WSM's 38th Birthday Celebration Mirrors Country Music Boom

By PAUL ACKERMAN

NASHVILLE—Despite intensive screening of registrants so as to eliminate free-loaders, WSM's 38th anniversary celebration attracted the biggest attendance to date, drawing record executives, publishers, record men, and the foreign contingent which arrived from several other countries. Exact figures were not available at press time, but as early as Thursday evening the occasion mirrored the fact that country music, currently, is enjoying its peak period.

This optimistic view was highlighted at the Friday morning ceremonies at the Municipal Auditorium in speeches by John H. DeWitt, Jr., president of WSM; Tennessee Gov. Frank G. Clement, and Mayor Beverley Briley, of Nashville.

The talks were a coupling of nostalgic history and optimism with regard to the future of country music. Governor Clement noted that the pioneers began small but aimed high, and DeWitt remarked that the state's faith in country music was ultimately borne out. He also noted the progress for a TV network broadcast of the "Opry" which would take the show into many additional cities across the nation. A highlight of the Friday morning festivities was the presentation on stage of "Grand Ole Opry" stars, was a fast-moving program wherein each act sang a brief fragment of one of its noted recordings. The intro were done in verse, and the total peter number was 60.

Ritter Lands Autry

Tex Ritter, newly elected president of the CMA, told Bill Board for "pioneerism and all in growing in popularity each year," and has ambitious plans for the future of the field. "It is a high fence, but we'll jump it," Ritter stated. He added, "We will meet every challenge.

Ritter also paid tribute to the CMA's retiring president, Gene Autry, stating that he would call on excellent talent and high spirit, "It's amazing and gratifying how Autry, with all his business interests, found time to do the great job he did," Ritter concludet.

Wesley Rose Named Country Man of Year

NASHVILLE — Billboard's annual country awards, presented at the WSM festivities here Friday, were highlighted by the naming of Wesley Rose as the "country man of the year" and the presentation of a special award honoring the late Jim Denny. Rose, president of Acuff-Rose Publishing Company, received the award, based on a poll of the nation's country deejays, for his many contributions to country music. The award was presented by Paul Ackerman, editor of Billboard. A portion of his introduction follows:

The Denny Award was presented to Bill Denny, who succeeded his father as president of Cedarwood Publishing Company after the elder Denny's death last month. This award was presented in recognition of Denny's numerous contributions.

(Continued on page 6)

GAY AWARD TO RICHARD FRANK

NASHVILLE — The Country Music Association at its meeting here Thursday (31) announced the Connie B. Gay President's Award. This will be awarded annually for the most outstanding service to the CMA.

The recipient will be a CMA member currently serving as an officer or director. Connie B. Gay will pay for the award, and he has arranged for a sustaining fund in his will to carry on the project after his lifetime.

The first Connie B. Gay Award was presented by Gay to Richard Frank, CMA attorney, who has devoted his services to the organization.

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The International Music-Record Newsweekly

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

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MUSIK FUR MILLIONEN' BEING RUN BY 2 U.S. EXPATRIATES IN GERMANY

By SOLOMON R. KUNIS

BERLIN—When Muzak established "Musik fur Millionen" recently as its franchisee in Ger-
many, it picked a West German background music outfit that had run primarily by American ex-
atriates. Two of the principals

of the Berlin-based company are Frank Gordon, who bats from Groton, Mass., and Leo F. Hoggins, who calls Phoenix, Wash., his home town. The two set up Musik fur Millionen in 1956, with the help of Jack Irvine of Seattle.

Gordon's first contact with the Germans was hardly a friendly one. He entered the Rhineland somewhat forcefully as a company commander in the Ameri-
can infantry's assault on Fortress Europe 1944. His newspaper background earned him the help and guidance of the U.S. Military Govern-

(Continued on page 55)

Muzak President CHARLES COWLEY, left, and Frank Gordon, meet at the Berlin Wall.

'SIR WINSTON CHURCHILL, First Honorary Citizen of the United States,' is the title of the specialty-bound Colpix Records album presented to President John F. Kennedy (center). Making the presentation (right) is Great Britain's ambassador to the U. S., Sir David Ormsby Gore. The scene is witnessed by Don Kirshner (left), executive vice-president of the music and record division of Columbia Pictures-Screen Gems TV. Sir David said he was presenting the album to the President 'because of Churchill's place in history as well as in the hearts of both my people and the people of this country; the speeches will be a source of inspiration and enduring history.'
EDDY ARNOLD HAS A NEW SINGLE!

#8253

"JEALOUS HEARTED ME"

"I MET HER TODAY"

FROM HIS BIG NEW ALBUM, "CATTLE CALL" LPM/LSP-2578

RCA VICTOR

www.americanradiohistory.com
**Kaempfert Exclusive to Decca**

NEW YORK—Lena Horne appears to have bought the right of first refusal to radio stations across the land with her current 20th-Century-Fox single of "Now," a hymn of the integration movement, which is the kiss-sequence on the line. Until now stations have gone along with an integration movement—songs like "Bring Him Home," "If I Had a Hammer," and even more recently, "We Shall Overcome." But the new Lena Horne single, "Hava Nagilah," from the Israeli hit, "Hava Nagilah," by Jule Styne, Betty Comden, and Adolph Green, has struck a more controversial note. For example, the original disk has been virtually blacked out in Chicago, only allowing stations to play the part of the side, which are strongly Negro-oriented. In New York, the reception has been better, but by no means unanimous.

**Now's the Time—When'd You Say?**

NEW YORK—Lena Horne's "Now" has received its widest acceptance here, with WINS, WAPC, WMCA, WABC, WOR (Newark) and WINS airing the disk. William B. Williams of WNEW is credited with having initiated the release of "Now," after writing a long correspondence with a prominent Carnegie Hall concert.

The only time any statement on the record was WCBS. Program Director Joe Cook stated that the "rocky was incompatible with the program's policy of not running controversial records." The station has a message.

On the negative side, a spokesman for top-rated WLS could not get away with the song, though the station was not programming the side. Len Schlosser, p.d., at CBS-owned and-operated WOR, feels the song is not suitable for his station. A CBS official finds the song "not very controversial nor too militant." Echoed Ford Brown, p.d. at WNYE: "It's a fine record by a great singer. The station has a message.

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Mercury Launches Limelight Records

CHICAGO — Mercury Records Corporation is launching a new record label, Limelight Records, designed to operate as a completely autonomous division of the Mercury family, Irving Steinberg, Mercury executive vice-president, said "Limelight will put special emphasis on developing new writers, new material and new performers." Eddie Mascar, general manager of Mercury's publishing division, has been named sales manager of the label. Steinberg noted that the division was formed to allow Limelight "to grow out of the desire to fully utilize the tremendous writers, musical material and new talent, both in the writing and performing areas, that has been discovered and developed by the publishing division this year." Mascar, who will also continue his publishing activities, will be assisted by Irwin Weinstaff, and Gordon Prince has been named the label's national promotion manager. Mascar said that although much Limelight material will come from Mercury's publishing division, the label will also be soliciting material from all usual channels. Limelight plans to release 20 singles, ten 10 albums in the first year, Mascar said. "Most albums will be derived from his Limelight singles." The label will also have its own talent roster and offer material with eight albums and new 32 outlets named. First release, slated for November 1, is by a group of young Chicagans, the Classix, features a new treatment of a hit song of several years ago, "My Special Angel," a bow "Love Is Gone," Coincidentally, the label is also the first disk. Steinberg pointed out that although Limelight will operate as an entirely separate label, it will go hand-in-hand with Mercury's domestic and international, cover the release of product in South and West. The label's affiliate is Phonofix AG with headquarters in Winterthur, the label's licensing arm is supervised by Hallmuth Bischof and Gisto Tack. In Malaysia, the CEBS label outlet will be Hip Hop, Ltd., with offices in Singapore and Kuala Lumpur. Managing director is Ng Lian Chin.

DEEP PURPLE IMPRESSION: During an ACP reception in Hollywood, the program will include "Fiddler On the Roof," with a new score performed by the London Symphony Orchestra, in British sign language, with the aid of the London Symphony Orchestra. The program will be presented by ABC-TV's Dick Clark to the London Symphony Orchestra. The program will be presented by ABC-TV's Dick Clark. The program will be presented by ABC-TV's Dick Clark.

Trini Gets Hello

LATE SINGLE SPOTLIGHTS

Pope

THE EXCITERS
DO-WHAT-DIDDY (Trio, BMI) (2:25)—Here's a big, swinging rocker from the group that is bound to accelerate the chart. Side has had some airplay and more should come from the group. The flip is "If Love Came Your Way" (Sylvia, BMI) (2:30).

United Artists 662

JAY AND THE AMERICANS
COME DANCE WITH ME (Trio, BMI) (2:22)—This hot-sell ing group has another solid hit item here. Side is highly danceable for teens with strong lead singing and backing with potent rhythm. The flip is "Look in My Eyes Mama" (U. S. Songs, ACCOP) (2:23).

United Artists 669

Amy-Mala to Handle Pair

NEW YORK — Amy-Mala Records distribution arm, Sherman Stations, will handle distribution for KFC Records and Gold Records.

KFC's first release is an LP recorded on location with WINS deepjay Murray Kunstman en title "Living From the Brooklyn Fox in His Record Breaking Show."

The album features a host of top name recording artists.

For the release is owned by Luther Dixon and Beryl Hastie, and it will be the outlet for much of the label's activities. It is the label's release on the label is "Watch Your Step," by Brooks O'Donnell.

WB Splits Singles, LP A.R.R. Pair

Burbank, Calif. — Warner Bros. has announced the formation of two divisions of the label. The two, which were negotiated by Harvey Schein, vice-president and general manager of the W. A. R. Music Interna
tional, cover the release of product in South and West. The label's affiliate is Phonofix AG with headquarters in Winterthur, the label's licensing arm is supervised by Hallmuth Bischof and Gisto Tack. In Malaysia, the CEBS label outlet will be Hip Hop, Ltd., with offices in Singapore and Kuala Lumpur. Managing director is Ng Lian Chin.

Columbia Goes Deeper O'Sees

NEW YORK — Columbia Records has expanded farther into the foreign field with completion of two new overseas licensing arrangements. The two, which were negotiated by Harvey Schein, vice-president and general manager of the W. A. R. Music International, cover the release of product in South and West. The label's affiliate is Phonofix AG with headquarters in Winterthur, the label's licensing arm is supervised by Hallmuth Bischof and Gisto Tack. In Malaysia, the CEBS label outlet will be Hip Hop, Ltd., with offices in Singapore and Kuala Lumpur. Managing director is Ng Lian Chin.

Jimmy Fiddler Talks on Music

HOLLYWOOD — Jimmy Fiddler, who has chronicled movieland dealings for more than three decades on radio series, will launch a similar 15-minute weekly broadcast devoted exclusively to the music-record realm. The program will be called "Fiddler Now Talks Music," and will be syndicated in stations aimed at record dealer sponsorship.

Fiddler told Billboard that the show will be patterned closely after his Hollywood series, containing news items, an "open letter," and a short "editorial," expressing his opinions on various activities within the industry. In addition, it will include a department of "Quotes" from various disk personalities.

Each week, the Fiddler show will spotlight two LPs — as the week's Gold Ribbon and Blue Ribbon albums — and a high school student will select the top single of the week. Several minutes of air time will be devoted to playing excerpts from the selected albums and albums to those, Fiddler will plug three new releases in his commentary.

Show kicks off here on Station KMPC on Sunday (5). It is sponsored by Station KMPC.

Oscar's will be sponsored by The House of Sight & Sound.

Other markets are expected to follow soon after, with indications that KMPC's sister outlets in San Francisco and the Northwest will be among the first to carry the series. Fiddler started his "Hollywood on the Air" radio series in 1931. At one time, his show was carried simultaneously by the ABC, CBS, and NBC networks. Today, he syndicates his own daily column, "Signal Express," by the Chicago Tribune, to 287 stations. His own syndication agreements exceed 200 in the sale of music.

The significance of the Fiddler music series is the fact that the record industry and producers require a measure of the glamorous treatment to which many artists are given an avowal for. The show can be used at record stores by the artists and tunes in a more pop vein.

Ike Turner For Gold

HOLLYWOOD — R.A.B. voice Ike Turner has formed his own Gold Records imprint, and has and already cut singles with his wife Tina, and the Ike and Tina Turner Band which had been with Sue Records since 1959.

Already set as distributors are Superior, New York; Schwartz, Washington, D.C.; and Columbia Records, Los Angeles; Concord, Cleveland, and All State in the South.

Turner said that in addition to the hard rock and roll tunes he has been associated with, he plans to incorporate other artists and tunes in a more pop vein.
LEADING CANDIDATES FOR THE BEST-SELLER CHARTS!

THE CHRISTMAS SPIRIT
JOHNNY CASH
CL 2117/CS 8917*

BIG HOOTENANNY
BAND LES & LARRY ELGAR
CL 2112/CS 8912*

STRANGE INTERLUDE
STILL ON THE AIR
DOL 288/DOS 688*(A S-Record Set)

SPOON RIVER
ELGAR

FROM COLUMBIA RECORDS

*STEREO

www.americanradiohistory.com
Gene Autry Points Up Country Music And CMA Progress

By PAUL ACKERMAN and BILL SACKETT

NASHVILLE—Gene Autry, retiring president of the Country Music Association, in his address at the CMA membershhip meeting here Thursday (30) pointed to 1963 as a year of unmatched progress by the country field—a year during which "CMA attained full maturity as a national organization."

Autry outlined the gains of country music on the national and international levels and in the broadcast and advertising agency fields. The CMA membership, he revealed, now totals 1,006 individual members and 42 organizations, an increase of 91 members since CMA's birth in 1958. As highlights of 1963 he noted the following:

1) "The Sound of Country Music" show presented by the New York Sales Executives Club on May 14. The program, highlighted by top agency and broadcast executives; 2) increasing requests by business organizations for the story of country music—an example being the Canadian Radio and TV Executives Club, which was addressed in Toronto by CMA board member and Billboard publisher Hal Cook; 3) the great increase in the number of stations programming country music full time and part time, and the display by television of country music's potential; 4) the production and distribution of the country music kit to over 2,000 stations, sponsors and agencies, and the development of a program assisting stations in their

World-Wide Country Music

Another Hit Single from THE KINGSTON TRIO

ALLY ALLY OXEN FREE

A-1974

programming of c.w. shows; 5) the conclusion of a cooperative agreement with WSM, Radio New York Worldwide (WNYW) in New York to air a country music show which will be beamed to over 1,000,000 listeners overseas (see separate story).

Autry also noted the increasing number of pop singers cutting albums of country music, such as B.J. Thomas, Nat Cole, Dean Martin, Bobby Darin and Ray Charles, and he outlined the rising quota of press coverage devoted to Country Music Week and the country field generally.

Autry gave CMA credit for being better known because of the Ways and Means Committee of Congress's recent interest in the planned international radio expansion program, which negotiations were being made to be aired in program in Australia.

The CMA has already a booming $100 million industry in the U.S., he will receive potential advertising revenue which the planned international radio expansion program, which negotiations were being made to be aired in program in Australia.

Billboard's special coverage of the country music week, the new CMA study of the country music business, and the acquiring of ground and raising of funds for the permanent home for the new CMA building. In his talk Autry paid tribute to the executive officers and agencies, and in August, Jim Deny, a co-owner and publisher of the paper, as well as the CMA, to the tax relief measure which will allow the average person to save his personal best of the past two years. This will, finally, be a great boon to the country music industry, Autry added.

Projects for the coming year are the CMA's record album—field test—and the development of a CMA study of the country music business, the acquiring of ground and raising of funds for the permanent home for the new CMA building. In his talk Autry paid tribute to the executive officers and agencies, and in August, Jim Deny, a co-owner and publisher of the paper, as well as the CMA, to the tax relief measure which will allow the average person to save his personal best of the past two years. This will, finally, be a great boon to the country music industry, Autry added.

Dick Linke Inks Alan Copeland

HOLLYWOOD—Dick Linke has signed an arrangement-conductor Alan Copeland to a personal management-contract. Copeland, who is currently vocal arranger for the Scepter Sky TV program, has had his first Warner Bros. single due this week, and now is currently planning musical segments for Andy Griffith's hilarious Club engagement due for early 1964. Playing, Linke, of course, also handles Griffith.

Philly Hearing Seen for Talent

PHILADELPHIA—New opportunity is being offered to recording artists who are looking for a record company affiliation. Entrepreneur Bill Fox and writer-producer Ray Rapp have set up "20th Century Gold" and are looking for talent to add to their roster of recording artists which now includes Garnet Mimms and the Enchanters (who currently have more of the top sellers in the nation, "Cry Baby," on their way up). The majors and the Trans-Sisters are the Imperial label. The major force in the Fox operation is Jerry Ragavoy whose credits include writing and producing Mimms's "Cry Baby," "Wonderful Dream," by The Majos, etc. Recorded by Gene Pitney and the arranging on the next Kaj Winding single in the studio.

Fox, who travels all over the country promoting his singles and talent, personally manages Mimms and the Majos.

Gene Drive on For Film Disk

NEW YORK—United Artists has launched a contracted drive to publicize the results of a number of recordings based on the scores of "Cimarron," production of "It's a Wonderful Life."" UA field men are working in conjunction with local reps of the major companies involved to merchandise the records and obtain maximum air exposure. Field men, with local exhibitors for tie-in record displays, giveaways, window and radio spots, counter cards, and streamers.

There are now about 20 versions of the music from the picture, including the sound track album on UA and an album by the Shirelles on Scepter. Single includes those by the Four Lads on UA, Duo and Ken Kary, Lionel Newman on 20th-Century Fox, Nelson Riddle on Reprise and the Shirelles on Scepter.

World-Wide Country Music

Another Get-Most-Country story.

NEW YORK—Columbia Records has obtained what the label thinks will be a hot pick from overseas for a "Hello Little Girl," by the Fourmost this week. The record is currently a hot-top-of-the-charts item in England, released originally on the Parlophone label. A Deal between Parlophone and Aceo was arranged through ABC-Paramount and London Records for Andy Griffith's hilarious Club engagement due for early 1964. Playing, Linke, of course, also handles Griffith.

BMI Issues Citations for 48 Hit Tunes

NASHVILLE—Broadcast Music, Inc., gave citations of achievement to 53 writers and 51 publishers for the outstanding number of songs in the country field during the past 12 months. The publishers and writers' citations were sent November 1, 1963, in Australia and Canada.

The awards made here October 21 by BMI Executive Vice-President Robert J. Burton and Frances Williams, President chef of BMI's Nashville office. The awards are based on trade paper, radio, record, TV and performance and other factors.

