THESE sales SEAGREEN Legends, Ermine 45 (Venetia, Olympics, (Boston) King (Chevis -Cortez, & parentheses. THE HOLE 5719 in Bethlehem . . . Albums 2d Servings) 106 MARCH 30, 1963 4480

Columbia Pix About to Sign Kirshner Deal

NEW YORK—The purchase of the Nevin-Kirshner publishing, pressing, and recording enterprises, comprising Aldon Music, Dimension Records and twoseen, young to have should be concluded this week by Screen Gems, a subsidiary corporation of Columbia Pictures Corporation in an executive capacity, is expected to be signed for a figure of about $25,000,000.

Kirshner's new title had not been set at press time, but it is expected to be announced in a positive post in Colpix Records and Continued on page 8

SEWED LAPS FIELD IN SELLING NEW UN ALBUM

By SAM CHASE

NEW YORK—Sweden still is the undisputed leader in sales of the "All Star Festival" LP, proceeds of which go to the U. N. High Commissioner for Refugees. The third week of sales revealed that the fact that none was added to its previous total due to dealers running out of stock, and deliveries falling two weeks behind demand.

Sales are only getting under way in some nations, such as the United States and Denmark. Part of the startling sales figure racked up in Sweden is attributed in competitions by which buyers have an opportunity to win travel to the States and European trips. Italian record dealers are competing for a week's worth of sales in Cannes, courtesy of the French Tourist Office, to be awarded the Italian dealer with the most attractive window display, putting the U.N. disaster on the map.

After the first three weeks, here are the sales standing by country:

- Sweden: 157,000
- Netherlands: 50,000
- Norway: 54,000
- United Kingdom: 50,000
- Germany: 30,000
- Switzerland: 23,000
- Austria: 14,000
- France: 13,500
- Italy: 13,000
- Ireland: 3,500
- Greece: 2,000
- Yugoslavia: 1,000

ARMADA ‘Emergency’ Meeting Set for Chi

By REN GREGGATT

NEW YORK—What was called a "crisis" meeting of the board of the American Record Merchants and Distributors Association (ARMADA) to deal with "persistent intensification of the war in the record industry" has been called for Thursday (26) in Chicago by the association's president, Ronon Hellicker.

Among those who have already signified their intention to be at the meeting are Mercury Vics and Victor, Emi, and Merylo Record Executives' Record Bad Boys.

Among deals, N. V. (Atlanta) has taken a line of the Marmalade.

Lining Up

Among those who have already signified their intention to be at the meeting are Mercury Vics and Victor, Emi, and Merylo Record Executives' Record Bad Boys.

Among deals, N. V. (Atlanta) has taken a line of the Marmalade.

ARMADA was a decision that followed a week of phone calls from manufacturer, distributor and retailer seeking to include the industry to the offices of Hellicker in Minneapolis and ARMADA executives to include Paul Ackerman, in New York.

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Among dealings
FROM NASHVILLE
TO "CASHVILLE"
VIA

EDDY ARNOLD
"YESTERDAY'S MEMORIES"
*8160

SKEETER DAVIS
"THE END OF THE WORLD"
*8098

ALSO HER GREAT ALBUM
"SKEETER DAVIS SINGS
THE END OF THE WORLD"
LPM/LSP-2699

DON GIBSON
"HEAD OVER HEELS IN LOVE WITH YOU"
*8144

HANK LOCKLIN
"BEHIND THE FOOTLIGHTS"
*8156

JOHN D. LOUDERMILK
"THE GUITAR PLAYER"
*8154

JIM REEVES
"IS THIS ME?"
*8127

HANK SNOW
"THE MAN WHO ROBBED
THE BANK AT SANTA FE"
*8151

GET ON THE RIGHT ROAD...ORDER NOW!

RCA VICTOR
The most trusted name in sound
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Label &amp; Number</th>
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<tbody>
<tr>
<td>46 56 87 OVER THE MOUNTAIN (Across The Sea)</td>
<td>Bobbie Vee, Epic 1777</td>
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<tr>
<td>33 34 35 DATING WEAPONS</td>
<td>Bobby Vee, Vee Jay 1930</td>
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<tr>
<td>41 45 57 TAKESY SAX</td>
<td>Sax, Buddah 406</td>
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<tr>
<td>39 41 42 WHY DO LOVERS BREAK EACH</td>
<td>Bob &amp; J. Scott, Vee Jay 1109</td>
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<tr>
<td>43 53 59 SANDY</td>
<td>Diana, Lee 2543</td>
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<tr>
<td>18 14 14 MAMA DONT LIE</td>
<td>Jan &amp; Dean, Uni 5343</td>
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<tr>
<td>29 21 22 GREENBACK DOLLAR</td>
<td>Black Eyed, Vee Jay 1931</td>
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<tr>
<td>30 28 31 BOSS GUITAR</td>
<td>Dr. John, Vee Jay 2031</td>
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<td>44 46 46 LOVE FOR SALE</td>
<td>Amos &amp; Smokey, Vee Jay 1931</td>
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<tr>
<td>58 71 86 PIPELINE</td>
<td>Century, Uni 4062</td>
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<tr>
<td>42 42 43 TILL HE'S NOT HOME</td>
<td>Don't Want To Be Around, Uni 4062</td>
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<tr>
<td>64 89 YOUNG AND IN LOVE</td>
<td>Little Tony Team, Vee Jay 1931</td>
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<td>57 63 68 LINDA</td>
<td>Dee Dee &amp; Dolly, Liberty 5302</td>
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<td>22 19 10 WALK DOGGY</td>
<td>Butterfield Blues, Vee Jay 1931</td>
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<td>66 68 78 BLAME</td>
<td>The Boss, Capitol 3019</td>
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<td>10 ALL THE WORLD</td>
<td>Nat King Cole, Capitol 1349</td>
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<td>38 24 26 THE GYPSY CRIED</td>
<td>Blues Piano, Vee Jay 1931</td>
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<tr>
<td>70 86 I GOT A WOMAN</td>
<td>Nick Finos, Decca 4272</td>
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<tr>
<td>19 90 DAYS OF WINE AND ROSES</td>
<td>Andy Williams, Capitol 4626</td>
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<td>48 46 50 THAT'S ALL</td>
<td>Bo Diddley, Chess 5184</td>
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<tr>
<td>55 62 77 YOU DON'T LOVE ME ANYMORE</td>
<td>(I Can't Find)</td>
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<td>82 ON BROADWAY</td>
<td>Detrred, Atlantic 2860</td>
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<td>61 67 70 HE'S GOT THE POWER</td>
<td>Black Eyed, Vee Jay 1931</td>
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<tr>
<td>54 30 32 HITCH HIKER</td>
<td>Junior Parker, Decca 4272</td>
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<td>81 MECCA</td>
<td>George Perry, Motown 1931</td>
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<td>75 83 WATERCOLOR MAN</td>
<td>Wayne Fontana, Roulette 3750</td>
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<td>33 35 37 CAST YOUR FATE TO THE WIND</td>
<td>Little Tony Team, Merle 502</td>
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<td>90 I WILL FOLLOW HIM</td>
<td>Little Tony Team, Vee Jay 1931</td>
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<td>74 SURFIN' U.S.A.</td>
<td>Beach Boys, Capitol 2031</td>
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<td>69 80 84 I'M JUST A COUNTRY BOY</td>
<td>Capitol, Vee Jay 1931</td>
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<tr>
<td>67 77 79 SAX FIFTH AVENUE</td>
<td>Johnny Booker, Warner Bros. 3561</td>
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<tr>
<td>68 70 75 RAINBOW</td>
<td>Little Tony Team, Vee Jay 1931</td>
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BUBBLING UNDER THE HOT 100

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<td>Bobby Vee, Epic 1777</td>
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<td>71 66 83 JIVE SADDLE</td>
<td>Buddy Holly, Decca 4272</td>
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<td>83 82 LOCK IN YOUR HEART</td>
<td>Mercury, Capitol 3019</td>
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<td>73 82 87 DEADER THAN DEADER</td>
<td>Coasters, Decca 4272</td>
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<td>70 SUN ARMS</td>
<td>Paul &amp; Paula, Vee Jay 1931</td>
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<tr>
<td>66 74 74 MEDITATION (Modulate)</td>
<td>Little Tony Team, Vee Jay 1931</td>
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<td>89 99 DON'T WANT A THING ABOUT PABA</td>
<td>Dickey Lee, Venus 2031</td>
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<td>86 FOOLISH LITTLE GIRL</td>
<td>Bobby Vee, Lucky 2502</td>
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<td>90 CHARMED</td>
<td>Bobby Vee, Lucky 2502</td>
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<td>76 HERE I STAND</td>
<td>Dwayne Weems, Capitol 4626</td>
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<td>85 94 HOW CAN I FORGET</td>
<td>Bing Crosby, Decca 4272</td>
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<td>91 INSULT TO INJURY</td>
<td>Tommy Roe, Liberty 5302</td>
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<td>84 KILLER</td>
<td>Buddy Holly, Decca 4272</td>
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<td>96 TOOK THE DAY</td>
<td>Dwayne Weems, Capitol 4626</td>
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<td>94 THAT'S HOW HEARTACHES ARE MADE</td>
<td>Bing Crosby, Decca 4272</td>
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<td>92 THE DOG</td>
<td>Buddy Holly, Decca 4272</td>
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<td>91 GONE WITH THE WIND</td>
<td>Frank Sinatra, Capitol 4626</td>
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<td>90 FUNNY MAN</td>
<td>Buddy Holly, Decca 4272</td>
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<td>99 LITTLE BAND OF GOLD</td>
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<td>95 MARCHING THRU MADRID</td>
<td>Bing Crosby, Decca 4272</td>
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<tr>
<td>92 THEME FROM LAWRENCE OF ALASKA</td>
<td>Bing Crosby, Decca 4272</td>
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<td>91 BONEY MORRIS</td>
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<tr>
<td>90 TWO FACES HAVE I</td>
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<td>90 PREACHESMAN</td>
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STAR PERFORMERS. Solutions requiring a previous record program this week. 

- Indicates that 250 r.m.s. songs single version is available. 
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WASHINGTON—"This appears to me to be a con game." That was the quickly regretted conclusion of Chairman Oren Harris, Republican of Illinois, after a two-day display of the Pulse, Inc., radio broadcast rating service, before the Special Subcommittee on Investigations last week.

The Subcommittee's statistical advisor, Donald Ackerman, said the "extremely casual" methods of Pulse, Inc., "are so hopelessly in error as to be useless to the industry." After the session, Dr. Sidney Roselow, President of Pulse, Inc., asked the Subcommittee to re-examine the methods it had used in its investigation. He added, "I am not satisfied. The Subcommittee has not seen the light." After that, Chairman Harris concluded the meeting, which was adjourned until Monday, February 12.

It appears that Dr. Harris has not recovered from his cold. On February 12, he was seen in the Senate to listen to a debate on the merits of the Pulse, Inc., rating service. He later stated that he had no idea what the Subcommittee had done with the information it had received.

ARMADA 'Emergency' Meeting Set for Chi

On general discussion is a necessary step toward a general solution.

In connection with the meeting, the Chicago ARMADA meeting took place, attended by a good many indie manufacturers, who indicated their intention to attend. Lately entries were Sam Clark and Philip Braverman, and Kapp.

In the meeting, it was announced that the Chicago ARMADA meeting will be held on February 12, 1962, at the Chicago Symphony Center. The meeting will be attended by a good many indie manufacturers, who indicated their intention to attend the meeting.

Billboard BACKSTAGE

Our Nancy & the Bros. Four

NANCY LEWIS is a pert junior majoring in radio and television at Michigan State. She's also a Campus Cub for Billboard, which means that she does a good deal of shuffling around in behalf of the music-record industry, keeping in touch with record dealers, radio and TV shows and the student newspaper in East Lansing. Nancy is intelligent, enthusiastic and dynamic. She wanted to be a concert pianist and to date has been a concert pianist in her own right. She has been in demand as a concert pianist in her own right. She has been in demand as a concert pianist in her own right. She has been in demand as a concert pianist in her own right.

Her repertoire includes the works of Chopin, Beethoven, Schubert and Mozart, as well as modern compositions by Bartók, Stravinsky and Copland. She has been particularly successful in the field of chamber music, having performed as a soloist and as part of a duo with violinist Gerdowy. She has also been successful in the field of teaching, having given many master classes at universities and music conservatories.

She is currently touring the United States with a group of young musicians, giving concerts in major cities and performing at colleges and universities. Her concerts have been well received, and she has received many awards and recognitions for her musical achievements.

Capitol Inks Jack Lemon, Fatha Hines

HOLLYWOOD—Capitol Rec

ords last week signed exclusive recording contracts with two noted jazz musicians, and the Negro, race relations, integration, Black Musi-
lications, and other matters. It was recorded after Gregory's regular comedy act.

Gregory says he is not sure that the Negroes will accept the $37,000. If they don't, he says, the money will go to the Dick Gregory Foundation to Combat Juvenile Delinquency.

The album, which was recorded live at San Diego State College, features Gregory answering questions from the students about the Negro, race relations, integration, Black Musi-
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WASHINGTON—An exhibit on gross dollar volume of L.P. sales of 56 record manufacturers was released last week by Federal Trade Commission Examiners as part of the government’s case in the continuing hearings on monopoly before the Columbia Record Club, subsidiary of Columbia Broadcasting System.

The government’s compilation of sales figures for the 56 record manufacturers represented at the exhibit conference, held last week at New York’s Hotel Algonquin, is intended to demonstrate the extent of reissue of Columbia into the jazz market in big style.

The Reprise jazz sets spot such names as Duke Ellington, Count Basie, Billy Eckstine, Barkey Kessel, Eddie Canio, Chico Hamilton, Shorty Rogers and Miles Davis, and a reissue of a waxing by the latter, "East Village Impressions." According to Mr. Ostin, Mr. Canio is executive vice-president of the Sinatra label, the box will back up its releases with heavy advertising and in-store promotion.

Case Ends at Last; Freed Pays Fine

NEW YORK — Former top New York deejay Alan Freed has paid a $300 fine assessed here last December 17 in connection with a broadcast he entered at that time to various payroll offices. The fine was paid by Freed’s attorney.

The Freed case had been postponed for months, during which time the deejay continued to work in New York City. He was fined by a New York court, which found he had violated a civil rights act.

Reprise Off Winging in Jazz Switch

NEW YORK — Reprise is winging into the jazz field in no uncertain way, according to an announcement when the label issues a dozen albums in the genre. Reprise’s Eastern sales offices were set up last week at New York’s Hotel Algonquin, indicated on a poster of an exhibit to open at the theater in mid-October.

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another Andy Williams year

on Columbia Records
New York—Nat Shapiro, international a. d. for Columbia Records, gave details of overseas disk business at the NYU-NARAS "Art of Recording" luncheon held last Tuesday (19) in the RCA Exhibition Hall here before students of the university's recording department, vice-president of the Capitol record company and resident, and its habits and taste of Capitol record club members. The session was masterminded by Dean Victor's vice-president of RCA Victor's International Liaison Department.

In his talk, Shapiro broke down overseas business in the international market. He started with England, which he called "the second market," noting that there has been a marked trend away from American product. "Five years ago," he said, "it's 10 out of 10 of the top hits were from America; now it's only 10 out of 10.

Liberty hires Cason

HOLLYWOOD—Burza Cason was appointed to Liberty Records' new record group, in the Manhattan office, by its executive a. d. director, Snuff Garrett. Cason, formerly with International, will replace Garrett in preparing sessions, acquisition of artists and outside material. Cason is a member of the Castalians, the vocal trio with which backs Brenda Lee.

Opens in Nashville

NASHVILLE—The last book of publishers' last week were held officially opened its new offices in Nashville, a move known as Hill & Range Enterprises, Ltd., the office will be operated by Jack Perrin, who has been with the Hill & Range New York operation. He'll be assisted by Warner MacPherson. The office is located across the street from the Union in the heart of the music business district of the city.

Aladin Color Books

NEW YORK—Aladin and Atlantic Color Books release two new color catalogues. The Atlantic brochure has 28 pages and lists 234 titles, while the Aladin catalog is a 16-page tome with 52 LP's.

Guide on Copyrights Off Presses

NEW YORK—An authoritative guide on copyright for the fine and applied arts has been published. By Watson-Guptill division of the Boulevard Publishing Company. Written by Dr. Frank P. Wilson, the book was issued in nine years was a Library of Congress staff book. In copyright matters, the book is stripped of legal jargon and describes simply the essential copyright protection in every field of the creative arts.

One of the book's three sections is devoted to music copyright. Among other things, the book gives an explanation of the eyes of such aspects as copyright, economics, musical composition, rights in music, the "for profit" limitation on the performance right, the limitation on the right to make recordings and the copyright laws, the croup of works, the jube box problem, performing rights organizations, and "necrotics." The book is offered at $20.95 for those requiring the unauthorized reproduction of any kind.

The book sells for $9.95 per copy and can be ordered from Washing Tupp Books, Inc., 1564 Broadway, New York 36, N. Y.

Impulse Catalog Bulges

NEW YORK—There are 32 jazz albums and two folk albums in the new Impulse four-page catalog. The ABC-Paramount subdistributor's catalog contains full-color reproductions of all album covers.

Paul Siegel to bring Berlin Walk on TV

NEW YORK—Paul Siegel, who functions in Berlin as publisher, display and record producer for Victory Records, has a week to meet with publishers, writers and record companies. Siegel is negotiating for new material for his Teledec (Telefunken) recording, featuring the Oederland orchestra and chorus.

The first Oederland single is just being released in the U. S. by John promoting "Allan" and the "Minutemen." Siegel is also arranging acoustical sessions featuring Bianca, Swedish-born Teldec artist, who sings in English.

Singer Dies in Crash

NEW YORK—Singer-musician Maurice Evans, 24, was killed in an auto crash Monday (11) on the Lehigh Valley Thru- way, Pennsylvania. His latest record was released two weeks ago. It is titled "My Swain" and is on the United Artists label.

Keep Eye on O'Seas Radio, Diskmen told

New York—American record manufacturers and music publishers were urged to get together with performance rights societies, mechanical collections agencies and even the U. S. Government, to be sure that U. S. recordings are protected in the International National Record & Music Men's Club. Cooper also has been pressing for an International Performing Rights Association for the spot fee.

In stressing this point, Cooper noted that "all over the world music is being fastening on your product.

Already in situation in Australia, in which commercial radio in 1952 had a gross revenue of $2 million, and expected to grow to $35 million this year, with an estimated net profit of $10 million.

A strong ballad can go as high as $35,000 to 40,000 if it remains on the air for three or four months. Frank Ifield has sold as many as 75,000 in a year. The disk was collected by the Australasian Performance Right Ltd. This year, of some 80 cents is distributed overseas because Australia primarily is an "user nation, originating relatively small sums, and a large cost of living.

2,000-copy Floor

Music publishers must print a minimum of 2,000 copies to get a copyright. The minimum music sale runs 10,000 to 15,000, with a gross of at least $20,000 for a good-selling one. Rock music only sells an average of about 3,000 to 5,000 copies.

At present, mechanical copies are restricted to 5 per cent of the retail price by the Copyright Office. Cooper said that a revision shortly would raise this to the 6½ per cent rate.

Cooper urged that American commercial TV be granted world clearance for it to broadcast American tunes and to license the music. This was now showing. "Leave it to your Australian rep to get you the best possible deal," he urged.

Lizzie Miles Dies In New Orleans

New Orleans—The music world lost one of the oldest established jazz stars last week with the passing of Lizzie Miles in her native New Orleans.

