BMI)</td>
<td>5</td>
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<tr>
<td>14.</td>
<td>17.</td>
<td>HEY PAULA</td>
<td>By Helterbrand—Pub. by Leith-Martin (BMI)</td>
<td>10</td>
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<tr>
<td>15.</td>
<td>11.</td>
<td>WILD WEEKEND</td>
<td>By Shannon-Todd—Pub. by Sherr-Todd &amp; Topper (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>16.</td>
<td>28.</td>
<td>I WANNA BE AROUND</td>
<td>By Viestenich-Moon—Pub. by Commander (BMI)</td>
<td>2</td>
</tr>
<tr>
<td>17.</td>
<td>27.</td>
<td>ALL I HAVE TO DO IS DREAM</td>
<td>By Bryant—Pub. by Acuff-Rose (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>18.</td>
<td>15.</td>
<td>MAMA DON'T LIE</td>
<td>By Marfield—Pub. by Carline (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>19.</td>
<td>18.</td>
<td>ALICE IN WONDERLAND</td>
<td>By LaRue-Gaffer—Pub. by Don House (BMI)</td>
<td>5</td>
</tr>
<tr>
<td>20.</td>
<td>20.</td>
<td>LET'S LIMBO SOME MORE</td>
<td>By Mann-Apel—Pub. by Kalman (ASCAP)</td>
<td>4</td>
</tr>
<tr>
<td>21.</td>
<td>23.</td>
<td>LET'S TURKEY TROT</td>
<td>By Griffith-King—Pub. by Arion (BMI)</td>
<td>3</td>
</tr>
<tr>
<td>22.</td>
<td>19.</td>
<td>WALK RIGHT IN</td>
<td>By Darling-Brown—Pub. by Ryman (BMI)</td>
<td>10</td>
</tr>
<tr>
<td>23.</td>
<td>21.</td>
<td>LAUGHING BOY</td>
<td>By Greenrash &amp; Clark—Pub. (BMI)</td>
<td>10</td>
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<tr>
<td>24.</td>
<td>24.</td>
<td>GREENBACK DOLLAR</td>
<td>By Arion-Ramay—Pub. by Davis (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>25.</td>
<td>25.</td>
<td>DON'T SET ME FREE</td>
<td>By James-Jones—Pub. by Top-Tee (ASCAP)</td>
<td>1</td>
</tr>
<tr>
<td>26.</td>
<td>26.</td>
<td>BABY WORKOUT</td>
<td>By Wilson-Tucker—Pub. by Montrez (BMI)</td>
<td>1</td>
</tr>
<tr>
<td>27.</td>
<td>27.</td>
<td>BUTTERFLY BABY</td>
<td>By Mann-Apel—Pub. by Kalman (ASCAP)</td>
<td>3</td>
</tr>
<tr>
<td>28.</td>
<td>28.</td>
<td>DO THE BIRD</td>
<td>By Mann-Apel—Pub. by Kalman (ASCAP)</td>
<td>3</td>
</tr>
<tr>
<td>29.</td>
<td>29.</td>
<td>TWENTY MILES</td>
<td>By Mann-Neal—Pub. by Wayne-Kate—Alonzo (BMI)</td>
<td>1</td>
</tr>
<tr>
<td>30.</td>
<td>30.</td>
<td>BOSS GUITAR</td>
<td>By Hardwood-Edan—Pub. by Lindosue (BMI)</td>
<td>2</td>
</tr>
</tbody>
</table>

### Recordings Available
(Best Selling Record Listed in Bold Face)

1. OUR DAY WILL COME—Eddie Caps, Republic 1957
2. END OF THE WORLD—Master Davis, RCA Victor 3946
3. HE'S SO FINE—Clifford, Vee Jay 3052
4. YOU'RE THE REASON I'M LIVING—Bobby Darin, Capitol 4879
5. RHYTHM OF THE RAIN—Cassada, Vallerie 685
6. WALK LIKE A MAN—Ferrier Seasons, Vee Jay 488
7. SOUTH STREET—Oriole, Cameo 45
8. BLAME IT ON THE BOSSA NOVA—Eddi Gorme, Columbia 416
9. WALK LIKE A MAN—Ferrier Seasons, Vee Jay 488
10. WHAT WILL MY MARY SAY—Johnny Mathis, Columbia 4264
11. OUR WINTER LOVE—Alvin Bryant, Columbia 47795, Bill Parrott, Columbia 4279
12. IN DREAMS—Ray Orbison, Monument 1453
13. ONE BROKEN HEART FOR SALE—Lula Lee, RCA Victor 416
14. HEY PAULA—Paul & Paula, Philips 29117
15. WILD WEEKEND—Rebel, Swan 4153
16. I WANNA BE AROUND—Tony Bennett, Columbia 4264
17. ALL I HAVE TO DO IS DREAM—Richard Cambell, MGM 13181
18. MAMA DON'T LIE—Jan Bradley, Chess, MFS 1253
19. ALICE IN WONDERLAND—Neil Sedaka, RCA Victor 414
20. LET'S LIMBO SOME MORE—Chubby Checker, Parkway 95
21. LET'S TURKEY TROT—Lilie Eves, Dimensions 106
22. WALK RIGHT IN—Memories, EMI, PP800, Swan 39877
23. LAUGHING BOY—Mary Wells, Motown 1636
24. GREENBACK DOLLAR—Bert Ames, Horace, New Kingdom Serenaders, Mercury 7210, Victor, 10765
25. DON'T SET ME FREE—Ray Charles, ABC-Paramount 5048
26. BABY WORKOUT—Jackie Wilson, Brunswick 52838
27. BUTTERFLY BABY—Bobby Rydel, Cameo 11
28. DO THE BIRD—Dee Dee Sharp, Cameo 214
29. TWENTY MILES—Chubby Checker, Parkway 95
30. BOSS GUITAR—Dennis Edie, RCA Victor 4826
the place to be . . . April '63

Billboard's

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"PROGRAMMING
& TALENT"
SPECIAL
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and every other exciting segment of the music industry

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industry-service publication

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... of concise, authoritative information, fully researched pro-
gramming charts and surveys, capsule biographies of the world's
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the companies and the artists making news—making history.

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ad deadline: March 25th

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A vastly expanded and com-
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with data acquired through
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• 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 ma-
terial for deejay "chatter"
• Talent buying facts and
figures

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Billboard's new slick paper,
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special "Quarterly" to be pro-
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size . . . at absolutely no cost
increase over previous page
rates for this special issue
which were less than half the
size!

PLUS . . . a FREE second color
on all units of one page or
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PARIS: (Mar. 22) Centre de Propagande-Anti-Tabac reports: 88,648 heavy smokers (of whom many are sickly patients) have stopped smoking, thanks to a new formula (Promothyl) which reduces the urge to smoke. Those who wish information about this new method of breaking the tobacco habit may receive a free brochure (as long as the supply lasts) by sending their name and address to Anti-Tobacco Center of America, 366 N. 18th Ave., Dept. 17901, New York 1, N. Y. —Advertisement

"PEACE IN THE VALLEY"
The Harry Simone Chorale
From the album "I SING WE NOW THE SONGS OF FAITH"

AN OVERNIGHT SMASH!

I'RE GOIN' GOLD

by

MACY JO and

EDDIE RAMBEAU

S-4136

Six Great Oldies in One New Hit!

Please Note Our New Home!

SWAN RECORDS

N.W. Corner Bth & Fitzwater St.
Philadelphia 47, Pa. MA 7-1500

And a week's review of the week's music...
SMASHEROOS
FROM ABC-PARAMOUNT
THE "HOUSE OF HITS"

RAY CHARLES
DON'T SET ME FREE
THE BRIGHTEST SMILE
IN TOWN
ABC-10405

BONY MORONIE
IT TAKES A MAN
ABC-10419

THE APPALACHIANS
I'M THE ONE WHO LOVES YOU
ABC-10386

TOMMY ROE
COUNT ON ME
THE PERCELLS
I NEED YOUR LOVE
ABC-10423

WHAT ARE BOYS MADE OF?
TRUE, TRUE LOVE
THE FOLKSINGER
IS THAT THE WAY
COUNT ON ME
YOU PLANNED IT?
ABC-10401
THE IMPRESSIONS

THE COTILLIONS
SOMETIMES I GET LONELY
WHO'S SORRY NOW?
ONE OF THESE DAYS
HELLO, BILL
ABC-10410
STEVE ROSSI
DON'T SIT UNDER
ONE MAN SHOW
THE APPLE TREE
MR. JONES, I LOVE
THE STORY OF JANIE
YOUR DAUGHTER
ABC-10414
DON DAY CURTIS
SOMETIMES I GET LONELY
OUT OF MY HOUSE
THE STORY OF JANIE
ABC-10413
THE IMPRESSIONS

DON'T SIT UNDER
THE COTILLIONS
ABC-10416
THE APPLE TREE

ALWAYS A BRIDESMAID b/w DAVEY
ANN MARIE
ABC-10418

Distributed in Canada by Spartan of Canada, Ltd.
Many Stations Get Bad Taste in Mouth Over JFK Take-Off Diet

NEW YORK—Record buyers may be ready to "Sing Along With JFK," but they may have to find the tune without any help from their local radio station. A check of some of the key markets around the nation has revealed that several stations have adopted a no-play policy on the latest Reprise album offering, "Sing Along With JFK," as well as other new take-offs. One side of the Republican Party's most important speeches is being duplicated by a vote-along chorus.

Ed Bixler, program director of WKHI, which has the fifth largest Francophone audience in the United States, said, "We've been asked by the Democratic Party to not play the album. It's not a problem for us." Bixler added that the station would continue to play other Reprise albums, but would not play "Sing Along With JFK."" Maths.

Ed Bixler, program director of WJZ, said, "We've been asked by the Republican Party to not play the Reprise album, but we're not going to do it. We're going to play it anyway." Bixler added that the station would continue to play other Reprise albums, but would not play "Sing Along With JFK."" Maths.

Ed Bixler, program director of WMCA, said, "We've been asked by the Republican Party to not play the Reprise album, but we're not going to do it. We're going to play it anyway." Bixler added that the station would continue to play other Reprise albums, but would not play "Sing Along With JFK."" Maths.
Al Martino

I Love You Because

b/w Merry-Go-Round

Music arranged & conducted by Belford Hendricks

Capitol Records #4930

2 minutes & 40 seconds of smash-hit single!
Vox Jox

By GH. FAGGEN

NAME'S THE SAME! All air personnel at KALO, Little Rock, have taken the station's call letters as their last name. Little Rock listeners now hear the Gene KALO Show, Johnny KALO Show, Billy KALO Show, David KALO Show, and Jim KALO Show, according to Jim Gaines, program director. Will unmarried men of KALO have to appear to the FCC for a marriage license when the time comes?... WWDE's Art Brown has been doing his 6 to 10 a.m. show from Washington's Doctor's Hospital. Brown fractured his leg back in 1960 and aired his show from his bed in the hospital. The same injury put him in the hospital this time.

CHANGE! Bill Calder, early morning deejay at KJH, Hollywood, has inaugurated a "wake up" session on his daily program. Listeners send in names on cards and letters, and every morning at 8:15, Calder blows a kookee bugle to alert everyone in the station. Then he calls out the names of those people to be wakened. Bob Weke, program director and air personality at KBER, San Antonio, is recuperating from surgery in Houston's Methodist Hospital. Eddie Daniels is handling Bob's air shift.

