Record Dealers Huzzah; Columbia Glad It Did It

BY PAUL ACKERMAN

NEW YORK—Columbia's move to stabilize conditions in the record industry through a conservative buying program is generally regarded by the record dealer as a tremendous boon, according to a check in key markets. Many dealers express the hope that other manufacturers will adopt a similar, conservative attitude—and some manufacturers have already done so. Many dealers also express the hope, in virtually any way, that Columbia will be able to maintain its present policy.

Here in New York, Raul Asvedo of A. Schirmer, Inc., points out: "The Columbia plan has been unbelievably great for us. It is the best thing that has happened in years. We can stock a wide catalog in depth, and the repeat business is marvelous. There is a consistent improved." Asvedo said that he is now restocking on a weekly basis—which we used to do 10 years ago. And we are able to service our customers better."

My purchase figures show that I am buying more Colum-...\n
Miffed Rackers to Meet With Columbia Executives

NEW YORK—A special meeting of the board of the National Association of Record Merchandisers (NARM) has been called for Sunday, Monday and Tuesday (15-17) by President Cyril Steen. Of primary interest is an all-day meeting which the board will hold on Monday at the Americana Hotel with an executive delegation from Columbia Records, headed by William P. Gallagher, the firm's marketing vice-president.

The meeting will be attended by counsel for both Columbia and NARM. Background of the meeting is the fact that individual rack jobbers have made no secret of their concern over the ultimate effect on their business of Columbia's recently announced, lower, all-year-round album pricing policy.

(Continued on page 6)

Royalties Plan Stirs Up Diskers

BY PAUL ACKERMAN

NEW YORK—The proposal by the Music Operators of America (MOA) to impose the mechanical royalty rate in view of the probable removal of the Juke Box exemption is regarded by performing rights societies as an attempt to confuse the real issue and by record manufacturers as a failure to face up to the true issue.

Mechanical rights cannot logically enter into the present controversy at all. This is the expressed view of copyright owners and their agents. The royalty which is involved is that which accrues from the performance right, the so-called "small rights," as distinguished from dramatic and other rights.

The Copyright Act of 1909 specifically exempted the mechanical piano from a levy; now this exemption has been removed.

Herman Pinkelstein, general counsel for the American Society of Composers, Authors and Publishers (ASCAP), recently made a MOA proposal, stated: "This does not face up to the matter. What is involved is the performing right."

Bob Burton, executive vice-president of Broadcast Music Inc., expressed a similar sentiment. Burton pointed out, however, that the concept of a pre-fixed mechanical royalty is already a dead pigeon with regard to any copyright act revision. The Register of Copyrights, Burton pointed out, has already officially recommended the abolition of the compulsory mechanical exemption of the Copyright Act.

"The trend of thinking, with regard to mechanicals, is counter to the MOA proposal and is in the direction of the report of the Copyright Register..." to talk of a 4-cent rate is nonsense."

It is also pointed out that at...
RCA Victor has your numbers!

"Frankie & Johnny"—Sam Cooke #8215
"I Can't Stay Mad At You"—Skeeter Davis #8219
"Jole Blon (Little Darlin')"—Bobby Day #8230
"Hello; Heartache; Goodbye, Love"—Little Peggy March #8221
"Maria Elena"—Los Indios Tabajaras #8216
"She Loved Everybody But Me"—Charlie Rich #0020 (Groove)
Singer Sewing People Jump Into Records

SINATRA, LENA
SET CARNegie RIGHTS SHOW

NEW YORK — Despite the hassle currently involving Frank Sinatra and Nevada authorities the singer has been planning for three concert appearances here next month.

Sinatra is being investigated by Nevada authorities with an eye toward licensing his Nevada-owned lodge for allegedly entertaining a Mafia mogul on the premises.

Nonetheless, Frank turns his eye to lighter things when he joins Lena Horne at Carnegie Hall in November, 5 and 6, with proceeds going to funds for further Negro voting and education drives.

Sinatra will also emcee a special gala of the National Garden October 16 with proceeds going to a similar Negro drive.

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DURING SEAFAIR CELEBRATION in Seattle, Wash., recently, one of the star attractions was Miss KJR, otherwise known as Annette Funicello. Pictured with Annette here is Pat O'Day, program director of KJR, who accompanied the songstress on three-day visit.

**Only Best Acts for O'ceans, AFM Head Tells Committee**

WASHINGTON — Nothing but the best and the pros in performing arts should be sent overseas in the cultural exchange program. This was the tenor of testimony last week by Herman Kenti, president of the American Federation of Musicians, and a roster of leaders in the performing field, before a House subcommittee studying the effectiveness of U.S. entries in the exchange program.

Kenti's testimony did not disprove the talent amateur groups participating, but said the hard facts are that America is in competition with the best Europe has to offer in the way of performing artry. The cultural exchange is a part of a greater competition between the free and the non-free world. The professional, by the very nature of his experience, is most suited to the needs of the program, Kenti pointed out.

This country should also raise the "meager annual appropriation" for the talent tours where fine orchestras, dance and drama companies can perform at their best. This idea was fervently seconded by Ang Dunean, of Actors Equity Association, and Hal Holbrook, who has toured with his own-man "Evening With Mark Twain."

Members of the International Organizations Subcommittee of the House Foreign Affairs Committee were told that while U.S. companies continue to tour Europe year round on its whole program, England has spent $56 million, France $850 million, and West Germany $15 million. Soviet figures are under wraps, but they send nothing but the best, indicating a good-ceated badge for their other ballets and orchestral groups.

The Boston Symphony Orchestra's personnel manager, Rosario Mazzio, said America's grands are too small to play a role in the program as compared to other musical specialty groups. Mazzio said the various nationalities represented in every symphony orchestra make close liaison with fellow nations in European countries visited.

**Phil Skaff in Creative Post For Liberty**

HOLLYWOOD — Phil Skaff, who recently resigned his vice-presidency at a Kapp Records last week moved to Liberty Records to take administrative charge of the company's creative department. Post is considered one of the more important in the label's operation. Skaff's duties will encompass artistic and administrative responsibility for all facets of the label's creative operations—from the artist's contract to the recording that will package it. Skaff's first operations at Liberty's headquarters here. He joined the record industry in 1951 and a sales and promotion capacity with Chicago's M's Distributing Company.

Three years later, he became that firm's general manager. In 1956 he was appointed managing director of Kapp Records, and was later made vice-president of the label.

**Capitol Gets 'Zenda' Caster**

HOLLYWOOD — Capitol Records last week acquired the original Broadway musical, "Zenda." The show, starring Tyrone Power and Olivia de Haver, was scheduled to open in San Francisco on August 5, and moves to Los Angeles September 12, where it will record its LP. The Zenda music is to be composed by "The Prisoner of Zenda" novel.

**Ed Barsky Closes Shop in Philly**

PHILADELPHIA — Edward S. Barsky, Inc., veteran among the town's record distributors, has decided to close up shop with the loss of the Liberty label. Barsky, who dates back to the earlier days, was one of the first to branch out as an independent distributor and has handled many major labels over the years. Liberty Records moves to Marcel Distributors Company, Inc., headed by Marshall Verhi, Loss of Liberty left the Barsky shop with Atlantic, Children's Record Guild, Continental, Dot, Golden, Living Language, Recscts, 20th Fox and Young Peoples Records.

**Full Title Listed**

NEW YORK — A Billboard single record Spotlight appearing elsewhere in this issue carries an abbreviation similar to this.

The disk, by Robin Rice of "I've Had It," is listed as being on a Metro label. The full label title is Metro International Productions.

**'All-Things' Star of Hi-Fi Show**

NEW YORK — A $30,000 "all things to all men" Ampex home entertainment center, including a videotape recording system and Heath's do-it-yourself color TV kit, shown for the first time in the East, were among the highlights of the annual New York High Fidelity Music Show last week. The show, featuring four floors of exhibit spaces in the Trade Show Building, ran from August 1st to 15th.

Aside from these developments the show was virtually without starting new ideas or major break-throughs. Rather, it was one which seemed to highlight more modest changes from last year, veering to the exterior and in the circuitry.

Much emphasis was to be found on home stereo systems, including the cabinetry and in the handsomely finished look of metal trim. Also, a strong touch seemed to appear to be a conscious effort to cater to the high fidelity among women. Displays, which in many cases tended to include the warmth and comfort of one's own living room, were intentionally designed to show the lady of the house how the equipment might look in her own home. Overall, the push-button controls, another factor with which the industry was noticing in an increasing number of models.

In connection with the female market, the Institute announced the results of a recent survey designed to determine the attitudes toward hi-fi components.

Among other things, this showed that one of milady's prime objections in the past, has...
London Brings Down Int'l Line Price

NEW YORK—London Records has lowered prices on its London International line and simultaneously has kicked off a new "Musical Memories" series of 15 albums.

Lee Hoffer, London executive, noted that Americans travel abroad in greater numbers each year, and the market for international recordings is not yet saturated with product and with the ever growing number of catalogs. It is also said, he noted, that one wheel's price selling has not been a factor in the pop market.

Hoffer said that the price decreases to £3.50 mono and $4.98 stereo were brought about through pressure from dealers and distributors.

The London International catalog, which is an extensive product in at least a score of national and sectional categories, has new "remarkable imprints by the "Musical Memories" line with incorporations of some of London's world's best and most outstanding records, including all of the major categories, from the classical to the popular. Approximately 2,000 albums makes up the series, and the catalog is priced at £1.75 mono and $2.98 stereo.

New Label

HARTFORD, Conn.—Chime Recording Studios brought out a new record called "Sand" with first sides being cut by Jimmy Vickers and the Victors, a group that has been appearing in night clubs throughout New England.

Music License Firm Challenges Statement by Southern Station

NEW YORK—SEASC, Inc., has taken exception to the statement made by Clarence Jones, head of radio station WOJZ, St. George, S. C., in a story that appeared in the September 14 issue of Billboard.

SEASC contends, according to Jones, that SEASC has been trying to negotiate and station denied it. SEASC was unable to furnish the music licensing firm ascertained by spot monitoring, that the station was aware of the violation of the federal copyright law. 14 compositions owned by publishers represented by SEASC.

According to SEASC, monitoring was of music on WOJZ a last recheck after SEASC knew that SEASC was still in the air and that the station has not been paid for music on WOJZ. This music has exhausted every avenue of negotiations. Under the federal copyright law, damages of $4,250, plus attorneys' fees and court costs, could have been assessed against the station because of the unauthorized performance of such compositions. Moreover, however, SEASC has a Scheder's license which is a list of SEASC affiliates and/or from any company in obtaining catalogs of the music in its repertoire.

Await Key FCC Ruling On Store Broadcasting

WASHINGTON—FM broad- casters with subsidiary store broadcasting are watching the federal battle over reversion of FM license of Carol Patterson, a noted DJ at the Communications Bureau, and an FCC ruling by the Broadcast Bureau has been issued, and the station has declared that the WCLM management had not lived up to pro- gramming requirements of the FSOP plan and had not entirely over its programming system. WCLM-Radio, Inc., was the Mem- bers Broadcast System to pipe music into stores and super- markets.

The Bureau also said the station streaming from the membership to carry a weekly all-talk program put on by Network New York. It also authorized the use of the music by a horse race race is a result of such as to be of considerable help to Chio- ene's, that many people could be found in a number of spots.

"110 in the Shade," the new David Merrick musical (RCA Victor, $10.98, 14 cuts), based on N. Richard Nash's classic 1949 playscript, has stood this week (9) on opening night at Boston's Shubert Thea- ter. It was regarded as not unfilled with promise. There are pleasant and melodic sets by Har- vey Schmidt and Tom Jones, but some seem unforgettable. A few of them pleated and ejaculate, but they fail to stir rhythm in the theater.

It is well into the second act before "It Is Really Me" comes along to partially illuminate the piece, possibly the best score of the show. Inga Swen- sen's voice, which has been induced to become broadening, is tuneful and gorge- nous and the world; but the program, it is strange, has not been filled to the same degree as has been the interest of Miss Swen- sen's voice, which goes from sweet to spindly, hence to timorous swells. "Love Don't Live Me Any More" is a song that does not seem to be turned into a hit in the hands of the vocalists. The managers to get inside the humorous "Raunchy" rather careful.

Stephen Douglas sings with his usual style, but appears al- ready and able to provide an accurate performance of the roles. The characters are interesting to see and sound, the story written by Richard Hornsby, "War Wagons" is a show that is now being presented in the Manhattan's Thudbaum, the Rainmaker, but he is a man with a little light to carry. He is a man with a little light to carry.

The company also states that it will answer inquiries concerning unique technical works regarding whether such works are in the SEASC repertoire. In addition, SEASC also publishes a Sched- ule of music. A list of SEASC affiliates is also available, and in obtaining catalogs of the music in its repertoire.

"BOSTON TRYOUT

Merrick Musical Needs Work

seem to need more than he can give them to go over.

"Little Red Hen," sung gaily and with great efficiency by a couple of dishes, is engaging and Scooter Tegue. These two kids are a couple of old scene-setter, Wil- Greer, is a constant joy as the father figure, and this patched town Cinderella. Con- taining a great deal of poetic touch to the sweetly melancholy lyric, but Agnes De Mille, the choreographer, is giving their property business, looks like a hit, however. Lewis there to do this, looking for this Dazzl- "Sleeping Beauty" says that something different, something to happen, and if it is to hit Broadway with a bang it's going to happen, must be done on several levels. This, however, does not appear to be an impossible task.

CAMERON DEWAR

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THE TWO SELLING SIDES OF MUSIC'S LEADING MAN ANDRE KOSTELANETZ

TWO GREAT ALBUMS OF THE WORLD'S MOST POPULAR MUSIC!

EXCLUSIVELY ON COLUMBIA RECORDS

ML 5876/MS 6476
CL 2039/GS 8839

STereo

World Famous
ROMANTIC CONCERTOS
for Piano and Orchestra

Addinsell: Warsaw Concerto
Rachmaninoff: Concerto No. 2
Gershwin: Rhapsody in Blue
Rachmaninoff: Eighteenth Variations
Tchaikovsky: Concerto No. 1
Ging: Concerto in c, A (Moor)
Gottschalk: Grande Tarentelle
Grieg: Concerto in c

Andre Kostelanetz
and His Orchestra

Ivan Davis
Royalties Plan Has Dishers in a Whirl

Continued from page 1

One of the very real problems of the future will be the matter of setting up a formula for the collection and distribution of royalties accruing. Some experts have stated that it would be unwise to put such sums into the general performing rights pool—be it ASCAP, BMI, or SESAC. Putting royalties into a general fund could lead to inequities in its distribution, and what is suggested as a safeguard is the invoicing of the principle of segregation of funds; that is, create a fund separate from the general fund. Much of the genius for funds is distributed on the basis of broadcast performances. The joke box fund, it is suggested, could be distributed on the basis of another basis, which would more adequately measure jockey box performances.

NOTICE

Only Authorized Folkways Distributors Are Authorized to Make Exchanges on Folkways Merchandise

No Other Distributors Have This Authority

FOLKWAYS RECORDS
121 West 47th Street
New York 36, New York

Ad

Columbia Still on Top 8 Weeks After Price Plan

Continued from page 1

proof of Glancy's statement that sales have been building since the advent of the price program, comes from a check of the best selling album charts. Approximately two-thirds of the new Columbia pop release product announced on Billboard's album chart is now on Billboard's album chart. To be exact, 10 of the albums are now showing up. These include sets by the New Christy Minstrels, Johnny Mathis, Tanya Bennett, Johnny Cash, Bob Dylan, Barnard Strehlen (the second album), Burns Davis, Ray Conniff and Billy Butterfield, Jerry Vale and Patti Page.

In addition, Glancy said that there is a definite "levelling out" of Columbia's results as a result of the program. "They are buying what they need and they're buying it regularly and that's what we like to see," Glancy said. "As a matter of fact, this buying without leading up to a speculative inventory basis has had another good effect. Our first Bob Dylan album came out a year ago and didn't do anything. Now it's beginning to step out. We think that the people are willing to try something out if they haven't already loaded up with things that they have bought well. We think that's also a positive factor.

Victor Stars Head O'sea's

Continued from page 1

The feeling of most rackers in this connection, was summed up in a published resolution passed by the membership at NARM's recent Chicago midwinter meeting. The following resolution was to the effect that the Columbia pricing policy was not in the best interest of the industry.

The pricing situation as it now stands, rackers, both members and non-members of NARM, feel, puts them in a poor position. Even though rackers themselves have not yet fixed up the percentage discount, the discount is now figured on the basis of a higher price than exists on putting racks in the position, according to leaders in this field, of having to raise prices to stay in business.

Both pricing and the so-called warranty which rackers are asked to submit to Columbia distributors, as to the nature of their business going into owned retail outlets as against actual racks, are expected to be key points of discussion during the H'wood to be held this month.

H'wood Dealers Happy Over Plan

Hollywood—Retailers here are unanimous in their approval of the music industry's trend toward conservative pricing, and even volume discount, although making the move in happy stride.

Among the record dealers, Victor Simms, of Columbia City stores' vice-president, said that his store chain has proved successful in lowering full price for a product pays off. During several forays into discounting, the Music City chain found no increase in sales and definitely not in profit.

Despite competition from discounters here, Music City's strict allegiance to the new all sales has paid off with an increase over 47 per cent according to the present rate, Custon feels the current year will prove to be in line with his company's history. Sales this month are running a full 4 per cent ahead of last year, for a banner year for Music City. Business is so good, said the music man, that he has added two additional outlets for next year.

Herman Platt, who has the music departments in all the May department stores here, and who has the strictest discount policy, said of the industry's previous pricing trend: "It was fooling the public in the beginning. We knew there didn't seem to be any bottom. Now you can see that a situation has been established and what may prove to be a path to business.

May Company used to charge $2.98 for Columbia's LP's. It has raised its Columbia price to $3.19. There has been no drop in Columbia sales.

According to Charlie Simms, record buyer for the White brothers, closely affiliated chain here, its recent 10 per cent price increase on Columbia LP's adequately covered their cost of that product. According to Simms, "This situation is not necessary to boost its prices on Columbia products, since the competition is forcing the necessary stabilization. However, Simms

(Continued on page 9)

Gun Smoke
The NEW FOUR FRESHMEN You've Never Heard Before!

TOP 40 SOUND* Arranged and Conducted by...

Shorty Rogers

FOLK
GOSPEL

RHYTHM & BLUES
BALLADS

THE BRAND-NEW "TOP 40" SOUNDS OF

THE FOUR FRESHMEN
GOT THAT FEELIN'

SUMMER TIME WHEN THE FEELING HITS YOU
DO YOU REALLY LOVE ME
MISSISSIPPI MOAN
HOLD ME
I'VE GOTTA RIGHT TO SING THE BLUES
JUST A-SITTING AND A-ROCKIN'
BASIN STREET BLUES
LOOKING OVER MY SHOULDER
BABY, WOULDN'T YOU PLEASE COME HOME
TA-DA
WALK RIGHT IN

THE FOUR FRESHMEN
"GOT THAT FEELIN'"

The Four Freshmen with...

Jimmy Bond on Bass
Earl Palmer on Drums
Ray Johnson on Piano
Billy Strange on Guitar
Glen Campbell on 12 String Guitar

* D.J.'s note: We're not putting you on. Listen to it and you'll "Get That Feelin'," too!

FRESH FRESH FRESH FRESH FRESHMEN
finds that Columbia sales have not diminished as a result of the price increase.

Boston Retailers And Kind Words

By CAMERON DEWAR

BOSTON—Retailers here are generally enthusiastic about Columbia’s price revision plan. As one retailer put it, “This is the greatest thing that has happened in the history of the record industry.” For the little man it is helpful because he can buy as many or as few records at a time without the specter of overstocking.

At Stereo Sound & Music in Boston, Bob Kelley, manager, said, “This is the greatest thing for the retailer in the history of the record business.” Kelley went further and said: “What would really make me happy is if every record firm in the industry did it and the sooner the better.” He is chiefly happy with the plan because he is not under the fear of over-buying just to get in on a better price.

Mickey, the head man at the Record Wagon, a one-step in Washington, sees no appreciable effect from the scheme since the company works on a 10 per cent margin. “But,” he said, “it will do a great deal of good for the independent operator. The awful fear of being left high and dry with a line of records is now gone, and things will be better when all of the companies do it.”

Another enthisiast for the plan is Peter M. Sweetman, manager of Mother Music. “This is a wonderful program,” he said, “and if Columbia maintains it, I have every belief it will, so it should be a boon to the regular price-selling dealer. McDermott said sales had increased greatly since the plan began and was especially pleased with the response to the big sellers, the Bob Dylan and the second Barbra Streisand album.

One of the biggest gains around town at cut-rate spots was witnessed by many of the Columbia LPs were off the stands and those on sale are the hottest numbers.

D. C. Reaction Strong, Mixed

By MILDRED HALL

WASHINGTON — Dealer reaction is strong, if mixed. Three discount stores distinctly opposed the trend; five other retailers approved, but only one was wholehearted about it.

Dan Daniels, manager of the uptown list-price Disc Shop, says his customers feel a thing, even if every manufacturer levels off on the special price plan. Daniels is “Delighted — delighted!” with the first evidence that manufacturers and dealers may develop a stable and business-like relationship. If they fall this time, he feels “something will have to give in this business.

Discounts, Record Sales, is absorbing price increase in higher-priced items, but some others may have to go up. Manager George Gillespie has his doubts about just how widespread the price conservatism will go along if there is a universal lift in prices that is not too high. But he is skeptical about individuals in the industry. He thinks that there would have to be mass movement to get in the price conservation to everybody — all manufacturers, dealers and discounters — which stabilizing is good for business.

‘Keen Approval!’ in Milwaukee

By BENN OLLMAN

MILWAUKEE — Columbia Records’ move to stabilize its wholesale price practices has met keen approval here.

“Of course,” said one dealer, “anyone who is against a move like this is against motherhood and the American flag.”

Said veteran dealer Bob Sacks, Bob Sacks Record Shop: “If the thinking behind Columbia’s plan is carried out this could prove to be the salvation of the entire industry. I’m in hopes that other labels won’t force Columbia to do this again.

According to downtown retailer and one-stop operator Stan Glassman, Radio Doctors, “Columbia has taken a positive step that could go a long way toward ending the chaos in this business. Right now one major label is offering 13 different special deals. We honestly don’t know which way to turn. But when a Columbia salesman comes in (1) we know what we are buying at a specific price, and (2) we know that we are not paying more money to these special Petersons.”

Charles Newton, Bradford Music Company, has joined the Columbia Records band wagon. “I think it’s a great move to stabilize some sort of formula for stabilization of wholesale prices, even if it would mean lower prices. A great profit margins. Columbia’s system now makes it possible for us to offer values to our customers that are comparable to any they can get at other spots.

And I no longer pick up the newspaper and see ads offering new Columbia albums at less than my wholesale costs. It looks very encouraging to me.”

Dealer thinking on loss-leader items is also destined to be revised as a result of the new Columbia plan, Bob Sacks said.

“It should lead to more sensible pricing because we won’t likely all begin to stock more intelligently if this plan takes hold.”

‘Much Needed,’ Say Pitt Dealers

By LEONARD MENDLOWITZ

PITTSBURGH — Unanimous approval of Columbia Records’ revised pricing plan expressed today by Pittsburgh record outlets.

Bette Miller, in charge of the record department at Gimbel’s, said she was enthusiastic about the Columbia experiment, and that it solved “all problems.”

She praised the Columbia product as “the best line out.”

Barney Stein, head of All-Brands, also praised the Columbia plan and said that the company’s product “is much needed.” Stein also predicted that other labels would follow suit.

Larry Planagam, in charge of the Eden & Jim record outlet, admitted that he was “very happy about the entire plan” and was positive about it continuing success.

Mrs. Sylvan Mendlowitz of the McKeesport Music Center in nearby McKeesport, lauded the Columbia action. She observed that it had reduced the record price-cutting practices and has brought business into more normal lines.

Memphis Opts See More Profit

By ELTON WHISENHUNT

MEMPHIS — Dealers here have expressed general approval of the Columbia move toward album price stabilization. Reason for approval ranged from the potential of higher profits available because of the drop in dealer cost from $3.27 to $2.25, to the ability to compete more favorably with discounters.

Retail store operator, Mrs. Margaret Trout, Do Re Mi Record Shop, said: “It has had no affect on our sales yet because we have had a sale on all albums which started just before the price reduction. The only difference now is we make more profit on Columbia albums.

“Our sale price on $3.98 album was $2.75, on $4.98 albums $3.75. Thus our profit on a Columbia album is 30 cents and on others 28 cents. We will definitely promote albums on which we make more profit.

“I think all record companies need a uniform price. You can’t believe what they tell you any more. It will cut out the guesswork and customer on their salesmen.”

Another optimistic note was expressed by Mrs. Vera Louise Cope, who, with her husband, operate Cope’s Record Shop.

“We sell the top 150 best selling albums at a reduced price—Columbia albums at $2.87 and $4.98 albums at $3.76. We have sold more Columbia albums than the price reduction. We can meet the discount house price and that helps us stay in business.

Copyrighted material
Ahmed groove concerto, out.
and ALBUM can "Rock his albums Jamal Pop better tracks.
ALBUM REVIEWS (continued)

 CLASSICAL SPOTLIGHT
 MENDELS soN: INCIDENTAL MUSIC TO A MIDSUMMER NIGHT'S DREAM
 Boston Symphony Orchestra (Gould), RCA Victor LA 3921 (S); RCA BM 2707 (5).

 In anticipation of the Shakespeare Quartennial, Victor offers an expert cast of performers under the baton of Sir Adrian Boult, who leads both the vocal and instrumental portions with a sure and sensitive touch. The voice casting is first-rate, with the leading lady being the趋于-aged Helen Morgan. The vocal parts are well-sung, and the orchestra is in fine form. The recording is clear and well-balanced, making it an excellent choice for those who love Shakespeare and music.

全國突破

 CLASSICAL SPOTLIGHT
 LIEDERS NO. 2 IN A MAJOR
 London Symphony Orchestra (Mackay), EMI K 300-033 (M); HIS 900-035 (5).

 The London Symphony, under the baton of Sir Adrian Boult, provides an excellent performance of these lieder by Schubert. The orchestra is in fine form, and the recording is clear and well-balanced. The vocal parts are also well-sung, with the leading lady being the趋于-aged Helen Morgan. The recording is an excellent choice for those who love lieder and Schubert.

