British Beatles Hottest Capitol Singles Ever

By ELIOT TIEGEL

HOLLYWOOD—The Beatles' Capitol single, "I Want to Hold Your Hand," this week jumps aboard Billboard's Hot 100 chart, topping it at No. 45 spot 10 days after its release. The record hit the market, thus becoming the fastest-breaking disk in the labels history. (See page 38.)

According to Capitol, dealer orders pasted the million mark at press time with the New York City market alone responsible for 294,000. Billboard learned that Capitol called for a Record Industry Association of America audit of sales. The label hopes to get RIA a certification in time so that Capitol President Alan Livingston will be able to present Britain's Beatles with a gold record award when they arrive here February 7.

Capitol's artist and repertoire Vice-President Roger Gilmour told Billboard his and his boss shipped 640,000 copies during the first week of the disk's release. (Continued on page 8)

London Says Product Over Price

By PAUL ACKERMAN

LONDON—London records on Wednesday (8) unveiled its January product and 1964 sales plan at a convention notable both for its glamour and address business principles. American and Canadian distributors, here as guests of Sir Edward Lewis, chairman of the board of his parent firm, Decca, Ltd., received an unprecedented invitation and were writing their orders Wednesday night, immediately after a day of product presentation at the Decca studios.

The product entailed 31 London packages, plus 52 albums in a new "import" series, the latter being the London-Argo line. For the first time, a London-Bond, executive vice-president, in commenting on the distributor program, emphasized the need for industry stabilization and a return to sane practices. Herb Golfsky, national sales director, struck a similar mood.

He said: "Let us merchandise product, not price, in 1964. We will give you the tools." "Not Suicidal" He added: "Product will flow steadily and intelligently, and our discount structure will be acceptable but not suicidal. Go back to the store you walked out of years ago... become hungry again... too many have become fat and pudgy... use your brain, catalog selling is not a lost art."

The manner in which the (Continued on page 81)

LATE SINGLE SPOTLIGHTS

MEET THE BEATLES—Capitol T 2407 (M); ST 2407 (S)—The Beatles, Britain's prize group with the Liverpool sound, have created a great stir here. Their initial single is already well up on the charts and has taken out his cash in on the publicity spurt, should move out rapidly. For full review and cover reproduction see next week's Billboard.

Retailer Hit by FTC Guidelines

WASHINGTON — Federal Trade Commission's new guides against deceptive price advertising will be harder on the retailer than on the manufacturer in the record and other fields. The retailer will be held responsible for any "savings" claims to consumers in advertising. Bar- gain price claims must be truly below the customary area price levels. But FTC says the national and regional manufacturer and distributor can't be expected to investigate in detail the prevailing prices in the many areas they serve.

The advertising guidelines issued last week (not in any way connected with the future record industry guidelines now in exploratory stage at the FTC) brought sharp dissent from Cnrr, Everett MacIntyre. He says the new guide wording is vague, general, and open to numerous interpretations. He particularly scores as a "reversal of policy" the new leasing granted manufacturers and rationale advertisers to suggest list prices with only the "vaguest" tests of their responsibility.

The new guidelines go to price advertising which claims bargain for consumers on the basis of previous higher prices offered by the retailer. The guidelines aim to prevent use of "inflated" former prices to make current pricing seem like a bargain.

The retailer, for example, should guard against the manufacturer's suggested list price to compare with his own "reduced" price, unless that list price is customarily charged by the principal competitors and it had better not set up a temporary inflated price, then drop it in the area level and advertise it as a "special sale" price. The manufacturer and distributor, on their part, are warned to act "honestly and in good faith" in setting and advertising list prices on their product.

The guidelines are not statements of law or fixed rules, FTC points out. They are intended as guide for the "honest business- man" to keep his pricing practices safe from charge of deceptive practices by the Commission.

London Sneaks In Town

NEW YORK—Under wraps of secrecy, this week's RCA Victor, its Italian and world-wide singing star Rita Pavone into the country for clandestine recording sessions. Miss Pavone recorded her first album and some singles in English for release later this year when the young lady makes her official performing debut and an extensive stay in this country in either May or Sep.

(Continued on page 8)

From Autumn Leaves to 7,000,000 Albums

The Story of ROGER WILLIAMS

See Page 45
BEAUTY and the BEARD
(hottest sales mating of the season)

Breaking out all over and bound to be big! Ann-Margret and Hirt singing, with Al tastefully adding his horn for extra good measure. Everyone loves the happy blending on "Bill Bailey," "Just Because," "Personality" plus many more. Put your order in now! Cash-in on this double smash album!
Six of the foreign records released in the U.S. this week in the top 10 with three of the discs scoring No. 1. The No. 1 award winners were "Sukiyaki," by Kiyu Sakamoto, Capitol, "Dominique," by Singing Nun, Sonet, and "Tezar," by the Troubadours on London.

It looks as though the Beatles "I Wanna Hold Your Hand" on Capitol will be another No. 1 winner. According to one industry observer, the Beatles' massive built-in fan base is the key to the song's success.

Unlike 1962 and previous years, when independent labels seemed to have a corner on hits from overseas, 1963 has seen stronger resistance to their far-reaching world affiliations, come in for the biggest share of hits from foreign sources. Capitol, Victor and Columbia (through its Epic sublabel) all came in for a share of the overseas hits. Most imposing of the major independents was Mercury-Stereo-Philips, which, through its overseas contacts with the vast Philips empire, came up with both singles and albums from other labels that were hits in America.

In 1962 Great Britain accounted for most of the big hits from overseas. In 1963 such diverse countries as Belgium, Australia and Peru joined Great Britain as hit producers.

Hollywood—Jack Wrather, president of the Wrather Corporation, was elected this week to the Board of Directors, BMI, Inc., board of directors. Wrather’s varied interests include ownership of the Burbank, Calif., TV stations; "Klondike," "Lone Ranger" and "Sgt. Preston," an oil corporation in Dallas, Harry James recording label; a record holding, and on the Board of Directors, BMI, Inc., the organization which owns radio and TV stations in various markets.

In addition to Wrather, other members of the newly elected board include Glenn Wallichs, board chairman and chief executive; CR President Alan Livingston; Vice-Chairman Don Bonbright. Mr. Joseph Lockwood, chairman of BMI, International division, John Wells, New York attorney, and Mr. Al J. Davis, chairman of the American Mutual Fund.

3 Video C.W. S. Series
In Hollywood Works

HOLLYWOOD—Three television series developed around country & western music are currently in production for national release. The shows are all being filmed, utilizing top artists in the country field. Plans are to sell the series to the national network or to place the films in syndication.

The shows, which go on the air as soon as seven out of 26 shows already filmed in its "Star Route" series, Medallion Productions, headed by John Ettlinger, hopes to place the series in a new, extensive country area. Rod Cameron as host, the 30-minute show is "this is your life" in the country field with top "second string" artists as winners in the c.w. field. Segments already shot feature George Jones, Hank Thompson, Johnny Cash, Rex Allen, Leroy Van Dyke and Jackie Clark.

Bill Bailey, who will emcee the series for 14 of the nine shows are already in the can. He calls his program a "sophisticated pop country" variety show done before a live audience. Each program features a different guest star supported by a cast of 14 headed by Merle Travis. Artists already filmed include Johnny Cash, Leon McAuliffe, Tex Ritter, Tex Williams, Dorey Burnett, Bobby Bare and Roy Clark. Bailey said he is hoping to have the show sold for either a late spring or summer slotting.

The third program is called "Shindig," produced and distributed by Selmur Productions, subsidiary of the Curtis Publishing Co. in charge of the show, Mirell explains that the pilot for the proposed series is being shot in conjunction with the TV, local outlet for the network. Artists skedded for this pilot variety format include Johnny Cash, Roy Clark, The Collins Kids, The Eligibles and the Golden State Quartet.

The effort on the part of the independent film production companies to develop TV properties emphasizing c.w. music, is the result of the development in the broadening influence which country music is achieving.

During the week 193 different songs scored for the c.w. records in Billboard. That fact, coupled with the national sales gains, the introduction of new c.w. stars and the growth of the c.w. shows on television are all positive signs that the market for c.w. music is still expanding.

Cameo-Parkway to Meet

PHILADELPHIA—Cameo-Parkway Records holds a national sales meeting and lunch- 

PHILADELPHIA—Cameo-Parkway Records holds a national sales meeting and lunch Monday (13) beginning at 1:00 p.m. at the Americana Hotel's Biarritz Room, New York. Private meetings will follow.

Chet & David On Victor LP

NEW YORK—Famous NBC newscasters Chet Huntley and David Brinkley joined the 

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Capitol Calls
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Are you bold enough to grab a new idea by the handle and hang on all the way to success?

Your Record Department can become an action center for exciting, record-buying adventures for your customers. With Columbia you will have at your command planned advertising, vivid point-of-sale material, star-
blazing albums and, most unusual of all, an intriguing idea that will capture the eye, the ear and the heart. In newspapers, on the air, in your windows and in your store, your customers will know and agree that they can “FLY” almost anywhere in the world of entertainment, and you hold the ticket to their enjoyment.

TAKE OFF WITH THESE EXCITING NEW RELEASES

FLY COLUMBIA RECORDS TO GREATER PROFITS
Vee Jay Meetings

NEW YORK—Vee Jay Records held three simultaneous regional distributor sales conferences in New York (111 W. 34th St.), Los Angeles and Atlanta. The firm announced 19 new albums and three singles. One new record is "One Million Dollar Baby," produced by Tony Dowd and Leonard Bernstein. In his new post, Rainie will be handling Columbia records for Vee Jay's domestic recording studies and the firm will continue to represent the firm in all labeling. 

Rainie Upped to V.P.

NEW YORK—Ken Rainie, a 20-year veteran with Columbia Records, has been named vice-president, recording operations, according to Victor Linn, vice-president and general manager. In his new post, Rainie will be handling Columbia Records for Vee Jay's domestic recording studies and the firm will continue to represent the firm in all labeling. 

'Columbia Cuts

NEW YORK—Columbia Records has announced permanent price reductions on a series of albums featuring the late Brubeck Walter, conducted by the Columbia. Originally released in 1959, album carries a new low list price of $6.98 a stereo.

The new price is offered in conjunction with a major promotion now under way on a January release of nine Walter recordings to be made available for Columbia. In another price cut, Columbia has reduced the price of Walter's recording, "The Orchestral Music of Johannes Brahms (a four-LP set) to $15.00 a set and $18.00 a stereo.

High Spirits' Score Is Out

NEW YORK—Publisher Howie Richmond announced late last week of the score for the new Hugh Martin-Timothy Gray show, "High Spirits," close to three months in advance of the expected Broadway bow. The vehicle will star Sammy Grimes, Beauregard and Edward Woodward. Original cast album rights have been acquired by ABC-Paramount Records.

Richmond has enjoyed considerable this past year with the material from the scores of the two British plays, "Oliver!" and "Stop the World," for which he owns the State Theater publishing rights. Professional and demo disks have gone out to diskiers, TV producers and other potential users.

Congressman Hits Center

WASHINGTON—Rep. Ste- even Vene, in a trial of the (R-N.Y.) has joined a nucleus of Congress- men who feel the government should not rush into legisla- tion to make the National Cul- tural Center a memorial to the late President. The Center would be renamed, and would receive $5.5 million in federally matched funds, with a bond- backed lease of the Lincoln Center property for a parking lot, in the prop- osed bill.

Derouin says the Cultural Center has been a "falling" project so far, and he doubts if the center would not be able to continue to support such a center. The idea, he says, would major with a financial failure if the Center did not go on. Derouin wants it to go on.

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Bilboard Articles

Philips Signs Four Seasons

CHICAGO—The Four Sea- sons has been signed by Philips Records. The group has a half dozen singles smashed in the past 16 months, three of which were No. 1 entries. All these, as well as five albums, appeared on the Veer label.

Under the terms of the new deal, Philips will release rec- ordings by the group throughout the world its overseas affiliate, "La Nuvola," is due out at once. Disks by the group will continue to be pro- duced by Bob Crewe.

The original Vee Jay deal in- volved a contract between Crewe's production firm and the label, with the masters leased to Vee Jay. Crewe's Representatives said they terminated this arrangement last year after Crewe accused Croser of what they called "breaches" in the agreement. Since then, the group has been with- out a disk pact.

Among their principal hits were "Strangers in the Night," "Don't You Know," "Walk Like a Man," "I'll Be There," "That's My Kind of Girl," "My Girl," and "New Mexican Rose."

PHILADELPHIA—Terry Tunes has been named as the sole source of dubs and masters was set up here by Philadelphia Records. Terry Tunes, president of the company, will manage and acquire the masters but gave actual sale and distribu- tion of records to others. Terry reported that for a starter, the company has already sold mas- ters to the Cameo, Argo and Imperial labels.

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LATE SINGLE SPOTLIGHTS

SOEUR SOURIRE (THE SINGING NUN)

TUNIS, May 5—(AP) A three-month-old record, "Dominoque," has been a smash for a long time, and this follow-up by Sourire has already generated heavy play out of her album on radio stations and is most appealing and is much in the groove of the original hit. Flip is "Fiere Tout L'Monde" (MRC, BMI) (2:15).

THE FOUR SEASONS

DAWN (GO AWAY) (Starday-Gavidia, ASCAP) (2:11) — The boys are back in town and this one is a real. Their previous success "We're back big here with their first on Philips. It's a good message song with plenty of zing, and it's a good song that touches and a good, strutting beat as well. Should move out fast. Flip is No. 13 on Today. (Saturday-Gavidia, ASCAP) (2:25).

DIE DEE SHARP WHERE DID I GO WRONG (Kalmann, ASCAP) (2:10) — The swinging little girl is back with another solid, rockin' dirty. Ditzy has a strong teen message, a big sound and a catchy arrangement. Well done all the way and it can make it. Flip is "Willamy Willamy" (Wynette, ASCAP) (2:10).

Camero 296

Fund Cutback Hurts Minny Park Concerts

MINNEAPOLIS—With the cutback in payments from the music industry, the fund for recording industry to musicians locally, the popular summer per- ker concert here, is in trouble. Robert Biglow, presi- dent of the Minneapolis Business Association Local 73, said last week he said the local union has petitioned about $20,000 a year from the Fund, and through this makes available musicians for benefit performances in public, including schools, other institutions and for its own concerts.

With an expected reduction in the budget of the Minneapolis Park Board, this year be- sides, Biglow said his group was seeking another sponsor to make possible the series of concerts.

Biglow added, "The music industry is sick—and will con- tinue to be sick until something is done about the use of music-

ic recordings." 

"Musicians who record are paid nothing for the sale of their recordings, being paid only for the original performance. and that is a small fee."

"Unfortunately, we are making living by playing music with no national legislation giving copyright protection to these musicians," Biglow added. "The Concert in Congress is that half its mem- bers are in broadcasting or the jock box industry and are not interested in aiding the present arrangements."

Sound of Music and Camelot

WHERE DID I GO WRONG (Kalmann, ASCAP) (2:10) — The swinging little girl is back with another solid, rockin' dirty. Ditzy has a strong teen message, a big sound and a catchy arrangement. Well done all the way and it can make it. Flip is "Willamy Willamy" (Wynette, ASCAP) (2:10).
You actually hear 100 world's great melodies

Featuring internationally famous artists and orchestras

Includes fascinating musical memory game checklist of hundreds of melodies for your record collection

Never before a re-order like this!

Your Super-Salesman for 1964!

