Columbia Straddles Top of Heap, Dominates Charts in Most Areas

By REN GREVATT

NEW YORK—Seldom has any record manufacturer had it so good as Columbia Records. The company is currently enjoying a position of dominance on virtually all charts, mono LP's, stereo LP's, 45's and 78's, with the top 100 hits, top 35, top 150, and the 20-million selling, over-the-counter singles, included.

A few figures tell the current success story. An examination of the top mono LP chart, for example, shows that Columbia has the No. 1 and 2 entries; four in the top nine, seven of the first 17, and a total of 35 of the top 150, which translates into a 24 per cent share of the mono LP chart.

On the stereo LP list, the story is virtually the same. Again, Columbia company has No. 1 and 2 positions locked up, with three of the first six listings.

The primary difference here is that the share of the total chart, 30 per cent, (15 in the top 50) is higher than the mono share. In singles, Columbia currently has six on the "Hot 100." Only last week, the score was eight, with two highly successful entries by Bill Pursell and Steve Lawrence, having dropped off this week. On the other hand, the label has three on the current Bubblegum - Under chart, which means there's a potential of three more chart items in the offing.

C&W - More of Same

In the country field, the picture is much the same. The label has six in the top 30 for a 20 per cent share of the chart, with two in the top eight positions.

Returning to the mono album chart, in the top 50 positions, 13 albums are on Columbia. Next highest is Capitol, four each for RCA Victor and Warner Bros., three for ABC-Paramount; two for Vanguard and Reripre and one each for 17 other labels. Columbia, always strong in this section, is

They Laughed When Film Firms Sat Down...

By BOB ROLONZT

NEW YORK—The four movie company disk labels that were started from scratch only about five years ago, have gained solid respect in the trade for their accomplishments in the past year, skeptics who scoffed when Warner Bros., Columbia Pictures (Colpix), United Artists and 20th-Fox launched labels in the late 1950's aren't laughing now, and agree that the movie babies have more than a place for themselves. (MGM picked up the slack when it veered into the record field in 1954 and that label soon became an integral part of the record industry. Paramount Pictures bought the well-established Decca label and took its plunge in the mid-1950's.)

Warner Bros. is probably the glamour story of the four new movie-owned labels. Flooding in and close to $2 million in the red less than two years ago, the label has since come up with a flood of smash LP's and singles that has washed out the deficit and put it solidly in the black.

It made its first move toward solvency when it signed the Eyvally Brothers to a 10-year contract, giving the boys a guarantee of about $855,000 a year. It came up with Bob Newhart soon after. Since then, the label has had huge successes with Peter, Paul and Mary, probably the second hottest folk act in the country, Allan Sherman, of course, has reaped a benefit for the label with his two "My Son" albums. And the firm has

Cinebox Tests Warm in Philly

By AARON STERNFIELD

PHILADELPHIA—Cinebox, the Italian-made cinema juke box, is getting its first U. S. location test here, with initial response extremely encouraging.

David Rosen, local Rowe AMI distributor, has two machines out— one in a luncheonette and offers both live and background music.

The 40-selection fare in each unit consists primarily of Italian and British films, with singers doing their hits against Continental backgrounds, and with some of the numbers depicting simple plots.

Play is 25 cents for a three-minute color film. While all product is of European origin, Ed Raishak, sales director of the Cinerama Corporation of America, Hicksville, N. Y., said that U. S. product, featuring American artists, will soon be available. CCA is the North American sales agent for the Miller manufacturer.

Rosen is getting revenue (the machine on the luncheonette grossed $183 during its first week of operation) not only from the floor, but is selling advertising to local sponsors at $5 a week each. Advertising messages are projected in color stills with the stills appearing automatically.

Hearing Opens On Celler Bill

By MILDRED HILL

WASHINGTON — Advance rumors that songwriters were displeased with the "low" $5 per box annual royalty proposed in the Celler anti-juke bill enacted a startling innovation to hearings which opened here Thursday (7). Opposition would mark the first time the performance royalty forces ever grumbled over a bill—any bill—to end juke box performance exemption in the old 1909 Copyright Law.

Songwriters dissatisfaction is said to extend to the mechanics of collection, the burden of hav-

ing to track down delinquent box operators, and the pre-rated sharing with the new Performing Rights Administration in Copyright Office set up to col-

lect the juke box royalty.

The New York Congress-

man's bill (H.R. 5170), which will be fought by juke box operators just as vigorously as any of its predecessors, ends the 1909 Copyright Act's performance royalty exemption on juke
EDDY'S
"LONELY BOY, LONELY GUITAR"

Another crowd-pulling single!

#8180

RCA VICTOR

The most trusted name in sound
Trade Watching Fate Of 1st Family Vol II'

NEW YORK—Vaughn Meader's "The First Family, Vol. II," hit the stands last week and so far is not creating a stampede in the New York market, one of the first to get the record. Reports from Doubleday's midtown San Francisco and an F. W. Woolworth outlet on Broadway indicated that sales were okay, but not exceptional.

"The First Family, Vol. II," Cadence Records, Budd Diller's, the label's sales chief, said that the firm has shipped out a total of 106,000 albums to take care of advance orders.

Diller said Cadence was offering no guarantees on Vol. II, contented with the policy of offering no guarantees on any album release. The second "First Family" album was being offered as part of the label's "bonus album" series, with three free for every 20 purchased.

Diller pointed out that Cadence has already received orders from the New York and Florida markets since the album was shipped out on Monday (29). New York, Miami, and Washington were the first areas to get the record on the air.

"Cadence is making no attempt to flood the market with Vol. II. This is not only being done to help the distributor, but also because Cadence executives felt that the audience was not large enough. The first album was a hit, but we don't feel there's as much potential for this one in general.

"There was dispute among theFilter Club here after the follow-up could easily make it to the consumer. There's no guarantee that the cat seats, inspired by the all-time best selling original, came out. The expectations right now are that the first album was a hit, but we don't feel there's as much potential for this one in general."

MAY 11, 1963

BILBO S

PROGRAMMING NEWSLETTER

Some Points on Promo Pitching

By BILL GAVIN

B O Y L E S T R Y US K (P R O G R A M M I N G E D I T O R ) — PUBLISHER, BILL GAVIN'S REPORT RECORD, 114 JARROD ST., SAN FRANCISCO

WHAT PRICE PROMOTION? From the standpoint of the music director of P1, the price is pretty high, in terms of the hours he spends trying to promote his programs. He is constantly working at his job—auditioning new records, making up the schedule, cutting the books, doing interviews, and other chores—he doesn't have much time to spare.

Recently, several big stations in important cities have been spending a lot of money against the clock. Promotion is an important part of any station's schedule. Promotion men express some resentment over their restricted activities, but the restriction is a natural outcome of the nature of the market.

Printed below is a portion of a letter from a music director at an impotant station. I'm写字楼ing the name in order to avoid possible embarrassment to the station. Here is the letter:

WEN IS THIS GREAT AMOUNT OF product going to quit? It would seem that the ascents are on quantity rather than quality.

One of our local distributors had $6 releases in 12 days. This is just one distributing company. How can 6 new things be read

(Continued on page 47)

L A T E A L B U M S P O I N T S

Poo

VAUGHN MEADER AND THE FIRST FAMILY, VOL. II-
Cadence CLP 3565 (M); 25665 (E)—Meader and company have scored with yesterday's comedy album of sketches. This time music has been added in spots with good effect. The items are funny, and the take-offs are as fresh as those found on the NBC Show. The set, which incidentally, incorporates a reduced version of the original album cover illustration for quick identification, should step out quickly. A lot of air play is also indicated.

BRENDA AT THE COPA

In 1st Gotham Cabaret She's an Old Pro

NEW YORK—Brenda Lee, assisted by her long-time collaborator, Copacaban by storm last week, virtually all of Decca's New York brass, her Nashville recording man Owen Bradley, and the

DEPARTMENTS & FEATURES

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CLASSIFIED: MART

Danny Driscoll Dies in Crash

LOS ANGELES — Danny Driscoll, promotion man for Mercury Record Corporation's West Coast office, was killed last week in an automobile accident.

Before joining Mercury, Driscoll was employed by Janoff Records and had previously spent some 10 years working for various record distributors and manufacturers.

Don't Miss That Midwest East

Driscoll is survived by a mother and sister. Further services were to be in Chicago, his home.

Billboard BACKSTAGE

Report From Germany

HAMBURG—AS I CONTINUE my inquiry to compare marketing techniques of American and European firms, I find that over here remarkable control of record sales remains in the hands of the manufacturer. There are no price maintenance laws in Germany, but as one industry leader told me: "We are self-regulating."

Each major manufacturer (there are five of significance) owns and controls its own distribution and sales force. Telede, Deutsche Grammophon, majors, have 25 and 20 branches, respectively, to handle the calling and record retailing to the tune of 60 to 70.

There are 8,000 dealers, 2,000 doing 70 per cent of the total business.

The total record business in 1962 amounted to 47 million units consisting of 30 million singles, 9 million EP's, 6 million 12" LP's and 2 million 10" LP's. Business for the first three months of 1963 has risen 10 to 12 per cent over the previous year.

Classical repertoire accounts for 30 per cent of the total dollars (D-Marks), with popular doing 64 per cent, jazz 5 per cent and pop or folk 1 per cent. A 12" album retailing at $4.50 (18 D-Marks), a 12" classical retails at $3.52 to $6.25. Singles cost 1.20.

Dealers earn a 5 per cent return privilege based on net purchases. In addition, manufacturers issue to dealers a rebate check or credit at the end of the year in the amount of 2 to 12 per cent based on volume. Dealers work on a normal 30 per cent mark up.

There are two major record clubs functioning in Germany. The first, Bertelsmann, uses its own repertoire (50 per cent) and receive from Deutsche Grammophon 50 per cent. The second, Deutsche Teheraner, is supplied through Telede. The product supplied to the clubs consists of different couplings, packages and labels than that supplied to the dealer. In addition, dealers get a lead time of six months on popular and 12 months on classical releases before they are offered in the Club.

CLUB MEMBERS pay five marks ($1.25) every month in advance for the privilege of belonging to the club. Every three months a club magazine is issued. If no alternate selection is requested by deadline the club selection is sent. More than a million clubs, through clubs circles through clubs in Germany. Since there is a law in Germany which forbids use of premiums, something of value to motivate the consumer, it is necessary to use a more aggressive sales plan. Thus, door-to-door selling is of course used to fullest extent.

Each member of club members are enrolled by these salesmen, who often offer a phonograph costing as low as $10 and a wide collection of records on a credit plan arrangement.

In Germany, as in Britain, dealers are concerned with the direct-by-mail sales the Reader's Digest is generating direct to German consumers without record dealer participation. The concern is that the Digest is profiting from the general interest in records without contributing to the general promotion and public relations activities of the industry. The Reader's Digest Record Club has not started operation in Germany as yet.

There are about 15 one-stops in Germany who sell single records to the operators. There are approximately 50,000 cooperating music machines in Germany today.

Many retailers demonstrate records at the counter. The clerk handles the record, the shopper listens through an earphone.

Self service of scaled LP's is a common sight. imaginative.

Ludwig Erhardt, the German Fair for radio-television-phonio to be held in Berlin in August, this year, for the first time, the record industry will present an organized display of product arrayed by repertoire interest including popular, classical, jazz, opera, spoken word, etc. Approximately 40,000 square feet of space will be used to publicize the entire record industry from every possible angle.

At the time of the Fair the representatives of the German record companies will also meet in convention in Berlin to bear about the plans for the fall sales programs and the future growth of the record industry in Germany, Europe and around the world.

PUBLISHER
Dot Not Only One Shooting For Direct Mail-Order Sales

NEW YORK—Dot Records’ plan for mail-order sales of surplus disk merchandise (Billboard, May 4) highlights an increasingly apparent trend to mail-order disk sales, over and above the well-known record club element of the business, by many varied sources from manufacturers.

MAIL-ORDER SALES are being successfully marketed by direct mail promotion pieces as well as magazine advertising, according to the difference in regular product available through mail sales as well as specially designed and packaged material not sold through the record club.

Magazines are one source of the material, for example, with this week’s issue of “The Music of Life,” which consists of an 8-page advertisement for the best popular music of the past 2 years. These recordings were picked by RCA Victor from the diskery’s massive catalog, which is accompanied by a 33,000-word illustrated book under the same “Music of Life” title. The entire package is offered at $35.79 for a 14 1/2-day free trial basis.

Command Records is also offering a $35.79 direct mail package by the renowned Lonnie Donegan, who has been on record since 1960 on radio as providing the world’s most honored music.

INSTALLMENT Plan

The offer includes 12 LP’s, with more than 150 selections culled from the Symphonette in their own time library case, all for $11, payable in four monthly installments for mutual convenience. These records are pressed in 33 1/3 rpm and available in stores might cost as much as $150. All of this is included in a free 10-day trial is available to the buyer.

The ten LP’s offered by package has been offered through various sources, including Curtis Publishing in “The Magazine, the Encyclopedia Britannica, the Gramophone, the Disc Jockey, the Longines Symphonette,” at $35.79 at 580 Fifth Avenue, New York, with the entire package.

U.S. Role in Neighboring Rights Urged by Stewart

NEW YORK—The importance of U.S. future participation in the Neighboring Rights Convention was stressed this week by S. M. Stewart, director general of the International Federation of Phonographic Industries (IFPI).

Speaking to a trade audience at the International Music Men’s Club’s annual dinner at the Waldorf-Astoria, New York, Tuesday (30), Stewart explored the purposes and development of the first meetings of the Convention for the Protection of Performers, Producers and Broadcasting Organizations, known as the Rome Convention, and said that a heavy U.S. role would be influential.

Stewart noted with satisfaction the recent adoption in the U.S. over the convention proposals. He said that at a meeting later this month the U.S. must be in the convention according to his thoughts, and too little attention had been paid to the world copyright and disk protection situation before the Rome talks.

CBS Records Now in Austria

NEW YORK—CBS Records will observe an anniversary and open a new country this week. Latest territory to have the CBS label is Austria, where distribution will be handled through Amadeo Records, commencing at once.

The company was aloft late last week for a celebration on the occasion of the anniversary of the initial record release of “The Swanee River” by Peter Wels in Great Britain. On hand from the States to help in the festivities were Mr. and Mrs. Andy Williams; West Coast Columbia Vice-President Irwin Townsend; and former Columbia artist Andy Williams, to whom the 1,000th copy of the background score was presented.

Townsend, Tomkin and Andy Williams will attend premiers of the “Road to Paris” during their jaunt.

In conjunction with the CBS Austrian deal, which was completed by Harvey Schulin, vice-president of International Sales of the CRI International, and Dr. Hans Ketle, president of the company, noted that Columbia would release classical material in the United States by means of the CBS catalog. The CBS label is already active in two other countries with its first release.

("i bought singly would cost $22."

The Book of the Month Club, which formerly distributed RCA Victor Record Club, now has what it calls the Classics Records Club, which was recently offered through a direct-mail promotion. A 10-record album of "Folk Song and Minstrel," a collection of material collected by the Library of Congress in 1974, is priced at $19.50 and includes a 10-day free trial period. Mono version carries an $11.95 price. Quadrophonic version goes for $2 more.

In yet another mail-order operation, Pickwick is releasing a $23.50 stereo version of the book. The stereo version of the Club, which is the latest in the Pickwick line, is called "Guitar Stereo Console "at no extra cost over that of membership in the Club.

Sift Term

This consists of a pledge to buy a minimum of two albums per month (from all leading labels) at no more than $4.98 each.

(Continued on page 19)

BILLBOARD OVERSEAS SHOW TIMES LISTED

NEW YORK—The exact times and frequencies for the weekly shortwave radio broadcasts of the world’s important reviews and charts are as follows, as released by Radio News World (in parenthesis).

Worldwide Record Preview (this week’s singles that received Billboard spotlight picks): Wednesday at 1 p.m. EDT (1700 GMT) and Thursday at 11 a.m. EDT (1500 GMT). Repeated at 7 and 8 p.m. EDT (2300 and 0000 GMT) on 15.44 and 15.69 microns.

Worldwide Album Preview (this week’s album spotlight picks): Mondays at 3 p.m. EDT (1900 GMT) and again at 8 p.m. EDT (0000 GMT). Normal broadcast frequencies are as used for the Wednesday morning and evening broadcasts.

Worldwide Hit Parade (Top disks on next week’s “Hot 100”): Friday, 1 p.m. EDT (1700-1800 GMT) using the same direct wave lengths, repeating from 7 to 8 p.m. (2300-0000 GMT) on the evening sweeps, and Thursday at 11 a.m.-10 a.m. (1500-1400 GMT) on 11.955, 12.295, 17.76 and 17.83, with the 11.955 transmission carrying only the first 30 minutes. It is heard daily in Latin America.

Newport Folk Fest to Draw Scores of Headline Acts

BOSTON—For the first time in four years a Newport Folk Festival will be held here this summer, on July 26-31.

George Wein, technical producer of the festival, said that no announcement in behalf of the Newport Folk Festival has been made by the nonprofit corporation operating in Rhode Island.

But it was agreed to invite the artists’ Organizations.

Decca Push On Show LP’s

NEW YORK—Decca Records will open its “Record Day” store at May 6-31, "Salute to Broadway and Hollywood." Included in the programs are 64 albums which are either of Broadway original cast or Hollywood sound track origin.

The label looks to special deals such as in the local showings of road company shows and movie releases to give a special push to the product. The bulk of the material falls into a catalog deal, each first-class selling item as "The King and I," "A Streetcar Named Desire," "Oh, Calcutta!" and "Oklahoma!" Rogers and Hammerstein casters as prime items. In addition, the "Tish," "Wendy and Lucy," "Gun," "Guys and Dolls," "The Song of Norway," and "Porgy and Bess" are a few of the best of the first-class albums from the theater. Movie sound tracks such as "Around the World in 80 Days," "Eddie Duchin Story" and "Picnic" are among the potent roster of Decca sets.

UA RELEASING O’SEAS TRACKS

NEW YORK—Two musical soundtracks, imported being released by UA here, are of European origin. "Divorce Italian Style" and "Mondo Cane," both released earlier this month by UA. "Divorce" stars Marcello Mastroianni and won an Academy Award as the best original screen play.

Ballet Building

BILLBOARD—Ballet dancers—Ballet musicians in this city is improving and adding to its presening facilities. The firm, which is one of the largest independent presenters on the East Coast, are active in the business, by many varied sources from manufacturers.

Special Offers

In another case, Pickwick offered (through its records for clubs, with specially packaged disk assortments. These included "50 Years of Country Music," "The Pop Library," "Complete Broadway Hit Show Library" and "Home Concert Series." Each offer includes five LP’s at $9.95.

against unauthorized commercial copies, and in some cases (O/P) against private taping of disks or films on private use. (A bat- tle over just such a law is curently being fought in the German courts.

Stiff Terms

This consists of a pledge to buy a minimum of two albums per month (from all leading labels) at no more than $4.98 each.

(Continued on page 19)

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Tony Bennett's New Single... “The Good Life” c/w “Spring In Manhattan” Columbia Singles Sell!
Kapp Flying High On Unknown Singles Acts, Solid Albums

BOB BERNSTEIN JOINS SOTTNESS

NEW YORK—Bob Bernstein has resigned as director of public affairs for the Broadcasting Company to join The American Broadcasting Company as president and director of special projects, effective May 13.

Benton in Settlement With Dreyer

NEW YORK—Brook Benton has reached a settlement with Dave Dreyer of his managerial status. Benton is in the process of taking on a new manager.

The Benton-Dreyer association dates back to the middle 1950's when Benton started with Dreyer as partner. He broke through as a songwriter. Benton wrote many songs under the Dreyer banner, and wrote with many top collaborators like Clyde Otis and Milt Gabler. In 1956 Dreyer set Benton with an album of songs under his own name. Shortly after this, Benton move to Victor's Crocus subsidiary, and the two finally parted ways. Dreyer broke through with a smash with his first record on the Mercury label, and has continued to make hits for Mercury ever since.

Dreyer still manages Ruth Brown, the Marvelettes, the Echoes, and other artists. Dreyer is negotiating two important acquisitions to his management roster. He intends to run his many publishing firms as well.

UA Fills 2 Exec Posts

NEW YORK—United Artists Records has made two key appointments in its executive team. Joe Berger has been named to the post of national sales manager and Jay Jacobs has been with the firm managing acts. Berger is a recently recruited artist and steps up from a position as manager of the UA's distributing branch. Berger has been with the firm since October of 1965 and heads up UA's sales office.

SMASH BUYS ARLEN MASTER

CHICAGO—Smash Records has picked up the master of "Very First Kind Of Love," by Fred & Jill, originally on Arlen. The disk was a Billboard Spotlight Pick for the week and was written by Howie Mandel, who is a member of the Smothers Brothers. According to Charles Fasci, Smash Records vice-president, "Very First Kind Of Love" is a new ballad with a strong build up and a good hook. The song was written by Mandel and Rogers and is expected to be a strong seller on the West Coast.

Movie Disk Firms Do O.K.

---Continued from page 1---

The seriousness with which Columbia Pictures approaches its record firm is evidenced in the $2 million purchase a few weeks ago of the Neville-Kirshner music publishing and record company. Dennis Kirshner has been brought in to add his savvy, and his flock of top pop writers, to the Columbia roster. Obviously, this move gives the Columbia label great strength in the record market, as well as in publishing.

Here to Stay

The 20th-Fox label has also recently indicated, under the aegis of 20th-Fox Pictures chief Darryl F. Zanuck, that it is in the record business to stay. It is releasing on its own label tracks from two highly touted flicks, the current "The Longest Day," and the forthcoming "Cleopatra."

Robert L. Roy Collins has announced that he had picked up a bundle of selling either "S'(IshMos's Something's Going On," which had bids for the "Cleopatra" track that reportedly ranged from $1 million to $3 million (but kept it anyway.) and "I Was Only Telling," written by Ben Weisel away from UA to run its record operation.

The four new flick disk firms are releasing tracks from a number of sources, including developing new artists, are buying publishing firms, and are even swamping their own movie company's musicals, both as investments and for the movie audience. ("Hot Spot" is the WB original casters), shows that these movie companies are in the business to stay. They all have their baptism under fire, but they are all giving established labels a run for their money.
everybody loves

**SHE LOVES ME**

“A little gem here to stay. It is just darling.”
**McClain, N.Y. Journal-American**

“So charming, so deft, so light and so right…”
**Chapman, N.Y. Daily News**

“This theater season finally has a musical with which everyone can fall in love. ‘She Loves Me’ is that rare theatrical jewel.”
**Nadel, N.Y. World-Telegram & Sun**

“A bonbon of a musical…should delight many a sweet tooth.”
**Taubman, N.Y. Times**

“Lovely, tuneful, enchanting, refreshing… rush to patronize it.”
**Gaver, U.P.I.**

“A daisy of a musical comedy. A diverting frolic.”
**Coleman, N.Y. Mirror**

“A sunny musical frolic. All-around endearing entertainment.”
**Glover, A.P.**

“An engaging musical comedy…highly likeable entertainment.”
**Watts, N.Y. Post**

“Thoroughly entertaining…beguiling, fresh, tasteful musical.”
**Hobe, Variety**

**THE ORIGINAL CAST ALBUM ON**

THE COMPLETE MUSIC SCORE!
2-RECORD DELUXE SET! SPECIALLY PRICED!