 NATIONA L BREAKOUTS
 SAY WONDERFUL THINGS
 Parti Forge, Columbia CL 2046 (M); CS 8849 (5).

 The Songs I Love
 Perry Como, RCA Victor LPM 2706 (5); LSP 2706 (5).

 New Action LPs
 These new albums, not yet on Billboard’s Top LP’s Chart, have been getting some strong sales action by dealers in major markets.

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

 The Monkey Time
 Major Lance, Okeh 12105 (M); OKS 14105 (5).

 Four Strong Winds
 Ian & Sylvia, Vanguard VRS 1125 (M); VSD 2149 (5).

 Cattle Call
 Eddie Arnold, RCA Victor LPM 25878 (M); LSP 25878 (5).

 Flatt & Scruggs at Carnegie Hall
 Lester Flatt & Earl Scruggs, Columbia CL 2045 (M); CS 8845 (5).

 "TWANG" A COUNTRY SONG
 Duane Eddy, RCA Victor LPM 2601 (M); LSP 2601 (5).

 SPECIAL MERIT PICKS

 ROY CLARK SINGS THE TIP OF MY FINGERS
 Capital T 1972 (M); ST 1972 (5).

 Low Price Pop Spotlight
 Living Strings at a Leisure Carb
 RCA Camden CAL 762 (M); CAS 762 (5).

 "TWANG" A COUNTRY SONG
 Duane Eddy, RCA Victor LPM 2601 (M); LSP 2601 (5).

 ANNIE'S BEACH PARTY
 Viva BV 3316 (M); STER 3316 (5).

 Call Me Mister
 Mr. Acker Bilk, Ark 158 (M); SD 158 (5).

 12 STRING GUITAR
 Various Artists, World Pacific WP 1812 (M); ST 1812 (5).

 Hoetennent No. 2
 Various Artists, Kapp KL 1534 (M); KS 5343 (5).

 Greatest American Waltzes
 Connie Francis, MGM E 4144 (M); SE 4144 (5).

 Silver's Serenade
 Horace Silver, Blue Note 413 (M); 84131 (5).

 For You
 Roger Williams, Kapp KL 1536 (M); KS 5336 (5).

 Holiday for Pianos
 Ferril & Ferril, United Artists UAL 3398 (M); UAL 6398 (5).

 Marvelettes on Stage
 Tema 243 (M); No Stereo.

 Songs We Sing on the Andy Williams Show
 Omond Brothers, MGM E 4146 (M); SE 4146 (5).

 The Miracles on Stage
 Tema 241 (M); No Stereo.

 SPECIAL MERIT PICKS

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

 Pop Special Merit
 Alma Mater Memories
 Fred Waring & His Pennsylvanians, Capital T 1949 (M); ST 1949 (5).

 Pop Special Merit
 I Am the Greatest
 Cassius Clay, Capitol 2093 (M); CS 8892 (5).

 The self-titled "Peanut" turns to a new role, just as a top selling single. The podium is a sign of the record label's success, which comes only with hard work and dedication. The album includes "The Best of Both Worlds," "The Best of Both Worlds (Part Two)," "The Best of Both Worlds (Part Three)," and "The Best of Both Worlds (Part Four)."

 Pop Special Merit
 It's the Bossa Nova World
 Charles Tansey, Capitol T 1930 (M); ST 1930 (5).

 Since time immemorial, the songs of the piano have just been played without causing a stir. But when you add the voice of a new artist like Leonel Alfonso, things can change. He has a new group, and you get good music. Some songs are old favorites, others are new. You get a good collection of excellent songs presented by the artist's own group. As for the artist, he is a very good pianist and singer. "The Beatle" has too much effect. Nothing is more worthwhile than an album of good music presented by an up-and-coming pianist. "The Beatle" is not a new artist, and the album is not as good as it could be.

 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 or Special Merit Picks, and all other LP's are listed under their respective categories.
COLUMBIA RECORDS

SAYS THANKS TO MUSIC OPERATORS OF AMERICA
FOR AWARDING TONY BENNETT’S
I LEFT MY HEART IN SAN FRANCISCO
‘MOST POPULAR RECORD’
AND
FOR VOTING US
‘THE MOST CONSISTENT SUPPLIER OF GOOD RECORDS’

BY INTRODUCING 16 GREAT NEW HALL OF FAME
SINGLES BY LOUIS ARMSTRONG • TONY BENNETT
DAVE BRUBECK QUARTET • RAY CONNIFF
MILES DAVIS QUINTET • DORIS DAY • PERCY
FAITH • LEFTY FRIZZELL • KEN GRIFFIN • JOHNNY
MATHIS • GEORGE MORGAN • RAY PRICE • MARTY
ROBBINS • JERRY VALE • BILLY WALKER
You deserve attention. Superior service and quality sound. And that's what you get at Capitol Custom. Capitol has studios in Hollywood and New York City. Pressing plants East and West, too. One of the world's largest in Scranton, Pa. The world's most modern in Los Angeles. If your distribution needs twin-coast production, lacquers can be produced in New York and Hollywood simultaneously to save time. And you can be sure that the same strict quality control of a Capitol product is applied to your pressing as well. That's why people who think twice before going on record use Capitol Custom Services. They've found they get the best of everything—quality sound, fast service, star treatment. And they've found they pay no more—in fact, they often pay less—for the best!

Go on, pamper yourself.
Sesac an outstanding license in field

New York—One of the important licensees of sacred and inspiration music is Sesac. Among the firm's member publishers are such notable producers of music as Concordia Publishing House of Concordia Publishing House of Sacred Music.

Concordia Publishing House of St. Louis, an arm of the Lutheran church, has four current catalogues listing over 5,000 compositions. In the past few years Concordia has published cantatas and smaller works by the old Lutheran composers and contemporary hymn writers.

Among the records available from World Library of Sacred Music is the recent album of the 'Church,' sung by the Monks of Mount Angel Abbey; 'Christmas in the Cloister,' sung by the Tape-

Duke Records, an all-Negro label, has more than 50 artists. Many of their artists, while not chart-smashers, sell 50,000-60,000 records per release, according to Bob Garner, Duke sales manager. Headed by Don Robey, Duke sells to a steady customer. Robey said the field is very lucrative even though their artists are not as well known as pop artists. Several of their mainstays include the Mighty Clouds of Joy, the Dixie Hummingbirds and professor Harold Best. Another sacred label, similar but not as large as Duke, is Ernie Young's Nashboro-Excalibe. Young's Nashvil-

Two main genres in the sacred record field are Word Records and Duke Records and their subsidiaries, Sonet and Blackwood.

Word, headed by Jurrell McCracken, has witnessed spectacu-
lar growth during its 12 years of operation. The Waco, Tex., com-
pany has become one of the top sacred artists in the field. Its best sellers are Travis Boggs, Brut Ives, the Luth-

Another sacred label, similar but not as large as Duke, is Ernie Young's Nashboro-Excalibe. Young's Nashvil-

World Records

WACO, Tex.—In true Longhorn State fashion, Word Rec-

ords has become—in the space of 12 years—a giant of the record industry in the field of Sacred and inspirational music.

The founding of the label actually happened almost by accident. Jurrell McCracken, the founder and president of Word, was a music major student at Baylor University in 1951 when by a twist of fate the label was started.

While attending school McCracken was also announcing for a local radio station. At the suggestion of his friends he combined his radio abilities with his ministerial studies and pro-
duced a 'sermon' which came to be called 'The Game of Life.' The taped sermon, which included choral and band music, was an allegorical contest between the forces of evil and the forces of God.

The taped sermon caught on and requests for recordings of the production came from various parts of the country. With this, Time magazine carried a feature story on the unsummoned. Time magazine carried a feature story on the unsummoned. When the label sealed its first contract with the Crusader Quartet, became Word's father of the quartet with the Crusader Quartet, became Word's first artist, was followed by the Baylor University choir. From that point McCracken began to add some of the best-known names in the sacred field to his regulars. Today, Word boasts a roster of sacred talent unequalled by any other label in the world. Included among its artists are Ethel Waters, Bar Ives, Norman Gray, Peale, Billy Graham, the Lutheran Hour Choir and the Korean Orphan Choir.

According to Russ Reid, vice-president of Word, the label has had to create a market for the sacred product. In the past, Reid said, it has been difficult for a label to get the retailer to stock an adequate supply of sacred and inspirational records.

But Reid sees a trend away from this as more and more retailers come to realize the market potential for the sacred product.

The early days and even until today Word has depended on an aggressive merchandising effort to get its product to the consumer. The major sales efforts are concentrated in the following fields:

1. Bible book stores—These stores Word found a con-
siderable market oriented to the label's music. This effort, Reid said, produces a reasonable amount of Word's sales.

2. Door-to-door sales—Word has approximately 500 salesmen who sell record libraries from door to door. Purchasers, according to Reid, range from $24.95 to $300. Included in the plan are different combinations of records aimed at various age groups.

"We take the position that every home needs the influence (Continued on page 16)
Here's Your Opportunity For Bigger Fall And Christmas Sales!

SEVENTY MILLION PEOPLE
Like This Kind Of Music!
Why Not Profit From Their Desires With The World's Largest, Broadest, Most Complete Religious Catalog . . .

WORD RECORDS

The Sacred and Inspirational Market is a BIG market. You've probably already realized that it can be profitable for you to stock albums that appeal to these millions of people. The big question is undoubtedly what to stock. WORD RECORDS can solve this problem for you, easily, profitably. With more than 11 years experience in the religious field, we are attuned to the tastes of the market. We can aid you in creating NEW customers and increasing your sales to your regulars.

NOW you can prove to yourself that there are good profits from Sacred and Inspirational sales. Prove it at NO RISK! Check the proposition below! It contains all the elements necessary to put you into the religious market painlessly and profitably. It's a FIRST TIME OFFER and it is made in order to introduce you to the biggest and best label in the field. Each year, more and more inspirational albums are being produced and sold! WORD leads the field both in quality and sales . . . so why not join us and get a bigger share of the market!

PROVE TO YOURSELF THAT YOU CAN PROFIT FROM THIS MARKET . . .
AT NO RISK!

1. Select a "package" of 50 albums from the 24 at the left.
2. WORD will send you the 50 at a 10% Discount off the regular dealer prices!
3. We will send you a Special Display Rack FREE!
4. You will get Deferred Billing till January 10, '64!
5. Guaranteed Sales! If the albums haven't sold within 90 days, return them to WORD for Full Refund! Naturally, returned albums must be in saleable condition.

IF YOU WANT ACTION ON THIS SPECIAL OFFER . . . CONTACT: RUSS REID, VICE PRESIDENT, PHONE OR WIRE . . . PL 6-5331, Area Code 817, Waco, Texas

WORD RECORD DISTRIBUTING COMPANY
WACO, TEXAS
Like Texas, Word Records Is Big, Big, Big

THE WORLD'S OUTSTANDING INSPIRATIONAL ARTISTS ARE ON:

PEACOCK RECORDS

GOSPEL MESSAGERS
THE GOSPELARIES
SISTER JOSEPHINE JAMES
VICTORIA & THEMA HAWKINS
REV. ROBERT BALLINGER
CHICAGO GOSPEL CAVALIERS
REV. CLEOPHUS ROBINSON
THE SOUL SEEKERS
SPIRIT OF MEMPHIS QUARTET
THE GOLDEN ECHOES
THE HARDMAN SINGERS
EXCELLO GOSPEL SINGERS
THE MIGHTY REDEEMERS
FIVE SINGING STARS
THE AWAKENING ECHOES
THE O'NEAL TWINS
THE STRIPES OF GLORY
THE HIGHTOWER BROTHERS
THE BROOKLYN SKYWAYS
BROTHER PRINCE DIXON
THE SOUTHERNNAH
REV. W. C. TRAMMELL
BROOKLYN ALL STAR SINGERS
SKYLIGHT SINGERS

PEACOCK SPIRITUAL ARTISTS

THE MIGHTY CLOUDS OF JOY
THE SENSATIONAL NIGHTINGALES
PILGRIM JUBILEE SINGERS
FIVE BLIND BOYS
THE GOSPEL CONSOLATORS
THE DIXIE HUMMINGBIRDS
THE LOVING SISTERS
THE SPIRITUAL FIVE
REV. JULIUS CHEERS
THE CHARIOT GOSPEL SINGERS
THE SUNSET TRAVELERS

SONGBIRD RECORDS

SONGBIRD SPIRITUAL ARTISTS

INEZ ANDREWS GIBBS & THE ANDREWETTES
THE GOSPEL CHALLENGERS
PROF. HAROLD BOGGS
THE POWERLITES

Religious Field Has New Operations Look

based labels sell the bulk of their records through radio stations. Two top writers in the sacred fields are now giving up. Additionally, the label has salesmen who call on the record companies direct. Reid feels that the time has come for the sacred and inspirational product to be stocked by all record buyers who want a well-rounded and in-depth store. Furthermore, he feels that "record salesmen who fail to stock the sacred product are missing sales." "We (Word) are specialists in the sacred and inspirational field," Reid said. "We want to do what religious people consider religious music, and we produce records with a wide range of appeal from high church to contemporary religious music," he added.

The company, which has been given extensive coverage by Time, Fortune and United Press Features, is today grossing $2 million annually.

Not to be overlooked in the present fiscal year will be Word's most successful, and he predicts that with a major effort aimed at placing the product with the retailer the label will continue to write profit strides befitting the popular image of a Texas bantam.

Philips Shows Discount Plan

CHICAGO—Philips Records has introduced 12 new albums and a new 12½ cent discount sales plan through a series of regional meetings conducted by the label's executives last week.

All this was announced by Paul and P"a"na and Teresa Brewer headline the new pop package which includes several additions to the Philips Connoisseur Collection series.

Four classical albums round out the August release.

The Philips 1963 World Series of Music sales plan is effective from August 20 through October 15, and provides a 12½ cent discount on all new product and the entire Philips catalog.

Merchandising aids include a wire-pole assembly for eight discount jackets especially suitable for window or in-store display. Philips is also supporting the full plan with a full-scale publicity and promotion program.

Religious Music

Steve Clark Named V.-P.

CHICAGO—Steve Clark, Vee Jay representative in the Atlanta area, has been named vice-president in charge of sales and promotion. Clark is a four-year veteran with the label.

His appointment was announced by Randall Wood, newly named Vee Jay president who also noted that August was one of the biggest months in the label's history.

"Wood cited new material by the 4 Seasons, Gene Chandler and subsidiary product on FM and Horizon. He said the 4 Seasons' "Golden Hits" LP was already over the 100,000 mark.

Wood said he personally anticipated an even greater vote in September when Vee Jay would introduce additional new product and a new merchandising program in its Oides "45" label.

In naming Clark, Wood said he would be responsible for augmenting Vee Jay along modern sales and promotion concepts. He described Clark as "one of the most progressive things in the record business today."

Before joining Vee Jay, Clark handled his own 16 record firm, Tempest Records, for two years, before that his own Capitol National Kodak Company in sales and promotion for two years. He is a graduate of Knox College in Galena, Ill.
Peter, Paul and Mary

"DON'T THINK TWICE, IT'S ALL RIGHT" #5385
B/W "AUTUMN TO MAY"

now available, their new hit album: IN THE WIND

Warner Bros. Records, the first name in sound
NOSTALGIA BIT

"I'll Never Smile Again"—Sigh, Sigh

The cup of nostalgia is bub- bing over these holiday even- tings in New York, as the band stand at the Hotel Americana's Royal Room cocooned night club stands on the looks of a reinauguration of a much older stand in a much older hotel.

A passer-by hearing a faint, lilting trombone solo, would place the original setting at the Century Room of the Hotel Commodore, or perhaps the Cafe Rouge of the Hotel Penn- sylvania.

This week's re-enactment of those earlier scenes was not a dream at all. Rather, it was presented as a living re-enactment of putting the latest version of the Tommy Dorsey band through its paces in a one-hour produc- tion, which had, despite a certain insouciance, some definite high spots.

The engagement produced the New York debut of 19-year-old Frank Sinatra Jr., a lad who sings like a sound- box, and gestures like his father almost to the point where it's uncomfortable.

Re-enacting a typical Sinatra- Dorsey production of the late 1940s, the younger Sinatra, "I'll Never Smile Again" from "Camelot" (from the smashy, "I've got that song in mind, boys and girls..."

The band itself is fine, and it's east in the Dorsey, brassy tradition (Gimmie that "gimmie" trombone, three reeds, six reeds) with leader Donahue, a three-horn man, taking part in part.

The Pied Pipers, another trade-mark of the old Dorsey crew, has changed since the days of "Side of the Street," "Chicago"

and "Oh Look at Me Now," and the group has a pleasant sound even through they are not in the same vocal league with the originals. Charlie Shavers contributes on trumpet, Berrigan and Pivors on trombones, and a shapely trumpet solo and Garry O'Brien handles the Dor- sney trombone.

In Canada

Welcome Back
Bob Goulet

What was probably the toughest opening night in his meteoric career occurred when Robert Goulet stepped before an audience of some 17,000 people at the Canadian Na- tional Exhibition September 15.

Canadian-born Goulet returned to his home country and showed the finesse of the pro he really has turned out to be. As was expected, his material runs primarily to the Broadway小腿plus with the songs from "Camelot" taking the focal point of the perform- ance, with selections from "West Side Story" a close runner-up.

Chubby Checker returned to the U.S. last week after a two-month tour of Europe. While in Germany he cut several ideas for German, in local, consump- tion also received trophies in both Germany and Italy as most popular American artist there.

FRANK SINATRA JR.

The band is still on, and the group has a pleasant sound even through they are not in the same vocal league with the originals. Charlie Shavers contributes on trumpet, Berrigan and Pivors on trombones, and a shapely trumpet solo and Garry O'Brien handles the Dor- sney trombone.

LIVING ROOM

Kathy Pert, Shapely—and Warm

NEW YORK — The Living Room on New York's East Side, has been recently car- ried out a bright new career. This is a good, publicly-laden way for a group of people to get them- selves launched. Soon, however, he should build his own small home and his own image and ditch the band showcase. He has the natural singing talent and poise to go it alone if he wants to.

Helen Forrest, often called the voice of the name bands, was in a scene of the band in the wind-up spot, and showed herself a wow of a performer. Miss Forrest, who has been under contract for five years after her heyday as a band singer, really is singing better than ever. Using a six-member turn, she gave the crowd all the grooves and the sound of a complete club act, as if she were in "Those Things," "Lonesome Road" and a group of her own smashes—"I Don't Want to Wait With- out You." "I Had the Craziest Dream" and "I Cried for You."

GARNET MIMMS & THE KNOTT BROTHERS (United Artists)

NAMES: Garnet Mimms, Zola Peenall, Sam Bell, Charles Perry, Archie Allen, mid-20's. HOME TOWNS: Mimms, Long Island; Peenall, Zola and Sam, Philadelphia; Boyer, North Carolina. B A C K G R O U N D: Dr. Priority started the group as it now is about two years ago and has had considerable solo expe- rience here and, in the case of Zola Peenall, in Europe. Zola has been with various vocal groups, including the Paul Jones group, and the current group called the Ambassadors. In addition to their obvious vocal talents, Sam Bell is a songwriter, and Garnet plays a pretty mean harmonica. Their music, which will be dispensed by which the TV appear- ances can be merchandised to the neighborhood public.

ARTISTS' BIOGRAPHIES

For your programming you see here pertinent facts about label artists, if clipped and pasted on 2 by 3 cards these biographies will help you build a convenient file of such data.

GAZEBO PHOTOS

9.98 per 100

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POST CARDS

Nina Simone closes this week at the Village Gate in New York and heads out to the Paradise West in Los Angeles September 18 through October 1. . . . Anita O'Day goes into the Losers, Hollywood, for three weeks September 15. A one- night concert September 21 at Santa Monica Civic Auditorium will headline Veteran Mon and Morey Amsterdam. . . . Phyllis Diller stars this week at the Fairmont Hotel in San Francisco for three weeks, beginning September 19. . . . Among thearetalentsthey appear at the Monterey Jazz Festival (20-22) will be Tom Lewis and the Modern Jazz Quartet, Laurindo Almeida, Carm- en McRae, Harry James, Dizzy Gillespie and Dave Brubeck.
TALENT TOPICS

**Continued from page 18**

British Rubbish," which opens the new theater night club, the Little Fox, and "The Establishment" playing at the hungry ... Another world premiere is slated for the Curran Theater in September, a play entitled "The Tender Hook" with a setting in Florida. The Purple Onion returns to night club entertainment with the opening of comic Kip King and the singing voice of Beverly Sanders, with music by Paul Goriagnak. Jan Jonjy Hayes has joined the Turk Murphy band and is now playing nightly at "The Turk's own Earth-quake McGoone's. Dick Stewart, KPIX teen-age host, is back for his second night club engagement at the Old Broadway. Starting August 30 Stan Kenton comes to the club with his complete 22-piece New Era in Modern Music Orchestra.....

Jeremy Smith and His Trio are now whipping it up in the Jazz workshop. The Committee is still going strong at its own night spot after several months. The San Francisco- based group has added a new member and increased its rep- etuire. "A Comedian Don Barry is pulling them in at Brink's, an unusual billing for this club usually given to big shows. Singer Carol Brent with him.

Two musical plays are scheduled to play in San Francisco this fall, one of them a world premiere of "A Village Riga," a musical adaptation of Oscar Wilde's "The Importance of Being Earnest," is currently in rehearsal. Written and composed by Don de Mestral, the play features new talent headed for Broadway. Theater and opening date have not been set. ... Richard Rodgers "No Strings" featuring Howard Keel and Barbara McNair is scheduled December 2 at the Curran, and is an offering of the 1963-1964 Theater Guild Society season, the only musical in a group of eight plays.

Pete Seeger and the Freedom Singers of Atlanta held a "bon voyage folk music concert" August 17 at the Searsville Lake Park, Woodside. On the Nevada scene are Jan Garber and his orchestra at the Maple Casino in Reno; Eddie Fisher in the Celebrity Room, with Forties and Villa at Cal Neva Lodge, Lake Tahoe; the Lancers, with Frank Fanelli and Jack Schafer, at the Crystal Ball Club. Dean Martin and Frank Sinatra are at the latter's own Cal Neva Lodge through Sep- tember 5. The Kingston Trio is in the Arabian Room of the Dunes Hotel, Las Vegas.

The schedule for Harrah's Club at Lake Tahoe includes Mitzi Gaynor through September 8; Liberace through September 22, and then Arthur Godfrey to October 9. Sam Butera and the Witnesses are in at Harra- rh's in Reno through September 11, followed by Tex Beneke, Ray Ellerbe and the Modernaires, through October 2. ... The Four Lads are at the Holiday Hotel in Downtown Reno. ... Jack Soo and Juventa Hall continue their successful run of "Flower Drum Song" at the Thunderbird, Las Vegas. ... The Lettermen with George Germs and Dorothy Provine are at the Nugget in Sparks. ... Saverio Sardi and the Kuban Kossacks are at Har- old's Fun Room, also in Reno.

BOSTON

With a season of expensive acts booked, the Statler-Hilton Terrace Room is tempting the fates with an early opening on Friday, September the 13th. The week end's jam-packed house at the Hampton Beach Casino saw more than $12,000 show up for an evening with Peter, Paul and Mary. Vaughn Meader was honored at a luncheon this week in his old home town of Watertown, Me. He made his acting debut at nearby Lakeswood Theater in "The Taper Trap."... Paul Robeson, the old Sheridan, will give a program of readings in Peabody October 2. ... Allan Sherman, visiting in Boston with Richard Rodgers at the musical "Tin Pan," discussed a joint venture, a musical based on Robert Paul Smith's "Where Did You Go Last Night," etc. Sherman plans to write the lyrics, ... Patrica Mersman winning up the South Beach Music Circus season with self- out houses with "The King and I." ... the Salisbury Beach Pipers will be required by AGVA to pay Patri Page in full for the week when the club was shut down for nine days. ... The case of Nat King Cole is still pending with AFX.

Patricia Mersman, putting new life into "Can Can" at the Fram- ingham Carousel. Every one of the 2,998 seats in the club were full for the opening night. ... Mary Martin and the 30-member cast of "Jennie" finishes the five-week run at the Colonial and will leave this week for Detroit with the sets in six trailer trucks plus six baggage cars. ... Stay six weeks in the Motor City before "Jennie" scheduled to open at the 1964 Democratic Convention in Atlantic City.

CAMERON DEWAR

PITTSBURGH

Jerry Clonzo, who halls from nearby Canonsburg, will return "home" to tape an NBC color extravagant at the Civic Arena on October 3. Hamburg Bros., RCA Victor distributors here, hope to get in on the prom- motion along with Conno's Kraft Food sponsors. ... Glen Miller has parted company with Bill Lawrence, Inc. after a seven-year record association. ... Much of the success of the Allegheny County's Fair this past Labor Day weekend and at South Park was due to the draw of ABC-Paramount's Frankie Fontaine, who was paid a reported $12,500 for his three- day stint. ... The Civic Light Opera concluded an eight-week season at a reported loss, but the biggest draws were record stars Robert Goulet, who opened the season, and Nat King Cole who finished it. Goulet drew an estimated $54,000 persons and $100,000 in eight days while Cole drew 31,000 patrons and $98,000 in seven days. ... Record Row was overshadowed during the death of Lenny Martin, the pianist-arranger, who was part- nered with Lou Guarino in Calico and later Robbie Recordings. ... Record producer Tim Tor- rey, who is a 25-year vet of the music business, is making a tour of the Midwest with Brian Hyland and Lou Christie in the "Summer of Stars." ... Check Osborne, local singer, has a promising new contract in- ally in ABC-Paramount's "Come and Walk With Me."... LEONARD MENDELowitz

HOUSTON

Recording artist Carmen Cavallaro and Paul Neighbors' or- chestra are scheduled to be on the opening bill for the reopening of the Continental Room on September 12. The Stan Kenton band will be 22 strong when it plays a concert here September 28 at the Music Hall. Vaughn Meader, who par- ticipated the ability to say "wrigg" like a famous personage into the hottest record album in his his- tory, has opened a two-week engagement at the Continental Houston's French Quarter Club. The Don Cannon band will sup- ply the music. ... The Kirby Stone Four and Patricia Morris- son, the actress and vocalist, are currently appearing at the Cork Club. The Mel Arvin Or- chestra will play for the show and dancing. ... Recording star trumpeter Al Hirt and his group have been booked for a one nighter at the Music Hall. ... The Interna- tional Club's Continental Room, which has been closed for refurbishing, will reopen Sep- tember 15. Singer Dick Kroger is currently in the club's lounge.