Ted Rodgers, host of WDII's "Musical Clock" program, autopsy one of the 12 Rosnoke, Va., junior or high school bands every morning.

WALK ON, WALK ON. . . KJH, airing Tony Evans and Jack Frost gave up on their attempted 50-mile jaunt from Phoenix after heading it 37 miles. Evans and Frost parted in desperation, "when JFK does 12 miles a week, we'll complete our 50." (Incidentally, KRIZ has been granted approval to boost power to 32,000 watts to 1,000 watts.) A March-a-thon was tried by Wayne Casey and John Meeler of WRCl, Hastings, Mich. The boys had a Navy recruiter call center while they marched around downtown Hastings accompanied by the drum section from the high school band. After 11 miles Casey and Meeler were forced to quit by a combination of blisters and sharp pains. They now rival Sons as the "March kings." Dick Stephens WAV3, New Haven, who reportedly started the opposition movement - "SX-A-Thon." is now planning to get together with the "Walkathon" to form a broadcast tour of famous historic homes. . . Topper to all this is the stunt pulled by WFCF afternoon d.j. Jim Redo, who broaches throughout his entire walk-a-thon on Atlantic City's famed boardwalk.

ST. PATRICK'S DAY promenades around the country; KQV, Pittsburgh, awarded a $50 Savings Bond to the listener who sent in the most interesting drawing of "the KQV Leprechaun," described by Neil MacIntyre as three feet high and Irish. . . WTRY, Troy, is also on the leprechaun kick. It awarded a WTRY leprechaun to the listener who got away the longest list of song titles including the word "green." What the listener actually received was domestic help in the home for one week. . . KALL, Salt Lake City, invited all their listeners to turn green for St. Pat's. KALL personalities Will Lucas and Paul Smith promised to turn green for the listener completing the phrase. "Everytime I hear Paul Smith-Wild Will I turn green because...."

AT YOUR SERVICE. WRCV's Pat Landen emceed the 13th International Festival Ball, held recently in Philadelphia to raise funds for the International House... WINS, N.Y., honored the nation's largest fire department with fire pick-ups from fire department headquarters throughout the entire broadcast day. The airwaves were the first of a monthly series presented by the station, spot-lighting New York's fire, police and other service arms. . . WIKO, Elkins, is soliciting contributions for the "Davy Fund." A seven-year-old Susie Falls girl, Deborah Macaulay, lost both legs in a school bus accident seven weeks ago. . . WIBG's Hy Lit will stage a benefit hour of the "Vanishing Hull on May 5—benefit City of Hope Hospital Center on the east coast."

CHANGE OF SCENE: Sylvia Saint Clair, night club personality and recording artist, is a new voice on WCAU, CBP, Radio, Philadelphia, for a night "Sylvania by Night Show." Roy Krewell has been added to KJH, Hollywood "Musical Sunday" line-up. Ellow is a former KRLA and KQV d.j. Jim Dunbar, currently emceeing the 10 a.m. to noon show on WLS, moves to KGO, San Francisco, as program director. Rob Hale will take over Dunbar's show. . . Larry Schenby, program director, KGUN-TV, Tucson, moves into account executive slot; Jack Jacobson, production manager for the station, will fill in for Schenby.... Glenn C. Lewis moves from WDBJ when "Music Show" 3:10 to 6 p.m., same city. . . Robert Heinleins, WCCD, dooey, takes time off to attend radio electronic school in D.C. He will return to Chester, S. C., May 1. . . Staff changes at WTMJ, AM & FM, Charleston, S. C., have been announced by new program director Bob Mitchell. All moves are effective immediately. . . No new spots were added to Tuesday night to noon show and Johnny Prince brings "The Battle of the New Sounds" to S.C., in the afternoon. . . Vince Ford, WKM midmorning air personality, upped to program director.

Advertising Pages

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

| 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 dollars—some $370,000, more, to be exact... |
| Fact #3 | Advertisers spent more for singles advertising in Billboard... |
| Fact #4 | Advertisers spent more for lp advertising in Billboard... |
| Fact #5 | Talent spent more for advertising in Billboard... |
| Fact #6 | Advertisers spent more for "all other" music-record advertiser spending. (Includes record services, distributors, one-stop, etc.)... |

Dollars of Advertising:

Where an industry invests the greatest share of its advertising dollars is accepted as an indication of the advertising worth of the publications in any field. Here are the figures spent advertising dollars invested in the music-record tradepaper field:

<table>
<thead>
<tr>
<th>Publication</th>
<th>1962 Display Advertising $</th>
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</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>1730</td>
</tr>
<tr>
<td>Cash Box</td>
<td>1667</td>
</tr>
<tr>
<td>Music Reporter</td>
<td>645</td>
</tr>
<tr>
<td>Music Vendor</td>
<td>399</td>
</tr>
</tbody>
</table>

By BILL GAVIN - Billboard Circulating Editor & Publisher, Bill Gavin's Special Report

WHAT MAKES A GOOD DISK JOCKEY? If there were a really-made answer to this question, legions of station managers would be able to find out for themselves. The good disk jockey is the key to a station's success. A good staff, co-ordinated by intelligent management, makes the differences between top rating and an also-ran status.

Of all the ingredients that go into making up a good DJ, the most important is experience: small stations, small towns, working up the ladder of better jobs, moving around the country. Some of our best DJ's have been registered voters in as many as six different cities. Everywhere he goes, the DJ learns how to do the job better. When he starts.

The young DJ learns by listening. He tunes in the best men on the big stations nearby. He listens to air checks of his own work. "There was a lot of his own tape recorded on these which were then sent to him. "<br>

WHAT DOES HE LEARN? How to sell. How to read a commercial. How to punctuate orally, to compress one phrase, to be de-leaguer with another. He learns how to ad lib, to think ahead, to have something to say, to use a few words rather than a few dozen. He learns to prepare a show, learn musical values in terms of audi-ence tastes rather than his own. Most of all he learns confidence. Not the false confidence that comes from a driving ego trying to overpower its own defects, but the true confidence that comes from an awareness of a job well done.

How about voice quality? It used to be that announcers had to have a rich, resonant baritone. Not any more. A few top paid DJ's speak with voices that seem to be filtered through gravel or thick gumbo soup. Of course, a pleasant voice is an asset; it's just not absolutely essential. Biggest handicap of a mellifluous voice is that its owner may be so impressed with itself that he sounds to
**Paid Circulation**

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*SRDS is the accepted national authority for statistical data on publications. Its purpose is to serve the needs of advertising buyers in all fields.

**Editorial Services**

Comparisons are needless here. Billboard is the acknowledged leader. Billboard is the acknowledged spokesman for the industry, as probably even Billboard's competitors will agree.

Billboard editorial data and research is used, universally and almost exclusively, in and out of the music-record industry. Billboard is the source of industry statistics—used by government agencies, major consumer publications, newspaper editors and columnists, and virtually all sales and management executives of record manufacturers.

Ask any experienced professional in the industry.

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**Navin:**

Taken by the Minneapolis Tribune reporters, editors were asked, "Would you say it is or is not in the best interest of entertainers to do imitations of the President and his family?" Only 33 per cent of the adults thought it was in good taste; 52 per cent said it was not; and 14 per cent had no opinion. However, when the question was asked as to whether or not they enjoyed the imitations, 71 per cent of the men and 67 per cent of the women said they did.

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**Billboard Leadership**

unquestioned in '62, and growing greater in '63

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**TURNTABLE TIPS**

**BIG BOMBS CONTINUE:**

Recently personal appearances in show business have added up to a big goose egg for local promoters. For example, the

---

**PEOPLE AND PLACES:**

Europe seems to be the rage in the record business these days. Marve Schlechter and his wife are visiting the European shores as are Berry Gordy Jr. and Barney Ales. Meanwhile, back at the ranch, Florence Greenberg holds down the front office at Scepter and Irv Blefka fills the bill for B.G. and Ales.
Magnavox Sales Soar as Basic No-Discounl Policy Holds Firm

BY NICK RIBO

CHICAGO—Getting a Magnavox radio, phonograph or television set at a discount is virtually unheard of. In fact, any dealer caught selling a Magnavox below list can usually start looking for another line. He won’t have Magnavox for too long.

That’s one of the basic philosophies behind a firm whose sales have soared 440 percent in the past year to a total of $202 million in 1962. For the next three years, Magnavox is predicting a 100 percent increase in 1963 level.

In an industry where discounting of radio, phonograph and television sets is a rule rather than an exception, a basic no-discount policy is a lonesome holdout for the full line of Magnavox products.

Jim Shallow, co-ordinator of marketing, puts it simply, “We don’t believe in the principle of discounting and we won’t sell to a discounter.” Why? Nothing more complicated than “.. . we want our dealers to stay in business.”

Discount Spells Loss

Shallow has some impressive statistics to back up his point. Last year, he notes, discounters, in the appliance field represented some 2 per cent of total retail sales but they totaled some $186 million in sales. In 1962, notes Shallow, some 1300 Magnavox dealers went bankrupt with liabilities of some $75 million.

Magnavox simply feels it handles a “cream” line of merchandising and it doesn’t want to get caught up in the discounting hassle.

The firm shuns distributors and sells directly to some 20,000 franchised dealers.

“Getting a franchise is not simple. The dealer has to be in an area where he doesn’t conflict with another Magnavox franchise and he has to guarantee a certain retail sales figure per year. An annual figure of $35,000 on the Magnavox line is usually a minimum.”

Prerequisites

1. Carrying a quality store image.

2. Agreeing to carry a certain number of floor models on the full line of products.

3. Adhering to the corporate advertising policy. Dealers are furnished mats and are expected to do a certain amount of local advertising. They also earn ad credits from Magnavox according to their volume of purchases.

4. Meeting the dealer’s sales quota. “If the dealer has the franchise just for the sake of habit, we get rid of him,” Shallow notes.

5. And last but not least—

Maintaining a list price on all Magnavox products.

Magnavox products, says Shallow, noted that it returns for the dealer fulfilling his part of the bargain. Magnavox also does its share of the marketing job.

The firm spends over $55 million per year on national advertising in spot radio, television, print, direct mail, radio promotional, Look, Time, Saturday Evening Post and Television Guide, and, of course, its co-operative campaign with dealers in the daily press.

Its spot radio campaign alone consists of some 42 spots per week on some 180 FM radio stations around the country—a total of almost 800 spots per week.

Magnavox also conducts two

Norelco ‘Continental’ Line

KNOCK, KNOCK

Audio Man Raps Demos

NEW YORK—The much-maligned record industry has been blasted again, this time by an irate audio dealer who claims that “the record industry has failed to provide dealers with a demonstrable improvement in product.”

Bill Coberts, head of the local hi-fi chain known as Audio Exchange, said, “There’s a crying need for a deep record of top quality that offers a wide variety of kinds of music. This record should have 20 hands on it, offering everything from Bach to show tunes. It doesn’t have to be sold at a low price. We’ll pay good money for a record that’s well made and offers an exciting sound.”

“Today,” Coberts continued, “we’re selling components that are expensive, top-quality products which cost the dealer or five thousand dollars, yet the records we must demonstrate with them will be $3. We have to plead with customers to link in the system, not the scratches.

