By SAM CHASE

CHICAGO—A call for the development of a program department within the National Association of Broadcasters was one of the main highlights of the organization's first annual convention, NAB President LeRoy Collins listed this as one of his five main proposals to "improve the quality of the whole broadcast product." (See other story.)

The new department, Collins said, "would aid the broadcaster in Bank for independent financial. It would facilitate the exchange of successful program material and standards on independent program expertise.

The proposal follows approval of the NAB's joint board at its recent meetings to study the feasibility of such a department.

Collins said: "It has seemed not a little strange to me and to broadcasters with whom I have talked that with all of NAB's present varied efforts to aid broadcasters we do not now have any specific work under way to help in developing special creative skills and techniques to enhance the end product of broadcasting—programs.

The convention featured the third and presumably final edition of the series of "great confrontation" of NAB's Federal Communications Commission Chairman Newton N. Minow, whose comments tended to help in developing special creative skills and techniques to enhance the end product of broadcasting.

The speeches of Collins and Minow have featured the past three conventions.

As though in response to Collins' call for the industry to continue to regulate itself on such matters as limitations on commercial time, Minow called for stronger and more effective station to adhere to the NAB's Code. Minow's proposal would...

(Continued on page 41)

The International Music-Record Newsweekly

Radio-TV Programming * Phon-o-Tape Merchandising * Coln Machine Operating

PROTEST GROWS
Greenbriers Balk at Hostentaff Booking

BY REN GREVATT

NEW YORK—One folk-singing group, the Greenbriers, have declined an invitation to appear on ABC-TV's folk-based "Hootenanny" show, scheduled for taping April 14 and 15 at Rutgers University. The move was made as a protest against the network's alleged blacklist- ing of Pete Seeger and the Weavers for the show.

Action by the Greenbrier group coincided with a statement issued by Harold Leven- thal, manager of the alleged blacklist affair to the effect that "a blacklist on network television does exist and we can't ignore it."

Meanwhile, a committee of folk artists, headed by Billy Faier, was in the process of obtaining photographs of "The Green- ber fraternity" to a vigorous statement of "principle and pro- tect" to be delivered to the ABC-TV network, with copies to the Federal Communications Commission.

The Greenbriers refused to appear on the show through...

REPRISE GETS DINAH SHORE

HOLLYWOOD—Reprise Records added still another established name to its roster last week with the signing of Dinah Shore to an exclusive recording contract. The label will use her for both singles and LPs and will also feature her in starring disk vehicles with other artists in its fold. Miss Shore's most recent label affiliation was with the Columbia company.

The move led to speculation that Dinah would soon make an album with the head of the firm, Frank Sinatra.

In addition, we believe the NAB should consider reinstituting sessions on programming at its annual conventions with long memories will recall that such sessions in the conventions of the 1930s through the mid-40s were perhaps the most exciting aspect of the annual gatherings and doubtless among the most rewarding.

Programming Ignored at NAB Conventions

This publication, as the only business paper serving broadcasters which emphasizes the programming aspects of the industry, long has maintained that it is wrong for NAB conventions to treat with nearly every aspect of station operations other than broadcasting's basic commodity. Indeed, the fact that at an NAB Convention was the highly successful session on TV films sponsored by Billboard at the Washington convention of 1955 in lieu of any activity by the NAB itself.

The local broadcaster, radio as well as TV, needs and will support those stations that are doing a better job of scheduling and programming for local video stations.

For April Profits... DANCE! DANCE! DANCE! with DECCA and CORAL

For April Profits... DANCE! DANCE! DANCE! with DECCA and CORAL

Dot Opens New York Branch

HOLLYWOOD—Dot Records has opened a branch in New York City. Henry Onorati, Dot's Eastern Sales Manager, has been named as the temporary branch manager in branching for the company.

NAB's Program Move

This year's NAB Convention was one of the most important to radio broadcasters of any held in recent years. Three urgent problems were discussed and potential solutions prescribed.

A broad middle ground tent that in many may have found the cure for their economic ills. The radio sales problem of incomplete research data has been confronted squarely by Bill Bunker, dynamic new chief of the Radio Advertising Bureau, and steps are being taken to get an honest count for the medium.

Future broadcasters expected that in some of the medium in the long-needed recognition of the problem caused by the proliferation of radio stations in recent years. FCC Chairman Newton Minow verbalized what many in the trade have long felt to be the solution: encouragement of flexibility and specialization of programming.

Fresh Program Ideas Needed

Too many radio stations seem unable to formulate fresh program ideas and have permitted themselves to become slaves to formulas of one type or another. The key question is what practical aid can be given to such stations to help them find new and individual paths. The discussion at the meeting at an NAB Convention was the highly successful session on TV films sponsored by Billboard at the Washington convention of 1955 in lieu of any activity by the NAB itself.

The local broadcaster, radio as well as TV, needs and will support those stations that are doing a better job of scheduling and programming for local video stations.

The combined experience of these suppliers, along with that of broadcasters themselves, can lead to a new flowering of creativity. It is not too soon to begin planning for inclusion of program activities at the NAB's NAB Convention.

Record Companies, Syndicators Can Help

In this regard, we believe that important contributions also can be made by those companies which provide programming to stations. Record manufacturers, whose product is to radio what gasoline is to automobiles, certainly can and would offer the benefit of their experiences, as would the new breed of radio program syndicator who is learning to create individual local angles. Similarly, the TV film companies reveals the largest single source of programming for local video stations.

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REMEMBER 'DIANA'? NOW 'REMEMBER DIANA'!

PAUL ANKA 45 RPM

Remember Diana • At Night

DON'T FORGET TO ORDER BIG! #8170

RCA VICTOR

THE MOST TRUSTED NAME IN SOUND
W. Germany Takes 2d in UN Disk Race

NEW YORK — Sales of the United Nations Refugees Commission LP, "All Star Festival," have jumped to a figure of 65,000 according to UFO. Figures arrived at April 1, show Sweden leading with 170,000, but with West Germany closing in with 120,000, and the Netherlands still in third with 77,000.

Kick-off date for Latin America is mid-April, with April 18 the actual starting day for most countries. Partial beginning of the Latin American drive will take place in Colombia with the President of that country taking part in the festivities.

'The Last Family' Flips Miami

MIAMI—There's a "Family" album available here that is a smash, "The Last Family" and it has all the necessary ingredients for a smash. Sales in the area are powerful — it's top-selling and it's top-rated in Cuba. Only problem as far as the rest of the world is concerned is that it's entirely in Spanish.

"The Last Family" resides in the Red House in Havana with Fidel Castro coming off as the heart and the infidel. Many of the hits are played after categorization of Cuban parents. In an interview, for instance, Castro is depicted as favoring the "Reds:" the "Reds" and the Cincinnati Reds. In baseball, he plays "left field" and who does not steal bases, he "confiscates them."

The Castro voice on the disc belongs to a former Cuban television star, Tito Hernandez, and it is the original English language version of the LP is being planned.

THE NEW HALL

We All Had It Right: Sound Is Lousy

BY BOB ROLONTZ

NEW YORK — It's true, the sound you've been hearing at the new Philharmonic Hall ARE lousy. The new hall, as explained by many, was confirmed last week by four sound experts who put down the acoustics at the Lincoln Center Hall in no uncertain terms. Among the handful of judgments and critical music experts who had the floor were a critic who said the hall was "poor" and one who said it was opened with much fanfare.

The committee of experts, who spent months studying and measuring, included the late Dr. Heinrich Keilholz, of Germany, consultant for the Vienna Opera House; Paul Veeneklasen, who watched over the acoustics at the Seattle Opera House; M tinder Schroeder, director of acoustics and speech at the Bell Telephone Laboratories in New Jersey, and Vera Knudsen, considered the dean of American architectural acousticians.

The experts all agreed that the Philharmonic Hall acoustics are not up to par. They said that the diaphragm in the hall is "baffled" and that no major structural alterations are necessary. They were of the opinion that the orchestra shell and canopy, and the various panels and elements in the theater, are just "hanging there" and that the sound will be much improved once these elements are removed. The cost of fixing up the $15 million hall will be minimal, according to the experts. The total bill is expected to be $500,000.

The four experts were appointed by a committee that included President William Schuman, and invited to make measurements and submit their opinions. According to some, the hall had a lack of low frequencies, and a lack of sound diffusion. According to others, it is an orchestra which suffers most at the hall. The piano fares well here, but orchestras [low frequencies] are usually lost, they say.

According to Harold Schonberg, music critic of The New York Times in a story in that paper last Thursday (4), the board of directors of the Philharmonic Orchestra discussed the Hall's sound problem, and some members even desired to return to Carnegie Hall for the Philharmonic's New York concerts. But the Philharmonic Orchestra will return to Philharmonic Hall next season. The consensus was that Eugene Ormandy's ambition to pace "the sound will be improved in the new hall."
Nielsen Info Shoddy, But It Kept Raising Its Rates

By MILDRED HALL

WASHINGTON—'Economic blackmail' was the term used to describe the A. C. Nielsen Company's conduct of paying ABC radio network contract when the petition failed to take on more allegedly 'unnecessary' services at substantial raise in cost.

The term was used by Special Counsors Edward Richardson during the closing days of the month-long hearing by the House Special Subcommittee on Investigations. Rep. Frank B. Kellogg, members of the ABC radio network chief Robert Lowder said that the contract was a "gimmom" to try to pay more for the "auto-plus" and the company radio survey. Mr. Nielsen offered, Paulroy argued that the new services were of no significant value and the ABC contract was killed on short notice.

Although Nielsen spokesmen had admitted during hearings that they "see" the auto and transistor listening had left plenty to be desired ("We are hoping of doing something with these"), Nielsen chief research and vice-president, Henry Rahm, refused to admit that the two "improvements" failed. The ABC Cut, he said, not of significant value.

Mr. Richardson, head of the Federal Trade Commission would take a "very critical look at what the proposal was on the part of Nielsen." He also said that the case was a "very serious one.

The ABC cut would be made in the following days (4), counsel Richardson lowed the list of testimony from the ABC company about its quality of "multimillionaire" deal. The attitude in the round-the-clock audience check, its careful field tabulation. and the circle test of field work. Richardson pointed out flaws in each area, by, he would write from Nielsen spokesmen only a partial admission that there was not always a perfect test. "Every sample we investigate claim is 'unnatural representation,' said Younger. Representative Moss added: 'We on this committee have phenomenal luck in hitting all the exceptions in this operation.' The claim of adequate sampling had been thoroughly disproved in the Louisville area in previous week's testimony—another 'exceptional' instance. Counsel Richardson added one more in the diary report of a woman who had been out all day, but left her dog listening to the radio.

Chairman Oren Harris (D. Ark.), who is also chairman of the Full House Commerce Committee, "free claim of 'exception' was one of the 'major weaknesses.'

Mr. Nielsen's explanation was that the people in the "radio community were not full time and public. The four had been exposed in an inter-office memo from Nielsen statistics Cordell to an ABC employee.

Mr. Nielsen said he had said go to extreme to make sure that the services get money for better research and the firm in the Subcommittee investigation. Mr. O'Reilly said he got hold of the confidential inter-office memo.

FM Listings

FM radio was another case in the area of odd exceptions. Counsel Richardson demanded to know where all the FM listings in Nielsen checks? He said a number of different appearances—never by tuning—but the FM stations had not been named in the same "unnatural" instance. Nielsen's reply was not very enlightening to the subcommittee, but FM broadcasters may want a sample of the explanation.

Mr. O'Reilly termed it "an act of the audiology" means diagnosis, and a Recoderider tells only how the test was done, on the basis of the Nielsen's explanation.

Mr. O'Reilly said: "The number of indications on the front of these diaries (FM Set Only) is the amount that many AM Recordtions are clocking and AM setters are not AM activity, and shouldn't be tabulated. The marking in these stations, as far as we recall. . . . Please note that these days of FM-only usage were not marked because they are zero AM activity days or combinations of AM and FM activity. We have to go into the base of our computations."

Mr. Richardson did not give the exact number.

When the final conclusions of the House Subcommittee may be the closest of hearings, if the results are offered by Nielsen, the real judging of the big service was done was on the floor of the broadcaster convention in Chicago. It was also being judged in the program scheduling agencies, and their sponsors; in program production mills, and in program and advertising oversight meetings. A non-subscriber section across the country.

Betting odds are heavy that before this Congress ends the matter will be heard by the House Special Committee on Investigations.

"Harm has been done," to stations, networks, programs and contracts, and a deal of related interests in this billion-dollar business to any business of the public. This is the hard fact the subcommittee stressed over and over. It will, as Chair

man Harris pointed out, count an increased punishment than any particular rating company involved.

NOT SCARED A BIT

Shoppers World Store Faces Korvette Boldly

CHICAGO—The opening here shortly of four new Korvette stores left the 12-store chain raising of eyebrows at Shoppers World, the Chicago top city chain.

The reason is simple. The 12-store chain is embarking on a record people describe as the most aggressive and promotional advertising campaign in the city's history. That is, that the Korvette has run three full-page ads in The Chicago Tribune, the city's leading daily, despite its devotion to records.

By Bobby Yeung

It also took Liberty's Bobby Vee on a personal appearance tour to Chicago and other local radio stations.

The results in the record department were to be expected. A couple of dozen new records had been recalled at the record store.

As a part of a general record merchandising campaign, Shoppers World instituted with the appointment of a veteran service manager.

SINGING Adds ZEST TO '2D TERM' ALBUM

NEW YORK—A novel touch in the new Vaughn Meader LP meant as a follow-up to The Forsyte Saga is the inclusion of four musical numbers. They are: "Join the Millian (Caroline's voice) and Naomi Bendota are the singers. The album includes the first set, but with a different recording and conditions. An instance, Miss Kiki attempts to get young son John to eat some fish."

The album was cut March 18 at the CBS studios and features members of the cast from the first set. The album will be available shortly.

DECCA-CORAL PUSH 'DANCE, DANCE, DANCE'

NEW YORK—Decca-Coral Records continues to build its roster of dance band music. Latest band on Decca is Charles Spivak. His first album on the label is tied, along with seven others, at No. 1. Spivak is a dynamic leader who has material backing, the Decca promotion and incentive policy "Dance, Dance, Dance, Dancing, Dancing". The label's usual incentives on the new albums along with 222 other discs continue on the Decca-Coral catalogue. The album is due on May 3. Besides Spivak, the new releases include sets by Curv Cypriano, Pat D'Silva, Sammy Kaye, Bert Larracey, and Wyn King and Guy Lombardo.

The Decca catalogue contains several features of a new orchestra and all are available under this LP promotion. Other labels will be seeing away from the dance orchestra type of discs. Decca has an interesting in acquiring more orchestras. Spivak is only the latest in a line that includes Peter Duchin and Bert Kaempfert in the more or less new and aggressive groups. The other artists represented in the Decca-Coral LP catalogue are Count Basie, Buddy Rich, the Sternfield orchestra, Ralph Flanagan, Claude Thornhill, and the distinguished orchestra of Glen Gray, J. J. Shubert, and the band of the Decca-Coral has a corner on the big band market of the day.

O'Neill Play Put on Wax By Columbia

NEW YORK—Columbia Records has cut an original cast album of the current Broadway hit, "Strange Interlude." Featuring five of the cast that produced by the Actors Studio theater, with direction by Jose Quintero (Thrust Nov. 7-12),

Grand Lieberson, Columbia president, said this was but the first in a Columbia project to pass the recording of all Eugene O'Neill plays to be waxed is expected to be "Desire Under the Elms," in which Edward G. Robinson is playing.

Vocalion Carries Kiddy Packages

NEW YORK—Vocalion Records, low price ($1.98) album line of Decca Records, contains a number of children's records packages in its catalogue. The line was inadvertently omitted from a list of children's record labels in last week's Billboard (April 13).

The Kingston Trio, Capital Records, recording series, are appearing on European April 11 to play England and the Continent. Highlights of the London stop will be their "Sunday Night on the Air" show that April 14.
HOROWITZ

Certain To Make The Charts Again!
The second in a series of historic new recordings ...now available at regular price

THE SOUND OF HOROWITZ
SCARLATTI • SCHUBERT • SCHEIN • BERLIOZ

ML 581/MS 641 STEREO
COLUMBIA RECORDS
Dion's Only a Memory—But Laurie Records Hot Again

NEW YORK — Only two months after losing Dion to Columbia Records, Laurie Records is hot all over again with the Chiffons, whose recording of "Needles and Pins," a No. 1 slot on Billboard's "Hot 100" chart for the past three weeks. The record has already passed the 800,000 mark and the producer, Bob Schwartz, seems sure for a million. He says it's still selling.

"It was tough for a company of our size to lose a Dion," said Schwartz, "but it made all of us do our best to build an artistic roster of more than one artist. The Chiffons have added strength and variety to our stable, an album with them, and we also have a strong record right now with Kenny Chandler's "Heart.""

Schwartz said his firm was lucky to get the Chiffons, whose records are produced by two members of the Tokens, the Victor recording group. The Tokens are independent producers for other labels. "He's a guy who was actually waxing while the Tokens were still alive," said Schwartz.

Deal with Capitol, but when Capitol let the Tokens go, "The Chiffons didn't have the chance to grass up with one of the more important labels," Schwartz added.

"We expect the Tokens to produce other hits for us," said Schwartz, who has strong artists with Cathy Come Home, the Tokens, Gary Lewis, Roger & Me, and the Chiffons.

Adding Strength

To add to its roster, Laurie Records, which is a subsidiary of the Victor recording group, has just been announced in Billboard for release in the U.S., and will issue a single from the Tokens. Other European masters will be issued in Europe, including a hit side called "How Do You Do It," by Jerry and the Seven Men.

Laurie runs a very tight ship, and the company's president, Bob Schwartz, brother Gene, Eddie Matthews, Elliott Greenberg and Norman Katzell, are the real maestros, said Schwartz. "We have our own in-house man Roman, and we are also the logical choice to be the firm's president," Katzell added.

Sesac Claims Enrollment 98%

NEW YORK — Officials of Sesac, Inc., the music licensing organization, have noted that the Billboard 1963 radio station program manager's survey shows enrollment by SESAC members was 98.9% of all AM radio stations.

This reflects growth not only in numbers but proportionately as well. Two years ago SESAC held licenses with 96 per cent of all AM radio stations.