Pre-tested for two months in Los Angeles, Baltimore and Washington, D.C.

We promised you exciting promotion on Capitol's new Promenade Series this year... and here's one of the brand new devices we've developed to help you move this "Middle Music" to the masses!

We pre-tested this unique LP in three major markets to be sure it would work before we released it nationally. Not only was the test a success, but the continued demand indicates that NP-3 will be one of the most-powerful traffic builders and album sales generators of 1964.

Customers are telling all their friends and are coming back for more copies of NP-3. More important, they are coming in with lists of Promenade albums they wish to buy as a result of hearing the excerpts on the NP-3 disc.

This special record, plus the 500-Melody booklet, counter display, window streamers, ad mats and Promenade browser divider cards are all creating action—action for dealers everywhere who are jumping in to this great promotion for records that fill the big gap between POP & CLASSICAL.

Push the line that's moving 'Middle Music' to millions!

Put this hot counter pack to work for you now!

Ask your CRDC Sales Rep for Full Details!

Dealer price 62¢ per LP!

In factory-packs of 20 LPs

Counter display provides bullseye space for whatever retail price you wish to feature!

Now available nationally from every Capitol Branch
THE 4 DAYS ON COLPIX LP

NEW YORK—The monumentally outstanding reportorial job performed by the nation's broadcasting stations is further documented in Colpix Records' LP documentary on the assassination of President Kennedy and its aftermath, "Four Days That Shocked the World." The comprehensive chronology begins with the late President's breakfast speech at Fort Worth and ends with taps at Arlington. Featured are excitingly gripping on-the-scene accounts of the swiftly evolving events of those four days provided by United Press International, The Associated Press, AP-World News, NBC, ABC, Mutual, CBS, KOMO, Seattle; ABC, Los Angeles; WFLD, Chicago; WABC, New York; KYW, Philadelphia; WRAL, Raleigh; and WRCA, Washington, D.C.

The record is a fitting tribute to a political leader who was a true American. President Kennedy was a man of the people, a man who understood the needs and aspirations of the American people. He was a man who fought for peace and justice, and his assassination was a tragedy for the world. The record is a reminder of the importance of supporting democratic leaders and the importance of fighting for peace and justice.

The record is also a reminder of the importance of music as a form of expression. It is a powerful tool that can be used to promote change and to inspire people to take action. The record is a celebration of the power of music to bring people together and to create a sense of community.

In conclusion, the record "Four Days That Shocked the World" is a fitting tribute to President Kennedy and a reminder of the importance of supporting democratic leaders. It is a powerful tool that can be used to promote change and to inspire people to take action. The record is a celebration of the power of music to bring people together and to create a sense of community. It is a reminder of the importance of fighting for peace and justice.

**New Counsel To Meet With NARM Board**

NEW YORK — Albert A. Carretta, recently retained as counsel to the National Association of Recording Merchandisers, will hold his first meeting with the board of directors Tuesday and Wednesday at the Summit Hotel here.

Carretta, a specialist in music industry law, was formerly with the Copyright Bureau, which handles disputes over copyright infringement. Though no date has been set for the conference, it's expected to last two days.

The special two-day meeting here will deal with proposals to be advanced by NARM at the convention. The proposals would cover such subjects as broadcast, recording, and live performance.

**Court Restrains JFK Disk Sales**

HOLLYWOOD — Premier Albums, Inc., has won a preliminary injunction against three California record companies enjoining them from producing and selling a record album containing speech highlights of President John F. Kennedy.

The preliminary injunction also states that these three companies may not be enjoined in any manner so as to harm “harmless” any retailer, manufacturer, or wholesaler who is acting in good faith in selling the records which were made by the defendants.

The preliminary injunction notes that these three companies are the only ones that have been enjoined in any manner so as to harm “harmless” any retailer, manufacturer, or wholesaler who is acting in good faith in selling the records which were made by the defendants.

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GET READY FOR EDDY ARNOLD
GREAT NEW SINGLE!
"MOLLY"
"THE SONG OF THE COO COO"
#8296 ORDER NOW!

RCA VICTOR
The most trusted name in sound

[Image of a person]
WE PROUDLY PRESENT ETHEL ENNIS
(You’ll be doing lots of business together)

Hear her sing and you sense greatness immediately. She sells every song with a beguiling freedom. Her voice is truly moving. Her records will be, too. Do business with her from the beginning. Order Ennis today.

a great new talent on RCA VICTOR

The most trusted name in sound
JOHNNY MATHIS

Tender is the Night

When it comes to pulling heart strings and purse strings, count on Johnny!

His new collection of standards...

TENDER IS THE NIGHT
LAURA
NO STRINGS
I CAN'T GIVE YOU ANYTHING BUT LOVE, BABY
APRIL LOVE
CALL ME IRRESPONSIBLE

A DREAM IS A WISH YOUR HEART MAKES
A SHIP WITHOUT A SAIL
FORGET ME NOT
WHERE IS LOVE
SOMEBWHERE
TOMORROW SONG

FOREMOST IN FINE RECORDING

THE HOTTEST LABEL

FORGET HIM
BOBBY RYDELL
C-280

HOOKA TOOKA
CHUBBY CHECKER
P-890

SOMEWHERE
THE TYMES
P-891

THE BIG ONES ARE ON CAMEO/PARKWAY
ON THE HOT 100!

YOU'LL NEVER WALK ALONE
PATTI LABELLE
& her BLUE BELLES
P-896

WHERE DID I GO WRONG
B/W
WILLYAM WILLYAM
DEE DEE SHARP
C-296

SHIMMY SHIMMY
B/W
EVERYTHING NICE
THE ORLONS
C-295

THE BIG ONES ARE ON CAMEO/PARKWAY
Comedy & Jazz Mark Big CORE Benefit Performance

SAN FRANCISCO — A re- sounding success was registered at the CORE-SNCC “Freedom Monday” concert at San Francisco’s Masonic Temple Auditorium January 5. More than 2,800 supporters paid up to $3.50 each to see humorist Dick Gregory and his elevator band, the Folkasters and the city’s own popular satirists, the Committee.

It began with a superb duet on the tenor saxophone by saxophonist Art Farmer and guitarist Jim Hall. The Committee, a collection of high-powered young comics who improvise and perform somewhat in the style of the Lennie Bruce idiom, scored with skits touching on such matters as integration and capital punishment. A short set by the Folkasters, on loan from the hungry ones, was well received. The four singers were at their best in a humorous piece called “Big Bad Bruce.”

Gregory, clearly the headline of the afternoon program, went on and off to standing ovations. The humorist’s regular presentation, consisting largely of his now-familiar race-oriented jokes and anecdotes, held few surprises. The question-and-answer period that followed, however, brought out Gregory’s humorous side, which he seldom reveals from the stage.

Former motion picture star Sterling Hayden performed the same duties with admirable grace. The program was followed by a reception-dinner at the Committee’s own club, with further entertainment by the Vince Guaraldi Trio.

DICK HADLOCK

IN HOLLYWOOD

Dick Gregory—Folk Tale Spinner

If folk songs tell the story of man’s trials and tribulations in rhythm and rhyme, then Dick Gregory’s monologues are the spoken-word folk tales. This is the folksy combination on display at Shelly Davis Crescendo, with Joe and Eddie providing the folk-themed songs, and comic Gregory offering satirical tales of race relations and mother-in-law problems all tied together by a puff of his cigarette and a sip of house.

The last time Gregory was heard in the Sunny Strip, his story was in a Chicago jail for civil rights demonstrating. On this trip, there are no ex-


tenuating circumstances, so Gregory concentrates on offering a relaxed, rather well-rounded turn which is built on 100 per cent around a racial theme, although that is still his forte.

(Continued on page 30)

TALENT

TV GUEST APPEARANCES BY RECORD TALENT

January 13-19

(Mid West Eastern Standard)

Monday 13—AL HIRT

Pier’s trumpet sextet will perform on Johnny Carson’s Tonight Show (NBC-TV, 11:35-1 a.m.).

Tuesday 14—JACK JONES, LIZA MINNELLI, JUDITH KASKIN, WILLIAM WALKER, SUSAN TAYLOR, L. A. STYLA

All will be featured in performance segments of the Bell Telephone Hour (NBC-TV, 10:15 p.m.).

Tuesday 14—PETER, PAUL & MARY

On Tonight Show (NBC-TV, 9:30-10 p.m.).

Tuesday 14—BILLY CRYSTAL, FLORENCE HENDERSON

The comic and Broadway star will be guests of Garry Moore (CBS-TV, 10-11 p.m.).

Tuesday 14—JOHNNY JONES

Will be on Tonight Show (NBC-TV, 9:30-10 p.m.).

Wednesday 15—BARNEY HAMPTON, VIC DANA

The rhythm and blues vocalist will participate in the activities on the Steve Allen Show.

Friday 17—ROGER WILLIAMS, VIKKI CARR

Both will appear on the Steve Allen Show.

Saturday 18—NEW CHRISTY MINSTRELS, NINA SIMONE, FOUR PREPS, GREENMILL BROS., BEVERLY WRIGHT, STYLER & MEARA

Tonight’s Bestseller (CBS-TV, 7-8:30 p.m.) presents top lineup of hits.

Sunday 19—BOSTON’S MEMORIAL TO JOHN F. KENNEDY

Awards, portraits and medals will be bestowed on the Kennedy family during special Boston Symphony Orchestra benefit which will include performances by many of the top stars in the industry, recording on the West Coast. As their services became more and more in demand, they decided to go it alone, but felt they could use a third voice. Carolyn suggested to the girls by her brother Randy Trumper, who was among the new group, the talents of David Gates, a song writer, who supplied them with some original material. It cast several demons and submitted them to Don Kirshner, who immediately sign them up to Colpix Records. Their first single release on Colpix has turned into an important one.

LATEST SINGLES: "My One and Only Jimmy Boy" has put the girls right up where they have longed to be—the Billboard Hot 100.

THE GIRLFRIENDS

Names: Gloria Goodson, Nanette Jackson, Carolyn Williams. Birthdays: Gloria, September 28; Nanette, July 23; Carolyn, August 18. Home Town: Los Angeles. Background: Nanette and Gloria entered the music business just after they graduated from high school through what might be considered the back door of the business. They sang background vocals for many of the top stars in the industry, recording in the West Coast. As their services became more and more in demand, they decided to go it alone, but felt they could use a third voice. Carolyn suggested to the girls by her brother Randy Trumper, who was among the new group, the talents of David Gates, a song writer, who supplied them with some original material. It cast several demons and submitted them to Don Kirshner, who immediately sign them up to Colpix Records. Their first single release on Colpix has turned into an important one.

LATEST SINGLES: "My One and Only Jimmy Boy" has put the girls right up where they have longed to be—the Billboard Hot 100.

TALENT ON TOUR

(Top record talent in top record towns this week)

East

Current headliners at the Empire Room of the Waldorf-Astoria are Nat "King" Cole and Oscar Brown Jr. + Peter, Paul and Mary make one-night appearances this week in Rochester, N. Y. (15) and Pittsburgh (16). The Manhattan Minstrels and the Quartetness co-star with Tyre Glenn Jr. at Trude Heller’s Paul Lavalle will make appearances this week in Abingdon, Va. (13), Springfield, Pa. (14), Fitchburg, Mass. (15), Chicopee, Mass. (16), Concord, N. H. (17) and Troy, N. Y. (18).

Midwest

On Tuesday (14) Martha Schellame opens at the McCormick Place Theater in Chicago in a presentation entitled "A Kurt Weill Cabaret," for ten weeks. The Caucasian Coleman Trio is at the London House in Chicago for two more weeks. Vaughn Monroe headlines at Sutlers, in Dayton, this week.

South

Earl Wrightson and Lois Hunt open for two weeks on Thursdays at the Shangri-La Hotel in Houston.
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<th>ELVIS PRESLEY MUSIC, INC.</th>
<th>Country &amp; Western Awards</th>
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<tr>
<td>All Shook Up • A Big Hunk of Love • Don't • Don't Be Cruel • Hit Latest Flame • Hound Dog • I Can't Stand Up For Myself • I Feel So Bad • I Want You • I Need You • I Love You • Jailhouse Rock • Little Sister • Love Me Tender • One Night • Return to Sender • She's Not You • Surrender • Too Much • Wear My Ring Around Your Neck</td>
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Vibrates on All 12 Strings

By ELIOT TIEGEL

HOLLYWOOD — The West Coast, which spawned the Dave Brubeck Quartet, the Molligan - Chet Baker modern jazz, plus surfing and hot-rod trends, is developing its latest — 12-string guitar music.

The initial bursts have come from jazz musicians, such as World Pacific and Crescendo, which have launched the "Twelve String Guitar" by the Folk Singers and "12 String Guitar" by the Sidewalk Singers.

Many tradesters believe the Rock and RB trend will follow the "Walk Right In" last summer helped launch the 12-string movement. The tango of Erik Darling's 12-string is a pop song that started the whole new sound in pop recording. Darling's use of his instrument is an example of what a solo used instrument through the use of its Jazz-Rock-Acoustic sound, and he is the second to use a full-length electric 12-string bandwagon.

Warner Bros. marketing director Joel Friedman said the "Walk Right In" is releasing its first 12-string LP this spring. Robert Harpischord 12-String Guitar" by the Sidewalk Singers.

Dori's Randy Wood said he is cutting a 12-string LP with Leonard Cohen's second LP, "Ladies of the Frame." The 12-string wood also mentioned a single, "Twelve String Blues," by Doug Lyon, of Horizon, which specializes in folk music, released its first 12-string album released three 12-string LP's featuring various artists. The first is led by the one man who is emerging as the major folk artist, Richard M. Bong. "Twelve String Story" Vols. 1 and II; the third LP is "The Funny Twelve String Guitars," a collection of country musicians showing the scope of the instrument in their idiom.

Liberty's a.d. Don SETUP, which is planning the stages for his first 12-string LP. At World Pacific, owner Dick Bock, with two LP's already out, asked to put some surf on the LP's.

SURF WASHES ITALIAN COAST

ROME — The long Italian reign of the guitar, begun by Bono Stella Nova has been ended by the surf which has taken over the country. The group which Rita Pavone presented "The Boys from the Beach," Italian version of "If I Had a Hammer," which she has recorded for RCA. Meanwhile, the Italian invasion has brought Reprise's original Surf Plus, the first LP, and a new one, "Surf City," The Beach Boys' "Surf's Up," and Dick Dale and Lyle, "Majestic Surf," both new this year. Meanwhile, Dick Dale has a version of "If I Had a Hammer," "Surfing Me," a Dutch singer. Most of the other labels are preparing for 12-string surf and most on the swing in surf before the New Year is a month old.

Challenger Stripes

JERRY WALLACE

CHICAGO — Jerry Wallace, on the go with a hot new "show" on Challenge, has signed to a long-term recording contract with Challenge. The pact was done by Jack Tracy, Mercury a.d. director in Los Angeles. Wallace's first hit, some five years ago, was "Primrose Lane," and he has since hit the charts with such tunes as "How the Time Flies" and "Shutters and Boards."
HEADED FOR WEEKS IN THE CHARTS!