Great New Singles From Broadway’s Great New Hit!

Lena Loves She Loves Me!
Lena Horne sings
**He Loves Me**
**Charter CR-3**

Gogi Loves She Loves Me!
Gogi Grant sings
**Dear Friend**
**Charter CR-5**

J. P. Loves She Loves Me!
J. P. Morgan sings
**Will He Like Me?**
**MGM K 13142**

MGM RECORDS is a division of Metro-Goldwyn-Mayer, Inc. Charter Records are distributed by MGM Records
Dealers Must Absorb Know-How
To Cope With Rising Disk Flood

By PAUL ACKERMAN
NEW YORK — The record business operates at such a fever
ish pace that it is not uncommon for one week's releases to total
more than 230 singles and nearly
100 albums.

For the dealer, these statistics are full of meaning and chal-
lenge. For these figures in them-
selves constitute one very impor-
tant indication of the drastic
change that has affected the rec-
ord industry in the last 10 or 12
years—a change that has co-
cided with the development of
the long-play record and the
birth of literally hundreds of la-
bea during the era of indi-

This flood of product com-
pounds the dealer's problems. He
must depend upon the know-
ledge of reliable distributors and
their salesmen, he must aggres-
sively merchandise lest he be
faced with relatively dead or ob-
solescent inventory. He must, in
fact, be a very keen student of
today's recorded product—with
special reference to the product
needs of his particular com-

ELIGIBLE U. S. CLASSIFICATIONS

- RECORD DISTRIBUTORS
- ONE-STOP
- BACK JOBBERS
- RECORD IMPORTERS & EXPORTERS
- RECORD MANUFACTURERS, SERVICES & SUPPLIES
- ATTORNEYS
- PRINTERS & PHOTOGRAPHERS
- DESIGN & ARTWORK
- DIRECT MAIL SERVICES
- ENVELOPES & MAILERS
- JACKET MANUFACTURERS
- LABEL MANUFACTURERS
- MACHINE SHOPS
- MILLING PLANTS
- PLOTTING PLANTS
- PRESSING PLANTS
- PRINTING PLANTS
- RECORD DEALER ACCESSORIES & SUPPLIES
- BRASSER BANDS
- CARRYING CASES
- CATALOG SERVICES
- CATALOGING SERVICES
- BROADCASTER PROGRAMMING AIDS
- RECORD MANUFACTURERS
- MUSIC PUBLISHERS
- PRINTERS OF RECORD COVERS
- PRINTING PLANTS
- SLEEVES
- IMPRINT & EXPORTERS
- LABEL MANUFACTURERS
- MACHINE SHOPS
- MATERIALS MINTING PLANTS
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If you are a record manufacturer outside the U. S. A., please give us name of your top executive for A & R

SALES

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MAY 11, 1963

ARMADA VIEWS DEALER ROLE

This is another in a series of articles written at the invitation of
Billboard by Paul Ackerman, the executive secretary of the American
Record Merchandisers and Distributors' Association (ARMADA).
These articles will survey the current state of record dealers and
will explore their needs and the steps which can be taken
to take full advantage of their promotional and merchandising
opportunities and responsibilities. We are grateful to our author
and to ARMADA for this material.

In the "good old days" it was comparatively easy for the dealer
to keep in step with the product trends. There were relatively few-
large releases per week, and this schedule was not comparable to
conditions today. The interested dealer was very hip. It was said
with some justification that every dealer was an a.d.r. man—there
was one on every corner and each had definite ideas as to
what should be recorded.

Today it is necessary that the dealer recapitulate some of
this attitude. If he was hip in the old days he must be so today be-
cause his survival depends on it.

A tall order? Yes it is. But failure to recapitulate that spirit
and attitude diminishes the dealer
so that his retail operation is merely a facility lacking a crea-
tive merchandising and selling
appeal. To properly realize his
retailing potential he must be in
part of the show business, of
which the record industry is a
segment, and he must make use of
his knowledge in his buying and
selling functions. Only in this way will he have a rapport with the
customer which will make possible a fast-moving
inventory which is so essential to successful retailing.

The dealer's product, in brief,
must relate; it must move. In the
average good store the inventory
should turn over five times
per year, with other words, with a
$30,000 inventory, the operation
should do $150,000 annually.

But there are exceptions to
this rule of thumb, depending on
the nature of the store, the trade which carries an unusual spread
of merchandise with much of the
inventory made up of cata-

log items, may do well with a
turnover of three times.

In addition to keeping abreast of popularity trends, with par-
ticular reference to his own lo-
cation and clientele, the dealer
should attempt a program of
diversification. Such a program is applicable both to records and
to accessories and other items
which may yield a high profit when properly merchandised.

Many dealers, for instance,
have found that the addition of economy-priced or budget mer-
chandise to their inventory has
proved very profitable. Cy Leslie,
president of Pickwick Interna-
tional, Inc., outstanding manu-
facturer in this field, notes that
"the under-a-dollar record al-
bum has proven with one of
the great impulse items and traf-
cic builders in retailing history."

Some manufacturers, on the
other hand, are starting to ap-
pear at the 99c level, whereas price usually is the
only factor in the field.

Another good field in which
dealers could be more active is
children's records. Ira Moss
and Ralph Gould of Ambassador
Records, who put out the Peter Pan kiddie line, point out that
the kiddie market is not a discount market; the product
is a full profit item for dealers
who are in the habit of buying several records at a
time, particularly the seven-inch

(This continued on page 10)
Teamed up and
Headed for Smash Success

ABC-PARAMOUNT
AND THE FABULOUS
FATS DOMINO

Singing

his first
ABC-Paramount Release
ABC-10444

THERE GOES CAN'T GO ON
MY HEART WITHOUT
AGAIN YOU

Arranged by Bill Justis

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
Columbia Rides Atop Charts
In Most Areas

*Continued from page 1*

the original cast package field, maintaining its impact in this area as well. But its current strong position has been achieved primarily by the establishment as strong sellers of various individual vocal artists, some new and some enjoying a revival as big sellers.

Mathie Teammates

Johnny Mathis, always a good album seller, has four on the chart. And of particular note is the impact being made by Robert Goulet, who has four, and the strongly revived Andy Williams from three (and two in the top 10) and Tony Bennett, with two in the top 15. Joining Goulet among the newer hit makers are the New Christy Minstrels, who have been doing well on the chart, and Barbra Streisand, Steve Lawrence, Eydie Gorme, Dion and Bill Purcell, each with one album entry. The jazz dependable, Dave Brubeck, has contributed two chart winners as has the sustained seller, Jerry Vale. The Brothers Four are also on with one and the country element is represented by one each from Carl Bauser and Johnny Cash. Many of these artists also have a share of the top stereo LP chart for Columbia.

At the singles level, much of the current Columbia activity has been generated by long-established artists, absent from the singles field for a considerable time. As one trendsetter has noted, "It looks like a veritable fountain of youth at Columbia."

The Singles Story

Thanks to successful new approaches, including the use of delayed, revered sound technique, such artists as Eydie Gorme, Dion and Bill, Andy Williams, and new Frankie Avalon, have broken big into the single derby. Joining these on the current chart are the revitalized Tony Bennett, the hot Dion (who rarely misses these days) and a brand new group, the Chip Chords.

All this has been accomplished under the watchful guidance of Columbia Eastern pop A&R chief, Dave Kapralik, who in the last year has revitalized the Columbia singles picture. West Coast Kapralik is dependable operator like producers Terry Melcher, Bob Butchman, Ernie Altschuler, Jim Fogelson and arrangers Marion Evans and Bob Mersey who, as a group, have definitely got the current touch.

Kapralik, not content with rekindled older talent, is constantly on the prowl for new hit makers, and only recently inaugurated a series of tonal turnarounds, winners of which are given a disk pact. He has also acquired a number of masters which are released from time to time. All these are selected by Kapralik with an eye for album potential as well as the ability to click with a single.

**CORRECTION**

NEW YORK — An error appears on the page One album listing this week. Under New Action LP's in the "4 Tunes" for "Hobo Hats," by Jimmy Smith appears as Blue Note V 5844. The label is incorrect and should be Verge. The prefix and number are correct. Billboard regrets the error and any inconvenience it may cause.

**BREAKING BIG**

"Just What's Coming to You"

by Wayne and Floyd, the Kentucky Two

Blue Angel #2000

"I'm Sorry"

by Kathy Lashley

Blue Angel Records

RR #2, Smiths Grove, Ky.

**Plans Steam Ahead for Show**

including album covers, art and liner material. The three labels will contribute their services to the country music cause. In addition to making the LP available to those able to attend the affair, the album also will be distributed to all top talent buyers in the radio-TV industry, including ad agencies.

To add spice to the affair, a Tennessee Walkers LP will be given away as a door prize. The thoroughbred is being donated to CMA by the Tennessee Walking Horse Breeders Association and its president, Tom Fulton, who came from New York and will participate in this year's conventions which will be paraded down New York's streets to the Roosevelt Theater.

"I am a Tennessee Walking Horse. My name is Country Music. I am on my way to the Sales Executives Club."

During the CMA's quarterly meeting here last week, it was revealed that an annual award will be given to the winner of the Connie B. Gay President's Award (the was CMA's founding president). It will be presented each year to the CMA member who has contributed the most to the improvement of the association during the year. Any CMA board member is eligible for the award with the exception of CMA's board members.

**Fire Sniffs Out 2 Pitt Night Clubs**

PITTSBURGH — Two disasters that befell the city's night club owners and put the Nixon Theater out of commission for at least three months. A $200,000 fire, believed to be the result of the histrionics of one, completely destroyed the Beau Brummel key club on April 22. The fire spread to the adjoining Nixon Theater, Pittsburgh's sole drive-in movie house, which had been showing the Columbia roadshow movie, "Lawrence of Arabia," and has been transferred to the Fulton Theater.

Local business notables of the newly formed World Artists Rec-ords label, is president of the downtown Pittsburg area, a cocktail party scheduled for April 26 by Capitol Records to introduce the Gateway Trio had to be transferred to the Photographers and Artists Association on Baum Boulevard.

The $65,000 fire reduced the Vogue Terrace night club in East McKeesport to a smoldering heap. There had been no report of a fire at the controversial operation. It had opened only a week before the big fire ended its days. Many top recorded names had played the Vogue Terrace during its career as a haven for such performers as Andrew Chakoras, who was recently at the club, John Bonet, owner of Holiday House.

archaic sound system, which once again provides fuzzy moments in the vocal and allows a single to be totally overwhelmed the singer.

RENN GREGG

**Direct Mail Sales**

*Continued from page 4*

each until 140 albums have been purchased. This means an expenditure of $695 over a period of time. Failure to extend the terms of the advance commitment to buyers losing the deal is not unlike that of the food freezer plans some time back.

Mail order is even a factor in the record field. Golden, over the past few years, has from time to time issued mail order plans as low as 1½ LPs ("$235.76 value") for $695.

The special pitch in this case was that buyers could save on the library is so new that it is not yet on sale in any store. We believe, in any case, the inclusion of books, transistors, tap, radio, phonographs and musical instru-
ments. The dealer should assess his resources, his clientele and decide which approach paths he may follow profitably.
Teri Thornton
DAUNTLESS
GREAT, NEW VOCAL TALENT!
Making her third appearance on Johnny Carson's "Tonight" Show (NBC)...Monday, May 6th!!!

SOMEWHERE IN THE NIGHT
(NAKED CITY THEME)
B/W HEART #45-036

MAY SALES PROGRAM
BUY 7...GET 1 FREE!

NEW RELEASES & ENTIRE CATALOG!
on Audio Fidelity & Dauntless

JAZZ IMPRESSIONS—Walt Dickerson Quartet
LAWRENCE OF ARABIA
DM4313/DS6313

WEST SIDE STORY BOSSA NOVA
Bill Barron Orchestra
DM4312/DS6312

THE BOSSA TRES
AFLP 1968/AFSD 5088

RUSSIAN ROULETTE and other Bullet-proof Gags
Bob Prescott
AFLP 2103/AFSD 6103

BIG TOP CIRCUS CALLIOPE
AFLP 1986/AFSD 5986

BIG TOP CAROUSEL BAND ORGAN
AFLP 1987/AFSD 5987

FIESTA EN MEXICO
Marimachas
Just released in Stereo
AFLP 1816/AFSD 5616

CHA CHA CHA
Pedro Garcia & His Del Prado Orch.
Just released in Stereo
AFLP 1919/AFSD 5610

CALL YOUR DISTRIBUTOR NOW!
AUDIO FIDELITY INC./770 ELEVENTH AVENUE, NEW YORK 19, N.Y./PLaza 7-7111
CONCERT REVIEW

Charles at Top of His Gifts; SRO for Spirited Ray Charles

By BARRY KITTELSON

The gifted Ray Charles and company, in their third annual New York concert appearance at Carnegie (28), had the tribute paid of SRO audiences at both afternoon and evening shows.

Part 1 of the program featured the Margie Henderson leader, nearly stole the show with the humorous sense of humor with which she produces her big wailing gospel voice.

The popular and familiar Ruby's finale made the stage for the last group of songs, and the house began to stand out the music and raucous blues that so often coupled with the New Orleans blues singers.

The singer is Elek's Judy Henske and she's currently appearing at the Village Gate. She also sings blues, songs, and the raucous sound that's often coupled with the New Orleans blues singers.

RIVERSIDE, Whom the guitarist records, might well look to material like versions of "Longfellow St. Louis" and "Let's Do It" for a solid album.

JUDY HENSKA—Storyville Lady

Close your eyes and you're drinking in Storyville. Well, not really Storyville—it's modern-day Greenwich Village, but the music has that roughing blues sound that's often coupled with the New Orleans blues singer.

The performer is Elek's Judy Henske and she's currently appearing at the Village Gate. She also sings blues, songs, and the raucous sound that's often coupled with the New Orleans blues singers.

NYTCLUB

Hirt Blows It Up At Basin Street

Al Hirt is blowing up a storm at Ralph Water's establishment, Basin Street East, in New York these days. Always a crowd pleaser, Hirt and his crew are not only musically, not also visually, due to the addition of two vocalists of Dorothy Gill and Elaine Tavano, who do an exciting vocal spot.

Hirt's trumpet work is spectacular on his numerous shows, "Carnival in Venice" with variations, that brought him a full head, opening night (29), and Hirt's work on "Down by the Riverside," "A Closer Walk With Thee," and "I Love Paris" was also solid. Hirt featured the Joe Sclafani's clarinet on "If I'm Roof Blues," and Fred Crane's piano on "Round About Midnight" and both performers came through strongly.

Making his New York club debut on the same show is hitmaker Brook Benton. Unfortunately he opened his set by singing a song, more talking than singing, and the talking didn't do much to advance the performance. When Benton sings he is fine, and perhaps he should drop the patter of the change with the song. Benton also could use a song, perhaps by the record hits sound pretty dated these days and all they need is a new arrangement.

Benton has recorded a lot of standards in his albums, and these and others with which his audiences are familiar would give him the chance to show off his remarkable three octave range.

Benton is a personable young singer, and if he ever gets an act together, he could become an important night club entertainer.

BOB ROBLONTZ

"...UNQUOTE"

Larry Gore (who wrote the Smash LP ribbing "The Income Tax Man") got this letter from Commissioner Mortimer Caplin and he said, I'm sure that every tax policy is as unfair as the income tax man, but I hope it will never be said that he's not a good sport.

Danny Kaye (on how he works): "People ask me, Why do you want to work all the time? Well, you need a good night. Isn't it dangerous?" Sure it is. But then, almost anything anyone does in this world has an element of danger. I'd rather take the chance of failing than not take any chances at all.

JUDY HENSKA

Talent

TV GUEST APPEARANCES BY RECORD TALENT

The national network TV guest appearances listed below provide outstanding promotional opportunities for artists, unique record releases, and for all others who can benefit from the exposure of these record artists to millions of listeners. This chart should be used as a calendar around which to plan shows, calendar and other displays by which the TV appearance can be merchandised to the record buying public.

MAY 6-15

All Times Eastern Daylight Saving

MONDAY—6—ERROL GARNER, ERIKA THOMPSON

With special on the Johnny Carson Tonight Show (NBC-TV, 11:30 p.m.); Miss Thompson's first LP is available, and James Garner's latest LP "Confessions" on Imperial.

MONDAY—6—TOMMY SANDS

Smash is guest on the Westinghouse tape-taped Steve Allen Show.

WEDNESDAY—PETER NELSON

Will appear on the Perry Como Show (ABC-TV, 9:30 p.m.) tonight, his latest album is entitled "I'll Walk the Creatures."

WEDNESDAY—MIKAELA BERNARD

Whirlwind beauty will appear on the Johnny Carson Tonight Show (NBC-TV, 11:15 p.m.) tonight. She can be seen on Video, Kapp and Philips records.

THURSDAY—BROOK BENTON

Memory recordings will appear on the Johnny Carson Tonight Show (CBS-TV, 11:15 p.m.) tonight.

FRIDAY—PERRY BARCLAY

Music recording will appear on the Jack Paar Program (NBC-TV, 10-11 p.m.) but may be rescheduled as a guest.

SATURDAY—GEORGIA BROWN, BARBRA STREISAND, CHAD MICHIEL TROUPE

All will be guests of the 1st Dixie Show Show of the season (CBS-TV, 10:30 p.m.). They are available on RCA Victor, Capitol, and Columbia, respectively.

SATURDAY—ANN MAGRET, AL HIRT, CLARA WARD AND THE WARD TRIO

All will be seen tonight on the Ed Sullivan Show (CBS-TV, 8-9 p.m.)

SATURDAY—RISE STEVENS, ALFRED DRAKE, COLEMAN BLUMFELD

All are featured on opening of light show at the Voice of Firestone (CBS-TV, 7-8 p.m.)

ARTISTS' BIOGRAPHIES

Pay your programming staff or are pertinent facts about your disk artists. If stipulated and approved, will help him to make best possible use of each disc.

RAY BARRETTO

(Tofo)

BOOKING OFFICE:
Alpha Artists
BIRTHDAY: April 1939, HOME TOWN: Brooklyn.
EDUCATION: School, BACK GROUND: After a stint in the Army and a number of odd jobs, Ray Barretto's first break in the music field came as a percussionist with Tito Puente. He stayed with Tito for three years, then joined the Herbie Mann Organ.

MATT LUCAS

BIRTHDAY: July 19, 1938, HOME TOWN: Popular TION: High school, HOB- BIES: "Dating girls with high IQs." sketching, drawing caricatures and buying PJ'S. BACK GROUND: Singer Matt Lucas began his career at 16 as a drummer sitting in with jazz bands around his home town. After he was kicked out of school the young man headed West where he worked as a drummer for strip-tease acts in Los Angeles clubs. Back in Missouri, he joined a Marvin Peiris band. One night they asked him to sing. The audience liked it—and Lucas had a new career. He added to his talents as a performer by writing songs himself. He wrote "My Heavenly Angel," the flip side of his first big hit, "I'm Movin' On."

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BIRTHDAY: April 19, 1938, HOME TOWN: Popular TION: High school, HOB- BIES: "Dating girls with high IQs." sketching, drawing caricatures and buying PJ'S. BACK GROUND: Singer Matt Lucas began his career at 16 as a drummer sitting in with jazz bands around his home town. After he was kicked out of school the young man headed West where he worked as a drummer for strip-tease acts in Los Angeles clubs. Back in Missouri, he joined a Marvin Peiris band. One night they asked him to sing. The audience liked it—and Lucas had a new career. He added to his talents as a performer by writing songs himself. He wrote "My Heavenly Angel," the flip side of his first big hit, "I'm Movin' On."

LATEST SINGLE: "I'm Movin' On" (No. 85) is Matt Lucas' first hit on the Hot 100.
If my pillow could talk c/w
You're the only one can hurt me
CONNIE FRANCIS

Connie's newest is no sleeper!

Over 282,000 sold in the first week of release!

Connie Francis sings
If my pillow could talk
You're the only one can hurt me..............K-13143

and...don't forget Connie's BIG BIG Albums...

Connie Francis/Follow the Boys
Connie Francis
Follow the Boys
E/SE-4123

Connie Francis Sings
Award Winning Motion Picture Hits
E/SE-4048

Includes the 1963 Academy Award winning song "Days of Wine and Roses"

MGM Records
The Starpower Label
MGM Records is a division of Metro-Goldwyn-Mayer, Inc.
BOOK REVIEW
Max Remembers Jazz

Long a first-string jazz performer and regular among the Dixieland-oriented record buyers, Max Kaminsky has taken pen and collaborator in hand and turned out an autobiography. It's called, simply enough, "My Life in Jazz," and it has been written with V.E. Hughes. The publisher is Harper & Row.

The book is filled with nostalgia and anecdotes about the greats and the near-greats, the living and the dead. It's a fine book for those interested in jazz, but not filled with the academicians deviating dullness, nor the critics tortured evaluations.

Kaminsky played jazz with almost everyone worth mentioning in the past 40 years: Reddix becker, Walter, Armstrong, Kru- pu, Freeman, Condon, Pee Wee Russell, Teagarden, Shaw, and a raft of others; he also worked or played with many of the great names of show business and the book is filled with references and mentions of them all.

The book is filled with opinion and wit as well as anecdote, and it will make lively reading for all those who have an interest in the popular music of the past 40 years.

JACK MAHER

TALENT ON TOUR

(Top record talent in top record towns this week)

EAST
Comics Allen and Ross say "Hello Dero" for four weeks at New York's Hotel Plaza. May 8...

At Boston's Birdland's, Connie Francis headlines the entire week.... At the Gilman Casino, Buffalo, at Martino's is looking after the shots, Gene Pitney plays the Meadows....

A FLASH AT PRESS TIME

NEW YORK—Band leader Enoch Light, managing director of Command Records, was named best dressed man in the recording field by the Fashion Foundation of America....

THE COLUMBIA RECORDING STUDIOS

The world's finest facilities are now available to you for every conceivable recording, re-recording, editing and mastering purpose. All the Columbia Studios at your command are magnificently equipped and completely adaptable to your specific requirements. You'll find four multimillion-dollar installations located in the most accessible sections of the country. So, if you're interested in recording versatility and acquiring the finest engineering skills in the industry, you're invited to contact us for complete information and rates.

NEW YORK—799 Seventh Avenue; CI 5-7300; Leroy Friedman, Manager.

HOLLYWOOD—6121 Sunset Boulevard; HO 6-2481; Harold Chapman, Manager.

CHICAGO—630 North McClurg Court; WH 4-6000; James Felix, Manager.