Columbia Takes Post With British Pub

NEW YORK — Al Gallico, who recently resigned his executive post with Shapiro-Herbert, will henceforth handle all U.S. operations for the Keith-Prowse-Peter Maurice music publishing interests of London.

In addition, a new BMG firm, Al Gallico Music, has been formed, of which Gallico will be president. The firm will also handle stock in the firm. The entire deal was made with Keith-Prowse by Jimmy Phillips, managing director of the Prowse-Maurice concern. Phillips was in the United States for signing final papers two weeks ago.

Gallico said he will represent the British catalogs here and will place songs with American disk companies. At the same time, he will add the American label for the overseas firms, Gallico also expects to sign writers and producers for the publishing and eventually, he plans to handle the overseas rights of the firm.

Epics Newark Distrib

NEWARK — Epic Records has announced the appointment of Liberty Records, Inc., as the label's exclusive distributor in the Newark, N.J., area. The company will distribute all Epic and Okeh products to record dealers in the present association with Apex Records of Newark for Epic was Essex Record Distribution Company.

Daily Appointed

HOUSTON — H. W. Daily, Inc., 314 East 11th Avenue, has been appointed the ABC-Mammoth, Inc., for the ABC-Paramount, Imperial, and Westminster lines, effective April 1.

Busk Curtis Named

PHILADELPHIA — Busk Curtis has been named promotion manager for Universal Record Distribution Corporation in this city. He is a veteran in the record promotion area.

Charm Joins Phillips

CHICAGO — Hal Charm has been named vice president of the new eastern field manager of Columbia Records. Charm replaces Danny Driscoll who resigned last week. Hal Charm is the new filed manager from the Washington area.

Coaden Named

NEW YORK — Coaden Records has named two new field managers. In Minneapolis, Heiliger Bros. handle the firm's northern accounts, while Michael P. Marnell of Maryland will be the new distributor.

Colpix Promo O'Sea

NEW YORK — Tony Cassetta of Bluebell Editions Discographica, Rome, Italy, was recently with Herb Homes, international director for Colpix, to discuss Bluebell-Colpix overseas promotions.

Colpix plans to open even though radio stations in Italy are more eager than ever to expose international product, they could use more Italian-lyrics versions of American releases.

Olympia Reps Harmony

NEW YORK — Olympia Distributors, Inc., has signed a deal to handle the U.S. distribution of Harmony Records, Eddie and Shirley Phillips' Prophet label.

The label is currently pushing "That There Heart of Mine," by Skip With Me, but is readying for release a single by Joe E. Ross of "Car 54, TV."
HIT!

THE ORIGINAL HIT!

IF YOU NEED ME

WILSON PICKETT

#LL-713

BREAKING IN NEW YORK

"I KNOW, I KNOW"

"Pookie" Hudson

#LL-711

DOUBLE "L" RECORDS

DISTRIBUTED NATIONALLY BY LIBERTY RECORDS SALES CORPORATION
HOLLYWOOD — Irving Fogel’s Tempo International is tailor-making a half-hour music series in stereo for Lincoln Continental advertising. Scheduled to air at 6 P.M. EST on the network, the program will be distributed on a syndicated basis for use as a premium with a limited-run edition of the new luxury line.

The show will be presented with stations through the Kenyon & Eckhardt ad agency of San Francisco in behalf of the Lincoln-Mercury Dealers Associations, Western Region. K. & E. has purchased time on 21 stations in the larger markets in the Western area. Indications are that the buy on the West Coast will be spread to other areas.

Entry of Lincoln Continental onto the FM scene with a special program produced for multiple market broadcast marks further recognition of FM's sales prowess by upscale blue-chip, prestige account. It is noteworthy that the show is being aired in stereo wherever this is available, showing early use of two-channel broadcasting by a major account.

K. & E. appear sufficiently that it can best reach the discriminating buyer through FM, and that the likelihood is greater that the prospective Lincoln buyer will respond to notable program, as one equipped for two-channel reception. K. & E.'s use of multiple outlets in key markets (three in San Francisco, and two each in Portland and Seattle) is an indication of its corporate thinking, as FM will be the cornerstone of a campaign designed to provide intensive coverage of a select audience.

The show will be produced and conceived by Sam Coombs, K. & E. creative director, features Franz Bauer and his his Continental Arts Orchestra in lush arrangements of popular music selections. The show will be taped in the Tiffany manner, using the same studio and equipment consistent with the sponsor’s prestige image. William Wood- sen is the announcer. Tempo International’s Ramon Ifores is music co-ordinator. The program will be recorded and stations in stereo tape form (two-track, 33 1/3). As an adjunct to the Lincoln Continental dealer radio campaign, Tempo International will produce a special 45 record LP package containing excerpts from the Bauer series. These albums will be presented by Lincoln Continental and dealers to prospective car buyers who come in for a test drive. Thus, the sponsor ties in with the FM radio campaign, and leaves a lasting, whole image sales service with the potential buyer in the form of the FM album.

Tempo International, a subsidiary of Fogel’s Tempo Record Company of America, also is active at this time in preparing background music libraries for both Automatic Cameo and 5-M (Minnesota Mining).

Copas Disk Demand High

NASHVILLE — The recent death of Cowboy Copas has prompted a growing demand for the singer’s albums, EP’s and singles, according to Starday Records, the firm which the artist recorded.

With the new demand for Copas products, Starday has launched a “Music Industry Salutes Cowboy Copas” sales plan for the months of April and May. Dealers can get two free, 10-in. albums of all Copas albums and EP’s.

The Copas single, “Goodbye Kisses,” which saw a rush in shipment to dealers and distributors last fall, is being reported selling well.

Starday also reports that the Copas album in production at the time of the tragedy has been rushed into production and the completed record has been retitled “The Unforgettable Cowboy Copas.”

Starday said the interest in Copas records extends throughout the country. Demand is being generated by a special coming out on EMI in England, Tru tone in South Africa, ABC in Germany, and King in Japan.

It was also announced that the blues album plan for the month of March has been extended and the new album plan calls for two free on 10 in any of 36 Starday bluegrass albums.

Copas’ records have been re-released at a lower price. The new album “I’ll Be Here Someday” will retail at $3.98 and has been retitled “The Last Sessions.” A bonus album, “The Best of His Complete Records,” is available at $7.98. A Copas’ record of “Treasure of His Complete Records” is also available at $7.98.

PHILADELPHIA — Folk music continues to catch the ears in these parts and the result is that the second annual Folk Music Festival held last week has added an extra third day. Now rated as the largest concert in the East, the festival will again be staged on the campus of Temple University, in suburban Paoli, extending from September 6 through 8.

The play of leading groups and groups will be added to the singers and instrumentalists.

The Academy of Music, the town’s major concert hall, played to one of its biggest audiences last week, following a month with turnaway crowds at the Orpheum. Just last week staged by the Kansas City Festival and the Negro trio added to the bill.

Manny Rubin, originator of the Second Fret, local coffee house catch, presents the Friday Town Hall on Friday night (5)—the first time the folk singing festival has been extended to under their own sponsorship. Performers with a Stamford for a Junior Week Concert on April 26 at suburban Villanova University in the City of West Chester, Pa., which placed second in the National Villanova Inter-collegiate Jazz Festival, is also on the same bill to contrast with background music libraries.

Interest goes beyond the college campus for folk music appeal. Di Frisco Hall in the North east section of town, now offers Country Western Blue Grass music. The June bill features Bob Herdsman and His West Virginia Town Band, and also 12 allowed free to make it a family get-together.

Various dates of popular appeal held by various folk music concert calendar. Dan Rosenthal, who has promoted a number of folk artists here, brings Johnny Mathis to the Academy of Music for a May 10 date, and Bob Quillin, who just presented Irish tenor Patrick O’Hagan at the Academy, plans to bring in Kate Smith for a May 30 concert.

Folk Boom On in Philly

THAT’S WHAT THEY’RE DOING ON THE BEACH

DAYTONA BEACH, Fla.—The week of April 4-11 has brought to the beach the annual holiday encroachment of college students. Mercury Records has sold more than 50,000 of the fact that the college scene has spawned plenty of hot talk on the campus is that there are 1500 for the opening night on the beach Auditions right on the beach.

The college auditions are being held by local WMFJ radio, with deejays of the station being Johnny David Carroll, Mercury recording artist of the week. In the course of the week, there’ll be a full-scale finals concert competition, the winner will be given a Mercury recording deal.

AND AWAY HE GOES—FRANK $ UP TENFOLD

PITTSBURGH — The value of a single, “Soulful,” was demonstrated once more by the booking of comedic drama star of the Allegheny County Fair for five days beginning August 29. Booker Joe Hiller set Fontaine for a $125,000 price. Hiller recalled that four years ago he paid Fontaine $1,250 for the same operation this year night club. That was, of course, before Fontaine clicked. Jackie Gleason TV show and made his best selling ABC-Far LP’s “Sing a Song on the Jackie Gleason Show.”

Lynn Farnol Dies

In New York at 63

NEW YORK — Lynn Farnol, the former vaudeville star and relations counsel, died last week at the age of 63 of nephritic conditions. One of the initial clay Soldiers’ Foundation clients, Farnol was an adviser to various industries and entertainment businesses. An early disc Rogers and Hammerstein, the new connected with the Golden Shoe Institute, ASCAP, Farber, and Budget Rent-a-Car Corporation.

Frankie Farnol started his career with the Orpheum Circuit in Chicago. In 1921, became public relations director with William McTavish, also a Chicago connection during this period he also was a contributor to the New York Times drama section covering the Hollywood scene.

From 1935 to 1938 he was with Danny & Coe. He left there to join United Artists and in 1940 opened his own public relations firm. After Army Air Force service from 1941 to 1945, he rejoined the-Goldwyn organization, remaining with them until 1949. In 1948 left the firm Lyne Farnol Group handling various clients.

In addition to his public relations work, Farnol also was active in public affairs, music and gymnastics. He was always in need of money, 500,000,000 and has served on various committees, entertainment stars and composers. His widow, the former Ella Flannam, is now with the press.

Atco to Release Eurovision Song

NEW YORK — The Eurovision Sogn
ing contest winner, which will be released on this country on the Eagle Male, will be in the same format the version that won the festival by guitarist Jorgen Ingmann. The song is taken from the 50,000 that was originally recorded on the Melodiya label in Den-

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Kenyon & Eckhardt, a unit of the couple including K. & E., handled the bill for the Copas advertising and also provided a well-financed promotion for the Copas album.

Ademanie

HOLLYWOOD — Problem of overproduction in the disk industry was treated in a lively panel discussion staged here last week by the local chapter of the Recording Arts & Sciences. Chief causes of the problem noted included tenting discount programs and deferred billing in connection with most contracts.

Stan Kenton called for emphasis on quality rather than quantity in record making. Distributor Al Sherman suggested that record companies not be eliminated once manufacturers stopped their discount deals and long-term credit plans. Columbia Records’ Coast Vice-President Bob Weissenberg pointed out that overproduction is created by large artist rosters leaving no money to pay records sold.

Latest Cap Global Album on 1-for-2

COLUMBIA — Columbia is offering its 27th album catalog of German-Austrian LP’s in its “1-for-2” promotion with a one-for-two special program. This program provides dealers with a free copy of a 12-inch album for each disc sale from this catalog.

Program in effect April 1 and embraces the new C-O-W April releases of “Romantic Old Heidelberg” and a Reed Gloo album.

Godfrey Cohen Dies

NEW YORK — Godfrey Cohen, lawyer at the age of 63, died last week in this city after a long illness. He was a partner in one of the many charitable organizations, bar associations, and the Copyright Society of the U. S. Survivors include his wife, Evelyn Cooper and Mrs. Doris Rowe, a brother, sister and four grandchildren.

English disc, the team is reported to be making the rounds in Italian, German and French. The recording will be distributed by EMI in England.

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A WORLD-WIDE HIT!

LITTLE BAND OF GOLD

James Gilreath

J-274

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“IT’S A LONG, LONG WAY TO HAPPINESS”  
by STEVE ALAIMO  

CHESS  

FIVE (5) GOOD BUYS  
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CHESS  

"PUSHOVER"  
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"HEART BREAK SOCIETY"  
by THE RADIANTS  
Chess #1849  

"GOT YOU ON MY MIND"  
by COOKIE & HIS CUPCAKES  
Chess #1848  

"HOT CAKES"  
FIRST SERVING  
by DAVE "BABY" CORTEZ  
Chess #1850  

Pick Up Speed  
Bobby Curtis  
"WHAT IF I LOSE YOU"  

Bob Hope, first performer ever to receive the Distinguished Service Award of the National Association of Broadcasters, responded with a trip that fractured the NAB Convention (see story in Radio-TV Daily). Here, President Lyell Collins (right) and FCC Chairman Newton M. Minow (center) seem in complete accord about Hope's award.

Band Leader Ted Straeter, 49, Dies  

PALM BEACH, Fla.—Ted Straeter died suddenly last week after an operation. He was 49.  

Straeter's orchestra was a popular one for many years in New York and Florida. A singer, pianist and orchestra leader, Straeter's music style helped him become a record name, and in 1948 he came up with the hit song "The Most Beautiful Girl in the World," a song that became his identifying theme from then on.  

For 12 years Straeter had played the Persian Room of the Plaza Hotel in New York and then at the Century Hotel in Boston.  

Greg Can't Get Himself Arrested  

GREENWOOD, Miss.—Comedian Dick Gregory canceled his nightclub dates last week and plunked himself in the middle of a violent race riot in Negro neighborhoods here.  

Gregory was largely ignored by a Negro crowd which was charged with maintaining order as the Negro protesters marched toward the city court in an attempt to register. Eight of the marchers were arrested on disorderly conduct charges.  

Gregory was grabbed and had a police man who hustled him out of a line, but police refused to arrest him despite.  

The police brutality was horrible, Gregory said later. "We were all willing to go to jail to prove a point, but the cops wouldn't take us peacefully. They had to drag and shove us around."  

The Justice Department and city officials reached a agreement later in the week that freed eight registration workers arrested for disorderly conduct in return for a temporary truce in which Negroes agreed not to march en masse on the court house.  

The demonstrations were urged in support of the right of registration for Negroes. Less than 2 per cent of the county's Negroes are registered.

Campus Corner  

Eleven colleges now are included as part of Billboard's string of College Bureaus. Besides representatives at the universities of Indiana, Dayton, California and Notre Dame (Billboard, January 28), there are now campus reps at Rutgers (Dick Standish), Rochester (Dick Kron), Georgia Tech (Bob McDaniel) and Tennessee (Jack Hagen), Georgia (Nathan Carmack), Michigan State (Nancy Long) and Cornell (Art Berkeley).  

Billboard's campus reps alert dealers to campus stations, television stations and jock box operators about upcoming personal appearances of artists on campuses. After the date, the youths who broke up the concert had an effect on sales of records.  

Billboard eventually will have 50 college reps at 15 U. S. universities. The project is under the direction of Frank Luplow. Here are some of the first reports from our campus Billboards:  

Georgia  

The Lettermen drew 2,400 at a recent appearance at U. of Georgia. Dealers told Billboard that the campus audience had increased their Capitol LP sales. However, a Bowdler's Music Shop spokesman said: "All artists should mention their albums during the concerts. The music shop even said, "More personal appearances at record stores would have helped sales even more."  

Nathan Carmack  

Cornell  

Tony Bennett's appearance here was well worth a lot of pre-concert attention by dealers and radio stations. Both record stores nearest campus featured window displays of Bennett albums and all three stations gave the concert a build-up. Attendance, on a Saturday afternoon, was 3,750;  

Notre Dame  

Peter, Paul and Mary packed them in at Notre Dame at an afternoon concert, drawing 3,000 students at Stepem Center. Roslin's Record Shop, which had a P & RPM window display and sold concert tickets, claimed sales of $350 of "Peter, Paul and Mary" and after the concert. Smith's Record Bar did not have special promotion, but claims of $500 in sales. The Warner Bros. albums picked up substantially after their LP appearance. The Campus Record Shop, which had no stock at the show, ordered 35 copies of each after the date—and sold out in both its two-week heavy radio play and a cover picture in the campus magazine also helped stimulate concert interest.
ONE OF THE GOLDEN NAMES OF THE BUSINESS

ROY HAMILTON

FIRST RELEASE - FIRST HIT - ON MGM

LET GO

C/W YOU STILL LOVE HIM

K 13138

ARRANGED & CONDUCTED BY TEACO WILTSHIRE / LEIBER-STOLLER PRODUCTION

MGM RECORDS
LEGIT

'1/2 Sixpence' Good Coin

BY DON WEDGE

LONDON— RCA Victor looks certain to make a profit on its "substantial investment" in the new British musical "Half a Sixpence," which opened at the Cambridge Theater. It is a musical treatment of H. G. Wells' novel "Kipp," adapted from the original by Beverly Cross with music and lyrics by David Heneker.

The story of a hard-done-by salesman in a cloth store to whom the entire town looks up to in the last quarter of the century — who meets unexpected riches only to lose them — is the thread on which this musical is hung. There is little of the social commentary of Wells' original left, but this is like saying the original is not conceived as a vehicle for its star, Tommy Steele.

The whole show is built around him. As the first act begins, the streets are dark and silent, Steele has long forsaken the teen-age, strictly hit parade follower that seems so long since a sizable performer in the light musical field.

Heneker's songs are memorable, though whether any will reach the chart is debatable. Strongest contender is "Flash, Bang, Wallow," reminiscent of an old-time Harry Champion mode hit song. Steele has got this sort of material into the Top 20 before.

In the longer view, however, the show will probably be remembered by such ditties as the little song and "She's Too Far Above Me."

The show seems likely for at least a year in London—probably longer. RCA Victor has, of course, sat option on the Broadway cast album in the event of a New York production.

NIGHT CLUB

"Sweet Georgia Brown"

BY BARRY KITTLERSE

NEW YORK — In the case of Georgia Brown, whose current group is little known, the Blue Angel, seeing is believing. There is something incredible and explosive about her performance.

One would expect that an actress-singer might turn in an unusually dramatic rending of a song, but Miss Brown only begins here. Her rendition of the songs of Kurt Weill especially those with lyrics by Lytton — is a tour de force. The eerie use of intense dramatic monologues (which, indeed, most of them are), and the air and air charged with an electricity usually experienced only in the theater.

