

Ops Flock to Chi for Dual Conventions

CHICAGO—Music machine operators from all 50 States, plus a strong representation from Western Europe, began checking into the Morrison Hotel after the Labor Day weekend for the 13th annual convention of the Music Operators of America, which begins its three-day run Wednesday (4).

MOA officials picked the early September date so that operators making the trip to Chicago would also be able to attend the annual convention of the National Automatic Merchandising Association, which gets under way at McCormick Place the day after the MOA show closes.

Their reasoning was that operators could cover the two conventions with the same fare, and that this saving

in time and expense would stimulate MOA attendance. It now appears as though they were right.

Music-Oriented

While there will be considerable overlapping between the two shows, this year's MOA convention will be more music oriented and less coin machine oriented than previous conclaves.

During the last decade a subtle change has been taking place in juke box operations. Ten years ago, it was not uncommon for a music machine operator to depend on games for a major portion of his income and settle for moderate profits on music machines.

Today, with "fast" games virtually knocked out of the box by legislative restrictions, the operator must settle for moderate profits on amusement devices, and

he must lean more heavily on his automatic phonographs to put his operation in the black.

This means that programming, once regarded as a stepchild by the operator, is now his major concern. Many operators have come to the tardy realization that no matter what kind of efficiencies they effect in their route management, they are not going to make money unless they provide the music their patrons want to hear.

First order of business on this year's business portion of the MOA convention is a programming panel, with Eddie Arnold representing the artist viewpoint, Lou Ptacek outlining the operator's problems, and Lou Boorstein speaking for the one-stops.

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Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

M.O.A. convention issue

Music Machine Survey

Regional Trade Reports

Programming Features

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Mahalia Sings the Story



MAHALIA JACKSON sings for the throng gathered in front of Lincoln Memorial in Washington. She was among the many show business people who participated in the stirring March on Washington for Freedom and Jobs August 28.

Nashville Mourns Death of Jim Denny

NASHVILLE—James Rae Denny, 52, known as Jim to his many friends in the music industry, died of cancer Tuesday (27) at St. Thomas Hospital here.

Denny, president and chairman of the board of Jim Denny Artists Bureau and Cedarwood Publishing Company, was one of the foremost leaders in establishing Nashville as a music industry leader.

In 1956 Billboard named the Music City leader "Country and Western Man of the Year."

A native of Buffalo Valley, Tenn., Denny came to Nashville at the age of 11 to make his home with an aunt when financial reverses struck his family. But instead of going to his aunt's home, young Denny got a job selling newspapers and another delivering telegrams to make his own way.

His first entry into the music industry came when Denny, at 16, persuaded National Life Insurance Company to let him do odd jobs at the Grand Ole Opry in addition to his regular job as a clerk in the National Life mail room. The insurance company owns WSM.

Later, Denny's role at the

Opry grew increasingly important. During the Second World War he took over operation of the concessions at the Opry. After the war Denny was given the job of handling the Opry's talent agency, and for the first time people from all over the world could call one person to hire Opry talent.

(Continued on page 16)

NARA Tackles Big Problems

By PETER J. LEVINSON

HOLLYWOOD — The problems of adverse working conditions, low pay and how to prepare the Negro air personality for entry into the general broadcasting field were tackled at the sparsely attended workshop discussions during the final days of the sixth annual National Association of Radio Announcers convention here. Only 35 of NARA's 135 members attended the conclave.

Claude McCue, Western regional director and secretary of the Hollywood chapter of AFTRA, endorsed fair employment practices in the communications field. However, as to whether AFTRA would endorse NARA's specific Fair Employment Practices resolution, McCue said, "We solicit and welcome the members of NARA with open arms and we sympathize with its purposes. I

would be unwilling to say that we endorse all of its policies, however."

In a workshop discussion McCue urged NARA members to go after jobs in broadcasting because, "you're fully qualified, not merely because you're Negroes." He suggested that NARA work with AFTRA to correct grievances. In small towns where disk jockeys are undergoing unfair treatment, said McCue, they should get in touch with the AFTRA office in the closest major city.

Breaking up the day's business on Friday afternoon (23) was a visit to MGM to see a screening of the upcoming Elizabeth Taylor-Richard Burton film "V.I.P." A presentation of awards was made by Leon Fisher, publisher of Open Mike, with the assistance of Dick Chamberlin. Among those honored were Hal Jackson of

WWRL, New York; Paul Dreer of WAKE, Atlanta; Tom Donahue and Bob Mitchell of KYA.

(Continued on page 46)

SORD Calls Urgent Meeting for Sept. 15

NEW YORK—The Society of Record Dealers of America has scheduled an urgent general membership meeting to take place in Atlantic City Sunday and Monday (15-16). Locale of the sessions, which will also include meetings of the SORD board, will be the Hotel Traymore.

Originally planned for several weeks later, the meetings were moved up in order to permit full board and membership discussion of the Quality Stabilization Bill, now before Congress. SORD President Lou Shapiro has been summoned to testify in connection with the proposed

legislation at hearings of the Harris Committee to be held in Washington, Monday (23).

The bill would have the effect of imposing Fair Trade restrictions on record prices. Many dealers have been actively pushing

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New Vee Jay Regime Broadens Horizons

CHICAGO—Reorganization of Vee Jay continued last week with the naming of Calvin Carter vice-president in charge of a.&r. and publishing, and Pat Pipolo, West Coast sales and promotion manager. Pipolo replaces Randy Wood, who was brought in a week ago to helm the company following a parting of the ways between Vee Jay owners James and Vivien Bracken and then-president Ewart Abner Jr.

Wood also unveiled a number of activities which point to a resumption of business at the label.

Vee Jay plans to step up production in the folk field with albums to be released soon by Hoyt Axton on Horizon and the Big Three on FM.

Axton, described by Wood as a "White Josh White," has a feature treatment coming this month in Life magazine, and is known for his "Grizzly Bear" single.

Wood described the Big Three as a "Weavers-type group, with a fine, down-to-earth sound." They're slated to appear in a Danny Kaye spectacular on NBC November 25.

In addition, Vee Jay is working with its regular fall line of 9 FM, 5 Horizon and 14 Vee Jay albums. Wood noted that prospects were excellent and that the label was looking forward to an excellent fall.

Calvin Carter, named Vee Jay vice-president, is a veteran with the label for many years. In taking charge of publishing, he assumes control of such companies as Conrad, Gladstone, Anthony, and Tollie, the last-named also handling all of Vee Jay's foreign material.

Pipolo, the label's new West Coast sales and promotion manager, has been with the label some two and one-half years, formerly as the local promotion man in Los Angeles.

Prior to that he was a salesman for Kapp for one and one-half years; before that, manager of a New York record store.

Cahn Takes on Skaff Chores

NEW YORK—Al Cahn, national sales manager for Kapp Records, is taking over the responsibilities of the post held by Phil Skaff, former vice-president in charge of sales, who resigned last week. Cahn has been with the company less than a year, having moved from Cameo-Parkway where he held a similar job. Skaff had been with Kapp for more than two years having come to the label from M. S. Distributing, Chicago.

Louis Klayman Buys Into Firm

NEW YORK — Louis Klayman, former owner of Action Records (New York distributing firm), has purchased a 50 per cent interest in New Deal Record Service Corporation.

Klayman, who will participate in the management of the firm, joins forces with record veteran Al Levine, who started New Deal two years ago. New Deal one-stops the full Korvette chain with singles product.

Coincidentally, he started in the business almost 10 years ago at another New York record store on West 57th Street, at that time managed by the same Randy Wood who is now Vee Jay's president.

The Capitol 'Exclusive' Caper

By GIL FAGGEN

NEW YORK—Two young men arrived at their destinations—one Eastside, the other Westside. Lines of tension creased their faces as they synchronized their watches in preparation for a split-second simultaneous assault.

At the appointed moment, the two promotion men from Capitol Records delivered their new releases to WINS and WMCA.

This synchronized record promotion approach came about because WMCA was getting Capitol disks from a mysterious source before WINS got its.

Mark Olds, WINS gen-

eral manager, a crusader against exclusive releases, has laid the law down to all the companies in regard to releasing records to the competition first.

Meanwhile, back at Capitol, gumshoes are fanning out in all directions to track down the culprit or culprits sending exclusive releases to WMCA before Capitol's top promo domos even get a dub.

"We'll show the cad no mercy once we ferret him out," snarled a Capitol executive in New York. "We're out to get assurances from WMCA that they will not play any more of our records before they are released," he said.

Meanwhile, both stations are playing "exclusives" and

announcing, "remember, you heard it here first."

Though this is a New York illustration, it is by no means limited to one market. The import laid on "exclusive" record releases by many radio stations across the nation give migraine headaches to the record companies, distributors and local promotion men.

On the other side of the coin, the music-record industry people engaging in the practice of favoritism are gluttons for punishment.

Many broadcasters, as well as record companies, have learned that perhaps the most important thing is to get played the music the public wants to hear. Where it's head first is actually of little consequence.

Singles Hit Makers Crash LP Charts Often, Fade Fast

By JACK MAHER

NEW YORK—Distributors and dealers should get moving much faster than they now do on LP's stemming from hit single action. "Get on 'em quicker and be ready to jump off just as quick," seems to be the current consensus. Latest research studies undertaken by Billboard's market research staff show that LP's rushed out to cash in on single record hit makers have a much shorter tour on the selling end. It's almost mandatory, therefore, that this type of album be handled in much the same way as

singles, with high-powered promotion and fast-shipping schedules for shorter periods of time.

By the same token, other categories of albums have a far longer life span on the best-selling charts, Billboard studies indicate. For example, the original cast albums now on the chart have an average chart tenure of about 69 weeks, as against the average life of 6.7 weeks for albums sired by singles hits.

Short Spans

On the other hand, LP's by hit singles artists do put a raft of artists on the chart, for that shorter average time-span. On the August 31 Top LP Chart, for instance, some 34 singles hit makers were listed among the 150 positions. This is second only to the year-in-year-out cream product cut by established album favorite artists who had 52 titles among the 150. The difference between these two categories shows through in that whereas the new hit singles acts run for six or seven weeks, the ever-green favorites had an average of 30 to 31 weeks on the chart.

DIANE RAY COLLAPSES AT DISK SESSION

NASHVILLE—Singer Diane Ray, here for a one-week stand of cutting records, collapsed during the first day's work and was rushed to St. Thomas Hospital suffering from nervous exhaustion.

The Mercury singer, whose "Please Don't Talk to the Lifeguard" has been climbing on the charts, will remain at St. Thomas for a week and then will spend another two weeks in a hospital in Gastonia, N. C., her home.

A tour that was to take her to Denver, Detroit and Chicago this week and next has been called off, according to Mercury's Morris Diamond.

ALBUM BEST SELLERS

CATEGORY	NUMBER	AVG. WEEKS ON CHART	LONGEST RUN ON CHART
Original Cast	7	68.9	196
Folk	13	49.4	173
Comedy	10	35.7	147
Greatest Hits	4	34.5	53
Popular	52	30.8	278
Sound Track	8	29.8	97
Jazz	12	27.9	137
Surfin' LP's	10	11.6	28
Oldies But Goodies	3	9.0	14
Single Hit Artists	34	6.7	19

Durability is shown, too, in the fact that the highest number of weeks one hit single-based LP stayed on the winners list was 19. This was "Baby Workout" by Jackie Wilson; while the established-name longevity-topper was "Johnny's Greatest Hits," by Johnny Mathis, with 278 weeks on the chart.

It is evident, according to trade analysts, that dealers and distributors, to get the most effective and efficient sales out of the LP's made by the hit singles acts, must order in large quantities initially, sell these off and then watch their re-orders with the utmost care, so as not to be caught with too much depth of surplus catalog when the bloom of early buying dies.

Second-place honors for high mortality go to the so-called "Oldies but Goodies" category. These hold on for a current average of nine weeks. Next up the line are the "Surfing" albums, which have an average staying power of 11.6 weeks.

A further analysis of the August 31 album chart shows that 13 folk-based packages gave an average chart life span of just under 50 weeks. The current comedy album crop finishes third in the longevity derby with an average stay of 35.7 weeks. Close behind is the "greatest hits" category with an average life of 34.5 weeks.

Bunched close together in the next three positions under the

"greatest hits" group and just above the "surf" contingent are "general popular," 30.8 weeks; sound tracks, 29.8 weeks; and jazz, 27.9 weeks.

Bill O'Brien Named Philips Promo Chief

CHICAGO — Bill O'Brien, formerly promotion manager for Dale Enterprises, a major Boston distributorship, joined Philips Records as national promotion manager last week.

He replaces Ben Wood, who left for a post in another industry. O'Brien will headquarter in Philips' home office in Chicago. His background includes some 11 years in the record and radio field.

Billboard BACKSTAGE

DEVELOPMENTS of the past few months indicate a strong fall and winter selling season is in store for the record business.

Dealers, distributors and manufacturers are buying and pricing more realistically to enjoy a fair profit for hard work and hard cash expended.

Already we see in the consumer press excellent advertising and promotion matter calculated to arouse interest, desire and sales action for record retailers.

And for the first time ever, hundreds of dealers will have the chance to present to their customers a "home browser"—a 32-page Records for Gifts booklet which illustrates in four-color process the 200 most-desired LP's. Record manufacturers have co-operated 100 per cent in this all-industry effort to promote the message that records are the best kind of gifts.

More than 400,000 booklets have been ordered by record dealers all over the U. S. The September 15 deadline for dealers' orders for the booklet should push the figure well over the half-million mark.

The concept of an all-industry promotion to urge the public to "say it with music" and to "give the gift that keeps on giving" is one that the leaders of the industry have enthusiastically endorsed. Billboard soon will have available for dealers a decal and streamer reading:

OFFICIAL GIFT CENTER

"Say It With Music"

"Give the Gift That Keeps on Giving"

We urge all promotion-minded dealers who want to join the Records for Gifts campaign to submit their orders now by completing the gift order appearing on page 46 of the August 31 issue of Billboard. Any dealer who can use the Gift Center decal can get them by sending a postcard request to Frank Luppino, promotion director, Billboard, 1564 Broadway, New York, N. Y. 10036.

Hal B. Cook

PUBLISHER

Selling the Hippy!

More Than 1 Way To Skin a Cat, Says Sharp Dealer

See Jack Maher's Story, Page 50

LIVE REVIEWS

Huzzahs for Willson, Jerry Vale

The Midas touch of Meredith Willson is evident in the new musical, "Here's Love," caught at Washington's National Theater (29). It is certain to give Broadway and Columbia Records a top runner during the coming season.

The show is a pure-gold combination: take the Valentine Davies' "Miracle on 34th St." story, wrap it in the rollicking music and lyrics of Willson, tie it with Stuart Ostrow's tight direction, and present it with an excellent cast, and you're sure to have a jolly, crowd-winning package.

Laurence Naismith convincingly portrays Kris Kringle, the Macy's Department Store Santa Claus who goes to court to prove he's really Santa. Janis Paige is brilliantly cast as Doris Walker, the hard-shelled store executive who raises her little girl (Valerie Lee) not to believe in Santa, but finally breaks down in the glow of love and Christmas. Craig Stevens as Fred Gaily, the sentiment-steeped retired Marine officer, swings easily from the TV screen to the musical stage and turns in a creditable performance.

Willson's book has honed the George Seaton screenplay to suit present-day tastes, but has lost none of the old-shoe folksy feel of the original. There are "Music Man" overtones in the simple, catchy melodies and stirring rhythms, assuring this vehicle widespread appeal.

While the show has no notable standout tunes, the most promising is the title number, with "My Wish" and "Look, Little Girl" coming in for a close second and third place. The show, as a whole, stands a good

Jerry Vale appears on the verge of the broadest acceptance he has yet enjoyed. His new album, "Language of Love," has just bounced onto the best selling chart (after two earlier entries) and he is currently doing full-house business at New York's Copacabana during what is normally one of the slimmest times of the year for clubs.

After the Copa wind-up on Wednesday (11), GAC has set some lucrative new Vale bookings, including the Chateau Club, Cleveland; a full, two-hour Carnegie Hall concert on November 15, and the Sands in Las Vegas, at the turn of the year.

Vale's Copa act runs close to 48 minutes, and he virtually has to beg off. Carefully worked out, the act spots one important change for Vale; normally considered a ballad singer, he now changes his musical pace with rhythm numbers as well. This, plus the bright special lyrics by Tony Burrell and Tom Murray for such oldies as "Lulu's Back in Town," the Continental "Al Di La"; Italian favorites like "Mama," and such flash items as "Granada," make for a solid show. But the rhythm items following the ballads—such as a lilting "Baby, Won't You Please Come Home," delivered after a dreamy "If I Had You," gives it the hot spark. The routine is great for Vale, a long overdue performer.

He's preceded by Ronnie Martin, a fine stand-up comic, and production bits featuring Ralph Young and Faye Dean. Young is a class warbler in the tradition of the musical theater and merits attention. Music and lyrics for the production numbers are by Bob Hilliard and Milton De Lugg.

PAUL ACKERMAN

Columbia Prepares to Close Plant

BRIDGEPORT, Conn.—The manufacturing wing of Columbia's long established plant here, is expected to be phased out within six months.

According to Columbia's Ken Raine, about half of the current 650 employee force is involved in the manufacturing end, and negotiations on severance arrangements are now being conducted with their union, the United Electrical Workers.

The business part of the plant is expected to remain for at least several more years, Raine said.

In like manner, negotiations are also going on with the union on the West Coast, preparatory to closing the manufacturing facilities in the Los Angeles plant. A new plant will be opened later this year in Santa Maria, Calif., 175 miles north.

chance of becoming part of standard Christmas literature while still retaining its year-round appeal during its first run.



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Sam Chase Sets Up Novel International Disk Service

NEW YORK—A new series for the representation of international record manufacturers, music publishers and talent has been established here, embracing

ing several innovations including public relations, merchandising and arrangement of personal appearances.

The new operation will function as a division of Sam Chase Associates, and will co-ordinate the international activities of manufacturers and publishers by negotiating agreements for representation on their behalf throughout the world. The firm also will represent international talent and its management in setting up U. S. appearances, and will perform a similar function for U. S. talent planning to travel abroad.

Walter Hofer has been retained as counsel for the international operation.

In announcing the new series, Sam Chase, who formed the firm recently upon his resignation as editor in chief of Billboard, stated that "the representation of American and international companies for the placement or acquisition of copyrights and masters is, of course, an established part of our industry. However, in addition to performing these services, we feel that a knowledgeable campaign that will clarify the image of overseas companies to the U. S. music-record industry must make the products, artists or services of such companies better known and appreciated, hence more desirable and valuable."

The services will function from the new headquarters of Sam Chase Associates at 527 Madison Ave., New York.

Dick Clark Hits the Road For 2d Tour

NEW YORK—Dick Clark, who recently concluded a series of 21 one-nighters around the country, will again take to the road for four weeks with 15 top recording stars beginning November 8.

Geared to the teen-age market, the show has already booked Bobby Vee and Brian Hyland. Roz Ross, head of the William Morris Agency music department, casting agents for the Clark tour, said that additional top recording artists will be announced shortly.

The previous three weeks of the Clark tour achieved a gross in excess of \$250,000 and featured Johnny Tillotson, Gene Pitney, Paul and Paula, the Crystals, the Orlons, Ruby and the Romantics, the Dovells, Bob B. Soxx and the Bluejeans, Lou Christie, Dick and Dee Dee, Barbara Lewis, the Tymes, Kirby St. Romain, Big Dee Irwin, Bobby Comstock and the Counts, and Ronnie Cochran.

DON ADAMS MEETS THE ROVING REPORTER, new album by TV and night club comedian Don Adams, is breaking big and receiving good air play all over the country. Because of the popularity of the "Bank Robber" cut in the hilarious LP, it has been released this week as a single. Other selections in this GNP Crescendo album of master satire include "Finkston Trio," "Mt. Everest" and "Columbus." Don Adams is currently appearing at the Sahara in Las Vegas.

(Advertisement)

20th Signs Art Linkletter

NEW YORK—The 20th Century-Fox label has signed a pact with Art Linkletter for a series of albums, some of which will be based on his charts with children. First album, the contents of which is being kept under wraps, will be out this week.

The record firm is also putting a big push behind its new single by the Emotions, "A Story Untold" and "One Life, One Love, One You," the first disk released by the label under an exclusive contract. The 20th banner also has an LP of new material ready to roll and it will be backed by appropriate promotional guns.

The Emotions come to the film company label after the conclusion of a long-term contract with Kapp Records.

20th Yule LP Star-Studded

NEW YORK—The 20th Century-Fox label is preparing a special LP to be released in October with its Christmas product. The album is a star-studded affair called "My Favorite Story" and it will feature top Hollywood comedy names. Proceeds for the set will go to the Motion Picture Relief Benefit Fund.

Bing Crosby is emcee for the LP which spotlights 13 movie celebrities telling their favorite funny stories.

George Burns, Jack Benny, Danny Thomas, Groucho Marx, Art Linkletter, Jimmy Stewart, Bob Hope, Phil Silvers, Lucile Ball, George Jessel, Joey Bishop, Gene Kelly and Red Skelton are the big name storytellers.

The LP will be kicked off on *(Continued on page 6)*

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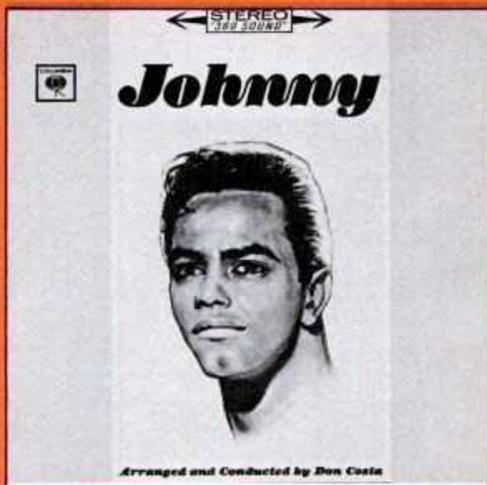
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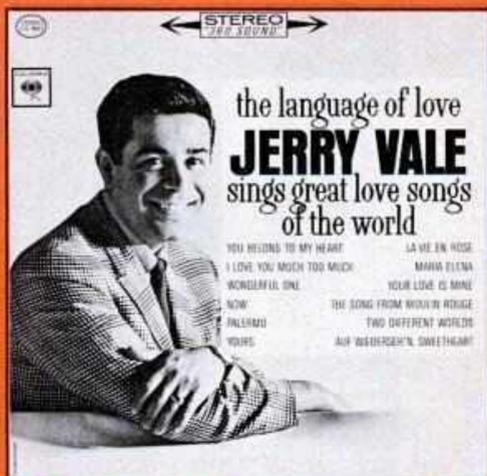
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SORD Calls Urgent Meeting for Sept. 15

• Continued from page 1

ing for this type of congressional action and have contacted their Congressmen on the matter. The SORD meeting is expected to come up with a specific stand on the matter to be taken by the Society, which will be passed on to the Harris

Committee by Shapiro when he testifies.

In advance of the SORD meeting, Shapiro urged all dealers to get in touch with their Congressmen anew in support of the bill.

On another front, Shapiro applauded the statement issued last week to Billboard by James Shipley, vice-president of Main Line Distributing in Cleveland. Shipley predicted a diminution of the importance of the rack jobber in the discount chain store scene, and voiced for full-line record dealers through better merchandising and a stouter effort.

In line with this, Shapiro said, "We hope other distributors will follow the Main Line policy and we will stress the aims of this program very much at our forthcoming meetings. We hope, in fact, to implement our own program of educating our members to proper merchandising techniques. Our business requires service, courtesy and good buying and we will discuss all these points."

Commenting on SORD's recent efforts to break through "the barrier that has existed between manufacturers and dealers," Shapiro noted a letter of August 7, inviting manufacturers to become sustaining members of SORD. He extended the Society's thanks to Capitol Records for the interest that firm has shown in the possibility of taking out such a membership. Other majors have not yet replied, he said.

Capitol Names Trio of V.-P.'s

HOLLYWOOD — Capitol Records announced the appointment of three new vice-presidents last week. Named were Boyle Gilmore, Francis M. Scott III and Robert E. Carp. At the same time, M. S. Hardy was named treasurer of the company, according to Alan Livingston, president.

Gilmore becomes vice-president, artist and repertoire, while Scott will serve as vice-president, business affairs. In addition to the office of vice-president, Carp will continue as the firm's secretary and counsel.

Gilmore will supervise production of all pop albums and singles and will be in charge of all a.&r. staffers in Hollywood, New York and Nashville. Scott will be in charge of profit analysis, contracts and administrations, music licensing and publishing.



HARRY CHARLES, on the Rowax label, is scoring with his release on this New York-based company. "MY LAURA," climbing the charts, is being well received nationally. Harry is a Nashville resident and is carrying the title of Music City along with his many requests for personal appearances. The horizon is bright for "My Laura" as well as it is for Harry Charles. (Advertisement)

Decca Adds Hit Surfaris to List

NEW YORK—Decca Record added another top-selling act from an indie label to its stable this past week when the firm signed the Surfaris to a long-term pact.

The Surfaris, composed of Jim Fuller, Jim Pash, Ron Wilson, Pat Connelly and Bob Barryhill, have been high on the "Hot 100" with "Wipe Out." "Surfer Joe," the Hit's flip side, is already climbing. Both are on the Dot label.

Signing of the Surfaris again points up the open-door policy being practiced at Decca. The firm is interested in talks with any and all talent that looks as if it might have hit or catalog potential.

Recording of the California group so intimately associated with the surf craze will be carried out under the direction of Bud Dant, West Coast a.&r. supervisor. It also marks the second major acquisition by the company recently, the other being Rick Nelson. The group's first single on Decca is "Point of Panic" coupled with "Waikiki Run," out this week.

20th Yule LP

• Continued from page 4

the Ed Sullivan Show in October in movie theaters across the country at holiday time through screen trailers and, where possible, in theater lobbies.

The album is composed of all new material with the exception of one track, and Hal Kantor wrote special material for it.

Amy-Mala in Embee Pact

NEW YORK — Amy-Mala Records last week signed an extensive production contract with Embee Productions, Inc. Artists include Del Shannon, Johnny and the Hurricanes and Don and Juan.

Embee, which is owned by Irving Micahnik and Harry Balk, will give Amy-Mala the go-ahead to release records by the artists when the firm's present producing contracts with other companies expire in October.

The first artists to be released under this new agreement are Kenny Chandler and the Folk III.

SHAPIRO RUNS SORD FROM BED

JERSEY CITY, N. J.—Lou Shapiro, president of the Society of Record Dealers (SORD), was running the Society from his bed in Christ Hospital here, last week. Shapiro suffered a mild recurrence of a heart disturbance earlier in the week, and was ordered to the hospital by his doctor. The mild nature of the ailment was underscored by the installation of a telephone in the room soon after his arrival.

Doctors have assured Shapiro that he'll be in good shape for the forthcoming Atlantic City meetings of the Society and his appearance later in the month before a congressional committee in Washington (see separate story).

Columbia Int'l Promotes Pair

NEW YORK — Columbia Records International has announced the promotions of Peter Rosaly to manager, Latin American artists and repertoire, creative services and merchandising and Ettore Stratta to manager, international artists and repertoire and creative services.

Rosaly will be responsible for recommending recordings produced by CRI International for use by affiliated Latin American companies as well as handling his present duties.

Stratta will handle similar duties with the exception of Latin American product.



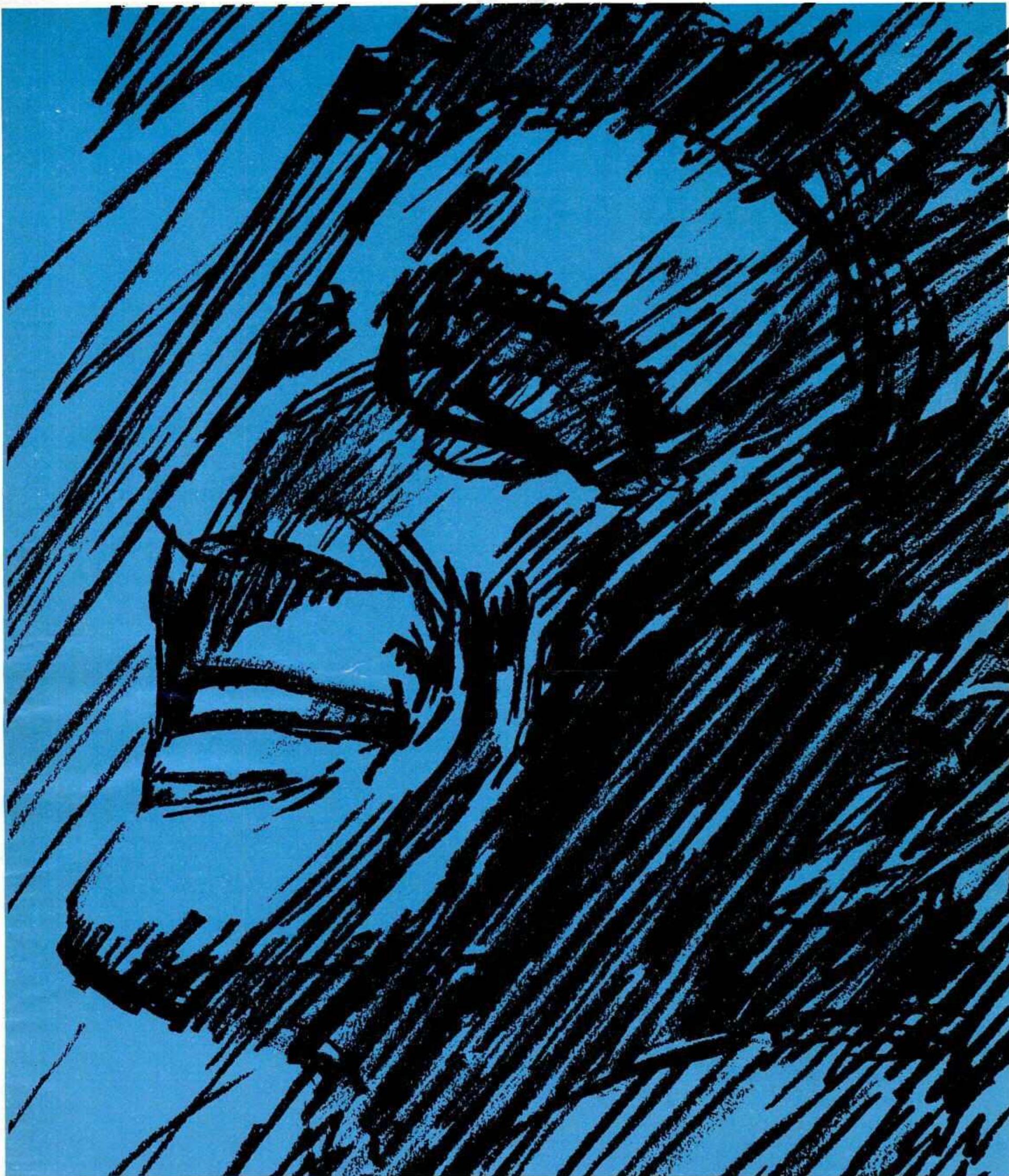
HARRIS HITS HARD

ROLF HARRIS
SPINS ANOTHER HIT!
A SMASH FOLLOW-UP TO
"TIE ME KANGAROO
DOWN, SPORT!"
'I KNOW A MAN'

5-9615



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Thanks Ops,

**"THIS IS ALL
I ASK"**

Tony

Latest Single

"This Is All I Ask"

b/w

"True Blue Lou"

Columbia 42820

Hit Album

"This Is All I Ask"

Columbia CL 2056(M) CS 8856(S)

This One

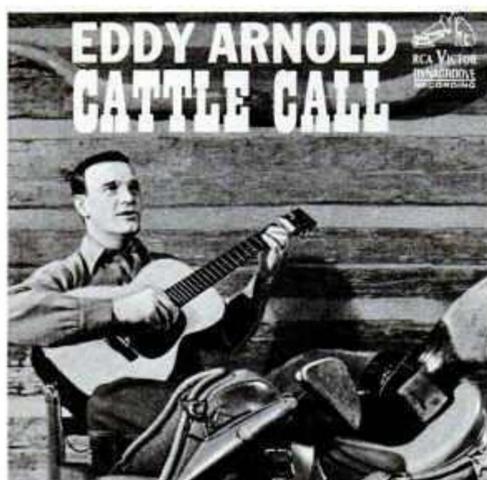


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GO ON A SELLING SPREE
WITH NEW RCA VICTOR DYNAGROOVE
ALBUMS BY THE WORLD'S GREATEST
COUNTRY AND WESTERN ARTISTS



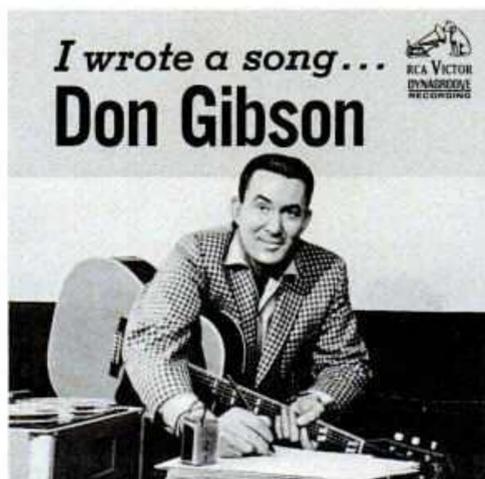
EDDY ARNOLD "Cattle Call". Everybody's favorite sings a host of his most famous melodies in sure record-selling fashion. LPM/LSP-2578.



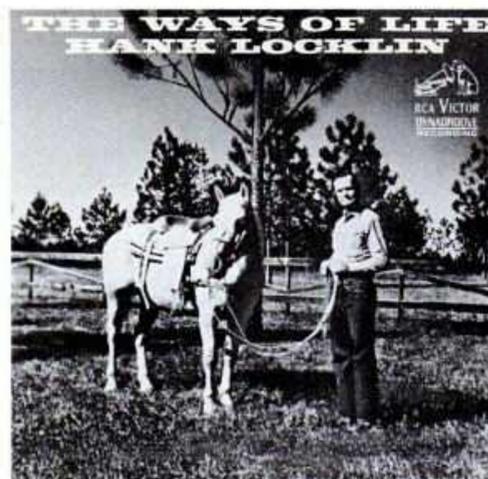
CHET ATKINS "Teen Scene". He sold them before and he'll do it again with this package of rockin' teen dance tempos. LPM/LSP-2719.



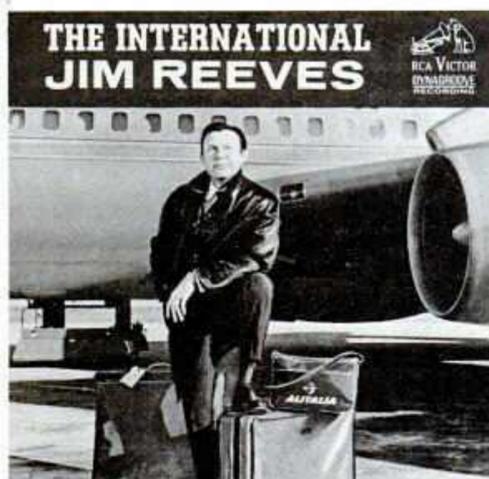
FLOYD CRAMER "Comin' On". A big pop piano seller. His "Ol' Man River" and other all-time favorites roll along the chart road. LPM/LSP-2701.



DON GIBSON "I Wrote a Song". Now he performs them beautifully. Prize package of originals like "I Can't Stop Loving You." LPM/LSP-2702.



HANK LOCKLIN "The Ways of Life". New hit album by a familiar chart personality. The talented Jordanares accompany. LPM/LSP-2680.



JIM REEVES "The International Jim Reeves". A big name in any country entertains at home with musical tales of travel. LPM/LSP-2704.



HANK SNOW "Railroad Man". Hank is on the right country sales track with a colorful carload of easy movin' train melodies. LPM/LSP-2705.



"3 COUNTRY GENTLEMEN". A new entertainment idea! A new way to profit! Each star sings 4 newly recorded classics. LPM/LSP-2723.

RCA VICTOR
The most trusted name in sound

ALBUM REVIEWS



BILLBOARD SPOTLIGHT PICK

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

ALBUM REVIEW POLICY

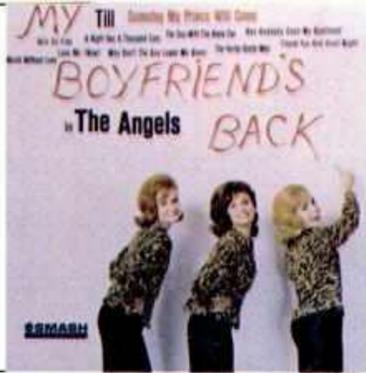
Every album sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks and Special Merit Picks. All other albums are listed in their respective categories.

POP SPOTLIGHT

MY BOYFRIEND'S BACK

Angels. Smash MGS 27039 (M); SRS 67039 (S)

The femme trio, known as the Angels, are the owners of one of the hottest current singles, "My Boyfriend's Back," reason enough to rush out an album. Mercury has packaged the hit with a recutting of the group's original hit of a few seasons back (on another label), titled, "Till," and assorted other choice ditties like "The Hurdy Gurdy Man," "World Without Love," "Thank You and Goodnight," etc. Gals have a real sound on this program.

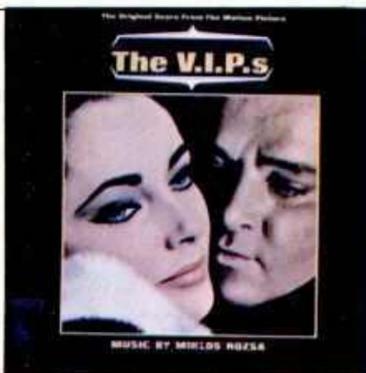


POP SPOTLIGHT

THE V.I.P.'s

Sound Track. MGM E 4152 ST (M); SE 4152 ST (S)

Here's one that has a great chance just on the strength of the billing—Elizabeth Taylor and Richard Burton, plus such stars as Louis Jourdan, Elsa Martinelli, Orson Welles, Margaret Rutherford, Maggie Smith, Rod Taylor and Linda Christian. The music written by Miklos Rozsa, is listenable and varied in mood, and fits the needs of many types of programming. Good wax with built-in promotion values.



POP SPOTLIGHT

HOLIDAY FOR PIANOS

Ferrante & Teicher. United Artists UAL 3298 (M); UAS 6298 (S)

The hit-making twin pianists have scored well with their recent "Cleopatra" waxing, to add to their numerous previous sales laurels and here's another delightful set that's bound to continue the string. Holiday and touring form the musical theme with the excursion, including "A Foggy Day," "Lady of Spain," "April in Portugal," "Aloha Oe," "Calcutta," etc. An album that figures to get much play and good sales.



POP SPOTLIGHT

MORE

Si Zentner. Liberty LRP 3326 (M); LST 7326 (S)

Trombone man Zentner spotlights his own horn to a marked degree in this latest effort, which includes a solid, big-band treatment of a number of standards and recent pop tunes. Brenda Lee's recent hit, "I Wonder," is here, along with "Watermelon Man," "Sukiyaki," "Hobo Flats," "The Good Life" and "Those Lazy, Hazy, Crazy Days of Summer," among others. Great sound and fine danceable fare for jocks and buyers.



POP SPOTLIGHT

WHERE CAN YOU GO FOR A BROKEN HEART

George Maharis. Epic LN 24064 (M); BN 26064 (S)

Former "Route 66" TV star, George Maharis, has returned to the disk scene in one of his most listenable album outings to date. Two lush arrangements by Don Costa, the chanter turns on the warmth and charm with a collection of moody new ballads and standards, including "You Don't Know What Love Is," "The End of a Love Affair," Don Gibson's country ballad hit, "Oh Lonesome Me," and a recent Maharis single, "Where Can You Go (for a Broken Heart)." Real nice mood wax.

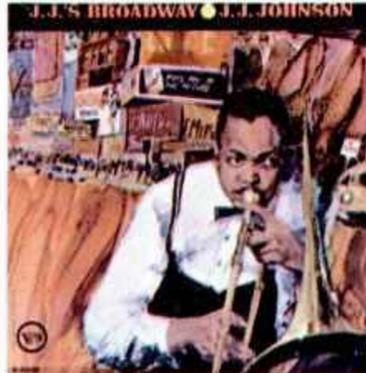


POP SPOTLIGHT

THE BIG ONES

Kenny Ball. Kapp KL 1340 (M)

Kenny ("Midnight in Moscow") Ball puts his good lips to his trumpet and pied-piper's the listener into a dancing, hand-clapping or foot-tappin' mood. The bright dixie-jazz treatment is given to such winners as "Never on Sunday," "Rondo," "High Hopes," and, in fact, not even "Walk Right In" can escape the infectious Dixie beat.



JAZZ SPOTLIGHT

J. J.'s BROADWAY

J. J. Johnson. Verve V 8530 (M); V6 8530 (S)

Broadway show tunes have frequently lent themselves to hit jazz treatment and taking a leaf from this book, J. J. here gets on a Broadway kick, turning out a flock of tunes, not from a single score, but from many. "Make Someone Happy," "The Sweetest Sounds," "Put on a Happy Face," "Sleeping Bee" and "Who Will Buy," are all included. The smart programming spotlights the leader as a soloist with rhythm and as part of a brass choir with rhythm. Result is fine swinging, inventive music.

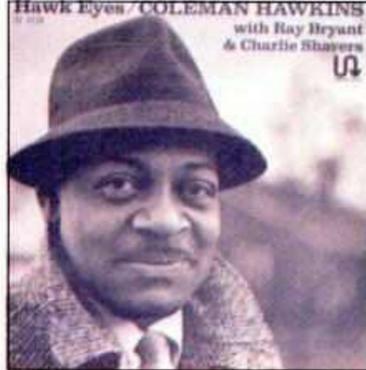


JAZZ SPOTLIGHT

FULL NELSON

Oliver Nelson. Verve V 8508 (M)

One of the most brilliant of contemporary jazz arrangers, Oliver Nelson, comes through with an outstanding jazz LP here, showing off his wide-ranging use of tonal orchestral color, plus sock performances by a group of the nation's outstanding jazzmen. The tunes, many of which are Nelson originals, range from blues to pop and show tunes, and all are showcased in fresh, vibrant arrangements that glow with taste and imagination. Best tracks are "Majorca," "Cool," "Hoe Down" and "What Kind of Fool Am I?" Sock wax.

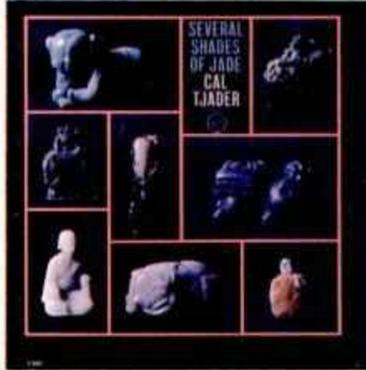


JAZZ SPOTLIGHT

HAWK EYES

Coleman Hawkins. Swingville SV 2039 (M)

There's cool collusion with Coleman Hawkins' tenor sax, Charlie Shavers' trumpet, Ray Bryant at piano, Tiny Grimes on guitar and George Duvivier and Osie Johnson on bass and drums respectively. Hawkins packs a wallop on tunes like "La Rosita," which has him goin' it alone or in concert with the group on "Stealin' the Bean." This is the new Hawkins and one that's mighty interesting.

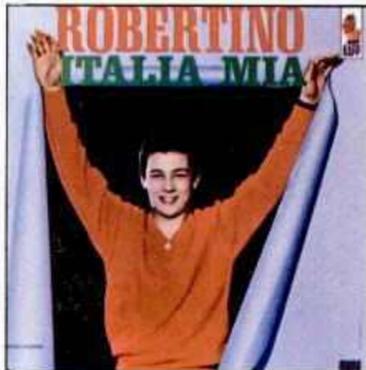


JAZZ SPOTLIGHT

SEVERAL SHADES OF JADE

Cal Tjader. Verve V 8507

Here is a new and different and mighty exciting Cal Tjader, featuring this time, Eastern rhythms and backed by a big band. It's a bright and flavorful LP, with sparkling arrangements by Lalo Schifrin, and solid performance by Tjader and a flock of top Eastern jazzmen. The music flashes and shimmers, and still swings, and the soloists come through solidly on such funky Eastern-styled items as the traditional "China Nights," Horace Silver's "Tokyo Blues" and Quincy Jones' "Hot Sake." Mighty interesting jazz here that should sell well too.



INTERNATIONAL SPOTLIGHT

ITALIA MIA

Robertino. Kapp KL 1338 (M); KS 3338 (S)

Here's a young Italian lad who has done pretty well on the American record scene. A big seller in his native country, Robertino scored this past Christmas season with an album on the top LP chart. This one might also make pop noise in this country generally, but it's bound to be a smash with the Italian-speaking population.

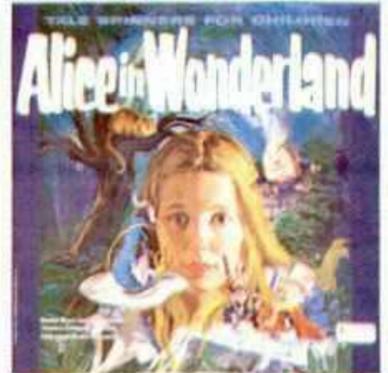


CHRISTMAS SPOTLIGHT

HOLIDAY FOR TEENS

Paul & Paula. Philips PHM 200-101 (M); PHS 600-101 (S)

As far as is now known, this is the initial new Christmas disk of the coming season, and it could be one of the real big ones. The duo haven't missed since their first hit, "Paula," and while they have a current entry, when the proper time arrives, one of these items could make noise as a holiday single. Included are "Jingle Bell Rock," "White Christmas," "Blue Christmas," "Home for the Holidays," etc. Good cover here too.

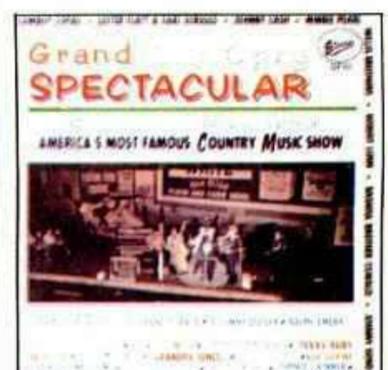


LOW PRICE CHILDREN'S SPOTLIGHT

ALICE IN WONDERLAND

Denise Bryer & the Famous Theatre Company with the Hollywood Studio Orchestra. United Artists UAC 11029 (M)

Here's one that falls in the budget category of 99 cents and it could be a lead item in the already popular United Artists kiddie line. The time-honored story is given a live, moving and articulate reading by the cast and the musical bridges and accompaniment are tops throughout. The well-dramatized version should keep all children interested.



COUNTRY SPOTLIGHT

GRAND OLE OPRY SPECTACULAR (2-12")

Various Artists. Starday SLP 242

Here's a great group of "Opry" regulars all packed into a solid, two-LP album spectacular that should hit the mark fast for Starday. "Opry" regular announcers T. Tommy Cutrer, Grant Turner and Ralph Emery add lots of appeal with their folksy banter. Stars featured, include George Jones, Archie Campbell, Justin Tubb, Grandpa Jones, Red Sovine, Margie Singleton, Dottie West, Tommy Jackson, Leon Payne and others. A fine and exciting package for country fans.



