Columbia Price Move Stirs Up

AUGUST 10, 1963 • SIXTY-NINTH YEAR • 50 CENTS

The International Music-Record Newsweekly

Radio-TV Programming • Phon-O-Tape Merchandising • Coin Machine Operating

Pricing Talk of Town

Domimates NARM Meet

By SAM CHASE

CHICAGO — The effect of the new Columbia Records pricing policy on rack jobbers dominated all activity here this week at the mid-year meeting of the National Association of Record Merchandisers. The 28 NARM members who seemed to undergo a considerable transformation as the meetings went on, came from a highly irate and negative attitude at the outset there appeared to be a growing number who were making serious efforts to find a modus vivendi with Columbia's plan.

The 28 attending record manufacturers who are associate members of NARM likewise seemed to spend as much time discussing the Columbia plan as they did their own product and policies.

The general consensus of the rack jobbers seemed to be that the Columbia move toward price stabilization and a single price for the full year is a progressive and desirable step. The area of concern is that with the elimination of special discounts, rack jobbers are able to earn only the 10 per cent functional discount on sales of Columbia.

NEW YORK — Almost unanimous dealer approval was the verdict uncovered by Billboard's Record Market Research Department when it checked 100 record stores in 25 major markets to ascertain feeling about Columbia's new price stabilization policy.

A total of 98 stores of the 100 questioned were in favor of the new Columbia plan, which makes the year-round price on $3.98 records $2.35 to the dealer, with no special buy-in prices at any time during the year.

Dealers commented on the effect Columbia's new policy ran this way: "It should help keep the little man in business."

"We will now be able to compete with discounters."

"It's a step in the right direction."

"I wish everyone would do it."

"It cuts down on deals which may lead to financial troubles."

"It's wonderful if everyone does the same thing."

When asked whether they expected other labels to adopt a similar policy, dealers said: "They should."

"What Columbia does others will follow."

"Yes, if one more major would follow, a lot of small companies would too."

"I think RCA Victor, Decca and Liberty will follow within six months."

"They will all follow."

Dealers were also asked how

(Continued on page 8)

DEPARTMENTS & FEATURES

Hot 100 Chart......Page 24
Top LP's Chart......Page 30

Pop Records

Other Music Pop Charts
Breakout Singles.......21
Romantic Anthems.....24
No. 1s of the Week..25
No. 1s of the World..26
Student Chart.......27

Record Reviews
LP Reviews...........29
Single Reviews.......32

Music & Record News
Classified Ads.......67


DEALERS SAY O.K.

Racks Weigh Full Effect

CHICAGO — A check of the attitudes of NARM members toward the Columbia Records pricing policy showed general agreement that some time would be needed to determine in the full effect on the remainder of the industry. It also seemed likely that rack jobbers would have to charge higher prices for Columbia merchandise and that in the beginning, at least, Columbia volume might be reduced.

R. N. Stultz, president of Record Supply Company of Orlando, Fla., said the move would "tend to raise prices and stabilize the industry."

He also said that rack jobber profits would be curtailed unless he raised prices. "If RCA or Capitol follows Columbia's lead, it would enable us to justify ourselves in" (Continued on page 9)

Victor Stresses Dynagroove Product at Best Buy Meet

WHITE SULPHUR SPRGS., W. Va. — RCA Victor held its 15th annual Best Buy program at the Greensboro Hotel here last week for 350 key distributing personnel — salesmen, foreign affiliates and company executives. Key to the convention was Dynagroove and the new albums introduced for Victor's August and September programs of top name pop and Red Seal artists in Dynagroove.

Immediately after the Greenbrier meet, RCA Victor executives went to Chicago to introduce new releases to rack jobbers at the NARM mid-year convention.

At the opening of the convention, RCA Victor Record division vice-president and general manager, George Marek, introduced the Dynagroove product since it was first introduced last March, had been "overwhelmingly successful in March was higher than any previous comparative release in the field's history.

"Nothing I ever witnessed in business can compare to the speed, the enthusiasm, the effectiveness of the Convention in which Dynagroove product was introduced and received," Marek said.

Marek also announced that Dynagroove records now established in the U. S. and Canada, would be introduced in Mexico, Japan, Europe and most South American countries this fall.

Victor displayed 34 new Dynagroove albums, with the pop and Red Seal categories. Twelve of the Dynagroove albums are scheduled for August release along with four Soma series LP's. In September, the Dynagroove pop set will be released, and eight Red Seal. Two highlighters all priced to retail at 99 cents.

(Continued on)
BIG "NEWS"
from Groove records

JOHNNY NASH
DEEP IN THE HEART OF HARLEM
WHAT KIND OF LOVE IS THIS

CHARLIE RICH
SHE LOVED EVERYBODY BUT ME
THE GRASS IS ALWAYS GREENER

THE AVONS
PUSH A LITTLE HARDER - OH, GEE BABY

www.americanradiohistory.com
Clay Talks a Nice Fight Disk?

NEW YORK—If Cassius Clay is as fast with his hands as he is with his ad libs he has a chance to outmaneuver Sonny Liston in September. And if he is as fast on a record as he is in person at the Americas Hotel last week he has a chance of coming through with a hot selling LP for Columbia.

Clay showed off his wit and speed on the national press conference arranged for him by Columbia Records in honor of his signing a contract with the label. Clay will record albums for Columbia, under the aegis of Dave Kapralik, Executive v.a. chief, who signed the No. 2 heavyweight to a $25,000 reported to be about $32,500.

Clay had his audience in stitches as he explained his feud with Liston, the man he is to meet for the heavyweight title come the end of September. Cassius impressed this observer as a bright, ebullient, young man, who probably could make a good living at anything he attempted, and who could possibly lick Liston. He was quite down to earth with him all through their fight.

Clay will write, produce, direct and star on his Columbia recording. It will probably contain poetry, ballads, one liners and gags about his own career and that of his opponent. And in case he decides to add another black from Clay knows where he speaks, suffice to say that he is very sure that if he was unable to talk as he did in the ring he would not be next in line to fight Sonny Liston.

M. Levy Seeks United Music

NEW YORK—Morris Levy is negotiating to buy Jackie Gale's half of United Music. Apparently it will be a fait accompli early this week. Other half of the firm will be sold.

Columbia Rests Its Case to Strains of Beethoven's Fifth

By REN GREVATT

NEW YORK—Attorneys for Columbia Records rested their defense in a protracted series of hearings on charges lodged by the Federal Trade Commission against various operating facets of the Columbia Record Club. The hearings began last January 16. The conclusion followed a key decision by hearing examiner Doreau Moore calling for the admission into evidence of sales figures of the Reader's Digest package record mail order operation.

The final stage came late Wednesday afternoon (31) to the accompaniment of Beethoven's Fifth Symphony, played on a portable Columbia stereo phone. The hearing was considered as evidence, designed to show the similarity of methods offered through typical record club selections and that which is available in the Reader's Digest package record mail order offerings, Columbia attorney Sol- drow declared that the defense rested its case.

Government counsel, Richard Levine, then moved for a re- cess until September 3 for preparation of the Government's rebuttal case, because of the need for an economist to refute certain evidence presented during the defense case. A recess is not certain however, in view of the short show of emotion, when Solko- low jumped to his feet to urge denial of the motion. After a brief recess, the examiner de- nied the Government's motion and set next Wednesday (7) for the start of the rebuttal.

A key point of the closing part of the defense case was the attempt by Columbia to get into the record, the sales and dollar volume figures for the Reader's Digest operation. This was on the theory that the Digest, even though not a club operation, is nevertheless a major factor in the total record market, and if considered a part of this total market, would tend to mini- mize the difference in the alleged monopolistic position of Colum-

(Continued on page 46)

Fair Trade Bill to Reach House Floor

WASHINGTON—Federal fair trade legislation to allow manufacturers to set retail prices for products at levels above the brand-name goods, now termed "product price fixing," has been approved by the House Commerce Committee and is expected to be called up for House Rules Committee to receive a vote on the floor of the House. Hearings were held last week on the Senate side, where the legislation apparently has very hard sledding.

Record retailers, spearheaded by this year by the Society of Record Dealers (SORD) and its newly elected president, Louis Shapiro, have urged passage of this kind of federal legislation over price levels and discount and loss-leader sales that ruin the competing small businsman.

Columbia at Back of Rack

NEW YORK—A check of Korvette's record department at its Fifth Avenue store here by a Billboard reporter found only a limited number of Columbia LP's on display. Since Korvette has rows and rows of step-down display cases, the lack of Columbia product was considered a major factor in Columbia's new price stabilization move as being a cool reception with Korvette record buyer Dave Rothfield.

Ackerman on Special Job For Billboard

NEW YORK—Paul Ackerman, formerly music editor of Record World, has been named special secretary of Armands, the largest independent record company, has been commissioned by Billboard to work on a special assignment.

Ackerman is writing a book on the history of country music. Billboard has arranged to publish material from this book, to be released later in the fall, for the purpose, in a special c.d. edition which will be published as part of Billboard's November 2 issue.

The interested observer of the country music scene for many years, Ackerman is regarded as one of the dean's men on the subject. He has written numerous articles on country music for various publications, and one of the most exhaustive was featured in High Fidelity magazine.
Miami Set-Up Reflects Changing Distribr Scene

By REN GREVATT

MIAMI—The shifting sands of the record distribution field are nowhere more evident than here in the South Florida market—a place where the operations of out-of-town rockers have been conducted in the region for over 10 years, where company-owned branches have sprung up like weeds and where the one-stop group has been increased recently from two to three.

**LATE SINGLE SPOTLIGHTS**

**Pop**

JONNY MACK

WOMEN IN WOODROW (2:12)—New single from the “Memphis” man. The side has much the same catchy “down” guitar flavor as the earlier smash and the dancers will find it hard to resist. This could move fast. Flip is “Santa-Claus.”

**Rhythm**

FRATERNITY 912

WHITE WALKIN’ MIRACLE (Planetary, ASCAP) (G20)—The group has a smash with “Easier Said Than Done,” and this time they’ve got a pleasing A-side and a B-side hit and it sparks another bright performance from the gal lead, Anita Humes. It could step out fast. Flip is “What I Don’t Know Won’t Hurt Me” (Warne-Frontier, BMI).

**PARKWAY 884**

MIAMI—The emergence of the new one-stop-rack/jobbing firm is one of the main stories in the Miami area, and albums and singles will conduct a one-stop-service for retailers while jet will work with operators. Paul Yoss, who was associated with the Columbia area rack business has joined Paramount under the new sales manager for the firm.

Pan-American Distributors, longtime indie, operated by Sam Tash, will continue to do its usual job of selling to the independent scene, which has much in it the recent new recording scene.

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**LIMELITERS DO SPLIT TO WORK ON NEW ACT**

HOLLYWOOD—The Limeliters have been split the act for up to six months. The boys apparently feel that they need a new act and they intend to spend the next six months at ease while they work up a new one. Lou Gottlieb plans to do some writing and teaching on the West Coast. Alex Hassiller will join an ad- vice to the West Coast and Glenn Yarbrough will go on his own as a single artist.

**UttalQuite Marks**

NEW YORK—Larry Uttal has left Mark to take over as general manager of Amy-Mala Records. He was ap- pointed to his new post by Al Max, head of Sherman Sales Company, who heads Amy-Mala labels. Uttal was formerly with Decca Records and Madison Sales before his position with Marks. He will have responsibility for promotion and production, as well as the supervision of masters for Amy-Mala.

**4 Shiffted In Columbia Move**

NEW YORK—Joe Lyons has been named director of sales for Columbia Recording Distributors, according to general manager Jack Loebz. Lyons’ appointment is one of four important per- sonnel shifts within the Columbia. He replaces H. B. York, who left the company last week. Other changes involve Don England, William Gross and Jeff Marden.

Lyons will head up general sales activities at all of Columbia’s 14 field sales locations. He will report to Joseph J. Flack, Columbia manager, who will report to him. He joined Columbia in 1956 as district manager of the Nashville Office.

He has also served as director sales manager, Columbia Records, Sales Corporation; manager of field sales; and marketing director of product, sales and product planning.

Don England has become New York Columbia branch manager. He joined Columbia in 1958 as district manager of the West Coast and has served as division manager for Columbia Record Distributors and division manager of field sales for the same or- ganization.

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Two others have been promoted to sales manager at the Columbia branch or branch manager to take over the post at the newly estab- lished office. Lyons’ appointment was taken as effective Sept. 1.

He has been with Columbia for six years and has served as operations manager at the Columbia branch, prior to his Rochester assignment.

The recently opened Minne- apolis branch will be headed up by Andy Green, who was appointed to the post of operations manager at the Minneapolis office from the New York office. He has been with Columbia for six years and has served as operations manager at the Minnesota branch, prior to his Rochester assignment.

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A supplier becomes the competi- tor of his customers through owned or favored outlets. The record company says the hearing is expected to take only a day or two in court. Chairman James Roosevelt will make sure of full and fair hearing for all who want to be heard.


**Roosevelt Hearings Blast Off Sept. 23**

WASHINGTON—A date of September 23 has been tenta- tively set for the music to start going to the House Judiciary Committee hearings on Dual Distribution. The Representative Roosevelt has in- vited major record companies to send spokesmen to the meet- ings if they wish.

Nothing has yet gone out to participants for major independ- ent associations. Scheduled to testify are Tony Morley, president American Record Merchants & Distributors Association (ARMADA); V. H. (Andy) Anderson, president Society of Record Dealers (SORD); Lou Borstein, counsel for the Record One-Stop Association (ROUSA); and President, the National Association of Record Merchandisers (NARM).

Greg Povin says that small record companies will participate as well as majors Victor, Columbia, Capital, et al., who have been invited to the hearing.

The Distributors Subcommittee, which is the House Small Business Committee has held extensive hearings on the subject of Dual Distribution, which occurs when an artist signs with a rugged independent distributor and receives a percentage of the selling price from the sale of records.

Paul & Paula Philips Pair

NEW YORK—Of course everybody knows that Paul and Paula are Phillips recording art- ists, but errors do happen. In an entry that reads “Paul & Paula’s Hey Paula” on Phillips was the only record certified for gold award during the first half of 1963 by the Record Industry Association of America (RIAA). In last week’s Billboard the pair were erroneously iden- tified as rock and roll. Actually, Mercury and Phillips (tn the Enfield) are different artists and have their own sales and promotion staff. Only one group is owned by the same firm, Mer- cury Record Corporation.

National Rac Bows in Cincy

CINCINNATI—Jerry Weiner, head of the record division of Ohio Appliance, was the first RCA Victor Records distribu- tor, takes on the additional dis- tribution rights to the en- tire General of National Rac, Inc., for all RCA National Rac will serve retailers in Ohio, Kentucky and West Virginia and will handle all 40. Weiner is the owner and president of the company.

The recent opening of National Rac will serve retailers in Ohio, Kentucky and West Virginia and will handle all 30. Weiner is the owner and president of the company.

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The Fastest Rising LP on the Chart!

For Week Ending:
June 22  June 29  July 6  July 13  July 20  July 27  August 3

17  26  35  43  90  144

Rhythm of the Rain
Up on the Roof
Go Away Little Girl
Our Day Will Come
The End of the World
All Alone Am I
My Coloring Book
I Will Follow You
Can't Get Used to Losing You
Amy
On Broadway
Theme for Young Lovers

From Columbia Records

...and our thanks to over 1,000 record dealers throughout the country for their special Percy Faith window displays!
**Dynagroove: Big Names Promise Top $ Volume**

**WHITE SULPHUR SPRINGS, W. Va.—** Victor combined its top name artists with its strong-selling Dynagroove sound to the excited approval of Victor distributors and salesmen attending the firm's Best Buy Program here last week. Harry Jenkins, vice-president in charge of merchandising, told the group that the combination of top names with Dynagroove and high prices and the firm to expect dollar volume on Best Buy orders this season to go higher than ever before.

Top names in the pop field on Dynagroove are the August-September releases by Perry Como, Chet Atkins, Eddie Arnold, Peter Nero and Marty Gold. September releases on top pop LPs by Odette, the Limeliters, Duane Eddy, Floyd Cramer, Sam Cooke, Don Gibson and the Hugo and Luigi Chorus.

On the classical side the releases for August are four Saria series LPs featuring a new Toscanini recording made in 1941; a two disk album containing varied examples of the piano art of Vladimir Horowitz, and an album with Julian Bream. September releases on Red Seal spotlight LPs by Arturo Benedetti Michelangeli, the Boston Symphony under Erich Leinsdorf, a new recording of "Red and Blue" with Leonine Price and William Warfield, Leonard Bernstein and the New York Choral and Arthur Fiedler and the Boston Pops.

In addition, RCA Victor is issuing two highlighters albums to be released in August, and $1.49. One is a pop album with selections from 12 of the new September titles, and the other highlighter has tracks from the Red Seal LPs in the Best Buy program.