BARRY CANDY

DALLAS

Recording artist and singer Charlie Appelwhite will headline a show September 20 for in- mates at Seagoville Correctional Institute. Artists who make the trip include Larry McKay, Joan Ross, Shirley Murray and Ukle Shehrt. Mitch Miller and his gang will present a "Sing Along With Mitch" con- cert at the Memorial Auditori- um with Carmen Cavallaro. ... The Dallas Theater League will present recording artist Al Hirt in concert at the State Fair Mu- sic Hall September 21. ... BARRY CANDY

New Chart Toppers—Your Ticket to Profits Every Time!
September-October
provocation!

an autumn
windfall
from reprise
Wichita Group Sets
C.W. for 19th Yr.

WICHITA, Kan.—The 5,000-member Wichita Independent Business Men's Association has again sponsored a country music show for its Fall Festival Octo-
ber 22 at the Civic Center here. This marks the 19th year that a c.w. show has been engaged for the affair. Harry (Rip) Peebles, Wichita promoter, is producing the show also for the 19th year.

Talent will include Red Foley, the "Fiddle-Twirling Tom"; Don Helm, Wilma Lee and Stoney Cooper, George McCormick, the "American Minstrel"; John-
ny Western, Margie Bowes and Ernest Ashworth. The unit will also include Chad Wiles of the "The Lost Year" for a full tour of the season for the Pec-
ies agency. Cities to be visited include Salina, Kan., September 26; Omaha, 27; St. Joseph, Mo., 28; Kansas City, Mo., 29; Sioux City, Ia., October 1; Sioux Falls, S.D.; four dates in Texas; To-
peka, Kan., 4, and Wichita, 5.

Vic Lewis Spec

For Cincy Gardens

CINCINNATI—One of the largest c.w. packages ever to play in a Cincinnati engagement is at Cincinnati Gardens for two shows Sunday, September 22. Larry Bond, manager of the Jim Denny Artist Bureau, arranged the show for Vic Lewis in conjunction with the Hamilton County Sheriff's Department.

The talent lineup will include Red Foley, Webb Pierce, Ray Price and His Cherokee Cob-

Lewis, a veteran c.w. music promoter, reports a heavy advance

ticket sale.

at 319 W. 48, Street, New York, and is doing national record promotion for Matt Parriot's "Bay City" career. Recent bookings include Nash-
ville etchers. Tim fully recovered from a bad cold and is un-
illness, is also celebrating his 25th year as a personal manager, with George Riddle, United Records artist now working out of Nashville, did a shot on "Grand Ole Opry" September 6 and booked on the Wiburn Brothers TV show which is car-
ed in 12 major markets. On September 25, George appears with a country music package in Shreveport, La., in a book-
ing arranged by the Bob Neal Agency.

One of the largest c.w. packages ever to play three consecutive dates in Canada pulled packed houses in Hamilton, London and Toronto during the Labor Day holiday weekend (29-31). The included in the pack-
aged arranged by the Jim Denny Artist Bureau, Nashville, was Webb Pierce, Carl Smith, Min-
ieriel Smith, Snowy White and His Dudes, Stonehenge, Ranger Jackson, Skeeter Davis, Carl and Pearl Batten, Sonny Carl, Jimmy Draper and Bil-
ly Walker and Bill Anderson. Ac-
companying the group on the tour was Jack Andrews of the Jim Denny office. The package also played Memorial Coliseum, Buffalo, September 1 to capac-
ity business.

THE OSBORNES BROTHERS, Sonny and Bobby, snapped as they closed their first session for Decca Records in Nashville last week, just after signing the biggest management contract with the Wil-
Helm Agency. Left to right: Harry Silverstein, assistant a.r.
director, Decca Records; Owen Bradley, Decca's chief a.r. di-
rector; Smiley Wilson, director of talent for the Wil-Helm Agency; Benny Birfield, a regular with the Osbornes; Bobby Osborne and Sonny Osborne.
We could beat our gums and drums

but this says it

LATE SINGLE SPOTLIGHTS

LESLEY GORE
SHE'S A FOOL (Helios-MRC, BMI) (2:13)—THE OLD CROWD (Screen Gems-Columbia, BMI) (2:30)—The thrush has had two smashers in a row and here’s another and possibly a two-sider at that. First up is a teen-slanted ballad with lots of feeling while the flip is a bright, bouncy up-beater which could find equal favor. Good dual-tracking on both sides.

RAY STEVENS
SPEED BALL (Lowery, BMI) (2:40)—Stevens is just off his “Harry the Hairy Ape” hit and this should be a fast follow-up. It’s a nutty story of a hot-rod maniac with a leather jacket and an eagle on the back and the kids should dig it. Flip is “It’s Party Time” (Lowery, BMI) (2:39).

VAUGHN MEADER
NO HIDING PLACE (Gallico, BMI) (2:29)—Here’s Meader’s first on the label and, in fact, his first single. It’s a bright, funny parody of the whole rock movement, particularly the "hit parade."
In Georgia and Alabama, order your...

GREAT NEW FALL CAMEO/PARKWAY
LP MONEY-MAKERS
from DIXIE RECORDS DISTRIBUTING CO.

Great New Fall Product Like This, by Proven Sales-Winning Artists
Like These:
Big Red Hit (Cheeky Cheeky)........................................ P-7023
Soft Hit (She's So Sweet)........................................... C-1004
120 Cadence March By (The International Collegiates)...... C-1092
All the Hits, Volume I (See Des Shway)........................ C-1092
All the Hits (The Orleans)........................................ C-1092
Wildwood Days (Bobby Rydell)................................... C-1093

Don't Wait—Order the Great New Fall CAMEO/PARKWAY
Money-Makers Now!

DIXIE RECORDS DISTRIBUTING CO.
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In Missouri, Kansas & S. Illinois, order your...

GREAT NEW FALL CAMEO/PARKWAY
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Great New Fall Product Like This, by Proven Sales-Winning Artists Like These:
Golden Hits (Cheeky Cheeky & Bobby Rydell).................. C-1063
If the Big Bands Were Here Today, Volume II.................. C-4007
Leslie Leavy (Leslie Leavy Orchestra)............................. P-7046
Let’s Twist Again (Cheeky Cheeky)............................... P-7044
You Can’t Sit Down (The Beatles)................................. P-7058

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Golden Hits (Cheeky Cheeky & Bobby Rydell).................. C-1096
Know Maze of Mayport Fugger................................ C-1096
An Eya Tune (Shobby Levidt with the Junior Lewis Orchestra) C-1067
Teen Twist Party (Cheeky Cheeky)................................ P-7007

Don’t Wait—Order the Great New Fall CAMEO/PARKWAY Money-Makers Now!

TONE DISTRIBUTORS, INC.
495 S.E. 10th Court, Hialeah, Fla.
Henry Stone, President
Tel.: TU 7-7546

Big Bands Get A Piece of Campus Action

PHILADELPHIA — While the folk singers get the center of the stage in the colleges and clubs in the area, the big band names in the Top 20 are not shunted out entirely, according to Bill Moninger, who heads the William Horney Agency, most active music talent booking office here. Band bookings for the fall include Sammy Kaye, September 14, for the Blueberry Festival at nearby Hammonot, N. J., and Les Elgart; and at the same time at Cedricbrook Country Club here.

Kaye is also set for a September 21 date at Atlantic City’s Convention Hall, and Elgart on September 22 at Doheny Country Club in Wilmingotn, Del. October dates bring Buddy Williams to Franklin & Marshall College, Lancaster, Pa. (12), and Stan Kenton to Rider College, Trenton, N.J. (26), November brings Stan Ruby to the Philadelphia Country Club (26), and Les Elgart to the Four Freshmen (23) for La Salle College at Convention Hall here, and Horney also has Liberace set for a concert November 20 at the Shrine Temple in Hagerstown, Pa.

Adding to the folk singers spread are the same groups reported earlier, Horney agency set the Chad Mitchell Trio for a concert September 10 at Philadelphia University College, and the RoofTop Singers December 14 at Gettysburg College, Gettysburg, Pa.

Decen Declares Dividend

**MUSIC AS WRITTEN**

**Capitol of Canada**

G. E. Leatham, vice-president and director of sales for Capitol of Canada, has assumed the additional responsibilities of merchandising and a&r, formerly handled by Harold S. Smith, who resigned.

**NEW YORK**

Two new Glenn Miller albums of material previously unreleased are in the works at Victor. The company has 32 tracks of air checks and has received permission from the estate to release them. Columbia is working on a Gene Krupa package to run to two or three LP's in much the same vein as its Jack Teagarden, Woody Herman, Mildred Bailey sets. There will be another Jack Robinson benefit for CORE in the Connecticut area shortly. Erroll Garner is being sought by three agencies which want to represent him on the West Coast. Bert Mann and Jack Flies have written a song for the N.Y.C. police, which is scheduled to be handled by the Everly Brothers. He is also being handled by Komac Enterprises, his personal management firm. Elliot Mann is setting up a phone call system from his Cameo-Parkway offices about the strange sound of the opening of the "Hello Flats" track on the "More" LP by Clark Terry.

**PHILADELPHIA**

Jean Reed is manager of the record department at the new Liberty Bell Discount Center on the site of Butch's Farmers Market, and for the opening offered free d.j. samples 45's to the first 1,000 record buyers, plus Bruce Walters' Interview LP to the first 50 classical buyers. Danley Radio Corporation purchased a 25-stall building on 21st Street to expand its distribution of hi-fi and stereo equipment. After a three-year absence during which time he held forth at Cherry Hill Inn (N.J.), Joe Frusco will return as conductor of the house orchestra at the Latin Casino show-place on the Jersey side.

Leon Rosen, proprietor of the REC Music Shop in the Roxborough section of the city, has set up a "Sitter Salon" at his store. Chips Distributing took over by Cameo-Parkway Records as a wholly owned subsidiary to handle its labels. Nearby Barn Arts Center at Riverside, N.J., extended the summer season. Ronnie Dickson booked George Shearing September 2; Gene Krupa, 9, and Lionel Hampton, 22.

A three-store chain of $1 and $2 record stores is being operated with two stores in center of the city and a third in suburban Lansdale, offering all labels at $1 and $2, stereo and hi-fi, none priced higher than the store's name. Irv Kolker, of the Le Bistro estee in nearby Atlantic City, has signed a 10-year personal management contract with recording artists Lisa Lynn. (Cont.)

**CINCINNATI**

Vern Hawk, head of Ambat Records, Inc., local one-stop operation, has opened an Ambat branch at 605 North High Street, Columbus, Ohio. Dave Blumberg, formerly with Ambat here, has been placed in charge of the Columbus branch.

Larry Sunbrock, of Paramount Promotions, Inc., Orlando, Fla., has a pop, rock and jazz jamboree set for Cincinnati Gardens, October 5, and the Arena, Cleveland, October 6. Talent for the two shows will comprise James Brown and his Flaming Flames Orchestra, Solomon Burke, Little Johnny Taylor, Theola Kilmore, the Crystals, the Dovells, the Olympics, Ted Taylor, Bobby Byrd, Lou Christie, Steve Alaimo and Anna King. WSAI's Ron Bertin will emcee the local proceedings, assisted by the deejay contingent at WCIN. BILL SACHS

**Million Buck Summer Heat, Says Atlantic**

NEW YORK—Atlantic Records has announced that its summer sales plan resulted in sales hitting the million-dollar mark. In addition to its new Atlantic and Atco releases, the firm also specifically noted that sales in depth of catalog merchandise figured prominently in the total. Many factors were credited with piling up the sales, but the catalog buying, distributor incentives and the special advertising fund for distributor were considered key items in the program. The distrib advertising and will continue to operate through October.

Another key point, according to distributors handling the Atlantic product, was the simplification and revising of the amount of Atlantic and Atco product to a point where 10 Atlantic LP's and four Atco were released with the incentive plan. Two more Atlantic albums, by hot singles artists, Doris Troy and Barbara Lewis were added to the plan at later dates. Almost all the rest of the albums were of stong selling artists like Acker Bilk, Bert Patras, Herbie Mann, Bobby Darin, Ray Charles and Hank Crawford.

**Milw'kee Cards Golf Tourney**

MILWAUKEE—Milwaukee's fifth annual Golf-C-Cee, participated in by all segments of the music-record-radio business of Milwaukee and Chicago, will be held here Wednesday (11) at the Tumbeklumber Country Club at Pewaukee, a near suburb. Arrangements are being handled by Ed (Coffee) Larson of WEMP here, and tickets may be obtained from his office. Larson expects a record-breaking turnout which will include distributors, dealers, juke box operators, radio program sources and designers. Comic Timmie Rogers has been hired for the occasion. Dues cost $15 for golf, dinner and entertainment. Nonmerchants pay $7.50.

**Miss to PR Post**

NEW YORK—Marylin Reiss has been appointed director of the Comme de Ville public relations agency. The appointment coincides with an expansion movement for the firm, with opening of offices in Beverly Hills and various European cities.

**MUSIC CITY RECORD DISTRIBUTORS**

127 Lafayette St., Nashville, Tenn. Tel: (615) 255-7315

**GREAT NEW FALL CAMEO/PARKWAY LP MONEY-MAKERS from M.S. DISTRIBUTING CO.**

In Illinois, Indiana & Wisconsin, order your... **GREAT NEW FALL CAMEO/PARKWAY LP MONEY-MAKERS from CHATTON DISTRIBUTING CO., INC.**

in Northern California, order your... **GREAT NEW FALL CAMEO/PARKWAY LP MONEY-MAKERS from M.S. DISTRIBUTING CO.**

In E. Kentucky, East and Middle Tennessee, and Northern Alabama, order your... **GREAT NEW FALL CAMEO/PARKWAY LP MONEY-MAKERS from MUSIC CITY RECORD DISTRIBUTORS**

**Don't Wait—Order the Great New Fall Cameo/Parkway Money-Makers Now!**

**Write... Phone... Write...**

**WRITE... PHONE... WRITE...**

**WRITE... PHONE... WRITE...**

**WRITE... PHONE... WRITE...**
Going all the way... BILL BLACK and his Combo hits again with... MONKEY-SHINE

HI - 2069 THE AMERICAN LINDAY GROUP

she's back with another hit... MARCIE BLANE sings YOU GAVE MY NUMBER TO BILLY SEVILLE - 128 THE AMERICAN LINDAY GROUP

Billboard breakout (Houston) MURRAY KELLUM LONG TALL TEXAN MOC 653 THE AMERICAN LINDAY GROUP

Terrific air play... TONY and the VELVETS SUNDAY ZOOM 9606

BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

SUGAR SHACK
Jimmy Gilmer & the Fireballs, Oct 16467

★ REGIONAL BREAKOUTS

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

WHAT'S EASY FOR TWO IS SO HARD FOR ONE...
(Johannes, BMI) It's YOU LOST THE SWEETEST BOY (Johannes, BMI) Mary Wells, Motown 1048 (Washington)

S.P.C.L.G. (Society for the Prevention of Cruelty to Little Girls)...
Society Girls, You Jay 924 (Cannon-Staff Acme, BMI)

SINGLES REVIEWS

SPOTLIGHT WINNERS OF THE WEEK

Pop single spotlight are those singles with sufficient sales or airplay to be considered for inclusion in Billboard's feature, do achieve a Top 30 on 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.

POP SPOTLIGHT
PAUL & PAULA
A PERFECT PAIR
(Reprise/LaBe, BMI) (2:17)

FIRST DAY BACK AT SCHOOL
(LaBe, BMI) (2:46-Philippe) 45142

Two more solid items from the teen-gay duos. Their first has the bandwagoney ballad sound that's associated with the group. Side has "Last Year" piano vocals while the flip is built on a "boy-guy back in school" theme that's sure to get play from Top 40 jocks.

POP SPOTLIGHT
BRENDA LEE
SWEET IMPOSSIBLE YOU
(Kappani, BMI) (2:24)

THE GRASS IS GREENER
(Songs Society-Chaplin, BMI) (1:50-Decca 31439

Two magnificent tracks from Brenda. First is a brand new number with plenty of spirit, humor and bright effects. The second is a tune that, when the gay girls sing it, sounds like a standard. Brilliant performances backed by strings and chorus.

POP SPOTLIGHT
RANDY LEE
LET ME GO CLIMBING
(Columbia, BMI) (2:25-Philips 49157

This side is a strong, building, spiritual-pop sound. It's got a spirited beat with chorus, strings and other effects that make it "Young Guys" (Columbia, BMI) (2:07).

POP SPOTLIGHT
DALE & GRACE
I'M LEAVING IT UP TO YOU
(Vonics, BMI) (2:15-Motown 921

This side, from Barns Reuca, LA., has been picked up for distribution by Janis. It's got a chance for the Top 40. Side has Instrumental sound that gives strong vocal work from the duo with simple imitations melody. Flip is "I Like What I Like About You" (Reid Shild, BMI).

POP SPOTLIGHT
THE SPINNERS
THE HAPPy HOOTENANNY
(Signum Seven, BMI) (2:00)-Smash 1545

Wild one here. The side has hard, hooking tones, fast-handclapping and a power-house, driving sound. The flip is "What's It\"
Side has Instrumental sound that gives strong vocal work from the duo with simple imitations melody. Flip is "I Like What I Like About You" (Reid Shild, BMI).

POP SPOTLIGHT
THE SHOELACES
WORK SONG
(Lasree, BMI) (2:20)-BriteLeaf 4663

Hot Adderley's jazz instrumental gets the rock sound here with patella, loud, and precise vocals, hooking drums and the works. Side is "Ball and Chain" (Cypress, ASCAP) (2:17).

POP SPOTLIGHT
THE TARRYTOWNS
ROUGH SURFIN'
(Wynton, BMI) (1:43-Atlantic 2270

Hand-kicking instrumental sound in the surf genre. Guitar and pulsing base produce a fine sound which can be "torn on the Hill" (Atlantic, ASCAP) (1:46).

POP SPOTLIGHT
MERLE KILGORE
FIVE MILES DOWN THE ROAD
(Geffen, BMI) (1:42)-MGM 13418

Here's a mighty potent country-themed side that's got everything it takes. The artist sings with passion in the words and chorus and with some very nice harmony. The flip is "Whisky Road" (Geffen, BMI) (2:16).

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its tentality is rated within its category of record. Hits, which are separated for Spotlight Picks or R.O.D. charts. Spotlights winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.
<table>
<thead>
<tr>
<th>No. 1</th>
<th>No. 2</th>
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</table>

**Hot 100**

For Week Ending September 21, 1963

**Star Performers**

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist/Group</th>
</tr>
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<tbody>
<tr>
<td>23</td>
<td>11 FINGERTIPS (Part II)</td>
<td>Little Richard</td>
</tr>
<tr>
<td>24</td>
<td>12 MORE</td>
<td>Ed Davis, Dean, Texas</td>
</tr>
<tr>
<td>25</td>
<td>13 ON THE STREET</td>
<td>The Nite Hawks</td>
</tr>
<tr>
<td>26</td>
<td>14 LUCKY LIPS</td>
<td>Billy blanks, etc.</td>
</tr>
</tbody>
</table>

**Chart Notes**

- **STAR**
- **Bubbling Under the Hot 100**
- **Billboard**

Detailed chart with song titles, artists, and notes for the week ending September 21, 1963.
Dot Records Proudly Presents

A New Lawrence Welk Smash Hit Single!

Blue Velvet B/W Fiesta

#16526

Plus a Catalog of Real Profit-Making Albums!

<table>
<thead>
<tr>
<th>Dot #</th>
<th>Title</th>
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<tbody>
<tr>
<td>3528</td>
<td>Scarlett O'Hara</td>
</tr>
<tr>
<td>3510</td>
<td>1963's Early Hits</td>
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<tr>
<td>3499</td>
<td>Waltz Time</td>
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<td>3489</td>
<td>Bubbles In The Wine</td>
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<tr>
<td>3457</td>
<td>Baby Elephant Walk</td>
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<td>3432</td>
<td>A Lawrence Welk Sing A Long Party</td>
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<td>3428</td>
<td>Young World</td>
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<td>3412</td>
<td>Moon River</td>
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<td>3397</td>
<td>Silent Night</td>
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<td>3389</td>
<td>Yellow Bird</td>
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<td>3359</td>
<td>Calcutta</td>
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<td>3350</td>
<td>Last Date</td>
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<tr>
<td>3342</td>
<td>Champagne Music</td>
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<tr>
<td>3318</td>
<td>Double Shuffle</td>
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<tr>
<td>3317</td>
<td>Lawrence In Dixieland</td>
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<td>3302</td>
<td>Polkas</td>
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<td>3296</td>
<td>Sweet And Lovely</td>
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<tr>
<td>3284</td>
<td>To Mother</td>
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<tr>
<td>3274</td>
<td>Strictly For Dancing</td>
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<tr>
<td>3251</td>
<td>Songs Of The Islands</td>
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<tr>
<td>3248</td>
<td>I'm Forever Blowing Bubbles</td>
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<td>3247</td>
<td>Overtures In Dance Time</td>
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<td>3238</td>
<td>Great American Composers</td>
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<td>3224</td>
<td>Dance With Lawrence Welk</td>
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<td>3218</td>
<td>Lawrence Welk Glee Club</td>
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<td>3200</td>
<td>Voices And Strings</td>
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<td>3164</td>
<td>Mr. Music Maker</td>
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<td>3249</td>
<td>Ragtime Piano Gal–Jo Ann Castle</td>
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<td>3250</td>
<td>Best-Loved Catholic Hymns–The Lennon Sisters</td>
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<td>3252</td>
<td>A Guest Champagne Lady–Betty Cox</td>
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<tr>
<td>3283</td>
<td>Boy Meets Horn–Warren Luening</td>
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<tr>
<td>3292</td>
<td>The Lennon Sisters Sing 12 Great Hits</td>
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<tr>
<td>3310</td>
<td>The Don Bonnee Octet</td>
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<td>3315</td>
<td>Accordion Concert–Myron Floren</td>
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<td>3343</td>
<td>Christmas With The Lennon Sisters</td>
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<td>3347</td>
<td>Jimmy Getzoff</td>
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<td>3355</td>
<td>Polynesian Percussion–George Cates</td>
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<td>3383</td>
<td>The Voices Of Bob Ballard</td>
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<td>Sad Movies–The Lennon Sisters</td>
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<td>3400</td>
<td>Take Five–George Cates</td>
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<td>3401</td>
<td>New Orleans Dixieland–Bob Havens</td>
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<td>3404</td>
<td>Norma Zimmer Sings</td>
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<tr>
<td>3405</td>
<td>Frank Scott Plays Harpsichord</td>
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<tr>
<td>3417</td>
<td>Can't Help Falling In Love–The Lennon Sisters</td>
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<td>3422</td>
<td>Twistin' Twelve Great Hits–George Cates</td>
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<tr>
<td>3433</td>
<td>12 Great Hits in Ragtime–Jo Ann Castle</td>
</tr>
<tr>
<td>3450</td>
<td>Greatest Organ Hits–Jerry Burke</td>
</tr>
<tr>
<td>3464</td>
<td>Third Man Theme–George Cates</td>
</tr>
<tr>
<td>3481</td>
<td>The Lennon Sisters' Favorites</td>
</tr>
<tr>
<td>3511</td>
<td>The Ballad Of Jed Clampett–Jo Ann Castle</td>
</tr>
<tr>
<td>3536</td>
<td>Myron Floren Polkas</td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
Honor Roll of Hits

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Title</th>
<th>Composer-Publisher</th>
<th>Weeks in Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2 BLUE VELVET</td>
<td>By Wayne-Maitne-Published by Vogue (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>MY BOYFRIEND'S BACK</td>
<td>By Feldman-Gottlieb-Cohen-Published by Blackwood (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
<td>IF I HAD A HAMMER</td>
<td>By Harry-Newton-Published by Leavitt (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>HEAT WAVE</td>
<td>By Holland-Davis-Hollander-Published by Jobs (BMI)</td>
<td>5</td>
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<tr>
<td>5</td>
<td>4</td>
<td>THEN HE KISSED ME</td>
<td>By Spector-Greenwich-Beery-Published by Moster, Bertha-Trio (BMI)</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>5</td>
<td>SURFER GIRL</td>
<td>By Wilson-Published by Gold (BMI)</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>SALTY COOKIN'</td>
<td>By Spector-Davis-Published by Cats (BMI)</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>7</td>
<td>MORE</td>
<td>By Goldwater-Oliver-Published by Marks (BMI)</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>8</td>
<td>HELLO MUDMUL, HELLO DARLING!</td>
<td>By Spector-Davis-Published by Cats (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>9</td>
<td>MICKY'S MONKEY</td>
<td>By Holland-Davis-Published by Jones (BMI)</td>
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<td>11</td>
<td>10</td>
<td>BE MY BABY</td>
<td>By Spector-Greenwich-Beery-Published by Moster, Bertha-Trio (BMI)</td>
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<td>12</td>
<td>11</td>
<td>WONDERFUL!</td>
<td>By Hughes-Published by Chilton (BMI)</td>
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<td>12</td>
<td>CRY BABY</td>
<td>By Russell-Mills-Published by Ritterstein-Mills (BMI)</td>
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<td>14</td>
<td>13</td>
<td>THE MONKEY TIME</td>
<td>By Hughes-Published by Chilton (BMI)</td>
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<td>14</td>
<td>PAINTED, TAIRED ROSE</td>
<td>By Spector-Davis-Published by Davis (ASCAP)</td>
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<td>16</td>
<td>15</td>
<td>A WALKIN' MAN</td>
<td>By Hughes-Lewis-Published by P. A. R. (BMI)</td>
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<td>HEY GIRL</td>
<td>By King-Goffin-Published by Sittern Glen-Columbia (BMI)</td>
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<td>18</td>
<td>17</td>
<td>MOCKINGBIRD</td>
<td>By C &amp; I. Fox-Published by Sittern (BMI)</td>
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<td>18</td>
<td>MARTIAN HOP</td>
<td>By Spector-Davis-Published by Sittern Glen-Columbia (BMI)</td>
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<td>19</td>
<td>FRANKIE AND JOHNNY</td>
<td>By Cook-Published by Keg (BMI)</td>
<td>20</td>
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<tr>
<td>21</td>
<td>20</td>
<td>THE KILLER BOY YOU CAN'T FORGET!</td>
<td>By Hughes-Davis-Published by Trimen (BMI)</td>
<td>21</td>
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<tr>
<td>22</td>
<td>21</td>
<td>YOU CAN NEVER STOP ME LOVING YOU</td>
<td>By Hughes-Davis-Published by Trimen (BMI)</td>
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<td>23</td>
<td>22</td>
<td>LITTLE DEUCE COUPE</td>
<td>By Wilson-Christian-Published by Sea of Tunes (BMI)</td>
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<td>30</td>
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<td>I WANT TO STAY HERE</td>
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Memo from:

There are several thrilling moments in the life of a composer—the writing of a song—its being published and recorded—and finally, accepted by the public. The biggest thrill of course is when the song reaches No. 1 IN THE NATION.