SPECIAL MERIT PICKS

Special Merit Picks are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.

POP SPECIAL MERIT

COLOR HER GREAT!

Vikki Carr. Liberty LRP 3318 (M); LST 7318 (S)

Here's a talented thrush who recently had one of the less celebrated versions of the hit song, "He's a Rebel." Here she veers away from the pop single sound and offers strictly class material done to find, lush arrangements. In a voice that's slightly reminiscent of Teddi King, she does Brenda Lee's current hit, "I Wonder," "San Francisco," the oldie "Bye Bye Blackbird" and "Hey Look Me Over," among others. Gal has a voice and a style and she could make it.

ALBUM REVIEWS (continued)

SPECIAL MERIT JAZZ SPECIAL MERIT

SONNY AND THE STARS

Sonny Rollins
Prestige PR 7269 (M)

Sonny Rollins cut the sides in this album at the start of his New York career, back in the 1951-1953 period when he was in his early 20's. And yet he was already on his way to becoming a major influence in the world of jazz. Here is Rollins in his early period, playing such tunes as "The Stopper," "No Moe," and "Slow Boat to China," with enthusiasm and fire, aided by top names like John Lewis, Miles Davis, Art Blakey and Milt Jackson.

SPECIAL MERIT SPECIALTY SPECIAL MERIT

WAKE UP AMERICA

Chuck McCann
Colpix SCP 453

Here's an interesting, and slightly unexpected package, which blends the message of the popular "physical fitness" theme with the appeal of the Hanna-Barbera TV cartoon characters, Yogi Bear, Boo Boo, Huckleberry Hound and Quick Draw McGraw in a combination of musical and narrative which adds a comic and appealing touch to the seriousness of the warning. Yogi Bear appears prominently on the cover somewhat in the didactic attitude of Smokey Bear.

SPECIAL MERIT SPOKEN WORD-SPECIAL MERIT

SIR WINSTON CHURCHILL FIRST HONORARY CITIZEN OF THE UNITED STATES

Colpix PS 2000 (M)

To the chroniclers of The Churchill Years and The Battle of Britain—the words of Winston Churchill are historic. David Perry's narration here provides the specifics in retrospect to the great leader's immortal words. This two-LP package could very well become a collector's item as it contains Churchill's most memorable speeches as he delivered them. A great package for students and the educational market.

SPECIAL MERIT CHILDREN'S SPECIAL MERIT

SINBAD THE SAILOR

Derek Hart & the Famous Theatre Co.
with the Hollywood Studio Ork
United Artists UAC 11020 (M)

A good tale well told by Derek Hart and The Famous Theatre Company. The fine drama for children is underscored by the Hollywood Studio Orchestra playing passages for Rimsky-K's "Scheherazade." Young listeners are presented fine literature, well told, and a form of classical music presented in a most palatable setting. Strong wax at a budget (99 cents) price.



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

POPULAR

LOVE SHOUT
Etta James. Prestige PR 7272 (M)

JAZZ VOICES IN VIDEO
Dave Pell. Liberty LRP 3321 (M); LST 7321 (S)

ANTONIO CARLOS JOBIM, THE COMPOSER OF DESAFINADO, PLAYS
Verve V 8547 (M)

THE WONDERFUL "O"
Original Cast. Colpix CP 6000 (M); SCP 6000 (S)

JAZZ

L'L' OL' GROOVEMAKER . . . BASIE
Count Basie. Verve V 8549 (M); V6 8549 (S)

FOR BASIE
Various Artists. Swingville SV 2036 (M)

THE BROADWAY SCENE
Various Artists. Moodsville MV 38 (M)

THE MUSIC OF RICHARD RODGERS
Various Artists. Moodsville MV 35 (M)

SAMBA PARA DOS
Lalo Schifrin/Bob Brookmeyer. Verve V 8543 (M)

INTERNATIONAL

DANCE BELLYRINA, DANCE
Gus Vail & His Ork. United Artists UAL 3302 (M); UAS 6302 (S)

SPOKEN WORD

SHAKESPEARE: SONNETS (2-12)"
John Gielgud. Shakespeare Recording Society SRS-M 241

CHILDREN'S

FOLK SONGS FOR CHILDREN
Various Artists. Prestige Int'l. INT 13073 (M)

HOW FEAR CAME
Boris Karloff. Caedmon TC 1100 (M)

TOOMAI OF THE ELEPHANTS
Boris Karloff. Caedmon TC 1176 (M)

LOW PRICE POPULAR

THE PIANO WIZARDRY OF JAN AUGUST
Mercury Wing SRW 16254 (S)

BREAKOUT ALBUMS

★ **NATIONAL BREAKOUTS**

BRITTEN: WAR REQUIEM
Various Artists, London A 4255 (M); OSA 1255 (S)

HOOTENANNY WITH THE HIGHWAYMEN
United Artists UAL 3294 (M); UAS 6294 (S)

THE FREEWHEELIN' BOB DYLAN
Columbia CL 1986 (M); CS 8786 (S)

★ **NEW ACTION LP's**

These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

SEVEN STEPS TO HEAVEN . . .
Miles Davis, Columbia CL 2051 (M); CS 8851 (S)

SWINGING WEST . . .
Steve Lawrence, Columbia CL 2052 (M); CS 8852 (S)

20 ORIGINAL GOLDEN GOODIES, VOL. 2 . . .
Various Artists, Mr. Maestro 1010 (M); (No Stereo)

IT'S BIGGER THAN BOTH OF US . . .
Dave Gardner, RCA Victor LPM 2761 (M); LSP 2761 (S)

ARTISTRY IN BOSSA NOVA . . .
Stan Kenton, Capitol T 1931 (M); ST 1931 (S)

HONEY IN THE HORN . . .
Al Hirt, RCA Victor LPM 2733 (M); LSP 2733 (S)

DANCE, DANCE, DANCE

Joey Dee, Roulette R 25221 (M); SR 25221 (S)

HAPPY PUPPY . . .
Bent Fabric, Atco 155 (M); SD 155 (S)

MISSA LUBA . . .
Les Troubadours du roi Baudouin, Philips PCC 206 (M); PSC 606 (S)

THE INTERNATIONAL JIM REEVES . . .
RCA Victor LPM 2704 (M); LSP 2704 (S)

OFF SHORE . . .
Santa & Johnny, Canadian-American CALP 1011 (M); SCALP 1011 (S)

JACKIE DE SHANNON . . .
Liberty LRP 3320 (M); LST 7320 (S)

PRISONER OF LOVE . . .
James Brown, King 851 (M); (No Stereo)

FLATT & SCRUGGS AT CARNEGIE HALL . . .
Lester Flatt & Earl Scruggs, Columbia CL 2045 (M); CS 8845 (S)

THE BEST OF JUDY GARLAND . . .
Decca DXB 172 (M); DXSB 7172 (S)

MARVELETTES ON STAGE . . .
Tamla 243 (M); (No Stereo)

MONKEY TIME . . .
Major Lance, Okeh OKM 12105 (M); OKS 14105 (S)

LET'S GET AWAY FROM IT ALL
Patti Page. Mercury Wing SRW 16250 (S)

SONGS OF THE BLUE AND GREY
Wayfarers Trio. Mercury Wing SRW 16253 (S)

LOW PRICE CLASSICAL

RAVEL: RAPSODIE ESPAGNOLE/IBERT: ESCALES
Minneapolis Symphony Orchestra (Dorati)/Detroit Symphony Orchestra (Paray). Mercury Wing SRW 18030 (S)

DEBUSSY: NOCTURNES FOR ORCHESTRA/RAVEL: PAVANE FOR A DEAD PRINCESS
Minneapolis Symphony Orchestra (Dorati)/Detroit Symphony Orchestra (Paray). Mercury Wing SRW 18029 (S)

TCHAIKOVSKY: FAIRY TALE BALLET SCENES/BRITTEN: YOUNG PERSONS GUIDE TO THE ORCHESTRA

Minneapolis Symphony Orchestra (Dorati). Mercury Wing SRW 18033 (S)

BRAHMS: SYMPHONY NO. 3/BEEHOVEN: CORIOLAN OVERTURE
Minneapolis Symphony Orchestra (Dorati). Mercury Wing SRW 18032 (S)

LOW PRICE CHILDREN'S

ALADDIN
Denise Bryer & the Famous Theatre Company with the Hollywood Studio Ork. United Artists UAC 11019 (M)

THE PIED PIPER/THE TINDER BOX
The Famous Theatre Company & the Hollywood Studio Ork. United Artists UAC 11017 (M)

THE NUTCRACKER SUITE
Denise Bryer & the Famous Theatre Company with the Hollywood Studio Ork. United Artists UAC 11011 (M)



THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

POPULAR

HEAVEN ON \$5.00 A DAY
Mare London. Kapp KL 1333 (M); (No Stereo)

THE BEST OF A. L. LLOYD
Prestige Int'l. Int 13066 (M)

(Continued on page 54)

LENA-LIKE LATIN!
LIKE NOTHING YOU'VE EVER HEARD BEFORE FROM THE FABULOUS LENA HORNE
FIERY... SENSUAL...
LIKE LENA
SIZZLING... EXOTIC...
LIKE LATIN
THAT'S LENA-LIKE LATIN!
GLM/GLS 106

(A great follow-up to Lena Sings Your Requests GLM/GLS 101)

LENA HORNE IS EXCLUSIVELY ON



Charter Records are distributed by MGM RECORDS, a division of Metro-Goldwyn-Mayer, Inc.



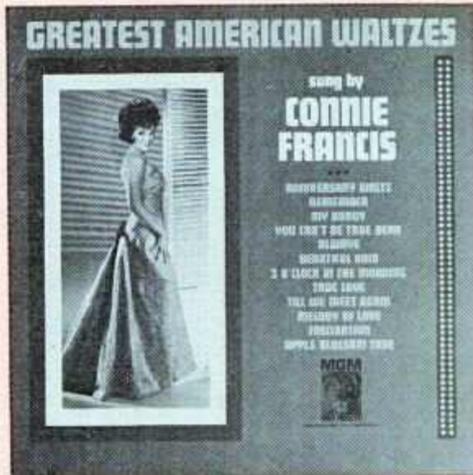


CONNIE FRANCIS

Aces high with one stops and music operators

Among the **WORLD'S TOP MONEY MAKERS** for the **NATION'S JUKE BOX OPERATORS** in **BILLBOARD'S ANNUAL MUSIC MACHINE SURVEY.**

CURRENT HIT ALBUMS



E 4145 Mono

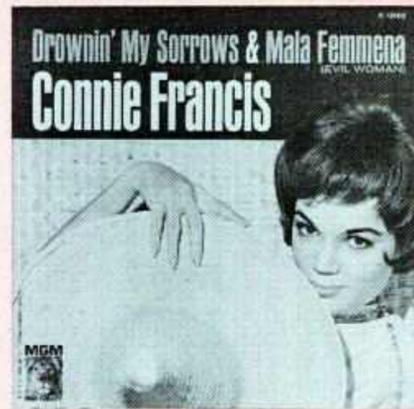
SR 4145 Stereo

E 4161 Mono

SR 4161 Stereo

CURRENT HIT SINGLE

DROWNIN' MY SORROWS



K 13160

Personal Management: **GEORGE SCHECK**
161 W. 54th Street, New York, N. Y. JUdson 6-6767

Exclusively:



SRO AT CARNEGIE

No Names at Hoot—Just Lots of Folk

That hoot's the thing was proved again last week when 10 unknown acts drew an overflow crowd to New York's Carnegie Hall. The show was billed merely as "Hootenanny, '63," with no mention made in advertising about the performers' identity.

The show, produced by Hal Zeiger, Los Angeles producer-promoter, drew 28,060 people to Carnegie during its Friday (23) performance, and the same number for the Saturday afternoon show. Tickets were sold on a first-come-first-served basis at \$2.50 per seat regardless of location. Crowds for both performance passed seating capacity proportions. Rather than have standees, Zeiger seated the overflow on stage.

The Friday night audience was unusually eager to show its enthusiastic approval of each act, whether or not it deserved the reception. The crowd ap-



SONGSTRESS TRACY NEWMAN, member of Hal Zeiger's "Hootenanny, '63" offering at Carnegie Hall, New York, works on stage crowded by part of overflow crowd.

peared to be mostly in the late teen and early 20 bracket.

The bill had a "new faces" flavor, introducing talent which, for the most part, was getting its first at this level. Standouts among the performers included Danny Cox, folk singer blessed with a rich, bass-baritone voice, whose impressive song insight was matched by his professional stage presence; vocalist David Troy, particularly well-received for his version of "Promised Land"; songstress Tracy Newman, billed as a former member of the New Christy Minstrels.

One of the most outstanding of those aboard was Phil Campos, who appeared in the final slot. He combined a key sense of dramatic song projection with humor, and brought the house down with his offering of "Street Fight."

Zeiger had enjoyed success with his "Hootenanny" package on the West Coast before invading New York. He had two groups appearing under the same banner simultaneously on the road, one now playing the Midwest, and the second in this area. He says both no-name companies have been pulling top crowds.

LEE ZHITO

TALENT TOPICS

NEW YORK

Bobby Rydell is sharing the stage this week with Jimmy Durante at the California State Fair. This is the first time Bobby has worked with Durante (whom he imitates in his night club act. After that engagement, Rydell returns to Philadelphia for his first vacation in two years.

Verve Records is rushing release on the main theme from the MGM film "Any Number Can Win," recorded by Jimmy Smith. The film, starring Jean Gabin and Alain Delon, will be released in New York in mid-September.

Janice Harper has been signed to record for RCA Victor under the banner of Hugo and Luigi. First release is scheduled sometime after Labor Day.

Page Cavanaugh has gathered a new septet which will be known as the Page 7. They have been signed by RCA Victor and their first album for the label will be entitled "The Page 7—An Explosion in Pop Music," to be released in early October.

The Crystals are now under the personal management of Scandore and Shayne.

Arranger, Larry Wilcox, who did the orchestration for Teri

IN PITTSBURGH

Nat King Cole Smashes Record

Nat King Cole and his "Sights and Sounds of 1963" revue set an opening night record on August 27 in the two-year history of the Pittsburgh Civic Light Opera Association at at Civic Arena by luring 6,310 patrons, just 350 short of total capacity. The Cole show closes the eight-week season here.

The new figure topped the attendance of Carol Burnette, Jerry Lewis and this year's champ, Robert Goulet, and the week looms as the largest in the Opera's history.

Cole's showmanship and velvety ballad voice dominated the tasteful show which also featured comedian Pete Barbutti and the Merry Young Souls, a singing chorus of six attractive girls and six men.

The concentration is strictly on singing in this leisurely and relaxed show with Cole singing at least fifty of his Capitol Record hits, among them "The Song Has Ended," "Lili," "Non Dimenticar," "Mona Lisa," "This Is a Lovely Way to Spend an Evening," "Tumblin' Tumbleweeds," "Don't Fence Me In," "Birth of the Blues" and "Ramblin' Rose" the latter with audience participation.

The show closes with a group of spirituals including "Down by the Riverside," "Nobody Knows the Trouble I've Seen" and "Get On Board, Little Children" featuring Cole and the chorus. The receptive audience received every tune with strong acclaim.

LEONARD MENDLOWITZ

TALENT ON TOUR

(Top record talent in top record towns this week)

EAST

The Irving Fields Trio steps into the Mermaid Room of the Park Sheraton Hotel on September 4. . . . Earl Wrightson and Lois Hunt are set for a four-week date at the Latin Quarter as of Wednesday (4). . . . Mike Clifford headlines at the Steel Pier this week along with the Jimmy Dorsey band. . . . On the stage of the Brooklyn Fox Theater this week will be Gene Pitney and Frankie Avalon. . . . Robert Goulet and Carol Lawrence take their show into the

Thornton's first single on Dauntless, "Somewhere in the Night," has been similarly employed for her first album on Columbia. Larry recently did the orchestrations for the revival of the "Boys From Syracuse."

TV GUEST APPEARANCES BY RECORD TALENT

SEPTEMBER 2-8
(All Times Eastern Daylight Saving)

- MONDAY 2—POLLY BERGEN
Jack Benny plays host to the vocalist on the Comedy Hour Special (CBS-TV, 9-10 p.m.). Phil Silvers will also appear.
- MONDAY 2—JOANIE SOMMERS, PETE JOLLEY
Vocalist and jazz pianist are guests on the Westinghouse tape-syndicated Steve Allen show.
- TUESDAY 3—JOANIE SOMMERS, JOSH WHITE
Both will be seen on the Steve Allen show, along with an array of other talent.
- WEDNESDAY 4—BUDDY GRECO, PAT COLLINS
The popular entertainer and talented hypnotist will share the spotlight on Steve Allen's show.
- THURSDAY 5—DELLA REESE, MATT DENNIS, NELLIE LUTCHER, FRANCES FAYE, PAGE CAVANAUGH, ANITA O'DAY
All will be on hand for the Lively Ones series, hosted by Vic Damone (NBC-TV, 9:30-10 p.m.).
- THURSDAY 5—NANCY WILSON, PETE FOUNTAIN
The jazz singer and Dixieland clarinetist will both be featured on Steve Allen's show.
- FRIDAY 6—NAT KING COLE, BOB NEWHART, PETER USTINOV, ROBERT MORSE, CHARLES NELSON REILLY
Comedy and music is the keynote of this Jack Parr program (CBS-TV, 10-11 p.m.).
- FRIDAY 6—JOANIE SOMMERS
The singer returns to the Steve Allen show for the third set this week.
- SUNDAY 8—PEGGY LEE, ANTHONY NEWLEY
The popular jazz vocalist and author and star of "Stop the World," will be guests on the Ed Sullivan show tonight (CBS-TV, 8-9 p.m.).

The national network TV guest appearances listed above provide outstanding promotional opportunities for alert, aggressive record dealers and for all others who can benefit from the exposure of these record artists to millions of consumers. This chart should be used as a calendar around which to plan window, counter and other displays by which the TV appearances can be merchandised to the record-buying public.

ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.

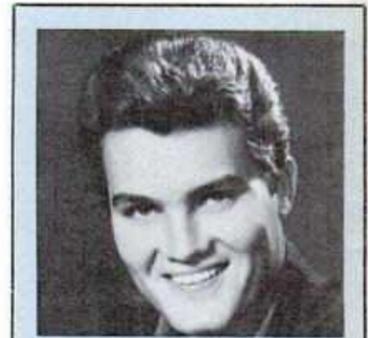


DIANE RAY
(Mercury)

PERSONAL MANAGER: Bill Ray. HOME TOWN: Gastonia, N.C. BIRTHDAY: September 1. BACKGROUND: Diane, who just this year was graduated from Ashley High School in Gastonia, had been singing for the past few years with local bands and occasionally worked with a group called the Continentals. Not too long ago she entered a talent contest sponsored by the New Waves Radio (WAYS, Charlotte). On the panel of judges for the contest was Mercury a.&r. director Shelby Singleton, so that in addition to winning the contest, Diane was signed to a Mercury recording contract. Since release of her first single, she has been on a promotion tour. Recently Diane traveled to Nashville to do further recording.

LATEST SINGLE: "Please Don't Talk to the Lifeguard," is No. 37 on today's Billboard Hot 100.

week gig. . . . Eddie Fisher will be at the Desert Inn, Las Vegas, through the first of October. . . . Frankie Laine is at the Dunes Hotel for the next four weeks.



ED FORSYTH is a name to become familiar with. In his debut on Chess Records, "Making Up" b/w "You Don't Mind Hurting Me" is showing as a hit record in the Southeast and spreading. Likes football, boxing, water skiing and surfing. Above all, his main ambition is to be a top entertainer in the singing field. Ed was born and raised in Texas.

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"My Daddy Knows Best"
Tamla 54082

Latest Album
**"Marvellettes Live
On Stage"**
Tamla 243



**MARVIN
GAYE**

Watch for New Single Release

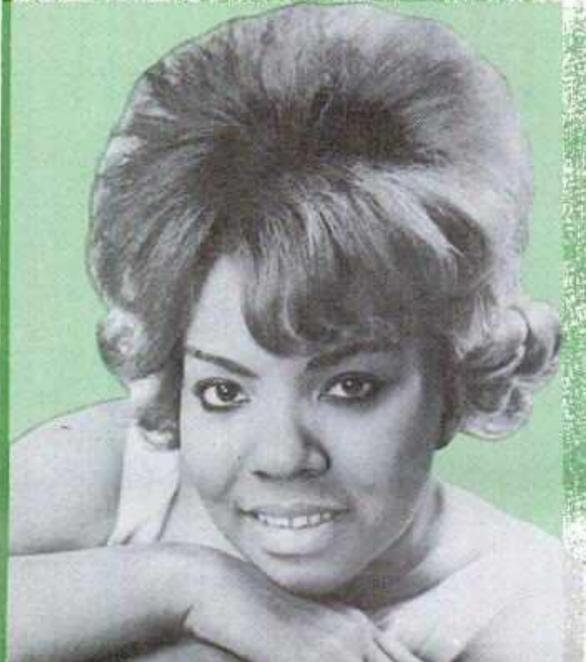
Latest Album
**"Marvin Gaye
Live On Stage"**
Tamla 242



**MARY
WELLS**

Current Hit Single
**"You Lost The
Sweetest Boy"**
Motown 1048

Latest Album
"Mary Wells Live On Stage"
Motown 611



**MARTHA &
THE VANDELLAS**

Hot Hit Single
"Heat Wave"
Gordy 7022

Latest Album
"Come And Get These Memories"
Gordy 902



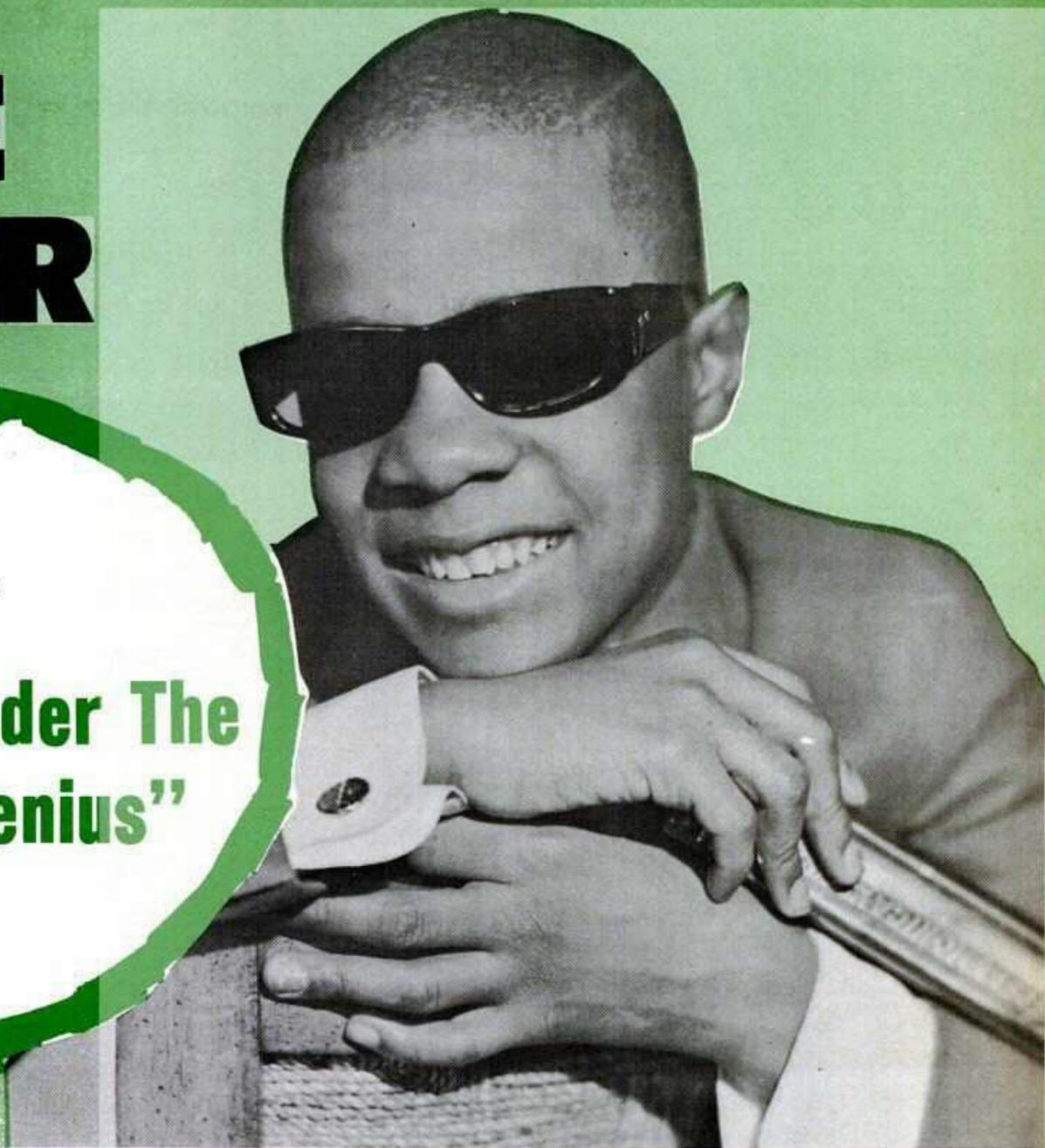
**LITTLE
STEVIE
WONDER**

Watch for New Single Release

Latest Album

**"Little Stevie Wonder The
12 Year Old Genius"**

Tamla 240



THE MIRACLES



Smash Hit Single

"Mickey's Monkey"

Tamla 54083

Latest Album

**"Miracles Live On
Stage"**

Tamla 241

COUNTRY MUSIC

Jim Denny Dead at 52; 'Grand Ole Opry' Figure

• Continued from page 1

Through this association he became known as the major talent source for country and western entertainers in America. Denny left WSM and the Opry in 1956 opening his own booking agency and song publishing company. Since that time he has served as agent for some of the top stars in the business, and his publishing company was responsible for scores of award winning songs. Last year his battery of exclusive songwriters wrote more than 300 new country and western songs.

He was a member of Brentwood Methodist Church, a 32d degree Mason, a Shriner and a charter member of the Country Music Association.

He was married four years

ago to Dolie Dearman, who survives. It was his second marriage.

Other survivors include his mother, Mrs. Arch Parker, of Centerville, Tenn.; two sons, James William Denny and John Everett Denny, both instrumental in operation of Cedarwood; a daughter, Linda Gayle Denny; three grandchildren, James Rae Denny II, Kevin Scott Denny and Steven Kurt Denny, all of Nashville; and two brothers, Walter and Bailey Denny.



JIM DENNY

Red Foley Back in Nashville; May Do Network TV Program

NASHVILLE — Red Foley has come back to Music City. The move had been discussed for several months, but did not become final until two weeks ago. Earlier in the year it was rumored in Nashville that Foley would return here to do a network TV show.

At that time he said he would like to return, but that the decision would depend on his wife's agreeing to the switch from the West Coast.

Also, at the time Foley said that the network TV idea was "just a rumor."

Foley began his career with the Chicago network show,

"National Barn Dance." Later came seven years on the "Grand Ole Opry," and then ABC-TV's "Jubilee U. S. A." from Springfield, Mo., for six years.

Most recently, he spent the 1962-1963 television season in his first dramatic acting role, co-starring with Fess Parker in "Mr. Smith Goes to Washington" over ABC-TV.

Foley said earlier that he had had a couple of attractive offers for TV acting roles for the coming season, but his moving back to Nashville indicates he turned down the offers.

Foley, who has led numerous beginners in the music field, was responsible for finding Brenda Lee on a radio station in Augusta, Ga. Subsequent appearances on his "Jubilee" shot her to stardom.

He is the owner of one of the few "lifetime" contracts ever issued by any record company, which was signed on his 20th anniversary as a Decca artist. Among his million sellers are "Peace in the Valley," "Just a Closer Walk With Thee" and "Steal Away."

Dub Allbritten, personal manager of Brenda Lee and a close friend of Foley, said Foley is currently in the Washington area but is expected back in Nashville within a week or so.

COUNTRY MUSIC CORNER

By BILL SACHS

Larry Sunbrock, Orlando, Fla., promoter, has set Webb Pierce and Carl Smith for the Fort Whiting Armory, Mobile, Ala., September 14; Marty Robbins, Webb Pierce and Carl Smith, Orlando, September 15, and Red Foley, Webb Pierce and George Hamilton, Armory, Tampa, October 13. . . . Rube Richards, staff writer for Apex Music Corporation, San Jose, Calif., has a pair of tunes, "Broken Hearts" and "My Shattered Nerves," coming up for release this week on Vaudys Records, division of Panda Records, Inc. . . . Kitty Wells and Johnnie Wright travel the Pacific Northwest and Western Canada September 5 through the 21st. . . . George Hamilton IV is routed for Greensboro, N. C., September 6; Charlotte, N. C., 7; Ottawa, Ont., 11; Miami, 13, and Jacksonville, Fla., 14.

Johnny (Kit) Carson is in T. E. Schumpert Memorial Sanitarium, 915 Margaret Place, Shreveport, La., recuperating from injuries sustained recently in an auto accident. Carson and his band were en route to Alexandria, La., when a tire blew out on their station wagon, causing the car to hit a culvert and throwing Carson onto the road. . . . Following a one-day stand at Billings, Mont., September 3, Ferlin Husky embarks on a Canadian trek that takes him to Winnipeg, Man., September 5; Brandon, Man., 6; Regina, Sask., 7; Swift Current, Sask., 9; Medicine Hat, Alta., 10; Edmonton, Alta., 11; Calgary, Alta., 12; Red Deer, Alta., 13, and Lethbridge, Alta., 14. . . . Roy Drusky displays his talents at Miami September 13, and Atlanta, September 14.

Minnie's Mother Dies in Tenn.

CENTERVILLE, Tenn. — Mrs. Fannie Tate House Colley, 88, the mother of "Grand Ole Opry" star Minnie Pearl, died last Monday in Centerville Hospital of a heart ailment.

Mrs. Colley, an accomplished organist, was a member of the Methodist church.

She was married to the late Thomas K. Colley. They had five daughters, including Sara Ophelia Colley Cannon, known throughout the nation as Minnie Pearl from Grinder's Switch.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 9/7/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	RING OF FIRE Johnny Cash, Columbia 42788	14
2	2	ABILENE George Hamilton IV, RCA Victor 8181	13
3	3	TALK BACK TREMBLIN' LIPS Ernest Ashworth, Hickory 1214	12
4	4	SIX DAYS ON THE ROAD Dave Dudley, Golden Wing 3020	15
5	5	GUILTY Jim Reeves, RCA Victor 8193	9
6	6	DETROIT CITY Bobby Bare, RCA Victor 8183	10
7	8	YOU COMB HER HAIR George Jones, United Artists 578	10
8	7	ACT NATURALLY Buck Owens, Capitol 4937	22
9	10	SANDS OF GOLD Webb Pierce, Decca 31488	12
10	12	TIPS OF MY FINGERS Roy Clark, Capitol 4956	10
11	11	MAKE THE WORLD GO AWAY Ray Price, Columbia 42827	5
12	14	LITTLE OLE' YOU Jim Reeves, RCA Victor 8193	8
13	9	WE MUST HAVE BEEN OUT OF OUR MINDS George Jones & Melba Montgomery, United Artists 575	19
14	19	THE MINUTE YOU'RE GONE Sonny James, Capitol 4969	8
15	30	WE'RE THE TALK OF THE TOWN Buck Owens & Rose Maddox, Capitol 4922	5
16	21	A MILLION YEARS OR SO Eddy Arnold, RCA Victor 8207	5
17	22	8 X 10 Bill Anderson, Decca 31521	3
18	18	DOWN TO THE RIVER Rose Maddox, Capitol 4975	12
19	20	HAPPY TO BE UNHAPPY Gary Buck, Petal 1011	4
20	17	IN THE BACK ROOM TONIGHT Carl Smith, Columbia 42768	3
21	28	HEART, BE CAREFUL Billy Walker, Columbia 42794	4
22	15	LOVING ARMS Carl Butler & Pearl, Columbia 42778	10
23	—	I WASN'T EVEN IN THE RUNNING Hank Thompson, Capitol 4968	1
24	25	ANYTHING NEW GETS OLD Don Gibson, RCA Victor 8192	2
25	23	AIN'T GOT TIME FOR NOTHIN' Bob Gallion, Hickory 1220	2
26	26	SWEETHEARTS IN HEAVEN Buck Owens & Rose Maddox, Capitol 4992	5
27	—	NOT SO LONG AGO Marty Robbins, Columbia 42831	1
28	27	LOOSE LIPS Earl Scott, Mercury 72110	6
29	24	I GAVE MY WEDDING DRESS AWAY Kitty Wells, Decca 31501	4
30	29	HALL OF SHAME Melba Montgomery, United Artists 576	3

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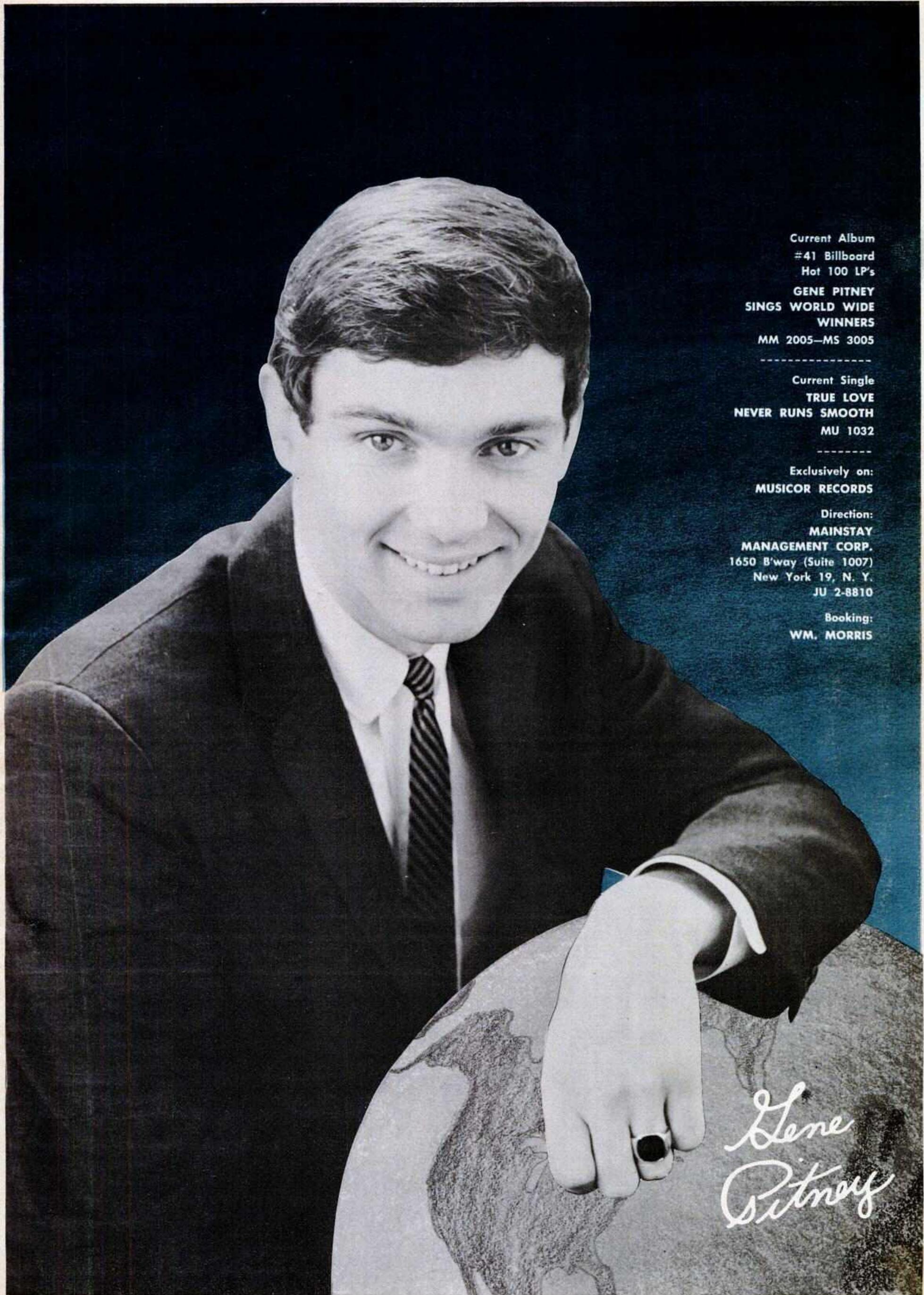
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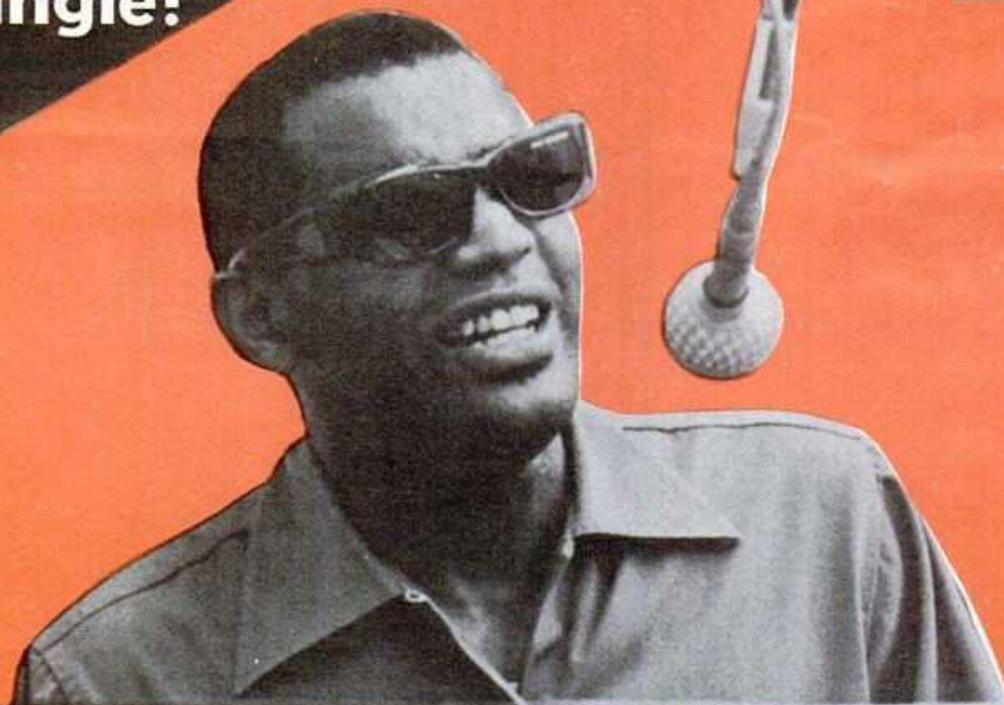
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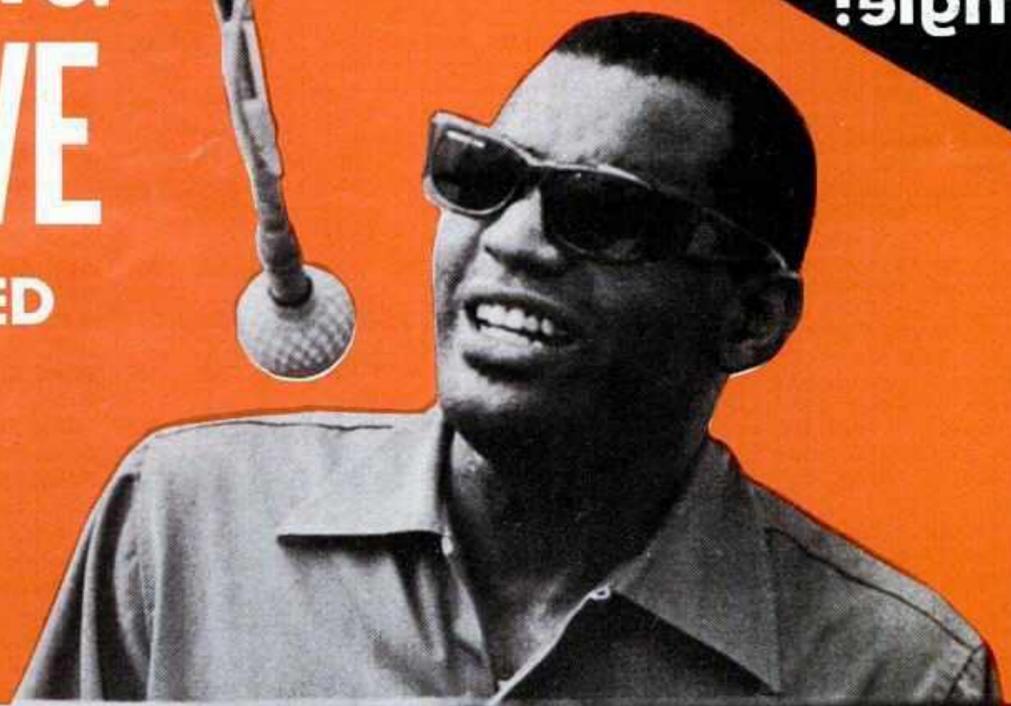
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ELLA FITZGERALD watches as Joe Mooney illustrates a few of his unique chord changes at recording date.

MUSIC AS WRITTEN

CINCINNATI

Rog Karshner, formerly head man for Capitol Records here and now a regional chief for the label out of Pittsburgh, in town last week for a meeting with local Capitol nabobs, **Bill Dawson** and **John Jossey**. During Darshner's stay here, the trio engineered a promotion with **Big Bid Causey** of WCIN and the Tresler-Comet Gasoline people here on the "Shut Down" album by the **Beach Boys**. WCIN listeners were asked to identify the various recording groups appearing in the album, the winner to be awarded 100 gallons of gas. . . . **Tom Moore**, formerly with Decca Records here and more recently a free-lance platter promoter in the Midwest area, is now in the production department of King Records here.

The **George Wein**-produced Jazz Festival at the Carthage Fairgrounds Friday through Sunday (23-25) netted raves from the local press and the ticket buyers, but inclement weather on the final day crabbed business. First two days ran ahead of last year's attendance with crowds of 7,500 and 6,000 respectively, but rain Sunday hurt the take, with over-all attendance for the three days hitting around 16,000. This was virtually on par with last year's attendance, but the gross hit just around the break-even mark. A special hootenanny performance Sunday afternoon laid an egg due to bad weather and a meager program. Wein expressed himself as highly satisfied with the over-all returns and says it is certain to become an annual event here. **BILL SACHS**

PITTSBURGH
Barbara McNair and **Howard Keel** launched the new legitimate season at the Nixon Theater in "No Strings." . . . **Joe Rock** has severed his connections with the local Viscount Records label, and is now partnered with **Jack Taylor** and **Walt Lester** of the **Skyliners** and local singer, **Johnny Jack**. Their first releases will feature **Jack and Gerri Granger** on the Big Top label. Rock will also continue producing records for **Atco Records** with the **Skyliners** and **Starglows**.
Dick Bethel, Capitol Records branch manager, hosted a cocktail party at the Hilton Hotel for **Nat (King) Cole**, whose "Sights and Sound" revue was the final attraction of this season for the Civic Light Opera. . . . **Cee Cee Joy**, local songstress under contract to Warner Bros. Records, is singing on her first Caribbean cruise on the U.S.S. Constitution. . . . **Lou Monte** is current at the Holiday House to be followed by **Guy Mitchell**, **Pearl Bailey**, **Milton Berle**, **Tony Martin**, **Kay Stevens** and **Liberace** in that order.

PITTSBURGH

LEONARD MENDLOWITZ
Harbert Writes in Paris
HOLLYWOOD — **Jim Harbert**, Columbia West Coast a.&r. producer, has been tapped to write the score for the next revue at the famous Lido de Paris in Paris. Harbert planed out to Paris last week and will be there for five weeks. Later, he'll return to the States with the show and will be in Las Vegas for four weeks leading up to the October 23 opening at the Stardust Hotel. Harbert was given special leave of absence by Columbia West Coast vice-president, **Irv Townsend**, to accept the assignment.

Bagdasarian Signs Pact

HOLLYWOOD — **Ross Bagdasarian**, creator of the Chipmunk characters, has signed a long-term renewal pact with Liberty Records. The label will continue to exclusively release all new Chipmunk waxings as well as the entire back catalog, according to **Al Bennett**, Liberty prexy.

Bagdasarian will be featured as an artist under his own name (in addition to recording **Alvin**, **Theodore**, and **Simon**). The original "Chipmunk Song," which debuted five years ago, sold over four million platters. More than 17 million Chipmunk disks have been sold to date. The chipmunks have launched an empire which now produces everything from grapes to children's bubble bath and wall paper. In October, 1961, the zany Bagdasarian characters premiered on the CBS-TV net as stars of "The Alvin Show" which is now in its third season.

HOT R&B SINGLES

Billboard SPECIAL SURVEY
FOR WEEK ENDING 9/7/63

This Week	Last Week	Title, Artist, Label & No.	Weeks on Chart
1	1	FINGERTIPS (Part II) Little Stevie Wonder, Tamla 54080	11
2	3	HEAT WAVE Martha & the Vandellas, Gordy 7022	5
3	2	MOCKINGBIRD Inez Foxx, Symbol 919	12
4	7	FRANKIE AND JOHNNY Sam Cooke, RCA Victor 8215	5
5	6	MY BOYFRIEND'S BACK Angels, Smash 1834	3
6	4	THE MONKEY TIME Major Lance, Okeh 7175	6
7	5	JUST ONE LOOK Doris Troy, Atlantic 2188	12
8	10	IT'S TOO LATE Wilson Pickett, Double L 717	5
9	9	PART TIME LOVE Little Johnny Taylor, Galaxy 722	4
10	14	JUDY'S TURN TO CRY Lesley Gore, Mercury 72143	5
11	18	SURF CITY Jan & Dean, Liberty 55580	10
12	20	MICKEY'S MONKEY Miracles, Tamla 54083	2
13	15	CANDY GIRL 4 Seasons, Vee Jay 539	6
14	17	EASIER SAID THAN DONE Essex, Roulette 4494	11
15	23	(You're the) DEVIL IN DISGUISE Elvis Presley, RCA Victor 8188	7
16	25	I (Who Have Nothing) Ben E. King, Atco 6267	6
17	30	DOWN THE AISLE Patty LaBelle & Blue Bells, King 5777	2
18	22	MAN'S TEMPTATION Gene Chandler, Vee Jay 536	6
19	-	CRY BABY Garnett Mimms & the Enchanters, United Artists 629	1
20	11	HEY GIRL Freddie Scott, Colpix 692	6
21	21	MY TRUE CONFESSION Brook Benton, Mercury 72135	10
22	16	WIPE OUT Surfaris, Dot 16479	7
23	29	THEN HE KISSED ME Crystals, Philles 115	2
24	8	PRIDE AND JOY Marvin Gaye, Tamla 54079	15
25	-	IF I HAD A HAMMER Trini Lopez, Reprise 20198	1
26	13	IT WON'T BE THIS WAY (Always) King Pins, Federal 12484	8
27	-	LEAVE ME ALONE Baby Washington, Sue 790	2
28	-	THE KIND OF BOY YOU CAN'T FORGET Raindrops, Jubilee 5455	1
29	12	MEMPHIS Lonnie Mack, Fraternity 906	8
30	-	LITTLE DEUCE COUPE Beach Boys, Capitol 5009	2

Sunbrock Signs Liston for Hoots

ORLANDO, Fla. — **Larry Sunbrock**, head of Paramount Promotions, Inc., with headquarters here, announces that he has signed heavyweight champ **Sonny Liston** to head up a hootenanny jamboree slated to bow September 28 at the Civic Center, Pittsburgh, with other dates to follow at Cincinnati Gardens, October 4; Cleveland, October 5, and Detroit, October 6.