NASHVILLE—(Bradley Studios) 804 16th Avenue South; AL 4-5578; Bill Denny, Manager.
SURE SIGNS OF SPRING

BRIGHT: EDDY The big boss guitarist stomps back to the country and his happy returns are some sounds that are really "down home." The swinging harvest will reap bushel baskets of sales. LPM/LSP-2661

“TWANG” A COUNTRY SONG

DUANE EDDY

BREEZY: ATKINS Chet jets all over the world to sing the praises of such fascinating spots as Nairobi, Rome, London and South America. A fine L.P. in the profit-proven Atkins tradition. LPM/LSP-2678

TRAVELIN’ CHET ATKINS

FRANKIE CARLE

BOUNCY: CARLE Frankie turns back the music pages of history to present a melodic monument to the ’30s. A ballad — barrethous package perfect for dancing, listening and selling. LPM/LSP-2593

30 HITS OF THE THUNDERING ’30s

AMANDA AMBROSE

BRILLIANT: SNOW An ever popular country artist is set for another selling spree with a first class new album that’s a musical whirl of country hopping. His vocal visits are in very high style. LPM/LSP-2675

I HEAR AMERICA SINGING

VALENTINE PRINGLE

AMANDA AMBROSE

RECORDED LIVE!

An explosive song styling. plays a new piano! A triumph of

BLOOMING: PRINGLE A premiere performance by a towering new talent with a starting new sound. His powerful baritone voice performs with a uniqueness that’s big sales material. LPM/LSP-2689

BLOSMOM: THE WAYFARERS A dynamic album debut by a young group that’s headed non-stop to the top. The rich array of folk tunes caters to a growing young market. LPM/LSP-2666

COME ALONG WITH THE WAYFARERS

BOUNTFUL: In total, this brilliant release represents the refreshing thing about spring. Rich new sounds! Profit-proven performers! Everything you need to make a new merry month of money making.

PLUS THREE FOR ALL SEASONS... Perrell Roberts — “Come All Ye Fair and Tender Ladies” LPM/LSP-2682. The Marty Cooper Clan — “New Sounds ... Old Goodies” LPM/LSP-2604. Homer & Jethro — “Easy Songs of the ’30s” LPM/LSP-2455

AND FOUR FOR GOOD MEASURE A DYNAGROOVE SPECTACULAR!

AMANDA AMBROSE

RECORDED LIVE!

LPM/LSP-2696

THE MOST TRUSTED NAME IN SOUND

RCA VICTOR
Blue Note Brings on Jazz Reserves to Stay Potent

BY JACK MAHER

NEW YORK—Blue Note Records, in the midst of one of its most successful periods in a 25-year history, has survived a number of artists losses that might have been disastrous on any other label. But Blue Note has been filling the void in its artist roster by signing new musicians and by reissuing charming veteran artists in new formats that are bringing them wider recognition.

Organist Jimmy Smith moved to Verve, the Three Sounds joined Mercury and Art Blakey and the Jazz Messengers went to Riverside. The flute has been filling the void in its artist roster by signing new musicians and by reissuing charming veteran artists in new formats that are bringing them wider recognition.

Pianist Herbie Hancock, of course, has been one of the casualties. He is still absent.

His first album for Blue Note featured the original version of ‘Work,’ his solo piece for the duet. He played some chart action as a single. Dave Brubeck might try the sax with a large potential in

Filipino Label Makes Only Jazz

MANILA, P. I.—The formation of a new record company in the Philippines, which has been a present- dent, the Titanale Records, is the first label to be started in Manila, the Philippines, for the recording of jazz. The firm has been formed by a group of Filipino musicians under the leadership of drummer Tony Velez, a well-known jazzman, and bassist Johnny Gonzales.

Among the first of the new label are the Angel Pena and Nestor Robles, two of the leading composer-arrangers in the country. Pena, as a matter of fact, is known for his work as a composer who works closely with classical and jazz themes. Gonzales has been featured in motion picture industry. The first record to be released by the company is a single in a bonus nova vein.

Monte Kay Signs Bernard Peiffer Duo

NEW YORK—Bernard Peiffer, former co-founder of the high-flying King Kay label, has signed a string of community and civic concerts with Columbia Artists Management for the 1964 season. Peiffer is now working in duo form with an organist, Ganz Numuth, and has recorded an album for Kay’s new FM Records label. The album was recorded

Blue Note brings on jazz reserves to stay potent

Lucky Thompson is back in action in the U.S. The vet tenor saxist is featured in his first American recording in some time in "Lucky Thompson Plays Jerome Kern, Music of the Mood Miller". The album was recorded during the past year, Blue Note lost three of its best selling artists.

Billboard Best Selling Jazz Albums

As reported to Billboard by Jazz Dealers in Major Markets.

This Month Title, Artist, Label & No.

1. BACK AT THE CHICKEN SHACK—Jimmy Smith 40017
2. WATERMELON MAN—Mongo Santamaria, Battle 6200
3. JAZZ WORKSHOP REVISITED—Cannonball Adderley/Sextet 36230
4. LES McCANN LTD. PLAYS THE SHAMPOO AT THE VILLAGE GATE Pacific Jazz 563
5. THIS TIME BY BASIE: HITS OF THE 30's & 60's Count Basie, Reprise R-6069
6. SINATRA-BASIE—Frank Sinatra & Count Basie, Reprise R-1008
7. JAZZ SAMBA—Stan Getz & Charlie Byrd, Verve 8452
8. HERBIE MANN AT THE VILLAGE GATE—Atlantic 1360
9. BLUE GENES—The Three Sounds, Verve 8513
10. I'VE GOT A WOMAN—Jim McGriff, Sue LP 1012
11. HOOBO FLATLS—Jimmy Smith, Verve 8544
12. JAZZ IMPRESSIONS OF BLACK ORPHEUS—Vincent Guaraldi Trio Fantasy 3337
13. AFFINITY—Osborne Peterson Trio, Verve 8516
14. SOUL SUMMIT—Gene Ammons with Sonny Stitt & Jack McDuff Prestige PR 7334
15. BAD BOSSA NOVA—Gene Ammons, Prestige PR 7257
16. TAKING OFF—Herbie Hancock, Blue Note 4109
17. BOSSA NOVA U. S. A.—Dave Brubeck Quartet, Columbia CL 1998
18. SCREAMIN'—Brother Jack McDuff, Prestige 7259
19. BOSSA NOVA PELOS PASSAROS—Charlie Byrd, Riverside RM 436
20. TOKYO BLUES—Horace Silver, Blue Note 4110
21. JAZZ SAMBA ENCORE—Stan Getz and Luiz Bonfa, Verve 8523
22. FROM THE HEART—Hank Crawford, Atlantic 1387

NEW ACTION LP's

MIDNIGHT BLUE—Kenny Burrell, Blue Note 1865
THIS IS HOWARD ROBERTS—COLOR HIM FUNKY—Capitol T 1887
MOMENT OF TRUTH—Gerald Wilson, Pacific Jazz 61

BROADWAY—MY WAY—Nancy Wilson, Capitol T 1828
GLORIA LYNNE AT THE LAS VEGAS THUNDERBIRD—Everest 1208
BLACK AND BLUE—Lee Rawls, Capitol T 1824
LAMBERT, HENDRICKS & BAVAN RECORDED "LIVE" AT BASIN ST. EAST RCA Victor LPM 2635
BACK TO THE BLUES—Dinah Washington, Roulette R 25189

Blue Note brings on jazz reserves to stay potent

NEW ORLEANS’ CLUB PUSH

NEW ORLEANS—The New Orleans Jazz Club is preparing to launch an intensive membership campaign to interest all fans of jazz in participating in the music. The club is also setting up a radio program, which will feature music and entertainment. The program will be broadcast on WDSU, the city’s main radio station. The program will feature local musicians and will showcase new talent.

In revealing the new membership drive, the club launched a new project in collaboration with the new Orleans Jazz Band. The project is called “New Orleans Jazz Festival.” It will feature local musicians and will showcase new talent.

Jazzmen on Air Show

NEW ORLEANS—Westinghouse radio has syndicated and is supplying the “Two Worlds of Jazz” show. The show features two segments: one devoted to jazz-related topics and the other to news and jazz-related news. The show was created by Doreen Boice, who is also a member of the Offenblatt orchestra.

The show discusses the problems of musicians and the society in which they live. It also features interviews with jazz artists and professionals.

The show has been praised for its in-depth coverage of jazz issues and has received several awards. It has been syndicated to over 200 stations across the country.
MUSICOR IS ON THE MARCH!

GENE PITNEY
BIG SMASH!
"MECCA"
NOW BECOMES A TWO SIDED HIT
"TEARDROP BY TEARDROP"
THE FLIP SIDE OF "MECCA"
MU 1028

GENE PITNEY
ALBUM SMASH!
INCLUDES HIS SMASH HIT "MECCA"
MM 2004 MS 3004 (STEREO)

TWO BRAND NEW HITS ON MUSICOR
BILL GAVIN'S PERSONAL PICK
BONNY BROOKS
"SIX MONTHS WITH MY MOTHER"
MU 1029

FANTASTIC NEW RELEASE
REGGIE
And The REMARKABLES
"THE YEAR THAT GAVE ME YOU"
MU 1030

DISTRIBUTED BY UNITED ARTISTS RECORDS • 729 SEVENTH AVE • NEW YORK 19, N.Y.
COUNTRY MUSIC CORNER

By BILL SACHS

Hickory Records artist Ernest Ashworth was a recent Cincinnati visitor, accompanied by Billy Hogan, Huntsville, Ala., music publisher and writer. While in the Queen City, Ernie visited the Jimmie Skinner Music Center, country music headquarters, to plug his new release, "Talk 'Bout Breakin' Lips," b/w, "That's How Much I Care." Former is a John D. Loudemilk tune, and the latter was written by Ashworth himself.

Ray Baker, manager of Tuck- a-Loke, Va., 9; and Sparta- gram Record, Inc., both with offices in Madison, Tenn., reports that One- Four-Two-Music of London is repping the firm's catalog in the British Isles. Lee Thomas, formerly active in radio in New England and more recently operating in TV 17, is club director of the Alabama, 1 N.Y., is one of the endorsees of his father, George H. Thomas, former drummer and singer, who died recently in the V.M. Hospital, Albany, after a lengthy illness. At their studio, now handling promotion and publicity for Don Pierce's Starday Records, last week completed a swing of Miami, New Orleans, Houston, Dallas, Oklahoma City and Memphis, where he worked with Starday distributors and bookers in promoting the sales of the Starday album line through the rack jobbers and sales of Starday and Minaret singles through the one-stop.

"Grand Ole Opry's" Flatt and Scruggs round out another week, as follows: Danville, Va., May 7; Lynchburg, Va., 8; Roanoke, May 9; Spartanburg, S.C., 10; Greensboro, N.C., 11; Winston-Salem, N.C., 12; Norfolk, Va., 18; Baltimore, Md., 19; New York, 20; Chicago, 21; St. Louis, 22; Nashville, 23; Hoover, 24; Pensacola, Fla., 25; Nashville, 26; Kansas City, Mo., 27; Los Angeles, 28; San Francisco, 29; Seattle, 30; Portland, Ore., 31.

Before embarking on their three-week tour of the British Isles May 30, Jim Reeves and His Blue Boys are set for single engagements in Medford, Ore., May 30; Portland, Ore., 31; Olympia, Wash., 10; Kosten, Wash., 11; Pasavilla, Idaho, 12; Lynnwood, Wash., 13; Blaine, Wash., 14; Del, Wash., 15; Salem, Ore., 16; Long Beach and Los Angeles, Calif., 19; Orlando, May 21; Kissimmee, May 22; and St. Petersburg, May 23.

The Honorable Elbert N. Carvell, governor of the State of Arkansas, has proclaimed the week of May 20-26 as Arkansas Country Music Week in the State of Arkansas. Ernie has been asked to appear at the Arkansas State Fair in Little Rock on May 23.

A "Bark" Records special single,"I'm Going Home," will be released on May 20. The single features George Morgan on vocals and Joe Dillard on tenor banjo. The song was written by Bill Cuthbertson and is produced by Art Rice. The single will be distributed by Bark Records.

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Wallace recording, session

"Mother's Blues," Hot Belfair, 29; 11, 15, 17

"Jail," and "I Love You," First Marcell and the Crimson Coys, New York, May 19,

Sanity Smith and Cecil Surry, West Virginia country singers, were recent visitors to Cincinnati to record a session with King Records. While in town, the label did an interview session with Jimmy Logan, host of WCKY's "Jamboree." Other recent visitors on the Logan show were Bill Duffey, who plugged his latest disk, "I'm Here Just to Get My Baby Out of Jail," Bill Johnson, who made a pitch on his new one, "Big Bill Johnson," a take-off on "Shipeakin in the Valley," and Jimmy Murphy, who did his "Long to Hear Hank Sing the Blues," a hot country item on the WCKY listening area at the moment. Logan's new platter, "Mother's Flower Garden," has just been released by King. Flip it, "I Know You're Married But I Love You Still."

Bob Lumingham, of Farmington, N. M., is handling the bookings on Bill Goodwin and His Country Tunemen, who have been keeping busy in the Southwest the last two months. Bob is also handling the promotion on Goodwin's new Vee Jay recording, "Shoes of a Fool." Fred Boy, of Acadian Records, is releasing a new Billy Wallace album, titled "Billy Wall-


"A new label, Ark Records, has just made its debut in Cincinnati. Heading up the new firm are Roy Shepard and Adam Colwell. They have just cut eight sides with Jimmy Murphy, formerly heard on Columbia and RCA Victor. His first release is "I Long to Hear Hank Sing the Blues," which has been getting solid play on WCKY. Cincy's top country station. Flip is "Swing Steel Blues," with Paul Smith.

Jockeys looking for programming material may write to Connie Hall, 65 Perry Road, Independence, Ky., for a copy of her latest Decca release, "Don't Tempt Me," written by Skeeter Davis, b.w. "It's Not Revenge I Want," and to George Kratzer, P.O. Box 4913, Dallas 6, for his new Dial Records release, "Me and Tina" b.w. "I Got Hurt All Over Me." Put your request on your station's letterhead.

Rod Kestler is handling the managerial reins on Billy Gray's newly organized Western swing band, which recently concluded a four-week stand at the Golden Nugget, Las Vegas. Gray was formerly for 12 years leader of Hank Thompson's Brazos Valley Boys. . . . Kingston Records, new label, with headquarters in Reading, Pa., last week issued its first release. Both sides were waxed by Sonny Miller and the Happy Valley Boys, regulars on "New Dominion Barn Dance," Richmond, Va. . . . Al Rogers, who spins the c.w. disks at KBUS, Amarillo, Tex., is set with his Rocky Mountain Boys for Hobbs, N. Mex., May 18; Clovis N. M., 24; Pyote, Tex., 25; Roswell, N. M., 26; Colorado Springs, Colo., 31; Denver, June 1, and back to Colorado Springs for June 2.

friends?

(TODAY I MET) THE BOY I'M GONNA MARRY
by DARLENE LOVE

Philles 111

DA DOO RON RON (WHEN HE WALKED ME HOME)
by THE CRYSTALS

Philles 112

Best Selling Album!

"HARD TRAVELIN" FEATURING
"THE BALLAD OF JED CLAMPTON"
FLURT AND SCURRIGS

Columbus
CL 1951 (Mono) CS 8751 (Stereo)

Flurt and Scruggs Show
308 Union Street, Knoxville, Tenn. Phone 993-2254

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www.americanradiohistory.com
ARLES
NARAS AWARDS!

- RECORD OF THE YEAR
  (I Can't Stop Loving You)

- ALBUM OF THE YEAR
  (Modern Sounds in Country & Western Music)

- BEST SOLO VOCAL PERFORMANCE
  (I Can't Stop Loving You)

- BEST RHYTHM & BLUES RECORDING
  (I Can't Stop Loving You)

- BEST ENGINEERING CONTRIBUTION
  (I Can't Stop Loving You)

- BEST BACKGROUND ARRANGEMENT
  2 NOMINATIONS
  (I Can't Stop Loving You) (Born to Lose)

CURRENT HIT SINGLE
TAKE THESE CHAINS FROM MY HEART
ABC-PARAMOUNT 10435

CURRENT SMASH ALBUMS
MODERN SOUNDS IN COUNTRY & WESTERN MUSIC
ABC-PARAMOUNT ABC 410

MODERN SOUNDS IN COUNTRY & WESTERN MUSIC, VOL. II
ABC-PARAMOUNT ABC 435

RAY CHARLES GREATEST HITS
ABC-PARAMOUNT ABC 415

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SHAW ARTISTS CORPORATION
MILT SHAW, President
FIVE-SIX-FIVE FIFTH AVE. • NEW YORK 17, N. Y. • OXFORD 7-744

PERSONAL MANAGEMENT:
JEFF BROWN

www.americanradiohistory.com
By NICK BIRO  
(Chicago Office)

The Midwest's first all-Negro-owned and-operated radio station is slated to start East Chica
ggo Heights May 15. WMMP will have what is described as a "jazz and middle-of-the-road pop format with a touch of blues for flavor." New program director is Jesse Cooperwood, formerly with WGRY and WWCA, Gary, Ind. Dealers include Mckie Fitzhugh, formerly with WGES (now WYNY) and owner of Mckie's Dick Jockey Show Lounge on Chicago's South Side, one of the city's few remaining jazz bistros; Joy Courtney, for
tively with WMAG and WSBC-FM, and Bernie Hayes, who will also double as news director. Owners are William Marden and Charlie Pinecked of Seaway Broadcasting Company. Marden will serve as president and gen
eral manager. The station will transmit 1,000 watts at 1470 kilocycles, a regional clear chan
nel spot and will start in a day

time slot.

SECOND WEEK IN THE TOP 100
SELLING IN ALL MARKETS

JOE HINTON'S
YOU KNOW
IT AIN'T RIGHT
BACKBEAT 537

MAKING THE BIG MOVE UP

Junior Parker's
IF YOU DON'T
LOVE ME
DUKE 364

SHE WILL LOVE
BY Buddy Ace
DUKE 361

JACKIE & THE TOP SLOTH--
WHY NOT GIVE ME A CHANCE!
Jackie Verdell
PEACOCK 1921

WORLD'S GREATEST SPIRITUALS
Sister Josephine James
IT AIN'T WHAT YOU THINK
S/W
I'M GLAD
PEACOCK 1927

Victoria & Thelma Hawkins
CITY CALLED HEAVEN
S/W
BANK IN THE SKY
PEACOCK 1928

YOU DO WHAT THE DOCTOR
COULDN'T DO
S/W
SPEAK FOR JESUS
The Five Blind Boys
PEACOCK 1931

Moses
S/W
SALVATION IS FREE
Soul Seekers
PEACOCK 1932

LITTLE BLACK TRAIN
Rev. Robert Ballinger
PEACOCK LE 110

DUKE-PEACOCK-BACKBEAT RECORDS
2809 FRAZET STREET  HOUSTON 26, TEXAS

-5-

South Talent Hunt Draws Youngsters
SMITHFIELD, N.C.–Bar

Cone Associates' talent hunt, which will culminate with a comp

etition at the Plantation Inn on N.C. May 11-12, has drawn scores of young per

formers from this part of the South.

A nine-member panel, consist

ing of professional critics, per

formers from this part of the
trees and a Broadway agent, will

select the winner of the com

petition. The winner will be

awarded radio, television and con

vention appearances as well as a possible recording contract.

EXTRA INDUSTRY SERVICE

THIS ISSUE OF BILLBOARD IS BEING DISTRIBUTED AT THE

COUNTRY MUSIC FESTIVAL IN

DENVER, COLORADO

Billboard The International Music-Record Newsweekly
LOOK OUT ABOVE... HERE COMES

CHUBBY CHECKER

FLYING UP THE CHARTS!

IN

"BIRDLAND"

B/W

"BLACK CLOUD"

P873

THE BIG ONES ARE ON CAMEO/PARKWAY
### Billboard Hot 100

**Week Ending May 11**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Label/Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I WILL FOLLOW HIM</td>
<td>Neil Diamond</td>
<td>Atlantic</td>
</tr>
<tr>
<td>2</td>
<td>MONSIGNOR</td>
<td>Paul &amp; Paula</td>
<td>Epic</td>
</tr>
<tr>
<td>3</td>
<td>IF YOU WANT TO BE HAPPY</td>
<td>The Miracles</td>
<td>Tamla Records</td>
</tr>
<tr>
<td>4</td>
<td>CAN'T GET USED TO LOSING YOU</td>
<td>Andy Williams</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>POOLISH LITTLE GIRL</td>
<td>Jackie Wilson</td>
<td>Brunswick</td>
</tr>
<tr>
<td>6</td>
<td>SUNNY IN S. A.</td>
<td>Bo Diddley</td>
<td>Chess</td>
</tr>
<tr>
<td>7</td>
<td>HE'S SO FINE</td>
<td>Chiffons</td>
<td>Columbia</td>
</tr>
<tr>
<td>8</td>
<td>SEE THE LIGHT</td>
<td>Rhythm and Blues</td>
<td>Mercury Records</td>
</tr>
<tr>
<td>9</td>
<td>ON BROADWAY</td>
<td>Chiffons</td>
<td>Columbia</td>
</tr>
<tr>
<td>10</td>
<td>MECCA</td>
<td>Chiffons</td>
<td>Columbia</td>
</tr>
<tr>
<td>11</td>
<td>BABY WORKOUT</td>
<td>Jackie Wilson</td>
<td>Brunswick</td>
</tr>
<tr>
<td>12</td>
<td>TAKE IT OFFIN BAD ABOUT MY BABY</td>
<td>Andy Williams</td>
<td>Columbia</td>
</tr>
<tr>
<td>13</td>
<td>TWO FACES HAVE I</td>
<td>Smokey Robinson</td>
<td>United Artists</td>
</tr>
<tr>
<td>14</td>
<td>WATERPROOF MAN</td>
<td>Mongo Santamaria</td>
<td>Buddha</td>
</tr>
<tr>
<td>15</td>
<td>THE LADY IN RED</td>
<td>The Iguanas</td>
<td>ABC-Riviera</td>
</tr>
<tr>
<td>16</td>
<td>DO YOUR THING</td>
<td>The Four Freshmen</td>
<td>ABC-Riviera</td>
</tr>
<tr>
<td>17</td>
<td>SHOOT DOWN</td>
<td>The Four Tops</td>
<td>Motown</td>
</tr>
<tr>
<td>18</td>
<td>LET'S GO STEADY</td>
<td>The Stylistics</td>
<td>King</td>
</tr>
<tr>
<td>19</td>
<td>I'M CRACKING UP</td>
<td>The Four Tops</td>
<td>Motown</td>
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<tr>
<td>20</td>
<td>HEARD IT ALL IN THE SAME TOWN</td>
<td>The Four Freshmen</td>
<td>ABC-Riviera</td>
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<tr>
<td>21</td>
<td>I LOVE YOU SINCE</td>
<td>The Iguanas</td>
<td>ABC-Riviera</td>
</tr>
<tr>
<td>22</td>
<td>ANOTHER SATURDAY NIGHT</td>
<td>The Iguanas</td>
<td>ABC-Riviera</td>
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<tr>
<td>23</td>
<td>LITTLE DOLL: IT'S A LITTLE DOLL</td>
<td>The Four Freshmen</td>
<td>ABC-Riviera</td>
</tr>
<tr>
<td>24</td>
<td>T.M.P.</td>
<td>The Iguanas</td>
<td>ABC-Riviera</td>
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<tr>
<td>25</td>
<td>MY BABY</td>
<td>The Four Tops</td>
<td>Motown</td>
</tr>
<tr>
<td>26</td>
<td>PRISONER'S LAMENT</td>
<td>James Brown &amp; The Famous Flames, King</td>
<td>ABC-Riviera</td>
</tr>
<tr>
<td>27</td>
<td>TWO KINDS OF TRAVELERS</td>
<td>James Brown &amp; The Famous Flames, King</td>
<td>ABC-Riviera</td>
</tr>
<tr>
<td>28</td>
<td>TWENTY MILES</td>
<td>Ram's Den</td>
<td>Warner Bros</td>
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<tr>
<td>29</td>
<td>LIPSTICK</td>
<td>Ram's Den</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>30</td>
<td>77-EIGHT</td>
<td>Ram's Den</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>31</td>
<td>HOT PANTHERS WITH MASHED POTATOES</td>
<td>Ram's Den</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>32</td>
<td>IF YOU NEED ME</td>
<td>Ram's Den</td>
<td>Warner Bros</td>
</tr>
<tr>
<td>33</td>
<td>IT'S MY PARTY</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>34</td>
<td>WHAT A GUY</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>35</td>
<td>STING RAY</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>36</td>
<td>BOO BOO BOO</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>37</td>
<td>HOW CAN I FORGET</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>38</td>
<td>HELLO STRANGER</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>39</td>
<td>LINDA</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
<tr>
<td>40</td>
<td>THE LOVE OF MY MAN</td>
<td>Ray Stevens</td>
<td>Epic</td>
</tr>
</tbody>
</table>

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

**BUBBLING UNDER THE HOT 100**

[Click here to view the full billboard page](#)
The nation's best selling records

FIVE SMASH ALBUMS ON DOT!