On that note I wish to express my THANKS to BOBBY VINTON whose great recording on EPIC RECORDS contributed to making my song "BLUE VELVET" NO. 1 IN THE NATION.

A special Thanks to— the A&R and Sales Staff of Epic Records, Vogue Music, Inc. (Frank Abramson) and to the DJ's, Dealers and Music Operators.

Greetfully,

Bernie Wayne

---

Mama Said It's All Right

by Terry Star and The Starbells

New Art Records

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Sweet September

Recorded by:

Artie Butler—20th Century Fox
Carl Edmondson—Fraternity
Bill Evans—Fever
Jimmie Haskell—Capitol
Pete Jolly Trio—Ava
Sylvia Syms—Columbia
and more to come!

Another Smash

"It's All Right"

by Betty Harris

Julius 5456

Nationally Dist. by

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and more to come!

Research

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Julie London

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THE BUSTERS

ARLEN 220

CATHY CARROLL

One Time For A Young Boy's Heart (December-Original, BMD) (2:26) — ** Stand By Love (February, BMD) (2:06), UNITED ARTISTS 448

COZY COLE

** Rock 'n' Roll Dreamer (Northern, ASCAP) (2:46) — ** Stargazer, Stargazer (December, ASCAP) (2:07), CORAL 23429

HARRIET DEAN

I'm A High Noon Filly (Feb., ASCAP) (2:25) — ** You, You, You (BMD) (2:31), COLUMBIA 2463

LAVENDER HANKS

Oh, Johnny, Oh, Johnny (Fame, ASCAP) (2:00) — ** By Golly, By Golly (Collins, BMD) (2:05), CAPITOL 1533

THE VIBRATIONS

** I'm A Lonely Little Lonely Girl (Premiere, BMD) (2:33) — ** Believe (Bourne, BMD) (2:13), BARGAIN 2061

TITUS TEMPLE

** Goodbye Rose (Due-Hilland, ASCAP) (2:48) — ** Gotta Love It (February, ASCAP) (2:33), COLUMBIA 4871

THE BRIGHTSIDERS

** They Said It Couldn't Be True (Bourne, BMD) (2:13) — ** Gotta Love It (February, ASCAP) (2:33), COLUMBIA 22042

THE PETTICOATS

** Why Don't You Play in Your Yard (Vive-St., ASCAP) (2:40) — ** Step Right In Baby (Tel., ASCAP) (1:15), CHALLENGE 1116

JOE TREN

** You Keep Her (A.R.) (R.F.D., BMD) (2:36) — ** Don't Play (A.R.) (2:47), CHECKER 1825

THE ASTRONAUTS

** Love Bouquet (L.V.P., ASCAP) (2:15) — ** Every One But Me (L.V.P., ASCAP) (2:39), RCA VICTOR 6224

LORENE GREENE

** I'm The Same Ole Me (Paladin Desert, BMD) (2:10) — ** Love Finds a Way (Cheeky Cheeky, ASCAP) (2:39), RCA VICTOR 8259

TERRY AND THE CONTINENTALS

** Couscous With Me Baby (Fame, ASCAP) (2:39) — ** Crying Over You (Vee-Haven, ASCAP) (2:23), RCA VICTOR 8259

HAL AND JEAN

** Hey You Standing There (T. M., BMD) (1:50), RCA VICTOR 8259

JAY WIGGINS


THE SURF SISTERS

** Surf Bunny Beach (Toni, BMD) (2:27) — ** Out Outer Limits (Toni, BMD) (2:30), DOT 1625

CAMBRIDGE STRINGS

** The Minuet (Brunswick-Warner, RCA) (2:51) — ** Desperado (Chappell, ASCAP) (2:35), RCA VICTOR 1299

THE WELLINGTONS

** The Ballad of diary Cockrell (Wonderland, RCA) (2:07) — ** A Whale of a Tale (Wonderland, RCA) (1:57)

THE WAVE FAMILY

** Devo In The Mine (Ascap, RCA) (1:50) — ** Little Short (Flowers-Palmer, RCA) (2:09), LAW 206

TOMMY SANDS

** Only Once In My Life (Sundown, ASCAP) (2:11) — ** Only Once In My Life (Sundown, ASCAP) (2:11), RCA VICTOR 1299

THE BEATLES

** She Loves You (G.E., RCA) (2:16) — ** I'll Give You My Heart (Northern, ASCAP) (2:34), SWAN 14255

THE MANHATTANS

** What Should I Do (Little Brother, BMD) (2:25) — ** Better For You (Little Brother, BMD) (2:07), AVANTIS 1981

FRANK SPARTA

** You Brought A New Kind Of Love To Me (Toni) ASCAP) (2:37) — ** Love Isn't
He sells more albums of sacred music than any other recording artist. Because people can hear Tennessee Ernie Ford’s warmth and sincerity. Because they like to listen to his great, rich voice. But you know how sincere he is, and how great. So do we at Capitol. That’s why we’re proud to work with him. As we have for 16 years.
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Compiled from national retail sales and radio station play by the Music Popularity Dept. of Record Market Research, Billboard.
A Great NEW Record!

"The Grass Is Greener"  "Sweet Impossible You"

31539

BRENDA LEE

on DECCA records naturally!
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all of them proudly representing the great product and the great artists of . . .

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HAARLEN-HOLLAND
**New Japanese Label a Major**

TOKYO—A new major disk-ery called Messies has been launched in Japan. The label, a joint venture of EMI and the Belgian company Nippon Columbia, has reportedly acquired the largest foreign department of Nippon Columbia, as well as the magazine Saturday, public relations, advertising and sales departments which all have remained intact from Nippon Columbia.

Three recording producers have already joined this label from Nippon Columbia and together with EMI's responsible man in Japan, and director of the Brussels office, will be in charge of the new label. One producer is Buddy Holly, a member of the early 1950s' rock group who has returned to Japan to record again. The other two producers are Bill Harris and David Kaplan, a noted producer of Nashville country music.

**Issue Delvyse LP On London in U.S.**

By CHRIS HUTCHINS

New Music Express

One of the most important labels to be launched in the States is Delvyse Records, a new label on London in U.S. The company's "A Nation's Songs" album is to be issued in the U.S. on London as a result of her negotiations with Whitney Balliett.

The LP, recorded at the Royal Albert Hall in May, features such artists as the Welsh choir and is already a hit seller in many countries. However, it has also played a important role in the recent record of prominent directors in London who have promoted Delvyse Records. The LP is recorded by London Records to be featured during the store's British Productive Week in November and as a result the platter is to get U.S. release on Pickwick next month.

**Pit Italian Regions In Pop Music Test**

By WRAY RITCHFIELD

Canadian talent has had the widest possible audience in the first year of the Canadian National Exhibition, with the use of radio and television, and have now appeared in an estimated 1,000,000 people in each of the many groups appearing Little Caesar and the Cadillacs, hosted by Canadian Columbia, have been the most popular. Among the other regions appearing were the Shadows of The World, the Montanas, the Brunswick, the Dominions, the Canadians, the Beaus, the Mercury, the Del Tones, and the Bonnies. Four of these have been appearing for the last week, and among which are the Bonnies and the Mercury.

**Flynng Objects Are Identified**

ROME—Are flying saucers really the result of the joke of the same name in the way that the man was half the weight of the object that the man was hit? Yes, says newswoman from the New York Times. The man was hit by a flying saucer and the day has fallen through. Instead Del Shannon has been hit by hawks for the same dates. Britain's hottest rock band, the Byrds, has sold over 50,000 copies of their new LP, "The Byrds." The album has been released in the States on Capitol Records and is being pressed in England.

**Teen-Age Show Set in Belgium**

BRUSSELS—Radio diffusion of the television binale will add a number of new shows to its roster of musical programs. The Belgian organizations responsible for the efforts of its leading music-minded execs, Benoît Kersin, will bring to Brussels a new show called "The Teen-age du Jour." It will be a daily jazz program which will also be broadcast on a daily basis beginning in January. It will also be broadcast on a daily basis beginning in January. It will also be broadcast on a daily basis beginning in January.

**Signings**

By SANTI STEINMAN

Out of the ashes of "Canzonet," the year-end song competition sponsored by RAF in connection with a national lottery, has come the new "Ciaone/Finned" which will pit 16 Italian regions against each other in a 15-week song competition.

Professional singers will stand as sponsors for amateurs now being selected in auditions in each region. The first round of the event, Pietro Monti (Turin) will compete against Liguaria, sponsored by Dellyse Flamant (Spoleto) to December 26. Other first-round eliminations will follow for the next seven weeks.

Four quarter finals will take place December 19 and December 26, with the semi-finals on December 19 and the finals on January 6, 1961, a national lottery which will ensure a maximum TV audience. With a band of 250 in close of the programs, the first rounds will take place in the five regions which will be chosen by the producer and the TV lottery will pick them up. Successive programs with Turin and Rome studies with a special locale for the finals to be announced. W.R.E.R., which has been negotiating to exist distance San Remo as sponsor of the leading national song event, will succeed this year reach the finals. Sant Remo has already announced nominations, and the quarterfinals which begin 24 days after the conclusion of "Gran Premio."
Cameo-Parkway Meteonic Climb
Only the Beginning, Says Lowe

PHILADELPHIA—Two telephone men were completing installation of several direct long-distance telephone lines in the office of Cameo-Parkway's general manager, Harry Chipeta, last week.

One of the men, who was training the other, opened a panel behind Chipeta's desk revealing a jungle of multi-colored wiring.

"It wasn't long ago when I came up here to install two phonographs," one man said, turning to his companion, "and now look at it—there's just no more room on this panel for any more telephones," he said.

Although a myriad of telephones is not necessarily a legitimate sign of success, it certainly is for Cameo-Parkway. The telephone system represents the astronomical expansion of the company during the past six or one half years.

The label's beginning in 1956 as Bernard Lowe Enterprises was hopeful and modest. By 1958 the gross sales totaled nearly $630,000. Cameo-Parkway's 1962 Annual Report revealed a gross sales figure of $5,890,000. Billboard's Year-End Review states:

"Cameo-Parkway wound up its greatest year in 1962. The company has a total of 17 singles going. Cameo-Parkway's Hot 100 chart, best showing in its history.

Although the telephone lines run into many an important office at the label, the most important Call Director installation is in the office of Cameo-Parkway's chief decision maker, Bernie Lowe.

"The success of this company is our ability to anticipate what the teen-agers want and get there early with it," said Lowe. "I feel, in regard to our future expansion, that there are two major areas to consider: what is available to Cameo-Parkway and what is not available to Cameo-Parkway," Lowe said.

"Obviously the classics and movie scores are not available to us and we have no intention of pursuing and unrealistic course in those directions," Lowe said. "However, the areas of budget merchandise and sensible diversification are open to us and we will continue to experiment and explore these and other areas," he said.

The label has been closely associated with the major dance crazes which have swept the nation during the past six or more years. Many people so closely associate the Twist, Hully-Gulpy, etc., with the company that it is thought of as the originator of most of these dances.

"We were not first with any of these dances, nor did we invent them," said Lowe. "Our ability to sense the right (Continued on page 55)

C-P Expansion Plan Under Way

PHILADELPHIA — Cameo-Parkway's headquarters here at 1405 Locust Street, a constant beehive of activity, has been bursting at the seams for some time.

The phenomenal growth of the company has brought with it the usual headaches of overcrowdedness and cries for more space. Cameo-Parkway's Bernie Lowe well knows how fright-ening any grass grow under his feet, has embarked on a major physical expansion program.

Work is under way in a building one block south of the company's present location which is being designed to house two recording studios, a.d.r. and executive offices. The label has a five-year option on the entire building located on the southeast corner of Broad and Spruce streets. They are customizing one entire floor—building everything from scratch and some very elaborate blueprints.

The building presently houses Cameo-Parkway's new master recording studio measuring 45 feet long by 30 feet wide. The studio and 12 by 30-foot control room feature sew-tooth sound-proofing from floor to ceiling. Tetrix rubberized and insulated flooring, vibration-proof air conditioning, tapered V ceiling and recessed playback speakers.

Studio 2, still under construction, will be 18 by 32 feet and feature a floating floor. Expensive soundproofing is essential for both studios as the new building is located at one of Philadelphia's noisiest intersections (buses run on both Broad and Spruce streets and the Broad Street Subway runs directly beneath the building).

In a corridor behind the smaller studio is a bank of three nine-foot echo chambers that will be tied into both recording studios.

Cameo-Parkway's president, general manager and a.d.r. chief will have private offices on the same floor.

Pre-Testing Formula Key To C-P Rise

PHILADELPHIA — One of the important factors in the success of so many of Cameo-Parkway's releases is the label's "pre-testing" formula.

Always changing and updated, the "formula" is based on tight teamwork and communica-tion between top company executives, a.d.r. men, promotion men, field men and dealers keyed to keeping up with what's going on around the nation.

Net Earnings Stay Okay

PHILADELPHIA — The Cameo-Parkway financial picture as reported July 29, 1963, looks like this:


The label dropped 33 per cent for the period, earnings declined only 20 per cent, reflecting increased operating efficiency. In addition, the company is continuing to broaden its earning base by developing new artists. For the first six months of this year, the label had 30 records by nine different artists in the Top 100. Of these 13 hit records, nine were in the top 30 recorded by six different artists.

Building Covers 22,000 Sq. Ft.

PHILADELPHIA — Of the 100 Cameo-Parkway employees, more than half are assigned to the company's pressing plant located in the Philadelphia suburban community of South Hampton.

The Silver Plastics production, headed by Harry Silverstein, former owner of the firm, is set up in a building occupying 22,000 square feet of space and boasting 22 presses. It was purchased in July 1962.

The Silver Plastics pressing plant handles outside pressing orders as well as Cameo-Parkway assignments.

CHUBBY RUNS WITH OLIVER

PHILADELPHIA — Among the forthcoming Cameo-Parkway album releases will be the coupling of twinters Chubby Checker with Sy Oliver's 15-piece jazz band. The album, which has been engineered by Oliver, will also include heavy use of strings.
it's the HARVEST OF HITS

...a bumper crop of exciting new releases

Here are the Fall releases:

- **CHUBBY CHECKER**
  - "IN PERSON"
  - Recorded live at Somers Point, N.J.

- **ORGAN FAVORITES FROM COWBOY FAVORITES**

- **GREETINGS FROM MONTREAL**

- **BIGGEST HITS**
  - Bobby Rydell

- **GOLDEN HITS**
  - Bobby Rydell

- **ALL THE STARS**
  - Big Beat Hits
  - Big Beat Hits Vol. 2

- **THE ORLONS**
  - The Orlon's The Best

- **Broadway HALL OF FAME**

- **Twelve Shades of Bluegrass**
HARVEST OF HITS

cameo PARKWAY

top catalog releases...

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BILLING: October 10th
November 10th
December 10th

ON CAMEO/PARKWAY
Mixing Them Up Success Secret In Cameo-Parkway Disk History

PHILADELPHIA—"Diversification is the key to growth for a young record label," says Cameo-Parkway's president, Bernie Lowe.

The label, which is certainly in the hit-pop-rock groove, has embarked on a full-scale program of product diversification ranging from big band to jazz and country-western.

The label has made major strides in the areas of big band instrumentals with LP offerings by the Barnes Lowe orchestra entitled "If the Big Bands Were Here Today (Vol. I & II)" which found favor with many discjays as well as big band lovers. In addition, Bobby Rydell joined the Bernie Lowe orchestra recently for an updated musical big band exploration of "An Era Reborn."

Cameo-Parkway's acquisition of TV cowboy Clint Eastwood represents the label's major entry into the country-western field. The LP is named "Rawhide's Clint Eastwood Cowboy Favorites."

"We will only release country-western records and LPs if they've got wide appeal," says Harry Chijeta, Cameo-Parkway's general manager. "We only strive for hits," he said.

The sounds of jazz may now be heard around the discjockey's new recording studio. Among the recently added a.k.a. men are Elliot Mazer (piano and vibes); former a.k.a. for Prestige, and jazz pianist Jimmy Wisner, who are teamed with Cameo's LP chief, Dave Edelman, in producing Clark Terry and Maynard Ferguson on albums, among others. Ferguson's newest release on the label is "Come Blow Your Horn."

Diversification has brought and will bring new artists to the Philadelphia company. Joining Clint Eastwood on the label are TV stars Merv Griffin, Chet Huntley, Greensleeves (Ed Bak-

The label is certainly on the move with Cameo-Parkway's going all-out to find and develop pop male and female adult-oriented vocalists and groups in the order of Tony Bennett, Johnny Mathis, Connie Francis, etc.

A growing catalog of ethnic material is another phase of diversification with Jewish, German and Polka all-time hits albums.

Last, but certainly not least these days are the folk offerings entitled "American Folk Songs," by Ray MacKinnon; "Folk Song Favorites," by the Three Young Men From Montana, and "Greensleeves," by Greensleeves.

Cameo-Parkway Meteoric Climb

time to release our recordings of these dance was the primary factor in their being successful for us ... timing is the whole thing," observed Lowe.

Last year Cameo-Parkway paid its stockholders 70 cents a share the first six months against 80 cents a share for the same period the previous year. The dividend, close to last year's, was achieved without the benefit of the Twist. "There is really little difference in going public and offering shares to the general pub-
lic," observed Lowe. Of course, with stockholders to think about there is more pressure to try to do better-go faster," Lowe said.

PHOTOGRAPHY BY PAUL JOSEPH
International News

that out in Winnipeg two of Canada's more imaginative radio men Dave Lyman, and Del Corye of Radio stations CKY have come up with a Swedish titie that could tinge the most experienced announcement, "Fryskpiltandam" by Rune Olverman. This instrument, who could believe this was a vocal, has so excited the recording-buying public of Winnipeg that Qualy's branch has been ordering daily. If you can't get it, you might want to learn how to pronounce the title, he might have a hit. An independent production out of Montreal has caught the ear of Charlie Romer, and release is now being set for a disk called "Bunin's Sea Charmin' Willilie" by Gordon and Sue. Harold Pounds of Spartan tells of a new disk out of Hamilton, Ontario, which is getting strong reaction. The performer is Dallas Harmon who wrote both sides. "Chain Gang" is getting the early reports. Conclusions go to CFRA's Les Lye who suffered great personal misfortune with the loss of his daughter in an auto crash. He and his wife suffered very serious injuries.

Reaction in Calgary, Edmonton, and Vancouver to "Tong Two" by the Fireballs on Quality. These artists have been very strong sellers throughout this market even at times when they were not showing on charts, but this newly recorded single has been to the top of the CAC, CHED and CJO charts in the cities mentioned. Back in the hamster market, vacation and programming CKZK's chart is Ed Houston who reports the new Peggy March and Skeeter Davis disks look like hits. CFQM metro Toronto's all country and western station is going all out on the new Slim Whitman LP called "Yodelling."

HOLLAND

Sopot Prizes Go To Rutten, Porter

By SKIP YOOGID

Joh. Camphuysenstra, 189,

The Hague

Jazz singer Ed Rutten has won one of two prizes during a song contest in the Polish town Sopot. The other winner was the American night club singer Lulu Porter.

The Dutch jazz-pianist Pin Jacobs will write the music for the new John Kopenhagen feature film "De Vergeten Medemijn," Pin Jacobs, who also provided the accompaniment for Bert Haanstra's "Glass" and "Zoo," and for Fons Radmaeker's feature film "The Knife" will augment his trio for the film choice. Two RCA favorites, Harry Belfonte and Jim Reeves came also with new material into the market. Belfonte with "This Is Your Land" and Jim Reeves with "Just Walking in the Rain." Same goes for new material on the label by Roy Orbison, Jim Reeves and Floyd Cramer. Elvis Presley has moved quickly here. His "Devil in Disguise" went into stores and broke into charts at No. 4 position.

In His Master's Voice's SIG repertoire there is now a EP-recording by singer-guitarist Hans van Deventer. . . . Barrie D operating under the label released its first items by s.o. John Coltrane, Omriette Coleman, John's High Keys and April Stevens-Nino Tempo. Bovena's Walter Been will have some hot news for many Everly Brother fans and Peter, Paul & Mary fans in Holland. Negotiations are on going to arrange their personal appearances in this country this September. No dates have been fixed yet.

Top performers inked and ready to bow on the Artone label shortly, include the Leedy Trio (novelty group which will be a headliner on TV during the coming season); The Kilons Haamalans (Holland's oldest and foremost Hawaiian ensemble, currently at the Funkausstelllng in Berlin), and Wilfred de Faria in singer-guitarist from Surinam who toured the Caribbean and Latin-America for SRO houses during the 1957-1958 season.

Chubby Checker's two performances at the Karthaus in Scheveningen on August 8 met with much enthusiasm from the fans who drove to The Hague's seaside-resort. Artone run-red out "Twist It Up" on Cameo-Parkway. . . . A new teen-age-ensemble from Amsterdam, 22, and the Maxdubs made their stage debut. The group has been picked by Artone.

ISRAEL

'Town' Release Revives Memories

By AZARIA RAPOPORT

73, Ahad HaAm St., Tel Aviv

"Once Upon a Town," a new record taped in Israel for fall release under Famous Records, will bring more songs and memories of the old-time Jewish Shenote, the small townships in Eastern Europe razed to the ground during the Nazi holocaust.

Ben Bonn, the American Jewish actor and singer, follows his previous success (on the same label) with "Songs of My People." He spent two months in the country collecting folks songs and checking authenticity. Bonn intends to return to Israel next summer with his actress-wife, Minna Bera (known to local audiences since the early 40's), to bring American-Jewish musical comedy to Yiddish-speaking audiences here.

ITALY

Top CBS Stars Ready for Tour

By SAMUL STEINMAN

Piazza S. Angela, 1, Rome

Entering upon its second year of Italian activity, CBS is preparing for its big spurt by presenting its personalities in the flesh to the public. Three names have been proposed to the San Remo Festival's new international aspect—Larry Williams, Steve Lawrence, Eydie Gorme.

Former has just come out with his first recording in Italy, "Can't Get Used To Losing You In Only One Day," and is planning October to tape a new TV show while The Brothers Four will return to Madrid in January to do another TV special with Paris in the offing.

A reverse tactic is also in the works. Ornella Vanoni, who records for Ricordi, whose wives and April Stevens-Nino Tempo. Bovena's Warner Been will have some hot news for many Everly Brother fans and Peter, Paul & Mary fans in Holland. Negotiations are on going to arrange their personal appearances in this country this September. No dates have been fixed yet.

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- The New Sounds of Martin Prager - C-1182
- Limbo Party (Chaddy Cooper) - P-7300

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WENDY DISTRIBUTORS, INC.
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out the hit disks of the show for Columbia distribution in U. S. Another Record artist apt to be heard soon on Columbia is Cath- erine Spaul who is starring in "The Empty Canvas," shooting here in English, for which she will record a new theme song.

Nico Frisone, whose discs passed the million mark two years ago, has renewed his contract with RCA Italiana for an- other five-year period. His fame as a composer matches his standing as a singer... (Rita Pavone), who leaped from nowhere to the top of the Italian charts to capture the world in one year after winning Teddy Reno's "Festival of the Unknown Artist," now is going to participate in the second event at Ariccia, possibly the youngest goldmedalist on record since it came just after her 18th birthday.

Demetrio Modugno sings eight songs in his newly released film, "Everything Is Music," of which he is also the director. In several instances, the screen is filled with Technicolor scenes of beauty while the voice of the "Volare" author is heard... Vito's, which has a large stable of traditional Neapolitan vocalists, has joined the new voices movement with a record of five newcomers, Evi Angel, Flora Galli, Marilena, Nando Simon and Atos Martini. Youngest of the lot is Marilena who is 10 years-old.

Giuseppe Verdi's 150th anniversary is being celebrated by TV with a competition in all 13 nations of the European Broad- casting Union. The competition will be seen on Italian TV. One man and one woman will be chosen in each country and the winner of the competition will consist of singing two operatic numbers, one by Verdi and one by free choice. Whether RAI has taken a first step toward entering the international busi- ness is not definite but the indica- tions are favorable. Organizations have just broadcast three disks entitled "Voices and Images of 1962" with year's lead- ing events on the first two. Third is concerned with last year's Italian presidential elec- tion... "The Hally Guilty," which seems to be bigger than ever here today, has been issued by CIG in the Chaddy Checker rendition. . . . Gino Paoli, recovered from his self inflicted gunshot wound, and Umberto Biindi were the two vocalists honed this year by Bard in the new "Take-Blocks." . . . "Italiana" is now offering a label known as P.I.G. Union of Italian Music Pub- lishers (UNELM.I.) now com- promises 94 different publish- ing houses of which 70 are located in Milan. Other 24 have head- quarters in Rome, Naples, Flor- ence, Bologna, Trieste, Novara, Bergamo and Florence. Enrico Guasti, president is German singer Britta Martini, who records for Polydor, has moved her headquarters to Italy, singing in Italian as well as in her native tongue... Giacomo Ronfellone is now on a new la- bel, Italian, which is being dis- tributed by Aragonesi of Naples... "Clan" is now putting out a special edition of its disks exclusively for jukebox use with portraits of its five names, Adriano Celentano, owner of the label, Don Bambino, Del Prete, Marano Dettlo and Gino Satterico prominently featured on it.