Appearing with Liston in Pittsburgh, Cleveland and Detroit will be **James Brown**, **Solomon Burke** and a dozen other acts, according to Sunbrock. Set to appear with the champ in Cincinnati are **Brown** and **Burke** plus the **Dovells**, the **Essexes**, **Steve Alaimo**, **Theola Kilgore**, the **Olympics**, and **Little Eva**.

Jacobs Upped at UA

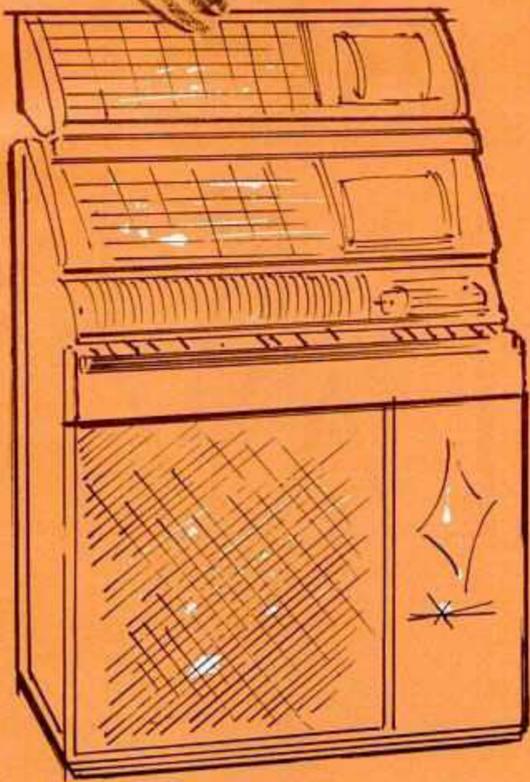
NEW YORK—**Jay Jacobs** has been named to the post of national director of sales merchandising and promotion at **United Artists Records**. Jacobs, formerly director of sales merchandising, replaces **Buddy Friedlander**, who left UA to go into personal management. Jacobs spent last week at the **NARA Convention** in Hollywood hosting a **UA luncheon** at the affair.

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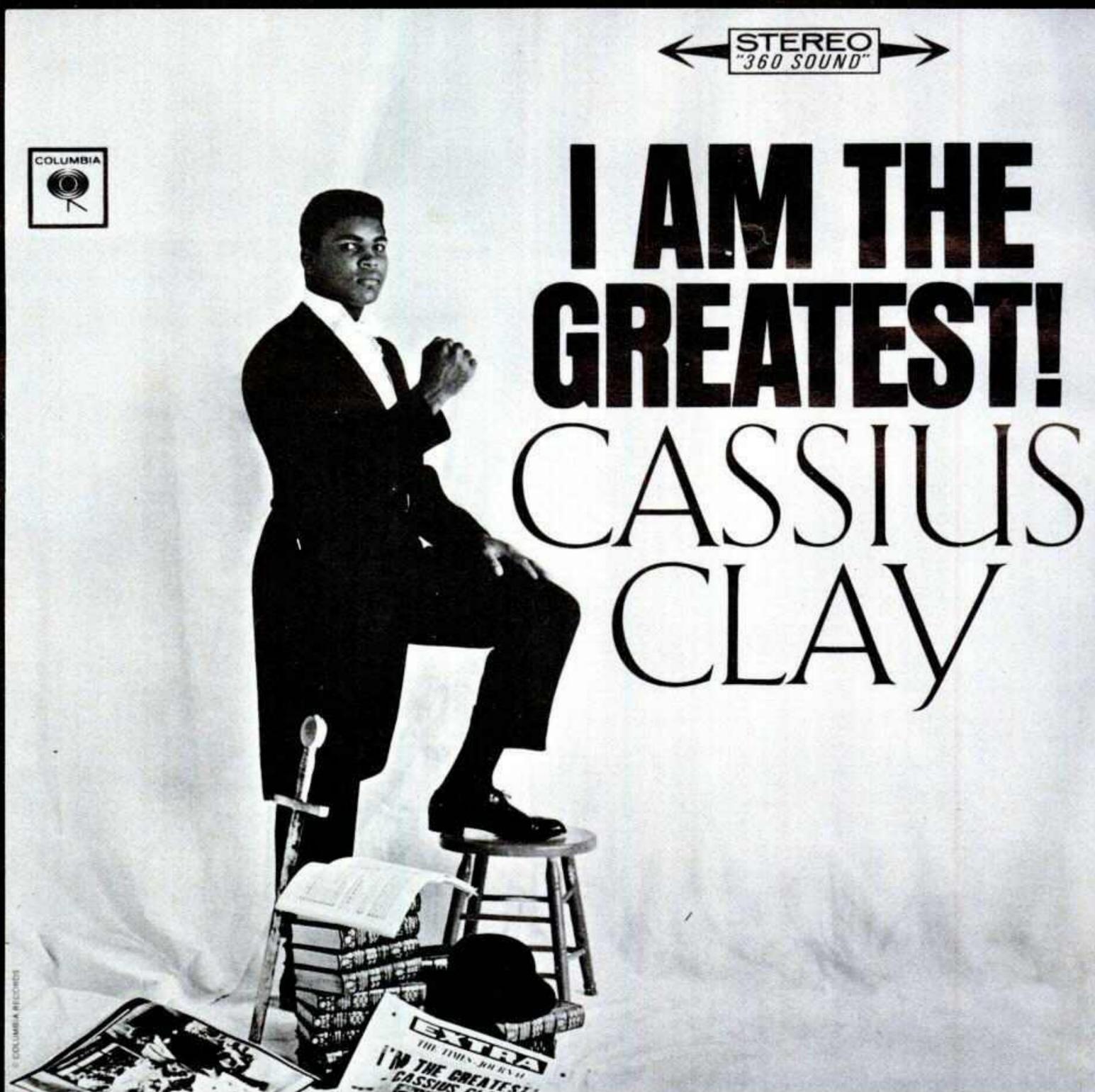
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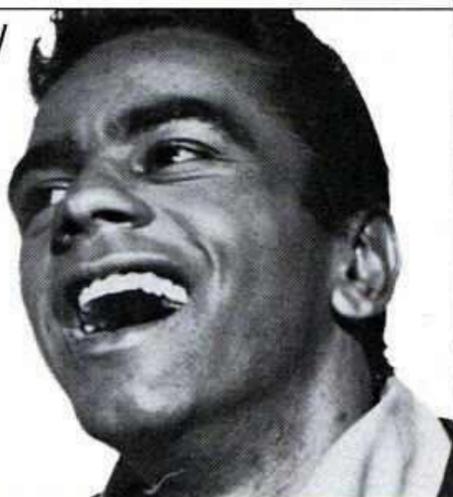
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4-33035
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Ring of Fire
4-42788
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Juilliard Quartet Plays Unique Role

Versatility Wins It High Honors

By BARRY KITTLESON

NEW YORK—The Juilliard String Quartet has a unique position in the world of chamber music. Though its repertoire contains more than 135 works, ranging from Haydn to Webern, it is the group's affinity for contemporary compositions that places it in the position of being perhaps the world's most versatile chamber ensemble.

Founded in 1946 by William Schuman, president of Juilliard School of Music, in order to provide the school with a first-rate quartet-in-residence, the group has since gone on to international fame. The members, Robert Mann and Isidore Cohen, violinists; Raphael Hillyer, violist, and Claus Adam, cellist, are faculty members of Juilliard and conduct classes in ensemble playing, participate in discussions and student workshops and also give individual instruction.

The Quartet's members say they chose this way of conducting their professional lives as the most stimulating and rewarding way they could find. While working with students they are able to see their own art in a different and more intense light than a perpetual touring routine could afford. The group says an artist's thinking should not remain static, but must always be enriched by new ideas and new experiences.

'Play Like Angels'

In 1955, the Juilliard String Quartet made its first trip to Europe, playing 76 concerts and recording 67 tapes for broadcast while covering 15,000 miles. In 1958, the group was invited to perform at Budapest's Bartok Festival, and in the summer of 1960 the Quartet performed at 17 different music festivals in Europe. One of Edinburgh's leading critics wrote, "They play



THE JUILLIARD STRING QUARTET: Violinists Robert Mann and Isidore Cohen, cellist Claus Adam, and Raphael Hillyer, violist.

like angels . . . and they play everything."

In October 1961 the Juilliard was the first American string quartet ever to visit Russia. The group also was selected that year by the State Department and ANTA to tour the Far East, giving performances in Vietnam, Laos, Korea and Japan.

During the summer the group is actively engaged at significant music festivals in the United States, such as the Aspen School of Music in Colorado, Tanglewood, Mass., Ojai, Calif., and the Inter-American Music Festival in Washington.

Highest Honor

As of the 1962-1963 season, the Juilliard has been appointed quartet-in-residence at the Library of Congress; a position previously held for many years by the Budapest String Quartet. This is the highest honor available to a string quartet in this country. In this new capacity, the Quartet presents 26 concerts during the season at the Library, using the priceless Stradivarius instruments of the Whittall Foundation.

As to repertoire, the Quartet established a principle at the time of its founding which was to serve "all music, while retaining a special interest in modern works."

In addition to the European masters of this century (Bartok, Ravel, Schonberg, Webern) they have given outstanding performances of the works of such American composers as Roger Sessions, William Schuman, Walter Piston and Elliot Carter. They gave Carter's Second Quartet its premiere performance in March 1960. That work was awarded the Pulitzer Prize in music that year.

On records the Juilliard Quartet is well represented. Columbia's Modern American Music Series boasts the complete Bar-

Pittsburgh Ork In 37th Season

PITTSBURGH—The Pittsburgh Symphony Orchestra, which performs on Command Records, launches its 37th season at Syria Mosque on Oct. 4 under the baton of William Steinberg, its maestro for the past 12 years.

Dr. Steinberg, who spent the summer fulfilling orchestral dates in Warsaw, Zurich, Cologne, Berlin, Frankfurt, Montreux and Tel-Aviv, will be joined by Haig Yaghjian as associate conductor. He comes here from Cincinnati.

Among the featured guests this season will be Isaac Stern, Van Cliburn, Yehudi Menuhin, Robert Casadesu, Rudolf Serkin, Zino Francescatti and Zara Nelsova.

Guest conductors during the season will be Rafael Kubelik, returning here after a 14-year absence; Andre Vandernoot, and John Pritchard.

The series of 22 pairs of concerts to be held mostly on Friday nights with repeat performances on Sunday afternoons will end on April 26. The orchestra will make its annual appearances at Carnegie Hall in New York on Nov. 13 and 14.

tok and Schonberg Quartets. RCA Victor has recorded their reading of the prize-winning Carter work. Now the Quartet is under exclusive contract to Epic Records for whom they have recorded Mozart's complete "Haydn" Quartets. Their latest release on Epic is the Brahms Quintet in F minor, with pianist Leon Fleisher.

Bartok Series Artistic Coup

The most extensive contribution to the August Fanfare series at New York's Lincoln Center last month was made by the Juilliard String Quartet. On three consecutive Wednesday nights they presented a challenging series of concerts which encompassed the complete (6) Bartok quartets as well as the "late" quartets of Beethoven. They met the challenge with breathtaking ease and artistry.

It is always an occasion when the Juilliard performs, but it is not so often that one is afforded the opportunity to hear their performance of the Bartok quartets in their entirety. This set of compositions is one of the monumental contributions to the contemporary chamber music literature and has been associated with the Juilliard since its inception in 1946. The emotional and technical demands posed by these quartets are similarly monumental, exploring and exploiting the limits of the instruments and all their dynamic potential.

The particular challenges in Bartok are mainly ones of cohesion. He weaves a subtle, rhapsodic fabric in most of the early quartets which requires extreme concentration of the performers. Contrasts are sudden and dynamic—ranging from ethereal, almost eerie sonorities to percussive attacks of gripping earthiness. The Juilliard vigorously complied with these demands with uncanny abandon, as if they were not four, but of one mentality, and the result was frequently chilling.

Coping with the technical demands required to do justice to contemporary music has given the Juilliard a unique facility and range.

Pitting the Bartok against the late quartets of Beethoven was revelatory. Both sets of quartets have at times been thought somewhat inaccessible. By performing them together, with such insight and sympathy, the Juilliard virtually made sport of any thoughts along those lines. Also, their programming arrangement seemed more logical than if they had performed them chronologically. They closed their final concert with Bartok's Fourth Quartet (1928) which was certainly a wise decision on their part. Somehow, of all his quartets, the fourth seems to sum up

(Continued on page 53)

Classical Chatter

NEW YORK—On September 22, CBS-TV will present a special one-hour broadcast commemorating the first anniversary of the opening of New York's Lincoln Center for the Performing Arts. The program will be the first in a series of such broadcasts—one each year—for the next five years. Host for the program will be Alistair Cooke, while composer Richard Rodgers will be host for the musical portion of the "Lincoln Center Day" program. Included on the program will be leading members of the New York City Ballet, who will perform Stravinsky's "Movements," and Bizet's "Symphony in C."

It was announced this past month that the new Metropolitan Opera House will not be ready for occupancy for the autumn of 1965, as originally scheduled. Opening will be postponed for one year. In an announcement, William Schuman, president of Lincoln Center, said, "It is better that this new house be built well than hastily . . . it is better to open in 1966 in a carefully finished and tested building than to compromise with the best."

According to the Austrian Information Service, more Americans visited this year's Vienna Festival than in previous years. A total of 59 concerts and 400 opera and dramatic performances was offered. One of the highlights of the Festival weeks was the debut of Metropolitan Opera soprano Roberta Peters, who was heard as Gilda in "Rigoletto" and as Queen of the Night in "Magic Flute." Following her Vienna performances, Peters created a similar sensation at the Salzburg Festival.

The New York Philharmonic is presently on a four-week transcontinental tour. They will appear in Denver, Milwaukee, Chicago, Ann Arbor, Detroit, Columbus, Cleveland, Pittsburgh, Philadelphia, Reading, Baltimore, and Washington, D.C., before returning to New York to open the new season September 24.

Several soloists will appear with them, including Andre Watts, Anna Moffo, Phyllis Curtin, Regina Sarfaty, Judith Raskin, Heifetz and Piatigorsky. The concert will be conducted by Leonard Bernstein except for individual works at some performances which will be conducted by Seiji Ozawa, newly appointed music director of the Ravinia Festival in Chicago, and former assistant conductor of the New York Philharmonic.

Leontyne 'Aida' Opens S. F. Year

SAN FRANCISCO—When the San Francisco Opera opens here on Friday (13) it will mark the longest season in its 41-year history.

The season will continue through October 31 in its home town before touring in Southern California from November 1 through 24. Opening night will observe the 150th anniversary of the birth of Giuseppe Verdi with a performance of "Aida," starring Leontyne Price, Regina Resnik, Sandor Konya and Giorgio Tozzi, under the direction of Francesco Molinari-Pradelli.

Other operas scheduled this season will include three performances of "La Sonnambula" with Joan Sutherland, conducted by her husband Richard Bonyngue; two more "Aidas" with Price; three "Toscas" also with Price, who will also perform in a new production of "La Forza del Destino." Elizabeth Schwarzkopf will be heard in two per-

formances each of "Cosi fan tutte," and Strauss' "Capriccio," which is a new production this year.

Revivals will include Boito's "Mefistofele" with Mary Costa, Tozzi and Konya; "Samson et Dalila" with James McCracken and Sandra Warfield; "Dialogues of the Carmelites" and "Die Walkure."

New productions will be offered of the "Barber of Seville" with Reri Grist (making her SFO debut) and Cesare Valletti; "La Forza del Destino," and the first San Francisco production will be given of Tchaikovsky's little performed "Queen of Spades" with Dorothy Kirsten, Regina Resnik and James McCracken, performed in English. Mary Costa will be heard in performances of "La Traviata" and "Falstaff."

The Southern California season will be held at the Shrine Auditorium in Los Angeles and the Fox Theater in San Diego.

Dealers See Heavy Sales In Fall Term

NEW YORK—As the fall product hits the market, dealers in stores carrying a heavy stock of classical records anticipate a good sales period and generally expressed approval over the quality of the new releases.

In the packaged sets, the biggest seller at present is reported to be the new "Tosca" on RCA Victor, which features the popular Leontyne Price. Directly on the heels of this set is London's new "Traviata" with Joan Sutherland. London does it again with their "War Requiem" of Benjamin Britten, which continues to sell heavily due to television and radio exposure. Other sets reported to have strong sales action are the new "Barber of Seville" on Angel, the two-record Soria release of Vladimir Horowitz; DGG's release of the nine symphonies of Beethoven, and still enjoying better than even sales are the Victor "Butterfly" and London's "Command Performance."

Sales of one-unit classical albums are generally more spread, though the most popular single

(Continued on page 53)

Coming on this page in future weeks:

Next week

Folk

September 21

Sacred and Inspirational

September 28

Jazz

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We've assembled for you 97 Angel albums of performances of these GREAT SOPRANOS OF OUR TIMES...all on the Angel label...an illustrious sorority of magnificent voices. Operas-arias-lieder! A colorful array of albums to display under one banner... the theme "Great Sopranos of Our Time" in windows, in browsers and in your advertising!

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| B/L 3508 | Puccini's Tosca... Callas |
| (S) D/L 3563 | Strauss, Der Rosenkavalier... Schwarzkopf |
| (S) C/L 3593 | Puccini, La Fanciulla Del West... Nilsson |
| (S) C/L 3604 | Puccini, Madama Butterfly... de los Angeles |
| (S) C/L 3605 | Mozart, Don Giovanni, Schwarzkopf/Sutherland |
| (S) C/L 3613 | Bizet, Carmen... de los Angeles |
| (S) C/L 3630 | Lehar, The Merry Widow... Schwarzkopf |
| (S) FS 35585 | Wagner, Flying Dutchman,
Walkure Excerpts... Nilsson |
| (S) FS 35696 | Schwarzkopf Sings Operetta |
| (S) FS 35719 | Birgit Nilsson sings Beethoven, Weber, Mozart |
| (S) FS 35764 | Callas Mad Scenes |
| (S) FS 35832 | The Voice of Wagner... Crespin |
| (S) FS 35882 | Maria Callas Sings Great Arias from French Opera |
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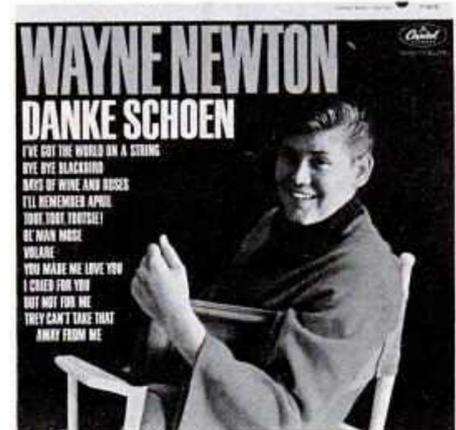
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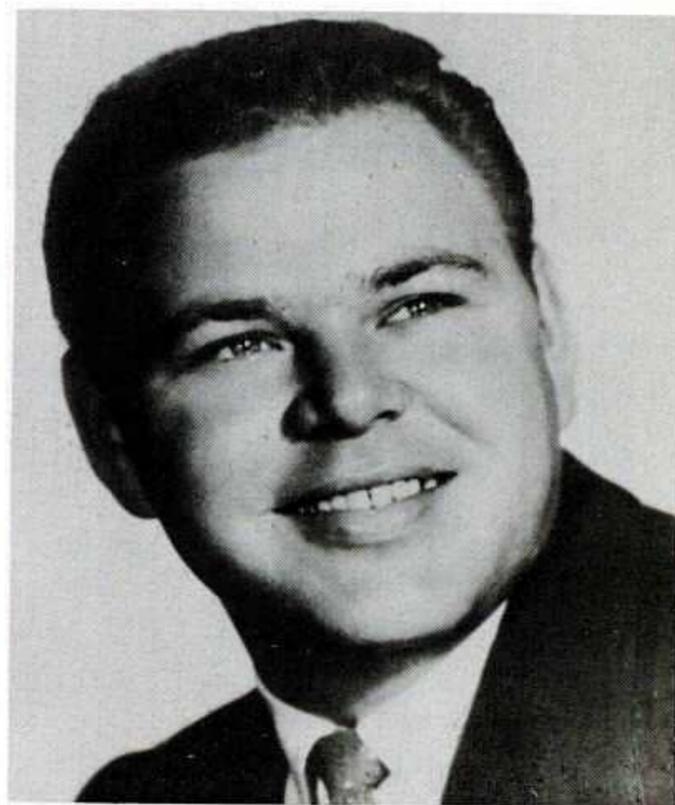
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Roy Clark

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WHEN WILL YOU SAY I LOVE YOU
9615
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JUST RELEASED
CATERINA VALENTE
HAWAIIAN MELODY 10033
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BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

BUSTED
Ray Charles, ABC-Paramount 10481

★ REGIONAL BREAKOUTS

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in major market(s) listed in parentheses.

BLUE SUMMER . . .
Royalties, Chancellor 1140 (Contour, BMI) (Baltimore, Washington)

MAKING BELIEVE . . .
Ray Charles, ABC-Paramount 10481 (Acuff-Rose, BMI) (Atlanta)

TALK BACK TREMBLIN' LIPS . . .
Ernest Ashworth, Hickory 1214 (Acuff-Rose, BMI) (Baltimore)

MICHAEL (Part I) . . .
Steve Alaimo, Check 1054 (Sherlyn, BMI) (Miami)

WINDY AND WARM . . .
Boots Randolph, Monument 821 (Acuff-Rose, BMI) (Washington)

LANA . . .
George McCannon III, Parkway 883 (Acuff-Rose, BMI) (Baltimore)

SINGLES REVIEWS



SPOTLIGHT WINNERS OF THE WEEK

Pop single spotlights are those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing in the top 50 of Billboard's Hot 100 chart. Spotlight winners in the country music and rhythm and blues categories are selected to achieve a listing on the Country Music or R.&B. charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks. All other singles are listed in their respective categories.

POP SPOTLIGHT
THE ARDELLS
EEFANANNY
(Lowery, BMI) (2:35)—Epic 9621
Here's a novelty item that might go with the kiddies. It's a nutty side that might go with air play. There's another version of the side but this one, at a bit slower tempo, can get play. Flip is "Lonely Valley" (Maurice, ASCAP) (2:00).

POP SPOTLIGHT
THE TEMPOS
MONKEY DO
(Wyncote, ASCAP) (2:15)—Fairmount 611
New dance side here from this group has strong potential. Side has deep voiced mention of the title, then strong rhythm sound with simple, insinuating tune. Flip is "Oh Play That Thing" (Cameo-Parkway, BMI) (2:18).

POP SPOTLIGHT
JIMMY SMITH
ANY NUMBER CAN WIN
(2:05)—Verve 10299
Jimmy Smith has a solid one here. Tune is from the Metro flick of the same name and Smith's strong organ sound is swingingly showcased in a honky, salty kind of middle tempo. The flip side is "What'd I Say" (Progressive-Adaris, BMI) (2:20).

POP SPOTLIGHT
KEELY SMITH
LOOK AGAIN
(United Artists, ASCAP) (2:14)—Reprise 20211
Keely has one of her more commercial records here, a side that could very well score for the lass. It's a soft ballad with a contemporary rhythm feel complete with strings. Flip is "No One Ever Tells You" (Sreen Gems-Columbia, BMI) (2:08).

POP SPOTLIGHT
FATS DOMINO
RED SAILS IN THE SUNSET
(Shapiro-Bernstein, ASCAP) (2:35)—ABC-Paramount 10484
The great Domino style in full sail on this standard. Fats sings it in his inimitable fashion against walking shuffle beat with which he's identified. Flip is "Song for Rosemary" (Anatole, BMI) (2:27).

POP SPOTLIGHT
THE SURFARIS
POINT PANIC
(Champion Music, BMI) (2:05)—Decca 31538
The top-selling surf group's first side for its new label has a solid sound here that should catapult it to the crest of the surf wave. It moves like mad and should get the kids in step. Flip is "Waikiki Run" (Champion, BMI) (1:58).

POP SPOTLIGHT
BEN COLDER
DETROIT CITY NO. 2
(Cedarwood, BMI) (3:13)—MGM 13167
Here's a hilarious take off on the Bobby Bare hit, "Don't Wanna Go Home." Colder tells why, with some clever repartee against chorus and strings. Flip is "Ring of Smoke" (Painted Desert, BMI) (2:22).

POP SPOTLIGHT
ROCKY FELLERS
HEY LITTLE DONKEY
(Chapter-Zann, BMI) (2:11)—Scepter 1258
The Rocky Fellers' run of hits should continue with this Latin Tex-Mex tinged side much in the spirit of their original "Killer Joe" smash. Flip is "Ching-a-Ling Baby" (Chapter-Zann, BMI) (2:16).

POP SPOTLIGHT
GALLICOATS
THE BITTER END
(Spiral, ASCAP) (2:45)—Spiral 1234
Strange dirge-like folk side here that is already getting play and could make a big splash from left field. The group has a haunting sound and the material is poignant. Flip is "Have a Happy Day" (Spiral, ASCAP) (2:15).

POP SPOTLIGHT
VIK E. LEE
I HEAR THOSE WEDDING BELLS
(Little Darlin', BMI) (1:56)—Liberty 55616
Here's a fine opener for a new artist. It's in the young gal group groove with penetrating teen theme. The side has strong sound and a potent dance beat. Flip is "Gee Whiz" (Recordo, BMI) (2:20).

POP SPOTLIGHT
THE FIESTAS
FOOLISH DREAMER
(Staccato-Maureen, BMI) (2:59)—Old Town 1148
Great lead singer on this production rock-ballad gives it distinction. The side has a potent sound with strings and tympani and this one could be the biggest one the boys have had in a while. Flip is "Rock-a-Bye-Baby (Don't Cry No More)" (Maureen, BMI) (2:26).

POP SPOTLIGHT
REGGIE BOYD
DRUMMER MAN
(Selenas, BMI) (1:47)—Liberty 55621
Here's a wild, stomping sound that could very well make it. The side is full of strong up-tempo drumming and wild, outspoken singing from a group of gals. Flip is "Cotton Picker" (Selenas, BMI) (1:55).

POP SPOTLIGHT

WALTER BRENNAN

**KEEP A MOVIN'
OLD MAN**

(Glo-Mac-Metric, BMI) (2:28)—

**WAITING FOR THE
TRAIN**

(Peer Int'l., BMI) (2:22)—Liberty 55617

Two sparkling talk records by Brennan here. His folksy, easy, backwoods style is poignantly offset by voices on the first. On the second a teen-age male singing duo is nicely incorporated into the fabric of the train blues theme.

POP SPOTLIGHT

THE DREAMERS

**DAYDREAMIN'
OF YOU**

(Metric, BMI) (2:03)—Fairmount 612

Girl group sings the praises of the boy with great sound that's very much in vogue today. Tight unison and good beat are added attraction of this comer. Flip is "The Promise" (Cameo-Parkway, BMI) (2:41).

POP SPOTLIGHT

RICK NELSON

FOOLS RUSH IN

(Bregman, Vocco & Conn, ASCAP) (2:37)

DOWN HOME

(Screen Gems-Columbia, BMI) (2:40)—
Decca 31533

Rick Nelson has his next smash well in hand. Two sides go all the way with a fast-stepping version of the standard that has a country twang and huge novelty appeal. Second side is a nostalgic tune that features the vocalist against country type backing.

POP SPOTLIGHT

**BOBBY COMSTOCK
AND THE COUNTS**

**YOUR BOYFRIEND'S
BACK**

(Blackwood, BMI) (2:11)—Lawn 219

This is a smart answer song to the current hit by the Angels, "My Boyfriend's Back." Boys sing the same melody with rewritten lyric against similar backing. Flip is "This Little Love of Mine" (Bae-Debbie Anne, ASCAP) (2:34).

POP SPOTLIGHT

JOE PERKINS

LITTLE EFFIN ANNIE

(Mimosa, BMI) (2:09)—Sound Stage 7 2511

Here's a wild novelty side that's got a nutty sound that should appeal to the pre-teen trade. Goofy lyrics and a quick tempo could get it deejay play. Flip is "Uncle Eef" (Mimosa, BMI) (3:00).

POP SPOTLIGHT

DODIE STEVENS

**YOU DON'T HAVE
TO PROVE A THING
TO ME**

(Metric, BMI) (2:18)—Dolton 83

Young Dodie could have a solid winner here. It's a bright, medium-paced ditty with definitely the teen sound, including some smart dual-tracking and a fine, big arrangement. Watch this one. Flip is "I Wore Out Our Record" (Screen Gems-Columbia, BMI) (2:08).

POP SPOTLIGHT

PETER, PAUL & MARY

**DON'T THINK TWICE
IT'S ALL RIGHT**

(Witmark & Sons, ASCAP) (2:46)
Warner Bros. 5385

Bob Dylan, who wrote "Blowin' in the Wind," also penned this tune for the threesome and it's bound to strike a responsive chord with the same audience that went for their last hit. Strong wax. The flip is "Autumn in May" (Pepamar, ASCAP) (2:43).

COUNTRY SPOTLIGHT

CHARLIE PHILLIPS

THIS IS THE HOUSE

(Tuckahoe-Neillrae, BMI) (2:14)

LATER TONIGHT

(Allied, ASCAP) (2:11)—Columbia 42851

Phillips has been around for quite a spell and has come very close to hitdom before. This time, he may have hit it, with this fine coupling. Both have a strong romantic quality and both get sincere performances. Could happen either way or both ways.

**SPECIAL MERIT SPOTLIGHT
POP DISK
JOCKEY PROGRAMMING**

CAL TJADER

**CHINA NIGHTS
(Shina No Yoru)**

(Leeds, ASCAP) (1:40)—Verve 10300

Like other Verve artists recently, Tjader has come through here with a strong, pop-styled reading. The tune is the same as was recently done in lyric form by Kyu Sakamoto and the Tjader vibes and strong arrangement gives it a lot of pop programming flavor. Flip is "The Fakir" (New Continent, BMI) (2:05).

★★★★

FOUR-STAR SINGLES

The four-star rating is awarded new singles with sufficient commercial potential in their respective categories to merit being stocked by dealers, one-stops and rack jobbers handling that category.

POPULAR

ANN RICHARDS
★★★★ Bye, Bye, Blackbird (Remick, ASCAP) (3:00) — ★★★★★ I Only Have Eyes for You (Remick, ASCAP) (2:50) VEE JAY 554

THE HONEYS
★★★★ Hide Go Seek (Screen Gems - Columbia, BMI) (1:45)—
★★★★ Pray for Surf (Annabelle, BMI) (2:12). CAPITOL 5034

SHEB WOOLEY
★★★★ Hootenanny Hoot (Channel-Soon, ASCAP) (2:29)—★★★★ Old Rag Joe (Apt, ASCAP) (2:49). MGM 13166

OLOMON ILORI
★★★★ Yaba E (Farewell) (Parts I & II) (Groove, BMI) (2:46, 3:00). BLUE NOTE 1899

VINCENT EDWARDS
★★★★ Looking for Someone (Vejac, BMI) (2:52)—★★★★ This Train (2:13). DECCA 31534

THE HI-LO'S
★★★★ Little Miss Teardrop (Valleydale, BMI) (2:36) — ★★★★★ Silly Boy (Vine St., ASCAP) (2:35). RE-PRIZE 20210

FATTI PAGE
★★★★ Nobody (GII, BMI) (2:29)—
★★★★ Maybe He'll Come Back to Me (Screen Gems-Columbia, BMI) (2:45). COLUMBIA 42857

CLINT MILLER
★★★★ Bridge Across the River (Madchen & Bonnie-Jill, BMI) (2:26)—
★★★★ Crabs Walk Sideways (T. M., BMI) (2:35). LENOX 5574

JACK JONES
★★★★ Toys in the Attic (United Artists, ASCAP) (2:52) — ★★★★★ Wives and Lovers (Famous, ASCAP) (2:29). KAPP 551

(Continued on page 53)

THE HIT HAPPY
AMERICAN LONDON GROUP

BILL BLACK'S COMBO
MONKEY-SHINE
HI-2069

MARCIE BLANE
YOU GAVE MY NUMBER TO BILLY
SEVILLE-128

THE RAN-DELLS
MARTIAN HOP
CHAIRMAN-4403

Top 10 in Houston & New Orleans
Len Snider
EVERYONE KNOWS
ALL BOY-8507

Breaking Pop
JOE TEX
SOMEONE TO TAKE YOUR PLACE
DIAL-3013

HOT 100

★ STAR performer—Sides registering greatest proportionate upward progress this week.

Billboard Award

Table with columns: THIS WEEK, Wks. Ago, TITLE, Artist, Label & Number, Wks. On Chart. Contains top 32 songs like 'MY BOYFRIEND'S BACK', 'HELLO MUDDUH, HELLO FADDUH', etc.

Table with columns: Wks. Ago, TITLE, Artist, Label & Number, Wks. On Chart. Contains songs 33-65 like 'SO MUCH IN LOVE', 'DESERT PETE', 'HEY THERE LONELY BOY', etc.

Table with columns: Wks. Ago, TITLE, Artist, Label & Number, Wks. On Chart. Contains songs 66-100 like 'BUSTED', 'THIS IS MY PRAYER', 'IT'S A LONELY TOWN', etc.

HOT 100—A TO Z—(Publisher-Licensee)

BUBBLING UNDER THE HOT 100

Large alphabetical list of songs and artists, including entries like 'Abilene (Acuff-Rose)', 'Be My Baby (Mother Bertha-Trio, BMI)', etc.

Dot RECORDS proudly presents

5 SMASH SINGLE HITS!

<p>STEVE ALLEN</p> <p>●</p> <p>CUANDO CALIENTA EL SOL</p> <p>#16507</p>	<p>THE SURF BUNNIES</p> <p>●</p> <p>OUR SURFER BOYS</p> <p>#16523</p>	<p>JIMMY GILMER & THE FIREBALLS</p> <p>●</p> <p>SUGAR SHACK</p> <p>#16487</p>	<p>THE SURFARIS</p> <p>●</p> <p>SURFER JOE</p> <p>B/W</p> <p>WIPE OUT</p> <p>#16479</p>	<p>BILLY VAUGHN</p> <p>●</p> <p>I'M SORRY</p> <p>B/W</p> <p>RAG MOP</p> <p>#16522</p>
---------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------

BEST SELLING SINGLES

- | | |
|-----------------------------------------------------|----------------------------------------------------------------|
| 16488 BREAKWATER/SCARLETT O'HARA . Lawrence Welk | 16509 PRETTY GIRLS EVERYWHERE / BABY, BABY
Arthur Alexander |
| 16521 IT'S A GAS / TOOTNANNY The Rumlbers | 16513 FINK The Buttondowns |
| 16502 DANCE EVERYBODY, DANCE The Dartells | |

BEST SELLING ALBUMS

- | | |
|----------------------------------------------|--------------------------------------------------|
| 3535 WIPE OUT The Surfaris | 3516 PIPELINE The Chantays |
| 3528 SCARLETT O'HARA Lawrence Welk | 3515 GRAVY WALTZ Steve Allen |
| 3538 MORE Steve Allen | 3522 HOT PASTRAMI The Dartells |
| 3525 HONEYCOMB
Jimmie Rodgers | 3510 1963's EARLY HITS Lawrence Welk |
| 3523 SUKIYAKI
Billy Vaughn | 3534 TIE ME KANGAROO DOWN SPORT . . Pat Boone |
| | 3497 1962'S GREATEST HITS Billy Vaughn |
| | 3536 POLKAS Myron Floren |



THE NATION'S BEST SELLING RECORDS

Billboard HITS OF THE WORLD

ARGENTINA

(Courtesy Escalera a la Fama)
*Denotes local origin

This Week	Last Week	Title	Artist
1	2	RIO MANSO	*Ramona Galarza (Odeon)—Lagos
2	5	LA TERZA LUNA	Neil Sedaka (Victor)—Fermata
3	3	LA TIERRA	Joe Sentieri (CBS)—Plante-Tempo
4	1	MIRA COMO ME BALANCEO	Eduardo Vianello (Victor)—Alfa-Fermata
5	4	PUENTE PEXOA	*Trovadores del Norte (CBS)—Lagos
6	—	DESPEINADA	Pick Ups (Music Hall)—Korn
7	7	LA PARTITTA DI PALLONE	Rita Pavone (Victor)—Fermata
8	6	BLAME IT ON THE BOSSA NOVA	Eydie Gorme (CBS)—Aldon Fermata
9	—	DILE	Bobby Rydell (Fermata)—Fermata
10	10	LA POLLERA COLORA	*Los Wawanco (Odeon)—Korn

AUSTRALIA

(Courtesy Music Maker, Sydney)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	BOMBORA	*The Atlantics (CBS)—Southern Music
2	3	WIPE OUT	The Surfaris (London)—Pincus Gil
3	2	55 DAYS AT PEKING	*Rob E. G. (Festival)—Essex
4	—	FORGET HIM	Bobby Rydell (Columbia)—Leeds
5	—	DANKE SCHOEN	Wayne Newton (Capitol)—Belinda
6	4	SURF CITY	Jan and Dean (Liberty)—TuCon
7	11	AVALON STOMP	*The Denvermen (HMV)—Johnny Devlin
8	6	EASIER SAID THAN DONE	The Essex (Roulette)—Chappells
9	5	MOVE BABY MOVE	*Johnny O'Keefe (Festival)—Davis
10	9	I LOVE YOU BECAUSE	Al Martino (Capitol)—Allan
11	—	JUDY, JUDY, JUDY	Johnny Tillotson (London)—No publisher
12	—	NO TRESPASSING	Helen Shapiro (Columbia)—No publisher
13	7	SUKIYAKI	Kyu Sakamoto (HMV)—Castle
14	9	I (WHO HAVE NOTHING)	Ben E. King (Festival)—No publisher
15	10	GREEN, GREEN	Christy Minstrels (CBS)—Chappells

BRITAIN

(A special list compiled prior to publication by New Musical Express, London)
*Denotes local origin

This Week	Last Week	Title	Artist
1	2	BAD TO ME	*Billy J. Kramer (Parlophone)—Northern Songs, Ltd.
2	1	SWEETS FOR MY SWEET	*Searchers (Pye)—Hill & Range
3	8	I'M TELLIN' YOU NOW	*Freddie and the Dreamers (Columbia)—Feldman Music
4	5	IN SUMMER	*Billy Fury (Decca)—Skidmore Music
5	4	TWIST AND SHOUT (EP)	*Beatles (Parlophone)—Sherwin/Ambassador/Northern Songs, Ltd.
6	3	I'M CONFESSIN'	*Frank Ifield (Columbia)—Francis, Day & Hunter
7	—	IT'S ALL IN THE GAME	*Cliff Richard (Columbia)—Blossom Music
8	9	THE LEGION'S LAST PATROL	*Ken Thorne (HMV)—Filmusic
9	11	WIPE OUT	Surfaris (London)—Ambassador
10	6	TWIST AND SHOUT	Brian Poole and the Tremeloes (Decca)—Sherwin Music
11	13	I'LL NEVER GET OVER YOU	*Johnny Kidd (HMV)—Leeds Music
12	17	DEVIL IN DISGUISE	Elvis Presley (RCA)—West One Music
13	16	YOU DON'T HAVE TO BE A BABY TO CRY	*Caravelles (Decca-Ritz)—Frank Music
14	10	DA DOO RON RON	Crystals (London)—Aberbach
15	—	DANCE ON	*Kathy Kirby (Decca)—Sydney Bron
16	18	JUST LIKE EDDIE	*Heinz (Decca)—Meridian Music

This Week	Last Week	Title	Artist
17	12	SUKIYAKI	Kyu Sakamoto (HMV)—Welbeck/Benz
18	22	THE CRUEL SEA	*Dakotas (Parlophone)—Jaep Music
19	24	COME ON	*Rolling Stones (Decca)—Jewel Music
20	14	YOU CAN NEVER STOP ME LOVING YOU	*Kenny Lynch (HMV)—Klynch Music
21	27	ACAPULCO 1922	*Kenny Ball (Pye)—Burlington Music
22	26	I WONDER	Brenda Lee (Brunswick)—Leeds Music
23	17	ATLANTIS	*Shadows (Columbia)—Francis, Day & Hunter
24	—	I WANT TO STAY HERE	Steve Lawrence-Eydie Gorme (CBS)—Aldon Music
25	29	BY THE WAY	*Big Three (Decca)—Jaep Music
26	15	WELCOME TO MY WORLD	—Jim Reeves (RCA)—One Four Two Music
27	—	SURFIN' U.S.A.	—Beach Boys (Capitol)—Jewel Music
28	19	I LIKE IT	*Gerri and the Pacemakers (Columbia)—Jaep Music
29	—	TWO SILHOUETTES	—Del Shannon (London)—Vicki Music
30	30	SURF CITY	—Jan & Dean (Liberty)—Aldon Music
30	—	STILL	*Karl Denver (Decca)—Peter Maurice

CHILE

This Week	Last Week	Title	Artist
1	1	PUENTE PEXOA	Ginette Acevedo (RCA)
2	2	ENSENANDO BOSSA NOVA	Eydie Gorme (CBS)
3	3	TELL HIM	Billie Davis (London)
4	4	MANZANILLA	Oscar Arriagada (RCA)
5	5	WAITING FOR NEVER	Neil Sedaka (RCA)
6	6	PERDONAME	Alan y sus Bates (RCA)
7	7	LIMENA	Lorenzo Valderrama (Odeon)
8	8	CARAMELO DEL MENTA	Lalo Valenzuela (RCA)
9	9	MI POBREZA	Palmenia Pizarro (Philips)
10	10	LA GOTITA	Gloria Benavides (RCA)

EIRE

(Courtesy Irish Times, Ltd., Dublin)

This Week	Last Week	Title	Artist
1	1	DEVIL IN DISGUISE	Elvis Presley (RCA)—West One Music
2	2	SWEETS FOR MY SWEET	The Searchers (Pye)—Hill & Range
3	5	TWIST AND SHOUT	Brian Poole & the Tremeloes (Decca)—Sherwin
4	3	I'M CONFESSIN'	Frank Ifield (Columbia)—Francis, Day & Hunter
5	6	FORGET HIM	Bobby Rydell (Cameo-Parkway)—Welbeck
6	7	KISS ME QUICK	Royal Showband (HMV)—West One Music
7	—	TWIST AND SHOUT (EP)	Beatles (Parlophone)—Sherwin/Ambassador/Northern Songs, Ltd.
8	—	DA DOO RON RON	Crystals (London)—Aberbach
9	4	I LIKE IT	—Gerri and the Pacemakers (Parlophone)—Dick James
10	—	JUST FOR YOU (EP)	Chuck Winter (Pye)—Cross/Acuff-Rose/Campbell-Connelly/Keith Prowse

FRENCH (WALLOON) BELGIUM

(Courtesy Juke Box Magazine)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	N'EST-CE PAS MERVEILLEUX/CRUER TON NOM	*Adamo (Pathe)—Ardmore & Beechwood
2	2	DA DOU RON RON	Johnny Hallyday (Philips)—Belindamusic
3	5	PENDANT LES VACANCES	—Sheila (Philips)—Acuff-Rose
4	8	SI TU VEUX ETRE HEUREUX	Claude Francois (Fontana)—Ardmore & Beechwood
5	3	JE ME SENS BIEN/ELLE EST FINIE	Petula Clark (Vogue)—Bens
6	4	JE M'SENS TRES SEUL	*Robert Cogoi (Philips)—Top Music
7	6	L'ECOLE EST FINIE	—Sheila (Philips)—Breton
8	7	SANS TOI MAMIE	*Adamo (Pathe)—Rudo

This Week	Last Week	Title	Artist
9	10	PREMIERE SURPRISE-PARTY	—Sheila (Philips)—Breton
10	9	AMOUR PERDU	*Adamo (Pathe)—Ardmore & Beechwood

HONG KONG

This Week	Last Week	Title	Artist
1	2	DEVIL IN DISGUISE	Elvis Presley (RCA)
2	5	TWIST IT UP	Chubby Checker (Parkway)
3	1	HEARTACHES	The String-A-Longs (Dot)
4	3	LONE STAR STOMP	The Cornells (UA)
5	4	LUCKY LIPS	Cliff Richard (Columbia)
6	7	I WOLL FOLLOW HIM	—Little Peggy March (RCA)
7	—	CONFESSING THAT I LOVE YOU	—Frank Ifield (Columbia)
8	—	ROCK ME IN THE CRADLE OF LOVE	—Dee Dee Sharp (Cameo)
9	8	I WILL LOVE YOU	—Richard Chamberlain (MGM)
10	9	THOSE LAZY-HAZY-CRAZY DAYS	—Nat King Cole (Capitol)

HUNGARY

(All disks on Qualiton label)

This Week	Last Week	Title	Artist
1	1	POPOCATEPETL TWIST	Marta Zarai and Janos Vamosi—Caravelle, Paris
2	2	TWIST AGAIN	—Janos Koos—Kalman Music, New York
3	3	MEG IDE ODA HUZ A SZIV	—Laszlo Araczkzy—Editio Musica
4	4	ILYEN A TWIST	*Kyri Ambrus—Editio Musica
5	5	MIKOR JOSSZ MAR ENFELEM	—Quando, Quando—Katalin Sarosi/Ritmi—Canzoni, Milano
6	6	KIT ERDEKEL	—Janos Koos—Editio Musica
7	—	NEM VAGYOK IDEGES	—Gyorgy Korda—Editio Musica
8	8	FOGJ EGY SETAPALCAT	—Lehel Nemeth—Editio Musica
9	9	VAN E REMEKEBB	—Eva Mikes—Editio Musica
10	10	JUCI, JULI, JULIA	—Eva Mikes—Editio Musica

ISRAEL

(Courtesy Kol Israel Broadcasting)
*Denotes local origin

This Week	Last Week	Title	Artist
1	2	I'M CONFESSIN'	Frank Ifield (Columbia)—Francis, Day & Hunter
2	1	SUKIYAKI	Kyu Sakamoto (HMV)—Bens Music-Welbeck Music
3	3	DON'T YOU FORGET	Perry Como (RCA Victor)—Northridge, ASCAP
4	4	HORA OF LOVE	*The Roosters (Kol Israel)—ACUM
5	6	ATLANTIS	The Shadows (Columbia)—Francis, Day & Hunter
6	8	WHEN YOU SAY 'NO'	*The Roosters (Kol Israel)—ACUM
7	9	BLUE ON BLUE	Bobby Vinton (Epic)—Famous Music
8	7	ANOTHER SATURDAY NIGHT	—Sam Cooke (RCA Victor)—Kags Music
9	10	IL BALLO DEL MATONE	Rita Pavone (RCA Italy)
10	5	HELLO STRANGER	—Barbara Lewis (Atlantic)—McLaughlin

MEXICO

(Courtesy Audiomusica)
*Denotes local origin

This Week	Last Week	Title	Artist
1	1	ENEMIGOS	*Sonia Lopez (CBS)—Pham
2	4	LET'S GET TOGETHER	Hayley Mills (Gamma)—Brambila
3	3	DESPEINADA	*Los Hooligans (Orfeon)—Reimsa
4	6	THE GUNS FROM NAVARRONE	—Al Caiola (Gamma)—Pending
5	5	LA MANO DE DIOS	*J. A. Jimenez (RCA)—Emmi
6	—	POPEYE	*Apon Boys (Peerless)—Pending
7	2	DE MIL MANERAS	*Sonora Santanera (CBS)—Emmi
8	7	MEDIA VUELTA	*J. A. Jimenez (RCA); *Javier Solis (CBS)—Pending

This Week	Last Week	Title	Artist
9	8	FOOTBALL	*Sonora Santanera (CBS)—Reimsa
10	10	LLEGO BORRACHO	*J. A. Jimenez (RCA)—Emmi

NORWAY

(Courtesy Verdens Gang, Oslo)

This Week	Last Week	Title	Artist
1	1	DEVIL IN DISGUISE	Elvis Presley (RCA)—Belinda
2	2	DE TUSEN SJOARS LAND	*Ray Adams (Manu)—Musikk-Huset
3	8	SUKIYAKI	Kyu Sakamoto (HMV)—Carl M. Iversen
4	3	LUCKY LIPS	Cliff Richard (Columbia)—Belinda
5	4	WELCOME TO MY WORLD	—Jim Reeves (RCA)—No publisher
6	5	SINGEL OG SAND	*Olkabilamo (Philips)—Edition Lyche
7	9	EI SNERTEN SNELLE	*Wenche Myhre (Triola)—Egil Monn Iversen
8	7	SER DU JAN SA HILS FRA MEG	*Ase Thoresen (Triola)—Sweden Music
9	6	ATLANTIS	—Shadows (Columbia)—Sweden Music
10	—	ST. LOUIS BLUES TWIST	—Alice Babs (Polydor)—Reuter & Reuter

PHILIPPINES

This Week	Last Week	Title	Artist
1	2	THE END OF THE WORLD	—Skeeter Davis (RCA)—Filipinas Record
2	1	KISS ME QUICK	Elvis Presley (RCA)—Filipinas Record
3	4	A MILLION THANKS TO YOU	—Pilita Corrales (Villar)—Mareco
4	3	ONE MORE BLESSING	—Jerry Vale (Columbia)—Mareco
5	8	DOMINO	—Doris Day (Columbia)—Mareco, Inc.
6	6	CRAZY	—Faye Tucker (Sonador)—Federal Manufacturers
7	9	GREAT ESCAPE	—Mitch Miller with the Sing-Along-Gang (Columbia)—Mareco
8	7	WIPE OUT	—The Surfaris (Dot)—Mareco
9	—	ALWAYS IN MY HEART	—Bobby Vinton (Epic)—Mareco
10	5	(I Love You) DON'T YOU FORGET IT	—Perry Como (RCA)—Filipinas Record

SOUTH AFRICA

(Courtesy South African Record Manufacturers and Distributors' Assn.)