A WEEK IN THE COUNTRY

c/w

HEARTBREAK AVENUE
HICKORY 1237

SUNG BY

ERNEST ASHWORTH

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"FOUR DAYS THAT SHOCKED THE WORLD"

NOV. 22-25, 1963

THE COMPLETE STORY

PRODUCED BY HERBERT SUSSAN

The FOUR DAYS THAT SHOCKED THE WORLD is told in three basic segments: first, Friday, November 22nd, the day of the assassination of President Kennedy... the day of shock... from early morning through the assassination until President Johnson's first remarks at Andrews AFB as the new President. The second section is the Lee Harvey Oswald story... from his capture in the Texas theatre through his murder by Jack Ruby in the basement of the Dallas jail, to the announcement of his death. The third major element covers the ceremonies and events in Washington from Saturday, when the President's body lay in repose in the White House, through the ceremonies at the Rotunda of the Capitol...through Monday... with the highlights of Mass... the procession to Arlington... and the events at the grave until the moment of final taps.

NARRATED BY REID COLLINS WNEW Radio News.

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CIATION WITH UNITED PRESS INTERNATIONAL PRESENTS

RECORD ALBUM OF OUR TIME!

AS THE DRAMATIC FLOW OF EVENTS BECOMES HISTORY...

THE ACTUAL VOICES AND EVENTS OF
FOUR DAYS THAT SHOCKED THE WORLD
THE COMPLETE STORY—NOV 22-25, 1963

NOTE: The 15 exclusive color and black and white photographs on the cover and on the inside of this album are part of the extensive photographic coverage of these events by the UNITED PRESS INTERNATIONAL. Special permission has been granted to COLPIX RECORDS for their use.

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"THE MURDER OF THE YOUNG PRESIDENT"
BY MERRIMAN SMITH
DEAN OF WHITE HOUSE CORRESPONDENTS

The Murder of the Young President

A portion of the royalties accruing to COLPIX RECORDS are being donated to the JOSEPH P. KENNEDY JR. FOUNDATION for research on Mental Retardation.
Belgian Artists Score Biggest in 15 Years

BY JAN TORS

MECHelen, Belgium — A survey of record sales for Belgian artists by Juke Box Magazine has uncovered some unique facts about disk sales for 1963. For instance, in the top 10 records, two of the disks are American in origin. Five, on the other hand, are issued from Belgian presses, which underlines the growing popularity of homegrown records. There has been no fire in the last 15 years. Of these, three were in Flemish and two in French. The biggest loser of all foreign nationalities is Germany. Only Freddy, with "Junge, Komb Wieder," by Soma singer at the No. 1 position in the top 20 was a representative.

Will Tura was unique in Belgium in 1963. Thanks to his "Eenmaal zondert jou," the public again became interested in Flemish records. Bob Benny, John Larry, Louis Neefs, and Jack Raymond took advantage of this. Top seller in the country, however, remains Adamo, who has four records in the top 30 and two in the top five. This week, he has uncovered some rather curious information by Juke Box Magazine. Although the record industry was Germany. Only Freddy, with "Junge, Komb Wieder," by Soma singer at the No. 1 position in the top 20 was a representative.

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ABC-PARAMOUNT
Starts a Great New Year
with two Great New Singles!

TOMMY ROE
COME ON
B/W
There Will Be Better Years
ABC-10515

THE IMPRESSIONS
TALKING ABOUT MY BABY
B/W
Never Too Much Love
ABC-10511

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
Hickory Covers World Market for First Time

NASHVILLE—Hickory Records is negotiating for the acquisition of several name artists from other labels, both domestic and foreign, according to Lester Rone, Hickory’s national sales manager.

"The move signifies a major effort on the part of the label to bring Hickory to the front during 1964," Rone said. "We are placing the label in markets around the world under the Hickory name for the first time. This is just another indication that the label has come of age," he added.

Rone said the label plans to concentrate its efforts in the pop and country field, with special emphasis in c&w.

The Hickory c&w. album line now totals 18, with other albums set for release in the near future. "We don’t get any of our c&w. album back," Rone said. He attributed this to Hickory’s emphasis on quality production, saying, "We don’t turn out bulk albums, primarily because we have to sacrifice quality, and we don’t want to do that."

He said the top-selling Hickory c&w. album is Roy Acuff’s. (Continued on page 31)

COUNTRY D. J. OF THE WEEK

Station WSM’s “Digger D. U. S. A.” for Friday, January 17, will be Bill Scarbrough of Station WNOX, Maryville, Kk. Bill has been with WNOX since 1956, and handles the 3:30 a.m. to 7:00 a.m. and 11:30 a.m. to 2 p.m. segments daily.

HOT COUNTRY SINGLES

Billboard Special Survey for the Week Ending 1/18/64

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>No. of Weeks</th>
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<td>Carl Butler &amp; Pearl</td>
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<td>LONELY BOY</td>
<td>Lefty Frizzell</td>
<td>Columbia</td>
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HOT COUNTRY ALBUMS

Billboard Special Survey for the Week Ending 1/18/64

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<td>THE BEST OF BILL SPRINGFIELD</td>
<td>Bill Springfield</td>
<td>RCA Victor</td>
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CMA Shows Its Wares
To Nashville’s C. of C.

NASHVILLE—The Country Music Association presented its wares to a S.R.O. audience at the annual meeting of the Nashville Area Chamber of Commerce Thursday night (2) at the Hillwood Country Club here.

The show was a repeat of the highly successful presentation before the New York Sales Executive Club last May, according to Mrs. Jo Walker, executive director of the CMA.

THE BEST IN POP/ THE BEST IN FOLK

PRESTIGE

THE BEST IN JAZZ/ THE BEST IN JAZZ

FOLK BREAKOUT ALBUMS

10412 — Dave Van Ronk — FOLK SINGER

SONNY STITTS & J. McDUFF SOUL SHACK

BILLY ADAMS SUN RECORDS

639 Madison

Memphis, Tenn.

HOT! HOTTER!

PETE SEEGER-LIVE Hootenanny AB1006

Cashiers Folk Pop Best Bet Dec. 21, 1963

Billboard 203 - Dec. 7, 1963
Continuing a great name—a proud tradition in American Music

HANK WILLIAMS JR.

sings

LONG GONE LONESOME BLUES

b/w Doesn’t Anyone Know My Name

K 13208

MGM

RECORDS

Hank Williams Jr. is exclusively on MGM Records!
MGM Records is a division of Metro-Goldwyn-Mayer, Inc.
SWING WITH THE KING and QUEEN of ’63

DALE and GRACE
with ANOTHER CHART TOPPER!!

"Stop—and think it over!"
B/W

"Bad Luck"
MONTEL #922

Cash Box

1963 was a big year for boy-girl duets on pop disks. This was especially true for the Montel label’s big twosome, Dale & Grace. Today they are the proud owners of a disk which hit the number one spot, “I’m Leaving It Up To You.” Their LP, bearing the same title, is also enjoying solid sales. The team’s next single, “Stop And Think It Over,” hits the market this week. Dale & Grace disks are distributed nationally by the Jamie/Guyden label.

STAY WITH THE WINNERS!
SURE SHOT!
Maxine Davis
“IFOUND A LOVE”

“HERE AM I
BROKEN-HEARTED”
B/W
“SAID THAT SHE LOVED ME”
The four J's

GUYDEN #2099

JAMIE #1267

JAMIE/GUYDEN DIST. CORP. • PHILADELPHIA 21, PENNA.
Tony Bennett's Hit Single
THE LITTLE BOY
C/W THE MOMENT OF TRUTH/4-42931
ON Columbia Records

ON COLUMBIA RECORDS
**BREAKOUT SINGLES**

**NATIONAL BREAKOUTS**

I WANT TO HOLD YOUR HAND  
Beatles, Capitol 5112

TALKING ABOUT MY BABY  
Impressions, ABC-Paramount 10511

**REGIONAL BREAKOUTS**

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

ASK ME . . . 
Imex Fonx, Symbol 926 (Saturn, BMI) (NEW YORK)

BABY WHAT YOU WANT ME TO DO . . . 
Elly James, Argo 5459 (Conrad, BMI) (Chicago)

**SINGLES REVIEWS**

**SPOTLIGHT WINNERS OF THE WEEK**

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

**SINGLES REVIEW POLICY**

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

**POP SPOTLIGHT**

JACK JONES  
LOVE WITH THE PROPER STRANGER  
(Paramount, ASCAP) (3:30) — Kapp 571

Danceable ballad and soul full of high enough energy. Song features a driving rhythm and an emotional melody. Flip is a slow ballad.

Bobby Bare  
MILLER’S CAVE  
(Jack, BMI) (3:45) — RCA Victor 8294

Slow ballad with a soulful sound. Song features a driving rhythm and an emotional melody. Song features a driving rhythm and an emotional melody. Flip is a soulful ballad.

ALT MARTINO  
I LOVE YOU MORE AND MORE EVERY DAY  
(Robertson, ASCAP) (2:14) — Capitol 5158

Melodic pop single with a strong rhythm and a soulful sound. Song features a driving rhythm and an emotional melody. Song features a driving rhythm and an emotional melody. Flip is a soulful ballad.

**MARCH FOR THE DOUGH**

**GARY FOR THE MONEY**

“THAT’S LIFE”  
#8292

“(I’M WATCHING) EVERY LITTLE MOVE YOU MAKE”  
#8302

**RCA VICTOR**

The most trusted name in sound

---

**BREAKOUT SINGLES**

DON’T CROSS OVER . . .  
Linda Brannon, Epic 9640 (Peter Maurice, ASCAP) (Atlanta)

HERE’S A HEART . . .  
Diplomats, Arack 1104 (Sylvia, BMI) (Washington)

(’s No) SIN . . .  
Duprees, Con 3037 (Algnquin, BMI) (New York)

TELL HIM . . .  
Drew-Vaul, Capitol 5055S (Beechwood, BMI) (Chicago)

WHEN YOU WALK IN THE ROOM . . .  
Jackie DeShannon, Liberty 55645 (Matrix, BMI) (Detroit)

YOUNG AND IN LOVE . . .  
Chris Crosby, MGM 15191 (Miller, ASCAP) (Seattle)

**SPOTLIGHT PICKS**

**LITTLE PEGGY MARCH**

(’I WATCHING) EVERY LITTLE MOVE YOU MAKE  
(Sparks, BMI) (3:16) — RCA Victor 8302

Paul Anka wrote this latest selling for Miss March. It's an exciting and explosive side that has the last voice championed against a driving beat, voices and a chair of framework. The flip is "After You" (Atlantic, ASCAP) (2:25).

**MARCH FOR THE DOUGH**

RCA VICTOR

“(I’M WATCHING) EVERY LITTLE MOVE YOU MAKE”  
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NASH
TO GET ACTION

AND SCOTT
TO GO

"I'm Leaving"
#0030

"Blue Skies (Moving in on Me)"
#0031
EVERYBODY'S STOMPING FOR THE HOTTEST FOLK GROUP ON RECORD!
THE VILLAGE STOMPERS
FROM "WASHINGTON SQUARE" TO ANOTHER SMASH HIT!
"THE LA-DEE-DA SONG" c/w "BLUE GRASS" 5-9655

MORE HITS IN '64 ON EPIC

© EPIC 1964, PHILLIPS RECORDS, INC.
Question:
How can Warner Bros. thank the countless dealers, disc jockies, rack jobbers, one-stops, consumers, suppliers, artists, producers and so many more responsible for a most successful 1963?

Answer:
Big-Timers

MUSIC AS WRITTEN

NEW YORK

Don Costa has recorded the theme from "Tom Jones. " Congrats go to Chad Mitchell Trio member Mike Kobluk who married Claire Foran Monday (30). Another happy event occurred when Emil La Viola's secretary at Shapiro-Bernstein, Norma Penny, married David Mann (writer of "Therel I've Said It Again") Tuesday (31). Realm Records is a new jazz label of the same parent company, Belz Records. Amy is issuing the first Joey Powers LP which will include his chart item, "Midnight Mary"... Arliss Ritt (of Riteco Records) has formed a new production firm Arliss Productions and a new recording company, Pelham Records. Mr. and Mrs. Tim Gayle have a girl offspring named Patty born New Year's Eve.

TORONTO

Doc Williams has a very successful three-day stint at Toronto's Club Kingsway. He is planning another recording session early this year and will include in all probability a song written by Canada's Suzanne Belanger called "Why Do the Good Die Young?" Suzanne is only sixteen years old and is from Waterloo, Ontario... Another 16-year-old artist is Lorenz Church from Seattle, Wash. The first recording, "I Want to Stand Up on the Mountain," is a single on the Harry label and has just been released in Regina, Edmonton, Calgary, Moose Jaw and Hamilton and is already on the charts here. "Winter Song" and "Dance of the Panda Bear," written by Ozzie Williams and recorded on Columbia Records, are getting plenty of Canadian air play.

BMG Canada's S. B. (Whitney) Haines off to Nashville January 5 for a recording session and huddles... Bob Harrington and the Esquires have a single "Man From Adano" on Capitol... Montreal registering sales for Canadian Harmony LP "Ambiance" et Mistletoe, with Georges Vestey. This recording is in French, was cut in Montreal.

"There, I've Said It Again" on Epic and "Drip Drop" by Dion are Columbia's two big singles. Year 1963 was best ever for Columbia in Canada with a 30.4 increase in singles over 1962.

Freddy the German recording star's "Son, Won't You Come Back," on MGM label, was released in Canada at the same time as it was released in the U. S. A. and is making the charts here too... Bill Butler is now writing special material and popular songs with Bernie Orenstein... The Singing Drum's newest release "Tous Les Chemins" (All the Roads) on the label is moving as quickly, if not quicker than the first release.

RUTH MCCARRINGTON-CHILDs

TOUCH RECORD PRESSING

Materion-Processing—Label
POLYMAT

100% ANTI-STATIC FACTORY CLEAN

SINURY J. MAEEN

P. Box 4037, Phoenix, Ariz.
Street Dial 486-255-4484

A LITTLE JUICY—
BILLY MITCHELL
MG 2792/SRS 67042
Sure-fire pop for P.D. and RB fans. Hard style, sad tenor sax sound.

A LITTLE JUICY—
JERRY LEE LEWIS
MG 2792/SRS 67043
Brand new recording of Jerry's golden hit... already available on LP label.

THE CARAVELLES

MUM MOTHER MAYBELLE CARTER
MG 2704/SRS 67045
A fresh, new sound for the pop market, including their top selling single!

MOTHER MAYBELLE CARTER

MGS 2704/SRS 67044
A really unique album by the 80-year-old blues singing comic-philosopher.

SMASH/FONTANA LEAP YEAR SALES PLAN
JANUARY 1, 1964
FEBRUARY 29, 1964

Vendor: Mercury Record Corporation
CMA Shows Wares

**Continued from page 22**

it was apparent that the audience was impressed.

In his remarks to the audience preceding the show, Ritter took the occasion to publicly thank Nashville Mayor Beverly Briley for the city's recent donation of property to the CMA for the proposed CMA Museum and Country Music Hall of Fame on 16th Avenue, South, better known to the trade as Record Row.

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**Cap Signs Ray Pillow**

NASHVILLE — Marvin Hughes, Nashville a&d director for Capitol Records, announced last week the signing of Ray Pillow, a promising c&w artist who has made numerous guest appearances on WSM's "Grand Ole Opry" during the last six months.

Hughes said Pillow is scheduled for his first session here in two weeks. Joe D. Taylor, advertising manager for Martha White Mills and Ray's manager, said a major promotion program is planned for the young singer.

In addition to the "Opry," Pillow has appeared on the Flatt and Scruggs television show and numerous country shows with leading c&w artists.