The "Barbara Song" and "Pirate Jenny" from this "Kurt Weill" hit is the sound of a revitalized and heroic destiny that a night club can take. Successive songs are not to be heard, but to be felt. In a rendering of "It Never Was You" which would grab any listener by his paternal instincts — or something. The act is properly lightened, which means a bravado "Poor Jenny" and "Mack the Knife" (the latter the same Brown who was to be heard last week)

What Lotte Lenya does for the German composer, Miss Brown accomplishes in an absolutely perfect translation. She's hair-raising.

FREEDOMLAND

TALENT PURGE FREE INDEED

NEW YORK — A talent budget of $1,200,000 has been set aside for Freedonland when that entertainment center opens its doors April 13. Record talent already booked at the theater include Cass Elliot, Bobby Darin, Patti Page, Paul Anka, Tony Bennett, Little Peggy, Cugat and Abe Lane, Della Reese and Count Basie.

FREEDOMLAND

Other news at the announcement park is a $1 admission fee, down from the admission of $2 plus, one-year which included free rides and shows. Now there will be the same free rides, free rides and attractions, but the $1 admission includes access to the Moon Show where shows like the Lillits and the Tower will be heard.

Other free features will include a series of band concerts, directed by Paul Lavalle, pop- pot shows and special exhibits.

LITTLE PEGGY MARCH

BIRTHDAY: March 8, 1948.
HOMETOWN: Philadelphia.

Singer for her supper is no new experience for 13-year-old Peggy March. Her first professional engagement was at the Keystone Theater when she won a talent contest and later auditioned for the Rex 'Tai- Lo' TV show in Philadelphia and became a regular performer on the show. Other dates followed with local bands in Pennsylvania and New Jersey until finally, when she was singing for her cousin's at the age of 12, she was accepted in the section of the brass at Victor. The result was an exclusive contract and the current single for the company has warranted its faith in her. Peggy March is a normal little girl attending a high school, where her favorite subject is science. Successful recording star or not, Little Peggy doesn't think twice about the value of completing her education. According to her, "Kids who don't finish school miss an awful lot."

LITTLE PEGGY MARCH

LATEST SINGLE: In its fourth week on the Hot 100, "I Want a Higher Education" is the company's most ambitious step for the little girl. It cannot be placed on any conventional chart, but in all fairness, this is the kind of effort the industry has been missing. Little Peggy is the first girl to have an album that includes duets with key figures of the industry. The album will be released in May.

THE TEAR IS SAYING..."It looks as though Bob Luman picked up some co-stars, and vice versa, judging by his new recording for Mercury Records. Bob's "Intimate Party" has already smashed in the top ten of the c.w. charts and is creating quite a stir. Luman's "Intimate Party" could be a gold record for Bob.
NEW YORK
When the Met’s baseball season opens at the Polo Grounds on April 9 and on opening day for the Red Sox at Fenway Park, Boston—April 16, Jerry Vale will be on hand to do the honors by singing the National Anthem. RCA Victor’s talented Peter Nero has set a deal with Seven Arts Films to write and perform a score for an upcoming production which will star Jane Fonda, Cliff Robertson and Rod Taylor. Their plans are to use him in a similar capacity for productions as well. When the current rage of the folk world, Joan Baez, played the Hearst Greek Theater at the University of California at Berkeley, recently last month she earned the distinction of being the first solo artist ever to sell out in this 8,000-seat amphitheater. As fate would have it, this was put on the distinction when rain forced the crowd into the gymnasium... Musical arranger Hershey Kay, who has provided many an important contribution to the repertoire of the New York City Ballet, has been commissioned by George Balanchine to create a tour-de-force piece for Edward Villela and Violette Verdy. The work, “Grand Turancadillo,” is a piano concerto based on a work by Louis Moreau Gottschalk, an American composer of the mid-19th Century. Ingrid Perl, first female vocalist to appear with Count Basie’s aggregation in almost 20 years, has landed a recording contract with Verve Records. The singer has been active in the business now for nearly 10 years. Burl Ives has contracted to narrate a three-hour feature film entitled “Mediterranean Holiday,” which is to be presented by the Walter Reade Sterling Theaters. The noted soprano, Adele Addison, is now enjoying such success at her recital in the Great Hall of the Mozart Conservatory last month as her second concert sold out within 30 minutes after the box office opened.

NASHVILLE
ASCAP bans from throughout the country and Juanita Jones, ASCAP’s new Nashville representative, welcomed Music City leaders to reception last week marking the opening of their new branch here.

BOBBY LORD and wife Mozelle became parents of young Cabot Wesley Lord, who weighed in at almost 10 pounds. Cremoni Bobby is affiliated with the Acuff-Rose Artilce Corporation as an assistant to Jim McMinn. Chet Atkins and Reba Randolph and Combo are booked for Dixie Dance lab April 12. United Artists booked Judy Taylor to be booked now by Acuff-Rose Artilce Corpora

BOSTON
Word reaches here that former Bostonians, pianist Toshiko and her band, now in Japan, have been contracted to perform in Tokyo. They will be appearing at the Toshiko’s Jazz Club, where they will be joined by former Bostonians as well.

MARK-CLARK BATES
Frank Fontaine’s price for a one-week night club stint in future will be $25,000. This was discovered by the Frumming Montemore when it tried to book the comic for a return engagement. An offer of $23,000 was turned down for a 10-night stand. Fontaine will play Blinn's May 27, but will receive only $12,500 since the date was set some time ago. Most popular record in this line is Fontaine’s “Songs I Sing on the Jackie Gleason Show.”

And “West Side Story” is holding second place, having been among the Top 10 for 74 weeks... Songstress Dolores Perry holding the spotlight at the Radisson-Tavernome Room for the next two weeks.

RCA Victor’s Dynagroove got a fine introduction with a promotion through Buick dealers who sold the records for 10 cents to anyone coming in and registering for a drawing of 50 RCA records... Capital singer Bob Taylor getting set for a big push on Frank Corelli’s recordings when he arrives here.
LIGHTNING STRIKES TWICE!
Via two lightning fast movers

SAM COOKE
ANOTHER SATURDAY NIGHT
LOVE WILL FIND A WAY

FLOYD CRAMER
(These Are)
THE YOUNG YEARS
KAAPSEDRAAI
(The South African Year Has)

#8164
on RCA VICTOR

#8171
TIES INTO TWO BIG HITS
DEL PRICE
"THAT'S ALL YOU GOTTA DO"
ASCOT 2129

THE UNIVERSALS
"DEAR RUTH"
ASCOT 2124
All for One

Looks Like a Spinning July in Newport

By BOB ROLONTZ

NEW YORK—It’s still winter but already record companies are setting plans and sending their jazz names at the Newport Jazz Festival in July. More companies are anxious to record at Newport this year than in years past, according to George Wein, who brought Newport back to the black side of the ledger last year. To date, said Wein, RCA Victor, Columbia, Atlantic, Reprise, Capitol, Mercury and Atlantic have all evidenced a desire to record during the festival.

“IT’s a recognition once again,” said Wein, “that Newport is more than another festival, that it has real meaning for jazz, and an impact that is worldwide. The fact that so many firms are anxious to record is a healthy sign. It’s also healthy in that the recordings help subsidize the festival.

The theme of the Newport Jazz Festival this coming summer (July 1-7), is “The Greatness of Jazz.” Instead of just putting up on records, organs and combos, according to Wein, the aim of this year’s festival will be to draw one of the greatest names of jazz, performing with each other, sort of an all-star festival.

“In this way,” says Wein, “we will show not only the strength of jazz from an historical sense but also the meaning of jazz and the interdependence of all types and styles of jazz.”

Wein is aiming for such segment of the festival to be a production. Duke Ellington, for example, expects to perform with many of the great masters of his band, like Juan Tizol and Ben Webster and probably Lena Horne. Belson is preparing to have Dizzy Gillespie, Sonny Stitt and Milt Jackson perform together. With the Kenny o’k and Wein hopes to have Zoot Sims, Lee Konitz and Frank Rosolino. Cannonball Adderley and Nancy Wilson will be featured together. Lee Wiley is set for the Newport All Stars with Bud Freeman, John Coltrane may perform with Coleman Hawkins, Clark Terry with Howard McGhee, the Maynard Ferguson orch with featured solists, and Jon Hendricks with a all-star group. Pee Wee Russell and his new quartet will be there as well and there is a good possibility that Sarah Vaughan will be on the bill, performing with an all-star group.

There will be slots for new jazz talent on the afternoon matinee shows. Wein said there will be some new groups this year coming to this coming festival, featuring jazz jockeys and jazz recording as a sincere art form.

The ensues this last, year, will be repeated shortly. Woe hopes to hold the budget this year under $40,000, as was the case last year.

Jazz Scope

The New Orleans Jazz Club has resumed its Sunday afternoon jazz concerts. On April 21, it will feature a group called the Last Straw at the Royal Orleans Hotel. On April 28, attraction will be the Original Creole Tuxedo Jazz Band at the Hotel Roosevelt in New Orleans. The United States Air Force Show, from Vance Air Force Base in Okla., and the first of the year, is now on a jazz kick. Show is hosted by T. Sitt, Don Zuck, who is also a professional assistant over KOWA in Enid, where he is known as Don Howard. Jazz is bustin’ loose all over the Reprise label days. In addition to Duke Ellington, label has released out on the market by Count Basie, Dizzy Gillespie, Chico Hamilton, and a set by the late great Elmore Jameis. A group of swinging jazzmen, by the names of Tommy Flanagan, John Neves, Joe Morello, Chris Swanston, Clark Terry and Phil Woods, backed the talented Gary Burton on his second LP for Victor. The First and Second Herds (circa 1944 and 1947 respectively) are featured on three LPs just issued by Columbia in a set called "The Thundering Herds," of Woody Herman. Set starts with "Apple Honey" and ends with "Four Brothers" and it’s just too much.

BOB ROLONTZ

TV Jazz Show Swings On 70-Station Net

SAN FRANCISCO — "Jazz Casual," the show produced by jazz columnist Ralph Gleason for non-commercial TV Station KQED here, is now carried on 70 stations of the National Educational Network. The first series of eight programs is in pre-production. Release of the second series is now being compiled on tape, and a contract has been signed for a third series.

"Jazz Casual" lives up to its title. It was actually an outgrowth of a series of informal-type programs that have been on the air in 1957 at KQED. The educational station allowed the show to run without interruption so that the viewer-listener could enjoy it as a jazz show.

"Jazz Casual," according to Gleason and Richard Moore, director of Educational Special Projects, has presented jazz, and jazz music in as natural a way as possible, and reception to the show indicates that they have been on the right track.

The musicians themselves decide the music to be performed and they do their own programming. The music director of the show each week is actually the leader of the group appearing.

Gleason usually interviews the leaders of the group, drawing into the type and style of jazz the combo performs, to give an idea of the working audience. Aside from that, the groups are strictly on their own.

The first few shows featured the Down Beat Sirens, the Modern Jazz Quintet, Sonny Rollins and his combo, the Dizzy Gillespie Quintet, the Cannonball Adderley Quintet, Carmen McRae in a special program on jazz singing and Jimmy Witherspoon and Ben Webster is a program on early blues.

Recco Moves HQ to K C

KANSAS CITY, Mo.—Recco Inc., leading Midwest discount operator, has moved its central warehousing facilities here and combined its general offices, including buying, advertising, administration and warehousing into one large building, according to Mary Gilmer, head of advertising and promotion.

Reeco currently operates 40 stores in the Midwest, and has plans to expand our outh the country. Newest addition to the up-line of outlets is in BelHar, Hs Supercenter, Sioux City, Ia.

Other openings are planned for the coming months in such cities as Memphis, Mobile and New Orleans.
SUE THOMPSON
Sings
WHAT'S WRONG BILL?
c/w I Need a Harbor
HICKORY 1204

Bob Luman
"INTERSTATE FORTY"
c/w "You're Welcome"
HICKORY 1201

Jimmy Hall and His Orchestra
"CATHY'S CLOWN"
c/w "Sidewalk Cafe"
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THE NEW CHRISTY MINSTRELS

"I had forgotten that good music is supposed to be good fun. And I got my come-uppance this week from a rollicking folk crowd called the New Christy Minstrels."

Art Seidenbaum
Los Angeles TIMES
March 9, 1963

"...one of folk singing's most appealing troupes..."

TIME
March 15, 1962

Grief-Garris Management·Beverly Hills, Calif.
THE NEW CHRISTY MINSTRELS Tell
Under The Direction Of Randy Sparks
TALL TALES!
Legends & Nonsense

THEIR NEW ALBUM

America's favorite new folk group at their greatest...following through with another appealing candidate for the charts, to join the company of these current New Christy Minstrel hits.

Recording Exclusively for Columbia Records

*Stereo
Texas Ruby Dies in Fire; Jones Hurts in Auto Crash

NASHVILLE — Ex-"Grand Ole Opry" star last week figured in a fire which claimed the life of his wife, Ruby "Texas Ruby" in the industry—and in an automobile wreck which hospitalized George Jones.

A bus carrying Jones and his band Wednesday night crashed near Grants Pass, Ore., last Saturday (30) injuring Jones, five members of the band, the bus driver, and the tour manager.

Jones was hospitalized for observation. The others were released after examination. Jones, voted one of the 50 country music entertainers by Billboard last year, reportedly suffered a cracked bone in his chest.

In the accident were Gary Astorn, Gary Parker, Hal Roig, Glenn Davis and Georgia Ridee, band members, and James Loving, the driver, from Vidor, Tex.

Last Friday (29) Mrs. Fox, wife of champion fiddler Curley Fox, died of carbon monoxide in Nashville.

She was home alone when the fire broke out and according to the fireman who awakened in time to attempt an escape. Fox was away when the fire occurred and had just finished an appearance on WSM's "First Night Party.

Mrs. Fox and her husband were out. She performed in the 1930's and 1940's on the "Opry," but had not worked with the "Opry" in several years.

She was called "Texas Ruby" for her native State. The couple

COUNTRY MUSIC CORNER

By BILL SACHS

Roy Clark (Capital) and his Catharina have just concluded a studio date in Nashville, Los Angeles, and are slated to return there this week. Clark, a writer with Tree Publishing, Nashville, cut his first session for RCA Victor March 21 at the RCA Studios in Music City.

Don Reno and Jack White of the White Hot Rangers (RCA Victor) made their first visit to Mexico recently. The guest of Buck Wayne Johnston, production manager of the 50 J. Country music, was San Diego, Calif. The brief trip included a visit to XERB's new facilities.

"Pioneer Valley Juniors," which has been aired Saturdays and Sundays only via WJCO, Jacksonville, Fla., has just moved into a daily schedule, 1-2 p.m. This marks the first time a New England station has programmed a c.w. series on home radio seven days a week. Show, produced and promoted through Newport Broadcasting, has the Nashville sound and bluegrass. Roberts reports that he has the NE air an average of 1.3 number of live shows in the area during the spring and summer.

"SHERRY'S LIPS"

By BILL SACHS

The "MISS BROWN" 5183 Phillips International

David Houston

Sun Records

429 Madison

Memphis, Tenn.


His First Release on Hickory!

Bob Luman

"INTERSTATE FORTY"

C/w "You're Welcome"

HICKORY 1201

HICKORY RECORDS, INC., 2510 Franklin Road, Nashville 4, Tennessee—HOME OF THE NASHVILLE SOUND

"CATHY'S CLOWN"

c/w "Sidewalk Cafe"

HICKORY 1209

A SMASH-HIT INSTRUMENTAL!

Jimmy Hall

and His Orchestra

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NEVER BEFORE RELEASED . . . A BRAND NEW HIT!

by PATSY CLINE

SWEET DREAMS
(OF YOU)
c/w
BACK IN BABY'S ARMS

31483

ALL OF PATSY'S LATEST
AND GREATEST ALBUMS

on DECCA RECORDS naturally!
SPRING IS HERE AND SO IS JUNIOR PARKER IF YOU DON'T LOVE ME DURE 341
BUDDY ACE WITH SHE WILL LOVE SMOKE SHAM! SMASH! SMASH! JOE HINTON YOU KNOW IT AIN'T RIGHT BACKBURNER 537

THE PHENOMENAL JAMES DAVIS I'M GONNA TELL IT ON YOU DURE 339 IT'S JUST SO GREAT WHY NOT GIVE ME A CHANCE JACKIE VERDELL PEACOCK 1921 HERE ARE 32 GREATEST SPIRITUALS... TURN YOUR RADIO ON

THE LAST MILE OF THE WAY REV. JULIUS CHEEKS PEACOCK 1927 WELL WELL WELL B/W
HE WILL RIGHT YOUR BATTLES BERTHA ROBINSON PEACOCK 1924
PRAYER WHEEL B/W
DON'T STOP PRAYING CHICAGO GOSPEL CAVALIERS PEACOCK 1926

WHY DO MEN TREAT THE LORD LIKE THEY DON'T KNOW YOU THE LAST MILE GOSPEL CONSOLATORS DUKE/PEACOCK RECORDS, INC. 1809 BRUSHSTREET HOUSTON 26, TEXAS

R&B & Rock & Roll MASTERS WANTED for immediate release. Send tapes and demos to HOT RECORDS P. O. Box 553 Baltimore 3, Md.

Headed for the Top! MARTHA & THE VANDELLAS "COME AND GET THESE MEMORIES" Gordy MOTOWN/TAMLA RECORDS 2644 West Grand Blvd. Detroit, Michigan

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

New Chess R&B. "Baby" Shows Face in Chicago

CHICAGO—Leonard Chess took the wraps off his new baby last week in all its glory, 24-hour-per-day R&B station broadcasting in AM and FM in Chicago.

And as it is fitting for a new arrival, the station is marked in the name with all new letters, new staff and a new musical format.

Frank Ward, station manager, said the music would consist of a "pop-soul-sound." He described it as a "more pronounced r&b sound" than is used at WLS and WINR, two of the city's top format stations. Ward has named some of the top R&B disk jockey names in the city, including such figures as Al Benson, Rodney Jones, Ric Ricardo and Herb Kent.

Call letters on the AM outlet have been changed from WHFC to WOQN. It transmits 1,000 watts at 1450 kc. The FM outlet call letters have been changed from WOQN-FM to WHFC-FM, putting out 77,000 watts (chirld largest FM outlet in the city) at 97.9 m.