Billed with the late Bessie Smith as one of the "hottest" of the early days, Miss Miles sang with a variety of groups, and was recorded by Jelly Roll Morton and King Oliver.

Miss Miles, who was 67, was born in New Orleans. "Lizzie Miles" was a famous rendition of "All of Me."

Jack Mills to Tokyo

New York—President Jack Mills of Mills Music is in his first trip to the Far East. The tour of Mills Music will be a joint venture of his late father, Mills, and the Toe Milik of the Mills Music label has been organized in Japan. He will visit music dealers, jewelers, disk jockeys and musicians in Hawaii. He will make it his job to see the Mills label is featured at home in his new country.

 already in the show music activities throughout his tour. He will return to New York in April.
"CHARMS"
BOBBY VEE

#55530

LIBERTY RECORDS

A SUBSIDIARY OF AVNET ELECTRONICS CORP.

LIBERTY RECORDS
**Pulse Rating 'Con Game,' Says Harris**

By DON WEDGE

LONDON—Manufacturers' sales of disks reached a new high in 1962 and were almost $4 million more in than in 1961, the previous highest year. The high level of trading is attributable to the continued growth of album production. More than 20 million were made last year, a million more than in previous years. The 45's combined totaled 57 million.

- Continued from page 3

missions by Pulse president that aspects of local field surveying "were not good," but the data published on station ratings "could be misleading," and that interviewers might in some cases be easily identifiable to broadcasters and susceptible to "pressure." Dr. Roslow protested — as have a series of other broadcast rating executives — that the business of giving stations ratings or "estimates" is complicated and difficult. He complained that stations and advertisers insist on reading into the ratings what they represent.

- Read the Fine Print

Council Richardson suggested that Pulse subscribers would do well to read the fine print in the brochures and survey reports. He raked through the entire story of Pulse, which covers 250 radio markets, 650 radio stations, has 150 agency subscribers, employs 101 full-time workers and "between 800 and 900" part-time field workers who average $5 to $6 per "block" of house-to-house radio listening check.

Richardson Fires Questions

"Do you feel that the Pulse ... estimates?" Pulse president could not set a figure. Council asked for detailed explanations and advertisers determine accuracy.

"Reliability must be based on the judgment of the subscriber," was the answer. Richardson judges the "history of his survey, the market area, and is generally satisfied if only moderate fluctuations occur — say, up to 30 per cent.

Do Pulse reports show actual date of survey on the face of reports to subscribers? Do they sometimes put current dates on old field surveys in some instances? The answer was "sometimes," with lengthy explaining. Council Richardson said advertisers could be fooled by "current" Pulse ratings, although there may have been rating changes since the field work.

Pulse was challenged on a recent Pulse advertisement in a trade magazine, claiming a Pulse had been including substantial "out-of-bounds" listeners in its surveys right along. Council Richardson brought out that only between 1 and 2 1/2 per cent of Pulse surveys are made up of "out-of-bounds" listeners. Roslow admitted the percentage was low, but remained extraor-dinarily cool through the wholegrill — he wouldn’t admit the possibility of it.

Council also asked if "special" surveys by stations based on different areas of E.A.R. $15, U.G. 1/2.

"Randomness" Challenged

Further, the council chal- The random start for block sur- veyed allegedly mapped out for cities in 25 million cases supervision was so lax, they could point out any section of an area they chose to sample.

In defending small samples for survey basis, Pulse President Roslow said "even a sample of only 20 is better than nothing." But neither the Subcommittee Chairman, nor the members, nor the counsel would agree that a poorly based survey, on such a small sample, could constitute a judgment on changing cases of household checks is "better than nothing." Better to have nothing — than the competitive hurt the distortion can produce, was the conclusion. It was noted that if survey accuracy would be judged "subjectively" by an advertiser familiar with the then the same man might as well make a common sense judgment of what station he wants his message to go out on.

This is all a basic issue of whether a person can say something political, of whatever nature, and have them affect his ability to earn a living. This kind of this basic right is intolerable and runs counter to the Constitu-tions of free countries. We make a stand on this issue and our subscribers, if we do not receive a quick answer to our resolution and one in good faith, we intend to put pressure on the FTC to define the meaning of "subjectively.""

- FILM SONG

Williams Does 'Poking Theme'

NEW YORK—Andy Williams has been doing the "Poking Theme (So Little Time)" from Samuel Bronston’s "55 Days at Peking," in English, Spanish, German, French and Italian. Columbia Records, when it released the records in the U.S. and Canada, CBS Records will handle the distribution overseas.

The disk’s release will coincide with the international re-release of Bronston’s film, which has its world premiere in London. The film makes its New York bow in June.

- ABC 'Blacklist' (Continued from page 1)

Seeger and the Weavers and various other artists have been repeatedly denied TV exposure in the U.S. because of their refusal to sign so-called loyalty oaths. In one case, the Weavers were denied TV appearance before appearing on the NBC- TV program "Studio One." CBS TV refused and did not appear.

Seeger was cleared over a year ago of contempt of Congress citation by the U. S. Supreme Court. The contempt citation was a result of Seeger's refusal to answer questions about past Communist affiliations be- fore a House investigating committee.

Fayn said there is a "specific issue of whether a person can have a political viewpoint, whatever it may be, and have them affect his ability to earn a living. This kind of basic right is intolerable and runs counter to the Constitu-tions of free countries. We make a stand on this issue and our subscribers, if we do not receive a quick answer to our resolution and one in good faith, we intend to put pressure on the FTC to define the meaning of "subjectively.""

- DISK JOCKEYS

There'll Never Be A Dull Moment! ... with BILLBOARD ALWAYS AT YOUR FINGERTIPS

just mail request order today

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio 700
Please enter my subscription to BILLBOARD at reduced rate of $35.00 for one year...

Company Name
Address
Type of Business
City
State
ZIP

Above subscriber rates are for U.S., Canada and Europe. Other overseas rates available.

- BE THE FIRST

To introduce tomorrow's hit tunes—Today!

Subscribe Now

By BILLBOARD

Each New Weekly Issue of Billboard gives you fresh, exciting news that will keep your listening audience.

- MRJA Says No to Govt. Defining Hi-Fi

NEW YORK—The Magnetic Recording Industry Association has taken a firm stand against an attempt to have the FTC define the term "High Fidelity." In a resolution passed by the MRJA at its recent Las Vegas meeting, the association asked the FTC to refrain from proposing the controversial term on the grounds that "it would seriously mislead the consumer to believe all products so endorsed were products of the highest quality ever for the month.

Though export sales of $470,000 were the lowest ever for any December, exports during the year rose above the 1961 level by 3 per cent to $7.7 million.

However, this is a considerable way behind the peak of $48.7 million of 1959, when 21.5 per cent of Pulse records were sold overseas.

- FIlM SONG

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- DISK JOCKEYS

There’ll Never Be A Dull Moment! ... with BILLBOARD ALWAYS AT YOUR FINGERTIPS

just mail request order today

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio 700
Please enter my subscription to BILLBOARD at reduced rate of $35.00 for one year...

Company Name
Address
Type of Business
City
State
ZIP

Above subscriber rates are for U.S., Canada and Europe. Other overseas rates available.

- BE THE FIRST

To introduce tomorrow’s hit tunes—Today!

Subscribe Now

By BILLBOARD

Each New Weekly Issue of Billboard gives you fresh, exciting news that will keep your listening audience.

- Kirschner Deal Nears Completion

Dimension Records, and in Columbia Pictures, with the firm of Gems in the musical area. He was joined by Lou Adler and Danny Davis from Aldon, as well as his own staff, and such Broadway musical scores, Hollywood picture music and records for Columbia Pictures.

The tie-up here between Al- don Music and Columbia Pic- tures is one of the biggest records Gems TV shows is obvious.

Negotiations between Don Kirschner and BMI have been handled by Abe Schneider and Larry Belender, Columbia Pic- tures high executives.

HOLLYWOOD — Song and copyright man Don Kirschner died here suddenly last Mon- day (18). He was 43. Miss Vestoff wrote for Joe E. Lewis, Jackie Gleason, Eddy Goy Jr. and Marty groups. This would be known as the "Dancing Old Gold Cigarette Box."
THE ORIGINAL SMASH HIT!

"LITTLE BIRD"
IS BY
THE PETE JOLLY TRIO AND FRIENDS
C/W FALLING IN LOVE WITH LOVE
C-116
AVA RECORDS

ALSO A SMASH HIT ALBUM!
LITTLE BIRD
THE PETE JOLLY TRIO AND FRIENDS
A/AS-22

Avra Records are distributed by MGM Records
ARMADA SAYS:

**Now Comes Dealers Big Challenge**

By PAUL ACKERMAN, Executive Secretary, ARMADA

The traditional record dealer has his greatest challenge. Marketing supermarkets, chains and record natural results of an expanding population and other phases of the in the last 10 years, the total dollar volume of the record business has quadrupled. But for many segments of the industry—mail manufacturers as well as dealers and distributors—it has become more difficult to achieve a profit.

One of the key elements in this situation is the traditional dealer. Perhaps he, more than any other facet of the industry, has been hardest hit by the marketing evolution, and upon his ability to cope with conditions depends not only his own survival but also the health of the industry at large.

What are his chances, and what must be done if the industry during the past five years has met his roughest test. He now faces patterns have changed and the competition of racks, discount stores, clubs from a large degree of the industry seeking to tape new markets while keeping up with shifts in the continuing socio-economic evolution. During this evolution, notably

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**ARMADA BOWS DEALER SERIES**

This is first in a series of articles written at the invitation of Billy Davis, the executive secretary of American Record Merchandisers and Distributors Associations (ARMADA). These articles will summarize the current condition of retail record dealers and will explore their needs and the steps which can be taken to take full advantage of their promotional and merchandising opportunities.

We are grateful to the author and ARMADA for this material.

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**‘Oscar’ Songs**

**NEW YORK—**The Big 3, consistent performer in the Academy of Motion Picture Arts and Sciences nominations race for the past 25 years, has two tunes in competition this year. The Robbins-Fest and Miller music publishing combine represents “Love Song From Mu— tyr on the Bounty” and “Tender Is the Night” which have been nominated for the Best Song Award in the 1965 competition. At least one Robbins, Fest or Miller song has been in the race since 1936 with a total of 42 Big 3 tunes nominated in all. Five have won the Best Song Award.

The firm also has a streak going in the Rhythm and Blues category for 25 years. Some 74 Big 3 Best scores have been nominated and 11 have taken the top prize. This year Big 3 is represented by “Mutiny on the Bounty” score.

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**Reprise Makes Move into C&W**

**HOLLYWOOD—**Frank Sinatra, the popular song man, has moved into the country and western field, and last week signed Del Reeves to a contract. Reeves’ first c.d. move was with Decca before.

The label last week expanded its pop artist roster with Del Reeves, who is a major star in Western music.

**National Geographic Replaced at Last**

**BOSTON—**Special musical programs will be made available from one of the nation’s waiting rooms in conjunction with the new closed-circuit medical radio program to be offered by Westinghouse’s WEEI.

The service will be a pilot project to broadcast over multiplies of radio facilities, including news, information, and education services, all with channel receivers in doctors’ of fices, as well as the special musical fare for waiting pa- tients.

The system will be physician-endorsed with additional

**Big 3 Acquires Big British Hit**

**NEW YORK—**Big 3 Music has acquired the rights to the Big British hit, "Diamonds." To date there have been five U. S. recordings of the tune, which was first recorded by Louis Francis, Day & Hunter. The hit version in the British Isles was by Jet Harris and Tony Meehan, released here on Lon- don. Other versions are by Don Costa (Columbia), Baddy Har- man (Mercury), Barney Kessel (Reprise), and Billy Mure (Riv- erboat). The tune is being handled by the Robbins Music wing of the Big 3.

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**Advance Brisk For Star Show**

**NASHVILLE—**Brisk advance sales promise s.o. crowds for a star-packed c.d. show to be staged March 31 at SESAC Mu- nicipal Auditorium in Memphis.

Shelby Snyder, who is pro- moting the show with Oscar Davis, said the package will play two performances in the 3,000-seat auditoriums. Early sales reports indicate a com- plete sellout for both shows, Snyder said.

Included in the package are Ray Price, Faron Young, Flatt and Scruggs, Kitty Wells, Grandpa Jones, Minnie Pearl, Stonewall Jackson, Billy Gramm- mer, Roger Miller, Sketer Davis, Johnny Wright and the Tennessee Mountain Boys. Red Sovine, Ralph Emery and Eddie Bond.

Davies only recently completed a highly successful package tour in the West in conjunction with the Ray Price Enterprises.

Essentially the same group, but in a different configuration, will be presented at the Grand Ole Opry, April 21 at the Fairgrounds Coliseum.

The package will play Cobo Hall in Detroit on May 5. The Detroit stunt will include three shows in the 12,000-seat hall.

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**SESAC Suites To Offer C&W**

**NEW YORK—**A number of outstanding country and western recording artists, including Bill Anderson, Roy Drusky, Darrell McCall and the Blackwood Brothers have been added to the roster of entertainers who will perform at the SESAC’s Celebrity Suite at the NAB Convention, March 31-April 3, being held at Conrad Hilton Hotel, Chicago.

Among those scheduled to perform in the SESAC suite are songwriters Betty Madigan, Rich- ard Morgan, Woody Herman and Bill Snyder.

Broadcasters will be able to tape interviews with any of the artists for use on their local radio stations throughout the country.
ANTHONY NEWLEY

THERE'S NO SUCH THING AS LOVE

LONDON RECORDS

ANTHONY NEWLEY

THERE'S NO SUCH THING AS LOVE

SHE'S JUST ANOTHER GIRL

ANTHONY NEWLEY (London 5201)

The multi-talented English star follows his making hit version of "What Kind Of Fool Am I" - from his "Stop The World..."

with two strong ballad weepers. They're the soft beat cha cha, "There's No Such Thing As Love," and the enchanting filter, "She's Just Another Girl" that Newley and the Billy Mure are chorus wrap in most attractive manner. Superb double-decker.

CATERINA VALENTE

LA MALAGUEÑA

LONDON INTERNATIONAL

New Releases...starting to move

THE BACHELORS

CHARMAINE

B/W OLD BILL

9584

BILLY FURY

LIKE I'VE NEVER BEEN GONE

B/W BECAUSE OF LOVE

9594

A great new recording of a smash standard

GRACIE FIELDS

NOW IS THE HOUR

9582
LEGIT REVIEW
It's Scarlett In Red Face

Despite an outstanding performance by direction of Aumont and a characterization by Vivian Leigh which was de- lightfully true to the period, the new musical version of "Scarlett," which opened in New York last week, must be assessed negatively. With little to criticize, the show are a weak score, outdated storyline book and uncur- rent directs. Not even the glamour of the names of its prin- cipals could convince us that this is anything more than a cash grab. Not only are the actors at their worst in this play, but the overall production seems to be a thinly veiled attempt to cash in on the success of a recent film. The result is a lavish but empty show that fails to capture the true spirit of the novel.

Talent on Tour

(Amusingly, his lawayer after getting a suspension for his role in a recent assualt charge in a New York criminal court): "Don't call me a jazz musician. I'm just a mu- sician, man. A composer."

Charlie Mingus (admissionning)
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 COMPONENT MFR'S SAY:

Milton D. Thalberg, SONY CORP. OF AMERICA, New York, N.Y.
"... the new Dynagroove records... are excellent..."
"They were tested on a very fine hi-fidelity system and I found them free of surface noise and distortion"

Haskel A. Blair, UNIVERSITY LOUDSPEAKERS, White Plains, N.Y.
"They are without question the finest records... their dynamic range, their quietness and clarity of reproduction are outstanding... Dynagroove will move way out in the competitive market..."

E. S. Miller, SHERWOOD ELECTRONIC LABS, INC., Chicago, Ill.
"Excellent in every respect! Good dynamic range, low distortion, noise-free record surface."

Robert Schnetterer, HARTLEY PRODUCTS CO., New York, N.Y.
"... the perfection of the new Dynagroove method of recording... should set the industry on its ear..."... recommending this entire series for... demonstrations with our speakers."

Harry Norman, ROCKBAR CORP., Mamaroneck, N.Y.
"... Dynagroove records... proved remarkably realistic in sound; "You fellows really have a tremendous and dynamic entity, in the 'Dynagroove' method of recording."

A. A. Hart, PRECISION ELECTRONICS, INC., Franklin Park, Ill.
"... RCA has reached a new peak in high fidelity reproduction from records. They are the closest thing to master tape that my ears have heard..."

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

DYNAGROOVE
THE NEW SOUND BY RCA VICTOR
Everybody Loves Mel Torme

NEW YORK—Mel Torme is a veteran singer who had a solid loyal following of fans and disc jockeys and would start respectable clubs for respectable money at respectable times in the year. All of this loyalty and respect has been put to the test by Torme's biggest hit in many years, "Comin' Home Baby." On Atlantic Records.

According to the singer, "baby" has had its biggest effect on Europe, where the disc jockeys capricious world. "Top 40 and pop jockeys who wouldn't have touched me with a 10-foot pole six months ago, are playing the 'Comin' Home' follow-up, 'Cast Your Fate to the Wind.'

But Torme points out that a few of the jockeys who used to program him as a "jazz pet" are now calling him a commercial sellout. "What they seem to forget,"

MEL TORME

concert at Philharmonic Hall for the Association for the Help of Disabled Artists. Conductor Erich Leinsdorf, who recently took charge of the Boston Symphony Orchestra, has been awarded the Grand Prix du Disque for his RCA Victor recording of Wagner's "Die Walküre." "Murry Kame, personal to gauge on the McGuire Sisters, announces that they have signed representation contract with several New York labels. Also on the Straight line are the McGuire Sisters, whose future records will be produced by Teddy Vann (for Atlantic, signed). Announcement comes from Joe Kobly, who is hot on their latest release, "Row, Row, Row." . . . There is some very friendly government going on by the New York State Council on the Arts. A detailed survey is under way to determine the most effective means of State support for orchestras. Nice big brothers!

BARRY KITLISON

SAN FRANCISCO

Big shingled at the Mark Hopkins (13th) to mark release of Gerry Raffi's first light classical vocal LP for MGM. As hotels were Karl C. Weber, Austrian Consul, George Killion, MGM board of directors member, and Jesse Kaye, West Coast vice-president, MGM Records. . . . Rosemary Clooney is at the Venetian Room of the Fairmont Hotel this week for a three-week engagement. Her first appearance in San Francisco. . . . Dick Stewart made such a smash hit at his opening at New Fack's—the biggest in the history of that night club—that he is scheduled for a long engagement. The KPIX TV star is taking his night club debut, and will soon record his second record . . . A unique new broadcast show "for young adults" has just been opened on Bush Street called "The Million Dollar. It will feature top name recording stars appealing to young group, and is further distinguished by the fact that it serves only soft drinks within Manhattan exotics. . . .

"Outstanding Instrumental Sound That Could Push This Group Into the Headlines"  

Bill Gavin

Kilimanjaro

by the

QUARTETTE TRES BIEN

Currently — Apollo Theater, NYC
one for the money/two for the show/three to get ready/watch these four go!

The Greatest Hits of the Golden Groups

Bobby Vinton

Sings the Goodies!

I'll Remember

In My Life When I Was Young

Over The Mountain

Teardrops

A Thousand Miles Away

Goodnight My Love

Silhouettes

Only You

Earth Angel

Tears On My Pillow

My Special Angel

Sincerely

The Great Pretender

A new concept from Clark Race, KDKA, for all-time best sellers!