1963's Early Hits
Lawrence Welk

1962's Greatest Hits
By Billy Vaughn

Gravy Waltz
By Steve Allen

Days of Wine and Roses
By Tony Bennett

Pipeline
By The Chantays

Best Selling Singles!

#16453 Hot Pastrami
The Dartells

#16440 Pipeline
The Chantells

#16457 Gravy Waltz
Steve Allen

#16467 I Just Do/Load 'Em Up (Any Keep On Steppin')
Jimmie Rodgers

#16471 The Windows Of Paris/Trumpeter's Dream
Ray Linn

#16473 Is Goodbye That Easy To Say/The Apple, The Wind And The Stream
Debbie Reynolds

#16475 Wolverton Mountain/Chattanooga Shoe Shine Boy
Jo Ann Castle

#16448 Heartaches/Happy Melody
The String-A-Longs

#16456 Granny's Pad/Blues Bouquet
The Viceroys

New Releases

#16477 Happy Cowboy
Billy Vaughn

#16474 Broken Doll
Pat Boone

Breaking in Los Angeles

#16478 Surf Bunny
Gene Gray

and

the Stingerays

New Album Releases

The Original Hit...

Hot Pastrami
The Dartells

Jo Ann Castle
Ballad Of Jed Clampett
The Beverly Hillbillies

Torquay
The Fireballs

Hal Aloma
On Paradise Isle

90 Day Dated Billing:

½ June 15th,
½ July 15th,
½ August 15th

10% Cash Discount on all Mono LP's
15% Cash Discount on all Stereo LP's
25% Cash Discount on all EP's
29% Cash Discount on All-Time Hit Series Pre-packs
**Singles Spotlight**

**WINNERS OF THE WEEK**

POP singles spotlighted are those singles with half a hearts painted in the colors of the Billboard Hot 100 Chart. Specialty winners are spotlighted within their category of record. Full reviews are presented for Spotlight Picks or Special Merit Picks. All other singles are listed in their respective categories.

**Singles Review Policy**

Every single unit sold in Billboard for review is based on Billboard's Review Panel, and its sales promoted within its category of record. Full reviews are presented for Spotlight Picks or Special Merit Picks. All other singles are listed in their respective categories.

---

**POP SPOTLIGHT**

**DUANE EDDY**

**LOONEY BOY, LOONEY GUITAR**

(Imperial, BMI, 2:36)—Vinyl 8186

This unusual chiming should go mighty well for Ed. It shows off some moody guitar wands of a sort not heard on his usual fare. A fine effort.

**STEVIE LAWRENCE**

**POOR LITTLE RICH GIRL**

(Atlantic, BMI, 2:55)—Columbia 32795

Steve Lawrence tells the story of a rich little girl who has everything but a friend—his mother. It's ahead of the trend and it should work quickly. A fine effort.

**STEVE LAWRENCE**

**IT'S ALL OVER NOW**

(Selig-Man, BMI, 2:16)—Vinyl 8186

This is a tune that makes smart use of this Hollie's greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

**JOHNNY CASH**

**I CARE ENOUGH**

(Telstar, BMI, 2:39)—Vinyl 8187

This song could be something special. It has a lot of the Hollies' best sound. It is a neat little number. It should sell quickly.

**DELLA REESE**

**BOB MONTIETTE**

(Boss-A-Hoo, BMI, 2:59)—Vocalion 8165

This is a tune that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

**BRENDA STRENSIAIS**

**HAPPY DAYS ARE HERE AGAIN**

(Advanced, BMI, 2:55)—Columbia 333

Brenda Streinsiais has a solid impact with her album turn and this single should sound more as intended. The trend goes to a standard performance in Bow Crowns and many jacks will find it equally acceptable and well worth a chance. The ballad should sell quickly.

**CHRIS CONNIE**

**IF MY PILLOW COULD TALK**

(Mercury, BMI, 2:20)—Jox 304

Connie Francis is a beauty and this tune is a real beauty. It should sell quickly.

**JOE BENEY**

**KISS TOMORROW GOODBYE**

(Imperial, BMI, 2:57)—Columbia 3287

This is a tune that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

---

**POP SPIRITUAL**

**LILY'S MOUND**

(Layton, BMI, 2:20)—RCA VICTOR 8186

Lily's Mound is a song that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

**AKER JANIS**

**DANGERS OF LOVE**

(Tommy, BMI, 2:25)—Columbia 3287

This is a tune that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

**BILLY VAUGHN**

**LONELY**

(ABC-Paramount, BMI, 2:20)—Mercury 623

It's a tune that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

**JOHNNY MACK**

**SKY BLUE IS MY HEART'S HEAVEN**

(Columbia, BMI, 2:25)—Columbia 3287

Johnny Mack is a beauty and this tune is a real beauty. It should sell quickly.

**PAT BOONE**

**IT'S ONLY MY HEART**

(ABC-Paramount, BMI, 2:30)—Mercury 623

This is a tune that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

---

**JAZZ**

**JERRY VALE**

**YOU GET MY LOVE**

(Blue Note, BMI, 2:33)—Columbia 3287

Jerry Vale is a beauty and this tune is a real beauty. It should sell quickly.

**THE TIMES**

**THAT'S MY BAND**

(Columbia, BMI, 2:35)—Columbia 3287

The Times is a beauty and this tune is a real beauty. It should sell quickly.

**EUGIE BARBER**

**YESTER YEAR**

(Columbia, BMI, 2:35)—Columbia 3287

Eugie Barber is a beauty and this tune is a real beauty. It should sell quickly.

**SONNY JAMES**

**I'M A ROCKING HANK**

(Buck, BMI, 2:35)—Columbia 3287

Sonny James is a beauty and this tune is a real beauty. It should sell quickly.

**THE KISSES**

**BRAND NEW TEAR**

(Columbia, BMI, 2:35)—Columbia 3287

The Kisses is a beauty and this tune is a real beauty. It should sell quickly.

**MAYFAYNE**

**A HOME IN THE MEADOW**

(Columbia, BMI, 2:35)—Columbia 3287

Mayfayne is a beauty and this tune is a real beauty. It should sell quickly.

**JERRY LEWIS**

**THE NATIVE**

(Wege, BMI, 2:35)—Columbia 3287

Jerry Lewis is a beauty and this tune is a real beauty. It should sell quickly.

**SAM THE MAN TAYLOR**

**EVERYTHING'S GOING MY WAY**

(ABC-Paramount, BMI, 2:35)—Mercury 623

Sam The Man Taylor is a beauty and this tune is a real beauty. It should sell quickly.

**BILLY VAUGHN**

**LONELY**

(ABC-Paramount, BMI, 2:20)—Mercury 623

This is a tune that makes smart use of the Hollies' greatest clash songs. It's a ballad with a lot of Winks on it. And it is done with a wry hit. The ballad's a little bit too much for us.

**JOHN ANDERSON**

**THE WEST SIDERS**

(Columbia, BMI, 2:25)—Columbia 3287

John ANDERSON is a beauty and this tune is a real beauty. It should sell quickly.
IT'S TEEN TIME

CASH IN ON THESE PROVEN TEEN AGE APPEAL ALBUMS ON WARNER BROS.
BEFORE SCHOOL IS OUT

TERM OF PROGRAM:
April 29 thru May 24

TERMS:
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Deferred Payment:
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W/WS 1500
YOUNG AND IN LOVE  DICK & DEE DEE
W/WS 1490
LET'S GO!  THE ROUTERS
W/WS 1473
MOVING  PETER, PAUL AND MARY
W/WS 1471
THE GOLDEN HITS OF THE EVERLY BROTHERS
W/WS 1470
JOHNNY GET ANGRY  JOANIE SOMMERS
W/WS 1449
PETER, PAUL AND MARY
W/WS 1448
HITS OF THE HOPS!
W/WS 1430
INSTANT PARTY  THE EVERLY BROTHERS
W/WS 1418
THE EVERLY BROTHERS
W/WS 1395
A DATE WITH THE EVERLY BROTHERS
W/WS 1381
IT'S EVERLY TIME
W/WS 405
RHYTHM OF THE RAIN  THE CASCADES
C 617
SOUL SURFIN'  RHYTHM ROCKERS
C/CS 616
SHUTTERS AND BOARDS  JERRY WALLACE
C/CS 613
LIMBO ROCK  THE CHAMPS

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Fats Domino

"TROUBLE BLUES"

and

"YOU ALWAYS HURT THE ONE YOU LOVE"

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His Biggest Yet!

Sandy Nelson

"YOU NAME IT"

and

"ALEXES"

#5940

#1 in Cleveland

The O'Jays

"HOLD DOES IT FEEL"

and

"WHAT'LL I DO"

#5942

A Real Smash!

Slim Whitman

"SO LONG MARY"

and

"WHAT'LL I DO"

#5938

and the Floyd Morris Trio did a smash benefit for the Chicago Union League here last week. . . .

Henry R. Schwab tells us the Lake Meadows Art and Jazz Society is calling it quits—at least for a while. . . .

Shelley Berman's act at Mister Kelly's is sharp. He's packing the room nightly. . . .

Near North News columnist John Quinalan is being paged for a comedy album. It's to contain quotes from his book on the subject. . . .

Don Ameeche will star in "Silk Stockings," opening the new Dorchester Music Hall here June 12. Added attractions will be the appearance of Academy Award winner Patty Duke and comedian Jerry Lewis. The Illinois semi-finals and finals of the Miss Universe Contest will be staged in conjunction with the premiere and it's all for the Muscular Dystrophy Association of America. . . .

Marion McPartland and her trio c/o C to the London for three weeks. She may also be a guest at the local National Academy of Recording Arts and Sciences (NARAS) "Grammy" award dinner here May 14.

BOSTON

Met by Jani Minn Benzel gracing the Statler Hilton's Terrace Room for the next two weeks. She'll be followed by the team of Earl Wrighton and Lon Hunt. . . .

Another team booked locally is Robert Goudet and Carol Lawrence who will play the Framingham Carousel in a show they'll tour with called "An Evening With Robert Goudet and Carol Lawrence." . . .

Jerry Valdez's perennial hit singing at the Revere Beach Frolics, will go into New York Coppacabana in July. Kitty Kallen, who hasn't been in these parts for years, found she had lots of fans in her stand at the Framingham Monticello. The Limeliters did a one-night stand at Symphony Hall and chucked up a near-record. . . .

The word "percolator" was applied most often to Jimmy Dean's performance at Eil- strib's. He received a note which said: "I am going to kill you for taking the name of Jimmy Dean." Nothing happened. Comedian Jack Carlsen got into the big South Boston night club for the next week. . . .

Advance for Ray Cappiello's act at the Donnelly Theater Saturday was so huge promoters decided to schedule two performances. . . .

A sure sign of spring is the opening of the Boston Pops conducted by Arthur Fiedler. This week saw the opening of the 78th season.

CAMERON DEWAR

MONTREY, Calif. The final day has been decided for the first annual Monterey Folk Festival to be held at the Monterey Festival grounds May 17, 18 and 19.

Scheduled for the first evening's performances are Peter, Paul and Mary, Bob Dylan, Barbara Dane, the New Lost City Ramblers, and the Andrews Sister from Arkansas. The first day afternoon program calls for Hootenanny with Barbara Dane, the Alan Freed Folk Festival Stars. During the evening the program consists of the groups of the Greenbriar Boys, Judy Collins, the Greenbriar Group, with Dian, Mance Lipscomb, Willie Jones and the Georgia Sea Island Singers and Dancers.


Special prizes call for a banjo contest at 4:30 on Saturday and the last Wind Folk Contest at 4:30 Sunday.

MONTREY FEST SCHEDULE SET

MONTEREY, Calif. The final day has been decided for the first annual Monterey Folk Festival to be held at the Monterey Festival grounds May 17, 18 and 19. Scheduled for the first evening's performances are Peter, Paul and Mary, Bob Dylan, Barbara Dane, the New Lost City Ramblers, and the Andrews Sister from Arkansas. The first day afternoon program calls for Hootenanny with Barbara Dane, the Alan Freed Folk Festival Stars. During the evening the program consists of the groups of the Greenbriar Boys, Judy Collins, the Greenbriar Group, with Dian, Mance Lipscomb, Willie Jones and the Georgia Sea Island Singers and Dancers. The Sunday schedule calls for the Gospel get-together: Bessie Griffin and the Gospel Pipers, Reel Downstreet and the Overstreet Boys, Bessie Jones and the Georgia Sea Islanders. In the Afternoon: "Chet" Darling and the Rooftop Singers, Gleetta, Doc Watson and more. June Carter and Company with Clarence Ashby, and Rosco Holcomb. Special prizes call for a banjo contest at 4:30 on Saturday and the last Wind Folk Contest at 4:30 Sunday.

Philthy Local

OK's Pension Plan of AFM

PHILADELPHIA — Musicians in Greater Philadelphia have set up a pension plan that will add 5 per cent to the cost of their services. Members of Local 77, AFM, voted to establish the plan, which will be part of a national AFM pension plan.

Officials of Local 77 are hoping to put the plan into operation by May 30. When it does go into effect, purchasers of live music, for pay or free, such as wedding parties, dances and balls will be charged an additional 5 per cent of each musician's pay.

The union pay scale for three hours of music is $25 a man for Saturday nights, $33 for Sunday nights and about $20 for week nights.

The union said it employs musicians under contract with Local 77 will receive the union on how much they will contribute to the plan.

The members of the Philadelphia Orchestra, who have a pension plan in their contract with the orchestra association, will not be part of the new plan.

Local 77 is a labor union in Greater Philadelphia. The Local also decided to publish a pension plan for its officers and employees.

ALLAN, BULLETS TAKE TWO

PALM SPRINGS, Calif. — Allan Sherman and manager Bullets Durgan purchased a collection of gold records at Sherman's closing night at the Chi Chi. The plaques, presented by Warner Bros. Records President Miller and General Manager Sammy Cahn, were awarded for sales of over 1,000,000 copies on Sherman's album, "My Son, the Celebrity." Durgan's plaque inscription read: "Our Son, the Manager."
Here It Is! "Hot Off The Mother"

A GREAT ALL NEW 1963 RENDITION...

"ANGELINA" "ROBIN HOOD"

THE SAME 2 SIDES THAT SOLD OVER 3 MILLION
The Same Wonderful Flavor!

Recorded Again by

The Same Great Artist

LOUIS PRIMA

with GIA MAIONE
( Gee-ah My-own)

SAM BUTERA and the WITNESSES

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HERE'S WHAT THE CRITICS SAY ABOUT DYNAGROOVE: "...results in sound of perfect clarity and balance...it is an inspired recording." N.Y. Times. "...no distortion when the stylus reaches the inside grooves closest to the label." N.Y. Herald Tribune. "...every instrument comes through to timbre." High Fidelity Magazine. "...dramatic advance in fidelity." N.Y. News. "The sound is warmly alive without being overly resonant, balances are exemplary." Hi-Fi Stereo Review.

PLUS 2 SPECIAL RED SEAL ALBUMS

*Also available on Tape
### 150 Best Sellers - MONAURAL

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<tr>
<th>No.</th>
<th>Title, Artist, Label</th>
<th>Vol.</th>
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<td>1</td>
<td>4 DAYS OF WINE AND ROSES</td>
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<td>2</td>
<td>PAPA DON'T PREACH</td>
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<td>3</td>
<td>ME AND MY SHADOW</td>
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### 50 Best Sellers - STEREO

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For Week Ending May 11

Star Performers—selections on Chart 9 weeks or less registering greatest upward progress this week.
A Brand NEW HIT from RICK NELSON!

STRING ALONG c/w GYPSY WOMAN

Packaged in a 4 color sleeve for more SELL-ability!

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ALBUM REVIEW POLICY

Every album sent to Billboard for review is read by Billboard's Review Panel, and its quality or potential is rated within its category of music. Ratings of only the outstanding LPs of the week are published, including all recordings of a 4-star or better, focusing attention on albums with the greatest sales potential. Full reviews are published only for Spotlight Picks or Special Merit Picks, and all 4-star LPs are listed under their respective categories.

CLASSICAL SPOTLIGHT

MOUSORGSKY, BORIS GODUNOV (4-13)
Various Artists

Here's a most attractive and elucidating version of the famous opera. Featured by Mstislav Rostropovich, it is a notable edition of this great opera. The cast, conducted by Kenton, is top-notch. The orchestra plays with tremendous power and precision. A recommended purchase.

SPECIAL MERIT PICKS

POP SPECIAL MERIT

SPRING IS HERE
Various Artists

Mercury S 20795 (35); MG 20769 (M)

Mercury has once again come up with a sensitive and highly attractive version of the full-length set. The album contains 15 interpretations of Springtime—both instrumental and vocal by such artists as20. This album is a must for fans of classical music.

LOW-PRICE CHILDREN'S SPECIAL

WHAT'S THE GOOD WORD
Various Artists

Peter Pan 8015

Here's an enjoyable piece of light-hearted music. The album features various artists, including such greats as the Howling Foxes and the Fabulous Foxes. The lyrics are cleverly written and the music is catchy. A good buy for kids.

SPECIAL MERIT PICKS

CHILDREN'S SPECIAL MERIT

MAN IN THE MOON (Original Cast)
Bill & Cesar Baird Mortonbebe, Golden Lp 103 (M)

The story of the great adventure in space has been expertly interpreted in this fine album by the cast of the original production. The songs are simple yet touching, and the children's voices are pure and sweet.

LOW-PRICE CHILDREN'S SPECIAL

OLIVER TWIST WITH 10 SONGS
Various Artists

Golden Lp 103 (M)

This album features the music from the popular stage adaptation of Charles Dickens' classic novel "Oliver Twist." The songs are sung by children, and the production is imaginative and entertaining. A delightful listening experience.

THREE-STAR ALBUMS

THE HUFFY NUTS feat. "THE CHIRPS"
Various Artists

Tommy's "Feeding the Hungry," (M)

This album features songs about the importance of taking care of one's health and well-being. The lyrics are simple yet meaningful, and the music is fun and catchy. An excellent choice for children.

INTERNATIONAL

WIR SINGEN UND BARCHEN
Mirjam Westend, 1975, Eulen 1975

A German-language album featuring traditional songs from various regions of Germany. The performances are authentic and authentic, and the melodies are catchy and easy to sing along with.

SACRED

ROBBY GROVE SINGS: IT WAS FOR YOU
Brother Jack McDuff, Prestige PR 232

A gospel album featuring songs with powerful and uplifting lyrics. The arrangements are soulful and the performances are energetic, making this a wonderful addition to any collection.

OTHER ALBUMS REVIEWS

THE FIELDS OF INDIA
Long Beach Symphony, ABC translucent 3872

Children's Songs from Spain
Gibson Bros., Incorporated, A&J 9003

THE SMILE OF THE CHILDREN PART 2
Odeon 450

SACRED

WHATSOEVER THE FOUR SEASONS FOR
VIOINO, CELLO AND PIANO
Erika Menzies, ABC translucent 3872

CHILDREN

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THE SMILE OF THE CHILDREN PART 2
Odeon 450

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Our thanks to NARAS for a trio of Nominations

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BEST FOLK RECORDING

BEST NEW ARTISTS OF 1962

Peter, Paul & Mary

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MUSICAL DIRECTOR: MILT OKUN

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GUESS WHAT SHE'S GIVING UP FOR LENT

THE HAGUE — On Easter Sunday of last year Holland's main television station, Grolshov, had a car crash that sent her to hospital for several weeks. Betty Moore, incidentally, at the age of 32, was already giving up two major hobbies, one of which Gilbert Becaud is preparing the score. The year-end "Cancanism," after three years of unsatisfactory experiences with the French oldies built around various comedians, is heading back to its original regional format in an effort to recoup the popularity it had under innumerable hosts, in particular, Gariando and Sandro Giovanni.

In the meantime, Rai's radio network is developing a TV special on an operatic record for its programs produced by Pino Calvi, orchestra leader, in one of its recent sessions. One of the comparisons between AFN, representing the domestic scenes, and Rai, the radio-TV network is that the latter not only happens to be indicating which disk they prefer to have played on sponsored programs, but will continue to deny them the right to choose the record for the sponsored programs for which they pay the standard advertising.

In other areas there is much activity, as usual. "Jazz and Blues," and "Jazz and Record.

Editions, Stockholm, also paid a visit. But the report goes, "All Moore & Beechwood is the publisher for the entire world of Adam's (vocals)."

Edwards, who has been a successful Flemish version of this same record has been recorded by Chris Wilms as well as the Flemish version of "Le plus beau tango du monde." Chris Wilms will defend Belgium in the next Euro-Cup to be held here in Knokke, Belgium.

More Jazz in Poland

by ROMAN WASCHKO

WARSAW—Not so long ago jazz and rock festivals were here and there on other jazz oriented stations. Most recently a new network, the Polish Radio 2, has put out a program of music, focused on the most popular jazz groups.

Among the latest selections available from the Jazz of the Waldemarski, the German label, it follows the path of the Polish Radio "Jazz" which has figured in the chart for the last five months.

Kowarzow demands "Sail Away," H.M.V., has the English original cast, a version from Shirley Bassey on Columbia and an instrumental by Mantovani on Columbia.

In preparing for the second Australian tour by Andy Stewart, in June, H.M.V. issued the single "I've Never Kissed a Rookie Lass Before." The World Record Club this month is launching a French and German language collection of world records. Prepared by European Visaphone.

Festival Recordings recorded an album entitled "Twist the Limbo With the Stars." Tracks have been taken from local Festival releases and ABC. Paramount and RCA have also re-issued a disk from the Grand Award package "Paul Whiteman's 50th Anniversary" under the title of "All Time Great Jazz." It's good to see Bob H. back after his recent stint in hospital...