“The top of all that, having music that’s dull and doesn’t mean keeping a whole slew of them on hand. It’s infuriating and an archaic way of doing business. Won’t some record company stand up to our help? The one that does will make a lot of friends for itself.”

Zenith Rondo ‘Drift-Free’

CHICAGO—Zenith Sales Corporation has announced a new design concept in stereo FM tabletop radios with the introduction of the model known as the Rondo. The unit is part of a package which includes seven new “home entertainers” for 1963.

The Rondo has regular FM with “drift-free” tuning, AM reception and twin receiving sections which can be detached for up to 20 feet of separation. The set has a line cord antenna, provision for external antenna and can be used with a tape recorder.

Columbia Bows Nine New Tapes

NEW YORK—Columbia Records has marketed nine new 4-track stereo tapes, including four pop and five Masterworks items. The pop items includes material by Dave Brubeck, Pete Seeger, the New Christy Minstrels and Jerry Murad’s Harmonica Trio.


Servicemen Best Salesmen in Town

WASHINGTON—How to sell disposable stereophonic phonograph tape recorders, and combinations at full list prices? The Army Service Department says Harold Smith of Smith Radio & TV here.

In an area which features as violent a competition for the servicemen’s business as anywhere in the country, the Smith organization does a $100,000 per year, all of it at list price. It doesn’t matter that discount dealers are offering competitive prices, speciality shops, etc., in the area may be offering a record anywhere from 10 to 25 per cent lower. Smith sticks religiously to list price, and gets a sale.

The secret is simply “selling through the service department” —which the servicemen feel so thoroughly trusted and well known that Smith can set a minimum charge for estimates on repairs, and collect it whether the customer decides to go ahead with the repair or not.

For example, when the service department gets a complicated mechanism, and two well-equipped “rolling shops” accepts a service call on a bulky stereo phonograph, the customer is billed $12.50 for the estimate, the amount, of course, subtracted from the final statement. Few service firms could successfully demand this advance fee, but because each man is a practiced expert, and because unconditional guarantees go with every repair, Smith is able to do so.

Next, an unusual feature of

Special Promoshop Campaign Marks 1st TV Set Sale

NEW YORK—The sale of the first TV receiver 25 years ago by the Allen B. Dunham Laboratory, of 145 W. 57th Street, New York City, is an item that has been publicized this spring by the successor Des- tined Communications, Inc., of the Radio, in the form of a special spring promotion.

The store will encompass both TV and stereo phonographs, according to advertising and sales manager Gene Van Cleve, with dealers to be furnished with a barrage of extra promotion tools.

Special promotion kits being supplied dealers will include over-the-counter and sidewall panels, counter cards and hang tag dealer newspaper ad mate, copy for radio and TV spots, public relations and other diversified sales aids.

The Smith service organization is able to round out the salesmen’s activities are actually salesmen as well.

In the customer’s home, making a thorough and a repair, getting a thorough on what the customer’s interests may be, the salesmen-mechanic has an excellent opportunity to recommend specific service equipment, and to sell it on the spot.

He’s paid the same commissions as would apply to a full-line consumer, and can write up a contract there and then.

Few prospects are likely to argue with a well-equipped, well-furnished service mechanic, who has already serviced the old equipment with his repair kit. In this way, more than half of the total amount for the RCA products is sold by the service mechanics.

There’s no question but what each of our men is really a salesmen, each said. "But, before they could qualify as salesmen, each man had to be an electronics expert. They are among some of the best paid men in the entire industry, because, of course, their selling opportunities are far better than those of the average, bare-bones salesman, and because full-list sales provide a large enough cushion of profit to pay the salesman a worthwhile commission.”

Record RCA Ad Budget

NEW YORK.—A record first-half advertising and sales promotion budget is being used in a major promotion for home entertainment equipment by the RCA Sales Corporations, according to J. C. "Buck" Wiman, vice-president in charge of advertising.

A special "pick-of-the-portable" campaign will tout portable TV, stereo phones, transmis- ter radios and the new RCA centennial equipment for recorders.

This part of the drive will concentrate on the April-May selling season with heavy use of TV, radio and newsmagazine advertising.

The promotional portfolio follows Victor’s "Bang Price" campaign now being concluded. Williams said these two campaigns alone represent a record concentration of ad appropriations for a first-half campaign.

The portable drive, in addition to local co-ops spring, will also include ads in Life, Look, the Reader’s Digest, Time, Holiday, and Sports Illustrated. There will also be a series of commercials on Walt Disney’s "Wonderful World of Color". Out.

A heavy amount of dealer display material has also been de- vised to tie in with the campaign. Williams added.
MINUTES OF AN IMAGINARY MEETING. The Federal Trade Commission is still searching for that elusive definition of high fidelity—preferably one that will satisfy all equipment makers and protect the public at the same time. Suggestions have been submitted to the FTC from industry groups, manufacturers and the public. There will be informal industry-government conferences at the FTC to further narrow down the differences. Here is an abridged transcript of one imaginary meeting, which never took place:

FTC EXAMINER: The purpose of this meeting is to urge suggestions on how to protect the public in the sale of high fidelity phonographs. When an individual buys equipment advertised as high fidelity, it's our duty to be sure he gets the real thing. We all know that high fidelity means, generally, "as close as possible to the original sound." How can we implement this with a specific definition?

MURRAY MEGOHM, president, Audio-Oscilloscope Components, Inc.: Gentlemen, this discussion will call for a high level of industry statesmanship. Therefore, I must point out that only the highest quality components can provide true high fidelity. Our proposal is a simple one. I have here the spec sheets for our own AOC-I tuner, AOC-II amplifier, AOC-IV turntable and AOC-V speaker system. Since these components are the standard of the industry, I respectfully request that these specifications be incorporated in FTC's standards.

Any equipment which doesn't meet these specifications obviously hasn't earned the right to be called high fidelity, and our equipment is the only equipment which meets them. Accordingly, we have registered the phrase "High Fidelity" as the trade-mark for our audio products.

(Shouts of "throw him out!" "lynch him!")

HARRY SCHLOCK, executive vice-president, Megohm Corporation of America: I resent the implication by my colleague, Mr. Megohm. What is called for here is a high level of industry statesmanship. Mr. Megohm's definition would stifle the progress of the industry. We at Megohm have developed, and have been using for years, our own definition of high fidelity, which we now offer to share with the industry. It's named after our chief engineer, Vladimir Grunt, and is known as the Grunt Test. It's simple and easy to police, and we propose it as the standard for high fidelity goods. Here's how it works: If it grunts, it's high fidelity.

(Confusion and murmuring. Mr. Schlock is ejected.)

FERGUS GROMMET, chief engineer, Phlegmatic Industries Corporation: More heat than light has been generated here so far. It's time for some industry statesmanship—a high level of it, to be exact. We must object to both proposed definitions. Mr. Megohm's definition would deny to thousands of average-income Americans the benefits of high fidelity. The worker is the backbone of our country and he deserves to be able to buy phonographs which are labeled "high fidelity." On the other hand, Mr. Schlock's Grunt Test would lead to standards which are too low and give no protection at all to the public. Under the Grunt Test, any $14.95 phonograph could qualify as high fidelity.

In the spirit of industry statesmanship, we propose a compromise definition of high fidelity: Any phonograph whose list price is over $15.95:

FIRST VOICE: Make it $19.95.
SECOND VOICE: $29.95.
THIRD VOICE: $34.50.

FTC EXAMINER: $34.50 has been bid. Do I hear $39.95? Going... going...

FISTULA FARADAY, president, Faraday Fidelity, Inc.: Just a minute. This discussion calls for a high level of industry statesmanship. We all know that certain characters in our midst have stolen the name "high fidelity" from our industry. The definitions proposed so far have been an insult to the American people. Many of them might have been applied in George Washington's day. The danger is that any definition arrived at today might not be good enough, and might tend to freeze the development of the audio art. Therefore, we are submitting a proposal which can be met by none of today's equipment.

It's very simple: Absolutely flat response from zero to 100,000 cycles, plus or minus zero db, with zero percent distortion. This will mean that we'll all have to stop using the words "high fidelity" until we can really live up to it. This will call for a high level of industry statesmanship and give us something to shoot for. Some day we will attain this elusive goal of true high fidelity.

FERGUS GROMMET: Ha! We got that now! For $15.95 suggested list Certified to meet any standards by Phlegmatic Industries Corporation Consumer Testing Lab! You want statesmanship? We give you statesmanship!

FTC EXAMINER (trapping gavel): Order, please!

CHARLIE LIVING, president, Living Music Phonograph Corporation: Gentlemen, I respond to the call of Mr. Faraday for industry statesmanship, and wish to announce that the Living Music Phonograph Corporation will, as of the first of next month, voluntarily cease and desist from use of the term "high fidelity" to describe its products. (Vast murmur in the hall.) I also wish to announce that...
CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel, serving more than 50,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

Topps
Way out in front in Florida
One among many
Ned Miller-Fihar
Sammy Sabor-Topey
Give Her My Best
Jimmy Barenst-Ray
Hambone
Hampone
Newy Breez-A-M
He's A Bad Boy
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TOPPS DISTRIBUTING CO., INC.

Haydn Society Records
Are now available to quality dealers from coast-to-coast
Send for current catalog

Isoteric, Incorporated
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Haydn Society Records

National Distribution
On your own record label
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RECORD PROMOTION & PUBLICITY

National Distribution

Top Nation-wide Promotion
No tapes, please, other than tape recorders.

National Entertainment Corp.

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Tape Mfg., services, supplies and equipment

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JOE CERAMI

914 New City 4-3107, in Chicago call 312 Harrison 7-5053

ADVERTISEMENTS

CLASSIFIED RATES

Per insertion

Manufacturers Advertisers

$9 $15 $25 $9

Distributors & Importers

$9 $15 $25 $9

MISCELLANEOUS

FOR SALE

Early American 90-tone Ranch House, just outside N.Y.C. I'm not going to Chicago in July, and that's the reason I'm selling my newly remodeled Ranch House. 2-3 bath, 35 rooms from New York City, half a mile from the village of wooded High Ter Mountain. Large kitchen, sitting room, five bedrooms, all furnished. Price $14,200.00, or $350 per month, semi-yearly, or $700 per year, paid in 6 equal payments.

JOE CERAMI

914 New City 4-3107, in Chicago call 312 Harrison 7-5053

BILLBOARD BUYERS AND SELLERS CLASSIFIED MART

AMERICAN ALBUM

Sales Up 80%

NEW YORK — Atlantic Records and its Atco affiliate have racked up a 1963 album sales plan that ran 80 per cent ahead of 1962's winter plan, according to spokesmen. The program covered: sales and special promotion tie-in deals, laid a good deal of the action to specific incentives offered in the advertising campaign in local areas.

Despite a generally soft market, Atlantic and Atco raked up the sales by teaming the overall charge of 12½ per cent on per cent on each to retailers, special distributor salesmen incentives and a special plan whereby the label supported distributors use of advertisements.

This plan had the labeling advertising costs equal to 5 per cent of business purchased during the program. Special textures were allowed for distributors placement of advertising under the program for another 30 days despite the expiration of the program. 99 or 28. Another bonus for dealers was the free "Do the Boss Nova With Herbie Mann" album given to the competitive dealer cards displays shown in conjunction with the EP.