GLENN MILLER ON THE AIR!
FIRST TIME ON LONG PLAY RECORDS
FIRST TIME IN STEREO*

"Slumber Song," "Yes, My Darling Daughter," "I Don't Want to Set the World on Fire," "The Lamp Is Low," and 9 more greats. LPM/LSP 2767 (e)

"Beat Me Daddy Eight to the Bar," "There I Go," "You've Got Me This Way," "I Guess I'll Have to Dream the Rest," 9 more. LPM/LSP 2768 (e)


SELLE THEM SEPARATELY

...OR TOGETHER!

Volumes 1, 2 and 3 (above) packaged together make a new set bound to be a best seller with fans both old and new! LPM/LSP 6101 (e)

*RCA Victor's original and unique electronic process has transformed these historic monophonic recordings to two-channel recordings with stereophonic characteristics.
Lots of Remote Confusion in H'wood

By ELIOT TIGEL

HOLLYWOOD — An embarrassing problem of semantics has been discovered involving the American Federation of Musicians, three Western locals and the Hollywood-based diskeries.

Problem involves remote tapings and was uncovered accidentally here by Local 47 when the head of Harry Belafonte's production company notified the union it wished to tape a Belafonte Greek Theater performance, guaranteeing payment to all musicians for three full sessions.

The local here claimed it had never before charged a company for three remote sessions.

"We felt it was a purely isolated case," explained Bob Kinie, local's recording rep.

Then, when another diskery wanted to do a remote, the local checked on prices and discovered that there was an established ruling calling for payment of three full sessions for each session taped.

Kinie told Billboard his local had never heard of the directive until the Belafonte incident. In checking with the San Francisco and Las Vegas locals, Kinie learned that those locals also had no knowledge of the ruling.

Established Rule

Checking with Federation leader Gilbert Rogers in New York, Kinie was told this ruling had been in effect two years. The recording rep then sent out a letter about September 20 to all the Los Angeles labels explaining the union's policy regarding remote tapings.

According to Federation headquarters in New York, remote taping rules specify that all labels wishing to tape a performance must obtain clearance from New York. Labels may only tape one live performance unless otherwise specified by New York. Musicians must be guaranteed three full sessions for each session taped, regardless of whether tape is used or not. And finally, no more than 45 minutes of music may be used. If more is used, diskery must pay one overtime session for each minute of music used.

This is the info which Rogers, assistant to Herman Kenin, AFM's president, sent to Kinie in letter form. Reason given by Rogers for having diskeries notify New York is that we may centralize control of this kind of taping.

"Most of the companies are aware of this procedure," the letter continued.

Mr. Know

Yet, when Billboard asked Hollywood companies, the following replies were elicited:

 Abe Melzer, personnel department, R.C.A.: "This is news to us. We never received a directive from New York."

 Jimmy Hillard, a.d., producer, Warner Bros.: "We've always believed it's up to the local's discretion as to what fees are to be charged. I always thought we worked on a one-song basis."

 Viv Gilmore, a.d., V.P. at Capitol: "We're not upset by the notification of the new directive. We intend to live up to our master contract which says a remote is classified as one session."

 Dick Bock, World Pacific's president: "I've been aware of the ruling through I never received notification by the union."

 Irv Townsend, Columbia's West Coast head: "We'd never heard of it, and didn't until we got involved in taping a Hollywood session a couple of weeks ago."" 

 Al Bennett, Liberty's prez: "We've never been aware of the directive though it's hard to see how you could get a good LP out of one session."


HOOT VARIETIES ON MTH. TOUR


Featured performers will be Jimmy Case and His Cherokees with Mary Layne, Sister Rosetta Tharpe, Ken Carlson, the Calliocos, Gilulli and National Anarchists.

Jubilee Signs Rudy Valle

NEW YORK — Rudy Vallee, star of the Broadway hit "How to Succeed in Business Without Really Trying," has been signed to a long-term contract with Jubilee Records to record a series of comedy albums. Vallee's first album, "The Funny Side of Rudy Vallee," is scheduled for release this month.

Coast Firm Gets Labels

HOLLYWOOD — Record Merchandising has taken over the labels carried by Angelas Distributors, with work of business last week. Distributors picked up by Sid Talmadge of GNP Crescendo, Horizon and F.M. Angelas had been in operation for eight months. Saul Salaman Lou Seltzer switches over to Record Merchandising, which has been in business 17 years and handles such major labels as EMI, Vee Jay, Cadence and Cameo-Parkway.
the incredible

20th CENTURY RECORDS is proud to present

MISS LENA HORNE

NOW (Hava Nagila)

with an incredible debut single

b/w SILENT SPRING

Ray Ellis and his Orchestra

Fox 449

A Bud Granoff Production
BROOKLYN SCENE

Alaimo Makes Like Cat Who Knows His Way

Steve Alaimo is an attractive lad with better than average pop vocals. Sometimes he just misses making the most of what he has to offer. Working to the crowd (including a flock of club women on an evening event at Brooklyn's Club Elegant), the younger pleased everybody with his belted vocalism.

Alaimo is at home on the floor. There's no doubt of that. But in a turn which he admits is his first real effort to break out of the mold, he has managed to probe into a more general adult approach, he could easily work in more pacing and more treatments in the soft ballad groove.

With Steve, Alaimo came off a winner with powerful vocals of the type, "Somebody Loves Me," "Lover Come Back To Me," and "Some of my best friends are迭. Have to Do It Cry," and a rousing, highly enjoyable rendition of "Michael." Of the other material, a rendition of "an old Swill folk song, my Father taught me," has little impact and could easily be replaced by some more familiar foxtrot. "Love Is A Many Splended Thing" comes off fine until a rather contrived, operatic style wind-up.

One of the better ideas incorporated into the act is the short donson of some of the more pop-ular numbers: the monkey, the twist, the pogo, etc., all done to "Michael." Here more definition and distinction between the dances is required. As it was the routines had a certain sameness about them.

Again, a lot of work is made of what's all there to begin with.

Hailed a Miamian and a well-known figure in Harry's American Bar and Cafe, there does a workmanlike job in the second spot on this bill (the second half of an extra weekend) to a generally noisy crowd. With a little more attention at the start, the crowd could quickly become a first-rate attraction.

REN GRIEVERT

TALENT ON TOUR

(Top record talent in top town this week)

EAST

Gulf New York opening at the Plaza's Persian Room on Thursday (6) will be Elvis Monument. It's a two-week run of concerts for Earl Wrightson and Lois Hunt, who will appear in Manchester (L. N. Y. (6); Estenuea, Md. (7); Atlantic City (N. J. (7); Philadelphia (7); New York (7).

John Nash and Harold Qums are in at the Embers on Monday (4), where they'll settle down for a full four weeks.

Leon Bibb in concert at Town Halls Be ma
day and Saturday (Sat., N.J. (6); B dictionary University on Saturday (9). .

Into the Boston Stafler-Hilton for two weeks (4) goes the Jackie DeShawn.

Dave Brunbeck will play Irving Hall, Philadelphia, for a week.

Stiller and Meiss, familiar figures at the Blue Angel, return there Monday (4) for a month's engagement.

BLUE ANGEL

New Singer Excites the People

Once in a rare while—just often enough to make this the

uncertain business it is—a truly rare piece of talent comes to light. The combination of what results when such a personality is exposed to the public is one of the natural marvels of the world.

This is the kind of lighting which took place last Sunday (27) at the Blue Angel, New York. When banjo Max Gor
don placed a totally unknown young singer named Joe Meares, in one of his occasional working auditions. What followed was one of the things most highly realistic so much more interesting than a Hollywood miracle. Meares put it mildly, the lad killed the people, including hardened agents, a dr. execs, producers, all on hand. Gordon immediately signed Meares for a job for December, and the boy now is combing desk and TV offers and management proposals out of his hair, waiting for the dust to settle.

This kind of remarkable response to a novice, profession-

Records of Supreme Quality

Announcing an exciting new program with outstanding profit possibilities—Deutsche Grammophon’s

"SELLING SEASON" PROGRAM FOR DEALERS!

A 15% Program on Christmas Gift Albums and DGG Boxed Multiple Sets

Christmas Gift Albums

This 15% program is available only through distributors (see listings on this page). Discounts available to you are 15% on Mono and 20% on Stereo—giving dealers an average discount of 17.5% overall! This special program applies only to the following list of Deutsche Grammophon Christmas Gift Best-Sellers:

- Beethoven:
  - 18 084/80
  - 18 104/15
  - 18 267/59
  - 18 349/46
  - 18 357/61
  - 18 531/3
  - 18 534/36

- Mozart:
  - 18 184/15
  - 18 209/15
  - 18 257/59
  - 18 349/46
  - 18 390/48
  - 18 483/48
  - 18 496/66
  - 18 489/90
  - 18 531/2
  - 18 534/86
  - 18 538/46

- Gluck:
  - 18 349/46

- Schubert:
  - 18 267/59
  - 18 349/46

- Haydn:
  - 18 308/36
  - 18 308/46
  - 18 309/67
  - 18 309/29

- Verdi:
  - 18 167/99
  - 18 187/99
  - 18 361/67

- DGG Gift Boxed Sets

The superb musical content of these sets is matched only by the luxurious and sturdy gift-boxes that have become a DGG hallmark of excellence. The above outlined program applies only to the following multiple-record album sets:

- Beethoven:
  - 18 084/80
  - 18 104/15
  - 18 267/59
  - 18 349/46
  - 18 531/3
  - 18 534/36

- Mozart:
  - 18 209/15
  - 18 349/46
  - 18 390/48
  - 18 483/48
  - 18 496/66
  - 18 498/50
  - 18 531/2
  - 18 534/36

- Schubert:
  - 18 267/59
  - 18 349/46

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  - 18 308/46

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  - 18 267/59
  - 18 349/46

- Haydn:
  - 18 308/36
  - 18 308/46

- Verdi:
  - 18 167/99
  - 18 187/99

They said it couldn't be done!

OVER 10,000 ALBUMS SOLD TO DATE!

BEETHOVEN: THE NINE SYMPHONIES
HERBERT VON KARAJAN - BERLIN PHILHARMONIC


OTL's 10.1 - DDR: DIL 101-108

NOTE: All DGG ads will continue to highlight this magnificent set... truly one of the finest Christmas gift packages in record history.

Call, write or wire the distributor nearest you. Now! If there is no distributor in your territory, write direct:

MGM RECORDS CLASSICAL DIVISION - 1540 BROADWAY, NEW YORK, N.Y. 10036
Hearty Promotion Set for Gay's Hoot in Amsterdam

CINCINNATI—An elaborate media campaign is in the offing for Connie B. Gay's "Town and Country" show which will be staged in the giant RA Building in Amsterdam, Nether- lands, November 7 through November 24.

The show is being presented in conjunction with the U.S. Food and Agriculture Exhibi- tion, and will be previewed this year at the Amsterdam Garden Network Europe. Vice-President Lyndon B. Johnson will officially open the show, along with Secretary of Agriculture Orville Freeman and top leaders in agriculture from throughout the world.

Proceeding the official opening,

Jolly Joyce Agency

SALUTE TO COUNTRY ARTISTS

Booked in Europe 1961-1962-1963

- Minnie Pearl
- Dolly Parton
- George Morgan
- George Jones
- Junior Dickens
- Willy Revie
- Brook Benton
- Bobby Vinton
- Jean Shepard
- Faron Young & Dandy
- Hootenanny
- The Carter Family
- Red Foley & His Comets

STARRY NIGHT - All-Star Hootenanny

Varieties of 1963 & '64 - 18 ARTISTS

WE'RE Just WISHING PHONE JOSEY AGENCY

360 Madison Ave. New York, N.Y.

ANDY DOLL WAX, "HOF" for Hilltop Farm

The "Bold" by Andy Doll & Band, looks like it may become a hit this year's Hooten- nany festival, as the words typed over years ago, are right on the mark. Bold is a name which is as strong as the music, and it's a hit right on the spot.

"BEVERLY BUFFFLY" is short and sweet on "PUZZLE OF LOVE" (Bethlehem) #2078

b/w "FROM ONE PAIR OF ARMS TO ANOTHER" on King Records (Bethlehem Label)

"TEENAGE LETTER" Jerry Lee Lewis

"SEASONS OF MY HEART" Sun #324

Jerry Lee Lewis

Linda Gail Lewis

Sun Records

429 Madison Ave.

ENGLISH GROUP MAKES MEET IN BIG STYLE

CINCINNATI—Dave Barnes, English country music enthusiast, record dealer and promoter, has begun a new delegation of foreign visitors to the National Country Music Festival last week in Nashville.

The group, 32 strong, jetted to New York from London the week before last and immediately upon its arrival chartered a bus for the and Eastern United States trip through the Middle West and Midwest. On Saturday (26), Barnes and his companion group continued the tour on Jimmie Skinner's Music Express, the official country music location in downtown Cincinnati. The boys had a ball promoting the节 music to the country platter to back home.

After a sightseeing tour around the city, the English delegates headed for Nashville for a pre-convention look-around.

Tuesday (5), Gay left Saturday (2) for Amsterdam to co-ordinate promotional activities for the opening night show. The group will return to New York November 25.

COUNTRY MUSIC CORNER

By BILL SACHS

Jim McConnell, head of the Acuff-Rose talent agency, has added seven new acts to his talent stable. Slick Norris, of High- lands, Tex., continues as Ward's personal accompanist. J. P. Saucerman, an 18-year veteran in country music, both as a sideman and deejay, and now calling a show five hours a day via WSM, Tenn., reports that they have just completed a 13-week series of Grand Ole Opry shows to up-and-coming artists. Largest crowd was attended by George Jones, Saucerman reports.

The Matador Hotel of Bucaneer Buffalo Borden, Saratoga, Aria, continues to sponsor 1000 acts from the country and western field. Recent bookings included Royal Roy Clark (Capitol), Hank Thompson (Capitol), Lefty Frizzell (Columbus), Bob Lauman (Hickory), the Collins Kids (Columbia), Bobby Barnett (Sims) and Marlene Garner (Daveo). The Mat- ador Hotel had booked exclusively through Earl J. Perrin of Buena Vista Productions, Safford.

"Hootenando Hootenay," presented by Earl Jackson,TEMPL, Country McColloch, John- ny Lafon, the Hootenando Swingers, and Johnnie Jo Edwards has just concluded a successful tour through Indiana and Illinois for the Star-Way Agency, Fort Wayne, Ind., and Don Lane. The unit is set for further stops at Dallas, Tex., and Cleveland, Nov. 29, and Danville, Ind., November 30. . . . Country music artists in the group, most prominently participated in a benefit dance and show for a school for mentally retarded children, held at Dewey's Colonnade Longhorn Ranch in Dallas. Among those who gave of their services, Hank Thompson, Billy Gray and Joe Little Carter, Bobby Garrett, Tom O'Neal and the deejays at KPCN, Dallas.

C. C. (Slim) Clare, who many years ago was active as a fiddler with various country music groups, is now sales manager of Statler Bros., in Charlotte, N. C. A country package featuring Eddy Arnold, Sonny James, Lonzo and Oscar, Hank Thompson and Wanda Jackson played to some 13,000 paid in Baltimore recently, in a date sponsored by WRSD Radio. The show was sold out in advance and featured special agent Bob Neal. . . . Danny Harrison cut two singles and ma- terial for his long-awaited solo album of his own, in a session at the RCA studios, Thursday (31), directed by Tom- my Jackson. Other musicians on the session were Jerry Byrd, Grady Martin, Buddy Harman, Ray Edenfield, Buddy Emmons and Faron Young, and the voices of the Jordanaires.

THE RED HOT HIT

Allie Curtis and the Fireball Mail

HICKORY 1236

Paul D. Ford, manager of WPEL, Terre Haute, Ind., feels that the station, formerly classical, has shifted to 100 percent country music. Six months ago, Jimmy Logan, who hosts the country music "Solarium" show on WPEL, explained to Cincinnati, is sporting a new release on King Records, "Grand Ole Opry Barn Dance, Daddy." Recent visitors on Jim- my Logan's show include Del Reeves and Dee Ter Renno, on the Reprise show; Tommy guns, Johnnie Jo Edwards, Hank Thompson, Starday and Russell Simmons of Starday Records. Jimmy reports top listeners to Dave Dudley on "Dave Dudley's Record a Week" are "Love's Going to Live Here," Bobby Bare's "She Looks Good to the Crowd," Don Davis' "A-11," and the Grass Lookouts on "Great White Angel." New on the country music charts at KYJO, Long Beach, Calif. is Bill Patterson.

We are officially, sadly and without a doubt full of country & western," scribbles Hawks of Station KWNT, Davenport, Ia. "Last week was good, last week was great," says Jim, and we really have to mean it. We've played records, promos and albums greatly appreciated. . . . We have a program on Buck Owens' "Where Were You See Me Cry," songs of "I'll Be True," "Don't Let Her See Me Cry," "I Won't Be Blind Anymore." Service from Cumber and Deca can't prove cult, we can't prove chart, we can't prove that we have fans. You'll have to take our word for it."
Anita Kerr arranges and conducts 12 folk favorites in great Nashville sound! A hootenanny type set. CAL/CAS-786

A typical, shimmering Living Strings dazzler for those who like their show tunes instrumental. CAL/CAS-799

Standard pop tunes in a melodic straight forward delivery by Radio City Music Hall organist. CAL/CAS-779.

C & W’s poll-winning “Gentleman Jim” in an array of many performances never before released! CAL/CAS-784

First RCA Camden appearance by one of the most beloved, the best, of all “Sacred” gospel groups. CAL-728

RAKE IT IN WITH RCA CAMDEN
AMERICA’S BIGGEST ENTERTAINMENT VALUE!
**MUSIC AS WRITTEN**

**CINCINNATI**

Dick Clark, whose unit scored a hefty $18,000 gross here eight weeks ago, returns to Cincinnati Gardens with another package for a single performance November 15. On its last visit here, the Clark unit showed for the vet promoter Larry Sunbrock, who bought the package outright for a mere $3,500. Clark is making it on his own trip, with Peggy Rodgers, of Station WWZP here, handling the advance promotion. Showcasing Clark here now is November 17 will be Bobby Vee, the Dovells, Paul and Paula, Dave and Grace, the Tykes, the Ronettes, Jimmy Clinton, Linda Scott, Brian Hyland, the Etern, the Jaynettes, Little Eva, the Dixie Belles, Joe Perkins, Donald Jenkins, the De-Lighters, and Myron Lee's orch, plus a Clark "Pick-to-Hit" arista.

Local Columbia Records honors Bill Kelly and wife are celebrating the arrival of a son, Michael. That gives him three of a kind. . . . Col. Joe Goetz, one of the toppers with USO during World War II in bringing entertainment to the American Armed Forces, just out of Veteran's Hospital here, where he spent a week for treatment of a heart ailment. He has knocked off 40 pounds and looks fit as the proverbial fiddler. . . . Local Columbia ma-

**Cassius Rocks Detroit Cobo**

**DETROIT** — Detroit's Cobo Hall was shocked to the rhythm of the boxing feet of Cassius ("I Am the Greatest") Clay Friday night (26) before a sellout house reported by its proprietor Larry Sunbrock as 12,600 paid. Box-office gross, Sunbrock said, hit close to the $20,000 mark. Local authorities halted ticket sales when larger automatics began blocking the aisles of the huge hall.