Kevin Jacobson, brother-manag-

er to Col Joye, has said that plans are going ahead for a tour of Japan in the near future. Arrangements have been made to return to Australia, the Joyce Boys in Japan.

Freddy Quinn was in Brussels last week as the big attraction of TV. "Freddy Quinn's European Hit Parade," a joint production of Polydor, D.G.G. and Bruns-

wick (Records) gave their list of best sellers. They are: "Junge, kurz, bald wieder," by Freddie Quinn and the Tahiti-Tamoures; "Love-

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den, which was the theme of the Wiener Philharmoniker.

M. de Boeck of Armoore & Co, the Belgian record buyers, is a strong supporter of the international stars: The Trio Casanov, Ria de Camp, Chris Ellis, Dan Ellery, Will Soppel, Robb-

ert Charles Lanson, Jacquemine and the group "The Eireann's" record market, but not least, Robert Cogula, who won the contest last year. The Castle of Brussels took part in the final competition.

For Flemish Belgium, Dutch Beethoven had a meeting with Jean Claude Ooneo; for Holland, Ciska Peeters and Anne Wink, for Germany, K. Riehle and Chantal Claude; Claudine Leick and ssaucers; for the record contract and long and loud applause from the audience. Second in this competition was "Duo Grandifour" from Polydor, D.G.G. and Bruns-
"Light Music Getting
Nod on Rome Video

by SAMY STEINMAN

ROMA—Radio Italiana Roma announced a campaign to provide some of the liveliest copy in the pop music field. Betty Moore, Dacia Moretti will be featured in a new series of "L'Italiana," which Gilbert Becaud is preparing the score. The year-end "Cancanism," after three years of unsatisfactory experiences with the French oldies built around various comedians, is heading back to its original regional format in an effort to recoup the popularity it had under innumerable hosts, in particular, Gariando and Sandro Giovanni.

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JAMIE-GUIDYEN
Philadelphia 23, Penna.

DARRYL F. ZANUCK'S
THE LONGEST DAY
F9X007
Narration by Lowell Thomas

ROULETTE RECORDS
1631 B'way, N. Y., N. Y.

R. B. SAYS:

"HOT PASTRAMI WITH MASHED POTATOES!"

By KEN STEWART
Irish Times, Ltd., Dublin

John Woods, Irish chief of Pye, is preparing his biggest annual event, a special effort to promote the sale of EPs, which are currently the most neglected type of disc here. The recent release of "The Pride of Ireland," "For the Love of Dinah," and "The Moon齐全s" will be the other hand, Vogue Records present the first RCA Victor release, and the first C future in the history of the Irish label. Miss Miller's EP to be issued on the label.

Ciro Mancini also marketed a new jazz series titled "Swing James," composed for his band, "Fourth of July," a new 78s, "The Real American" is now out in Ireland. The label is "The Real American," which includes both the lead and the rhythm tracks of the song, "My Way," originally recorded by Frank Sinatra.

In New York, Pathe Records have also released a new series of songs, including "All Shook Up," "One Two Three," and "I'll Be Seeing You." The series will be issued on the RCA Victor label.

In London, Decca Records have announced that they will make a new series of songs, including "All Shook Up," "One Two Three," and "I'll Be Seeing You." The series will be issued on the RCA Victor label.

FRANCE

Labels Beating Bushes for Acts

By EDWARD ADAMS
92 quai de Maine, Paris, France


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HUNGARY

Film Prize Boosts Songs

By PAUL GYONGYI

Surprise for Hungarian film industry is the big success of the film "The Red Balloon" and "The Great Balloon" at the Argentine film festival in Mar del Plata. The films, directed by the famous Grand Prix, the Critics Prize and the Southeastern European Magazine Prize. Two songs in the film "The Red Balloon" and "The Great Balloon" written and sung by Budapest National Theater actor Zoltan Maklay, who is now a member of the Hungarian government. The music was written by the composer and professor at the Budapest Music Academy. The film, which was shown in its Budapest premiere, has been leased for theater showings in many Western countries, including Great Britain.
EMI RECORDS AND ARTISTS WIN 12 NATIONAL RECORD AWARDS
PRESENTED BY THE RECORD RETAILERS OF GREAT BRITAIN

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EMI E.M.I. RECORDS LTD., E.M.I. HOUSE, 20 MANCHESTER SQUARE, LONDON W.1., ENGLAND
FINLAND ... Harry Aaltonen

In addition to his extensive background in music business, Mr. Aaltonen also holds a degree in business administration with such positions as general manager of an music store, publisher of a daily newspaper, an owner of a radio station, Mr. Aaltonen is also a published composer and arranger.

GERMANY ... Omer Anderson

Based in Europe since 1962, Mr. Anderson has worked as a reporter for The Los Angeles Times and for The New York Times. He is now a columnist for a major U.S. newspaper op-ed and radio broadcasting company.

FRANCE ... Edouard Adams

A prolific radio personality, Mr. Adams is well known for his interviews with international recording stars. He is also a frequent contributor to Billboard.

SWEDEN ... Henry Fox

Mr. Fox is the editor and publisher of a major daily newspaper. He is also a skilled radio personality and music critic.

JAPAN ... Fukumichi

A graduate of Kurosawa's Rokke University, Mr. Fukumichi has been associated with Nippon Columbia for the past 25 years and has been involved in numerous record albums throughout the Pacific Rim.

NEW ZEALAND ... Frederick Gubblo

Mr. Gubblo has been in the music business since 1955. He has been involved in the production of numerous record albums in New Zealand and has been a key figure in the development of the country's music industry.

HUNGARY ... Paul Gyorgy

Mr. Gyorgy has been the creative director of several Hungarian television and radio programs. He is also a frequent contributor to Billboard.

AUSTRALIA ... George Hilder

Mr. Hilder is the editor of the Australian Music Industry Journal. He is also a frequent contributor to Billboard.

GERMANY ... Janny Jungermann

Mr. Jungermann has been the editor of the German edition of Billboard for the past 15 years. He is also a frequent contributor to Billboard.

SOUTH AFRICA ... Harry Klein

Mr. Klein is the editor of a major daily newspaper in South Africa. He is also a frequent contributor to Billboard.

IRELAND ... Ken Stewart

Mr. Stewart is the editor of a major daily newspaper in Ireland. He is also a frequent contributor to Billboard.

HONG KONG ... Carl Myatt

Mr. Myatt is the editor of a major daily newspaper in Hong Kong. He is also a frequent contributor to Billboard.

BRAZIL ... Mauricio Quadro

Mr. Quadro is the editor of the Brazilian edition of Billboard. He is also a frequent contributor to Billboard.

ISRAEL ... Azaria Rappaport

Mr. Rappaport is the editor of a major daily newspaper in Israel. He is also a frequent contributor to Billboard.

PERU ... Hector Rosca

Mr. Rosca is the editor of a major daily newspaper in Peru. He is also a frequent contributor to Billboard.

ENGLAND ... Arthur Russell

Mr. Russell is the editor of a major daily newspaper in England. He is also a frequent contributor to Billboard.

BELGIUM ... Jan Torfs

Mr. Torfs is the editor of a major daily newspaper in Belgium. He is also a frequent contributor to Billboard.

PHILIPPINES ... Luis Ma. Trinidad

Mr. Trinidad is the editor of a major daily newspaper in the Philippines. He is also a frequent contributor to Billboard.

POLAND ... Roman Waszkow

Mr. Waszkow is the editor of a major daily newspaper in Poland. He is also a frequent contributor to Billboard.

These journalists, along with a score of others, are now gathering vital statistics and information in every corner of the globe for Billboard's major international reference annual...

The 1963-1964 INTERNATIONAL MUSIC INDUSTRY BUYERS' GUIDE And Market Data Report

Date of Publication: August 3, 1963
"FIRST FAMILY"

A personal introduction to just a few of the men and women who form Billboard's vast, global network of operations... knowledgeable, authoritative journalists supplying you this week and every week with vital, on-the-spot industry news and analysis.

The quality of effort on the part of Billboard's world-wide editorial contributors, past and present, is that element which made and has kept Billboard the music industry's leading trade publication since 1894.
great musical success, "Kiss Me Kate." Teen-agers have several surprises coming in the pop music. Outstanding guests will be here. Among them the singing star Ines Taddeli and Rococo Gravata (composer of the big Italian hit "Marina") and Vico Torriani, who will sing in five evenings in Budapest Sports Stadium.

Sladkov Richter, the famous Russian pianist, will hold his only concert on April 29. The concert is already sold out.

Alma Cogan A Smasher

By AZARIA RAPPORT

73 Ashley Street, Tel Aviv

Alma Cogan (HMV) arrived for personal appearances at the Tel Aviv Sheraton and had the audience cheering. Miss Cogan, accompanied by her regular pianist-stranger, learned a couple of new Israeli songs and included them in her opening night pro-

gram. Among her songs, Miss Cogan included an ancient local children's song, "Zoom Zoom," which few knew, and a regular commercial about Golden Oranges.

Another performer from Europe in Tel Aviv is French singer Flav Colombo (Vogue), appearing at the Tel Aviv Adria. Miss Colombo, also hoped to ap-

pear on Swedish TV May 12 is already negotiating a postponement to enable her to prolong her stay in Tel Aviv.

ITALY

Anepea Dies, But Festival Goes On

By SAMI STEINMAN

Piazza S. Asevelo, Rome

Giuseppe Anepea, 62, known as the father of Naples Music Festival, died March 27. Mean-

while, the 11th festival will take a new shape. While the audience will be present in the Overseas Theater singers will give voice to songs from various Nea-

politan locales, including the is-

lands of Capri, Ischia and Prov-

ciola, and the mainland resorts of Sorrento, Amalfi, Ravello and Positano. There will be 24 song entries during the June 14-16 period.

Anepea has brought out Jean

Luk whose songs won top hon-

ors at the recent Warsaw Festi-

val of Italian Songs... Two violinists are receiving top at-

tention in concert and disks in Italy. Salvatore Accardo while V-C P has David Oistrakh, who is playing a dozen concerts in five cities of the peninsula. ... Citta is plan-

ning a few releases. A new label is Jaguar with which Renato Vassaru has launched Ricki Glance. ... Los Motes was in Milan for TV as a follow-

up to the success here of "Pappino, the Italian Horse." May 9 is the date the Milan critics will give out the gramophone disk awards. The final running has been narrowed down to some 20 recordings.

On occasion of Giuseppe Verdi's 150th birthday, an Ex-

position of Music will take place in Monza's Villa Reale June 16-

30. Special events will include a stereo and hi-fi prize, a children's song competition and various concerts of all types of music. ... Monthly "TuttiMusica" has now begun to come out as a weekly.

PLANT GROWS

Stereo Fruit

By J. FUKUNISHI

108 Kakimotokita, Meguroku, Tokyo

Expecting a stereo boom in the coming Christmas season, Nippon Victor is constructing its second stereo phonograph plant. Victor held land-break-

ceremonies at the site in Yokohama City April 8. The plant is three-

storyed and is to be completed in September. By combining the two plants in Yokohama and Yamakita, Victor estimates to turn out approximately $35 mil-

lion worth stereo phonographs every month thereafter.

Nippon Columbia finalized an agreement with Glund-Hamp Records, U. S. A., and is relea-

sing its first album "Hampton and Bosca News," under the logo of Columbia International to commemorate Lionel Hamp-

tons visit. Recordings are being made in Japan. ... E. Innisley, new-

ly appointed Stet label manager of EMI (Hong Kong, Ltd., Vis-

ited Kyoto and Seoul accompanied by his two assistants in early April. ... JASRAC (Japa-

nese Society of Rights of Au-

thors and Composers) concluded a contract with Czechoslovakian counterpart, OSA, granting reciprocal collections of perfor-

mance royalties.

President Iwate arrived April 8 with her combo, and her first performance was given at packed Sankai Concert Hall April 13 assisted by Ellis Byrham and Tokyo Panch-sa. She also appeared on a video-taped program on Channel 4, Tokyo Television. ... Los Quatro Hermanos Silva are due June 13 for a three-week concert tour under the sponsor-

ship of Nippon Victor. ... Mon-
cow State Chorus (77 members) is now in Japan. . . . At Alberts, new general manager, Anshul Conta, is now in charge. . . . The New York Operatic Society has acquired the original disk of "Singel og band" by the Salhus-Chinetti Orchestra, as an autograph group consisting of industrial workers in the age between 37 and 59. The group, originally an old folk tune, was rewritten for their leader, 50-year-old Oswald Holm Johnsen. The group gets its name, Olikubalo, by combining the first two letters in each member's first name. The quintette, unknown until this record was released, has already entered the Norwegian charts. Another version of the song is already the top hit in the Franzinorkeftet. This recording is issued by Egle Mont Iverson on the Trola label (Ambo 7). The Fonogram A/S has its rendition on Philips.

Threat of strikes and lockouts has forced the management of gramophone records, according to John Johnson, sales manager of Norsk A/S, the dis- trict that represents RCA and Telefunken in Norway. Spring is usually a quiet time, but it is exceptionally still this year. Records will be particularly damaged by the labor trouble.

Negro. Quintette Olkabilamo, "Singel acquires and market." Marty and Lon- dden (Odeon, formerly called his "resort" Socrates), opened his home in Mexico City in April for the 100th anniversary of the birth of his songs, "Jun'Gala," by Emilio Roldan, "West Side Story," song, "Maria," became No. 1 on Discografía's chart. Andy Williams' CBS record is the winning version. The songs of "West Side Story" have also been waxed by Salvador Roc- milla for the Ediphone label in Barcelona sung in "catzela," the language spoken in Barcelona and the Provinces.

Starting the first of May RCA will release Victoria, the Golden Guinea series of Pyn, Vitt, Cam- den and all its classic repertoire on LP's priced at 175 pesetas. Regularly the price of an LP in Spain is 260 pesetas.

Another Allan Jones EP is already on the market (Fontopoli). . . Argentinian Luis Aguile will debut next month in Barcelona. . . Caudy Peloto, the Brazilian singer (of poeta Iloro), will also appear in Spain after several weeks in Peru and Argentina. . . Walenstein, from Mexico, ar- rived here to prepare the En- rique Guzman tour.

RCA in Argentina, arrived in Spain as Orion and Filmmore's representative. The labels, headed quartered in Buenos Aires, are sub-distributors of Editorial Con- stancio. Francis F. Alban, its general manager, Wilson seeks European connections for the new Argentinian company.

After running several weeks in this country, the "West Side Story" song, "Maria," became No. 1 on Discografía's chart. Andy Williams' CBS record is the winning version. The songs of "West Side Story" have also been waxed by Salvador Roc- milla for the Ediphone label in Barcelona sung in "catzela," the language spoken in Barcelona and the Provinces.

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PHILADELPHIA

HAROLD L. BILINSKI, attorney, filed a petition for certificates of incorporation for Olympia Records, Inc., and a Newmark Music Company. Al Rosenthal, of Chips Distribution, reports "Little Latin Lupe Lu," by the Righteous Brothers on Vee Jay as the bell-ringer.... Imperial Records has inked the Combo Kings, local nitty gritty combo.... What deep Jay Lloyd Fatman cut "Ain't No Big Thing" on the local Newton label.... Ted Kellem, local Columbia rep, reports sales strength here for George Young's "Gold and Salsa Telephone" album, pr. PublicDon Ross presents Johnny Mathis to the Academy of Music for a May 10 concert.... Gunter Hauer, now handling promotion for Jamie-Gayden, centers his promotional effort on "Saturday Night," by the Sherrys.

Talent agent and maestro Abe Neff set for the summer at Bushville Country Villa in the Poconos Mountains, Bushkill, Pa., with Al Small taking over the resort hotel's music-making chores.... Bassist John Thomas has reorganized his old group and goes into Sciotta's at Pennsacola Cir.... Lord Jim (Ferguson), long-time manager of Bill Haley and the Comets, returns to the WFL, as near by Wilmington, Del., Bobby Borda and his group, in from Las Vegas and Montreal, locate at the Erton Lounge.

MAURICE OREDENKER

ARGENTINA

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- Duran (Italy)
- Supraphon (Czechoslovakia) and NOW!
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Boos Aires, Argentina

ENGLAND

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Most records are handled in this part of the world. 
Not even your great-uncle got a fair treatment only from the firm that corresponds with you. We handle at least ten or twenty others.
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and the most important for you—is here!

IT’S BILLBOARD’S
1963-64 INTERNATIONAL MUSIC INDUSTRY

Buyer's Guide
& Market Data Report

Coming August 3

No other publication, anywhere, anytime, has matched the year-round, industry-wide use of this publication. It can enlarge your business, increase your profits and enhance your prestige. It works a full year for you.

Marcel Rodd, Managing Director, Saga Records, London, England, says:

"Within a month after your Buyer's Guide was issued, we had enquiries from points as far apart as Tokyo, Bombay and Cyprus, not to mention the steady flow from New York and Los Angeles. It has given us a lot of extra volume and contacts which we could never have won for ourselves, if only because of the fantastic distances involved. Billboard takes us everywhere for a nominal outlay."

Jerry Simon, Record Promotions, New York, N. Y., says:

"I was fortunate to have placed an advertisement in your Annual Buyer's Guide, because the next day I acquired a client that more than paid for the insert. The response from outlying areas, as well as major markets, has been coming in daily. I had no idea your coverage was so extensive. As far as I am concerned, your magazine certainly delivers for its advertisers."

If you're in the music industry, or sell to the music industry, Billboard's International Buyer's Guide will deliver your advertising message to more people than any other publication. The reason is simple. The Buyer's Guide will be distributed with the August 3, 1963, issue of Billboard. More people buy and read Billboard than any other music trade publication. That's why your coverage is greater and your cost is less.

Advertising deadline is JUNE 20.
Material received earlier receives preferential treatment.

BETTER RESERVE YOUR SPACE NOW!

Use this reply form to indicate your advertising interest

Prepare an advertising suggestion for me, size checked at right. I understand this does not obligate me to advertise unless I approve the suggestion

Tell me more about your Buyer's Guide

Complete and return this form today to: BUYER’S GUIDE • BILLBOARD • 1564 Broadway, New York 36, N. Y.
HONOR ROLL OF HITS

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

This Week Last Week Time Composer-Publisher

1 I WILL FOLLOW HIM 1 By Altona Glendole-Stone-Roma-Published by Leeds (ASCAP) 6
2 PUFF THE MAGIC DRAGON 2 By Yarrow-Lipton-Published by Pepmar (BMI) 7
3 PIPELINE 3 By Spickard-Carman-Published by Downey (BMI) 6
4 IF YOU WANNA BE HAPPY 4 By Guila-Rayopoly-Published by Rockman (BMI) 3
5 CAN'T GET USED TO LOSING YOU 5 By Ponnei-Sumai-Published by Brenner (BMI) 7
6 HE'S SO FINE 6 By Mau-Published by Bright Tunes (BMI) 10
7 FOOLISH LITTLE GIRL 7 By Miller-Greenfield-Published by Adlen (BMI) 4
8 REVEREND MR. BLACK 8 By Wheeler-Perry-Published by Quarter-Battrefield (BMI) 3
9 SURFIN' U.S.A. 9 By Wilson-Published by Arc (BMI) 8
10 BABY WORKOUT 10 By Wilson-Tucker-Published by Mermentac (BMI) 5
11 ON BROADWAY 11 By Wel-Mann-Letter-Stiles-Published by Adlen (BMI) 19
12 LOSING YOU 12 By Renard-Sipam-Published by BNP (ASCAP) 3
13 MECCA 13 By Nader-Glork-Jr.-Published by Janet (BMI) 4
14 CHARM 14 By Greerfield-Miller-Published by Adlen (BMI) 4
15 DON'T SAY NOTHIN' BAD ABOUT MY BABY 15 By King-Goff-Published by Adlen (BMI) 7
16 WATERMELON MAN 16 By King-Goff-Published by Adlen (BMI) 4
17 TAKE THESE CHAINS FROM MY HEART 17 By King-Goff-Published by Adlen (BMI) 3
18 HOT PANTSAM 18 By Runiter-Published by Sheerer-Poe (BMI) 2
19 TWO FACES HAVE I 19 By Rewsbach-Published by Painted Deer-RTD (BMI) 8
20 YOUNG LOVERS 20 By Rewsbach-Published by Painted Deer-RTD (BMI) 8
21 DAYS OF WINE AND ROSES 21 By Rewsbach-Published by Painted Deer-RTD (BMI) 8
22 TOM CAT 22 By Taylor-Crashing-Grance-Published by Remson (BMI) 3
23 KILLER JOE 23 By Ranieri-Byrom-Published by Mellin-White Castle (BMI) 1
24 LITTLE BAND OF GOLD 24 By Ranieri-Byrom-Published by Mellin-White Castle (BMI) 1
25 I LOVE YOU BECAUSE 25 By Ranieri-Byrom-Published by Mellin-White Castle (BMI) 1
26 ANOTHER SATURDAY NIGHT 26 By Kirk-Nelson-Published by Rahe (BMI) 5
27 YOUNG AND IN LOVE 27 By St. John-Published by Ogle (ASCAP) 5
28 THIS LITTLE GIRL 28 By Goldfinch-Published by Aziza (BMI) 3
29 STILL 29 By Anderson-Published by Mose Rose (BMI) 1
30 AIN'T THAT A SHAME 30 By Anderson-Published by Mose Rose (BMI) 1

RECORDINGS AVAILABLE
(First Selling Record Listed is Bold Face)

1. I WILL FOLLOW HIM-Paula Clark, Laurie 1515; Rosamond Channing, Capitol 2021; Rowland Carter, CGD 2003; Georgie Gillette, King 3500; Rosamond Channing, Capitol 2021; Cypress, 4000; Skip 517; Little Peggy Mark, RCA Victor 309; President, Capitol 4916; Clifford Smith, World Pacific 521; Joe Serretti, Venus 5008.
2. PUFF THE MAGIC DRAGON-Pete, Petie, & Mary, Warner Bros. 5046.
3. HE'S SO FINE-Chillers, Laurie 2512.
4. FOOLISH LITTLE GIRL-Shelbels, Sonor 1248.
5. REVEREND MR. BLACK-Kappas Tolu, Capitol 4911.
6. SURFIN' U.S.A.-Beach Boys, Capitol 4522.
7. BABY WORKOUT-Jackie Wilson, Brunswick 52120.
8. ON BROADWAY-Dillen, Atlantic 3116.
9. LOSING YOU-Don Costa, Columbia 47178; Brenda Lee, Decca 46422.
10. MECCA-Gene Pitney, Mercury 51219.
11. CHARM-Booie Yoo, Liberty 52525.
12. DON'T SAY NOTHIN' BAD-Abie Arthur, Imperial 1061.
13. WATERMELON MAN-Xavier Capi, Mercury 72130; Herbie Hancock, Blue Note 1435; Mongo Santamaria, Battle 45959.
14. TAKE THESE CHAINS FROM MY HEART-Mrs. Millie, MGM 45909.
15. HOT PANTSAM-Dion, Decca 46572.
16. LITTLE BAND OF GOLD-James Glennoth, Jay 514.
18. ANOTHER SATURDAY NIGHT-Sam Cooke, RCA Victor 49681.
19. YOUNG AND IN LOVE-Dean & the Delphines, Roulette 4616.
20. THIS LITTLE GIRL-Don Costa, Columbia 47178; Brenda Lee, Decca 46422.
21. STILL-Emile Anderson, Decca 30498; LaVern Baker, Atlantic 1108.
22. AIN'T THAT A SHAME-Paul Boeser, Dot 16028; Fats Domino, Imperial 558; Hank Williams, Acme 1109.
23. TOP BAND-Steve Cherin, Jay 512.