The first album containing the hit single!

Hackett gives

Oliver a new twist!

The best of the current chart singles!

EPIC for quick profits
D'ligott, who never quite fulfilled himself in such varying careers as waiter, newspaper copy boy or career in music, turned to his many current careers (recording man, club operator, talent manager and concert promoter) only five years ago, after finding himself a concert promoter and producer. With even this short span of experience tucked under his straining belt, the man who produced the first folk festivals in Greenwich Village has watched a veritable honky-tonk gallery of talent pass before his eyes. He has also developed pronounced ideas about the folk music scene.

**Beats Out Now**

He looks back on the beatnik era, as nothing but entertainment. But current events, he feels, are a matter of the beatnik concept in a way that was truly imaginative of some of the critics. But whatever it was, it's all behind us, thank God, and today we're strong, solid and varied."

D'ligott disagrees almost violently with those who talk of purity in the folk field. "I don't believe in purity as such," he maintains. "To call something pure is not determining whether it's good or bad. There is no such thing as purity because all music represents evolution and a blending of styles. The simplest example I can give is the fact that the music coming out of Nashville today is by no means the same kind of thing that came from there 10 years ago or even five years ago. Yet whatever it is, it's still called country music.

**The Big Four**

There are this year, according to the folk full picture, presentation, according to D'ligott (who added the apostrophe in his name to aid pronunciation). First is the performance itself, then the quality of the voice; the instrumental ability of the artist; and finally the material itself.

Thinking along those lines, he can quickly point out five artists who'll be hearing in the months to come. "One of these is Judy Henske, a California coffee shop development," he said. "She's a good singer and comedienne with a background in the L.A. coffee shop circuit. She's coming into the folk thing" (the Gate for three weeks)." "The folk scene isn't over yet," he added. "Ron Eiron. D'ligott sees him as "a very gifted singer, guitar and accordionist who's been writing too." He's been working the coffee shop circuit too with a little more performing experience.

(Continued on page 23)

**AIRWAVES GIVE FOLK BIGGEST PUSH YET**

NEW YORK — Folk music continued its strong showing on the air with announcement last week of a new Westhounds Folk Special and new development, the first ABC Radio "Hootenanny" series, to be aired from college campuses. Also, the Disc Jockey Syndicate, a Folk Records folk act, made their TV debut on the Andy Griffith CBS-TV show Monday, in a repeat of performance for last April.

Westhounds Broadcasting's "Call It Folk Music" have been set for airing late this month and early April on the various Westhounds stations across the nation, and is part of the station's programming for poor-lung children's special. Featured will be Barbara Dane, brother John Sellers, the Christy Minstrels and N. Y. Booking.

**Folk Singer Has a Field Day Playing the Halls of Philadelphia**

PHILADELPHIA — Folk singers continue to dominate the concert scene here. In the existing folk scene here are the two major, large, and considerable folk tribes. In addition they're the group of get-together folk artists who make local showings. "The new face," according to the Academy of Music Folk Scene (29), under the banner of attorney and promoter John Fried, principal booking agent for New York folk talents Arthur Corbison's and recently Allan Sherman's PLA Folk Program. The same local set last Friday (22) for the Kingston Trio and Peter, Paul and Mary, after setting a record for a folk concert earlier this month.

LaSalle College sponsored a folk week with Beans Lovett, folk pianist; Sister Beth then at the Old Towne Bibb, Russ MacKinnon and Susan Reed. "Skimmer Day" festivities last month at the University of Pennsylvania's venerable Franklin Field will include a presentation by the Limelites.

**Frank Fried Matches Folk & Midwest**

He started producing folk programs for ABC Radio in 1960 before he thought of folk groups. He was asked to produce the Gateway Singers, a group he had background of just about everything except producing. He was managing of the Gateway Singers and had worked in such diverse undertakings as public relations, the steel mills and market research surveys.

**Hoyt Axton, writer of the Kingston Trio's current chart item, "Greenback Dollar," will get the depth profile treatment in the upcoming W60 Productions TV show "The Big Folksinger Show" which will feature the singer-clapper gathering of many of his tunes, including "Greenback Dollar," which he also recorded himself on the Horizon label sometime back.**

**Axton has just completed a run at the Matador in Stafford, Artie's in Seattle and the Peppermint in Charleston, W. Va. ... Barry and Barry (Kane and Barry) have taken off the course of the New Chrisy Minstrels to form their own act. Recent account has them at the Coconut Grove, Carnegie Hall and on the Andy Williams show, along with the Minstrels.**

**Pete Seeger is currently at Hollywood's Oyster House.... The Contemporary Folk Group has wrapped up a month at the ice House, Pasadena... And the folk groups get bigger and bigger! Newest entry on the scene is the group known as the True Bourdangers, 28 voices strong....**

**The Charles River Boys have formed the International Group, composed of Robbins, Tishen, Shapira, Henske and Sig... D'ligott, a folk singer in his own right, who was born out of the coconut grove, Carnegie Hall and on the Andy Williams show, along with the Minstrels.**

**Immediate announcement is made that the biggest in the world of folk music, folk singer, has turned his attention to the next.**

**"I've rubbed scenes with all that folk: God, and today seems to me that the beatnik thing represents personal evolution and a blending of styles. The simplest example I can give is the fact that the music coming out of Nashville today is by no means the same kind of thing that came from there 10 years ago or even five years ago. Yet whatever it is, it's still called country music.**

**Music never stands still. There is always change from one year to the next. I think the decisive factor of goodness is the material itself. It is cheap or sometimes prejudiced, I would say.**

"I don't believe in purity as such," he maintains. "To call something pure is not determining whether it's good or bad. There is no such thing as purity because all music represents evolution and a blending of styles. The simplest example I can give is the fact that the music coming out of Nashville today is by no means the same kind of thing that came from there 10 years ago or even five years ago. Yet whatever it is, it's still called country music.

"Music never stands still. There is always change from one year to the next. I think the decisive factor of goodness is the material itself. It is cheap or sometimes prejudiced, I would say."

**There are four or five groups to the complete folk presentation, according to D'ligott (who added the apostrophe in his name to aid pronunciation). First is the performance itself, then the quality of the voice; the instrumental ability of the artist; and finally the material itself.**

"The beatnik thing represents personal evolution and a blending of styles. The simplest example I can give is the fact that the music coming out of Nashville today is by no means the same kind of thing that came from there 10 years ago or even five years ago. Yet whatever it is, it's still called country music.

"Thinking along those lines, he can quickly point out five artists who'll be hearing in the months to come. "One of these is Judy Henske, a California coffee shop development," he said. "She's a good singer and comedienne with a background in the L.A. coffee shop circuit. She's coming into the folk thing" (the Gate for three weeks)." "The folk scene isn't over yet," he added. "Ron Eiron. D'ligott sees him as "a very gifted singer, guitar and accordionist who's been writing too." He's been working the coffee shop circuit too with a little more performing experience."
PATSY CLINE’S
WALKING AFTER MIDNIGHT
HER MILLION SELLER RE-RELEASED
ON EVEREST #2020

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IN MEMORIAM—PATSY CLINE
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THE ORIGINAL HIT VERSION
JIMMY HOLIDAY’S
“HOW CAN I FORGET?”
EVEREST #2022

EVEREST / THE FIRST IN 35MM SOUND
Bernie Solomon: President • Murray Cohen: Vice President-General Mgr.
By NICK BIR0
(Chicago Office)

Sue Records' Jimmy McGriff is back in New York following a Midwestern tour. Sue claims his "I've Got a Way" LP sold over 80,000 in three months. Another LP is coming in April.

Sue's Barbara George is expecting a child momentarily.
3 YEARS IN A ROW!

PICKWICK INTERNATIONAL
thanks the N.A.R.M. for the award for the
best selling economy priced record line
for the third year in a row

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STED Bill business done by appearance there and deejay Charlie Phillips, boys which kept him inactive, has revived his Rambling Play-tour.

KCUL D. J. WEXL KFMJ

Col. Bob Steele Dave Loren Joe Hilda

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Records agent, Bod

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IHS 601

D. J. WORC- Worcester, WEEN

To move Deep South Spot Promotion, City of

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DRM 1432

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DRM 1426

LET'S TALK THINGS OVER

IN MY TIME

BOB TAYLOR

JOHNNY STILLS

THE WEBSTER BROTHERS

IHST 601

GETTING BIG ACTION!

Billboard SPECIAL SURVEY

FOR WEEK ENDING 3/20/63

1 1 DON'T LET ME CROSS OVER . 17
Carl Butler, Columbia 42593
2 2 FROM A JACK TO A KING . 14
45 134 128
5 5 HOW'S THIS FOR LOVE . 15
Jim Reeves, RCA Victor 1817
3 3 SECOND HAND ROSE . 15
5 5 HOW'S THIS FOR LOVE . 15
Jim Reeves, RCA Victor 1817
6 6 STILL . 5
7 7 BILLARD OF JEL-COMPT . 17
Lester Flatt and Earl Scruggs, Columbia 42606
8 8 THE YELLOW BANDANA . 5
20 25 20
Country TV Spec Set for Showing In 15 Markets

CINCINNATI—A 90-minute country music spectacular, "Music From the Heart of America," video taped recently at WSIX-TV, Nashville, is slated for showing in 15 key Southern and Southeastern markets, 7:30 to 9 p.m, Thursday, April 18, with Southern Nitrogen Company, Savannah, Ga., picking up the tab.

Billboard & C.W. chart-maker promises to be Beavers' biggest hit. The disc is distributed nationally by J. O'Neal.

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**COUNTRY MUSIC CORNER**

continued from page 20

Dominion Barn Dance," featuring Shirley Hunter, Pete Pike and the Vandergrift Brothers, include Wilson, N. C.; Gloucester, Va.; Mannington, W. Va.; Uniontown, Pa.; Centre Hall, Pa.; Newmanstown, Pa.; Schen- neck, Pa.; Palmyma, N. Y., and Baitbridge, N. Y. Unit is also set for the Shenandoah Apple Blossom Festival, Winchester.

**Trade Dinner Dance Planned for Denver**

DENVER—A dinner-dance to cement closer relationships in the country music industry and to honor C&W deejays for their support in furthering country music, is planned for the Four Seasons night club here May 6. Everyone associated with country music is invited to attend, according to Gladys Hart, head of C&W Record Promotion here, one of the originators of the dinner-dance idea.

The dinner will be preceded by a roundtable discussion to find better ways and means to promote country music, and Miss Hart and her staff will be on hand to promote new C&W releases, as well as established artists and labels.

Heading the entertainment committee for the affair are Kurt Cox, of the Colortone Recording Studios here, and Tony Lombardo, Denver songwriter. Members of the country music trade are invited to write to Homer Fike, Fike Music Enterprises, Continental Terrace Building, Denver, for full information and tickets.

Va., and the Tobacco Festival in Richmond. Pete Pike, heard on the radio by many in the area, has just cut a new album titled "Pete Pike Sings Bluegrass." The Vander- grift Brothers wax for King Records and are regulars on the "WWVA Jamboree." Wheeling, W. Va.

Neal Merritt, program director at KOPY, Alice, Tex., reports that the station, in co-operation with the Alice Chamber of Com- merce, is sponsoring a Country Music Association-sanctioned National Championship Old-Time Fiddlers contest to be held in the Alice football stadium April 26-28. Prizes totaling $1,000 will be awarded, Merritt says. First-place winner will get $500 in cash and a recording pact with a major label. Second, third and fourth-place winners will also be awarded cash prizes. Those wishing to enter the contest are asked to send $5 registration fee, along with their name and address, to the Chamber of Commerce, 612 East Main Street, Alice, Tex. Contestants may also register after their arrival in Alice. Dead- line is April 20.

Tex Ritter and Johnny Bond have engaged the veteran song- writer, Eddie Miller, to represent them in Nashville for a two- week period beginning March 28, in the interest of their Video Publications, Inc., with head- quarters in Burbank, Calif. Ed- die, who has to his writing credit such standards as "Release Me," "The Bible Song," "After Lov- ing You," "Three Cigars in an Ashtray" and "Same Ole Town," will make his Nashville head- quarters at the Vidor and Red River Songs office in the Capitol Building, 866 16th Avenue, South. Eddie's wife Barbara, who also writes, will accompany him on the trip.

Joy Copeland, veteran C&W entertainer who suffered a heart attack February 22 while appearing in Gainesville, Fla., is convalescing at his home, 2713 Mineola Drive, Lakeland, Fla. Jay will be out of action for several months and would appreciate hearing from friends. . . . Kathy Dee, now heard on the United Artists label, comes off the promotional trail to play an engagement at the State Thea- ter, Niagara Falls, N. Y., April 6. The date will be bracketed with other appearances in the same sector.

**WITH THE COUNTRY JOCKEYS**

continued from page 20

together with Ruth Charon, has organized a Question and An- swer Corner, wherein Ruth an- swers questions sent in on coun- try music artists, records and songs. She answers questions over the air on the artist in dis- cussion, and Chris spins the re- quest tune. They report good reception to the idea. George (Country Boy) Fleming conducts "The George Fleming Show" on KMAK, McKinney, Tex., from 12:45 p.m. to 3 p.m., Monday through Saturday, spotting all C&W music.

"Teen-agers in this Texas Coastal Bend country are going for country music in a big way," writes Neal Merritt, of KOPY Radio, Alice, Tex. "First," con- tinues Neal, "we were lucky in hiring Jack Page," ex-KENS, San Antonio, country music deejay, to handle the turntables from 7 to 11 p.m. As soon as Jack takes the air each night, the phone starts ringing and never stops. The requests are all for country music and nine out of 10 calls are from teen-agers. This is phenomenal, as there are Top 40 stations, in Corpus Christi, just 40 miles away, that boom into Alice with rock and roll, but the kids are beginning to prefer country music."

Uncle Len Ellis recently aired his first C&W program over the WIP, Dublin, Pa., III. The platter show is heard over the Chicagoland area daily from 8:30 to 9:30 p.m. Together with his regularly scheduled country music programs on WWCA, Gary, Ind., heard daily from 11 p.m. to 1 a.m., and Saturdays, 9 a.m. to 5 p.m., it gives Ellis a total of 23 hours of country mu- sic weekly in the Chicago terri- tory. Len has been spinning country records since the early 50's. . . . Vernon Stewart, c.w. deejay on KKRX, Russellville, Ark., has a new country release on the Vee Jay label, "The Way It Feels to Die."

Tom Lindquist, of the Oberlin College Student Network, Ober- lin, Ohio, writes: "For the past several months I've been en- gaged in trying to make coun- try-type music click here at the college. Our folk-bluegrass shows and my two-country-bluegrass acts add up to about one-eighth of the station's programming. The problem we face, of course, is that of records. A mention in your column would be a great help to us..." . . . After 40 years' service, Station KVOR, Colorado Springs, Colo., is program- ming country music for the first time. The lad responsible is veteran jockey Norm Tester, formerly heard over KPIX in the same city. Norm is doing a country show from 4 to 6 p.m., six days a week.

**LENCO RECORDS Release #NX 5565**

"You Never Miss Your Water" (Till the Well Runs Dry)

by "Little Esther" Phillips & "Big Al" Downing

**BOB LUMANS**

"Interstate Forty"

**HICKORY 1201**

**On Route To Being A Hit!**

What's "BIG" and "Little" and groovy all over...

...and still getting BIGGER?

What's "BIG" and "Little" and groovy all over... and still getting BIGGER?

**LENCO RECORDS Release #NX 5565**

"YOU NEVER MISS YOUR WATER" (TILL THE WELL RUNS DRY)

b/w "IF YOU WANT IT" (I'VE GOT IT)

by "LITTLE ESTHER" PHILLIPS & "BIG AL" DOWNING
SINGLES SPOTLIGHT
WINNERS OF THE WEEK
Pop single spotlights are three singles with the greatest potential for becoming top sellers. These are chosen from the Billboard Record Review Panel, to achieve a listing in the Top 10 of Billboard. Single spotlight winners are selected to show their potential to become top sellers in their respective categories.

POP SPOTLIGHT
ADAM CHARLES
SOMEBODY ELSE'S GIRL
(Ann, BMI) (1:55) - 16409

The young singer can handle a bouncy pop number with ease and gives the record a strong, star quality with his smooth, mannered style. This is a strong candidate for a No. 1 hit in the fun pop category.

POP SPOTLIGHT
DEL SHANNON
TWO KINDS OF TEARDROPS
(Visconti, BMG) (2:39)

Del Shannon is up to his old and commercial vocal tricks on this new recording. Toppier speaks in a rather sinister manner and laments, while the flip shows off Shannon's ballad style in a way that should also appeal to the mass market.

POP SPOTLIGHT
ROBERT GOULET
TWO OF US
(Cheswick, ASCAP) (2:42)

(These Are) The Closing Credits
(Integrity-Newton, ASCAP) (2:41)

Robert Goulet's music, most recent tunes, should go far for the title tune from his best selling album, "Sings The Music of the World." The flip is "Academy Award" (Sparrow-Visconti, BMI) (2:46).

POP SPOTLIGHT
EDDIE ARNOLD
YESTERDAY'S MEMORIES
(Powell, BMI) (3:40) - 40658

This hit song is a rocking version of "Goodnight Irene" that can appeal to a young and older group. The song is interesting and catchy, and will be popular with fans of rock and roll.

POP SPOTLIGHT
JIMMY REED
SHAME, SHAME, SHAME
(Concord, BMI) (3:40) - 30509

A mighty strong blue number by Jimmy Reed and it's all done to a style, a style that should win some fans as a No. 1 hit, as is the case with some others.

C&W SPOTLIGHT
GEORGE JONES AND MELBA MONTGOMERY
UNTIL THEN
(Album, BMI) (2:53)

The great George Jones works another excellent piece from Robert Stigwood's production company, "Prometheus," and Melba Montgomery is a surefire hit with a duet on a country ballad. This is a strong candidate for a No. 1 hit in the country category.

C&W SPOTLIGHT
Tommy Dee
MISSING ON A MOUNTAIN
(Heart, BMI) (3:57) - 30117

There has been too much cover material on the subject of the rock and roll hit that this new C&W recording will appeal strongly to the fans of country music. This is a surefire hit in the country category.

C&W SPOTLIGHT
RUSTY ADAMS
ANGELS FROM THE OXY
(Tied, BMI) 152

R&B SPOTLIGHT
J. LEE HOOKER
FRISCO BLUES
(Concord, BMI) (2:46) - 40493

This record is a good example of the Hoochie Coochie Man, and it is a strong candidate for a No. 1 hit in the rhythm and blues category. The flip is "Loves Me Like A Lover" (Jr. Lee, BMI) (2:40).

POP SPOTLIGHT
SHERMAN & THE TELSTARS
A LOTTIS LIMBO
(Pocono, BMI) (2:30) - 40426

Strong, promising instrumental work on the rockabilly genre. The song is a real hit with the kids and this coupling could go either way. Watch both sides.

SINGLE REVIEW POLICY
When employing the single review policy, the criteria for selecting singles for review is based on the Billboard Record Review Panel's ratings of singles, which are derived from national airplay, sales, and public opinion. The selected singles are chosen from the Billboard Record Review Panel's list and are rated accordingly.

POP OP SEASONS
THE 4 SEASONS SING
You've Had The Best
Vee Jay VJP 902

Here's an EP that could sell like a single. The top pop singles group in the country, coming through with some of their finest performances of hits old and new. This EP has a definite commercial appeal. The flip shows off the group's harmony in a brand new hit.