Magnavox Sales

Continued from page 46

sales training clinics per year in each area, supplies sales training materials to its dealers each month, provides in-store purchase display materials, holds two service clinics per year in each area, provides in-store day-by-day business management help for each of its regional managers, and, of course, Shallow puts it, "provides the finest product at a competitive price." The firm predicts a continual growth of the program, radio, display, sales training, and service clinics, and, at a 5 to 7 per cent rate per year.

Shallow thinks the biggest rate will be the tape recorders—because of the development of high fidelity and innovations in records, to mention the growing acceptance of the juvenile music market by the general public, a growth in color television. Shallow predicts that 1965 will be the biggest year in color television, due primarily to the introduction of a low-cost color tube.

Magnavox is planning to introduce a tape machine for the first time this spring. It'll be in mono and stereo models. The rest of the firm's line includes: Portable phonographs (all stereo and mono) at $60.00 to $149; transistor radios from $14.95 to $125; console phonographs from $149.90 to $695, and televisions from $149.90 to $199.90, which is a 19-inch portable to $895 for a Stereo Theater.
A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records of special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original notice or advertising. Please consult these for full information.


Special 15 per cent discount on purchases during stated time of new releases and 25 specially selected beat selling albums.


A $125 per cent discount on all LP's. Delayed billing at 35-45-50 days on new releases only. Also, this month only, Coda Checkers March A, 25 per cent discount on all Checker LP's. E.A. Buy four, get free.


"Clean up" and "March into Spring" program for dealers. For every $5 worth of merchandise purchased from catalog 19 and new releases, dealers may return $1 worth of product on any label.


One-for-one on Johnny, Thunder LP "uego De Loco".


Fifteen per cent discount on all LP's by Gene Ammons, Maze Allston, Red Garland, Stan Getz, Teitelman Mark. Fifteen per cent discount on complete catalog.


Fifteen-for-one on LP's by Brook Benton, Brook Benton, David Carmel, Shirley Harris, Phil Mayne, the Three Sounds, plus a collection of folk music. See page 6, February 23, issue, for details.


Ten per cent discount on catalog plus new releases.


"Spotlight on Bluegrass-Five String Banjo Album". For dealers, two free Bluegrass albums for every 10 sold. This album is available under plans.


A 15 per cent discount on Mark's Brothers "Who Stole the Keechsha" LP.

ORIGINAL SOUND—Expires April 1, 1963. Started February 15, 1963. Label is offering one-for-one on entire LP catalog plus new releases.

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**DISK DEALS FOR DEALERS**

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**EQUIPMENT NEWSLETTER**

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**BEST SELLING PHONOGRAPH RECORDS**

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

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

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**PHONOGRAH LISTING BETWEEN $401 and $500**

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<td>12/15/62</td>
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**BRAND | % OF TOTAL POINTS**

- Magnavox | 41.4
- Pilot | 12.7
- Zenith | 12.2
- Fisher | 6.1
- Curtis-Mathes | 5.5
- Packard Bell | 5.5
- RCA Victor | 3.3
- Others | 10.0

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

12/15/62 Issue: Grundig Majestic (5).
9/15/62 Issue: Grundig Majestic (5).

---

**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 reader spends $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 Street
Boston 16, Mass.

Please send me 25 copies (minimum order) of your latest issue.

Store __________________________
Address __________________________

Signature __________________________

---

**EXTRA INDUSTRY SERVICE**

This issue of Billboard is being distributed at the Intercollegiate Broadcasting System's Annual Convention in New York.

Being attended by over 200 college radio broadcasters.

**Billboard**

The International Music-Record Newsweekly

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**NEW YORK**

OPEN 7 DAYS 10:00 A.M. TO 9:00 P.M.

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**HOTEL**

**TV LIVING**

In Radio City
Moderate rates, private baths in every room, facilities for radio, dining room, coffee lounge, cocktail lounge, newspaper racks, room service, car and bus service. City's largest station KOLAM, which you can get in radio; automatic calling system. Russia, England, France, Italy, Germany, Spain. Limited number of foreign language rooms.

**VISIT NEW YORK**

Take a tour

includes room and board, complete entertainment, city tours, all transportation. Service of the American Radio History Company, 6 West 49th Street, N.Y.C. Special rates for groups. Ask for Mr. Kapp at the hotel.

---

**GOLDEN RECORD PRESSING**

Originator of the Patented Rin Drive; Thurston Type Press, Machine No. 235

**RESEARCH CRAFT CO.**

Hollywood 46, Calif.
Ratajack May Head U. S. Cinebox

CHICAGO—E. R. Ratajack, juke box industry veteran who has been with Ratajack, Inc., a New York firm, last week announced he had acquired the license to manufacture and distribute the machine in this country.

Ratajack's name was not mentioned in the company's annual statement, and he was conducting extensive negotiations with the firm. His entry was thought to be hinged on the acquisition of a knowledge of the equipment and to head its sales division.

This acquisition would be a big boost for the general distribution of the Cinemation U. S. T.

The coin machine veteran was formerly executive vice-president of AMI, Inc., under John Haddock, later president of Ratajack. While employed, he also developed and took executive knowledge of major companies.

Last week's announcement of his firm's entry into the field something new were indicated by Green said he had negotiated the services of one of this country's best known coin machines to head the sales division of Cinebox.

"We are happy to have him and are certain the entire industry will be pleasantly surprised," Green said. He added an announcement would be made shortly.

Coinbox has been out some 2½ years, primarily distributed in Europe. The machine resembles an American model which topped by a television screen. It can be equipped with a tape and see the artist perform at almost any dance or performance.

The machine holds 40 selections played from reel to reel. Some machines are provided with circular storage racks. Upon insertion of a coin, the proper film is brought from the magazine, automatically threaded and played.

U. S. price has not been announced. The units are priced approximately $3,750 in England.

The machine is made in England and designed by the Londonale Phonovisione, Milan, Italy. It is one of the few jute-type movie machines on the market. Scopi-Tone, a French machine operating on an endless principle, is its only competition.

(Continued on page 53)

Phono Exports Lead Gain

By AARON STERNFIELD

NEW YORK—United States coin exports for November, 1962, were 1,626 units valued at $2,251,698, topped the previous best of 1961 of 1,539 units valued at $1,776,503 and the November 1961 totals (5,380 units valued at $1,708,850) by substantially amounts.

Most noticeable gain was in the United Kingdom. According to the U. S. Department of Commerce, some 1,100 new phonographs with a total value of $795,281, compared with 596 new machines with a total value of $642,198, were shipped to United Kingdom.

Juke box sales increased from 553 to 681 in the same period, the value of the shipments being $178,519 to $168,688.

Amusement machine shipments were up from 4,548 units valued at $1,135,866 to 4,481 units valued at $1,248,329.

Confirm Trend

The November figures confirm the trend on the part of European buyers who, after a long period of decline, seem to be flocking off on used U. S. juke boxes in favor of new Common Models, which seems to be increasing to and even exceed the new machine purchases.

West Germany, with purchases of $399,487, was the best U. S. customer for the month in terms of dollars, while Belgium, with purchases of 1,058 units, bought the most equipment.

With the exception of Belgium, which buys machines for transcription, all European countries are buying more new juke boxes than used ones.

Used Machines Off

Germany, for example, bought 263 new machines and only 57 second-hand units. The ratio in the United Kingdom is 392-33, while in France it is 34-6. The Swist and the Italian bought 82 and 35 new juke boxes respectively, and didn't have one used machine shipped in the country.

Of course many of the 325 used phonographs shipped to Belgium during November by now have found their way to various other European countries.

But Europeans are buying new juke boxes in preference to used models by a ratio of more than two to one.

In Latin America, three nations not usually doing among the top buyers list appear on the list of imports.

Mexican Game Market

Mexico, where amusement machine business has been relatively rare, bought 429 pieces at a cost of $43,064. Granted that the country can be served by more than one appliance, and that equipment selling at that price would be regarded as junk in most areas of the world, it does indicate that the game market exists in Mexico.

The same holds true with used juke boxes, which bally machines have found buyers in Mexico. The machines have sold during November, valued at 14 units valued at $15,075, for an average of about $1,055 each.

Compare this with West Germany's average of $42,064 for a machine of 37 used units.

But the Mexican also bought 30 units valued at $138,069, bringing the total purchases for the month to a respectable $42,064 and eighth place among foreign buyers of U. S. coin machines.

Argentine Purchases

Argentina is shaping up as a market for U. S. games. The Argentinian bought 30 juke boxes—new or used—but they didn't buy 206 games at $217. For the equipment is not inexpensive. The average game is valued at slightly more than $300, about three times the Mexican average.

Vending business in Latin American is the Dominican Republic. Reutors, the Dominicans were not considered much or a market for U.S. games before, and in November the Dominican Republic ranked 15th among foreign countries, with purchases of 18 new and 21 second-hand machines (Continued on page 55)

Coin Machine Exports

November, 1962

<table>
<thead>
<tr>
<th>Country</th>
<th>No. of Units</th>
<th>Value in Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Germany</td>
<td>262</td>
<td>$16,864</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>192</td>
<td>$18,854</td>
</tr>
<tr>
<td>Belgium</td>
<td>224</td>
<td>$17,701</td>
</tr>
<tr>
<td>France</td>
<td>231</td>
<td>$19,002</td>
</tr>
<tr>
<td>Switzerland</td>
<td>82</td>
<td>$18,754</td>
</tr>
<tr>
<td>Italy</td>
<td>10</td>
<td>$14,992</td>
</tr>
<tr>
<td>Mexico</td>
<td>30</td>
<td>$2,271</td>
</tr>
<tr>
<td>Argentina</td>
<td>2</td>
<td>$21,654</td>
</tr>
<tr>
<td>Sweden</td>
<td>2</td>
<td>$2,104</td>
</tr>
<tr>
<td>Canada</td>
<td>2</td>
<td>$2,322</td>
</tr>
<tr>
<td>Finland</td>
<td>3</td>
<td>$1,632</td>
</tr>
<tr>
<td>Dominican Rep.</td>
<td>18</td>
<td>$13,424</td>
</tr>
<tr>
<td>Other Countries</td>
<td>55</td>
<td>$52,158</td>
</tr>
</tbody>
</table>

Totals: 1,100 units valued at $795,281. 

(Continued on page 52)

Bally into Novelty Line With Shot to Moon

CHICAGO — Bally planted two feet firmly into the novelty pinball field with the introduction of Moon Shot, flipper-type machine, which has been designed by Bill O'Donnell. Bally general sales manager, said that this is the first of a continuing series of Bally novelty games being reded for the market and now either in advanced stages of engineering or on actual test locations.

Triple rocket ships on the backglass take off from earth and advance to the moon when four blast-off targets are hit. Each target hitting the moon scores one, two or three. Specials are also scored by highest score and side rollers (when hit). The side rollers are lighted by five rollers at the top of the screen which also lights the "out" hole to score 200.

Moon Shot has a pair of slingshot kickers and four pop bumpers.

German Wurlitzer Reports Gross Sales Up by 100%

By OMER ANDERSON

HERFORD, West Germany—Deutsche Wurlitzer GmbH increased its gross sales by more than 100 per cent in 1962 over the preceding year, the firm said in its annual report.

In an era of general German business practice, no figures were given. The report said the German subsidiary was "well satisfied" with progress, which was far better than a general softening of the German consumer market.