This Week	Last Week	Title	Artist
1	1	LUCKY LIPS	Cliff Richard (Columbia)—Cromwell Music
2	2	DEVIL IN DISGUISE	Elvis Presley (RCA)—Elvis Presley Music
3	4	SUKIYAKI	Kyu Sakamoto (SAB)—Ardmore-Beechwood
4	3	BLUE TRAIN	John D. Loudermilk (RCA)—Acuff-Rose
5	8	ATLANTIS	The Shadows (Columbia)—Francis, Day & Hunter
6	—	FORTY DAYS	—Cliff Richard (Columbia)—ARC Music
7	9	YOUNG LOVERS	—Paul & Paula (Philips)—Copyright Controlled
8	7	HAPPY BIRTHDAY MY DARLING	—*Bob Gallion (Continental)—Acuff-Rose
9	5	I WALK THE LINE	—Dean Martin (Reprise)—Belinda Music
10	6	YOU BELONG TO MY HEART	—Ned Miller (Renown)—Southern Music

SPAIN

(Courtesy Discomania)
*Denotes local origin

This Week	Last Week	Title	Artist
1	2	FREE ME	—Enrique Guzman (CBS)
2	1	CARINOSA	*Duo Dinamico (Voz Amo)—Musica Del Sur Fermata
3	3	TOUS LES GARCONS ET LES FILLES	—Francoise Hardy (Hispavox)—Universal Jazz
4	4	CRYING IN THE WIND	—Paul Anka (RCA)—Hispanavox
5	5	CHARIOT	*Sangiusto (Belter)—Armonico
6	6	FIVE HUNDRED MILES	*Los TNT (RCA)—Robert Mellin

This Week	Last Week	Title	Artist
7	7	RETURN TO SENDER	—Elvis Presley (RCA)—Aberbach (Madrid)
8	8	MARIA	—Andy Williams (CBS)—Canciones Mundo
9	9	STASERA UAGO IO	—Modugno (Fonit)—Canciones Mundo
10	—	EL PARTIDO DE FUTBOL	—Los TNT (RCA)

YUGOSLAVIA

(All disks on Jugoton label)

This Week	Last Week	Title	Artist
1	1	PINOKIO MOJE MLADOSTI	—Boris Nikolic and Ensemble Dalmacija
2	2	CORRINA, CORRINA	—Miodrag Jevremovic
3	3	TROJKA	—Olivera Markovic
4	4	BALA PERDIDA	—Trio Tenori
5	5	MASKARE	—Anica Zubovic and Marko Novosel
6	6	JAHAM SPET V COLORADO	—Rafko Irgolic
7	7	ZAGREB, ZAGREB	—Marko Novosel
8	8	BABY TWIST	—Dragan Tokovic
9	9	CURRUCU PALOMA	—Quartet Magnifico
10	10	GITARA ROMANA	—Ana Stefok

SPAIN

Christmas Bells Ringing for WB

By RAUL MATAS

32 Av. Jose Antonio, Madrid 13

Bobby Weiss spent a few days in Madrid outlining new Warner Bros. material for the coming months with Bill Caram, RCA manager here. The deal includes Christmas songs to be launched by the label.

Pepe Palau, the Spanish deejay, flew to the U. S. at invitation of the State Department. . . . Mexican Maria Felix and pianist Chucho Ferrer also flew to New York, while Yvonne de Carlo is having warm reception at TV and night clubs here. . . . Amalia Mendoza starred at a Mexican Festival in Madrid. . . . Luis Sagi Vela is making a great comeback as a singer of popular songs on the Zafiro label. Eduardo Cancho, a TV announcer who trained at a Houston, Tex., TV station, has been appointed as public relations man for the same company.

Vergara released Claudio Villa and Catherine Spakk disks. . . . Following the TNT (Tim Nelly and Tony) two new vocal groups were named with initials: H. H. and the P. and P. . . . Argentina's "Bienvenido amor," by Palito Ortega, has been recorded by several local Spanish big names. . . . "Carinosa" hit was covered by Rocky Pontoni, Roberto Yanes and Mary Cossens. The original, by the Duo Dinamico, has been on the charts four months. . . . New "Suki-yaki" rendition in Spanish is sung by Lorenzo Valverde (HMV).

"Dame felicidad" (Free Me) has been the big summer hit all over Spain in a version by Enrique Guzman (CBS). The song also has other renditions made in Argentina and Spain. Another holiday hit is the

Hello Brudduh...
they're calling us
the hottest act in
show business!



...and now we've
got a hot single,
Dickie!



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THE FUN SIDE

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"YOU GO
THIS AWAY"

THE FOLK SIDE

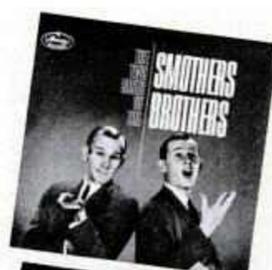
...and remember, the Smothers Brothers' 3 Albums are smash hits, too



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The Two Sides



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International

NEWS REPORTS

Loneliness Theme of Song Festival Winner



Rui Mascarenhas in action

By RAUL MATAS

MADRID — The big crowd that filled the Teatro Jovellanos in Gijon picked a new Spanish hit song: "Soledad" (Loneliness). Rui Mascarenhas from Portugal won the award in the Fourth Festival de la Costa Verde. The winning song was written by Tony Leblanc, a distinguished actor, comedian, director, author, vocalist and movie star.

ARGENTINA

Musicals Giving Tango New Boost

By RUBEN MACHADO
Lavalle 1783, Buenos Aires

The tango, which has been going through an extensive revival thanks to a number of top pop recordings, got another boost recently when it was announced that a number of musicals will be put on stage with scores that incorporate the dance rhythm. Among the presentations is one by Atilio Stampone (of Microfon) which is based on modernization of the "Romeo and Juliet" theme, somewhat like "West Side Story."

Following this new trend of tango music, Odeon brings under its label a star orchestra leading Miguel Calo, a group formed by Armando Pontier, Domingo Federico, Enrique Francini, Alberto Podesto, playing standard tangos.

Two pop songs are fighting it out for top honors. Both belong to Lagos publishing: "Puente Pexoa," written 10 years ago and climbing through the version of "Los Trovadores Del Norte" (CBS), and "Rio Manso," written by author and singer Cholo Aguirre (Microfon). "Rio Manso" was a hit in Chile some months ago by Lorenzo Valderrama. In Argentina it has been recorded by Ramona Galarza (Odeon), Julio Molina Cabral (Music Hall), Jorge Sobral (Disc Jockey).

European tango is also coming into popularity. Two recordings by Adriano Celentano have been released by Producciones Fermata, "Il tangaccio" and "Grazie prego scuzi."

The prize was 50,000 pesetas (almost \$1,000). Enrique Monoy has already recorded "Soledad."

Second prize went to "Barcosin Timon" by Rafael Moro Collar, sung by Los Pecos. Third winner was "A tu manera Vivire" (I'll Live Your Way) by Antonio Nebreda and Esteban San Julian, sung by Mike Rios.

Two more new festivals are due this summer. The La Cancion del Duero, Duero River Song Festival, takes place at Aranda del Duero and where Portugal and Spain compete with new songs. The Mediterranean Festival has been organized by Radio Nacional and TVE, which will be held in Barcelona.

AUSTRALIA

Watts Up, Other ARC Execs Too

By GEORGE HILDER
19 Todman Ave., Kensington,
Sydney, N.S.W.

William Smith, managing director of the Australian Record Company, has announced the promotion of three of the companies executives. Alf Watts, who has been with A.R.C. for six years, is now general manager. Peter Jevess has been chief accountant for the past four years fills the position of company secretary, and Ray Bull, who after nine years in the sales division, has been promoted to general sales manager. He was previously national singles sales manager. Smith has also appointed Norman Palmer to the position of legal adviser. Before joining A.R.C. Palmer was with a law firm in Sydney.

Ron Calcutt, of C.B.S., has recently returned after a promo campaign of N.S.W.'s North Coast and reports that surf music has not only caught on in all capital cities but even in country areas. Top surf disk at the moment is the local disk "Bombora," played by the Atlantics, and which is to be released in America on the C.B.S. Columbia label. . . . The "Roaring Twenties" craze is still popular amongst record buyers in this country. . . . Radio Station 6IX,

Roland Rennie Switches Hats, Goes From Firm's Best Buyer to Its Head

By DON WEDGE

LONDON—The best way to sell is to know the market. This dictum has been followed to the ultimate by Transglobal, the New York-based disk and music repertoire placing organization which has just appointed as its president a 33-year-old graying Britisher, Roland Rennie. He had been Transglobal's biggest buyer.

As manager of the licensed repertoire department at EMI Records, he supervised purchased repertoire at the big British outlet. At the same time, he obtained rights for much of it to be released through the firm's overseas affiliates.

For the past four years, Rennie has been the right hand in international repertoire matters of L. G. Wood, managing director of EMI Records.

In On Deals

Has been close to some of the major affiliation switches by major American firms. Among the biggest were the changes from British Decca to EMI of Liberty and United Artists. (He sat in with Wood throughout the tough negotiations for both deals.)

Rennie was one of the team responsible for the conception and last year's launching of EMI's Stateside label, now the outlet here and in many other countries for Scepter, Vee Jay, Diamond, Swan, Laurie and a dozen other U. S. ensembles.

It has now received a high

Perth, Western Australia, is organizing its third annual Golden Microphone award for 1963. Festival Records carried off the previous two awards for 1961 and 1962 with Lonnie Lee's "I've Found a New Love" and Johnny O'Keefe's "I'm Counting on You." This year's award will be presented on the station's 30th anniversary November 27. To coincide with Sammy Davis Jr.'s appearance Down Under at the stadium in Sydney and Melbourne during September.

The De Kroo Brothers, Doug and Leo, have put down two sides for the Festival label featuring the Howard Steven composition "All Right, Be That Way." . . . United Artists Pictures reissued the film "Around the World in 80 Days" in Todd-AO. Co-operating with U.A.'s publicity department both Festival and W & G are re-releasing albums featuring the sound track music. Bob Rogers will now remain with 2SM as an executive disk jockey. . . . Bob Hope will visit Australia in November to play golf for charity and to promote his new book "I Owe Russia 1200 Dollars."

Swiss Jazz Fete Has World Feel

ASCONA, Switzerland — A river boat shuffle and New Orleans type street parade featured the First International Jazz Festival in this Swiss town on Lake Maggiore just across the Italian border with American, British, Swiss, Italian and Belgian jazz groups participating.

Joe Napoli, organizer of the famed Belgian festival of Comblain-la-Tour was among those present along with Bud Shank, Jack Dupress and George Johnson and Nilson Williams. From England came Chris Barber and His Orchestra. Success of the event assures its repetition in an augmented form next year.

degree of acceptance. In Rennie's last big deal at EMI, 20th Century-Fox settled, to appear here on a split logo with the Stateside label.

Apart from military service, Rennie has had no other employment. When he joined EMI in 1950, the disk business was administered by about 40 people from a few small offices at the headquarters of Electric & Musical Industries at Hayes, 14 miles from London. He has grown with the firm and seen it mushroom manyfold. Now its British disk activity is controlled by a separate company, EMI Records Limited, housed in a multi-story office complex in the center of the city.

In 12 years at EMI, Rennie held many positions. For a time, he was a member of the Hayes department responsible for liaison with EMI world branches on international repertoire matters. His total experience in this field probably puts him among the top six most knowledgeable executives of the industry.

Rennie's decision to leave EMI was not arrived at quickly. He believes EMI to be "the finest disk firm in the world" and leaves a boss (Wood) who "has a fantastic grip on the record operation." He pays tribute to the EMI group chairman, Sir Joseph Lockwood, a business tycoon "whose extreme interest in records transformed that branch of the company."

Rennie, himself, has had a tough grounding on his business deals. EMI accounting it such that each record is individually costed and expected to make a profit. "Risks in buying a master

BRAZIL

Ray Charles Set to Show

By MAURICIO QUADRIO
Rua Visconde da Gavea 125-4º
Rio de Janeiro

Ray Charles and a group of the Music Coral will arrive in the middle September to appear in several TV shows in Rio and Sao Paulo. Simultaneously, Philips will release LP "Ray Charles entre nos" (Ray Charles among us) on Polydor.

Frits Philips, head of the Philips organization, will arrive September 16. He will extend his visit to Sao Paulo. . . . Andre Midani (Imperial) left for Peru and Venezuela on business and probably will be absent for a month. . . . Enrique Lebendiger (Fermata) is visiting Argentina. . . . Fermata is introducing Adriano Celentano with "Si e spento il sole." Also released sound track "A Rainha do Chantecler" with Sarita Montiel. . . . Lenita Bruno has signed with Copacabana. . . . Singer Tito Madi, formerly with CBS, has signed with Odeon. . . . Continental and Kapp ended their contract while Philips has canceled with Vanguard. . . . Plaza is waxing its 10th LP with Serenata Tropical Orchestra, to be released next month. . . . Radio Globe has started a nationwide contest, A Voz de Ouro ABC 1963 (Golden Voice ABC 1963). Winner of this contest will sign a contract with RGE. . . . CBS recorded original show Chica da Silva, produced by showman Carlos Machado.

let alone a catalog, are great. Often a too large guarantee is asked for a record. As a result, it's virtually impossible to make a profit. "American firms," he feels, "do themselves an injustice by over-pricing their demands because they are limiting the spread of their repertoire."

Rennie has recently been striving for greater international exposure for records that have made the Top 10 in one or other of the major disk countries. "If a disk is good enough to reach that position in America, Britain, Germany or Japan, it deserves serious promotion in each of the other countries, particularly when any possible language problem can be overcome." He has been particularly disappointed with the lack of success of Cliff Richard in the American market.

Part of Rennie's duties will be to place product for Transglobal's non-American clients with U. S. outlets and indeed distributors in other countries on a comprehensive scale.

BRITAIN

Home Disks Up; Exports Go Down

By CHRIS HUTCHINS
News Editor,
New Musical Express

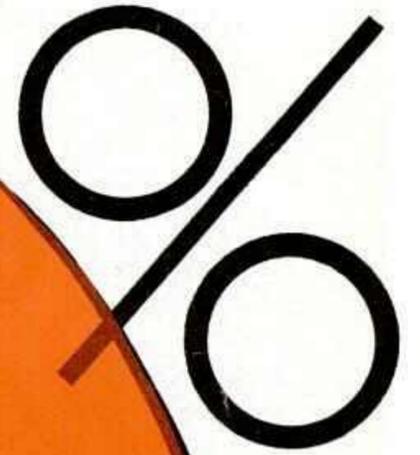
Record sales here continue to rise healthily although exports dropped during the first half of this year. Latest figures published show that home sales were up by 12 per cent and exports were down by the same figure for the first six months of 1963—compared with the same period last year. But the boom in Britain more than deafens the drop abroad for home sales account for more than four-fifths of total sales. The Board of Trade has revealed that the total number of records pressed (both singles and

(Continued on page 37)



WORLD AFFAIRS: Pepe Palau, top DJ known as "Don Disco" on his programs heard over 47 stations in Spain, with Caroline Collett (right), general manager of Billboard's Record Source International (RSI) and Peter Heine (left), Billboard's advertising manager. Palau uses Billboard charts for programming his shows and while visiting Billboard's offices entered orders for RSI album services to be sent to Madrid to be used for new album program he is inaugurating.

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International News

• Continued from page 34

albums) during the January-June period was 26,352,000.

Cliff Richard flies to New York around October 15 for an appearance on the Ed Sullivan Show the following Sunday (20). This is in addition to the spot he will have in the show which Sullivan films here on September 22 also featuring the Shadows and Frank Ifield. Ifield will make his first live appearance on the show on December 22—the Christmas edition. He will be in New York on his way home to Australia where he plans to arrive on Christmas Eve for the holiday period and a subsequent month's tour. While Richard is in New York, the Shadows will commence their first-ever tour of France. Lasting 10 days it will start on October 18 and take in dates at Paris Olympia.

Though Decca refused to issue Anthony Newley's "Fool Britannia" album, the company still has a part in its release. The label Newley formed in New York to handle the platter, Acapella Records, leased the tape in Britain to Jeff Kruger's Ember label. Ember is distributed here by Selecta—a subsidiary of Decca.

Two American recording engineers who arrived here 12 months ago and set themselves up as freelance a.&r. men, have returned to the U. S. to do business. They are Mike Stone and Shell Talmy who have had a fair measure of success with their records on Decca—including the Bachelors first hit "Charmaine."

Stone and Talmy took a plane to New York a few days ago and will have talks with Warner Brothers, Capitol, Liberty and Reprise executives about recording various of the label's artists while they are in Britain this fall specially for the market here.

Max Bygraves and Shirley Bassey have been invited to star in the film version of "Fings Ain't Wot They Used T'Be" which was a smash hit stage musical here. United Artists bought the screen rights from Warwick and plan to put the film into production at Elstree Studio next March. . . . After 20 years with AFN, Civilian Program Controller John G. Vrotsos is returning to the U. S. radio and TV scene shortly. One of the handful who founded the station in London in 1943 he subsequently moved to West Germany and is at present based in France. . . . Instead of a pantomime at the London Palladium this year Moss Empires will present Charlie Drake in a revue, "Man in the Moon," from December 23.

Visitors

Warner Brothers International Director Bobby Weiss was back to discuss promotion of the label's product this fall with S. A. Beecher Stevens, John Russel Thomphon and other members of the Decca staff. He also went to Pye for discussions with managing director Louis Benjamin about Reprise promotion but declined to say anything about the label's future as far as British release was concerned. . . . London Records sales chief Joe Bolt was in for talks with Decca chairman Sir Edward Lewis. . . . Irish singer Cloda Rogers—who is based in London—flies to Nashville on November 2 at the invitation of Jim Reeves and will guest on the Grand Ole Opry Show a week later. . . . Timi Yuro is set to join Vic Lewis' package starring Brook Benton, Lesley Gore and Dion from October 19. . . . Hank

Locklin is due September 15 for a two week stint—taking in mainly U. S. bases—after a week in Ireland.

Publishers Business

Marty Melcher arrived in London and had talks with Leslie Cohn at Melcher Music. . . . Henry Mancini had discussions with Teddy Holmes at Chappells about English promotion on his music for "The Chirades" due here early next year. . . . Wally Whyton was a.&r. chief on the first British Hootenanny session. Disk called "Hootenanny in London" features a string of folk artists and will be issued by Decca. . . . Latest singles include Ray Charles' "No One" and Buddy Holly's "Wishing."

EIRE

Clancys, Makem Topping Presley

By KEN STEWART
Irish Times, Ltd., Dublin

Folk singing is enjoying a major boom here currently. Disks by the Clancy Brothers and Tommy Makem are outselling those of Elvis Presley—a most unusual situation.

Dublin's Grafton Cinema is the city's latest venue for ballad concerts. Midnight shows are staged weekly by a group of young artists who began their activities last April with a session at the Royal Hibernian Hotel. They will perform at the Dublin Theater Festival shortly, and plans are in hand for an album for early release. Members include Mary Jordan, Ronnie Drew, Barney McKenna and Luke Kelly. Several of the group will tour America later this month. . . . Jimmy Justice arrived for a short tour and appeared on Telefis Eireann's "Showband Show."

Only a few days after its release, the Royal Showband's HMV disk, "Kiss Me Quick," had sold sufficient copies to gain a chart position this week. . . . The Johnny Cash version of "Forty Shades of Green" is causing a mild sales stir, possibly because of a brisk tourist trade. Cash is due here for an October tour. . . . Gerri Marsden, leader of the Pacemakers, who are on the chart with "I Like It," flew in for a short vacation.

Topic Records, a British company dealing solely with traditional music, issued a batch of new releases through its distributors here, Irish Record Factors, Ltd. Disks include several Irish items, among them titles by Margaret Barry, Joe Heaney, Michael Gorman and Dominic Behan.

GERMANY

Radio Festival Invites World

By JIMMY JUNGEMANN
102 Ismaninger St., Munich 27

The "Festival of Light Music," scheduled by the Bavarian Radio Network for October 23-27, will draw more than 20 international radio networks and will send guest singers and orchestras to Munich.

The radio stations of Belgium,

Denmark, Finland, France, Great Britain, Italy, Yugoslavia, the Netherlands, Austria, Sweden and Switzerland will be presented. Conductors from all parts of Europe will come to Munich to guest star at the festival.

Dr. Erich Schulze, GEMA boss, in Munich most of the year, visited Brazzaville, Congo, to attend a UNESCO congress

there. Dr. Schulze had also meetings with royalty VIPS in Leopoldville and Johannesburg. . . . German teen-age singer Ted Herold has been drafted to the German Army. His record producer Gerhard Mendelson arranged a couple of quick record sessions prior to his induction.

Munich has another label, the Christiana label. The manager

of the firm is composer Guenther Hunold. The program features church music. The distributor will be Baerenreiter in Kassel. . . . U. S. singer Arlene Saunders from the Met arrived in Munich to guest star in TV series at the Bavaria studios. Then she will go to Hamburg where she has a three-year contract at the opera. . . . British

(Continued on page 40)



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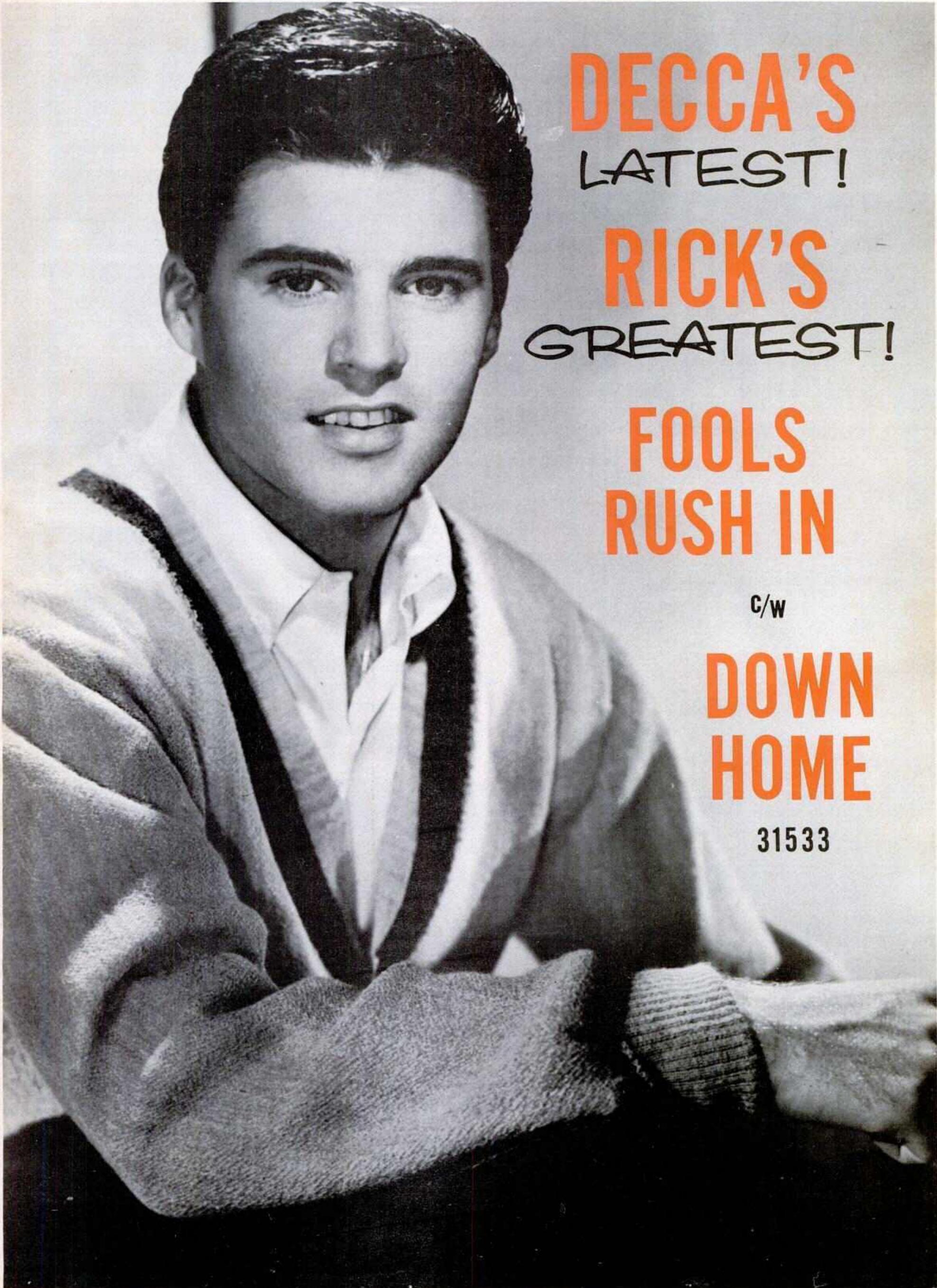
TOP LP's

★ STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

Table with 4 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains 51 entries including 'MY SON, THE NUT', 'TRINI LOPEZ AT P.J.'S', 'LITTLE STEVIE WONDER THE 12 YEAR OLD GENIUS', etc.

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Table with 4 columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains 51 entries including 'SONGS FOR A SUMMER NIGHT', 'FLY ME TO THE MOON & THE BOSSA NOVA POPS', 'I GOT SOMETHING TO TELL YOU', etc.



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International News

• Continued from page 37

teen-age star **Jimmy Justice** visited Munich to record his first German numbers, "Die Kuckucksuhr Vom Schwarzwaldtal" and "Lindy Lou" by **Rolf Hempel** and **Udo Juergens** for the Vogue label. The producer is **Hans R. Beierlein**. . . . **Esther** and **Abraham Ofarim**,

singers from Israel, arrived in Munich to guest star in German TV programs.

Greek singer **Jimmy Makulis** left Ariola to join the Vogue label. His new producer will be **Hans R. Beierlein**. . . . Former Deutsche Grammophon producer **Hans Ritter** started his

new job as partner of producer **Fritz Ganss** at Ariola-Sonopress. . . . **Dieter Heck** has been signed by music publisher **Ralf Arnie**. . . . French hit "Un Ange Est Venu" was sung by **Brenda Lee** in the States under the title of "Losing You." The instrumental version for Germany has the title "Sternen Serenade." Now French singer **Dalida** recorded the German version "Grau War Der Ozean" for the Ariola label with Germany lyrics by **Ernst Bader**. The publisher is **Meisel**.

HOLLAND

Hoes Ties Up Decca Deal

By **SKIP VOOGD**
Joh. Camphuysstr. 189
The Hague

Johnny Hoes, composer, lyric writer, singer and owner of one

of the most important publishing houses, Benelux Music, and **J. Pelgrims**, director of Decca Belgium and Dureco Holland, have clinched their deal in which his own independent trade mark **Telstar Records** will be exclusively distributed by Pelgrims in Holland, Belgium and Luxembourg. Important artists joining the new label, **De Zangeres Zon-Naam**, **De Wilmari's**, **Duo Bex-Menten**, **Harry Bordon** and **Johnny** himself.

Ruud and Riem de Wolff, the **Blue Diamonds** will be busy a year after their military service in the beginning of February, 1964. Shortly after that they will go for a big trip through Argentina. After that trip they go back to Europe, Germany. Also the popular singing duo will visit the famous Olympia Theater in Paris. The fifth Youth Festival of Velp will be held from August 26-31. Architects, sculptors, dancers, cinematographers, actors and musicians of repute are taking part in the festival. For music **Dany Zonewa**, **Willem Hielkema**, **Hans Knox**, **Ton de Leeuw** and **Misja Mengelberg** will appear.

Willeke Alberti (Philips label) and **Rob de Nijs** (Decca label, played for many foreign teenagers residing at the sea-resort at Scheveningen. The Delft Tattoo is being held for the 10th time this year, an anniversary which is the cause for the exhibition "With Drums and Trumpets" at the Museum Het Prinsenhof in Delft.

HONG KONG

Raze Pirate Disk Booty

By **CARL MYATT**
27 A Estoril Court (2nd Fl.)
Garden Road

HONG KONG — HK \$350,000 worth of pirated records, seized here during the past two weeks, will be destroyed as a result of a court order. The 10,000 records, mostly LP's containing popular American and Chinese music as well as Linguaphone English lessons, were manufactured in Taiwan.

In the recent seizure, thousands of these disks were declared at the customs as vegetables when they arrived aboard a vessel from Taiwan.

The records were placed at the bottom of baskets and topped with kerosene tins and vegetables.

One of the problems confronting the local authorities is that Hong Kong does not normally communicate with the Taiwan Government. Said one Senior Police officer: "If the pirated records were not from Taiwan, we would have no problems stopping sales here." Police estimate that hundreds of people are now selling pirated records in Hong Kong.

Fines for those caught dealing in these disks range from \$50 for the possession of one record up to a maximum of \$1,000 on a first conviction. On a second or subsequent conviction, a seller could be fined a maximum of \$1,000 or three months imprisonment.

These fines or punishments do not appear to be bothering the men in this illegal trade. What hurts is the actual confiscation of the records. On this they lose a lot of money.

Sammy Davis Jr. is to give two performances at the City Hall here on September 20. Davis' visit is being sponsored by the **Diamond Music Company** in association with **Pan-Pacific Productions**.

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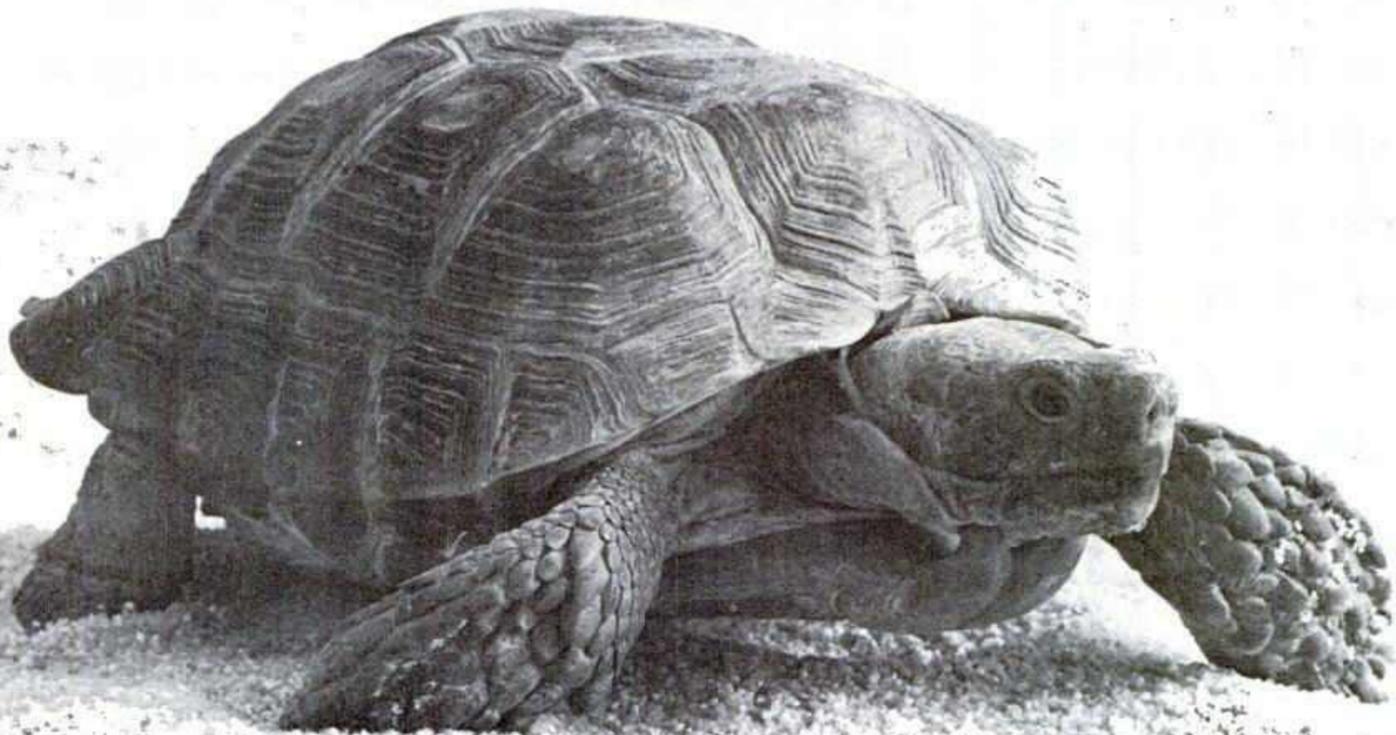
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Clarence & Calvins
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Duke #367
NEW SPIRITUAL RELEASE BY
THE SENSATIONAL NIGHTINGALES
"GLORY, GLORY"
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Houston, Texas

BARBARA'S NEW RED HOT
SCORCHING SINGLE!

(I CRIED AT)
LAURA'S WEDDING



BARBARA LYNN
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Watch It Zoom!
"BETTY
IN
BERMUDAS"
P 882
THE DOVELLS

THE BIG ONES ARE
ON CAMEO/PARKWAY

DON'T
MISS
PAGES
14 & 15

ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

TODAY'S TOP TUNES

HONOR ROLL OF HITS TRADE MARK REG.

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.

FOR WEEK ENDING SEPTEMBER 7			
This Week	Last Week	Tune	Composer-Publisher
1	3	MY BOYFRIEND'S BACK	By Feldman-Goldstein-Gottcher—Published by Blackwood (BMI)
2	2	HELLO MUDDUH, HELLO FADDUH!	By Sherman-Busch—Published by Curtain Call (BMI)
3	6	IF I HAD A HAMMER	By Hays-Seeger—Published by Ludlow (BMI)
4	14	BLUE VELVET	By Wayne-Morris—Published by Vogue (BMI)
5	5	CANDY GIRL	By Santos—Published by Saturday-Gavadima (ASCAP)
6	4	BLOWIN' IN THE WIND	By Dylan—Published by Witmark (ASCAP)
7	1	FINGERTIPS (Part II)	By Paul-Cosby—Published by Jobete (BMI)
8	8	MOCKINGBIRD	By C. & I. Foxx—Published by Saturn (BMI)
9	9	MORE	By Ortolani-Olivero—Published by Marks (BMI)
10	18	HEAT WAVE	By Holland-Dozier-Holland—Published by Jobete (BMI)
11	13	THE MONKEY TIME	By Mayfield—Published by Curtom-Poliro (BMI)
12	16	HEY GIRL	By King-Goffin—Published by Screen Gems-Columbia (BMI)
13	7	JUDY'S TURN TO CRY	By Ross-Lewis—Published by Glamorous (ASCAP)
14	15	SURFER GIRL	By Wilson—Published by Guild (BMI)
15	19	FRANKIE AND JOHNNY	By Cooke—Published by Kags (BMI)
16	12	DENISE	By Levenson—Published by Bright-Tunes (BMI)
17	17	DANKE SCHOEN	By Kaempfert-Llene—Published by Roosevelt (BMI)
18	24	THEN HE KISSED ME	By Spector-Greenwich-Barry—Published by Mother Bertha-Trio (BMI)
19	10	WIPE OUT	By Sarfaris—Published by Miraleste-Robin Hood (BMI)
20	22	PAINTED, TAINTED ROSE	By Sawyer-DeAngelis—Published by Damian (ASCAP)
21	29	YOU CAN NEVER STOP ME LOVING YOU	By Slater-Samwell—Published by Ridge (BMI)
22	—	MICKEY'S MONKEY	By Holland-Dozier—Published by Jobete (BMI)
23	21	GREEN, GREEN	By McGuire-Sparks—Published by New Christy (BMI)
24	26	MAKE THE WORLD GO AWAY	By Cochran—Published by Pamper (BMI)
25	11	(You're the) DEVIL IN DISGUISE	By Giant-Baum-Kaye—Published by Presley (BMI)
26	28	I WANT TO STAY HERE	By Goffin-King—Published by Screen Gems-Columbia (BMI)
27	27	WAIT 'TIL MY BOBBY GETS HOME	By Spector-Greenwich-Barry—Published by Mother Bertha-Trio (BMI)
28	—	THE KIND OF BOY YOU CAN'T FORGET	By Greenwich-Barry—Published by Trio (BMI)
29	—	WONDERFUL! WONDERFUL!	By Raleigh-Edwards—Published by Marks (BMI)
30	—	MARTIAN HOP	By Spirt-Lawrence-Rappaport—Published by Screen Gems-Columbia (BMI)

RECORDINGS AVAILABLE
(Best Selling Record Listed in Bold Face)

1. MY BOYFRIEND'S BACK — Angels, Smash 1834.
2. HELLO MUDDUH, HELLO FADDUH! — Allan Sherman, Warner Bros. 5378.
3. IF I HAD A HAMMER—Trini Lopez, Reprise 20198; Peter, Paul & Mary, Warner Bros. 5296; Janie Ross, Operators 202.
4. BLUE VELVET—Bobby Vinton, Epic 9614.
5. CANDY GIRL—4 Seasons, Vee Jay 539.
6. BLOWIN' IN THE WIND — Chad Mitchell Trio, Kapp, 510; Peter, Paul & Mary, Warner Bros. 5368; Jerry Jackson, Kapp 543.
7. FINGERTIPS (Part II) — Little Stevie Wonder, Tamla 54080.
8. MOCKINGBIRD — Inez Foxx, Symbol 919.
9. MORE—Vic Dana, Dolton 81; Martin Denny, Liberty 55571; Clebanoff Strings, Mercury 72151; Earl Grant, Decca 25607; Steve Lawrence, Columbia 42795; Riz Ortolani & His Ork, United Artists 598; Robin Randal, Dery 10018; Katyna Ranieri, London 10027; Della Reese, RCA Victor 8187; Clark Terry & Ben Webster, Cameo 262; Danny Williams, United Artists 601; Kal Winding, Verve 10295.
10. HEAT WAVE—Martha & Vandellas, Gordy 7022.
11. THE MONKEY TIME — Major Lance, Okeh 7175.
12. HEY GIRL—Freddie Scott, Colpix 692.
13. JUDY'S TURN TO CRY—Lesley Gore, Mercury 72143.
14. SURFER GIRL — Beach Boys, Capitol 5009.
15. FRANKIE AND JOHNNY—Sam Cooke, RCA Victor 8215.
16. DENISE—Randy & the Rainbows, Rust 5059.
17. DANKE SCHOEN—Craig Douglas, London 9611; Bert Kaempfert, Decca 31498; Wayne Newton, Capitol 4989; Roger Williams, Kapp 545.
18. THEN HE KISSED ME—Crystals, Philles 115.
19. WIPE OUT — Sarfaris, Dot 16479.
20. PAINTED, TAINTED ROSE—Al Martino, Capitol 5000.
21. YOU CAN NEVER STOP ME LOVING YOU—Johnny Tillotson, Cadence 1437.
22. MICKEY'S MONKEY — Miracles, Tamla 54083.
23. GREEN, GREEN—New Christy Minstrels, Columbia 42805.
24. MAKE THE WORLD GO AWAY — Ray Price, Columbia 42827; Timi Yuro, Liberty 55587.
25. (You're the) DEVIL IN DISGUISE—Elvis Presley, RCA Victor 8188.
26. I WANT TO STAY HERE—Steve & Eydie, Columbia 42815.
27. WAIT 'TIL MY BOBBY GETS HOME — Darlene Love, Philles 114.
28. THE KIND OF BOY YOU CAN'T FORGET — Raindrops, Jubilee 5455.
29. WONDERFUL! WONDERFUL! — Johnny Mathis, Columbia 33048; Tymes, Parkway 884.
30. MARTIAN HOP — Ran-Dells, Chairman 4403.

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MILLI-MUSIC
TWO-SIDED HIT!
WARREN COVINGTON
His Trombone & Orchestra
THE TIPSY TROMBONE
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TAKE IT SLOW
(Decca #31525)
MILLS MUSIC, INC.
New York 19, N. Y.

Selling in the Boxes
and Across the Counter!
SARAH VAUGHAN
"WHAT'LL I DO"
c/w
"I BELIEVE IN YOU"
R 4516
ROULETTE RECORDS
1631 B'way, N. Y., N. Y.

HEADED FOR THE
TOP TEN!
CRY TO ME
Betty Harris
Jubilee 5456
Nat'l. Dist. By
JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.

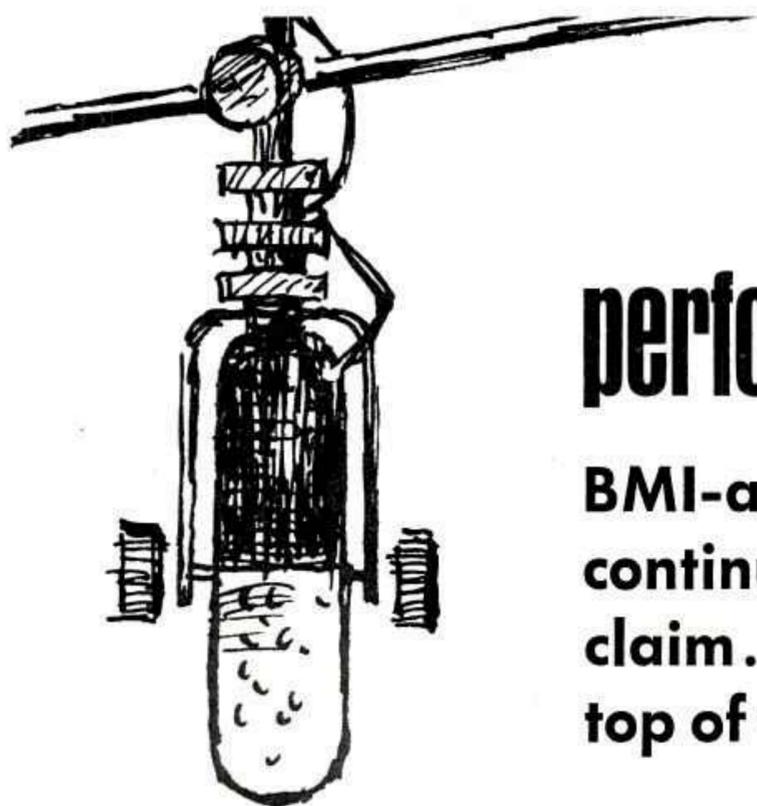
Righteous Brothers
"MY BABE"
Moonglow 223
(Distributed by ATCO)

LOU DONALDSON'S
First Argo Release... and Smash!
"BIG SIGNIFYIN'"
Argo #5449
CHESS
PRODUCING CORP.
2120 S. Michigan Chicago 16, Ill.

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SUMMER MAGIC
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Originators of the Patented
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licensed for **BMI** performance through

BMI-affiliated composers and publishers continue to receive increasing national acclaim...their music consistently rates at the top of the popularity charts.

66.8%

of the song hits in the combined trade press music polls during the past eight years are BMI

70%

of the song hits in the combined trade press music polls during the past 12 months are BMI

32.2%

of the top song hits in 31 countries 'round the world, as listed in Billboard, are BMI

13 OF THE 15

International tunes that hit the Hot 100 during the past year, as listed in Billboard, are BMI

70

of the TOP 100 tunes of the past year, as listed in both Billboard and Cash Box, are BMI

3 MUSICAL HITS

currently on Broadway—"Oliver," "Stop the World—I Want to Get Off" and "She Loves Me"—are BMI

MORE THAN HALF

of the perennial singles hits (58 out of 101) recommended by Billboard as standards for year-round programming are BMI

RADIO SONG HIT

of the year, voted by the nation's radio and television editors, ("What Kind of Fool Am I?") is BMI

THE ACADEMY AWARD

for the best musical score of 1962—presented for "Lawrence of Arabia," which is BMI

66%

of the "Top Disks of 1962," as listed in Variety, are BMI

290 OUT OF 616

"Million Sellers" (singles), as compiled by Billboard, are BMI

*

BROADCAST MUSIC, INC. 598 FIFTH AVENUE
NEW YORK 17, N. Y.
CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL



Stations Whet Autumn Appetites With Tasty Music, News Dishes

NEW YORK—While network television is sweating out its major once-a-year new program schedule, radio stations across the nation are featuring program premieres and series displaying the vibrancy and high creativity at the local station level. The ABC owned Chicago outlet, WLS, swings into fall with expanded news coverage, with emphasis on the local scene, and on music. A full five minutes per hour of extra news coverage has been added to the daily broadcast schedule.