POP SPOTLIGHT
KINGSTON TRIO
REVEREND MR. BLACK
(Bow-Bow-Bow) (2:01) - 31519

Capitol 4051

Here's a powerful little trio from the Kingston Trio who should keep them high on the charts. It's a group with a touch of "Big John" and a touch of "Do-Oh," in this case it is "Big Good Lord." The flip is "One More Row" (Consort, BMI) (2:46).

POP SPOTLIGHT
BUDDY HOLLY
BO DIDDLEY
(ABC, BMI) (1:56)

True Love Ways
(No Val, BMI) (2:47) - 50087

An exciting version of the old folk hit by the late Buddy Holly that could turn into a solid seller. The flip is a warm ballad that could be a big hit in Europe.

POP SPOTLIGHT
MARION WORTH
CRACKY ARMS
(Chapelle) (2:46) - 31507

Marion Worth has a solid following as her hit "Shake the Bottle" with this winning recording of the old R&B hit "Cracky Arms." She sells it meaningfully. Flip is "Love's Love" (Alfred, BMI) (2:30).

POP SPOTLIGHT
THE TIP TOPS
OO-KOOK-A-BOO
(Revelation, BMI) (2:50) - 40866

Here's a cute, bright record group sound, with the girls doing a rocking reading of a tune with tough style and the old-fashioned sound. The flip is "I'm Gonna Be Your Baby" (Cannon-Visconti, BMI) (2:44).

POP SPOTLIGHT
THE HEARTBREAKERS
IT'S HARD BEING A GIRL
(Chappelli, ASCAP) (2:18) - 31329

The young femme fatale will surprise fans with her charm and her style as the group's leader of the hit, with a narrative title to follow in a radio-ready record. Let's see if the flip can win some fans as well. The result is an interesting and catchy flip.

POP SPOTLIGHT
THE CONTOURS
DON'T LET HER BE HAPPY
(Jubilee, BMI) (1:49) - 30574

Here's a strong rocker style, pitched much like the group's earlier hit, with a narrative title to follow in a radio-ready record. Let's see if the flip can win some fans as well. The result is an interesting and catchy flip.

POP SPOTLIGHT
THE CHALLENGE
FOUR STAR SINGLES
(Challenge) (2:10) - 30589

The four-star single is a good example of the commercial pop sound with a strong opening and a title to follow it as well. The result is an interesting and catchy flip.

POP SPOTLIGHT
THE PLATTERS
FIVE LOVELY LADIES
(Platter, BMI) (2:45) - 30593

This hit song is a good representation of the group's style and it should win some fans as a No. 1 hit, as is the case with some others.

POP SPOTLIGHT
JACKIE DILLON
HAPPY LADY
(Royal, BMI) (2:30) - 30592

Happiest hit song ever to be released by Jackie Dillon and it's all done to a style, a style that should win some fans as a No. 1 hit. The flip is "I'll Never Be Lonely Again" (Jubilee, BMI) (2:55).

POP SPOTLIGHT
THE VOOGUES
MAMBO IMPERIAL
(Andover, BMI) (2:35) - 30591

A mighty strong record by the group and it's all done to a style, a style that should win some fans as a No. 1 hit, as is the case with some others.

POP SPOTLIGHT
JACKIE GIBBS
IF I'M LIVING
(ABC, BMI) (2:47) - 30590

A mighty strong record by Jackie Gibbs and it's all done to a style, a style that should win some fans as a No. 1 hit, as is the case with some others.

POP SPOTLIGHT
BONNIE DODGE
SINGING BABYS
(ABC, BMI) (2:35) - 30588

This hit song is a good example of the commercial pop sound with a strong opening and a title to follow it as well. The result is an interesting and catchy flip.

POP SPOTLIGHT
THE CHALLENGE
FOUR STAR SINGLES
(Challenge) (2:10) - 30589

The four-star single is a good example of the commercial pop sound with a strong opening and a title to follow it as well. The result is an interesting and catchy flip.

POPULAR
MY MONGREL
(Chappelli, ASCAP) (3:25) - 30587

This hit song is a good example of the commercial pop sound with a strong opening and a title to follow it as well. The result is an interesting and catchy flip.

POPULAR
I'M GONNA BE YOUR BABY
(Cannon-Visconti, BMI) (2:46)

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# Dot Records

## The Nation's Best Selling Records

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<tr>
<th>A Swingin' Safari</th>
<th>Baby Elephant Walk</th>
<th>Golden Hits</th>
<th>Greatest Organ Hits</th>
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<tr>
<td>Billy Vaughn</td>
<td>Lawrence Welk</td>
<td>Pat Boone</td>
<td>Jerry Burke</td>
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<th>Moon River</th>
<th>Gravy Waltz</th>
<th>The End of the World</th>
<th>Greatest Golden Hits</th>
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<tr>
<td>Lawrence Welk</td>
<td>Steve Allen</td>
<td>The Mills Bros.</td>
<td>The Andrews Sisters</td>
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<tr>
<th>Greatest Golden Hits</th>
<th>I Love You Truly</th>
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<tr>
<td>The Mills Bros.</td>
<td>Pat &amp; Shirley Boone</td>
</tr>
<tr>
<td>DLP 25452</td>
<td>DLP 3452</td>
</tr>
</tbody>
</table>

## Best Selling Singles

- Pipeline
- Hot Pastrami
- Gravy Waltz / Preacherman
- Granny's Pad / Blues Bouquet
- Sorry (For The Way I Treated You) / Boss Strikes Back
- I Wonder Where You Are Tonight / Dream Girl
- Diamond Head / How The West Was Won
- Meditation / Days of Wine And Roses
- Blue (THE ORIGINAL!)
- Heartaches / Happy Melody
- Face in A Crowd / Lonely Tears
- Boss
- The End Of The World / Big City
- Release Me / My Smoky Mountain Home
- Tia Juana Ball / Here Comes Mr. Love

- Chantay's
- The Dartells
- Steve Allen
- The Viceroy's
- The Rumble's
- George Cates
- Pat Boone
- Bill Lindsay
- Jimmie Rodgers
- The Rumbles
- The Mills Bros.
- Bill Vaughn
- Bill Giant
<table>
<thead>
<tr>
<th>Title</th>
<th>Composer-Publisher</th>
<th>Weeks</th>
<th>Chart</th>
<th>Year</th>
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<tbody>
<tr>
<td>1. HE'S SO FINE</td>
<td>Charton, Larry</td>
<td>4</td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>2. OUR DAY WILL COME</td>
<td>Rodger, Hal</td>
<td>6</td>
<td></td>
<td>1960</td>
</tr>
<tr>
<td>3. END OF THE WORLD</td>
<td>Sumr, Norman</td>
<td>6</td>
<td></td>
<td>1959</td>
</tr>
<tr>
<td>4. SOUTH STREET</td>
<td>Appling, Matt</td>
<td>9</td>
<td></td>
<td>1948</td>
</tr>
<tr>
<td>5. RHYTHM OF THE RAIN</td>
<td>Garner, Nelson Jr.</td>
<td>9</td>
<td></td>
<td>1951</td>
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<tr>
<td>6. YOU'RE THE REASON I'M LIVING</td>
<td>Davis, Alvin</td>
<td>9</td>
<td></td>
<td>1953</td>
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<tr>
<td>7. BABY WORKOUT</td>
<td>Wilson, Max</td>
<td>2</td>
<td></td>
<td>1960</td>
</tr>
<tr>
<td>8. OUR WINTER LOVE</td>
<td>Wells, Ben</td>
<td>5</td>
<td></td>
<td>1963</td>
</tr>
<tr>
<td>9. IN DREAMS</td>
<td>Butler, Ray</td>
<td>6</td>
<td></td>
<td>1957</td>
</tr>
<tr>
<td>10. BLAME IT ON THE BOSSA NOVA</td>
<td>Davis, Alvin</td>
<td>7</td>
<td></td>
<td>1962</td>
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<tr>
<td>11. WALK LIKE A MAN</td>
<td>Coryell, J.</td>
<td>9</td>
<td></td>
<td>1954</td>
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<tr>
<td>12. WHAT WILL MY MARY SAY</td>
<td>Snider, Sidney</td>
<td>7</td>
<td></td>
<td>1962</td>
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<tr>
<td>13. I WANNA BE AROUND</td>
<td>Casady, John</td>
<td>6</td>
<td></td>
<td>1961</td>
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<tr>
<td>14. ONE BROKEN HEART FOR SALE</td>
<td>Blackwell, Scott</td>
<td>6</td>
<td></td>
<td>1956</td>
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<tr>
<td>15. LAUGHING BOY</td>
<td>Robinson, Bob</td>
<td>2</td>
<td></td>
<td>1956</td>
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<tr>
<td>16. ALL I HAVE TO DO IS DREAM</td>
<td>Bryant, Bud</td>
<td>3</td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>17. RUBY BABY</td>
<td>Lisner, Joseph</td>
<td>9</td>
<td></td>
<td>1960</td>
</tr>
<tr>
<td>18. DO THE BIRD</td>
<td>Applet, Marn</td>
<td>2</td>
<td></td>
<td>1948</td>
</tr>
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<td>19. PUFF</td>
<td>Davis, Alvin</td>
<td>1</td>
<td></td>
<td>1953</td>
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<td>20. CAN'T GET USED TO LOSING YOU</td>
<td>Parness, Sam</td>
<td>1</td>
<td></td>
<td>1954</td>
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<tr>
<td>21. LET'S LIMBO SOME MORE</td>
<td>Parness, Sam</td>
<td>5</td>
<td></td>
<td>1954</td>
</tr>
<tr>
<td>22. WILD WEEKEND</td>
<td>Applet, Marn</td>
<td>8</td>
<td></td>
<td>1948</td>
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<td>23. DON'T SET ME FREE</td>
<td>Jonas, James</td>
<td>8</td>
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<td>1955</td>
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<td>24. TWENTY MILES</td>
<td>Love, Marn</td>
<td>2</td>
<td></td>
<td>1960</td>
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<td>25. HEY PAULA</td>
<td>Garfield, Eddie</td>
<td>11</td>
<td></td>
<td>1956</td>
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<tr>
<td>26. YOUNG LOVERS</td>
<td>Johnson, John</td>
<td>1</td>
<td></td>
<td>1954</td>
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<tr>
<td>27. FOLLOW THE BOYS</td>
<td>Davis, Alvin</td>
<td>2</td>
<td></td>
<td>1953</td>
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<td>28. DON'T SAY NOTHING BAD ABOUT MY BABY</td>
<td>King, Goffin</td>
<td>1</td>
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<td>1948</td>
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<tr>
<td>29. MR. BASS MAN</td>
<td>Cannon, John</td>
<td>1</td>
<td></td>
<td>1954</td>
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</tbody>
</table>

**HIT BOUND! SANDRA THE VOLUMES**

*Jubilee 3446*

Nationally distributed by JAY-GEE RECORD CO., INC. 310 W. 48th St., N.Y. 3, N.Y.

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**LITTLE BAND OF GOLD**

*Atlantic 2181*

**Joy 274**

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**ROYAL ROLL OF HITS**

*TRADE MARK REG.*

**THE NATION'S TOP TUNES**

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

**RECORDINGS AVAILABLE**

(Best Selling Record Listed in Bold Face)

1. HE'S SO FINE — Charton, Larry 3152.
2. OUR DAY WILL COME — Snider, Sidney 2014.
4. SOUTH STREET — Appling, Matt 1201.
6. BABY WORKOUT — Wilson, Max 4067.
7. OUR WINTER LOVE — Wells, Ben 13323.
8. IN DREAMS — Butler, Ray 42666.
9. BLAME IT ON THE BOSSA NOVA — Davis, Alvin 42662.
10. WALK LIKE A MAN — Coryell, J. 42663.

**NOTES**

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

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

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

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• 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

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Chicago Convention, March 31 through April 4 . . . with free distribution of this special "Programming & Talent" issue to all Convention attendees.

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• Top artist background material for deejay "chatter"
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FORMAT:

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"tom Cat"

C/W "SHOES"
VRS-35019
45 RPM
ORDER NOW
FROM YOUR VANGUARD DISTRIBUTOR

ERIK DARLING
LYNNE TAYLOR
BILL SVANOE
BILLBOARD SPOTLIGHT PICK
Lawrence Welk. Out DLP 3510 (M). DLP 735700 (S)

Work has been repeatedly successful with chart album contenders and this one, patterned on his well-established formula of rhyming tales, should be a repacker. Nice arrangements, sometimes non-verbal, and applied to the likes of "Oh!维尔 Lovers," "The Reason You're Lyring," "The Fish of the Sun," those of Wine and Roses," etc. Strong programming material here.

1963'S EARLY HITS:
LAWRENCE WELK

Our Winter Love - "The Reason I'M Living" What Will Mary Say? - "The Day of the Nile" All I Have to Do Is Dream - "Walk Right In" Days of Wine and Roses - "Blame It on the Breeze" New - "Vahrih of the Raw" They Told Me Too Much of You - "I Really Don't Want to Know" Alice in Wonderland

POP SPOTLIGHT
1963'S EARLY HITS
Lawrence Welk. Out DLP 3510 (M). DLP 735700 (S)

Work has been repeatedly successful with chart album contenders and this one, patterned on his well-established formula of rhyming tales, should be a repacker. Nice arrangements, sometimes non-verbal, and applied to the likes of "Oh!维尔 Lovers," "The Reason You're Lyring," "The Fish of the Sun," those of Wine and Roses," etc. Strong programming material here.

JAZZ SPOTLIGHT: THE NATURAL SOUL
Lou Donaldson. Accord 4108 (M). LPM 1188 (S)

Lou Donaldson, always a consistent jazz performer, has delivered this year's set of jazz exemplifications in the form of "The Natural Soul." A pleasing collection of oldies and newies that will appeal to the jazz aficionado. Recommended. Also, "Day Dreaming," "Touche."

CLASSICAL SPOTLIGHT: BACK MASS IN B MINOR (EXCERPTS)
Verdi Villaints. Deutsche Grammophon LPM 19300 (M). SUPREM 136 300 (S)

A splendid collection of excerpts from the grandeur of Verdi's masterworks. "Il Trovatore" and "Don Carlos" are best represented. The orchestra, conducted by Bruno Kräussig, is fine. Recommended for the Verdi lover. The "La Forza del Destino" suite, also featured, is a fine work.

RELIGIOUS SPOTLIGHT
JAN PEerce sings CANTORIAL MASTERSPIECES
Vanguard VRS 9121

The magnificent voice of baritone Jan Peerce on this disc is a joy to hear. The arrangements are much appreciated, especially in the "Mozart" and "Verdi" sections. The orchestra, conducted by Karl Richter, is a fine one. The recording is excellent, and the production is top notch. Recommended for all who enjoy classical music.

CHILDREN'S SPOTLIGHT: PETER COTTONTAIL
Disneyland DL 1014

Peter Cottontail is a little rabbit who always wears a blue bow tie and loves to play in the snow. He is a favorite among children of all ages. This album features some of the most beloved songs about Peter Cottontail, such as "Peter Cottontail," "Rabbit in the Garden," and "A Bunny's Tale." The music is upbeat and fun, making it perfect for little ears.

ALBUM REVIEW POLICY
Every album sent to Billboard for review is audited by Billboard's review team, and an independent potential is rated within its category of music. Ratings of only the outstanding LP's of the week are published, including all new albums and star review. Faithful attention is given to albums with the greatest sales potential. Full reviews are presented for Spotlight Specials or Special Pick, and all 4-Star LPs are listed under their respective categories.

COUNTRY SPOTLIGHT
Cowboy Copas sings his All-Time Hits
King 593

This package is wide and varied, boasting a collection of classic country hits. Cowboy Copas is a true legend, and this album showcases some of his most beloved songs. From ballads to Western swing, this album has something for everyone who loves country music.

POP SPOTLIGHT
NORTH STREET
The Orleans. Cameo C-1041 (M). LPM 4108 (S)

The Orleans have been consistently hot as singles artists and this latest album, featuring their current "North Street" single, along with remixed versions of great oldies, is a must-have for every fan. The band's signature sound, with its tight harmonies and upbeat rhythm, is perfectly captured in this album. A true delight for Soul music lovers.

RELIGIOUS SPOTLIGHT
PETER COTTONTAIL
Disneyland DL 1014

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POP SPOTLIGHT
OUR DAY WILL COME
Ruby & the Romantics. Imperial KL 4734 (S)

This solid pop group has a mighty entertaining LP. They have, so to speak, "charted" a short time ago. "Our Day Will Come." The album is packed with standard and recent hits, some in a soft but lovely mode, and others with a little more rhythm and excitement. The group is well-placed on a high note with a tight, beseeching quality. The "Shangri-La's Is Our Day," "Our Day," and "Our Day," are a few of the shining tracks.

CLASSICAL SPOTLIGHT
Mozart: Piano Concertos 8 & 7
Wilhelm Kempff. Pion, Deutsche Grammophon LPM 18812 (M). SLPM 108 912 (S)

Kempff's playing of these concertos is a triumph. The early No. 8 is given a fine and authentic performance, and No. 27 is a triumph of the master. The orchestra, conducted by Fritz Reiner, is fine. The recording is excellent, and the production is perfect in accord with Kempff's approach. His interpretation is one of the best in all versions.
CRITICS ACCLAIM!
6 best-selling new Mercury albums

**Top Hits!**
- Go Away Little Girl
- Walk Right In
- Little Girl
- I Left My Heart In San Francisco

**Pop Spotlight**
Today's Top Hits!
David Carroll & His Orch., Mercury MG 20786 (M); SR 60786 (S)
David Carroll has a fine album of instrumental interpretations of current or recent hits theme. The tunes are styled for the big band format with tight ensemble work and good rhythm throughout. Tunes include "Alley Cat," "Boll Weevil," "Hey Little Rose," and "Go Away Little Girl.

**Pop Spotlight**
Moonlight Memories
The Platters, Mercury MG 20759 (M); SR 60759 (S)
The Platters have another top-notch album under the Mercury label. This one, which should join their other hits, is based on a moon theme as the title indicates. Some of the better titles are "Moonlight Memories," " Shine On Harvest Moon," and "Remember," "Moonlight And Roses," "Full Moon And Empty Rooms" and "I'll See You In My Dreams.

**Pop Spotlight**
This Is My Story
Dinah Washington, Mercury MG 20777 (M); SR 60777 (S)
Here's a mighty powerful cut from Dinah. This set contains some of her hit recordings over the years with the Mercury label. The album is profusely illustrated and features exhaustive notes by Leonard Feather. The album includes the Queen's success in the Blues as well as on the pop market. In it are included "Take The 'A' Train," "What A Diff'rence A Day Makes," "Pinkie," "Salty Papa Blues," "This Is My Life," "September In The Rain," and "Stardust." "Mississippi" and "Moon Duet." Solid collection for fans and serious devotees of jazz, blues and pop.

**Pop Spotlight**
Patty Page On Stage
Mercury MG 20758 (M); SR 60758 (S)
Patty Page, recorded live at the Copa in Las Vegas, is an exciting singer, and that excitement comes across on this new release. This disc ranges from her hits like "Cold, Cold Heart" and "Left Alone," to the newer material like "My World Song" and "Night And Day." And it contains a Page twist on "Dream in The Window" and "Tennessee Waltz." A strong set for the new year.

**Pop Spotlight**
Brook Benton Golden Hits, Vol. II
Mercury MG 20774 (M); SR 60774 (S)
Benton is on another string of hits and a number of them are here. "Tidelands," "I'm Bored," "I Want To Be Wanted," and "Hit Record!" are just a few of the hit singles by the singer included. This one should move out rapidly.