Ward said the station would be heard in all corners of the metropolitan area's Negro population. All the station's music is Negro, though the news staff, under former WINR newcomer Mike McCombs, will handle the public affairs. Chess plans for the station have been one of the most talked about subjects in the trade since he took over the outlet last February. The announcement was sprung last Monday (1) morning with the station already on the air.

Ward said the AM and FM outlets would continue to broadcast separately, simultaneously, to try to establish the station's new image. Although Ward had no comment, speculation is that Chess would consider changing the FM station to an all-jazz format at a later date. Rodney Jones, with WYNN until last November, has been named program director of the station. Ward made some of a mid-afternoon deejay show.

Other jockeys include: Franklyn McCarthy, Wesley South, Purvis Span and Rev. Bud Riley. Jimmie Robinson and Benson had all been with WYNN's predecessor, WGES, before the station Corporation took over and changed the jockeys. Ward said Kent is the only WHFC holdover. South is with the Negro station and Benson had been with WOPA and Riley with WTAC. WOQN, new, has more than 16 years in the radio business. His promotion announcements include: WNI, Miami, operations director; WFUN, Miami, program director; WJQ, Miami, director of programming; and deejay stints at WJQU, Cincinnati, and WEKQ, Buffalo.

R&B & R B Roundup

By NICK BIRO (Chicago)

BIT OF NOSTALGIA: After 18 years is radio, and with all R&B stations—Jack Gibbon decided to hang up his microphone and open a record shop. The Record Room, in his home town of Cincinnati. Jack was one of the original men with WERD, Atlanta, first Negro-owned and-operated station in the country, starting in 1949. He's also been a mentor for some of the today's deep south disk jockeys.

Edie Thomas writes to tell us that ABC-Paramount has named Mel Constantin new with WOR for the Midwest, second Negro promotion man put on by the label. He'll handle the St. Louis-Kansas City area. Thomas is going strong on Ray Charles' new single from his Country and Western Vol. I album: "Take These Chains From My Heart."

With the warmer weather come the hoppers. Jimmy Bishop, KXLW, St. Louis, is having one April. He's expecting a flock of hot talent, including the Blend Tones, an all-girl group, the Blue Bells and the Doutones. Incidentally, Jimmy just added a half hour to his next tour. He's on from 7 to 8:30 in the morning and from 3 to 6:30 at night. Bishop picks for the week include: "Hello Stranger," Barbara Lewis, Atlantic; "I Can't Help Myself," Gladys Knight, Motown; "Flamingos, Endless," and "The Big Chance." Anna King, Lucky, and Kay Epperly have all been on a whirlwind tour. That's why Milt Jackson, the "Somewhere Out West," is back in town this week. Jackson has been in town for a week and plans to stay through the weekend. The R&B Roundup will be here every week. If you have a story. Send us a postcard.

HOT R&B SINGLES

SPECIAL SURVEY FOR WEEK ENDING 4/13/63

This Week Last Week

Title, Artist, Label & No. Words on

1. You're So Fine 7
   Cliffords, Laurie 3152
2. Our Day Will Come 7
   Ruby & the Romantics, Keep 201
3. Baby Workout 4
4. End of the World 7
   Skeeter Davis, RCA Victor 8098
5. South Street 7
   Mike Duncan, RCA Victor 8090
6. Laughing Boy 7
   Dottie West, RCA Victor 8121
7. Walk Like a Man 7
   Four Seasons, Vesey Jay 485
8. Ruby Baby 10
9. You're the Reason I'm Living 10
   Bobby Darvis, Coats 4979
10. Rhythm of the Rain 8
    Cascades, Valient 6096
11. Don't Say Nothin' Bad About My Baby 3
    Cookies, Dimension 1008
12. I Got What I Wanted 3
    Joe South, Columbia 3968
13. Don't Set Me Free 6
    Ray Charles, ABC-Paramount 10415
14. Call On Me 11
    Bobby Blue, Duke 360
15. Do the Bird 3
16. Let's Limbo Some More 4
    Chubby Checker, Parkway 662
17. I Love You More Than That 5
    Jonny Holiday, Everest 2023
18. Blow It on the Bossa Nova 3
    Frank Ifield, ABC-Paramount 10397
19. In Dreams 3
    Roy Orbison, Monument 806
20. Cold Winter Love 3
    Bill Perry, Columbia 42819
21. Pipeline 1
22. Send Me Some Lovin' 10
    Son Cooke, RCA Victor 8190
23. Let's Turkey Trot 8
24. Foolish Little Girl 1
    Little Jimmy, ABC-Paramount 10356
25. Help Me 8
    Sonny Ray Williams, Checker 1065
26. Watermelon Man 9
    Little Richard, ABC-Paramount 10141
27. Will I Follow Him 2
    Little Peggy March, RCA Victor 8129
28. Tell Him I'm Not Home 5
    Chuck Jackson, Word 132
29. Mama Didn't Lie 4
    Jim Andrews, Chicago 1224
30. One Broken Heart for Sale 4
    Erma Franklin, RCA Victor 8124

TENNIS STAR ALTHEA GIBSON huddles with WAAF's Marty Faye on a new Tip-Top Talent Contest being conducted by the station. More than 360 contestants are expected to hit the airwaves this month. The station is looking for singers, musicians in singles or combos and comedians or other radio talents.
ELEKTRA RECORDS PROUDLY PRESENTS ITS NEW AFFILIATE LABEL

CRESTVIEW is one hell of a name for a lion or a new label but actually we had another name all picked out and registered and then some other cat started using it and we could've sued but didn't because we're in the record business not the suing business and besides they were nice people and so we were stuck for a fresh name and we thought and argued, hemmed and hawed and decided to tag the new offspring after our west coast office's telephone exchange and if we ever start a third label we promise not to name it something silly like Yukon or Worth, Trafalgar or Riverside, but the purpose of all this is to say “Hello” and to tell you that Crestview releases will have the same high standards of quality as Elektra, and to please let us into your store and besides our distributors can use the business.

A FEAST FIT FOR A FAMISHED LION

CRESTVIEW RECORDS 116 W. 14th St. New York 11, New York
CRESTVIEW RECORDS ARE PRODUCED BY THE ELEKTRA CORPORATION

CRV-801 THE BEST OF LORD BUCKLEY
Lord of hip humor, the man who started it all.

CRV-802 ZACHERLE'S MONSTER GALLERY
40 hilarious minutes with the master monster.

CRV-803 THE SMOKE DREAMS OF FRED ENGELBERG
Folk and fantasy by a really important new talent.

CRV-805 DRUM FEVER
The pulsating rhythms of Africa in an album bursting with energy.
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
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<tr>
<td>HE'S SO FINE</td>
<td>The Chiffons</td>
<td>Liberty 31325</td>
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<td>CAN'T GET USED TO LOSING YOU</td>
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<td>The Go-Go's</td>
<td>Geffen, Epic 461713</td>
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<td>The Eagles</td>
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<td>The Monkees</td>
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<td>OUR DAY WILL COME</td>
<td>The Mamas &amp; the Papas</td>
<td>Capitol 2671</td>
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<td>PURF (The Magic Dragon)</td>
<td>Paul &amp; Paula</td>
<td>Philles 4866</td>
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<td>DO THE HUSTLE</td>
<td>The Capitols</td>
<td>Kama Sutra 343</td>
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<td>IN DREAMS</td>
<td>The Doors</td>
<td>Epic 314636</td>
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<td>PIPELINE</td>
<td>The Guess Who</td>
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<td>I'M NOT Doin' BAD ABOUT MY MIND</td>
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<td>Tamla Motown 246</td>
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<td>The Temptations</td>
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<td>The Isley Brothers</td>
<td>King 1128</td>
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<td>TWENTY MILES</td>
<td>The Drifters</td>
<td>Atlantic 1878</td>
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<td>FOLLOW THE BOYS</td>
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<td>Mercury 7687</td>
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<td>The Five Satins</td>
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<td>ON BROADWAY</td>
<td>The Turtles</td>
<td>Columbia, Atlantic 5322</td>
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<td>OUT OF MY MIND</td>
<td>The Three Dog Night</td>
<td>Atlantic 1696</td>
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<td>OVER THE MOUNTAIN (Across The Sea)</td>
<td>The Beach Boys</td>
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<td>DONT BE AFRAID, LITTLE DARLING</td>
<td>The Four Season</td>
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<td>SONG</td>
<td>The Beatles</td>
<td>EMI 0206</td>
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<td>YOUNG AND IN LOVE</td>
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<td>I GOT WHAT I ALWAYS WANTED</td>
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<td>MECCA</td>
<td>The Supremes</td>
<td>Tamla Motown 255</td>
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<td>WATERMELON MAN</td>
<td>The Ventures</td>
<td>Brunswick 7032</td>
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<td>LAUGHING BOY</td>
<td>The Jimmy Ruffin</td>
<td>Burgundy 9600</td>
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<td>SURFIN US, J. S.</td>
<td>The Champs</td>
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<td>LITTLE GIRL</td>
<td>The Shangri La's</td>
<td>Bell 1045</td>
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<td>IF YOU WANNA BE HAPPY</td>
<td>The Flips</td>
<td>Vee Jay 3070</td>
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<td>Dont Be Talkin' 'Bout Love For Sale</td>
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<td>The Righteous Brothers</td>
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<td>RAINBOW</td>
<td>The Rascals</td>
<td>Atlantic 1869</td>
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<td>SHE'S THE POWER</td>
<td>The Osmonds</td>
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<td>Im A Love She Loves Me</td>
<td>The Osmonds</td>
<td>Kama Sutra 345</td>
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<td>WHAT ARE BOYS MADE OF</td>
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<td>BACK AT THE CHICKEN SHACK</td>
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<td>AMY</td>
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<td>Capricorn 2027</td>
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<td>LITTLE GIRL OF YOUR DREAMS</td>
<td>The Allman Brothers Band</td>
<td>Capricorn 2028</td>
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**HOT 100—A TO Z** (Publisher-License)

**BUBBLING UNDER THE HOT 100**
**SMASH HIT SINGLES!**

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
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<tr>
<td>#16440</td>
<td>Pipeline</td>
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<tr>
<td>#16453</td>
<td>Hot Pastrami</td>
<td>The Dartells</td>
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<tr>
<td>#16457</td>
<td>Gravy Waltz / Preacherman</td>
<td>Steve Allen</td>
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</tbody>
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**NEW RELEASES**

| #16467 | (I Don't Know Why) I Just Do / Load 'Em Up (AIN KEEP ON STEPPIN') | Jimmie Rodgers |
| #16466 | The Town Sleeps Through It / Your Old Love Letters  | Chase Webster |
| #16465 | A Home In The Meadow / My Six Loves   | Debbie Reynolds |
| #16464 | Count On Me / Then, Only Then         | Julie Grant    |
| #16463 | Crocagator / Aladdin's Love           | The Four Nuggets |
| #16459 | How Many Times (Do You Have To Break My Heart) / Somebody Else's Girl | Adam Charles |
| #16460 | I'll Take Care Of Your Cares / Shadrack | Jack Ross      |
| #16458 | Stripper's Sugar Blues / You Made Me Love You (I DIDN'T WANT TO DO IT) | Seymour       |

**BEST SELLING SINGLES**

| #16456 | Granny's Pad / Blues Bouquet         | The Vicerays    |
| #16455 | I Wonder Where You Are Tonight / Dream Girl | Arthur Alexander |
| #16454 | Diamond Head from the Columbia picture /How The West Was Won | George Cates    |
| #16453 | Heartaches / Happy Melody            | The String-A-Longs |
| #16452 | Blue (THE ORIGINAL!)                 | Billy Vaughn    |
| #16451 | Release Me / My Smoky Mountain Home  | Pat Boone       |
| #16450 | Meditation / Days Of Wine And Roses  | The Mills Bros. |
| #16449 | The End Of The World / Big City      | The Rumblers    |

**TWENTY SMASH HIT ALBUMS ON DOT**

| #25501 | 3510 | 1963'S EARLY HITS Lawrence Welk |
| #25504 | 3504 | DAYS OF WINE & ROSES Pat Boone  |
| #3472  |     | FUNNY FONE CALLS Steve Allen    |
| #25497 | 3497 | 1962'S GREATEST HITS Billy Vaughn|
| #25496 | 3496 | FOLK CONCERT Jimmie Rodgers     |
| #25481 | 3481 | FAVORITES The Lennon Sisters   |
| #25480 | 3480 | BOSSA NOVA JAZZ Steve Allen    |
| #25499 | 3499 | WALTZ TIME Lawrence Welk       |
| #25487 | 3457 | BABY ELEPHANT WALK Lawrence Welk|
| #25455 | 3455 | GOLDEN HITS Pat Boone           |
| #25450 | 3450 | GREATEST ORGAN HITS Jerry Burke |
| #25412 | 3412 | MOON RIVER Lawrence Welk        |
| #25359 | 3359 | CALCUTTA Lawrence Welk          |
| #25249 | 3249 | RAGTIME PIANO GAL Jo Ann Castle |
| #25165 | 3165 | BLUE HAWAII Billy Vaughn        |
| #25515 | 3515 | GRAY WALTZ and 11 current hits Steve Allen|
| #25508 | 3508 | THE END OF THE WORLD and other great hits The Mills Bros. |
| #25452 | 3452 | GREAT GOLDEN HITS The Andrews Sisters |
| #25475 | 3475 | I LOVE YOU TRULY Pat & Shirley Boone |
And by the by, don’t forget to cash-in on Ann Margret’s new high-flying single ‘Bye Bye Birdie’® ‘Take All The Kisses.’ ®8168

RCA VICTOR

The most trusted name in sound®
**ALBUM REVIEWS**

**POP SPOTLIGHT**

**MUSIC TO REMEMBER FROM LAWRENCE OF ARABIA**

Various Artists. United Artists UAL 3278 (M); UAL 6578 (E)

A rich-class collection of film music, performed by various artists. Features and runs of Arabia, A Carriage at Dusk, Senta's Song, and Oud Song in "Arabia." And "What Kind of a Man Am I," Martin Myers with fantabious vocals. Included: "A Love That You and Shirley Baskin Did," Long As It's Baskin.'

**POP SPOTLIGHT**

**BABY WORKOUT**

Jackie Wilson. Brunswick BL 54110 (M); BL 574110 (E)

Jackie Wilson, after a reasonably cool spell in movies of old, has bounced right back to the charts with his usual white-collared "Baby Workout," as the feature tune, along with numerous other pseudo-romantic numbers, like "Yes, Truth, Truth,"
"Lump Train," "My Money Loving Little Fool," and "The Last Straw." It's now the sound here and the album should bring you right out.

**POP SPOTLIGHT**

**THE GREAT HITS OF THE GOLDEN GROUPS**

Bobby Vinton. Epic LP 24049 (M); BN 26049 (E)

Bobby Vinton takes the top and roll hits of the vocal groups here and turns them into personal affairs. They include his current "Little White Lies," "Evergreen," "Hold That Rose," "Him," and "Tears of Love.

**POP SPOTLIGHT**

**THE ORIGINAL MILLION SELLERS**

Various Artists. United Artists UAL 4500 (M); UAL 3390 (E)

Although hot all of these titles were million sellers, they were all hit and the hot set enjoy this collection. Features include the Standards "Call's Here,"

**POP SPOTLIGHT**

**JOHNNY CRAWFORD HITS**

Johnny Crawford. Columbia CL 10146 (M); CS 8816 (E)

These are Johnny's biggest hits, the ones that brought him back to the singles chart. They include: "When Will My Mary Say," "Swing," "Song," and many of his other songs like "Sweet Southern," "Wanna Be a Summer Girl," and "Mambo." Good was for the Norman Harris label.

**POP SPOTLIGHT**

**THE BALLAD OF NEW ORLEANS**

Felix Stanford. Liberty LM13007 (M); LE 14007 (E)


**POP SPOTLIGHT**

**WHO'S EVERYBODY GOIN' WITH?**

Hot King Cole. Capitol SW 1859 (M); W 1859 (E)

Cal's crop (this past set has been one of his few with both singles and albums in a variety of collections) of Cal's collection of Basin Street, many of them with the title, "Who's on Top." This is a must collection and the album should bring you right out. It's a huge tune, when "The World Was Made," and "Good Deal Was For Buyers and Spellers."
## Billboard Top LP's

### 150 Best Sellers—Monaural

<table>
<thead>
<tr>
<th>No.</th>
<th>Title, Artist, Label</th>
<th>Date</th>
<th>Chart</th>
<th>Title, Artist, Label</th>
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### 50 Best Sellers—Stereo

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*Suggested articles* may appear in the next issue.
For APRIL

DANCE

TO AMERICA'S GREATEST BANDS

ON

DECCA

AND

CORAL

8 BRAND NEW RELEASES

PLUS A CAVALCADE OF 222 GREAT DANCE ALBUMS PERFORMED BY 33 ALL-TIME FAVORITE DANCE BANDS

CHECK WITH YOUR DECCA BRANCH FOR SPECIAL DEALER INCENTIVE OFFER...LIMITED TIME ONLY!
JAZZ SPOTLIGHT

AFRO-BOSSA

Duke Ellington & His Orch. Repertoire RM 7009 (LP)

This release should go right up to the top among classical themes. The second full-length album for Columbia, it contains Schumann's piano piece "Niederschrift" and the beautiful "Toccata," three pieces by Scriabin (in a transcribed version), a brilliant impressionistic piece from the "Berceuse," and several other beautiful and timeless compositions. This album is a must have for any serious jazz collector.

JAZZ SPOTLIGHT

THE SOUND OF GRANITAS

Vladimir Horowitz, Columbia 13499

These are the two discs that you have to see at the "Desafinadee." What are you waiting for? The second full-length album for Columbia, it contains Schumann's piano piece "Niederschrift" and the beautiful "Toccata," three pieces by Scriabin (in a transcribed version), a brilliant impressionistic piece from the "Berceuse," and several other beautiful and timeless compositions. This album is a must have for any serious jazz collector.

FOLK SPOTLIGHT

SUCH INTERESTING PEOPLE

Steve Addis & Bill Crewf 81514 (LP)

There are two discs that you have to see at the "Desafinadee." What are you waiting for? The second full-length album for Columbia, it contains Schumann's piano piece "Niederschrift" and the beautiful "Toccata," three pieces by Scriabin (in a transcribed version), a brilliant impressionistic piece from the "Berceuse," and several other beautiful and timeless compositions. This album is a must have for any serious jazz collector.