St. Paul Firm Buys Hollyw'd Indie Studio

HOLLYWOOD—Radio Recorders, the oldest independent recording studio here, was sold last week to the EMC Corporation of St. Paul, EMC, an 11-year-old firm on the Minnesota Stock Exchange, is engaged in the production of educational and foreign language tapes sold to schools by the leading textbook publishers. In addition to tapes, the firm also produces training films for schools and industry.

According to Morris Halpern, president of EMC, the purchase included Radio Recorders, Cong- way Recorders, Radio Recorders Equipment Company, MP-TV Services, and Universal Recorders of California, all located here. Purchase price, Halpern said, was for "more than $650,000" cash and stock, half cash and half stock. Former owner of RR was Martin Hersh.

The facilities will now become the Universal and Radio Recorders divisions of the EMC Corporation. Halpern, who here-tofore headed his brother's corporation in St. Paul, is moving to the Coast, where he will personally run the newly acquired facilities. Hal- pern said production of the au- dio visual product also will be started here, utilizing RR's facili- ties, to run concurrent with production continuing at EMC's St. Paul headquarters.

Plainview Music Moves Into Nashville

NASHVILLE—Plainview Music of New York City has opened branch operations here, Jimmy Dean, president, announced last week.

Joy Rainwater, vice-president and general manager, will be in charge of the Nashville branch with temporary offices at 2108 Hayes Street, Nashville. The New York address is 119 W. 57th Street.

Rainwater said he will an- nounce an expanded management contract agreements with sev- eral artists soon.
Air Newsmen Ask Equal Access

NEW YORK — Though the approach is varied, the end to be accomplished is the same — equal access for radio and TV to public hearings, court proceedings and legislative sessions.

Several of New York's top broadcast newsmen, at the seemingly arbitrary decision, attempted to phone in for the hearings. When they were prevented from entering, they sought admission through the windows.

When city officials turned down the request of WINS to conduct the hearings out of the public, the station sent news reporter Jim Gordon who entered the building to secure a pocket-sized tape recorder. The focus resulting was dutifully recorded by microphones held up to the transom.

It is contended by the producers that the record is an important public document and is worth updating.

Another funny bit this week: The local prom man was here one morning — left his record — gave me his sales talk — and really pitched on record. That afternoon I attended the New York prom man, who gave me a pitch on the record. While these two were talking, I received two long distance calls — both about the same record. What can my attitude be? I wanted to break the damned thing in little pieces.

"I AM UNREASONABLE! Do people have a right to consume my time with no respect?" But I find I'm getting more and more. But can't I have some-thing?"

"Another thing I can't tolerate is the guy on the phone, sometimes, talking for hours. If you want to talk, why not go to the weather forecast for his city, and how's the weather where I am? How's my family? What's new? Five minutes of conversation before he gets to the record. If I play a record I've already been hyped on and don't like anyway."

"Where does it end? Am I a stinker if I refuse phone calls and deny a request?" But I can't do it, I have to pitch these records. I guess all this activity should make me feel important — but I'd feel better if they let me have time to listen to the product and get my work done."

"I know of only one national prom man who has sense. He has told his regional man to lay off and put his efforts in an area where they are needed. He has the happy faculty of writing just when you want information. He can look at sales figures from this area and tell if I'm missing the boat and act accordingly."

"THANKS TO OUR CORRESPONDENT for an illuminating insight into the problems of coping with record promotion pressures. I hope that record people who are pushing too hard will find wisdom and guidance in these comments."

**HEY, MAN, Z-Z-Z-Z-Z-I-P!**

SAN DIEGO Calif — An addition of the versatility and flexibility of FM, KFMX-FM stereo recently broadcast in stereo the Del Mar sports car races.

The stereo broadcasts of sports car races have been done in the past, this was the first time that such a broadcast was in FM multiplex stereo in this country, according to KFMX General Manager Roy K. Donovan.

The microphones were placed at crucial points along the course, giving the listeners a 3-D impression of the effect of the drivers coming from one speaker to the other through the room (without the hazard of oil slick on the carpet).

In the case of stereo remote pickups planned by the San Diego outlet, KFMX is preparing a similar stereo of speed boat races on Mission Bay and the bull fights in Tijuana.

Hootenannies Catching the Phone

NEW YORK — Hootenannies are happening! Reports of the dozens are coming in from radio stations that have adopted the folk-sing-along as a part of their programming.

One of the first to lead the way was Mitch Michels of WABC-FM, New York, who scheduled "Hootenanny Hits" as a regular part of his show as well as throughout the day.

Among the 50 stations hootin’ it up across the dial is WNAC, Boston, which has added a music show every Saturday afternoon entitled "Sunday Afternoon, Your Weekend Hootenanny." Jim Diron, host of the hand-clap programming, is a blend of folk, country, gospel and western music.

At WRFL, WABC's music director, includes such artists as Lester Flatt, Pete Seeger, Earl Scruggs, Peter, Paul and Mary; the Kingston Trio, the Limeliters, Theodore Bikel, Eddy Arnold, et al., in the program. Diron has been interviewing as many of these performers as possible so they may make the Boston scene.

Hootenannies featuring the acts of such artists as "Good Guys Sing Golli" — wearing WMCA's gold and black sweatshirts — J., Joni Specter, Randy Daniel, Joe O'Brien and Frank Stickle. WMCA is the only station broadcasting two days a week from Freedomland (Saturday 7-11 p.m. and Sunday noon-6 p.m.).

Parnes Heads IPG

NEW YORK — Sid Parnes, who will be conducting releasing operation to be known as IPG — Independent Production Group, has just signed independent record producers on either an exclusive or non-exclusive basis to work with them on production, promotion, sales and finance matters.

SING-ALONG WITH "B. MITCH"— More than 60,000 fans turned out to cheer Freedomland's season return in New York, and proved once again that everybody loves a parade — especially a parade of antique autos. At the wheel is WMCA's B. Mitch Russengo, who was putting on a parade for his "Goochies" — doing WMCA's gold and black sweatshirts. Joe O'Brien, Frank Stickle.

The latest addition to the 5,000-watt WTRX is Tony King, GM, Pat Flinn, MD, to take over the 6 to 10 p.m. slot. The current lineup is: "Clyde Carr,""Jim Ross the Commentator,""Bob Leggett,""Mercurius" (10 p.m.-midnight) and Al Blake till dawn.

Moving to 10,000-watt LINE WFLA-Tampa-St. Petersburg has recently changed its format which includes the addition of the syndicated Dick Clark hit show. However, other leaders from Tampa area high schools, junior high schools and colleges the "student" got the 10-second promos for their school and the new Clark station.

WFLA introduced the whys and wherefores of its change through specially produced five-minute films aired a local TV output.

The only air personnel change is the move of Dan Johnson to the chief of promotions. Johnson has been added to the news department from WBRO and Jerry Good has taken over the promotion chores for the 10-year-old.

In the Far West KDBR, Denver, has launched a new format they call "The Metropolitian Sound." The station is now trying to get in favor of a format based on soft pop singles from Billboard's "Hot 100"—plus heavy emphasis on album selections.

The 10,000-wattier has increased its news depth with the addition of "Central News" at "53." and "Bannerman News" at 30.

KDBR's lineup includes Mike Taylor, Jack Diamond, Ted Atkinson, Roy Gunderson, Don Fortune, Johnny Williams and Lee Kendall.

Bill Patrick, program director WEEI, Reattleseter-Albany, N. Y., reports that the format change instituted in late February (the outlet switched to a selected Top 40 format) has brought in a "big band sound" and has resulted in large rating increases for them.

The "middle-of-the-road" outlet has also instituted the "Albany Better Music Survey Sheet" consisting of the "Top 10" albums based on requests received at WEEI, plus the local hits in the area.

Suffers are Bob Nash, Bill Draper, Steve Young and Peter Cushing.

Perhaps one of the most sweeping recent changes in local radio has taken place at WJAC, Johnstown, Pa.

The station has moved from 1450 AM with an increase in power from 250 to 10,000 watts.

Programming the pop station are Frank Dell, Mike Croft, Tom Duren and Ron Lorence.
VOX JOX

By Gil Faggen

CONTESTS AND PROMOTIONS: Stations all around the country are going "All About You" this month. Don't forget to check your local station. For example, WILS, Chicago, is offering prizes to listeners who can help identify music on the station.

Get Yourself a HIGH FIDELITY TREASURY

Imagine getting this handbook of 31 observing, institutional contests that can bring you money up to $3,500, plus a well-known expert, each has appeared in High Fidelity, or its sister publications. Each entry on the list has three qualifications in mind:

1. Is it pertinent today?
2. Will it help the reader understand the principles of reproduction, in- cluding stereo?
3. Will it help the reader plan a high-fidelity setup that he will not need at a price increase in your budget?

This new, illustrated paperback book, which you can buy for $9.95 in 20,000 bookstores, will stimulate and inform anyone who has ever thought about owning a "rig" of his own. It covers many phases of interest from recording through listening. As an idea-planter's问世, this is a must have for all!

If audio pops up your interest—fill in and mail the coupons below at your earliest convenience.

The ABC of Stereo
The ABC of Stereo for the Man Who Has Stereo Needs
The ABC of Stereo Recording Today
The ABC of Stereo, Volume II
The ABC of Stereo, Volume III
The ABC of Stereo: The High-End
The ABC of Stereo: The Unread Coast

—many more

World's Fair, a popular radio show, has been on the air for several years. The ABC of Stereo is a must for all audiophiles.

Sub Disaster Puts Station On Its Mettle

PORTSMOUTH, N.H.—The striking of the submarine U.S.S. Thresher has hit area radio station WHEB into national prominence.

The station's bold move, outlet, also covered the tragic striking of the U.S.S. Squalus in 1939, became the communication field focal point in feeding stories through out the country.

The Norman Knight management made direct radio reports to WRI, the Voice of America and approximately 35 other radio stations around the country.

From the time the word was first flashed that the Thresher was down, WHEB staffers Tom Newby, Shuman Noel, CBS, Don Taylor, Howie Promer and program director Howie Leonard continued to feed the radio stations.

As the number of disasters increased, so did the reports.

WIN'S Starts Work On Documentary

NEW YORK—Three WINS staffers accompanied the crew of the U.S.S. submarine Cor se, which on April 10 began a trans- ocean cruise off New York to pre pare a script for the submarine.

Don Luzif, WINS executive producer, producer-director, Become and engineer Carl Infusino will explore the implications of the Thresher disaster with Lt. Cmdr. Stephen J. O'Leary, the commanding officer.

The team will record the many aspects of operation at sea and will culminate in a special broadcast on April 19, on "Program FM" in observance of Armed Forces Day, for the 63rd anniversary of the submarine service.

YESTERDAY'S HITS

Choose-of-programming from your supermarket, featuring the disks that were the hottest in the land five years ago and ten years ago this week. How's theirs ranked in the Billboard's chart of that time?

THE NEWEST voice on Philadelphia radio is that of Jack Casey, a popular feature who has been on the air for some time. It is on the air in the afternoon hours on WPEN formerly known as "The Big Time." Jack Casey is a popular feature who has a long list of impressive accomplishments behind him. The Casey voice was featured on WPEN's morning show, ABC Radio's coast-to- coast "Jack's Place," and was a popular program, "Jack's Place," and was a popular program. According to WPEN's TV coverage is emcees, "Bride and Groom"—CBS-TV—and "Sa- turday and Wednesday Night Fights"—ABC-TV.

MIDDLE-ROAD SINGLES

This Last Week Week

From this Week's Hit 100

Weeks on Hit 100

TIPS: From the NEW LIGHTSPOT LP's

These are the tracks selected for disk jockey use for the week and our special "Next LP Spotlight".

BEST TRACKS FROM THE NEW

Lights LP's

For your selection of the LP's of the week and our special "Next LP Spotlight".

REVIEWING THE PLAYERS' COUNTRY

Classical LP's: "Born to Lose"—Nelson, "The Rough and Tumble"—Promer, "Dust from My Hat"—Gregson, "Take These Whole LP's From Me, Dr."—Gregson, "I Love You, Dear"—Gregson, "The End of the World"—Gregson, "RCA Victor 1206"—Gregson, "The Good Life, Tony Bennett"—Gregson, "I'm Saying I Love You, Sarah Davis, RCA Victor 8116"—Gregson, "Call Me Irresponsible"—Fran Sinatra, Reprise 29156.1

MAY 11, 1965

48 BILLBOARD

READY-TO-GO PROGRAMMING

Program directors and disk jockeys will find this material a ready source from which to build weekly programming periods. All that's needed are the disks from the station's record library.

MIDDLE-ROAD SINGLES

Best 8000 Hits

Be sure to have in your possession, the disks that were the hottest in the land five years ago and ten years ago this week. How's theirs ranked in the Billboard's chart of that time?

YESTERDAY'S HITS

Choose-of-programming from your supermarket, featuring the disks that were the hottest in the land five years ago and ten years ago this week. How's theirs ranked in the Billboard's chart of that time?

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Joint Ads on Price May Not Be Legal

NEW YORK—Co-operative advertising undertaken by dealer groups may be illegal, according to a recent decision by the Federal Trade Commission. In a four to one decision the full Commission ruled that ads which mention price constitute a violation of the antitrust laws.

The ruling was handed down as a result of a request by the National Association of Retail Dealers in other retail groups for a clarification of possible antitrust aspects of the practice.

However, price traders see a direct connection with such practices undertaken from time to time by groups of local record dealers.

Dealer arguments have run that pooling of advertising funds is necessary in order to match the advertising resources of larger retailers and chains. The majority decision held that joint ads involving price constitute a violation of the antitrust laws.

"Obviously," he added, "a joint advertisement which does not quote selling prices would be a waste of money.

(Continued on page 50)

NAME DUARTE SALES HEAD AT BEL CANTO

COLUMBUS, Ohio—George Duarte, formerly export manager for Bell Sound and Bel Canto, has been named national sales manager for Bel Canto, according to Ken Bishop, division general manager. Duarte joined the firm in 1959 to organize the export sales wing and since then has called on distributors and dealers throughout Europe and Latin America. His appointment is part of a general re-arrangement and strengthening of sales effort by the three divisions of Thompson Ramo Woolridge, Bishop said.

PERSONAL TOUCH

Sales Soar as Letters Go Out

DENVER—The daily newspaper, a pair of scissors and plain white envelopes are tools which help sell many tape recorders each year at Ed Marling's Topeka, Kan.

Each morning Fred Coats, of the Marling's store, goes through the Topeka newspaper, complimenting a Topikan on a promotion, an anniversary, an outstanding new product or with some other good news.

Each clipping is then rubber-stamped into a small white art folder, bearing a words "Congratulations." Then using the plain white envelope as described, the clipping is mailed out to the person mentioned, bearing a salesman's picture, and an invitation to stop by the store at any time.

Mailing anywhere from 15 to 20 letters to his customers every day, Marling's has created a tremendous amount of attention to itself, and can depend upon the person involved dropping around to see what is going on. In many cases, the customer would like an extra clipping or two of whatever item has been published, Marling's also saves them and regales over.

Sales in every department at the Marling's store have climbed steadily while the clipping program went into effect. It has been surprising how many people come in who had never noticed the item which was the clipping.

(Continued on page 34)

Equipment Newsletter

BY DAVID LARCHERBUCHE

"MUSIC AND RECORD STORES are strong ground covering the latest record mailings," says Mr. in the phonograph industry. "I am president of Symphonic Electronic Corporation—and I have some strong points opinions why this situation exists. According to in my opinion, says that it is, to that many stores, the most important number. Nobody has disputed his claim that Symphonic is America's largest manufacturer of phonographs.

Last year, based on industry statistics, Zimmer figures Symphonic sold nearly 20 per cent—19.6 per cent to be exact—all American portable phonographs, and a somewhat smaller percentage of total phonograph consoles. Symphonic makes phonographs for sale only under the imprints of a wide variety of well known labels— including many merchandised heavily through phonograph record stores.

Why are record dealers looking out on phonograph business? Mainly, says Zimmer, "because too many of them look upon it as a seasonal business and they skip the first part of the year almost completely and concentrate on the last third of the year."

"Actually, 35 to 40 per cent of the phonograph business is done in the first half," he points out, "but this is the part of the year that many record dealers regard it as non-existent, except to clean out inventory."

MISSING THIS 35 to 40 per cent of the business is only part of the problem. "Alert department stores," Zimmer adds, "gain phonograph business in the first half of the year at the expense of record dealers."

There are many advantages of seeking equipment business actively during the first six months, he says. "Many dealers do a substantial percentage of their business during the first half, because so few of their competitors are showing any interest. By the same token, there's far less price competition in the first half because the sharpies and phonographs regard this as the fall business, too."

Another reason to make equipment a year-around business is that the higher-end goods traditionally sell better during the first half, partly because lower-the-line goods are sold out by then. The dealer who pushed phonographs all year will get a greater percentage of second-half business because of repeat and recommendations.

How can dealers make phonographs a year-round business? "Display and promote all year with the same enthusiasm as you do in the first half. There is a greater chance that these people you are looking out for will have been looking out during the first six months of the year." Zimmer feels that the average record dealer is missing 30 per cent of the potential in phonographs by neglecting the record business, and he gives this advice: "If you have the space and financing, put a few phonographs on the display floor. If you can't, at least have a few portable phonographs visible through the window year round. Upgrade your product level, and remember, people buy more expensive phonographs in the beginning of the year.

THE SYMPHONIC PRESIDENT is optimistic about the future of phonograph sales. "The phonograph is becoming a household requirement. Nowadays children grow up on recorded music. They become phonograph users from the age of four or five. With the continued population growth, the outlook is very good."

This year's phonograph market is said to be one of Symphonic's best. "Our advance is tremendous," Zimmer related. "Our forecasts are 15 per cent ahead of last year. By the middle of February, we are going to be 15 per cent ahead of 1962, which was a year of substantial growth."

Many phonograph labels, he says, started new lines earlier this year—under the assumption that tape recorders will replace the phonograph. "Now, however, the problem is less severe. Sales are leveling off and many people are re-evaluating the phonograph. We can now say that people have a positive and encouraging attitude on issues involving the survival of small business."

"Of course," he said, "a new type, twin-flip diamond needle to be available at about the same time. The needle is a twin-flip, diamond needle, which is 100 per cent more expensive to produce than the traditional stereo needle.

RECORDS HAVE ANNOUNCED a new type, twin-flip diamond needle to be available at about the same time. The needle is a twin-flip, diamond needle, which is 100 per cent more expensive to produce than the traditional stereo needle. The new needle has been designed to fit all types of record machines, and is claimed to be a 100 per cent improvement over the traditional stereo needle.

(Continued on page 34)
PHONOGRAPHS, RADIOS & TAPE RECORDERS

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

The selected price range of $81 and $100 for each brand is in the share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

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

New Dealer Products

Pegboard Display

Art Phyl Creations, Newark manufacturer of display and record racks, has introduced this new 32-square-foot pegboard display and unit that offers maximum flexibility for the small dealer or record department. A complete line of hooks and baskets is available, making it easy to utilize a unit all-in-one department which can feature both singles and albums as well as numerous points of sale disk accessories. Unit pictured (model FS-4) measures 50 by 16 by 80 inches, while a smaller companion unit, half as high, contains a 9 sq. ft. display area, is designated model FS-2.

New Amplifier

H. H. Scott has introduced the new Model 340B FM stereo tube amplifier. The new compact 42" x 17 1/2" x 20" measure of Scott's Model 350 FM stereo tuner and model 299 stereo amplifier is a smaller version of the firm's silver-plated circuitry, the same used by Bell Labs in one of the nation's most advanced recording facilities. Audiophile net price for the 340B is $399.95.

Talent on Tour

be seen on campuses in Gettysburg, Pa., and Elber City, Md. . . . Delta Reese at Free- land for the weekend. . . . Phyllis Diller is in for two weeks at the Holiday House, Pittsburgh, on May 6.

Blue Note Brings on Jazz Reserves

-Continued from page 16

saxist Charlie Rouse have both entered new areas of popularity with their new funk and fusion material. In addition, the label has signed up with Peter, Paul and Mary on a long-term contract with the late Ike Quebec who was entering a new era of popularity on a long-term basis.

Not to be lost in the mix is the new acquisition for Blue Note by Kenny Burrell, the young guitarist who was mentored by Grant Green. His current album is something of a departure in the Latin American oriented music.

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors that include offering a special price, or at special times. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story or advertisement promoting the special offer. Please consult these offers under the above columns.


MERCURY—Expires May 14, 1963, Started April 1, 1963. 10% off on all LP's with special free album offer on random purchase of Prestige albums. Contact local distributors for details.

NEW JAZZ—Expires May 31, 1963. Started April 1, 1963. 10% off per cent discount to all LP’s in catalog.

NEW JAZZ—Expires May 31, 1963. Started April 1, 1963. 10% per cent discount on catalog merchandise for duration of the period.

CADEMO—Expires June 26, 1963. Started May 1, 1963. One Cent Off All 33 1/3 R.P.M. LP's and 45's. Full 33 1/3 Paces. Offer runs only through April 30. At least one record LP's and 45's will be offered to each customer.

EPIC—Expiration indefinite. Started April 1, 1963. A 10% per cent discount on 11 new LP releases and 37 specified catalog LP's. 

CAPITOL—Expiration indefinite. Started April 1, 1963. Capital will offer 10 cent discount on all new LP releases. 

STARDAY—Expires May 31, 1963. On all 33 1/3 rpm albums Capitol and Blue Note Albums Sale. Get two for free on each 10 purchased under both sale plans.

N. O. Club Push

-Continued from page 16

Early instruments of such musical titans as Sidney Bechet, George Lewis, Baby Dodds, Irving Fazola, King Oliver and a multitude of others. In addition, telephones, called museum- phones, can be dislodged and used of specific New Orleans types can be heard. The N.O.I.C.E. is celebrating its 15th year this month.

Art Phyl Creations, Newark manufacturer of display and record racks, has introduced this new 32-square-foot pegboard display and unit that offers maximum flexibility for the small dealer or record department. A complete line of hooks and baskets is available, making it easy to utilize a unit all-in-one department which can feature both singles and albums as well as numerous points of sale disk accessories. Unit pictured (model FS-4) measures 50 by 16 by 80 inches, while a smaller companion unit, half as high, contains a 9 sq. ft. display area, is designated model FS-2.

New Amplifier

H. H. Scott has introduced the new Model 340B FM stereo tube amplifier. The new compact 42" x 17 1/2" x 20" measure of Scott's Model 350 FM stereo tuner and model 299 stereo amplifier is a smaller version of the firm's silver-plated circuitry, the same used by Bell Labs in one of the nation's most advanced recording facilities. Audiophile net price for the 340B is $399.95.