Bobby Comstock and His Counts kicked off the two-part program, followed by Ruth Hanson, the Who, the Joe Watson, Kenny Dye, Ray Stone, and the Sensational Marknettes. Cassius Clay came on midway to receive cheers and to-date good-natured banter and insults with the audience. He ran for 20 minutes. Second half of the program opened with Lloyd Price and his 4-piece orch, augmented for this occasion by six extra fiddlers.

**Billboard Special Survey**

**November 9, 1963**

**HOT & R&B SINGLES**

**Boney M**

**RAGS TO RICHES**

**Hollywood**

**TALK TO ME**

**ALL TRADE PICKS**

**R&B SINGLES**

**Sunday and the Sunliners**

**SUNLIGHTERS PICKS**

**Basket Enterprises, Inc.**

JAMIE/GUYDEN DIST. CORP., PHILA. 21, PA.

**Don't Forget**

If You Want Results

For Record Distribution

In Maryland: Washington, D.C., Virginia, West Virginia

WE DO THE JOB BETTER

**BEST: PROMOTION SALES**

**Copyrighted material**
Hootin' up reaction across the nation!

America's most exciting record artist turning a folk classic into a new listening experience

CHUBBY CHECKER with his hand clappin', foot stompin' version of LODDY-LO


THE BIG ONES ARE ON CAMEO/PARKWAY
<table>
<thead>
<tr>
<th>No.</th>
<th>Artist/Title</th>
<th>Weekly Chart Position</th>
<th>Sales Change</th>
<th>Date of Entry</th>
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<tbody>
<tr>
<td>1</td>
<td>SUGAR SHACK</td>
<td>1</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>2</td>
<td>Deep Purple</td>
<td>2</td>
<td>-</td>
<td>Nov 9, 1963</td>
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<tr>
<td>3</td>
<td>HONOLULU LULLU</td>
<td>3</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>4</td>
<td>IT'S ALL RIGHT</td>
<td>4</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>5</td>
<td>MEAN WOMAN BLUES</td>
<td>5</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>6</td>
<td>I'M LEAVING IT UP TO YOU</td>
<td>6</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>7</td>
<td>GOLFER</td>
<td>7</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>8</td>
<td>TWIN CITIES</td>
<td>8</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>9</td>
<td>SATURDAY NIGHT</td>
<td>9</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
<tr>
<td>10</td>
<td>BLUE COTTON</td>
<td>10</td>
<td>-</td>
<td>Nov 9, 1963</td>
</tr>
</tbody>
</table>

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

- Billie Jo Spears — *I Don't Want to Be a Teenage Bride* (Bono) — No. 8
- Bobbie Gentry — *Imagination* (Buddah) — No. 10
- Bobby Goldsboro — *Think Twice* (Capitol) — No. 13
- Bobby V — *I Love My Lady* (Stax) — No. 6
- Bobby Vee — *Don't You Believe It* (RCA-Victor) — No. 2
- Bobby Vee & Paul Anka — *It's Just Me (Liking You)* (RCA-Victor) — No. 7
- Bonnie Pointer — *Baby* (ABC-Dunhill) — No. 12
- Bonita Fumery — *Don't Love You Like That* (ABC-Dunhill) — No. 11
- Bono — *I Don't Want To Be a Teenage Bride* (Bono) — No. 8
- Boppa Lumps — *Let Me Be There* (United Artists) — No. 14
- The Boswell Brothers — *I Don't Care* (Elektra) — No. 9
- The Box Tops — *The Letter* (Stax) — No. 15
- The Brothers Four — *The Times They Are A-Changin'* (Decca) — No. 16
- The Byrds — *Mr. Tambourine* (Reprise) — No. 17
- The Byrds — *All I Really Want To Do* (Reprise) — No. 18
- The Byrds — *I Think I'm Gonna Like It* (Reprise) — No. 19
- The Byrds — *Mr. Tambourine* (Reprise) — No. 20
- The Byrds — *All I Really Want To Do* (Reprise) — No. 21
- The Byrds — *I Think I'm Gonna Like It* (Reprise) — No. 22

**BBUBBLE UNDER THE HOT 100**

-原标题：Billboard Hot 100 for Week Ending November 9, 1963

-来源：Billboard

-日期：1963年11月9日

-内容：该榜单展示了1963年11月9日的Billboard Hot 100排行榜，包括了每周的最高排名歌曲及其销售变化。榜单中列出了从1到25的歌曲，以及一些未进入前25名的热门歌曲。排行榜由美国唱片业协会和Billboard编辑部共同发布，反映了当时最受欢迎的音乐作品。
**Dot Records “The Nation’s Hottest Label”**

**BEST SELLING SINGLES**

| #16487 | SUGAR SHACK | Jimmy Gilmer & The Fireballs |
| #16530 | WONDERFUL SUMMER | Robin Ward |
| #16507 | CUANDO CALIENTA EL SOL | Steve Allen |
| #16527 | TWO·TEN, SIX·EIGHTEEN | Jimmie Rodgers |
| #16526 | FIESTA / BLUE VELVET | Lawrence Welk |
| #16525 | MR. MOON / LOVE ME | Pat Boone |
| #16522 | RAG MOP / I'M SORRY | Billy Vaughn |
| #16531 | NEVERTHELESS (I’m In Love With You)/ I HEARD THE BLUEBIRDS SING | Wink Martindale |
| #16541 | PRETTY LITTLE DUTCH GIRL / MOMMIE’S LITTLE BABY | The Jackson Jills |

**NEW ALBUM RELEASES**

- Sing Along Without Pat Boone
- The Andrews Sisters' Greatest Hits Vol. II
- The Mills Brothers' Great Hits
- Oh, Happy Day! The Four Lads

**BEST SELLING ALBUMS**

| #3457 | BABY ELEPHANT WALK | LAWRENCE WELK |
| #3458 | A SWINGIN' SAFARI | BILLY VAUGHN |
| #3511 | THE BALLAD OF JED CLAMPETT | JO ANN CASTLE |
| #3504 | DAYS OF WINE AND ROSES | PAT BOONE |
| #3523 | SUKIYAKI | BILLY VAUGHN |
| #3540 | NUMBER 1 HITS | BILLY VAUGHN |
| #3545 | SUGAR SHACK | JIMMY GILMER & THE FIREBALLS |
| #3528 | SCARLETT O'HARA | LAWRENCE WELK |
| #3538 | CUANDO CALIENTA EL SOL / MORE | STEVE ALLEN |
| #3071 | PAT'S GREAT HITS | PAT BOONE |
| #3497 | 1962's GREATEST HITS | BILLY VAUGHN |
| #3510 | 1963's EARLY HITS | LAWRENCE WELK |
| #3525 | HONEYCOMB & KISSES SWEETER THAN WINE | JIMMIE RODGERS |
| #3515 | GRACY WALTZ | STEVE ALLEN |
| #3516 | PIPELINE | THE CHANTAYS |
| #3536 | MYRON FLOREN POLKAS | MYRON FLOREN |
| #3249 | RAGTIME FLOREN POLKAS | JO ANN CASTLE |
| #3450 | GREATEST ORGAN HITS | JERRY BURKE |
| #3517 | THE MILLS BROTHERS' GREAT HITS | MILLS BROTHERS |
From Philips Records Connoisseur Collection

THE FABULOUS NEW RECORDING BY THE CLOISTERED BELGIAN NUN, SOEUR SOURIRE

The SINGING NUN

SOEUR SOURIRE

PCC 203/PCC 603

THE INSTANT SUCCESS of this lyrical masterpiece is the talk of the industry. This unique collection of French songs, composed and performed by a cloistered Belgian Sister, has a charm and gaiety that has quickly captured the hearts of listeners everywhere regardless of faith or creed. If ever there was an ideal holiday gift item, this is it!

PHILIPS RECORDS
35 E. WACKER DRIVE • CHICAGO 1, ILLINOIS — One World of Music On One Great Label
"YOU'RE NO GOOD"
Betty Everett
VJ 2366

"LONG TALL TEXAN"
Murry Kellum
MOC-653

WE'RE KEEPING OUR PLEDGE—
"SOMETIMES YOU GOTTA CRY A LITTLE" DUKE 366
DID NOT MAKE TOP 20 IN ALL THE CHARTS
(As we said in our ad July 27th issue Billboard)
SO—WE'RE EATING OUR HATS!!

Don D. Robey, President of Duke and Peacock Records, cutting hot so all personnel
will get their due July 27th Billboard issue.

(P.S.: THANKS TO MEL MELTON, WKSC RADIO, KERSHAW, S. C.,
FOR SALT AND PEPPER TO ADD IN TASTE.)

WE'RE GOING TO EAT OUR HATS!!
(Continued on page 45)
Watch these monsters!

"DON'T DO THIS TO ME"

CICERO BLAKE

Breaking big... coast to coast
San Francisco Chicago Oklahoma City
Los Angeles St. Louis Dallas

Coming up strong...

"BABY THINK IT OVER"

The Martinels

"I WANT TO KNOW"
The Extensions Success 109

"THE SLIDE"
The Blendtones Success 105

"LITTLE SWEET THINGS YOU DO"
Oscar Boyd Hermes 107

"I DON'T WANT EVERYTHING"
Jimmy McHugh Success 106

SUCCESS RECORDS

819 6th Avenue
Des Moines, Iowa
Phone: 243-5133
## Billboard Top Pops

For Week Ending November 9, 1963

<table>
<thead>
<tr>
<th>#</th>
<th>Title, Artist, Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;(You're My) Soul Mate,&quot; The Isley Brothers, King</td>
</tr>
<tr>
<td>2</td>
<td>&quot;I Can't Help Myself,&quot; Four Tops, Motown</td>
</tr>
<tr>
<td>3</td>
<td>&quot;The Letter,&quot; The Box Tops, Stax</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Da Doo Ron Ron,&quot; The Crystals, Philips</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Where Did Our Love Go?,&quot; The Supremes, Motown</td>
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<td>&quot;Save The Last Dance For Me,&quot; Billy &amp; The Kids, ABC-Paramount</td>
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<td>&quot;Dancing in the Street,&quot; Martha &amp; The Vandellas, Motown</td>
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<td>&quot;Satisfaction,&quot; The Rolling Stones, London</td>
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<td>&quot;(I'm Gonna) Wash That Man of Mine,&quot; Brook Benton, Capitol</td>
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<td>&quot;Red Rubber Ball,&quot; The Everly Brothers, Warner Bros.</td>
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<td>&quot;I'll Never Find Another You,&quot; The Seekers, Atlantic</td>
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<td>&quot;You Don't Have To Go,&quot; The Beatles, EMI America</td>
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<td>&quot;I Can't Help Myself (Sugar Pie, Honey Bunch),&quot; Four Tops, Motown</td>
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<td>&quot;Wear My Ring Around Your Neck,&quot; The Platters, Mercury</td>
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<td>&quot;I Want You To Want Me,&quot; Hank Ballard &amp; The Midnighters, King</td>
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<td>&quot;Blue Suede Shoes,&quot; Carl Perkins, Sun</td>
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<td>&quot;You Made Me Love You (I Don't Want to Talk About It),&quot; Judy Garland, Capitol</td>
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<td>&quot;Twistin' The Night Away,&quot; Chubby Checker, Scepter</td>
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<td>&quot;(I'm Gonna) Love, Love, Love,&quot; The Marvelettes, Tamla</td>
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<td>&quot;Here Comes The Sun,&quot; The Beatles, EMI America</td>
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<td>&quot;I'm Talking About You,&quot; The Ventures, Reprise</td>
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<td>&quot;We've Got A Mystery On Our Hands,&quot; The Platters, Mercury</td>
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<td>&quot;(You And I Are) Lonesome For Each Other,&quot; Elvis Presley, RCA Victor</td>
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<td>24</td>
<td>&quot;Let The Music Play,&quot; The Righteous Brothers, Soul垮</td>
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<td>25</td>
<td>&quot;I'm So Lonesome, I Could Cry,&quot; Erroll Garner, Verve</td>
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</table>
| 26 | "(I'd Be) Devil If You Wasnt"
  "(I'm So) Lonesome For You," Ray Charles, ABC-Paramount |
| 27 | "Down The Road," The 5 Satins, Columbia |
| 28 | "I Can't Help Myself," The Four Seasons, Prestige |
| 29 | "Tell Her There's Another Girl," The Platters, Mercury |
| 30 | "Don't Let Him Go," Guy Mitchell, Columbia |
| 31 | "You'll Never Walk Alone," Gerry & The Pacemakers, Epic |
| 32 | "Hush Now," The Turtles, This Is \ "Hush, Baby\" producer, Vee-Jay |
| 33 | "Ramblin' Rose," Burt Bacharach, ABC-Paramount |
| 34 | "I'm On A Train," Buddy Holly, Capitol |
| 35 | "I Can't Satisfy," The Kinks, Columbia |
| 36 | "I'm A Believer," The Monkees, Atlantic |
| 37 | "Ike & Tina Turner'sWorkin' Every Day," Ike & Tina Turner, Stax |
| 38 | "I'm King Bee," Little Richard, Specialty |
| 39 | "I'm A Believer," The Monkees, Atlantic |
| 40 | "I'm a Believer," The Monkees, Atlantic |

Compiled from national retail sales and radio airplay surveys by the Music Popularity Dept. of Broadcast Market Research, Billboard.
Once Upon A Decca Record

Burl Ives

The Best Of Burl's For Boys And Girls

Burl Ives • Blue Tail Fly • Polly Wolly Doodle • Riddle Song, and others.

DL 4390 (S)

CHILDREN'S SING-A-LONG

Children's Sing A Song

Frank Luther • I've Seen Working On The Railroad • Shoo-Fly Bread • Clementine, and others.

VL 3800 (S)

Babar Songs And Stories

Babar • The Story Of Babar • The Travels Of Babar • Babar The King, and others.

VL 3886

Grimm's Fairy Tales

Frank Luther • Rumpelstiltskin • Humpty Dumpty, and others.

VL 3794 (S)

Peter And The Wolf

Alexander Smallens and Frank Luther • A Symphonic Story For Children.

VL 3710

Children Sing Around The Year

Frank Luther • Alice In Wonderland • Frank Luther • 'Twas The Night Before Christmas, and others.

VL 3687

Children Sing Around The Year — Play And Activity Songs For All Seasons

Frank Luther • Jack And The Bean Stalk • Aesop's Fables, and others.

VL 3625

Children's First Record

Frank Luther • A Child's First Record • A Child's First Games, and others.

VL 3625

Danny Kaye For Children

The Little Fiddler • I'm Late • Poppy The Puppet, and others.

DL 8726

Let's Visit Fairy Tale Land

Fiona Jamison and Alex Campbell • The Shoemaker's Elves • Fairyland Gathering, and others.

VL3720 (S)

The Wizard Of Oz

Victor Young • When You Wish Upon A Star • I've Got No Strings • Turn On The Old Music Box, and others.

VL 9397

Pinochio

Paul Winchell and Jerry Mahoney • The Blue Fairy • Matchstick The Fox, and others.

VL 3663

Adventures In Resting

Jane Cone • Once Upon A Cloud • The Little Lost Kitten.

VL 4204 (S)

For the complete Decca catalog of children's records, contact your local Decca distributor, or write to Decca Records, Educational Division, 445 Park Avenue, New York 22, N. Y.
### HITS OF THE WEEK

#### AUSTRALIA

**Country Music Maker, Sydney**

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**Country Quan, Copenhagen**

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#### NEW ZEALAND

**Country Music & Stompers, Milford**

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#### SOUTH AFRICA

**Country South Africa Record Manufacturers and Distributors**

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### ITALY

**Big Price on Modugno's Head**

By SAMT STEINMAN

Pazia S. Anselmo, 1 Rome

Domenico Modugno, who has been reported negotiating with other RCA representatives to sign a contract with Phono- gram and RCA, is still with Fosti. No one seems ready to pick up his asking price of over $30,000 despite his current success with "Festi." One possible is that he may come forth with his own label... King Universal is now being distributed by Phonogram... Carla Bondi has moved to Polydor and the Nutcracker to Phillips... John Foster, new singing ace for Style, is ready to hit... Marinella, who broke up his old quartet for a new revamped...
British Trade Keeps Wary Eye on Labor

LONDON—Recently averted strikes at British Decca's pressing and factory levels have alarmed the disk industry here—one of the few in Britain which doesn't produce records.

A serious situation for Decca was narrowly averted by the settlement of a strike that threatened to halt the company's production for some time. As it was, pressing operations were held up for a week and issue of the company's schedule for October 25 was delayed to last week.

Kudos to Pop Behind Curtain

MUNICH — The easing of cultural demands, resulting in wider acceptance of Western-style pop music behind the iron curtain, has been instanced in two new developments monitored here by Radio Free Europe.

Karel Vlach, one of Czechoslovakia's top dance band leaders, has been given a rare award—"Music Artist," which is usually awarded only to outstanding performers of highbrow arts.

The citation said Vlach was honored for "long years of outstanding performance representing Czechoslovak dance music at home and abroad and further development of dance music in Czechoslovakia."

In Hungary, Radio Budapest reported on how pop music had been used to stimulate factory production. Experiments studying efficiency in a Hungarian textile mill gave workers a 15-minute break in the middle of the day. Music, especially the twist, was played. Afterwards, production employees made 336 mistakes in a test period. This compared with 435 mistakes in a similar period before the break. Employees were asked to hear the experimenters' report, recommended a similar music break in other factories, Radio Budapest added.

The trouble was caused when the 140-strong staff of Decca's pressing plant was due to go on strike. The company, which has to back demands for a wage increase, was brought to a standstill.

There was a similar but less serious incident at the factory a month previous and in their significance these disputes have alarmed the industry.

On the happier side Decca is enjoying a major chart success with its first issue by a new release deal with the American Philips label — the Racket, "I'm Your Baby." Decca has signed an exclusive British release pact with Philips after a successful period of record-recording deals which included two hit singles by the Crystals.

Argentine TV Eyes Folk Hits

BUENOS AIRES—The folk music of this country is going through some unusual changes. For instance, there are authors who combine songs in the particular areas. One group mentions the many rivers, Pampa, Ushuaia, and another that surrounds them. Some of these include: "Rio Rebelde," "Rio Masato," "Pueblon Peru," "Rio de las Pajaros" and "Acutauri del Pampa." Others have to do with other specific areas of land and the people who inhabit those lands. Many of these songs have been brought renewed interest to folk music here.

As a consequence of this interest folk music the television networks of the country will broadcast various contests and competitions that involve the participation of many groups. The contest will be the "Miss Folk Music" contest, a folk dance meet that will be held at the stadium in Luna Park, Buenos Aires.