The firm was incorporated under German law in 1960 with nominal capitalization of DM 1 million. Capitalization was boosted to DM 3 million with the beginning of 1961 and DM 7 million in mid-1962. A further substantial boost in capitalization is understood to be in the offing.

Deutsche Wurlitzer now employs 205 at its new plant in Huettstadt, Westphalia, near Herford.

Diversification

Wurlitzer is taking no risks with phonograph production, however. Diversification is the watchword with its German operation. The Herford plant is building the vending machine and is preparing to produce electric cigarette vending machines. Deutsche Wurlitzer, which is unique among U.S. coin machines on a mass market, is the plant is on three counts. It is the only U. S. machine-own design and a phonograph specifically for sale in the market.

Kansas Pinball Tax Killed; Anti-Bingo Rule Introduced

By ROGER MYERS

TOPEKA, Kan.—A committee of the Kansas Senate last week killed a bill that would require state approval for all pinball machines.

That action was offset, however, by introduction of a bill to outlaw bingo-type pinball machines in "gaming devices." The Assessment and Taxation Committee of the Senate killed the $100 stamp proposal.

Double Tax

Frank S. Hodges, committee chairman, said he didn't see any logical way that involving kids play pinball machines, he said, and this bill would put them out of business.

The bill to outlaw bingo-type machines was introduced by the Judiciary Committee of the Senate and has the active support of Kansas Supreme Court General William Ferguson.

Under the anti-taxing bill, machine is equipped with multiple coins in which a knock-out button and a meter to register free plays cleared would be declared contraband. As such, they would be subject to seizure on sight.

The bill would require Kansas
European News Briefs

New Phone Service

MUNICH — A West German concern is offering a "phonograph renewal" service consisting of the reconditioning of used phonograph mechanisms and the installation of the mechanism in a distinctive new cabinet.

Brock & Bocek Automatenbau has developed an attractive cornet-type cabinet which it designates the "Star Box." This standard-type cabinet is universal for all mechanisms—U.S., German and French—up to and including 50 selections.

Specifically, Brock & Bocek is selling the Star Box with reconditioned mechanisms from Rock-Ola, Seeburg, AMI, Wurlitzer, Jensen, Fanfare, Symphonie, Diplomat, Tosaemat and Empophone.

Anti-Coin Tax Drive

VIENNA — Austrian operators are mounting a campaign to reduce taxation on phonograph records. As an example, a South American importer might have to pay 40 bolivars for one U.S. dollar record.

Robbins said much of this has disappeared.

Among requisites for successful exporting, Robbins cited an "incredible source of supply," and "being close to a seaport." He noted that his own firm's exports dropped in the winter when the Port of Chicago was closed.

Robbins is scheduled to visit London, Antwerp, Paris, Rome, Florence and Milan. He will be accompanied by his wife, Marion.

Sees Bigger Export Market, Fewer Firms

CHICAGO — A growing export market but handled by fewer and fewer firms was predicted by a leading coin machine official here.

Joe Robbins, general sales manager of Empire Coin Machine exchange, one of the nation's largest exporters of coin equipment, noted that foreign buyers were getting more and more sophisticated.

"They demand better service and greater variety. The firms want to deal with one exporter who can handle everything. We've had to expand our own source of supply...it's no longer possible to say to a man that you don't handle a certain type of equipment," Robbins said.

The Empire sales executive said that his firm's export volume has increased some 25 per cent a year in the eight years the firm has participated.

Robbins leaves on a European trip to explore the possibility of setting up exclusive representation arrangements in each country.

Robbins credited the increase in exporting to the success of the Common Market as well as the breaking down of trade barriers with other countries such as Spain, South America and the Middle East.

Rate of Exchange

He said that in some countries it had been more expensive to buy dollars for coin machines than for other types of merchandise and coin-operated games and to eliminate discrimination in tax legislation.

Operators contend that the present tax of 230 shillings monthly is almost confiscatory in relation to the low level of phonograph collections in Austria. On a comparative basis, this is a bigger bite than it is taken from any other category of amusement equipment.

Operators are protesting, moreover, the discrimination inherent in the fact that phonographs are taxed while radio and television sets and restaurants and taverns are not.

Dutch Dig Bowlers

ROTTERTAND — Holland will soon have more bowling lanes, courtesy of United Manufacturing Company, than windmills. In fact, Inter-Holland Bowling, Dutch distributor of United's bowlers, is well along toward topping the windmill coast. United's Mini-bowling lanes are getting a big play from the bowling-happy Dutch, who say it is only poetic justice that the game should be exported here from the land of the Rip van Winkle legend. Inter-Holland Bowling is the Dutch subsidiary of Bolinga of Geneva, which has organized a European-wide sales program based on international competition among United teams.

Wanted Juke Box Disks

FRANKFURT — West German operator associations are inviting independent diskjockeys and individual artists to consider the production of disks aimed at the juke box trade.

Foreign-Domestic Spring Specials

- We ship from the port of Chicago April through November
- No inland freight—Shipments all over the world
- Special chutes—"As is" or reconditioned—Special packing
- We service what we sell—Write for parts catalog

Guns

Midway Shooting Galleries
Midway Deluxe Shooting Galleries
Williams Vanguard Guns
Williams Crusader Guns
Williams Ten Strikes

Specials

Midway Target Galleries
Midway 2-Player Target Galleries
Bally All Star Bowlers
Williams Ten Strikes

Williams Five Balls

Jungle 3 Coin
Music Man
Hollywood
Soranoa
Ten Spot
Viking
Satellite
Blackjack
Cue Ball
Steeplescrape
Clubhouse
Kickoff

Gottlieb Five Balls

Texan
Melody Lane
Captain Kidd
Straight Shooter
Mademoiselle
Race Time
Hi Diver
World Beauty
Whirlwind
Keystone Doll
Double Action
Brite Star

Pool Tables By Fisher

The Finest Line

In America

Call—Write—Cable

For Prices

Cable EMCOMACH

ROCK-OLA
Rhapsody 100
Capri 100

United
Sabre Bowler
Cortez Shuffle

Midway
Sluggo

Empire Coin Machine Exchange
1012-14 Milwaukee Ave., Chicago 22, Ill. Phone: Everglade 4-2600
German Wurlitzer Reports Sales Up 100%

- Continued from page 30 -

In contrast to Wurlitzer's "hard-way" approach to planning a foot in the European Common Market, the North Tonawanda firm's U. S. competitors have long been practicing forms of compromise methods.

Automatic Canteen bowed to the orthodox plan of buying a German manufacturer (Tonomat of Neu Isenburg, near Frankfurt), and expanding and remodeling the Tonomat corporate shell to suit its conception of a Continental operation.

Automatic Canteen retained the highly regarded Tonomat phonographs (the Teleram) for European sale, but established a Continental assembly operation at Frankfurt for its A.M.I. phonographs, as well as assembly and maintenance for its vending equipment.

Rock-Ola Formula

Rock-Ola has been even charter about pioneering on the European new frontier. Early in the Allied occupation, when West Germany was conserving its scarce backlog of dollars by stringent currency controls and import quotas, Rock-Ola worked out a deal whereby it would ship mechanized coin-operated machines to Al Adikens' Nova concern in Hamburg, and Nova would mount the mechanisms in locally built cabinets. This formula qualified the Rock-Ola as "Made in Germany," and was considered by the trade of that period to have been a master stroke of business acumen.

Currency controls are no longer a problem, but Rock-Ola has retained the mechanism-assembly formula of Continental operation through Nova, and the results have been impressive to date.

Seeburg has taken an ultra-conservative view of Continental entanglement alliances. Whereas its competitors—Wurlitzer, Automatic Canteen and Rock-Ola—have all adopted to some degree a protective coloration for their European operations, Seeburg has eschewed all compromise, modification or adaptation to the Continental environment. Seeburg's formula is curt and clear—sell all the way under the U. S. flag. Seeburg remains opposed to all compromise, confident that what the Continental buyer really want is the genuine U. S. product, and not a modification. The four Continental operating philosophies are still undergoing testing, and the final returns will not be in for several years yet. Wurlitzer's experiment has attracted perhaps the widest attention because, one school contended, it involved the most risks. For one thing, it is far more difficult and hazardous to build from the ground up—literally—as Wurlitzer did at Holbein than to utilize a going concern, either by outright purchase or by other arrangement.

Wurlitzer's "split-level" approach to the Continental market—offering simultaneously the Made-in-U.S.A. Wurlitzer and a German-produced "compact" phonograph—has been hotly debated, even within the organization. The feeling on the part of some was that the production of the German machine, the Lyric, would tend to devalue the prestige appeal of the U. S. Wurlitzer.

Wurlitzer never wavered in accepting the risks of a split-level policy, and the development has vindicated its assessment. The Holbein operation is now well established and geared for production for the European Common Market.

Meanwhile, Wurlitzer Overseas AG, based in Zug, Switzerland, is promoting U. S. Wurlitzer sales in Europe, the Middle East and Africa.
German operator associations are arranging auditions by their memberships for all independent offerings. The associations propose to arrange for the pressing of promising tunes at a negotiated price favorable to the operators. The scheme is an experiment to determine to what extent pressure can be placed thereby on major diskeries to reduce their disk prices to operators and to what extent acceptable phonograph music is being ignored by the major firms.

**E. German Juke Box**

LEIPZIG—East Germany's only phonograph producer, VEB (State-owned) Funkwerk Erfurt, received orders for 18 of its prototype phonograph, the polycon, an 80-selection box. The decision is still pending, however, on whether the machine will be manufactured.

It had been hoped to get orders for several hundred machines, in barrier if not cash deal. However, the phonograph's proponents argue that once the machine is in actual production an delivery guaranteed, the orders will flow in. Production of the box has been help up by East Germany's severe economic situation.

**Bowlons in Capri**

CAPRI, Italy—On the Isle of Capri, U.S. bowling games are flourishing as the latest amuse-ment. Nearly 200 bowlers are now placed at strategic spots around the island paradise in readiness for the holiday season. Mini-bowling has bowled over mini-golf and has even out-danced boccia, the Italian bowling game, to become Capri's No. 1 amusement.

Capri's shrewd operators, who hand bowling and sun-playground, are promoting competition among teams from all corners of the island. The yacht trade has impacted this momentum to bowling patronage all over the island. One of the latest bowler enthusiasts is former Iranian Princess Soraya, who is a contender for Capri's duck bowl title.

**Belgian Experiment**

BRUSSELS—A new operating pattern for coin cinemats may emerge from an experiment being conducted in Belgium by a disk shop chain with Scopitone, the French-manufactured film phonograph. The disk shop organization, La Maison Bleue, will establish an integrated Scopitone operation, meaning that it will acquire a large number of machines, operate them, and produce the films for them through its own production company.

The organization thus will control the complete operation. La Maison Bleue is thinking in terms of 200 machines. The Scopitone has a 200-film selection, the largest of any currently produced coin cinema. The Belgian organization intends to produce only top-quality films with well-known entertainers and to shift machines from location to location as collections begin to slide at any one site.

**Phono Exports**

**Continued from page 50**

40 used juke boxes for a total value of $25,254.

Other than the emergence of the three Latin American countries as significant buyers of U.S. equipment, the November figures hold no surprises.

Europeans will buy the lion's share of U. S. machines, with six of the top seven purchasers (Canada the exception) in Western Europe.