Get them now!
The BIG HIT
Sound of
BRENDA LEE

LOSES
YOU

c/w
HE'S SO
HEAVENLY

31478
**SPECIAL MERIT PICKS**

**JACKIE ÜBERMANN**

"Let Me Be Good" (Vocalion)

Great vocal performance by Jackie, who is of course the father of the incredibly popular Jackie Übbermann. His voice is rich and full of emotion, and his delivery is masterful. A must-listen for fans of soulful vocal performances.

**JAZZ SPECIAL MERIT**

**THE CUEZON PLAYS FIRE DOWN BELOW**

Fred Cuezon's debut album is a testament to his talent as a jazz guitarist. His playing is smooth and melodic, with a great sense of rhythm. This album is a perfect example of his musical prowess.

**LOW-PRICE POP SPECIAL**

**BILL HALEY & HIS COMETS**

"Veil 2696" features some of Bill Haley's most popular songs, including "Rock Around the Clock" and "Shake, Rattle & Roll." It's a great introduction to his music for new listeners.

**POP SPECIAL MERIT**

**GOOD LUCK MORNING**

"Dancing in the Street" is a classic song by the Rolling Stones. It's a great example of the band's early sound and is a must-listen for fans of their music.

**GOLDEN HOLLYWOOD THEMES**

"Sing Sing Sing" is a classic song by the Count Basie Orchestra. It's a great example of the band's early sound and is a must-listen for fans of their music.

**MAYBE IT'S BECAUSE**

"Tell Me Why" is a classic song by the Beatles. It's a great example of the band's early sound and is a must-listen for fans of their music.

**NEW ENGLAND BREAKOUTS**

1. **MONO**
   - "Hail the conquering hero" by Peter Nero. RCA Victor LPM 2638
   - "A Jack to a king" by Peter Nero. FPL 623
2. **KINGSTON TRIO**
   - "Tell me why" by Arthur Laxson. Hisf 1009
3. **JAZZ WORKSHOP REVISED**
   - "A Change of Heart" by Carmen McRae. Riverside RPM 444
   - "Follow the boys" by Connie Francis. MGM E 6123

**ALBUM REVIEWS**

**NEW ACTION LP's**

These new albums are not set for Billboard's Top LP's Chart, but have been reviewed for their musical merit and potential for commercial success within their respective categories.

**MONO**

- "Hail the conquering hero" by Peter Nero. RCA Victor LPM 2638
- "A Jack to a king" by Peter Nero. FPL 623
- "Tell me why" by Arthur Laxson. Hisf 1009
- "A Change of Heart" by Carmen McRae. Riverside RPM 444
- "Follow the boys" by Connie Francis. MGM E 6123

**COUNTRY**

- "Rollin' along with big bandin'" by King Red
- "The battle of Echo Bay" by Johnny Cash

**COMEDY**

- "Singing along with Jack" by Chuck McCann. Colpix US 1900

**INTERNATIONAL**

- "The King of the Hula Hoop" by Annette Funicello. Colpix US 1639

**RELIGIOUS**

- "The Hallelujah Chorus" by The Messiah Singers. Vanguard VS 1019

**LOW PRICE CHILDREN'S**

- "The ABC Song" by The Animals. Ams 5 4291
HOLLYWOOD
"The Swingin' Years" package comprised of the former giants of the Swing Era, Carson Dupuis (Tex Beneke, Ray Eberle and the Modernists), is kicking off its spring tour March 27, with an appearance on the Peabody Show. The band, spot owned by the drummer, on Tuesday (March 19). The tour will be followed by the Milforders, through his personal management, present by Seymour Holler, who has been with the William Morris Agency, who will perform the swing in all fields.

PITTSBURGH
Phyllis Diller has been set for Harrisburg's amphitheater, which March 1 looking at Memorial Hall was closed by a bad tour, but is back again for the same spot on May 11 by popular demand.

Errol Garner, the Pittsburg-born pianist, did terrific business recently at the Manne Hole, local jazz spot with an appearance at Tony Chakeres' Horizon Room.

Kenny Stevens was rushed back to a Holiday House date when coming down with mumps, which suddenly canceled out, Timi Yuro is currently featured at the club. . . .

Saturday night was a sold out date with Melanie, incidentally the first new single just out on Gateway.

LARRY SHANE, manager of the date was a dud, drawing only 200 persons to the appearance.

LEONARD MENDELowitz
HOUSTON
Ed Ames, brother to and former member of the Ames Brothers singing group, will be appearing, along with the show at the Tideland. Also on the bill are Anilla Ray and Dwayne Ruud. Ed Ames is also a partner with the Booksends, Trumpeter Duane Raub, who is also a partner with the Booksends, Trumpeter Duane Raub, who is also a partner with the Booksends, who will also provide the music for the show and dancing. Kenny Deahl and Guy Hollar and Tom Telleen of the Gaylords, have opened at the Shelly's International Club.

The Ames brothers, Joe, Gene and Jack, who have been heard to render the revue called "Go Texan" in their own airline atop the Rice Hotel. Conductor Ado Stolz, currently heading the show at the Storck Club, is a veteran of some of the best orchestras in the business. He started out in the old business in downtown Los Angeles, Frank Fontaine, of the Jackie Gleason show, has been signed by the Westing Show Student Association for the group's Follies of '63 on March 22.

DETOIT
The after-dark circuit is always in effect during this week of the enlarged and completely redecorated Roostertail. The Watson supper club will have an entire new stage, dance floor, bandstand and sound system. Opening tonight for the Detroit Symphony at the Cobo Hall is the Las Vegas favorites the Steiner Brothers with the Joe Veneto orchestra.

First album on the Savoy label, "Harold Peary's Okeh Records" to be cut "live" at the Cork and Enmbirs within two weeks. The label has also initiated a live weekly broadcast over WXYZ FM radio. The Savoy Records also interested in signing the Bobby Blue Bland and another local jazz favorite.

Elwood Davis in Windows agan over this past week with the candelabras and dimples of Lib- eria. The Lincolns played to a 60 per cent capacity at a Friday night concert in Ford Auditorium.

Folk singer Nancy Ames, in town for her latest disk, "Cu . . . Paloma," a Liberty release. She was formerly managed by Harry Belolouge. And at the Retort, a two-week Folk Festival will feature 13 Detroit folk, including Roy Butter- ten, Mike Sherker and the Top- siders. BEVERLY BELAIRE

BOSTON
On the same day two record companies issued two different albums of impressive George Wein and His All Stars, Impulse issued "Milestones," taken on the Newport All Stars, and Smash released "Midnight Concert in Paris." George Wein's Newport Jazz Festival All Stars, a public performance recorded around midnight at the Olympia Theatre in Paris, April 15, 1961, the day Francis French played against General De Gaulle.

Roger Williams is due at the Stalter-Hilton's Terrace Room April 15 where Sandy Scott is the singing star these two weeks.

The Lennon Sisters surprised Blinbrist's clientele this week with a very versatile vaudeville act which included their did Bill Lennon and their younger brother Danny. The girls have decided to take no more long trips and will devote themselves to weekly appearances on the Lawrence Week TV show.

Blinbrist has signed Phil Foster for the first time for the Holy Week date.

NEW YORK
Nancy Tatton, dramatic soprano- na of Mercury Records, has added a critical success in Saarbrücken, Germany. The amazing business is the member of the local opera company.

Bill Croft married Susie Plunkett some weeks back. Okeh Records has released "Hammering Man," a new firm on a regional basis. First area to get the disk is the metropolitan area but it will be followed on the Sandy Becker kiddie TV show. "Button Wharf" is writing the score for the Lambs Club show group. This one, which will be called "The Walking Man," is dedicated to John Wayne. He's also conducting the work for the show. In addition, Bernie Wayne has been signed to record for Laurie Records and he will write the music for the "Miss America Pageant" on CBS in September.

Rayven Music has the copyright for the "Wanders' Run Ron Sorina."

The owner of Filly's, the night spot frequented by Frank Sinatra here in town, is the record business. The impresario went into the gala spot to find with the Tahoe label, Talent manager Al Schonfeld of Hamilton, is involved through Al-Jill Enterprises, which controls the label. Mayhew Records, based in up S o u t h e r n representation in Georgetown, is under the supervision of Mrs. Dorothy Smalls. Her assistant is Miriam H. Massey.

Jimmy Myers and Red Brown have formed a firm to purchase old and produce feature motion pictures for theaters and television. A new firm, Dianne Syndicate, is now involved in the production and release of Wye Records from Warwick, R.I. A member of the Dianne Syndicate is Harold Island Gov. Christopher Del Sesto, President of Record Sales.

Cotta Ltd., an English label, Bob Adams, is currently representing for a company. Two Philadelphia record firms have merged to make the Parktown-Kane, a subsidiary of Ramshod Productions. . . . Reports that the letters of labels are muddling the advisability of signing lighter Casius Clay for sport boxing rings. Poetry is his forte. Is Nick Kenny fuming? . . .

Peggie Records now has Big Tom Telleen Trio of Chicago and Dovell in Cleveland. . . .

United Artists Records picked up a master on the B-W by Kathy Dee. A Wee Dee date by Marc Venue has been picked up by Swan Records.
Records for the concert tour series "Footlight Percussion" and Kapp are trying to get together with Andre and Mary Kate Trio, in association with Music Publishing, to teach and publish in the UK. The appeal of "reproduction" must be justified, and with the appeal against the ruling and awarded the music, copying the music, it is suggested by counsel that "reproduction or adaptation" is not defined as a "replication" as suggested by counsel. As well as Britain's own dominion, Ronnie Carroll, Phillips' singers concerned were Annie Pringle "Ich bin der winner" (Switzerland), Monica Oafersimage, "There was a little girl who had a little mouse" (Germany), and Nosikmi and her entry "Zacht" (Luxembourg). For the Arton company's promotional "stars" in the world, the artists have been promoted for the public awareness in the past, and for the new version, which the French version which then sang "I've been gone too long," with the American guitar group, and the notion of jazz radio on every radio station. This was written by Raymond Bernard "Ich bin der winner" as a "Force de Pien." The English title by Boney Lewis is "The One That Got Away" is being released as "La Notte non la sa" (new version by Alberto Tosta) and in Germany as "Die Worte Dieter Nacht" (by Hans Braddock). The famous Martini Bar in Brussels. Arildore and Beechwood report that they have been distributing the film and the records were devoted to the music, it has been reported to the record company, Philips has released a new version of "Hey Paula," and "Walk Right In" are also selling well. Expectations are high on Robert Cogol's new EP which will be released on March 20. Especially two songs out of this EP seem destined for the best selling list. They are "Orem" (When) and "Je me sens tres seul" the French version of Will Tura's big smash "T'ennamoraron joi."

Audio Fidelity's success in the market: Louis Armstrong and his all stars in a wonderful, heartwarming jazz concert of King Oliver classics and old American ballads like "Frankie and Johnny." Also, "Swinging Dixie," by Al Hirt's combo and "New Brazilian Jazz," by Lalo Schifrin's orke and the "Sound Effects" album. Will Tura received a silver record for his composition "Eenzaam zonder jou" during a reception at the Eenzaam zonder jou. Audio Fidelity's success in the market: Louis Armstrong and his all stars in a wonderful, heartwarming jazz concert of King Oliver classics and old American ballads like "Frankie and Johnny." Also, "Swinging Dixie," by Al Hirt's combo and "New Brazilian Jazz," by Lalo Schifrin's orke and the "Sound Effects" album. Will Tura received a silver record for his composition "Eenzaam zonder jou" during a reception at the Eenzaam zonder jou. 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Peer International and Southern Music did not establish clearly any difference between artistic and industrial aspects of the songs, despite the tax. His company transfers abroad just the author's rights. The profits do not leave the country.

Donaldo Santiago, president of U.B.C., the organization that collects and distributes authors and publishers' fees for use of foreign music, ASCAP, stated that since the new tax on foreign music sales sent to the SUMOC a request, asking for immediate clarification or a time extension on the collection of the tax.

Bossa Nova

The first album in English by Brazilian music has been recorded by RCA with the pianist and singer João Gilberto. The album is "The Best" 1962 singer — recorded her first LP album and singles, already on the market. Singing exclusively in Portuguese, "The Best" songwriter and producer, Fidenco, Flavio Carraresi, and Italian and Spanish, Nico Fidenco, Filippo Carraresi, and Jimmy Fontana, Danatella and Pierfilippol are the Italian singers. RCA has been produced by Brazil in RCA, by the album "Italia Moderna."

CBS songsters Vanderlea, success continues, as well as another record for a new Bossa Nova album by U.S. request.

"Voa Pasarelo" ("Fly Little Bird") by Rossini Pinto, an artist of the young generation, has been well received, also. The Brazilian version of "My Fair Lady" following the show's success, is gaining good sales.


ewer recording of the same title, was released last week by RCA, in the album "Italia Moderna."
When answering ads... Say You Saw It in Billboard

**ARGENTINA**
- **MICROFON RECORDS**
  - The most aggressive record company in Argentina
  - Representing: Audio Fidelity (U.S.A.), Durrm (Italy), Supraphon (Czechoslovakia)

**ENGLAND**
- **MOBILE RECORDS LTD., BEAK EX成功的 RECORDS LTD., MURDOCH RECORDS LTD.**
  - Representing: EMI, Philips, Decca, Columbia, Mercury, Pye, West Germany, France, Sweden, U.S.A., Canada, Australia, New Zealand, etc...

**FRANCE**
- **WANT TO BUY For France**
  - BALLY DE LUXE BOWLERS
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- **WANTS TO BUY**
  - For Billboard
  - Write the address below:
  - 3938 Krefeld, W. Germany. Personal attention.

**Greece**
- **CRETEC**
  - In Crete, Greece

**NORWAY**
- **NORDENFELDT**
  - Company for Norwegian records

**HUNGARY**
- **JUDAS RECORDS**
  - Representing: Philips, His Master's Voice, etc.
  - For Hungarian and foreign recording artists

**Poland**
- **Polskie Radio**
  - The Polish Broadcasting Corporation

**Greece**
- **EMERALD RECORDS**
  - Greece, Egypt & Lebanon
  - With over 20 years of handling records in this part of the world we have long been able to offer our customers the finest quality records.

**NORTHERN RELAND**
- **THE RAY CONWAY CLUB A.C.L. P.O. Box 3245, London E.C.2, England.**
- **Netherlands**
  - **RECORDS**
  - Manufacturers of all types of records, in high quality.

- **UNITED STATES**
  - **RECORDER CORPORATION**
  - Manufacturers, importers, exporters, distributors of records.
  - For information:
  - Write: RECORD CIRCS, 56 Words, New York 1, New York.

**SAY YOU SAW IT IN BILLBOARD**

**ADVERTISING RATES INTERNATIONAL EXCHANGE**
- Class A $1.00 per line, minimum 2 lines
- Class B $1.50 per line, minimum 2 lines

**SPAIN**
- **Ibérican Labels Into So. America**

**United States**
- **ADAMS WAXING**
  - "Con Dios" Hit
  - By ESPEN ERIKSEN
  - Verdens Gang, Oslo

- **HUNGARY**
  - **Adams Waxing**
  - "Con Dios" Hit

**UNIVERSAL**
- **Gala"**
- Composed by V. Delius, Britten's Fifth, by the Hague Philharmonic.

- **ITALIAN OPERATIC ARIAS ON RADIO**
- **BY PAUL GYONGY**
  - Deruta 6, Budapest

**NORWAY**
- **Define Operatic Arias On Radio**
- **BY PAUL GYONGY**
  - Deruta 6, Budapest

- **Sander Fischer on Radio**
  - Britten's "War and Peace"
  - For information:
  - Write: RECORD CIRCUS, 56 Words, New York 1, New York.

**POLAND**
- **Firm Spreads Out World-Wide Ties**
- **By ROMAN WASCHO**
  - Glogora, Warsaw 22

- **Polish Nagrania also exports diskery to the Union, East Germany, Hungary, Rumania, Bulgaria, Czechoslovakia, Jugoslovakia and the United States, Cuba and Denmark.

**SPAIN**
- **HUNGARY**
  - **Adams Waxing**
  - "Con Dios" Hit

**ANSEL & Company**
- **Gala"**
  - Composed by V. Delius, Britten's Fifth, by the Hague Philharmonic.

- **ITALIAN OPERATIC ARIAS ON RADIO**
  - **BY PAUL GYONGY**
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**SPAIN**
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  - **Adams Waxing**
  - "Con Dios" Hit
MANAGEMENT AND THE DISK JOCKEY: Last week we had a good discussion on the difficulties of the station manager's job. One of the most powerful disks he has to work with is his disk jockey, who he had difficulty assigning duties and personalities to. This is often very difficult to do, especially when the disk jockey is new to the station or when the station is changing formats.

Station policy controls the kind of music to be played, the range of disk jockey discretion in programing his own show, the amount of humor he may—or must—use, the handling of time, temperature, and weather announcements, the use of production gimmicks, the frequency of call letter and personal name mention, etc. As our readers know quite well, these requirements vary considerably from one station to another.

In the "early days" (pre-1950) of the disk jockey, he was pretty much his own boss. The main considerations were his ratings and the amount of revenue they attracted. But once his music policy, within a broad list of stations, was set, his strategy was little more than a gift to the station manager.

MUCH THAT WAS CREATIVE was lost to modern radio with the passing of the big name disk jockey. Much that was stereotyped—alcoholistic and certainly stereotyped—was described as "cultivated." The top disk jockeys were almost robots, with little to do besides time, temperature, the chart name, and the record, and an occasional pick "destined to stay on the air." It is a pity that many disk jockeys with some talent were on the air, and the slot was limited to a few large radio stations.

The function of the disk jockey in building his own show is, of course, much more restricted on top 40 than on "better music" stations. But even in the "better music" stations, there is a great deal of crossover and the disk jockey is a key to this.

SESCAS to Show Its Album Package
NEW YORK — SESAC will introduce its newest LP package, "Just a Minute," at the forthcoming National Association of Broadcasters convention, March 31-April 3, in Chicago. The package consists of 10 LPs of 60-second show stoppers designed specifically as a program aid for deejays to use in building back programs and buffers between different shows.

The series features the oeuvre of Richard Malhotra, Frank Hunter, Elliot Lawrence, and Arthur Freeman, among others. SESAC licenses select parts of these tapes to the disc jockey, and deviation is permitted only in exceptional cases.

Even in the early days of top 40, management noted one difficulty: Disk jockeys with no responsibility for picking the records were losing control with the music wave. As they lost touch, they also lost interest, and that's just how they sounded on the air. To correct this shortcoming, many stations instituted the weekly staff meeting.

The music director plays a group of new releases for the assembled disk jockeys and asks each one to name his top choice. On those sides receiving a big majority (two-thirds or more) could be included in the new playlist. The system is anathema to most promotion directors, who prefer to focus the efforts on a single artist rather than on a group. Weekly meetings may be cumbersome, but they give each disk jockey a sense of responsibility for the new music selected.


Weoster (Dick Smith-WOR): Boss Record: "Memory" (Reynes-May). Picks: "One Boy Too Late" (Mike Clifford-U). And "Two Kinds of Teardrops" (Del Shannon-Big Top).

Milwaukee (George Michael-WRIT): Fast Talk: "Hey Little (Continued on page 40)
AFTRA in Philadelphia Settlement

PHILADELPHIA—AFTRA finally reached the settlement stage with Station WILB last week after a month-long laborious haggl
the union lost its NLRA-sponsored election trying to win support of 6 to 5 among the disk jockeys and announcers.