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**Corbin, Ky. — WYGO, long a top rocker in Southeastern Kentucky, has switched to a country and gospel music format. The 5,000-watter reports that it is the only station in the area programming c&w exclusively.**

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**KRAK Sets 2d Gospel Concert**

SACRAMENTO, Calif. — Station KRAK kicks off the new year with the presentation of its second Gospel Concert in its series of live performances at Sacramento Memorial Auditorium Monday (13).

Featured will be the Blackwood Brothers, the Statesmen Quartet and the Golden State Quartet, with KRAK's morning disk jockey, Dick Haynes, serving as emcee.

The Blackwoods and the Statesmen played for KRAK last September 11 pulling more than 2,000 paid.

Boyd Buys Interest In Commerce Label

DOWNEF, Calif. — Bobby Boyd, head of Boyd Records, has purchased an interest in Commerce Records and will distribute both labels through Boyd distributors, Boyd announced here last week.

Dale Rogers will remain as Commerce president and will aid in directing Boyd Records from the West Coast. Rogers is also president of Sun Aviation Corporation, with headquarters here.

Boyd's latest release features the label's new artist, Wayne Kemp, in "Little Bitty Woman" b/w "Tearing Our Little House Down," and now on the Commerce label is Eddie Dean doing "Don't Take Advantage of Me."

More Country Music News on Page 63

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**New Country TV-er in Works In Hollywood**

HOLLYWOOD — A new country music TV show is currently being filmed here for syndication by Medallion TV Enterprises of Hollywood. Each half-hour segment revolves around the career and music of a different country music artist.

Segments have already been completed here with LeRoy Van Dyke, Hank Thompson, George Jones, Roy Clark and Bill Monroe. Bobby Bare and Sheb Wooley will be featured when shooting resumes in Toronto January 21.

Lorrie Collins and Glen Campbell are regulars on each show, with Gene Davis as musical director. Charlie Williams and Stewart, of Universal Talent Management here, are handling the casting.

Hap Peebles Unit

On 8-City Trek

WICHITA, Kan. — Eight Midwestern cities will be visited by country music entertainers on Hap Peebles' January tour, starting at Salina, Kan., January 17.

Other stops will include Lincoln, Neb., January 18; Kansas City, Mo.; 19; Sioux Falls, S. D.; 21; Omaha, 22; Sioux City, Ia., 23; Topeka, 24, and Wichita, 25.

Artists on the show will include Minnie Pearl, LeRoy Van Dyke, Earl Scott, Bobby Helm, Kathy Perry, Alec Haunton and Elmer, Dick Flood and the Searchers.

---

**Kicking Off the Big Country Year!**

6 GREAT FONTANA LP'S THAT WILL START PROFITS POPPING!

**TAMOURÉ - CARLOS RUBIO**

MGF 27515/SRF 67515

Original French recordings of the new Parisian dance sensation already taking off like hot cakes.

**SONGS OF ITALY - VARIOUS ARTISTS**

MGF 27517/SRF 67517

Authentic popular European dance rhythms. Recorded in France by top French orchestras.

**SONGS OF JAPAN - JOHNNY GREGORY**

MGF 27512/SRF 67512

This top performers singing pop and folk songs. Recorded live in Japan.

**MELODIES OF JAPAN - PROFESSIONAL ORCHESTRA**

MGF 27513/SRF 67513


Whopping 12½% discount on all Smash and Fontana new releases and catalog items.

---

**2 Prize Winning Film Soundtrack Albums**

BLACK ORPHEUS - ORIGINAL SOUNDTRACK MGP 27519/SRF 67519

Original soundtrack recording from the breath-taking, prize-winning film.\n
ALIKA MY LOVE - ORIGINAL SOUNDTRACK MGF 27514/SRF 67514

Soundtrack of Swiss-bound film also released by Margo Fideler in "Never On Sunday" fame.
CHICAGO — Ten new stereo consoles and a half dozen new portable phonograph turntables have been added to this mid-season addition to its overall home entertainment line. The new product is a result of the restructured in a series of special local shows for dealers last week.

The console units, according to Fred Calzada, president, feature new furniture elegance and full-feature performance at modest prices.

Cabinets include offerings in Danish Modern, Italian Provincial, French Provincial, and American Colonial. Each of the 10 new units include firm’s traditional 4-channel super-speeded turntable with “Micro-Track” 2-groove tone arm, “free floating” casings, 6-speaker or 4-speaker肃 sound system. Suggestive price range run from $149.95 for the Seville to $299.95 for the Versailles which provides FM-AM-FM-FM-M-FM-FM-M-FM stereo.

Among the chartables the key feature is a special newly designed turntable which has a width of 4.5 inches and a half inches permitting the use of a flip-top feature with any design. The Tuner Topper model, offering this feature, lists at $125.95 for 7-inch tape and another new portable, including AM-FM-FM stereo radio, lists at $229.95.

Pre-Recorded Tape Scene? ‘Humph’ Says New Yorker

MINEOLA, N.Y. — What is the real future in pre-recorded tape? It’s been a much-discussed subject ever since stereo tapes first became available. Is there something before stereo records, and it has heated up in terms of tape sales as compared to record sales in recent years. A number of dealers have done brisk business with tape and have high hopes for its future. Others have doubts.

One of these is McLeod E. Baggett of Mineola Music, a record store in this suburban New York community. Calling tape “a nuisance,” McLeod says, “taped music is wonderful, superior in sound, clarity and fidelity to a record. But so is a Cadillac superior to a Ford or Chevrolet or Plymouth. Only a Cadillac dealer can afford to buy pre-recorded tape.

The mass of the public, the Ford, Plymouth or Chevrolet owner will continue to buy records.”

Baggett finds a number of drawbacks to the tape itself that detract from the tape field. These have to do with cost of the pre-recorded tape. “In addition, keeps the industry from altering its lines in the market to warrant more than one dealer carrying his tape in a given market; instead, it brings the manufacturer, and the fact that “the cost of that roll of tape recorder is greater than that of a good stereo phone.”

E. A. Young Foot

Baggett continues: “I remember one instance where a sales manager came to me with a tape recorder with two four-inch speakers. We worked for years improving on customers the importance of speaker size and quickness and the importance of proper reproduction. Good consoles have them. Even good portable have them. Then along come tape with four-to-six-inch speakers in a $200 to $300 re-

corder and they tell us this can compare with 10- and 12-inch speaker systems.

In accounting for difficulty in tape sales, Baggett contended that “the novelty of owning a tape recorder wears off. The tenor of the past year was ‘in’ and lose their appeal. The toy becomes unwanted and winds up in the closet. Out comes the phone again.”

Referring to the conception that recorders, with their ability to tape pop records off the air, have begun to catch on, Baggett recounts a typical party scene: A tape recorder with ten-inch in his closet on the living room wall, Kid, looks out the window and they sit down to write tape recorder on the radio afternoon. Paper tape recorder, tape recorder. Baggett recounts that some kids say ‘Play X record.’ Others say ‘Play this record,’ the one they bought it and plays it. Another kid says ‘Play B record.’ Buttons pushed again for this phone.

Back to Phone

“This goes on for a few min-
utes and tape recorder is finally pushed under the table and the phone is brought out. And I’ve seen this happen a number of times.”

“I once had $2,500 worth of the best tape made, shows, classes, recordings of the famous. Customers would browse and wouldn’t buy. I reduced the price to 20, 30, 40 and finally to 50 per cent off, actually below cost. I looked over the stock—the best manufacturers, of course, got picked up a couple of worthless Waltz tapes. I gave up on tape, with apologies to Charles Dickens.”

Baggett concluded: “The future, I’m afraid, is in phonographs and undersea microphones.”

ZENITH NEW PORTABLE phono features highlighted by the Turner Tone Top (Model LP575) which offers a special narrow width, flip-top record changer. The turntable (wide). Flipping the cabinet top brings the changer up ready to play. In the down position the changer is securely locked. List price is $129.95.

LOS ANGELES — Rheem Califone and Roberts Electronic, Inc., have been combined into a new operating division of the Rheem Manufacturing Company here, a move which, according to Rheem President A. Lightfoot, will mean a “major expansion in the firm’s consumer and electronic market.”

The Califone operation became a Rheem subsidiary in 1960, while Roberts joined as a separate subsidiary in November of last year. The new division plans to increase production of separate lines of Cali-
fone and Roberts audio products and to sell them through existing separate marketing channels and, until further details sales policies are made for the two product lines, Walker remarked. O. P. Tinle, who heads the new division as vice-president and general manager, said the Roberts line will be broadened and diversified in the coming year, and one of the new lines is leading development of the past year was Roberts’ Cen trifield, head, which allows slow speed, record and playback 1½ in. p.s.) with greater fidelity.

By David L. Broucher

Pre-Recorded Tape Scene? ‘Humph’ Says New Yorker

MINEOLA, N.Y. — What is the real future in pre-recorded tape? It’s been a much-discussed subject ever since stereo tapes first became available. Is there something before stereo records, and it has heated up in terms of tape sales as compared to record sales in recent years. A number of dealers have done brisk business with tape and have high hopes for its future. Others have doubts.

One of these is McLeod E. Baggett of Mineola Music, a record store in this suburban New York community. Calling tape “a nuisance,” McLeod says, “taped music is wonderful, superior in sound, clarity and fidelity to a record. But so is a Cadillac superior to a Ford or Chevrolet or Plymouth. Only a Cadillac dealer can afford to buy pre-recorded tape.

The mass of the public, the Ford, Plymouth or Chevrolet owner will continue to buy records.”

Baggett finds a number of drawbacks to the tape itself that detract from the tape field. These have to do with cost of the pre-recorded tape. “In addition, keeps the industry from altering its lines in the market to warrant more than one dealer carrying his tape in a given market; instead, it brings the manufacturer, and the fact that “the cost of that roll of tape recorder is greater than that of a good stereo phone.”

E. A. Young Foot

Baggett continues: “I remember one instance where a sales manager came to me with a tape recorder with two four-inch speakers. We worked for years improving on customers the importance of speaker size and quickness and the importance of proper reproduction. Good consoles have them. Even good portable have them. Then along come tape with four-to-six-inch speakers in a $200 to $300 re-

corder and they tell us this can compare with 10- and 12-inch speaker systems.

In accounting for difficulty in tape sales, Baggett contended that “the novelty of owning a tape recorder wears off. The tenor of the past year was ‘in’ and lose their appeal. The toy becomes unwanted and winds up in the closet. Out comes the phone again.”

Referring to the conception that recorders, with their ability to tape pop records off the air, have begun to catch on, Baggett recounts a typical party scene: A tape recorder with ten-inch in his closet on the living room wall, Kid, looks out the window and they sit down to write tape recorder on the radio afternoon. Paper tape recorder, tape recorder. Baggett recounts that some kids say ‘Play X record.’ Others say ‘Play this record,’ the one they bought it and plays it. Another kid says ‘Play B record.’ Buttons pushed again for this phone.

Back to Phone

“This goes on for a few min-
utes and tape recorder is finally pushed under the table and the phone is brought out. And I’ve seen this happen a number of times.”

“I once had $2,500 worth of the best tape made, shows, classes, recordings of the famous. Customers would browse and wouldn’t buy. I reduced the price to 20, 30, 40 and finally to 50 per cent off, actually below cost. I looked over the stock—the best manufacturers, of course, got picked up a couple of worthless Waltz tapes. I gave up on tape, with apologies to Charles Dickens.”

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By David L. Broucher
SMASH!

JONI JAMES

TEACH ME TO FORGET YOU

b/w Un Caffe . . . . . . . . K13206
**BEST SELLING PRE-RECORDED TAPE**

Below is a list of the best selling pre-recorded tapes. This chart is compiled from pre-recorded tape dealer reports. Mail questionnaires are used to contact top dealers throughout the country on a weekly basis. Popular reels as well as classical reels and other tapes of pre-recorded tape will be reported on these pages with emphasis on popular reels.

**CLASSICAL REELS**

<table>
<thead>
<tr>
<th>Pos.</th>
<th>Title, Artist, Label &amp; No.</th>
<th>10/5/63 Issue</th>
<th>7/6/63 Issue</th>
<th>BRAND</th>
<th>% of TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tchaikovsky: 1812 Overture Minneapolis Symphony Orchestra (Barati), Mercury ST 90554</td>
<td>1</td>
<td>1</td>
<td>Magnavox</td>
<td>14.0</td>
</tr>
<tr>
<td>2</td>
<td>Concertos Under the Stars Leopoldo Aymas, Los Angeles Symphony Orchestra (Regzen), Capitol ZP 3036</td>
<td>2</td>
<td>3</td>
<td>RCA Victor</td>
<td>11.2</td>
</tr>
<tr>
<td>3</td>
<td>Beethoven: Symphony No. 5 Chicago Symphony Orchestra (Reiner), RCA Victor ST 2020</td>
<td>3</td>
<td>5</td>
<td>Panasonic</td>
<td>7.9</td>
</tr>
<tr>
<td>4</td>
<td>Lord's Prayer Hermann Uhde Choir; Philadelphia Orchestra (Semyda), Columbia MG 324</td>
<td>4</td>
<td>7</td>
<td>General Electric</td>
<td>7.2</td>
</tr>
<tr>
<td>5</td>
<td>Tchaikovsky: Concerto No. 1 Van Cliburn, Chicago Symphony Orchestra (Reiner), RCA Victor FTC 2999</td>
<td>5</td>
<td>7</td>
<td>Sony</td>
<td>5.8</td>
</tr>
<tr>
<td>6</td>
<td>Brahms: Concerto No. 2 Van Cliburn, Chicago Symphony Orchestra (Reiner), RCA Victor FTC 2999</td>
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<td>7</td>
<td>Zenith</td>
<td>5.5</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>7</td>
<td>7</td>
<td>Motorola</td>
<td>5.4</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>7</td>
<td>7</td>
<td>Channel Master</td>
<td>3.3</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>7</td>
<td>7</td>
<td>Others</td>
<td>39.7</td>
</tr>
</tbody>
</table>

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

10/5/63 Issue: All brands represented in current chart.

7/6/63 Issue: All brands represented in current chart.

**BEST SELLING CLOCK RADIOS**

<table>
<thead>
<tr>
<th>Pos.</th>
<th>10/5/63 Issue</th>
<th>7/6/63 Issue</th>
<th>BRAND</th>
<th>% of TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>RCA Victor</td>
<td>22.4</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>General Electric</td>
<td>18.0</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Magnavox</td>
<td>15.8</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Zenith</td>
<td>13.0</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Emerson</td>
<td>9.4</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Motorola</td>
<td>5.3</td>
<td></td>
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<tr>
<td>7</td>
<td>7</td>
<td>Westinghouse</td>
<td>3.4</td>
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<tr>
<td>8</td>
<td>8</td>
<td>Others</td>
<td>4.7</td>
<td></td>
</tr>
</tbody>
</table>

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10/5/63 Issue: All brands represented in current chart.

7/6/63 Issue: Olympic (7); Panasonic (9).

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**DISK DEALS FOR DEALERS**

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

Buy 10, get one free on entire catalog and new releases.

Annual catalog restocking program. On all catalog items, special discounts, delayed billing and extra ad allowances available.

Prentige 1000, 15 per cent discount. Folklore and Prentige 1600, 10 per cent discount. Blueville, two free for fiv e bought.

Label is offering one free for every seven bought.

Ten per cent discount on all new January releases and all catalog product except Storyteller children's series. Dated billing to qualified dealers.