The November figures also show that amusement machine exporters are stable, as no foreign country is yet able to turn out these devices in sufficient quantity of quality to challenge the American product.

On juke boxes, of course, it's a different story. U. S. new machine sales are still holding up and probably will continue to do so for the foreseeable future. No nation can make a high-selectivity, dual-speed phonograph like the Americans.

But the Europeans are creating a market for their low-cost machines, and there are many areas of the world which can't afford the U. S. product. This is the product which will cut into sales of used American phonographs.
Shilling Goes On—But It’s Real

DENVER — It doesn’t pay to give location owners and their employees painted money for shilling the juke box, or matching with customers for who plays the music, in the opinion of most phonograph operators here.

Coins which have been dipped in paint, or otherwise earmarked for shilling purposes went out of the picture several years ago, according to a survey of several operators. However, shilling is still being carried out, on a simple honor system which apparently works out very well.

John Knight, Skyland Music Company, simply issues a specific amount to bartenders and waitresses at prime locations and asks the employees’ co-operation in the matter of using the money to prime other coins from the location’s own customers.

At the Colburn Hotel bar, $1.50 in quarters extended to bartender Pete Fox is judiciously used through the entire week, usually enough to turn the trick, whenever there are sudden periods of silence.

Fox frequently matches his customers for a quarter in the juke box slot, and cheerfully assigns to any challenge from his customers on the alliance, even after the shill money has been used up. Knight will automatically credit him with it on his own statement, out of confidence in the bartender’s long experience.

The systems used by Sam and Dan Keys of Apollo Music Company, Frank Huber of Century Supreme Music Company, have been very much the same. Often, a good look at a location over several evenings will determine just how much shill money is necessary to “keep the box primed”—and none of these Denver operators have ever had any reason to think that money set aside for this purpose has been put to other uses.

Sparks Marks Rowe AC Appointment

Some 100 operators and guests attended the Sparks Specialty Company open house in Atlanta last week to celebrate the firm’s appointment as distributor for Rowe AC Services. A similar open house is scheduled for Sparks’ Columbia, S. C., office, March 17. President of Sparks is Robert Morgan Sparks. Mrs. Flora Kennedy is executive vice-president. The firm will handle the full Rowe AC line and offer complete parts and service facilities.

John Hickman, of Rowe AC, and Mrs. Avva Fisher, Sparks Specialty Company, Columbia, S. C.

A. R. Dobson, A. R. Dobson Amusement Company, Cartersville, Ga., and Buddy Smith, of Paddy’s Truck Stop, Adairsville, Ga.

Gene Smith, manager of the Ramblers, and Tommy Tatun, J.C.D. recording artist.

John Hickman, of Rowe AC, and Mrs. Avva Fisher, Sparks Specialty Company, Columbia, S. C.

A. R. Dobson, A. R. Dobson Amusement Company, Cartersville, Ga., and Buddy Smith, of Paddy’s Truck Stop, Adairsville, Ga.

Gene Smith, manager of the Ramblers, and Tommy Tatun, J.C.D. recording artist.

Ohio Bill Aimed At Phone Tax

COLUMBUS—A bill to levy an annual $50-per-machine excise tax on juke boxes has been introduced in the Ohio Legislature by Rep. John J. Horvath (D., Cuyahoga). The proposed measure would have the State Department of Education administer the fund for the education of retarded children. Licenses and stamps would be issued by county treasurer. Licenses would carry the name and address of the juke box owner and a description, model number, serial number and record capacity of the machine.

Penalties for violations would range from $100 to $1,000.

Recent STEREO RELEASES for Music Operators

SEEBURG ARTIST OF THE WEEK

ROY HAMILTON—Soft ‘n’ Warm Epic (Pop Vocal)

All the Way/All of You Holy Love/I Fell in Love Too Easily
If You Were the Only Girl/Homesick/That’s All Money/Put Your Dreams Away
I Couldn’t Sleep a Week Last Night/Angel Eyes

All titles listed above are custom 33 1/3 stereo singles packaged for the juke box operator. Other packages of record companies may get weekly listings of their product by sending releases to John Beeper, Billboard, 1564 Broadway, New York 36, N. Y.
DENVER—It doesn't pay to have too many people helping to make up the menu in programming, in the opinion of Lee Wyscaver, head of the long-established Lee Music Company, here.

Wyscaver's programming, over a huge area which includes all of Denver and most of its suburbs, is handled by two collections, both of whom have been on the same route for many years, and who handle the whole ball of wax—making up the music menu itself, typing up labels in their homes each day for the next day's record changes.

"We have experimented with all of the systems in use, including the central-office program," Wyscaver said. "In every case we have found that the man who is out on the route, in regular contact with the people who are playing the records, can do the best job."

No Buttonholing

Wyscaver emphatically warns against buttonholing of location employees, and demanding that they suggest records which they think should be on the spindles.

"If a location owner, merely attempting to please out of friendship, makes a stab at recommending records which he thinks would go, without giving it sufficient thought, the play-merch is bound to suffer," Wyscaver said. "Then, there may be disagreement between employees in the same location as to whether the suggested number will have the appeal considered. Dimension like this is never good, and it certainly doesn't lead to better collections."

Weighted Baseline

Changing from 6 to 10 records every two weeks, Lee Music Company, of course, listens to opinions, but considers them on a thoroughly weighted basis.

"The play-merch is the final judge and all of any new record in one location has a lot to do with what the collector sets up for the next one," Wyscaver added.

One more change which the Arvada firm has made in the past two years has been to earmark around one-third of the music menu for all-time favorites, which it feels will be a highly profitable step, and kept Lee Music Company collections near the average of the previous year in 1963.

All-time favorites are by good, reliable artists such as the King Cole, Frank Sinatra, Tony Bennett and Mantle Whiting. The exact percentage of each type of music on the spindle is difficult to pin down, simply because no two stops show the same variation in pops, rock and roll, twist and rhythm music.

Wyscaver does all of the new-location selling himself, and considers it his duty as a good businessman, to call on every location three or four times a year merely "to keep them sold." Good, down-to-the-minute programming is one asset which he always pitches to both new and established location owners, with the play-merches backing him up thoroughly.

Kansas Tax Killed

Continued from page 50

agents of the burden of obtaining evidence of payoffs on the machines.

The bill provides that ownership or possession of pinball machines with the three equipment items is unlawful. Violation would be a misdemeanor punishable by a fine up to $1,000, a six-month county jail sentence or both.

A federal coin-operated device revenue stamp on the machine would be probable cause for a search warrant to be issued against the machine under terms of the bill.

The bill came in late in the 1963 Kansas Legislative session. It is one which Wyscaver thinks might have a telling affect on the measure. The mortality rate of bills is highest during the home stretch. Conversely, proponents of the bill will not have as much time to organize.

FOR SALE

1964 AMI 5445-320 $1,195.00

1962 Wurlitzer 5008-160 $950.00

1963 Seeburg 1006-160 $750.00

1963 Seeburg 1006-160 $750.00

1963 Seeburg 1006-160 $750.00

1963 Seeburg 1006-160 $750.00

WIRE—PHONE—WRITE TODAY

Send for Complete Lists From World's Largest Inventory

ARKADES—GAMES—BINOS—RIDES—MUSIC—etc.

DAVID ROSEN

216 S. 4th St.

Phone Chicago 3-7258

OPEN EVERYDAY

Monday—Sunday

All Prices Matched Carefully

GIVE TO DAMON RUNYON CANCER FUND

TOO MANY COOKS SPOIL THE DIET

MARCH 23, 1963

BILLBOARD 55
**BULK VENDING**

**THE BIG TEN EPPI WAREHOUSES**

*ready to serve every operator from Coast to Coast at Low Factory Prices*

**LET THE BIG TEN SERVE YOUR NEEDS**

The most complete bulk vending facilities available to satisfy all your vending needs.

**ALL WAREHOUSES CARRY A COMPLETE STOCK OF CHARMS, RINGS, CAPSULES, VENDING MACHINES, GUM, NUTS, CANDY, VENDING PARTS.**

**Baltimore**

**Calvin Sales Co., Inc.**

323 West North Ave. Building 300B

Baltimore, Md. 21201

**Boston**

**Northern Sales & Service**

119 Trowbridge Street

Boston, Mass. 02116

**Chicago**

**King Company**

2700 West Lake Street

Chicago, Ill. 60647

**Cleveland**

**Ridge Gum Corp.**

4378 Ridge Road

Cleveland, Ohio 44126

**Los Angeles**

**Operators Vending Machine Supply Co.**

1202 San Fernando Rd.

Los Angeles, Calif.

**New Orleans**

**Vendco Vending Supply**

122 No. Carondelet Avenue

New Orleans, La. 70130

**Oakland**

**Standard Vending Machine Supply Co.**

5253 East 12th Street

Oakland, Calif. 94603

**Philadelphia**

**Rake Coin Machine Exchange**

609 S. Charles Street

Philadelphia, Pa. 19107

**St. Louis**

**Samuel J. Phillips Co.**

2658 South Tucker Blvd.

St. Louis, Missouri 63103

**EPPY CHAMPS INC.**

P.O. Box 42410, Jamaica, L.I., N.Y.

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**New Bulk Line to Make Chi Bow**

**Van Nuyes, Calif.—**First of a new line of bulk merchandise vendors will be unveiled in Chicago during the National Vendors Association convention, according to Harold Probasco, designer of the machine and a former vice-president and production manager of Oak Manufacturing Company and its manufacturing subsidiaries for 13 years.

The new line will be sold under the name of King Koin and will be made by a newly formed company, Koin Industries. Probasco is the sole owner of the company, which, he said, had established adequate factory space in this area. The bulk merchandise vendor to be shown will vend a general line, Probaco explained. The machine is 61 inches high by 61 inches tall. It is of red porcelain on steel body. The mechanism is chrome with black trim for hopper and top. The globe will hold nine pounds of 210 ball gum. Coin chutes are interchangeable. Probaco, who has been in bulk vending designing for 25 years, said the features of the machine are: improved coin mechanism with magnetic step to refuse steel slug, new watch dog arrangement reducing coins of improper size, slip handle as standard equipment, a patent-applied double ratchet to protect against spring failure, and waterproofing even to the top lock. The hopper and globe are designed to prevent bridging of merchandise.

**Western Vending Operators to Mull Code, Licensing**

**Los Angeles—**Reports on the drafting of a code of ethics, fight against unfair licenses, and ways and means of financially supporting the various activities will be heard at the regular monthly meeting of the Western Vending Machine Operators Association Tuesday (26) evening.

The meeting will be held at the Nikabob Restaurant, West- ern Ave. at 9th. Dinner will be served at 7 with the meeting scheduled to start at 8.

**Karl Guggenheim Hosts Distributors**

**Chicago—**Warehouse distributors of Karl Guggenheim, Inc., New York, charm manufacturers, and bank watch will be guests of the company at the Sheraton-Chicago Hotel here Thursday (18). The group will spend the evening listening to Karl Guggenheim and Fred Lees. Karl Guggenheim and Fred Lees will host the dinner party which will get under way at 6:30 p.m. The distributors will be in Chicago for the annual convention of the National Vendors Association.

**Selma Katz Weds**

**New York—**Selma Katz, daughter of Charlie Katz, coin machine manufacturers' representative, was married to Harry Netzer (17) in the Temple Emanu-El. The couple is on a Puerto Rico honeymoon.