In addition to the pop music featured on the 50,000-watter, WLS will feature a new approach, involving carefully selected album music, plus all-time favorite song hits.

Another program feature in the fall will be an emphasis on humor, according to Ralph Beaudin, WLS president.

WINS Radio, New York, will air an ambitious schedule of locally produced programs and program series, involving a wide range of subjects in public affairs and the arts, during the 1963-1964 season.

Embarking on its first fully staffed programming year since becoming a Group W (Westinghouse Broadcasting Company) station last summer, WINS will increase its emphasis on the documentary approach, as well as broadening the scope of programming matter. Among the programs and series in production are: "The Unfinished American Revolution—Part II," a one-hour documentary editorial on civil rights; "The Maverick American," a documentary series of in-depth profiles of Americans who have held to the unpopular view in the face of public opinion, and a host of yet to be titled documentaries encompassing subjects from New York's schools to popular music.

Folk Plunge

WFAA, Dallas, has launched a 10-broadcast series entitled "Folksingers of Canada" which presents 16 of Canada's leading exponents of folk music. The station's program director, Pierce Allman, has lined up such singers as Ian Tyson, Sylvia Fricker, Ed McCurdy, Alan Mills and Helene Baillargeon for the series.

"An American Visits Europe"
(Continued on page 48)

Wage Gains Notched by N. Y. AFTRA

NEW YORK—Air and news personalities with an eye on the New York radio scene will be interested in the recently announced contract gains provided in the latest three-year contract renewals negotiated by AFTRA's Gotham local.

At Metropolitan Broadcasting Company's flagship station WNEW, base salaries and guarantees rose to \$425 weekly for newsmen, with additional guarantee for writing services and minimum overtime pay of \$80 per day. Contract also includes proportionate gains for the station's other air personalities.

Annual guarantees increased to \$19,500 for air personalities at Group W's WINS, with newsmen also receiving gains.

At WMCA base salary for staff announcers increased from the \$175 to a new base of \$190. Minimum guarantee for all named staff announcers increased from \$18,000 to \$18,500 per year. Staff announcers with disk jockey programs are guaranteed \$21,000 a year.



WWDC AIR PERSONALITY JACK ROWZIE is joined by 20-year-old Rosanne Tueller, Miss Washington 1963, and Dick Clark during the station's Glen Echo Park Day celebration, Saturday August 24. Clark and Rowzie dueted a five-hour broadcast from the park.

PROGRAMMING NEWSLETTER

Words to the Wise for the Brass

By BILL GAVIN
Contributing Editor

SAN FRANCISCO—"What about national promotion?" asks a local promo man. "You made a lot of sense in your column about distributor promotion, but some of our biggest headaches result from goofs by the big shot brass." So writes one reader. Others have commented in kind, and some in considerable detail. In this open forum of critiques by qualified observers, I've drawn up an "indictment" of national promotion evils.



1. You send advance exclusives to one or two stations in my area. The other stations hold me responsible. Sometimes they refuse to get on your record. Sometimes they even blacklist all my new releases. These exclusives do you more harm than good. They do our distributorship nothing but harm.

2. You supply new releases to every key station in my area before you send your distributor one single sample. You do this without letting us know that the record is coming. When the stations start calling us about the side, we don't know anything about it. We don't even know when stock will be available. This makes us look foolish in the eyes of the radio people. When stock is slow, following first air plays, we can't supply dealer orders and we lose sales.

3. YOU START PHONING us for reports on how a record is doing before we have even received it. You say you can't understand why we don't have it, because you've already have re-orders from Atlanta and Detroit. Then you finally realize that you've shipped the pressing parts by slow freight. You want us to break a hit all over the country at the same time, but you don't co-ordinate your release dates for all areas at the same time.

4. You send us advance DJ's with instructions to take them around to the stations on a certain date and not a minute sooner. Long before that date we start getting calls from the stations asking for the record. They tell us that it has already been released in other cities, and they've been getting reports on it. This makes us look bad—as if you considered this market unimportant. If other distributors don't respect release dates, why should we?

5. You visit our city once or twice a year. You make the lunch and dinner route with all the key people on our list. Then you go back to your

office in New York—or Hollywood—and phone these guys as if they were bosom buddies. When we report that they aren't playing one of your records, you claim that it's our fault, because they've told you they would play 'em. Remember, we have to work with these people day after day. Don't cut us down just because you have to prove that you're a big shot.

6. YOU BOOK PROMO TOURS for your new artists. Sometimes they're so new, or so unimportant that hardly anybody has ever heard their names—let alone their records. You seem to think that if we take these people around to the stations, all the radio people will fall on their faces at meeting a real live recording "star." Mister, forget it. They don't. Most of them couldn't care less. And if we don't stand around waiting to take orders from the artist's managers, you get a hot report on what poor promotion we're doing.

7. You tell your big name artists that they're expected to keep their appointments when they're in our town. We've set up interviews and press conferences for some of them, and they never show. Why send them around unless they'll work and co-operate in their own promotion? And another thing, tell them that if they're going to be in our area we should at least know about it in advance.

8. You offer special prizes or bonuses if we'll break a record for you—or even get it picked on a key station. Maybe you expect us to spend some of that loot buttering up a top DJ. Forget it. Our promo expense account is big enough, and it's legit. Let's keep it that way.

9. You could do something. Once in a while we might break a big record for you. Or we might do a special job in building up one of our artists. Then it's nice to hear you give us credit—especially in your reports to the trade press. It's good to hear a thank you once in a while, after all the other comments we get.

10. You blame us when your records don't sell in our market. You seem to think that we can tell the local stations what to program. But when you do get the important picks and the hit breakers here, you give all the credit to one of our local deejays. After all, we're on your side. Let's work together!

SO THERE YOU HAVE a complete indictment of national record promoters by their colleagues on the local scene. Not all the complaints apply to any one national man, of course. There are some national men who set fine examples of team work. It's a difficult job, whose importance is emphasized as much by its shortcomings as by its successes.

Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX
• PROGRAMMING NEWSLETTER

PROGRAMMING LEADERS

Station Dr. Gives Clients Check-Up

(First of Series)

NEW YORK—One of the most respected and influential programmers in radio today is Blair Radio's Wells Barnett who for 17 years, as the company's station operations manager, has been consultant to some of the nation's top stations. Barnett joined Blair, the radio-TV rep firm in 1946 after leaving WLS, Chicago. As the company added new radio stations to its roster, Barnett took to the road to establish liaison between Blair and its new clients and to prepare material for its salesmen.

In 1957 Blair expanded its programming advisory service to full time with Wells at the helm.

The programming service, offered to clients on a request basis only, is a team operation with Blair's comprehensive re-

search and sales promotion facilities working in concert with Barnett.

"When we have a request for assistance I meet with Bob Galen, our radio research di-



WELLS BARNETT

rector, to thoroughly research our client's market and station," said Barnett. Following discussions with our executive group and armed with five-year trend charts and all the other vital information from our files, I then visit the market and station.

Full Check

Barnett, who is a professional "listener," holes up in a hotel for several days and monitors the client station and its competition minute by minute, amassing at times up to 40 pages of notes.

"Recommendations I make are based strictly on what I hear plus the research material gathered by colleagues in the New York office, plus the experience we have had from working with our other stations," Barnett said.

Among the 53 radio stations represented by Blair are: WABC, N. Y.; KFWB, Los Angeles; WLS, Chicago; WWVA, Wheel-

(Continued on page 48)

JIMMY SHOWS HIS GRATITUDE

NEW YORK — "When they told me about it, I said I had to call you up," Jimmy Durante told WMCA's Joe O'Brien, after learning that Joe and WMCA have been spotlighting Jimmy's new recording of "September Song."

"I want you to know I really appreciate it," Jimmy said, calling from San Diego. "You know, Joe, in all the years and years that I've been around, this is the biggest thrill of my life."

"SINGS LIKE CRAZY" SELLS LIKE CRAZY!

FRANK FONTAINE

*does it again with his
second smash album for*

ABC-PARAMOUNT



Here's the LP you've been waiting for...a fantastic follow-up to Frank's first enormous success, "Songs I Sing On The Jackie Gleason Show." So, why don't you be crazy, too? ...like a fox, that is. Stock up on this sizzling seller now, for fast and furious profits!



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Slim NARA Convention Tackles Hefty Problems

• Continued from page 1

San Francisco, as "Best Disk Jockeys of the Year."

At the late afternoon seminar, Lee Smith, district chief engineer of the FCC, spoke on the past, present and future of the agency. He predicted that taped disk jockey programs, in addition to taped logs, would soon become prevalent in the upcom-

ing era of mechanization. He announced that a third-class license would be required by the FCC for all operators by February 1964.

The next speaker, Tarry Trenner, West Coast director of RKO General, began his remarks by stating candidly, "I'm not happy with Negro radio stations. They

practice segregation against white announcers." This was met with a spontaneous burst of applause. He said that Negro announcers are reluctant to approach general market stations for job interviews. Admitting that he has been seeking competent Negro jockeys, Trenner said he had had no applicants who came in with an audition tape to seek a job.

A noticeable lack of attendance at the various meetings and workshops was to become a serious problem at the convention. This was due in some measure to the late hours kept by many delegates in the hospitality suites of various record companies.

Integrated Radio

Saturday morning, Norman Posen, general manager of KDAY, Los Angeles, emphasized that his station is not really a specialized (Negro) station, but a community station. He called for a much larger segment of news on Negro stations. Negroes, he said, should strive to improve their stations so as to become an accepted integral part of the general radio market. When Negro jockeys are hired in abundance by general market stations, possibly in a decade, said Posen, the Negro jockeys must follow the policies set forth by the general market station and not attempt to bring their Negro following with them.

Sir Walter, WAMO (Pittsburgh) disk jockey, observed in retrospect about the convention: "NARA is going through a delicate stage of transition in being accepted with open arms in the general market. This is partly due to the specialized programming of Negro stations that's being widely accepted by the general market stations. Of course, NARA is very much interested in integrating general market stations, but many surveys have shown that some Negro radio personalities such as myself have a 30 per cent Negro audience and a 70 per cent white audience. Some of us have been offered jobs on general market stations, but have been compelled to turn down such offers because it would mean taking a cut in salary."

Low Attendance

The final day of the convention began with a highly significant business meeting that was barely attended by a quorum. Daxe Dixon of KATZ, St. Louis, announced that NARA hopes to raise enough money in order to pay for the transportation of both record manufacturers (who underwrite the convention's cost) and NARA members to next year's affair.

Shelly Stewart of WJLD, Birmingham, was put in charge of setting up a pension and unemployment compensation fund for NARA members. The details of how much would be sent to unemployed members will be decided following a fund-raising concert to be presented at the Trianon Ballroom in Chicago in late October. According to Richard Stamps of WVON, Chicago, several major recording artists have pledged their participation in the proposed concert and have agreed to work for a token payment of \$1 plus transportation. The proceeds of the planned affair will go entirely to NARA.

A motion to fine members for non-attendance at next year's convention meetings was tabled after a lengthy pro and con de-

all-jazz policy. The format was launched by the FM station's general manager, **Sleepy Stein**.

Danny and the Dudes have returned to their TV Saturday stint on WTOK-TV (Meridian, Miss.)... WCCO Radio (Minneapolis) goes to the Minnesota State Fair for a series of on-the-spot remotes.

WHQB's **George Klein** reports that the Memphis outlet is now programming one hootenanny record an hour and receiving excellent audience reception. WHQB's air force is: **Jack Parnell, John Froland, Clay Conrad, Jay Cook, George Klein, Mike Powell and Tim Daniels**.

SINATRA: Grosset & Dunlap has mailed the new book "Sinatra" to deejays around the nation concentrating on the station's with Sinatra shows. To deejays interested in copies, drop me a note. Sinatra's latest single, scheduled for September 5 release, is a romantic ballad that packs a powerful lyric punch, called "Love Is Not Just for the Young."

SEGUE: Jack D. Hewett, formerly WTKK program director, has been appointed admissions counselor at Ithaca College... **Mitch Litman** joins p.r. staff of WWDC (District of Columbia)... **Bud Causey** new p.d. at WCIN (Cincinnati)... **Lowell (Bud) Paxson**, formerly of WACK (Newark), has taken over operational reins at WXYJ (Jamestown, N. Y.). **Gary Van** upped to p.d., replacing Paxson.

Johnny Holliday, WHK (Cleveland), will tackle the field announcer's duties for the Cleveland Browns home games... **Don Weeks** now handling 6 to 10 a.m. slot on WTRY (Troy)... **Ray Mineo**, ex-WGL staffer, has joined WBAB AM-FM (Babylon, N. Y.) as p.d. and host of the new "Circus Show," aired daily from 12:15-1 p.m.



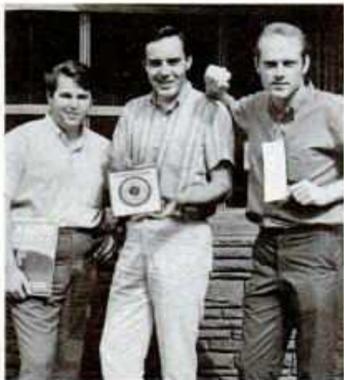
DISHING D.J.: WITH-Radio's **Danny Sheelds** dishes out the dogs to listeners during the station's weekly Saturday cook-out. The outlet's sponsors kick in free food for a picnic which is awarded to a lucky listener each week, including the culinary prowess of Sheelds.

VOX JOX

By GIL FAGGEN

AWAY WE GO: Decca has launched an all-out promo drive in behalf of the new **Steve Clayton** waxing, "He Will Call" and "Her Make-Up Kit." Clayton is scheduled for a personal appearance tour to St. Louis, where the record is receiving heavy play in connection with a tie-in with the local department store, Stixs, Baer & Fuller, on "Make-Up-Kit." He'll also hit Cleveland, Philadelphia and other points. The young vocal artist will appear on **Clay Cole's** WPIX-TV Show (New York), Saturday (7).

In other record artist ramblings **Ken Griffin**, WHYN (Springfield, Mass.), and **Don Blair** of WDEE (Hamden, Conn.), are conducting a contest with Dot's "Top 40 Blues." ... One of the best looking (sound great too) new vocal groups, the **Callicoats**, are touring the country for their new **Spiral** waxing, "The Bitter End." The gals, natives of Akron, are presently visiting the deejays in Cleveland, Akron and Youngstown, Ohio. **KNX's Stan Richards** is leaning on the side... **Bob Connors**, WEEP (Pittsburgh) deejay (center in picture below), greets another traveling record act, the **Beach Boys—Carl Wilson** (left) and **Mike Love**. The boys' latest platter for Capitol is "Surfer Girl."



CRAZY CAT: **Dizzy Gillespie**, during an appearance on KYW-TV's **Mike Douglas** show with **Arlene Dahl** and **James (Ole Miss) Meridith**, went around town handing out "Dizzy Gillespie for President" buttons.

Jamie - Guyden's Gunter Hauer is mailing out to deejays a combo pocket calendar and memo pad. Great for the executive deejay.

HOLD THAT SWEAT-SHIRT: WMCA (New York) is in a bind with its "Good Guy Sweatshirt" giveaway. With more than 15,000 already distributed, requests are now pouring in from outside the market and a long waiting list has developed.

AND ALL THAT JAZZ: A special promotional recording has been released celebrating **KNOB's** (Hollywood) sixth year

READY-TO-GO PROGRAMMING

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

BEST TRACKS FROM THE NEW SPOTLIGHT LP'S

These are the tracks selected for disk jockey programming by Billboard's reviewing panel as the most outstanding from this week's new LP Spotlights.

POPULAR

THE BIG ONES—Kenny Ball (Kapp KL 1340) "Walk Right In"

JAZZ

FULL NELSON—Oliver Nelson (Verve V8505) "Majorca" (BMI) (3:02)

SEVERAL SHADES OF JADE—Cal Tjader (Verve V 8507) "China Nights" (ASCAP) (3:24)

MIDDLE-ROAD SINGLES

Not too far out in either direction, the following singles, selected from the current Hot 100, are the most popular middle-road records of the week. Rank order here is based on relative standing in the Hot 100.

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
Week	Week	TITLE, ARTIST, LABEL	
1	3	BLUE VELVET, Bobby Vinton, Epic 9614	5
2	1	BLOWIN' IN THE WIND, Peter, Paul & Mary, Warner Bros. 5368	11
3	5	FRANKIE AND JOHNNY, Sam Cooke, RCA Victor 8215	7
4	4	DANKE SCHOEN, Wayne Newton, Capitol 4989	9
5	2	MORE, Kai Winding, Verve 10295	10
6	11	YOU CAN NEVER STOP ME LOVING YOU, Johnny Tillotson, Cadence 1437	5
7	6	PAINTED, TAINTED ROSE, Al Martino, Capitol 5000	7
8	9	MAKE THE WORLD GO AWAY, Timi Yuro, Liberty 55587	8
9	8	GREEN, GREEN, New Christy Minstrels, Columbia 42805	11
10	10	I WANT TO STAY HERE, Steve & Eydie, Columbia 42815	8
11	7	TRUE LOVE NEVER RUNS SMOOTH, Gene Pitney, Musicor 1032	10
12	14	DESERT PETE, Kingston Trio, Capitol 5005	6
13	16	HEY THERE LONELY BOY, Ruby & Romantics, Kapp 544	5
14	12	I (Who Have Nothing), Ben T. King, Alco 6267	11
15	13	ABILENE, George Hamilton IV, RCA Victor 8181	12
16	19	STRAIGHTEN UP YOUR HEART, Barbara Lewis, Atlantic 2200	4
17	—	MORE, Vic Dana, Dolton 81	5
18	—	8 X 10, Bill Anderson, Decca 31521	3
19	—	CHINA NIGHTS (Shina No Yoru), Kyu Sakamoto, Capitol 5016	3
20	—	IT'S A LONELY TOWN, Gene McDaniels, Liberty 55597	5

YESTERYEAR'S HITS

Change-of-pace programming from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time:

POP—5 YEARS AGO September 8, 1958

- Volare (Nel Blu Dipinto Di Blu), D. Modugno, Decca
- Bird Dog, Everly Brothers, Cadence
- Little Star, Elegants, Apt
- Just a Dream, J. Clanton, Ace
- Patricia, P. Prado, RCA Victor
- Poor Little Fool, R. Nelson, Imperial
- My True Love, J. Scott, Carlton
- Rockin' Robin, B. Day, Class
- If's All in the Game, T. Edwards, MGM
- Tears on My Pillow, Little Anthony & the Imperials, End

RHYTHM & BLUES—5 Years Ago—September 8, 1958

- Little Star, Elegants, Apt
- Just a Dream, J. Clanton, Ace
- Bird Dog, Everly Brothers, Cadence
- Patricia, P. Prado, RCA Victor
- Rockin' Robin, B. Day, Class

POP—10 YEARS AGO September 5, 1953

- Vaya Con Dios, L. Paul-M. Ford, Capitol
- You, You, You, Amos Brothers, RCA Victor
- No Other Lover, P. Como, RCA Victor
- P. S.: I Love You, Hilltoppers, Dot
- I'm Walking Behind You, E. Fisher, RCA Victor
- Oh, P. W. Hunt, Capitol
- Dragnet, R. Anthony, Capitol
- Crying in the Chapel, J. Valli, RCA Victor
- C'est Si Bon, E. Kiff, RCA Victor
- Crying in the Chapel, R. Allen, Decca

- Volare (Nel Blu Dipinto Di Blu), D. Modugno, Decca
- Western Movies, Olympics, Demon
- Win Your Love for Me, S. Cooke, Keen
- My True Love, J. Scott, Carlton
- Poor Little Fool, R. Nelson, Imperial

Goulet Guests On Air Spec

NEW YORK—Robert Goulet took over the guest star's seat on WNEW's "Music Spectacular" last week. Among the songs offered by the star of Columbia Records were "This Is All I Ask," a "West Side Story" medley including "Something," "Maria" and "Tonight." William B. Williams hosted and Dave Pound produced the special.



bate. Chicago was then unanimously voted upon as the site of next year's convention which will run from August 20 to 23 at a soon to be designated locale.

Banquet

The featured speaker at the banquet held Sunday was Rep. Augustus F. Hawkins of California, who urged Negroes in all facets of communications to stand for truth in their dealings with the public.

The newly elected slate of officers was introduced, consisting of Dave Dixon, president; Hoe Howard of WJLB, Detroit, vice-president, and W. M. Gracy of KATZ, St. Louis, and Ken Knight of WRHC, Jacksonville, Fla., being re-elected as recording secretary and treasurer respectively.

Bobby Gorey presents:

TO THE MUSIC OPERATORS OF AMERICA

***THIS IS NOT A FAIRY TALE...
IT'S A HIT!***

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"HE'S MINE"

(Bardell #774)

by

ALICE WONDERLAND

**THE
LADDINS**

with their
new
HIT record:



**"PUSH, SHAKE,
KICK & SHOUT"**

(Bardell #776)



And Introducing:

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WALTERS**

Singing

**"RED AND YELLOW
BEACH UMBRELLA"**

(Bardell #775)

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(212) Circle 5-2772

Stations Whet Appetites With Tasty Music & News

• Continued from page 44

—a broadcast "social study" tour of Western Europe is the WXYZ, Detroit, latest program entry. The 13-week half-hour series produced by the station's news and public affairs department covers such a wide range of topics as: the American tourist's influence on our image abroad; the common market; American and European systems of education; labor and racial problems; traffic and transportation; expatriots; entertainment, and American and European morals.

Radio Nets

The networks are not without their entries. Mutual recently ushered in a new show called "Small Business Capsules," written and prepared by the Small Business Administration. The five-minute show features interviews with important specialists in various enterprises and is designed to clarify business situations in law, accounting and administration confronting small companies.

ABC-Radio plans to schedule a drama-mystery program this season. A "modern, daily drama anthology" series called "The Mind's Eye" will be broadcast Monday through Friday nights. The dramatic productions will range from science fiction to horror and detective thrillers. Local ABC affiliates will offer the shows for sale to local clients.

KDKA-Radio in Pittsburgh, in a major expansion of its evening news coverage has in-

roduced a "Thirty at 6," a half-hour new report-in-depth heard Monday through Saturday at 6 p.m. KDKA's sister station in Cleveland, KYW-Radio, established a precedent in the broadcasting industry a short while ago by presenting a fully dramatized, 60-minute documentary examination of the final days of the American Revolutionary War, "Eleven Years to Yorktown." Actual sounds of Revolutionary War muskets and cannon were recorded by KYW's Mike King at the Ordinance Museum at the United States Military Academy.

Memorable Talks

A full complement of actors from the Dobana Theater in Cleveland took part, supplemented by five KYW newsmen, who reported "on the scene" interviews with principals, General Washington, Benedict Arnold and so on. The production was directed by program manager Ken Draper and written by S. Dave Babbitt.

Radio Station WTCN, Minneapolis, which switched last January to a format of "beautiful music" around the clock, recently added a new Sunday evening feature of one-hour capsule reviews of Broadway and movie musicals.

The weekly series is entirely scripted and offers a synopsis of all or nearly all music from a given show. Fred King, the station's music director, does the scripting for each program.

Mouskateers Do OK on Radio, Too

JACKSONVILLE, Fla.—Disk jockey Bill Greenwood of WMBR has proved that Walt Disney's Mickey Mouse Club is far from just a TV rerun, but rather its future may lie in the radio field.

In less than two tweeks, the only known radio Mickey Mouse Club has attracted more than 8,000 registered members, with members from 8 to 79, according to Greenwood.

Greenwood, 21, who identifies himself as everybody's "Mouskabuddy," offers membership cards to his listeners prodded daily with the Mickey Mouse Club theme played on the "Top 40" station.

WMBR sponsored, in conjunction with one of Jacksonville's largest department stores, a Mickey Mouse Hootenanny and fashion show which drew a record-breaking 724 persons. Another downtown store distributed 283 Mickey Mouse hats for the station.

Station Doctor Gives Clients a Check-Up

• Continued from page 44

ing; WTRY, Albany; WQAM, Miami; WKBW, Buffalo; WWDC, Washington; WXYZ, Detroit, and KLIF, Dallas.

The firm frequently calls upon the related experiences of one station or several stations in making programming recommendations. Blair's Fifth Avenue headquarters is equipped with a complete broadcast studio and a tape library of 1,300 air checks, demo tapes and programming aids. The studio and adjoining board room are used by Wells and the Blairmen for pitches to advertising agency time buyers.

"Though we do when the situation calls for it correlate similar station experiences, you can't ever make the identical recommendation to every sta-

tion . . . there is no formula, really," said Barnett. "We help determine where the station can fit into its market successfully and be its own entity," he said.

Stiff Competition

Barnett in discussing the status of radio broadcasting as a whole observed that there is much more severe competition today than ever before with the competitive picture particularly strong among modern music stations in the top markets.

"There are more managers that travel and listen and they now understand more about their businesses and run their stations better," said Barnett. "The result, radio is sounding better," he said.

The main objective of a radio rep firm is to contribute to an increase in sales for its clients. Blair Radio maintains a complete set of sales tools and station profiles for the personal use of their salesmen when they call on agencies.

With programming experts such as Wells Barnett, who is backed by unmatched research, much of the guesswork is taken out of radio sales.

"This is a great cliché business with such shallow labels as "rock and roll," "good music" and "middle of the road" being used in connection with stations that for the most part represent much more to the listeners in their communities. We try to eliminate as much of the cliché factor from radio as we can," said Barnett.

Capitol Offers New Library

HOLLYWOOD—A new background library called Production Music Series (PMS) has been announced by Capitol Library Services. PMS offers music classified by category rather than by the usual system of individual title. Each classification covers specific as well as general needs.

All music is especially written and arranged for the purpose, not a re-hash of re-recording of musty music. The system is designed to permit any creative

man, regardless of his musical education, to integrate a musical background for a commercial program script.

PMS is offered on 14 LP, 33 1/3 double-faced disks, containing 254 different selections and is priced at \$85. There are no leasing fees. The basic series will be added to periodically to maintain a flow of new timely melodies.

Further information is available from Capitol Library Services, Hollywood and Vine, Hollywood 28, California.



Also Available:
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Also Taking Orders on

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JD-1001 Monaural

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monument is artistry

A FEEL FOR RECORDS

Sharp Dealer Can Relate To Patron's Hazy Mood

By JACK MAHER

NEWARK, N. J.—Statistics and personal observation show that the sharp, successful record dealer is an opportunist. Besides selling customers who know what they want, the sharp dealer loads in on the customer who is in the mood to buy and who only vaguely knows what he wants.

Irwin Tarloe, who owns five stores in and around this city and its suburbs, is this type of opportunist. Tarloe has a feel for records, and is adroit at relating his customers to particular sounds. Like most sharp operators, Tarloe buys with an eye to the special price and then fits those records into non-specific buyer requests. To do this, however, he must be able to take the hazy disk reference and turn it into the sounds the buyer wants to hear.

Case in point: Male customer walks into one of Tarloe's shops, Encore Music on Broad Street, and he is obviously a swinger. This customer is wearing dark glasses, a tails-out sport shirt and slacks, has the faint smell of juniper on his breath and snaps his fingers to a rhythm section only he can hear. He is ready.

Getting the Word

He tells Tarloe he wants to buy "drum records," wants "the drum sounds," he says. Tarloe plays a Gene Krupa Verve album for the swinger, picking out a particular track in the LP that has an extended drum solo. A track, incidentally that's located towards the center of the disk. It sends the swinger.

The swinger then asks for some "tenor sax on World Pacific." Tarloe doesn't stock much World Pacific so he tries Gene Ammons on Prestige. The track he picks to play not only has broad, deep Ammons tenor, but opens with sharp percussive drumming. He has neatly tied request No. 1 with request No. 2. "It cooks," shouts the swinger, "wrap it up!"

But Tarloe isn't finished selling yet. The swinger puts a \$10 bill on the counter to pay a tab which comes to \$7 and change. Meeting the swinger eye-to-eye as two men of the world, he says, "How about killing that 10? What else do you like?" "Trumpets, trumpets," the swinger shouts. "Rabbit Berryfin," the Swinger says. "You mean 'I Can't Get Started' by Bunny Berrigan," says Tarloe. "I've got that one on an LP..."

(Continued on page 53)

Tape Timer Seen as Boon To Dealers

WASHINGTON — Saxitone Tape Sales, a division of Commissioned Electronics Company, Inc., has produced a unique tape-timing chart, which could be a boon to dealers in tape and tape supplies.

The footage timing chart contains exact playing times for every conceivable length of tape from a two-and-a-half-inch reel to a 14-inch reel, for all speeds from 1 15/16 inches up to 15 inches per second and for one, two or four-track tape. The chart also includes timings for odd lengths of tape and European-type reel lengths as well. The firm will mail the timing chart out free upon request.

Omega Brings Out New Units

PHOENIX, Ariz. — Omega Electronics has introduced a new Laboratory series of hand-crafted high fidelity instruments. The series includes the 1800 amplifier and the 1850 FM stereo tuner.

Each unit of the new series, designed to reach the super-audiophile market, is hand-assembled by a skill technician who is assigned to supervise the entire assembly and testing process. The technician's name is affixed to the chassis and the testing report is supplied to the purchaser.

The Laboratory series retains the low silhouette of other Omega units, utilizing ebony woodwork and satin platinum finish metalwork contrasting with chrome controls. Both units carry a \$349.50 list price.

Ampex Totes New Highs for Fiscal Quarter

REDWOOD CITY, Calif. — Record sales, earnings and back orders were chalked up by the Ampex Corporation during the three months ended July 31, which constitute the first quarter of fiscal 1964 for the company. Also announced was a new inventory and sales financing program designed to enable dealers to stock a complete line of Ampex product and assist in arranging customer credit.

Ampex President William E. Roberts said fiscal first quarter sales hit \$23,413,000, up 9 per cent from the same period a year ago. Net earnings after taxes rose to \$933,000, or 12 cents per share, as compared to 11 cents per share last year.

The new Ampex financing program will be administered by the General Electric Credit Corporation. It permits dealers to pay for equipment as it is sold, the professional user to purchase or lease equipment now and pay as it is used, and the consumer customer to pay for equipment as it is used.

For dealers, the Ampex program means nationwide service providing local credit investigations, prompt credit approvals, a collection service, liberal down payment and monthly repayment terms. It also gives dealers a chance to make additional

Phono-Tape MERCHANDISING

BEST SELLING PHONOS • DISK DEALS
EQUIPMENT NEWSLETTER

7 Reel-to-Reel Tape Recorders to Bask In Spotlight at Show

NEW YORK—Seven new reel-to-reel tape recorders, priced from \$125 up, and a previously announced line of four stereo-tape cartridge systems, will be shown here by 3-M Revere-Wollensack at the upcoming New York High Fidelity Show, Tuesday (10) through Sunday (15) at the Trade Show Building.

The reel-to-reel line, which will be on public view for the first time, includes a bantam model (524), four-speed mono unit at \$125, and Models 1980 and 1981 "sound room" stereo. The first named is a complete, self-contained professionally styled system, which records and plays back two and four-track mono and stereo. The 1980 lists at \$379, while the 1981, a deck version, carries a \$349 tag.

Also included is the 1780 stereo tape deck, with stereo and sales to paid-up customers, and to get point-of-sale material at no charge.

mono record and playback, at \$269, and the 1440 stereo and 1400 mono recorders at \$189 and \$169 respectively. Final new item is the Revere T-3000 mono tape machine with two-speed, four-track mono record and playback at a suggested list of \$175.

In addition to the M-2, M-20 and M-30 tape cartridge models, which have been added to the line in recent months, the High Fidelity show exhibit will also include the Wollensack 1580 stereo-tape record-player at \$319; the Wollensack 1570 mono record at \$199; the Wollensack 1515 stereo player, also at \$199 and the Wollensack 1500 mono recorder, at \$179. All these units are carry-overs from the current line.

EQUIPMENT NEWSLETTER

Hi-Fi Lovers Big for Self-Expression

By DAVE LACHENBRUCH
Contributing Editor

NEW YORK—"SELF EXPRESSION" is the new key word in high-fidelity components. It's a pretty good one to remember, or at least file away mentally for future use. Walter Stanton, president of Pickering and head of the Institute of High Fidelity, used it recently to describe the reason people buy component hi-fi.

He outlined four types of component high-fidelity customers, all seeking self-expression. 1. The enthusiastic music lover who likes to build his own components from scratch—including wiring his own amplifier and building his own speaker cabinet.

2. The enthusiast who receives the satisfaction of "personal participation" by selecting and arranging his own pre-wired components and cabinets.

3. The audiophile who doesn't actually want to touch the components but prefers to visit an audio specialist who will select and install hi-fi components to his taste, in much the same way some women go to interior decorators.

4. The music lover who buys pre-installed packaged components in tasteful cabinets for high fidelity reproduction.

THE SIX-MONTH RECORD of sales of packaged phonographs, as reported by the Electronic Industries Association, gives further indication that this year will set an all-time high. Based on distributor sales to dealers, generally considered a reliable barometer of retail sales, the figures show what may be developing into a rather surprising—and favorable—trend.

In the first half of 1963, dealers bought 23 per cent more phonographs than they did in the same period of 1962. The trend for the year as a whole, so far, indicates that portables were enjoying a greater 1962-to-1963 increase than consoles. For the half-year, portable phono sales were up 25 per cent, while consoles increased 18 per cent.

But in June, a remarkable change was evident. For June 1963, console phonograph sales jumped 42 per cent over June 1962, while portable and table phono sales were up only 5 per cent. If sustained for a substantial part of the rest of the year, the significance is obvious: Consumers are

being "sold up" in goodly numbers, and the console is making deep inroads into former portable territory.

Another significant factor in the recent figures is the total June sales increase over June 1962. If you'll remember, last year's phono sales were extremely sluggish for the first five months. A whopping increase came in June 1962, and so started the phono boom which has continued to this day. Significantly, however, sales in June 1963 exceed those of boom June 1962 by 15 per cent.

THE ALL-PERVASIVE INFLUENCE of electronic home entertainment on American life is more noticeable year by year. We can understand the new 1963 phono boom, just having returned from a secluded two-week vacation away from it all.

We visited the cool coast of Maine for a couple of weeks of lobster-eating, deep-sea fishing and suntanning, for a complete change. Away from soot and noise, away from the Late Late Show and the Mozart Records, away from Sidney Bechet and WRVR-FM. Most particularly, away from the entire home entertainment field.

The VW was packed tight with swim suits, Bermuda shorts, suntan lotion and paperback books. However, we discovered that by crowding ourselves a little, we could make room for the portable TV. One corner of the suitcase was empty enough to cram in the battery FM set. Just in case. Not that we were going to listen to it—but it's good to have a battery-operated radio along. In case of emergency, and all. However, we fondly bid farewell to the faithful hi-fi.

Of course, we found the dream cottage, up on a high promontory, overlooking a rocky shoreline. Screened porches. Barbecue pit. Modern kitchen. The thing we didn't like about it was that it came completely equipped with stereo phonograph (including AM-FM) and a 21-inch television set. We could have kicked ourselves for not bringing our records along.

As the torrential rain slanted down, while the thermometer declined to 55, we listened to radio and records. We didn't miss a single late movie. Judging from the resort newspaper, the biggest business at the seashore is TV rental.

Our point is this: America is on an electronic entertainment jag. Saturation is not here, nor is it in sight. Just as TV and phonographs are spreading to vacation cottages, so they will spread to every room in the house within a very few years.

News Briefs...

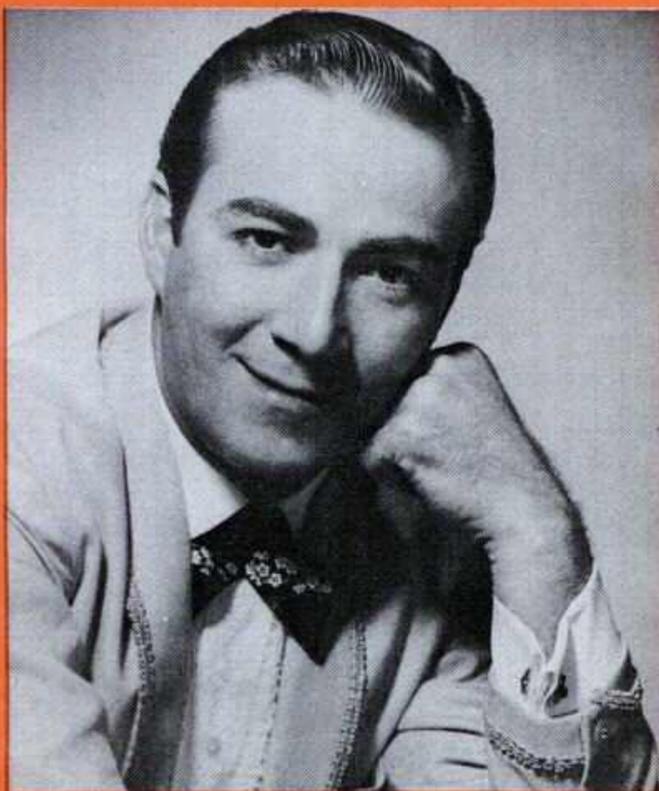
Ansel Kleiman has been appointed general manager of Viking of Minneapolis, Inc., according to P. A. Rasmussen, president of the well-known tape equipment manufacturer. The 38-year-old Kleiman, formerly vice-president of Electronic Teaching Laboratories, Washington, has already assumed his new post with Viking.

New officers have been named for the 1964 Electronics Parts Distributors Show, according to the show's general manager, Kenneth C. Prince. Newly named officials are: President, J. A. Milling, Howard W. Sams, Inc.; vice-president, J. Rudy Hummes, J. W. Miller Company; treasurer, Walter Clements, Littlefuse, Inc., and secretary, Aaron Lippman, Aaron Lippman Company. The show

will be held next May 18-20 at Chicago's Hilton Hotel.

Electronic products export from Japan to the U. S. totaled \$159,000,000 in 1962, a 32 per cent increase over 1961, according to the Commerce Department's Business and Defense Services Administration. Significant increase in exports of radio-phonos, tape recording and playback equipment and amplifiers, helped boost last year's walloping total... Transcriber Company, of Attleboro, Mass., has come up with an impulse buying sales aid in the form of a counter-top display that highlights the advantages to the customer of a diamond needle. Dealers can write to Transcriber for further data on the point-of-sale gimmick.

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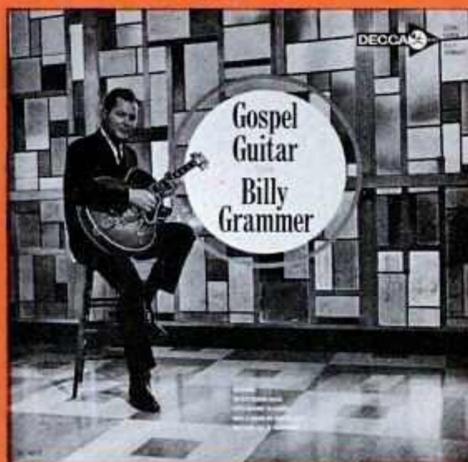
JUKE BOX WINNERS

BILLY GRAMMER

LONESOME LIFE

c/w Love Gets Better With Time

Current Album:
Decca 4212



Personal Management:
SHELLEY SNYDER TALENT AGENCY
728 16th Ave., So.,
Nashville, Tenn.



Folk Music Swell Helps Move Guitars, Banjos, Ukuleles

By REN GREVATT

NEW YORK—The saga of musical instrument sales, thanks to the upsurge of interest in folk record sales, appears to be coming full cycle. Years ago, in a simpler era, when full-line indie music stores dominated the scene, instruments were a key factor in the annual take. More recently, as record sales have swung more and more to rack outlets and to a degree of what might be called unattended retail selling, records have come to consist of a department unto themselves, in many cases not tied into equipment, sheet music or instrument sales.

Today, however, at least some smart dealers, including rack operators, have taken a calculated look at the burgeoning folk scene and laid in stocks of guitars, banjos and ukuleles.

Going Over

And they're selling, according to those who've tried it. Veteran New York area disker, Sam Goody, recently set up a special counter in his West 49th Street store, with an attendant who's hip on makes, models and price ranges. "He even can strum a few chords to show the customers what the instrument sounds like," Goody said last week.

Goody opened instrument departments featuring the stringed items in his Green Acres and Walt Whitman suburban shopping center locations a little over a year ago. Four months ago, he opened similar departments in all his stores. Featured are many price ranges of guitars, starting with what is called a "folk guitar special," at \$24.95. Also highlighted but so far selling only modestly are banjos and ukuleles.

"There are lots of ways to merchandise this stuff," Goody said. "The 'folk guitar special' tag is only one. We plan to get various key names of folk artists, and with the permission of

the artist, we'll tie the name in with a specific instrument. We're trying to get Moe Asch of Folkway Records to work some of these names out for us right now. Who knows, we may have a Pete Seeger special one of these days.

"We're also stocking harmonicas and we've had bongos and conga drums right along. But these aren't selling too well right now. It's the guitars they want."

Special Scene

Another enterprising opera-

tor now on the stringed instrument kick is Cecil Steen, owner of the successful Boston rack firm, Record Wagon. Steen has opened sizable, catalog-type record rack operations in the Hecht store in Baltimore and in a series of racked departments in the J. M. Fields shopping centers. In these and a total of 25 major rack locations, Steen has given special merchandising treatment to the "folk"-type instruments.

"We've got wind and brass as well as strings," Steen said, "but those associated with the folk music trend are doing better than any of the others."

Similar reports come from scattered other dealers. The conclusion is that with a minimum amount of floor space (a single display rack is enough to create more than passing interest) even a small dealer can create additional excitement in his store.

Additional interest could be lined up through demonstrations of the instruments by accomplished artists, who could also deliver a sales pitch. Instruction books are also available from numerous sources which can be included in a purchase. In addition, there is the opportunity of offering tie-in sales deals with records.

Stereo Receiver



Harman-Kardon will exhibit the new TA7000X AM-FM stereo receiver at the upcoming New York High Fidelity Show. The unit, shown above, also contains dual preamplifiers and a 70-watt stereo amplifier on a single chassis. The unit carries a \$369.95 tag. Also to be shown at the High Fidelity Show is Model A70 stereo amplifier (not shown), another new unit which is pegged at \$199.95.

The Folk Influence



The current wave of folk popularity has had a marked effect on instrument sales at record retail locations. Neat display and a variety of merchandise, even though the actual display area may be small, are keys to sales success. Shown above are two typical racked record department locations of Record Wagon, one of the top rack jobbers in the nation. Note prominent displays of guitars and banjos.

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Check the class of service desired; otherwise this message will be sent as a full rate telegram	
FULL RATE TELEGRAM	\$
DAY LETTER	\$
NIGHT LETTER	E

WESTERN UNION

1206 10-51

W. P. MARSHALL, PRESIDENT

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Hotel Morrison
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Latest Hit Single
CANDY GIRL
b/w
MARLENA
Vee Jay 539



Vee Jay LP 1059



Vee Jay LP 1065



BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

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

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

PHONOS LISTING BETWEEN \$301 and \$400

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	6/8/63 Issue	3/16/63 Issue		
1	1	1	Magnavox	39.2
2	2	2	Zenith	12.3
3	3	—	Curtis-Mathes	11.5
4	—	—	Fisher	8.7
5	6	5	Pilot	4.5
6	—	—	Packard-Bell	4.2
7	4	7	RCA Victor	3.1
Others				16.5

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 merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

6/8/63 Issue: Motorola (5); Electrohome (6).

3/16/63 Issue: Motorola (3); Voice of Music (V-M) (4); Admiral (5); General Electric (8).

• SINGLES REVIEWS

• Continued from page 29

HUGO WINTERHALTER AND HIS ORK

★★★★ Indian Summer (Harms, ASCAP) (2:17) — ★★★★★ Blue Concerto (Ampeco, ASCAP) (2:30). ABC-PARAMOUNT 10483

SMOTHERS BROTHERS

★★★★ Jenny Brown (Wolf-Mills, ASCAP) (1:48) — ★★★★★ You Go Thisaway (Folkways, ASCAP) (2:27). MERCURY 72182

THE DAKOTAS

★★★★ The Cruel Surf (Metric, BMI) (2:15) — ★★★★★ The Millionaire (Metric, BMI) (2:30). LIBERTY 55618

KENNY CHANDLER

★★★★ Happy to Be Unhappy (Central Songs, BMI) (2:30) — ★★★★★ I Didn't Know How (Wood, ASCAP) (2:29). AMY 890

FRANKIE FORD

★★★★ Ocean Full of Tears (Screen Gems-Columbia, BMI) (2:30) — ★★★★★ China Town (Remick, ASCAP) (2:17). CONSTELLATION 101

JOHN CACAVAS

★★★★ One Night of Love (Bourne, ASCAP) (2:19) — ★★★★★ Concerto for Two Hearts (Bourne, ASCAP) (3:00). MURBO 100

DIXIBELLES

★★★★ Down at Papa Joe's (Tuneville, BMI) (2:28) — ★★★★★ Rock, Rock, Rock (Tuneville, BMI) (2:19). SOUND STAGE 7 2507

THE DON RAYS

★★★★ In This Corner (Kavelin, BMI) (2:25) — ★★★★★ Pacific Honky Tonk (Kavelin, BMI) (2:15). CAPCO 103

JOHNNY OTIS

★★★★ The Hash (O-Cal, BMI) (2:25) — ★★★★★ Bye, Bye, Baby (I'm Leaving You) (O-Cal-5-Point, BMI) (2:35). KING 5790

VILLAGE STOMPERS

★★★★ Washington Square (Rayven, BMI) (2:41) — ★★★★★ Turkish Delight (Paris, ASCAP) (2:39). EPIC 9617

THE SHERRYS

★★★★ That Boy of Mine (Dandelion, BMI) (2:01) — ★★★★★ Monk, Monk, Monkey (Dandelion, BMI) (2:05). GUYDEN 2094

LYN EARLINGTON

★★★★ Don't Make My Heart Bleed (Nujac, BMI) (2:37) — ★★★★★ I Really Go for You (Nujac-Rochester, BMI) (2:30). JAMIE 1259

AUTRY INMAN

★★★★ My World (English, BMI) (2:46) — ★★★★★ Big Sam (English, BMI) (2:12). SIMS 140

BILL BLACK AND HIS COMBO

★★★★ Monkey-Shine (Jac, BMI) (2:07) — ★★★★★ Long Gone (Arc, BMI) (2:15). HI 2069

ROOSEVELT KETTLES

★★★★ You've Let a Fortune Go (Beechwood, BMI) (2:35) — ★★★★★ Sorry for Me (Beechwood, BMI) (1:57). CAPITOL 5033

(LITTLE ESTHER) PHILLIPS

★★★★ Why Was I Born? (Harms, ASCAP) (2:37) — ★★★★★ Don't Let Me Go (Figure, BMI) (2:17). LENOX 5575

STANLEY WILSON AND HIS ORK

★★★★ Teakwood Nocturne (Music Corp. of America, ASCAP) (3:10) — ★★★★★ The Virginian (Music Corp. of America, ASCAP) (1:55). DECCA 31529

THE MOTIONS

★★★★ One Life, One Love, One You (Michigan, BMI) (2:33) — ★★★★★ Story Untold (Tideland, BMI) (2:15). 20TH CENTURY-FOX 430

SECRET AGENTS

★★★★ The Great Escape March (United Artists, ASCAP) (2:15) — ★★★★★ Theme From Mr. No. (Unart, BMI) (1:59). ASCOT 2138

BILLY VAUGHN

★★★★ I'm Sorry (Champion, BMI) (2:00) — ★★★★★ Rag Mop (Hill & Range, BMI) (1:59). DOT 16522

IAN AND SYLVIA

★★★★ Four Strong Winds (Witmark, ASCAP) (2:35) — ★★★★★ C. C. Rider (2:40). VANGUARD 35021

LLOYD PRICE

★★★★ Cry On (Prigan, BMI) (2:03) — ★★★★★ Misty (Vernon, BMI) (2:50). DOUBLE L 722

WILLIE FOSTER

★★★★ What a Thrill (Ametrop-Zordan, BMI) (2:18) — ★★★★★ Did I Think About You (Benjamin, ASCAP) (2:16). PRESIDENT 829

WAYNE ANTHONY

★★★★ Here Comes Your Mama (Maggie, BMI) (2:11) — ★★★★★ Stealin' Charley Brown (Second Sound, BMI) (2:15). VEE JAY 557

VITO AND THE SALUTATIONS

★★★★ Unchained Melody (Frank, ASCAP) (2:03) — ★★★★★ Hey, Hey, Baby (Ripling, BMI) (2:15). HERALD 583

COUNTRY

WALLY LEWIS

★★★★ Kathleen (English & Lu-Tal, BMI) (2:00) — ★★★★★ Wall of Pretend (English, BMI) (2:36). SIMS 139

BOBBY SISCO

★★★★ Fiction or Fate (Hits of Tomorrow, BMI) (2:20) — ★★★★★ Are You the Type (Hits of Tomorrow, BMI) (2:27). VEE JAY 544

Feel for Records

• Continued from page 50

"No, no, no," says the swinger, "What else?"