POP LOW-PRICE SPOTLIGHT

THE GREAT GLENN MILLER & HIS ORCHESTRA

CBS 751 (LP)

Here are some of thebig Miller favorites, for the first time repressed for stereo. It's probably the oldest recording now available to get the benefits of the electronic recording channel. Add to that the fact that Miller used his "Decca" and "The Great Giant" characters as "Juke Box Saturday Night," "Musik Party Express," and "April Plaid the Ad-" at the bargain Camden price and a few more.
ABC-PARAMOUNT RECORDS

is proud to announce

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HUGO WINTERHALTER

AND HIS ORCHESTRA

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SNOWFALL

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SINGLES REVIEWS

WINNERS OF THE WEEK

LARRY FINNEGAN

Macon-LeFevre, BMI (2:30)

PICK UP THE PIECES

There are plenty of hits in this week's list, and Larry Finnegans' "Pick Up The Pieces" is one of the most promising. The song features a catchy beat and a memorable chorus that is sure to stick in the minds of listeners.

JERRY LEE LEWIS

Teen Age Letter (Pro-unstyled, BMI)

SEASONS OF MY HEART

Saturday, BMI (2:18)

This is a tender ballad that showcases Lewis' emotional depth. The song tells a heartwarming story about the changing seasons of love, which is sure to resonate with audiences.

SNAPSHOT

FRANKIE LAINE

In the Spotlight (MBI)

DON'T MAKE MY BABY CRY

Adien, BMI (2:09)-Columbia 49476

La La Ba La Ba Ba Bop

FRANKIE LAINE

This is a classic tune that has stood the test of time. La La Ba La Ba Ba Bop is a timeless classic that is sure to be enjoyed by listeners of all ages.

ARTHUR LYMANN GROUP

Cotton Field

(Colossus, ASCAP) (1:44)

LYMAN HAS A DREADFUL SONG

This is a beautiful ballad that is sure to touch the hearts of listeners. The song features a simple melody and powerful lyrics that are sure to make a lasting impression.

RAY RYTERTON

Peter Pan, BMI (2:05)

WHERE ARE YOU?

(Angel, BMI) (2:20)

This is a sweet ballad that is sure to tug at the heart strings. The song features a simple melody and powerful lyrics that are sure to make a lasting impression.

WILSON PICKETT

Teach Me How to Cry

(Colinton, BMI) (2:18)-Atlantic 218

WHEN YOU'RE IN MY LOVE

This is a sweet ballad that is sure to tug at the heart strings. The song features a simple melody and powerful lyrics that are sure to make a lasting impression.

SAM COOKE

Another Saturday Night

(Kapp, BMI) (3:20)

LOVE WILL FIND A WAY

(Regal, BMI) (1:51)-RCA Victor 5164

This is a beautiful ballad that is sure to touch the hearts of listeners. The song features a simple melody and powerful lyrics that are sure to make a lasting impression.

BENNY MARTIN

Sinfh Cinderella

(Starday, BMI) (2:05)

A TOAST TO THE BRIDE

(Almo, BMI) (2:35)

This is a beautiful ballad that is sure to touch the hearts of listeners. The song features a simple melody and powerful lyrics that are sure to make a lasting impression.

GENE DAVIS

I Won't Come In While He's Around

(Paramount, BMI) (2:02)-Liberty 5364

This is a beautiful ballad that is sure to touch the hearts of listeners. The song features a simple melody and powerful lyrics that are sure to make a lasting impression.

THE FOURS NUGGETS

(Crestar, BMI) (1:57)

LADIES LOVE (Piano, BMI) (2:54)

THE CYGNET COLE

Big Hair (BMI) (2:45)

Cry and Breathe (BMI) (2:33), BETHLEHEM 9574

JEAN DAVY

Shirt I Fell For You (Advanced, ASCAP) (2:35)

Shirt I Fell For You (Gomberg, ASCAP) (2:55), NORMAN 133

BILLY YUNGLER

Gone, BMI (2:01)

From Here To There (BMI) (2:09)

THE CRESTS

Tea For Two (Sama, BMI) (2:10)

I Remember (Fiesta, ASCAP) (2:59)

THE PENGUINS

Memories Of El Monte (Dinbro, BMI) (2:43)

A Day In Paradise (BMI) (2:25), ORIGINAL SOUND 27

THE MARVELS

I Lumber (2:17)

TELL ME SATURDAY NIGHT (BMI) (2:08)

THE SHERRIES

We Got The One (Duell mell, BMI) (2:35)

Saturday Night (Starday, BMI) (2:07), COTTON 647

VICTOR FELDMAN TRIO

Me And The Blues (BMI) (2:07)

A Touch From Lasting Memories (Gover, BMI) (2:55), AYA 122

CHASE WEBSTER

The Time Has Come To Tell You (BMI) (2:35)

Your Life Belongs To Me (BMI) (2:40)

FATS DOMINO

You Always Hunt The One You Love (BMI) (2:40)

Baby It's You (BMI) (2:45), DOLL 1666

CATHY CARROLL

I'll Be Here (BMI) (2:07)

What You Don't Know About Me (BMI) (2:35), WARNER 8756

THE GATEMEN

Gratitude (BMI) (2:45)-The Blues (BMI) (2:20)

A Girl I Knew (BMI) (2:05), ORIGINAL SOUND"
NEW YORK
Coral rushed out albums by Jackie Wilson and by the De-
Adolph Green. (This was recorded on the sale of their
center of the Boyls Clubs of America.
the Forum Theater on Broadway at 47th Street... Erroll
from the main themes for the flick "A New
de evens continued its expansion into the
flag field by signing Larry
Robert Block Enterprises han-
U.S. Songs include "Tous Les Garcons Et Les Filles", "Two Bodies on the Beach,"
"Flip-Flop," and "Bos-
ike Pasada"
"Dry Tears", "Boot Hill" and "Moon-
the French Press 232)
Farnham established (as Philippine-
light} Nichol.
"Cut Records, Inc., acquired the
the Philippines, and the Ministry to the
the board of directors of the Ameri-
the new Horizons in International
international Cathay at the University
P.M. 3:17.
REFERENCES
SCHUMAN SCORE
Ahmed Schuman has completed
song pop singer in New
he says is about the career
Schuman will write the
of hopes and hopes to have it
for Ready production this year.

Music as Written

LESLIE GORE
WILLIS #203a (2:36). 
BMI (3:17). 
APRIL 7725 Martinique
HOGAN CLOSEDOUTS
(2:43).
Grosso (Parts
EMI)
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THE HONOR ROLL OF HITS

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.

<table>
<thead>
<tr>
<th>Week</th>
<th>Tune</th>
<th>Composer-Publisher</th>
<th>Weeks</th>
<th>Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>HE'S SO FINE</td>
<td>By Mack—Published by Bright-Tunes (BMI)</td>
<td>6</td>
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<tr>
<td>2</td>
<td>5 CAN'T GET USED TO LOSING YOU</td>
<td>By Femia-Shean—Published by Bruner (BMI)</td>
<td>3</td>
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<tr>
<td>3</td>
<td>4 SOUTH STREET</td>
<td>By Mann-Applied—Published by Kimmons (ASCAP)</td>
<td>6</td>
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<td>4</td>
<td>3 THE END OF THE WORLD</td>
<td>By Dee-Kent—Published by Summit (ASCAP)</td>
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<tr>
<td>5</td>
<td>27 I WILL FOLLOW YOU</td>
<td>By Alvin Gubert &amp; Little-Arms—Published by Lewis (ASCAP)</td>
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<td>6</td>
<td>8 BABY WORKOUT</td>
<td>By William-Decker—Published by Merritt (BMI)</td>
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<td>7</td>
<td>2 OUR DAY WILL COME</td>
<td>By Billiard-Curtis—Published by Rosewood (BMI)</td>
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<td>8</td>
<td>11 PUFF</td>
<td>By Yance-Edison—Published by Penseic (BMI)</td>
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<td>9</td>
<td>10 YOUNG LOVERS</td>
<td>By Elizabeth-Jackson—Published by Leslie-Merrill (BMI)</td>
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<td>10</td>
<td>9 IN DREAMS</td>
<td>By O'Brien—Published by Adell-Rees (BMI)</td>
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<td>11</td>
<td>13 DO THE BIRD</td>
<td>By Mann-Applied—Published by Kimmons (ASCAP)</td>
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<td>12</td>
<td>28 PIPELINE</td>
<td>By Spald-McCorm—Published by Davaney (BMI)</td>
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<td>13</td>
<td>7 RHYTHM OF THE RAIN</td>
<td>By Gummer—Published by Steinman-DeVernois (BMI)</td>
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<td>14</td>
<td>24 DON'T SAY NOTHIN' BAD ABOUT MY BABY</td>
<td>By King-Goff—Published by Aldon (BMI)</td>
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<td>15</td>
<td>16 OUR WINTER LOVE</td>
<td>By Cowell—Published by Cramati (BMI)</td>
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<td>16</td>
<td>19 MR. BASS MAN</td>
<td>By Coyle—Published by Jole (BMI)</td>
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<td>17</td>
<td>23 TWENTY MILES</td>
<td>By Mann-Love—Published by Wynn-Ralph-Kallam (ASCAP)</td>
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<td>18</td>
<td>8 YOU'RE THE REASON I'M LIVING</td>
<td>By Davis—Published by Adams (BMI)</td>
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<td>19</td>
<td>21 FOLLOW THE BOYS</td>
<td>By Mann—Weil—Published by Franc (ASCAP)</td>
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<td>20</td>
<td>14 BLAME IT ON THE BOSSA NOVA</td>
<td>By Mann—Weil—Published by Aldon (BMI)</td>
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<tr>
<td>21</td>
<td>16 ALL I HAVE TO DO IS DREAM</td>
<td>By Beery—Published by Adell-Rees (BMI)</td>
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<td>22</td>
<td>17 I WANNA BE AROUND</td>
<td>By Universal—Oscar-Cermin—Published by Commanders (ASCAP)</td>
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<td>23</td>
<td>22 ON BROADWAY</td>
<td>By Weil-Man-Lebeer-Stolte—Published by Aldon (BMI)</td>
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<td>24</td>
<td>25 OUT OF MY MIND</td>
<td>By Tilton—Published by Redge (BMI)</td>
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<td>25</td>
<td>29 DON'T BE AfRAID, LITTLE DARLIN'</td>
<td>By Mann—Weil—Published by Aldon (BMI)</td>
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<tr>
<td>26</td>
<td>27 YOUNG AND IN LOVE</td>
<td>By Ely—Published by Adell-Rees (BMI)</td>
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<td>27</td>
<td>28 SANDY</td>
<td>By DM-Marc-Brando—Published by dilh-schwartz (BMI)</td>
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<td>28</td>
<td>29 MECCA</td>
<td>By Nier-Canuck—Published by Nier-mason (BMI)</td>
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<tr>
<th>Recordings Available</th>
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<td>1. HE'S SO FINE</td>
<td>Chittom, Laurie 1002</td>
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<td>Adams, Williams, Columbia 20145</td>
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<td>3. 4 SOUTH STREET</td>
<td>Byers, Columbia 20146</td>
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<td>5. 27 I WILL FOLLOW YOU</td>
<td>Byers, Columbia 20148</td>
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<td>6. 8 BABY WORKOUT</td>
<td>Byers, Columbia 20149</td>
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<td>7. 2 OUR DAY WILL COME</td>
<td>Byers, Columbia 20150</td>
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<td>8. 11 PUFF</td>
<td>Byers, Columbia 20151</td>
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<td>23. 22 ON BROADWAY</td>
<td>Byers, Columbia 20166</td>
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<td>Byers, Columbia 20167</td>
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<tr>
<td>25. 29 DON'T BE AfRAID, LITTLE DARLIN'</td>
<td>Byers, Columbia 20168</td>
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<td>26. 27 YOUNG AND IN LOVE</td>
<td>Byers, Columbia 20169</td>
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<td>27. 28 SANDY</td>
<td>Byers, Columbia 20170</td>
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<td>28. 29 MECCA</td>
<td>Byers, Columbia 20171</td>
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<tr>
<td>29. 30 I GOT WHAT I WANTED</td>
<td>Byers, Columbia 20172</td>
</tr>
</tbody>
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**THE BIGGEST THING**

Already a Hit in Baltimore... Ready to Smash Thru in Phila., Chi., La., Miami and the rest of the nation.

**THE ROYAL ETTES NO BIG THING**

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CHANDLER of Course

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**STRONG on S.A.R...**

"THAT'S WHERE IT'S AT" and "MOVIN' & GROOVIN"

Sims Twins #138

"DON'T THROW YOUR LOVE ON ME SO STRONG"

Johnny Morisette #139

"THE WADDLE"

L. C. #141

"DANCE WHAT YOU WANTA"

Johnny Taylor Durby 101

"GREAZEE" Part II

Billy Preston Durby 1002

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Hollywood 28, California

**THE MAJORS**

"TRA-LA-LA"

#3936

IMPERIAL RECORDS

6420 Hollywood Blvd.

Hollywood 28, Calif.
Swiss Entry Gets
Belgian Votes

By JAN TORES
Studsvikbygningen, St. Heleneboulevard
The Belgian Eurovision competitor, Jacques Raymond, and his "Chariot 2d Spin; French This Time" song, both placed ninth in last night's song contest. The day after the festival took place, more than 1,000 Belgians were asked to give their own opinion and votes concerning the festival. More than 60 percent voted for Switzerland.

Belgium and Great Britain are the two countries which will probably have the most commercial songs. Enter Charlie with " specifications of tunes from YANKEE DOODLE..." (right). Pye, who records for Come-Down Park, here may have his specifically British side released on Pye.

BELGIUM

British

BELGIUM

Swiss Entry Gets
Belgian Votes

'Chariot' 2d Spin;
French This Time

BY DON WEDGE
New Musical Express

Something new in international disk release was made last week by Pye. It posted Petula Clark's "Chariot," in French and coupled it with "Casenove Baciani" in German. Foreign language records are rare. Only a few French records have shown up in the chart. Edith Piaf's "Mildred," earlier and more recently Miss Clark's "Ya Ya Twist." The new release is even more unusual in that "Chariot," in its English version of "I Will Follow Him," was issued earlier in the year and did not make the chart. The song is, of course, the U. S. hit for Little Peggy March (RCA Victor) and has been announced as her " causes among printing in Britain."

Trade Talk

Sir Joseph Wallichs, Capitol Records chairman, in behalf of EMI's Australian firm, presented hard worker Joe Lo with a gold disk — an unusual one. It was for the Lo band's recording of "Begin the Beguine," made in 1934. Total Australian sales over the years have passed the 100,000 mark.

Visitors

Glen Wielchies, Capitol Records' board chairman, was in London for talks with EMI's chairman Sir Joseph Wallichs, and opening of the partially completed EMI/MGM member's "Supercalifragilisticexpialadocious" at the partially EMI-owned Shaftesbury Theatre. Berry Gordy and Barney Ake of the Tama-Motion group cut sheet music and passed through London earlier than expected on their return journey to Detroit.

A host of executives from EMI affiliates were in for talks either at Hayes headquarters or the London office or both. Among them were Auguste Batsam, export manager of Electrolux, Graham, France; Maurice Marcus, head of the Italian firm, RCA Victor; and Henry Hall, general manager of RCA Victor in Eire, and C. Toumazou, head of Columbia Gramaphone, Athens.

Bernie Lowe, president of Columbia, was in London at the same time as Bobby Rydell and had discussions with Pye executives on the label's distribution here. For a formidable team of former hit men, the group was in London in order to go on to Paris. They included Louis Schwartz, Max Prendel and attorney Sam Buzzell. Peter De Angelis, a Pye man, was there for talks with publisher Dick James on release of his material here.

Another songwriter, Harry Topius, is expected with his wife, on April 12 on his first visit since 1958.

Independent producer-publisher Bunny Lewis was leaving April 4 on his postponed U. S. trip. After a stay in New York, and London, sales for "Here Comes My Baby" are reported on Hollywood, Las Vegas, and New Orleans with a week in Nashville during a three-week visit.

Record Business

From this month Decca has chosen to concentrate on its lines to Vocalion. This has been gradually in force for the last few weeks. Ten albums have been issued in the revised Vocalion name, and the opportunity the publishers have been dropped because of "technical problems." The records are said to be put up by the Decca executive. It was the subject of a court action between Decca and the former Vocalion firm a year ago.

First of the singles to be released was on the recording session in Nashville with Helen Shapiro and "Over the Moon." Frank Field has spent a considerable time in England with the publishers, and with the proposed new album which will feature nearly 30 titles. His next single will be an American song — Jim "Mary's Darlin'. But Mine." And on its low price Encore line, EMI has issued Jack Stafford's LP "Some Dreamer's Dream."
Many Lands Get Disk Attention

By SAWY STEINMAN
Plaza, S. Anoeh, N.Y.

The international nature of today's disk business can be seen once again in the variety of announcements forthcoming from Rome and Milan in one week. St. Vincent's is planning the second contest via radio of "A Song for Europe," May 22-26, with representation from all of Western Europe, American artists Elia Fitzgerald and Julian Adderley headlined San Remo jazz festival with great success. All the principal events of the Eurovision competition for Luxembourgish composer, as well as tourists, Nana Mousoukou from Italy to Greece to introduce her "By Power of Prayer" here. Former Iranian Empress Soray signed to make films in Italy with Dino De Laurentiis, has been approached to record in Germany by Werner Finlay as an orchestra leader. Proposed first recording would be "I Still Love You."

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PHILIPPINES

Conductors Test Set for Hawaii
By LUIS MA. TRINIDAD
264 Escola, Manila

Dean Lacretela R. Kaslag has been selected for a six-week fellowship as visiting composer from the Philippines for the "1963 Festival of Music and Art of This Century" in Honolulu late April. The Festival is sponsored by the music department of the University of Hawaii.

World-renowned conductors, including Akeo Watanabe of Japan and Leonard Bernstein of the United States, will be on the panel of judges. The conductors will all conduct the widely known American symphony of the Air organized by the late Arturo Toscanini. Claiming the competition will be a gala concert at the Lincoln Center for the Performing Arts here. Winners of the first three prizes in the competition will be appointed assistant conductors for the 1963-1964 symphony season.