Surfin' Time Down Under

SYDNEY—This is the time of the year for the big surf splash. So far the labels have been content to record only single sets on the surf music scene. But now they're busy recording whole albums of surf music and are reported to be first in with the release of the title "Surfin' Down Under." And, following the success of the Deltones' single "Surfin' USA," they released the first vocal surfing album titled "Surfin' Stomp" on their strong Legion label.

ARGENTINA

Philips Cuts Top Artists Together

By RUBEN MACHADO

Lavalle 1783, Buenos Aires

The Argentine classical artists of the Argentine folk music made a long play record together. It includes several popular Argentine artists and ends with "The Tango of the Andes." The disc was made by Philips and on the section of the label is "Apop." This is the first record of this kind to be released in Argentina.

Eduardo Falu, guitarist of the northwestern music in the country, is one of the artists participating in the record. Falu has been working in Japan and will shortly be presented in several European countries.

AUSTRALIA

Country Cats Visit Nashville

By GEORGE HILDER

15 Toddman Ave, Sydney

Tom and Ted Le Garde, Australian country disk artists, attended this year's Nashville country and western conference in the U.S. The thematically themed conference will book artists to come to Australia to appear on their radio or television networks. The disk will be issued on the HUV label throughout Australia and New Zealand, as well as various European countries.

Belgium

Adamo & Tura Enter List Playfield

By JAN TORES

Stuward Jansen, Mechelen

New records by the big label in Mechelen, "Le Gouffre," have been received here. Disks by best-sellers like Roy Charles, Bobby Vinton, Roy Orbison, and The Everly Brothers are sung on them. The albums are included in a small group instrumental title away from the Shadows over the summer. Another big one is "Surf City," a title released by Freddy, who's new LP on Polydor looks like a big one. Also on the at-home releases are the latest disks from Dino, Tab Hunter, Lloyd Price, Kay Starr, Edith Piaf, Paul and Paula, Duane Eddy, and countless others.

Most importantly on the home front, the two leading Belgian singers Adamo and Willy Tura made their debut in the album field. The albums are filled with tunes that are apart from his current commercial success Douce" and "The Great Escape." Both disks will be issued at least at the week. The pictures hit the screen for the beginning of the film.
HOLLAND

Dutch Versions
Of U. S. Tunes

By SKIP YOOGD
Editor, Plateneuws, Joh. Camphuysstraat 189
The Hague

Dutch Latin and Calypso-singing ex Max Wolfs, Jr. made a Dutch version of the MMB label of the Kalinnam song "Twenty Miles," called, "Twentie," to which Holland's artistic-artist Bert Broer performed on Philips label has "Vic" (a wonderful place)...

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NOTICE

The New York Office of Billboard will be closed Friday, November 8, to permit our advertising, editorial and business departments to move to our new offices.

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BRITAIN

Hawker-Ifield
Pen Follow-Up

By CHRIS HUTCHINS
News Editor
New Musical Express

Frank Ifield and British hit composer Mike Hawker penned Jimmy Gilmore and the Fireball's next single, "When My Tears Have Died." They wrote it a year ago and the song was taken back to the U. S. by Gilmore's manager Norman Petty. With Marty Wilde, Hawker was co-composer of "My Heart Is Free," a hit for Gilmore's debut U. S. chart topper.

In London Major Bill Smith

received a Platinum Record from Philips' UK general manager Leslie Good on behalf of Paul and Paula to commemorate two million sales of the duo's single "Hey Paula." Smith told Billboard that the couple will be rewarded for extensive European touring when Paul completes his college term in January. ...Shadows bass guitarist Brian "Lionheart" Locking is leaving the group to concentrate on his activities as a Jehovah's Witness. He made his final live appearance with the Shadows on ATV's "Sunday Night at the London Palladium" last weekend. As a result, Bruce Welch—a founder member of the multi-hit-making group—has reversed his decision of a month ago to leave and is receiving medical treatment to overcome a nervous ailment in order to remain with the group for another year and a half. Gene Vincent has quit the label and signed for Columbia here. This month Vincent—now U.K.-based—waxes his first for the label under ace a.d. man Norris Parham's direction. The Beatles have recorded a one-track disc which is being issued free with membership of the group's 50,000-strong British Fan Club for Christmas. It was made possible by the group's manager Brian Epstein and as well as singing a well-known card on it each member of the group delivers his own "thank you" message. Walter Mercado and Timmy Carter from Crash barriers police in 35 towns here supervised crowds of 10,000 who queued for up to two days prior to the box-office openings for tickets to the Beatles' midnight tour which began last weekend.

Bob de Greeff flew in to replace Erald Garner in last Monday's Royal Variety Show. Previously, Erald bookings on the Continent forced Garner's withdrawal... Johnny Mathis has been expected here for two major concerts on December 1st following a TV engagement in Berlin the previous night... Release is imminent of Roy Orbison's Brazilian Christmas single "Pretty Paper." The song was penned by Willy Nelson... Dion Di Mucci walked out on a "live" television show—A&R's "Ready Steady Go!"—after complaining that teen-age dancers on the set distracted him... Transatlantic Records has inked a U. S. release deal with Elektra. First issue by the deal is an album "This Is Campbell Folk Group."... RCA Victor's British label manager Mike Hawgood is on a nationwide lecture trek introducing Dynagroove.

TV Show Top Pop Disk Spot

By KEN STEWART
Irish Times Ltd., Dublin

"Picking the Pick," a new television program conceived by Gay Byrne, promises to be a very important exposure medium for latest releases, which are reviewed by a panel every week. Former superstars playing hit records are invited to appear occasionally.


...H. S. group, The Second City Company, recorded an hour-long revue, "Looking for the Action," for Telefis Eireann following their notable run at Prince Charles Theater in London... 

...Starlit Artists agent Paul Russell says that Brian Poole and the Tremeloes, currently on the chart with "Do You Love Me?" will not be touring Ireland until January. Dickie Rock, a young member of the local Miami Beach band, will make his Pye disc debut this month via "Boys," a former Shuffles hit, and "There's Always Me." Three Johnny Mathis classics will be available here on two labels. HMV has "Your Teenage Dreams," while "Sooner or Later" and a reissue of "Wonderful" are out on CBS.

EIRE

borders on the Woman's corner! to 165 W. 46th Street Times Square New York City 10036 On November 8 Same Phone: Plaza 7-3801

BAND PLAYS ON: While the band swings through "his Take the 'A' Train" theme, Duke Ellington is congratulated by U. S. Ambassador to Jordan, William B. Macomber Jr. After leaving took place at the band's concert in Amman during his current tour through the Middle East. Baritone saxist Harry Carney watches from his far right bend position.

Copyrighted material
made with a Dutch version of "Blue Velvet" and "Kleine Veroor." Looking back at its Dealer Erald J. Coit, it was the most successful in re-establishing strong relations with retailers. Especially aiming, according to the executive, was to convert what seems to have impressed the dealers mightily. The appearance of L. T. Dine, EMI international director, personal assistant to EMI President Sir Joseph Lockwood, Charles Burns Capello European director Dick Ridding, and strong contacts with Patte Marconi (M. Zoelous and wife) and Electrola (in M. Japan and A. Barthe) were visible proof that the EMI organization was convinced of the importance of meeting dealers face to face.

In the presence of the area too. Bremen out the big guns to entertain the retailers. Adorno and Vera Lyn, accompanied by Marie Par- mour at the piano, headed a top-name line of entertainers.

The big Radio and Television Exhibition (FIRATO) in Amsterdam Building RAI had the record number of 141,406 visitors, 50% of whom were under 60. Visitors came from 35 countries. The next FIRATO exhibi will be held in 1965.

PHIL SKAFF

"As Exec. V.P."

HOLLYWOOD—Phil Skaff has been elected executive vice-president of Liberty Records with a seat on the board of directors. Action was taken last week at the first board meeting called by Al Bennett, Liberty's president, since buying back the label in December from the Discount Records. Skaff's appointment since joining Liberty one month ago to handle the record operation, is explained by Bennett as being the first step in the district's pro-

FOOTBALL

Britain's Take Club Dates

By ARZIA RAPPOPORT

73, Aba Haim St., Tel Aviv

England is prominently fea-
tured this month in Israel's night club. Six Dallas Boys come originally from Leicester. The Tel Aviv Atira they bring folk songs and the Liverpool sound, the Fata Vareli the Omar Khayam Club are Chez Mc-

Dvett and Shirley Douglas (Col-

umbia), also from London. 

British Composers Frolic at Country's Leading Exports

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Arrangements by Robert Russell Bennett . . . beautiful and thrilling sounds.

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THE ROBERT SHAW CHORALE
RCA VICTOR SYMPHONY ORCHESTRA and ORGAN

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RCA VICTOR

The most trusted name in sound
ALBUM REVIEWS

**POP SPOTLIGHT**

**THE BEST OF JOAN BAEZ**

Squire SQ 30691

The crowned queen of the folk singers is Joan Baez, who currently has several best-selling LP's on the chart. This package contains all 12 songs performed by her, selected by her and her friends. This album, though not a big seller, is one of the most interesting of the year. If you enjoy folk music, you should consider buying this one.

**POP SPOTLIGHT**

**CLOUDY, WITH OCCASIONAL TEARS**

Shelter Records, RCA Victor LPM 2706 (3)

Although the title track of this new Shelter release is not as hit as the others, the album is a good one. Most of the tracks are performed by left-handed artists, and there are some interesting variations in the smart book-keeping, which could make it a favorite.

**POP SPOTLIGHT**

**SONGS I WISH I'D WRITTEN**

Paul Anka, RCA Victor LPM 2746 (4)

In the past, Anka has often been primarily identified with his own compositions and his voice. This time he is exploring the music of others. This album includes his hit number of other songs that have been recorded on singles, including "I've Grown Too Used to Crying." It is a terrific collection.

**POP SPOTLIGHT**

**THE APOLLO PRESENTS THE SPOTLIGHTS**

Patty Lottabee & the Bluebelles, Newman 631

The pair has a big hit with "Junk Man," which is a hit on the Billboard charts. This is a great album, which includes a few new tracks and some old favorites. The album is a must for fans of the group.

**POP SPOTLIGHT**

**THE BIG SOUNDS OF THE BANDS**

Various Artists

Capitol T 2001 (5) ST 2001 (5)

This album contains some of the best-selling LP's of the year. It's a good collection of hits from some of the top bands of the time. The album is a must for anyone who enjoys rock and roll music.

**POP SPOTLIGHT**

**THE BEST OF DANNY KAYE (1939)**

Decca DX 173 (9) DXB 7373 (5)

Kay's career is being compared to that of a musical legend. This album includes some of his biggest hits, as well as some lesser-known tracks. Kay's voice is unique and powerful, and his performances are always entertaining.
THE most important customer buying stimulus ever offered the dealer...designed specifically for both store use and direct mail.

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- Handy bound-in self-mailing order form in each catalog.
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ANY NUMBER CAN WIN
Jimmy Smith, Verve V 8552 (M); VS 6552 (S)

LITTLE DEUCE COUPE
Beach Boys, Capitol T 1998 (M); ST 1998 (S)

MANTOVANI MANHATTAN
London LL 3328 (M); PS 328 (S)

NEW ACTION LP's

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

MARIA ELENA
Las Indias Tohajones, RCA Victor 2832 (M); LSP 2822 (S)

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

JUDY HENSKIE
Elektra EK 321 (M); EKS 7231 (S)

THE CLANCY BROTHERS AND TOMMY MAKEM IN PERSON
AT CARNEGIE HALL

Columbia CL 1930 (M); CS 8750 (S)

SUGAR SHACK
Jenny Gilmore & the Fireballs, Dot DLP 3545 (M); DLP 3545 (S)

WONDERFUL WORLD OF JULIE LONDON

Liberty LEP 3234 (M); LSP 7234 (S)

CRY BABY AND 11 OTHER HITS
Carmel Mirros & the Enchanters, United Artists UAL 3205 (M); UAS 6205 (S)

PREFIN IN HOLLYWOOD
Andrea Pravato, Columbia CL 2034 (M); CS 8834 (S)

THE WHAM OF THAT MEMPHIS MAN

Lentil Mack, Fraternity M 1014 (M); (No Stereo)

SINGS YOUR FAVORITES

Bobby Yee, Liberty LSP 3165 (M); LST 7165 (S)

THE PAGE 7

Foque Corvanough, RCA Victor LPM 2734 (M); LSP 2734 (S)

WASHINGTON SQUARE

The New Band of Spike Jones, Liberty LSP 3338 (M); LST 7238 (S)

LIVE FROM THE BROOKLYN FOX—MURRAY THE K

Various Artists, KFM 1001 (M); (No Stereo)

MORE

Vic Dana, Dalton BLP 2056 (M); BST 8056 (S)

HOT ROD CITY

Various Artists, Youth LP 1044 (M); (No Stereo)

BUD & TRAVIS NATURALLY

Liberty LSP 3295 (M); LST 2705 (S)

MOCKINGBIRD

Jack Eve, Symbol STM 4600 (M); (No Stereo)

THE WORLD OF MIRIAM MAKEBA

RCA Victor LPM 2750 (M); LSP 2750 (S)

HEAT WAVE

Marto & the Fantubillos, Gordy 907 (M); (No Stereo)
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EVIEWS (continued)

[Left column]

POP SPECIAL MERIT

DRAG BEAT
De-Fenders. Del-Fi DFLP 1242
One of a large group of all-done now albums devoted to fog horn music. It covers every phase of the move to a new level of sophistication. Most of the groups are new, and this particular one has no need to sound so much like the West Coast clinger, with such titles as "Better Than a Million Dollas," "Man from Neptune," "My Buddy Rose," and "A Piece of the Action." Mildly amusing stuff and it can hold its own in this field.

POP SPECIAL MERIT

HOLLYWOOD DRAG
Ducks. Del-Fi DFLP 1246
Like the catchy name, this hot rock band features its powerful cover photo merchandising and this set features some standout color which is quite nice. The price is good, too. The group itself has its own style of the girl groups which is somewhat reminiscent of the old popular sound with the group's special brand of humor. The guitar work is played well and the other parts are handled nicely.

POP SPECIAL MERIT

BRIGITTE BARDOT SINGS
Phillips PCC 604 (5)
Fans of this French movie star will want this fascinating package. The album is a double-fold package with extra insert pages that hold pictures and text of the singer and the songs. Must see the legend of the screen's delight.

[Right column]

JAZZ SPECIAL MERIT

LADY SOUL
Vi Redd. A.204 33-157 (M)
This is a terrific following on the West Coast, though idiosyncrasies are not necessarily to the liking of the more conservative listener. However, it's an interesting alternative album and one worth checking out as well as ignoring at the same time. She has a haunting voice with a nice bluesy aspect to it and a quality of blues that is distinct and evocative. Fine, sensitive treatment is found in songs like "Mildred," "On the Road Again," "Just A Little," and the rest of the fine work that is "Stroll With the Golden Rain." (continued)

JAZZ SPECIAL MERIT

INTERACTION
Art Farmer Quartet featuring Jim Hall. Atlantic 1412 (M)
Lovely intimate record from guitarist Jim Hall and trumpeter Art Farmer on this LP. The band sounds beautifully on a variety of different settings, from the usual indoor concert setting to a more acoustic one. The performance by the Art Nova group is especially notable. Well worth noting.

CLASSICAL SPECIAL MERIT

COUNTRESS MARITZA (311-7)
Various Artists. Brunswick S.016/1 (L)
"Countess Maritza" is a classic among the Vannas' catalog, and this is the first complete recording to hit the market. Though this album is not as long as the previous one, the performance by the Radio Leipzig under Herbert Kapell is admirably managed. Well worth noting.

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NOTE: The decal was first announced in a recent Billboard editorial. Those dealers who sent in a request at that time need not duplicate their order. Your reservation is already in for the first mailing.

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(Continued)
Children’s Records
MERCHANDISING GUIDE
How They’re Selling—Who Sells Them—
Merchandising Aids—New Product Directory

Kiddie Lines Lean ToDramaticStories
By REN GREVATT
Informing and entertaining. Those are key adjectives in measuring the success potential of any children’s record today, according to a consensus of executives currently active in the kiddie disk business. Of concern, too, is the matter of suggested retail price.

With respect to repertoire, there has been a trend recently in the direction of the dramatized classic story, with music, as against the strict narration; a notable step-up in what may be called the “informative” as against the “teaching” record, and a tendency, for the moment, away from the TV cartoon character as a disk personality.

Cy Leslie, president of Pickwick International, pioneer in the modern day kiddie record business, believes the kiddie field requires production in the fullest sense.

“For our $1.98 line we have a full orchestra, an original scoring for a story, and singers and actors. It’s costly, but you are producing something that will have a selling life of years rather than days or weeks like in pop business,” Leslie said.

“In our Wizard of Oz recording,” Leslie said, “we have a new score of our own, which also uses a couple of songs from the original movie score, including ‘Over the Rainbow.’ This one is a complete musical production, and it’s now being used as the basis for several live high school productions. You might say that we are making our own original cost album productions.”

Whether it’s a recreation of a favorite story or something brand-new, Leslie feels that “dramatic break-up” is essential to holding the kiddie audience.

“They are a short attention span, and unless you give them contrasting voices and music you’ll lose them. It costs real money to put out this kind of record, but you can amortize it out over a period of years. Names are also important and we’ve employed many well-known performers to add to the appeal of the product. That also adds to the cost, but again we can take longer to get our money back.”

Parents Fall Back

Television characters, for several years an important wellspring of kiddie record material, have lost ground in the past two years, in the opinion of Dick Shapiro, who now heads up Cosmos Recording, producer of the Simon Says Kiddie LP line. Shapiro feels that parents, who do virtually all the buying of kiddie product, have become somewhat immune to the cartoon character.

“The Mother Goose approach is still a good one and that type of story well produced has much appeal,” he said. “You have to get a certain elemental appeal into the stuff, too, because the outside limit for kiddie things today is about age 8 or 9. After that your kiddie prospect becomes aware of pop music because he hears it on the air and he’s lost for the kiddie market.”

“Parents have to be attracted and they are more and more being sold on the gentle, informing approach,” Shapiro, who was formerly with Golden Records, said. “Cosmos’ new Simon Says material includes an edition of this type in the Richard Maltby educational excursion into ‘The Instruments of the Orchestra.’” Shapiro says, “It will take three years to cover the costs on this one, but we feel it will sell indefinitely.”

At least two other new entrants in the market place are hewing to the time-tested line.

(continued)
1963 WILL BE A TREMENDOUS SELLING

CHIPMUNK

CHRISTMAS

"Christmas With The Chipmunks, Volume 2"
LRP-3034/LST-3034

"Christmas With The Chipmunks, Volume 1"
LRP-3035/LST-3035

"Let's All Sing With The Chipmunks"
LRP-3132/LST-3132

"Sing Again With The Chipmunks"
LRP-3220/LST-3220

"The Chipmunk Songbook"
LRP-3229/LST-3229

"Around The World With The Chipmunks"
LRP-3170/LST-3170

The Chipmunks, since their birth in 1958, have developed into one of the most highly exploited, merchandised, advertised kiddie products in the record industry. As a diversified multimillion dollar toy business, The Chipmunks are a pre-sold, high-demand consumer record product just waiting to be exposed and sold.