**ROCKET OR JUMBO 5c**

**ALL CHARM VENDING**

This is all new. Entirely new, especially designed items comprise half of our New Jumbo Charm Assortment. The other half is Deluxe Kings which vend perfectly because of an insert containing an extra price.
Prizes in Store for NVAers

CHICAGO—Operators will be in for some luxury prizes as a new compact car, a color television set and a Freedom refrigerator as National Vendors As-

Attention Mr. Operator

Coming Soon

Victor's New 25¢ & 50¢ Capsule Vendor, Vending

The Large V2 Capsule.


Write For Advance Information Now!

VICTOR VENDING CORP.
5711 West Grand Avenue
Chicago 39, Illinois

association holds its annual con-

vention in Chicago's Sheraton March 28-30.

The television set, freezer, plus many other prizes will be raffled off during the new NVA "Reward Events" to be held at the association's wind-up ban-

quet and floorshow, Saturday (30) evening.

Paul Price, New York charm manufacturer, will raffle off the new compact car, Saturday after-

noon from the convention ex-

hibit floor.

Social Program

Other luncheons, breakfasts, and a special ladies social program under the direction of Sue Folt, will be held during the three-day conclaves.

Leaf Brands will start activi-

ties off with a Wednesday (27) "pre-convention" breakfast for the firm's distributors and wives.

Wednesday soon, Samuel Eppi and Company will host a lun-

cheon for its distributors.

The convention committees will meet Wednesday afternoon.

Heads of these include: Rolfie Bobb, convention; Dick Gibb, exhibits; Harold Folt, program; Bob Guggenheim, publicity; Leo Leary, membership; Jack Nelson, reservation, and Loretta Cook, registration.

NVA's board of directors meeting will be held Wednes-

day evening.

Exhibit Hours

Thursday (28), exhibits will be open from 10 to 6. The National Vending Machine Dis-

tributors Association will hold a luncheon meeting at noon. Friday, exhibits will be open from 10 to 12 and from 3:30 to 10. Saturday, March meeting at 12:30 and the association will hold an evening cocktail party from 8:30 to 11:30.

Saturday, exhibits will also be open from 10-12 and 3:30 to 6, with NVA sponsoring another luncheon and winding up festivities with its traditional ban-

quet and floorshow in the evening.

A special $25 per couple prize covers admission and all social events sponsored by the association.

Convention chairman Bobb noted that with the two luncheons, evening cocktail party and the banquet and floorshow, operators would re-

ceive at least twice their admission

value in entertainment.

Philby School

Starts Classes In Vend Repair

PHILADELPHIA—The Bob Vendena Training School here has begun a six-month vending repair school, according to Allan Morrison, president of the Penn-

sylvania Automatic Merchandis-

ing Council.

The 78-hour training course is the second of its kind in the nation and is authorized by the Federal Manpower Develop-

ment Training Act of 1962.

The first vending machine re-

pair school opened February 1 at the Pennsylvania Tech-

nical College. The National Auto-

matic Merchandising Associa-

tion assisted in the organization of both schools.

REACH OPERATORS IN THIS EDI-

TORIAL PACKED ISSUE, which will contain a comprehensive report of convention activities.

ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.

ONLY in Billboard can advertisers reach (at low cost) the operators in attendance as well as those operators unable to attend the convention.

Send Advertising Copy on or Before Wednesday, March 20.

Billboard

1800 West Randolph
Chicago 1, Illinois
Phone: Central 6-9818

1564 Broadway
New York 36, N.Y.
Phone: Plaza 7-2800

1963 campaign. Irving Holt-

man, acting chairman, said the 1963 guest of honor will be announced at the meeting.
W. Va. Bill KO's Per-Mach. Fee

CHARLESTON, W. Va. — The West Virginia Legislature has passed a bill which virtually eliminates per-machine licenses in favor of a graduated schedule.

Operators of penny machines pay from $2.50 to $600 (for more than 300 machines); operators of nickel or higher machines pay from $5.50 to $1,800 (for more than 450 machines). John A. (Red) Wallace, board chairman of the West Virginia Music and Vending Association, said the new legislation would save operators several thousand dollars annually.

Other Bills Killed

Wallace noted that several other bills which would have adversely affected the coin machine industry had been killed in committee.

Wallace termed the graduated schedule a good forward for the State.

Up to now, operators paid $2.50 per machine per year for penny machines and $1.50 per machine per year for machines operating at 5 cents or more.

The new schedule is as follows:

On penny machines, operators pay $2.50 per machine for one to nine units; $25 flat fee for 10 to 50 machines; $75 for 51 to 150 machines; $200 for 151 to 300 machines, and $600 for 300 or more machines.

Other Fees

On nickel or higher machines, operators pay $5.50 per unit for one to nine machines, and flat fees of $175 for 10 to 49 machines; $450 for 50 to 100 machines; $800 for 101 to 200 machines; $1,200 for 201 to 300 machines; $1,700 for 301 to 450 machines and $1,800 for 450 or more machines.

The latter fee schedule applies for all types of coin operated equipment functioning at 5 cents or more. It includes vending, games, rides and music.

The fee schedule, said Wallace, worked out jointly between the West Virginia association and the State Tax Commission.

State Sales Appointed by Wurlitzer for Baltimore

NEW BALTIMORE DISTRIBUTORS FOR WURLITZER are Dave Koenigsberg, standing, and Sam Weisman.

BALTIMORE — The State Sales & Service Corporation, organized three years ago by Sam Weisman and Dave Koenigsberg, has been named local Wurlitzer distributor.

State Sales will service Maryland, the District of Columbia and parts of Virginia and Pennsylvania.

Weisman, a veteran of more than 30 years in the coin machine industry, was a top executive of the United distributorship before he formed State Sales with Koenigsberg.

Koenigsberg, with 20 years in the industry, had specialized in the operating and electronics end of the business.

State Sales displayed the Wurlitzer line to local operators at an open house here Wednesday and Thursday (13 and 14.) On hand were A. D. Palmer Jr., Wurlitzer advertising and sales promotion manager, and Hank Peters, Wurlitzer Eastern field service engineer.

Within the next two months, Weisman and Koenigsberg plan to visit every customer in their territory.

VEND-O-RAMA 1963

SHERATON-CHICAGO HOTEL
Chicago, Ill.

MARCH 28-29-30-31

"Chicago Is the Key in '63"

... and you need to be there

TO SEE:
1. NEW MERCHANDISE
2. NEW EQUIPMENT
3. NEW METHODS

TO LEARN:
1. WHAT PROGRESS HAS BEEN MADE
2. WHAT OTHER OPERATORS DO
3. WHAT THE FUTURE HOLDS
4. NEW IDEAS

ATTENTION:
VENDING MACHINE OPERATORS
VENDING MACHINE DISTRIBUTORS
A SPECIAL PACKAGE PLAN COVERING ALL EVENTS IS AVAILABLE AT $15 per person — $25 per couple
Includes:
2 LUNCHEON MEETINGS
FRIDAY NIGHT PARTY
SATURDAY BANQUET AND SHOW
PARTICIPATION IN MYSTERY EVENT... A DELIGHT OF PRIZES AND SURPRISES
LADIES' PROGRAM

REGISTER NOW FOR:
NATIONAL VENDORS' ASSOCIATION

"VEND-O-RAMA '63"
SHERATON-CHICAGO HOTEL, CHICAGO, ILL. MARCH 28 THRU 31

Send in the following blank with your check to:
JANE MASON
Exec. Secretary
1155 N. Cicero Ave., Chicago 1, Ill.
Candy, Mdse. Venders
Double-Team Passengers

HAMILTON, N. C.—Both mercantile and candy venders are being teamed successfully on a large scale by Service Vending Company here.

Under the experimental program which has blossomed out into several hundred locations, Service Vending Company is using two or three machine stands, to combine such odd bedfellows as不受点 pen vend, gun, 5-cent cashews, charms and confection mixes.

In typical bus station location, for example, the installation will consist of eight machines, including a 3-cent bulk gun, 5-cent picture, 1-cent and 5-cent charms, a 10-cent comb machine, and a 5-cent chocolate vender.

This combination was chosen for bus stations, airports and railroad terminals, after Service Vending surveyed typical travelers on what items would be most likely to attract their coins. Men wanted pocket combs. Women, on the other hand, are perpetually forgetting pens and pencils.

The 5-cent pictureals were added simply because this Western favorite is something of a stranger to Southerners, and shows a high sales percentage on the basis of curiosity. If nothing else. One-cent ball gun, of course, is always a stock item, while the 5-cent chocolate combination was added for the benefit of the traveler who has very little time to visit the associated restaurant or snack bar, but will cheerfully drop nickels in for a bit of sweet-tooth refreshment.

The odd combination of comb and ballpark venders on stands usually reserved only for 1-cent or 5-cent machines has worked out so well, reports the Service organization, that in many instances, operators of small-town bus lines, after seeing the installation in larger terminals, have written or telephoned, inviting the North Carolina bulk vender organization to place similar equipment in their stations.

Seeburg Trio on European Trip

CHICAGO — A trio of top Seeburg executives are off on a European junket for visits with the firm's network of international distributors. Del Coleman, board chairman; Bill Adair, Jr., vice-president in charge of sales, and Jack Gordon, executive vice-president, will make their first stop in Zurich, Switzerland.

CHICAGO — Bowling and shuffleboard packs in multi-colored metal were introduced by the Precision Novelty Company recently. The packs come in regular and king size, and are made of hardmetal metal, ground, polished and chrome plated. The color is carried not only on the top of the pack but throughout the entire outer coat.

New kiddie-coin attraction earn
BIG BONUS PROFIT

in every kiddie-ride location

Whatever kiddie rides go... and in countless locations lacking space for kiddie rides... FUN-PHONE earns important money month after month... and year after year with periodic low-cost, easy change of program. FUN-PHONE is the biggest profit producer per square inch of space in the kiddie-amusement class.

Insert Coin, Pick Up Phone, Hear the Magic Story-Teller!

Flashy eye-appeal gets quick attention
FUN-PHONE looks like a wall-type pay-installation, but in the brillian colors children love. Vivid red cup-box, mounted on bright display panel, stops youngsters in their tracks... gets quick and continuous play.

Easy operation pleases kiddies, parents
Youngest toddler and busiest parent get the RUN-MOON idea at a glance. When coin is deposited, youngsters picks up receiver, hears a pleasant voice tell one of a dozen clever stories recorded on 360 tape platter, engineered to insure clear, distinct sound, ruggedly constructed for trouble-free profitable performance.

Appeals to wide range of ages
FUN-PHONE scripts are based on a variety of themes, from famous fairy tales to western and space adventures, and peppered with a touch of comic-strip humor that appeals to a wide range of ages. Location tests prove children as young as 3 and as old as 12 are all equally fascinated with FUN-PHONE. No kiddie-coin attraction ever created offers the universal appeal and big earning power in small space packed into FUN-PHONE.

Be first in your area to start a "juvenile joke box" route with FUN-PHONE... a permanent, profitable, pleasant business with unlimited potential for growth. Get FUN-PHONE now.
ONCE IN A LIFETIME OPPORTUNITY...