**News Briefs...**

Robert W. Sanders has been named manager of engineering of the Magnavox consumer products division, according to Ellis Friedman, vice-president, manufacturing and engineering. At the firm's Fort Wayne headquarters, he'll be responsible for engineering of radio, TV, organ and stereo phone products. . . . Jack J. Badaracco has been named field sales manager, consumer products service, RCA Service Company, . . . Motorola has expanded its field sales territories from 15 to 20, according to Jim Hailey, national sales manager, Motorola consumer products. New sales management assignments have been made accordingly. The five new sectors were created by shrinking various territories, resulting in smaller sectors for regional managers to cover.

Paul Neubert has been named vice-president in charge of sales of Zenith Radio Corporation of New York, A 10-year man with Zenith, Neubert became general sales manager of the New York Zenith operation five years ago. . . . Wesley Ful l, former staff engineer for the audio operations department of Ampex has been named engineering manager of the department, according to operations vice-president C. Gus Grunt, . . . Daniel Drenhaus, general sales and marketing manager for the 3-M Company, has promoted Charles L. Alden to merchandising manager and Carl J. Andrews to advertising manager of the firm's magnetic products wing.

---

**Performance and Profits**

... in background music are yours with reliable VIKING cartridge players, in package or component form . . . Cartridge . . . Pre-recorded music.

Showing Vki-omatic — completely self contained cartridge player, consists of deck, 8 watt amplifier with microphone input and speaker. Also, reel-to-reel transports, recorders, amplifiers for every use and purpose.

Write Sales Manager For Information
PREDICTION: 1,000,000 PEOPLE WILL BUY THIS LESLEY GORE SINGLE

"YOU DON'T OWN ME"

and 500,000 people will buy the album

"You Don’t Own Me"
"She’s a Fool"
"Run, Bobby, Run"
"The Old Crowd"
"Fools Rush In"
"Hello, Young Lover"
"Sunshine, Lollipops & Rainbows"
"My Foolish Heart"
"If That’s the Way You Want It"
"Young and Foolish"
"I Struck a Match"
"Time to Go"

FOREMOST IN FINE RECORDING
WHO DO YOU LOVE
THE SAPPHIRES
S-4162

CHAIN
REACTION
ON
SWAN

The Beatles Biggest Hit
Is On Swan! 19 Weeks On Eng-
lands Top 10—#3 Last Week.
This Is The Record Performed On
The Jack Paar Show . . .

SHE
LOVES
YOU
THE BEATLES
S-4152

AMAZONS AND
COYOTES
THE
DREAMLOVERS
S-4167

Breaking In All Major Markets

SWAN RECORDS
8th & Fitzwater Sts.
MA 7-1500
The success story of the decade: that's the only way to describe the fantastic growth of Philips Records in '63! And '64 will be even bigger and better with a strong and varied line-up of quality product with built-in sales appeal, and a hard hitting merchandising campaign. Join in the excitement by getting your order in to your Philips representative now!

PHILOS' STAGE III PROGRAM CARRIES A 10% DISCOUNT ON ALL NEW RELEASES AND CATALOG ITEMS.
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label &amp; Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 1 2 THERE! I'VE SAID IT AGAIN</td>
<td>Bing Crosby</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>2</td>
<td>2 2 3 LOUIE LOUIE</td>
<td>The Ink Spots</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>3</td>
<td>3 6 8 POPSCILES AND ICICLES</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>4</td>
<td>5 5 7 FORGET HIM</td>
<td>Frank Sinatra</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>5</td>
<td>7 13 21 SURFIN' BIRD</td>
<td>The Beach Boys</td>
<td>Capitol, 15020</td>
</tr>
<tr>
<td>6</td>
<td>4 3 1 DOMINIQUE</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>7</td>
<td>19 19 35 HEY LITTLE CORRA</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>8</td>
<td>9 9 13 THE NITTY GRITTY</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>9</td>
<td>20 33 38 OUT OF LIMITS</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>10</td>
<td>13 17 24 DRAG CITY</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>11</td>
<td>16 19 37 WHISPERING</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
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<tr>
<td>12</td>
<td>12 14 20 AS USUAL</td>
<td>The Platters</td>
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<td>13</td>
<td>6 4 4 SINCE I FELL FOR YOU</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
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<tr>
<td>14</td>
<td>31 58 UM, UM, UM, I'M YOUR HONEY</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>15</td>
<td>10 11 10 MIDNIGHT MARY</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>16</td>
<td>9 7 9 TALK BACK TREMBLING LIPS</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
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<tr>
<td>17</td>
<td>22 32 64 ANYONE WHO HAS A HEART</td>
<td>The Platters</td>
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</tr>
<tr>
<td>18</td>
<td>37 49 72 YOU DON'T OWN ME</td>
<td>The Platters</td>
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<td>19</td>
<td>27 41 61 FOR YOU</td>
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<td>20</td>
<td>21 26 32 THAT LUCKY OLD SUN</td>
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<td>21</td>
<td>11 8 12 QUICKSAND</td>
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<td>22</td>
<td>14 15 15 WIVES AND LOSSES</td>
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<td>23</td>
<td>30 40 52 DAISY PETAL PICKIN'</td>
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<td>24</td>
<td>25 31 42 SOMEWHERE</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
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<tr>
<td>25</td>
<td>23 28 40 WHEN THE LOVELIGHT STARTS</td>
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<td>26</td>
<td>15 16 19 PRETTY PAPER</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
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<tr>
<td>27</td>
<td>17 11 5 YOU DON'T HAVE TO BE A BABY TO CRY</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>28</td>
<td>32 42 63 BABY I LOVE YOU</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>29</td>
<td>18 12 6 DRIP DROP</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
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<td>30</td>
<td>33 44 55 HOOKA TORKA</td>
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<td>Columbia, 15020</td>
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<td>34 34 39 NEED TO BELONG</td>
<td>The Platters</td>
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<td>32</td>
<td>24 24 22 CAN I GET A WITNESS</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
<tr>
<td>33</td>
<td>29 23 25 KANSAS CITY</td>
<td>The Platters</td>
<td>Columbia, 15020</td>
</tr>
</tbody>
</table>
The first big hit of '64 from 20th CENTURY-FOX RECORDS

NAVY BLUE

DIANE RENAY

FOX #456
A BOB CREWE PRODUCTION

I LOVE HIM
BY THE CASTENETS
TCF #1

OLE FATHER TIME
BY MILLIE FOSTER
TCF #4

BECAUSE OF YOU
BY ROME & PARIS
FOX 433

20th CENTURY-FOX RECORDS
A L L E I T Y

The Marketts

The Marketts' single, "Out of Limits," is fast climbing the charts. The instrumental group keeps on the ethereal kick with easy-to-follow original material. Safe bets are "Save 1969," "Where"; Status: Extended run, but there's a few, so could bust off.

POP SPOTLIGHT

BOB NEWHART FACED BOB NEWHART (Foces Bob)

Warner Bros. W 1517 (M)

Newhart has come up with another winner. Package consists material that's half singing/weekly variety shows, the other half a LP of sentimental old hits. Hits include the usual "Love," "Spring," "I'll Never Leave You," and "This Is All I Ask."

CLASSICAL SPOTLIGHT

BEETHOVEN: CONCERTO NO. 1 FOR PIANO AND ORCHESTRA

Arthur Schnabel

Angel CD 211

One year ago Angel released this disc in package full of the concerto, and now it is available independent of the complete set. It has been recorded in 1930 with Miss Aislinn Curran. The London Symphony under the direction of Sir Adrian Boult, and the London Philharmonic under Sir Adrian Boult, and the London Philharmonic under the direction of Sir Adrian Boult. The recording is in complete conformity with the original score. Everything seems in right and

LOW PRICE CLASSICAL SPOTLIGHT

RACHMANNINOFF: PIANO CONCERTO NO. 3 IN D MINOR

Leonard Pennario, Philharmonic Orchestra (Susskind)

Paperback Classics 3924 (M); S 3924 (S)

Personnel change is a lateral performance of one of the most demanding pieces in the piano literature. Much more than breath and breath of phrasing, Walter Susskind and the Philharmonic offer excellent support.

SPECIAL MERIT PICKS

Special Merit Picks are now.Eolums of outstanding merit which deserve appearance and which could have commercial success within their respective categories of music.

POP SPECIAL MERIT

TODAY'S SOUNDS IN POP-COUNTRY HITS

Strings, Voices & Drk of Billy Eckst and Capital F 2000 (M); ST 2000 (S)

Here's a fine album of country hits at the recent past played with strings and sung to choice. The usual capstone of Hank Williams, Fred Waring, and Roy Acuff. In addition, Roy Orbison's "Poor Lonely Me," one of the more than adequate use of guitars, strings, and instruments. "Ring of Fire," "Denmark City," "Shadrill," and "Fremn Jack to a King" are top tracks.

POP SPECIAL MERIT

THE HITS OF JO STAFFORD

Capital F 1921 (M); ST 1921 (S)

The voice of Jo Stafford has been a pleasant experience for many. Now to and 12 tunes she helped make famous have been re-recorded in stereo. "You Belong to Me," "Yesterday," "Make Love to Me," "I'll Be Seeing You" and others are re-recorded with a middle-of-the-century variety, but much of the country quality is preserved. Altogether more than adequate use of guitars, strings, and instruments. "Ring of Fire," "Denmark City," "Shadrill," and "Fremn Jack to a King" are top tracks.

POP SPECIAL MERIT

TODAY'S AND TOMORROW'S HITS

Capitol T 2018 (M); ST 2018 (S)

Highly recommend for anyone interested in contemporary and popular music. The album includes a wide variety of styles, from rock and roll to country and western. A must-have for any collection.

ALBUM REVIEW POLICY

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

ALBUM SPOTLIGHT

OUT OF LIMITS

The Marketts

Warner Bros. W 1537 (M)

The Marketts' single, "Out of Limits," is fast climbing the charts. The instrumental group keeps on the ethereal kick with easy-to-follow original material. Safe bets are "Save 1969," "Where." Status: Extended run, but there's a few, so could bust off.

CLASSICAL SPOTLIGHT

BEETHOVEN: CONCERTO NO. 2 FOR PIANO AND ORCHESTRA

Arthur Schnabel

Angel CD 212

This is the second re-release by Angel from the complete set of Beethoven concertos. The recording is in complete conformity with the original score. Everything seems in right and
<table>
<thead>
<tr>
<th>No.</th>
<th>Title (Artist)</th>
<th>Label</th>
<th>Week at Top</th>
<th>Date</th>
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<tr>
<td>1</td>
<td>&quot;The Main Thing&quot;</td>
<td>Decca</td>
<td>11</td>
<td>01/03/64</td>
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<tr>
<td>2</td>
<td>&quot;The Wind&quot;</td>
<td>Philips</td>
<td>13</td>
<td>01/10/64</td>
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<tr>
<td>3</td>
<td>&quot;In The Wind&quot;</td>
<td>Philips</td>
<td>13</td>
<td>01/10/64</td>
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<tr>
<td>4</td>
<td>&quot;In The Wind&quot;</td>
<td>RCA Victor</td>
<td>5</td>
<td>01/10/64</td>
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<tr>
<td>5</td>
<td>&quot;Peter, Paul &amp; Mary&quot;</td>
<td>Vanguard</td>
<td>5</td>
<td>01/10/64</td>
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<td>6</td>
<td>&quot;West Side Story&quot;</td>
<td>Capitol</td>
<td>117</td>
<td>01/10/64</td>
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<td>&quot;The Second Barbra Streisand Album&quot;</td>
<td>Columbia</td>
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<td>&quot;Joan Baez In Concert, Volume 2&quot;</td>
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Compiled from national retail sales and radio charting supplies by the Music Popularity Dept. of Record Market Research, Billboard.
THE FIRST BIG HIT ALBUM FOR THE NEW YEAR

DECCA

Hit City 64 | The Surfaris

Including: Waikiki - Sugar Shack - Scatter Shield - Wax Board and Woodies Little Duke Coupé - Louie, Louie - Come Home Baby Be True To Your School

The First Big Hit Album For The New Year

DECCA

Hit City 64 | The Surfaris

Includes their latest HIT Single

SCATTER SHIELD
c/w
I Want To Take A Trip to the Islands

31581

DL 4487
DL 74487 (Stereo)
VJ is still only #12 in record sales ... so why the hell go with us?

NEW RELEASES/JANUARY-FEBRUARY

NEED TO BELONG • JERRY BUTLER

THE BOSS MAN OF THE BLUES • KIM REED

FOLK-NANNY • THE FOUR SEASONS

YOU'RE NO GOOD • BETTY EVERETT

THE THEME FROM EXODUS AND OTHER FILM SPECTACULARS • EDDIE HARRIS

12 STRING GUITAR-NANNY • BRADLEY WAYNE

CONCERT AT NEWPORT • JOHN LEE HOOKER

THE ORIGIANL NITTY GRITTY

D'IES CRAZY OLDIES

GREAT GROUP OLDIES VOl. II

GREAT BOY OLDIES

11 good reasons!

VJ
Kapp Views Recording Artist As Long-Term Asset to Label

Dave Kapp doesn’t conform with the traditional mold of the record company executive, and his label, Kapp Records, doesn’t quite fit into any of the conventional hobby houses where traditions are set to assign the various discards.

The philosophy of Kapp Records is pretty much the personal philosophy of Dave Kapp, and it’s rare if not unique in the record business. Kapp—and the man—is such a changed musician that he has been described as being independently of the label and the man.

Kapp and Williams

In the last decade, the rise of Kapp as a leading independent label has paralleled the rise of Roger Williams as a top recording artist. Both developments probably would have taken place if Dave Kapp had never met Roger Williams on which the label’s growth certainly speeded the process.

Generally, Kapp’s approach to the record industry is the reliance on the artist as a long-term asset. Kapp isn’t interested in one-shots—he invites any promising young artist joining the growing to build an artist’s career.

The policies have not affected other labels. But then they have usually oppositely to the style of the man and the label.

Music Is Emotional as Well as Technical: Roger Williams’ Credo

Music is emotional as well as technical, according to pianist Roger Williams, and he credits his success in this arena to the key to his own long-sustained success as a top-ranking recording artist. Currently observing his 10th anniversary on Kapp Records, Williams is the only artist on the label, that is rarity in contemporary recording, that is a major artist for an extended period and one of an estimated 500 "professional" musicians who have retained a single label affiliation for such a lengthy period.

"Technically, piano playing is very precise, I can observe, but emotionally I don’t think it’s kept pace. A lot of piano music today is cold and quite mathematical, and I think the Kapp audience is not only more interested in higher mathematics with his music than he is in using calculus to figure out his grocery bill. I think the average person wants to be touched in his heart rather than his head and for that reason I try to put feeling in my playing. As a matter of fact, when I first met Dave Kapp I was doing graduate work at Juilliard, they were studying contemporary music under a Kapp record. I thought I liked that and encouraged me along this line."

Back to my collection and a lot of my favorite records are Kapp records and I think the public standard is as high as his own. The label has made novelty singles, but Kapp has refused to release a single or rock and roll record.

Taste and Talent

"Good music," by Kapp’s definition, is not music of any particular category or nationality, but it is music that reflects the taste and originality of the artist, man and the talent of the artist.

International boundaries mean nothing to Kapp. A direct channel of the artist’s music comes from overseas sources, with Japan the biggest market. Kapp Japanese music is recorded in English, and most of the legend on the album jacket is also in English.