**Victor Plans Hard-Hittin' Ad Drive**

**WHITE SULPHUR SPRINGS, W. Va.—** Victor is taking new ads for its forthcoming advertising and promotion campaign to launch its new 1963 Best Buy program which will be one of the most powerful ever, according to Bill Alexander, Victor's manager of advertising, promotion and publicity.

The campaign is called "Enjoy the World's Greatest Artists in His Master's New Voice—Dynagroove." This ad campaign will include all media—magazines, newspapers, TV, radio, trade papers and point of sale. It will be sparked by a four-page spread in Esquire, and three page ads in Playboy, High Fidelity, The New Yorker, Show and the New York Times magazine. There will also be ads in the Saturday Review and the New York Times magazines and TV Guide. On radio there will be full-color commercials on Walt Disney's "Wonderful World of Color." And there will be 30-second and 60-second spots for cards.

Dealer point-of-sale merchandise will include window displays, hangouts, cards and consumer supplies.

**Discount Plan Is Permanent**

**NEW YORK—** Riverside's 10 per cent discount for cash plan, which has been in effect for the last six months, is to be continued indefinitely. For the six-month period ending December 31, Riverside Park earned net sales of $2,588,007, as against $3,096,341 in the first six months of 1962. Net earnings were $247,640 for the first six months of 1963, as against a net loss of $253,260 for the first half of 1962.

with merchandise. The 10 per cent discount policy will remain in effect at such times, and he can be sure that he pays on a favorable basis if he needs and still be eligible for his 10 per cent.

**Camden Sales Rocket By 34% for Half-Year**

**NEW YORK—** Harry Anger Sr., president of General Artists Corp., died last week (22) of a heart attack. He was 62. Anger was a long time agent, and had been with GAC for more than 25 years. He left about three years ago to go into his own business. At the time of his death he was doing independent TV production and packaging. He had been in show business as a comic, with partner Mary Perry. He had married again, and was named a vice-president at GAC and a planning board member.

**Elder Anger, Ex-GAC, Dies**

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**Twist Dive Cuts Cameo Dividends**

**PHILADELPHIA—** Cameo-Parkway Records announced a quarterly dividend of 10 cents a share for Class A common stock to stockholders of record August 14, payable September 15. According to a statement by Bernard Lowe, head of the firm, sales and earnings for the six months ended June 30, 1963, declined compared to the same six-month figure a year ago.

The decline was due to the popularity of the "twist" which accounted for 52 per cent of its sales in the first six months of 1962, compared to only 43 per cent for the first six months of 1963.

**Dan Kessler Quits L.S.**

**NEW YORK—** Dan Kessler has resigned as manager of the Four Coins and the Coast Line Records, he announced last week. Kessler left Billboard that in his new position he will concentrate on his managing company. He noted that the Four Coins "have been the hottest act in the Catskill circuit since the heyday of the Merrymen two years ago. They are booked every night of the week and they play two and three performances at resorts on Friday, Saturday, and Sunday nights.

While at Leiber-Kessler, Kessler was responsible for setting up many production deals and securing the services of many new writers, such as Jeff Harris, Evie Clark, Dennis King, Ken Anderson, art director, Tony Powers and Van McCoy.

**Trencher to 20th-Fox**

**NEW YORK—** Irving Trencher, editor-in-chief, has been named as sales manager of 20th-Fox Records. Trencher, who has been with the company for 20 years, has been affiliated with Southern Music Publishing, Top Rank and MGM Records.
The Tymes

From Number One "So Much In Love"

The hottest new act in the record business

Brings you another!!

Watch them attain new heights with their latest and greatest release—

Wonderful Wonderful

Parkway 884

The big ones are on Cameo/Parkway
Pricing Talk Dominates NARM Chicago Meeting

Continued from page 1

They thought the new policy would affect Columbia Records and Capitol Records, and help the Columbia line. "We will show strength in the Columbia line," he said. "If the charging per LP is $2.25, and we replace all out of stock Columbia lines and products that first time I have ordered from Columbia instead of a one-stop." Glancy added that the 100 stores checked said they wanted to add "and see whether they can replace their new price stabilization program, and the results of that are used in the new plan. This is needed a full summary of the new price policy and the increased cost. We will listen to the results before the price could really come down."

LP AVAILABLE OF JACK’S TRIP TO GERMANY

NEW YORK—A document will be signed by President Kennedy’s recent trip to Germany has been prepared by Sidney L. Parks, president of Sidco, which includes excerpts of the Kennedy speeches in Bonn, Cologne, and Berlin. The book is being prepared for the Bonn-Cologne diary, which was inaugurated during JFK’s stop on Bonn.

Several students at Columbia will be housed in a box containing a copy of the album. Students have been presented to the President on the last Wednesday. Trade copies of the LP are from Deutsche Grammophon’s offices in the empire State Building, New York.

Racks Weigh Effect of Columbia’s Pricing Policy

Continued from page 1

raising prices generally. If they do, then sales would simply raise Columbia prices."

Several NARM members who appeared before the Senate said that the new $2.25 charged by distributors, they could lose accounts back to distributors that have been made available by dealers. Owners voiced less concern about this, on the premise that they would have to buy products which could not be offered by distributors.

Quite a few indicated that their buying habits would be changed. With less Columbia inventory, they said, purchases made more frequently as purchases required.

Sidney J. Fein, vice-president of Platters, Inc., of Birmingham, N.H., said the "total plan to[o] "could have much merit if they had a larger differential for Columbia's prices."

However, he said, with "what everyone has seen the $2.25 price to retailers," publicized, new items will be "hurt. It is not what we had expected but is used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added. "We expect, in fact, to be used to be," he added.
INTRODUCING
THE NEWEST ENTRY
from
SCEPTER MUSIC
"The House of Hits"
SPokane RECORDS

FIRST HIT
BABY JANE and THE ROCK-A-BYES

HICKORY
DICKORY
DOCK
**ALBUM REVIEWS**

**POP SPOTLIGHT**

**SINaING WEST**

Shirley folk Medley" group Here's Shirley's Swing West a look at the group's new album, "Folksongs of the World," for this new group, which features some of the best-known folk musicians from around the world. It's a great way to get into folk music, and it's sure to please fans of all ages.

**POP SPOTLIGHT**

**THIS IS RAY STEVENS**

Ray Stevens' new album is full of fun and sentiment, with songs like "The World Is a Wonderful Place," "I'm Gonna Love Me Again," and "When the World Was Young." Fans will love it.

**POP SPOTLIGHT**

**HOLLYWOOD—MY WAY**

Nancy Wilson's Capitol album is a great addition to her already impressive discography. Her vocal range is truly amazing, and she always delivers with her usual charm and style.

**POP SPOTLIGHT**

**SONGS EVERYBODY KNOWS**

Steve Lawrence's new album is a collection of classic hits from the '60s and '70s, with covers of songs like "McGrubert," "Mr. Bland," and "Apache." Fans of classic rock will love it.

**JAZZ SPOTLIGHT**

**THE SOUL IS WILLOW**

Shirley Scott with Stanley Turrentine's Prestige album is a soulful and charming release that features some of the best soul music around. It's sure to please fans of the genre.

**CLASSICAL SPOTLIGHT**

**A FESTIVAL OF MARCHES**

Philadelphia Orchestra's new album is a masterpiece of classical music. It features a wide range of marches and symphonies, all performed with great skill and precision.

**COUNTRY SPOTLIGHT**

**14 MORE OF HANK WILLIAMS GREATEST HITS, VOL. III**

Hank Williams Jr.'s new album is a collection of some of his most beloved songs, including "I'm So Lonesome I Could Cry," "Hey Good Lookin'," and "I Can't Help Myself." Fans of country music will love it.

**COUNTRY SPOTLIGHT**

**FLATT AND SCRUGGS AT CARNegie HALL**

Flatt and Scruggs' new album is a live recording of their performance at Carnegie Hall, featuring some of their most famous songs. It's sure to please fans of bluegrass music.

For more information on these albums and many more, visit www.americanradiohistory.com
BY SPECIAL REQUEST: AS A SEQUEL TO HIS NO. 1 HIT SINGLE, "SUキYAKI," JAPAN'S GREATEST RECORD STAR, KYU SAKAMOTO, SINGS THE INTERNATIONAL FAVORITE, "CHINA NIGHTS" (INCLUDING ONE CHORUS IN ENGLISH). ON RELEASE TODAY; ON THE CHARTS TOMORROW!
SPECIAL MERIT PICKS

**POP SPECIAL MERIT**  
**DREAMY HARMONIES**  
Sammy Kaye & His Orch.  
Deco D 4424 (M); C 74424 (S).

There's one of the best mood-quipes with the prominent elements for, looking at these 3 discs, it's time we learn all its familiar trademarks, but they are all down a 1939 touch with standard recording quality and with solid variations of choices standards not often heard. "It's a Date With Sammy Kaye," "Swingin' With Sammy Kaye," and "Swingin' With Sammy Kaye on ABC," and others. One of the best for Sammy Kaye and a great right-down the line.

**POP SPECIAL MERIT**  
**DISCOVER TUPPER SAUSSY**  
Manhattan ALP 9004.

Here's an album that could very well put this guy to play! Tupper Saussy is a natural talent of Dean Resinek's and he comes with a continuous hit! This LP is backed by big hit arrangements with strong in samples, rhythm, and the arrangement makes this a jazz album! With this record医师 can understand its worth

**POP SPECIAL MERIT**  
**PREACHIN'**  
Gene Ammons. Prestige PR 7376.

Most unusual album here from jazz master. Ammons who has broken onto the market with boss new. This album features an artist played by organ and saxophone and with a swinging band. It features some really glistening jazz and some really soulful ballads. "Mundell With Two Ladies," "Sweet Hour," and "What a Friend We Must Be in Jesus," are a few of the tunes.

**POP SPECIAL MERIT**  
**MORE**  
Clark Terry Sextet  
Coming C 1004 (M); SC 1004 (S).

Some fine new cuts on this disc and simple but engaging arrangement done well with an eye toward the pop market. As a matter of fact, the "Kansas City" theme which opens the LP is a great hit! And "Latin Love" is a great favorite. Overall, this record deserves some attention.

**POP SPECIAL MERIT**  
**THE EXCITING DANNY WILLIAMS**  
United Artists UAL 3077 (M); UAS 6270 (S).

Danny Williams is a singing legend from England and has been around the block a few times. He's a man with taste and he comes with a good thing. This album is a real treat, and these are some others really fine tracks on the LP, prove that Danny Williams does have the goods!

**SPECIAL MERIT PICKS**  
**FRANKIE VALONI SINGS CLEOPATRA**  
Chesapeake CR 2003 (M); CHS 2003 (S).

Here's a fine album by the young singer that should prove mighty popular with his many fans. The album features a neat blend of the Cleopatra's hits. Frankie Valoni is a fine talent with a lot of range, and these are some others really fine tracks on the LP. Another album that should prove popular in the market.

<Continued on page 14>
This is Talent!

Plus!

Never before such an all-star lineup! And all backed by a most powerful merchandising, advertising and promotion campaign. Designed to bring traffic into your store, designed to sell, designed to entertain! And not so incidentally to earn you a profit. Your Warner Bros. distributor has all the details, and he's anxious to get together with you.
Barbara Lynn
JAMIE #1260

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

August 10, 1963

SONGS EVERYBODY KNOWS
Steve Allen, 8th Floor & Ollie, Coral CRL 4512

IMPRESSIONS OF HOLLYWOOD'S
BAD BUT BEAUTIFUL GIRLS
Shirley MacLaine & Ollie, Warner Bros. 1602 (M);

IT WAS A VERY GOOD YEAR
Coral CRL 4512 (M); SK 4512 (M)

HOOTENANNY!
Various Artists, MGM E 4514 (M); SR 4514 (M)

THE MODERN FOLK QUARTET
Warner Bros. 1611 (M); WLS 1512

THE BEST OF BOBBIE THOMAS
Decca DL 4432 (M); MGM E 4518 (M); SK 4518 (M)

ROCK GOES POP
Mercury 4008

GEORGIA BROWN
Coral CRL 7546 (M); CRL 757410 (M)

THINKING OF YOU
Thibaut Carpentier, Coral CRL 5423 (M); CRL 757420 (M)

Clasical
Carter-Schuller-Fine.

New York Woodwind Quintet, Crystal
CRL 4317 (D);

KOTAYUN
Carla Amo & Donald Boulton, Pacific Jazz.

BOSS GUITAR
Two Movements, Rivertide RN 479 (M);

GOT THAT FEELING!
Johnny Mathis, Rivertide RN 46 (M); RN 9046 (M)

International
Log-Dandys, Vol. IV
RCA Victor SM 1599 (M)

Latin American
Fernando Valadez, Vol. III
RCA Victor SM 1599 (M)

Sacred
Gospel Guitar
Joe Master, Sacred LP 3014 (M); LP 4014 (M)

Spiritual
Open Your Heart
America, Columbia Masters, Capitol T 1597 (M); ST 1597 (M)

Rock
Polka
Polkas: Greatest Hits, Vol. III
Bob & Bobbie, Nugget DL 25527 (M)

Religious
Audio Bible Studies-Study
Intercontinental, Dr. Wesley Harmon Thorne, Jr., Sacred LP 134 (M)

Three-Stars Albums
The four albums on this list are sales potentials within their record's music category.

Popular
Confessional Themes
Billy Bragg, Rivertide BM 490 (M); BM 4902 (M)

Creeper In My Lair
Hank Williams, Jr., Decca DL 4521 (M); Decca DL 6442 (M); Decca DL 75462 (M)

Cocktail Hour
Various Artists, Coral CRL 4518 (M); Coral SM 1599 (M)

Coffee Bar
the Boys, Decca DL 4401 (M)

Country Boys, SONGS FOR GOLDFORDERS
Bill & Bobbie, Capitol SM 1599 (M)

Cowboy Songs & Western Ballads
Buck Owens, Capitol SM 1599 (M)

Dance With Me
Various Artists, Capitol T 13504 (M); DT 10354 (M)

Barbara's New Red Hot, Scorching Single!
(I CRIED AT) LAURA'S WEDDING
20th CENTURY-FOX RECORDS PRESENTS

3 summer hits

BIG DEE IRWIN
DONKEY WALK
LAVENDER BLUE
EILEEN BARTON
THE EARTH STOOD STILL

www.americanradiohistory.com
**If Jennie,** the new musical that opened for a five-week run at the Colonial Theatre in Boston on Saturday, is the story of Miss Martin's struggle to become a singing star and the many obstacles she faces. Miss Martin, although a shining star, is not always able to overcome these obstacles. However, her perseverance and determination lead her to eventually succeed in her career. The story of Miss Martin's success is also intertwined with the lives of several other characters, showcasing the effects of struggle and determination on those around her.

**If Jennie** is a musical that tells the story of a young woman named Jennie who dreams of becoming a successful singer. She faces numerous obstacles along the way, including a lack of talent and limited opportunities. However, her坚持 and determination lead her to eventually achieve her goal. The story of Jennie is also about the challenges faced by women in the music industry during that time period. The musical features songs and dances that reflect the style of the 1920s, creating a nostalgic atmosphere that immerses the audience in the era of jazz and swing. Overall, *If Jennie* is a heartwarming story of one woman's journey to实现 her dreams, overcoming obstacles and ultimately finding success in the world of music.
REMEMBER.....?

1955

DAVY CROCKETT

TOOK THE NATION BY STORM

10,000,000

SINGLE RECORDS WERE SOLD!

750,000 ALBUMS WERE SOLD!

*

1963

NBC TV

Sept. 8 - 15 - 22

DAVY CROCKETT

on

WALT DISNEY'S

'WONDERFUL WORLD OF COLOR'

*

GET READY FOR THE RUSH

CONTACT YOUR NEAREST

BUENA VISTA DISTRIBUTOR

STOCK UP

on Disneyland $1.98 LP

'THREE ADVENTURES

of

DAVY CROCKETT'

The complete story and all the songs
**Gotham Listeners Get Classics in Stereo**

By GIL FAGGEN

NEW YORK — Classical music lovers will have an opportunity to hear some of their favorite works in stereoquench when WABC-FM switches to stereo broadcasting August 1.

WABC, the only network-owned FM outlet in Gotham programmed separately from its AM affiliate, has been offering the area's more than 2,600,000 FM set owners classical music on "The Evening Hour," 8 to 9 p.m., Monday through Saturday. The program features compositions from every period of the history of music, and the symphonies of Haydn, Mozart, Beethoven, Brahms, Mahler, and Schubert; the tone poems of Richard Strauss, Mussorgsky, Debussy, Richard Strauss and Bar- rock; the concerti of Geor- ge Enescu, Debussy, Ravel, Schott, Poulenc and Stravinsky, and many other famous composers.