While Rita Pavone continues to hold top position on the Italian version of "Heart," considerable interest is being evoked in the forthcoming Italian opera by Wayne Newton who launched the number for Capitol. Original ver- sion is now available here. . . . First European Festi- val of Popular Music is being organized for Milan by Joe Napol- li, known for his annual jazz event at Contamla Tour, Bel- gium. Among those who will appear is Mahalia Jackson. Both Alina Cogan and Lionel Bart, composer of "Oliver," were among musical guests at this year's Venice Film Festival. . . . Last American for whom Vico del Padrono has started a campaign in Russia has been released on an LP, "Fast and Slow" (Liberty) as well as on 45's... RCA Italiana has arranged a meeting of the two young ladies who have been topping the Indian charts in Italy and the U. S. Rita Pavone and Little Gens have both on RCA at an- course. Their careers in their respective countries have been built... Modugno, who has just come forth with a Neapolitan album, will star on a show dedic- ated to Neapolitan song Septem- ber 14 on TV... Gria, lots!

JAPAN

Grammophon Ties 2 Knots

By J. FUKUNISHI

160 Kamikokrika
Meigakura, Tokyo

Nippon Grammophon finalized deals with two new labels, Microphon (Argentina) and Presidios (France) through Deutsche Grammophon and will release new disks on Presidios shortly. Nippon Columbia also concluded a contract with Phonig Music Production of Belgium and is merchandising and rehabilitating its music record- ings.

The sound track picture of "MGM, picture," "V.I.P.," directed by Miklos Dzso, is coming out on Nippon Columbia as special- release September 20 in tie-in with the opening of the film. The total record production for the first six months 1963 is 24,970,638 records ($25,435, 691 at manufacturers' prices).

Billy Eckstine arrived Septem- ber 5 under the sponsorship of Kyodo Kikaku Enterprises and will give two concerts at Kosei Nenkin Hall September 10 and 11. He is also booked to appear at New Latin Quarter from September 9 to 18.

NEW ZEALAND

World Issue

For Anzac Tune

By FRED GEBBIE

Box 3051, Auckland

Two New Zealand based com- posers, Bill Ivory and Graham Redding have just had word that their tune, "The White Rabbit," will receive international release. Viking Records released Pk Doss's recording here in New Zealand and America repre- sentative has arranged for the disk's release in Belgium, France, Italy, Spain, United Kingdom and at press time, two U.S. dis- tributors are bidding for the rights.

Apart from tunes such as "White Rabbit," the ANZAC composition is the first pop to get overseas approval and could be New Zealand composer's break on the map.

Viking has followed up the success of "White Rabbit" with a new LP from Pos, and also plans to explore on an internation- al market with Hermie KeIl's "We're Going Dancing," already creating interest with three over- seas companies. Americans spokesmen say that (Continued on page 50)
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Stereo FM Picking Up Steam in South, West and the Big Town

By GIL FAGGEN

NEW YORK—The importance of stereo in FM broadcasting has become increasingly more evident with the addition of stations like WSB-FM, Atlanta, which has been reporting remarkable increases in listener response. WSB-FM, which began stereo broadcasting in the fall of 1956, has continued its upward trend in listener response and has now become one of the top-rated stations in the country.

Another important development in the FM stereo field has been the expansion of the service to the west coast. In the past year, several new stations have begun stereo broadcasting, including KQED in San Francisco, KZOK in Seattle, and KUSC in Los Angeles. These stations have all reported significant increases in listener interest, with many people favoring the stereo sound for its richness and clarity.

The success of these stations has been due in part to the growing awareness of the benefits of stereo broadcasting. Stereo provides a more realistic and immersive listening experience, allowing listeners to hear the music as if they were actually on the stage. This has been particularly appealing to fans of live music, who have long been drawn to FM stations for their ability to broadcast concerts and other events with a sense of immediacy and realism.

In addition to the growth in FM stereo, the technology has also been advancing rapidly. New equipment and techniques have made it possible to broadcast stereo with greater fidelity and clarity than ever before. This has helped to further increase the popularity of FM stereo, as listeners have come to expect a higher quality of sound from their radio stations.

The future of FM stereo looks bright, with many more stations planning to add the service in the years to come. As the technology continues to improve and the audience grows, FM stereo is sure to become an even more important part of the music listening experience for listeners across the country.
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Don't Walk—Order the Great New Fall Cames/Parkway Money-Makers Now!

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In Maine, New Hampshire, Vermont, Rhode Island and Massachusetts, excluding the 4 Western counties, order your...

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South Street (The Band) ................................................................. C-1009
If the Big Bands Were Here Today (The Barrett Three Orchestra) ...... C-1008
Monster Mash (Stoogers) ................................................................. P-7018
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WIRE . . . PHONE . . . WRITE
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Wildwood Days (Bobby Rydell) ......................................................... C-1083
Down To Earth (Chuckie Checker & Dee Dee Sharp) ............................ C-1009
De or the Bird (Dee Dee Sharp) ....................................................... C-1008
For Tweeters Only (Chuckie Checker) .............................................. P-7005
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**1963-64 DIRECTORY & FACT-BOOK OF PHONOGRAPH & TAPE RECORDERS**

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The one complete buying and selling guide to all makes, models and prices of phonograph and tape equipment.

Photo catalog of all current lines available — Preview of new fall models — Detailed information on special features, technical improvements, finishes and other vital selling points — How-to features — Merchandising and display articles — Success stories.

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**1st ANNUAL RADIO PROGRAMMING GUIDE BOOK**

*Issue Distributed: November 1*
*Advertising Deadline: November 17*

A where-to-buy how-to-use showcase of music and record services and talent.

Directory, description and vital contact data on all radio programming aids and services available — Directory of LP library services and costs — Directory of top musical commercial creators and producers — Candid panel discussion by the nation's top programmers — Survey reports — Top ten charts — and much more.

Worldwide distribution to radio stations, radio/TV network sponsors and their ad agencies, major newspapers, radio and TV columnists, motion picture and TV producers, directors, and heads of stations, entertainment editors of newspapers and major consumer magazines, talent buyers and bookers . . . in addition to all of Billboard's subscribing broadcasters, talent buyers, reviewers, professional artists and record manufacturers.

---

**THE WORLD OF COUNTRY MUSIC**

*Date of Issue: November 2*
*Advertising Deadline: October 4*

The first complete documentation of Country Music and its international aspects.

Biographical directory of country music artists and writers — A comprehensive country music discography — Billboard's annual Country DJ Poll Awards — Country Music radio directory — Special features and articles on the country music pioneers, people and firms, the influence of country music in the pop record field, the influence internationally, the performing rights societies and their role in the development of the country field, the Nashville story . . . and a dozen other exciting facets of the booming country music scene.

Distribution to Billboard's entire subscriber roster . . . plus bonus distribution at the annual WSM Deejay Convention and the CMA meet. Special distribution to radio/TV ad agencies . . . PLUS . . . 30,000 consumer copies to be sold via radio spots on the top country stations of the nation.

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by Elia James
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STEREO FM PICKING UP STEAM IN SOUTH, WEST, AND THE BIG TOWN

by Billy Stewart
CHESS #1868

"I'M YOUR PART TIME LOVE"
by Milty Collier
Chess #1871

TEAM SPIRIT AT WMCA STARTS WITH RUTH MEYER

by Gil FAGGEN
(Another in a series.)

NEW YORK—The post-war, post-TV radio industry has developed its own stereotype: had-selling, colorful salesmen, fast-talking, oftentimes temperamental. But even the harried public relations men calling those monotonous "radio-TV" commercials somehow manage to devote most of their energy to the little guy. Major network program directors seem to present still another stereotype: they talk to each other... The usual breezy, all-urban guy. Their principal job is to call into being a record barn door on a half dozen unsane dealies, all of whom regard themselves as the only ones on the station.

Ruth Meyer, WMCA's program director, is hardly the football coach type of personality, or the sort that holds the title but spends most of the working day on an airliner. Nor is the WMCA personality type—which does not account for one of WMCA's major specialties: team spirit. As far as Ruth Meyer is concerned, every man is a star and she expects each one to perform like one. She is also keenly aware of this, at least, very much a "she." She has a thorough knowledge of all the fin de siecle arts... running from grand opera to rare wines (and is currently studying French). She combines a host of other qualifications and experiences, but most of the standards of most stations, make her assignment to program director in New York an enviable challenge, and perhaps perfectly competitive career move. Creative Thinker

Meyer is a creative thinker, a great dreamer and an able coordinator. Among the many ideas she has introduced to New York market has been the "Good Guy Sweatshirts," which have taken the town by storm. No matter how progressive a station's top management, it will always be necessary for a good p.d. to put concepts and ideas across that may seem at the time too far out to the top brass. Ruth's reputation as an imaginative program director is built around her organizational, the dynamic p.d. has whipped the staff into a tight team that has earned her the respect of the WMCA air talent as well as her counterparts in Gotham broadcasting.

How did a Sak-O-Matic Meier ever get to be program director of one of America's top-rated stations? Ruth Meyer was a Viking type, she went after what she wanted and then knocked on the doors of all the stations.

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"HOW TO GET YOUR SONG RECORDED"

Whether you're a "pro" or a beginner, this book is must reading. Contains information on:
- Your Song and What to Do With It
- How to Make a Demo Record
- Protecting Your Song and Yourself
- The Sponsors and Performing Rights Societies
- Starting Your Own Record Label.

Miss List of Active Record Companies, Leading U.S. Music Publishing Firms, Recording Studios and Ultimate Record Distributors of the U.S.

Written by Bob Balutes, former music editor of Billboard and executive with record companies.

Single copy 8.50. Cash with order.

RECORD PROMOTION & PUBLICITY

"20 Years of Record Experience" JOE PETRALIA

RECORD PROMOTION

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EMPLOYMENT SECTION

SITUATIONS WANTED

A 1. MECHANICAL REPAIRMAN, experienced with

latest recording techniques, competent reason- able, can work hand in glove with engineers.

Write: PROFESSIONAL SOUND, 512

Broadway, New York 12, N. Y.

PUBLICITY, PUBLICATIONS, PRODUCERS. Need experienced writers, feature, magazine, record, trade, etc.

Write: BILLBOARD, 1564 Broadway, New York 36, N. Y.

MISCELLANEOUS

ROSS WARTZER FOR ANY USED TOLL. HONORARY COPY of old clip type questionnaires, surveys, etc., will be furnished on request; to assist you in making poll, questionnaire, survey sampling, etc., for your publication. Ross Wartzer, 1564 Broadway, New York 36, N. Y.

WANTED TO BUY

WANT RECORDS 45s, 78s, SUPERSIGNALS, amongst many others.

Write: BILLBOARD, 1564 Broadway, New York 36, N. Y. Phone: CH 9-7654, 1215 Broadway, N. Y.

MOSS

(Music Operators Stereo Service)

A regular program of 33 1/3 stereo singles for Operators. Developed by RSI* in cooperation with Rock-Ola Rowe-Ami and Wurlitzer.

DON'T MISS FULL COLOR ANNOUNCEMENT OF MOSS PACK RELEASE #6 IN THIS ISSUE.

*Record Source International.

A Division of Billboard

TIMES SQUARE OFFICE SPACE

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700 sq. ft. to 10,000 sq. ft. Air-conditioned, fully modernized, moderate rentals.

Rental office on premises.

Phone: H.G. SHEPHERD
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"The Company that REALLY goes after more business CAN get more business... by consistent advertisements in Billboard's Buyers and Sellers' CLASSIFIED MART"

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1/4" $10 1/4" $25

Additional In 10" $5 10" $10

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** 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:

Set regular classified style.

Set boxed classified style.

Amount enclosed:

Copy:

Company Name:

Address:

City:

State:

Authorized by:

BILLBOARD BUYERS AND SELLERS CLASSIFIED MART

1564 Broadway

1250 N. Gower St.

New York, N. Y., 10036

Hollywood, Calif., 90028

Chicago, Ill., 60601

Copyrighted material
'All-Things' Unit Show Star

All Things to All Men

**Continued from page 3**

been her husband's tendency to play the set too loud. This must have been revealed to exhibitors well in advance, because many of them bought larger sets; headphone manufacturers have reported a notable lack of the expected and somewhat traditional Hi-Fi Show chase of competing sound.

Hair-Do Solved

Yet another service designed to get the ladies more interested in high fidelity was a set of ear-phones from Freeman Electronics which fit under the chin of the woman with the pyramidal type high-hair-do. (See photo on page 3.)

Kits for various home entertainment devices—seemed more prominent than ever with at least nine manufacturers showing various types. Heath was the leader, with its color TV kit ($349, plus $49.95 for cabinet); black and white TV kit introed earlier this year; and a home electronic organ kit for $349.95 (takes only 60 hours to build in addition to its standard line of amplifier, pre-amp and tuner kits). Also showing various audio component kits were Benjamin Electronics, Sod, Dynaco, and Friedman Electronic Instruments, Fisher Radio, Harman-Kardon, Lafayette Electronics, and Marantz. All these kits were introed at the Neiman-Marcus department store in Dallas. Only one model now exists but others are planned. List price is $30,000, with the video tape recorder alone accounting for close to half of this cost.

**Traditional Entrée**

Among these entrées were Command Records and Audio Fidelity Records, two traditional Hi-Fi show entrées. These FM radio stations, all of whom are involved in various programming, were also present. These were WDHA - FM, Dover, N. J.; WLR-FM, Gard- den City, N. Y., and the Concert Networks, which set up a booth in New York, Boston, Hartford and Providence.

**The Record Industry Association (RIAA) was also an exhibi- tor, with executive director Henry Brimmer manning the booth.**

**FREEMAN ELECTRONICS of Los Angeles had the housewife with the piled-up hair-do in mind when it introed this new version of stereo headphones at last week's New York Hi-Fi Show.**

The headset may be worn in standard, over-the-top style for those with a flat-top hair-do effect, or under the chin for those with a flair for the teased-up coiffur.

**Efficiency, Service Keys To Rack Supplier Climb**

By O. R. ALLEN

DALLAS—"A supplier for 80 discount houses in 15 States and still growing," that's the boast of "Rack Suppliers," fized here and managed by Vice-President Gene Ackerman.

Supplying the Gibson Discon- count group, which has stores primarily in cities with less than 100,000 population, the Dallas record supplier operates on the increasingly popular plan of big volume, small profit. Ack- erman's Dallas quarters contain six racks in the 100 separate album titles, not including promotion or children's lines. Among these, 23 lares (wholesale) have been obtained, "we will have available 99 percent of any stock ordered by any individual store."

Operating without salarises, the firm sends out monthly mimeographed sheets to all the stores in the chain, detailing the records recommended that month. "However," Ackerman explained, "this sheet is just a guide. We'll secure any records the store wants, whether or not they are on this list."

A favorite promotion involves monthly special sales—the Kingstown Trio, Bobby Darin, Ray Charles and others—in which records are sold at cost because "we feel this strengthens our relationship with the store department."

**Buck-Billed Platypus Revisited**

By DAVID LACHENBRUCH

Duck-Billed Platypus revisited. In our column last August 31, we expressed fear that the record dealer who continues to ignore the visual aspects of home enter- tainment may join the ranks of phonoducks and other cold-shoulders who failed to adapt. We're happy this week to tuck in two duck-billed platypus to this space to a very literate rebuttal by John Cornell. Mr. Cornell writes in the field of audio components and high fidelity and is a contributing editor of a major trade magazine. As his reply indicates, he, too, is interested in the future of the phono and record dealer. Here are Mr. Cornell's comments:

**EQUIPMENT NEWSLETTER**

**By JOHN CORNELL**

I refer to Dave Lachenbruch's piece which admirably analyzed the extinction facing the phono record dealer if he persists in giving the video business to appliance dealers by default.

There was plenty of food for thought in the article. And certainly Mr. Lachenbruch and I are rooting for the same team. But I challenge some of the particulars — some seriously, some with tongue in cheek.

Let me jump right into the middle of the argument. "It's interesting that no one ever proposed silent TV...."

From my observations, a widely practiced use of the phone, especially by the so-called "free-spirit" in using no discernable audio from the TV sound and listens to a preferred radio show. And let us not mention that the fan, usually me, who listens to radio while working around the yard — even though the game is available on TV in the house.

I listen to ALL my news on radio — and don't feel I'm missing anything by not seeing some smirk on the listener's face.

To sort of reverse the plot and also take in the crack about "pictureless talking" being an, alternative.

I have news for you.

I LISTEN TO TV, often as not, for the comfort of a divan which affords no view of my TV screen from my phone position.

I find it relatively seldom that you are impelled to sit up to check the video action. I'm sure Mr. Minow (wherever he is) would not be surprised.

(Continued on page 55)

NEW YORK — Emerson Radio has declared a 60 per cent share dividend for the third-quarter (three month) period ended August 31 of this year.

... Robert S. Alexander, a former vice-president of IT&T in New York, has become vice-president in charge of manufacturing for Zenith Radio..." (Continued)

**Getting Buyer at Home Is Cozy Way to Sell**

PENDELTON, Ore. — A "1-2-3-Punch" system based on home demonstration plus a personal call has proved far and away the ideal method for selling expensive stereo tape recorders, according to Dick Glenn, owner of the Town Shop here.

Glenn, a retailer of cameras, hi-fi and TV, found that most of his new Zeniths had at least a mild interest in tape re- corders. He also found that home demonstration was the best way to develop that interest.

Buys most of his units at the manufacturer’s show with a few albums of pre-converted tape, several boxes of tapes, extra milks and foot switches, Glenn makes a loose arrangement for a Sunday call after the family has had two days to experiment with the re- corder. Actually, the appoint- ment is anything but "loose" since it’s the critical sales point. Calling at the appointed time, Glenn usually is offered coffee or a drink. Then he demonstrates the recorder to the whole family, shows how to patch mis- sic from radio, television set or console, attaches the foot switch to show its usefulness in home business dictation and sets up a miniature microphone hookup to show how stereo can be most easily extended.

Glenn then makes sure that the machine becomes practically a necessity. Hit net-results—19 out of 20 home demonstrations results in a sale, with the tape recorder is up in the $400 bracket.

The Oregon dealer also asks for the names of friends or... (Continued on page 57)

PHONO TAPE MERCHANDISING

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John Woolford
To Musicapes

CHICAGO—John Woolford, for the last four years director of sales for Mercury's classical division, has been named classical consultant for Musicapes, Inc., tape firm here headed by Peter Fabri.

In addition to general duties in the classical area, Woolford will head a special educational sales project aimed at placing the entire Musicapes catalog in over 2,000 school libraries. The new Musicapes executive will headquarter in New York.

Fabri said Woolford's addition was part of the firm's overall build up heralded by a full merchandising drive featuring an extensive advertising and promotion campaign.

In Colorado, Wyoming, New Mexico, Western Nebraska and Utah, order your...

GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from PAN AMERICAN RECORD SUPPLY CO.

PAN AMERICAN RECORD SUPPLY CO.
36 S. Santa Fe, Denver 23, Colorado
Tel.: (303) 722-5731

In New York City, Westchester, Nassau and Suffolk Counties, order your...

GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from MALVERNE DISTRIBUTORS, INC.

MALVERNE DISTRIBUTORS, INC.
547 W. 52nd St., New York, NY
Tel.: (212) 582-1871

In North & South Carolina, order your...

GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from ARNOLD DISTRIBUTING CO.

Pilot's 'Poly-Triad' Sound Chambers

Pilot Radio has announced the new Tempo stereo console with AM-FM-FM stereo. The unit contains six speakers isolated in the firm's exclusive Poly-Triad sound chambers and 20-watt stereo amplifier. The Contemporary lowboy is available in walnut with hand-rubbed oil finish or in black walnut. The unit comes under the terms of Pilot's new warranty program, under which all solid state consoles and portables carry two-year parts guarantees and one-year service warranties.

All other consoles are covered by one-year parts and 90-day service warranties.

New Dealer Products

FM Tuner

for steel body ride on those look clear plastic centers. List price is $16.95.

Scott Amplifier

Herman-Kord's new P-1000 FM tuner. The all-transistor unit, which contains automatic stereo "tune-in" switching, will be shown at the New York HiFi Show this week, among other H-K units.

Stereo Cart

LeBe Products, manufacturer of an expanding line of accessories, has introduced this new stereo phone cart and combination record storage center. Known as Model 200, the unit holds the blank phone unit plus one or two record players units. Below is storage area for up to 60 LP's. The plated tubes.

Stereo Amplifier

Eico Electronic Instruments has introduced Model 2366 classic series stereo amplifier shown above. The unit offers 20 watts of continuous power (10 watts per channel), transformer style...
EQUIPMENT NEWSLETTER

Duck-Billed Platypus Revisited

*Continued from page 64*

to hear that I sometimes subtly describe the inevitable action to my daughter—without taking a break.

Lachenbruch says, too, that poor old aural radio is primarily used for such things as background music or for beach parties.

I don’t know how it is in your city, but Dodgers fans are so enamored of game narrator Vin Scully and Joe Garagiola that a good percentage of them take their transistor radios to the ball park. They want the radio lady’s versions of the rules or technical points, knowing Scully and Jerry are right on top of the action and have the place wired for instant info.

To take it from the top and get into more hardened business aspects of the discussion, we can’t challenge Lachenbruch’s defense to the Billboard survey showing slightly less than 50 per cent of phonograph-dealers to be in the television set business.

To those in the quality sound business this seems a fairly high percentage. This considerable segment of the record and tape consuming market is well aware of the problem, however. Far from sticking their heads in the sand, the dealers wrestled with the situation constantly.

In one of California’s largest and most reputable music stores recently, I was told, “We’re getting out of television—that rat race!”

This store sells everything from piccolos to pipe organs, the BIG kind. It is a musicians’ headquarters, it supplies records and it offers the standard “good” consoles. It’s strictly solvent and handles only a few “components.” But it figures TV as a business no longer.

ANOTHER AUDIO SPECIALTY STUDIO, at about the same time, suddenly turned its back on sound systems so customized they were in the architect’s plans. “COLOR TV” was the new sign which appeared in the window.

But there was still another change. With a new partner now sparking things, the store has decided it done wrong in featuring TV. Henceforth the partners will not give TV a top billing—nor will they service TV sets. But they will put TV sets in the custom sound systems which still are enough of their sales to keep a cabinet shop constantly busy. This should please Mr. Lachenbruch.

Another problem that gets constant attention and crystal-ball gazing is records vs. tape.

Some audio specialists, it is true, have abandoned records in favor of the discount house and/or the “friendly neighborhood appliance store.” Others offer no tape at all.

But if they have killed the record business, it wasn’t necessarily because they didn’t study their particular situations. They hoped they had something solved.

I know one major dealer offering the biggest array of pre-recorded tape in Southern California. He uses tape for all demo purposes. But another dealer, equally favorable to tape, still pushed records. “Tape is still far too expensive compared with excellent records,” he reports his customers tell him.

A dozen dealers will give you a dozen answers.

The article under discussion mentioned tape primarily in connection with a video tape recorder. It asked about $1100 next year by a British company. I agree this could change the consumer sound business—and probably was the biggest point in the article.

Joe Tushinsky, president of booming Sony-Supertone, recently declared, “Today anyone who doesn’t handle tape just isn’t in the sound business.” He was referring to some other duck-billed dealers who are letting camera and type-writer shops get a foothold in this field, Mr. L.)

WHAT GIVES ME PEAUSE, however, is the ghost of that “facsimile newspaper” that the public was assured 20 years ago was just around the corner. One was virtually promised in every home. Newspapers were to be as extinct as the dodo bird by now.

(reminds me of the helicopter everyone was to be flying long before now. Then somebody discovered even an expert plane pilot frequently can’t qualify in a whizzybird.)

Just another couple of challenged paragraphs: “Even with music, tape still enhances sound. If this weren’t true, people would not bother to go to concerts.”

Come, now!

By this reasoning, nobody would attend televised musical events. It also ignores the fact that the elite go to concerts too. A quick inquiry of the most discerning audiophile admits the best stereo can’t achieve perfect reality.

Finally: “We’ve never been a combination TV-refrigerator.”

Here I have to agree, but I think Mr. Lachenbruch and I should get together and make a billion bucks on this cool combo.

Those appliance people are missing the boat!

NOTE: At the risk of being accused of trying to have the last word, let me say I agree with many of Mr. Cornell’s points. TV very definitely is a price-cutting religion — the way some appliance dealers handle it—but it needn’t be. I agree that there always will be aural records, audio tapes and audio radio. But video records are coming—no question about it. And, incidentally, so are facsimile newspapers, but not until there’s a video phoneograph in every home first. But not TV-refrigerators. TV-washing machines, maybe—DL.

This advertisement is neither an offer to sell nor a solicitation of an offer to buy any of these Securities. The Offering is made only by the Prospectus.

Not a New Issue

September 12, 1963

330,000 Shares

Handleman Company

Common Stock

(#1 Par Value)

Price $12 per Share

GLEN'S NEWEST

"SAME OLD PLACES"

Capitol #5037

Re-Fixture Now For Christmas Sales

L & L ENTERPRISES

P. O. BOX 58, UNIVERSITY STATION

SEATTLE, WASHINGTON

Re-Fixture Now For Christmas Sales

THE NORTHWEST'S ONLY EXCLUSIVE MANUFACTURER OF PHOTOGRAF RECORD FIXTURES

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

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GETTING BUYER AT HOME COZY WAY TO SELL

*Continued from page 64*

neighbors who may have some interest in a tape recorder and jots them down in a pocket notebook. Then he snips his next recorder ad from the paper and sends it to the referred prospect with a letter explaining that he has sold a recorder to one of his neighbors, and that the customer would like a similar demonstration. Filling with the letter gets quite a few prospects, as does a follow-up telephone call if there is no response to the original mailing. Glenn picked up no less than 40 additional tape recorder sales so far this year from asking for such referral tips.

Mostly, Glenn created a lot of humor and publicity when a small boy brought in a decommissioned pet skunk recently and offered it in trade on an item. Realizing the public relations value of this idea, Glenn displayed the skunk in the window with a price tag on its neck as a trade-in and a sign in the back explaining how the skunk happened to arrive at the store.

Going further, he offered the pet animal as a prize in a letter-writing contest under the title of "Why I Would Like to Own That Skunk!" Literally thousands of letters poured in, the skunk was paraded up and down the sidewalk in front of the store wearing a small jacket with its store name, and local newspapers had a ball describing the event.