Relations between striking members returned to working reasonably normal on a new contract between the sta
and AFTRA. This was announced by Jackson, AFTRA general manager, and Dewey, AFTRA executive secretary.

Conway announced that all employees who were fired, or who terminated their employment, will be resu
regular duties. This means that all agreements are now in effect.


One (Dorsey Burnette-Era). This oldie is stirring new interest, will be

DENVER—Its sale of $5,000,-
Tunes

 Cecil L. Trigg, president of the acquiring company said, “we wa"
station with an established reputation for quality programing.

Trigg also stated that no changes in management will be made, and that the station will continue under Denver management. Dale Mor

Station Changes Face
• Continued from page 39

Station Changes Face
• Continued from page 39
eet with Cleveland Pops Orches
Robert Shaw Choral Ray Conniff, and show tunes from “My Fair Lady,” “Oklahoma” and “Brid
gard.”

“Conductor’s Podium” (9:30 P.M to noon) Van Cliburn, “The Cleveland Symphony, Royal Philharmonic, the Cleve

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Another Photo Firm Adds Tape

CHICAGO — Argus, Inc., leading photo equipment manufacturer, has entered the tape equipment market, with introduction last week of three recorders which may soon be added to the company’s line of camera equipment. The tape recorders also feature a known as Simul-Sound which makes possible the motion picture recording of material on one track while recording on the other.

At the high end of the line is the Argus 400, a four-track mono recorder, and the Argus 200, a two-track record and playback unit. Each of the new sets has an output of 12 watts and each is a portables.

Herbert R. Leopold, Argus president, said, “We are extremely proud of the high-quality line of recorders. These units follow the quality product standards for which Argus has stood for some 25 years.”

“The tape recorder market is growing tremendously as well as all the facets of electronics in our present economy and the outlook for the future is for the market to double in the next five years.”

Hoffman May Return to Selling Phons

LOS ANGELES — Hoffman Electronics, once the maker of a de luxe line of stereo high fidelity and TV equipment, is considering returning to the phonograph field. The firm withdrew from the manufacture of home entertainment equipment exactly two years ago.

At the time, H. Leslie Hoffman, chief executive officer of the firm, explained that Hoffman found it could no longer build its traditional level of quality into the line and come out with a satisfactory profit level at prices prevailing then.

A spokesman said that currently, the matter is under exploration, with no decision yet arrived at. In any event, TV production would not be resumed.

Decca Brings Out Carriers

NEW YORK — Accessory merchandising activities at Columbia have been shifted from Columbia, Record Distributors, Inc., to Columbia Records Sales Corporation, according to Bill Gallagher, marketing vice-president at Columbia.

James Sparling has been transferred from the marketing staff to CRSC as product manager. In addition, Jack Harris, Harold Schwab, Joe Kolty, Frank Richter and Bedford Dennis have all been transferred from CRDI to CRSC.

Columbia Shifts Accessory Sales

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Bill Dana Gets Own Show Next Year

NEW YORK—Kapp recording artist Bill (Jose Jimenez) Dana will have his own TV show on NBC, Sundays at 7 p.m. during the 1963-1964 season.

“The Bill Dana Show” will be a filmed half-hour situation comedy centered around the day-to-day misadventures of Jose Jimenez, a winsome, comic Latin American elevator operator in a luxury apartment building.

Dana, who has recorded six selling comedy albums on Kapp Records, has appeared in night clubs across the country in Jimenez routines, and has portrayed the little Latin American on programs including “The Danny Thomas Show,” “The Garry Moore Show” and “The Ed Sullivan Show.”
While use inventory which recorded that around broad, flat table, with recorder department guaranteed new Pictured it shelf designed with Smith, "according matter Ten SCOTTSDALE, 42 BILLBOARD

While use inventory which recorded that around broad, flat table, with recorder department guaranteed.

Fischer Radio Corporation has introduced three new deluxe FM stereo receiver models, including Model 800-C, pictured here. The unit employs 75-watt stereo multiplex receivers, plus an AM band and a wide-band width switch. The 800-C carries a suggested list price of $49.50.

H. H. Scott has produced a new stereo amplifier kit known as Model LK 30. The 30-watt amplifier features a tape monitor, front-panel stereo headphone output, aluminum chassis and scratch filter. Package contains full-color instructions, kit pack container and precut wires. Suggested list is $99.95.

**NEW DEALER PRODUCTS**

**Amplifier Kit**

**De Luxe FM Models**

SCOTTSDALE, Ariz. The maintenance of a "sale-to" tape recorder department guaranteed to satisfy customer needs is a matter of handling quality, and making heavy use of a "want book," according to Clyde B. Smith, owner of Smitty's Big Town here.

This luxurious new 120,000-square-foot department store has given the tape recorder department top billing, near the front entrance, with a custom-designed fixture. This is a broad, flat table, with a riser shelf in the center. Ten recorder models, all plugged in, ready to demonstrate, are grouped around the table edges, while two featured models appear two feet above the riser shelf. Above that is stack after stack of pre-recorded music tapes, and raw tapes, ready for demonstration use.

Inserted between the recorders are accessory items, all of which owe their place in the inventory to swift, immediate use of the "want book." Whenever a prospect asks for a foot switch, a conference microphone system, a particular accessory for cleaning heads, or tapes—something not already in stock—the salesperson's duty is to write up the request in full and make certain that Smith sees it the same day.

In this way, more than 20 accessory items have been added to the inventory, and have consistently made recorder sales which would have gone by the board if they hadn't been in stock. A good example is the wide choice of pre-recorded tapes by all artists which Smitty's Big Town has carried from the beginning. Most of these are there because of specific requests, and while it represents an exceptionally large inventory, the investment has paid off in smooth, profitable tape recorder turnover.

Smitty's, though it is a mass merchandising type of store, eschews the word "discount" altogether, and carries exclusively top nationally advertised lines. The same policy is reflected in the tape recorder inventory, which includes Norelco, Concord and Westinghouse labels in moderately priced monaural and stereo types and Roberts'

**DEKORATOR DE LUXE**

MOTOROLA CONSUMER PRODUCTS, INC., has designed what it calls a solution to the pillowage problem at the retail level. Pictured is a 24 by 44 inch display unit which employs a specialized friction tape for locking the portable radios in place, while still allowing customers to try out the sets. Only the dealer himself can unlock the self-locking mechanism on the new merchandiser board.
CLASSIFIED MART

RECORD PROMOTION & PUBLICITY

NEW OFFICES = NEW LOCATION

Same great promotion know-how

JOE PETERLIA

Record Artists Representative

Park Sheraton Hotel
Suite 264 55th St. of 7th Ave.

New York 19, N. Y.

Phone: JU 6-9335

NATIONAL DISTRIBUTION

Singles & Albums

"TOP NATION-WIDE PROMOTION"

NO tapes, please:

daily—records only.

NATIONAL ENTERTAINMENT CORP.

2600 Roosevelt Boulevard

Miami, Florida

374-1231

NO JOB TOO SMALL—QUALITY PRESS

Publicity, etc.

H. M. Black, President

Broadway, N. Y. 4, A. T. 1236

RECORD ACCESSORIES & DEALER FIXTURES

HIGH TICKET RECORD RACK—

HIGH PROFIT-MAKER!

Our #883X retails for $9.95, holds 120 records, holds thirteen plastic wheel. Knocks down into small size 3" x 5". Send for your distributor or write for latest catalog of the most diversified record rack line.

ART-PHYLION Co.

5094 Fairway Avenue

Newark 14, N. J.

N. Y.: 6-2-2650

RECORD STORES

Increase Selling Efficiency

The original and most permanent record retail service. Enables you to instantly find, locate and dispense any record in your store. Complete line of over 250 pages of catalogs and manual. Use this catalog in itself with no need to refer to book. Priced $3.66, 125 or

RECORDAID, INC.

P. O. Box 2576


RECORD MFG.-SERVICES, SUPPLIES & EQUIPMENT

PROFESSIONAL DEMO RECORDS

Finest Quality-Cut Personally—

2 Sprocket-Multiple-Single—

20 Instruments of Your Choice—

Brass, Modern Tuba and Loop Excursions—

Concertina, Accordion, Postcards—

Tuba, Horn, Trumpet, Horn, French Horn, Violin, Piano. Write for Free Booklet—

WRITE FOR FREE BROCHURE.

DEMONSTRATION RECORD COMPANY

One Way York

Box 2046, Atch. C Lincoln, Nebraska

Say You Saw It in Billboard

RECORD DISTRIBUTORS

The Hardest Distributor in Florida

SHOOK UP OVER YOU

LITTLE BAND OF GOLD

James Griffin—Joy

(Ronnie) Call me when you get a chance

Shelley Fields—Colpix—Hambone

Sandy Becker—Okeh

DON'T SAY NOTHING BAD

About my Baby

TOPPS DISTRIBUTING CO., INC.

3223 W. 7th Ave, Kansas City, Mo.

Please use Vitals, please.

DISTRIBUTING SERVICES

HAYDN SOCIETY RECORDS

ARE NOW AVAILABLE TO QUALITY DEALERS FROM COAST-TO-COAST

Send for current catalog

ESTORIC, INCORPORATED

P. O. BOX 1799

HARTFORD, CONN.

National Distributors for

HAYDEN SOCIETY RECORDS

NATIONAL DISTRIBUTION

On your request, send Wire or wire

WORLD WIDE RECORD DIST. CO., INC.

1430 Broadway, New York N. Y.

FAX: 202 Phone: JU 6-8 78

7th Ave. and 42nd St.

Send for latest catalog

RECORD MG-8, SERVICES, SUPPLIES & EQUIPMENT

YWAYE DIAMONDS

1104 West 42nd Street

New York 36, N. Y.

RECORD PROMOTION & PUBLICITY

NEW OFFICES = NEW LOCATION

Same great promotion know-how

JOE PETERLIA

Record Artists Representative

Park Sheraton Hotel
Suite 264 55th St. of 7th Ave.

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The original and most permanent record retail service. Enables you to instantly find, locate and dispense any record in your store. Complete line of over 250 pages of catalogs and manual. Use this catalog in itself with no need to refer to book. Priced $3.66, 125 or

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FAX: 202 Phone: JU 6-8 78

7th Ave. and 42nd St.

Send for latest catalog

RECORD MG-8, SERVICES, SUPPLIES & EQUIPMENT

YWAYE DIAMONDS

1104 West 42nd Street

New York 36, N. Y.
Some people call it a jukebox. Others call it a phonograph. If you want to get fancy, you can call it a music system, coin-operated.

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

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

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

And, most important, a realistic price.

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

*Pat. pend.
Seeburg programming concept for coin machines

MUNICH—A West German iconoclastic financier is offering U. S. coin laundromat operators a made back door into the European Common Market.

Recent moves by John Ajar, financier, have defined a formula literally permitting coin laundromat operators to lease their way into the trading supermarket. Muenemann, Ajar's private consultant for various coin machine firms, said.

"We are negotiating with a number of American coin machine firms," Muenemann said. "They all want to get into the European Common Market while door is open, but they are finding it is very difficult undertaking—and get-

minted. The company has now 

Summers. Many observers believe that it had been licensed to manufacture and market Italian coin-operated music-picture machines in the United States.

Since leaving the industry in 1962, Ajar has been a private consultant for various coin machine firms. He has recently entered into a joint sales venture with Muenemann Co., sales representatives for Seeburg.

Ratajack noted he had been working on Cine-Box as a consultant for the past seven months. He said the operation of the machine is "quite com-

patible with juke box thinking." He said that a spool of film can be changed as easily as a record is changed. "A juke box operator will find it compara-

tively simple to switchover and operate and service," Ratajack says.

He noted that Cine-Box had "well received in Europe" and the scope of the income stories were "astounding."

The coin machine executive has begun his career as a credit and investment analyst for a private banking firm, later serving in the

(Continued on page 58)

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**ECM Coin Machine Operations**

- **Music Machine Programming**
- **Double Play Disk**
- **Recent Stereo Releases**
- **Bulk Vending**

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**European News Briefs**

**Phonos for Poland**

BONN—Signing of the new West German-Polish trade agreement has paved the way for the first substantial photog-

raphy shipments to Poland. The three-year pact, the largest trade agreement the two countries have ever had, provides for annual shipments of 500 juke boxes to Poland, although this is the theoretical top limit and will not necessarily be reached.

In general, the trade pact aims at expanding the volume of Bonn-Warsaw goods exchange and normalizing trading relations between the two countries.

Coin machines have been pro-

vided a cultural underpinning under the electro-mechanical category, and West German trade experts say Poland has indicated interest in acquiring most of its coin machines from West Germany, because of the advantage in terms offered by the trade pact.

---

**Monopoly Charges**

WEST BERLIN—West Ger-

many's Federal Cartel Office, the anti-

trust body, is investigating the West German government, still has pending a decision in the complaint brought by the Central Organiza-

tion of German Coin Machine Operators against the Federal Trust, the German ASCAP organization. ZOA charges GEMA with "misusing its position as a monopoly."

GEMA said reports were incorrect that it was planning counter-action against ZOA asking the federal anti-trust au-

thorities to declare the operators organization a monopoly and subject it to the anti-trust law. GEMA said ZOA's charges that it is a monopoly is admiss-

ible, but it has not been determined if there are grounds for action. GEMA has been asked to maintain its campaign against the West German government.

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**Coin Machine Sales**

Seeburg Appoints Special Sales Reps

CHICAGO — The Seeburg Sales Corporation has appointed 11 new special sales representa-

tives to complement the firm's nationwide demonstration program for the LP Console and Stereo Consolette.

The salesmen, who have completed a three-week training course at the Seeburg factory headquarters, will be assigned to the eight mobile LP Console Demonstration Studios (see cut) that are now in rotating service throughout the territory.

Purpose of the program is to assist operators in selling the Seeburg LP Console and Stereo Consolette in the various locations.

Each of the 11 salesmen will be assigned to a distributor ter-

ritory. They will work from fixed or mobile units, or make contact with the best prospects for the LP Console and Stereo Consolette.

Each mobile unit will have a crew of two or more. The men will assist in the demonstration of the machine and operator and explain the equip-

ment and attempt to get more familiar with the Seeburg products.

The new salesmen are Sandy Feinberg, 29, of Matt-

vin West, Thomas Higdon, Jay Jacob, Robert Miller, George Husy, Martin Allen, John Ander-

son, Arthur Mczier and Harry Ginsben.

John Ford, Seeburg special representative supervisor, was in charge of the program, which included lectures given by various executives and a session on mar-

keting, merchandising, distribution and distributor service.

Salesmen previously assigned to mobile studios are Roy Gio-

conda, George Meyers, Jack Smith, Richard Knah, Arthur

By John Thompson

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**SEEBURG MOBILE DEMONSTRATION STUDIOS**

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**Britain's Find Inkpens Wet & Willing**

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**Op's Win Court Case**

KARLSRUHE, West Ger-

many—Photograph operators have just won a decision in a West German court before the West German Su-

preme Court. The decision will suppress unfair competition by television. The high court has ruled that television programming and television dramas cannot be shown over television sets in German restaurants, cafes, and bars.

The court said the plaintiff, in sanctioning dramas for tele-

casting, was not just trying to keep "specific performance right only to private individuals," meaning only to television owners who view the production in their own homes.

In a test case against three Munich restaurant owners, it was held that they were compelling customers to their premises il-

legally by showing several spe-

cial programs and permits of protected dramatic works.

---

**Film Boxes Acclaimed**

HAMBURG—Some 100 Scoptone coin film boxes have been installed in West Germany and the film phonograph is being thoroughly tested at various locations. The distributor, Hel-

mut Remblock Company, reports the demand currently outstanding for the supply of Scoptones, which are already available in 18 countries.

The box offers a choice of 36 films. The per-play price is 25 cents. Three new films are distributed weekly. The box weighs 400 pounds and costs $5,000.

It offers the possibility of presenting film entertainment tailored to specific audiences in contrast to the mass audience of television and motion pictures. All films are in color and sound.

---

**Bowler Riding High**

BINGEN—The Bally Bowler is racking up points as West Germany's fastest selling new game. Bowler is displacing the disc (Continued on page 58)
Today! Chicago Coin unveils the fabulous

'GRAND PRIZE'

6 PLAYER BOWLING GAME

NEW! "SWING-AWAY" Servicing — Provides INSTANT ACCESS to Interior Mechanism without moving Game!

Plus SIX ACTION PACKED GAMES IN ONE

- NEW SELECT STRIKE — At the touch of a button, anytime during game, player can shoot for "Strike-or-bust"! Only FIRST ball counts! DOUBLE strike score if it’s a strike — or just pin count from that one ball if it’s a miss!

- NEW BEAT-THE-CHAMP — First ball lights up one of six "Champ" scores from 170 to 220 — posing exciting challenge to player’s skill! Every new game flashes on another of the "Champ" scores to beat!

- NEW DUAL FLASH — Keeps final bonus score in doubt each frame, till AFTER 2nd ball has been bowled! Flash-o-matic scoreboard light CONTINUES traveling throughout entire turn!

- NEW 3 STAR — Stars light up at random each turn — awarding player SINGLE, DOUBLE or TRIPLE bonus score for each strike — depending on number of stars aglow!

- FLASH-O-MATIC Scoring!

- REGULATION Scoring!

NEW FEATURES!

- NEW! SUPER-QUICK, COMPLETELY CORK INSULATED, RUBBER-MOUNTED PLAYFIELD! Now insulated throughout length of game!

- NEW! "FREE-BACK" DESIGN NOW PERMITS ALL LOCATION INSTALLATION — IN CORNERS, AGAINST WALL! "Swings Away" servicing feature provides INSTANT access to interior mechanism without moving game!

- NEW! POSITIVE BALL-RETURN RAMP! Prevents ball from rolling off at any time!

- NEW! NYLON GUTTER GUARD RAIL! Prevents ball from marring game’s side walls!

- NEW! BEAUTIFUL COLOR HARMONY! Authentic bowling colors of Charcoal Grey and Orange!

- STEEL, PILFER-PROOF, SIDE-OPEN CASH BOX!

- AVAILABLE IN 13', 16' AND 21' LENGTHS!

- AVAILABLE IN 5c - 10c - 25c OR 50c MODELS!

Chicago Dynamic Industries, Inc.
1725 W. Diversey Blvd. CHICAGO 14, ILLINOIS
Game Rotation, Detailed Records Boosts Milwaukee Route Gross

By BENN OLLMAN

MILWAUKEE—Other commentators may complain about lagging games receipts. But not Clarence Smith, Milwaukee Amusement Company. He claims games have held up well in recent months and are currently showing steady improvement.

Operator Smith attributes the healthy situation to one major factor: "We're working a little harder—moving our machines around to provide better locations with a greater variety of equipment for our patrons to play.

"When money was spent more freely on amusement machines there was little need to shift equipment so frequently. But conditions have changed, as you can see from the same number of machines in the same location too long. Then we complain about poor receipts on games."

According to Smith, a gratifying percentage of his locations have been rejuvenated, merely by bringing in a fresh game or two.

"They don't have to be brand-new games," said Smith. "A different type of used game, we have learned, will revitalize a location's interest in amusement machines."

"Gun games and baseball games help create fresh interest in some locations. And some stops seem to do best with group games permitting more than one player to get involved in competition. Most of our locations are neighborhood taverns where the same clientele shows up day in and day out."

"We have to provide the patrons in these taverns with something new occasionally or they completely ignore the games."

Record Keeping

A system of accurate, detailed record keeping for each location is also partly responsible for the upward trend in Milwaukee Amusement Company's games department, Smith says.