Chipmunk Sales Program: See your local Liberty salesman for details on terms, display materials, and co-op advertising.

LIBERTY RECORDS
Music and Rhythm Stepping Stones to Learning Concepts

Can music and rhythm be used as stepping stones to learning? Apparently a number of key disk people think so, for a fact which is borne out by an increasing amount of children's record product, now being released at various price levels, which employ this philosophy.

Peter Pan Records, according to Selena Brody, an exec with the producing firm, Ambassador Records, is using a "learn through music" psychology in various new products. "You can use musical concepts and an 'entertainment' psychology in teaching many things besides music," says Miss Brody. For instance one of our records, "It's About Time," teaches concepts of telling time. Through songs it talks about the international date line to explain the idea of time to little children.

"In another case we have an album called 'What's the Good Word,' which teaches about language and word use through a musical concept. It brings the children into the act by having them sing right along with their record. They may not understand everything they're singing about at first, but it builds a certain association for them and through repetition it will soon ring a bell in the child. In other words, he's learning by having fun."

"When they're quite young," Miss Brody feels, "you can teach them through having them participate like this. When they get beyond eight years of age, it's harder to get them interested because they have too many outside activities. We also invite them into the world of music itself through a new series of the world's greatest music. We've also included the whole story of Mozart and includes four sonatas he wrote when he was still a child."

"Thurston Johnson is doing the narration on this series and we have a wealth of material already available on our Ambassador label which we can use for the children in this series with narration.

Pickwick International, well known for its Cricket line of kidde album product, is also putting out what he calls "Instant Learning for Children" records. Pickwick president, Cy, Leslie, feels that you can't do a complete teaching job at the $1.98 prize. He distinguishes this between what he calls "informative" records at $.98 as against the teaching package $5.95, which includes not only a record but a complete text book for learning.

In the latter series, Pickwick is also making records aimed at developing music and rhythm as a teaching tool. In association with the book publishing firm of Frederick Warne, Pickwick has published a series of albums which teach the recording of words by a repeat method according to a specific musical and rhythmic arrangement. These sets will be priced $5.95, including complete text and teaching materials.

These will be turned out by Pickwick's recently established educational division known as Frank Luther Productions. Luther, a well-known personality in the children's record field, will supervise the operation.

Also in the general field of educational but using an "informative" rather than "teaching" in a series of LP's recently introduced on the Monogram label, a product of the Science Materials Center, which is, in turn, a division of All-Chalmers. These records, designed to sell at $3.98, tell in song form a

Kiddie Product Adds Impact to the Line

Kiddie Records can be the key to many major categories for the independent record dealer. Though many distributors have been slow to turn business to the toy markets and the rackers, it's a fact, according to several key retail dealers, that stocking children's records can mark a real point to the full-line service concept, which can be the dealer's ticket to the international market.

Despite the fact that the great bulk of records now being sold in the music store are pop, the music store is one of the major trade accounts in the country. In fact, it is the one area where the music store has an edge over the department store. Music store buyers are interested in kids records which are proving so popular in the music store, and there is a demand for more of these products. The music store is a great market to be tapped for the kids market. The kids record market can be the key to many major categories for the independent record dealer. Though many distributors have been slow to turn business to the toy markets and the rackers, it's a fact, according to several key retail dealers, that stocking children's records can mark a real point to the full-line service concept, which can be the dealer's ticket to the international market.

There is a great deal of easily digestible information which can be introduced in an educational way. There is an enormous need for good educational material. Consider right now the educational programs of the music store—a series of 279 spots in the November 27 to December 14. There were six albums released in November and another four expected in January.

Wonderland, a subsidiary kidde line in the Riverside stable, has also introduced a new series of "The World of Great Inventions," a series of innovative LP's geared to the younger children. One of these, "The World of Great Inventions," starts with Volume One, devoted to Henry Ford. In line, it's an introduction to our inventors. Consider right now the educational programs of the music store—a series of 279 spots in the November 27 to December 14. There were six albums released in November and another four expected in January.

Colpix Still Banks on TV Characters

Colpix Records will continue to make its chips on TV character licenses, for its latest in-kidde album program, according to Don Kirshner, executive vice-president of the firm.

Disputing the theory espoused by many record field, to the effect that TV characters have "had it" as far as sales concerned are concerned, Kirshner said the label will continue and expand its policy of using sound tracks of popular children's TV shows, or the voice and activities of these characters in story settings for albums.


Negotiations are now underway to acquire the rights of other characters through the life of this album series. Kirshner said the label is considering adding to its list of licenses a number of classic characters which have been cut out because of their high costs.

Colpix makes strong merchandising gamble to sell the animated characters for in-store display. Another merchandising gamble is to send companies of actors and actresses to department stores, fairs and shopping centers in costumes of the characters. Kirshner said the label has not yet returned to the market with new albums since the success of its "Christmas Record" series of albums.

Now... watch for next week's Billboard for special material and lists on...
new! great! timely!

MERCURY'S
STORYTELLER
series for little folks

truly fine recordings in 8 rich albums—
you're selling fast right now...
these eyecatching albums in full color
...planned to give you repeat business

2 COMPLETE STORIES
ON EVERY RECORD!

No baby talk in these sales-tested popularity hits
for small fry. Brightly told favorites children will
love...complete with radio-style dramatizations
and with rich, symphonic orchestration and
sound effects.

PREPACK SPECIAL—8 ALBUMS,
2 complete stories in EACH

PRICED FOR FAST TURNOVER AT ONLY 99c

FREE! HANDSOME, SELF-MERCHANDISING
AND SELF-SELLING FLOOR STAND
It's a traffic stopper in bright colors!

AD MATS...FOR YOUR
LITTLE FOLKS PROMOTION READY NOW...
ON REQUEST

America's First Family of Fine Recordings

SEE OR PHONE YOUR MERCURY DISTRIBUTOR
CHILDREN'S RECORDS

RELEASED IN 1963

A listing of kiddie LP manufacturers and their addresses, showing product released since January 1, 1963, with prices of the lines.

AMBITIOUS RECORDS, INC.
43 Rockefeller Plaza, New York 20, N.Y.

$1.98—Golden LP's

LP-94 William Tell/TITAN Telescribing/ Don Quixote to 1913—Great Hits
LP-97 New Songs of Song in School (Shirley Jordan)
LP-99 A Child's Introduction to Mythical Musical Fairy Tales—The Emperor's New Night Moon and The City Mouse/Fiddle (music by the new TV cartoon)
LP-100 Merrie Songs and Stories based on the new TV series)
LP-110 Three Little Kittens—(musical story of the U.S.)
LP-112 Woody Woodpecker—(song album featuring the TV voice of Woody and his pals)
LP-113 Merry Christmas—(featuring Charles Dickens, A Christmas Carol, and Dr. Seuss's How the Grinch Stole Christmas)

69c—Golden Book and Record Sets

00151 Hansel and Gretel
00152 Heidi
00153 Sugar Raggedy Elephant
00154 Pecky Little Puppie
00155 The Three Bears
00156 Little Red Riding Hood

AMBASSADOR RECORD CORP.
467 Eighth Ave., New York 1, N.Y.

$1.98—Peter Pan

0212 Sing a Song of Inventors
0204 Sing, Joy and Speak Spanish
0205 What's the Good Word?
0206 It's About Time
0207 I'd Be a Carrot
0208 The Three Gooses
0209 Popeye the Italian Mouse
99c—Rocking Horse Diplomat

5024 Don't Look Back
5025 Curly Teddy Bears
5026 The Magic Toy Train
5027 Fun on Wheels
5028 Let's Play School
5029 Happy Songs
5030 Frolics and Other Favorite Stories
5031 Folk Songs and Calypso for Children
5032 Mother Goose Jabber
5032 Let's Go to the Circus
5032 Let's Go to the Zoo

CAEDMON
461 Eighth Ave., New York 1, N.Y.

$5.95

TC 1168 The Fabulous India—The Great Fairy Tales of India
TC 1100 Kipling's Jungle Books and Poems—(Shaving Boots Kipling)
TC 1176 Kipling's Jungle Books—(Shaving Boots Kipling)

$4.95

TC 1162 Let's Listen—Goose Harris and Book Kaball—raining children's stories

CAPITOL RECORDS
Capitol Tower, 1750 Vine St., Hollywood 38, Calif.

$1.98

22063 Three Little Pigs
22062 Booze Under the Sea
22063 Woody Woodpecker's Pickle
22064 The Grasshopper and the Ant
22065 Walt Disney's Tales of Uncle Remus
22066 Bugs Bunny in Showdown

COLUMBUS RECORDS
799 Seventh Ave., New York 19, N.Y.

$3.98—Columbus

CL 1947 Children's Concert at Town Hall—(Pete Seeger)

$1.98—Harmony

HL 9535 Learning American the Fun Way—(Living Rose and Children's Chorus)
HL 9536 The Silly Record—(Great Bantam)
HL 9537 Stories of Famous Children in the Old Testament—(Bud Collyer)
HL 9538 I'm Going and Dad and Papa—(Mr. Greenbottom)
HL 9539 For Singalongs Only—(Kay Landis)
HL 9540 A Day of the Chief—With Mr. Singing Sooigam—(Carolyn
HL 9541 A Trip to Magic Animal Land—(John Reardon, Richard Gartie, Van Rogers and His Orchestra)
HL 9542 Doin' Din and the Burnside Delin—(Dave Landis, Del Coast)
HL 9543 Sam's Who—(Alfred Few)
HL 9544 Place-Hey With Kiyomiza and Lou's Talk With Grandpa Clark—(Rosie Snee)

COSMO RECORDING CO., INC.
570 Fifth Ave., New York 22, N.Y.

$1.98—"Simon Says" Series

H14 The Emperor's New Clothes
H15 Nursery Rhymes
H16 The Silly Duckling
H17 Songs of Animal Lives
H18 Richard Hailby Presents the Instruments of the Orchestra
H19 Talky the Pigeon—(Story Book)

DECCA RECORDS
45 Park Ave., New York 22, N.Y.

$3.98—Decca

DL 9109 Richard Kipling selections from The Jungle Books—(Basil Rathbone)

DISNEYLAND RECORDS
300 South Bonnie View St., Burbank, Calif.

$1.98 Children's LP's

ST-1110 Great Composers
ST-1212 The Legend of Sleepy Hollow
ST-1221 Hector the Storyteller Pop
ST-1222 Addition and Subraction
ST-1224 Multiplication and Division
ST-1225 20,000 Leagues Under the Sea
ST-1255 Svage Son
ST-1226 A Child's Introduction to Melody
ST-1233 Little Tool
ST-1234 Peter Cottontail
ST-1235 Sing Along With Winnie the Pooh

Copyrighted material
NEW!—IN THE BEST-SELLING DISNEYLAND STORY-TELLER SERIES

STICKS IN THE STONE
THE COMPLETE STORY AND ALL THE SONGS WITH THE ORIGINAL CAST
OF THIS Wondrous NEW ANIMATED MOTION PICTURE

IDEAL GIFTS FOR EVERYONE'S CHRISTMAS!

PICKWICK SALES CO.
8-16 632 Ave., Long Island City, N. Y.

$1.98—Cricket LP's
CR-30 The Adventures and Travels of Bobo—Cliff Acton
CR-32 The Wizard of Oz
CR-38 Peter and the Wolf
CR-40 Songs From Walt Disney and Other Five Favorites
CR-41 Civil War Songs
CR-42 The Story and Songs From Babes in Toyland

99¢—Happy Time
HT-015 Little Toot—Songs about boats and water
HT-017 The Little White Duck and Other Duck and Animal Stories
HT-101 Desple in the Window and Other Animal Stories
HT-102 Mother Goose Favorites—(Vol. II)
HT-120 Turtle the Tuba and Other Songs From Babes in Toyland
HT-1031 Alphabet and Counting Songs

RIVERSIDE RECORDS
33 West 46th St., New York 36, N. Y.

$1.98—1400 Wonderland Series
1462 The Grasshopper and the Ant—(By Mr. Bliss)
1463 A Child's Introduction to Square Dancing—(Purvis Parks)
1464 A Child's Introduction to Shakespeare
1465 Songs Children Sing—(Tom Glazer)
1466 A Young People's Introduction to Beethoven
1467 Tom Glazer's Second Concerto for and With Children
1468 Play Along Sounds—(Live Sounds for Imaginative Play)
1469 The First Christmas—(Dave Edlin Events)
1470 Count of the Animals—(Yvonne Brosnan)
1471 Red Riding Hood and Goldilocks—(Yvonne Brosnan—Charm Vallance and Ann Todd)
1472 Snow White and Rose Red—(The Greenhills)
1473 Little Woman and Little Men—Daddy Long Legs—(Glynis Lloyd)
1474 Let's Make Music—A Child's Introduction to Rhythm and Melody
1475 The Wonderful Wonderful Land of Oz—(Charlotte Ames)
1476 The Tale of Mrs. Tiggy-Winkle—(Rudolph Brunner)
1477 A Young People's Introduction to Mozart
1478 A Young People's Introduction to Beethoven
1479 A Young People's Introduction to Liszt
1480 A Young People's Introduction to Handel
1481 A Young People's Introduction to Schubert
1482 A Young People's Introduction to Brahms
1483 A Child's Introduction to Life in India and Indo-Africa—(Christabel Weatherly)
1484 March Along—(Charming Marches for Children)
1485 Music From Many Lands—(International Sampling for Children)
1486 A Young People's Introduction to Shakespeare
1487 Music From Many Lands—(International Sampling for Children)
1488 Songs Children Sing—(Tom Glazer)
1489 Songs Children Sing in Latin America—(Tom Glazer)
1490 A Child's Introduction to Life in Spain and Spanish Heritage
1491 A Child's Introduction to Life in France and Franco Heritage
1492 A Child's Introduction to Great Innovations—(Helmy Ford & Eve Corey)
1493 A Child's Introduction to Going to School—(Tom Glazer)
1494 A Child's Introduction to Great American Speeches

$2.98—2000 Illustrated Series
2406 Selections From Alice in Wonderland—(Clyde Mitchell)
2407 Alice's Adventures in Wonderland—(Clyde Greenway Illustrations)
2414 Paul Bunyan and Other Tall Tales—(Bill Rogers & Tom Sorensen)
2424 The Tale of Peter Rabbit—(William Lewis)
2433 A Child's Introduction to Jazz—(Leonard Adderley)
2443 A Child's Introduction to the Instruments of the Orchestra—(Stefano of London)
2444 A Child's Introduction to Sunday Houses—(Evelyn Lewis)
2445 A Child's Introduction to Square Dancing—(Paul Parks)

$2.98—Wonderland of Science Deluxe Illustrated Edition
4013 A Child's Introduction to the Automobile and the Automobile—(With Illustrated Text)
4012 A Child's Introduction to Atomic Energy and Outer Space—(With Illustrated Text)

SCIENCE MATERIALS CENTER, INC.
229 East 93 St., New York 11, N. Y.

$3.98—Motivation Records
MR-0230 More Bathroom Songs—(Harold and Wilma)
MR-0232 Weather Songs—(Tom Glazer)
MR-0241 Story & Nature Songs—(Tom Glazer & Sotha Events)
MR-0512 Space Songs—(Tom Glazer & Sotha Events)
MR-0016 Nature Songs—(Harold and Wilma)
MR-0316 Experiment Songs—(Harold and Wilma)

SHERMAN SALES CO., INC.
1609 Broadway, New York 19, N. Y.

$1.98—Adventure Records—LP Series
1. #20,000 Leagues Under the Sea
2. The Invisible Man
3. The First Man in the Moon
4. Journey to the Center of the Earth
5. War of the Worlds
6. Around the World in 80 Days
7. Kidnapped
8. The Wizard of Oz
9. A Christmas Carol

UNITED ARTISTS RECORDS
729 Seventh Ave., New York, N. Y.

99¢—Peter Paquin Series
12001 Happy Birthday Party Time
12002 Mother Goose
12004 Sing Along With Nursery Rhymes
12006 Good Night, My Baby
12007 Nursery Rhymes
12008 Western TV Favorites

99¢—Tape Spinner Series
11001 Nutcracker Suite
11002 Red Riding Hood
11003 Treasure Island
11014 Pinocchio
11015 Robin Hood
11016 Nursery Rhymes
11017 The Pied Piper
11018 Aladdin
11020 Sindbad
11023 Nutcracker Suite
11023 Nutcracker Suite
11025 Robin Hood
11026 The Old Testament (Vol. I)
11027 The Mikado
11029 Alice in Wonderland
11030 Davy Crockett

LIBERTY RECORDS
6950 Sunset Blvd., Los Angeles 38, Calif.

$3.98

LIBERTY RECORDS
6950 Sunset Blvd., Los Angeles 38, Calif.

$3.98

MERCURY RECORD CORP.
25 East Wacker Drive, Chicago 1, III.

99¢—Storyteller Series
SEP-10 Robinson Crusoe—George Crockett
SEP-10 Cinderella—Jack and the Beanstalk
SEP-10 Robin Hood—All Baba and the 40 Thieves
SEP-10 Hansel and Gretel—The Sleeping Beauty
SEP-10 Cinders and Glass—Gulliver's Travels
SEP-10 Gulliver's Travels—(George Crockett)
SEP-10 Rip Van Winkle—Three Musketeers
SEP-10 St. George and the Dragon—William Tell
SEP-10 Goldilocks and the Three Bears—The Hare

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which reads: “Tell them a story and you’ll keep them happy and out of mom’s way.” Mercury recently introduced a new kiddie line which offers well-produced performances of such traditions as “Hansel and Gretel” and “Sleeping Beauty.” Another group, produced by Sherman Sales Company, Inc., is known simply as the Adventure line, and in reflecting the designation of the series it offers such items as “The Invisible Man,” “20,000 Leagues Under the Sea” and “War of the Worlds.”

Pattern Obscure

Pricing of kiddie LP’s seems to bear no clear-cut pattern. Those bearing substantial production in the form of music and dramatization for the most part carry a $1.98 tag. There are exceptions, however, including United Artists’ foreign-made Tale-Spinner series of dramatized stories, which lists at 99 cents. Other product, notably the new Moon Records line, produced by a subsidiary of Allied-Chalmers, goes for $3.98 or more.

Whatever the cost, kiddie producers agree that displayable cover artwork is an essential. Just as in the other fields of the record business, with which kiddie products are obviously also in competition, the amount of product and lines within the field itself is increasing substantially.

The competitive factor demands eye-catching covers, in full color, which accounts for what is undoubtedly the best looking crop of new kiddie albums (looking from the outside in) this year in history.

Cap. Spots

Gleason’s 25

HOLLYWOOD—The Jackie Gleason catalog of 25 albums is being spotlighted in a special two-month promotion by Capitol Records Distributing Corporation.