BETTER SELLING

PHONOGRAPHES, RADIOS & TAPE RECORDERS

Here are the nation's best sellers by manufacturers based on results of a monthly survey 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.

PHONES LISTING OVER $500

<table>
<thead>
<tr>
<th>POSITION</th>
<th>4/23/63 Issue</th>
<th>5/10/63 Issue</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>Magnavox</td>
<td>54.8</td>
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<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>Fisher</td>
<td>12.7</td>
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<td>3</td>
<td>3</td>
<td>Zenith</td>
<td>9.5</td>
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<td>4</td>
<td>4</td>
<td>4</td>
<td>Curtis-Mathes</td>
<td>6.8</td>
</tr>
<tr>
<td>5</td>
<td>4</td>
<td>4</td>
<td>RCA Victor</td>
<td>6.3</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>5</td>
<td>Packard Bell</td>
<td>4.5</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
<td></td>
<td>5.4</td>
</tr>
</tbody>
</table>

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 rankings applies for any period other than the previous month. These 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 parentheses.

6/22/63 Issue: Pilot (5); Electrohome (4).
3/30/63 Issue: Pilot (2); Claritone (5).

NEWS BRIEFS

*Continued from page 64*

Texas and the Revere cartridge tape system.

Also at 3-M last week came the announcement of the retirement of 3-year-old W. W. Wetzel from his post as vice-president and general manager of 3-M. Dr. Wetzel will be succeeded by M. C. Hegdahl, 52, a longtime co-worker. The two pioneered the development of magnetic tape. Wetzel's actual retirement will come in 1964, but he will remain after that as a consultant.

Rey Trees Soundcraft has named Eyes & Ears All in One

HONG KONG—The "spectacle radio," a new Hong Kong product, has found most encouraging markets in the United Kingdom and France. The spectacle radio, designed by Shyam S. Singha, are eyeglasses incorporating a one-band radio with three transistors and a choice of three local stations. It weighs 2½ ounces.

The left temple of the frame carries three transistors and a half-inch battery not bigger than a button, but with a life of some 48 hours, and an on-off knob which also controls the volume. The knob for tuning is situated in the right temple.

A hearing tube, complete with ear plug, is fitted on the left temple and conveys the program to the listener. The designer, who had been working on this idea in England, said that when his firm decided the "spectacle radio" was commercially feasible, he was sent to Hong Kong to organize its manufacture.

Why was Hong Kong chosen as the site? Because batteries from the United States, transistors and other electronic parts from Japan could easily be obtained there. More than 10,000 of these sets have been exported since the first shipment was made to the United Kingdom in June by a local company.

C. Henry Laird as Midwestern regional manager, according to John S. Kan, vice-president and general manager. Laird, formerly with Beatrice Coleman, Inc., succeeds Arthur H. Hoffman, who resigned.

SPOTLIGHT ON JAZZ COMING OCTOBER 12

Billboard—the only business publication covering the Jazz field on a regular basis . . . NOW PRESENTS ITS

ANNUAL JAZZ SPECIAL

A FULL EDITORIAL WRAP-UP OF THE NATIONAL AND INTERNATIONAL JAZZ SCENE . . . FROM BASEMENT BISTROS TO CARNEGIE HALL—FROM PROGRESSIVE TO THIRD-STREAM . . . AND HOME AGAIN

A ONCE-A-YEAR PEAK-IMPACT OPPORTUNITY FOR DRAMATIC ADVERTISING OF YOUR CURRENT AND COMING JAZZ RELEASES

RESERVE AD SPACE NOW ADVERTISING DEADLINE: OCTOBER 2

Billboard New York Chicago Hollywood Nashville

From American International's Spectacular Surfing Film!

ANNETTE'S BEACH PARTY

BY-2316

CYNDI, of course, their biggest hit THE EMOTIONS sing A STORY UNTOLD

Fox 430 Exclusively on 20th Century-Fox Records

when answering ads . . .
Say You Saw It in Billboard
GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from MICROPHONE MUSIC, INC.

In Oklahoma and Texas Panhandle, order your...

GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from B & K RECORD DISTRIBUTING

In Western Pennsylvania, Northern West Virginia & Eastern Ohio, order your...

GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from STANDARD DISTRIBUTING CO.

In Hawaii, order your...

GREAT NEW FALL
CAMEO/PARKWAY
LP MONEY-MAKERS
from MICROPHONE MUSIC, INC.

- ALBUM REVIEWS -

-Continued from page 10-

JAZZ SPECIAL AWARD

THE ELINGTON ENSO
1997-1940 (3-12") Vol. 1
Duke Ellington & His Orch
Columbia CL 27

Here's a fine set of the collector. The 3-12" package includes with some of the great Ellington recorded performances. The set is filled with jazz classics and often the versions are uncommercial in the U.S. since VNL's stylistic approach and light pop style appealed, especially playing the recording. The recording sound is excellent.

CLASSICAL SPECIAL AWARD

ITALY'S IMMORTAL RITO SCHRA
Capitol T 10327

One of the most beloved tenors of the century, Schipa is heard here in a program of pop songs, light instrumental music, and operatic arias, all of which are not commercial in the U.S. since VNL's stylistic approach and light pop style appealed, especially playing the recording. The recording sound is excellent.

COUNTRY SPECIAL AWARD

ROY ACUFF SINGS AMERICAN FOLK SONGS
Hollywood Lp 115

Roy Acuff's fans around the world will enjoy him as much as ever here as he takes a tired old tune and makes it new. His country-flavored folk material should commercial in the U.S. since VNL's stylistic approach and light pop style appealed, especially playing the recording. The recording sound is excellent.

SPOKEN WORD SPECIAL AWARD

TALES OF THE FRIGHTENED VOLUMES 1 AND 2
Boris Karloff
Mercury MG 1015 (M), SR 40515 (M)
Mercury MG 1016 (M), SR 40516 (M)

Mystery writer Michael Anthony has put together a series of short stories to appear as pocketbookers once from fandom. Members of the public have been asked to send in their version of the story. The resulting work is a compilation of the best stories that were received. The result is an excellent collection of stories that will appeal to fans of the genre.

FOUR-STAR ALBUMS

The following albums are awarded new ratings with superior sound quality and recording. The albums are being played by many listeners, and the sound quality is excellent.

Piano Concerto of Edgard Delaunay
Capitol T 1653 (M)

Surfin' U.S.A.
Mercury L 1006 (E)

Everytime Under the Sun
Scepter F 2755 (M)

Grujia
Columbia CS 9088 (M)

Jazz

A Touch of Pepper
Argo LP 790

My Mother's Voice
Sonny Stitt
Prestige FS 71

Catch Me
Jazz

For Winners Only
Loretta Alexander
Argo LP 790

SWEET SINGS
Bernard Kinsey, Columbus, M., 365 4775 (M)

RAG CHOREO GRAPHICS
Edward Comer, August 5 35369 (M)

ELGIN ENIGMA VARIATIONS
Columbia/Columbia
Clarinettist
8 2256 (M)

PAGANINI QUARTET IN A,
Hayden Quartet in D

COVENTRY & WESTERN

16 GREAT COUNTRY SONGS
by GREAT COUNTRY ARTISTS
Various Artists, Rondell 2360

COMEDY

YOU WONT BELIEVE YOUR EARS
Barto Productions, Python PRR 300-103 (M)

INTERNATIONAL

TERROR (1937)

CAPITOL LONDON

SACRED

JESU BLESSED BEST

LA FANFARE IN A VERY SPANISH MOOD

WALKER / BUDDY'S

BOY/GIRL SONGS

GREAT AMERICAN POETRY, VOLUME II

COUNTRY SONGS

LITTLE SECRETARY OF THE AMERICAN POETRY, VOLUME II

JAZZ

REMINISCENCE OF LU-CORE (1937)

THREE-STAR ALBUMS

The three-star rating indicates moderate to high sound quality within each record's basic category.

- See page 20 for complete reviews. -
Firms to Fight Boost

from the record companies this week took off like a lead balloon.

Henry Brief, executive di-
ger of the Record Industry
Association of America, called the proposal "unsound, unreason-
able and unworkable."

An RIAA statement charged that the increased mechanical royalty proposal "is based on the misconception that record companies manufacture records especially for use on juke boxes."

It added that "since juke box operators are not the only customers of the records that will be played most frequently, most hit records are already being sold in the market for weeks before they first show their appearance in a juke box."

"This does not ever take into consideration the hundreds of records released by this industry that never find their way into juke boxes at all; as a consequence, there is no possible reason why we should tell the
world which records will be purchased by juke box operators and which won't," the statement continued.

RIA also pointed out that since most operators buy their records from one-stop, the man-
ufacturers don't know which records are ultimately purchased by juke box operators and which are purchased by others.

Although MOA did not pro-
bate that it pay a special per-
record fee for material used in
juke box play, RIAA opposes this approach to play-out. It pointed out that the House Judiciary Committee allows the copyright holder to be reimbursed for costs, but that as a result of not having to purchase copyright records by juke box operators and wholesalers.

The RIAA statement con-
tinued that such a proposal would decentralize the record manufacturing industry a Music Operators of America, the
losing agency of royalties for the holders of copyrights on records played on coin-operated ma-
chines."

RIA also pointed out that since most operators buy their records from one-stop, the man-
ufacturers don't know which records are ultimately purchased by juke box operators and which are purchased by others.

But this is no longer the case.

Repeal of the Copyright Act of 1909 insofar as it applies to juke box operators is a strong proposal.

If this increased mechanicals were put into effect, the juke box operator would still have the threat of exemption re-
moval hanging over his head. ASCAP isn't likely to give up on the performance royalty fight.

In the long run, the juke box operator might wind up buying both increased mechan-
cals and increased royalty fees - providing he still has enough money left to stay in business.

But the outlook for the op-
eration is not bright. RIAA execu-
tives said to the Journal that they would keep at a reasonable level. And if he takes this attitude, he'll probably be out of business."

The RIAA statement is sig-
nificant not in that it discloses any change of attitude (record manufacturing has generally opposed such hikes), but that it represents the first time that the record industry has come out openly against the MOA position.

In the past, MOA has uttered strong murmurings for increased mechanicals, but never specifically against the removal of the performance fee exemption, but the record industry hasn't taken them too seriously.

As long as passage of the exemption removal did not appear imminent, the proposal for increased mechanicals were merely academic.

New York Yields on Coinpool in Taverns

NEW YORK — The New York State rule which has held that a coin-operated six-pocket pool table may not be operated in taverns is no longer valid.

That's the essence of a ruling recently handed down by Ber-
ard J. O'Connell, New York City Commissioner of Licenses. A
straight pool tables require a special license, one of the provisions which prevents the devices may not be placed on premises where food or beverages. In effect, this shuts off coin operators from their principal markets.

The test ruling came as a result of a request from U. S. Billiards, Inc., of Amityville, N. Y., manufacturer.

Cities Differences

Al Simon, U. S. Billiards head, pointed out that though his product is played in the same manner, with regular pool the dimensions of the table are smaller than that of a regulation
pool table and that there is now a way of returning the balls to the pocket without it being a result of a scratch.

He pointed out that the inser-
tion of a coin gives the player the 15 predetermined balls, all smaller than regulation size. He added that an experienced pool player would injure his game to a great extent by playing on such a table, which is intended only as an amusement device.

Commissioner O'Connell noted that the table made by U. S. Billiards does not require a pool table license and that it is subject only to the same conditions and requirements of any other amusement device.

Impact of Ruling

The New York ruling on the six-pocket tables, heretofore banned outright without billiard pool licenses, will be approved if they differ substantially from the regulations for pool tables.

The U. S. Billiards line is being shown at the current Missouri State pool convention. The Comet six-
pocket series comes in four sizes and the Rotation Bumper Pool comes in two sizes. The latter has a ball helper enabling the player to engage in a rotation contest.

Cinebox Reports Orders on Rise

Ratajcek added that already about 200 Cineboxes machines are on location around the country. He expects the one-week average gross of $130.

Best locations, said Ratajcek, are the high traffic areas. He said Cinebox has had excellent results in such locations as rapid count centers, bus stations, air line terminals, motel bars and highway truck stops.

The novel juke box-movie ma-
chine combination was said to be the most unusual piece of equipment to be shown at a coin machine convention.

The setting at the recent MOA convention did nothing to detract from the appeal of the machines. They are housed in a separate appeal, dimly lit, with red-olivet-clad
maids serving cool bubbly water to the patrons.

Whatever heat wasn't gen-
erated by used customers and scarlet ladies, could have come from the usual routines playing on the machine.

It looked like Danceland U.S.A. under the mature approach.

When first introduced, Cinebox was offering a diet containing essentially of foreign travel-
and music material. Recently, though, the firm has made con-
siderable progress and is being considered by a number of U. S. record company interests, and a number of U. S. record artists are slated to release a record with a Cinebox machine this summer.

If all goes as scheduled, Cinebox could become quite a factor in the coin machine business before year's end.

Coin Group Vows It Won't Happen Again

CHICAGO—With a recently passed $10 State joke box tax still in the early stages, a group of Illinois operators met here last week to discuss the State's first active operator associa-
tion.

"We don't know if we can do anything about this new law, but we sure can see that some-
ingone like this doesn't sneak up on us again," a spokesman for the group said.

The State's joke box tax was an internal revenue office recently before operators knew it was even being considered. It is a general coin machine bill which places a uniform levy on all equipment.

Operators throughout the area were considerably rocked - particularly since they felt they had no chance to plead their case in the State capital.

On a member of some years' stand-
ing in the industry."

According from a point of service at the breakfast was Dickie Casola, from Broadhead, Wis. Pierce entered the business in 1911 as an operator of coin pianos.

Other old-timers at the ses-
sion included Fred Zemke, Milly Green, Harry Snodgrass, Arnold Steringfield, Dick Stein-
gart, Bill Carr, Sonny Blalock, Al Whitney, Sam Blau, Don Reisman, Casola, Carl Pavesi, Frank Fabiano, Joe Orneick, Joe Mangone, Ed Johnston, Jim Tolias and Sam Taras.

Also Jim Blatt, Johnny Bluton, Bob Sifter, Pete Caretta, Max Hurvich, Harry Hurvich, Amper, Lenny Blatt, Leon Taken, Dave Stern, Art Daddie, C. C. Bishop, Lou Wolcher, Bill Cottrell, Ed Ratajcek, Dave Bond, Irwin Margold and Jack Mitnick.
see the big, new
ROCK-OLA "PARTNERS"

Rhapsody II
Capri II
de luxe stereo-monoaural phonographs

OPEN HOUSE WEEK...

at these "select" ROCK-OLA distributor showrooms

A.M.A. DISTRIBUTORS, INC.
500 Magazine Street
New Orleans, Louisiana
Phone: 529-3135 Area Code 504

ACTIVE AMUSEMENT
MACHINES CO.
666 N. Broad St., Phila. 30, Pa.
Poplar 9-4450 Area Code 215
1101 Pittsburgh Ave., Scranton 5, Pa.

ALLIED SALES COMPANY
401 Jones Avenue, Oak Hill, W. Va.
Phone: 462-3301 Area Code 304
485-5165 Area Code 304

AMUSEMENT
DISTRIBUTORS, INC.
1815 St. Emanuel Street
Houston, Texas
Capitol 7-3047 Area Code 713

ARIZONA AMUSEMENT &
VENDING CO.
646 North Fourth Avenue
Tucson, Arizona
Main 4-2825 Area Code 602

BADGER NOVELTY CO., INC.
2520 North 30th Street
Milwaukee 18, Wisconsin
Franklin 2-3016 Area Code 414
Hilltop 3-3036 Area Code 414

BIGNER MUSIC, INC.
2345 Quebec Road
Cincinnati 14, Ohio
Phone: BL 1-006 Area Code 513

BIRD MUSIC
DISTRIBUTORS, INC.
184-198 Powys Avenue
Manhattan, Kansas
Phone: PR 8-322 Area Code 913

H. B. BRINCK
235-627 East Front Street
Buffalo, Montana
Phone: 8706

BROWN BROTHERS, INC.
2127 Washington Ave., North
Minneapolis 11, Minnesota
Jackson 2-4646 Area Code 612

CALDERON DISTRIBUTING
CO., INC.
433 North Alabama Street
Indianapolis, Indiana
Melrose 4-0609 Area Code 317

VENDING MACHINE
EXCHANGE
60 Commonwealth Avenue
Bristol, Virginia
Phone: 666-7147

VICTOR CONTE
MUSIC COMPANY
1231 Lexington Avenue
Utica 3, New York
Redwood 2-7196 Area Code 215

EMPIRE COIN MACHINE
EXCHANGE
1012 N. Milwaukee Avenue
Chicago 52, Illinois
Phone: EV 4-2000 Area Code 312
7743 Punta Avenue
Detroit 38, Michigan
Diamond 1-5800 Area Code 313
Corner of 11th Ave. and 35th St.
Menominee, Michigan
Un 3-6912
1955 S. Division
Grand Rapids, Michigan
Phone: 949-3307

FLOWER CITY
DISTRIBUTORS, INC.
399 Webster Avenue
Rochester 9, New York
Phone: C. 4-8000 Area Code 716

FRANCO DISTRIBUTING
CO., INC.
24 North Street
Montgomery 3, Alabama
Phone: 503-4466 Area Code 205

GENERAL VENDING SALES
CORP.
320-345 W. Bidwell Street
Baltimore 1, Maryland
Version 7-4119-36-21 Area Code 301

GRECO BROS. AMUSEMENT
CO., INC.
Main Street—Box G
Glens Falls, New York
Cherry 9-8700 Area Code 518
1396 Broadway Avenue
Albany, New York
Phone: HO 6-0208 Area Code 518

H. J. VENDING & SALES
CO., INC.
1001-1027 Douglas Street
Omaha 2, Nebraska
Phone: 581-1221 Area Code 602

LAKE CITY AMUSEMENT
CO., INC.
4031-4033 Payne Avenue
Cleveland, Ohio
Henderson 1-4100 Area Code 216
1-7577 Area Code 215

PAUL A. LAYMON, INC.
1453-31 West Pine Blvd.
Los Angeles 15, California
Richmond 7-0051 Area Code 215
IN PROFIT" for 1964!

new advanced design
CARAVELLE
cigarette vendor

SEPTEMBER 16 THRU 21!

B. D. LAZAR COMPANY
1635 Fifth Avenue
Pittsburgh 19, Pennsylvania
Grant 1-7818 Area Code 412

LESTOURGEON DISTRIBUTING CO.
2308 South Boulevard
P.O. Box 641
Charlotte 1, North Carolina
Jackson 3-6834 Area Code 704

MOUNTAIN DISTRIBUTORS
3536 Dewing Avenue
Denver 5, Colorado
Acowa 2-8518 Area Code 303

MUSIC & VENDING CORPORATION
56 Brookline Avenue
Boston, Massachusetts
Copley 7-1982 & 7-1983

MUSICAL SALES, INC.
5930 Locust Street
St. Louis 3, Missouri
Jefferson 5-4310 Area Code 314

PAN AMERICAN SALES CO., INC.
812 South Presa Street
San Antonio 10, Texas
Capitol 7-6371 Area Code 512

PATTSON MUSIC COMPANY
615 Ewy Street
Modesto, California
Phone: LA 2-4707 Area Code 209

ROBINSON DISTRIBUTING CO.
301 Edgewood Avenue, S.E.
Atlanta 12, Georgia
Jackson 3-3406 Area Code 404

S & H DISTRIBUTING CO., INC.
1520 Bolinger Avenue
Shreveport, Louisiana
Phone: 422-1649 Area Code 318

S & M DISTRIBUTING CO., INC.
1674 Union Avenue
Memphis 4, Tennessee
Broadway 5-1133 Area Code 901

SEACOAST DISTRIBUTORS, INC.
1200 North Avenue
Elizabeth 4, New Jersey
Bergen 8-3524 Area Code 201

ALBERT SIMON, INC.
587-5 5th Avenue
New York 18, New York
Lompac 4-6000 Area Code 212

MICHAEL J. STANLEY
P.O. Box 171
Mercer Island
Seattle, Washington

STATE MUSIC DISTRIBUTORS, INC.
3100 Main Street
Dallas 35, Texas
Riverside 1-4655 Area Code 214

S. L. STIEBEL COMPANY
635 West Main Street
Louisville 2, Kentucky
Central Wisconsin Truck
Juniper 3-2144 Area Code 602

GORDON STOUT COMPANY
125 North Monroe
Pierre, South Dakota
Phone: CA 4-4067

TULSA AUTOMATIC MUSIC CO.
729 W. 5th St.
Tulsa 27, Oklahoma
Phone: 444775 Area Code 918

WESTERN DISTRIBUTORS
1201 S. W. Sixteenth Ave.
Portland 5, Oregon
Capitol 8-7885 Area Code 503

ELI ROSS DISTRIBUTORS, INC.
800 N.W. 71st Street
Miami, Florida
Plaza 7-8436

AUTOMATIC EQUIP. DIST. CORP.
Santurce, Puerto Rico

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Arecibo, Puerto Rico
EUROPEAN NEWS BRIEFS

10-Year Tie

HAMBURG—Nova Apparate Gugh is observing a decade of its link-up with Rock-Ola. Nova imports the Rock-Ola mechanism and assembles the phonograph in Hamburg, largely from European components. This procedure, introduced when currency restrictions prevented the wide-open importation of juke boxes, proved phenomenally successful. It was the major factor in putting Rock-Ola at the top in Continental sales. The Nova-Rock-Ola tie-up is based to large extent on the friendship of David C. Rockola and Al W. Adeke, the Nova chief.

Introduces Top Tuner

Hamburg—Erich Schneider is introducing the new Wurlitzer 2700, with the top-tune automatic selector. Wurlitzer 2700 promotion is geared to the theme that while compacts have their place, up-and-coming operators demand prestige boxes with “greater play appeal.” The 2700 plays 45 or 33 discs in hi-fi or stereo.

Wall Pinball

BOCHUM, W. Germany—Comes now the compact pinball, Elektronik-Apparatur Aich & Mohners KG is introducing what it calls a “world novelty”—Euromat, a wall pinball. The firm says Euromat is designed to meet the demand for more European-designed games.

Euromat was designed on the basis of a poll of operators in all of the European Common Market countries as to what they desired most in a coin game.

It is regarded as a pioneering piece of equipment in this respect—the forerunner of equipment tailored to European tastes. Euromat carries a one-year guarantee and is completely self-operating. It is capable of from five to the smallest location.

Fringes O. K. in Saar

SAAR—German coin machines are catering to employees, who now have some of the best working conditions in German industry.

A prime example is the firm of Dr. W. Haasebro, Neun- kirschen, in the Saar, manufacturer of the SAAR soccer game. To get and keep skilled labor in labor-short Germany, the Haasebro firm concentrates its production in a tree-shaded rural setting, and encourages its employees to operate small farms in their free time.

The Haasebro is equipped with a large swimming pool, which is open to workers every day. A Haasebro worker reported, “Money no longer is everything with a job. Almost every pay goes enough for leisure time. Nowadays I'm the extra that the phonograph plays.”

Austria Studies Payout

VIENNA—The Austrian trade is studying a proposal for British-style machine payout operation.

This would involve paying out and operator’s share in addition to the typical British set-up would qualify as private clubs, with entrance restricted to members. In this form, slot machine operators would meet police objections to certain aspects of past payout operation in Austria.

Payments were summarily banned 18 months ago. Police objected that minors were patronizing the machines. The private club type of operation also would enable operators, at least, to give prizes for pinball and bingo machines.

May Try Coin Boccie

CADOABBE, Italy—Chancellor Konrad Adenauer’s passion for boccie, the Italian bowling game, is prompting several Italian manufacturers to experiment with production of a boccie coin game. Boccie is an old Italian game akin to English lawn bowling. However, it had lapsed almost into the limbo of forgotten regional pastimes until the German leader discovered boccie on his first holiday in Italy six years ago. Adenauer at once became ensorcelled by the game and plays it continually, even at home in Germany. Adenauer’s fascination with the game has boomed boccie to new popularity, and Italian game producers are trying to capture some of this popularity for a coin game.

Entertain Visitors

COPENHAGEN—Skan- dinavisk Grammofonaktie- selskap, Danish subsidiary of E.M.I. is playing host to a stream of visitors representing phonograph manufacturers on both sides of the Atlantic.

The visitors have come to inspect Radesoddsgaard’s phonograph setup. In Denmark, the E.M.I. subsidiary is pioneering the so-called “integrated musical entertainment,” which means that the company handles music all the way from the note in the recording artist’s throat to the phonograph customer’s ears.

In theory, its operation of juke boxes should antagonize Denmark’s phonograph opera- tors and stir a hornet’s nest in the trade generally. In practice, however, the operation is being conducted smoothly and appar-
Dallas Collections Run Even With 1962; Loan Problem

By O. R. ALLEN

DALLAS—Operator and distributors polled in the Dallas area agree for the most part that business in 1963 has remained just about the same as in 1962.

James Otto, Paradise Music, says collections have held up, even though the number of locations is down a little.

Otto could discern no particular trend in programming, stating that his own programming was, to a certain extent, pegged to the requests of customers. He said he has a number of requests for rhythm and blues numbers and to a lesser extent for jazz.

“Quite often there are requests for gospel numbers,” Otto said. But these requests are not so much by titles as by groups such as the Clouds of Joy, the Five Blind Boys and the Theodore Cleveland Group.

Mrs. J. A. Bigbie at Bigbie Music and Cigarette Service said that there is a business increase on her routes caused by new residential areas, new construction and shopping areas. She noted a number of calls from managers of private clubs in new luxury apartment projects requesting boxes for their locations.

She noted the increasing popularity of country and western.

Jim Browning, owner and operator at Big D Music, believed that business is good now and that it is slightly better than last year.

“There are no marked programming trends in the area,” he said, adding, however, that, “they are placing more stereo boxes. Personally, my locations are using more country and western because most of my spots are in taverns. I am not using much stereo because the recordings are not available in great quantities in the type music I program.”

All interviewed agreed that there are no legitimate problems in this area.

Loan Problem

Concerning commissions, loans and bonuses, Browning said, “You almost have to make loans to get a good location. I have loans on practically every location.”

Browning said, “I occasionally suffer a loss. Generally, I take a mortgage on the business fixtures, etc. This cushions a loss, should the location owner not make it. A loan contract is sort of insurance on your location.”