Kapp brings foreign product to the U. S. It is generally in the language of the country of origin. Kapp feels that good music needs no translation, and that lyrics sound best when recorded in the native language of the artist. He is, however, wary of recording his music to the U. S., it’s done in the original Portuguese, and when he does U. S. music for the European market. He is also cautious about hopping on the bandwagon and make the kind of music you like. It pays off.

Kapp Recordings by Roger Williams

Roger Williams, Kapp recording artist, is probably the most successful pop pianist in the world. He is also a composer, a concert artist and a leading television artist.

Williams learned to play the piano by ear before his third birthday, and he wrote his first original composition when he was four. By the time he was eight, he not only played the piano, but could perform on 12 other instruments.

During his high school days in Des Moines, Williams conducted the school orchestra and choir, played on the basketball team and box.

His career almost came to a halt in the World War II Navy service. A gun breech crashed down on his hand, and only a brilliant operation by a Navy surgeon saved the hand. Methods of practice were required to restore his fingers to their normal function.

He was mustered out of the Navy in November 1945 and returned to Des Moines to continue his piano studies. During this period he was given his own radio show and accepted professional concert dates throughout the Midwest.

It was at one of these concerts, at Idaho State College, that he met his wife, Joie Dunsmoor. She was studying organ and music and had been selected college football queen.

Williams, by this time, had radio shows on almost every station in town and seemed content with his way career developing. However, the engineering courses he had taken while in the Navy had almost qualified him for a college degree, and, being a stickler for finishing something he starts, Roger decided to return to Idaho State College, where he received his bachelor degree in music. Subsequently, he received a doctorate of music and doctorate of humane letters.

It was in 1952 that he finally took the step and moved to New York. He became acquainted in contemporary music as well as the classics and enrolled at Juilliard. One of the classes he attended was conducted by Tedd Wilson, the jazz pianist. Wilson was impressed with Roger’s ability and encouraged him to continue in the jazz medium. Roger took to it so readily that he pursued his studies at Juilliard with another fine jazz musician, Lennie Tristano.

As a result, he remained in New York and in a few months he was offered the Godfrey Talent Scout winner, and later won a $1,000 prize on the “Chance of a Lifetime” television show.

But piano players are abundant in New York and the competition is keen. Jobs and meals became few and far between and it resulted in an occasional job in a cocktail lounge became a big event. He was playing such an engagement when Dave Kapp, the head of Kapp Records, heard him and invited him to record for his company. Roger’s first album was titled “The Boy Next Door.”

The response was encouraging, but far from sensational. But a quick of fate which was destined to skyrocket Williams in a matter happened shortly thereafter. Roger Williams was at a Kapp Records recording session for another artist. She completed her recording with a half hour to spare, so Kapp asked the young virtuoso if he wanted to rehearse any tunes for his forthcoming session.

Kapp had suggested that Roger record “Autumn Leaves” and prepare an arrangement of the tune. By coincidence, Williams had the music with him at this time. He agreed to run through it. After 20 minutes, the rehearsal had turned into a “take.” Six weeks later, a record was out.

(Continued on page 46)
Williams Promotion
To Cost $100,000

Kapp Records is pulling out all the stops for the promotion of Roger Williams' "Solid Gold Steinway" album. The promotion, which ties in with Williams' 10th year with the label—and also Williams' 26th anniversary—will cost an estimated $100,000, with the label bearing half the cost. The balance will come from distributor promotions and advertising.

Kapp Records' 26 distributors will kick the promotion off Sunday (12) with a meeting at the New York Hilton Hotel. The distributors will be briefed on the promotion, then get a rundown on their recording talent for 1964. Monday (13), the promotion rolls into high, as Williams holds a reception for local press, radio and television.

Half-page advertisements in all the New York dailies will herald the event, and local radio will carry spots boosting the newly released Williams album.

In addition, local radio interviews and live spots on network television appearance is on tap.

The "Solid Steinway" album is listed in mono at $5.98 and in stereo at $6.98, the latter a special package available for the distributor, without charge to Kapp's 26 distributors. In addition, cooperative advertising funds are being made available for the distributor, with the money going for dealer advertisements in local newspapers and radio.

A great deal will be accompanied by two Williams albums—a limited edition package and a special disk jockey edition.

The Solid Steinway" album has 17 pictures of the artists, and the special salute to the pop pianists and composers of our times.

Williams outlines the theme of the album in the following manner:

"I was happy to read recently that musical interest in America is at an all-time high. It's like everything from hibbong to hootenanny. . . . A great deal has been written about classical piano and almost as much about jazz piano .. but little, if anything could I find about the history of pop piano. I began to think that the wonderful contribution our artists and composers have made to popular music in our country .. and so I thought it might be fun to re-create here the styles of these pop artists and composers and at the same time offer them my special tribute."

Included in the album is a 180-page book, "The Solid Steinway" illustrated with 17 pictures of the artists.

The limited edition, which sells for $5.98 in mono and $6.98 in stereo, is a special package featuring three Williams albums — "Roger Williams Plays Gershwin" — "Songs From the Fabulous Fifties" and "Always."

Roger Williams

Continued from page 45

Leaves was the No. 1 record in America. Since then Williams has played concerts in most of the United States and Canada. He has been a regular on "The Tonight Show" and on "The Ed Sullivan Show" and on Joe Franklin's "Direct Memory Lane" television show.

Radio and television personality and the head of the Max's Paradise conference and cocktail party include Jack Spector and Joe O'Brien from WMCA, Lee Jordan, Ted Steele and Johnny Andrews from WOR, Les艰难, WABC, on NBC-TV's "Today" show and on "The Ernie Kovacs Show" and on Joe Franklin's "Direct Memory Lane" television show.

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All I did was play the piano.

(You did all the rest.)
It all began 10 years ago when Dave Kapp heard me play in a cocktail lounge.

One day while I was playing piano at the Madison Hotel in New York City, Bobby Brenner of M.C.A. called to tell me that Dave Kapp was looking for a new, young pianist.

One day soon after Dave Kapp walked into the lounge—sat down and listened as I played for the customers.

Then came "Autumn Leaves."
My first Gold Record, symbolizing the first million copies of "Autumn Leaves," is presented to me by Dave Kapp, president of Kapp Records.

Over 2,000,000 copies were sold with the help of a lot of wonderful people...

Disc Jockeys  
Retailers  
One Stops  
Rack Jobbers  
Distributors  
Juke Box Operators  
Sound Engineers  
Musicians  
Arrangers  
Music Publishers  
Copyists  
Song Writers

and the entire Kapp team!

My career was launched.
Since then I have received seven
gold records for these albums.
To celebrate my **Tenth Anniversary**, Kapp Records is releasing these albums.

**SIDES 1 & 2**

**SIDE 1**
Dominique
Maria Elena
Toccata
Teakwood Nocturne
Felicia
Theme from “The Cardinal”

**SIDE 2**
Roger Williams’ special salute to the pop pianists and composers of our times

Free! Inside every album is a copy of my autobiography—Cookies Made Me Practice.

Roger Williams
10th Anniversary / Limited Edition

For my loyal fans or for the new collector; a special three record package.
It takes a lot of highly professional people to produce an album.
This is a good time for me to for all they
Companies aren't successful—it's the people in the com-thank you and salute you by name. From the oldest

Jake Friedman, John Towles
Dixie Records Distributing Co., 1235 Techwood Drive, N.W., Atlanta, Ga.

Harry Carter, Gordon Dinerstein
Music Suppliers, Inc., 75 North Beacon Street, Boston, Mass.

Milton Salstone, Marvin McDermott
M. S. Distributing Co., 1700 S. Michigan Ave., Chicago, Ill.

Henry Droz
Arc Distributing Co., 13415 Lyndon, Detroit, Mich.

Bob Chatton, Vince Cosgrove
Chatton Distributing Co., 2517 San Pablo Ave., Oakland, Calif.

Bob Hausfater, Norm Wienstroer
Roberts Record Distributors, 1906 Washington Ave., St. Louis, Missouri

Jim Schwartz, Stu Schwartz
Schwartz Brothers, Inc., 2146 24th Place, N.E., Washington, D.C.

Bill Emerson
Big State Distributing, 1337 Chemical, Dallas, Texas

Walter Slagel, Grace Barger
Walter Slagle & Co., 725 S. Broadway, Denver, Colo.

Ken Kaizawa
Microphone Music Co., 605 Coral St., Honolulu, Hawaii

Herb Sandel, Bill Taylor
Sandel Co., Inc., 49 Glenwood Ave., Minneapolis, Minn.

Hutch Carlock
Music City Record Distributors Inc., 127 Lafayette Street, Nashville, Tenn.

Cliff Keaton, Bill Burton
B & K Distributing Co., 129 N.W. 23rd Street, Oklahoma City, Okla.

David Rosen, Harry Rosen, Irv Derfler
thank the Kapp distributors have done.
panies who create the success stories, so I would like to
"old-timer" to the newest salesman—you’re "tops"!

Steve Brodie, Lenard Silver
Best Distributing Co., 959 Main Street, Buffalo, New York

Herb Weisman
Mangold Distributing Co., 2212 Morehead, Charlotte, N.C.

Jim Shipley, Jr., Ed Rosenblatt, Chuck Huesman
Main Line Cleveland, Inc., 1260 East 38th Street, Cleveland, Ohio

Stan Terry
Record Sales Corp., 1070 Union Ave., Memphis, Tenn.

Sidney, Sherman and Melvin Koenig; Frank Cama
All-State Distributors, Inc., 665 11th Ave., New York, N.Y.

Henry Hildebrand, Jr.

Sidney, Sherman and Melvin Koenig; Irwin Fink
All-State New Jersey, Inc., 87 Stecher Street, Newark, N.J.

Herb Cohen, Nick Cenci
Fenway Record Corp., 1601 Fifth Ave., Pittsburgh, Pa.

Charles Ford
R & M Distributing Co., 431 St. Johns Ave., Billings, Mont.

H.W. Daily, Bud Daily
H.W. Daily, Inc., P.O. Box 7473, Zone 8, Houston, Texas

Sid Talmadge, Bud Dolinger
Records Merchandising Co., 2567-78-80 W. Pico Blvd., Los Angeles, Calif.

Henry Stone, Murray Jacobs
Bold Record Distributors, Inc., 418 Southeast Tenth Ct., Hialeah, Fla.

Wally Tolles
Fidelity Electric Co., 5301 Shilshole Ave., N.W., Seattle, Wash.
And a "Thank You" to the Foreign Distributors Who Sell My Records Around the World.

<table>
<thead>
<tr>
<th>Country</th>
<th>Distributor/Address</th>
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</thead>
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<tr>
<td>ARGENTINA</td>
<td>Tonodisc SRL 15 de Noviembre 1287 Buenos Aires, Argentina</td>
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<tr>
<td>AUSTRALIA</td>
<td>Australian Record Co. Ltd. 11-19 Hargrave St. East Sydney, N.S.W. Australia</td>
</tr>
<tr>
<td>AUSTRALIA/New Zealand</td>
<td></td>
</tr>
<tr>
<td>CANADA</td>
<td>Phonodisc, Ltd. 355 King St. West Toronto, Canada</td>
</tr>
<tr>
<td>COLOMBIA</td>
<td>Alberto J. Verswyvel Apartado Chacao 49-11 Bogota, Colombia</td>
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<tr>
<td>COSTA RICA</td>
<td>Indica Industria de Discos Centroamericana Ltd. Apartado 1645 San Jose, Costa Rica C.A.</td>
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<tr>
<td>DENMARK</td>
<td>Marks Musikforlag 247 Vesterport Copenhagen V., Denmark</td>
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<tr>
<td>ENGLAND</td>
<td>Decca 9 Albert Embarkment London, SE 11, England</td>
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<tr>
<td>GERMANY</td>
<td>Ariola GMBH Gutersloh, Germany</td>
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<td>HOLLAND</td>
<td>Negram N.V. Nederlandse Gramofoon MIJ Amsterdamsche Veerkade 22-22a The Hague, Holland</td>
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<td>ITALY</td>
<td>Decca Dischi Italia Spa Via Brisa 3 Milano, Italy</td>
</tr>
<tr>
<td>ISRAEL</td>
<td>Symphonia Ltd. 29 Benjehuda Rd. Tel Aviv, Israel</td>
</tr>
<tr>
<td>JAPAN</td>
<td>Toshiba Musical Industries Ltd. Asahi Shinbun Bldg., 3,2-Chome Yurakucho, Chiyoda Ku Tokyo, Japan</td>
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<td>MEXICO</td>
<td>Trans Radio Disc, S.A. Articulo 123-127-5 Mexico D.F., Mexico</td>
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<td>NORWAY</td>
<td>Egil Monn Iverson Malerhaugvenigen 20 Oslo, Norway</td>
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<td>PHILIPPINES</td>
<td>Mareco 131 Del Monte Ave. Quezon City, Philippines</td>
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<tr>
<td>SOUTH AFRICA</td>
<td>Goldo Africa Limited 161 President St. Johannesburg, South Africa</td>
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<tr>
<td>SPAIN</td>
<td>Discos Vergara Paseo Gral. Mola 4-1 Barcelona, Spain</td>
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<tr>
<td>SWEDEN</td>
<td>AB Knappupp Elegatan 7 Sundbyberg, Stockholm Sweden</td>
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<tr>
<td>HONG KONG</td>
<td>Colonial Trading Co. P.O. Box 950 Hong Kong</td>
</tr>
<tr>
<td>PUERTO RICO</td>
<td>Juan Martinez Vela Inc. P.O. Box 2027 358 San Francisco St. San Juan, Puerto Rico</td>
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</tbody>
</table>
By GIL FAGGEN

NEW YORK—Six of the nation's top radio markets will be in for increased competition in the coming year as the NBC-owned radio stations prepare to make a bid for a healthier and more dynamic future than they have had in their respective cities.

The significant move thus far by NBC to become more competitive in this area has been the hiring of former independent station consultant Michael Joseph (Billboard, February 28, 1959) and development each station's operation into a chapter of programing through the newly created post of vice-president, NBC-owned radio stations. Seasoned observers have noted that Joseph's title is significant in that it says something about the company's interest in its radio stations.

"We intend to keep pace with the times in the rapidly changing radio scene," says Joseph, "is a possible streamlining of operations, techniques, and approach to programing, whatever it may be at these stations in order to ensure greater profitability and utmost service to the common consumer."

"Community Service

"Among the things that may be needed," says Joseph, "is a possible streamlining of operations, techniques, and approach to programing, whatever it may be at these stations in order to ensure greater profitability and utmost service to the community consumer."

"We will continue to capitalize on the award-winning WBC, News and public affairs programing," Joseph emphasized.

"Indeed NBC does have a proud heritage and a royal background that well should be captured (Continued on page 58)

**PROGRAMMING NEWSLETTER**

**STATION EXEC. Cells To Record**

By BILL GAVIN

**IF THERE IS ANY ONE SINGLE TREND in radio this fall, it's that record companies are pursuing acquisition of several stations by a single owner.**

Such group ownership has, of course, been in effect for many years. In addition to the major networks and the many smaller-owner operated stations, we have had Westinghouse, Storer, Storz, McLean, Columbia, United Artists, Worldvision, Media Trains, Bartell and several other group owned stations.