Talent on Tour

be seen on campuses in Gettysburg, Pa., and Elber City, Md. . . . Delta Reese at Free- land for the weekend. . . . Phyllis Diller is in for two weeks at the Holiday House, Pittsburgh, on May 6.

Blue Note Brings on Jazz Reserves

-Continued from page 16

saxist Charlie Rouse have both entered new areas of popularity with their new funk and fusion material. In addition, the label has signed up with Peter, Paul and Mary on a long-term contract with the late Ike Quebec who was entering a new era of popularity on a long-term basis.

Not to be lost in the mix is the new acquisition for Blue Note by Kenny Burrell, the young guitarist who was mentored by Grant Green. His current album is something of a departure in the Latin American oriented music.

COLTRANE LP WINS PRIZE

NEW YORK—Atlantic Rec- Annual "My Favorite Things" by John Coltrane, the year’s winning album in the Grand Prix 1962 conducted by the French jazz magazine. The album was selected as the best for the year in the magazine, one of the most distin- guished of Europe concerned about popular music in general. Coltrane's album "My Favorite Things" is the only album, with the exception of Sonny Rollins' "The Bridge" re- ceived a special mention in the contest. Victoria with a Jimmy Smith album from Verve and distributed through Barley Bros. "The Roi de la Branche" was released in third place. The Coltrane set rocketed to the top in the voting outdistancing the Rollins LP 5,528 to 1,236. The Smith LP was then only three points ahead with 1,526. Albums eligible for the Grand Prix were released in France during the preceding year up to August 1, 1962. The Smith LP was re- leased in France by Bel-Air.
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 outright 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.

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18 S. Michigan Ave., Chicago 3, Ill.
Andover 3-6905
Rowe sets the standards in vending equipment, bill changers, music systems.

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Songwriters' Tune: 'More'

- Continued from page 1

box music and provides a central administrative office in the Copyright Office which will license each juke box (on application of the operator) at $3 annually.

How It Works

Under the bill, the Performing Rights Administration will make all rules on collection and distribution to songwriter representatives, and will report amounts collected to Congress annually. Cost of the office would come out of the juke box fees, and the rest would be distributed among the performance rights groups.

The forces are expected to seize on any songwriter discontent with the $3 fee as proof that the performance rights groups are greedy and would tax operators out of existence once the exemption is out of the way. The $3 annual per-box fee seems just as gratuitous to the juke box people under the new law, as it did when they rejected the Judiciary Committee's Chairman's proposed trustee set-up of 1961, which would have been administered by representatives of the juke box operators and the Attorney General's office.

Logical Starting Place

Proponents of the bill feel the measures are necessary because of the logical starting place for setting up juke box music royalty in. In effect, the label will take the guesswork out, and provide the first true and candid data on how performance royalty will affect juke box business. The blanket $3 fee proves too low to compensate for its delivery. Too high for operators, complaints can go to Congress with request to amend the measure.

Proponents also feel that songwriters should back any opening wedge in the ancient wall of performance exemption for juke box music. From the other hand, they argue that the bill is fair to operators because the $5 ceiling covers any and all performance groups, and takes care of the issued S.500 check to Jack Bess, Music Operators of America director, to assist MOA in its fight against House Bill No. 5174 (the Celler bill).

Virginia Ops Vote Help for Bill Fight

RICHMOND, Va.—The board of directors of the Music Operators of Virginia voted to donate $500 to assist the Music Operators of America in the fight against House Bill 5174. The bill, which would extract performance rights royalties from juke box operators on each week per machine, is currently before a Congressional committee for consideration.

At the board meeting at the William Byrd Hotel here Sunday (28), Jack Bass, president of the Hakoolee Vending Machine Exchange and a MOA director, explained the terms of the bill and emphasized the need for all Virginia operators to support the MOA position which opposes the measure. The directors voted to hold the 1963 MOV convention at the John Marshall Hotel here, October 12-13. Virginia operators will assist the Multiple Socilosis Society in the Statewide drive for funds May 12 to June 16. During this time, the operators will place collection canisters on their locations.

The decision followed a talk by Spotswood Connelly, an MSS representative. Attending the meeting were President Hy Leinick, Bob Minor, Mr. and Mrs. Gilbert Bailey, Mr. and Mrs. Harry Lubman, Mr. and Mrs. M. L. Holland, Mr. and Mrs. Duke Tyner, Mr. and Mrs. Charles Holbrook, Mr. and Mrs. John Cameron, Mr. and Mrs. Jack Bess, Mr. and Mrs. Ross, Mr. Smith, Kenneth O'Conner, Billy Colgate, Pat Cohen, Bud Ellington, Harry Fabe, Bill Showalter, George Redio and Mr. and Mrs. Charles Kaiser.

Scopitone Picks Up Speed in UK, District Reports

LONDON — Scopitones, the French juke box invention that made its United Kingdom début earlier this year, has just about got its wheels off the ground, reports the U.K. directory.

Radiovision (Westminster), Ltd., which has the franchise here, has just completed six Scopitone films in the English idiom. These get into play presently, says K. B. Johnson, sales executive, with more productions on the stocks. Johnson reports some 29 Scopitone units placed and thriving. As with competitive Cinebox firm finds there is an "apathy" in the metropolis toward the video-juke box, but enthusiasm in the North, particularly in Yorkshire and Lancashire.

Craig Douglas features on two of the Scopitones. Douglas comments: "I'd Be Smiling Now" and "Town Crier. The Avons have performed "Hey Paula" and "I Wanna Do It"; the Mudlarks' pair is "Little Cracked Bottle of San Raquel" and "La de dah." Radiovision's executive Norm Miller is optimistic about the company's next important productions, by Bunny Lewis. All were shot at Shenton Studios.

American Radio History

Continued

When the machine is not on play, sponsors include the Brook Street Trust Company, the Equitable Finance Company, the Sun Ray Drug chain, the Willow Grove Amusement Park, the Lighthouse (Sons Center Luncheonette) and Rosso's firm. From Rosen, one location brings in $25 a week in advertising revenue.

While the Cinebox is new here, co-operated cinerama juke boxes are firmly established in Europe. Both Cinebox and the Scopitones have been doing well in the United Kingdom and on the Continent.

The idea of showing action on a screen to the accomplishment of music is not new in this country. Shortly after World War II, James Roosevelt tried to promote a machine which did produce the same functions. At that time it was a dud.

However, the recent performance of both Cinebox and Scopitone in Europe has caused U.S. common to take a second look at cinerama juke boxes, and Rosen's tests here represent the first commercial installations.

The first test location, the Peen Center Luncheonette, is a seven-day-a-week snack shop with a juke box on the premises. Permits to install it were given on a location on a $100-a-week front money basis. In other words, the first $100 of the week goes to Rosen, with anything more than that being split on a 50-50 basis.

$183 Gross

The Cinebox did $183 the first week, with $141.50 going to Rosen and $41.50 going to the local front money.

The juke box on the spot generated $10 in the week before the Cinebox was put on the location. Rosen explained that it was Easter week and the location was

Cinebox Test Draws Pleasing Response

Continued on page 62

German Trade Group to Attend MOA Convention

By OMER ANDERSON

BONN — The Music Operators of America plan to extend a formal invitation to the West German trade organization to attend the fall MOA convention.

Kurt Blunder, MOA managing director, said his organization also will investigate the possibility of having German trade representatives as speakers at the forthcoming convention.

The German trade is planning to send a strong charter-plane delegation to the U.S. for the MOA convention at the Morrison Hotel, Chicago, September 4-6 and to the NAMA convention.

German interest in the tandem conventions has been stimulated by the American odyssey of a charter-plane party last year to the NAMA meeting in San Francisco. The German junketers returned rhapsodical about the U.S. way of life.

Their trip provided powerful impetus for a transatlantic trade link-up, and the MOA is seeking to capitalize on the goodwill generated by the 1962 trip and the follow-up contacts which have occurred.

German interest in the MOA meeting has been whetted further by the proliferating evidence that the transatlantic trades have common problems to even fine degree.

Record Support

Proof in this connection is illustrated's drive to get record manufacturer support for the MOA fall meeting. This is a familiar theme of German operators, who currently are negotiating with the phonograph industry to get disk co-operation in producing a special juke box record.

It is a major complaint of German operators that the diskeries are aloof, indifferent and even hostile to cooperative ventures of this nature. In addition to the juke boxes (in Germany) sell more records than any other medium.

German operators are keen for expanded links to the U.S. trade on the premise it has much to teach them. Meanwhile, the German trade is of the opinion the Germans will come to Chicago armed with a number of solid trade achievements of their own to place on exhibit.

That which will probably impress the U.S. trade most is the use of distribution of co-operation organized by operators, distributors and manufacturers in attacking their common problems. While German operators grouse on occasion that manufacturers are indifferent to their problems, the German manufacturer supports the operator and distributor to a degree which would be envied in the U.S.

Common Problems

It is one trade and a bundle of common problems as far as German operators and manufacturers are concerned. This enlightened awareness probably constitutes the greatest strength of German manufacturers in battling the steadily increasing competitive pressures from U.S. producers.

The German trade regards itself in terms of a single unit, and this is doubly significant in the light of the fact that German manufacturers are heavily dependent on export sales, the domestic market having proportionately less importance than is the case in the U.S.

The U.S. trade also has considerable to learn, most German operators feel, with respect to the dichotomy between phonographs and games, on the one hand, and juke boxes and vending. In this country, this line is often broken as phonograph operators diversity into vending, and the result has been beneficial all around.

A German trade group to attend the MOA convention is now taken for granted by the German trade, while making due allowance for the specialized problems of the separate branches.

See at Sesuburg's Zurich meeting; German coimcin at Sesuburb's recent European distributor meeting meet Del Coleman, chairman of the board. Left to right: Herr Schmidt, managing director of Vorderblume; Herr Pohl, manager of Seevend, Hamburg; Herr Kupper, Stuttgart; Herr Deckhast, manager of BAG, Munich; Coleman; Herr Knause, sales manager of Seevend, Hamburg.

Continued on page 62

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How New Ones Spur Chi Take

CHICAGO—Juke box collections continued to push up here last week, and a number of hot new singles reflected the upward tempo.

"It's My Party," with Leslie Gore on Mercury, and "El Wanai," with Ray Barretto on Tico, were the hottest of the hot, being cited by both music buyers and jockey box operators.

Both are good rock and roll numbers aimed for the teen market. "El Wanai," with an interesting South American beat that could ultimately bring it into adult locations.

Fred Sipora at Singers also cited good sales on "What a Guy," with the Raintrees on Jubilee, a strong rock and roll contender, and "Eighteen Yellow Roses," with Bobby Darin on Capitol, which Sipora described as a good disk for all locations.

Music Box, Russ DiAngelo had three more disks selling well to the operator trade. "Here I Stand," with the Rip Chords on Columbia, a strong rock and roll offering, and "Hurry, Hurry, Happy Days of Summer," with Nat King Cole on Capitol, a good ballad, and "That's Blue," with Herb Alpert and the Tijuana Brass, were made.

Baby Washington on Sue, an r&b-oriented disk.

Both Singer and Music Box reported increased record sales to operators and a generally improved collection picture in the last week, described as the end of the "40 days of fasting."

SEEKBURG on New Ground

CHICAGO—The Seeburg Corporation opened up what may well be a new era in background music programming last week.

Its new "Encore Foreground Music" system is designed for listening—not blending into the background. The system was unveiled to Seeburg distributors at the Fontainebleau Hotel in Miami Beach during the firm's first full-scale national background music sales convention, last month.

Ed Cleland, national sales manager of the company's background division, said the Encore system was created to fill the need for musical entertainment in locations that want livelier music than that provided by a "tailored" background system and that also want a coin-operated phonograph.

The 750 Selections

The system has more than 750 instrumental selections in automatic sequence and was created especially for restaurants, cocktail lounges, hotels, museums and other business locations.

The special Encore library is one of four now available, the other three being the Seeburg mood, basic and industrial libraries.

Encore "foreground" programming is entirely different from that used in the company's background system. It consists of specially scored instrumental (no vocals) with a high-fidelity LP sound, and definite rhythm and rhythmic animation to give the music character and identity.

Seeburg claims it was created for people "like to listen."

The Encore unit is styled in a polished walnut-finish enclosure that measures approximately 30 by 15 by 16 inches. It is designed to be played on a back-bar, console table, mounted on a wall, or stand independently on optional legs.

Sound comes through two built-in speakers, a 10-inch woofer and a five-inch tweeter. The totally transistorized amplifier generates 20 watts of power.

It can be operated as a single unit or tied into new or existing sound systems. It has the power capacity to drive up to 80 remote high-fidelity speakers.

The Encore's loading consists of 25-inch, 1651 r.p.m. high-fidelity fine-ground records. The programs can be "daisy-chained" to remote intervals as are the background library.

Cleland said "none of the music is routine or commonplace. The modern scoring and instrumentation are tailored precisely forforeground entertainment."

"We have felt for some time," Cleland said, "that in music for public entertainment we must tap the same market that major product manufacturers are tapping—the young, on the go, quality-conscious crowd that is being catered to by the mushrooming numbers of service bars and recreation industries."

SEEKBURG ADDS 8 TO CATALOG

CHICAGO—Eight more Little LP's were added to the Seeburg catalog this week. They are "She's Like a Woman," "Lonely Are the Lonely," "Love Me Tender," "Dolla Dolla," "The Gambler," "In the Meeker," "Bobby Bland, Duke," and "We'll Always Love You in the Swingin' Sixties," Columbus.

Cinebox British Distrib

THROWS a Birthday Party

LONDON—Filmbox Equipment, Ltd., Ltd., has been appointed as distributor in the United Kingdom for the Italian Cinebox, threw a party at the premises of the firm's "First Birthday" last Friday night, attended by many of several British-made Cinebox film selections.

Cinebox films present for play on the machine by the assembled included some by Acker Bilk, namely: "Stranger on the Shore," "Creole Jazz," and "In a Persian Market.

More than 100 Cinebox units are in play to date, according to Roger Prouselock, company executive, M. Prouselock & Co., Ltd., north counties, "which are used mad (Oxendon crazy)," hence predominance of Bilk, Prouselock remarked. London has not caught on yet to the Italian Cinebox play, he indicated. Apart from a Cinebox in the Moksa Bar, Soho, thriving that location for one year, the town manifests apathy.

British pop diskers Shane Fenon and Edi Kane have featured on the new batch of Cinebox selections, which number 43 at present of the native-made product.

5th-Play Balto Retreats at Last

BALTIMORE—The last major stronghold of 5-cent, juke box play is slowly seeing the light, according to Sam Weisman, State Sales and Service Corporation, local distributor.

This bustling port city is an anachronism in 1963 music machines, existing economics. Most juke boxes on location are set for 5-cent play, the standard price for 78's for years. However, operating costs are those of 10-cents.

Operators, obviously, are not making any money on nickel play. Usually, the music sale makes losses by pointing out that the game on location, general all-night affairs, !0-cent type, makes enough for both, so why not give the location a break on music?

However, this economic theory has been losing ground, according to Weisman. With the price of music machines nearly double what it was a decade ago, and with the quality of the music substantially improved, operators are slowly beginning to realize that they must operate their juke boxes profitably, a realization that has dawned on most operators in other sections of the country some time ago.

Weisman estimated that about 25 percent of Baltimore juke boxes are now on dime play, and that this figure is rising rapidly. Much of the dime conversion has taken place in the last year, he added.

The recent passage of the Eastland Bill will no doubt spur dime play in juke boxes. With the measure limiting sharply the game types which may be shipped across State lines, and also cutting down the source of supply for spare parts, operators will have to depend on juke boxes for a large measure of their revenues.

True, local operators can run their existing game equipment, but eventually this equipment will reach the replacement stage. And replacements will be hard to come by.

Hence, 5-cent juke box play offered as a sop to the owner of a hot game location will eventually go by the boards.

Also, the introduction of stereo play, and the wider scope of adult programming available will make conversion relatively easy.

Oddly, both operators and diskers have been afraid of ghosts in their attitude toward dime juke box play. Where conversion to dime play has been effected, customer resistance has been negligible.

But the move toward dime play has here progressed to the point of no return to the old system is unthinkable, and the continued conversion is only a matter of time.

COLUMBUS, Ohio — The Ohio General Assembly is in its third week with House Bill 470, introduced February 26 by Representative Joseph J. Horvath (D., Cuyahoga) to place a tax on juke boxes still dormant. The bill has no committee hearings and apparently will die in committee.
Stereo Just Icing, Op Says

By NICK BIRRO

CHICAGO—Stereo was described as the frosting on the cake by one of the city's big juke box operators and the remark seems apropos as far as the trade here is concerned.

The point is that stereo is something extra, a little plus, but it definitely is not the main ingredient. In fact, most operators seem to feel it's a bit removed.

Whatever expectations operators may have had for stereo, most seem to feel it hasn't paid dividends as yet.

Two points emerge. For one, operators feel that stereo never really got off the ground as far as juke box product is concerned.

No Singles

It's been virtually non-existent in the form of singles. The only appreciable amount of product has been offered in the so-called "five-packs" put out by several of the juke box manufacturers.

And here, the big complaint leads to the second point in the arguments. Operators note that customers pick records by artist and tune—not by type of music (whether monaural or stereo).

Where record companies have brought out a popular artist in the stereo packs, it's been a success. Such artists as Frank Sinatra, Ray Charles, Nancy Wilson, Count Basie and Gloria Lynn have boosted play. But a host of others haven't.

Operators feel stereo could be a big thing, but only if properly promoted and only if the top artists are used.

Many are eying the new Seeburg "Little LP" program with great deal of interest, but most feel it's too early in the game to tell what might come.

Has stereo boosted collections or has it helped operators get better commission arrangements? The answer seems to be a qualified no.

Class Locations

An interesting argument was voiced by Earl Kies of Apex Music, one of the city's leading operators here. Kies pointed out that stereo had been moderately successful, but primarily in the class or prestige locations.

"The hillbilly or race locations don't seem to care whether the record is stereo or monaural so long as it's popular and the type of music they like to hear."

But where the class locations may be the type that appreciate stereo, they aren't the ones that can afford it. Or to put it another way, the best machines and top records go into the top-earning locations. These are the honky-tonk, hillbilly and race locations for the most part, and these are the ones that may not even know what stereo is.

Experimenting

Kies pointed out he was experimenting with the new Seeburg "Little LP" but that it was too early to tell about results.

Charles Marchetti of Melody Music echoed much of what Kies said. He said Melody bought a limited amount of stereo but that it hadn't paid off as well as he had expected.

Only exceptions said Marchetti were the locations that preferred jazz or standards, but these were in the minority.

John Marchetti, manager of the Severn Central Novelty Company, noted that stereo accounted for only about 2 per cent of his purchases.

He stressed the fact that only the top artists were popular and that even in the five-packs, only certain records would receive play.

Another point: on a good stereo machine, even the monaural records sound better, and it is often difficult to tell the difference between stereo or monaural.

Russ DiAngelo of Music Box One Stop said that stereo accounted for less than 10 per cent of his total record sales to operators and that even this figure was optimistic.

Poor Selection

He said the big gripe was insufficient selection. He said that very few of his operators requested stereo and what buying was mainly by artist and tunes.

Does this mean that stereo is dead, meaning no new operators? Obviously not. For one thing, any stereo phonograph has already served the purpose of improving the sound of all records.

The next step seems to be obtaining the records to fit the machine. Operators very obviously want hits. These are the lifeline of the juke box.

L.P. Program

The Seeburg "Little L.P." program could be a big thing for operators is successful. It could open the door for stereo sales.

(Continued on page 61)
Coming Back Strong!

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F. M. MYERS, route salesman in charge of sponsorship locations,
plans his day's work.

BACK STORAGE AND SHIPPING section of the Jackson warehouse.

(Continued on page 61)

New Jackson Warehouse
Jackson Vending Machine Supply Company, Eppy Charm, Inc.,
warehouse for Texas, Arkansas, Oklahoma, New Mexico and Mis-
sissippi, has moved into new quarters at 200 Myers Road, Grand
Prairie, Tex. The new warehouse was designed so that an operator
can park his car at a loading platform, enter the warehouse, select
his merchandise which is displayed in supermarket fashion on steel
shelves displayed in wide aisles.
Merchandise can be wheeled to a checkout counter on a shopping
cart, where it is checked out, packed and deposited in the car at the
loading platform.

Vern Jackson, head of the outlet, carries the full line of Eppy
charms, rings, capsules and gimmicks as well as bulk vending ma-
chines, parts, gum and candy.

BEAVER MAKES
Major Pitch to
Chain Stores

NEW YORK—Beaver Vend-
ing Machine and Supply Com-
pany of America, sales agent
for the Canadian manufacturer
of Beaver bulk vending machines
and Venderball gum, is mak-
ing a major pitch to grocery
and variety chains for either
direct purchases of equipment,
keeping arrangements or by con-
ventional locations.

Beaver recently placed a full-
page advertisement in Super-
market News, a trade paper
reaching chain store executives,
with the headline reading "Beav-
er Vendors bring you, up to
200 per cent mark-up."

The advertisement offered to
supply the machines on loan
with the retailer agreeing to
purchase refills from Beaver,
to sell the machines outright
for $79.50 a unit, or to lease
the machines for 60 months at
$1.88 a month.

Under the loan arrangement,
the retailer would pay from
$3.10 a fill for straight bubble
gum, to $11 a fill for a com-
plete globe of 5-cent capsule
charm items. Other fills go for
$7.60 (ball gum and charms)
and $6.85 (10-cent capsule
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Op Gears for Waiting Kiddies

DEI, NORTE, Colo.—Where do children normally wait for their mothers when a grocery marketing trip is ending? Out in front of the checkstands, of course, points out John Skaff, who is both a bulk operator and a supermarket owner himself, in this Rocky Mountain community. "Mothers wait in line to be checked out, but small children do not," he said. "They usually filter through and wait outside the checkstand for their parents to move on through.

"That's why Skaff is capitalizing on a highly unusual location in several supermarkets in the area. His ball gum, peanuts, peanut, and other vendes are placed at the outer end of grocery store checkstands, mounted on small platforms screwed rigidly to the counter, or on islands on which grocery items are counted out and run up on registers.

Here, projecting out into the broad aisle between the checkstand and the store front, the bulk vending machines are prominent enough so that many youngsters will rush back to their mothers or fathers in line, and ask for a penny or a nickel as the case may be.

Since the parent usually has a handful of change already out in anticipation of paying for their grocery purchases, the youngsters usually meet with success. Mothers whose youngsters are impatient to get home, and are quite vociferous about it, gladly spend a few pennies to make sure that the youngsters are contented during the often trying wait in line.

Skaff's records show that sales turnover is about twice that of ordinary on-stand locations even in the same supermarkets, with prominent checkstand spots. One factor which he must keep in mind is the necessity of servicing the machines during the off-hours of mid-morning or mid-afternoon, when the checkstands are out of service and the globes can be exchanged or replaced without interfering with ordinary supermarket operation.

Six-in-Gun Unit Shown in Milan

LONDON—Ruffer & Walker, Ltd., London distributor exhibited the Six-in-Gun, a payout device, at the Milan Trade Fair, which closed last week (26).

The firm reports sales in Italy, to date, of some $10,000 net. With repeat orders, at $700 each (£200).