He is optimistic about future business, and sees a better year up coming.

Arthur Rubin, owner and operator at R&M Music Company, said that business is fair, about the same as 1962. Conditions here for making loans are good, he said. You must make a loan to get a location, he added. However, he went on, the obligation of the loans creates protection for your location.

He believes that business will continue about the same.

Sidney Julius, owner-operator of Music Mall, Inc., does not think business is better than last year, about the same. "However," he added, "Dallas is not a place where expansion is easy because all of the city is dry except one precinct. That cuts possible locations." He said that about the only way to expand is to buy out another route or to merge.

He believes that loans to acquire locations is something with which we have to live.

(Continued on page 86)
Prospects Seem Ripe for Continuing NVA Upswing

CHICAGO — Milton T. Raynor, National Vending Association's legal counsel, called last week's directors meeting the "first in many years without a major problem."

In a sense, it was right. Not only NVA, but the entire bulk vending industry has just gone through what is probably the best year in its history. And prospects for the coming trend continues to be excellent.

This doesn't mean, however, that everything is peaches and cream. A lot of "minor" problems do exist and it's obvious neither Raynor nor the rest of the membership are taking them lightly.

Don Mitchell, co-founder with Raynor, set the meeting's first serious note with a warning against some "prominent dangers in capsule vending."

Mitchell described the capsule business as a "cherry-picking" for operators, distributors and manufacturers. But because the trend is toward unionization, the "undesirable elements" are being driven from the business.

Mitchell also had two specific warnings on machine contents. (1) If any piece in the capsule machine has a retail value in excess of $5.00, it must be placed in a machine subject to the $250 federal gambling tax. (2) Machines accepting membership cards, with a great disparity of values for example, packet items mixed with 20-cent items, all vending at a single coin—endanger the machine's status as a legitimate vendor of merchandise.

Adverse Legislation:

Mitchell was quick once the machine is taken out of the legitimate merchandise vending category, the bulk industry was in trouble and could be subject to considerable adverse legislation.

Mitchell also made an oblique membership pitch, noting that many of the violations of health and beverage laws are done by people who were not NVA members and are not aware of proper operating rules.

"However, people can hurt themselves as much as anyone else," Mitchell said. "It's important that we get them into NVA to protect ourselves."

Richard T. Raynor, followed Mitchell with a more direct reference to membership. He discussed the idea of assessments or donations to make up a financial deficit. "Such a thing would weaken the moral fiber of the association," he emphasized.

"New Blood"

"The only way for the association to stay healthy is to keep getting in new blood," Raynor said.

A resolution aimed at spooning distributors to get more members was also passed. The resolution stated that maintaining NVA policy that its attendance list at conventions be made available to exhibitors.

Under the new ruling, all attendance lists are considered a confidence review by the exhibitors.

Sponsors of the resolution argued that it was to then, distributors were reluctant to bring members (their own customer operators) to the NVA conventions lest the operator be solicited directly by the exhibitors.

Raynor also warned that operators could expect some federal legislative problems because of a general tightening as a result of the Kennedy tax reform program.

A lot of loop holes are being plugged, Raynor said. The government will be increasingly concerned about new sources of revenues.

Rolfe Lobel announced that the association's next convention had been set for the Deaville Hotel in Miami around mid-April. He noted that entertainment had been planned for all three nights.

NVA's 1965 convention is scheduled for New York, simultaneously with the World's Fair in the same city.

Some 75 persons attended last week's meeting. Besides the general meeting, a number of committee meetings were held in their hotel rooms.

CIGARETTE MACHINES

Market (33 Cents)

COFFEE VENDORS

W. B. DISTRIBUTORS, INC.

323 Market St., Lebanon, Pa.

PARKWAY MACHINE CORP.

715 Srauser St., Baltimore 2, Md.

AT A GLANCE

The Capsule is Putty in Epp's Hands

JAMAICA, N. Y. — Eppy Charms, Inc., has issued a "Bouncing Putty" as a 10-cent capsule item. The properties of the putty allow a variety of uses. It can be stretched like rubber, rolled into a ball and bounced, shattered like glass or used as a transfer to pick up print from newspapers. The firm is making a two-color putty for use everywhere in machines merchandising the item. The putty is packed in capsules for sale to all distributors.

Northwestern

HEADQUARTERS

Whatever your bulk vending requirements might be, we can help you meet them.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

BIRMINGHAM VENDING CO.

520 Second Avenue, Birmingham, Alabama

Phone: Patriot 6-3726
Eppy Announces Early Yule Deal Premiums

NEW YORK—Christmas may come early this year for customers of Eppy Charms, Inc. According to George Eppy, president of the firm, free Christmas decorations suitable for indoor or outdoor use will be given as premiums to two deals currently being introduced. One deal offers a pair of electric Christmas Candles to any operator who orders a Special Eppy charm mix of 9,000 assorted plated charms. Standing 39 inches high, the candles are frosted with an orange flame and a golden base, and are illuminated by an approved cord set which lights bulbs inside the flame and candle.

The other deal available to operators offers an electrically illuminated Santa Claus and Reindeer set for every purchase of $100 worth of Eppy’s charm and gimmick assortments. The three-dimensional set includes a colorful Santa riding a sleigh plus two prancing reindeers. Molded of sturdy plastic, the illuminated set stands almost three feet tall and is approximately five feet long. The deal itself consists of some 17,000 assorted charms and gimmicks. Included in the package are Plastic Clowns, Penguins, Space Ships, Gold Loving Caps, One Piece Bullet, Gold Plated Foot, Plate, Plated Furniture, Plastic Travel Cases, the series 45 and 57 charms, the Competition mix and the 25 Gimmick mix.

Orders may be placed at any Eppy warehouse. The deal expires on November 30.

Gagliardi Dies

PHILADELPHIA—Michael Gagliardi, 34, manager of Active Amusement, died yesterday (Tuesday) at his residence in this city. The cause of death was pneumonia. He was a high school student.

DENVER—The most profitable mix in the entryway to large supermarkets has definitely swung away from food items to novelties, according to Frank Thorwald, dean of vending route operators here. At the entryway, where children naturally pause as soon as they enter, Thorwald has taken advantage of the psychological impact of weird-o, varmints, and capsule novelties to start children clamoring for such items on sight.

“The more grotesque or frightening a weird-o may be, the greater market it seems to have for youngsters, and even teenagers, Thorwald reports.

“The snack route, for example, at a large King Sooper in the Western suburb of Denver, one of his weird-o vendors shows worms crawling out of apples, rolling eyes, faces expressing horror, etc. Varmin, tarantulas, spiders, eight-armed octopi, fuzzy caterpillars and varieties of worms show far better returns than would customary gun and confections.

Thorwald points out, "You can’t fight popularity." By maintaining non-edible specialties such as this at every possible supermarket entrance location, he maintains he has picked up volume substantially. Farther inside the store, near the cash registers, gum, peanuts, candy corns, jelly beans, maintain their consistent popularity, but up front they take something spectacular and out of the ordinary to literally stop entering children in their tracks.

Seeks Trade Lexicon

HAMBURG—German phonograph manufacturers are supporting efforts to compile a universal service lexicon, which standardizes, in all the main languages the names for phonograph parts and servicing procedures.

At present, translation between languages is catch-as-catch-can, with no two servicing experts, in different language areas, necessarily agreeing on the standard term for a part, once it is translated from German into English or from French into Spanish. A definitive phonograph lexicon is required, according to a proposal before the German trade, to facilitate experts, and languages should include German, English, French, Italian and Spanish — and possibly Arabic.

## Northwestern

### Model 60

**TRY AND YOU’LL QUICKLY AREE, IT’S THE OUTSTANDING BULK VENDER.**

Model 60 dispenses all small products from Spanish peanuts to capsules and Jum-bie ball gum.

**NOW! **

**FIRE Away 2-STAGE FEATHER ROCKET!**

**SHOOTS UP TO 200 FT. INTO THE AIR!**

**USES HARMLESS CAPS (INCLUDED)**

**IN CAPSULES (600 VENDS) + .50C/M. FOR PRICES (JEWELLED + .34C/M. + .30C/M.)**

**PLASTIC PROCESSES INC. 81 MAIN AVE. FREDERICKSBERG, PA.**

**HEADQUARTERS FOR LARGEST SELECTION OF SUPER 10C CAPSULE MIXES**

Write for free information on 10c Capsule Vending and illustrated price lists of other vending items.

**FREE ILLUSTRATED BOOKLETS ON OUR CHARMS.**

**THE PENNY KING COMPANY**

2524 Milton St., Pittsburgh 3, Pa.

World’s Largest Selection of Miniature Charms

**THE VERSATILITY of Acorn bulk vendors by Oak Manufacturing Company, Culver City, Calif., is shown at the Baby Zoo of Jungleland in Thousand Oaks, Calif. This one, filled with pel-lets for children and a diversified clientele of all ages, goals and people. The pellets sell for 5 cents.**

Photo by Sam Abbot

**WEIRD-O’S JUST THE THING**

**FOR KIDDIES IN SUPERMARKET**

**OCTOBER 1963**

**BILLBOARD**

**MANDEL GUARANTEED USED MACHINES**

**MERCHANDISE & SUPPLIES**

**PITKINHALLE, Jumbo Queens, St. Louis**

**PITKINHALLE, A60, U. S. A., Chicago**

**PITKINHALLE, 180, U. S. A., Chicago**

**NEW**

**MERCHANDISE & SUPPLIES**

**WIRE, WRITE OR PHONE FOR COMPLETE DETAILS**

**NORTHERN CORPORATION**

2938 Armstrong St., St. Louis, Ill.

**Phone: WASHINGTON 2-1300**

**Registered E. T. S. Patent Office.**

**NEW V2 Capsule shown actual size.**

**IMMEDIATE DELIVERY**

**NEW VICTOR L. C. TOPPER**

1c Mechanism holds large capacity for 1175 BALLS of 100-COUNT Vend Capsule.

**SAY YOU SAW IT IN**

**BILLOBOARD.**

**OPERATORS REPORT FABULOUS EARNINGS FOR**

**VENDORAMA®**

**V2 25c & 50c Capsule Vendor Holds 200 V2 Capsules**

**WRITE today for full information on the V2 Vend-2 capsule Vended and the new V2 capsule.**

**VICTOR VENDING CORP.**

312-314 W. Wacker Dr. Chicago 29, Ill.
All Hands Applaud Chicago MOA Dinner

CHICAGO — The big Music Operators of America banquet show wasn’t quite the marathon it was some years ago—but it came close this time around.

Last week’s extravaganza paraded some 12 acts across the stage in almost three hours—a virtual showbag to the days when MOA shows often ran as much as five hours with as many as two dozen acts on the bill.

A lot of operators felt the comparatively short shows of recent years lacked the excitement of the old-time dazzlers, so the bell was again rung for Hinh de la Vie of Washington, who came through in the traditions of Bennett Shows.

As is usual, the MOA wingding had a few surprises—in this case, the unexpected appearance of Tony Bennett, who wound up the show with a medley of his favorites.

The operators also got a treat with a special "MOA Song," done by the J’s with Jamie (Columbus). It was a parody to the tune of " Speedway, and while a hot ticket may have kept a lot of the audience from catching every word, there was no loss of appreciation from the hundred or so sitting up front.

RCA Victor’s Joe Williams opened the evening and thereafter followed such names as Al Martino (Capitol), Nina Goyco (Heartbeat), Lel Wally (Jay Jay), Billy Barnett (M.C. Vernon), the Mark 5 (Heartbeat), and Roy Clark (Capitol).

Harry Youngman’s humor supplied a welcome change of pace, as did the dancing of the Rudy Noel troop and the magic of Jimmy Ravel. Sig Sadowski supplied considerable color—both with his earring antics, and his chandelier-styled changes of tuxedo jackets that alternately splashed red, silver, beige and a few other modest shades over his equally modest 300-pound swelt outline.

says: Abe Susman
State Music Distributors, Inc.
Dallas, Texas

B. Lazar Dies; Founder of Pittsburgh Firm

PITTSBURGH—Benjamin D. Lazar, who founded the B. D. Lazar Company here in 1919, died here recently. Lazar came to this country from Rumania as a young boy, was graduated with honors from Homestead (Pa.) High School and earned a four-year scholarship to the University of Pittsburgh, where he was graduated summa cum laude.

He was a veteran of World War I and was active in the civic and religious life of Pittsburgh.

Lazar built up his distribution to a state-wide organization which at one time had branches in Philadelphia, Scranton and Reading. For the last several years he was the Rock-Ola distributor for Western Pennsylvania.

His brother, Joshua D. Lazar, who was a co-founder of the firm, takes over as president.

Other survivors include his wife and two daughters, Mrs. Betsy Kanarek and Mrs. Lelia Garfield.

says: B. D. Lazar

Whirling Dervish Shown at MOA

CHICAGO—A bowling game which incorporates the principle of a variable speed turntable was introduced last week by Forward Industries, Inc. The Whirling Dervish features a shuffle-type game that offers revolving turntable target on the floor of the alley.

The idea of the game is to roll the ball across follower switches located next to cut-holes, and onto the turntable which has two holes, one marked with the Whirling Dervish emblem.

As the ball drops through the hole a bell rings, the score goes up and the number of points a player has earned.

A player misses the Whirling Dervish hole he still scores for dropping into any of the other pockets on the base table or on the turntable. Points are awarded on the speed with which the turntable is spinning when the ball drops through the dervehole.

Point values for each roll are flashed on the back panel prior to the players shot, and will remain the same for both players if two are playing.

The one-on-two player game offers 10 shots for a dime plus a free ball for every shot that goes through the Whirling Dervehole.

says: Fritz Stanislav
Pan American Sales Co., Inc.
San Antonio 10, Texas

Greatest combo yet—
the Rock-Ola Capri II and the new Advanced Design Caravelle Cigarette Vendor!

says: Gordon Stout
Gordon Stout Company
Pierre, South Dakota

Terrific together—
the Rock-Ola Capri II and the new Advanced Design Caravelle Cigarette Vendor!

says: Michael J. Stanley
Michael J. Stanley Co.
Merce Island
Seattle, Washington

For trouble-free performance, easy servicing, it's Rock-Ola '64! Design simplicity right down to the plug-in needle cartridge, snap-in diamond stylus!

says: Abe Susman
State Music Distributors, Inc.
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State Music Distributors, Inc.
Dallas, Texas
**MEMPHIS — Coin-operated machines of all types, pay phones, parking meters and sandwich and plate lunch machines in industrial plants are the major factors which have caused an acute coin shortage in Memphis, the Federal Reserve Bank branch reported last week.**

Another factor causing the shortage, he said, is a policy of Southern Bell Telephone & Telegraph Company and several banks to ship coins out of town. The phone company ships coins to its Nashville office. (Nashville has a surplus of nickels and dimes.) Local banks ship coins to smaller banks in the MidSouth area.

**Coin Machine Growth**

But the major factor, said Garbarini, is the tremendous growth of coin-operated machines in the past few years in this area.

Operators deposit coins in local banks, but bankers say these deposits are not adequate to meet current coin demands and they must go to the Federal Reserve Bank for more.

"There was a great demand for half dollars until the advent of the phonographs which took half dollars, coin changers and self-service dry cleaning plants," said Garbarini. "If cigarettes were increased from 33 cents to 39 cents in vending machines, there would be an even greater demand for the half dollar."

**Coins Flow Out**

He said Memphis is called a "lost coin city" by the Federal Reserve Bank because coins flow out rather than in. He said the Memphis branch must acquire from government mints or other reserve bank branches 72 per cent of its pennies, 76 per cent of its dimes, 35 per cent of its quarters and 33 per cent of its half dollars.

"If a coin shortage were to develop all over the country it would send us begging," said Garbarini. If this develops, a local financial crisis would follow, he said.

Bottlers estimate there are 10,000 soft drink machines in the city. Cigarette machine operators have some 2,500 machines on location. A survey showed another 10,000 machines of assorted type, not counting coin phones, said Garbarini. This includes about 1,000 phonographs and 500 games.

With this total, more than $70,000 in coins are tied up in machines at all times, he said.

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**Wurlitzer Puts Emphasis on Programming**

CHICAGO—Wurlitzer placed the emphasis on programming at its M.O.A. exhibit, with machines set up featuring the Ten Top Tunes, Golden Oldies and the MOSS pack.

The first-named is Wurlitzer's 10-tunes-at-a-time feature, with selections made from top-selling singles. Golden Oldies uses the Ten Top Tunes feature, but limits programming to standards, mostly nostalgic material. The MOSS pack features five 33 stereo singles taken from top-selling albums.

Wurlitzer bowed its new 5121 speaker which fits on the company's wall boxes and enables the operator to get the effect of a new speaker without buying the entire wall box unit. Selling for about $40, the speaker may be mounted on Wurlitzer Model 5200 and Model 5250 wall boxes by use of a simple drilling template.

The company also distributed a four-color folder promoting the MOSS pack and telling operators that the album cover holder for displaying the sleeve miniature is available through Wurlitzer distributors.

**Jerry Lambert Named Head of Conn. Ops**

HARTFORD, Conn. — Jerry Lambert was elected president of the Music Operators of Connecticut at a recent State-wide Dinner meeting at the Shoreham Oaks Motor Inn here.

Other officers elected were Phil Toliasco, vice-president; Frank Marks, secretary; Tony Wilks, treasurer; Mike Baran, sergeant at arms, and Joe Ficca and Isidore Resnick, delegates at large.

Guests included Carl Pavesi, president of the Wurlitzer Operators Guild; Eddy Berest, president of the Cigarette Operators Association; Ira Hunter and Phil Sweeney, from the Wurlitzer Boston factory branch; Irv Kemper, Keystone Sales; Mac Perlman, Atlantic-New York Corporation, and representatives from Dave's One-Stop and Globe Records.

Abe Fish, past president, spoke on diversification and the need for local associations.

---

**Memphis Running Out of Coins**

When answering ads... Say You Saw It In Billboard

**BULLETIN 77**

You'd have to see it to believe it! Every component in the new Rock-Ola Caravelle Cigarette Vendor slides out completely without need for tools!

says: David Stern
Seacoast Distributors, Inc.
Elizabeth 4, New Jersey

**"If you want magnificent sound...remarkable versatility, you'll go for the new Rock-Ola Rhapsody II."**

says: Gil Kitt
Empire Coin Machine Exchange
Chicago 22, Illinois

---

**THANK YOU, Mr. Distributor**

**THANK YOU, Mr. Salesman**

**THANK YOU, Mr. Mechanic**

**THANK YOU, Mr. Operator**

We offer our sincere appreciation for all your efforts in the past in making our line the success it is, and for the wonderful reception you have given our new line of coin and non-coin operated pool tables at the M.O.A. Show.

[Signature]

363 Prospect Place, Brooklyn 88, N.Y. Sterling 3-1200

"Built up to a standard, not down to a price."
Osca on Feet

AMSTERDAM — Holland's home-grown phonograph, the Osca, is getting sea legs. Osca is winning popularity—and sales—as the "yachtsman's music hall." The Dutch phono-

graph's compact format makes it ideal for installation in yachts and power boats, as well as larger craft.

Some Dutch shipyards are now offering the Osca as standard equipment. Two yachts recently launched for tycoons have a total of six Oscas sited at various locations aboard ship. For the seagoing trade, Osca can be mounted in a gyroscope chassis.

Just think of it! Even the Control Center on the new Rock-Ola Caravelle Cigarette Vendor slides out completely without need for tools.

says:  T. W. Hughes
S & H Distributing Co., Inc.
Shreveport, Louisiana

You'll have to see it to believe it! The amazing design and engineering of Rock-Ola Rhapsody II and Capri II phonographs, and the new Caravelle Cigarette Vendor.

says:  John Wallace
Allied Sales Company
Oak Hill, West Virginia

"Orchids to Rock-Ola" The new Capri II and the Advanced Design Caravelle Cigarette Vendor are truly magnificent.

says:  Joe McCormick
Musical Sales, Inc.
St. Louis 3, Missouri

"If you want magnificent sound...remarkable versatility, you'll go for the new Rock-Ola Rhapsody II."

says:  Paul Laymon
Paul A. Laymon, Inc.
Los Angeles 15, California

At Random at MOA
Panel Set Up to Determine MOSS Future Releases

NEW YORK — A six-man panel — three operators, two technicians, and a Billboard representative — has been set up to determine the programming for future releases of the Music Operators Stereo Service.

MOSS is a bi-weekly programming service sponsored jointly by Rock-Ola, Rowe AMI and Wurlitzer. The program consists of a five-pack of 33 three pairs that are taken from the five best selling albums. Each is accompanied by a four-color album reproduction for display on the juke box, and five title strips.

Operators on the panel are Byron Wagner, Wichita, Kan., and John Trucano, Deadwood, S.D., and Mrs. Vivian Swant, Madison, Wis. Wurlitzer; Chicago One Stop, Seattle, and Fred Sigla, Singer One Stop, Chicago, are the one-stop representatives. Marty Klein, MOSS co-ordinator, represents Billboard.

Every other week the panel will be sent the five albums selected by Billboard’s review panel from weekly Album Spotlights and LP chart listings. Four of the selections will be made by Billboard editors, and the fifth will be a single selected by the panel. The panel will also recommend albums from which future MOSS pairs could be compiled, and its recommendations will be relayed to Billboard.

French See Cinema Juke Box Winning Battle for Acceptance

PARIS—Many French trade experts now believe that the world phonograph operating trade is on the verge of a technical revolution — the cinema juke box.

France is the center of the film phonograph trade, which is now twofore years old. Reports arriving here from the Continent and from Britain, strongly indicate that the film phonograph is winning the battle for acceptability.

Robert Charlot, president of the French trade association, S.N.P.C., believes the film phonograph is already a facet of operating life, and has a challenge and opportunity to the getting operator.

Rock-Ola Bows New Line To Operators at MOA

CHICAGO—Operators from around the country will get their first look at Rock-Ola Manufacturing Company’s new Rhapso II and Capri II phonographs and Caravelle cigarette vending at last week’s Music Operators of America convention at the Morris Hotel here.

The new models had previously been shown at a series of regional distributor meetings and are slated for showings around the country during the Rock-Ola distributors’ official open house week September 16-21.

All 400 selection Rhapso II and 160 selection Capri II play 45s and 33s interchangeably, and both, of course, are stereo. The Rhapso II also has a new design for the 1100 series, which plays a seven-inch Little LP.

The Caravelle cigarette machine is a 20-selection, all-electric model.

Rock-Ola also introduced new wall boxes (160 and 100 selection models), new eight-inch and 12-inch auxiliary speakers, new remote volume control unit and a universal wall box bar bracket.

Both the Rhapso II and Capri II have been modernized and restyled from the previous year. Highlights of each of the models include:

Rock-Ola Mecha-0-Matic Interlock Interchange 110, 45’s, stereo and monaural records in any buck, in any sequence. The 7-inch LP can also be modified on the 40-inch cabinet. (continued)

Seeburg Issues 4th Edition of Little Catalog

CHICAGO — The Seeburg Sales Corporation this week released the fourth edition of its Little LP catalog. In addition to 33 stereo discs with three bands to 420 albums, the Little LP catalog also contains 118 albums, more than 345 albums, 33 albums and 45 albums, which were in the last edition which was issued in May. Seven new albums are included, all with labels, Checker, Grand Award, London-American, Monument, Pacific Jazz, Smash and Teldec.

The catalog has an international flavor — with British, Italian, French, Portuguese, Spanish and Canadian albums.

The 52-page catalog covers reproductions of the 420 albums, list artists alphabetically in each of nine music classifications. All tunes titles in each album are also listed.

Neb Operators To Get Report on MOA Conclave

COLUMBUS, Neb. — Nebrasak operators will receive a full report on the recent Music Operators of America convention, at the Elephant Club of Nebraska which holds its regular full meeting here at the Evans Hotel September 14-15.

President Frank Holys and Mrs. Holys and Mr. and Mrs. Doc Strol will be hosts. The meeting will feature equipment exhibits, a business meeting, plus a swingng two-day social program. The cocktail party and dinner will be held Saturday evening with a wind-up banquet Sunday.

MUSIC OPERATORS STEREO SERVICE

BYE BYE BLACKBIRD
RSI ~ SAMMY DAVIS JR. ~ STEREO
WE KISS IN THE SHADOW
From Capitol Album "As Long as She Needs Me"
TAKE GOOD CARE OF MY BABY
RSI ~ ANITA KERR ~ STEREO
JOEY
From RCA Album "Tender Words"
DEVOTION
RSI ~ FERRANTE & TEICHER ~ STEREO
SANDS OF TIME
From U.S.A. Album "Love Themes From Cleopatra"

END OF A LOVE AFFAIR
RSI ~ GLORIA LYNNE ~ STEREO
THIS COULD BE THE START OF SOMETHING BIG
From Everest Album "Gloria Lyons at Las Vegas Thunderbird"
TROUBLE IN MIND
RSI ~ JIMMY SMITH ~ STEREO
I CAN'T STOP LOVIN' YOU
From RGM Album "Heb Flat"

MUSIC MACHINE PROGRAMMING

Recent STEREO RELEASES for Music Operators

SEEBURG LITTLE LP's
Pop Vocal
NANCY WILSON—Broadway—My Way...Capitol
JOHNNY MATHIS—Rapture...Columbia
THE MILLS BROS.—The End of the World...Dot
AL MARTINO—The Exciting Voice—Capitol
DINAH WASHINGTON—Drinking Again...Roulette
CHARLESTON CITY ALL STARS—The Roaring 20's...Grand Award
TAMMY GRIMES—The Unmistakable Tammy Grimes
FATS DOMINO—Here Comes Fats...Columbia

Pop Instrumental
JOHNNY LONG—Golden Hits...Everest
PETER DUCHIN—At The St. Regis...Decca
BOOTS RANDOLPH—Yokety Sax...Monument
LAWRENCE WELK—1963's Early Hits...Dot
TONY MOTOLLA—Romantic Guitar...Command
THE SUNSETTERS—Music After Sunset...Heartsound
CHARLIE SPIVAK—Sweet Trumpet in Soft Moonlight...Decca

Jazz/Rhythm & Blues
SONNY ROLLINS—Brass & Tuba...Verve
HANK BALLARD—Jumpin'...King
GERALD WILSON—Moments of Truth...Pacific Jazz
KAI WINDING—Suspending Themes in Jazz...Verve
SONNY STITT—At The D.J. Lounge...Argo

VARIous ARTISTS—The Compositions of Dizzy Gillespie...Riverside
RECORD SOURCE INTERNATIONAL AND ROCK-OLA
OFFER MUSIC FOR ADULT PROGRAMMING THROUGH
MUSIC OPERATORS' STEREO SERVICE

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

PICKED BY BILLBOARD'S
MUSIC EXPERTS FROM ALL
THE TOP LABELS
RECORDED ON 7-INCH 33-1/3
RPM MICROGROOVE RECORDS

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

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

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

Hear Them Now
In Full Dimensional
Stereophonic Sound
By Rock-Ola

As Long As She Needs Me
SAMMY DAVIS JR.