Another special program segment on WABC-FM is "Spe- ctrum." This reflects all faces of arts, devoting itself to the exploring of a central theme and its development through different art forms. Two classical music elements, one jazz element, and one dramatic element usually are covered. But on occasion "Spectrum" will devote itself to an hour with such people as Arch Oboler (on writing drama for radio) or Dr. M. V. Mathews of Bell Laboratories (music from mathematics).

Other classical fare is heard on the station's "In Recital," "Chamber Concert," and "Soundtrack Symphony;" "Sunday Con- cert" and "The Opera."

WABC-FM's station director Alexander Smallens Jr. (son of the conductor who is responsible for the station's operations), is preparing new programming in stereo which may serve as a formula for the other ABC owned FM stations.

Instrumental in launching the 6-to-midnight separate pro- gramming on WABC-FM is Harold Neel Jr., newly elected president of ABC owned & oper- ated Radio Stations. Develop- ment of the new stereo programming will be the re- sponsibility of WABC-FM's new vice-president and general man- ager, Walter A. Schwartz.
A Significant Milestone In Folk Music History!

The Robert De Cormier Folk Singers

25 Exciting Voices

Recorded by the Incomparable Command Technique

Full-blooded vitality is returned to folk singing in these fascinating performances. Every colorful nuance, the finest and most delicate shading as well as the tremendous ensemble power of this 25-voice group is recorded and reproduced by Command with astonishing realism.

Selections:
- If I Had a Hammer
- Where Have All the Flowers Gone
- Amen
- The Virgin Mary (Had a Baby Boy)
- Hallelujah
- Rhody
- Dance, Boatman, Dance
- Walk Together Children
- Rainbow
- Igra Kolo
- Bela Bimba
- Kissing's No Sin
- Bye 'n Bye

#853

WORLD LEADER IN RECORDED SOUND

Command Records
1501 Broadway, New York 36, N.Y.

IN CANADA:
DISTRIBUTED BY
"SPARTON OF CANADA"

Copyrighted material
HOT COUNTRY SINGLES

Billboard Special Survey
For Week Ending 8/10/63

**Title, Artist, Label & No.**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; No.</th>
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<tbody>
<tr>
<td>1</td>
<td>RING OF FIRE</td>
<td>Conway Twitty</td>
<td>Columbia</td>
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<tr>
<td>2</td>
<td>SIX DAYS ON THE ROAD</td>
<td>Dave Dudley, Golden Crown</td>
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<tr>
<td>3</td>
<td>ABILENE</td>
<td>Willie Nelson</td>
<td>United Artists</td>
</tr>
<tr>
<td>4</td>
<td>AC NATURALLY</td>
<td>Buck Owens, Capitol</td>
<td></td>
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<tr>
<td>5</td>
<td>GUILTY</td>
<td>June Carter</td>
<td>Columbia</td>
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<tr>
<td>6</td>
<td>WE MUST HAVE BEEN OUT OF OUR MINDS</td>
<td>George Jones &amp; Melba Montgomery, United Artists</td>
<td></td>
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<tr>
<td>7</td>
<td>GOOD OL' COUNTRY</td>
<td>Ray Price, Capitol</td>
<td></td>
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<tr>
<td>8</td>
<td>YOU COME HER HAIR</td>
<td>June Carter, United Artists</td>
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<tr>
<td>9</td>
<td>TALK BACK TREMBLING' LIPS</td>
<td>Ernest Ashworth, Hickory</td>
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<tr>
<td>10</td>
<td>SINGING MY LONE STAR</td>
<td>Steve Brown, Victor</td>
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<tr>
<td>11</td>
<td>LONESOME 7-202</td>
<td>Hurricane Hawkins, King</td>
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<tr>
<td>12</td>
<td>still</td>
<td>Bill Anderson, Decca</td>
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<tr>
<td>13</td>
<td>TIPS OF MY FINGERS</td>
<td>Lefty Frizzell, Columbia</td>
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<td>14</td>
<td>THE MINUTE YOU'RE GONE</td>
<td>Sonny James, Capitol 4699</td>
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<td>15</td>
<td>SANDS OF CAPITOL</td>
<td>Webb Pierce, Decca 31448</td>
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<td>16</td>
<td>SWEET DREAMS (OF YOU)</td>
<td>Lefty Frizzell, Columbia 31471</td>
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<tr>
<td>17</td>
<td>THE OTHER WOMAN</td>
<td>Lorene Lynne, Decca</td>
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<tr>
<td>18</td>
<td>OLD SHOWBOAT</td>
<td>Stereowall, Columbia</td>
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<td>19</td>
<td>LOVING ARMS</td>
<td>Lefty Frizzell, Columbia 47625</td>
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<td>20</td>
<td>LITTLE OL' YOU</td>
<td>Jim Reeves, RCA Victor 1693</td>
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</tr>
<tr>
<td>21</td>
<td>A MILLION YEARS OR SO</td>
<td>Bill Anderson, RCA Victor 3842</td>
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<td>22</td>
<td>SWEETHEARTS IN HEAVEN</td>
<td>Lefty Frizzell, RCA Victor 3166</td>
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<tr>
<td>23</td>
<td>LOOSE LIPS</td>
<td>Lefty Frizzell, Columbia 4992</td>
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<tr>
<td>24</td>
<td>MY BABY'S NOT HERE</td>
<td>Lefty Frizzell, RCA Victor 3214</td>
<td></td>
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<tr>
<td>25</td>
<td>DOWN TO THE RIVER</td>
<td>Lefty Frizzell, Columbia 4992</td>
<td></td>
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<tr>
<td>26</td>
<td>MADE TO WAIT AND AWA</td>
<td>Lefty Frizzell, Columbia 47625</td>
<td></td>
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<tr>
<td>27</td>
<td>THE ONLY GIRL I CAN'T FORGET</td>
<td>Lefty Frizzell, Columbia 4992</td>
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<tr>
<td>28</td>
<td>I GOTTA GET DRUNK (And Shoro Do Dread It)</td>
<td>Lefty Frizzell, Columbia 4992</td>
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<tr>
<td>29</td>
<td>A HEARTACHE FOR A Keepsake</td>
<td>Lefty Frizzell, Columbia 4992</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>WE'VE THE TOWN FOR THE WEEK</td>
<td>Lefty Frizzell, Columbia 4992</td>
<td></td>
</tr>
</tbody>
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**COINTRY MUSIC CORNER**

By BILL SACHS

BILL MONROE, one of the leading exponents of country bluegrass, snapped with Mary Travers, of Peter, Paul and Mary, during the Newport Folk Festival this past week, and both groups were a feature. Monroe, a top name on WSM's "Grand Ole Opry" for more than a quarter of a century, takes his Blue Grass Boys on an extended college tour this fall under the guidance of Ralph C. Rinzler, formerly of the Greenbriar Boys group.

---

**COUNTRY MUSIC**

By JERRY LEWIS

"TEENAGE LETTER"

Jerry Lee Lewis

"SEASONS OF MY HEART"

J. L. Lewis

"SUN RECORDS"

Sun Records

---

**THE MOST TALKED OF SONG OF THE YEAR!**

Ernest Ashworth's

TALK BACK TREMBLING' LIPS

---

**THE COUNTRY JOCKEYS**

By BILL SACHS

**SAN FRANCISCO BREAKOUT AREA...MOVED 8,000!**

"MI LAURA"

HARRY CHARLES

Rowax 103

**THE KUSZ RADIO GROUP**

Kusz 101

---

**MOONLIGHT BAY**

HARRY CHARLES

Rowax 108

---

**SAN DIEGO BREAKOUT AREA...MOVED 8,000!**

"MI LAURA"

HARRY CHARLES

Rowax 103

---

**COUNTRY MUSIK**

By BILL SACHS

Back Owens and His Backroos, plus Bonnie O'Neal, open Thursday (8) at the Golden Nugget, Las Vegas. It will mark their third appearance this year... Shirley Hunter has been set for the Fayette County Fair, Uniontown, Pa., Aug. 9, by the Jim Gemmill orchestra, Richmond, Va. Miss Hunter's new release on the Salem label is due out Aug. 15. Howard Yokes, of Yokes Music, New Kensington, Pa., is in Nashville this week on business, including several guest shots and a recording session at the Stadard Station... The family has returned to Nashville after a visit with relatives and friends in Texas.

The Johnny Cash show is routed for Frontier Park, Cherylen, Wyo., Aug. 6. Four Seasons Supper Club, Aurora, Colo., Aug. 9. Hillbilly Garden, Suit Lake City, 9-10; Roanoke, Va., Fair, 16-17; Waterloo Park, Porterville, Calif., 18; Shore Acres Ballroom, Sioux City, Ia., 19; Paxon Ballroom, St. Paul, 21; Surf Ballroom, Rockford, Il., 22; Terp Ballroom, Austin, Texas, 23; Shrine Mosque, Poquoson, Va., 24, and Mockingbird Hill Park, Anderson, Ind., 25... Station WPFRE, Terre Haute, Ind., has just made the switch to an all-country format, and owner Paul Dean Ford asks artists and disk jockeys to play all material—both old and new.

United Artists' Kathy Dee has been named booking manager, Quentin W. (Reed) Welly, for an extended tour that will last through Aug. 10-13. The tour originated at August 5; Uniontown, Pa., and Stanton, W. Va., 7; Mansfield, Ohio, 8; illustrated; Lafayette, Ind., 12; La Porte, Ind., Fair, 13-15; Easton, Pa., 16; Walton, N. C., 17, following which she heads west for bookings in the South. Proper union release on the UA release is "Unkind Words" b/w. "Only as Far as the Door." Station KERF, Del Rio, Texas, forced off the air earlier this year when vandals shot out its transmitter, has resumed operation on its fall format of 250,000 watts. XERF became a great power for country music when Paul Kallinger first started with the station in 1949. Paul remained with XERF until the station was sold to Keno Communications, who operated it with all-country KERF. San Antonio to WYER requests e-records—old and new. Address them in care of the station, Roswell Hotel, Del Rio, Texas.
STEREO RECORDS NOW SAME PRICE AS MONO!

Additional costs involved in the production of stereo records having been almost completely amortized, it is now a known fact that only a nominal difference exists between production costs of mono and stereo records. We are pleased, therefore, to reduce our $5.95 stereo list price to the current mono list price of $4.98.

This price equalization policy will also affect our subsidiary label, Dauntless Records. All Dauntless LPs, mono and stereo, will now list at $4.98.

An INVENTORY PROTECTION PLAN is offered for a limited time only, from Aug. 1 to Aug. 31, 1963, allowing the Audio Fidelity dealer to adjust the value of his inventory so that stereo LPs can be sold at the new low price with no loss and full normal profit!

CHECK YOUR INVENTORY NOW!

This special inventory adjustment plan will absolutely terminate Aug. 31, 1963! There will be no protection after that time!

CALL YOUR DISTRIBUTOR FOR FULL DETAILS

Remember that to you and your customers Audio Fidelity means...

★ UNSURPASSED SOUND REPRODUCTION ★ WORLD FAMOUS ARTISTS AND PERFORMANCES ★
BRILLIANT, EXCITING JACKETS ★ NATIONAL ADVERTISING TO HELP BRING CUSTOMERS INTO YOUR STORES ★ FREE MERCHANDISING AIDS ★ NO RECORD CLUB AFFILIATIONS

STOCK! SUGGEST! DISPLAY! PROMOTE! AUDIO FIDELITY/DAUNTLESS RECORDS • 770 Eleventh Ave., N.Y. 19, N.Y.
DUKE ELLINGTON gets a preview of the floor plan for the "A Century of Negro Progress Exposition" to be held at McCormick Place for 18 days starting August 16. Ellington wrote a complete musical production, "My People," which will be presented at the exposition daily. Describing the floor plan to Ellington are Alton A. Davis, executive director of the American Negro Centennial Executive Association, Inc., and James E. Stamps, chairman of the board of trustees of the Centennial Authority.

MUSIC AS WRITTEN

Birmingham Salute

Top names, including Johnny Mathis, Ray Charles, the Shirelles, Lobo, Harry Golden, Joe Louis, Al Green, Nina Simone, Clyde McPhatter, appeared at the AGWA show, "Sole to Freedom '63" at Miles College football field in Birmingham. This was the first integrated variety show to play before a non-segregated audience in Birmingham.

Originally, the show was to play Birmingham's Municipal Auditorium, but city officials decided to paint the hall the day of the show. Proceeds will go to the coordinating committee combating segregation in the U.S.

Issue Youmans LP

A Vincent Youmans anniversary album will be issued on August 27, to celebrate the rate composer's 50th birthday anniversary. Album is made by Bob Liess, who is general manager of the Vincent Youmans Music firm. Set is entitled "My Time on My Hands - A Tribute to Vincent Youmans" and features Tillie Devereux. LP will be issued on the 20th Century-Fox label.

NEW YORK

Electra Records moved from Los Angeles to New York last week. New offices are on West 51st Street in Manhattan.

National poll conducted by the Hortex Company of Texas. Decly Murray Kaufman of WNYA, New York, was elected the No. 1 jockey by the high school students participating. Henri Renne will conduct the Symphony of the Air Orchestra at the Festival of Art on August 16, an evening starring Rists Stevens and called "Rite Stevens sings ..." Manager Lee Magid was singer Ruth Draper, Sunday. Lee Magid is the manager of Delta Rees and many other acts. Joseph Goldeider has been named general manager of Criterion Music. Von deher Al Sherman, we are pleased to learn, is well and kicking and celebrates his 40th wedding anniversary. AUGUST 5. He is living in California, not New York as reported. His two sons, by the way, Richard and Robert, are writing the score for the upcoming Walt Disney film, "Mary Poppins." and have done scores for other Disney movies.

Ben Selvin, recently retired from RCA Victor, has started a new organization called Ben Selvin Enterprises. He is the sole selling agent and distributor in the U.S. for the Chapell Recorded Music Library. ... Hickory Records has three new distros. They are Sentinel in Chicago, Affiliated in Newark and Chips in Philadelphia. ... Jerry Fielding will compose the score for the upcoming Walt Disney film, "Mary Poppins".

The new Amelia Earhart air mail stamp has inspired a new waning of the tune "Amelia Earhart's Last Flight" by the Greenber Boys on Vanguard. Tune is published by Stanley Music... Casa Records has issued a new single called "Green Stamp Bossa Nova" by Bill Gillette... A new label, Ethitone, has been formed by Celtic Recording Productions of New York, Inc. First single features Nicky Dee and Billy Cantos... The Mc - Gargan Distributing Corp. is now handling 'Pedrop' Drops Records of Texas,... Maribel Distributors of Maryland in Baltimore, have moved from 40th Avenue to Newbury Street.

PHILADELPHIA

Edie White, old-time vaudeville comic since turned auto salesman, has waxed a comedy album of his old routines for Harold Robinson's King label. Frankie Avalon, Sandy Stewart and the 4 Seasons set for the Hero Scholarship Endowment Show at Municipal Stadium on September 13, under the aegis of the Honney Agency... Don Nicholas will head the Meyer Davis band (Continued on page 12)
Record Dealers prefer Scotch® Recording Tape

12-to-1

in Billboard Magazine Survey*!

So what else is new? Not that we don’t appreciate being number one in this survey for the last three years! We’d be mortified if we weren’t. But this excellent survey of record dealers by BILLBOARD Magazine just confirms what our salesmen tell us. Record dealers prefer us 12 to 1 over nearest competition because their customers do! (58% of those responding to the question about blank tape prefer us over all other brands mentioned.) This is to be expected, because “Scotch” Brand Recording Tapes are the quality product in a market where quality is dearly appreciated . . . by dealers and customers alike. You can’t please everybody, but we come awfully close!

### Billboard Hot 100 for Week Ending August 10

#### Top 10

<table>
<thead>
<tr>
<th>Number</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
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<tbody>
<tr>
<td>1</td>
<td>Fingertips [Part II]</td>
<td>Little Tony Fisher, Trinity 4460</td>
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<tr>
<td>2</td>
<td>Wipe Out</td>
<td>Little Tony Fisher, Trinity 4460</td>
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<td>3</td>
<td>May The Street Be Yours</td>
<td>Irv Billings, 1025</td>
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<tr>
<td>4</td>
<td>You're the Devil in Disguise</td>
<td>Allen Sherman, RCA Red Seal 7276</td>
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<tr>
<td>5</td>
<td>Summer Breeze</td>
<td>Emmylou Harris &amp; The Hot Band, 34097</td>
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#### Additional Songs

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<th>Song Title</th>
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<tr>
<td>11</td>
<td>More</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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<td>12</td>
<td>Midnight Special</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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<td>13</td>
<td>Love Me Tender</td>
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<td>14</td>
<td>Goodnight Goodnight</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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<td>15</td>
<td>All My Loving</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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<tr>
<td>16</td>
<td>I'm Gonna Love You</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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</tr>
<tr>
<td>17</td>
<td>If I Had a Hammer</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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<tr>
<td>18</td>
<td>Twist It Up</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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<tr>
<td>19</td>
<td>This Is My Baby</td>
<td>Sonny Bono, RCA Victor VS 1580</td>
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#### Bubble Under Hot 100

<table>
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<tr>
<th>Number</th>
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<th>Artist</th>
<th>Label &amp; Number</th>
</tr>
</thead>
</table>
WE HAVE A ONE-TRACK SOUNDTRACK MIND!!