SWEDEN

Festival Tune to Eng. & Germany
By HENRY FOX
Kungsgatan 56, Stockholm

One of the Swedish Festival tunes, written by Ake Gerhard, is "Sederezade," which has now been sold to England and Germany. Requests have also come from Benedict, but yet no deal has been made. One of the local recordings of this song is by Harrem Stommers, and it sounds a little like "Petit Fleur." Publisher.

Rudy Adamu, who up to now was a freelance composer, has signed with Fontana for all of the SWEDISH FOX, head of Philips, distributing the Fontana label, says that during his last trip on the Continent, he made many deals with the top list and is this week No. 2. He has had to cancel his trip to the States and go to Germany for a commercial deal with them.

A VIP from RCA, New York, Frank Swenson, is visiting the Stockholm Opera this week. In co-operation with Swedish Radio a new LP with Max Ralston will be released with songs by Povel Ramel.

A Swedish version of "Hey You" has been made by Anne Louise Hanson on Metronome together with Boris.

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NAB Program Dept. Seen Aiding Station Specialization Trend

BY GIL FAGGEN

ChICAGO—Impressive sales were racked up by the more than 15 radio program syndicators entrenched at the NAB Convention.

The highly competitive firms featured suites equipped with multi-channel tape machines and individual stereo earphones, enabling station representatives to display the creative sounds. The Maris outfit set up a transmitter that broadcast their wares to nine independent transceiver radio stations within the suite.

Several of the more important programming producers and station executives present who are actively engaged in the field of radio stations are:

Exhibitors Present


These firms are offering packages and programming services to stations ranging from $250 to $35,000 and encompass everything from one-line comedy drops to specially written songs heralding the subscriber's home town.

Hope Quips Convulse Convention

CHICAGO—Mr. Newton Minow is a man of high ideals, whose needling, pricking and provoking the FCC has brought us our great industry up the path of enlightenment, as described by the $3,000 radio and TV executives.

Hope, in accepting the award, launched a tirade of sarcasm and humor thanks with a further barrage of quips heaped on Chairman Bunker Twain.

"I am not surprised to see Mr. Minow here early today, and has not run to $300,000. He's sitting there listening and thumbing through the Encyclopedia Britannica," said Hope.

Bunker Research Plan Would Get Honest Count for Radio

CHICAGO—Mark Twain once said, "The report of my death has been greatly exaggerated."... and Edmund C. Bunker, president of Radio Advertisers Incorporated, is putting forth a massive campaign to show that radio has been and is very much alive.

Commenting at the NAB Convention on the need of a carefully controlled pilot study of how to measure radio, under the radio industry's own sponsorship, Bunker said:

"Radio has been hurt, and very badly, by absence of research which both measures our full audience and is accepted by advertisers and agencies. The damage has been of unbelievable proportions—millions of dollars lost to us and being lost to us each year that we allow this to continue. That's the big problem in radio, the No. 1 problem," he said.

Outlines Procedures

The RAB chief said it was necessary to develop through experiment, a system which can measure all forms of listening on the basis of individuals. He outlined the procedures RAB plans to follow to develop such a system:

RAB plans to retain a research consultant.

RAB will work with the consultant of Advertising Research Foundation and has joined that organization.

RAB will direct the study without using any Fearn or Research firms now connected with radio audience measurement.

Publish Report

A final report will be published covering the methodology with stations rates from $500 to $5,000 to best for solving the radio measuring problem. Bunker estimated the project would cost at least $100,000. He said RAB proposed to finance (Continued on page 47)
chi station ups country by tenfold

chicago - WAO radio, LaGrange, Ill., 1,200 watt all-
timer serving the chicago area, has begun new and
trendy program running from two to 21 hours a
two hours a week, making it the biggest and best
radio music in the area.

we have discovered some top c.d. talent to back up its
increased c.d. programming including singer Johnny
ward, songwriterguitarist jimmy dawson and bill blough, music
arranger, who are all leader known for his work on the "midnight
jamboree" on kiny in new orleans. bill's air stints include
saturday nights (6-8:30) and 8 to 10 p.m.

including in WTAQ's new country music programming is
a full hour of live "c.d." music done by singer chet ward with bill
waldow's "countrypolitan" show. Ward has been known as one of
the best in the business for over 20 years. this week's release was
"pekin through the door" is released on the "pekin through
the door" label and is slated for release shortly on the
swallow label.

WTAQ owner-president, terms the program
as a "godsend" and a response to a growing
demand brought on by the influx of many thousands of southerners in
the chicago area in recent years.

john t. murphy
crosley president

cincinnati - John T. Murphy has been elected
president of Crosley Broadcasting Corporation.

the second national radio firm to announce
the policy of advertising revenue. the firm has
announced its intention to advertise the whole
program in a single commercial.

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ABC Raps Nielsen Again, Says New Ratings Fairer to Radio

CHICAGO — ABC Radio's hierarchy continued its relentless attack on the A. C. Nielsen rating service during an ABC-affiliated radio station's meet at the NAB Convention.

Robert R. Pauley, web presy., told the 200 ABC representatives that the radio net has it and will continue to take a positive stand on Nielsen ratings.

"In giving up the only national radio rating system, (Nielsen) we risked losing most of our business," Pauley said. "But instead of simply giving it up and assuming a negative position, we set about to replace it with the best possible research we could find and then promote and sell it to the best of our ability. After several months of examination, we settled on Sindlinger & Company."

In his reports to the stations, James E. Duffy, executive vice-president of ABC radio and national director of sales, said that the network's new rating service is playing an important role in the net's success.

"The results of Sindlinger's studies point up the fact that radio has been undercut for years," he said.

Radio News in Prime Time Slot

SEATTLE—A bold step in radio programming was taken recently by Radio KING, with initiation of a five-day-a-week, 90-minute news block entitled, "Total Report," slotted in prime drive-home time.

The talk block is designed to cover the entire news spectrum for Western Washingtonians, featuring top names in the fields of national, local, business entertainment and business news reporting.

The new program is unique in several respects. It presents total news coverage from 5 to 6:30 p.m. Monday through Friday by a host of news specialists and special features, plus the various segments which are tied together by a host, Howard Bell.

Howard Bell not only provides continuity to the comprehensive news report, but comments on news highlights and sidelights. In addition to major international and national news and commentary, "Total Report" daily scope encompasses news on sports, entertainment, hunting and fishing, business, weather and traffic.

KING is the 50,000-watt outlet of King Broadcasting Company. Six sister stations are KGW, AM-FM-TV, Portland, and KREM-AM-FM-TV, Spokane.

Falanga for WB

BURBANK, Calif. — Frank Falanga, veteran Boston area record man, has been named promotion representative for Warner Bros. Records in the Hub territory. The appointment was made by Joe Smith, national promotion manager of the label.

Falanga has been associated with Capitol Records branch, Dale Enterline and Mercury Records, during his eight years in the record business.

Music by Word as SESAC Hosts Swingin' Bash

CHICAGO — Music, Music, and More Music was the byword at the SESAC Hospitality Suite during the NAB four-day meet.

Delegates eager to find relief from the round of meetings and discussions flooded in droves to W6A to listen to non-stop entertainment by Terry Gibbs and his group, Richard Malhoty, Betty Madigan, Bill Snyder, the Billy Taylor Trio, Woody Herman, Roy Drusky, Tilt Dieterle and Bill Anderson.

The result was overwhelming as delegates spilled out of the four-room suite into the corridors.

"Next year we're going to lease the ballroom," commented SESAC's Sid Guher.

JFK Applauds Radio 'Service'

CHICAGO — President John F. Kennedy, through a special film shown at the formal opening ceremonies of the NAB meet here, Monday April 1, expressed his appreciation for "the increasingly important service which radio and television are providing to the American people."

The President also expressed the appreciation of all citizens for broadcasting's vital role in keeping the nation informed as well as entertained.

Alabama to Air Education Hour

CHICAGO — Broadcasting history will be made the night of April 10 when every radio and TV station in Alabama will simultaneously broadcast a one-hour program entitled "Breakthrough for Education" in prime time, 8 to 9.

A total of 69 AM and FM stations and 16 television stations in the State, plus three stations in adjoining States, will broadcast the program in support of greatly increased funds for Alabama public education at all levels.

Mr. Ed Easton

Music Librarian, Radio Station WFRM

Coudersport, Pa.

is a pleased programmer

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

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

For details on the record programs available from RSI for broadcasters, write MISS CAROLINE COLLETT, General Manager
JOCK JOTTINGS... A thanks to Mike and Mike from Fred Mitchell at WOHO... Jim Dundie of WCPO in Cincinnati hints there may be some exciting new changes in that market. Highest recent at KEEP Radio in Twin Falls Idaho, is "Our Winter Love" by Bill Pursell, reports Ed Prater, the P.D... Jim Stagg at KVXJ who works as "Pine" the Chantays is a breakout in the Cleveland area.

CROSS-COUNTRY — The promising promoter on the Coast has started his annual tour with C-C, Charles Hal Ziger reports that reaction to the Charles concert has again been fantastic. Ziger spent the Christmas break in Chicago for two concerts and then headed east, listening through Providence, New York and Washington, D.C. The many things we never knew: The Spanish International Network has its name shortened to "S.I.N." (honest, they have sales offices at 247 Park Avenue)... KVPC in St. Louis, KY.O in Casper, Wyo., were fined $1,000 and $1,500 for violations of the Communications Act and Commission rules. The stations claimed ignorance of their existence, but we all know, ignorance of the law is no excuse.

SOMETHING NEW: In the last week the NAB has announced the addition of 10 radio stations which are conducting their own individual surveys of the market. From the sad state of the national survey and the quality and quantity of it in any given local market, this is a welcome step forward.

We know of one instance where broadcasters conducted a survey for their market, and were very much about it—until the phone started ringing. Suddenly, the stock was applied to their broadcast area. The result was a lot different from what they had anticipated. They thought that their confidence was well placed.

The local broadcaster conducting his own research could lead the way to it, but we do not think that all the broadcasters in a given market form a co-op to conduct their own individual surveys of all the stations. When you add to this that the FM radio plus the TV stations in an area, the cost factor per outlet should be within reason, a good deal more so than the fantastic sums that have been charged by the national survey. The results should prove more adequate for local regional and national advertisers.

Just to refresh the minds of the older heads in the broadcast field, remember back in the days when the situation got sticky with ASCAP? That's how broadcast music was formulated. Couldn't something similar be the answer to the hindrance of the hotel that the public has in its mouth over the con game that has been conducted on a national scale? We pass the idea on to the broadcasting fraternity as food for thought.

CONTENTS AND GIMMICKS — The Billboard poster this week when springtime rolls around broadcasters break out in a rush of new contest ideas. Some of them may be worthy of consideration for the NAB.

In Pittsburgh WEEP is conducting a "Wee Applin' with "Harry" contests and that is called by phone and invited to sing along (over the phone) with a record. They win a merchant and cash. P.D. Ron Thomson says this has been a winner.

KWIR in Buffalo, N. Y., has started to register listeners for their own Key Club. You can see the possibilities in that.

In a few other markets disk jockeys are planning a Car Wash Day. Disc jockeys will wash any auto at a chosen location with the proceeds going to the one doing the next look. Charity doesn't begin at home.

CKEY in Toronto is giving out Good Guy Buttons. Then they deck out a deejay in the buttons and ask listeners to count how many there are on his JjCK. It's fun.

Another national contest idea is the one dreamed up by Mer- ritt Post in Carlsbad, N. M. It's a Cugie contest, being conducted in conjunction with Cugie and Abbe's "Watermelon Man." Idea is for deejays to invite listeners to send in drawings of "The Watermelon Man." One of the prizes is an original Cugat sketch of the winner.

DEEJAYS & RECORDS... Just about every radio station in the country is making a deejay who is busily engaged in becoming a popular performer. As men producer and possibly, with a little luck, a record tycoon. Report has come in here that he has uncovered the country's next million-record talent. We have three instances in this last week we have had promotion men from various national labels in our office who are actually looking for this kind of material. So fellas go to it. Come up with that big seller. May you wind up like one lock we know who wound up with 25 big ones in his pocket.

BEST LAID PLANNED OF MOUSE-POW! LANCASTER, Pa.—WLAN-FM has inadvertently discovered a musical mouse trap. The station's recently purchased Red Rose Feed Mills, is frequency hounding a mouse. One of these unannounced visitors—who obviously digs radio—was startled and surprised on a stack of records andDramatic Reading Machine. The heartless machine went into operation and in no time at all the mouse was chewed up to automation.

Next, to build a better mouse trap?

Brown Gets WYNR Post

CHICAGO — WYNR, six-month-old McLendon Corporation hard rock radio outlet here, has used Floyd Brown to the post of program director, replacing Jim Randolph who resigned last week.

Brown leaves the eight-year Chicago radio veteran and has been with WYNR as a member of the Brown and Hardie show from the day it started.

Randolph will continue his work in the sales department to announce other plans soon.

WYNR also named Mark Sommers as program director at McLendon-owned KTSX, San Antonio, to the post of program director. Sommers will serve in a "management-coordinating" role but is not expected to be on the air.

Before joining WYNR earlier this year, Sommers spent two years with WRMN, Elgin, Ill., as program director. He was also a deejay with the Big Delta armed forces radio in the South Pacific.

Sommers, in addition to his program director post in San Antonio, is an experienced airman, having served in that capacity in Dallas, Los Angeles, and Chicago. He was stationed at one time in a new air force broadcasting unit that he headed in his own radio-television advertising agency.

Brotherhood Awards Given to Stations in New York & Denver

CHICAGO — Radio stations WNEW, WYBC, CBS, and KOA, Denver, were honored by the National Conference of Christians and Jews at special ceremonies held concurrently with the NAB Convention at the Conrad Hilton.

The stations received the National Mass Media Brotherhood Awards from the NCCJ for outstanding contributions to better Jewish relations.


YESTYEAR'S HITS

Change-of-program programming from your librarv's shelves, featuring the disks that were the hottest in the last five years and ten years ago this week.

How's this from the Billboard chart of that time:

POP—Five Years Ago

1. Poppies. In The Wisdom, P. Pope... 2. Gill Scott, Harlem... 3. Tilly Waldorf, With You... 4. A Wonderful Time There, P. Boone...

POP—Ten Years Ago


RHYTHM & BLUES—5 Years Ago


2. Don't You Just Know It, R. Smith, Ace

3. Tighten Up, L. Fuller, Mercury

4. Back In My Love, A. Brown, A. Brown, A. Brown

5. You Can't Tell Me A Thing, P. Brown, A. Brown, A. Brown

6. Don't Know If I'm In Love, B. Smith, Ace

7. Side By Side, R. S. Smith, Ace

Canada Royalty Sked Changed

OTTAWA — Changes in the tariff schedule of the Canadian Composers, Authors and Publishers Association of Canada, affecting royalties made paid to CAPAC by private broadcasters, has been announced by the Copyright Appeal Board.

The changes provide for:

A change in assessment for pro-rated royalty payments.

A new CAPAC fee to cover the privately owned CTV Television Network, Ltd.;

Establishment for the first time of a new tariff on broadcast stations that provide a music service to subscribers or in shopping centers.

Copyrighted material
**Waters Conley Models Hit All Price Ranges**

CHICAGO — Waters Conley has introduced 14 new phonola models for 1963 merchandising, ranging in price from $19.95 to $299.95. At a presentation at the Knickerbocker Hotel here, Howard Kovin, national sales chief, said the brand's sales were up 35 per cent in the fiscal period ending March 31.

Highlights of the line included various three-way models suitable for use as table units, wall-mounted models or consoles, the latter with the addition of optional cabinets. Also a part of the line are three console models and upper portable units. All units in the new line will become the subject of advertising on NBC-TV's morning "Today" show, hosted by Hugh Downs and JackLeschner. Highpoints include the attendance of the speakers and groups. Downs part in a filmed sequence.

**PHONOLA MODEL 2462, known as the Venus, employs slim-profile styling with till-out record changer. The portable also contains AM/FM radio and lists at $179.95.**

**Hi Fi in Paris: Excitement**

By RAYMOND V. PEPE

(Editors note: Billboard invited Raymond V. Pepe to prepare this article reporting on the recent high fidelity show in Paris, which he attended in his capacity as president of this country's Institute of High Fidelity. He is also vice-president of James B. Lansing Sound, Inc.)

PARIS—The Paris high fidelity show, called Festival International de la Radio, was held at the Hotel Palais D'Orsay March 7 through March 12. This was the third Paris high fidelity show, and its attendance in excess of 62,000 exceeded last year's by more than three times.

The show was operated by the Syndicat Des Industries Electroniques de Reproduction et d'Enregistrement in co-operation with the Federation Nationale Des Industries Electroniques et de la Radio and the government controlled French radio. Exhibit rooms occupied three floors of the hotel. Five of the salons and one grand ballroom were used for the display exhibit of 200 and throughout the hours of the show.

The products of over 125 companies were displayed and demonstrated, including a good representation of FM, mass-manufactured products, with such well-known names as Fisher, Scott, Sherwood, Shure, Dynaco, Picketing, JBL, University and many more being represented. The companies displaying and demonstrating were in the industrial of foreign manufacturers represented by their agents and distributors.

**Mills, Saxon Moved Up by RCA Sales**

NEW YORK — Delbert L. Mills and Raymond W. Saxon have been transferred to RCA management vice-chairmen and president, respectively, of the RCA Sales Corporation, according to W. Walter Watts, chairman of the board. Saxon formerly held the post of vice-president and general manager, and is also a vice-president of RCA.

As such, he is in charge of the Victor Instruments Division. He joined the company in 1930. Previously, the Dayton, Ohio, native was manager of Federal Telephones and Radio Division of ITT. Earlier in his career, he was with General Motors.

Saxon is a 23-year veteran with RCA and he has served the company as a field executive, manager of the former Victor radio division and as director of the company's audience research department.

Appointment of the two to their new posts is in recognition of the work they have done to the tremendous improvement of our home entertainment fields," Watts said.

"Last year, an all-time RCA record was established in home instrument sales and this upward trend has continued into 1963."

**Emerson Table Unit**

Emerson Radio, Inc., has introduced an extensive new line of home entertainment equipment, including table radio model G1709. Unit has a suggested retail price of $260 and $24.95 in an assortment of other colors.