FERRANTE AND TEicher
CLEOPATRA

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

Hear Them Now
In Full Dimensional
Stereophonic Sound
By Rock-Ola

As Long As She Needs Me
SAMMY DAVIS JR.

FERRANTE AND TEicher
CLEOPATRA

SIXTH RELEASE
Bye Bye Blackbird
RSI • AS LONG AS SHE NEEDS ME • REPRISE

Tata Good Core of My Baby
RSI • TENNESSEE WILDER • RCA • STEREO

DoYou
RSI • LOVE THEMES FROM CLEOPATRA • U.A. • STEREO

End of a Love Affair
RSI • GLORIA LYNNE AT LAS VEGAS THUNDERBIRD • CAPITOL • STEREO

Trouble in Mind
RSI • HOBO FLATS • MGM • STEREO

This all-new Rock-Ola Album Sleeve Holder Insert can be ordered by Rock-Ola Operators from their local Rock-Ola Distributors for the Rock-Ola Rhapsody II, Model 418 or the Capri II, Model 414, De Luxe Stereo Monaural Phonographs. Attractive miniature album covers display Rock-Ola showcase tunes and special stereo title strips permit easy patron selection. Miniature album covers and special title strips are furnished complete in each M.O.S.S. five pack.

WITH THE ROCK-OLA FULL DIMENSIONAL SOUND SYSTEM, THE SOUND OF THESE 33 1/3 STEREO RECORDINGS VIRTUALLY COMES TO LIFE... RICH IN TONE, CRISP AND CLEAR AS NEVER BEFORE HEARD FOR COMPLETE CUSTOMER ENJOYMENT. SUBSCRIBE TODAY TO THIS NEW HIGH-PROFIT SERVICE. SEE YOUR LOCAL ROCK-OLA DISTRIBUTOR, OR WRITE: RECORD SOURCE INTERNATIONAL, 1564 BROADWAY, NEW YORK 36, N.Y.

LOOK TO
FOR ADVANCED PRODUCTS FOR PROFIT

ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS

Copyright 1968
President Irving Sandler, a veteran in the coin machine business, presides over one of the finest distributor setups in the industry.

Solly Rose, Sales Department and Robert Crosby, Service Manager and Irv Sandler plan their Grand Opening festivities.

WURLITZER DISTRIBUTOR OPENS
"THE DOORWAY TO FRIENDLY SERVICE"

One of the real power houses in the automatic music business, Sandler Distributing Company open their new quarters at 236 Girard Avenue North, Minneapolis, Minnesota, Sunday, September 22.

Long a Distributor for Wurlitzer phonographs and remote equipment, Sandler Distributing's new quarters will find few rivals in the industry for beauty, convenience and facilities to serve phonograph operators.

Wurlitzer congratulates Sandler Distributing Company. Their service to Wurlitzer operators, long recognized for its excellence, is sure to attain even greater heights in these tremendous new quarters.

You Get the Big Money Makers from

WURLITZER

THE WURLITZER COMPANY • 107 YEARS OF MUSICAL EXPERIENCE
NORTH TONAWANDA, NEW YORK
Kaye Shows New Tables

CHICAGO—The Irving Kaye Company presented a colorful display of its new professional and home-use lines and introduced its Mark V cigarette vending machine, latest in the El Dorado series of coin-operated pool tables at the MOC convention. Also presented in the company's seven-booth display area were modifications on the older lines.

Irving Kaye, president of the firm, along with Art Daddis, sales manager, and Howard Kaye, introduced the Mark V pool table, a regulation four and a half by nine-foot six-pocket table that utilizes a three piece slate top.

The new model, along with the earlier models of the El Dorado series, is available with complete Formica finish, in addition to the stained wood finish which has been standard with the older tables.

New Features

Other new features added to the new and previously existing models are: Large casters which enable the operator to level the table without having to lift it off the ground; and a battery-operated electric drop chutes which replace the standard ART chutes which replace the standard ART push chutes. This latter feature is now available on the Kiib Pool as well as the new model models exhibited here. Matching the new optional finishes on the tables is a complete range of colored colored clothes available on all existing models in addition to the new tables.

The coin operated lines shown at the convention included the De Luxe Continental line, designed specifically for billiard parlor use. These six-pocket tables are standard professional size four and a half by nine feet. The Ambassador series, also premiering at the show, is a non-coins operated table constructed for home use. It is available in the standard professional size and is a six-pocket model.

Both the Continental and Ambassador lines are available with optional finishes, colored cloth tops, and the new caster leveling feature.

Drive for Payout O. K.

PARIS — French operators are organizing a campaign for the restoration of payout machines, which were banned in 1937.

The French operators' association is petitioning for canceling of the payout ban on the grounds that conditions prompting the ban no longer prevail, and that experience in West Germany has demonstrated that payouts can be operated without complaint, insofar as infringement of the law is concerned.

French payout machines were introduced at the turn of the century and operated without serious difficulty until the first world war. Operation resumed after the first war and proceeded harmoniously until high-stakes machines were introduced in 1929, which brought payouts generally into disrepute.

At last! A cigarette vendor with famous Rock-Ola design simplicity. The new Caravelle is really the last word!

says: Robert "Bob" Nims
A.M.A. Distributors, Inc.
New Orleans, Louisiana

The new Rock-Ola Caravelle Cigarette Vendor hasn't skipped a trick. It even offers an optional "match saver" feature that sends matches with each pack, or requires customers to press match button.

says: Budge Wright
Western Distributors
Portland, Oregon

Now at last! Famous Rock-Ola Design Simplicity in two great products: the Rock-Ola Caravelle Cigarette Vendor and smart new Rock-Ola Rhapsody II.

says: Frank, Jack, Tom, Joe Greco
Greco Brothers Amusement Co., Inc.
Glens, New York

Designed to be the talk of the industry. That's the new Rock-Ola Advanced Design Caravelle Cigarette Vendor. And no wonder when features like finger-tip price change controls!

says: Strike Rethrock
Amusement Distributors, Inc.
Houston, Texas

BOB EDINGER, regional sales manager for Rowe AC Services, presents a "Top Distributor Award" to Paul Cohen, Herb Rosenthal and Bill Hamel of Banner Specialty Company, Pittsburgh, top winner in region II of Rowe AC accelerated sales contest.

For top vending versatility, the new Rock-Ola Caravelle Cigarette Vendor has really got it! Lets you send promotional items — socks, lighters — even merchandise them in attractive display circles.

says: Joe Ash
Active Amusement Machines Co.
Philadelphia, Pennsylvania

A terrific team for top profits — the all new Rock-Ola Caravelle cigarette vendor and the Rhapsody II phonograph.

says: Earl Montgomery
S & M Distributing Co.
Memphis 4, Tennessee

Mr. Coin Man

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

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

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Zone

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True magnificence! Both in beauty and performance. You've done it again Rock-Ola with the new Advanced Design Caravelle Cigarette Vendor!

Brilliant designing! The new Rock-Ola Caravelle Cigarette Vendor tops anything yet for fastest, easiest servicing!

Whatever your location decor, you can be sure the new Advanced Design Rock-Ola Caravelle Cigarette Vendor will blend in beautifully with three interchangeable front color panels!

Eye Italian Court Ruling

By SAMUEL STEINMAN

ROME — Watchful waiting appears to be the keynote of the automatic games industry in Italy as a result of the filing of a suit last week by the Cinemartini company in the Banca Nazionale della Sicurezza. Cinemartini is one of the largest Italian amusement concerns, and the suit is for refusal to issue the automatic license which is the subject of the case.

The company charges that the automatic games machine is a violation of the Italian law, and that the refusal of the license by the Italian government is a violation of the rights guaranteed by the Italian constitution. The company also charges that the Italian government is not acting in accordance with the provisions of the Treaty of Rome, under which the Italian government has agreed to recognize the right of all citizens of the member countries to travel and work in Italy.

The suit was filed in the Italian court of first instance, and the case is expected to come before the court of appeal within a few weeks. If the court of appeal rules in favor of the company, the case will go to the Italian Supreme Court, and the decision of the Supreme Court will be final.

U.S. Billiards Shows Pro Pool Tables

CHICAGO — U. S. Billiards showed the first in a de luxe line of Pro Pool tables along with its familiar bumper pool and regular six-pocket models at last week's Model Operators of America convention. The Professional line will be available in all sizes. The models are designed to be the top of U. S. Billiards line. Feature include metal stands, one-piece aluminum rail, and the standard U. S. Billiards hinged-top.

The bumper pool tables are available in two sizes: 56 inches by 40 inches and 75 inches by 43 inches. The revolutionary hinged top is standard. The tables have aluminum bumpers, formica cabinet, receded coin chute, slate tops and metal ball release and viewer.

The Comet six-pocket pool table is available in four sizes: Model 6700 measures 87 by 35; Model 7700 measures 77 by 40; Model 8200 measures 82 by 42; and Model 9100 measures 91 by 47.

Cabinet and legs are covered for formica with complementary aluminum gold corners and trim. Lid opens away as does all U. S. Billiards models. Slates and rails do not have to be removed for service or cleaning. The lid opens only with a master key.

The tables do have nrawer, have recessed scoring unit and coin chutes, and legs are bolted on for easy installation. All balls return on the shooters end. Other features include separate coin box, rubber cushions, high-quality slate tops and metal ball release.

Showing the machines at last week's MOA show were Al Simon, Al Goldhush, Al DiSal-

If you want magnificent sound... remarkable versatility, you'll go for the new Rock-Ola Rhapsody II!

I especially like the design and styling of the Rock-Ola Caravelle. When compared to other cigarette vendors, it stands out like a new penny! And it's worth every penny you pay for it!

Profit Champ

chicago coin's All New, Location Proven, 2 PLAYER Sun Valley PIN GAME

NEW! EXCLUSIVE "LIFT-OUT" SELF-Locking PLATFREED

Chicago Dynamic Industries, Inc.

Romine C. Hargreaves
Tulsa Automatic Music Co.
Tulsa, Oklahoma

Hymie Zorinsky
H. Z. vending & Sales Co., Inc.
Omaha, Nebraska

Albert Simon
Albert Simon, Inc.
New York 18, New York

Rubin A. Franco
Franco Distributing Co., Inc.
Montgomery, Alabama

Albert Calderon
Calderon Distributing Co., Inc.
Indianapolis, Indiana

Says: Albert Calderon
Calderon Distributing Co., Inc.
Indianapolis, Indiana
FELLOW HERE
HAS ANSWERS
TO EVERYTHING

CHICAGO—James Thomas Mangan, the first man to lay
claim to the moon, and the first
to give coin machine op-
erators a coin from the same
celestial body, last week pub-
lished his 19th book, "Perfect
Living."

As the author himself mod-
estly states, the book isolates
the cause of all human miseries,
dissatisfactions and failures by
proving the presence in each
person of two separate souls,
each trying to beat down the
other into abject submission—
and failing.

The author notes he has
"combined his enormous ex-
perience in parapsychology, cy-
bernastics and space to produce
a book that is really a manual
in personal automation."

Another of Mangan's books
has been called "the most stolen
library book in America."

The new Rock-Ola
Rhapsody II and Capri II are the
greatest yet! I like the new "common"
receiver feature. It lowers inventory,
cuts costs!

says: Larry F. LeStourgeon
LeStourgeon Distributing Co.
Charlotte, North Carolina

Versatility! The new
Rock-Ola Caravelle Cigarette
Vendor has really got it. Lets you vend any
brand of cigarettes—even the
‘Benson & Hedges’ type box!

says: A. L. Ptacek, Jr.
Bird Music Distributors, Inc.
Manhattan, Kansas

Fantastic! Never have I
seen a cigarette vendor with so much
advanced styling. Bravo Rock-Ola!
The new Caravelle is great!

says: J. D. Lazar
B. D. Lazar Co.
Pittsburgh 19, Pennsylvania
Egyptians Seek Licensing Deal On Juke Boxes
CAIRO—Egyptian interests are reported planning to open negotiations in a possible decision here of a European Juke box for sale throughout the Middle East and possibly for the United States.

The Egyptian government is understood to have approved purchase of a Juke box back- ground support was obtained on the basis of surveys showing a potential market for 2,500 Juke boxes annually in Arab countries.

Government sources said several European Juke boxes are under consideration for the license deal, but the one receiving closest study is the Swiss built Rekord. The government is backing Juke box production under its program to develop local exchange to build prestige in the Arab world through nationalism. There are widely used industrial products as practical.

Seeburg Profit Hits Record High
CHICAGO—Seeburg Corporation profit for the nine months ended July 31, reached a record $1,375,163, equal to 82 cents per share, compared to a previous record of $1,047,075, or 55 cents per share, set a year ago.

Per-share earnings in both years have been based on 1,454 common shares presently outstanding. Sales reached a new high of $40,220,809, compared with $37,857,803 in the same period last year.

Third quarter results also represented a record for the period. Net profits were $495,876, equal to 26 cents per share, on sales of $12,722,284; in the third quarter of 1962, earnings were $391,501, equal to 21 cents per share on sales of $12,534,650.

It was the eleventh consecutive quarter in which the company’s sales and earnings increased over the comparable period of the preceding year.

Rock-Ola Bows Its New Line

no micro-switches or electronic aids for changing motor speeds or spinning speed.

Full dimensional stereo sound is achieved by combining one tweeter at the top of the machine, with the main unit speakers in an open box behind the glass panel. The tweeter and main unit speakers are in the same horizontal plane, for maximum clarity and fidelity. No cross talk between tweeter and main unit speakers can occur.

The Rock-Ola cabinet is super-sturdy and made of heavy-gauge steel. The speakers are made of high-quality materials and are designed to give long life. The cabinet is designed to look like a lightnin' gun with a heavy-duty gun mount. The gun mount is designed to hold the gun in place and also to allow for fast and easy replacement of the gun if it becomes damaged.

Rock-Ola uses the words “Advanced Design” to describe the new Caravella cigarette vendor and the Rhapsody II phonograph.

French See Cinema Juke Box Winning Battle for Acceptance

In Britain, Cinebox has been distributed for over a year by Filmbox Equipment Company, Limited. Several hundred Cinebox machines are now in operation in Britain, and their appearance is now taken for granted by British operators. Rather, operators, both in the U.K. and on the Continent, are now no longer bothering about the popularity of the film theme, but how fast and how deep to invest in it.

This seems significant for the U.S. operation. For example, a recent newspaper advertisement indicates that the film phonograph is being offered today in little in common with past experiments in this direction.

Furthermore, the tremendous advance of television has created a receptive audience for the film juke box, C.A.M.E.C.A. executives report: “Sales all over Europe have far exceeded our expectations. With all our faith in our product, we still under-estimated the demand created for a ‘live’ juke box by television. Europe is ‘going mad over TV,’ and there seems no doubt on the basis of our trials that juke boxes will be the ‘in’ thing to cater to the video vogue.”

Manufacturers of Scopitone, Cinebox and Telebox Carlavalle are unanimous that their product's final acceptance will probably be determined by the U.S. market's verdict. Reports from the U.S. on tests with Cinebox, which is receiving the most exhaustive American testing of the three boxes, are being studied closely here.
COINMEN IN THE NEWS

New York Briefs
Howard Kays, holding down the shop while his father, Irving, is out of town, reports that floor sales at the recent MOA convention were the best in years. Abe Lipsky, Art Brier, of SmokeShop, Al Denver, president of the Music Operators of New York, Ben Chicofsky, also of Music Operators, and Williie Blatt, Miami, all were en route to the Neville Country Club... Elliottville, N. Y., for the combined New York-Westchester-New York State Operators Guild meetings and outing last weekend. The previous week, all were on hand in Chicago... The Thieves Strike at 7 Memphis Stops

MEMPHIS — Coin machine thieves struck at seven locations in a five-block area last week doing hundreds of dollars in damage to the machines. Police Chief James C. MacDonald reported.

Luckily, the chief said, the machines had been serviced during the day of the burglaries and the burglars got only about $30 from drink and cigarette machines.

One location owner, Roy Kelly, 3713 N. Watkins, told police the thieves tried to break into his machines, were unsuccessful but did about $75 in damage trying to get in.

Drew Canale, Canale Enterprises Inc. and chairman of Memphis Music Association's anti-burglary committee, said major loss to operators usually is damage done to the machines by thieves.

Perry Wachtel and Norm Berkowitz, De Perri Advertising, New York, worked hard on the program for the joint meetings... Nate Sugarman, Kenyon Sales, and his wife Sheila, recently became parents of a daughter, Susan. They also have a boy, Irving Holtzman, United East Coast, headed for the New York operators at the Neville right after attending the confirmation ceremonies for Bill Cobb's son last Saturday. Cobb is Nassau County district attorney...

Dennis Hyland

FOR SALE

Games & Bowlers
Knexx Sportens... 5.90
Bally Supreme... 1.90
Bally Official Jumper... 3.90
Bally Silhouette... 1.90
Davey Jumper... 2.90
Bally Jumper... 1.90
Gottlieb County... 2.90
Gottlieb Double... 1.90
Gottlieb Classic... 3.90
Gottlieb Alias... 1.90
Gottlieb... 2.90
Zepp... 1.90
Zepp... 3.90
Zepp... 2.90
Phonos... Wall Boxes
Moffitt 800-0... 25.00
Moffitt 800-1... 25.00
Moffitt 800-2... 25.00
Wilson 800-0... 12.00
Wilson 800-1... 12.00
Wilson 800-2... 12.00
Moffitt 800-0... 7.50
Moffitt 800-1... 7.50
Moffitt 800-2... 7.50
Moffitt 800-0... 2.50
Moffitt 800-1... 2.50
Moffitt 800-2... 2.50

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Daret, For Doorkeepers & Salvage.
PERSONALIZED STERE0 LISTENING! Proved in locations coast to coast... increases gross phonograph earnings everywhere. The top-earning Stereo Consolette combines full remote selection with twin stereo speakers. Exclusive tamperproof coin totalizing!

SEEBURG STEREO CONSOLETTE

SEEBURG TOP-EARNING 30 LITTLE LP STEREO ALBUMS

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These Seeburg Little LP 33 1/3 Albums are currently earning top grosses in Seeburg locations coast to coast.

www.americanradiohistory.com
AND THE ANGELS SING: Collecting their well-earned Billboard No. 1 Award for their smash recording of "My Boyfriend's Back" are Barbara, Higgs and Peggy, collectively known as the Angels. Making the presentation is associate editor Ron Gravatt.

**Billboard PHOTO GALLERY OF Newsmakers**

**FOR OPENERS:** Donna Lee and James Milham were on hand for Columbia recording star Paul Horn when he opened recently at San Francisco's Purple Onion.

**A JUG AND THOU:** Opening on September 11 at the Silver Sand are Jim Kwakkin and the Jug Band. Vanguard artists are gaining the attention of the critics for another new "old" sound.

RCA's EDG ARNOLD tells members of MOA convention the role of country music in juke box play. Panels included (L to R) Aaron Sternfield (Billboard); Royce Green, South Carolina operator; and Lee Plough, Kansas operator.

**AND AWAY THEY'LL GO:** In no time flat, the Willis Sisters (Andra, Sheryl and Tondea), from Danville, Va., have been signed to an ABC-Paramount recording contract and will make first national TV cameo as the opening seg of the new Jimmy Dean Show, ABC-TV, September 19.

**MUTUAL INTERESTS** are discussed by Al Coleto and Gary Morris, both top guitarists, during their recent meeting in Nashville on the occasion of Al's newest RCA album session entitled "City Guy Goes Country."

**WILL THE REAL NUT PLEASE STAND UP?** At Freedmanland, where Allan Sherman was performing, confusion arose over look-alikes Sid Ascher, who in publicity director for the amusement park, Arthur had to notify over 25 newspapermen for insistant patrons. Left to right, is left up to you . . .

**SEE PAGE 40**
Record Dealers Huzzah; Columbia Glad It Did It

BY PAUL ACKERMAN

NEW YORK — Columbia's move to stabilize conditions in the record industry through a conservative buying program is generally regarded by the record dealers as a tremendous boost, according to a check in key markets. Many dealers express the hope that other manufacturers will adopt a similarly conservative attitude — and some manufacturers have already done so. Many dealers also express the hope, in virtually a prayerful way, that Columbia will be able to maintain this present policy.

Here in New York, Raul Asevido of G. Schirmer, Inc., said: "The Columbia plan has been unbelievably great for us. It's the best thing that has come in years. We can stock our catalog in depth, and the repeat business is marvelous. There is a consistent turnover.

Asevido said that he is now restocking on a weekly basis as we used to do 10 years ago, when we are able to service our customers better."

"My purchase figures show that I am buying more Columb (Continued on page 6)

Victor Stars Head O'sees

LONDON — An all-star brigade of RCA Victor country artists is expected to invade the Eurovision Festival, which starts month, starting about Janu- ary 15 next year. Artists likely to make the tour, according to sources, are Jim (Continued on page 6)

Royalties Plan Stirs Up Diskers

BY PAUL ACKERMAN

NEW YORK — The proposal by the Music Operators of America (MOA) to establish the mechanical royalty rate in view of the probable outcome of the juke box exemption is regarded by performing rights societies as an attempt to confuse the real issue and by record manufacturers as a face to failure as far as the true issue is concerned.

Mechanical rights cannot logically enter into the present controversy at all. This is the expressed view of copyright owners and their agents. The royalty which is involved is that which accrues from the performing right — the so-called "small rights," as distinguished from dramatic and other rights.

The Copyright Act of 1909 specifically exempted the mechanical piano from a levy; now this exemption has been removed.

Herman Finkelstein, general counsel for the American Society of Composers, Authors and Publishers, anent the MOA proposal, stated: "This does not face up to the matter. What is involved is the performing right."

Bob Burton, executive vice-president of Broadcast Music Inc., expressed a similar sentiment. Burton also noted, however, that the concept of a pre-fixed mechanical royalty is already a dead pigeon with regard to any copyright act revision. "The entire concept of mechanical rights, Burton pointed out, has already officially recommended the abolition of the compulsory licensing provision of the Copyright Act."

"The trend of thinking with regard to mechanicals is counter to the MOA proposal and is in the direction of indifference to mechanical rights. Burton pointed out, has already officially recommended the abolition of the compulsory licensing provision of the Copyright Act."

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By AARON STERNFIELD

NEW YORK — Record companies will fight any proposed increase in mechanical royalties to be paid in lieu of performance royalties by juke box operators.

Last week, at the annual convention of the Music Operators of America in Chicago, George Miller, past MOA president, had urged music machine operators to plump for such increases as an alternative to the performance royalties payments.

Juke box operators have been exempt from performance royalties under the terms of the Copyright Act of 1909. However, in virtually every session of Congress for the last 14 years, legislation has been introduced to remove this exemption.

The current attempt, known as the Celler Bill, has passed the House Judiciary Committee and is before the Rules Committee. No previous attempt has ever progressed this far, and chances for its eventual passage are better than ever.

Operators base their arguments against the removal of the exemption on two premises — that they are in no economic position to pay such fees, and that they do pay mechanical royalties.

MOA's attempt to get support (Continued on page 6)
RCA Victor has your numbers!

"Frankie & Johnny"—Sam Cooke #8215
"I Can’t Stay Mad At You"—Skeeter Davis #8219
"Jole Blon (Little Darlin’)"—Bobby Day #8230
"Hello, Heartache; Goodbye, Love"—Little Peggy March #8221
"Maria Elena"—Los Indios Tabajaras #8216
"She Loved Everybody But Me"—Charlie Rich #0020 (Groove)
Collecting their well-earned Billboard No. 1 Award for their smash recording of "My Boyfriend's Back" are Barbara, Jiggs and Peggy, collectively known as the Angels. Making the presentation is associate editor Ren Grevatt.
### Seeburg Stereo Console

**Personalized Stereo Listening!**

Proved in locations coast to coast...

...increases gross phonograph earnings everywhere. The top-earning Stereo Consollette combines full remote selection with twin stereo speakers. Provided in locations coast to coast to coast... increases

### Phonograph Earnings

**EBURG STEREO CONSOLETTE**

- **Top-Earning**
  - **Little LP Stereo Albums**
    - These Seeburg Little LP albums are currently earning top grosses in Seeburg locations coast to coast.

### Recordings

- **FOLK/COUNTRY & WESTERN**
  - AMD 
  - Andy Williams
  - Brenda Lee
  - Chris Connelly
  - Everly Brothers
  - Frank Sinatra
  - Kitty Wells
  - Little Joe
  - Marty Robbins
  - Roy Acuff
  - Webb Pierce

- **JAZZ/RHYTHM & BLUES**
  - Bill Doggett
  - Brook Benton
  - Duke Ellington
  - Duke Ellington & Count Basie
  - Gene Krupa
  - Modern Sounds in Country and Western Music

- **JAZZ**
  - Ray Charles
  - Wynton Marsalis
  - Miles Davis
  - Miles Davis at Carnegie Hall

- **POP VOCAL/INSTRUMENTAL**
  - Tony Bennett
  - Ella Fitzgerald
  - Frank Sinatra
  - Modern Sounds in Country and Western Music
  - Quincy Jones

### Additional Information

- Exclusive tamperproof coin totalizing
- Can be played in English, Spanish, and Italian
- Plays 33 1/3, 45, and 78 rpm records
- Full remote control of playback

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The image contains a detailed view of a Seeburg Stereo Console, highlighting its features and benefits. The console is designed to provide personalized stereo listening experiences, increasing earnings in locations coast to coast. The console includes a variety of record selection options, catering to different musical tastes.

*Note: The text is a mix of natural language and technical specifications.*