WE HAVE THE GREAT FILM MUSIC!!

Movies Are Better Listening Than Ever!
WE'RE STILL BOASTING!!
WE HAVE THE HOT NEW SINGLES!!

TRUE LOVE NEVER RUNS SMOOTH
Gene Pitney

CRY BABY
UA. 629
Garnet Mimms

ONLY IN AMERICA
UA. 626
Jay and the Americans

COME ON AND STOP
UA. 617
Marv Johnson

TELL ME MAMA
UA. 616
Janie Grant

United Artists Records
The proudest name in entertainment
**BREAKOUT SINGLES**

**★ NATIONAL BREAKOUTS**

NO NATIONAL BREAKOUTS THIS WEEK

**★ REGIONAL BREAKOUTS**

There's no records, no yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major markets listed in parentheses.

**MARIA ELENA . . .**

Love Indian Troopers, RCA Victor 8216 (Peer Int'l, BMI) (New York)

**MARIA ELENA . . .**

Billy Mure, MGM 13161 (Peer Int'l, BMI) (New York)

**LOVER'S MEDLEY . . .**

Murry & O'Shella Rumblehouse, Swan 4144 (Bregman, Vecce & Carse-Northern, ASCAP) (Hartford)

**BIRTHDAY PARTY . . .**

Pilaca Three, Mercury 72100 (Dandallion-Merjed, BMI) (Miami)

WHERE IS JOHNNY NOW . . .

Soupshen, Swan 4143 (Holl & Range, BMI) (Hartford)

**A SLOW DANCE . . .**

Ronne & The 16-Ines, Win 250 (Jilliano, ASCAP) (Philadelphia)

**I'M NOT A FOOL ANYMORE . . .**

T. K. Hall, Smoish 1830 (Crazy Cajun, BMI) (Denver)

**HEAR THE BELLS . . .**

Tokena, RCA Victor 8210 (Bright Tunes, BMI) (New York)

**DEVIL'S DEN . . .**

Pants, Try Me 28100 (Jim Jam, BMI) (Seattle)

I KNOW . . .

Ronnie Rice, MGM 13153 (Edgewater, BMI) (Chicago)

**GONE . . .**

Rip Chords, Columbia 42812 (Downey, BMI) (Houston)

**NORTHERN BABY**

Canada Minnis & The Encounters, United Artists 629 (Kilburnhouse-Mellin, BMI) (Philadelphia)

**GREEN MONKEY . . .**

Cameo Cooper & the Kinfolks, Jubilee 5445 (Tri, BMI) (Denver)

**DON'T LET THE SUN CATCH YOU CRYING . . .**

Steve Alaimo, Checker 1347 (Northern, ASCAP) (Houston)

**SINGLES REVIEW POLICY**

Every single sent to Billboard for review is bound by Billboard's Review Panel, and its sales potential is based on the particular Panelists' opinions. Singles are programmed for Spotlight after roll-out, and only Spotlight Plays or simple presses are listed in their respective categories.
A Smash All Over Again!

This time with superb, easy-to-sing

ENGLISH LYRICS

THE BLUE DIAMONDS

SUK YAKI

10032

LONDON INTERNATIONAL

www.americanradiohistory.com
### 150 Best Sellers—Monaural

<table>
<thead>
<tr>
<th>#</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>New Jersey</td>
<td>Andy Williams</td>
<td>Columbia</td>
</tr>
<tr>
<td>2</td>
<td>I turned to You</td>
<td>Swampers</td>
<td>Columbia</td>
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<tr>
<td>3</td>
<td>Walkin' in the Rain</td>
<td>Tony Bennett</td>
<td>Columbia</td>
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<tr>
<td>4</td>
<td>Breakfast at Tiffany</td>
<td>Louis Armstrong</td>
<td>RCA</td>
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<tr>
<td>5</td>
<td>Love Letter</td>
<td>Dion, Mireille</td>
<td>RCA</td>
</tr>
<tr>
<td>6</td>
<td>The Last Waltz</td>
<td>Dion, Mireille</td>
<td>RCA</td>
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<tr>
<td>7</td>
<td>Sings for Simon</td>
<td>Sammy Davis</td>
<td>RCA</td>
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<td>8</td>
<td>Down Home</td>
<td>Billie Holiday</td>
<td>RCA</td>
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<tr>
<td>9</td>
<td>Tenor</td>
<td>Tony Bennett</td>
<td>Columbia</td>
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<tr>
<td>10</td>
<td>This One's for You</td>
<td>Tony Bennett</td>
<td>Columbia</td>
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### 50 Best Sellers—Stereo

<table>
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<th>Artist</th>
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<tr>
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<tr>
<td>5</td>
<td>Stereo Music</td>
<td>Various Artists</td>
<td>RCA</td>
</tr>
</tbody>
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This is a historical Billboard magazine top charts listing for the week ending August 10, 1962.
5 EXCITING NEW SINGLES
From DECCA®-CORAL®!

CARMEN CAVALLARO plays
HUNGARIAN RHAPSODY NO. 2
Decca 25608

WARREN COVINGTON plays
THE TIPSY TROMBONE c/w
TAKIN' IT SLOW
Decca 31525

ERNEST TUBB sings
THANKS A LOT c/w
THE WAY YOU'RE LIVING
Decca 31526

THE TARRIERS sing
LONESOME TRAVELER c/w
SEVEN DAFFODILS
Decca 31524

GOLDIE and the ESCORTS sing
BACK HOME AGAIN c/w
SOMETHING HAS CHANGED HIM
Coral 62372
WHY DON'T YOU BELIEVE ME? . . . IT'S A SMASH!

THE DUPREES

WHY DON'T YOU BELIEVE ME?

COED 584

WHY DON'T YOU BELIEVE ME?

THE DUPREES

THE MUSIC REPORTER SINGLE SCORPS

THE W鄉UPEES — "COED 584"

THE W鄉UPEES ARE GOOD BETS TO BE MAKING THE CHART ROUNDS ONCE AGAIN

THE MUSIC VENDOR SIDE BETS

MUSIC VENDOR SIDE BETS

WHY DON'T YOU BELIEVE ME?

THE DUPREES — "COED 584"

MUSIC VENDOR SIDE BETS

WHY DON'T YOU BELIEVE ME?

THE METRO (Savoy, BMI, GOSPEL 1979)

MARION WILLIAMS

The Lord Knows (Savoy, BMI) — (771) 191 Braving You 845

SUNSHINE KENES

Some By and Away Savoy (BMI) — (771) 712 Sailing

JOHNNY WATSON

Ganster of Love (Harmonee, BMI) — (771) 197 In the Event (P.D., BMI, SPOTLIGHT)

RHYTHM & BLUES

THE DUPREES

COED 584

New hit single

WHY DON'T YOU BELIEVE ME?

THE BILLBOARD

WHY DON'T YOU BELIEVE ME?

REV. R. T. JONES

I Know the Spirit Moving (CarveyBMI — (771) God's To
SURE TO BE NUMBER 1
BECAUSE IT'S A "DIFFERENT" 1

"from one to one"

CLYDE McPHATTER
72166

America's First Family of Fine Recordings

Mercury Records
HITS OF THE WORLD

AUSTRALIA

This Lust

COLOMBIA

FRENCH (WALLOON) BERLIN

FRANCE

ISRAEL

This Lust

AUSTRIA

This Lust

BRITAIN

This Lust

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WHAT THEY ARE SAYING ABOUT ERROLL GARNER'S FIRST CONCERT ALBUM IN STEREO

HIS FIRST LIVE CONCERT RECORDING IN SEVEN YEARS:

ERROLL GARNER
ONE WORLD CONCERT

RECORDED IN ACTUAL PERFORMANCE AT SEATTLE WORLD'S FAIR

STANLEY DANCE
SATURDAY REVIEW
"...usually full of Garner's special vitality and joy... well-paced program... Garner has the edge in its contrasts, humor and improvisational unpredictability... swings intensely.

RALPH GLEASON
SAN FRANCISCO CHRONICLE
"Album Pick of the Week"—"There is no getting around the fact that the little elf plays a lot of piano... he can swing with anybody and the Garner lyric style for ballads has been without peer for a long time now... includes a really marvelous version of Garner's own classic composition, MISTY.

SKITCH HENDERSON
THE DINERS' MAGAZINE
"Recommendations: I love the idea of recording an actual performance, especially of a small group. Erroll Garner's latest release, ONE WORLD CONCERT, was made at the Seattle World's Fair. Mr. Garner continues to be one of the only members of the new School who consistently provides excitement and individuality. I believe him to be the most imitated pianist in popular music today."

SHOW MAGAZINE
"Garner's brain is divided right down the middle, one half of it controlling his right hand, the other half, just a split second behind, taking care of his left. In between lies a formidable talent, joining the two halves together in tempestuous wedlock. This is one of Garner's best LP's."

VARIETY
"Erroll Garner's ONE WORLD CONCERT is for everyone. It's a musical world loaded with exuberance, free-wheeling pianistics and an individual imaginative style... the sound control has recording studio discipline and yet retains the uninhibited excitement that comes over in live performance."

CASH BOX (Pick of the Week)
"...with this exciting session recorded 'live' at the Seattle World's Fair... the 88'er has his best disc to date... performed in his inimitable manner with all the verve and artistry at his command."

BILLBOARD
"...a big one for Garner... the pianist at his best... Solid with broad appeal."

HI-FIDELITY INSTITUTE
"Brilliant performance and dazzling sound."

STEREO
Electronics Bring Bloody Struggles

By CLEMENTE VARGAS

CARACAS—This is election year in Venezuela and the country has gone through one of the most difficult six-month periods in its history. Terrorists of the left and right political factions are struggling for power and the recording industry has had a drastic decline in sales at a time of the political unrest.

All retail trade has been hard hit, especially those who keep off the streets which can be filled with death-dealing violence at any time. The interior of Venezuela, which represents close to 60 per cent of the country's purchasing capacity, particularly of its rural region, is drastically in decline and a mass migration to the urban areas is expected. An expanded drug trade has made inroads in the western interior, once the oil-rich State of Zulia. These black market activities are especially hard put for the region has been declared an international drug importation and a mass migration to the city makes the urban areas even more difficult in what used to be a heavily buying market.

Waiting for Jesus

The picture is little different in Caracas. This is the second season with noJesus, who is one of the few artists to score with continuity since he appeared last year.

After almost two years of protecting themselves from bleeders, record�catalog, Johnny Quiro, head of South America's No. 1 leading translator of hit lyrics, has given Miltinho four consecutive No. 1's. The song is "El Malquerido" and "Rosita". The man hopes that the public will again venture to the local record stores.

In spite of the odds against success, production pace has not slowed and more and more new labels continue to appear. July witness the launch of the new and independent LP's released and Rephine's new additions. Philips and Parlophone have their own catalog and material is being rushed to the market so that they can be alternative solutions. Releases are mostly standard catalog material, including compilations, classical, European folk and dance records. There are steady sellers which start at the 500 initial press order mark.

The changes that took place at the start of the year in the distribution set-up in the United States and Europe between ABC-Paramount, MGM, Reprise, Hippioton, etc., are causing a flood of dumped material to appear in the peddlers' carts. Venezuela, which has large quantities of these labels stock, has sold LP's from ABC as low as Rs. 1.00 and Max Venture, one of the senior import dealers, purchased 10,000 LP's at this price to retail at Rs. 1.95.

New Issues of Reprise, MGM and the other labels have been slowed due to these transactions. In spite of the "no dumping" clauses — which are standard with U. S. A. contracts — distributors have had to resort to this practice to recover some of their losses, which are often taken from them.

Racks Are Empty

Rack jobbing has finally come to Venezuela in a subtle and commercial fashion. Suddenly, records appear in the Rockefeller Cuda Stores (local versions of U. S. A. supermarkets) and a local specialty shop is working on an order for 100 country records to hold 20 LP's released by Reprise. Independent will group start an all out sales drive for a door-to-door sales approach, with promotional classical and semi-classical records which are still freely imported. This seems an attempt to create a lowering of the price of the LP which still goes at Rs. 15.00 in one part of town and down to Rs. 13.00 in the other.

Discomoda has maintained a price structure of Rs. 5.00 but marking each record from the factory and checking on dealers who may be tempted to buy for an unauthorised account which sells for less. Dealers who dealt this way are dropped.

Wholesaling is fast coming to an end here. Every manufacturer has now his own means to cover every dealer in Venezuela. The salesmen, however, make their own deals on the road and still carry other merchandise in their pickups, as they meet on the highway and transparent ways of their own.

The end result is beneficial for the dealer who gets more frequent offers on all labels.

Sound Tracks Still Sell

Film themes still are favored in the trade here, however, and Les Baxter's Reprise Academy Awards LP will be the first to show against Colipa's "Lawrence of Arabia" release.

Only Capitol is still out of the market. And besides Audio-Fidelity and Reprise, Everest, Starday and Tropicana as well as Duke - Peckock - Backbeat have made the necessary arrangements for local distribution. London, another Palacio-distributed label, issued close to 20 LP's at one time, with many associate masters from the London group from other areas also seen at local counters.

Lack of Disk PromotionIrks Pop Clef ters

By GEORGE HILDER

19 Toddman Ave., Kennington, London, S. W.

Reprise Records is happy over the success of artist Lucky Starr. Starr's manager, Bob Lichtenberger, reports opening U. S. trade, engagement, four weeks at the Hotel Astor, and a recording session scheduled so popular that the management exercised a four-week option to be played later this year. Starr opens at the Flamingo, Las Vegas, July 24, and is being represented by Billy Eckstein. He has also been signed by Dot Records for $17,500. Leslie Haire, manager for EMI America, arranged to record the American cast presentation of the U. S. musical "Wildcat" from the stage of the Imperial Theater, Melbourne, July 23 and 24, starring Tomram, Gordon Boyd and Keith Peterson.

Disc Jockey John Law, of 2CB, Sydney, is preparing to tour America in a few months, has cut a single for the Melbourne W. C. O. in which he plays a song and a bit of Clef ters. Eddy Ant, manager for Columbia, has cut the first gospel single for EMI entitled "Do the Lord's Cross Over" assisted by the Le Garde Twins and Speedy West. Also on Columbia is a release of English Pathe, a song by Sha pro singing "Not Responsible," recorded recently in Nashville. ARC is really after a hit with a song entitled "I Don't Want To Live Without You" of Green on CBS called "So What," produced by Sven Leibek. The disc features the backing of vocal groups the Delphonics and the Atlantics, who are currently riding high with their new single. "Bombom" records excellent sales from this month's Kapp release, "Our Day Will Come" album, by Ruby and the Romance. With so many musical shows opening in Sydney and Melbourne such as Noel Coward's "Still Away," BUDAPEST—Hungarian pop song criers are one the finest in Europe, but nothing is being done to exploit record sales possibilities of developing this. As this is a question concerning the whole record industry here, it has been reviewed Laszlo Beck, artistic manager of the Hungarian Record Manufacturing Company. Beck himself considers the whole situation in a unfair and, for the time being, it seems that there is no record production in Hungary.

The recording company makes records over all, but the recordings are transcribed from the European masters and they are transferred to the Hungarian cable factory which makes the masters and the record pressings. Before they start pressing, the recordings are presented to several buyers from the sole distributor, where the quality of the order is initial order is established.

Here starts the trouble, according to Beck, and it is this that gives the trade. In past, initial orders were from 10,000 to 20,000 of any record, even if some of the recordings had any hopes of reaching the market. The present investigations of the record trade, led by the State economic authorities, have now set a record sale at low, low prices. This forced the distributors to buy executives from the trade and plans for this year were altered dramatically in this respect and ordering is handled carefully.

As in the socialistic system everywhere, the present aim is to plan prices, and lower the prices generally, in order to reduce the amount of goods at prices that are charged or, together with a reduction of raw material orders. When an enterprise knows that its sales are on the point of selling are not only some kind of government, but in a way, regardless of how poor, even if sales increase 100 per cent. Practically this becomes impossible in view of the shortage of raw material and capacity—due to the low prices in the manufacture of goods, the increase of production impossible.

Thus the new disc record cannot be sold at the right prices, or any quantities, or reach the public too late, a situation which must be somewhat incomprehensible for American businessmen. The bad position of the new disc and free trade competition brings often very similar situations in basic articles. So the hit possibilities pass away silently and the reality is that the Hungarian manufacturing company and the criers who earn only a fraction of the real value of their product, have got two years ago. The next step might be taken by the new young crier, who buys some hundred records of a possible hit and sells them in the very last week at black market prices.