Company is offering one free LP for every three purchased, along with deferred billing. Dealers, rack jobbers and one-stops will receive special promotional tools, while dropshippers will receive a special sampler LP. Program runs through November 15.

BIG DOINGS FOR

BMI BUILDING

NASHVILLE—Groundbreaking ceremonies for BMI’s new building were held here Friday (1). Participating were Judge Robert J. Burton, BMI executive vice-president; Congressman Ross Bass, Congressman Richard L. Kuhn, Tennessee Gov. Frank Clement, Nashville Mayor Beverly Briley and Country Music Association President Gene Autry. Among BMI execs in Nashville for the occasion were Carl Haverlin, BMI president; Bob Sour, vice-president; Theodora Zavin, assistant vice-president; Russell Samps, director of public relations, and Merrill Lindsay, of the BMI board.

BMI’s Nashville office, opened six years ago, is under the direction of Mrs. Frances Preston. The one-story contemporary building will cover the better part of an entire block, at 16th and Sigler.

Les Koenig

Starts Label

HOLLYWOOD—The Contemporary Good Time Jazz combine headed by Les Koenig, is entering the rhythm and blues and rock and roll fields with a new label, Star Records.

First single released on the new label will introduce 19-year-old Jeanie Lyons singing “The Living Kind,” coupled with “You Lied.”

Koenig told Billboard he would be working primarily with outside producers and would lean heavily on the talents of Len and Ben Weissman, who brought Miss Lyons to his attention.

Initially, Star will be a singles label, with a small release program each month. To handle his first side, Koenig will use Merit in Los Angeles, Commercial in St. Louis, Cadet in Detroit and Dixie in Atlanta. He’s currently negotiating with distributors in Cleveland, Chicago and Boston.

Other artists to be handled by the Weissmans include the Lackettes, Jackie Powers and the Intruders and Ron Holden.

Some Display Racks

MERCHANDISING in the kiddie record field focuses on space-saving display racks of both the floor and counter variety. Here are a number of those currently in use in record retail outlets. Pictured in top row are (left) Golden’s Christmas rack, and (right) a Disney- land rotating display for singles and albums. In the second group are a special display unit (left) used by Mercury for its new Storyteller series and (right) a similar stand prepared by United Artists for its Tale Spinner series. Line three shows (left) a counter display for Cricket’s Playhour Series and (right) a similar model for the line’s 45 rpm, singles series. At bottom are shown two counter units being used by Peter Pan Records.

FEW ARE THE DISK CHARACTERS who have generated the kind of merchandising tie-ins as those kicked up by David Seville’s Chipmunks. Here — Columbia Records’ Seville (Ross Bagdasarian) poses with his friends, Simon, Alvin and Theodore, with some of the tie-in Chipmunk products. Note dolls, lunch cases with thermos, tracing and coloring books, marionettes, squeeze dolls and above all, records, both singles and albums.
Child's Play Pays!

Watch Grandson Clock, Diver Dan and 31 Animals Featured on These 4 Harmony Children's Albums Perform Sales Wonders in Your Store:

**Zoo's Who?**
And Other Favorite Children's Songs
Arranged by Earl Rogers

A fabulous idea—first of its kind! Learning to tell time is fun with Grandson, as kids take part in the fun-filled lessons. An actual die-cut training clock is included in every album.

**Diver Dan and the Bermuda Onion**
Donna Brown and Lyrics by Tony Plano
Featuring Key Lande, Del Close and Others

TV favorite Diver Dan and his sea-going pals bring a fantastic adventure to life in story and song. Here's an album every youngster will want to own!

**A Trip to Magic-Animal-Land**
with John Record

One of America's outstanding singing stars, John Recordon, takes the kiddies on a musical excursion through "Magic-Animal-Land."

The Newest Concepts in Children's Records Carry The Name

[Harmony Columbia]

Guaranteed High Fidelity

Columbia Records

CR 123456

LP 5321
**ALBUM REVIEWS**

**CLASSICAL SPECIAL AWARD**

**THE GLOIRE OF CREMONA**

Reggie Rizzio

Decca DXE 179 (M); DXE 7179 (S)

This album represents a major prize in the past of the art world. In addition to a 15-year-old violin instrument, the disc includes a 17-year-old viola and a 18-year-old cello, all taking their place in the history of music. 

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**JAZZ**

**THE JACK WILLSON QUARTET**

Atlantic 1046 (M)

**EXHIBITION**

**FX Stuarts & Various Artists**

Prestige PR 7290

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**FOUR-STAR ALBUMS**

The following albums are recommended with the highest possible rating. They are: "Amer. Folksongs," "Amer. Folkways," "Children's Songs," "Games," and "Children's Records." 

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**THREE-STAR ALBUMS**

The following albums are recommended with a lower rating. They are: "Amer. Folksongs," "Amer. Folkways," "Children's Songs," "Games," and "Children's Records."
FROM MOPPETS

...the all-time child star in a selection of tunes immortalized in her motion pictures.

TO MOTHERHOOD

...Art Linkletter, the Adult’s Ambassador to the world of the young, narrates in sensitive and inspirational terms, the manner in which a life is conceived, nurtured and born.
The Honor Roll of Hits comprises the nation's top tunes according to record sales and disc jockey performances as determined by Billboard's weekly nationwide surveys.

### TODAY'S TOP TUNES

#### Honor Roll of Hits

<table>
<thead>
<tr>
<th>Week Ending November 9</th>
<th>Title</th>
<th>Composer-Publisher</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 SUGAR SHACK</td>
<td>McCormick-Visc-Published by Donhee (BMI)</td>
<td>7</td>
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<tr>
<td></td>
<td>2 DEEP PURPLE</td>
<td>Partick-Hines-Published by Robbins (ASCAP)</td>
<td>5</td>
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<td></td>
<td>3 WASHINGTON SQUARE</td>
<td>Goldman-Published by Ryan (BMI)</td>
<td>5</td>
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<td></td>
<td>4 MEAN WOMAN BLUES</td>
<td>DeMarinis-Published by Chayna (ASCAP)</td>
<td>6</td>
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<tr>
<td></td>
<td>5 IT'S ALL RIGHT</td>
<td>Mayfield-Published by Canon (BMI)</td>
<td>4</td>
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<td></td>
<td>6 MARIA ELENA</td>
<td>Barcelo-Published by Peer Int.</td>
<td>10</td>
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<tr>
<td></td>
<td>7 I'M LEAVING IT UP TO YOU</td>
<td>Terry J-Harris-Published by Veece (BMI)</td>
<td>3</td>
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<tr>
<td></td>
<td>8 CAN'T STAY MAD AT YOU</td>
<td>King-Goff-Published by Screen Gems-Columbia (BMI)</td>
<td>7</td>
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<tr>
<td></td>
<td>9 DONNA THE PRIMA DONNA</td>
<td>Demac-Marrero-Published by Dead (ASCAP)</td>
<td>6</td>
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<td></td>
<td>10 FOOLS RUSH IN</td>
<td>Bloom-Mercer-Published by Bregman, Vooze &amp; Coe (ASCAP)</td>
<td>5</td>
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<td></td>
<td>11 BOSSA NOVA BABY</td>
<td>Leiber-Stoller-Published by Prestley (BMI)</td>
<td>2</td>
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<tr>
<td></td>
<td>12 SHE'S A FOOL</td>
<td>Barak-Katrich-Published by Helen-HIRC (BMI)</td>
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<td>13 BE MY BABY</td>
<td>Seeger-Greenwich-Barry-Published by Mother Bertha-Tima (BMI)</td>
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<td></td>
<td>14 EVERYBODY</td>
<td>Rose-Published by Low-Tv (BMI)</td>
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<td></td>
<td>15 500 MILES AWAY FROM HOME</td>
<td>Rose-Wilkins-Published by Central Screen (BMG)</td>
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<td></td>
<td>16 TALK TO ME</td>
<td>Weiss-Herman-Published by Comet (BMI)</td>
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<td>17 THAT SUNDAY, THAT SUMMER</td>
<td>Weiss-Herman-Published by Comet (BMI)</td>
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<td>18 THE GRASS IS GREENER</td>
<td>Mann-Andrew-Published by Screen Gems-Columbia (BMI)</td>
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<td></td>
<td>19 Down at Papa Joe's</td>
<td>Smith-Published by Tusker (BMI)</td>
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<td>20 BLUE VELVET</td>
<td>Smith-Published by Tusker (BMI)</td>
<td>11</td>
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<td>21 DON'T THINK TWICE IT'S ALL RIGHT</td>
<td>Dylas-Published by Wilmarc (BMI)</td>
<td>6</td>
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<tr>
<td></td>
<td>22 YOU LOST THE SWEETEST BOY</td>
<td>Holland-Drake-Holland-Published by John (BMI)</td>
<td>3</td>
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<td></td>
<td>23 CRY BABY</td>
<td>Russell-Morse-Published by Rhytorn-Britta (BMI)</td>
<td>9</td>
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<td>24 CROSSFIRE</td>
<td>Thomas-Published by Emce (BMI)</td>
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<td>25 MISTY</td>
<td>Burke-Corns-Published by Visoni (BMI)</td>
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<tr>
<td></td>
<td>26 CRY TO ME</td>
<td>Russell-Published by Memle-Programme (BMI)</td>
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<tr>
<td></td>
<td>27 WALKING THE DOG</td>
<td>Thomas-Published by Eeck (BMI)</td>
<td>2</td>
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<td></td>
<td>28 BLUE BAYOU</td>
<td>Driscoll-McIntyre-Published by Canon (BMI)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>29 WALKING PROUD</td>
<td>Goffin-King-Published by Screen Gems-Columbia (BMI)</td>
<td>1</td>
</tr>
</tbody>
</table>

### Recordings Available

Best Selling Record Listed in Bold Face

1. SUGAR SHACK - Jimmy Glenn & The Fourth, Del 16497.
2. DEEP PURPLE - Nio Tempe & April Stevens, Arie 6773.
4. MEAN WOMAN BLUES - Roy Orbison, Monument 69.
5. THE SLEEPWALK - Impressions, ABC-Paramount 19467.
6. MARIA ELENA - Harold Bradley, Columbia 4250, Lee Lawrence, Columbia 4251, Billy Marine, MGM 1161, Their Rose & The Silverwood, Johnson 156, Jerry Vale, Columbia 42972, Slim Whitman, Imperial 6622.
7. IT'S ALL RIGHT - Impressions, ABC-Paramount 19467.
8. DONNA THE PRIMA DONNA - Dion & The Belmonts, Columbia 42835.
9. FOOLS RUSH IN - Rick Nelson, Decca 32333.
10. BOSSA NOVA BABY - Elvis Presley, RCA Victor 4433.
11. SHE'S A FOOL - Leroy Gore, Mercury 73128.
13. EVERYBODY - Tommy Roe, ABC-Paramount 19478.
14. 500 MILES AWAY FROM HOME - Bobby Basc, RCA Victor 4218.
15. THAT SUNDAY, THAT SUMMER - Al Green, Atlantic 33042.
16. THE GRASS IS GREENER - Brenda Lee, Decca 51289.
17. DOWN AT PAPA JOE'S - Delbert Nelson, Witco 5217.
18. BLUE VELVET - Bobby Vinton, Par 946, Dell 2025.
19. YOU LOST THE SWEETEST BOY - Mary Wells, Motown 146.
21. CROSSFIRE - Orions, Cameo 272.
23. WALKING THE DOG - Bono, Sono 140.
24. BLUE BAYOU - Roy Orbison, Monument 69.
25. WALKING PROUD - Steve Lawrence, Columbia 42865.
VOX JOX

PERIPATETIC Sig Seabow, host this week on his way to Europe for a three-week taping venture for his WGN and VOX shows in the Windy City.

Kudos to WINS (New York City) for making a move. Start Olds in his editorial campaign asking the city to clean up the area around Lincoln Center.

AWAY WE GO: WOW's (Omaha, Neb.) Ray Clark took part in the first phase of the defense department's "Operation Big Lift!" flying from Offutt AF to Rickenbacker Air National Guard Base. It seems that some of radio's listeners may have extra sensory perception. KYK's (St. Louis) John Stewart, host of the "Programming PM" placed two objects on a table in front of him. He told his audience he was concentrating on them. Stewart invited listeners who could call and identify the objects with whom they would ring for a year. Supply of Sunbeam Round and Round Bread.

ROUND 'N ROUND: Phil Wallington, WBTM deejay, is all but certain to compete in the world's record for the number of revolutions spent on a ferris wheel—32 hours and more than 3,444 revolutions. Listeners were invited to guess as to how many rounds Phil would make, with the winner receiving a year's supply of Sunbeam Round and Round Bread.

Dallas Station Leaning Heavily On Hoot, Jazz

DALLAS—WFQA Radio has introduced two new programs to listeners within its 50,000-watt reach.

The success of ABC-TV's "Hootenanny," which has en- fited interest in folk music throughout the nation led WFQA to promote an equally ambitious show of its own. Now the show, entitled "Hootenanny," is being aired on WFQA radio.

Head every Tuesday, Thursday, and Saturday, the WFQA show is hosted by Pierce Allman of KMBM, with incidental and live performances by Dallas area folk artists.

All live from the station's jazz show which began

TEAMWORK is the keynote at WJRZ. Newark. Gathered in the station's master studio are (left to right) Bob Brown, Les Davis, Dick Partridge—its hard for a wake-up man to stay awake when its "Bob's Round the Clock." To make up the air time on the studio is slimin' Norm Slai, WJRZ program director. Busier working on promos in his office is fifth member of air team, Ed Nielsen.

Station Fights for Image of Its Own in Multi-Signal Area

By BILL GAVIN

NEWARK, N. J. — With the immediate problem of over-crowding the air broadcast- ing apparently to be solved by means of competition, station owners are now attempting to meet the challenge in multi- signal markets by aiming for the distinctive sound and community image.

In many markets immediately competitive to a large market, the problems of distinctiveness and of audience size become even more acute.

WJRZ in Newark is in many respects representative of the aforementioned problems. Li- censed in the nation's 13th largest population area, its 5,000-watt signal alone blankets the No. 1 market, New York City, and its environs.

The station was purchased less than two years ago by Communications Industries, owner of WDOD and WIXY in Springfield, Mass.; WECK, Poughkeepsie; WKST radio and WTVY, both Youngstown, Ohio; WHRI (Emmanuel), president of Communications Industries.

This company decided to replace the station's call- sign, WJTA, with WJRZ—the "book" version of the initial with the "JR" in the key that makes the station's call-sign more distinctive and an all-important difference for the listeners.

New Jersey Orientation

WJRZ airmen emphasize the slogan, "W-Jersey radio," as indicative of the station's orientation — Newark and Northern New Jersey. The station now includes the football and basketball schedules of New Jersey's Rutgers, Seton Hall, and Fairleigh-Dickinson universities. Deeper involvement in New Jersey community affairs currently takes the form of a current straw poll on Gov. Richard Hughes' proposed bond issue — one of the hottest in the area at present; the news department followed the straw poll with a still-current CMU at a prime time Tuesday (29). The show was repeated on election eve, also in prime time.

Technically speaking, WJRZ is in competition with Newark licensed WNJR, whose programing was directed by WJRZ. WNJR, programming mainly from show and sound-track writers, also has its own writer, WPAT.

Actually, however, WJRZ is in competition with all of the 26

(Continued on page 44)
or more stations in Manhattan, Long Island, and Connecticut who are considering a part of the "New York Urban Area." In addition to new call letters, and special program emphasis, the Newark-based outlet is doing many different things in different ways to lift itself out of face-in-the-crowd status.

Its all-night show, hosted by Jerry White, carries for WPEN, Philadelphia, program director, is the vehicle on Friday and Saturday nights for some unusual programming. The station has been airing full-length dramatic programs Fridays, beginning at midnight. Represented were "The Cocktail Party" by T. S. Eliot, Arthur Miller's "The Death of a Salesman," and the original cast recording of "Who's Afraid of Virginia Woolf" (a provocative show for any station).

Beginning November 8 and every Friday thereafter at 11:30 p.m., WJRZ is intensifying its drama kick with the addition of hour-long dramatic productions produced by the British Broadcasting Corporation.

A few weeks ago the station debuted "The Haunting Hour" a mystery-thriller show, aired at 4 p.m. Sundays. We have had such fine re- sponse to our radio drama re- vival that the station has hired Ann Guidici to produce original dramas and adaptations of short stories with "mystery type company," said Norman Roslin, WJRZ's program director. "These will be aired during the week in the evening with an open-end format," he stated.

Roslin, whose desk is cluttered with numerous stacks of mail from listeners expressing the audience reaction of WJRZ's programming is "better than we had ever hoped for."

Music Format

Excluding those special music shows is an all-night hootenanny starting at midnight every Saturday as a part of Jerry White's show. Station is about to kick off two hours of hootenanny (11:15 p.m. to 1 a.m.) across the board. Listeners of Jerry White, all through the night, to engage in on-the-air two-way conversations.

The station's music format can best be described as very flexible. Records are programed by sound, not by artist. Charlie St. Clair and Rick Nelson's latest efforts are being played, however, heavy beat, rock and roll, strictly taboo. "Our deejays pick their own music and direct them in the order of play," said Roslin. "We have no formula. However, each show is a wave of various music from folk to light classical," he said.

The music base is built on standards and standard artists such as Dean Martin, Ella Fitzgerald, Perry Como, etc., with carefully screened (by Roslin) current pop records and albums cut liberally interspersed. Indicative of the wide range of music presented is a bit in the main studio check-out of "imported"—popular music and artists from other countries.

WJRZ management is cer- tainly not adverse to spending money to promote their program. Operating staff now numbers more than 70 (WNTA employed around 10) is backed up by a helicopter, mobile news units and a fleet of red station cars with WJRZ letters for use by the station's 11 deejays.

On-the-air contests and promotions are frequent and heavy, with one of the station's special promotions on promotion spots in addition to his 3 to 6 p.m. spot.

Staffers

WJRZ's emphasis on promotions is reflected in its air staff which includes Dick Par-tridge, who hosts a Saturday night jazz deejay; Lee Davis, former staffer on four Gotham outlets; Bob Brown, a Detroit deejay; Ed Nielsen, former WPTR, Albany, disc jockey; a well-known area personality, and ex-WPEN, p.d., Jerry White.

One of radio's youngest and hottest station directors, Bob Leeder, whose last assignment was with station FACE, heads WJRZ's 12-man news department. Leader opens it to the deejays and two teams of four men (general editor, writer, leg man and producer). All news is written and broadcast. Delivery is by featured newscasters. Also at Leeder's disposal for fast-breaking news stories is Mike Becker and WJRZ's helicopter; roving re- porter, Dick Jennings (one of the area's most respected fea- ture news reporters), plus two fully equipped news wagons.

WJRZ supplements its exten- sive local news service with "The Score," a weekly radio News-Press International news service. Virtually every news- cast (on the hour) carries a cut-in from RPI re- porters stationed around the world.