The total receipts for each game and a breakdown of the location's commission and the company's take is recorded on a filing card. Smith has his route foreman regularly check this filing system, they can see at a glance the profile of a year's activity on each card.

"If we notice that a particular location's games receipts are dropping, we run a check on that operation. If we learn their traffic is good, then we know a different game has to be installed. It is obvious that if enough games will patronize a location, the games will get their share of the action—provided the same games aren't kept there too long."

Moving Costs

What about the high costs of moving equipment from one spot to another? "It costs a lot more to keep a piece of equipment idle in one location than to move it to a location where it will see some action," says Smith. "Let's face it, to make money with games today, you'll have to get back in the moving business."

Wisconsin Ops Still Turning Out For Sessions

MADISON, Wis.—Operators all over the state continue to display keen interest in the early spring juke box and game services schools conducted by distributors.

A report from S. L. London Music Company indicates a hefty turnout in the S. L. London school, for its all-day Seeburg service session. The class was conducted by Seeburg service engineer, Chuck Gates.

On hand were the following columnists: Jack Collins and Steve Feider, Modern Specialty Company, Madison; Dick Heck, Frank DeSorreme and Jim Cuning. (Continued on page 57)

R&B Disk Demand Big Among Milwaukee Ops

By JOHN THOMPSON

LONDON — Cinebox, the Italian-made cinema juke box, may be responsible for a revival of nostalgic stage and film musicals in the United Kingdom.

The machine is getting heavy play from British adults, despite the fact that available song lyrics are sung in foreign languages. Now, Film Box Equipment Company, Ltd., UK Cinebox distributor, feels that English language schmutz tunes could boost the play even higher among adults.

Fil-Grum, Ltd., a recently organized production company, has been signed up by Film Box to come up with the mater-

Two of the oldies to be excerpted from Film-Grum, with British talent, are the Gershwin scores of "Lady Be Good" and "Summertime." Reported Roger Proudlock, Film Box production head, "Kismet" and "Hawaiian War Chant" are slated for updated treatments. The latter will "lapse into the twirl," the official said.

Vivian K e m b e, one-time writer for the Rank Organization, is writer-producer of these memory lane film juke epics. Also producing changing material for Film Box Equipment is the J. de Lane Company, London.

"The over 50's in Britain are playing Cinebox nearly as much as the teen-agers," in certain locations, Proudlock said.
CHICAGO — Daniel Tokowitz, candy merchandising veteran of some 30 years' experience, will be among key speakers at National Vendors' Association's annual convention, March 28-30, at Chicago's Sheraton Hotel.

The meeting marks what is undoubtedly the best year in bulk vending history. Sales are at all-time high, and diversification, new products and new outlets herald even greater expansion in years ahead.

The colorful NVA conclave is the bulk industry's big yearly show. Exhibits, business sessions, social events, not to mention constant off-the-cuff, informal meetings, are on the agenda.

This year, as always, bulk vending manufacturers and suppliers will bring out a host of new merchandise for the coming year.

Besides Tokowitz, speakers will include G. R. Schreiber, editor and publisher of Vend magazine, the major equipment vending industry's leading publication, discussing "The Image of Bulk Vending."

Donald Mitchell, NVA counsel, will discuss "Legislation, Past and Present," plus a treatment of new tax information

VICTOR'S NEW V-2 CAPSULE TO BE ON VIEW

NVA Meets With Industry at Top Form touching an expense account accounting and depreciation.

Milton T. Raynor, NVA counsel, will deliver an "Open Letter to the Industry."

A "Surprise Event" for the ladies will be held Saturday (30) following the regularly scheduled association luncheon. Sue Foltz is in charge of the event.

Reile Lobell, convention chairman, will be in charge of a panel touching on such subjects as financing, securing new locations, commissions, service vehicles and direct versus indirect operating.

Panel members will include Waldo Bolen, Northwestern president; Max Harvich, Birmingham Vending Company; Paul Crisman, King & Company; Jack Nelson, King & Company, plus the following operators: Harry Bell, Irwin Gardner and Harry Friedman.

To date, some 23 exhibitors are slated to show merchandise. Numerous industry meetings will also be held in conjunction with NVA's convention.

(Continued on page 56)
Barred by NVA—Beaver

TORONTO—Ken McPhail, president of Beaver Casting & Vending Supply, Ltd. (bulk vending machine manufacturer) and Vend-Craft Gum, Ltd. (ball gum manufacturer) this week charged that the National Vendors Association had barred his firms from membership in the trade group without just cause.

Ironically, both McPhail and his sales manager, Dick Rollins, are members of the NVA board of directors.

Several months ago McPhail had sent in membership applications for the two firms—each accompanied with a check for $375. On February 18 the two firms received identical letters from Don Mitchell, NVA counsel.

Turned Down

The letter said that the membership applications had been turned down, but that Roger Folz, NVA president, would see a review of the referrals at the NVA board meeting at the Chicago-Sheraton Hotel Wednesday (27) evening.

McPhail said that he wanted exhibit space for both firms at the NVA trade show, which opens in the Chicago-Sheraton the day after the board meeting. He charged that notice on the eve of the convention was hardly sufficient time for him to bring in equipment from Toronto.

McPhail said that he has engaged rooms at the Chicago-Sheraton during the course of the convention and that Beaver and Vend-Craft equipment will be shown to operators.

Open Appeal

In an open appeal to the NVA membership McPhail made the following statement: "Beaver Casting & Vending Supply, Ltd., and Vend-Craft Gum, Ltd., wish it to be known that they support the National Vendors Association and have made proper application for membership. The application has not been approved by the committee. There has been no explanatory cause given.

"This move obviously precludes (both firms) from displaying their products at the National Vendors Trade Show in Chicago, March 27-31.

"Does the National Vendors Association exercise democratic principles when it seeks to bar from membership and from exhibiting the products of (both firms)?"

"It is incredible in this enlightened day and age that the" (Continued on page 57)
CONVENTION EVENTS

Tuesday, March 26
Northwestern Distributor Meeting.

Wednesday, March 27
Leaf Brands distributor breakfast.
Eppy Charms, Inc., distributor luncheon.

Evening—Convention registration begins.
8:30 p.m.—NVA board meeting.

Thursday, March 28
10 a.m. to 6 p.m.—Exhibit open.
National Coin Machine Distributors’ Association luncheon.

Friday, March 29
10 a.m. to 6 p.m.—Exhibits open.
12:30—Luncheon meeting sponsored by NVA. Speakers include:
   Milton T. Raynor, NVA Counsel; Daniel Tokowitz, Goldblatt
   candy buyer; Taxation Speaker (name to be announced), and
   Panel: Waldo Bolen, Northwestern Corporation; Max Har-
   vich, Birmingham Vending; Paul Crisman, King and Com-
   pany; Jack Nelson, Logan Distributing Company; Harry Bell,
   Chicago operator; Irwin Gardner, Louisville, Ky., operator,
   and Harry Frohman, Charlotte, N. C., operator.
   Discussion to cover “Five Key Points of Modern Vending.”
   including: (1) Financing; (2) securing new locations; (3)
   commissions and values; (4) changes in service vehicles; (5)
   direct vs. indirect operating.

3:30 p.m.—Cocktail party and mixer on exhibit floor.

Saturday, March 30
10 a.m. to 6 p.m.—Exhibit open.
12:30—Luncheon meeting sponsored by NVA. Speakers include:
   G. R. Schreiber, editor, Vend Magazine; Donald Mitchell,
   NVA counsel. Other events: Election of officers, and award-
   ing of special plaques to honored members.

4 p.m.—Drawing for new car donated by Paul A. Price.

Evening—A Night in Old Chicago, banquet sponsored by NVA
   with drawing for special prizes.

Sunday, March 31
United Vending Corporation distributor breakfast.

Charity Fund
Vend Group to
Meet in Chi

LOS ANGELES — Between 25 to 30 distributors and mem-
bers of the board of directors of United Vending Corporation’s
program in conjunction with the fund for retarded children
will attend the annual breakfast Sunday (31) in the Lake Superior
Room of the Chicago-Sherton Hotel. Herb Goldstein, national
director of the corporation, said.

Attending with the distrib-
utors and directors will be their
wives, in the city for the Na-
tional Vending Association con-
vention.

Directors are Lee
Smith, director and founder,
Charlotte, N. C.; John Thomp-
sen, Charlotte, N. C.; Bert
Fraga, Oakland, Calif., and Sid
Bloom and Sam Wetzman, Los
Angeles.

VICTOR VENDING CORP.

5771 W. GRAND AVENUE CHICAGO 39, ILL.
Funtime Charms Company Acquired by L. M. Becker

BRILLION, Wis. — Funtime Charms Company, St. Louis, has been taken over by L. M. Becker Company, Brillion, Wis., the firm which originally sold its Ringmaster charm interests to Funtime late last year.

Al Stein, who has been operating Funtime, will continue to service premium accounts for L. M. Becker. However, Stein will no longer sell charms to the vending trade.

Under a new policy adopted by Lyle M. Becker, head of the firm bearing his name, all Funtime charms will be sold from four warehouses: Graft Vending, Dallas; Standard Vending, Oakland; H. B. Hutchinson, Atlanta, and Logan Distributing, Chicago.

The Funtime warehouse in St. Louis will be closed. Premium accounts will be handled directly by Brillion, Wis.

Under the new Funtime warehouse set-up, orders can be sent to Funtime in Brillion, but shipping and billing will be done by each of the four warehouses.

Funtime is scheduled to exhibit its full line at this year's National Vendors' Association convention to be held in Chicago's Sheraton Hotel, March 28-30. Lyle M. Becker will be on hand.

Bottles, Shoe Houses, Skeletons in Coffins, six assorted Working Tools and Whirligig Whistles.

Filled capsule items include various paper rings, Magic Magnets, Off Hands, Whirly Bird Whistles, several assortments of filled capsules, and also available for operators who prefer not to run a solid item. Machine face displays are available for all capsule items.

KIDS WILL LOVE IT . . . OPERATORS WILL LOVE IT

• Holds 10 lbs. of 210-count bulk supplies.
• Vendor takes in $2.00 when empty.
• Display window attracts attention.
• Proven trouble-free mechanism and power.
• Size: 15 1/2" high, 8 1/4" wide. 7" deep.

Price Only . . . $29.50 each.

PACKED AND SHIPPED: 2389 E. 29th St., Cleveland, Ohio

WRITE US TODAY!

NORTHEASTERN SALES AND SERVICE CO.

BELLHAM, W.V. 25202

Headquarters

Whatever your bulk vending requirements may be, we can serve you. Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

Cleveland Coin Machine Exchange, Inc.
2029 Prospect Ave., N.E.
Cleveland, Ohio

Phone: Tower 1-6715

GRAFF VENDING SUPPLY CO., INC.

DALLAS, TEXAS

2817 W. DAVIS STREET
VENDORAMA®

Dallas Men Buy Graff

DALLAS — Graff Vending Company here, one of the nation's largest bulk vending distributors, has been sold to a group of prominent Dallas investors.

Graff, a former owner and founder, will retain a "substantial financial interest," and will "help guide the new firm's policies and program."

Paul Guynes, veteran Graff official, has been named chief executive officer of the firm. No personnel changes are contemplated by the group.

Graff said the move was dictated by the firm's desire for more capital to take advantage of its "tremendous growth potential." Purchasers include W. T. Overton, investor and real estate operator; Tom Leachman, real estate; William R. Dow, investor, and W. M. McCarthy, Murchison Brothers of Dallas. The four, together with Graff and Guynes, will constitute the management committee of the organization.

Guynes predicted that Graff Vending will continue its vigorous sales growth.

Bulk Machines on Self-Service Shelving Pays Off for Bara

STERLING, Colo. — Arthur Bara, local vending operator, has found an unusual and highly profitable extra location for bulk gum machines.

In addition to the usual sidewalk and store-entrance spots for the downtown store. "We get the r.a.b. action earlier here," explains Jerry Glassman, "because we specialize in that type of material. Operators who have a lot of r.a.b. stops to cover come here first."

According to Glassman, these are some of the front-running new releases being put on the area's r.a.b. juice box locations: "Spring" by a new vocal group, the Bridgies; on Caramo Records; Jackie Wilson's "Baby Work-out," b.w. "Going Crazy," on Brunswick; "The Bird," Dee Dee Sharp, Cameo; " Ain't No Big Thing," Van McCoy, Rockaway, and a couple of new Dee-Cee releases: "Still," Bill Anderson, and the Earl Grant instrumental, "Yesiree."

Over at the bustling Record City one-stop, operators show a moderate interest in r.a.b. music. "We don't have the standard here for the brand-new r.a.b. stuff," says George Geler. "But there is often a very thin line separating pops and r.a.b. records."

The No. 1 operator item at Record City currently is Bobby Vinton's "Over the Mountain," Epic. Also big are Steve Lawrence's "Don't Be Afraid," Columbia; "If I Never Get to Heaven," Kathy Dee, B-W; Chubby Checker's "Let's Limbo Some More," and the new Nat King Cole, "All Over the World," on Capitol.

Victor Vender

New V2 Capsule shown above. See Victor Vending Corp. ad which shows this capsule in actual size.

Be sure to visit Victor Vending Corp. Booth at N.V.A. Convention, Sheraton Hotel, Chicago, March 27-30.

If you're not able to attend N.V.A. Convention, please write today for full information on the new V2 Capsule and Vendorama Capsule Vendor which holds 200 25¢ or 50¢ V2 Capsules.

H. B. HUTCHINSON JR.
Atlanta 7, Georgia
1784 N. Decatur Road, N.E.
LOOK INSIDE!

Check the plus values you get in Bally novelty games... exclusive Bally refinements that put money in your pocket by cutting the cost of service calls and keeping equipment in continuous money-making operation.

UNITIZED CONSTRUCTION

Photograph of Bally Flipper Actuator illustrates typical unitized construction found only in Bally novelty games. Coils and other components may be purchased separately when required, but factory unitized construction insures clean, uncluttered panel, neatly organized cables with minimum number of breakouts, simplifies adjustment and maintenance.

50 VOLTS CIRCUIT

Bally novelty transformer delivers 50 vigorous volts of power to the mechanism, insuring extra snappy bumper, flipper and kicker action... and trouble-free profitable performance.

HEAVY GAUGE WIRE

Bally novelty circuits contain heaviest gauge wire in the novelty class... added protection against loss of earnings caused by broken wires or frayed insulation.

METAL BUMPER SKIRT

New exclusive metal bumper skirt corrects the weakest point in novelty design, adds flash to playfield appearance, stops the costly nuisance of bumper breakage.

NYLON RATCHETS

Self-lubricating, non-rusting, noiseless Nylon ratchets, exclusive in Bally novelty games, reduce maintenance cost, insure smooth, quiet operation.

FLOATING ARMATURE

Bally novelty relays are actuated by the famous Bally floating armature, developed and perfected for the heavy-duty precision performance required in bingo operation. Lateral action of Bally floating armature equally actuates every switch-leaf in a relay, eliminating the frequent touchy adjustment required in relays actuated by pivot-type armatures.

TIME-TESTED TRIP RELAYS

Trip relays in Bally novelty games are the positive-action type proved in hundreds of thousands of busy Bally bingo games.

Bally announces 5-Ball NOVELTY

with location-tested top earning-power

Brilliant space-age backglass is animated with Triple Rockets advancing to Moon for Specials when Blast-Off Targets are hit. Rocket feature holds over from game to game, stimulates repeat play. Top Roll-overs light Side Roll-overs to score Special, light Out-Hole to score 200. Pop Bumpers insure frantic upper field action, while extra powerful Twin Flippers insure exciting suspense to bottom of board. Get MOON-SHOT for the zooming action that insures top earnings, long life on location.

★ TWIN FLIPPERS
★ MATCH FEATURE
★ Tuff-Kote Playfield
★ Stainless Steel Rails

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Report From Britain

House Party Rentals
LONDON — Bonus facet of the juke box business for Phonographic Equipment, Ltd., Lon- don, is the new and booming house-party rental system. The firm hires out its Jupiter 120-play stereo unit for $30 a night, includes pick-up and deliv- ery. Customers are legion, reports Michael Green.

Continental Flavor
LONDON — The demand for singles of foreign-language sources is growing on many London and Home Counties juke box routes. Th- e Continental disks, French, Greek and Italian, num- ber about four per box, es- pecially in tavern locations. Many are in what would be considered "unlikely" suburbs, besides areas where bi-lingualism is common. Cockney pubs give those Conti- nental releases a big play, as in Brixton and Bow "bungalow" Poplar. University town of Oxford, steel-town Birmingham, and midlands cities, all insist upon inclusion of these European re- leases. "Eh Mainstream," French record, has vied strongly with its English equivalent, "What Now My Love," by native Shirley Bassey, UK op- erator's note, as an example.

Stop Unlicensed Box
LONDON — Phonographic Performance, Ltd.'s UK watch- dog of mechanical copyrights on records, obtained injunction against a Wilshire juke box op- erating firm last week. Re- strained from infringing PPL was Pennington Snell, Ltd., of Malmsbury, Wiltshire, and R. K. Watts, director of the firm. Breaches complained of occurred at two of the county's taverns: the Lamb Inn and the Six Bells. The injunctions mean that the firm will have to obtain a PPL license, costing some $35 for a non-licensed juke location.

Royal Welcome
LONDON — The juke box made its debut last week at the longshore Royal Society of Arts in London. Invited to address the culturists, subject: "The Juke Box" (meta bergun; not "coin operated phogram"), the term UK operators and distributors find a public policy. L. Cul- harn, factory manager of Ruffler & Walker, Ltd., he gave the talk to a capacity audience on the closing day of the LVA Trade Fair.

Disks at Grocers
LONDON—Big retail outlet for used jukebox records, at 50 cent each, is the London super- market chain Texco Ltd. Texco is one of the UK larger grocery groups. The records are rack- displayed, and a hot seller amid the provisions, an official said.

Phono for Ensemble
LONDON—one of the cul- tural bastions of Britain has suc- ceeded to the juke box. It is the Grand Hotel, Eastbourne. Its venerable "Palm Court Orchestra," featured by BBC radio for 30 years, comprised of a string ensemble, is to be drooped by the hotel.

Stop Modernized facilities replacing the orchestra will be a juke box and amusement games. Perrott to U. S.

LONDON — Bert Perrott, headman of Perrott Automatics, Ltd., Cardiff, is in the U. S. on a sales-promotion and buying jaunt. He left London by air last week, first stop Chicago. Perrott is tooting his firm's "Safe-T Sound" coin operated de- vice for coin-operated equip- ment, to acquaint U. S. opera- tors with the Carlisle-made alarm.

On his itinerary is Las Vegas, New York and Bermuda will see him on his way back east. Moisy Sikes, principal of Mag- nificiante Sales, Ltd., will be his host in Bermuda for a spell be- fore Perrott returns to Wales.

Pint-size Payoff
LONDON — Fruit machines are likely to becoming "beep bands" by name in the UK, if the latest idea of Bell-Fruit, Ltd., of Nottingham, catches on. K. F. Wilkinson, especially for the Licensed Victuallers' Trade Fair last week, switched machines' fruit symbols to stems, bottles and ketics of ale. The fuselage of the "Potato" machine, said "CHEERS— Pays in Pints."

He stressed to LVA visitors that this way tells a blue, and Lough- mick is intended to swoten breweries, many of whom still oppose "bands" on their taverns on the grounds that they reduce bar receipts.