"Camelot," and "Wildcat," Capitol releases, have had a version of "The Desert Song" sung by Gordon MacRae which is receiving excellent reexample in album sales, radio spots, etc. The Festival is releasing 12 imported and locally pressed albums by pianist Alfred Brendel who is touring Australia at least next three months for the Australian Broadcasting Commission. Australia's new currency valued
Everyone recognizes the importance of the juke box operator to the music-record industry... both as a potent record buyer on his own—and for the sales and exploitation job he does for record manufacturer, publisher and artist alike.

It makes solid business sense for you to be there... in every capacity you can wrangle... in person and in print... to greet the thousands of operators who influence your business and the appeal of your product so greatly—and to tell them about your new releases that can mean more plays and more profits for them.

Full distribution of the special MOA issue right from Billboard's own "Service Center" booth on the convention floor... so whether you make it to the convention in person or not—YOUR MESSAGE WILL!

PLUS... Billboard's regular weekly distribution to some 20,000 members of the music-record industry guarantees you'll reach not only the convention attendees... but you'll reach the stay-at-home ops... and promote you and your products to the whole music-record industry... internationally!

| ECONOMIC PROFILE OF THE OPERATOR—with a complete analysis of what and where they operate and a comparison with last year's profile showing the industry's growth. |
| PROGRAMMING AND ROUTE MANAGEMENT—compilation of vital facts produced by a special programming survey, plus information on how individual operators cope with their problems. |

Here's just a sample of the full-scale editorial coverage and backing your ad will have... which has made Billboard's annual MOA Convention issue a proven long-after-publication reference edition... and equally long-after-publication exposure for your ad.

THE JUKE BOX INDUSTRY—1963—with articles from regional correspondents on the stature of the industry to date with prospects for the rest of the year.

COMPLETE CONVENTION COVERAGE—with stories on the various seminars, exhibits, and events.

DATE OF CONVENTION: SEPTEMBER 4, 5 & 6
DATE OF ISSUE: SEPTEMBER 7
ADVERTISING DEADLINE: AUGUST 28

RESERVE YOUR SPACE NOW!
Kling Lights for 'My Fair Lady'

"My Fair Lady" has been scheduled at the Theater at der Wien in Vienna for opening night on September 19 starring (and German cast stars) Kurt Hauber as Eliza and Paul Habscheid as Higgins. Under the baton of Franz Allers, who also led the New York performances, the Tonkünstler Orchestra, the W. Fries Choral and the Eric Bildstedt ballet are to fulfill said musical until December 31. These performances were held to continue performances in 1964. The rehearsals in the British capital began August 16. Last big musical in the Theatre was "Axel and Helmenteur" (1936) with Sarah Leander and the late Max Hansen (190) performances.


AUSTRALIA

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FRANCE

New Label for Young Talent

By EDDIE ADAMS
92 quai du Marché Joffre, Courbevoie (Seine)

Mrs. de Rieux is undoubtedly one of the most active among the French disk personalities. She just announced the creation of a new label named "Week End," primarily destined for young talent. The new label's first records will be issued in September.

Moreover, Mrs. de Rieux has also taken over Recordings and Artists, a label run by Jeanne Carmin. He will be directly involved in the parish appearances. Under her impulsion, Vega Records are back in action in the pop market with the release of a batch of new records.

GERMANY

Hentoff Set
For Jazz Seg

By JIMMY JUNGERMANN
102 Ismaninger St., Munich 27

For the first time, a U. S. jazz authority will run a series for a German radio station. It's called "Jazz Segment," and he will be producing a 45-minute show once a month for the jazz program of Radio Frankfurt. The show will feature jazz news and jazz records, analyzing new trends in the world of new jazz.

Visitors

U. S. composer Rudolf Friml and his wife, Ruth, arrived in Munich for an appearance with the Bavarian Radio Symphony Orchestra. Said Friml: "I would like to arrange for the playing of my new composition 'The Matterhorn.' It is a 10-minute composition for 11-piece orchestra. I got the idea for it when I visited Switzerland in 1962. It begins smoothly, like you're at the base of the mountain, then builds up as you go up, with the music becoming more and more soaring and dramatic." U. S. conductor Franz Allers arrived in Munich to conduct for the Second German TV Network a program of U. S. music and to conduct the Bavarian Radio Variety Orchestra in a program of U. S. light music and to tape for the Bavarian Radio Network music from the States. Then he will go to Berlin to conduct the first German showing of Irving Berlin's musical "Annie Get Your Gun," starring Heidi Bruchl. Afterwards Allers will go to Vienna, to conduct the opening of "My Fair Lady" there, in Austria. Allers married June Furch, movie writer, in June of 1963. U. S. singer from the Met, Roberta Peters, arrived in Munich to guest star in programs for the Second German TV Network. Then she will sing at the Salzburg Mozart Festival. . . . "Freckles" Klaus Munro wrote the German lyrics; Ernst Verch produced the German version with the title "Wie Waer's Mit Charleston" for Philips.

Jazz for German TV

The First German TV Network carried an outstanding jazz program, one of Joachim Ernst Berendt's most unusual on television. Headline attractions were pianist Ron Blake and vocalist Jeanne Lee. The U. S. guests were represented by the Mitchell Ruff Trio, featuring pianist DeWitt Mitchell and Willie Ruff, who doubles on bass and French horn, Trombonist Albert Magnus and tenor saxophonist Hans Koller of Germany also starred in the show.

Touring Germany seems to be the thing at the moment. Here's the itinerary of Chubby Checker for instance: August 9, Munich (at the 4,000-seater Circus Krone); August 31, Stuttgart and Augsburg; September 1, Essen; 2, Siegen; 3, Hanover; 4, Westhagen; 5, Oldenburg; 6, The Volkswagen City of Wolfsburg, and Brunswick; 7, Flensburg and Kiel; 8, Berlin (Sportpalast).

Peggy Clark guest-starred for the first time in a German hall, in Berlin's huge Deutschland Halle . . . U. S. singer Robert Treby arrived in Munich on his way to Berlin where he will guest-star in "Amie Get Your Gun." In Munich he taped a TV show . . . The Golden Gate Quartet will guest-star in the next Peter Week show to be taped for the First German TV Network next week.

HOLLAND

Cowboy Copas
Toast of Town

By SKIP VOOGD
Editor, Platennieuws
Joh. Caphonsestraat 189,
The Hague

Dutch format artist Anita Berry recorded a fine Dutch rendition of German song "Wo Er In Deuagen Sitte" starring "In De Branding Van De Zee." Top Starday artist Cowboy Copas ("Country Entertainer No. 1") has pleased his many friends in Holland with a new album, released here on the London label. The Copas collection contains such country gems as Ernest Tubb's "Big Fool of the Year," "Wolverton Mountain," and "Silver Threads and Golden Needles," John Ros, Dutch label manager of Decca and London, informed us that more Starday LP's will be released in Holland soon, among them the "Hall of Fame" LP's.

The wide-screen movie spectacular "Flying Clipper" will have its Dutch premiere soon. Though not visible in the film, the gorgeous songstress Katyuna Ranieri takes part with several vocals. Two of them, "Wherever You May Go" and "Have Faith," were released on a Decca single, so that multi-linguistic Katyuna Ranieri has made her Decca debut in Holland with two American songs. Choir is of Rudolf Lam's orchestra conducted by Ranieri's husband, Riz Ortolani.

Brook Benton's fast climbing "My True Confession" for Mercury has been released by L.C. Phonogram in the coupling with "Tender Years." Also rush-released was U. S. hit "Wipe Out" by the Surfaris on the London label.
Air Public Service Doesn't Have To Be Dull, Mark Century Says

BY GIL FAGGEN

NEW YORK—With stations increasingly aware of their responsibility to the "needs" of their community, many broadcasters now is how to present public service without driving the listener to more exciting pastimes such as chess.

The National Association of Broadcasters Convention in March one of the industry's top production outfits, the Mark Century Corporation, introduced its "Radio la Carte." Included on the menu is "Public Service Minor," continuously scheduled, a comment that is expected, extremely palatable and designed to be sponsored and FCC approved.

The outfit produces and custom builds for each of its individual subscribers public service bits on education, agriculture, safety, voting, national and local charities, just to name a few.

The p.s. spots are produced with original music and are delivered through the mail by Mark Century's staff writers. The result: bright and listenable spots with a minimum impact.

Production Music

All programming on the Mark Century menu is a wide variety of original production music: from comic to news; sound effects of every description, and basic formats such as sports, time, weather and news.

Mark Century's production staff is headed by John Kempner, former Lennox & Newell staffer and production technician. As a producer and writer, formerly with WINS Radio and the Philadelphia Record Company, he comes up also as a master of musical commercials especially prepared for a station's needs.

A commercial a month (each consisting of 15 seconds) is furnished based on the Department of Commerce survey of the top 24 markets.

Writer June Griffin, over from Grant Advertising, helps provide the Mark Century subscribers with a cop service contract to deliver three different commercial subjects a month.

For the harried program director, the Mark Century menu is the answer to his monthly contest (including programming promotions) as well as any part of the Radio la Carte package.

Talk and Humor

"In an effort to meet the needs of our subscribers we are providing a menu of music that is palatable and that fits in with their program policy," said Mr. Kempner, Mark Century's president.

The cost for the complete package, according to Marvin A. Kenpner, executive vice-president for sales is based on size of market and dollars in the area, averaging about $10,000 for two years and can run up to $25,000.

Stations must buy the entire package of 20 double-sided disks on a two-year lease.

"We don't use a barter setup," said Mr. Kempner. "Instead each station pays a monthly fee (minimum is $200 monthly) and do not have to make a monthly purchase."

An untainted package is available at a lower rate.

At present Mark Century is servicing 41 stations in the United States, at least one in eight in Canada, five in Mexico and others in Australia.

As part of our overall service to our clients, we are planning a programming and marketing seminar here in New York in the fall. Non-subscribers are invited to attend.

Focus on the Deejay Scene...

"SAFE? OUT! WHO KNOWS?..."

asks umpire Charles McNairy, a former Broadway columnist. Completely ignoring the ball is WMCA's "Dandy" Don Daniel as he greets Play-By-Play Man Teddy Howard as she slides safely home. The WMCA "Good Guys" and the Bunnies when the WMCA Bunnies take some 5,000 fans in the recent Central Park softball meeting. On the mound for the Bunnies was Bunny Chino, who was credited with the 7-6 win. "Dandy" was named as a leading pitcher, but feels he really hasn't lost since several of the Bunnies have occupied positions to visit WMCA and watch his show, heard daily 4-7 p.m.

VOX JOX

By GIL FAGGEN

DID YOU SAY HOOTENANNY? CKEY's Good Guy crew at the KCKW radio stations in Winnipeg people abroad the ferry boat that was called the world's first "floatin' hootenanny."

HATS OFF TO WNAC (Boston), RKO General's key station of the Yankee Network, in its 57th anniversary. Among the outfit's many firsts over the years was the original network between WNAC and NBC's flagship, WEAF (now WNBC) New York.

New Orleans—An innovation in radio station music surveys has been introduced by WNOE. The 5,000-watt station is publishing record stores like box operators every day in an effort to determine the popularity of the record sales pulse of New Orleans and a large part of Louisiana.

WNOE adds 15 new records to its playlist each week in the special attention being given to records spotlight. Advertisers, and promotions, according to Marty (Sparky) Lacker, WNOE deejay and program director.

A new record is spotlighted every day on the station and is promoted as a "disk-cover." The station's regular play list of 20 to 30 favorite "Instant Action Hits." Records on this list are effected by the daily fluctuations in sales reports and tabulations made from listener request mail.

Marti Elliott, WNOE's program director (he's known in the business as "the Cat") changes the "Instant Action Hits" every day at 5 p.m. "The station has the first month of daily survey has been fantastic. There's a daily format that makes it possible when we break with the new songs every day," said Elliott.

"We've bucked up this innovation bysponsor an advertisement motion that has helped a great deal to stimulate interest in the station by disk buying," said Lacker.

WNOE's air staffers are Bob Craig, Mike Redwin, the Cut Elliott, Jim Stewart, Bill Tately, Ron Kennedy and Marty (Sparky) Lacker.

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JUST RELEASED!
from
DECCA-CORAL
FOR A PROFITABLE FALL

CONTACT YOUR
DECCA BRANCH FOR
COMPLETE DETAILS!
YOU KNOW THERE'S SICK OLD LADY NEXT DOOR?

HOLLYWOOD—Secretaries in the offices of The American Society of Composers, Authors and Publishers are very probably shaken from their daily routines when they read the list of songs used on the nightly Steve Allen show.

ASCAP maintains a list of music used on the air and thus keeps a daily accounting of the songs used on the Allen show. It's not the normal type listing of "Avalon," "September Song" or "As

Tumors" that causes ASCAP girls to blink. It's titles like "There's a Drag on My Derry," "An Eva Eddy Feeling" and "Zip

Gun Me—Swich Blade You." A recent addition to the collection of spontaneous ditties begun when Steve plucked a cherry from his everpliant fruit basket, sampled it and cried, "Will cherries start tasting better later in the season?"

The nonsensical phrase was translated into a theme by musical director Donn Treener at the piano and Steve supplied the verse.

Will cherries start tasting better later this season? If not, what's the reason? I'd like to know.

I take a look at it. I bite it and I taste the pit...

Two verses later, Donn and Steve had created another zany hit and more knitted brows for the ASCAP pals.

AS DEEJAY FILL-IN

Phyllis Diller a Regular Killer

BY NICK BROO

CHICAGO—Phyllis Diller in a night club, is a smash. On radio, she's funnier still.

Chicago get its taste of "Diller" from a pinch-hit for WIND deejay Dick Williamson and will get more of the funny lady as she comes out with a series of 30-second spots on WBBM here.

The WBBM spots cover the station's news, live music, recorded music, traffic reports and general programming situations. They'll continue through August and the station will later follow with a "Waiting for Phyllis.”

The WIND stint was the bright idea of program director Guy Harris, who decided to impor-...
TODAY'S TOP TUNES