**Hi Fi on Tape**

By DAVID LACHENBRUCH

Billboard Contributing Editor and Managing Editor, Television Digest

CHICAGO

**PHONOLA MODEL 2653 console stereo phone, featuring AM/FM and FM stereo with FM stereo. Eight-inch bass and four-inch tweeter speakers in each cabinet. Suggested list $229.95.**

**RADIO'S SLOW REVOLUTION:** In television, most manufacturers were not introduced into the market. After nine years on the market, color TV is finally beginning to move. More and more people in the television industry in- clude RCA, buying, distributing, and manufacturing color. To dealers, distributors and manufacturers, color means a new product—a new change to sell something superior—with better grosses and better profits.

This is easy to see and easy to understand. You don't have to be in the television business to feel the new excitement that perfect color is now bringing. There are more programs on color on the air, better color sets. Everybody knows that television is in color "now." Can you use color radio? Well, that is us with us now, and there'll be no stopping it—not that anybody would want to. We refer to it as better color. M, the color is simply being paralleled to color TV. Like color TV, FM is not strictly a new medium—but a way to get more realism out of an old one. Like color, it's new—'ve been with us for about 17 years. And like color, it's just beginning to catch fire.

This was being written at the Chicago convention of the National Association of Broadcasters. I've been to 13 of these annual conventions and 11 of the last 12 have been major ones. The FMs were so sparsely attended they could have been held in a broom closet. Most of the broadcaster could afford the price of a ticket to Chicago.

The convention was being heavily attended with money out of more mith than the meetings of telecasters. At the equipment exhibit, looking around with the showmanship of FM and high fidelity audio broadcast items. And business was good.

This is important because you might be an FM broadcasters—but because you are presumably in some phase of the music business. If you sell electronic music equipment, your future is—yes, it is—going to be dependent on you, as your "circulation managers." You depend on them as the source of the fine music you're selling your customers when you sell FM radio.

**BRIGHT FUTURE:** FM broadcasters heard—and exchanged—cheering news. Not the least was a study conducted by the Harvard Business School. Predicted the FM use will equal AM radios by 1967—and that one year later FM sets will outnumber AM by 2.4 million. The report forecast that the number of FM sets to be sold in 1966 is about 64,000 which has been reached some time in the 1970s—about three times today's number.

The most fascinating sessions were those on FM stereo, FM stereo broadcasters, by and large, are a young and enthusiastic group. They already believe that FM stereo is better than AM and they trust their growth, and feel it in the first days of AM radio.

Emerson Radio is only a little over a year old, it became clear at the broadcasters' convention that its growing pains are coming to an end and it's becoming an established medium. For example, a growing number of these are in stereo—and when Madison Avenue accepts you, you're in.

**In A PANEL Session on FM stereo, the Electronic Industries Association's consumer products staff director, L. M. Sandwick, made the obvious statement: this year, FM stereo will produce well over a million FM stereo receivers. FM stereo, therefore, has been accepted commercially that the innovation in the home entertainment field since television. It took AM radio four years to reach the million-a-year-rate; it took FM much longer.

From the standpoint of the dealer, the cheering news from stereocasters at the NAB convention is this: The quality of FM stereo transmission will continue to improve, as broadcast engineers gain experience. This, in turn, will make it possible for FM stereo broadcasting to continue to be upgraded.

Most stations which are broadcasting in stereo intend to increase their hours of stereo transmission as quickly as possible. Many of them already are full time or nearly full time in stereo.

**STATION OFFICIALS** participating in the panel discussions, and those I talked with in the corridors, realize the importance of in-store demonstrations. Many of them are personally are musical puritans, used to the outright distance for exaggerated stereo and ping-pong effects. But almost to a man, they see the value of scheduling periodic demonstrations of records and perceived stereo effects at convenient times for in-store demonstrations.

After years of profitless operations, FM station operators are beginning to see the prospect of success. They persevered because they had faith in their product. Those of us in the "hardware" end of radio business can give thanks that so many FM broadcasters kept this faith. Because of this faith, we have a superior product to sell in today's FM and FM stereo radios. From here on out, it looks like clear sailing for color radio.
DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issuance of the original advertisement providing details of each promotion. Please consult these for full information.


KING—April 23, 1963. Started March 1, 1963. One free country LP for every three purchases on entire catalogue of both King and Okeh recordings, 25 per cent of this price. This is an extension of deal which originally expired March 31, 1963. (Company.

CAPITOL—April 30, 1963. Started March 4, 1963. For the week ending March 24, 1963, all Capitol/EMI LPs are available at regular price, as well as the 'A Good Day's Pay' single. This promotion is limited to Capitol LPs. (Company.


BUESEVILLE—April 30, 1963. Started March 15, 1963. Dealer is offered one free copy of "Sorries Terry." The price of this package is $4.98 per album, plus $2.00 per album from 10. Also 10 percent discount on a selection of Elektra/Triton records. (Company.


UNIVERSAL—May 31, 1963. Started March 15, 1963. On three special albums now released by the Ventures and Dave Carroll and the Escapees, the price is $1.50 per album, 10 percent discount, six-month deferred billing, full exchange privileges. (Company.


CAPITOL—Expiration indefinite. Started April 1, 1963. Capitol's entire World-German-Czech LP catalog of 27 LPs. One free album for each two purchased. Includes two new April releases. (Company.

NEW DEALER PRODUCTS

Wireless Mike

A vest pocket FM wireless mike that really works. That's the claim made by Sound Ordnance Corp. Their one of a kind solid state, eight-ounce mike, developed by Minotronics of Pittsburgh, for use by performers and speakers making presentations. Range extends up to 200 feet. Price, including transmitter, receiver and mike, is $475.

Memorad

Alien Communications, New York, is operating as U. S. sales agency for the Memorad (shown above), billed as "the world's smallest tape recorder." The 114-ounce pocket recorder has one hour of recording time and contains a built-in speaker for playback. Made in Europe, the unit can be used with a volume control headset, foot pedal output control. List price is $599.50.

DYN-A-PRUNE...? Hi-Fi Stirs Paris Excitement

Dynamic Groove Control has been operating at COOP for years with good results. It's true.

The Automatic Continuously Variable Spectrum Equalizer is specified in the US patent 2,601,720. Proof: The Recording Volume Indicator—first described 15 years ago by Cook in Audio Eng., magazine—was not very popular. Cook operates a special noise-free solid-state mastering channel (all speeds, 30 L.PDAC, incl. a titrator at the hi level, standard mastering and a "mathematical"

You can put with Cook too, and nail down inventory problems. We'll help you with first quality pressings. Cook: a name you can trust in yourself. You're most welcome. Your copy will be shipped faster with the D & Cs. Fax on Cook DGC and Vector-Stirling's to: 32601, 32602. For more information, and run your next release with

COOK Laks - 2nd St. - Stamford, Ct.

R & B One-Stop HEADQUARTERS

JAPAN: 1-4 Oak St., 513-2539, Phone: 4-1750, Fax: 2-5000

R. B. ONE-STOP HEADQUARTERS

Say You Saw It in Billboard

Hi-FI Stirs Paris Excitement

• Continued from page 45

shows in Los Angeles and New York of an average 26 to 27 thousand. The number of dealers handling music in France has doubled in the past year, with expectations that they will more than double again in the next. Retailers have been dealing at one of their meeting to call the attention of foreign companies on their products. Those that are best made, are the most important and worth their weight in gold. The future may see them displayed in retail stores. Britain and Japan are two of the best examples from other countries within the common market, were much more effectively demonstrated and in far greater depth. This condition is one way of representing the interests of the consumer. Prices for U. S. products are considerably higher than those marketed by the British and Japanese, and occasional by import duties since they are the same for Japanese and British as they are for those of the U. S. These are the kind of differences involved in the cost of the consumer for U. S. kit high fidelity component products, although very few, if any, were shown. Conversations with dealers who attended this show from all parts of France as well as other countries in Europe revealed that most of their high fidelity component dealers in the United States were such things as more and better descriptive literature and more comprehensive and explanatory instructions manuals on component equipment. The one very significant exception to dealer complaints is that of discounting; discounting on pre-war high fidelity products is practically nonexistent in Europe. U. S. magazines such as High Fidelity and Audio magazine rely heavily on advertising in France. The one inescapable conclusion that I came to walden my visit to the show was that the high fidelity component market is presently strong in Europe, and growing by leaps and bounds. American products are known and desirable to the consumer. U. S. manufacturers would do well to take a good look at this market and capitalize on it. The demand is there, the economic health is excellent and deserving of the attention and marketing effort.
The lack of research data available on radio was putting the media at a disadvantage, a group of key advertisers, agency representatives and radio station representatives agreed at a panel devoted to "The Importance of Radio's Dollar Volume Figures." "If radio is not seen in the right company, it won't be brought," they pointed out.

All panelists urged broadcasters to contribute information and work through their national associations to make figures available and help radio grow.

Negative Implications

An advertising executive pointed out that agencies need figures to bid—if they don't buy, they can't grow.

"When figures are not available, the implication is that expenditures are so small as to be inconsequential," a panelist said.

The group stressed that radio, with its almost 4,000-old stations, won the only major media which did not make figures available.

FCC Figures Old

"Traditionally, self-sellers supply information about their products—we work with that information as it's presented," one panelist said.

It was pointed out that currently, the only figures available on radio advertising expenditures were compiled by the Federal Communications Commission and these were over a year old when released.

"Don't expect advertisers to have faith in your data if broadcasters don't have enough figures to prove their point," an advertiser pointed out.

RAB Willing

Ed Bunker, of the Radio Advertising Bureau, said that his group was willing to do the job and that tests showed it could be done accurately and at a minimum cost. A figure of 32 per station per month was mentioned.

Bunker said that stations need not set up elaborate bookkeeping systems—sending an extra carbon of a billing invoice to RAB's accounting department would be enough.

He emphasized that RAB would keep confidential all specific information about individual stations but would just release broad totals.

Not Bad Faith

A panelist pointed out that once a commercial was aired, it became public information and it was not difficult for stations to maintain they were betraying the faith of the advertiser by furnishing figures.

"Give us your "OK,"" Bunker urged broadcasters. "Give us a clear indication you want the service, and we'll go to work," he said.

Melvin A. Goldberg, vice-president and director of RAB research, said that the association was definitely going to go into radio figures.

"But you (broadcasters) have to decide what information you want. Just don't ask for reporting," he pleaded. "We need research for all purposes, but we don't have to do our operation in compiling figures."
Why does everybody like the Rowe AMI phonograph?

OPERATORS... because they can provide 200, 160 or 100 selections with only one phonograph. Because Rowe AMI has all the features, including a Top Talent tune setup, that save a routeman's time. Because its realistic price and low operating costs mean more net profits.

LOCATIONS... because of its downright dependability. Because it makes more money from music.

Because it can be fully personalized to the location no matter how long the name.

PATRONS... because it has plenty of selections to choose from in every category. Because it delivers the music, in beautiful Stereo Round, without delays that provoke impatience.

There are dozens more reasons for the popularity of the Rowe AMI phonograph. Ask your Rowe AMI distributor and get yourself a deal.

ROWE AC SERVICES
18 S. Michigan Ave., Chicago 3, Ill.
AnSover 3-0955
Rowe sets the standards in vending equipment, bill changers, music systems.
Season of Adult Music Means
Happy Days for Juke Box Ops

By REN GREVATT
NEW YORK — Talk is constantly heard in record circles of good music, a term which means many things to many people. But for the juke box operator, any trend to what he himself may regard as good, or what he might choose to call "adult" music, can only be welcome news. And there's a lot of good music around today, of the kind that's bound to pull more diners and quitters from the pockets of the cash customers in pubs and lounges.

It's already a good season for instrumental singles hits, with Bill Parris' "Our Winter Love" on Columbia just now passing its peak on the Billboard "Hot 100" chart. This disk has enjoyed especially heavy juke play.

But there are others, too, and interestingly enough, of widely varying hues. There is the conga drummer, Mongo Santamaria, or his "Watermelon Man," on Blue Note, that come with a widespread program. On a completely different instrumental plane is the rickety, old-fashioned flavor of "Yakety Sax," by Nashville's tenor sax King Boots Randolph on Monument Records.

In still another direction is the easy, soft-flowing influence of Henry Mancini's "Days of Wine and Roses," on Capitol, with the instrumental choral effect. This is regarded as providing the boxes right now, in view of the national distribution of the pic from which it takes its name. Yet another instrumental flavor currently in favor is that of the Arthur Lyman combo with its Polynesian-styled permutation sounds on "Love for Sale," on Epic Records.

Jazz Organ Hits

Towards the lower end of the "Hot 100" currently but, nevertheless, important operator wax are such items as jazz organist Jimmy Smith's "Back at the Chicken Shack," on the Dot label, and Charlie (bassa nova) Byrd's "Mood Indigo," on Riverside, two naturals for dancers. In the sweeping, concertino mood category, one findsReleased by the Arabia," with twin pianists Ferrante and Teicher, on United, on a Teatro.

Two other new items are achievement of great importance and should be watched. Jo Harrell, who recently scored impressivel

by "Fly Me to the Moon" on a new record, "How Long Has This Song Been Going On?", may have a new one. "Di" by The Searchers, on Jubilee, Allen, long absent from any sort of sustained disk activity, has a new one. "Gravy Waits," on Dot, and fans of his regular TV show are soon to be getting one with this one on the box.

But recording activity doesn't end with instruments, not in today's pop chart format. A number of other item items figure as box winners, including "The Rockies," by Octave, which recently became hotter on disk than ever before.

Benefiting from regular television exposure, Williams has scored a smash with his first current offering of "Can't Get Used to Losing You," on Columbia. The disk has reached the No. 2 slot this week.

Adult Fare

The same Columbia, could be said to be dominating the top chart action in good music material at the moment. The label has seven sides in the top 10, led by the Bruce Net, and Charlie (bassa nova) Byrd's "Mood Indigo," on Riverside, two naturals for dancers. In the sweeping, concertino mood category, one finds Released by the Arabia," with twin pianists Ferrante and Teicher, on United, on a Teatro.

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SEEBURG ADDS 10 LITTLE LS’

CHICAGO—Ten new albums have been added to Seeburg’s Little LS’ library. The albums are re-

crease in interest from the 35 to 45 and even older age groups in hearing the recordings of Glenn Miller, Artie Shaw, Al Jolson and others.

Blitlla's radio station pro-

ROCHESTER, N. Y.—“A "Golden Oldies” experiment has had some very interesting results for John Blitlla, large juke box distributor and operator here.

Blitlla says his machines have shown a marked increase in collections since he started programming a single-

box "Golden Oldies" concept on some 90 juke boxes.

In fact the experiment has been so successful that Blitlla's Newark (N. J.) radio station WACK is playing "Twilight Time," devoted to the sounds of the 1920’s and 1930’s. The radio station and juke box programming will be tied together—each promoting the other.

Yesteryear Sounds

Blitlla is trying to interest record companies in re-issuing some of the fine songs of yesteryear.

Blitlla reports a marked in-

is a "hit" record that would automatically promote the Golden Oldies whenever the juke boxes are silent over an extended period.

House Record

In a letter to A. D. Palmer, Wurlitzer director of advertising and promotion, Blitlla sug-

"Green Eyes" followed by a voice

that says "Of course, the world of fine popular music reached new peaks with the late and great Glenn Miller and such in-

cents as..." (day a few bars of a Glenn Miller favorite). "Do this with a few more great hits of the past and then explain that all these and many more can be heard right here and now by pressing the "Golden Oldies" button for 50 cents.

The tape of a female voice saying something like, "Let's you and I take a musical trip down memory lane and share some of the finest musical moments in the history of great music."

Blitlla said he felt it would be even more effective if such artists as Helen O'Connell, Bing Crosby, and Harry James could do their own voice cuts.

VEND-TRONICS’ new currency

changez handlers dollar bills

plus coins, makes all of its

products for juke box and coin

machines.

Folk Tunes Making Fans in Milwaukee

MILWAUKEE — One-stop claims that juke box operators now pay closer attention to the folk music releases when pro-

programming their routes. For a long time, operators here shied away from folk tunes. Only ex-

ceptions were columns that catered to spots patronized by the high school and college trade. Today, according to Gor-

don Peckel, Down town Radio Doctors, each order for a coin

machine contains a healthy share of the new folk items.

Folk box--the fact that the folk prices on the juke box shopping lists include "Warner Bros." Peter, Paul and Mary, the Kingston Trio and the fast rising Rippin Spoon Singers. Box owners are actually looking for the new releases this week has been "Tom Cat" by the Rippin Spoon Singers, "Mr. Black" by the Kingston Trio, all in the folk

song vein.

New tunes are in good de-

mand among the operator trade and as the Record City one-stop, too.

1301 N. Capital Ave. 327 W. Kilbourn

Indianapolis, Ind.

 Ниож Lowes 3337, Thirty Ave.

CIGARETTE VENDORS

Buy, Sell & Trade

We are now distributors for

Cigarette Vendor Exclusives

-J. Rosenthal

113th & High St.

Cincinnati, Ohio

Cigarette Vendor Exclusives

-J. Rosenthal

113th & High St.

Cincinnati, Ohio

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-J. Rosenthal

113th & High St.
UJA to Honor Assistant D. A. William Cahn

NEW YORK—William Cahn, assistant district attorney of Nassau County (Long Island), has been named guest of honor for the 1963 annual Coin Machine Division of the United Jewish Appeal of Greater New York.

Guest speaker at the annual banquet will be New York State Attorney General Louis Lefkowitz. Both men, through their association with Irving Holmes, last year's general chairman, have been active in past Coin Machine Division UJA affairs.

Cahn distinguished himself as a prosecutor when he acted against racketeers who attempted to run the industry in Long Island.

Gotham coinmen will meet at UJA headquarters 6:30 Thursday (11) to set a date and place for the Victory dinner.

AT LONG LAST

English Brewers Give Juke Box a Kind Word

LONDON—The wall of resistance to juke boxes in United Kingdom taverns owned by breweries has been breached this week.

Seeburg (G.B.), Ltd., has reached agreement with six major U.K. brewing companies, John Henderson, Seeburg head man here, said.

Under the arrangement, the brewers will provide a selected list of their public houses for operation of Seeburg juke boxes.

Deal applies to "managerized" houses of the brewers, which by implication, leaves tenant landlords with more latitude to install juke boxes. Henderson's policies previously have been "frowning" toward juke installations, except in what one London operator describes as "a shop and sawdust pub.