Aftermath of the Easter rush on puce boxes and games leaves R&B awaiting delivery of Rock-Ola Rhapsody and Capti models. The 150 units in transit are sold.

Ruffer & Walker is promoting the U.S. Midway Carnival pin table, recently received.

Beaver Pitch

Continued from page 58

New York, Chicago or Los Angeles warehouses.

The location is covered for $250,000 public liability and $100,000 in property damage. If the retailer buys or leases his equipment, straight ball gum fits for $3; the charm and bubble gum fits for $4, while the retailer pays from $4.20 to $7 for all-charm fills. The copy lists potential profits, citing sales ranging from $2.70 a fill for straight ball guns in the case on a location which has the machine on loan, to $13 a fill for a 5-cent capsule machine which the firm leases or buys.

Eppy's Abroad

JAMAICA, L. I., N. Y.—George Eppy, president of Eppy Charms, Inc., and Mrs. Eppy are visiting Spain, Italy and Denmark on a month's business and pleasure trip.

Great Time Saver

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LONDON—While confessing to be "not the biggest" juke box operator in the U.K. area, Nick Young, head of Juke Box Distributors, Ltd., Soho, can claim to be the most up-to-date in his location-service set-up. Young is using two-way radio in a fleet of eight sales-service panel trucks. His products are juke boxes, pin tables and coin-ammunition machines.

The radio-circuit installation is headquartered in his premises in Wardour Street, film-exchange exchanges. And his two-way radio service is made through a transmitter-receiver in Hampstead.

The method speeds up service calls to locations, expedites dispatch of service men to locations as far down as Brighton, 60 miles distant, and enables Young's chief engineer, John Clifford, to advise service technicians on the trickier repair jobs by phone.

Juke Box Distributors employs as many pinball machines as juke boxes on its massive route. Young said. Some tavern sites have up to three pin tables in play to one juke box. "They do very well in some houses," he said.

It is optimistic about increasing access to brewery-owned inns for both juke boxes and coin-ammunition machines. Regarding the last-named machines, it is a matter of "total integration," as the persuader, he felt.

"If any one of them in the future should ever want to do without them," he said. Out of a total of 2,500 juke box TV service potential locations, only 5,000 have coin machine installations at present.

For his firm's part, the men are to sell the harriers, whether "termed handlings" or hired managers by the brewery. "Once the publishing is set up, he will do well," Young said. The breweries are themselves "very fast and deplorably changeable," he said, but predicted negotiations toward getting tavern locations, he indicated.

The method is being adopted by the East End and the South End of London. Seeburg, Tocotally, RCA, and others have coin machines on their sights.

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In the U.K., the firm has made a small beginning in various Japanese cities, and it will invade England this autumn with its "HOT" service, a "Precision bowling like precision craftsmanship" of the English fraternities of the Swedes." S. C. M. D. Scherzenbach & Company is the only European distributor of automatic bowling machines in England. As indicated by the slogan, the Danish invasion, this presentar machine is stressing the precision quality of its product.


**European News Briefs**

**French Dig Hardy**

PARIS—Francoise Hardy, an unknown singer prior to last November, has become a juke box star. Hardy hits top every juke box top 10 list.

General Winard has decided "made" Hardy the hit he is today, although the general did so unwittingly. Hardy had already by that time had little to do with the prosaic fact that his career is to date, built on a work, the work of drawing a box nationwide TV address, cut the cover of donating the general's appearance short three minutes.

This left a hiatus which the flustered programming department filled with an impressive appearance by Francoise Hardy singing a sweet, dreamy melody. With the nation's elite from de Gaulle's appearance, Hardy stepped into a ready-made road to fame. Hardy became famous with French pop fans as "that singer who introduced General de Gaulle." 

**Swiss Develop Bowler**

ZURICH—The Swiss firm of Schmid, Scherzenbach & Company of Zurich has developed an automatic bowling machine in which is installing in European amusement centers and which it will export.

The Zurich firm has erected a total of 160 machines in various Japanese cities, and it will invade England this autumn with its "HOT" service, a "Precision bowling like precision craftsmanship" of the English fraternities of the Swedes. S. C. M. D. Scherzenbach & Company is the only European distributor of automatic bowling machines in England. As indicated by the slogan, the Danish invasion, this presentar machine is stressing the precision quality of its product.

**Service by Radio**

COPENHAGEN—Denmark's largest professional boxing concern, Danske Grammofon Automat, has agreed to install Europe's first extensive radio-controlled servicing fleet. Danske Grammofon will channel all servicing requests through a central transmitter to radio-equipped service vans which will route its 300 phonographs.

The radio service set-up not only will reduce manpower and equipment problems, but will also enable Danske Grammofon to expand its phonograph locations.

The Copenhagen firm is a bethe for the continental trade, and if the radio installation means that labyrinth, other European firms will follow suit.

**Prefer Live Ammo**

ROTTERDAM—Surveys show that Dutch die-hard jockeys like target shooting "fire real lead" as contrasted with electronic jockeys that register scores without the services of a shot. It is not the case of the gun. The survey established that Arizona, the "real bullet" game produced by Jack O'Brien of Harburg, is the "fastest draw" in the target shooting world only because of the zing of its lead bullets.

Arizona is an "Old West" high-fidelity six-shot six-boxer firing soft lead bullets which closely simulate real steel targets, permitting easy scoring. A reverse telegraphic sign gives the illusion of a distant target. The marksman must load and cock the pistol in true frontiersman style before firing.
Cigaret Ops Organize For Self-Betterment

MEMPHIS—The 20 cigarette vending operators in Memphis and Shelby County have organized an association for the betterment of their industry, Drew J. Canale, owner of Canale Enterprises, Inc., announced last week.

Canale, who has a large music and cigarette vending operation, was elected president of the group, named Cigaret Vending Association.

Aims of the association, said Canale, are to see that all machines are kept in good working order, that no state cigarettes are sold, to guard against "bootleg" cigarettes (without the federal tax stamp) being sold in the county and to keep records on machine kick-ins so they may work closely with police in catching coin machine burglars.

Canale said the association would also work against anything which would "cast a bad reflection on the industry.

Other officers are: Charles V. McDowell, vice-president and general manager of Southern Amusement Distributing Co., vice-president.


John Hershey, route supervisor for Bluff City Cigaret Service, treasurer.

The group will meet the fourth Thursday evening of each month at a different restaurant for dinner and business meeting.

Plan Autumn Fair

ANTWERP—UBA, Belgium's coin machine trade association, is planning to stage its autumn fair in the beautiful town of Antwerp, with strong U. S. participation.

UBA sponsored a highly successful trade fair in 1962 but was forced to cancel it in 1963 spring fair set for March because of bad weather and technical difficulties.

It is planned to make the autumn fair a genuine trade showing ever held in Belgium and a mecca for the international trade. The fair will stress Antwerp's position as the European coin machine trading center.

Italian Coin Boom

MILAN—Italy's economic boom, centered here in Milan, has spawned what is probably Europe's most concentrated coin machine boom as well.

Milan's Jake Bobyn count has rocketed to 1,250, of which 250 machines have been placed in the city's 170 bar rooms. Games now number 700, most of them made here, plus also a large number of pinball machines known in Europe as "riliis"—sited legally (in clubs and other restricted premises) and illegally (in well-known establishments where they are tolerated by local authorities despite their technical illegality).

Milan now has more than 100 of Europe's richest city, and coin machine collections have soared accordingly, the Milan operator now being one of the best-off operators in Europe.

May Lift Ban

ROME—The Italian justice ministry disclosed that it is considering lifting the ban on coin-operated billiard games in the United States and European countries are being studied in this connection.

Pinball was banned nearly four years ago, claim Italian operating lifting the billiard ban, grounds. Authorities cited certain establishments frequented by juvenile delinquents which had pinball machines.

Opponents contend, however, that this was coincidence entirely devoid of any cause-effect relationship. Since the ban operators have compiled studies showing a high incidence of juvenile delinquency in establishments having no coin machines whatever; conversely, according to their study, there are many—perhaps most—coin machines.

Billiard Games Exempt

DUESSELDORF—The state of North Rhine-Westphalia has been ordered to desist from collecting the amusement tax on billiard games.

The state administrative court ruled that billiard coin games are exempt from provisions of the amusement tax, qualifying as "sport" and not gambling or amusement within terms of the tax law.

The decision is based on a previous court decision exempting all "sports" devices and gatherings from the tax. "Sports" is defined by the law as "any game which has the primary purpose of providing physical exercise or body training."

The court accepted the contention of the operators that they were providing exercise of the eyes and muscles and training in muscular coordination.

Report From Britain

Mar-Matic Moves

LONDON—Mar-Matic Sales, Ltd., has moved into London's traditional gambling emporium, the firm's previous Hyde Park headquarters.

New location is the entire first floor of a building in Kirby Street, W.C. 4, once home of the diamond trade.

The premises, 19 windows long, houses a large coin-op warehouse and administration.

Back in London


Strike announces his firm's intentions to further sales in British industrial fields, seeking all possible entrance for coin amusement machines, as well as venders.

"Coin amuserments are not a closed field," in Britain industrial concerns, he believes.

U. S. Favorite

LONDON—So far as coin equipment preferences went at the Milan Trade Fair, bit ele-

UJA Banquet To Draw 500

NEW YORK—Some 500 persons are expected to attend the annual Victory Banquet of the United Jewish Appeal's Coin Machine Division, to be held June 4 at the Americana Hotel.

Guest of honor will be William Cahn, Nassau County assistant district attorney. Louis Lefkowitz, New York State Attorney-General, will be guest speaker, and Irving Holzman, United East Coast Distributors, is general chairman.

The executive committee met here Tuesday night (30) to discuss the entertainment program. Invitations for the event were mailed last week.

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Ditchburn Finds Seaborne Market for Coin Machines

LONDON — Wurlitzer 2700 juke boxes, two 16-foot bowling alleys, and coin vending equipment comprise orders obtained recently by Ditchburn Equipment, Ltd., Lytham, Lancashire, from Cunard. The contract, value "in excess of $15,000," is for the passenger steamships Saxonia and Ivernia, which when refitted will sail under registrations of Franconia and Cantania respectively.

Ditchburn officials say that Cunard has 10 similar refits on the stocks. Orient Line, Shaw Savill and Commonwealth Shipping are also including Wurlitzer juke boxes and other amusement devices in their fleets.

They imply that it is likely a Wurlitzer Music Maker juke box will be installed in the Queen Elizabeth, eventually. Similar deals are under way with Canadian Pacific, they indicate.

Firm Celebrates For Whole Month

LOS ANGELES — A huge birthday cake will be cut and shared with operators on May 31 when the local branch of R. F. Jones Company ends a month-long celebration of the office's second birthday. Chuck Klein, local manager, said.

The Jones Company here is maintaining open house during the entire month, Klein explained. Visiting operators will deposit cash with valuable awards to be distributed on the last day of the celebration. Also during the month the company will stage a sale on coin-operated equipment as an added incentive for the operators to join in the festivities.

SNODGRASS THANKS ALL

CHICAGO — J. Harry Snodgrass, Music Operators of America president, issued an official thank you to the Seeburg Corporation last week, following the firm's announcement it would exhibit at the association's September convention. Here's the text of Snodgrass' statement:

"The entire MOA membership joins me in expressing our appreciation to the Seeburg Corporation for its willingness to co-operate with the association. We are also happy the company will exhibit in the MOA convention and show. Their actions are one of the best indications the attendance at the 1963 show will be increased. Their announcement is a shot-in-the-arm to the entire coin operated music industry. We look forward to working with Seeburg representatives and others in strengthening the MOA and putting on a 1963 convention everyone will be proud to attend."

Each manufacturer has at one time or another told MOA representatives of their intent to work with the association. I am looking forward to working with these firms to develop a trade organization everyone in the industry can have confidence in.

"I expect to be in Chicago shortly to discuss with the phonograph manufacturers how they can help MOA by participating in several projects now being considered by the association. These new projects will, in our opinion, be services or benefits that will help both the operators and manufacturers. Several other 1963 convention matters will also be discussed with the manufacturers during my visit."

Bilotta to Unveil Putting Game at N. Y. Convention

KIALESSHA LAKE, N. Y. — John Bilotta, New York State coin machine distributor, will show the coin-operated Pro Golf ball game before members of the New York State Hotel Association when that group holds its annual convention at the Concord here Tuesday (7) through Thursday (9).

The machine, made by Forward Industries, Miami, tests the player's putting skill. Object is to sink a put with one shot into any of the three revolving holes.

EX RANK EXEC JOINS EMBERS FOR BIG PUSH

LONDON — Bill Croucher, long-time executive with the Rank organization, has joined Ember Records as sales and juke box exploitation manager. According to Jeff Kruger, head of Ember, Croucher is authorized to offer special—and unique—price concessions to the United Kingdom juke box trade. Ember is one of the few British indexes with a large roster of top U.S. artists in its catalog. The British Phonographic Industry, federation of major record manufacturers, holds juke box operators to wholesale prices on disks. And it's a sore point with the coin trade.

Croucher's blueprint is to cultivate every known British juke box operator, besides some 8,000 record retailers around the nation. Kruger's view is that juke boxes are the biggest propagators of his disks.

BINGO MECHANICS WANTED

Must be experienced for legal territory in Nevada. State age, marital status, past experience, references. Send complete resume and pay stubs. Write, Wire or Phone:

UNITED COIN MACHINE CO.
Seeburg Pulls Out Stops For First Miami Meeting

CHICAGO—Seeburg's recent Miami Beach, Fla., convention was not only the first such de-

tated entirely to background music, it was also the first show put on by the firm outside of its Chicago base.

The company's entire distributing organization, including principals and background mu-
icial salesmen, were in attendance as well as Seeburg regional vice-presidents who cover each terri-
tory.

Members of the executive staff who attended and particip-
ated in the show were Delbert W. Coleman, J. Cameron Gor-
don, William F. Adair, Tom L. Herrick, Edward F. Clifley and Stan W. Jarocki, George L. H. Gilbert, vice-president of Seeburg International flew in for the show, as did Milp Bihls executive music producer and William Trant, music director.

Adair said that the Fore-
ground system was created specifically to get music operators into programmed music in a significant way and that a full scale plan to achieve this was in preparation.

Court Battle Gets Complex in Ohio Outlawing Case

COLUMBUS, Ohio—Attorney-General William B. Saxbe has challenged the right of Ohio game operators in attempting to restrain State Liquor Director Donald D. Cook from banning all amusement machines from permit premises.

Saxbe has filed a demurrer following a temporary restraining
order handed down recently by Franklin County Common Pleas Judge Dana F. Reynolds.

Mrs. Vernon Jackson is in charge of the bookkeeping de-
partment.

Jack Farrow Jr. is in charge of the repair, reconditioning
and maintenance shop.

Eastern Rowe AMI

-Continued from page 56

the ABT dollar bill changers.

The 30 distributor representa-
tives that attended were Rosen's guests for luncheon and coffee breaks during the five-day course.

In charge of the school was J. S. Abato, director of service engineering for Rowe A.C. Serv-
ice. Other Rowe A.C. men on

hand included Tom Ferrara and Los Di Palma. Waltie Dierick and Frank Boykie represented Rowe Manufacturing.

Distributor representatives in-
cluded Syd Verhees and Emile De Vincentis, both of Sheldon Sales, Buffalo; Gil Lawrence, Trimount Automatic Sales, Ros-

ten; Cal Jackson, Banner Spe-
ciality Company, Pittsburgh; Casy Sturgill, Rono Vending Exchange, Richmond, Va.; Marshall Graham, Runyon Sales, Newark, N. J., and Nazareth Nazarian, Howard Rosen, Les-
lie Weiss, John Chepresa, Stan Batuky and Charles Clemens, all of David Rosen, Inc.

Stereo Just Icing

-Continued from page 55

cience and influence record companies to bring out more stereo single product.

Once the public becomes aware of stereo on the phonographs, operators will have a stronger bargaining position in obtaining better terms, con-

tracts and the like. But first, a strong selling job will have to be done.
Guido Magazines, a publication read by 75,000 hotel and restaurant patrons in New York State, carries as an editorial feature an LP album poll conducted by The Davis Distributing Company, Seeburg distributor. Frank Fineares, right, Seeburg vice-president, and Robert Slocum, Guido publisher, discuss the poll. Davis Distributing sends cards to operators all over the state and compiles the poll from the best-selling LPs listed on the cards.

Songwriters' Tune

Continued from page 33

Sections out of the hands of the juke box operator's traditional role for the American Society of Composers, Authors & Publishers.

Traditionally, Chairman Edwin Willis (D., La.) of the House Judiciary Subcommittee on Patents, Trademarks & Copyrights, and Rep. Roland Libonati (D., Ill.) have openly opposed anti-exemption bills, and now have managed to get past the subcommittee. However, songwriter forces are hopeful that the expanded 10-man subcommittee may put more pressure on their side of the argument. (Billboard April 20).

Among the familiar names of witnesses scheduled to testify for operators at the hearings, one was missing. Substituting for Nicholas Allen will be Merril Armour, partner with Allen in the Washington firm of Armour, Herrick, Kneaple & Allen, which represents Music Operators of America.

First witnesses are expected to be Representative Celler (D., N.Y.) and Arthur Kamenstein.

Reed Group Heads Electromech Firm

Rockford, Ill. — A group of investors headed by John E. Reed, Westfield, Mass., will head the Reed Electromech Corporation, formerly known as the Rowe AC Manufacturing Division of Automatic Canteen Company of America.

The division, which made the ART line of coin mechanisms and vending machine components, was spun off recently by Canteen.

David O. Rumr Jr., former vice-president of Rowe AC Manufacturing, will head the operations here. He is executive vice-president of the new firm.

Marvin R. Manzer, a veteran of 13 years in the industry and a sales and service executive with the predecessor firm, is general sales manager of Electromech.

ART products include coin chutes, changers, returners, totals, timers, components and accessories.

Register of Copyrights. Others scheduled in whatever order appeared in the order of their prior commitments will be: George Miller, MOA West Coast spokesman and former MOA president; Sidney M. Kays, chairman of the board Broadcast Music Inc.; Herman Finkelnstein, counsel for ASCAP; Hammond E. Chaffetz, juke box manufacturer's representative; John Kudiel Jr., attorney for SESAC, Inc.; Barney Young, of Operates Music, Inc., and others, including spokesmen for Hotel and Licensed Beverages Associations, and the American Bar Association.

Cinebox Test Draws OK Response

Continued from page 53

The box was left on the location when the Cinebox was installed. With the Cinebox taking in $183, the juke box collections dropped to $61.

However, Rosen explained that the music machine on the location averaged about $39 a week, which means that the Cinebox cut the juke box take to the extent of $28.

He plans to keep both the Cinebox and juke box on the location.

$100 Guarantee

The second test location, the Sasparvit Lounge, has background music and live entertainment.

Rosen's deal is a $100 a week guarantee, with the location coming up on the balance if the minimum is not met.

After the guarantee, the location and Rosen split 50-50.

The Sasparvit Cinebox was placed on location on a Friday and did $23 from 6 p.m. until closing. The location was closed Sunday, but the Cinebox grossed $19.75 on Monday, Rosen said.

Rosen reported that patrons played the Cinebox while a live combo was performing.

Track Deal

Tommy Roberts, track announcer for the nearby Garden State Raceway, is negotiating with Rosen to have track tunes and track results announced on Cinebox locations, with the announcements to be simulcast with the flashing of track pictures on the Cinebox screen.

Rosen is Cinebox distributor for Eastern Pennsylvania, South-}

World Wide Holds School

Chicago — World Wide Distributing Company held the second of a series of service school sessions on its Securb 4000. Vending at its quarters here recently.

The session covered the refrigeration system of the cold drink machines. Some 32 operators and servicemen attended a World Wide service session last week on maintenance and repairs of the machines.

Hosts were Ivy Orts, Nata Feistman, Harold Schwartz, Fred Skor, Kurt Kleeve and Howard Freer. Ed Jorgenson, Service Dept. engineer, conducted the session, assisted by World Wide's Frank McKinney.

Among those in attendance were Art Campbell, Joe De Carlo, James King, Bernard Lieberman, B. R. Hammond, Sadeo Lechi, Mas Hirao, A. Harris, Mike Marconi, Bob Gar- rassini, E. Hopke, D. De Modina and J. Heider.

Also Larry Givante, Elmer Gurin, R. Weber, Maro Weismel, Jerry King, Gino Del Garro, Nat Cockrell, Dave Endler, Joe Levin, Paul Simms, Bill Stakele and Jerry Ryan.

Gottlieb's

Featuring New Playboard Auto-Clamp!

New Front Door Styling!

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New Maximum Security Door Lock!

New Double-Size Cash Box!

- Completing S-L-I-C-K C-H-I-C-K in rotation
- Lights rlover button and resets.
- Lighting all 5 rolver buttons lights center hole for special.
- Hitting 4 numbered rollovers consecutively awards special; lights all 4 for further specials.
- Hitting rollovers determines special value of hole.
- Stainless cabinet trim. Match feature.

See your distributor for a demonstration!
EVERY FEATURE PROVED TO MAKE OR SAVE YOU MONEY

The Wurlitzer 2700 was designed by engineers who know operating. You can see it in the styling of this instrument. You can hear it in the stereophonic sound. And you can find countless examples of it all through its electrical and mechanical set-up.

This phonograph is not only a tremendous money-maker — it's a money-saver. Put them together and you've got the best the industry offers.

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107 Years of Musical Experience

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I WANNA MARRY YOU: German variation of Paul and Paula is recorded by beautiful Vivi Bach, pop Danish star, and Gerhard Wendland, top German singer. German lyric is by Klaus Muener and goes something like: "Hey Vivi, Hey Gerhard! Hey!!"

TEENAGE FANS: Teenage fans of Liberty's Bobby Vee attend "Vee Day" celebration at Hollywood's Music City. Bobby is flanked by Bob Skaff, Liberty's promotion director, and personal manager Arnie Mills (right).


IN FULL SESSION: Clara Ward, currently winding up an engagement at Las Vegas' New Frontier Hotel, flew to New York to cut an album of gospel tunes with the Dukes of Dixieland for release on Columbia Records. After the session she flew back to Vegas.

LATEST ACQUISITION: Miss Judy Cannon, Australian thrush, is signed by Ray Bull, national singles manager for ABC Records.

NEW OFFICERS: Newly elected officers of the Conference of Personal Managers, East, are (left to right): Bob Cee, secretary; Leonard Ditton, vice-president; Monnie Greenfield, outgoing president and new director; Jack Beekman, president; Chuck Taylor, director, and Walter Gould, director. Not shown is Mal Shayne, treasurer. Elections were held recently at the Friar's Club in New York. Formal installation is set for June.

UNIVERSITY CLUB HONOR: The Northwestern University Club of New York presented its "Applause Award" this year to Nancy Dassault for her role in "Sound of Music" and Jack Haskell of "Mr. President." Presenting the award to Miss Dassault is playwright Russell Crouse, co-author of the two Broadway shows currently featuring Haskell and Miss Dassault.

THE FRENCH HAVE A WORD FOR IT: In recent visit to Finland, French actress-singer Juliette Greco is guest of honor at a party. She is shown here with Osmo Ruuskanen, Musik-Faxer.