Staff also includes program co-ordinator, Dick Warriner; Lee Arnold and Larry Hall. Co-coordinating the entire staff is Operations Manager, Sid Rul- nick, who has been the station's number one man for the program department since 1962.

It is still too soon to say whether WJRZ has achieved its goal of distinctiveness in a maze of radio stations. How- ever, there are few who will not agree that WJRZ is cou-
Fraternity Records is very proud indeed to present the first Lonnie Mack album.

Lonnie is one of the truly great talents Fraternity has had the opportunity of recording.

May we express our deep appreciation to all the wonderful people in the many facets of music who have helped us to establish Lonnie Mack.

We couldn’t be more grateful.

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**SALES**

On All CHARTS Coast to Coast

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Herald 583

**HERALD RECORDS**

150 W. 55th St. N.Y.C. CO. 5-1789
Component Maker Packager Borrow From Each Other

The hi-fi component maker and the producer of packaged "hi-fi" phonos are, in some respects, moving closer toward the same end-product. They will never meet completely,

their product and merchandising philosophies are night-and-day apart. There is a definite move afoot, however, by both from other what they can use.

There was a time when component firms regarded speakers - electronics - in one package or another as horror. Not any more. Two of the old-time phonos were widely sold -names in the hi-fi industry. Fisher Radio and H. H. Scott, produced packages of their own. They are big-ticket, limited distribution items but they are distinctly "packages."

Another Firm, Sherwood, recently introduced an entertainment center furniture some time ago and produce a furniture "package" with electronics built in. It was handsome, expensive, and still performer flexibility an arrangement that has always been component's problem with the distaff side. Still another firm is Pilot Radio. This year, in particular, loud promotional noises may be heard issuing from the firm's Yanks, N. Y. in KLH.

One of the more remarkable instances of movement, a component manufacturer was that toward "compact" units. The manufacturer, out of Cambridge, Mass., is KLH.

Big Ben Finders

Knows its work in getting big bass from small speakers. They went a step further and added a small FM receiver to a miniaature speaker system. They reasoned that the public would take to a "package" that is compact and efficient, but which maintained certain component standards - a separate FM receiver, baffled loudspeaker, wide range response. So success added a portable phonon to their line, expressing the same principles. And their new Model 15 phone system is still another step in the same direction.

While the component makers have been making these moves, the packaged phonos people haven't been twiddling their thumbs. Westinghouse, for example, has a KLH-type stereo receiver in their 1964 line. In so many words, that two firms are very close together; the receiver can be placed at chairside and the smaller-than-book -size speakers can be placed about the room for greatest listening advantage. Here again is component's flexibility. Magnavox has two such units -one a radio-phonon and the other a phonon only. The same is true of International Telephon and Telegrap. Vespa too.

The other very obvious trend in packaged phonographs has been toward lightweight tracking of tone arms and pickups. Zenith demonstrated feather-weight tracking at two grams.

Breakthrough

Compared to the 20 grams which was the weight standard for the past, there was a real breakthrough. It rivaled the kind of tracking that hi-fi were accustomed to getting only from a high price tracks. The competition was hard on Zenith's heels with similar claims.

Even at three grams or a little more, however, tracking was still undetectable. No matter, component manufacturers are widening the gap again. They now offer tone arms and cart which track even a glass changer - that tracks down, down, down to a thinner than a gram. Sufficient study has not been done on the effect of ultra lightweight tracking to estimate its true value. There is one difficulty, however, and that is to do with hi or lo-fi; it's the nature of man himself. His stereo-audiophile system is geared to handling such light weight equipment or must be so little weight in his hands, he's hard put to get the needle in the groove. This seems to argue that ultra lightweight tracking belongs only on a changer or automatic turntable.

In the final analysis, the one thing that makes the two factors -one, the component and packages -components and packages -keep their distance is the way they want to be used. The ultra-lightweight track is one of the high fidelity in terms of sales. It's a name with "sell" in it. It's an easy name to worry about definitions. A good merchandiser can sell what is produced. Whether it's a package or a component system, he wants to know where to get the most profit line. But he should also know that the product is still between the two and why they exist.

New Holiday Displays

EQUIPMENT NEWSLETTER

Everybody in Dark About Hi-Fi

By DAVID LACHENBRUCH

Contribution Editor (Editorial Director, Television Digest)

IT HAS NOW been about two-and-a-half years since the FTC turned its attention asked the various branches of the consumer electronics industry (and the public) to submit their opinions of "high fidelity."

For the FTC still hasn't come out with any official definition - but that doesn't mean the issue is done. In fact if there is a definition, if there is a definition, it will, in effect, be binding -not only on manufacturers but on retailers. Such a definition would be used as the basis for actions charging misleading advertising.

Because the definition -if there is to be one- will be important to everyone connected with the industry, we want to be at the FTC every few months and see how it's doing.

QUESTION: How long is the matter being held in abeyance?

ANSWER: For at least an interim period.


A: I should say it would be at least a couple of months-two months or more-on the basis of other work load here.

Q: Does this mean you will wait for more proposed definitions, or you'll go ahead without a definition, or you'll forget about the whole thing, or what?

A: Well, I don't know what the Bureau (of Industry Guidance) might do. We're not obligated to wait for comments. If we decide to make a recommendation, we want it based on the basis of what's already in the file.

Q: What is in the file now?

A: Well, we have correspondence and recommendations from some individual manufacturers and members of the public, as well as what has already been reported.

What has already been reported is the highly controversial definition covering packaged hi-fi equipment passed on the the Electronic Industries Association.

It's no secret that no major organization in the audio or home electronics field has formally proposed any definition of high fidelity too. The FTC made a request for comments to the FTC, which were summed up in the report. The EIA carefully refrained from calling it a "recommendation." Neither EIA members, nor the non-members which EIA had asked to respond expressed the definition which was finally submitted.

Other Views

The FTC was anxious to have the views of two other organizations-the Institute of High Fidelity, representing the manufacturers of component hi-fi, and the Audio Engineering Society (AES), which has proposed a definition, and it's unlikely that either one will.

The IHF picked its membership and found unanimous agreement to disagree on a definition. Then the entire matter was referred to a committee, which hasn't reported yet.

The Audio Engineering Society carefully considered the entire matter, reviewing all possibilities, and developed its official views, which its board of governors finally sent to the FTC September 6. They pointed out that the AES is composed of professional engineers who are primarily interested in the technical aspects of the audio field.

"It is our view that, at the present time, adequate methods and equipment for measuring all aspects of performance and quality are not available to the industry. Accordingly, we believe that at the present time the ASI is warranted for attempting to define the term 'high fidelity' and that no attempt should be made to formulate any official definition at this time."

So there you have the FTC's dilemma. The manufacturers of packaged phonos have failed to go on record as endorsing a definition, although they turned over an unofficial one to the FTC. There are three manufacturers, with their product -it is a distinctive definition, "much too low for reasonable standards," can't agree on a definition of their own. Then comes the audio engineers, with no commercial axe to grind, to say that there is not enough information, and there isn't even any equipment to measure performance of audio gear.

"How do the FTCs go now? Can it go off on its own, in the face of complete lack of agreement, and make its own arbitrary decision-one which flails the opinions of the nation's leading audio engineers?"

This is only one possible solution-if the government really wants a definition of high fidelity. That is to turn the problem over to the National Association of Recording Manufacturers best qualified to do such work. The NAB should be charged to go on with industry, on up, with quality measuring equipment for audio reproduction. As one leading audio engineer speculated, this could be done in about five years with an investment of perhaps a million dollars.

What such measurements would be much more significant than a "high fidelity" definition, anyway. The term "high fidelity" may well be going out of style. Most package component manufacturers are playing it down, and one component manufacturer has publicly announced it is foregoing it.

This is Actee Lansing, whose marketing director, Mr. H. S. (Mo) Normark, while defending the unofficial package definition, deplored the "constant punctual and final degradation of the term 'high fidelity' to the point where it is not a term, and a complete distortion of the original." Actee, therefore, is using the name "Playback" to describe its products.

Anybody want to take a crack at defining "Playback?"

With A HEAVY VOLUME of Christmas album product already hitting the market, special, in-store displays cannot be far behind. The Christmas sound concept is being employed by RCA Victor (left) and Columbia (right).
IN TWO SECTIONS

in this section...

1964 WHO'S WHO
in the WORLD of MUSIC

The Third Annual Edition of Billboard's 1964 Who's Who in the World of Music will provide an international showcase for the companies and talent which achieved outstanding commercial or artistic recognition in 1963...

and for the publishers, impresarios, promotion men, talent buyers, critics and reviewers who have attained top stature in their field.

EDITORIAL CONTENT

The editorial features supporting this year's theme of achievement will include many new categories in the related fields of the music-record industry:

- The World's Top Recording Artists...
- The World's Top Promotion Men for records and talent...
- The World's Top TV Talent Buyers (including U. S. network stations).
- List of Billboard's 1963 #1 Award Winners.
- The Leading Newspaper Music Critics, Reviewers and Columnists.
- All-Tune U. S. Top Record Sellers.
- The World's Top Music Publishers of 1963...their hit tunes and the artists and labels that produced them.
- The World's Foremost Impresarios...
- The World's Top Talent Managers...both in pop and classical...the talent they manage and the addresses and phone numbers of their international offices.

IMPORTANT DATES


Advertising Deadline, November 17, for all material in the New York Office.

Offset printing, no plates needed.

DISTRIBUTION

The largest and most powerful worldwide multi-divisional music industry distributor,

- including all of Billboard's record manufacturing, music publisher and sales machine manufacturer and distributor categories.
- record dealers and chain store buying headquarters accounting for better than 85% of all records sold at retail in the U.S.
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- over 4,000 record company music publishers and talent handling executives in 1,300 companies throughout the world (not including U. S. territories and Canada).

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**News Briefs**

RCA Victor has named Josef Stefan as vice-president, magnetic tape and custom records. Victor Vice-President and General Manager Norman Racusin, said the position is a new one and emphasizes the growing importance and expansion of tape manufacturing and marketing in the entertainment, computer and informational fields. Operating under Stefan are R. C. Williams, custom records manager; Ed Welker, magnetic tape marketing manager, and E. D. O'Malley, manager, Indianapolis magnetic tape plant.

W. R. Anton, vice-president in charge of sales, and K. A. Tweddal Jr., chairman of the management committee, have been named to the board of directors of Fiduciel, Chicago-based needle manufacturer.

Magnavox has appointed Alfred S. Gussin as vice-president for manufacturing services, according to Frank Freimann, president. Gussin will be in charge of advertising, retail promotion, marketing, training and market research. He'll headquarter in Toledo, Ohio.

The 3-M Company has appointed Daniel Dentham as general sales and marketing manager of its magnetic products division and Lauren L. Morin as the division's manufacturing manager. Both will headquartered in the division's executive offices at St. Paul, Meanwhile, the company's Rever-Weikensack, Division announced four new appointments. B. R. Boatman became sales supervisor for the Western area for consumer products; I. S. Hulbig became sales supervisor for the Midwest for consumer products; and N. G. (Scotty) Lyall, became supervisor for visual audio marketings.

H. H. Scott has now made available a complete catalog of their new stereo line. The fully illustrated catalog contains specifications, descriptions and photos of the Copley and Exteter series of consoles.
Musicapes
Buys Catalogs
Of 2 Companies

CHICAGO — Peter Fabri of Musicapes, Inc., has picked up the cards of HiFi Times, Los Angeles, and Concertages, Chicago, giving Musicapes an additional 100 tapes in its already sizable catalog.

Merle Schirado, Musicapes vice-president, said that the addition now gives the firm the second largest catalog in the tape field. Musicapes already carries the lines of some 14 major distributors.

The addition of the HiFi catalog involves some 50 tapes, including such artists as Arthur Lyman and George Wright. Concertages also has 50 tapes, including the Fane Arts Quartet. All the tapes from the two firms will be immediately available.

Schirado noted that tape sales were up everywhere except in the phone field. He attributed this to an increased interest in tape on the part of the record dealer. Schirado said that record dealers were going to have to get into the tape business more and more.

Labels distributed in Musicapes tape catalog include United Artists, Decca, Vee Jay, Crescendo, Starday, Caradon, Monarch, Kapp, Ford, HiFi Times, 10th Street, and Everest. In all, the firm now has a catalog of some 350 tapes.

Schirado credited much of Musicapes' success to its ability to move fast and remain flexible with music-oriented people.

Profits Up
At Motorola, Magnavox

NEW YORK — Magnavox and Motorola both reported a rosy picture of general business conditions last week. At the same time, the Electronics Industries Association marketing services department reported a distributed sales and factory production of portable and table models slightly up for August of this year against the same month a year ago.

At Magnavox, the company reported a 60 per cent increase in consumer electronic product sales in the third quarter. Concurrently, the firm showed a 20 per cent increase in profits. Sales of Magnavox TV, stereo and related equipment topped an all-time high in the third quarter of this year and the firm expects that trend to continue throughout the end of the year.

Motorola reported all record sales and earnings for the third quarter. Sales level of $98 million was 15 per cent over the $85 million record set in 1962 for the same period. Sales for the first nine months of 1963 also set a record of $279 million, a 10 per cent increase over the same period a year ago. All six of the firm's divisions, including consumer electronic products, contributed to the level.
Iowa Collections Just Recovering From State’s Switch To Booze

DES MOINES—Iowa switched from a dry to wet State in the spring, and quickly scrambled the coin machine industry. Collectors were busy looking behind the bars to grab smokers. When he was finally old enough to smoke at home, the fun was gone.

Although a dry State until this year, Iowa had “private clubs,” where “members” could bring their bottles and be served. In some instances, they could even buy individual drinks.

Best Locations

These same clubs were some of the best coin machine locations in the State. Closing hours were virtually nonexistent; traffic was excellent.

Iowa’s new liquor laws have legalized everything and private clubs are no longer necessary. However, there are several bars.

For one thing, the cocktail lounges and restaurants that now serve liquor have to buy it at liquor stores, paying retail price; it can’t be purchased at wholesale.

For another, the locations now have a maximum of 60 downtown locations and on any given day they have to close by midnight, weekdays by 1 a.m., and all bars and clubs no longer find it profitable to do business.

Location Loss

In this city alone, there are 60 downtown locations. A few new cocktail lounges have opened, but not nearly enough to make up for the loss.

Juke box and game operators have tried to overcome this. They now have on their floors some 10 or more pieces of equipment that used to be in clubs. The pieces left are doing business, but not nearly enough to make up for the loss.

Another fly in the ointment has been a recent Supreme Court ruling that allowed a few bars to open up, and although they are operating under the new law, the whole business is not there yet.

Looking ahead, however, the outlook is surprisingly optimistic. The liquor laws have hurt the coin operators, but the coin is still in demand and wages have come through the period of real hardship. The business for the rest of the year should be excellent.

Genie, the operator, said that in combination with other operators in the State, the liquor laws have hurt business. However, Genie added, he realized that in the record manufacturer’s case the contact with the operators. He added that all the operators are doing well, but not getting all the support from the local community.

Generally operators feel that the regulations made to business and business should find its own level. Juke boxes and game operators are doing well, with pool games enjoying perhaps their best year in many of the clubs.

There are fewer locations, but there are fewer hours, and the operators are now remaining with their business in pretty good shape.

New York Operators Hear Plans for Regional Groups

NEW YORK—More than 50 operators and several out-of-town guests attended the 26th annual meeting of the Music Operators of New York at the Skyline Motel here October 29. Main subjects of discussion were the Celler Bill and MONY’s new contract form (see separate stories).

Mililie McCarthy, president of the New York State Coin Machine Association, told the operators how the State association can be held in line with local and State legislation and requirements.

Mrs. McCarthy said that the co-operation among regional groups was in a lull. She measured responsibility for getting a favorable report from the New York Liquor Authority on six-pocket pool tables.

MOA Elects Al Denver to Another Term

NEW YORK—Al Denver was elected to another term as president of the Music Operators of New York at the group’s annual meeting at the Skyline Motel here Tuesday (10/30). The Brooklyn operator, who is also vice-president of the Music Operators of America, has headed the local association since it was founded in 1937.

Other officials, all re-elected, include:

(Continued on page 36)

Gay Viennese Waltz Theme Of New Williams’ Pinball

CHICAGO—All the fun and excitement of a Viennese Waltz is incorporated in Williams’ new Merry Widow pinball game. Four can play at one time and the game can be adjusted for three- or four-player action.

A pair of moving targets score 10 points the same value when hit. Two shooters fire a ball from the bottom of the beard at moving targets.

The top bumper scores 100 points when hit. Merry Widow also has a two-way match feature. Two flippers, ball-ey targets, Plastikote finish playfield, locked coin box, stall receptors and twin chute options are other features.

Gay Viennese Waltz Theme Of New Williams’ Pinball

Tavern Owners, Ops. In N.Y. Dig They’re On Same Team

By AARON STERNFIELD

NEW YORK—Empire State tavern owners and music machine operators are slowly but surely realizing that they are really on the same team.

For years,-letter operators have had a point of leverage by switching of games in the same location.

But recently both location owners and juke box operators have realized that the tavern owners are more areas of agreement than disagreement, and that in the field of liquor sales there is a better gateway royalty exemption for automatic photographs, they face a common enemy.

This was the climate of the agreement reached with the New York State Restaurant Liquor Licensees. It ended its three-day run at Grossinger’s Catskill Mountain resort, Wednesday (10/26).

Pledge Support

Two weeks later, representatives of the location owner group had attended the annual meet of the New York State Coin Machine Association in Albany. At the time, Tony Vis- ciglio, past president of the NYSRLA, and Leonard Friedlander, the association’s attorney, had pledged support to the common men in their fight against the Celler Bill.

Last week, the coin machine organization returned the compliment. William Strong, president of the NYSCLMA, was on hand at the Grossinger convention to support the Celler Bill and attempting to convince individual tavern and restaurant owners that passage of the measure would be against their best interests.

Her argument is that if the performance royalty exemption is removed, use of juke boxes cannot be the only victim. She explained that if the operator is forced to pay the licensing societies for performance rights, the machines must come from somewhere, and if the location owner doesn’t assume part of the burden, the restaurant and tavern patron must.

Davis Example

New York State music machine distributors are also cultivating the location owners.

For years, the Davis Distributing Company, Seeburg outlet, has been showing at the NYSRLA conventions.

This year they were joined by the Blitota Distributing Company, Wurlitzer distributor for all New York State except the New York City area. The company put on a full-scale exhibit with models of the Smoke Shop with the 50-cent changer, two Model 2700 Wurlitzers, a Celeron 21 and four Wurlitzer’s in upright gold musical units, a hole-in-the-wall model and Underhill Williams automatic volume control for television sets on display.

John Blitota and John Bi- tota Jr., from the firm’s Newark, N. Y., headquarters, were on hand, while Doc Burdick of the Blitota showroom also performed missionary work.