HONOR ROLL OF HITS

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Tune</th>
<th>Composer-Publisher</th>
<th>Weeks Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>FINGERTIPS (Part II)</td>
<td>By Paul Costello—Published by Jabele (BMI)</td>
<td>6</td>
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<tr>
<td>2</td>
<td>2</td>
<td>WIPED OUT</td>
<td>By Suriber—Published by Minland-Robin Hood (BMI)</td>
<td>4</td>
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<tr>
<td>3</td>
<td>3</td>
<td>BLOWIN' IN THE WIND</td>
<td>By Dylan—Published by Weinsaft (ASCAP)</td>
<td>4</td>
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<tr>
<td>4</td>
<td>5</td>
<td>(You're the) DEVIL IN DISGUISE</td>
<td>By Giant-Joanne—Published by Prestley (BMI)</td>
<td>5</td>
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<tr>
<td>5</td>
<td>4</td>
<td>SO MUCH IN LOVE</td>
<td>By Jackson-Joan-Wilson—Published by Cameo-Parkway (BMI)</td>
<td>7</td>
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<tr>
<td>6</td>
<td>6</td>
<td>SURF CITY</td>
<td>By Berry-Wilson—Published by Soren Gress-Columbia (BMI)</td>
<td>8</td>
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<td>7</td>
<td>7</td>
<td>EASIER SAID THAN DONE</td>
<td>By Lionel-Huff—Published by Norm (BMI)</td>
<td>8</td>
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<td>8</td>
<td>8</td>
<td>JUDY'S TURN TO CRY</td>
<td>By Ross-Levis—Published by Gimmoros (BMI)</td>
<td>8</td>
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<td>9</td>
<td>9</td>
<td>CANDY GIRL</td>
<td>By Saga—Published by Saturday-Getzalul (BMI)</td>
<td>8</td>
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<td>10</td>
<td>10</td>
<td>TIE ME KANGAROO DOWN, SPORT</td>
<td>By Harris—Published by Berkwood (BMI)</td>
<td>8</td>
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<td>11</td>
<td>11</td>
<td>MORE</td>
<td>By Onkelids-Obertein—Published by Marks (BMI)</td>
<td>8</td>
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<tr>
<td>12</td>
<td>12</td>
<td>MEMPHIS</td>
<td>By Berry—Published by Arc (BMI)</td>
<td>8</td>
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<td>13</td>
<td>13</td>
<td>HOPELESS</td>
<td>By Pearson-Aurora—Published by Renner (BMI)</td>
<td>8</td>
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<tr>
<td>14</td>
<td>14</td>
<td>JUST ONE LOOK</td>
<td>By Carroll-Payne—Published by Premer (BMI)</td>
<td>8</td>
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<tr>
<td>15</td>
<td>15</td>
<td>GREEN, GREEN</td>
<td>By McCalusan-Sporto—Published by New Christ (BMI)</td>
<td>8</td>
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<tr>
<td>16</td>
<td>16</td>
<td>ABILENE</td>
<td>By Landrum-Smith—Published by Acord-Me (BMI)</td>
<td>8</td>
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<td>17</td>
<td>17</td>
<td>KING OF THE ROAD</td>
<td>By Curtis-Kelton—Published by Patoka-Dear (BMI)</td>
<td>8</td>
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<tr>
<td>18</td>
<td>18</td>
<td>PRIDE AND JOY</td>
<td>By Burt-Kings—Published by Patoka-Dear (BMI)</td>
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<td>19</td>
<td>19</td>
<td>HELLO MUDMOUH, HELLO FABOUH</td>
<td>By Skonnings-Bruck—Published by Curtain Call (BMI)</td>
<td>8</td>
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<tr>
<td>20</td>
<td>20</td>
<td>DETROIT CITY</td>
<td>By De-Tell—Published by Cederwood (BMI)</td>
<td>8</td>
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<tr>
<td>21</td>
<td>21</td>
<td>DENISE</td>
<td>By Lemon—Published by Bright-Times (BMI)</td>
<td>8</td>
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<tr>
<td>22</td>
<td>22</td>
<td>MOCKINGBIRD</td>
<td>By Cuthbert-Anderdon—Published by Champion-Moss Rose (BMI)</td>
<td>2</td>
</tr>
<tr>
<td>23</td>
<td>23</td>
<td>MY WHOLE WORLD IS FALLING DOWN</td>
<td>By Cuthbert-Anderdon—Published by Champion-Moss Rose (BMI)</td>
<td>2</td>
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<tr>
<td>24</td>
<td>24</td>
<td>DANKE SCHIEN</td>
<td>By Kamersagent—Lemans—Published by Rosannort (BMI)</td>
<td>6</td>
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<tr>
<td>25</td>
<td>25</td>
<td>NOT ME</td>
<td>By Anderson—Published by Rock Masters (BMI)</td>
<td>6</td>
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<tr>
<td>26</td>
<td>26</td>
<td>TRUE LOVE NEVER RUNS SMOOTH</td>
<td>By Anderson—Published by Rock Masters (BMI)</td>
<td>6</td>
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<tr>
<td>27</td>
<td>27</td>
<td>TILL THEN</td>
<td>By Wood-Marren—Published by Pickwick (BMI)</td>
<td>6</td>
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<tr>
<td>28</td>
<td>28</td>
<td>IF I HAD A HAMMER</td>
<td>By Hess-Geiser—Published by Ludlow (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>29</td>
<td>29</td>
<td>MY BOYFRIEND'S BACK</td>
<td>By Palestin-Guttenberg—Published by Blackwood (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>30</td>
<td>30</td>
<td>I WONDER</td>
<td>By Gram-Lyons—Published by Lang (ASCAP)</td>
<td>6</td>
</tr>
</tbody>
</table>

RECORDINGS AVAILABLE
(Real Selling Record Listed in Bold Face)

1. FINGERTIPS (Part II) — Little Stevie Wonder, Train 5499.
3. BLOWIN' IN THE WIND — Chud Mitchell Trio, Copy 519; Peter, Paul & Mary, Warner Bros. 545.
4. (You're the) DEVIL IN DISGUISE — Elvis Presley, RCA Victor 538.
5. SO MUCH IN LOVE — Tommy Tucker, Liberty 5559.
6. EASIER SAID THAN DONE — Lou Rawls, Liberty 5585.
7. JUDY'S TURN TO CRY — Lesley Gore, Mercury 7516.
8. CANDY GIRL — Four Seasons, Vee Jay 579.
9. TIE ME KANGAROO DOWN, SPORT — Ben E. King, Atlantic 577.
10. MORE — Jay, Della, Dolton 41; Martin Dennis, Liberty 5571.
11. KING OF THE ROAD — Curtis Knight, Mercury 7515.
12. PRIDE AND JOY — Burt Kaltsad, Motown 539.
14. NOT ME — Ray Johnson, RCA Victor 541.
15. TRUE LOVE NEVER RUNS SMOOTH — Johnny Otis, RCA Victor 541.
16. TILL THEN — Wood-Marren, Pickwick.
17. IF I HAD A HAMMER — Hoyt Axton, Warner Bros. 556.
18. MY BOYFRIEND'S BACK — Ahmad Smith, 1854.

WARNING—The titles "HONOR ROLL OF HITS" and "Today's Top Tunes" are registered trademarks and the listing of the hits has been copyrighted by Billboard. Use of either may not be made without the written consent of the publishers for such guise should be obtained in writing to the publishers of Billboard at 501 Madison Ave., New York, N. Y., N.Y.
Phono-Tape

MERCHANDISING

Phono Tape

Merchandising

BEST SELLING PHONES - DISK DEALS - EQUIPMENT NEWSLETTER

Ampex Shift Results in Dealer Term Revisions

Loyleford, N.Y.

United Stereo Tapes, pre-recorded tape releasing subsidiary of Ampex Corp., have come under the control of Ampex's new Consumer Products Division, formed here in Chicago. General manager of the new division will be John Lattie.

The move has brought about a number of changes in the U.S. operation. First, the standard dealer markup on all tape products has been raised 10 per cent. This represents an increase on product costs to dealers in the New York, New Jersey and Washington areas.

Terms of sale to all dealers will now be 1 per cent 10th. In addition, an automatic new release service shipment terms will be 5 per cent invoice discount, that is, 36 per cent plus 5 per cent points on the 10th of the month, net 30. U.S.T. will also supply dealers with all orders of 24 or more units.

The U.S. automatic new release service continues to operate. Retailers can now order their free each month a new release demo tape and a free, modular display. Showrooms are scheduled to be delivered to dealers by the 15th of each month under 10 per cent exchange privilege for a period of 50 days following release.

Automatic new release shipments will carry a minimum order of 20 units from 13 record companies.

Zenith Fall Plan to Cost $5,000,000

CHICAGO — Zenith Sales Corporation unveiled a $5,000,000 fall advertising and merchandising program here last week. The announcement was made during a distribution sales meeting held concurrently with the NAMM convention, and the company also exhibited its new products for the fall drive.

Blowout on the promotion campaign comes with Zenith's sponsorship of the 7th Annual Masters of Golf, September 7 and 8 in color on 193 NBC stations. The campaign will also include national newspaper and magazine ads, in newspapers, radio and TV and various special promotions of the new TV and stereo line.

The latter includes three new color TV models, all selling for under $500, two black and white and one color. There is a portable and a low-boy, and a stereo line highlighted by the Seville console model, available as a phonon only starting at $149.95; with AM-FM radio starting at $199.95 and with AM-FM-FM stereo radio starting at $299.95.

There's one loudspeaker under each place-setting, and at maximum volume the butter can be homogenized into the mashed potatoes with a small hand mixer.

And let's not neglect the double-broth housewife. If ever functional stereo furniture were justified, it's in the kitchen, where many roofs have often been inaudible. The kitchen stove is the obvious appliance to combine with stereo. Several manufacturers have been busy adapting themselves to the trend of adding stereo equipment to their kitchen ranges, this concept should require a minimum amount of research and development. One producer has built an oven with speakers in the door, the other in the pot-and-pan storage compartment or recirculated heat vent. Many questions remain unanswered about performance, and balance controls. Thus, McLaidly can listen to hot jazz right from the front burner, and the stove would accommodate two different types of music, of course, require the development of asbestos tests.

WE'VE YET TO SEE a stereo bed, but it could be next on the list. They could be made in double and single sizes and with either two or four speaker systems. A box spring would serve as an excellent acoustical chamber, and the record-changer could be a drop-down type, easily accessible from either position. (On Murphy beds, a drop-up changer would be used.) What an ideal place to enjoy—in full stereo—"Eine Kleine Nacht Musik" or Mendelssohn's "Spring Song." Now we've put stereo in almost every room of the house except the bathroom, but how about creating a space that everybody has thought of it before is beyond us. The natural insulating properties of most bathrooms has given a false feeling of confidence in many popular bathrooms. Let's convert this 10th of the yard along music in stereo. Waterproof speaker housings may pose a small problem here, but for most bathrooms we recommend a 3-way cabinet. However, left and right channel controls could be geared to the shower faucets so that the music is perfectly balanced as the shower is turned on or off. At the end of the last record, the water shuts off automatically.

SOF MUCH FOR stereo furniture. There's another area of functional furniture which we've long felt has been neglected. This is stereo clothing.

The time is now ripe for the stereo shirt. FM radios are now being built into shirts and sweaters that you can take with you, and your next step is listen-as-you-walk FM stereo. The radio chassis itself can serve as part of the fabric, and FM knobs can serve as buttons, carrying out the dual-purpose theme. Tiny speakers (or earphones, if privacy is desired) can be attached to the placket or sleeves, and why not into the back of the shirt for long-distance reception. When the stereo shirt gets dirty, it can be washed in any stereo washing-machine.

.-

Decca to Bring Out Line of Philharmonic Needles

NEW YORK—Decca Records here introduced two diamond and sapphire replace-
**BEST SELLING PHONOGRAPH RECORDS:**

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

The percentages figure shown for each brand is that brand's share of the total number of weighted points derived from all dealer response. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 2 per cent or more of total dealer points are listed below.

**PHONODUS LISTING BETWEEN $61 AND $100**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>POSITION</th>
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<tr>
<td>5/11/63</td>
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Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to make a listing above are shown below with their rank order in the issue included in parentheses.

**Selling Tips of the Week**

**In Denver**

DENVER—Despite the general trend toward doing away with listening booths, preserving a pair entirely for the tykes has paid many dividends for Lou Schoen, owner of Lou's Music Box, in the University Hills Shopping Center, here. Schoen reserves an eight-foot space on the wall of the store for this display of children's records, eight feet high, plus a Peter Pan gnomo, out in front. Where the two displays intersect, are two miniature "listening booths" for children, equipped with turntables mounted high enough that youngsters below the age of 10 or so have difficulty in reaching them. The speaker cabinet is located immediately below, an odd spot, explained by the fact, as Schoen explains it, "the children like it loud."

The fact that the two booths are reserved for youngsters is automatically identified by a glowing clown face mounted on the wall, directing the children to the listening booths.

Here, new children set up an instant clamor to listen to the records, as soon as they sight the grinning clown's head, and Schoen's employees gladly go along with the suggestion, interest in the children, an expression has shown that almost any child whose parents might play the following record represents a sale.

**In Los Angeles**

LOS ANGELES—The problem of "soakers" who waste salesman's time in tape-recorder demonstrations has been effectively solved at Henry's Cameras, here, with a rail-and-turnstile combination.

Annoyed because of the large number of painstaking demonstrations which had no effect on the cash register, Henry Liechtenstein, owner, resolved to limit such demonstrations to actively interested prospects.

Along with many camera items, he moved the tape recorder department into a long narrow space on the right of the downtown Los Angeles store. Here, a chrome-plated rail has been installed, complete with a turnstile, in the center of a ramp leading down a slight slope. A bright red-and-white sign informs store traffic that "You Must Be Accompanied By a Salesman to Enter This Area."

New tape recorder sales have been constantly on the increase from the standpoint of demonstrations given, indicating exactly what Liechtenstein had hoped for—that tape recorder sales would honor the point expressed by the sign, and make no effort to ask for a tape recorder demonstration unless they were sincerely interested.

---

**NEW DEALER PRODUCTS**

**British Item**

**V-M Portable**

The latest in phonograph equipment produced by British Decca was shown recently at a reception in the U. S. Embassy in London. Part of the year the two-coil amplifier and tunable tube (50 watts per channel) is shown above. Electronics of City Line Center, Philadelphia, is soon expected to be the first United States outlet for this line.

The Decca needles are available at most dealers. The turntable is Decca's new Commandor 580 portable phonograph, one of the highlights of the firm's new line, characteristically the Music Show in Chicago. The fully transistorized unit has a function switch in addition to normal controls. The function control allows use of the system for stereo radio or tape recorder inputs and also permits recording stereo tapes directly from records being played. The set has a retail value of $179.95.

**Berlin Exhibition**

Continued from page 44

The exhibition is being staged as something of a jubilee, for 40 years ago in October of 1923, Radio Berlin went on the air on short wave broadcasts. Besides past history, however, the exhibition will concern itself with a good many interests of today's industry like FM stereo broadcasting (with a special stereo display), and advances in modern TV reception and transmission.

The dealer introductory plan, have been designed for maximum full exploitation. All new runs of Decca phonos will carry stickers noting the correct type and model number of the replacement needle.
Columbia Rests Case

Continued from page 3

Music Operators of America

Columbia, as alleged in the FCC complaint.

Examiner Moore held that the Digest sales were "relevant to this proceeding and would be made part of the record." Attorneys for the Digest, who had previously indicated their intention to appear at an adverse decision, were given until Friday (9) to appeal the decision to the Commission.

Part of the Digest's opposition was the danger it saw in "expanding its sales figures and profit margins to Columbia, a new competitor at the package level." In connection with the latter, there was considerable testimony from Stan Kavanaugh, Columbia director of development, who outlined at some length the planning and testing of mail order disk packages by Columbia.

Kavanaugh said that Digest packages and others in the mail order field were studied closely in determining the kind of material to be offered in tests by Columbia. In highlighting the point that club and mail order package plans hit the same overall market, Kavanaugh outlined studies made comparing Digest packages with material made available through the RCA Victor Record Club. This indicated, he said, a general duplicity of repertoire. He also noted that mailing list tests showed that record club members were "three or four times more receptive" to the package offers than non-club members.

Bonus Offers

In further testimony on this point, Kavanaugh noted that Capitol Records had offered through a Lookout Magazine ad and through direct mail to Capitol club members, a package of Broadway hit songs "without obligation to enroll in a club." Further, he said, the "Music of Life" packages offered by Life Magazine were composed of items from the Victor catalog, with many big names involved.

Refuting a frequently stated Government contention that the so-called package kind of disk is not offered at retail as are the records offered through clubs and thus does not compete in that sense with dealers, Kavanaugh said that there are actually many "multi-record package music" type of sets offered at retail. "We've done

You might not lose your hat or drop your cigar like the fellow above, but we're sure you'll agree that

THE 1963
13th ANNUAL M.O.A. CONVENTION
AND SHOW

will be filled with pleasant and profitable surprises.

DATE: SEPTEMBER 4-5-6,
WHERE: MORRISON HOTEL,
CHICAGO, ILL.

Plan to Attend!
Sponsored by:
Music Operators of America

228 N. La Salle Street
Chicago 1, Ill.

IF YOU'RE ATTENDING THE
MOA CONVENTION IN CHICAGO
SEPTEMBER 4, 5 & 6

LEAVE THIS PHONE
NUMBER WITH YOUR OFFICE OR HOME

AND BILLBOARD WILL SEE THAT THE
MESSAGE REACHES YOU THROUGH THE FACILIT-
ITIES OF ITS OFFICIAL MOA "SERVICE CENTER"
BOOTH.

Paging service throughout the Convention Hall
Up-to-the-minute message Bulletin Board

AND . . . a complimentary copy of Billboard's
big MOA Convention Issue for every
convention attendee

-Hotel Forrest
AUGUST 10, 1963
**TALENT TOPICS**

- **Continued from page 16**

House simultaneously with Verge's release of their new album, "Night of the Violin," Los Angeles. Los Angeles Toasts Pink & Hunt Star in the "Vagabond King" Matador Top next week. Van Johnson will star in the summer theater's last show of the season, "Bye-Bye Birdie," August 21-September 1. Our condolences to Nick Noble, whose father died recently. Nick's mother is also hospitalized. He's been staying close to the city but plans to go to Miami for a Playboy engagement in August. NICK BIRD

**SAN FRANCISCO**

Entertainment at Lake Tahoe in midsummer includes the Vagabonds along with the Diamonds and Frank Davis group at the Crystal Bay Club; the McGuire Sisters, who follow Vic Damone at the Cal Neva Lodge, and who will be followed in turn by Rody Smith and then Tony Bennett and Larry Storch. There is so much local interest in preserving scene Bodeman Bay from industrialization, that Turk Murphy and his jazz band staged a special benefit on Sunday, day and evening, July 28, for the Association to Preserve Bodeman Head and Harbor. Laura Della also was on the program, as well as Malvin Reynolds, Eddie Condon Double Woodboard Three, and the Firing Squad. . . Frank O'Rose has moved from the O.E. Broadway in San Francisco to the Safari Room downtown the Peninsula. . .

The Ballyak Village is going Ballyak with the Kitura Trio, native Celtic singer Friddle Paris, currently recording for Vagabond Records, is now at the Tin Angel. The Ballyak Singers are across the Bay at the Harvest Inn, Oakland.