SAVE $1335 on established selling price

SPECIAL PROMOTION PACKAGE DEAL will earn cost of studio in one season. No more to buy. DEAL INCLUDES: The AUTO-VOICE MARK V
NEW in performance
NOW in design
PROVEN money maker
3000 RECORD BLANKS
1000 MAILING ENVELOPES
ALL FOR $1695
F.O.B. Los Angeles

SPIN RECORDS TO NEW PROFITS THIS SEASON!

AUTO-VOICE STUDIO lends a high quality 45 rpm one-minute disk recording for only 50c -- lends a "Custom maker" envelope for 10c.

NOW -- AT THIS SPECIAL PRICE OFFER YOU HAVE A SELF-QUICKENING PLAN TO EARN THE PRICE OF THE STUDIO PLUS, IN ONE SEASON, ACT TODAY -- DON'T MISS OUT ON THIS ONCE IN A LIFETIME OPPORTUNITY.

OFFER DEFINITELY CLOSES JUNE 1, 1963

All orders subject to prior sale on these 50 units.

Terms: 1/3 with order -- balance 15c. D. B. of selling wire or telephone today.

THE RESPONSE IS TERRIFIC (and International!) TO BILLBOARD'S UPCOMING "COIN MACHINE DIRECTORY AND WHO'S WHO IN THE COIN MACHINE WORLD."

Here's an example:
Your upcoming Who's Who Book of Coin Machine People is about the most refreshing idea that has come along in a while. I'm sure it will be of great use to all Coinmen throughout the world. From what it sounds like, it might even replace the telephone directory. We look forward to it with great enthusiasm.

International Amusement Co.
Belgian Amusement Co.

COMING MAY 20th—ANOTHER INDUSTRY SERVICE FROM Billboard

"The Ultimate Authority—Internationally"
If Customer Gets Enough, Nuts Pay Off

FLORENCE, S. C. — Five-cent cashews, so long as the location is served frequently, and a good-sized portion of nuts is released, can be the most profitable item on a bulk vending route, according to L. S. Guyton, local operator.

Guyton has some 50 cashew locations, mostly in high-traffic spots, such as bus stations, railroad stations, department stores, service stations and super markets.

Wherever he has introduced cashes on a 5-cent vend, he has been careful to use selling signs which point out "Nothing Tastier" — "Try This Flavor."

Cashews, Guyton points out, are a nut item which most people do not taste unless they happen to be at a party where mixed nuts are being served.

Guyton found that there were unrivaled complaints from people who felt that they were not being given enough cashews in return for a nickel, wherever they had encountered the machines before.

The solution, the South Carolina operator reasoned, was simply to shop around for a better buy on the tasty nuts, which he eventually accomplished.

Now, 5-cent cashews get the benefit of regular replacement in every location, since Guyton has no locations which are not within a few blocks of his Florence home. Because they are always fresh, tasty, and properly salted by Guyton himself, cashews at 5 cents are actually outselling Spanish peanuts at 1 cent.

LITTLE ROCK — Dan Levin, 51, owner of Standard Automatic Music Corporation, distributor of Wurlitzer phonographs and Bally games, died here Sunday.

He left his wife and two teen-age daughters.

He had been in the business since 1941 and was widely known among Mid-South music and game operators.

160,000 LOCATIONS GO UNTAPPED IN KINGDOM

LONDON — Some 160,000 locations in United Kingdom taverns and cafes are unexploited by juke box operators. This is the market outlined by Ditchburn, Equipment, Ltd., the nation's largest juke box distributor.

Data is contained in a Ditchburn publication, a slick two-color give-away for operating prospects, entitled, "How to become a successful phonograph operator."

As glossy as brochures come, the book, with only a mild typographical lapse to Ditchburn's Music Maker Seeburg juke box, spells out economics of juke box operating, with the machine's history, to sample profit-and-loss returns.

Juke boxes and coin-amusement machines comprise as yet one of the few UK industries not swamped by semi-insurmountable regulations. And yet there are only 15,000 juke boxes in play.

MARCH - TROPIC CIRCUS

COIN SEE - 13 Diverse National

COMPLETELY RECONDITIONED

LIKE NEW

FREE SHIPPING - NO HIDDEN FEES

*New "brushed nickel" front and door frame.

When answering ads . . . Say You Saw It in Billboard

WURLITZER 2700
Greatest Money-Maker of Them All

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

NATIONAL
COIN MACHINE EXCHANGE
141-1321 Delaware, Chicago 14, Ill.
Distinguish 1-8211

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

1963

Williams

The Original Designers of Authentic Baseball Games.

Players actually run the bases with Williams Patented Base Running Unit.

MYSTERY PITCHER THROWS FAST BALL — SLOW BALL INSIDE — OUTSIDE PITCHES.

Replays For . . .

✓ GRAND SLAM HOME RUN (Adj.)
✓ "TOPPING" SCORE TO BEAT
✓ TOTAL RUNS SCORED
✓ MATCH FEATURE (Adjustable)

Formica Playfield Stainless Steel Trim

Williams ELECTRONIC MANUFACTURING CORP.
4243 W. FILLMORE ST. - CHICAGO 24, ILLINOIS

New Action Official Baseball Scoring

SEE THESE NEW EXCITING FEATURES IN WILLIAMS
NEW 1963 BASEBALL GAME

New 24 volt system • New "push-pull" latch mechanism for front molding • New Relays • New motor operated target reset • New "brushed nickel" front and door frame.

BILLY JOE WETKIN

BASEBALL GAMES

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<td>Gunner</td>
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GUNS

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<td>F-25 Vixen</td>
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Cleveland Coin Machine Exchange
2205 FILLMORE ST., CLEVELAND 19, OHIO
All Photos: Editor 1-6715
Return of Winter Freezes Ops

CHICAGO—Juke box collections dipped as winter again came on like a bear throughout the Midwest. After a week or two of scattered sunshine, the area was hit by one of the worst snowstorms of the winter.

Operators again spent more time cleaning and making organized service calls than in concentrating on new records. Despite the relatively soft picture, however, several new sales emerged as breakthroughs in the juke box market.

Both Singer One-Stop and Music Box cited "Pipe Line," by the Chantays on Dot, and "Booey Monroe," by the Appalachians on ABC-Paramount.

The second tune is interesting in that it is the same one written by Larry Williams and recorded by Williams on Specialty some years ago. The version by the Appalachians has more of a "Walk Right In" sound.

Singer is also moving "Don't Say Nothin' Bad," by the Cookies on Dimension, a rock and roll tear-jerker and "Winter Love," by Bill Pursell on Columbus, breaking into r.d.b. locations after selling well in pop spots for about a month.

Generally the trend is reversed—from r.d.b. to pop—but in this case, the disk is performing very similarly to a record by Ruby and the Romantics, "Our Day Will Come." Kappy, which likewise broke pop and went r.d.b. The latter tune has been out for about a month.


COINMEN IN THE NEWS

AROUND ARKANSAS

The racing season at the Oaklawn track at Hot Springs drew a lot of phonograph and game operators who are horse race enthusiasts from all over the Mid-South. Soon recently at the track were: Harold Dana-way, Twin City Amusement Company; Little Rock; Cecil Hill, Hill Amusement Company; Littl Rock; J. Earl Gill, Gill Amusement Company; Hot Springs, and Orrell Black, National Novelty Company, El Dorado.

Also attending the races were Joe Michler, Gay Amusement Company, Byrthville, Ark; Paul Masculi, Paul's Novelty Company, Greenville, Miss; Billy Foster, Foster Music Company, Pine Bluff, Ark., and these from Memphis: Hot Canale, Canale Enterprises, Inc.; Robert Cramp, vice-president of E. H. Cramp & Company, and Ben Gay, a good hustler for U. S. Royal Tire Company, friends of Canale.

Chester Baker, Baker Amusement Company, Pine Bluff, reports his area continues to prosper from industry development, and his business is good.

Wayne Curtill, B & C Amusement Company, Forest City, drove the 50 miles to Memphis recently on a shopping trip for equipment... Nathan Wheelock, Service Amusement Company, Byrthville, Ark., a ball of fire in the business, is on the go day and night, and was recently putting some new pho-nographs on location.

Lester E. Godwin, Godwin Music Company, Texarkana and Hope, Ark., is expanding his

music and game route into coffee vending and other phases of vending. He thinks there is great potential in vending... Charles A. Stewart, executive secretary of Arkansas Music Operators Association, Little Rock, is spending a lot of time at the Legislature these days. His main interest is to work against any adverse legislation which would affect the industry. None has been passed so far.

ELTON WHISENHUNT
NOW!

TRUE ALBUM PROGRAMMING

Seeburg's exclusive new 'Little LP' records in 33\(\frac{1}{2}\) stereo give you true album programming for your locations... for the first time ever. Six tunes, or their equivalent, from a best-selling stereo album for 50¢ per selection. And remember, this new Seeburg gives you automatic intermix of Little LPs... 33\(\frac{1}{2}\) singles... and 45 singles. Yours with the revolutionary Seeburg LP Console.
BRAVISSIMO. Popular Columbia Records international singing group, Los Cinco Latinos, are presented with an achievement award by Peter da Ruggermont for record sales passing the $1 million mark. Presentation was during Argentine reception.

Poll King: Shown receiving the Billboard Award as the network choice for Most Promising Instrumental Group in 1962 is King Curtis (center). Making the presentation is Billboard's Frank Luppino, while Capitol's Manny Kallem beams approval.

Bloody Rare: "Don't Put Onions on Your Hamburger" is the Big Top single that Mad's Alfred E. Newman (right) is plugging from his new album, "Pink Alang With Mad," in for a treat is Charlie Greer (WABC) and promotion man Sal Licata.

Earl of King: Alto sax man Earl Bostic is re-signed to King Records, Inc., by General Manager Hal Neely. King has had Bostic under exclusive contract for over 10 years, with brief hiatus to Deluxe, which is King-owned.

Feet First: Vee Jay sponsored a recent Manhattan "Walk Like a Man" hike. Among survivors were (upper l. to r.): Vernon De Meyer, Tony De Angelis and Lennie Sultan; (lower l. to r.): Sweets Goulavaris, with Vee Jay reps Fred Perri and Pat Mariano. Other than Vee Jay personnel, hikers were Manhattan record shopkeepers.

Foreign Award: Billboard's man in Uruguay, Alberto Maravi, accepts two Discometro De Oro for American artists Chubby Checker and Bobby Darin from Mauricio Brenner, president of Fermata (Argentina), during recent Festival there.

Winning Tunesmith: Recipient of Most Successful Composer Award goes to Uruguay's Osiris Rodriguez Castilllos. Joining in the tribute are (l. to r.): Juan D'Ariano (RCA), Panchito Nole (Vic), Douglas Taylor (CBS Argentine) and Mauricio Brenner (Fermata).

Comer: Odeon's Remona Galarza is awarded Discometro De Oro as most promising singer during 1962 by Billboard's Alberto Maravi. Attending are Ricardo Gioscia (right) from Palacio de la Musica and Odeon's Argentine rep Fernando Lopez.

Ah So... Is Next #1 Hit!!

AL AMON
"JAPAN" (IS RAISIN' SAN)

b/w "K-K-KATY"
Tishman #900

-WEST COAST CHART BOUND-
"I'M NOT IN LOVE (NO MORE)" b/w "A LITTLE LOVE"

Tishman #902
By NICKY ROBBINS
TISHMAN RECORD COMPANY, 1717 No. Vine St., Hollywood 28, Calif. HO 2-9555