"Well," says Tarloe, "I've got a fine Capitol LP by Harry James here. All of his hits, re-recorded and brought up to date. Look at the titles."

Silent Service

This one is sold without ever having to place a needle in a groove. Total amount of the sale comes to \$11.67. Tarloe's profit comes to more than \$4 since he bought most of the records on special deals or at a special price since he also does some racking in the area.

It is Tarloe's belief, however, that any dealer who buys judiciously and then sells the customer what he (the dealer) wants him to buy can realize a better profit over-all. What's even more important, the swinger no longer needs to snap his fingers with an imaginary rhythm section.

Heavy Fall Sales

• Continued from page 24

release is the new "Porgy and Bess" album on Victor, again with Leontyne Price, appearing here with William Warfield. The re-release of Barber's "Knoxville: Summer of 1915," with Eleanor Steber on Columbia, has had good initial impact, and on Epic, there may be a sleeper in the Durufle "Requiem."

On Angel good sales action is reported on the Faure "Requiem" plus the two new recital albums of French music by Victor de los Angeles and Nicolai Gedda. Command is mentioned for the Virgil Fox organ recital.

RCA Victor is getting sales action on its sales promotion of the Heifetz releases, and the new Tchaikovsky Piano Concerto with Artur Schnabel and Erich Leinsdorf is beginning to catch on with the buyers.

Bartok Series

• Continued from page 24

Bartok's contribution most effectively. It embodies all the qualities of the others in a sort of bravura synopsis.

At the completion of this work, the audience spontaneously leaped to its feet with shouts of "bravo" for an exciting series, beautifully—so beautifully performed. —B. K.

For a New Record Label
"THE REACTION IS GREAT"

JIMMY VICK



Singing

"I NEED SOMEONE"

b/w

"TAKE A TRIP"

(Cherry #7888)

CHERRY RECORDS

365 Asylum Street, Hartford, Conn.
(203) 247-6440 & 247-1089

Areas open for distribution . . .
Interested Distributors contact Dom.

Thank You, M.O.A., from—
The Hitmakers That Really Sing

JAY AND THE AMERICANS



Hit Single
"Only in America"

UA 625

P.M.

Low Futterman
408 W. 57th Street
New York 19, N. Y.

The New Great
In Person Album
Jay and the Americans
"Live From the Cafe Wha!"
UAL 3300

Exclusively on:



Billboard Buyers & Sellers

CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

FOR SALE—100 ASSORTED NEW 45 RPM's, \$8.50; \$77 per 1,000. Paul V. Lee, Record Distributing Co., 4546 So. Park Drive, Metairie 20, La. se7

HAYDN SOCIETY RECORDS

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

Send for current catalog

ESOTERIC, INCORPORATED
P. O. BOX 1799
HARTFORD, CONN.

National Distributors for
HAYDN SOCIETY RECORDS

TOP NATION-WIDE PROMOTION/PUBLICITY

NATIONAL DISTRIBUTION SET UP AT NO COST

15 years' record experience
Personnel known coast to coast

No tapes, please—dubs/records only



NATIONAL ENTERTAINMENT CORPORATION
1375 N. Biscayne Point Rd.
Miami Beach, Florida, 33141

RECORD MFG. SERVICES, SUPPLIES AND EQUIPMENT

PRESSING, PLATING

NO JOB TOO SMALL—QUALITY pressing. Low cost. Special bonus with this ad only. No charge for shipping anywhere in the U. S. or Canada. The House of Wax, 1733 Broadway, N. Y. C. CI 7-2159. np-ap18

WANTED TO BUY

ASCAP OR BMI MUSIC PUBLISHERS' CATALOG OF COPYRIGHTS. If interested in selling, submit catalog list and cash price wanted. DECORA-AMPHORA, 1635-47 W. Locust St., Davenport, Iowa. National Sales Agents. se7

WANT RECORDS—45's, SURPLUS Returns, overstocks, cut-outs, etc. Harry Warriner, Knickerbocker Music Distributors, 453 McLean Ave., Yonkers, N. Y. Phone: Greenleaf 6-7778. se28

RECORD PROMOTION & PUBLICITY

"20 Years of Record Experience"

JOE PETRALIA RECORD PROMOTION

Park Sheraton Hotel
Suite 267 55th St. at 7th Ave.

New York 19, N. Y.
Phone: JU 6-6935

RECORDING FACILITIES & SUPPLIES

PROFESSIONAL DEMO RECORDS

Finest Quality—Low Prices—Top Notch Talent.
8 Singers (male-female), 10 Instruments—Vocal Groups. Best. Modern Tape and Disc Equip. (Ampex, Altec, RCA)
Large Sound Studios—Top Technicians. Piano or Organ & Vocal—1 Song, \$13.00; two Songs, \$23.00 (45 or 78); add. Guitar, Bass, Drums, Sax, Clarinet, Steel Guitar, Violin for \$5.00 each per song.
WRITE FOR FREE BROCHURE.

DEMONSTRATION RECORD COMPANY
(Our 10th Year)
Box 3404, Sta. C Lincoln, Nebraska

USED COIN MACHINE EQUIPMENT, PARTS AND SUPPLIES

MISCELLANEOUS

For Your Copy of The Just-Published INTERNATIONAL COIN MACHINE DIRECTORY

Write to: Joe Pace
Dept. 525, Billboard
2160 Patterson St.
Cincinnati, Ohio, 45214

Price: \$1.00 per copy

WANTED TO BUY

WANTED — BAKER'S AND EVANS' Racer Game. Full details to Music Hire Service (M/C), Ltd., Weir Mill, Manchester Rd., MOSSLEY, Ashton-u-Lyne, Lanes. ENGLAND.

BUSINESS OPPORTUNITIES

PAINTING GAME OPERATORS: 5X7 frames, \$43.25/1000 (5000 lot); cards, \$4/1000. Free sample. In stock. Other sizes. Penn Photomounts, Box 87, Glenolden, Pa. oc5

THE COMPANY THAT REALLY GOES after more business can get more business. Consistent advertising in this Classified Mart is a proven economical way to arouse interest, make valuable contacts and increase sales and profits. Handy order form printed below for your convenience. ch-np

Brand-New "INTERNATIONAL MUSIC-RECORD DIRECTORY" & "BUYER'S GUIDE"

packed with Pages & Pages of Names and Addresses of Leading U. S.

- Record Mfrs.
- Music Publishers
- Record Distributors
- One-Stops
- Rack-Jobbers
- Coin Machine Mfrs.
- Coin Machine Distrib.
- Parts Suppliers
- Special Services
- Importers & Exporters

Each listing arranged alphabetically and geographically by State.

Only Few Copies Left . . . \$1.00 prepaid! Send request and payment to: Billboard Joe Pace, Dept. B 2160 Patterson St., Cincinnati, Ohio 45214

MISCELLANEOUS

Attention, Radio Stations: Important Message.

If you need help in securing exactly the right records and albums for your music programming — YOU CAN GET IT FROM RSI.

Over 1800 satisfied station users—and the list grows with every mail. If you have any special record problems, call or write to find out how RSI can help you. No obligation, of course.

RSI
Record Source International
1564 Broadway, New York 36, N.Y.
PL 7-2800

NOVELTY DANCE SMASH OF '63

LITTLE EEE

by **JOE PERK**

Distributed by Monument Record Corp. thru:

CLEVELAND
Big Town of Cleveland
ST. LOUIS
Commercial Music
ATLANTA
Godwin Record Sales

LOS ANGELES
Record Sales
MILWAUKEE
John O'Brien Dist.
PHOENIX & EL PASO
Phoenix Record Sales

NASHVILLE
Music City Dist.
CHICAGO
Summit Dist.
ALBANY
Delta Dist.

BOSTON
Mutual Dist.
CHARLOTTE
Mangold Dist.
CINCINNATI
Supreme Dist.

DALLAS
Big State
DENVER
Davis Sales
DETROIT
Merit Music Dist.

TIMES SQUARE OFFICE SPACE

1560 Broadway
New York City
700 sq. ft. to 10,000 sq. ft.
Air-conditioned, fully modernized,
moderate rentals.
Renting office on premises.
Phone: H.G. SHEPHERD
at CI 5-8975

30,000 PROFESSIONAL COMEDY LINES!
Monthly topical gag service too! Free
catalog. Robert Orben, 3536 Daniel
Crescent, Baldwin Harbor, N. Y. mh28-64

when answering ads . . .

**Say You Saw It
in Billboard**

CLASSIFIED RATES
Per Insertion

	1/2"	1"	2"	Each Additional Inch
Manufacturers Advertisers	\$9	\$15	\$25	\$9
Distributors & Employment Advertisers	\$5	\$9	\$15	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words. All rates are for EACH advertisement, 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, 50c per insertion.

USE THIS HANDY AD ORDER BLANK

Please insert the following ad for _____ consecutive issues.

Classification: _____ Size: _____

Set regular classified style. Set boxed classified style.

Amount enclosed _____

Copy: _____

Company Name _____ Authorized by _____

Address _____

City _____ Zone _____ State _____

Please enclose your payment. We do not bill for classified ads.

BILLBOARD BUYERS AND SELLERS CLASSIFIED MART

1564 Broadway New York, N. Y., 10036
1520 N. Gower St. Hollywood, Calif., 90028
188 W. Randolph St. Chicago, Ill., 60601

NOITNETTA!

ATTENTION!

(1) Record Clubs and Mail Order Co's.

5-step plan to build business . . .
step up renewals/repeat sales.
Plan #5—\$50.00.

(2) Publishers/Trustees

Cut audit costs for "problem" ac-
counts. Use "Origination" plan.
Outline #PT-2—\$50.00.

(3) Record Manufacturers

Help your distributors write \$1,000
(and up) package orders—depending
on catalog size—without tying up
working capital.

Plan RM #3—\$50.00.

Send check with order to:

MARKETING PLAN ASSOCIATES

Suite 1102, 189 W. Madison Street
Chicago 2, Illinois
Attn.: Carol Schirado,
Dir. Music Division

**1564 BROADWAY
N.Y.C.**

**Times Square Office
Space for Rent.**

8700 Square Feet.

Central Air Conditioning.
Very Reasonable Rental.

Contact

KENNETH LAUB
of Collins Tuttle & Co.
261 Madison Ave.
New York 16, N. Y.

Telephone:
Murrayhill 2-4020

**RKO General,
Metromedia
NAB Members**

NEW YORK—The National Association of Broadcasters has welcomed two major broadcasting groups into the fold.

RKO General, Inc., owner and operator of five television stations and 11 radio stations (WOR-AM-FM-TV, New York; WNAC-AM-TV, WRKO (FM), Boston; KHJ-AM-FM-TV, Los Angeles; KFRC-AM-FM, San Francisco; WHQB - AM - TV, Memphis; WGMS - AM - FM, Washington, D. C., and WHCT-TV, Hartford, will enter active membership in the NAB.

RKO's move was closely followed by Metromedia, Inc., headed by John Kluge. Metromedia, a coast-to-coast diversified communications company, owns and operates 12 radio and seven TV stations, in addition to outdoor advertising the Ice Capades.

Metromedia stations are: KLAC-AM-FM, Los Angeles; KMBC - AM - FM - TV, Kansas City; KVOR-TV, Stockton, Cal.; KTTV-TV, Los Angeles; WHK-AM-FM, Cleveland; WNEW-AM-FM-TV, New York; WTTG TC, Washington, D. C.; WTVH-TV, Peoria, Ill., and WTVP-TV, Decatur, Ill.

HOLLYWOOD—KFWB has had big response to its recent air tour for charity. Station deejays Wink Martindale and Gene Weed, plus Liberty recording artists Jan & Dean, took three air tours with their listeners Tuesday (27). Proceeds of the flights were donated to the American Cancer Society.

ALBUM REVIEWS

Continued from page 10

LOW PRICE POPULAR

MUSIC FOR BATON TWIRLERS
Carl Stevens & His Military Band.
Mercury Wing SRW 16252 (S)

FROM NATCHEZ TO MOBILE
River Boat Five. Mercury Wing
SRW 16251 (S)

THE VELVET VOICE OF EDDY HOWARD
Mercury Wing SRW 16249 (S)

JAZZ

JON WALTON SWINGS AGAIN
Gateway GLP 7006 (M)

CLASSICAL

HUMORESQUE
David Nadien. Kapp KL 1342 (M);
KS 3342 (S)

BLUES

THE BLUES OF ROBERT CURTIS SMITH
Bluesville BV 1064 (M)

THE BLUES OF CLARENCE CLAY & WILLIAM SCOTT
Bluesville BV 1066 (M)

SPOKEN WORD

OL' MAN ADAM AN' HIS CHILLUN
Mantan Moreland. Caedmon TC 1174
(M)

SPECIALTY

SOUNDS OF NATURE, Vol. 8
Thrushes, Wrens & Mockingbirds
Federation of Ontario Naturalists
T52151

OTHER ALBUMS REVIEWED

The albums listed below are rated as having relatively limited sales or programming potential.

POPULAR

HAMBURGER AND COKE ARE YOU KIDDING
Frank Gushardo. Newtowne 1136

THE CALL TO LOVE WHY DID YOU DECEIVE ME
Kitty Djakonovska

BEN TATE/JUDY JAMISON
Ronnie 2063

FIN ANNIE

b/w Uncle Eef

INS

SOUND STAGE 7 #2511

GREAT FALLS
Music Service

HIALEAH, FLA.
Tone Dist.

HOUSTON
United Dist.

MEMPHIS
McDonald Bros.

MINNEAPOLIS
H. Lieberman

NEWARK
All State of N.J.

NEW YORK
London Records Dist.

OKLAHOMA CITY
Oklahoma Record Suppliers

PHILADELPHIA
David Rosen Inc.

PITTSBURGH
Cleve-Disk

SAN FRANCISCO
Stone Dist.

SEATTLE
Stanley Dist.

SYRACUSE
Gerber Dist.

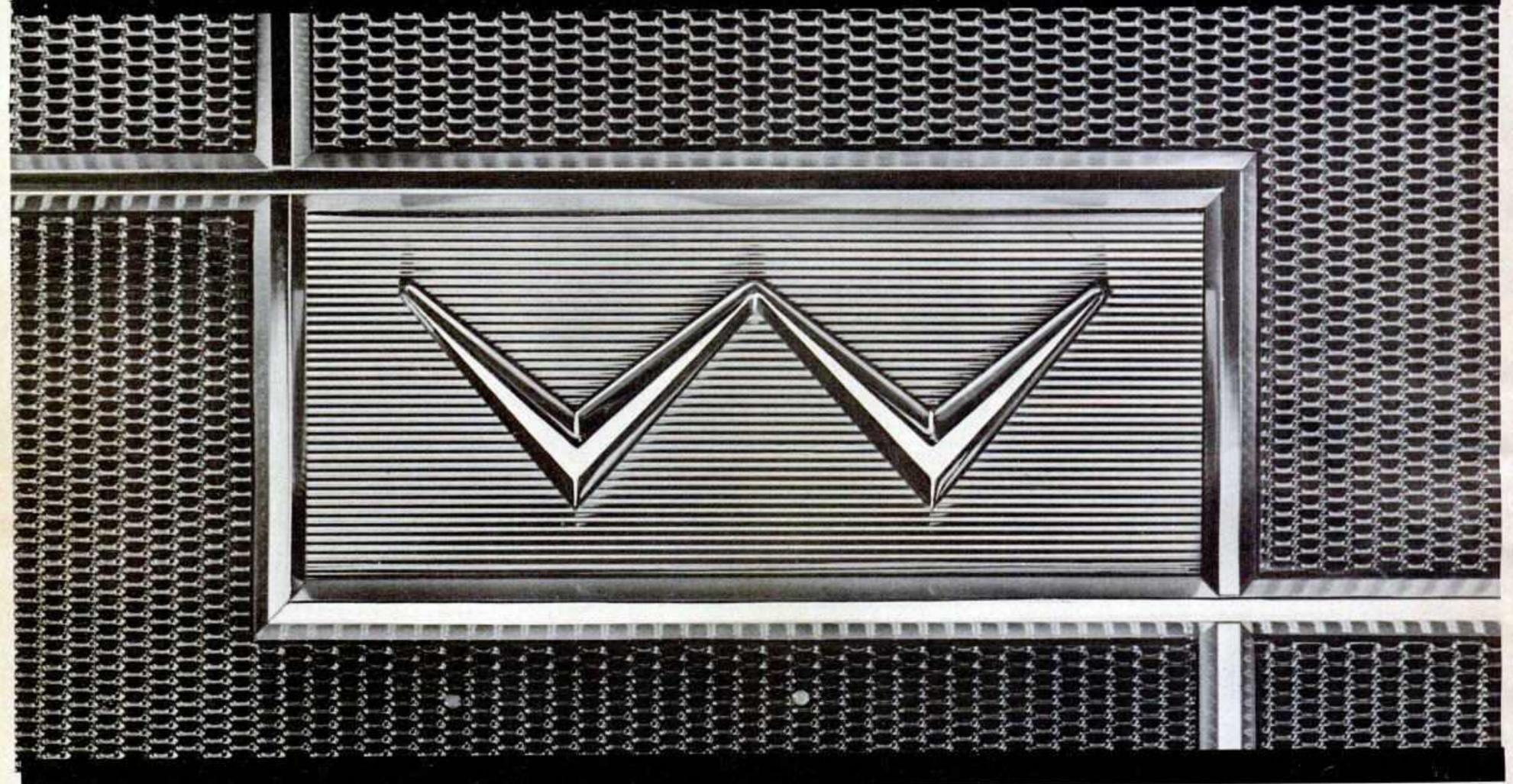
WASHINGTON, D.C.
Schwartz Bros. Inc.

HONOLULU
Eric of Honolulu

W

...as in winner

(Webster Dictionary Definition: One who wins
... a breadwinner, any profit or gain.)



EARNINGS

prove Wurlitzer has it

The fabulous Wurlitzer 2700 is now "on location" in all parts of the country. Everywhere the story is the same. For beauty, for stereophonic sound, for a real solid array of meaningful features that pay off in the cash box, WURLITZER HAS THE WINNER.

Test a Wurlitzer 2700 with the Ten Top Tunes feature anywhere on your route. You'll share the opinion of all Wurlitzer operators . . . this is the Greatest Money-Maker of Them All!

YOUR WURLITZER DISTRIBUTOR CAN PROVE IT

WURLITZER 2700

200 AND 100 SELECTIONS

THE WURLITZER COMPANY/NORTH TONAWANDA, N. Y.

107 Years of Musical Experience

Coin Machine OPERATING

- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DISKS
- RECENT STEREO RELEASES
- BULK VENDING

MOA

CONVENTION SECTION

and

MUSIC MACHINE

SURVEY

Ops in Chi for Dual Parleys

• Continued from page 1

Almost sure to come up in the discussions is the role of adult stereo programming for juke box operators. The operator's classic dilemma has been that most of the singles product available has been teen-age oriented, while most of the juke box locations cater to an adult market.

Complicating the problem is that fact that for several years, U.S. music machine manufacturers have been making stereo boxes almost exclusively, but record companies have turned out virtually no stereo singles product on their own.

Stereo Packages

Filling the gap has been special adult packages produced by sources outside the record industry—specifically the Seeburg Artist of the Week program and the Music Operators Stereo Service, a combined effort of

Rock-Ola, Rowe AMI and Wur-litzer.

The role of these stereo services will come in for close scrutiny.

For the first time since MOA was organized, a discussion of the juke box performance royalty exemption is not on the agenda. While no MOA official will say so for the record, it now seems highly probable that the exemption will be removed and that operators will have to pay performance royalties.

Legislative Threat

MOA was organized to prevent passage of legislation which would remove the exemption. For years, the threat poised by this legislation was the cement that held MOA together.

But even with the passage of the exemption removal, the attendant problems in reaching agreements with licensing soci-

eties will emphasize the need for a strong operator association.

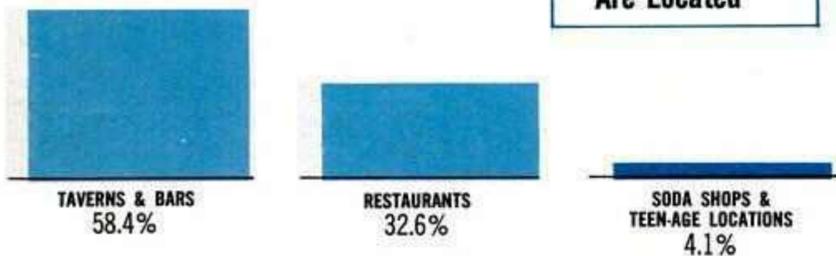
That, plus the constant legislative problems on State and local levels, will probably insure MOA's existence as the music machine operators' spokesman for many years to come.

THEY PROBABLY FEAR TILTITIS

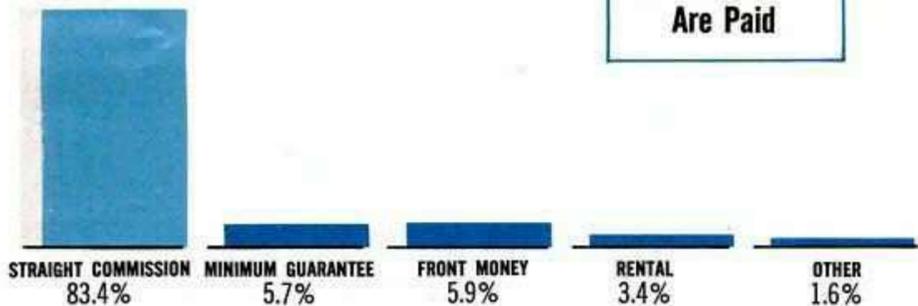
ALGIERS — Governments have banned pinball machines on various pretexts, but the pending action of the Algerian government is more imaginative than most. The games will be outlawed under a law aimed at "protecting the health of the youth."

Billboard's Music Machine Survey—1962 Calendar Year

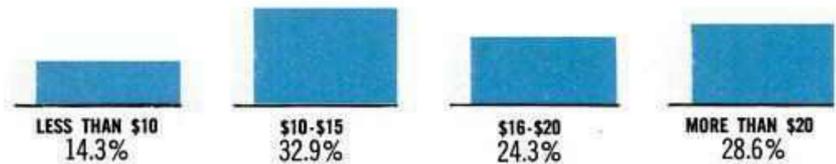
Where Juke Boxes Are Located



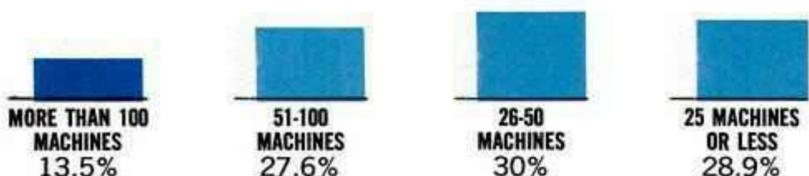
How Locations Are Paid



Average Weekly Take Per Machine Before Commission



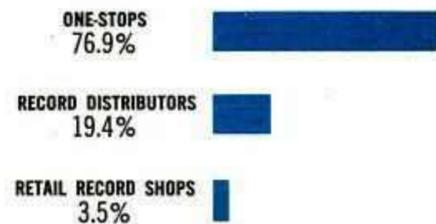
Size of Music Machine Routes



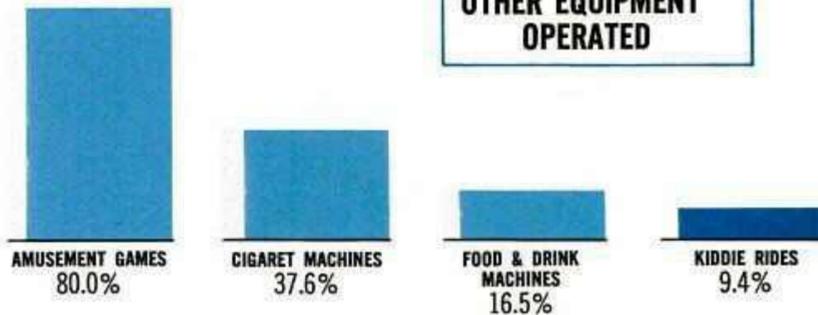
Record Purchases



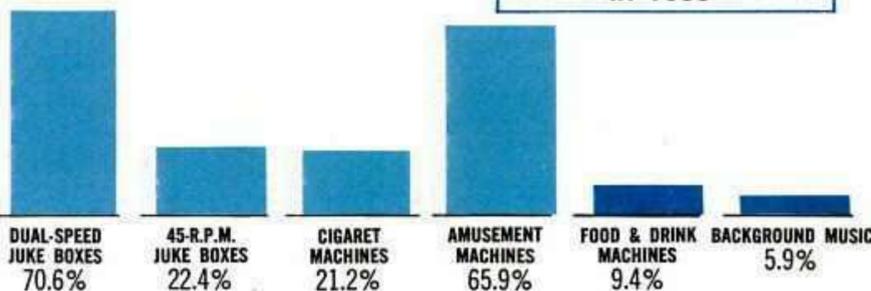
Where Records Were Bought



DIVERSIFICATION—OTHER EQUIPMENT OPERATED



DIVERSIFICATION—PLANNED PURCHASES IN 1963



Why Operators Buy Specific Records



Figures in parenthesis indicate number of first-place votes. Other includes radio air play in metropolitan rather than local radio and distributor recommendations.

Fewer Operators, Distributors Share Chicago Juke Box Pie

By NICK BIRO

CHICAGO—A basic economic lesson is very much in evidence throughout the city.

Given a period of time, the efficient, well-run firms tend to get bigger, while the less efficient fall by the wayside. After a while, the bulk of the business

is done by the remaining few, which in turn have become stronger, bigger and more diversified.

This is precisely what has happened to the coin machine operating and distributing picture here.

Fit Survive

What eight years ago was a city of some 15 major distributors has now become a city of four. What was a city of some 350 operators has now become a city of little over 200.

This is not to say that business is not good. A spot-check by Billboard recently revealed one of the most optimistic attitudes in years.

Joe Robbins at Empire Coin Machine Exchange reported sales up 40 to 50 per cent from last year. Nate Feinstein at World Wide described his summer as "very strong." Eddie Ginsburg at Atlas said his summer was "good," and he anticipated a "very strong fall."

A cross-check with operators disclosed similar sentiments, perhaps more cautious than the distributor opinions, but still very optimistic.

The reason, however, is readily apparent. The firms that remain are all bigger—they're doing more business than before and they're handling more lines.

Operator Outlook

Among operators, the picture is similar. Despite a 20 per cent drop in total locations in the city during the past eight years, the remaining operators are averaging more locations, have bigger staffs, have more machines out, and while their percentage of net

(Continued on page 60)

So. California Collections Running Same as 1962

By SAM ABBOTT

LOS ANGELES—Music machine operators are holding their own over the first two-thirds of the year as compared with the same period of last year. The increase and the loss depends upon the section in which the operator is working, a check by Billboard showed.

Veteran operator Merle Holmes of Valley Vendors in Glendale, suburb of Los Angeles, and in the San Luis Obispo area, said the business in the Glendale area was up from last year. He explained that at this time there was a "vacation slump" but that things looked good for a pick-up and for the remainder of the year.

It's bound to go up," Holmes explained. He based his prediction on the rapid population growth in the Los Angeles area.

Business for Holmes' machines in the San Luis Obispo area are doing fairly well but not as good as in the past, he said. He serves this city as well as Moro Bay and the seaside area. While gross is down only a little, it is down. Holmes blamed the lagging on the cool weather that has cut down on beach traffic.

Holmes uses the top tunes and album music where requested.

Business for music in the San Fernando Valley is down slightly this year as compared to the same period in 1962, Walt Hemple, of First National Music in San Fernando, said. He reported that bar trade is also down—being reflected in music machine gross. The area is fairly well industrialized and overtime pay in a number of the factories has been eliminated now for quite a while.

In the Bakersfield area, an oil and agricultural section, William Black, of Ace Amusement Company, reported that business was "about the same as last year." He uses a number of the popular tunes and takes the hottest ones.

His use of stereo is limited, he explained, for the reason that most of his stops are the types which do not require this kind of programming. Where music of this kind is wanted, Black said that he, in the main, supplied background music. "We do not have too many spots that want the adult type of music," Black said.

Operators in general are optimistic for the remainder of the year. They base it primarily upon one factor—population explosion—with California the most populous state and maintaining this status.

MOA Program

Morrison Hotel, Chicago

Tuesday, September 3

- 9:00 a.m. to 5:00 p.m. Booth Set-Up
First Floor show area
- 8:00 p.m. to 10:00 p.m. Board of Directors Meeting
MOA Presidential Suite

Wednesday, September 4

- 9:00 a.m. to 12:00 Noon Completion of Booth Set-Up
First Floor show area
 - 10:00 a.m. to 5 p.m. Registration Desk Open
Convention Registration Center . . . First Floor Foyer
Registration fee: \$5 per person. Purchase of banquet tickets and individual seat reservations may be made at this time. Donation: \$20 per person.
 - 1:00 p.m. to 5:00 p.m. Exhibits open, admittance by badge only.
First Floor
 - 1:00 p.m. to 5:00 p.m. Ladies Hospitality Center open for informal chats and get-together.
Normandy Suite
 - 8:00 p.m. to 10:00 p.m. General MOA Membership Meeting.
Venetian Room
- C. S. Pierce, Chairman, MOA Board of Directors
Presiding Officer

Nomination and election of officers and board members will be held. 1963 Officers and committee chairman will report.

Thursday, Thursday 5

- 9:30 a.m. to 12:00 Noon FIRST GENERAL SESSION
Venetian Room
Programming of Music
- Open to All Convention Registrants
- Featured Address M. C. Keels Jr., Forum Chairman, Florence, S. C.
- Speakers Eddy Arnold, Brentwood Tenn., RCA Victor Recording Star. "An Artist Talks About Juke Box Programming."
A. L. Ptacek Jr., Bird Music Distributing, Inc., Manhattan, Kan., "One Operator's Method of Programming."
Lou Boorstein, Leslie Distributors, New York, "A One-Stopper Talks About Juke Box programming."
- 12:00 Noon to 5:00 p.m. Registration desk open
Convention Registration Center . . . First Floor Foyer
Registration fee: \$5 per person, Purchase of banquet tickets and individual seat reservations may be made at this time. Donation \$20 per person.
- 1:00 p.m. to 5:00 p.m. Exhibits open. Admittance by badge only.
First Floor
- 12:30 p.m. to 3:00 p.m. LADIES LUNCHEON
Cotillion Room
Attendance limited to ladies only. All ladies paying \$5 registration fee will be given a free ticket to this luncheon.
Mrs. J. Harry Snodgrass, General Chairman, Albuquerque, N. M.
Mary Gordon, T.W.A. Travel Advisor, "Taking the LUG out of LUGGAGE"
Hat Style Show . . . Models will be MOA Ladies—Door Prizes.
- 2:30 p.m. to 5:00 p.m. Special forum for staffs and officers of State and local associations
Venetian Room
Joe Silverman, Chairman, Music Machine Association of Philadelphia
- Speakers William Anderson, President, West Virginia Music and Vending Association
Mrs. Millie McCarthy, President, New York State Coin Machine Association, Inc.
"Dire Need for Unity in State and Local Levels"
Russell Mawdsley, Secretary, Western Massachusetts Music Guild, Inc.
"What Our Association Is Doing to Make It a Better Industry"
George A. Miller, President, California Music Merchants Association
"Taxes and License Fees in California Affecting Our Industry"
Leo L. Kaner, Music Operators of America Tax Counsel
"Experiences in Filing 1099's"

Other State and local association representatives will be asked to report on developments affecting the coin-operated music and amusement industries in their area, and to outline association services most beneficial to their members.

- 7:00 p.m. to 9:30 p.m. SECOND GENERAL SESSION
Venetian Room
Financial and budget considerations for the coin-operated music and amusement industry.
Open to All Convention Registrants
Ted Nichols, Forum Chairman, Fremont, Neb.
- Speakers R. J. Erfle, Senior Vice-President, Broad Street Trust Company, Philadelphia
"A Banker Looks at the Coin-Operated Music and Amusement Industry"
Joseph A. Batters, Partner, Crowe, Chizeck and Company, South Bend, Ind.
"Depreciation Methods and Budgeting for Machine Operators"

A special invitation is extended to all distributors to attend this forum. Both speakers have a long record of experience in servicing the coin-operated music and amusement operators and are familiar with financing relationship between distributors and operators.

(Continued on page 59)

MOA Exhibitors and Booth Numbers

NAME	CITY	BOOTH NOS.
American Billiard Corp.	Brooklyn	75
American Shuffleboard Co.	Union City, N. J.	54, 55, 56, 57
Auto-Photo Co.	Los Angeles	28
Automatic Products Co.	St. Paul	
Bally Manufacturing Co.	Chicago	34, 35, 36, 37, 38, 39
Bennett Needle Co.	Chicago	10
B. Epstein Tobacco Co.	Newark, N. J.	18
Billboard	New York	Information Center
Capitol Records	Hollywood	7
Cash Box	New York	Registration Center
Chicago Coin Machine Co.	Chicago	25
Cinevision Corp. of America	Hicksville, N. Y.	23
Coin Selectors	Toronto	27
Columbia Records	New York	19
Dav-Mar Films	Los Angeles	67
Fischer Sales and Mfg. Co.	McHenry, Ill.	49, 50, 51
Forward Industries	Miami	66
Frantz and Co.	Chicago	68
Heartbeat Distributing Co.	Dearborn, Mich.	11
Jay-Jay Record Co.	Chicago	15
Irving Kaye Co.	Brooklyn	41, 42, 43, 44, 45, 46, 47
J. H. Keeney Co.	Chicago	53
Logan Distributing Co.	Chicago	24
Midway Mfg. Co.	Chicago	76
Mobile Record Service Co.	Pittsburgh	21
Music Reporter	Nashville	13
Music Vendor	Newark, N. J.	14
L. T. Patterson Distributing	Cincinnati	48
Rock-Ola Mfg. Co.	Chicago	5
Rowe-A. C. Services	Chicago	2
The Seeburg Corp.	Chicago	12
Simon Distributing Co.	Chicago	77
Southland Engineering Co.	Santa Monica, Calif.	61, 62
Star Title Strip Co.	Pittsburgh	17
Sterling Title Strip Co.	Newark, N. J.	16
Tape-Athon Corp.	Inglewood, Calif.	8
Trans World Airlines	Chicago	3
Union Trust Life Insurance Co.	Milwaukee	4
United Mfg. Co.	Chicago	69, 70, 71, 72, 73, 74
U. S. Billiards Co.	Amityville, N. Y.	58, 59, 60
Valley Mfg. Co.	Bay City, Mich.	63, 64, 65
WICO Corp.	Chicago	52
Williams Mfg. Co.	Chicago	29, 30, 31, 32
The Wurlitzer Co.	North Tonawanda, N. Y.	9

European Coinmen Attend MOA

By OMER ANDERSON

BRUSSELS—This year's Music Operators of America convention in Chicago's Hotel Morrison, September 3-6, will mark a milestone in U. S. trade history from the standpoint of international representation.

This is the first MOA convention for which foreign participation has been invited. Representatives from most of the major European trade organizations will attend the Chicago convention.

MOA, for example, sent a particularly warm invitation to the Central Organization of Operators in West Germany (ZOA), whose president, Hasso Loeffler, has wide respect as an internationally minded trade statesman. West Germany will be represented in force—at all trade levels—along with France, Belgium, Holland, Switzerland, and Italy.

European interest in the MOA meeting, and MOA's reciprocal interest in European trade attendance, reflects the fact that

U. S. and European coinmen are being drawn closer and closer together. Some national groups will attend in a body through charter plane flights, and others will travel on an individual basis.

Full Partner

European interest in the U. S. trade is at a peak and extends through all levels. There has never been such keen interest in trans-Atlantic trade co-operation on both sides of the water as now. MOA members will find the Europeans more self-assured than ever before and anxious to impress the U. S. trade with the fact that the Continental trade has come of age and is entitled to recognition as a full partner in the international coin community.

This point rankles with many European trade figures. A leading West German executive complained to this reporter recently, "They really have no conception in the States how highly developed our trade is; they tend to look on us as a

sort of underdeveloped area."

Significantly, European interest in the U. S. trade is no longer limited to manufacturers and distributors: European operators are now equally interested in "how they do it in the States," and in the discussion of mutual trade problems.

Information Exchange

The trade on both sides of the water tends increasingly to regard their problems as common. For example, there is much the U. S. trade can learn from the German trade's performing right royalty headache and from its tax struggle. German operators, for their part, are keenly interested in sophisticated U. S. operator techniques such as radio car location service.

The European trade, overall, has never been so prosperous

and its future seemingly so solidly anchored. The evidence is the increasing production of versatile, high-performance European phonographs. Like European auto producers, European phonograph manufacturers pursue a different technical concept from U. S. producers. The emphasis is on low-cost, durable, easy-to-maintain equipment.

Nearly every European country is now manufacturing a high-quality national phonograph. Country by country, examples are: West Germany — Bergmann's Symphonie, the NSM Fanfare, the German Wurlitzer's Lyric, Automatic Canteen's German-produced Teleric, and the Harmonie and Eltec phonographs, both produced in Berlin (in addition to the AMI and *(Continued on page 75)*)

SIG TO TAPE INTERVIEWS AT MOA PARLEY

CHICAGO—Music Operators of America will go on the air for the first time ever. Sig Sakowicz, popular WTAQ and WGN deejay, will tape interviews on the convention floor and broadcast them the following day on his WTAQ 12:30 to 1:30 p.m. show.

Sig's guests will include Monique Van Vooren, the Smothers Brothers, Jeanne Crain, Joel Gray, Jim Westerfield, Myron Cohen, and the Allman Twins. Sig will also interview MOA officials and sundry guests. Pop records will be played on the convention floor by Sig on a closed circuit broadcasting hookup.

Memphis Collections Run Slightly Ahead of 1962

By ELTON WHISENHUNT

MEMPHIS—Mid-South operators report collections so far this year running slightly ahead of 1962, with prospects for the balance of 1963 fairly bright, according to a spot check conducted here recently.

Some operators are noting a change in musical taste in that some customers want more progressive jazz. More is being programmed by operators.

Also, interest is picking up in the MOSS program. It is too early yet, however, to evaluate results. It has just started.

Front Money

Commissions on regular phonographs are still on a 50-50 split basis, with a new exception. George Sammons, in placing the new Seeburg console phonograph in top locations, is getting \$10 front money for operators which they didn't get before.

For example, if the machine has \$60 one week, the operator gets \$35 and the location \$25. More and more operators are

using the Seeburg console, which plays small albums put out by Seeburg.

Operators here generally are still shunning stereo as such. ("There's not enough difference in sound in a location to make any difference," said Edward H. Newell, owner of Or-Matt Music Company.)

Legislative Front

The industry has no legislative problems at this time. The Tennessee and Arkansas legislatures met earlier this year. No Tennessee laws affecting the industry were passed; none was passed in Arkansas adversely affecting it. One was passed there to help it—a specific law against breaking into coin machines.

Some quotes:

GEORGE SAMMONS, president of Sammons-Pennington Company, distributor:

"We're going great with the Seeburg console. We have overcome a lot of sales resistance. We've got phonographs in locations now where they've never *(Continued on page 74)*

Wisconsin Operators, Distributors Report Upsurge in Collections

By BENN OLLMAN

MILWAUKEE—A check of Beer City industry conditions reveals that juke box operators and distributors are doing better than last year. With rare exceptions, music routes have shown increases. Games, however, continued their downward slide.

Doug Opitz, Wisconsin Novelty Company, who recently moved his music, games and cigaret vending firm into larger quarters, reported his 1962 volume "up considerably."

Much of the credit for the

boost, Opitz said, is due to the fact that he now has more pieces of equipment out on location.

New Locations

"Our per location receipts have held roughly at the same level as a year ago. But we've added a lot of new locations to make up for those we lost when entire neighborhoods were torn down to make room for new expressways."

Word from operator Bob Puccio, partner, P. & P. Distributing Company: "Business is good. But it would not be if we

had to depend on games alone. Pool tables are the only games we can depend on today to bring us some action."

Veteran coinman Jerome (Red) Jacomet, Red's Novelty Company, said business was slightly ahead of the comparable period in 1962.

"We have paid much closer attention to location programming and preventive maintenance on our equipment this year," he said.

Milwaukee operators also re- *(Continued on page 74)*

Ohio Boom in Coin Rolls On

By BOB SUDYK

CLEVELAND—The up ride on the cyclical roller coaster of gross income that began last year in the coin machine industry here is continuing in grand style.

The Northern Ohio area is moving upward in a manner resembling the post war boom in the late 1940's. Operators report a steady rise in both games and music that is showing up on every sort of indicator available.

One operator put it this way: "The low periods we have experienced are not so low and the high periods are higher. Business is not spurting as much as it used to. It's the kind of growth you can plot future growth and expansion plans on. I like it."

Surge Continues

This upward ride has been rolling since late 1960 and shows no indication of slacking off.

One of the top area operators, Charles Comella, of Cadillac Music Company, is running about 12 per cent ahead of last year's pace. Comella is very optimistic about his position in the industry, which covers Northern Ohio and well over 300 locations.

"We're on our way to another best year. Look, just last Monday we had the best Monday since we went into the business in 1946."

Joseph Abraham, of Lake City Amusement Company, is having a much-improved year at the coin box. Last year wasn't bad but this year the firm jumped deeply into the pool table business to supplement its music and games.

Pool Tables

"This accounts for about 25 per cent of our take and about 15 per cent of our total volume and it's getting better all the time. I expect the best year in the last five," said Abraham.

Joseph Solomon of J. B. Music Company reports both business and games "as good as any year in the past few years because more money is in circulation and there are no problems like strikes or layoffs."

"Most of the merchants are very happy with the business they are doing. When they are happy, we've got to be happy because we are getting some of it too," said Solomon.

New Restaurants

Hyman Silverstein of Excel Phonograph Company offered one explanation for the rise: "There has been a great increase in the number of small restaurants opening up. Landlords are beginning

to lower their rents to get their properties in action again. All kinds, small ice cream parlors, mom and pop hamburger joints. Why we picked up five of them in the last month. They have a smaller investment and will take old equipment. They are happy to get it and make good customers for us."

Silverstein pointed out that about a year ago a lot of small eat and drink shops went out of business, some because of urban renewal programs. These people are coming back into business for themselves after about a year's layoff.

Profits Up

Alfred Attewell of Attewell Music Company reports his volume about the same as last year but a swift increase in profits. He is slicing off all his marginal profit locations and buying top equipment for use in the high-class restaurants and bars. The small stops that cost him as much to service and repair as the big, productive ones are no longer worth the outlay.

Attewell is stocking his locations with only the top 10 tunes and the rest classical and standards. This is a trend for Northern Ohio in general. Even the kids today are listening to jazz, classics and standards as never before. The nationality neighborhoods get polkas and old country songs and the standards, according to Joseph Lukin of J. L. Music Company. He reports that even the drive-in trade is going more for the ballads and standards with a fall-off of rock 'n' roll.

Abraham reports that unless you've got stereo today, you've got nothing. But the LP disks are not real big in the area yet.

Comella spoke out on commissions:

"Customers have been tearing us down for the last 10 years. Everybody wants a little better break. Today we have a tremendous investment in equipment and finally they are realizing it."

Commission Changes

"The quality stops recognize and are paying for it. One spot we got \$17 a week and a 50-50 arrangement that used to be only 50-50. Another one we were able to kick up from 50-50 to 60-40. Anyone who buys this new equipment and doesn't try to get a fair return is crazy."

It seems the average arrangement is \$10 to \$15 and or 50-50, 60-40 depending on whether it's new or used equipment.

But all in all, the business this year should rocket from 5 to 15 per cent on the average in this coin market.

MOA Program

• Continued from page 58

Friday, September 6

9:30 a.m. to 12:00 Noon Venetian Room	THIRD GENERAL FORUM Route Administration John Trucano, Forum Chairman, Deadwood, S. D. B. J. Kiley, President, Mid-State Vending Service, Chicago "Vending Business Techniques Operators Should Consider" Rene Pirard, Melody Music Company, Chicago "The Importance of Good Equipment in Dealing With a Location" Bill Poss, Aurora, Ill., Valley Music Company "Importance of Good Records in Servicing Locations"
Open to all Convention Registrants Speakers	Registration Desk Open Registration fee: \$5 per person. Purchase of banquet tickets and individual seat reservations may be made at this time. Donation: \$20 per person.
12:00 Noon to 5:00 p.m. Convention Registration Center . . . First Floor Foyer	Exhibits open. Admittance by badge only.
1:00 p.m. to 5:00 p.m. First Floor	RECEPTION, BANQUET AND SHOW Hirsch de La Viez, Show Producer, Show Biz Productions, Washington
7:00 p.m. to 1:00 a.m. Terrace Casino	
Sig Sakowicz Master of Ceremonies Sakowicz Enterprises Chicago	Jordan Ross Show Co-Ordinator Chicago

Fewer Operators, Distributors Share Chicago Juke Box Pie

• Continued from page 58

profit may be off, their total income is generally higher.