**MEMPHIS**

Elvis Presley bought 50 tickets at $12.50 each for opening night of "Jopitter" to help out Memphis Symphony Orchestra, which get $10 from each ticket sold. But Presley didn't make the scene. He left by car the day before with his friends for Hollywood to begin work on another film for MGM, "Viva Las Vegas." He gave the "Cheopatra" tickets to friends and relatives.

Jerry Lee Lewis, his new career back in high gear under new manager Evelyn Cass, just finished a successful Southern tour, opens at the Thunderbird in Las Vegas August 2 for two weeks, then goes to the swank Vagabond in Los Angeles August 29 for a week. Lewis and his wife, Myra, expect a baby in September.

Bill Black, Hi Records top instrumentalist, is working on a new album for ace Cannon, another Hi artist, packed in a huge crowd of teenagers at a Saturday night dance at Lake-land. Bill finished a fun-loving amusement park near Memphis. . .

Bo Diddlely headlined radio Station WJAZ's charity show "Light Review" at the Auditorium. .

John Burton, rhythm section frontman, who got started by winning three times on Ted Mack's "Amateur Hour" in 1956, returned to Memphis last week to stage a show for the home folks after appearing on the U.S. and Europe.

ELTON WHISENHEART

**CLASSIFIED MART**

A convenient market place for the best sources of equipages, supplies, services and entertainment equipment, coins and machines and many other related products throughout the entire world.

**DISTRIBUTING SERVICES**

**RECORD DISTRIBUTORS**

**HAYDON SOCIETY RECORDS**

RAYMAR'S MEMORY LANE GOLDFIEF (400) CIRCLE

We are in a position to supply you with 400 of the greatest Juke & Ball hits. Also 100 assorted new 45 RPM's. $6.00, $10.00 per 1,000.

RAYMAR SALES CO.

170-21 Jamaica Ave.

Jamaica, 32, New York

(Olympia 8-6412)

**RECORD MFG. SERVICES, SUPPLIES and EQUIPMENT**

**PRESSING & PLATING**

NO CHARGE TO SELL - QUALITY RECORDS

And 1500 copies per side if available at the C. & C. Co. The Cincinnati, OH. 3, Plate big, platemaking, cutting, pressing, drilling. By arrangement. Plate material.

RECORDING FACILITIES & SUPPLIES

**PROFESSIONAL DEMO RECORDS**

Finest Quality Master Tapes - \* in Beverly Hills, Los Angeles, West Hollywood, Bananna Street.

**ATTENTION, SONG WRITERS**

HUGGIF DEMPSTER PRODUCTIONS, INC., and BRIGHT TIMES MUSIC CORP. are looking for original song compositions for:

- The Chieftains
- The Sbach, Randy and the Rainbirds
- Brenda Waterman
- The Voyager, The Satellites and the Thieves, as well as other artists.

Send DEMOS and lead Sheets and self-addressed, stamped envelopes to:

BRIGHT TINES MUSIC CORP.
ONE HANOVER PLACE, BROOKLYN 17, N.Y.

Do Not Call

**WANTED TO BUY**

**TWO SOUSOUNDS w/ FITTER AND ACCESSORIES**

**TOPICS**

Night of the Violin

**EMPLOYMENT SECTION**

**HELP WANTED**

**BINGO MECHANIC Excellent opportunity for right man.**

Send resume to Box 190, c/o Billboard 188 W. Randolph St., Chicago 1, III.

**SAY YOU SAW IT in BILLBOARD**

**CLASSIFIED RATES**

Per insertion

1½" 1" 2" Each Additional Inch

Manufacturers

$9 $15 $25 $9

Distributors & Employees

$8 $12 $15 $9

- Minimum size sold is 1½", approximately 33 words 1" - 20 words. All rates are for each advertisement, each insertion, each time. Advertisements 2" or larger set in boxed style.

- If box number is used, allow 10 words for number and address. Box number service charge, $5 per insertion.

**USE THIS HANDY AD ORDER BLANK**

Please insert the following ad for...

Consecutive issues Classification...

□ Set regular classified style.

□ Set boxed classified style.

□ Amount enclosed...

Copy...

Company Name...

Authorized by...

Address...

City...

 BILLBOARD BUYERS AND SELLERS CLASSIFIED MART

1564 Broadway

New York, N. Y. 10013

Hollywood, Calif., 90028

Chicago, Ill., 60601

**BILLBOARD**

1564 BROADWAY

N.Y.C.

Times Square Office

Space for Rent.

8700 Square Feet.

Central Air Conditioning.

Very Reasonable Rent.

Contact KENNETH LAUB

of Collins Turtle & Co.

261 Madison Ave.

New York 16, N. Y.

Telephone: Murrayhill 2-4020
All this jazz, to put it factually if a little breathlessly, is the new Rowe AMI coin-operated phonograph. It's realistically priced; it gives you programming flexibility—change from 200 selections to 160 or 100, or right back again; it delivers the orbital sound of Stereo Round without remote speakers; it has a dramatic, full-width personalization panel; a "Top Talent" tune display that eliminates "double" title strips; it has loads of salesmanship in its constantly changing light, color movement; it has a diamond stylus good for 50,000 plays.

Tell you what. Why not see your Rowe AC Services distributor today? He can give you the full story a little less breathlessly.

All Rowe AMI phonographs come with Rowe AC Services for nationwide vending equipment support. Rowe sets the standards in vending equipment, bill changers, music systems.
Paul Cusano Dies
After Long Illness

HABROCK HEIGHTS, N.J.—Paul Cusano, 55, founder and president of the Rock-Ola Shuffleboard Company, Union City, N.J., died here last week after a eight-year illness.

Cusano founded the American Cabinet and Billboard Company in 1928, later changing the name to the American Shuffleboard Company when the firm went into the production of table shuffleboards.

He was a member of several important patents, most notable of which is the "climatic adjuster" which revolutionized the manufacture of shuffleboards in the late 1940's. Cusano was instrumental in the development of the cushion and rebound shuffleboard.

Cusano came to this country from Buenos Aires as an infant, was graduated from high school in Montreal, and attended Dartmouth College, where he played hockey. After leaving Dartmouth in his senior year, he started his cabinet making concerns.

Under Cusano's guidance, American became the world's largest manufacturer of coin-operated shuffleboard, supplying the units to taverns, recreation centers and military bases throughout the world.

Cusano also pioneered shuffleboard leagues, putting up more than $50,000 in prize money for the first national

Paul Cusano
tournament in Pearsall, III., in 1950. Teams from 23 states participated.

By the mid-1950's American dropped all its other manufacturing activities to concentrate on coin shuffleboards and billiards. This policy continues today.

Nicholas Melone, general manager, said the firm will continue the Cusano policies.

Cusano's warm and outgoing personality was known to all in the industry and will be deeply missed.

Cusano's family and friends will remember him as a kind and gentle man who always had a smile on his face.

Cusano was survived by his wife, the former Mary Albeiro, two children, Paul, 17, and Donna, 19; his mother, and two brothers, Louis and Armand.

Simon Appoints Frank Mencuri
L.A. - Frank Mencuri, veteran of 25 years in the music industry, has been named manager of Simon Distributing Company, Jack Simon, owner, said he replaces Sonny Lomberg, who resigned to join another company after nearly 10 years with Simon.

Mencuri has been in the coin machine field since 1938. During that time he has been vice-president of Exhibit Supply, sales manager for Chicago Coin and Southland Engineering, the latter in Santa Monica, Calif.

VDIA Frowns on Tariff

By OMER ANDERSON

COLOGNE - V佛nd of the Deutschen Automatenindustrie E.V. (D.A.I.) and chairman of the organization of West Germany's coin machine industry, has protested report that Billboards imports will cost German coin machine manufacturers were seeking legislation to restrict U.S. coin machine imports into West Ger-

VDIA specifically assualled the report published in the June 15 issue of Billboard saying the coin machine industry wanted tariffs raised on U.S. phonograph im-

ports and import quotas im-

posed. The German coin machine industry has not requested any form of protection against tariff protection or other forms of trade protectionism. Billboard that published the statement in the June 15 issue, was forced to admit that the report was false and tendentious.

In the light of the unequivocal statement of the VDIA against tariff protection or any forms of trade protectionism, Billboard was forced to admit that they had made a mistake and misleading information. The VDIA's action and discussion with the VDIA's top officials have made clear that the report has to be considered a total failure.

No Rivalry

VDIA said that within the VDIA German coin machine industry has no rivalry between American coin machines worked together closely and with good cooperation between the companies. The rivalry between them in all areas is non-existent," the organization said.

VDIA said German coin manufacturers never had any intention demanding from the Bundestag (West German Par-

liament) the release of government measures to restrict the importation of U.S. coin machines into West Germany. "In the entire German coin machine industry, the organization emphasized, "there

was

no

unnecessary rivalry among the companies." (Continued on page 56)

Unfranchised Ops Face Jail, Seizure in British Ruling

LONDON — Seizure of juke boxes not licensed for music performance and the committal of the operator to jail was the judgment by a British High Court last week.

These retributions were made at the request of Phonographic Performance Ltd., watch dog of the British Phonographic Indus-

try, federation of major record manufacturers.

The defendants were four directors of Amusement Cater-

ers (Peckham) Ltd., North Lon-

don coin-amusement operators. They failed to obey a previous court injunction to step using PPL contractors to sell PPL licenses.

Sequestration and committal orders were made, but sus-

pended if the defendants paid court costs, arrears of PPL fees, and the judge, Mr. Justice Cross, ruled a "Dishonest" box operators in the United King-

dom for the practice, lastly litigated against, of "waiting to be caught" without the re-

corded music franchise.

Amusement Caterers of Peck-

ham had made a license since May, 1962, the court was told. The judge said he would not fine them since they had lost revenue, owing to their juke boxes being cut off at locations.

The defendants directed, all Cypriots, had agreed in June to pay the PPL fees, but the action failed.

Traders in London, aware of this action, feel that license evasion will now fall into line. Said one London juke box operator: "The PPL fee is not large. Operators who try to avoid paying it are plain stupid in my opinion."
PARIS—A Paris coin machine firm is developing a maritime trade which shows great promise. The company is Palais des Jeux, and its proprietor, Robert Charlot, is president of the French machine trade association, S.N.P.A.

His firm supplied the French Line's new liner France with 25 coin machines, including phonographs and games. Charlot's Palais des Jeux firm sold the machines outright to the French Line but has a contract to service them.

This arrangement is regarded in French trade circles as establishing a basis for a big sea-going trade, in which ship's crews as well as passenger liner operators would purchase equipment outright and contract with shore-based operators to

(Continued on page 58)

**Coin Machine Exports**

**February, 1963**

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<tr>
<th>Country</th>
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<th>Used Photographs</th>
<th>Amount</th>
<th>Games</th>
<th>Value</th>
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Total: 1,899 $1,400,041 1,010 $259,720 3,999 $1,533,856 6,868 $3,193,617

**February Exports Hit Record**

NEW YORK—U. S. coin machine exports during February hit a recent $1,933,617, more than three times the dollar volume of the preceding month ($594,986) and 49 percent more than in February 1962 ($1,871,051).

Most dramatic gain was in new juke box shipments, with 1,899 units valued at $1,400,041, bound for overseas ports. In January, the figure was a puny 440 units valued at only $293,524.

The number of used phonograph shipments more than tripled from 313 to 1,010. In February 1962, considered a good month, 343 used machines were shipped.

Coin games, both new and used, accounted for $1,533,856 with 3,999 units shipped. All told, some 6,888 games and music machines left U. S. ports during the month, compared with 2,382 units in January.

The continued gain of U. S. juke boxes and amusement machines in the world market has given rise to stories that the West German manufacturers were attempting to improve import statistics against the American products. However, this week, VDAI, the West German coin machine association, came out with a blanket denial that this policy was in effect (see separate story).

West German purchases during February were $84,775, topped by Belgium with $85,926, and 562. The West German and Belgians combined bought about two-thirds of all new juke boxes shipped from the U. S. during February, with the former accounting for 729 units and the latter accounting for 335 units of the 1,899 total.

The 335 juke boxes shipped into Belgium were valued at $456,856, while the 729 new juke boxes which entered West Germany from the United States were valued at only $4,000 more.

Reason for the lower per machine value of new juke boxes bought by the Germans is that many mechanisms are shipped to West Germany, with cabinets, speakers and amplifiers added later. New juke boxes arrive in Belgium completely assembled.

Biggest purchaser of U. S. game was France, with 931 units valued at $458,675. Unlike Belgium, which buys machines for transhipment all over Europe, the French are buying for their own use.

**Juke Boxes Under Illinois Law**

CHICAGO—All coin-operated amusement devices, including juke boxes, are subject to a $10 annual tax under an amendment to the Coin Operated Amusement Devices Act passed by the Legislature recently. Up to now, juke boxes were exempt from any fee. The old law set a $50 tax on pinballs, $25 on bowlers and shuffle al- lers and $10 on games.

The reference to juke boxes as well as other amusement devices, is included in a Department of Revenue ruling supple- menting the legislative act.

**Sticker Required**

The revenue department ruling on $1,500,000 in amusement devices, including a tax license sticker on all ma- chines. The license will enter into effect July 31 of each year, the de- ruling states.
RECORD SOURCE INTERNATIONAL AND ROCK-Ola
OFFER MUSIC FOR ADULT PROGRAMMING THROUGH
MUSIC OPERATORS' STEREO SERVICE

A STEREO FIVE PACK OF THE
10 TOP CUTS FROM THE BEST
LP SHOW TUNE ALBUMS

PICKED BY BILLBOARD'S
MUSIC EXPERTS FROM ALL
THE TOP LABELS

RECORDED ON 7-INCH 33-1/3
RPM MICROGROOVE RECORDS

A NEW PACK OF FIVE M.O.S.S.
PICKS DELIVERED ANYWHERE
IN THE UNITED STATES IN
ANY QUANTITY EVERY TWO
WEEKS AT GOING ONE-STOP
RATES

IT'S THE GREATEST EXTRA
PLAY-PROMOTING, MONEY-
MAKING SERVICE EVER
OFFERED MUSIC OPERATORS

YOUR FAVORITE HIT TUNES
Selected for your listening pleasure
FROM THE BEST OF LP ALBUMS
See 33 1/3 stereo title strips below

THIRD RELEASE
My Romance
RCA - STARDUST - RCA - STEREO
They Didn't Believe Me
Decca - STARDUST - RCA - STEREO

Stardust
RCA - STARDUST - RCA - STEREO
The Glow Worm
Decca - STARDUST - RCA - STEREO

Billy Goat Hill
RCA - THE BEST OF THE KINGSTON TRIO
Capitol - STEREO
Take Her Out Of Pity
Capitol - STEREO

Charleston
RCA - STRICTLY U.S.A. - LONDON - STEREO
Summertime Love
RCA - MIRACLE - LONDON - STEREO
Allie Cat
RCA - TODAY'S TOP HITS - MERCURY - STEREO

FRIE ME TO THE MOON

This all-new Rock-Ola Album Sleeve Holder Insert can be ordered by
Rock-Ola Operators from their local Rock-Ola Distributors for the Rock-
Ola Rhapsody, Model 408 or the Capri, Model 404, De Luxe Stereo
Monaural Phonographs. Attractive miniature album covers display Rock-
Ola showcase tunes and special stereo title strips permit easy patron
selection. Miniature album covers and special title strips are furnished
complete in each M.O.S.S. five pack.

WITH THE ROCK-Ola FULL DIMENSIONAL SOUND SYSTEM, THE SOUND OF THESE 33 1/3
STEREO RECORDINGS VIRTUALLY COMES TO LIFE... RICH IN TONE, CRISP AND CLEAR
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Typical Day at Singer 1-Stop

By NICK BIRO

CHICAGO—For a variety of reasons, the record one-stop has become an integral part of the juke box operating picture. Whereas up to a few years ago, operators bought their merchandise from distributor salesman, today the majority of operators prefer to deal with a single one-stop that handles all labels.

The operator usually pays a few cents more per record, but he feels the ease of doing business with one firm and getting some good record market information in the process is worth it.

One of the largest and oldest one-stops in the country is Chicago's Singer One Stop, operated by the brothers Fred and Joe Sipiora. Operators regularly visit the store or call in their orders, and the Sipiora brothers pride themselves on the help they're able to give their customers.

In addition to operators, Singer does a large volume of business with stores, so the one stop is an excellent clearing house of what's selling and being played on juke boxes throughout the State. In addition to its own sales figures and requests, Singer plays close attention to local radio station play lists and of course the Billboard charts.

Orders are filled promptly—often the same day, and rarely exceeding 24 hours. A large number of Singer's customers don't even bother with their own buying. They keep an open account with the one-stop. The operator's individual locations are listed in Singer's books, and the operator is automatically supplied with a certain amount of merchandise—selected for each specific stop—weekly.

Here's a typical day in the Singer operation—from the operator giving his order on the phone to the records being pulled, packed and actually shipped.