Mickey Greenman, vice-presi- dent of Celeron, explained the workings and programming of the Ballad-made cinema machine, while some of the other representatives present were Richard Hain, Larry O’Toole, and Bill Kano, Todd-Williams.

Wurlitzer also showed its line of (Continued on page 36)
Some "common" things about our highly uncommon phonographs

We like to chant and rave about our "new and different" features as much as anybody. But we also know that it pays to have some common things in our phonographs, too. "Common" in terms of interchangeability from one unit to the next.

For example, this year, instead of making two separate receiver units for our four new phonographs, we're making only one easy-to-interchange receiver . . . which means simplified servicing, and less inventory costs for everyone concerned.

The same thing goes for the full-dimensional speaker system, Mech-O-Matic changer, "money-counter," tone arm assembly . . . in fact, virtually every component is interchangeable. How about that for top versatility!

It is this kind of design and engineering which has made it common knowledge that Rock-Ola is the big name for top profits!

See the new Rhapsody II and Capri II now at your Rock-Ola Distributor's.
Coin Machine Veteran Makes Success of Background Music

By SOLOMON R. KUNIS

CLIFTON, N. J.—To most columnists in the New York metropolitan area, Ed Burg is the dynamo who runs Runyon Sales' North Jersey music-machine operation. Burg, a veteran of 20 years in the coin machine industry, is considered one of the most astute juke box programers in the area.

But Burg is equally prominent as a background music operator. Some 12 years ago, he started out as a small Muzak franchiser in the Newark area and New World Music Corporation. Currently, World Music is one of the most profitable Muzak franchises in the East.

In 1961, World Music took over Muzak's Bergen-Passaic franchise from Manny Ehrenfeld, which just about doubled the firm's background music operation. The final spat took place this spring, when the company bought out the Kenilworth franchise from Tom Berry and the Gregory interests. This acquisition extended World's franchise to virtually all of New Jersey, except for a few southern counties handled out of Philadelphia.

Sold on Product

Burg attributes his growth as a background music distributor to the fact that he is thoroughly sold on the product he handles. The Muzak programs provide a range and diversity which he considers vital to his business.

"Different programs are available for office or factory locations," he explained, "and the music is varied continuously so that our listeners don't get tired of the same tunes all the time."

The product handled by World Music is transmitted from Muzak's New York headquarters on a carefully planned schedule 24 hours a day. About one third of the subscribers receive their background music over leased telephone lines. The remaining customers in the area get the same program by means of an FM radio hookup utilizing multiple transmission over Station WBFM.

From Types

Three types of programs are offered subscribers in the New Jersey franchise. Stores and offices receive generally light and subdued music during the first and third quarters of every hour. Factory workers are treated to somewhat peppier rhythms during the second and fourth quarter hours. Public areas such as banks, which cater largely to a transient audience, get both programs and continuous music. It is not uncommon for a large installation to have the office and factory programs piped to different parts of the plant.

A dynamic man in the middle 40's, Ed Burg's business interests have spread to real estate and vending machines, in addition to his active role in the Muzak operation.

Consequently, much of the daily burden of running the background music enterprise is entrusted to Bill Chapman, World Music's sales manager. Chapman, who began his background music career as a salesman in Muzak's New York office, joined Ed Burg in 1961 when the Bergen-Passaic franchise was acquired.

Service Essential

In addition to a good product, Chapman feels that a distributor must provide his subscribers with two other ingredients if he is to succeed in business. One is a top-quality installation at the customer's site where the program will be heard. The other is dependable 24-hour service to ensure that the subscriber's sound system is always in tip-top shape.

"The subscriber deserves the best possible reproduction for his background music," Chapman observed, "and he won't remain your customer long if you fail to give it to him."

In World Music's franchise area, every sound installation is tailor-made for the subscriber. Burg's firm designs each installation and installs the sound system in accordance with standards set by Muzak.

Normally the subscriber pays the installation cost and assumes ownership of the equipment. (Continued on page 55)
Marvel Brings Out Slugger Game

SLUGGER

CHICAGO — Marvel Manufacturing Company is introducing a new counter game called Slugger this week. The game is built around the baseball theme, with customers testing their batting eye with each shot. The game is housed in a natural wood cabinet with polished chrome fittings and can be equipped with 1-cent, 5-cent or 10-cent coin chutes. Slugger is 18 inches high, 12 inches wide and 8 inches deep. Price is $54.50, f.o.b. Chicago.

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(Continued from page 1)

ECUROPEAN NEWS BRIEFS

New German Game

HAMBURG—A new game testing driving skill — Kilometer-Mile—has been developed by the Max Tarsky firm in Herford, Germany, and is being distributed by the Hamburg firm of Geburser Schrader. The game is primarily a nerve-reaction test and is being promoted as a safe-driving aid as well as amusement device. It follows the pattern of recent new German games in striving for dual appeal — amusement plus the development of driving or other skills.

Spanish Crackdown

MADRID—Spanish authorities are cracking down on the transit boxer and thug traffic, photographs brought in from outside the country and declared as the personal property of a tourist.

American's "IMPERIAL" Pays . . .

The exciting IMPERIAL attracts more players and more coins than any game ever to work for you, the operator.

- Handsome and sturdily con-
structed to ensure long life—some features include Home-Callar Play Control, Pin Gate Control (even direct play in the center), embossed, engraved, stenciled, gold-embossed, brilliant finish.

For a game that will really earn high profits for you, year after year, you must to yourself to see the IMPERIAL at your distributor's or write for free brochure.

Cleveland Coin International

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**Police Cracking Down on OP Dealing Dollars in Bulk Unit**

CHICAGO—National Vendors Association has joined local police in a crackdown against a capsule machine operator charged with gambling. The operator—still unknown to police—is dispensing dollar bills in plastic envelopes along with the usual mix of charms.

The machines were discovered in a South Side candy store, where the first retailer was immediately arrested on gambling charges. Vice squad officers said similar machines are located in other South Side establishments, and efforts are being made to confiscate them.

The machines came to light after complaints by the principal of a South Side grammar school who said that children were losing their lunch money in the machines.

**Eppy Throws in Display Card**

JAMAICA, N. Y.—Eppy Charms, Inc., announced that it is giving a four-color merchandising display card with each of its new charm mix. The mix consists of 100 gimicks and 400 assorted gold charms. Charms mounted on the display face are Gold-Plated Watches, Luminous Bulbs, Gold Goofy Teeth, Reverted Perdant Hearts, Gun and holster Sets and the Ten Tool Mix.

The new Eppy Giant Charm Mix, with 20 assorted items, will be sold at $2 each. Twenty labels are provided with each 1,000 charm bag.

**NVA Seeks Official Word on Bulk Items**

CHICAGO—Is a dime bulk vending item jewelry or a toy? National Vendors Association is seeking a definition from the government. It seems jewelry subject to a federal excise tax while toys are not. Dime bulk vending legal counsel, said that IRS agents in some parts of the country were considering that dime capsule items were jewelry and subject to the tax. Mitchell added that the NVA legal counsel noted that this was "just the type of practice that could inadvertently give the entire bulk industry a bad name." He noted it was important that the public realize that the practice was not tolerated by the industry's legitimate operators.

**Draws Comparison**

Mitchell drew a comparison between people using film and cameras to make pornographic pictures and others using the same equipment to make legitimate motion pictures. In any case, the film or camera people (Continued on page 36)

**Future of Licenses Topic At Western Vend Meeting**

LOS ANGELES—Preston Coombs conducted his first meeting as president of the Western Vending Machine Operators Association at the first topic of discussion licensing now and in the future at the regular monthly dinner meeting held Tuesday evening (29) at the Barnay Castle here. Barnay Castle was chosen as the locale because the President Coombs is a legal advisor and paid secretary, reported that the subject of discussion was the license fees of $2 for penny and $10 for nickel machines in Sec. 140. He said fees are being studied and consideration will be given bulk rates by the city officials with an early decision to be made. Buena Park, Zola, said that the assessment of $6 for penny and $9 for nickel machines in the city is at a standstill, he reported.

**Nashville Bulk Machine Firm Starts Production**

NASHVILLE—Vending Manufacturers, Inc., this week went into production on bulk vending machines. Production runs schedules calling for, 1,000 units a day.

VMI is headed by C. V. Hitchcock, with John Dunn, president, and R. C. Threadgill, secretary. These men hold the sales offices in the South Plastics Company and the Hermilage Music Company.

Southern is a record pressing plant, while Hermilage is a music machine and coin game distribution firm.

The machines will be based on patents held by Kenneth McPhail of the bankrupt Beaver Vending & Casting firm of Toronto, Beaver, which went out of business about a year ago, has sold VMI all tools, dies and manufacturing equipment.

The plant is in a 7,000-square-foot building which is leasing from the Tennessee Equipment Company.

Machines will be sold through distributors in the U. S., Canada, Germany and the United Kingdom.

The firm employs 30 persons, with another 20 to be added when production gets in full swing.
VENDORAHA

Vendors' Views
On Pillferage
Aired at Meet

NEW YORK — Members of the New York Bulk Vending
Machine Association discussed the pillferage problem at
their Monday night (28) meeting here.

In the last month about 70
vending machines in Manhattan
and the Bronx have been robbed
by a person or persons who have
left the keys to the machines.

Last week, local police ar-
rested a group of persons- agents
who have since been convicted of
the robberies. How they obtained
the keys is not known.

The operators are considering
asking the manufacturers to
make machines with two locks
to discourage this type of pil-
ferage. However, the only prob-
lem is that the increased cost of
the additional locks might be more
than the pillferage losses. Also,
two locks would increase servicing
time.

Guests at the meeting in-
cluded two distributors, Joe
Mandell and Jack Schoenbach.

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CABINET NOW AVAILABLE IN METAL OR SOLID OAK
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OPERATORS REPORT FABULOUS EARNINGS FOR
VENDORAHA V2 25c & 50c Capsule Vendor
Holds 200 V2 Capsules
Write today for full information on the Vendora-ha V2 Capsule Vendor and the new V3 capsules.

VICTOR VENDING CORP.
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Chicago 39, Ill.
Ethics, Bylaws On Agenda of Ill. Coin Group

CHICAGO — The newly formed Illinois Coin Machine Association (ICMA) is expected to approve a set of bylaws and code of ethics when it holds its second meeting at the Hilton Inn in North Aurora Sunday (10) at 2 p.m.

Operators from all over the State have been invited to attend. Clinton Nelson, who headed the association’s initial meeting here recently, said Les Monroe, president, said he expected the Aurora turnout to be equally good.

Monroe said the agenda will also include the appearance of an attorney to discuss taxes. The ICMA president said the subject was a vital one with everyone in the area.

Empire for the Illinois group can be found on page 5 of the State first jule box tax—a $10 general levy that covers all coin-operated equipment. The new group is open to operators of all types.

Monroe noted that legislative hearings and public relations were to be vital functions of ICMA. He noted that the quick passage of the State’s $10 levy was just a sample of what can happen. He noted that without representation there was nothing preventing operators from being assessed virtually any amount.

MOA Elects Denver

— Continued from page 50

and the legitimate movie-makers should not be held responsible for the actions of the pornographic operators. Dave Mitchell said he noted that in the present case, the thousands of bulk operators—most of whom wouldn’t be held responsible for the actions of the operators—of this group or any operator who is not even a member of the industry.

Mitchell noted that it was important that the industry maintain the distinction between the legitimate exhibitors and the operator of gambling equipment. He noted that the “image” of the bulk industry was at stake.

Tavern Owners

— Continued from page 50

of pianos, organs and sidemen.

The Wurlitzer phonographs featured in the new tavern and album program. The latter, a conversion of a Bilotta, is being sold to New York State operators.

Seeburg was represented by John S. Sturgis, chief engineer, and Sid Gordon, of the Davis sales force.

The Seeburg display consisted of the LP Console, featuring album programming, and the Seeburg cigarette machine.

N. Y. Operators

— Continued from page 50

location does not constitute a “substantial change.”

Location Sales

Denver told the operators about promoters who are soliciting their stores to sell them music machines at prices much below their normal cost. He also warned operators to fill out the Internal Revenue Service Form 810, which requires reporting of commission, loan or bonus payments to any non-incorporated firm when $1000 or more receives more than $600 a year. New York has a similar form.

New Members


Guests at the meeting included Tom Greene and Mike McGraw of New York State Operators Guild; Millie McCarthy and Lou Warner, New York State Miscellaneous Association; Carl Pavesi, Westchester Operators Association; and the former president of the Massachusetts Music Operators Association: Murray L. Lowry and Larry Turen.

John Pavesi, representing the Lung Music Distributors, and Bernie Boerstein, BB Records.

Police Crackdown

— Continued from page 54

This is also a big problem for Burg and Chapman. Their service trucks roam all over the State making necessary—and sometimes not so necessary—repairs. They are up to $1000 per day for each service truck.

Phone Diagnosis

To minimize unnecessary service calls, the Burg and Chapman service operators try to get assistance in telephone diagnosis and sometimes even offer to do the job for a small charge.

The value of proper service cannot be over emphasized, Chapman believes. The proper servicing of a coin machine is completely under the control of the coin operator, and one that will most often determine his success in business.

Marcello, Wurlitzer Phonograph and Parts

Wurlitzer phonographs are manufactured by the Wurlitzer Company, 1707 W. North Ave., Chicago, Ill. 60622. Wurlitzer phonographs are available in a variety of styles and sizes to meet the needs of any establishment. Wurlitzer phonographs are designed to provide a wide range of entertainment options, from classic music and karaoke to modern pop and rock. Wurlitzer phonographs are equipped with advanced sound systems and are compatible with a variety of accessories, such as microphones and speakers. Wurlitzer phonographs are built to last, offering high-quality sound and durability. Wurlitzer phonographs are a popular choice among establishments, including bars, restaurants, and clubs. Wurlitzer phonographs are reliable and easy to use, making them a practical choice for entertainment purposes. Wurlitzer phonographs are available in a range of price points, allowing establishments to choose the model that best suits their needs and budget. Wurlitzer phonographs are also backed by a warranty and customer support, ensuring peace of mind for establishments that purchase one. Wurlitzer phonographs are a proven choice for entertainment, providing a wide range of options for establishments looking to enhance their entertainment offerings.
EUROPEAN NEWS BRIEFS

plois loopholes in the motor vehicle registration laws of both Spain and the U. S. States concerned.

In checking the car registration flag, Spanish authorities have discovered that some operators, to circumvent import and currency controls, are mounting phonographs in trailers bearing U. S. license plates. The phonographs are placed at amusement centers and fairs on a transient center or dismantled from the trailer for permanent placement.

Greek Payouts

ATHENS — Greece has become an expanding market for West German payout machines. While in theory payouts are banned, Greece, in practice, is admitting the machines and giving them what amounts to official sanction.

Pay-outs are now permitted to operate virtually without restriction in major areas of the country. Legislation is expected to be passed soon giving the German machines official status.

There is speculation that Greece will adopt West Germany's own "model" payout legislation, restricting play and requiring certain standards of mechanical inspection of the machines.

French Policing

PARIS—France's Federation Francaise des Professionnels de l'Automatique (FFPA) has organized a special committee to help enforce France's coin machine laws, especially laws against the operation of certain types of equipment.

The FFPA took the controversial step (which has led to some disgruntled trade element complaining that the operators are being misused as informers) to demonstrate its good faith and desire to co-operate with the authorities.

The main piece of illicit (in France) equipment at issue are bingo machines. The FFPA contends that by co-operating with the authorities in such dramatic fashion it will be rewarded with special consideration in the matter of imports and currency controls.

The FFPA is serving notice that it will advise police at once of any infractions of customs restrictions or violations of operating restrictions which come to its attention.

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Seek Alternative

This comes to $3,200 from the immediate area. All the funds are earmarked for the MOA legislative fund.

MOA Strategy

Denver said MOA will fight the bill at every step in the legislative process. He charged that as no public hearings were held by the House Judiciary Committee on the final bill, it could be sent back to that committee by the House Rules Committee.

If that fails, he added, MOA will carry the fight to the floor of the House. And, he concluded, if it ever carries the House, MOA will expend every effort to kill the measure in the Senate.

Denver charged that if the present bill ever passes, the operators will be at the complete mercy of the licensing societies, as no ceiling on payment rates is provided for.

Pioneer Bows Tropicana

At Milwaukee Showing

DAN KAROLIA, Pioneer Sales & Service, showed the new Rowe-AMI Tropicana to Mr. and Mrs. Val Andreas, Andreas Coin Machine Company, Malena, Wis.


IN THE CHOW LINE: Mr. and Mrs. Cooper Stig, Cap's Amusement Company, Racine, Wis.

HAPPY COINMEN AND LADIES at the Pioneer Sales & Service AMI showing. Seated, from left: Armes, Jerry Groll, Earl Snyder, Henry Hearne and Fred Snape. Standing: Jerry Groll, Pioneer Sales & Service; Fred Brown, Suburban Music; Sam Cooper, Pioneer Sales & Service, and Earl Snyder, Suburban Music.

PIONEER SALES & SERVICE'S Jerry Groll played host to Mr. and Mrs. Gilbert Hively, G. & H. Service Company, and Mr. and Mrs. Le Verne Downie, Led Amusements.
Turn Existing WURLITZER Wall Boxes Into Personalized Music Outlets

With This
WURLITZER Private Stereo Speaker
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For Booth, Counter or Bar

Boosts Earnings at One-Sixth Cost of Competitive Units

Save hundreds of installation dollars ... increase patrons' listening pleasure ... multiply YOUR profits!
Do it all where you have Wurlitzer Model 5200 and 5250 Wall Boxes already installed by the simple addition of the new Wurlitzer Private Stereo Speakers.
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THE WURLITZER COMPANY • 107 Years of Musical Experience • NORTH TONAWANDA, N. Y.
INCOMPARABLE TIMES TWO SQUALLS Judy Garland and Tony Bennett. Judy took a week off from her television schedule for vacations in New York, where Tony was playing the Capodimonte, and in an impromptu song fest both troopers gave a two-hour treat to the packed upstairs room of the club. Tony will reciprocate by appearing on Judy's television guest star on her show December 15.

KING FOR A MONTH: Mercury Records recently awarded Tommy Schlesinger, of Joy Kay Records, Detroit, its outstanding salesman award. Looking on (left to right) Joy Kay President John Kaplan, Brook Benton, Marc Avery of WJR, Al Volant of Joy Kay, and Morris Diamond, Mercury promotion chief.

MEXICAN GOLD: Top Mexican singer Javier Solis is presented with gold record for sales on his album, "Escandalo," by Columbia Records' Latin A&R chief, Peter Resaly, during recent New York engagement at the Puerto Rico Theater.

TOP BRASS HONOR CLIFF RICHARD: During week-long visit to the U. S. for appearance on the Ed Sullivan show, Cliff Richard (center) was guest of honor at party given by Epic Records. The occasion attracted such prominent guests as Columbia Records' President Goddard Lieberson (left), as well as S. G. Wood, general manager of EMI Records, Ltd.

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