One big rub of salt in what many feel is an already irritating sore, was the recent passage of a \$10 State coin machine tax. It covers all coin-operated "amusement" equipment including juke boxes. Previously juke boxes were exempt from any fee. Pinballs paid \$50, bowlers and shuffle alleys \$25, and gun games \$10.

To say the law caught the trade here by surprise is understating the case. Most operators didn't know anything about it until the bill was signed.

The economic changes which have characterized the business during the past eight years made the law particularly painful.

To an operator of say 50 machines, the payment of \$500 is not pleasant, but hardly crippling.

Narrow Margins

Today, however, most operators average several hundred machines of various types. A payment of several thousand or more dollars can mean one less employee for the year. This hurts. Add to this the fact that operators today are operating on an even narrower margin than

in past years, and you have a very unpleasant situation.

One possible advantage of the bill's passage is that it reawakened the trade to the need for legislative action and an effective public relations program.

Illinois has but one active association — Recorded Music Service Association—but it is a Chicago group. (Music Operators of America is headquartered here, but it did nothing about the Illinois bill.)

With the passage of the bill, several distributors and operators started talking about not letting "this sort of thing happen again."

Ginsburg Attitude

One of the most outspoken critics was Eddie Ginsburg, of Atlas, who noted that "our industry is big enough to think in terms of public relations and legislative representation."

Several other distributors expressed similar opinions.

"It's too early to talk about a State association—or even public relations and legislation. But one thing is evident, operators are awake to the need for such a program for the first time in years.

Buying Power

Distributors and operators have another very personal reason for worrying about the new tax. They feel it can't help but hurt the operators' buying power.

To a distributor this means lost sales. To an operator, this means less investment in new equipment. To a location this means less stepping-down of machines—older equipment on locations—and ultimately, reduced collections.

The reduced collections will further curtail buying, and the downward cycle is on the way. Perhaps eight years ago the smaller, less sophisticated operator didn't think in these economic-cycle terms.

Today's large, well-run organizations do, and they don't like what they see at all.

Worries about the tax aside, however, operators and distributors are in good shape. Most have gotten through summer, a traditional slow period, with a minimum of worry.

No Slump

Nate Feinstein, of World Wide, went so far as to say "if there's such a thing as a summer slump, we didn't feel it." Feinstein, together with Harold Schwartz and Irv Ovitz, took over World Wide less than a year ago, so he had no figures to give year-to-year comparisons. However, based on several decades in the business, Feinstein noted that sales were excellent and the firm's outlook was very optimistic.

Eddie Ginsburg at Atlas (who recently reacquired his firm from Rowe AC Services — though he remains as the Rowe-AC distributor) described business as "very good—comparable to last year, if not better."

Ginsburg noted there was the usual drop in operator collections during August but that after Labor Day this would pick up as always.

Robbins Bullish

One of the most bullish comments came from Joe Robbins, of Empire, whose sales were up 40-50 per cent from last year, whose export volume was also good, and who felt the business would be very strong this fall.

"We've increased yearly since we've been in business, and we intend to continue the trend again."

Robbins dwelt at length on

the economic transition in the business—crediting it for a great deal of Empire's success. "It's become increasingly difficult for the small operator or distributor to compete," he said. "The small firms are falling away, the big firms are becoming bigger."

Robbins noted the only way for Empire to stay in business was to keep growing.

One interesting comment came from two of the distributors that handle vending lines.

Vending Sales

Both World Wide with Seeburg and Atlas with Rowe AC Services, said the vending equipment was responsible for a good portion of their volume.

Both firms, however, noted it was not business done with their traditional coin machine operators. With few exceptions (Ginsburg at Atlas said he had only about six or seven juke box and games operators who have gone into vending), the vending business is being done with vending

operators and the juke box and games business is being done with the traditional juke box and game people.

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Bally Lucky	185	Pollard Football	125	Bally Congress, Reg.	150
Bally Challenger	225	Field Goal	95	Bally Lucky	145
United Holiday	745	9' Am. Basketball	145	United Handicap	175
		Shot	145	Keeney Diamond	95
		Wms. '62 World Series	375	Keeney Bonus	95
		Keeney Sportsman	145	United Mars	125
		Exhibit Rifle Gallery	85	Chicago Coin Blinky	125
				Chicago Coin Venus	125
				Keeney Palisades	145
				Chicago Score Line	125
				United Shooting Stars	75

ARCADE

Wms. Ten Pins	\$145
Squirt Gun	295
United Sky Raider	225
Hole-in-One	75

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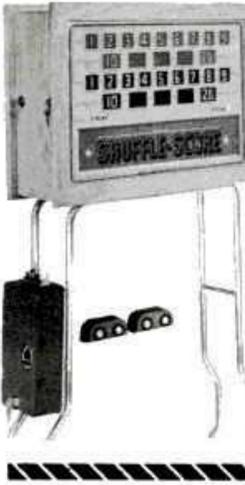
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Route Consolidation Brings Prosperity to Detroit Area

By HAL REVES
DETROIT—There are fewer juke box operators here than there were a year ago, but the survivors are in good shape. Marginal operators have sold out to their major competitors, and the existing routes are large ones and they're operated efficiently. Outlook for the balance of the year is excellent.

One reason for the general upturn is improved employment by Chrysler, "the backbone of Detroit," according to Frank Alluvot, whose Frank's Music Company is one of the largest operating firms. This is an important aspect of business conditions in probably the largest city chiefly dependent on a single industry.

High car production for two years past has much of the time been accompanied by high unemployment as well, and there is still a large number of unemployed. But the sheer sustained volume of production has at the same time put substantial sums of spending money into the economy.

Collections for the past eight months are ahead of 1962—probably by 10-15 per cent. An encouraging aspect is that the improvement is widely spread, extending into all types of locations. It also corresponds to increased grosses by taverns and restaurants themselves, operators report in their optimism.

Little Change

Customer tastes have shown little change in types of music preferred, and consequently there appear to have been few major changes or trends in programming practice in some time here.

One important development is the use of albums, which are in considerable demand where available. These are used especially on the Seeburg console models and are reported getting very good play. In a number of instances the Artist of the Week program is used on these machines as a promotion technique.

Stereo developments have apparently been minor and found little acceptance among operators contacted. One complaint found somewhat widely is an absence of enough stereo records to permit a consistently effective policy of presentation.

Operating rather than legal problems are the principal ones for the industry today. There has

been no important adverse legislation recalled here in quite a while, and none is expected to arise in the foreseeable future as far as evidence suggests, says

Erwin B. Moss, Moss Music Company.

50-50 Split

Basic fiscal arrangements with locations remain about as they

have been for a long time—on a 50-50 basis. A useful if not universal trend is toward a guarantee arrangement when expensive new machines are placed out on location, like the Seeburg consoles. The amount of guarantee varies according to the location conditions, and is, Moss summarizes, "as much as we can get. These machines cost a lot of money."

(Continued on page 69)

Wurlitzer 2610 Phono.	\$795
Wurlitzer 2500 Phono.	775
Wurlitzer 2504 Phono.	675
Wurlitzer 2510 Phono.	675
Wurlitzer 2300 Phono.	550
Wurlitzer 2310 Phono.	475
Wurlitzer 2204 Phono.	375
Wurlitzer 5210 Wall Box.	49
Wurlitzer 5207 Wall Box.	30
Wurlitzer 5205 Wall Box.	20
Wurlitzer 5120 Speaker	40
Wurlitzer 5122 Speaker	40
Seeburg 100C Phono.	100
Seeburg 100W Phono.	150
Seeburg V200 Phono.	150
Seeburg 161 Phono.	495
Rock-Ola 1438 Phono.	100
Rock-Ola 1455 Phono.	225
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Wurlitzer 2300	448.00
Seeburg 200 Sel. WB	39.50
AMI 120 WB	15.00
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Distr. for Smokeshops & Gottlieb.

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MUSIC

Model 404 Rock-Ola, Capri 1, 100 Sel.	\$795.00
Model 408 Rock-Ola, Capri 1, 160 Sel.	895.00
Model 1496 Rock-Ola, 129 Sel.	695.00
Model 1497 Rock-Ola, 200 Sel.	745.00
Model 1488 Rock-Ola, 120 Sel.	545.00
Model 1495 Rock-Ola, 200 Sel.	575.00
Model 1468 Rock-Ola, 120 Sel.	375.00

BOWLERS & SHUFFLES

Chi Coin Duchess Bowler	\$475.00
Chi Coin Gold Crown Bowler	725.00
Chi Coin Royal Crown Bowler	795.00
Chi Coin Grand Prize Bowler	Write
Chi Coin Continental Bowler	675.00
Chi Coin Twin Bowlers	395.00
Bally Challenger Bowlers	395.00
Bally Champion Bowler	195.00
Bally Tournament Bowler	195.00
Bally Super 8 Shuffle	Write
Bally Club Bowler	195.00
Bally Club Deluxe Bowler	225.00
Bally Monarch Shuffle	245.00
Bally Super Shuffle	275.00
Bally Big 7 Shuffle	645.00
Bally Congress	95.00
Bally Handicap	95.00

GAMES

Chi Coin Big Hit	\$375.00
Bally Cross Country	Write
Midway Carnival Baseball	395.00
Bally Heavy Hitter	225.00
Wms. Batting Deluxe Champ	325.00
Bally Target	225.00
Bally Moonshot	Write
Chi Coin All Star Baseball	490.00
Bally Table Hockey	150.00
Bally Spinners	225.00
Wms. Vanguard Gun	225.00
Wms. Hercules Gun	195.00
Midway Shooting Gallery	195.00
United Bonus Gun	245.00

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BALLY Fun House (floor sample), No. 1 Tape and Stand	\$125
BALLY Bucky Horse (floor sample)	545
BALLY Table Hockey (like new)	95
BALLY Strike Bowler (14 ft.)	95
BALLY Lucky Alleys (11 & 14 ft.)	195
BALLY Bowler (16 ft.)	595
BALLY Whiz Shuffle Bowler (8½ ft.)	125
BALLY Big Seven Shuffle Bowler (8½ ft.)	695
UNITED Bowling Alleys (14 ft.)	95
UNITED Team Bowling Alleys (14 ft.)	125
ROCK-OLA 1448 (120 selections)	195
SEEBURG V200	150
SEEBURG V3WA (200 selection Wall Boxes)	40
(All six for \$200)	
BALLY Lotta Fun	195
BALLY Barrel-O-Fun	245
BALLY Barrel-O-Fun ('61)	275
BALLY Barrel-O-Fun ('62)	345
BALLY Shoot-A-Line (with new cam and '63 glass)	395

Rush Deposit, Balance C.O.D. or Sight Draft
MICKEY ANDERSON AMUSEMENT CO.
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Phone: GLendale 2-3207

SPECIALS

40 BOWL-A-RAMAS 20' size, 8' Sections available. Write for Prices. 25 A.M.I. L-200, special price.

HOLE-IN-ONE: Single Coin. This is a real golf putting machine with different target holes appearing with every play. Automatically registers all shots and score. 9' length. \$525.00.

PRO-GOLFER: This is real golf putting with different target holes appearing with every play—one to four players with a coin required for each player. Scores individually registered. \$750.00.



M. S. GISSER
Sales Manager

POKERINOS: Completely reconditioned roll-down game, extremely successful when operated as a group. Individually coin-operated. \$275.00.

SHUFFLE ALLEYS

Atlas	\$210
Avaton	725
ABC	125
Capitol	150
Caravelle	695
Citation	675
Cyclone	250
Comet Target	125
Dolphin	525
Eagle	225
Embassy	650
Four Way	425
Four Game	425
Five Way	525
Gold Medal	125
Handicap	125
Lancer	675
Lightning	150
Line-Up	475
Niagara	225
Pro-Shuffle	475
Regulation	125
Rocket	100
Shuffle Baseball	425

RIFLES AND GUNS

Atomic Bomber	\$100
Bally Sharp Shooter	250
Bally Spook	250
Bally Bull's Eye	195
C.C. Ray Gun	295
C.C. Long Range Gun	450
Carnival	135
Desert Hunter, new	495
Crusader	245
Gen. Circus Gun	250
Rifle	250
Gun Smoke, Bally	225
Hercules	245
Keeney Sportsman	150
Keeney Air Raider	150
Mid. Del. Shooting Gallery	225
Mid. Shooting Gallery	195
Midway Bazooka	225
Muto Sky Filter	125
Muto Sky Filter	125
Pistol Pete	75
Six Shooter	110

Sunny \$325
Six Game 425
Shooting Star 125
Shuffle Target 100
Three Way 395
Triple Strike 125
Zenith 275

Squoit \$250
Space Glider 345
State Fair 175
Seeburg Bear Gun 165
Seeburg Coon Hunt 165
Two Gun Fun 250
Titan Gun 285
United Sky Raider 250
Vanguard 195
510 Shooting Gallery 135
Un. Pirate Gun 225

KIDDIE RIDES

Bally Little Champ	\$295
Bally Fire Engine	395
Bally Hot Rod	395
Bally Western	425
Express	395
Bally Speed Boat	395
Boat Ride	275
Big Bronco	295
Chuck Wagon	425
Cow Pony	425
Champion Horse	395
Eisic the Cow	225
Fire Engine (All Tech)	425
Highway Patrol	595
Helicopter	595
Junior Jet	175
King's Choo-Choo	250
Moon Rocket	595
Miss America Boat	295
Model T Ford	395
Moon Rocket	595
Midget Racer	425
Indian Scout	595
Old Smokey	275

Satellite \$595
Red Nose Reindeer 225
Sitdown Drive Yourself 375
Scientific Boat 325
Toonerville Trolley 375
Twin Horse 285
Stage Coach 425
Tusko Elephant 495

ARCADE EQUIPMENT

Bally Fun-Phone	\$295
Bally All Star	125
Basketball Champ	125
Crane	125
Chester Pollard Golf	125
Chester Pollard Football	125
Cross Country	250
Cross Cross Hockey	195
Goalie	110
Genco Grandma	195
Jet Pilot	195
Muto. Drivemobile	150
MacLevy Foot Vibrator	150
Lord's Prayer	175
Motorama	175
Midway Red Ball	125
Pro-Basket Ball	325
Periscope	125
Road Racer	295
Radiogram, Fl. Model	95
Space Age	195
Sidewalk Engineer	125
Wms. Ten Pins	125
Auto Photo #9	895
Auto Photo #11	1795
Auto Photo #12	2500
Cap. Midget Movies	110
Color Comic Peek w/sound	110
Capitol Panorams	275
Mills Panorams	325

CLEVELAND COIN International
2029 PROSPECT AVE. CLEVELAND 15, OHIO
All Phones: Tower 1-6715

New 4-PLAYER novelty game has old favorite LITE-A-LINE play-appeal



It's got "ONE-BALL" play-appeal, too!

No matter how 3-IN-LINE is played . . . with 5 balls or 3 . . . by one player or by 2, 3 or 4 in lively competition . . . each and every ball delivers all the skill-thrills of a complete game. Each and every ball can light 3 spots in line to ring up a juicy Out-Hole Bonus. And each and every ball can light all 9 spots for Special Scores. Each and every ball shot is a fresh new adventure . . . with all 9 Targets "live" and all 9 spots ready to sparkle in response to the player's skill. Each and every ball is loaded with the "came-close" excitement that insures plenty of "try again" repeat play . . . and earning power that tops all recent novelty records.

Bally engineering cuts operating cost

Example: Bally novelty relays are actuated by famous Bally Floating Armature, designed for heavy duty precision performance in busy bingo operations, eliminating frequent touchy relay adjustments. Get Ballygames for highest earnings, lowest operating cost. Get Bally 3-IN-LINE today.

NEW ALL-METAL BACK DOOR ADJUSTABLE 5 OR 3 BALLS MATCH FEATURE

Bally 3-IN-LINE

See your distributor or write **BALLY MANUFACTURING COMPANY** • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS, 60618, U. S. A.

Sun Valley Pinball Offers Players Shot at Big Bonus

CHICAGO—Players can earn a bonus of 200 points by lighting up numbers one through nine on the center playfield of Chicago Coin's new Sun Valley two player pinball game.

It's the first in a series of new pinballs being introduced soon by the firm.

Sun Valley also has a new stainless steel score frame with protective corners to prevent damage from moving. New plastic hand rests are made of Cycloc plastic.

The playfield can be removed

with a self-locking "lift-out" mechanism that operates without screws or levers. Extra games can be earned by high score or a match feature.

The scoreboard numbers can be lighted by actually hitting the numbered rollovers, going through any of a series of top gates, or hitting a bottom rollover. Players can earn any number of "200 bonuses."

Sun Valley has twin coin chutes, metal coin box and door and Chicago Coin's modernized cabinetry.



SUN VALLEY

Wurlitzer Appoints Royal in So. Ohio

CINCINNATI — Royal Distributing, Inc., has been named Wurlitzer distributor for Southern Ohio, Bob Bear, Wurlitzer sales manager, announced this week.

Royal's Columbus office, recently named Wurlitzer distributor for Central Ohio, will operate as a branch office. Royal has moved to new quarters at 1210 Glendale-Milford Road here. Harold B. Hoffman heads the Cincinnati operation, with Clint Shockey as sales manager.

Paul Hott will continue to

manage the Columbus office, with Dick Gilger as sales manager.

Royal's Cincinnati office was established in 1946. In addition to Wurlitzer, both offices are distributors for Bally, Chicago Coin, Auto Photo, Altech, Fischer pool tables, D. Gottlieb, Games, Inc., Keeney, Irving Kaye, Midway, Klopp Engineering, Valley pool tables and Williams.

The Cincinnati office also operates a one-stop on the premises and is distributor for the United game line.

Announcing TROPICANA!
The Industry's **NEWEST** and
HOTTEST Bumper-Type Pool!



See Us at Booth #75

- Stainless Steel Frame!
- Sturdy, durable, designed for rugged duty!
- Mahogany Cabinet looks like a million!

WE ALSO MANUFACTURE:

- Cue Sticks
- Wooden Triangle Racks
- Leather Cue Stick Bags

DISTRIBUTOR TERRITORIES AVAILABLE — WRITE

AMERICANA BILLIARD CORP.

3000 Coney Island Avenue, Brooklyn 35, New York

DEwey 2-9602

Enticing Beauty In Bathing Suit Plug for Catalog

CHICAGO — Call Mulberry 5-3000. That's the caption, and the photo shows a pretty girl in a bathing suit giving you as come-hither look as you'll get in a long time.

Of course, it's Wico's new coin machine parts and supplies catalog and the girl is a familiar figure (if you'll pardon the pun) on the cover. The catalog runs 164 pages and includes everything from adhesive cement and amplifiers to vises, wax and wrappers (coin).

It also includes an index, both by part and by manufacturer. An order form is included for the operator's convenience. Wico is the coin machine industry's leading independent supplier, in business some 22 years.

Profile of an Operator

NEW YORK—While the nation's juke boxes last year grossed a healthy \$452,400,000 before commissions, the average music machine operator is a small businessman.

According to Billboard's annual analysis of the U. S. music machine industry, here's his economic profile:

Operating 58 juke boxes last year, he grossed \$57,549.96 before commissions. About half of this was split with location owners, leaving him about \$28,775 on which to operate his business.

The average juke box on his route took in \$18.79 before commissions, an increase of \$3.79 over the previous year. Average weekly gross was \$1,106.73.

Mr. Average Operator bought seven music machines during the year, six of which were stereo and one of which was monaural.

Of his 58 locations, 32 are taverns and cocktail lounges and 18 are restaurants and diners. Most of the remainder are in soda shops.

He bought 6,152 records last year, 93 per cent of which were monaural and 7 per cent of which were stereo. However, by the end of the year the stereo percentage was gaining.

He buys these records mostly from one-stops, occasionally going to a record distributor, and rarely going to a retail record shop.

Trade paper charts and location requests account for 50 per cent of his record choices, with one-stop recommendations the next most important factor. Personal choices and local radio stations also help make up his mind.

Of course, he doesn't earn his entire income from the operation of music machines. He has 40 games on location and nearly as many cigaret machines. Between the three, he comes out all right.

M.O.A. Premiere!

CINE

**SEE & HEAR AMERICA'S
GREAT NEW COIN-OPERATED
ENTERTAINMENT MEDIUM!**

...at the M.O.A. CONVENTION

EUROPEAN NEWS BRIEFS

German Films

HAMBURG — German production of films for film phonographs is expanding. Helmut Rehbock, general importer for Germany of the French manufactured Scopitone, announces a number of new film titles are now available, including films based on current hit tunes.

Titles include "Wini Wini," with Tahiti Tamoures; "Blame It All on the Bossa Nova," with Manuela, and "The Dolly From the Folly Bergeres," with Harald Juhnke.

Other titles now available are "Ich kann den Pulli von der Lilli nicht Mehr Seh'n," with Billy Mo; "All the Gold in This World," with Michael Holm; "A Rose From Santa Monica," with Carmela Corren; "Copa Cabana," with Teddy Parker; "Comme ci, comme ca," with Rainer Bertram, and "White Dreamboat," with Grit van Hoog.

New S. & G. Games

COLOGNE — The Cologne firm of Schmitz & Gerdes is introducing two new coin games of the firm's own manufacture, a billiard and miniature golf game.

The billiard game has a timing device restricting play and an automatic counter. It is for two players. The golf game is for up to a foursome. It has a fairway with five different playing obstacles; the player receives five balls which he tries to get past the obstacles into the five cups.

New Jupiter Stereo

HANOVER — The export-import coin machine firm of

Automaten-Brenning is introducing in West Germany the Swiss-produced Jupiter's new stereo model, the Super-Jupimatic 104. The Jupimatic is being promoted as blending European precision craftsmanship and economy with American big-box sophistication. As with Jupiter boxes generally, the new box is billed as embodying "the finest traditions of Swiss watch craftsmanship." Jupiter competes in West Germany with Bergmann's Symphonie and Wurlitzer's Lyric.

Seek Gov't Aid

PALERMO, Sicily—The Italian trade is seeking government assistance in developing coin machine operation in the underdeveloped areas of Southern Italy and Sicily.

A study by the Italian trade shows that there is enormous disparity between juke box placing in the North of Italy and in the South. For example, about 25 per cent of all Italy's juke boxes are in Lombardy, the highly industrialized northern province.

In contrast, there is a grand total of 21 juke boxes in the entire Basilicata area in Southern Italy, according to the survey. The Italian government is currently pressing an economic development program for the South of Italy, and assistance is being sought from this program for the expansion of coin machine operation.

French Coin Fair

PARIS — France's coin machine manufacturers are considering the underwriting of a trade fair devoted solely to coin
(Continued on page 64)

Timing the Big Story in United's New Ultra Game

CHICAGO — Players time their shots for the highest score in Ultra, United's newest shuffle alley, being introduced to the trade at this week's Music Operators of America convention.

A series of advancing scores are flashed on the back glass. If the player times his shot correctly, he gets the maximum bonus score when he hits the pins.

The timing feature is the highlight in Regulation Champ, one of several games available on the alley. Ultra also features easy, three-step cabinet servicing.

Besides Regulation Champ, games include Flash, Dual Flash, Regulation and Advance. One to six can play. The alley comes in standard 8½-foot lengths. The game has dime

play with multiple coin insertion optional.

The coin mechanism is housed in stainless steel. Players can handicap each other for "easy" or "normal" strikes, and the pin hood has a fluorescent light.

NEW for '63!

DELUXE 6-POCKETS BUMPER POOL®

POOL TABLES by VALLEY

NEW DESIGN! NEW MECHANISMS!
At your distributor or write—

VALLEY SALES CO.
333 Morton St. Bay City, Michigan



SAM THE CLOWN

The Best Money-Maker for the Investment. Priced Lower Than Most Used Rides.

Manufacturers of:
RODEO PONY
DERBY PONY JR.
BEN-HUR CHARIOT
TWIN QUARTER HORSE
All Rides Carry One-Year Warranty.

Some Distributor Territories Available
PAUL W. HAWKINS
329 E. 7th St., Tucson, Arizona
Phone: 623-4503 (Area Code 602)

OPERATE UNITED Shuffle Alleys and Bowling Alleys WELCOME EVERYWHERE

★
UNITED MANUFACTURING CO.
3401 N. California Ave. Chicago 18, Ill.

AMERICAN'S Imperial

The **ULTIMATE** in shuffleboards

Watch your profits soar when you operate the **ALL NEW IMPERIAL!**

Featuring: Totally new, cantilevered scoreboard. New built-in light in scoreboard. New end lamps for beauty and illumination. New! For the first time—Horse-Collar Play Control! New! Drop coin mechanism built into center leg.



See our entire line of Shuffleboards and Pool Tables during the MOA Show—Booths 54-57

American SHUFFLEBOARD COMPANY
210 Paterson Plank Road, Union City, N. J. UNION 5-6633

NOW! Available with tamper-proof **PIN GATE CONTROL** (even when electricity is off) or with exclusive **MAGNO-PLAY CONTROL.**

BOX



PRE-SELECTIVE...

CINEBOX offers its audience a choice of 40 thrilling color movies with high-fidelity sound! The ever-expanding library of exclusive CINEBOX PRODUCTIONS stars the world's top tunes and talent. CINEBOX provides each of its locations with a brand new, dynamic traffic-building entertainment program. Between plays, advertising slides produce 'plus' income! Apply for exclusive territories now.



A Subsidiary of Estey Electronics, Inc. • A MAJOR NAME IN MUSIC SINCE 1846

201 W. John St., Hicksville, L. I. N. Y. - 516 GE 3-7000



Something NEW from Precision Novelty Co.

NOW SHUFFLEBOARD PUCKS

IN 2
COLORS
RED . . . BLUE

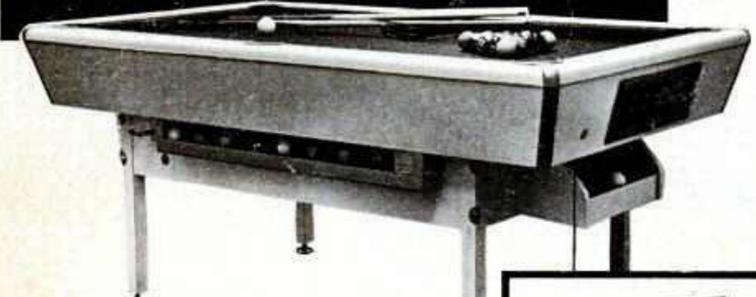


Models for all bowling and shuffleboard games. Regular and kingsize. Hardened, ground polished and plated in two colors—red or blue.

Write for Illustrated Brochure
Manufacturers of Precision Pucks since 1947

PRECISION NOVELTY COMPANY
5432 W. 111th STREET, OAKLAWN, ILL.
Chicago Phone: 581-2131 Oaklawn Phone: NEptune 6-3525

BUILT with the OPERATOR in MIND



COMET SIX POCKET POOL

Model No.	Slate Size	Overall Dim.
6700	67x35	77x45
7700	77x40	85x47
8200	82x42	92x52
9100	91x47	105x57

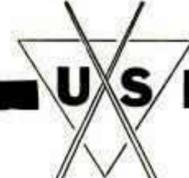



DELUXE ROTATION BUMPER POOL
with permanently anchored aluminum bumpers

Model 48—40x56 Model 67—43x75

Check these outstanding features:

- ✓ Swing-away lid. Slate and rails do not have to be removed for service or cleaning. Lid opens with master key.
- ✓ Latest design all formica cabinet and legs with complementary aluminum gold corners and trim.
- ✓ No bulky, troublesome drawer.
- ✓ Recessed scoring unit.
- ✓ Recessed coin chute.
- ✓ Legs bolted on outside for easy installation.
- ✓ Professional rubber cushions.
- ✓ All balls return on shooters end.
- ✓ Maximum security separate cash box.
- ✓ Highest quality slate tops.
- ✓ Trouble free, all metal ball release and viewer.



U.S. BILLIARDS, Inc.
Amityville, New York
516 PY 8-2626

See Our Complete Line at Booths 58, 59, and 60
During the MOA Show

EUROPEAN NEWS BRIEF

• Continued from page 63

machines. It would be sponsored by the S.N.A.P., the French trade association, and would bring together manufacturers, distributors and operators.

At present, the French trade concentrates on exhibiting at the Hotel Equipment Exhibition, but manufacturers are becoming increasingly critical of sandwiching their exhibits among hotel trade items.

The argument against a separate coin trade fair in the past has been the paucity of French national coin machine production, since all payout machines are banned in France.

Fair proponents contend, however, that the fair could be made a Common Market showcase, and would thus attract sufficient exhibits to make it worthwhile.

Resort Collections

KNOCKE, Belgium — European resorts are having a prime coin machine operating season despite—or, rather, because of—some of the most fickle weather in the last century.

The summer started off hot—literally, for Europe. Then it turned cool, and now temperatures have skidded to late autumn. This has driven vacationers inside—and to coin machines.

Operators at Belgian seaside resorts report a 25 per cent jump in collections in the last month. In Switzerland, where there is snow at the higher Alpine resorts, collections have soared by 55 per cent at the snow-sprinkled resorts.

Even in France collections are up 15 per cent over last season, mainly because of lashing gales.

Want Convention

VIENNA—Austria's trade association, Verbandes des Oesterreichischen Automatengewerbes, is trying to arrange an international trade convention, including the Iron Curtain countries.

The association hopes to take advantage of the thaw in East-West relations and get representatives of the coin machine trade in Communist countries to Vienna for a discussion of trade expansion.

The Austrian trade is convinced that a substantial potential market exists behind the Curtain, and that the time is now ripe to develop this market. Austrian exporters already are selling to Czechoslovakia, Yugoslavia and Hungary.

Wieners Handle Smokeshop Line For N. Y. Area

NEW YORK — Bill Wiener and Murray Wiener, veteran coin machine distributors, have been named to handle the Smokeshop cigaret machine line in the metropolitan New York-New Jersey area. The Wieners formerly represented the old Eastern Electric and Continental cigaret machine lines.

Headquarters for the distributorship will be at 559 10th Avenue. John Bilotta, who represents Smokeshop for the rest of New York State, will continue to do so.



ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

Overseas Operators and Distributors

NOW available:

- A wide selection of music machines, games and vending machines from the East Coast's largest diversified operator. Every make, Every Model.
- Equipment reconditioned to factory-new condition.
- Immediate shipment to all ports.
- The fastest growing operating company in Eastern U.S.A. is ready to serve you. Write today for the current inventory list with prices. Inventory changes each week.

Mar-Tab Vending

Sol Tabb, president

(A Division of Castlewood International Corporation)

16565 N.W. 15th Ave., Miami 69, Fla.

Tel.: 624-9651 — Cable: MARTABB

When you arrive at Miami Airport, call us. We'll pick you up in our private car.

VISIT US AT BOTH GREAT CHICAGO CONVENTIONS!

You're Invited to Our New Showrooms for Real Hospitality!



EDDIE GINSBURG, Pres.



JOSEPH KLYKUN



ROBERT FABIAN



Serving the Industry for Over 30 Years

ATLAS MUSIC COMPANY

2122 N. WESTERN AVE., CHICAGO 47, ILL. ARmitage 6-5005

Terms: 1/2 Dep., Bal. C.O.D. or Sight Draft.
Cable: "ATMUSIC"—Chicago

Bonuses, Loans Headache For Los Angeles Coinmen

LOS ANGELES — Commissions, bonuses and loans are proving a headache for music

machine operators that aspirin will not remove. While no operator wants his

name connected with his views, the music machine men do not mind sounding off when asked about the situation.

"It's not getting any better," said one operator. "Some of these people who open taverns or beer parlors go after advances and they sometimes get enough from several sources to open without putting up any of their own money."

One operator blamed the "bid companies" for the evil. He said that these want the loans and bonuses. He explained that the small operator could not compete in this field. "You put in \$4,000 worth of equipment and add another \$2,000 to that for advances, making a total of \$6,000. No little operator can have that much money invested in a location."

Operators say that they are forced into the practice of making limited deals by the fact that unless some sort of concession is made, there is no location.

There is talk in the area that something is being done to stop the wheeling and dealing. While there are no explanations, it is conceded that even with legislation the evil would continue to exist, but probably not as flagrantly.

The World's Most Unusual Games and Traveling Kiddie Rides
 Are Designed and Manufactured by **SOUTHLAND**

- Precision Built
- Trouble Free
- High Earning Power
- Tremendous Appeal
- Minimum Space Required




X-17 SPACE SHIP



TRAVELING DINOSAUR



TRAVELING FROG



WESTERN TRAILS TRAVELING PONY

SOUTHLAND ENGINEERING, INC.
 1657 Euclid Street, Santa Monica, California

Cinevision Color Films Scheduled

NEW YORK—M. S. Greenman, vice-president and general manager of the Cinevision Corporation of America, will produce 10 color films for its coin-operated motion picture machine, the Italian-made Cinebox.

The films will run from three to four minutes and will feature production numbers or special settings for the vocalists.

Rosen Sons Back

PHILADELPHIA—Elliot and Lewis Rosen, sons of Dave Rosen, local Rowe AMI distributor, returned from a nine-week European trip Tuesday (27) to celebrate the birthday anniversary of their mother the following day. The Rosen family, Mr. and Mrs. Rosen, the two boys and their sister Sharon, celebrated Mrs. Rosen's birthday with an evening on the town.

Exclusive Distributors for:
 ROCK-OLA
 UNITED
 WILLIAMS
 MIDWAY
 FISCHER
 SOUTHLAND

You are Cordially Invited to Visit with us During your Stay in Chicago

Empire COIN MACHINE EXCHANGE, INC.

Call, Write, Cable for Prices
 Cable EMCOMACH

CHICAGO:
 1012 N. Milwaukee—Everglade 4-2600

DETROIT:
 7743 Puritan—Diamond 1-5800

SCOTT CROSSE

A Recognized Leader in EXPORT

Over 15 years of exporting experience. Satisfied customers in 6 Continents.
 First With the Finest

NOW DELIVERING BALLY

Four Exciting Games

MOON SHOT 1 Player
CROSS COUNTRY . . . 1 Player
CUE TEASE 2 Player
3 IN LINE 4 Player

Also available: All the latest Gottlieb and Williams Pinballs. Specials on Uprights and 6-Cards.

Write for our inventory list of games and spare parts.
 Write—Cable—Phone

SCOTT CROSSE CO.
 1732 Fairmount Avenue Philadelphia, Pa.
 Center 6-4444. Cable Address: INAMCOM
 Bally Distributor for Eastern Pennsylvania and Delaware.

for the **Industry's Biggest Surprises** You've Just Got to Visit...

at the MOA Show **IRVING KAYE CO., INC.** to see why **Everybody follows THE LEADER**

BOOTH 41
 BOOTH 42
 BOOTH 43
 BOOTH 44
 BOOTH 45
 BOOTH 46
 BOOTH 47

MASS PLAYER-APPEAL Feature...

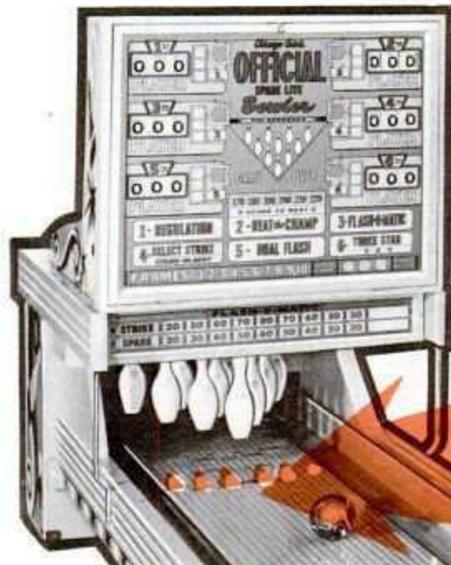
"LITES" The WAY in

chicago coin's

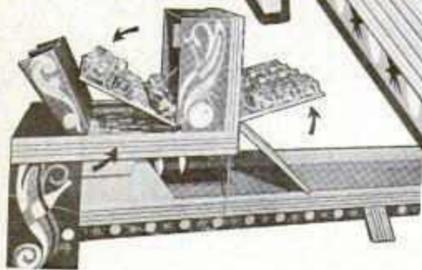
OFFICIAL

"SPARE-LITE"

Shows Where to AIM
to Pick-up Every SPARE!



6 PLAYER
BOWLING GAME



"SWING-AWAY" CABINET Provides
10 Second SERVICING, ANYWHERE!
New Design now permits all location
installation — in corner, against wall!
No pulling game away from wall for
servicing!

Plus

- NEW SELECT STRIKE SCORING!
- NEW BEAT-THE-CHAMP SCORING!
- NEW DUAL FLASH SCORING!
- NEW 3 STAR SCORING!
- FLASH-O-MATIC SCORING!
- REGULATION SCORING!

- DIRECTIONAL ARROW ON PLAY-FIELD "LIGHTS-UP" — INDICATING EXACTLY WHERE PLAYER SHOULD AIM TO KNOCK DOWN Remaining PINS for SPARE!
- NEW COLOR COMBINATION!
- NEW! SUPER-QUIET, COMPLETELY CORK INSULATED, RUBBER-MOUNTED PLAYFIELD!
- POSITIVE BALL-RETURN RAMP!
- NEW! NYLON GUTTER GUARD RAIL!
- NEW! RECESSED RUBBER SHIN GUARD!
- AVAILABLE IN 13', 16' AND 21' LENGTHS!
- STEEL, PILFER-PROOF, SIDE-OPEN CASH BOX!
- AVAILABLE IN 10c, 2 for 25c AND 50c MODELS!

AVAILABLE NOW ONLY AT YOUR CHICAGO COIN DISTRIBUTOR!

SEE AMERICA'S HOTTEST LINE OF COIN OPERATED GAMES



ALL NEW
2 PLAYER
SUN
VALLEY
PIN
GAME



New 6-player
STRIKE
BALL
PUCK
BOWLER

WITH
"SERVICE-EEZ"
TRIP-RELAY
BANK.



DOUBLE ACTION
RIOT
GUN
RIFLE
GAME

Shoot against
time or 25
shots for
25 cents.

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

SEE BOOTH #25

Fewer Operators But More Mazuma

NEW YORK — American music machine operators are growing fewer in numbers, operating fewer machines, and making more money. That's what Billboard's Market Research Division discovered in its annual survey of the music machine industry.

The figures, which cover calendar 1962, show that some 8,000 juke box operators have 463,000 machines on locations, 157,000 of which are stereo and 306,000 of which are monaural.

An estimated 300 operators went out of business during 1962, mostly through mergers, with the average route size in-

creasing from 56 to 58 pieces. Collections increased too, with 28.6 per cent of all locations averaging \$20 or more a week before commissions. This figure was 20 per cent above the preceding year.

Another 24.3 per cent of the locations did from \$16-20 a week before commissions compared with 20 per cent in 1961, and, for the first time in history, more than half of all locations averaged more than \$16 a week before commissions.

As operating costs rise sharply, operators are finding that it makes sense to dump marginal locations and get top dollar from

(Continued on page 71)

Disk Library Good Investment

By ELTON WHISENHUNT
MEMPHIS — Edward H. Newell, owner of Or-Matt Music Company, has built up a record library over the years that has saved him many thousands of dollars in operating his music route.

Newell, who has an estimated 20,000 records in the library, has a record bill for new records of \$750 a month.

But if he had not utilized his library it would be much more. Newell, who has the library in his warehouse at 1269 Madison, operates it as follows:

"When my route men take records off the machines we file them in our record room in racks built to size to hold records.

"We file them in alphabetical order under the last name of the artist. For example, we have all Elvis Presley records filed together under P. All Pete Fountain records under F.

"When we have a request from a location for a certain record, if it is a standard, we usually have it in our library. We pull it from there. If the request is for a Pete Fountain number and we don't have it, we either buy it or substitute a Pete Fountain number from the library.

"My men change records on each juke box once a week. The average number of records they change is three to five.

"We do something in this regard no other operator here

does. We have colored plastic tabs we put on the title strips of the new records we put on to show the customers the new records put on that week. That increases play.

"We have been programming a lot more jazz lately than before. That has been a change in musical taste here. We are using more and more records by Jimmy Smith, Pete Fountain, Al Hirt, Trini Lopez, Lou Donaldson and others at request of location customers."

Newell buys most of his records from Poplar Tunes Record Shop, the one-stop most all operators in Memphis and the Mid-South buy from.

Newell, who has been in the

(Continued on page 71)

TOP TEN ARTISTS

These artists earned the most money for juke box operators during 1962.



1. RAY CHARLES
ABC-Paramount



2. ELVIS PRESLEY
RCA Victor



3. CHUBBY CHECKER
Parkway



4. TONY BENNETT
Columbia



5. BRENDA LEE
Decca



6. NAT KING COLE
Capitol



7. CONNIE FRANCIS
M-G-M



8. FRANK SINATRA
Reprise, Capitol



9. ACKER BILK
Atco



10. PATSY CLINE
Decca

TOP-EARNING JUKE BOX RECORDS FOR 1962

TOP 10

Regardless of Category

1. I CAN'T STOP LOVING YOU
Ray Charles, ABC-Paramount
2. THE TWIST
Chubby Checker, Parkway
3. I LEFT MY HEART IN SAN FRANCISCO
Tony Bennett, Columbia
4. STRANGER ON THE SHORE
Acker Bilk, Atco
5. RAMBLIN' ROSE
Nat King Cole, Capitol
6. ROSES ARE RED
Bobby Vinton, Epic
7. WOLVERTON MOUNTAIN
Claude King, Columbia
8. ALLEY CAT
Bent Fabric, Atco
9. LIMBO ROCK
Champs, Challenge
10. THE STRIPPER
David Rose, MGM

TOP R&B

1. I CAN'T STOP LOVING YOU
Ray Charles, ABC-Paramount
2. THE TWIST
Chubby Checker, Parkway
3. BRING IT ON HOME TO ME
Sam Cooke, RCA Victor
4. BORN TO LOSE
Ray Charles, ABC-Paramount
5. STRANGER ON THE SHORE
Acker Bilk, Atco
6. TUFF
Ace Cannon, Hi
7. ROSES ARE RED
Bobby Vinton, Epic
8. MR. POSTMAN
Marvelettes, Tamla
9. SOMETHING GOT A HOLD ON ME
Etta James, Argo
10. POPEYE
Chubby Checker, Parkway
10. TURN YOUR LOVE LIGHTS ON ME
Bobby Bland, Duke

TOP STANDARDS

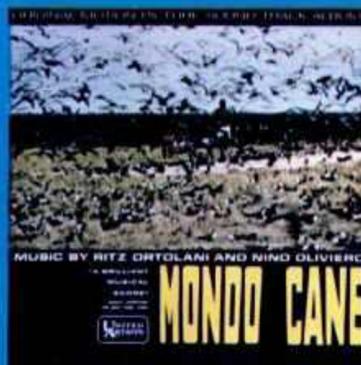
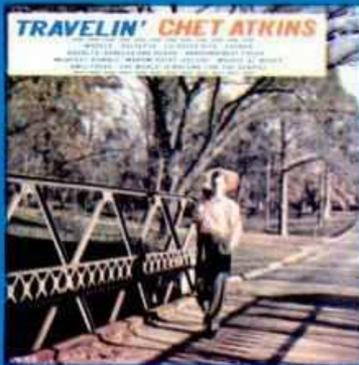
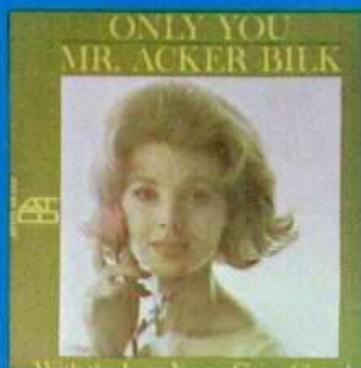
1. STARDUST
Artie Shaw, RCA Victor
2. MOON RIVER
Henry Mancini, RCA Victor
3. MISTY
Erroll Garner, Columbia
3. WORDS
Johnny Horton, Columbia
5. WHEEL OF FORTUNE
Kay Starr, Capitol
6. I CAN'T GET STARTED WITH YOU
Bunny Berrigan, RCA Victor
7. MACK THE KNIFE
Bobby Darin, Atco
8. RAMBLIN' ROSE
Nat King Cole, Capitol
9. THEME FROM A SUMMER PLACE
Percy Faith, Columbia
10. MOONLIGHT SERENADE
Glenn Miller, RCA Victor

TOP C&W

1. WOLVERTON MOUNTAIN
Claude King, Columbia
2. DEVIL WOMAN
Marty Robbins, Columbia
3. WALK ON BY
Leroy Van Dyke, Mercury
4. RUBY ANN
Marty Robbins, Columbia
5. I FALL TO PIECES
Patsy Cline, Decca
6. BIG BAD JOHN
Jimmy Dean, Columbia
7. LITTLE BITTY TEAR
Burl Ives, Decca
8. SHE THINKS I STILL CARE
George Jones, United Artists
9. P.T. 109
Jimmy Dean, Columbia
10. SHE'S GOT YOU
Patsy Cline, Decca

ROWE AMI

Best of Stereo



Selected Album Hits

NEW!

Rowe AMI Top Talent Tune display spectacularly presents your new money-making stereo service, prompts customer play with colorful album covers in miniature. Album covers and special title strips come complete with each MOSS 5-Pack you receive.

**MOSS PACK #5
10 SELECTIONS**

- I Keep Going Back to Joe's
- WHERE DID EVERYONE GO? • CAPITOL • NAT KING COLE
- Where Did Everyone Go?
- The One I Love (Belongs to Someone Else)
- GETTING SENTIMENTAL OVER TOMMY DORSEY • REPRISE • JO STAFFORD
- I'll Never Smile Again
- Wheels
- TRAVELIN' • RCA • CHET ATKINS
- Muskrat Ramble
- La Vie En Rose
- ONLY YOU • ATCO • MR. ACKER BILK
- Nature Boy
- Model in Blue
- MONDO CANE • U.A. • ORIGINAL SOUND TRACK
- Life Savers Girls

MUSIC OPERATORS!

GIVE YOUR LOCATIONS THE MUSIC THEY WANT

This great new money-making service is brought to you by Record Source International and your Rowe AMI distributor. The Music Operators Stereo Service (MOSS) gives you a special 5-pack of ten selected singles, picked by Billboard's experts from the top Albums. Ten top cuts on 7",

33 $\frac{1}{3}$ rpm records, delivered to you every two weeks at the going one-stop rates. You can't beat it: Remember, too, this new service is in addition to the Top Talent Service offered by your Rowe AMI distributor—two great services—for greater play, greater profits.