Henderson credits "prestige appearance" of the Seeburg LP stereo console and console for the matisse's "mellowing attitude. He was also enthusiastic about the "beneficial effects" of U.K. coin-ammunition exhibitors meeting brewery execs at the Licensed Vendors First Trade Fair last month in London.

Up to this Seeburg breakthrough, the brewing plant has had bitter overtones. And in fact, Henderson scores, much growing promotion is yet required before juke box operators and surveyors get access to the majority of U.K. brewery-owned premises, of which total some 60,000 in England and Wales.

Seeburg exec was energetic personally at LVA expo, "getting the right people from the breweries there on the spot," he confides. "This persuaded them that our LP console and console are eminently suitable for their premises," he added.

Cracking Coast Supermarket

EXPANDED QUARTERS of L. & N. Music Company, Cleveland, houses the firm's enlarged games and cigarette business. The addition of more than 4,000 square feet increased space 500 per cent, according to Louis Pearlman, who with his brother Note operates the concern. L. & N. Music was begun in 1931 in business.

The music company owns expanding heavily into cigarettes and games when it purchased a more of 150 locations from Monroe Coin Machine Exchange Company in April 1961.

Pinball All Right in Ohio Taverns

COLUMBUS, Ohio—Ohio State Liquor Board Director Donald D. Cook took action against pinball machines in local taverns, and the Ohio to the judge, Judge Dana F. Reynolds, Franklin County.

Some 19 operators and one location owner had asked for a declaratory judgment that Cook had announced a crackdown on pinball machines in a press conference the previous day.

The court's order is to remain in effect until the courts have passed on whether the machines come under the State Liquor Board's jurisdiction.

Attorney Brooke Allaway, Columbus, is representing the operators seeking relief from Cook's April 1 designated date for revocation of permit holders with pinball or other game machines on their premises.

Director Cook told the press conferences a pinball machine is considered a gambling device whether it rakes up free games or the player receives a payoff. He indicated he expected the action to be taken to court.

London Seeburg Seeks New Office

LONDON—Seeburg (G.B.), Ltd., are seeking a "larger and more suitable location" in London.

The firm intends to unite its Wigmore Street head office with its service and engineering facilities presently at Felton. John Henderson, general manager in the United Kingdom, told Billboard this week.

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Personal Service Big Factor
In Selling Locations, Panel Told

By NICK BERO

CHICAGO—"Let the location owner see and feel the merchandise he's going to vend," That's Roger Folz's advice to operators trying to sell a new spot.

Folz, who, with his brother Harold, operates some 30,000 machines making him the largest single operator in the U. S., said he always gives the location owner some samples of his products.

"When the location owner starts to give me back the ball gum for charms, I push it right back at him. The longer he holds back and plays with the merchandise, the better chance I have for making a sale."

Folz spoke with Paul Crisman, Rolfe Lobell, Harold Folz and Bob Kantor in a panel devoted to financing, procuring locations, commissions and mail order vs. service business.

Profit Stresses

Roger Folz noted that with small stores, he usually took in a sample machine, gave the location owner numerous fill samples, and stressed the profit the machine could make for him—rather than emphasizing the servicing and work that Folz would do.

With large chains, Folz said he took a picture of typical installations to the chain store buyer, again gave him some samples of the fill, and emphasized the earnings the machine would produce.

"The best way to get around talking commissions is to talk profits," said Folz. "When another operator offers a higher percentage, I always say 40 or 50 per cent of nothing is still something. You always point out that people that use the best merchandise, give top service, plus our merchandising and guarantee a high return."

Folz said he also stressed his firm's reputation pointing out that his firm will stay with the chain that has the firm of long standing, with good reputation, not a blue-sky operation.

Rolfe Lobell noted that with locations getting more sophisticated it was necessary for operators to use more advanced selling techniques. He cited a brochure that Graf Vending, Dalls, was using in selling locations.

The Graf brochure shows pictures of typical installations, talks about frequency and type of servicing, gives profit breakdown and the like.

Lobell said that Leaf Brands, his parent firm, would compile such a brochure and make it available to NVA members.

Discussing financing, Paul Crisman pointed out that his firm regularly relied on 6 per cent bank loans—very simple thing to get if the person's credit and reputation were all right. He suggested it for all operators.

Harold Folz pointed out that his firm did about 90 per cent of its business with locations that were serviced personally and only about 10 per cent with mail-order stops.

"If I had my choice, I would gladly change it to 100 per cent personal service," he added.

Folz said that mail order was a faster-money business and that

(Continued on page 58)
AMCO SANITARY VENDOR

The finest for Vending Flat Pack Products
10c, 25c and 50c Operation

Vending Flat packs up to $6.00. Automatic dispenser with automatic soak, self-cleaning, self-actuating, self-return coin box.

For further and prices write: Mr. Philon, Philadelphia.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, INC.

J. SCHONBACH

Mandell Guarriende used Machines

15th Street Ave., Brooklyn, New York, N. Y.

MERCHANDISE & SUPPLIES

Palm Springs, Calif.

NORTHERN VENDING SALES AND SERVICE CO.

NORTHWARD & STILLEY

BEAVER INTERNATIONAL

1415 Lawrence Ave. W.

TORONTO 15, ONTARIO

I am interested in getting full details on Beaver bulk vender distributorship now available.

Name:

Company:

Address:

City and State:
Atlanta House For Guggenheim

CHICAGO — Karl Guggenheim, New York charm manufacturer, last week named its 12th regional warehouse, H. B. Hutchinson, Atlanta. The firm also has warehouses in Baltimore, Boston, Chicago, Cleveland, Dallas, Houston; Kansas City, Mo.; Los Angeles, New York; Oakland, Calif.; and Philadelphia.

Cruising the NVA Convention

Billboard's roving photographer caught these scenes of action at the exhibit area of last week's National Vendors Association Convention at the Sheraton Chicago Hotel.
Report from Britain

Seeburg Stet till '65

LONDON—Juke box operators in the UK have been notified by Seeburg (O.B.), Ltd., that the firm's LP compact disc units won't be superseded until 1965 at least.

News was announced last week by John Henderson, UK Seeburg branch, Capital saving would "greatly help operators," courtesy of the firm's policy, he pointed out. He brought the news from the Seeburg International Sales Conference in Zurich this month.

Phonos Help Disc Jockeys

LONDON—Juke box operators have influenced and helped the UK record industry, L. Cullum, factory manager of Ruffler & Walker, Ltd., London distributor, told a large gathering of the British Sound Recording Association last week.

Cullum was addressing the group by invitation at the Royal Society of Arts. He spoke of the history of the juke box in detail, and demonstrated the workings of a machine.

The lecture, the first to arts group about juke boxes, was introduced by H. J. Leak, president of BSRA and founder of H. J. Leak and Company, Ltd., electronics equipment maker.

Venus Takes Bow

LONDON—The debut of the Venus Venus pin table in the UK was held in London last week. Presenters and distributors were hosted by Mar-Matic Sales, Ltd., over cocktails at the Gorham Hotel where the showing was held.

The gathering was to celebrate arrival of the new bingo pinball machine, handled exclusively by Mar-Matic Sales, Ltd., in the UK through their distributors: Cougars Automatic Supply Company, Ruffler & Walker, Ltd.; Peter Simper & Company, Ltd., and Perrett Automations, Ltd.

The press reception was followed by a lunch meeting for Mar-Matic distributors, "to discuss promotion of the new Venus machine," said Mar-Matic exec Geoffrey H. Grange.

Mar-Matic Sales Executive Prefers LVTF Over ATE

LONDON—Uncomplimentary comparisons between the Amusement Trades Exhibition in January, and the Licensed Vendors' Trade Fair two weeks ago, were voiced for the coin-trade by one executive this week.

"The LVTF show was enjoyed, and was better dressed and better laid out than the ATE," Geoffrey H. Grange, general sales manager of Mar-Matic Sales, Ltd., told Billboard. "The tone was better, and the attendance many times the size of the ATE," he stated.

Grange, echoing remarks of spokesmen for other UK distributors, felt that ATE organizers "should have a hall like Earl Court next time, instead of the Royal Horticultural Hall." The former auditorium is more accessible, and better known to the public, besides having better accommodations.

Grange scored the attendance comparisons of the two recent expositions. "The LVTF had 28,000 visitors, whereas the ATE had the same 3,000 milling around all week," he pointed out.

His company, Mar-Matic Sales, will exhibit at the Northern Amusement Trades Exhibition, Blackpool, in November, he said. Organizer is Jack D. Rowe Exhibitions, Ltd., Brighton.

Rowe AC Lays Out Areas for Distributors

CHICAGO—Southern Amusement Company, Memphis, and Automatic Music Distributors, the home city line, L.A.樱桃, were last week named distributors for Rowe AC Service line of phonograph and vending equipment.

Southern will handle the line in the western half of Tennessee, northern half of Mississippi and all of Arkansas except Fort Smith and Fayetteville.

Automatic will handle the line for all of Oklahoma plus Fayetteville and Fort Smith, Ark. Principals of Automatic are Han Lan Drakes, president; John H. Porter, vice-president, and Mrs. Edna Drake, secretary-treasurer.

Southern's staff includes Mrs. Celia G. Camp Rudge, Charles V. McDowell and Wolf Lebovitz.

Jim Cherry Back After Eight-Week Europe Sales Trip

NEW YORK—Jim Cherry, general sales manager for Mar-Matic, Ltd., was in New York this week after a two-month trip to Europe. Mar-Matic represents Keeney and Jennings in Europe.

Cherry will visit both factories during his stay in the United States. During his recent Euro-

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6 PLAYER BOWLING GAME

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

Now! Servicing is Just 10 Seconds Away!

*3rd Place Prize Given*

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Winners

Now 2 Williams Winners
IN FULL PRODUCTION

BIG DEAL
the game of the YEAR
with 1, 2, 3, 4 DROP TARGETS
- Center Lane becomes "Special" when both Jokers are hit
- Carry-over Feature: Cards in Royal Flush remain hit from game to game until completed
- Completing Royal Flush "Special"
- Hitting all 4 Drop Targets after completing Royal Flush "Special"

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 System
- Mystery Pitcher throws Fast Ball-Slow Ball In-side-outside Stitches
- Official Baseball Scoring

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EUROPEAN NEWS BRIEFS

Petco to Pinballs

MADRID—The Spanish coin machine manufacturing firm of Petco is expanding into pinball production in response to the pinball boom now sweeping the country. Petco, which has scored great success with the licensed production of the British giant Renntower juke box, will receive assistance from West German and U.S. pinball technicians. However, Petco is trying to develop a pinball machine suited to Spanish operating conditions. The machine should be economical and rugged, while at the same time being simple to service and maintain. Petco is striving to develop a pinball which has a simplified electronics mechanism that can be repaired at the location, possibly with interchangeability of units. The Spanish government is co-operating with trade in encouraging expansion through liberal legislation and tax inducements.

Seek Uniform Tax

ZURICH—Switzerland's coin trade is mounting a campaign for uniform national coin machine taxation and legislation. The Swiss trade association, 'Association de la Branche Suisse des Automates (ASA),' is assuring the present system of canton jurisdiction. The cantons or provinces enjoy great autonomy and have virtual supreme power over business enterprises within their borders.

This autonomy has produced a fantastic crazy-quilt of tax laws and legislation, whereby some cantons give carte-blanche to coin machine operators while other cantons smother the operator in restrictive legislation.

This diversity makes it impossible to plan coin machine business operations on a national basis. The AST has no illusions about reforming the canton system of government, but the trade group is trying to get agreement for roughly uniform laws and taxes.

Denmark Phonos Gain

COPENHAGEN—Denmark is scoring steadily, if unspectacular, juke box gains. Latest figures show the total juke box count in the country increased in 1962 from 2,150 machines to 2,400. In addition to a net gain of 250 machines, there was substantial replacement of vintage equipment.

The trade rates 1962 as perhaps the biggest equipment replacement year since the war. Part of the replacement rush is attributed to uncertainty over Denmark's future in the trading blocs.

The Danes had counted on Britain's entry into the European Common Market, which would have brought automatic Danish membership. Now Britain is moving to revive the European Free Trade Association (EFTA) as a rival to the Common Market. This would increase tariffs on German coins/machine imports, Danish operators fear.
New Money-Making Play-Appeal in New

Bally CROSS COUNTRY

3 Skill-Selectable Routes
FOR COAST-TO-COAST SPECIAL SCORES
Select Route at start of game by skill-shooting first ball over Red, Blue or Green Top Rollover. Hit A-B-C-D Swings to advance on selected Route. Score Specials for crossing country on any Route. All advances hold over from game to game, promote repeat play.

NEW FREE BALL GATE delivers extra balls for extra skill
Gate opens by skill-shot over Top Rollover or by hitting A-B-C-D Swings, and remains open until ball is shot through Gate by Flipper-skill, returning ball to shooter-channel for further play. Gate closes at end of game, but remains a powerful repeat play attraction.

Powerful punch of 50 volts circuit insures extra snappy bumper, kicker and flipper performance . . . fast and furious action from top to bottom of the colorful playfield. Get cross country busy for you now.

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.

TWIN FLIPPERS
MATCH FEATURE
Tuff-Kote Playfield
Stainless Steel Rails

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
Fed. Tax Agents
• Continued from page 49
the highway, they had to wait only a few minutes before owner Floyd Craig showed up with a $250 stamp.
A fourth location closed before the agents got there.
West Memphis Police Chief W. D. Holland later told newsmen all the places raided by the agents were in the county.

15 for Caroline
CHICAGO — Empire Coin Machine Exchange's Caroline Weintraub celebrated her 15th anniversary with the firm last week and received a cake and a party from owner Gil Kitt, and Joe Robbins.
not in the West Memphis city limits. He said the City of West Memphis had an ordinance prohibiting display of pinball games inside the city.

Personal Service
• Continued from page 52
personal service required a bigger investment, was slower, but was better in the long run.
In mail order, Folz said machines were often out of order and left unattended for months. "Merchandising is the key to success," Folz emphasized. "When we do our own servicing, we can control quality of merchandise, filling technique, cleanliness of machines and their function." He said that profits were substantially higher.
Kantor suggested that in selling locations, operators point out that bulk sales are increasing and that the time customers will spend in a store. "Shopping for a minute to patronize a bulk machine can often produce extra sales for the retail outlet," he said.
Kantor said the bulk machines produced a "happy atmosphere for kids, and made shopping a "happy experience for the whole family."

German Ops Plan 2d U. S. Junket
• Continued from page 49
and suprsedalemen, hard-headed businessman and technician. A West Berlin operator observed, "I learned on the trip last autumn that there is more to the American trade than equipment. We never get the same results with U. S. equipment until we apply the same drive and imagination as do American operators."

Two-Way Street
This U. S.-German coin trade romance is very much a two-way affair. Since the trip last autum, the German trade has been deluged with invitations from the U. S. trade.
Part of the reason is the success scored by Rock-Ola with its invitation to last autumn's junketing Germans. The party visited the Rock-Ola plant and came away enormously impressed. An operator from Cologne who sampled David Rock-Ola's hospitality remained only recently. "To me that was the highlight of the trip, seeing the Rock-Ola plant. It held a real fascination for me. What I saw there convinced me that American equipment has to be good, because of their production process."
A Rock-Ola representative, confirming that the Ross will red carpet is always out when junketing German tradesters, said that same courtesy visit that the Germans to our plant last autumn didn't hurt the sale of our machines in this country a bit. Not a bit. Business has been terrific."

NEW 4-PLAYER MAGIC
ALL NEW CAUCHO
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:

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- Making rollovers advances Roto-Target value
- Hitting Roto-Target scores indicated value; re-sets target values
- Bull's-eye targets turn pop bumpers on and off
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It's Always Profitable to Operate Gottlieb Games!
THIS COMPACT WURLITZER
HALF DOLLAR SINGLE COIN WALL
BOX PACKS MAMMOTH
EARNING POWER

Wurlitzer operators have proved it on location. The already fantastic play-stimulating power of the Wurlitzer Ten Top Tunes feature gets an added boost from these wonderful little wall boxes.

No need for a customer to move from booth, bar or counter. No buttons to push. No delay through making selections. Just drop a half-dollar into a single slot and enjoy ten top tunes. Any other coin returns through a chute at once.

Here's the greatest aid to extra earnings since fifty-cent play was introduced . . . another Wurlitzer exclusive.

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107 YEARS OF MUSICAL EXPERIENCE
PHOTO GALLERY OF NEWSMAKERS

CONNIE ON THE MOVE: MGM's Connie Francis is off for a South African junket to promote her latest movie, "Follow the Boys." On hand at International Airport to see her off are MGM executives Gene Marini (left) and Sol Mandwurger.

BRENDA IS BACK: Decca's Brenda Lee has just returned from a successful tour of Europe and from evidence of the bouquet somebody was happy to see her back. She makes her night club debut at New York's Copa in May.

MADRID MEETING: When the Brothers Four arrived in Madrid, where they will be starred on a television program, they were met and interviewed at the airport by Billboard's Raul Mates, followed by a cocktail party given by CBS-Hispavox.

MUSIC MogULLS: A pair of top publishers who represent Ivan Mogul! Music, Ltd., Stig Anderson (Stockholm) and Dov Ziere (Haifa), at right, met in New York recently with Jivan Mogul! himself to talk over things to come.

INITIAL WAXING: The Ross Sisters, Carolyn and Sylvia, who were recently signed by Capitol Records, are shown in Nashville during their first disk session. John Denny (left), of Cedarwood Publishing, and Nick Venet, a.s.r. man, supervise.

FOR BALLAD BUFFS: Montreal Oscar Brand has audience enthralled as he gives autographs at Syracuse University, where he appeared in promitional tour for his newly published book, "The Ballad Mongers." He later made concert appearance there.

SO FINE: "He's So Fine," by the Chiffons, earned Billboard's No. 1 Award. Eddie Mathews, general manager of Laurie, collects plaque from our Tom Noonan (right).

COMPOSERS CLACK: Veteran songsmith Jimmy McHugh chats with young writer Bob Forshee at reception in Nashville sponsored by ASCAP.

TRACK RECORD: Composer Meredith Willson (left) was recipient of gold record last week from Mike Maitland, president of Warner Bros. Records, as sales of the sound-track album of "The Music Man" went over the $1 million mark.