After an operator's order is taken, the records are pulled from the shelves and placed in a mobile order cart. Here Marianne Wolinski pulls an order while a juke box routemaster is in the rear shop.

Once an order is complete, it's taken to the Singer shipping room where Ed Bussa does the packing. Merchandise is shipped by truck, rail or air, and Singer averages 24-hour service, with many deliveries being completed the same day.

Many operators prefer to visit the one-stop and do their own shopping. Here Sidney Katz, Clover Music, receives some late record information from Fred Sipiora, Singer One-Stop owner. Note the records with title strips on the shelves. Disks are categorized by distributor.

Singer does a big volume with stereo five-packs and little LP's. Here Fred Sipiora and Gus Taritol, Singer manager, distribute a new shipment in a special juke box operator rack in the front of the Singer store. Sipiora notes the album merchandise is a "must" for operators with adult locations.

In addition to juke box operators, Singer's does a large volume with local stores. Here a buyer from West End Record Shop is checked out by Gus Taritol. The combination of record store and juke box operator business gives Singer an excellent barometer of what's popular throughout the State.

"May I help you?"

Step No. 1 in the one-stop process. Sherri Haltch takes a juke box operator's order by telephone. It's also a good time to make a few suggestions on hot new material and to keep the operator posted of what's selling.

Programming Is Mastered With Two-Headed Attack

SALT LAKE CITY — Two heads are better than one—particularly in music machine programming. Ray Samuelson, as operator here for 15 years, feels that programming is far too important to be left to a single person, especially with the current varied musical tastes.

All of Samuelson's programming is done by a two-person staff—one of them Samuelson's son, the other a thoroughly experienced collector, Boyd Neilson. Both follow a master sheet of programming problems, which keeps them on the ball, in changing three and four records per week on most stops. This system gives each programmer the benefit of the other's experience.

The master sheet which Ray's Music Works (as Samuelson enjoys calling his firm) shows one-week, two-week, three-week and four-week service stops, the frequency of records. (Continued on page 58)
Juke Boxes Under Illinois Law

- Continued from page 30

The department ruling notes:

"A six-month license will be issued on any machine which begins operation after January 31 of any year. It will cost $52.50, which begins operation before January 31, a full-year license will be required even if the device is operated for less than a full year," the ruling states.

It goes on to say: "It is unlawful to operate a coin-operated amusement device without the license. Unlawful operation of such a device constitutes a misdemeanor; and also subjects the operator to a penalty of $20 per cent of the tax due. An unlawfully operated coin-operated amusement device is subject to seizure by any authorized employee of the department without notice."

Operator Liable

The operator of the machine is specifically mentioned as liable for the payment of the tax. Devices enumerated in the ruling are: "juke boxes, pool games, pinball games, gun devices, shuffleboards, hockey games, baseball games, horse racing games, fortune-telling machines and all similar devices."

A department spokesman told Billboard that the new uniform $10 tax would substantially increase the revenue the State would take in from coin-operated devices of all kinds. The revenue official said that the intent was to cover any coin-operated device that did not give the customer merchandise or a service.

As examples, he noted that vending machines which give merchandise, and such service machines as coin-operated washers or dryers would be exempt. The department ruling is binding, though it conceivably could be challenged in the courts. A spokesman for Recorded Music Service Association, the local juke box operator group, said there were no plans for such action.
Technicians Often Ahead of Call

DENVER—Probably no bulk route in the nation has as many high-paid technicians maintaining penny and 5-cent vending machines as the Continental Music Company here. Continental Music Company has 64 heads in each of Denver's 32 Safeway super markets, the result of long-term negotiations between Bob Rothberg and Don Akins, partners, with the Safeway store's management.

Continental Music Company, as the name denotes, is a phonograph and amusement machine organization which cranked up the bulk vending market two years ago.

Originally, it was planned to create a separate operating division, with separate personnel, trucks and headquarters. As things worked out, however, through close scheduling, and maximum-efficiency use of time, Continental has been able to service its routes without any increase whatsoever in personnel costs.

Electronic Technician

The upshot, of course, is the fact that most service operations are performed by Del Crandall, Continental Music Company's veteran phonograph mechanic, and one of the best qualified electronic technicians in the field. When he is making simple changes to improve the coin mechanism on a bulk vendor, Crandall may be studying the schematic for a complex stereo phonograph which will be his next stop on the day's service operations. This undoubtedly makes Crandall "the highest paid bulk vending machine mechanic in the industry."

In order to service six machines in each of 33 locations, spread over an area which is something like 40 miles wide, Crandall has worked out a series of cards, kept faithfully up to date, which show the frequency of sales for every location, for any given season of the year, and thus permits him to space his calls without wasted time or mileage.

Since no two of the Safeway stores have exactly the same characteristic, particularly from one season to another, the cards are an absolute essential. From studying the cards at the first of each week, Crandall makes up a scratch pad notation which is the "bible" from which both he and another mechanic work. Timing their photograph and amusement machine repair calls to permit immediate stops at the most convenient super market nearby. In this way, changes are made rapidly, and never late—although at times they may be early.

Nothing Wasted

"It is nothing unusual for us to be a bit premature on a servicing call," Crandall said. "Which means that we exchange goods before the machine is more than half empty in some spots. However, nothing is wasted, and we have managed to take care of service, refilling, etc., by making the call a few days ahead of the time when it is actually needed."

Incidentally, a major change which is taking place on Continental's routes is a unique one. Naturally, some of the super market locations do not show any good promise as of the others, with the result that one, two, three, or even four machines may be merely marking time from a profit standpoint.

Consequently, to level out the load on the service division headed by Crandall, Rothberg and Akins have surveyed collections over the entire route, and are cutting some of their 6-machine stands, blonde hard

wood shelves on graceful curved chromium legs, down to four machines. In this way, fewer machines will do the same selling job as six, but will require proportionately less attention.

Both Rothberg and Akins are pleased with their entry into bulk vending, particularly since it has been found that the operation could be run without increases in personnel costs.

Naturally, there are many more service calls, and much burning of the midnight oil on the part of the partners, when emergencies occur, but by and large, bulk vending machines, restricted to best selling fill exclusively, have been profitable.

LYNN PAUL GAGNON leads a globe for the (Retarded Children) route of which he is a third owner with Nick and Vincent Schiro in New Orleans. Gagnon, a graduate in forestry, turned to vending rather than leave the Crescent City to work among the trees.

Frank Nolan, vice-president, and Tom Mullins, Eastern Distributors, are Philadelphia, competing the Coffee Brewing Institute's Gold Cup Award for fine beverage coffee brewed by a Sauburg-Dally 664 vender. Presentation is by Charles J. Grebinger (right), the institute's assistant field research director.

LIZ' CHARMS ENCHANTING TO RING BUYERS

JAMAICA, N. Y.—For 15 years, the Cleopatra Snake Ring has been a steady but unattractive item in the charm catalog of Eppy Charms, Inc. But during the last few months it's become one of the hottest items in the Eppy line. Since the release of the motion picture "Cleopa
ta," and as a result of the publicity generated by the principal performers in the picture, the Cleopatra Snake Ring has enjoyed a revival. George Eppy, president of the firm, anticipated the Cleopatra boom and stepped up production on the item quickly before release of the picture.
Hitchcock Gets Rights

NASHVILLE—-Solo rights for the manufacture of bulk vending machines formerly made by the Cottle & Vending Corporation, Toronto, have been acquired by C. V. Hitchcock here. Hitchcock is president of the Hermitage Music Company, distributor of the Ball, AMI line of juke boxes and vending machines and various amusement machines. He also heads Southern Plastics, Inc., phonograph record pressing manufacturer.

The move ends Beaver's stormy year as a major manufacturer of bulk vending machines. A U.S. district court had held the invention too patentable on patents held by the Oak Manufacturing Company, South Bend, Ind. The current Beaver model is covered by the firm's own patents.

Alan Morley, manufacturer, has filed a petition in the Supreme Court of Ontario to put the firm in bankruptcy. Beaver later offered to pay off creditors at the rate of $750 a month, the amount to be divided among all the creditors.

Hitchcock has formed a new company, Vending Machines Ltd., for the manufacture and sale of the machines. Using Beaver tools and dies, he expects to get production in line by September.

Hitchcock entered the coin machine business here in 1928. Since then, he has been a distributor of coin machines and records.

Signs Nudge Patrons Into Using Cents

ATLANTIC CITY — Emil Masury, bulk operator on the South Jersey coast, is an operator who believes that one business should help another.

With many of his locations in restaurants, liquor stores, supermarkets and similar spots, Masury has come up with an unusually clever merchandising idea which involves the full cooperation of every location owner concerned.

Under the plan, the New Jersey operator posts a sign, attached to the cash register in each location, which suggests that patrons fed in a Ball Gum-Peanuts-Confections. A red arrow points to a row of machines by the cash registers, on whichever side of the cashier's window is most convenient.

It hasn't been difficult to get managers of retail stores which do not sell food, such as liquor stores, to post the signs, according to Masury. However, he adds, it is a bit difficult to get a restaurant, of the type which normally sells all-day-long items, chocolates, bone sticks of gum, at the cash register, to direct the customer's attention instead to vending machines. Nevertheless, Masury's efforts have been successful enough that he has 35 restaurants using the signs to date.

In high traffic locations, such as liquor stores, however, the "Take Your Change In Gumball" system gets fantastically good results. In one liquor store, and an ordinary ball gum machine tripled its sales, and remained at that point thereafter, as many customers buy liquor at $3.99, $4.99, and similar prices which involve payment in change. Merely the sight of the suggestion-selling sign has been enough to get a customer to use up all of the pennies handed him in the peanut vending machine.

A variation of the idea which has been mentioned to vending machine operators is to show something who have small children along has been to suggest "Take Your Change In Gumball". In this instance, the sign points out 5-cent rolls, gum, novelties, rings, novelties, etc., in all categories, which sell consistently.

Another experiment which definitely did not work out for Masury was a system in which customers were "Take Your Change In Ball Gum" and directed to the cash register of ball gum machines in railroad stations, pointing to a 25-cent ball gum machine. In this instance, sales were scarcely worth mentioning, Masury reports.

Wash. State Cuts Tax Bite

OLYMPIA. Wash. — The Washington State Tax Commission recently approved a tax cut, authorized by the recent legislation, of 10 per cent for machine operators to elicit 40 per cent tax reduction on certain products.

The tax cut is retrospective to June 14, the dates the returns must be filed and reports required by the new regulation, was retroactive to that date.

Vending machine operators will have to pay the State 4 per cent sales tax on 60 per cent of gross income on machines making single sales of less than $4 per cent. The tax previously applied to 100 per cent of reported sales.

The Commission said the re-duction will cost the State an estimated $15,000,000 a blemishment in revenue.

Check Personnel For Nut Eaters, L.A. Op Suggests

LOS ANGELES—In vending peanuts in service station locations, it is a wise idea to keep an eye on personnel turnover, according to Preston W. Coombs, veteran operator here.

Often, it is the station service personnel, rather than customers driving in for gas, oil or services responsible for peanut consumption, Coombs has found. One service station appeared to be an excellent peanut stop. When one employee, however, left, peanut sales fell off badly. Investigation showed that this service station attendant habitually put 10 or 15 cents a day into the peanut machine, and thus, was an important factor in total sales.

Coombs regularly checks with all employees in service station locations to find whether they enjoy peanuts, before deciding what to offer. If station attendants, with time on their hands between jobs, are enthusiasti-cast peanut eaters, they are bound to make a success of the location. If they do not particularly care for peanuts, the location is almost certainly foredoomed.

Anti-Tax Fight Goes On, Zola Tells A. U. P.

LOS ANGELES—Though the license of $25 per year for "Anti-Tax Fighting" will be forbidden here, the "Anti-Tax Fighting" in the State of California, according to the State Tax Commission, will continue to seek relief for machine operators who have small children along has been to suggest "Take Your Change In Gumball". In this instance, the sign points out 5-cent rolls, gum, novelties, rings, novelties, etc., in all categories, which sell consistently.

Another experiment which definitely did not work out for Masury was a system in which customers were "Take Your Change In Ball Gum" and directed to the cash register of ball gum machines in railroad stations, pointing to a 25-cent ball gum machine. In this instance, sales were scarcely worth mentioning, Masury reports.
VDAI Frowns on Tarriff Boost

- Continued from page 49

is not the slightest resentment against American imports. "On the contrary," continued VDAI, "all West German coin machine firms—manufacturers, importers, and wholesalers—desire a close two-way co-operation between West Germany and the United States, co-operation which can only be beneficial to both partners."

The organization said that no member of the VDAI had knowledge of any plans to propose or recommend to the Bundestag or any other Bonn government office a protective tariff against the importation of U.S. coin machines, nor was there knowledge of any such intention in the Bonn economic ministry or other Bonn Government offices.

"Nobody has lodged a complaint with the federal government in Bonn or with the Bundestag," VDAI stressed, "that the United States is creating a 'monopoly position' in the trans-Atlantic coin machine trade."

The VDAI declared, "There is no such 'monopoly position.' German and American equipment stand in fair technical and price competition against each other, insofar as their different technical characteristics permit them to compete generally against each other.

"German manufacturers and importers are of the view that the German industry is thoroughly in the situation to produce coin machines capable of competing against American machines. This has already been proved by the fact that there is, indeed, the export of German phonographs to the U.S."

The VDAI declared that "in the sense of close human and economic contacts between the U.S. and West German, West German coin machine firms do condemn any unilateral measures against trade relations between the two countries and do desire to continue, on the contrary, the deepening of these ties."

Real Situation

"On these grounds," the German trade organization continued, "it is also the wish of the VDAI that reporting in American trade publications accurately reflect the real situation in West Germany, in order that U.S. manufacturers can gain a factual picture of their market prospects in West Germany and raise no unjustified resentment against the German coin machine industry and its trade and wholesale trade."

In a discussion of U.S. German trade relations, this is the first time this ever happened.

With this report, one of the executives of a leading German manufacturer and the general manager of the German subsidiary of a major U.S. phonograph manufacturer—both firms members of the VDAI—emphasized the close co-operation and understanding between German manufacturers and the general importers of U.S. equipment.

The executive of the German manufacturing firm said there is ample evidence of this through the lines of German life for post-war U.S. assistance to this country, and that this gratitude of a prime factor in efforts also by the German coin machine trade to continue deep trade as well as political and cultural ties between the two countries.
ANNOUNCING
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CONVENTION
ISSUE

Dated: . . . . . . September 7
Distributed: . . Monday, September 2
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EDITORIAL HIGHLIGHTS OF BILLBOARD'S 1963 M.O.A. CONVENTION ISSUE
DATED SEPTEMBER 7


Analysis contains:
▼ Where juke boxes are located, how many in operation.
▼ How locations are paid.
▼ Menural and stereo phonos facts.
▼ Average weekly take per machine before commission.
▼ Record purchases — where records were bought.
▼ Diversification Information — Tells how many phon operators operate amusement games, cigarette machines, food and drink machines and kiddie rides.
▼ Diversification Information — Tells how many phon operators plan to buy the following equipment during 1963: Dual-speed phonos, 45 r.p.m. phonos, cigarette machines, amusement machines, food and drink machines, background music.
▼ Regional Reports on economic conditions of coin machine industries.
▼ Special programming tips.
▼ Special taxation articles.
▼ M.O.A. Progress report during past year.
▼ List of M.O.A. exhibitors agenda.
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PHOTO GALLERY OF NEWSMAKERS

GETTING INTO THE ACT: Jimmy Durante takes a breather
during recording session for his new Warner Bros. album,
"September Song." Sharing the air are Mark Maitland
(seated, left), one of company President Mike Maitland,
and Jimmy Hillard (standing, left) and Lowell Frank, both
of Warner Bros. Records.

EMI CHART TOPPER: Frank Ifield is presented his sec-
cond gold disk at the com-
pany factory at Hayes.
Disk was presented by Mrs.
Tris Sutton. Onlooker is
Sir Joseph Lockwood.

CHARTER MEMBERS: Fifteen-year-old Diane Emond, newly signed to Charter
Records, seems to be enjoying herself during her first recording session for the
label. Equally relaxed is arranger-conductor Shorty Rogers. Things are obviously
going well.

SOMETHING TO SHOUT ABOUT: Clara Ward recently completed recording session
for Columbia Records with the Dukes of Dixieland. Title of the new gospel album
will be "We Gotta Shout." Album was produced for the label by John Hammond.

LIBERTY TOPPERS: Liberty executives Don Blackson, Don Balman and Al Bennett
(left to right) surround Julie London following banquet
which climaxed the com-
pany's first national conven-
tion.

CO-STARS MEET: Arriving at the MGM lot in Hollywood to begin rehearsals for
the songs they'll sing in the film "Viva Las Vegas," Elvis Presley and Ann-Margret
greet each other.