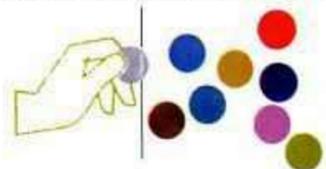
PLAYED ON THE PHONOGRAPH THEY PREFER THE ROWE AMI



NEW! The newly styled Rowe AMI has all the features you need to make money in any location; self-contained Stereo Round* that puts the orchestra right in the room. "Three-in-One" programming so you can change from 200 to 160 or 100 selections

right on the spot. A really hot Top Talent Tune display (see the insert above). Full-width personalization panel. Mechanical auto-mix at no extra charge. A diamond stylus good for 50,000 plays. In other words, the new Rowe AMI gives you everything.

SEE YOUR ROWE AMI DISTRIBUTOR FOR FULL DETAILS TODAY—OR WRITE RECORD SOURCE INTERNATIONAL, 1564 BROADWAY, NEW YORK 36, N. Y.



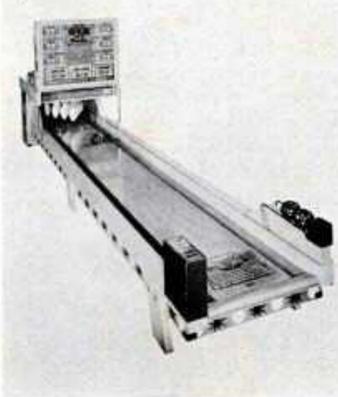
ROWE AC SERVICES

18 South Michigan Ave.
Chicago 3, Ill.

*Pat. pending

Lights Show the Way In Chi Coin's Bowler

CHICAGO — Colored lights actually show a player where to shoot to pick up a spare in Chicago Coin's newest six-player, six-game bowler, Official Spare-Lite.



OFFICIAL SPARE-LITE

After the first ball has been thrown, the light on the alley shows the player where to aim to make his spare. On strikes, no lights are indicated.

Spare-Lite is available in 13 and 21-foot lengths and with nickel, dime or 50-cent chutes. New free-back, swingaway cabinetry permits easy 10-second servicing.

Six games include Select Strike, Beat the Champ, Dual Flash, Three Star, Flash-O-Matic and Regulation. Other features are: new attractive color combination, cork-insulated, rubber-mounted playfield; positive ball-return ramp, nylon gutter guard rail, steel, pilfer-proof, side-open cashbox, and recessed rubber shin guard.

Wurlitzer Set For Conclave

CHICAGO — The Wurlitzer Company will be out in full force at the Music Operators of America convention here next week, with its complete line of automatic phonograph and remote equipment being displayed in a three-booth area.

Bob Bear, sales manager, heads the contingent which includes Gary Sinclair and Clayton Ballard from Los Angeles,

Consolidation

Continued from page 61

"Whenever we put them in, we don't have much resistance, because the machine usually takes in what we ask as a guarantee."

But the loans situation is another and very serious problem. Thus Alluvot denounces them as a necessary evil and "worse than ever now. Loans are hazardous to the business, but something you can't get away from. If you want new business, or want to keep some of your old business, you have to go along with loans."

Loans

Moss reports the same general picture—"New and established locations are both asking for loans. They try to get as much as they can. Granting of loans is prevalent with about every operator in town if he wants to hold his business."

The amount of loans varies—some locations ask for \$200, others for \$1,500, and it is impossible to get an accurate average, says Moss. "It depends on how far behind they are in their bills and what they owe for taxes."

The local picture may be characterized as more encouraging than in recent surveys. What may be the soundest sign of a long-term pick-up trend is that operators are buying machines, both for replacement and for expansion. As Charles Andrews of Angott Distributing Company, the Wurlitzer distributor, put it—"They are now buying new equipment so we feel that the outlook is optimistic."

Walter Huber from San Francisco, and Bert Davidson, Chicago sales representative.

Field service engineers at the show will include C. B. Ross, Milwaukee, and Harry Gregg, Doersville, Ga. A. D. Palmer Jr., advertising and sales promotion manager, will be in charge of the booth and of reservations for visiting Wurlitzer distributors.

Wurlitzer executives, including Fred Osborne, director of phonograph engineering, are expected to visit the booth. The company has reserved six tables for the banquet.

OPERATORS!

Here Are the One-Stops Throughout the Nation Who Are Now MOSS Pack Suppliers:

Ted Fullmer
Western One-Stop, Inc.
1461 Park Ave.
Emeryville, Calif.

Luenhagen Record Bar, Inc.
2277 West Pico Blvd.
Los Angeles 6, Calif.

Mountain Distributors
3630 Downey St.
Denver 5, Colo.

Gallop Records
1416 E. Broadway
Tampa, Fla.

Russ Di Angels
Music Box One-Stop
1301 West 79th St.
Chicago, Ill.

Fred Sipona
Singer One-Stop
1812 W. Chicago Ave.
Chicago, Ill.

E. F. Van Goon
Van Goon's One-Stop, Inc.
1715-1717 2d Ave.
Rock Island, Ill.

Milton Bereson
Music Sales One-Stop
140 W. Mount Royal Ave.
Baltimore 1, Md.

Ed Ochel
One-Stop Record Service
2721 Pine
St. Louis 3, Mo.

Ed Zorinsky
H. Z. Vending & Sales Co.
1205 Douglas St.
Omaha, Neb.

Ralph Schectman
Service One-Stop
382 Clinton Place
Newark, N. J.

Buffalo One-Stop
959 Main St.
Buffalo, N. Y.

Transcontinent Record Sales
Buffalo, N. Y.

George F. Litzenberg
Keller Melody Sales, Inc.
904 W. Delaware
Toledo, Ohio

J. M. Novelty Co.
5555 Mahoning Ave.
Youngstown, Ohio

Davis Press
D & H Dist. Co., Inc.
2525 N. 7th St.
Harrisburg, Pa.

Mr. James J. Ginberg
1641 N. Broad St.
Philadelphia 22, Pa.

Mr. Rosen
I. J. Morgan Co.
511 N. Broad St.
Philadelphia 23, Pa.

Mobile Record Service Co.
P.O. Box 2879
Pittsburgh 30, Pa.

BARGAINS FOR THE WEEK

GAMES GAMES
A BIG SELECTION
Received a Lot of Drink and Coffee Vending Machines in Trade.

WHAT DO YOU NEED!
Bally Speed Bowler Shuffle \$200
United Embassy 400
Chgo. Coin Citation 625
United Caravelle 650
United Avalon 600
All above equipment is reconditioned.

Mills Panoram \$350
Rowe 2700 Cigarette Venders, repainted hammerfold finish and reconditioned .. 200

We have many large ball Bowlers for sale, as is. What price do you offer!

Write or Call Us Collect.
MAin 1-3511

Write for Our Price List on Full Line of Coin-Operated Machines.

Central
DISTRIBUTORS, INC.

2315 Olive St., St. Louis 3, Mo.
Phone: MAin 1-3511; Cable: Condist



Designed Exclusively for
JUKE BOX PROGRAMMING



MUSIC OPERATORS STEREO SERVICE (MOSS)—PRE-PACK OF 5 STEREO 33 1/3 SINGLES AS ANNOUNCED ON OPPOSITE PAGE

Now... a regular operator service for 33 1/3 stereo singles . . . especially produced from Best Selling LP's.
TOP ARTISTS . . . TOP SONGS . . . ALL LEADING LABELS

Contact your regular Juke Box Distributor or One-Stop . . . or USE THIS CONVENIENT ORDER FORM TODAY. (Operators: price per pack—\$3.50)

To: RSI, MOSS Division
1564 Broadway
New York, N. Y., 10036

Please send _____ MOSS
pre-packs (5 singles each)
at \$3.50 per pack.

My check in the amount of \$ _____
is enclosed. (PAYMENT MUST
ACCOMPANY ORDER)

Company Name _____

Address _____

City _____ Zone _____ State _____

Signature _____ Title _____

*NOTE: Orders from countries outside the U. S. must be accompanied by payment in U. S. funds—and the additional postage charges for shipment will be billed to you.

ALL PURCHASES ARE FINAL. THERE IS NO RETURN PRIVILEGE.

MOSS PACK #5 CONTAINS:

Selections	Artist	Label	Album Title
(1) I KEEP GOING BACK TO JOE'S (2) WHERE DID EVERYONE GO?	Nat "King" Cole	Capitol	WHERE DID EVERYONE GO?
(1) THE ONE I LOVE (BELONGS TO SOMEONE ELSE) (2) I'LL NEVER SMILE AGAIN	Jo Stafford	Reprise	GETTING SENTIMENTAL OVER TOMMY DORSEY
(1) WHEELS (2) MUSKRAT RAMBLE	Chet Atkins	RCA	TRAVELIN'
(1) LA VIEN ROSE (2) NATURE BOY	Mr. Acker Bilk	Atco	ONLY YOU
(1) MODEL IN BLUE (2) LIFE SAVERS GIRLS	Orig. Soundtrack	U.A.	MONDO CANE

JUKE BOX DISTRIBUTORS . . . ONE-STOPS

Your operators will be contacting you about the new MOSS Pre-Packs. For full details and price schedule, write immediately to RSI, MOSS Division, 1564 B'way, New York, N. Y., 10036.

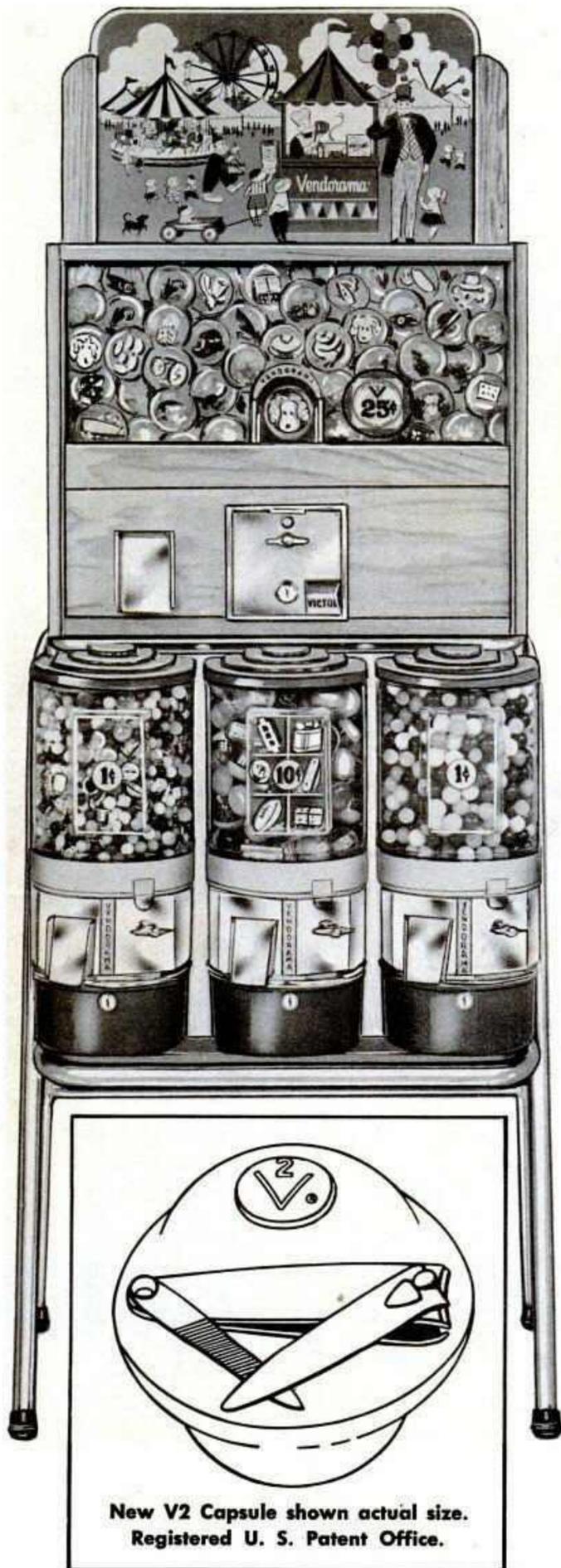
• Each stereo single in the MOSS Pre-Pack contains the 2 best tracks from a current top-selling LP—as selected by Billboard's Program Director.

• Each record sleeve in the MOSS Pack contains 5 title strips and a miniature 4-color transparency of the original album cover for display.

• Distribution will be handled through Record Source International (RSI)—a division of Billboard.

• Every two weeks a new MOSS Pre-Pack of 5 stereo 33 1/3 singles will be announced in these pages.

OPERATORS REPORT FABULOUS EARNINGS FOR
VENDORAMA® V2
25c & 50c
CAPSULE VENDOR
 HOLDS 200 V2 CAPSULES



New V2 Capsule shown actual size.
 Registered U. S. Patent Office.

See Victor's new 25c & 50c Capsule Vendor at the M.O.A. Convention, Morrison Hotel, Chicago, Sept. 4-6.

If you're unable to attend the M.O.A. Convention, please write today for full information on the new V2 Capsule and Vendorama V2 Capsule Vendor.

VICTOR VENDING CORP.

5711 W. GRAND AVENUE CHICAGO 39, ILL.

BULK VENDING

Leaf Brands Opens Plant On Old Vendcraft Site

CHICAGO — Leaf Brands, one of the nation's largest manufacturers of bulk confections and gum, is taking a major step into the Canadian market with the opening of a Toronto manufacturing plant, Leaf Confections, Ltd.

Leaf will be doing business

from quarters formerly occupied by Vendcraft, Ltd., Canadian gum manufacturing firm headed by Kenneth McPhail. Vendcraft ceased operating late in July.

Leaf has acquired the lease and is making arrangements to take over the machinery and equipment of the plant. Leaf

will also use the Vendcraft personnel in its operation.

The move enables Leaf to set up a direct supply point for its gum, and ultimately, its entire line of confections. Up to now, Leaf supplied Canada with gum only, from its plant in Ireland.

Tariff restrictions prevented Leaf from exporting confections from its U.S. plant. Sam Shankman, Leaf executive vice-president, said the Canadian facility would be expanded shortly to produce Leaf's entire line of confections along with the plant's present capability for gum.

Shankman said that the new plant would "enable Leaf to better serve the fast-growing Canadian market."

He said the expansion into confection production would take place as soon as Leaf had a chance to "get our feet wet in the Canadian market."

The former Vendcraft plant occupies some 12,000 square feet and will be expanded soon.

Parking's a Cinch for Bulk Op & Tiny Trailer

WASHINGTON—For years Bryan Homeier, bulk operator here, has been servicing his routes with a compact sedan and a miniature trailer.

The tiny trailer, rolling on two wheelbarrow wheels and tires, is long enough to accommodate half a dozen replacement heads, or refill necessary for a 20-stop route, all tools, and a small amount of advertising materials.

Custom built by a Washington camping equipment manufacturer for Homeier, the little trailer is only three and a half feet wide, by three feet high, with an over-all depth of two feet, beneath a tightly closing rubber-gasketed weather-proof lid.

Minimum Space

Because of the small size of the sedan, plus the shortness of the trailer tow bar, which is only eight inches long, Homeier can easily park his rig in a minimum amount of space.

Where it is necessary, in servicing a large number of machines in one location, such as huge government buildings, factories, office buildings, Homeier can easily detach the trailer with a single turning

handle, and wheel the trailer itself inside, doing away with unnecessary carrying and re-tracing his steps.

Homeier invested \$300 in construction of the miniature trailer and believes that its convenience, plus, of course, the fact that he detaches it when not in use, has repaid the cost many times. His only problem with the lightweight steel and aluminum trailer box is that it has been banged by cars from behind several times, when motorists fail to notice it at stop signs.

Homeier is taking care of that problem by putting bright flags at either corner of the trailer, plus large reflectors across the back, which, of course, pick up headlights and furnish plenty of warning.

ACORN HEADQUARTERS

Featuring
"Oak Tree"
 New and Used
 1c—5c—10c—25c

full line bulk merchandise.
 Upgrade your route for better sales.

MARK DISTRIBUTING CORP.
 350 Mulberry Street, Newark, N. J.
 201-MA 2-6878

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

10c, 25c and 50c Operation

Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For Details and Prices Write, Wire, Phone Today.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
 President 2-2900

ABP MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

N.A.M.A. MEMBERS

Make **Northwestern** BOOTHS 715 & 716 your headquarters while attending the **N.A.M.A. CONVENTION SEPT. 7-10** McCormick Place Chicago, Ill.

Northwestern CORPORATION
 2931 E. Armstrong St., Morris, Ill.
 Phone: WHitney 2-1300

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c.....	\$14.50
N.W. Deluxe, 1c or 5c Comb.....	12.00
N.W. 10-Col. 1c Tab Gum Mach.....	18.00
N.W. Model #33, 1c Perc. Converter for 100 ct. B.G.....	6.50
ABT Guns.....	30.00
Mills 1c Tab Gum.....	12.00
Acorn 5 lb. Globe.....	10.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red.....	\$.69
Pistachio Nuts, Jumbo Queen, White.....	.62
Pistachio Nuts, Large Tulip.....	.67
Pistachio Nuts, Vendor's Mix.....	.60
Pistachio Nuts, Sheik, Red.....	.50
Cashew, Whole.....	.64
Cashew, Butts.....	.44
Peanuts, Jumbo.....	.45
Spanish.....	.32
Mixed Nuts.....	.57
Baby Chicks.....	.35
Rainbow Peanuts.....	.32
Bridge Mix.....	.36
Boston Baked Beans.....	.32
Jelly Beans.....	.32
Licorice Gems.....	.32
M & M, 500 ct.....	.47
Hershey-ets.....	.47

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY

VICTOR VENDORAMA

ALL PURPOSE VENDOR
 1c, 5c, 10c or 25c Mechanisms

All parts interchangeable in seconds. Vends bulk candy, peanuts, ball gum, charms and capsules. Many new time-saving features, including removable cash box and no top lock.

Unique in beauty and design.

Stamp Folders, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

Fewer Operators, But More \$

• Continued from page 67

the better stops by paying attention to programming.

Stereo was the big problem for operators during 1962. Some 36 per cent of the operators failed to use one stereo record during the course of the year, and the average number of stereo sides on all boxes was only 14.

More than 93 per cent of all operators bought at least one juke box during the course of

the year, with the average purchase 8.2 machines. Some 81.2 per cent of all juke boxes purchases—new and used—were stereo.

More than 22 per cent of all juke boxes were 33-45 dual speed machines; by the end of the year, and this figure could top 30 per cent by the end of 1963. Some 87.7 per cent of all operators had dual-speed machines on their routes.

There's little question that the music machine market is an adult market. Taverns and bars accounted for 58.4 per cent of all locations, compared with 53 per cent a year earlier. Restaurants and diners accounted for 32.6 per cent of the total, while soda shops—primarily teen-age locations—accounted for 9 per cent.

Juke box operators bought 49,000,000 records, 45,300,000 of which were 45 monaurals. Filling out the total were 1,500,000 45 stereos, 1,900,000 33 stereo singles and 300,000 EP's. The seven-inch Little LP, which made its debut at the end of the year, was not figured in the totals.

One-stops are still the favorite shopping place for operators, who bought 76.9 per cent of their records from that source. Distributors accounted for 19.4 per cent of the sales, while retail record shops came in for 3.5 per cent of the total.

The classic method of paying locations is still straight commission, with 83.4 per cent of the agreements on this basis—generally a 50-50 split. Some 5.7 per cent of locations are on a minimum guarantee contracts and another 5.9 per cent on front money arrangements. Rentals account for 3.4 per cent of all juke boxes.

Four out of five juke box operators also have games, with an average of 49 pieces per route among those who operate both. Another 37 per cent of all operators have cigaret machines, with the average route 80 pieces.

Some 16.5 per cent of the operators have food and drink machines, while another 9.4 per cent operate background music.

USED VENDING MACHINES

N.W. Model 49, 1c or 5c	9.95
N.W. Tab Gum	15.00
N.W. 5c Package Gum	17.50
Mills 1c Tab Gum	10.00
3-Col. Trading Card with 3,000 cards	20.00
Victor Toppers, 1c	8.50
Victor Baby Grand, 5c capsule	7.50
Victor Vendomas	12.50
Victor 10c Pen Vendors	19.50
Alex 3-Col. Hot Nut (as is but complete)	15.00
Reacto Game, like new	19.50
Single Stands	5.50
Double Stands	7.50
4-Place Racks w/wheels	10.50

BULK MERCHANDISE

Pack Lbs.	Per Lb.
Cashews, 450 ct.	30
Mixed Nuts	30
Spanish Peanuts	30
Virginia Splits Peanuts	30
Rainbow Peanuts (Candy)	30
Boston Baked Beans	30
Licorice Lozenges	30
Confection Mix	30
Leaflets (M&M Style Candy)	25
Teeny Jelly Beans	33
Candy Corn	30
Hersheyettes	25
Chicle Base Cub Chicks 520	30
Chicle Base Cub Chicks 320	30
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Maltettes (Ball Style, 100 Count)	35
Leaf Centuries, 100 ct.—grape, orange, cherry and asstd. colors	18
1/3 DEPOSIT ON ALL ORDERS, BALANCE C.O.D. WRITE FOR CATALOG.	

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THE MOST COMPLETE and FINEST LINE of BULK VENDORS

New Victor 2000 Vendor, Large Capacity . . . Holds 2,000 Balls 100-Count Gum . . . or 600 10c Capsules . . . Also Available 3 Balls 100-Count Gum for 5c. \$24.50 ea.

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FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The **PENNY KING** Company

2534 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms



5c ATLAS MASTER ROCKET VENDOR

Disk Library An Investment

• Continued from page 67

operating and distributing business for 27 years, formerly was general manager for R. E. Williams, who owned a phonograph distributorship, route and record distributorship.

Williams got out of the phonograph selling and music operating business in 1956. Newell bought Or-Matt and has built it into a successful enterprise.

In his many years in the business he has learned the public's tastes for phonograph music and has used this knowledge in buying records and programming his juke boxes.

Buying List

He keeps right up to date on new hit records, follows the charts in Billboard closely to make up his buying list. He uses all types of music because he has a route in which there are many tastes.

Some locations are colored, for example (Memphis has about 35 per cent Negro population). Here progressive jazz, rhythm and blues, rock 'n' roll music dominates.

On other spots, a nice restaurant, for example, Newell has ballads, jazz, standards, a scattering of current hits.

The latter type locations are the ones that save Newell plenty of money in the long run with use of his record library, an invaluable aid, he believes, in successful programming.

SEE THESE AT THE SHOW!

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\$20.95 F.O.B. Factory

- Coin control Interchangeable
- Fail Safe Mechanism
- 1c, 5c, 10c, & 25c or Foreign Coins
- One Year Unconditional Guarantee
- Easy Portion Adjustment
- All Materials Approved By Health Authorities

ACORN HOT NUT VENDOR



\$49.50 F.O.B. Factory

- Capacity of 2 Cases Century Gum (4000 Pieces)
- Separate Coin Box
- Built in Cast Iron Base No Other Stand Needed
- Height 40", Diameter 15"
- Shipping Weight, 45 lbs.
- Packed One to a Carton

THE TITAN



THE OAK TREE—6

Will Take All Size Acorn Machines

No Need to Disassemble Upper Row of Machines to Service Bottom Machines

Stand Takes Up Only 1 3/4 Square Feet of Floor Space

Cast Iron Base Weighs 30 Pounds

Base Measures 13x16 Inches

Overall Height of Stand Including Machines is 50 Inches

Wheels Mounted on Rear of Base for Easy Moving

Stand Can Be Assembled and Ready for Use Within 5 Minutes

Assembly Instructions Packed in Each Carton

Shipping Weight 45 Pounds



THE OAK TREE—4

Will Take All Size Acorn Machines

No Need to Disassemble Upper Row of Machines to Service Bottom Machines

Stand Takes Up Only 1 3/4 Square Feet of Floor Space

Cast Iron Base Weighs 30 Pounds

Base Measures 13x16 Inches

Overall Height of Stand Including Machines is 50 Inches

Wheels Mounted on Rear of Base for Easy Moving

Stand Can Be Assembled and Ready for Use Within 5 Minutes

Assembly Instructions Packed in Each Carton

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1061 Tremont St.
Boston 20, Mass. | BIRMINGHAM VENDING
540 2nd Ave., No.
Birmingham 4, Ala. | CALVIN SALES CO.
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Grand Prairie, Texas | JACK SCHOENBACH
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Passaic, New Jersey | MILLER-NEWMARK
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SAVE OVER 50% ON EXHIBIT'S



Vacuomatic CARD VENDOR

Vend's Postcard Size Trading Cards

Like New . . . Excellent Working Condition

While They Last!

ONLY \$29.95

F.O.B. CHICAGO

10" Wide
11 1/2" Deep
23 1/2" High

Cash with order. Open account to rated firms.

FREE Twinstand shipped free with every order of 2 vendors.

STORE VENDING ENTERPRISES, INC.
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Name K. C. Firm Eppy 16th House

KANSAS CITY, Mo.—Prize Vending Company, headed by Charles Lichterman, was named Eppy Charms' 16th regional warehouse recently.

A super market-type operation is being set up in a new 5,000 - square - foot warehouse open less than a month.

Lichterman has spent some five years in the vending business and has a sizable distributorship and route extending into Kansas, Nebraska and Missouri.

He plans an open house for operators soon. Lichterman is assisted by his son Dan and Virginia Esterman, office manager.

J. SCHOENBACH

Distributor For
oak Manufacturing Co., Inc.
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PHONE OR WRITE FOR PRICES

MOA's Tax Authority Explains Depreciation

Next to commissions and programming, taxes rate tops on the operator problem list. The author of the following article, Leo Kaner, is the music machine industry's top tax authority. As tax adviser for the Music Operators of America and as one of Chicago's leading CPA's, Kaner is an expert on equipment depreciation.

By LEO KANER

The government's attitude toward depreciation of music machines is a fairly simple one. So long as the operator bases his depreciation claims on the actual life of the equipment and his replacement policy, and so long as he can demonstrate that the claim and the practice are the same, he'll stay out of trouble.

Operators can take advantage of the 7 per cent Investment Tax Credit, which allows operators to deduct up to 7 per cent on equipment, machinery and other capital goods. The credit may be applied to used equipment up to \$50,000.

The full 7 per cent credit may be applied only to items with useful lives of eight or more years, two-thirds of the full credit may be applied to items with useful lives of six or seven years. A third of the full credit is allowed on items with useful lives of four or five years. No credit is allowed for items with useful lives of less than four years.

Credit is deducted from the federal income tax due, and any unused credit amount may be carried back three years or forward five years.

Under the latest tax law, operators may now put as much as \$1,250 a year into retirement funds without being required to pay federal income taxes on the amount.

Several retirement plans are approved by the government. A trust may be set up with the bank as trustee; the money may be invested in annuities, endowments or life insurance; it may be placed in mutual fund shares, or it may be put in a special issue of Treasury Bonds created for the new law.

The new rules on expense account reporting allow an operator to entertain location owners and deduct food and beverage so long as the entertainment is directly related to the operator's business.

Operators may spend no more than \$25 per year per person on business gifts. Everything more than the \$25 will be disallowed, except for advertising gifts bearing the operator's name (not more than \$4 an item), promotional material used on the location, and employee awards for service, safety or retirement with a limit of \$100 per employee.

Say You Saw It in Billboard

ATTENTION, BULK VENDING OPERATORS IN MARYLAND • DISTRICT OF COLUMBIA • VIRGINIA

See us now for the fabulous new acorn trade-in deal. New Acorns mean new business. Complete line of parts—services—gum—charms.

CALVIN SALES CO.
Exclusive distributors for the finest in bulk vending
625 West North Ave. Baltimore, Md.

NAMA Opens Annual Confab; Expect 7,000

CHICAGO — Some 7,000 vending operators are expected to attend the annual convention of the National Automatic Merchandising Association, which opens its four-day run at McCormick Place here Saturday (7).

While the emphasis will be on food vending, new equipment will include coin-operated photo copy machines, currency and coin changers, laundry and bowling supply vendors and book vendors.

Only bulk vending firm exhibiting at the show will be the Northwestern Corporation, but a substantial bulk vending delegation is expected to be on hand.

The bulk contingent will be attending the annual board of directors meeting to be held at the Congress Hotel Sunday (8), and most of the machine, charm and ball gum manufacturers will be exhibiting their wares in various hotel suites.

Business sessions at the NAMA convention will be held at the Conrad Hilton Hotel. They include forums on commissions, location ownership of equipment and merchandising.

Trade-In Credit Boosts Sales Of Little LP's

NEW YORK—The Atlantic-New York Corporation, local Seeburg distributor, has boosted sales on its Little LP product by allowing a 50-cent credit on used record trade-ins.

According to Murray Kaye, Atlantic-New York sales manager, every operator who brings in a used Little LP with jacket and title strips can buy new product for \$1. The records normally sell for \$1.50.

Trade-ins are sold to operators for 60 cents, Kaye added.

This system enables operators to add extra banks of five Little LP's at \$3 a bank instead of \$7.50 a bank if they buy trade-ins. Kaye said that operators who pick up new product for \$1 a record on the basis of trade-ins will often augment their Little LP inventory by buying second-hand disks at 60 cents each.

Atlantic-New York's trade-in system was conceived by Meyer Parkoff, president of the company.

IMPORTED METAL Adjustable Rings — Packed in Capsules at low, low prices.

Super Import Ring Mix **\$22.00**
F.O.B. Jamaica, New York, or your nearest EPPY Warehouse.



EPPY CHARMS INC.
91-15 144th Place, Jamaica 35, N.Y.

P-M PROFIT MAKER

25c or 50c SANITARY VENDORS

Complete line of Sanitary Machines and supplies. Flat packs, vials, matching coins.

BULK VENDORS
Ball gum, nuts, combs, capsules, charms, etc. Send for free literature:

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METAL Adjustable RINGS
From our Hong Kong factory. At your nearest warehouse . . . #1 ASSORTMENT or direct from **\$8.00 per M**

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159-07 Archer Ave., P.O. Box 510, Jamaica 31, N.Y. 212 RE 9-5433

Send for complete catalog and list of warehouses

Re-Fixture Now For Christmas Sales

L & L ENTERPRISES
P. O. BOX 58, UNIVERSITY STATION SEATTLE, WASHINGTON

THE NORTHWEST'S ONLY EXCLUSIVE MANUFACTURER OF PHONOGRAPH RECORD FIXTURES

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

Be sure to see us at **BOOTH NO. 5**
MOA CONVENTION SEPT. 4, 5 & 6 MORRISON HOTEL, CHICAGO, ILL.

The event of the year is here!

BIG NEWS IN VENDING FROM ROCK-OLA '64--SEE US AT THE NAMA SHOW SEPT. 7 TO 10 BOOTH 409, 410, 411 AND 360!



MODEL TRLB-M



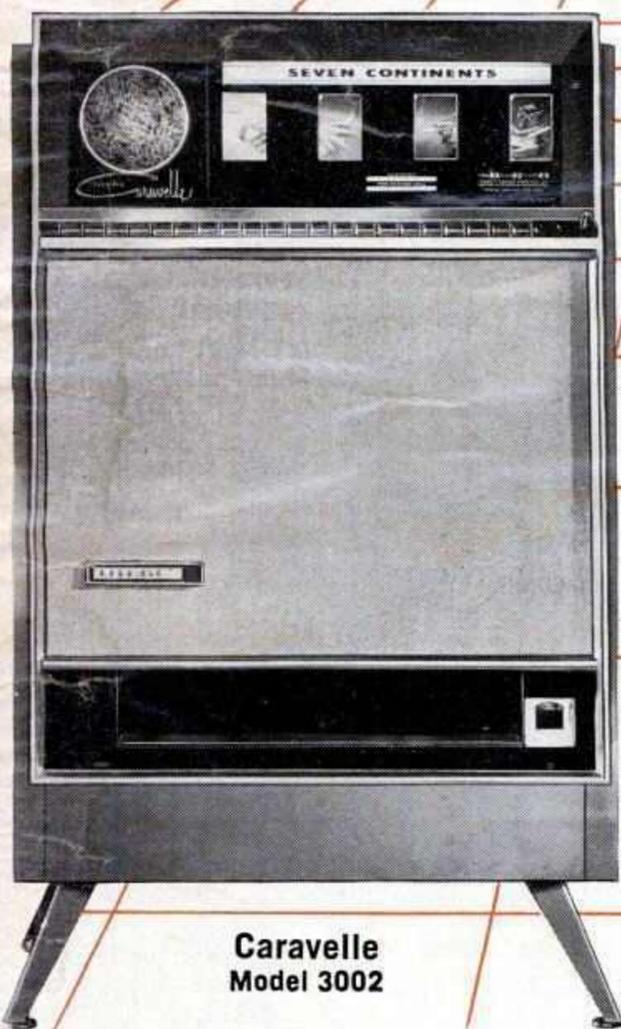
MODEL 1403-S



MODEL 1200



MODEL 3402



Caravelle
Model 3002

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Look to
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for advanced products for profit

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

NEW! ROCK-OLA Advanced Design Caravelle Cigarette Vendor featuring . . .

Dramatic Exterior Design!

- Attractive, illuminated selection panel • Location "Personalized" • Interchangeable vinyl-clad, stainless steel "color panels" • Attractive merchandising circle.

Completely Unitized Component Construction!

- Big capacity—columns tilt out for fast loading • Easy-access all-in-one Control Center • Easy-access match dispenser with "match saver" feature • Columns transfer kit with three switch-over reserve supply columns • Easy-access price change controls—prices adjusted from 5 to 75¢ with the fingertips.

NEW! ROCK-OLA Automatic Merchandising SHOP-O-MAT AND BOOK-O-MAT. The only complete visual merchandiser!

Vends a tremendous variety of items. Books, shaving kits, candy, hosiery, cigarettes, lighters . . . practically anything you want to vend in the "traffic" type item.

Handles multiple coins. Purchaser inserts any coin combination equal to price of item, nickels, dimes, quarters and half-dollars.

"The item you see—is the item you get!"—The revolutionary new Shop-O-Mat and Book-O-Mat permit close inspection of each vended item by the purchaser before it is vended. And the item to be vended is clearly visible through the large window display panel, assuring the customer that . . . "the item he sees is the item he gets!"

Smooth, dependable performance. Vending mechanism performs with quiet, positive action. Vended item is instantly replaced in same display pocket.

Most complete line of coffee and hot drink vendors!

Model TRLB-M Batch Brew Vendor. Serves fresh brewed coffee four ways: black, cream and sugar, cream only, sugar only. Extra cream and sugar buttons. Hot soup or tea and hot whipped chocolate.

Model 1403-S Single-cup Fresh Brew Coffee and Hot Drink Vendor. Serves coffee four ways: black, black with sugar, with creme, with sugar and creme. Extra creme and sugar buttons standard. Also serves delicious hot whipped soup and hot whipped chocolate. Model 1403-S available as 1403 without hot whipped soup.

Model 1200 Single-cup Fresh Brew Vendor. Serves coffee four ways: black, creme and sugar, creme only, sugar only. Extra creme and sugar buttons. Also serves delicious hot whipped chocolate.

Model 3402 Coffee and Hot Drink Vendor. Brews soluble coffee. Serves it four ways: black, black with sugar, with creme, with sugar and creme. Also serves hot whipped chocolate and hot tea. Also available as Model 3403 without four way tea feature.

Rodeo Pony Life-like action. Kick side to gallop. Pull reins to slow down. Manufacturer of: Derby Pony Jr. Ben Hur Chariot Twin Quarter-horse Sam the Clown (Seesaw)

All rides carry one-year warranty. Some distributor territories available.

PAUL W. HAWKINS
329 E. 7th St.
Phone: 423-4503 (402), Tucson, Ariz.

Collections Up in Badger State

Continued from page 59

ported a heavier demand for adult music. "We still have to program most of the teenage hits because they get so much radio play," claimed one operator. "But we don't cover our routes so completely anymore with the Top 40 tunes. We push standards and the new record releases that are geared to the

more mature musical tastes." Stereo singles? "We'd get more patronage out of stereo disks if there were better singles available," said Jacomet. "We can find plenty of stereo LP's for our locations. But how many spots can use the LP's?" Location loans continue to be very much a part of the juke

box business here. "The loan evil is still with us," noted one operator. "I don't think loans can ever be eliminated. As long as tavern and restaurant owners run short of money and music operators are willing to dish out cash in order to hang on to locations—we'll have the loan problem."

Locations no longer find it simple to wangle loans from operators. Sam Hastings, Hastings Distributing Company, president of the Milwaukee Phonograph Operators' Association, said he turns down every loan request not backed by an established credit record.

"We're all tightening up on loans around here," Hastings said. "It just isn't smart business to make loans without a strict check-up on the credit history of the location."

Prospects Bright

Prospects for the balance of 1963 appear bright. Most operators queried, reported optimistic viewpoints for the rest of the year. "I'm certain we can look ahead to good business during the rest of the year," said Hastings.

"I don't look to a big finish," reported Bob Puccio. "But I'm confident our business will show a pickup over 1962."

Opitz's outlook was also optimistic. "I think music route receipts will wind up a few points ahead of last year. General economic conditions should be good all through 1963."

Predicted Harry Jacobs Jr., United, Inc., Wurlitzer distributor: "The last portion of the year won't hold at the same pace we have hit so far. But on the whole, I look for 1963 to be a very healthy year for the entire industry."

Memphis Take

Continued from page 59

been before. We're getting better deals for the operator.

"We go out for the operator and sell the location owner. We get the operator either \$10 a week top money or a \$25 a week guarantee. All the plush places are requesting this phonograph now. When they see it they want it."

ALAN DIXON, general manager, S & M Sales Company:

"Business is about the same this year as last. But prospects are very good for the fall. We have a new model (Rock-Ola) coming out this month. That always stimulates business.

"Interest is being shown in the MOSS program. We'll be one of three distributors here.

JOHN NOVARESE, Poplar Tunes Music Service:

"I have 10 or 12 of the new Seeburg phonographs now. I'm very happy with them. They're doing good for us—increased collections about 25 per cent.

"Business over-all, however, is about the same this year as last. I look for a pick-up the rest of the year. The dog track at West Memphis, Ark., always causes a decrease."

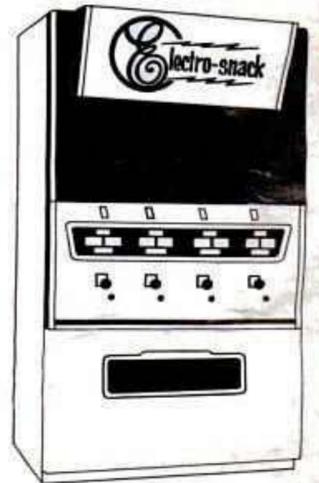
The track has a 100 day season from latter June till October.

DREW CANALE, Canale Enterprises, Inc.:

"Business is off about 8 per cent. The dog track hurts us every year at this time. It drains about \$10 million each year, mostly from Memphis."

EDWARD H. NEWELL, Or-Matt Music Company, said his business is off 5 to 6 per cent. Both he and Canale said they expected increased business the rest of 1963.

AVAILABLE for IMMEDIATE PRODUCTION by PURCHASER ELECTRO-SNACK



the only proven single Hot & Cold Sandwich Vendor of its kind TOOLS • DIES • DRAWINGS • PARTS

FOR SALE

No more engineering, development or tooling required

Tools, dies, patents, drawings and parts for manufacturing the food section of the LUNCH-O-MAT, redesigned and re-engineered as a SINGLE HOT AND COLD SANDWICH VENDOR, embodying the results of more than 14 years of research, development and successful commercial operation, are now available. The proven and tested LUNCH-O-MAT mechanism was developed and engineered by Lawrence Reiss, in conjunction with Eastern Electric, Inc., and Rathcon Corporation, and is covered by issued patents.

4 selections of piping hot sandwiches (hamburgers, ham-and-cheese, corned beef, hot dogs, etc.) automatically delivered from refrigerated compartment to self-contained Microwave oven for cooking in 15-18 seconds, from which it is automatically dispensed to the customer, while 4 selections of cold sandwiches can be independently vended. Measures 40" x 72" x 32". Operable by more than one purchaser at the same time—four separate coin entrances.

Used in schools and colleges, industrial plants, hospitals, bowling alleys, railroad cars and stations, motels, office buildings, department and chain stores, theatres, and gasoline stations.

Estate to be liquidated.

For information, write to:

Mrs. Lawrence Reiss, Executrix
1060 Park Ave., New York, N. Y.

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See Us at the M.O.A. SHOW BOOTHS 29-33

- 2 PLAYER REPLAY GAME WITH EXTRA BALL FEATURE
- 2 DROP TARGETS THAT SCORE 10 TIMES REEL VALUE, WHEN LIT

- Number Match Feature
- Hitting Drop Targets, Scores Reel Value
- Three top Roll-overs raise drop target and Score 50 points each
- Two Additional Targets score 10 points and Light Yellow and Green Jet Bumpers for 10 points and Target for Extra Ball
- Two Flippers
- Two Rebound Kickers
- Plastikote Finish Playfield
- Locked Cash Box
- Slug Rejector
- Available with Twin Chutes

*** NEW SIMPLE FINGER-TIP CONTROLLED PLAYFIELD LATCH**



*We take pride in announcing another

Williams EXCLUSIVE

THE NEW latchlock playfield — NOW standard on all Williams flipper games.

- that
- is easily accessible
 - operates at fingertip pressure
 - eliminates strain, stooping and fumbling to servicing

just lift/turn/and raise playfield

Order from your Williams distributor

Williams
ELECTRONIC MANUFACTURING CORP.
4242 W. FILLMORE ST. • CHICAGO 24, ILLINOIS

BUY THE BEST — BUY WILLIAMS

Play Really Swings with GOTTLIEB'S NEW 2-PLAYER

SWING ALONG

Novel Swinging Targets Add Brand-New Hi-Fi Sound to Scoring!

ORDER NOW!

WANT TO BUY

OLYMPIC — PREVIEW — FASHION SHOW — SUNSET — ALONG — LANCERS — FOTO FINISH — FLYING CIRCUS — LIBERTY BELLE — BIG CASINO — OKLAHOMA — SHOW BOAT — TROPIC ISLE — COVER GIRL — GAUCHO — RACK-A-BALL
Highest Prices Paid!

WEEKLY SPECIAL Completely Reconditioned Gottlieb SWEET SIOUX 4-Player \$250

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey, Chicago 14, Ill. Buckingham 1-8211

European Coinmen Attend MOA

Continued from page 59

ock-Ola models which are assembled in Germany); France—Emaphone series; Belgium—Lotte; Holland—the Osea; the AMI assembled by Parecchi Musicali Italiani, Turin, and the Wurlitzer assembled by Notomat at Legrin; Switzerland—the Jupiter; Austria—the Musikbar, which is manufactured in Vienna.

Game Production

European manufacturers are making headway in games production. Bergmann is a Continental leader in this field, producing both pinballs and its spectacular new target game Arizona, and Ets. Rally at Nice has become a major Continental producer of pinballs. By and large, however, Continental game production is still concentrated on the perennially popular soccer games.

Most Continental producers advocate trans-Atlantic trade cooperation. U. S. producers have a strong position in the general European market, and on a basis of co-operation and friendly competition with domestic producers, where in fact they compete.

An example is the Loewen-Automaten at Bingen, which is general importer for Bally games, Loewen's parent firm, ISM, manufactures the Fanfare phonograph, and other coin machines.

France has come into the world manufacturing spotlight in the last year through its pioneering of film phonographs—Cinebox (produced in France

under license from the Italian inventor). These coin cinemas are making headway among Continental operators, and they are regarded in Europe as having a great future in the U. S. as well.

The MOA has reason to take a close interest in the Continental trade and specifically the European operator, because the MOA is the model for the operator in Europe. West Germany, of all the Continental countries, has the most highly organized operators, and Loeffler's ZOA has drawn inspiration from the MOA, although it is not a carbon copy but rather has developed in response to the different national requirements of the German trade.

Germany boasts an operator-organized trade easily first on the Continent, and one comparing favorably with the MOA for cohesion and initiative. ZOA is the central co-ordinating agency for operator association in each of the West German federal states, including West Berlin.

Manufacturers are represented by a similarly efficient organization, Verband der Deutschen Automaten-Industrie; and the wholesalers by Duestscher Automaten - Grosshandels - Verband. West Germany has some 3,000 organized operators and about 50,000 phonographs.

Belgium, too, has an aggressive operating organization, Union Belge de l'Automatique (UBA), with membership of 500. However, the operating pattern in Belgium varies widely from

that in West Germany. The Belgian coin machine operating economy is based largely on the bingo machine. Phonographs are mainly location-owned; Belgium, with a population of nine million, has some 40,000 phonographs—by far the greatest phonograph "density" in Europe.

Holland is appraised by trade experts as a trade model for small countries. The country's 5,000 phonographs are 75 per cent operator-owned. This is, of course, the reverse of Belgium, and Dutch operators similarly control games operation.

Italy's trade is organized under the SAPAR, subdivided into 16 sections and having headquarters in Rome. SAPAR represents general trade interests, including operators and manufacturers. The Italian operator is considered among the most prosperous on the Continent, and the phonograph operating outlook is rosy. Italy has about 17,000 phonographs in a country of 48 million, indicating a still large potential domestic market. U. S. manufacturers have been accounting for about 80 per cent of the approximately 4,000 new machines sold annually. A recent development is the emergence of Naples as the Mediterranean counterpart of Brussels, as the coin machine trading crossroads for Africa, the Near and Middle East, and Asia.

Switzerland has probably Europe's most prosperous operators, but his is in part due to the unusual pattern prevailing there. Operators control about

half of Switzerland's 10,000 phonographs (the rest are location-owned), and the majority of the operators are businessmen engaged in other lines of activity; they regard operation as a purely business activity from the investment viewpoint, leaving actual servicing in the hands of the distributor.

France has a strong trade but one that retains still great potentiality for across-the-board expansion. The trade is organized under the Federation Francaise des Professionnels de l'Automatique (FFPA). Its president, Robert Charlot, a leading light in the Continental trade, is both an importer and operator. France has about 16,000 phonographs on location, and 1,200 operators. Games are very strong and growing in popularity—the bowler fever is sweeping France. U. S. manufacturers are well entrenched on the French market, in games as well as phonographs.

Austria is notable mainly for John Merrill, the Wurlitzer distributor and a native of Saginaw, Mich., who arrived in Vienna in 1945, courtesy of the 34th Infantry Division and stayed on to become the best known U. S. trade figure in the country. About 90 per cent of Austria's 12,000 juke boxes are location-owned. The Austrian operator association, Verband des Oesterreichischen Automaten-gewerbes (VOA), represents the over-all Austrian trade. It has a membership of about 250, including some 150 major Austrian operators.

The VOA has been taking the initiative in trying to bring together the European trade, and the MOA convention in Chicago will provide a forum for the Austrian representatives to ex-

pound their "one-world" trade doctrines.

The European trade generally is convinced that golden vistas lie ahead for the world coin trade, whatever the vexations and tribulations of the moment. Most of the world, in the view of the Continental trade, is still virgin territory for the coin trade.

Development of the European market has only started, with France, Italy and Spain being the most promising areas for expansion. The Middle East market is opening up, and there is the vast potential markets in Africa and Asia, as well as Latin America.

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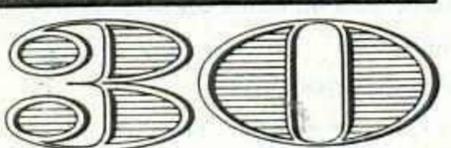
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