Feds in Swoop At Eagle Pass
EAGLE PASS, Tex. — A total of 11 agents of the Internal Revenue Service hit 10 taxis and restaurants at the same time. Owners of 16 confiscated pin- ball machines had not paid the $250 federal occupational tax.

H. W. Freeman, group super- visor in the IRS intelligence of- fice in San Antonio, said under- cover agents had either seen or received gambling payoffs from the machines in four of the local spots and had warrants that the raids occurred.

No charges will be filed against the operators until after all reports are in and studied, Freeman said.

You're in business to make money. Billboard is in business to help you.

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


-- Atlan's...Reconditioned—Guaranteed
MUSIC • GAMES • VENDING

ROWE L-5000, 4 Floor...$575
ROWE BV-7500 (Brush Brew)...445
BURLINGTON 70 Series...1,395
SHERWOOD 6-2 Cig...695
COBRA 150-GA Cig...445
VERKO ICE CREAM 215L, P.S...395
VERKO MILE 151C, P.S...595
STONER CANDY, Mod. 160, G/M...175
MATERIAL, 11 Cues...32.00 dz.
KALOMAT, 10 Cues...145

GAMES
Completely Reconditioned
Gottlieb LIBERTY BELLE 4/P...$465
Gottlieb FLIPPER CLOWN...745
Gottlieb GEAR CASH...375
Bally SUPER S.5...$45
Genco STATE FAIR Out...175
United MIDWAY 26...$45

WURLITZER 2510 Stereo (55c)...$95

Immediate Delivery on the Sensational New Bally SPINNER and MOON SHOT Fast Action and Profits!

Call: "AMIDUS" Chicago Distributors for
AMI—ROWE—BALLY
ATLAS MUSIC COMPANY

BRANCH OF ROWE-LA-SERVICES DIVISION
2122 W. WESTERN AVE., CHICAGO 47, ILLINOIS
Armitage 6-5005
Announcing
THE FIRST ANNUAL INTERNATIONAL COIN MACHINE DIRECTORY and WHO'S WHO IN THE COIN MACHINE WORLD

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

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

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

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

Current appraisal of the state of the international music machine and amusement machine industries.
Summary of juke box and game operating conditions throughout the world.
Machines in operation by type and numbers.
Legal restrictions, import regulations, duties and tariffs.
Top juke box record hits.
Programming trends.
Country by Country listing of U.S. and International juke box and amusement machine manufacturers and distributors.
International Air Freight Carriers.
U.S. Cigarette and Cigar Machine Manufacturers.
U.S. Coin Machine Part Suppliers.
Coin Machine Trade Associations, by country, for the world.

AND . . . FOR YOUR FREE LISTING IN THE DIRECTORY—Manufacturers, Distributors, Suppliers and Officers in Operator Associations—send the following information:
From manufacturers we want a brief description of the plant, products made, list of offices with photographs and a complete list of distributors, with addresses and telephone numbers.
From distributors we want the complete address and telephone number, names of the principals, their company and branch office listing.
From operator associations we want photographs of officers and current addresses.
From suppliers we want a list of products carried.
Please mail all information to: Billboard Coin Machine Directory, 1564 Broadway, New York 50, N. Y.

10,000 copies will be distributed to those whose direct interest is coin machines:
U.S. and International juke box and amusement machine manufacturers.
U.S. and International juke box and amusement machine distributors, exporters and importers.
U.S. and International juke box and amusement machine operators.
U.S. and International phonograph record manufacturers.
U.S. and International vending machine manufacturers.
Trade Associations, U.S. & International.
Distribution at trade conventions, U.S. and Internationally.
Commercial Attaches of foreign governments throughout the world.
This is just a partial listing of the important buying influences that will automatically receive copies of this publication.
Carolina Ops Frolic

South Carolina Lieut. Gov. Robert McNair joined members of the recently formed South Carolina Coin Operators Association for their second meeting, telling them that "through unity there's strength." McNair complimented the group on its aggressive organization. Some 80 operators and guests were on hand for the banquet gathering. The South Carolina group now has 35 charter members and is affiliated with Music Operators of America, the national association.

Robert E. McNair, South Carolina lieutenant governor, addresses the South Carolina association while officers look on (left to right): A. L. Witt, vice-president; H. C. Koels Fr., vice-president; A. W. Bradford, vice-president; Royce A. Green Sr., president, and Avna O. Fisher, secretary-treasurer.

Some of the 80 Operators and Guests attending the South Carolina Operators' second meeting, a banquet attended by the State's lieutenant governor. A membership committee was appointed by Royce A. Green, president.

Joe Orcutt Dies; Coast Pioneer

REDDING, Calif. — Funeral services for Joe Orcutt, 65, who was a partner in what is believed to have been the first coin machine manufacturing plant on the West Coast, were held here Tuesday (19). He died at his home here Saturday night (16) of a cerebral hemorrhage.

Orcutt became a pioneer in West Coast manufacturing in the 1930’s when he, Harry Stears and Tom Wall established a factory that was similar to a Coast branch of Exhibit Supply. The firm was known as California Exhibit Corporation.

The trio sold the plant and went into operating with the formation of California Games. Wall subsequently bought out his two partners and continues to operate the firm today.

Orcutt, who in late years had been in the trailer sales business, leaves his wife, Blanche; a daughter, Betty; a son, Donald; and several grandchildren.

OIL BOOM MAKES KING SPRING FOR JUKE BOXES

TRIPOLI, Libya—King Idris of Libya has celebrated arrival of the oil boom in his country by purchasing 35 juke boxes and 18 pin games. The king has ordered 10 machines installed at his palace here, another 10 in his house at Benghazi, the second Libyan capital (Libya has dual capitals at Benghazi and Tripoli for political reasons), and the remainder placed in orphanages and homes for the aged.

Libyan oil revenues reached $60 million annually last year and will top $100 million this year. This is approximately quadruple the Libyan national budget for 1963. Aside from Idris' purchases, oil companies drilling in the Libyan desert have become an expanding photograph market. Some of the companies are transporting photographs by helicopter to remote desert drilling locations.

OPERATE UNITED
Shuffle Alleys and Bowling Alleys
WELCOME EVERYWHERE!

For Sale

Complete route, consisting of Phonographs, Ball Tables, Bowling Alleys, Shuffle Alleys and Pin Ball Machines throughout Ohio. For further information write BOX 2126, Oshkosh, Wis.

World's Largest Inventory for Sale

Send for Complete Lists

ArCADE—GAMES
BINGOS—RIDES
MUSIC, etc.

David Rosen
Exclusive A. M. & B. Div. Fr. 48 E. 85th St., Chicago, Ill.

Bargains for the Week

Games

250 of THEM
Racing, shooting, hop愉悦, jump, and Coffee Vending Machines in Trade, also a Large Lot of Phonographs.

What Do You Need?

1900, 1906, 1904 & 1900 Wurlitzer Racing Machines, all Complete.
Platonic Bowler, 16 ft., $25.00.
Bally Bowler, 16 ft., $20.00.
Bally Bowler, 16 ft., $15.00.
Bally Bowler, 16 ft., $20.50.
Bally Bowler, 16 ft., $15.99.
Bally Bowler, 16 ft., $24.99.
Bally Bowler, 16 ft., $29.99.
Bally Bowler, 16 ft., $39.99.
Bally Bowler, 16 ft., $49.99.
Bally Bowler, 16 ft., $59.99.
Bally Bowler, 16 ft., $79.99.
Bally Bowler, 16 ft., $99.99.
Bally Bowler, 16 ft., $199.99.
Bally Bowler, 16 ft., $299.99.
Bally Bowler, 16 ft., $399.99.
Bally Bowler, 16 ft., $499.99.
Bally Bowler, 16 ft., $599.99.
Bally Bowler, 16 ft., $699.99.
Bally Bowler, 16 ft., $799.99.
Bally Bowler, 16 ft., $899.99.
Bally Bowler, 16 ft., $999.99.
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Bally Bowler, 16 ft., $71,999.99.
Bally Bowler, 16 ft., $72,999.99.
Bally Bowler, 16 ft., $73,999.99.
Bally Bowler, 16 ft., $74,999.99.
MILWAUKEE MENTIONS

Music and games distributors fanned out all over the territory to make personal contacts with up-State operators. A sure sign that spring is on its way, de- spite the heavy snows, S. L. London Music Company's sales representative Will Hubbard and Seeburg factory engineer, Charles Gates provided service calls for operators in the Madison, Manitowoc and Marinette areas. Also out on the road are AMI's Hank Rovens and Rowe Vending's Bob Man- thel, calling on Pioneer Sales & Service accounts. Harry Jacobs Jr., and Ron Kopp, United, Inc., also spent time visiting Wurlitzer operators in the Northern and Western por- tions of the State. . . . Martha Schall, S. L. London Music Company's office manager, is vacationing in the South.

The Milwaukee John Doe inves- tigation into reports of gam- bling and syndicate activities continues to show interest in local common. A number of op- erators have appeared before the investigators. To date nothing has been released to show any criminal connections here. "Collections are running a little ahead of last year at this time," reports Sam Hastings, Hastings Distributing Company, . . . Another optimistic report stems from Clarence Smith, Milwaukee Amusement Company. "Our route receipts are also showing improvement, in games as well as music," he says.

Plans call for continuing to present service schools following next year's tour of the Milwaukee Phonograph Operators' Association. Tentatively scheduled for the April meeting's service school is a presentation by the AMI dis- tributor, Pioneer Sales & Ser- vice . . . Out-of-towners stopping in at Badger Novelty to check the Rock-Ola stock included Arnold Frelich, Rhinelander; Cliff Bookmeier, Green Bay, and Arnold Foch, Beloit.

Badger Novelty Company's parts and supplies manager, Ray Van Tour, informs that there has been a spurt in demand for bolt vending equipment this spring . . . Friends of Sam Cooper, Pioneer Sales & Service, shared his grief this week at the death of his six-year-old daughter, Barbari. She succumbed following a long battle with kidney disease. Burial was in St. Paul.

Carl Botz, P. & P. Distribut- ing Company route foreman, back from two weeks of driving through the West and South, claims he is going on a vacation to rest up . . . All hands are back on the books at Milwaukee Amusement Company following bouts with the flu, according to Clarence Smith.

BENN OLLMAN

Wisconsin Ops

* Continued from page 47

BURLINGTON, Vt. Some 16 teams have entered the Ver- mont State Shuffleboard Tourna- ment held here Saturday and Sunday (33 and 24). The Tourna- ment is sponsored by the American Shuffleboard Com- pany, ccin-operated shuffleboard manufacturer, and the Tri-State Amusement Company, Man- chester, N. H., New England distributor for ASC. First prize is $150 and a trophy.

Tourney Turnout

* Continued from page 49

the game of the YEAR

with 1, 2, 3, 4 DROP TARGETS

• Center Lane becomes "Special" when both Jokers are lit
• Carryover Feature; Cards in Royal Flush remain lit from game to game until completed
• Completing Royal Flush lites "Special"
• Hitting all 4 Drop Targets after com- pleting Royal Flush lites "Special"

BENNO WILLIAMS

1963 MAJOR LEAGUE

by the Original Designers
of Authentic Baseball Games

• Replay Model with EXTRA Inning Feature and Over-the- Fence Home Runs
• Players actually run Bases with Williams' Patented Base Running Unit
• Mystery Pitcher throws Fast Ball—Slow Ball in- side/outside Pitchers
• Official Baseball Scoring

SEE YOUR WILLIAMS DISTRIBUTOR TODAY!
Britains Find
Continued from page 45
play, and promoted the juke
booths to the visitors. His firm's
pinball, table and cigarette vend-
er was also featured.
Gordon Walker, Ruffer &
Walker, Ltd., was an energetic
Rock-Ola salesman.
Mrs. J. Shaw spoke the most
significantly about this unique
annual showcase for coin-
amusement firms. "I wanted the
trade in advance to get in on it,
but they were not listening."
She is secretary of the Pho-
notraph Operators' Association
here and operates 92 locations
of her own in the London
region.
BBC in a TV newscast, looped the
LVA show during its week, devoted
most time to detailing coin - amuse-
ment exhibits, which next year might
well turn the LVA showing into a
second British ATE if all
tradesmen get the space there it's
reported they seek.

Ratafack Named
CONTINUED FROM PAGE 45
Army in Europe from 1941 to
1944.
Upon leaving the Army, he
spent five years with the Coin
Machine Acceptance Corpora-
tion as vice-president.
He joined AMI, Inc., in 1949
as a regional sales representa-
tive, rising to the position
of vice-president in charge of sales.
When AMI was sold to Auto-
matic Canteen Company of
America, Ratafack retained his
AMI vice-presidency and was
also named executive vice-
president of Rowe-AMI Sales
Company, the national sales
outlet for Canteen, Rowe and AMI
equipment. He was also presi-
dent of a Chicago distributor-
ship, AMI Sales Company.
Ratafack resigned all offices
in 1961 to join Music Operators
of America as managing di-
rector. He resigned that post
a year later.

ECM Door Ajar
Continued from page 45
periods of from 20 to 30 years.
Obviously, we believe in the
Common Market—we believe it
is here to stay and by the time
our first leases expire it will rival
the United States as an eco-
nomic unit.

Smaller Firms
"We have the financial and
technical resources to meet the
requirements of the largest
American coin machine firms—
but we are also interested in
the smaller firms with special
requirements."

It is understood that the
Muenemann interests are nego-
tiating with eight U. S. coin
machine firms, some of them
export-import firms. Muenemann
indicated that one or more
machines make up the consul-
ting Common Market opera-
ing.

Muenemann's experts regard
games as the wide-open field on
the Continent for U. S. pro-
ducers. An associate summar-
ed: "You don't have to be an
expert to realize that Europe is
on the threshold of tremen-
dous expansion in the coin-
machine field."

"Demand breeds demand and,
we look for tremendous growth
for all categories of equipment. We
anticipate a vending equip-
ment explosion, for example, and
we think the possibilities for
new games and phonographs have
barely been touched."

Muenemann says the costs of
capital service for a leased plant
will be no higher than the costs
the customer would have to pay
if he financed the new
plant or office building himself.

many's bowling boom, it is sell-
ing especially well in villages
and smaller towns short on rec-
reation facilities, where it is
replacing the German game of
nine pins. The Bally distribu-
tor is Leawood Canteen of
Bingen, whose parent manufac-
turing company, NSM, produces
the Panfute juke box and pay-
out machines. Experience so far
has shown that bowling games
are complement rather than com-
pete, with lane bowling.

Ops Name Battler
SAARRBRUCKEN—Karlf Feis
has been re-elected president of
the Star Operators Association.
Others named were Alois Krosch,
Georj Georg and Hermann
Klein. Feis is directing a cam-
paign by the association to
rectify the production of tele-
vision programs which the
association claims are unfair
to the coin trade. Feis' staff is
attempting to persuade tele-
vision stations which have
screened the offending pro-
grams to present sequel based
on the operator's side of the
controversy.

In Hamburg, the operators as-
sociation has re-elected presi-
dent Carl-Heinz Wende. Also
elected were Dr. Werner Hilt-
ert, vice-president; Erhard Bodi,
treasurer; Erich Schlegel, sec-
etary, and Max Walden and
Arno Glasgau, board members.

Automatic in Shake-Up
HAMBURG—Automatic Canteen
Company of America's German
subsidiary, Canteen Auto-
tomatentvertrieb GmbH, has un-
dergone reorganization. Can-
teen's sales headquarters have
been centralized at Hamburg
under direction of Helmut Neu-
berg. Administrative and export
headquarters remain in its plant
at Neu-Isenburg, near Frank-
turt. Neuberg, in addition to
being sales chief, also becomes
business manager, replacing in
this capacity Norbert Acker, who
will concentrate on Can-
teen's German research and de-
velopment. Helmut W. Walter
remains in charge of adminis-
tration and Rudolf Seitz of
export.

BEST
ARCADE
VALUES

NEW Machines

Reconditioned Machines

Mike Munyes Corp.

Chicago Area
Distributor for
Wurlitzer
Phonograph
and Parts

First Coin Machine
Exchange, Inc.

1714 W. North Ave.
Chicago 27, Illinois
Telephone: 2-3000

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

New 4-Player Magic

Gaucho

New Extra Ball Feature New Coin
Return New Playboard Auto-Clamp
New Double-Size Cash Box New
Front Door Styling New Maximum
Security Door Lock

SEE THE MAGIC OF YOUR THESE PLAY-MAKING.
DISTRIBUTOR PROFIT-MAKING FEATURES:

- Extra feature made by hitting Roto-Star
- Making rollovers advances Roto-Target value
- Hitting Roto-Target scores indicated value; re-sets target values
- Bulls-eye targets turn pop bombers on and off
- 4-places to spin Roto-Targets
- Stainless cabinet trim • All the deluxe Gottlieb features

New "Hard-Crate" Finish Extends Playboard
Life 3-An-Time High!

Gottlieb & Co.

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

It's Always Profitable to Operate Gottlieb Games!

March 30, 1963

European News Briefs

NEW ROLLER

NEW MACHINE

LATEST

New Roller

New Machine

New Roller

New Machine

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New Machine
An automatic phonograph is built for one purpose and one purpose only — TO MAKE MONEY. It must have the finest styling . . . the finest sound . . . the best features . . . the most service-free mechanism to make the MOST money. Mr. Operator, we offer you . . . THE WURLITZER 2700 . . . THE ONLY PHONOGRAPH WITH THE TEN TOP TUNES FEATURE — proven beyond a shadow of a doubt to be THE YEAR'S BIG MONEY MAKER.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER 2700

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

107 Years of Musical Experience

HAPPY TALKIN': In between opening night sets, Nancy Wilson chats with boss Glenn Wallichs of Capitol Records and his wife at Hollywood's Crescendo.

WHERE THERE'S LIFE: Comedian Bob Hope seems pleased with copy of his Decca album of monologs recorded in Russia.

TOP TUNER: Billboard's Ricardo Garcia (left) presents Chile's Juan Vasquez the first prize in the Fourth Festival De Vina Del Mar for composing "Solo Una Mirada." Third and fourth from left are Alfred Burgos of Southern Music and Odeon's Ruben Nouzeilles.

FACTING: Ray Hamilton inks MGM contract. Present at the signing are (left to right) Arnold Maxin, head of the label, MGM exec Tom White, Ray, and Bill Cook, his manager.

A NEW LOVE: Bill Pursell (right), who wrote and recorded Columbia's hit, "Our Winter Love," coaches part Anita Bryant in rehearsing vocal version of the song, while Robert Harser, musical director of popular n.a.r., watches approvingly.

U.N. PUSH: Farmer's Departmental Store in Sydney, Australia, like merchants all around the globe, has set up a special display section to promote the "All-Star Festival" album to raise funds for the U.N. High Commissioner for Refugees.

BRUNO BINS: Jack Silverman (right), of Bruno of New York, briefs Korvette manager David Rothfeld on display units his distributor firm has prepared to show off RCA's Dynagroove records. Albums are also on display in three other bins.

MIT KRAUT YEY: Looking less than homesick, members of the famed Vienna Boys' Choir attack a plate of knockwurst and kraut in a Washington restaurant. Chef Guenter Steinke is apparently unafraid of taking the knockwurst Rest.

PACTING: Roy Hamilton inks MGM contract. Present at the signing are (left to right) Arnold Maxin, head of the label, MGM exec Tom White, Ray, and Bill Cook, his manager.

GALLIC BERLIN: Looking like a young Irving Berlin, French composer-singer Charles Aznavour relaxes at St. Tropez before long-awaited New York debut (30) at Carnegie Hall.