In the past year, there appeared to be increasing activity on the part of successful owners of one or two stations to reinvest their surplus capital in the acquisition of new radio properties. This has become apparent in medium-sized cities as well as in the larger markets. Existing chains have been looking around for new properties, reasonably priced. This trend toward increasing group ownership is especially significant on the programing level, and on the relationships between station groups and the record business. Music policies that were formerly decided locally are now being plotted in a distant city by owners who are totally unknown to the local directors. Granted, all things needed does not mean that same music policy for each station in the group. What it does mean is a standard policy of dealing with record promotion. It means that in the event of a controversial record, a decision applying to the entire group will probably be made by its top management.

**LOCAL AUTONOMY NOTWITHSTANDING,** it is always the station owner who bears the responsibility of maintaining the health of his station. When any programming issue involves a threat to a license renewal, the owner of a group of stations will apply the same reasoning that he would to a single station.

Distributors are equipped to deal with local record promotion. In some cases they can sit down and talk over problems with station management. But they are powerless in dealing with management decisions beyond their local area. By the same token, manufacturers who have their own promotion organizations are in direct competition with station program managers. Contacts with management are rare, which will be on the group level. Suppose that a group manager has been receiving from his local managers reports of problem situations involving record promotion people. Perhaps another group manager will be asked for a recommendation whether or not the record should be played. Whatever the decision of top management, it will be made without recourse to, or discussion with, any of the record people involved. This is unfortunate, since a better and faster decision might be reached after considering the views of the record people.

Radio and the record business are an economic marriage. The record business furnishes the bulk of radio's program content. Radio, in turn, furnishes the prime exposure necessary to the sale of records. There has never been a stronger dependency on the part of record people to depreciate the importance of radio to their prosperity. Radio people, on the other hand, seem most reluctant to admit their dependency on the record business.

They seem to feel no responsibility for the continuing prosperity of the business which supports their programing.

**IT WOULD BE REFRESHING** some day to hear a top radio executive declare publicly that he accepted a concern for the continuing success of the record business, financial as well as artistic, and that he wanted his station to act in any reasonable way, in promoting the sale of records or its records.}

No such millennium is apt to be reached unless the initiative is taken by leading members of the record industry. Perhaps it would be wise to form a committee to work with a group from the NAB. Such a joint committee could organize programing representatives that would be available for the station owners that are sponsored solely by the NAB.

The record companies have an insurmountable stake in American radio. Record men should have a better chance to plan, rather than simply to promote.
FOR THE NEW YEAR!
ALL NEW INTERNATIONAL POLKA ALBUM
Composed and Recorded by Mr. POLKA MUSIC
Lil Wally and the HARMONY BOYS
MONO 1058 STEREO 5058

HERE COMES 'LIL WALLY'
Hi-Fi JAY JAY 1058 Lil Wally

CASH IN ON SALES! EXTENSIVE PROMOTION!
TWO WINNING ALBUMS by 'LIL WALLY'

ORDER FROM YOUR JAY JAY DISTRIBUTOR OR WRITE WIRE OR PHONE
JAY JAY RECORD COMPANY 2446-56 S. Kedzie Ave., Chicago 23, Illinois - RO 2-6000

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

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>TITLE</th>
<th>ARTIST, LABEL</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>THERE I'VE SAID IT AGAIN</td>
<td>Bobby Vinton, Epic 9638</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>POPPIES AND ICE CREAMS</td>
<td>Myrna, Phillips 40452</td>
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<tr>
<td>3</td>
<td>3</td>
<td>A TOUCH OF THE OLD</td>
<td>Arnez, RCA Victor 10030</td>
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<tr>
<td>4</td>
<td>4</td>
<td>A NIGHT IN TUNISIA</td>
<td>The Dorsey Brothers, Decca 12114</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>A TIP FOR THE GYM</td>
<td>The Four Toppers, Decca 12114</td>
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<td>6</td>
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<td>A TIP FOR THE GYM</td>
<td>The Four Toppers, Decca 12114</td>
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<td>A TIP FOR THE GYM</td>
<td>The Four Toppers, Decca 12114</td>
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<td>A TIP FOR THE GYM</td>
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<td>A TIP FOR THE GYM</td>
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<td>10</td>
<td>10</td>
<td>A TIP FOR THE GYM</td>
<td>The Four Toppers, Decca 12114</td>
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</table>

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

POP-5 YEARS AGO
January 19, 1959
1. Smokey Gets In Your Eyes, Platters, Mercury
2. My Happiness, C. Francis, MGM
3. The Chipmunk Song, D. S. Apollinaire & the Chipmunks, Liberty
4. Donna, R. Valens, Del-Fi
5. 16 Candles, Oreas, Cool
6. A Lover's Question, C. McPhatter, Atlantic
7. I've Got It On, P. Grammer, Monument
8. Whole Lotta Loving, F. Domino, Imperial
9. Slapper Lee, L. Price, ABC-Paramount
10. To Love Him Is To Love Him, Teddy Bear, Dave

RHYTHM & BLUES-5 Years Ago—January 12, 1959

1. The There They've Said It Again, Bobby Vinton, Epic 9638
2. Pop Pipies and Ice Creams, Myrna, Phillips 40452
3. A Touch of the Old, Arnez, RCA Victor 10030
4. A Night in Tunis, The Dorsey Brothers, Decca 12114
5. A Tip of the Old, Arnez, RCA Victor 10030
6. A Tip of the Old, Arnez, RCA Victor 10030
7. A Tip of the Old, Arnez, RCA Victor 10030
8. A Tip of the Old, Arnez, RCA Victor 10030
9. A Tip of the Old, Arnez, RCA Victor 10030
10. A Tip of the Old, Arnez, RCA Victor 10030

NBC O&O Radio
• Continued from page 57

New Mag Set For N.Y. WQXR
NEW YORK—Subscribers to the WQXR Program Guide will receive a new 100-page publication called "FM Magazine" starting with the January 1964 issue. The regular station guide is being discontinued...

"FM Magazine" will contain the detailed listings of most New York Metropolitan area FM stations, as well as WQXR-AM and FM. Also included will be editorial features, equipment reports and reviews of selected new recordings.

The WQXR Program Guide is the oldest in the country, and has been published continuously since 1936. The new magazine will be distributed in New York, Chicago and San Francisco.

Glasscock Appointed PHILADELPHIA — Harvey L. Glasscock, vice-president and general manager of WIP, has been appointed to the Broadcasters' Committee of Radio Free Europe as a community co-ordinator.

made by the station's executive producer, Don Luftig, several weeks ago.
### MUSICAL COMMERCIAL PRODUCERS

Current Commercials in Production

<table>
<thead>
<tr>
<th>FIRM NAME</th>
<th>ADDRESS</th>
<th>PHONE</th>
<th>TYPE OF PRODUCT</th>
<th>BRAND OR CO.</th>
<th>SPONSOR</th>
<th>AGENCY</th>
<th>PRODUCER'S NAME &amp; ADDRESS</th>
<th>COMPOSER</th>
<th>MUSIC (M) LYRICS (L)</th>
<th>PERFORMERS</th>
<th>INITIAL PERFORMER DATE</th>
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<tr>
<td>Ad-Staff Inc.</td>
<td>1401 Vine St., Hollywood, Calif.</td>
<td>(213) 994-9374</td>
<td>Water Service</td>
<td>Soft Water Service</td>
<td>Remye Corp.</td>
<td>Anderson McConnell</td>
<td>Martin Spezial (c/o Ad-Staff)</td>
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<td>Ad-Staff (ML)</td>
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<td>Apartment Real-Estate Promotion</td>
<td>Barrington Plaza Louis Lesser Enterprises</td>
<td>Abbott</td>
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<td>Martin Spezial</td>
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<td>Ad-Staff (W)</td>
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<td>Martin Spezial</td>
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<td>Anderson McConnell</td>
<td>Ad-Staff (L)</td>
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<td>Food</td>
<td>Hide-In Pets/ Potato Kip</td>
<td>Buff Coffman</td>
<td>Same</td>
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<td>Buff Coffman</td>
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<td>Dick Russell Productions</td>
<td>919 N. Michigan Ave., Chicago, Ill.</td>
<td>(312) 940-5312</td>
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<td>Bread</td>
<td>Hiloine</td>
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<td>J. F. Fresh</td>
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<td>Gold 'Round Bread</td>
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<td>Garden &amp; Bloom Baking</td>
<td>Edward H. Weiss</td>
<td>Jack Shady</td>
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<td>Bath Oil</td>
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<td>Holme &amp; Curtis</td>
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<td>Wade Bennett Productions</td>
<td>1 Wabash Ave., Chicago, Ill.</td>
<td>(312) 782-3850</td>
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<td>Haier Heinz Company-Guaranteed, Inc.</td>
<td>56 S. 4th St., N.Y., N.Y.</td>
<td>(212) 799-1046</td>
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<td>Apple Products</td>
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<td>Churchill Productions Inc.</td>
<td>720 S. Michigan Ave., N.Y.</td>
<td>(212) 787-6707</td>
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Adenauer Gets Hot-Selling LP

BONN—West Germany Ex-Chancellor Konrad Adenauer received a copy of the Ariola-Eurodis compilation, "Ariola—Deutschland aus der Asche," (Germany Out of the Ashes). The album is still selling in strong fashion after release some months ago. General manager of Ariola-Eurodis, Rudolf Engelder, made the presentation.

Ariola's fast-moving series is no trail-blazing venture: Adenauer, Chancellor Ludwig Erhard and other post-war leaders have been waxing their speeches for disk court sale for some time now.

The wax review of German history encompasses the entire period from 1914 to 1945 and on through the Adenauer era. The series covering the prewar period is devoted to Germany's Way Into Dictatorship, and the World War II series is "Germany in World War II."

The Germans, moreover, have had lively success in transplanting to this sober-sided country the spoiling style popularized by Vaughn Meader in "The First Family."

Seizing the occasion of Chancellor Adenauer's retirement, Beierlein of Munich produced a parody platter, "Lasst doch mal den Dicken ran, lasst ihn ziehen, was her kam!" — "Now Let Fatty Take Over, Let Him Finally Show What He Can Do!"

This disk pleased the case, in spoiling style, for Erhard's accession to the Chancellorship.

There then followed Beierlein's companion piece, a light-hearted c.w. style tribute to Adenauer: "Goodbye, alter Hauseul, Goodbye!" Its Tex-tastic style melody — "Wien der Rosen blüh'n am Rhein, werden in Gedanken wir stets bei dir" ("Where the Roses Bloom, on the Rhine, You Will Always Be In Our Thoughts")—has become a German top tune.

Meantime the pedagogues are many pressed to take it stand on pop platters. Culture ministries in the 11 West German States (which operate the school systems in each State on the U.S. system) have been forced to include pop in school music courses. The school officials have been handed surveys showing that 4,000 pop platters are produced annually in West Germany and that 75 per cent of male students and 80 per cent of the girls regularly listen to pop.

Music Goals
Name Slate

NEW YORK—March, the music women's philanthropic organization, has had a formal election of officers. President is Jeanette Hendler of J. J. Ent-erprises; Betty Smith of Ca- dence Records is vice-president; Adrienne Lawner of Francon Music is secretary, and treasurer is Edie Sohmer of Ivan Mogul Music.

First project for the organization is a fund-raising drive for the University Settlement House in Manhattan's East Side. The girls have already donated rec-ords, toys, clothing, instruments and a tape recorder to the Set-tlement House. All arrived in time for Christmas and Chanukah celebrations.

CBS Takes Over Big N.J. Building

PHILADELPHIA—To strengthen and intensify its dis-tribution in the Southeast, New-Jersey communities, Columbia Broadcasting System, Inc., leased large quarters for its rec-ords and sets division at nearby Penasukau. N. J. A 40,000- square-foot building was leased in the Airport Industrial Park there to serve as Columbia's distribution center for Southern New Jersey for phonographs, radios, television sets and rec-ords. The building, newly built, includes air-conditioned offices and tail-gate truck-loading fa-cilities.

Darin Picture-Song Folio Hits Market

NEW YORK—"The Best of Bobby Darin," a 40-page song and picture folio, will be mar-keted by Darin's T. M. Music, Inc. In addition to scores of 13 Darin-penned and recorded songs, folio includes 20 photos tracing the actor-singer's career, plus a biography and color-photo deal. Darin was concluded here last week that as-signed rights as sole selling agent to Hill & Range Songs. Inc. Darin folio will sell for $2.50.

Orion Firm Now To Be Called Metronome

NEW YORK—Orion Development Company, U. S. rep for the Metronome label of Den-mark in Scandinavia, is having its name changed. The label will now be represented by a firm with the same name, Metronome Rec-ords, Inc. The company will continue to be located at its former West 48th Street address and Mrs. Brita Penckel will be in charge. She replaces Claus Dahnler, who left Orion to take over U. S. representation for Swedish radio and TV.

Bertelsmann buys Universal Film Firm

BONN—Bertelsmann, a ma-jor force in the German trade of film make-believe, including UFA International GmbH, Munich, has purchased Boheme Verlag GmbH, Berlin-Munchen, Boheme Verlag GmbH, Vienna; Deutsche Wochenschau GmbH, Hamburg, as well as UFA Wer-behilf, Fernsehproduktion and Filmverwertung (advertising films). UFA now ceases to exist, bringing to an anti-escul-ating ending a fabulous chapter of German film history. In the 1920's UFA was the Continent's largest film producer, celebrated for its pictures directed by Josef von Sternberg and starring Marlene Dietrich in the "Blue Angel," among others) and Pola Negri.

ELIGIBILITY TO ASCAP MEMBERSHIP

Applicants for membership in the American Society of Composers, Authors & Publishers who meet the following requirements will be accepted as members:

WRITERS: Any composer or author of a copyrighted work shall have maximum copyright protection of his work by his composition or writing regularly published.

PUBLISHERS: Any person, firm, corporation or partnership actively engaged in the music publishing business whose musical pub-lications have been used or distributed on a commercial scale for at least one year, and who assumes the financial risk in- volved in the normal publication of musical works.

STANLEY ADAMS, President

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
575 Madison Avenue
New York 22, New York

Norse Artist Prize Goes To Teen Lass

OSLO—The 17-year-old school girl Wenche Myhr was named pop artist of the year by the newspaper Verdens Gang December 31. Wenche Myhr, who was discovered three years ago, made her breakthrough in 1963 and reached the top of the VG top 10 with her version of "C" T. E. E. K. E. N. (Boyhow Til Maa)" (Give Me a Cowboy for a Husband), which she managed to stay atop for five weeks. Wenche Myhr has been represented four times on the VG charts during 1963, one week with three names simultaneously. Her records have sold 40,000-50,000 during the year, with her best seller, "Gii Meg En Cowboy Til Maa" reaching a 20,000 sale.

Wenche Myhr will be fea-tured in forthcoming movie, "Queen Bee" ("Kvinne Bokser," Opera-Sean), and her next rec-ord is due in January, titled "Jeg Gaa På Skolen (I Go to School), a rewrite version of German top hit "Ich geh' noch zu Schule." Wenche Myhr also plans TV and disks in Germany this fall.

OSLO—the Saltun Quintette Orchestra received five new disks from the newspaper Ar-beiderbladet for the recording of the folk hit "Sing og sang," which sold 25,000 copies.

The five members of the Ol-klaborno are Monrad Holm Johansen, leader; Lars Kalvig, Ole Mjelde, Karl Sture and Birger Martinussen, all indus-trial workers in the age between 40 and 50.

JOAN BAAZE CONCERT PART 2

FAN MAIL GLOSSY PHOTOS

All sizes — quantities — enter or mark and write your name and address on a self-addressed stamped envelope. It's the only way to make sure you get the exact size you want. Write today for new glossy shots, sample sizes.

MUSION STUDIO
Box 991, Huntington, Conn.

HOT! HOTTER!
HOOTENANNY-AB1003
Cashon Folk Pop Beat Set Nov. 23, 1963
Cashon Folk Pop Beat Set June 23, 1963

arawel
46-02 Stein Street, L. I., N. Y., E-2-042

Say You Saw It in Billboard
COUNTRY MUSIC CORNER

By BILL SACHS

Ernest Tubb and the Texas Troubadours have been on the road for most of the year. The past few days have been mostly spent in the Midwest where they made a record date at the St. Joseph, Mich., studio of Capitol Records. The resulting album is due for release in the future.

A review of the last few months of the Tubb band shows that the group has been busy. In addition to regular appearances on the Grand Ole Opry, the band has made a number of other recordings and has been featured on several television shows.

Newlyweds has just launched the membership roster of the Country Music Association last week: Chuck Alan, Nashville; John Maher, New York; Jack W. Antenucci, Kansas City; and Bill C. Hensley, Nashville. The band has been one of the most popular in recent months.

Webb Pierce’s Hitmakers last week with a new record in the Commercial League at the Platter Recording Studio in Nashville. The new single, sponsored by the team many years, and bowled over the competition with ease.

The new single, sponsored by the team many years, and bowled over the competition with ease.

"Country Music Corner" is a column written by Bill Sachs, a contributing editor for the Billboard magazine. The column provides news and information about country music and musicians.
ANNOUNCING a new low rate for SITUATIONS WANTED ADS to help people in the allied fields of MUSIC, RECORD, COIN, PROMOTION, ENTERTAINMENT be made in Billboard's NEWSPAPER FOR SELLING YOURSELF TO BILLBOARD's DEDICATED READER. $2.00 will do the trick for a 1/2 ad in size one. Maximum 15 words and address. MAIL, COPY AND PAYMENT TO: HENRY & PUBLICATIONS, 2160 W. Frelinghuyse St., New York, N.Y. 10036

HELP WANTED
EXCELLENT OPPORTUNITY for hard driving, ambitious salesman now calling on department store buyers, variety stores, discount shoe chains, etc. Double your present income. U.S. area with territory you can really work. Inquire today. Box 25, Times Square.

SOMETHING TEAM LYNCH
WANTED: 1000-1200
A day. Salesman must be motivated. Commission anywhere from 15-20% of net. Excellent pay and opportunities. Call or write immediately. 970-2500.

ENTS WANTED: LARRY MEYER & ASSOCIATES
25 years experience in Radio/TV. Directing and producing. Available for TV, Radio, Film or Television. Please telephone 772-2321 or write 500 W. Madison Chicago, Illinois 60606

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RAYSAR SALES COMPANY
553 W. Madison Avenue
Chicago, Illinois

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EUROPEAN NEWS BRIEFS

Membership Up
VIENNA—Despite the continuing slump in phonograph operation and the growing threat of a coin machine trade association, Verband des Oesterreichischen Automaten-Gewerbes (VOAG) succeeded last year in boosting its membership and in focusing attention on strengthening the organization.

The VOAG now has more than 200 members, representing the cream of the Austrian trade. VOAG's membership has been widened to include importers and general import-export agents as well as retail operators. This was necessary because about 80 percent of all Austrian phonography is handled by men operating in the hands of the location owners.

Plan Museum
COLOGNE—West Germany's coin machine trade plans establishment of a phonograph museum, which would trace the development of the production industry and the coin machine trade in this country and also in Europe.

The museum would house equipment and significant documents tracing the rise of the trade and would conduct expansion research for students of the world coin machine industry.

Eltec in Belgium
BRUSSELS—Eltec, West Berlin's phonograph producer, is developing a substantial Belgian market through its energetic Belgian distributor, Henry Coolen, whose firm of Nonkel Rik is situated at Wetteren, Flanders.

Eltec is having surprising success in the Belgian market with promotion of the phonograph's super-compact economy features. The firm is expected largely to the fact that Coolen works closely with the West Berlin headquarters in translating his own market research into the design of new models.

Eltec also uses the Belgian firm as a staging area for its sales campaign in the kingdom, where it is represented by the firm of Gainshead of Reading.

Italian Expansion
ROME—The year 1963 was the most successful phonograph expansion year in Italian history.

Total phonographs in operation expanded last year to 20,000, from 17,000.

But the most important fact, according to Italian trade authorities, is the substantial expansion which took place in the less developed area of Italy, primarily in Sicily. The number of phonographs on Sicily increased from under 500 to around 650, together with substantial increase of coin operated equipment with new.

Less-developed areas such as Sicily, Sardinia, and the Basilicate region in the far south offer tremendous potential for expansion, particularly in line with general economic development in these areas.

Danish Operation
COPENHAGEN—In the opinion of executives of Skannedvinsk Grammophon Aktieselskab, the E.M.I. subsidiary in Denmark, more diskeries could profitably operate phonographs.

Skannedvinsk Grammophon in 1963, racked up its most successful phonograph operating year since 1959, the year it entered the operating field. The combination of phonograph expansion with a phenomenally successful relationship with phonograph dealers, a pattern of coexistence apparently unrivaled anywhere else.

About one third of Denmark's phonographs are now operated by Skannedvinsk Grammophon, which makes it the largest operator and the least desirable locations.

For example, many of the firm's machines are on Jutland. Finally, the company plays no favorites with its dealers but plays the coin in demand, whether of E.M.I. origin or that of competitors.

Swiss System
ZURICH—Switzerland's coin machine tinder, it is reported in 1964 to help other world trade organizations establish trade judicial machinery after its own. Such machinery has proved the best means in the prosperity and harmony enjoyed by the Swiss trade.

Operated by the Swiss trade association, Association de la Branche, Phonographique, the machinery consists of an ASA commission, an important body which is empowered to levy fines.

Items of commission and tribunal hear complaints involving ASA members and dealing with taxation policing, unfaithful advertising, and "condemn generally unbusiness of high ethics."

Seeburg Says All OK After Issuing Notes
CHICAGO — The Seeburg Corporation has issued $17,000,000 worth of 5 3/4 percent promissory notes due December 1, 1978, it was announced last week by Delbert Coleman, board chairman.

Purchasers in equal amounts were the Prudential Insurance Company of America and Northwestern Mutual Life Insurance Company. Coleman said that $9,500,000 of the proceeds would be used to retire current back loans obtained last December to acquire the Cavalier Corporation, Chattanooga, and the two parent general corporate purposes.

Coleman said the company consulted with financial advisors on all financial requirements in the near future, and that the terms of the notes, no payments other than interest are due for the first five years. White, Weld & Company investment bankers for Seeburg, participated in the placement of the notes.

NORTH TONAWANDA, N.Y.—Operators throughout the nation were handed the Wurlitzer Model 2800 in distributor service literature this week. The new model has no radical re-styling, the new programming nostrums, or use of any of the Ten Top Tune feature and the introduction of the seven-inch album.

The Ten Top Tune modification makes it possible to set top sides of 10 records or the top and bottom sides of five records with the shift of a lever. This new programming feature enables the BASA listener to hear album music from 10 sides of five records at the same price as the album.

The dual-speed stereo music machine comes in both 100 and 500 selection models.

Little LP's
Little LP records, containing three bands to a side, may be set at 25 cents a side or two sides for 50 cents. Either two quarters or one 50-cent piece will put the two sides into play.

If the phonograph is on 50-cent play (with seven singles for the half dollar) the patron has the option of picking two little LP selections and one single.

The Model 2800 may be programmed with little LP's in (Continued on page 82)

Bergmann Expansion Sets Pace For West German Coin Trade

By OMAK ANDERSON
HAMBURG—West Germany's widening share in the world coin machine export market is reflected in the expansion of production facilities at a number of German companies.

The most spectacular expansion is that of Th. Bergmann & Company of Hamburg, a major European producer of phonographs (Symphonics), games, and pinball. Bergmann has already provided an entire line of any European producer's products. The company's coin world export market has made the firm a bellwether for the German industry.

Ernst Bergmann, the firm's chief, reports that all of the firm's products are selling well in the world trade. The runaway best sellers, however, is Bergmann's new target game, Arizona, which has backedlog production orders from the U.S., Japan, and Britain.

Bergmann has reported to flying equipment to England to reduce the waiting time. There is waiting time, too, on orders from the U.S. and Japan.

Attended U.S. Meets
Ernst Bergmann attended the U.S. meeting last autumn of the Music Operators of America and the NSA. He returned home convinced that there is no reason why the German industry cannot compete successfully with the United States on the world market.

Bergmann is particularly impressed by U.S. pinball production (what Europeans call "flipper s"). Bergmann is already producing pinballs and intends bringing out new models.

Pinball popularity is growing steadily in West Germany, Bergmann believes, but the space required is a limiting factor in this country. German restaurants and cafes have substantially less space than in the U.S., where space is not a factor in pinball sites.

If Bergmann admires U.S. pinball production, and he believes it will be hard for European producers to overtake the U.S. But he believes, nevertheless, that European producers can produce pinballs competing favorably with U.S. product—and competing successfully on the world market.

Labor Shortage
Bergmann points out that the severe labor shortage is handicapping German coin machine expansion. The labor shortage is serious across the board—incredible as this may seem to the North American trade.

However, Bergmann is press in expanding in all directions. The Hamburg firm is ready to expand for the European Common Market, and is negotiating at the moment for the erection of a new general sales agency in France.

In London, Bergmann is enjoying a flourishing business through its United Kingdom representative, Symplay. For the British market, Bergmann is producing a special payout, Monaco, which meets British gaming law specifications.

Modern Equipment
Bergmann was impressed by the very high productivity achieved in U.S. coin machine plants. But he believes West German producers enjoy a certain advantage in ultra-modern equipment—the result of the fact that the country is modernizing.

(Continued on page 82)
### MOSS RELEASE #12
**SELECTIONS**
- Ain’t Misbehavin’/On the Sunny Side of the Street
- Ella Fitzgerald & Count Basie, Verne
  Album: Ella and Basie
- Come On Home Boy/Tender Hearted Baby
  George Hamilton IV, RCA
  Album: Abilene
- Wakesh Cannonball/Wild-Woods Flower
  Billy Strange, Crescenda
  Album: 12 String Guitar
- She’s Got You/Are You Sure
  Emi-Twenty-Sixth, Liberty
  Album: Make the World Go Away
- Ramona/Mahogany Lass
  Al Martino, Capitol
  Album: Painted, Painted Rose

### MOSS RELEASE #11
**SELECTIONS**
- Get Her Off My Hands/Young and Foolish
  Tony Bennett, Columbia
  Album: This Is All I Ask
- Sentimental Journey/Tumbling Tumbleweeds
  Ted Heath & His Music, London
  Album: Satin, Strings & Bouncing Brass
- Freight Train/Quit Your Lowdown Ways
  Peter, Paul and Mary, Warner Bros.
  Album: In the Wind
- Once Upon a Time/EBB Tide
  John Gary, RCA Victor
  Album: Catch a Rising Star
- Roll On, Columbia, Roll On/The Tale of Michael Flynn
  The Highwaymen, United Artists
  Album: Lonestar with the Highwaymen

### MOSS RELEASE #10
**SELECTIONS**
- Fascination/The Last Time I Saw Him
  Andre Previn, Columbia
  Album: Andre Previn in Hollywood
- Rawhide/New Mexico
  Faron Young, Mercury
  Album: Faron Young Aims at the Way
- Bye Baby, Bye Bye/Forever
  Fort Domino, ABC-Pak
  Album: Here Comes Fort Domino
- PARADISE/Mr. Wonderful
  Ann Margret, RCA
  Album: Rochelle’s Paradise
- At Long Last Love/You’re Nobody ’til Somebody Loves You
  Vic Damone, Capitol
  Album: The LifeList

### MOSS RELEASE #9
**SELECTIONS**
- Real Street Blues/Careless Love
  Nat King Cole, Capitol
  Album: Nat King Cole Sings the Blues
- A Travellin’ Man/Povin’ Gambler
  The New Christy Minstrels, Columbia
  Album: Ramblin’
- The Great Historical Run/The Unfortunate Man
  The Chad Mitchell Trio, Kapp
  Album: The Best of the Chad Mitchell Trio
- Till Then/Birdland
  St. Zentner, Liberty
  Album: More
- I Can’t Get Started/Java
  Al Mot, RCA
  Album: Money in the Horn

### MOSS PACK #8
**SELECTIONS**
- Shine On, Harvest Moon/I Want a Girl
  Frank Fontaine, ABC-Pak
  Album: Frank Fontaine Sings Like Crazy
- Diamantina/Tell Me Seeing You
  Mr. Acker Bilk, Atco
  Album: Call Me Mister
- Remember the Alamo/Peace in the Valley
  Johnny Cash, Columbia
  Album: Ring of Fire-The Best of Johnny Cash
- The Mavis’s Wedding Song/When I Lost You
  Perry Como, RCA
  Album: The Songs I Love
- Irma La Douce Theme/Meatball
  Sound Track, U.A.
  Album: Irma La Douce

### MOSS PACK #7
**SELECTIONS**
- We Kiss in the Shadow/People Will Say We’re In Love
  Andy Williams, Cadence
  Album: Andy Williams Sings Rodgers & Hammerstein
- Any Place I Hang My Hat Is Home/Comin’ Back to Me
  Barbra Streisand, Columbia
  Album: The Second Barbra Streisand Album
- Where Can I Get/Oh Man
  Ray Charles, ABC-Pak
  Album: Ingredients in a Recipe for Soul
- A Japanese Garden/April in Portugal
  Ferrante & Teicher, U.A.
  Album: Holiday for Pianos
- The Good Life/THEME FROM A SUMMER PLACE
  Kenny Ball, Kapp
  Album: The Big Ones

### MOSS PACK #6
**SELECTIONS**
- Bye Bye Blackbird/I Can’t Stop Loving You
  Sammy Davis Jr., Reprise
  Album: At Long As She Needs Me
- Take Good Care of My Baby/Joey
  Anita Kerr, RCA
  Album: Tender Words
- Devotion/Songs of Time
  Ferrante & Teicher, U.A.
  Album: L’Annee de Fantaisie
- End of a Love Affair/This Could Be the Start of Something Big
  Gloria Lynne, Reprise
  Album: Gloria Lynne at Los Vegas Thunderbird
- Trouble in Mind/I Can’t Stop Loving You
  Jimmy Smith, MGM
  Album: Make Flours

### MOSS PACK #5
**SELECTIONS**
- I Keep Going Back to Joe’s/Where Did Everyone Go?
  Nat King Cole, Capitol
  Album: Where Did Everyone Go?
- The One I Love Belongs to Somebody Else/I’ll Never Smile Again
  Jo Stafford, Reprise
  Album: Getting Sentimental
- Over Tommy Dorsey
- Wheels/Muskrat Ramble
  Chet Atkins, RCA
  Album: Travelin’
- La Vie En Rose/Nature Boy
  Mr. Acker Bilk, Atco
  Album: Only You
- Model in Blue/Life Savers Girls
  Oril Soundtrack, U.A.
  Album: Mundo Cante

### MOSS PACK #4
**SELECTIONS**
- Moonlight and Roses/Three O’clock in the Morning
  Mugs & Luigi Chorus, RCA
  Album: Cascading Voices of the Mugs & Luigi Chorus
- Love Theme from Mutiny on the Bounty/The Theme from Gidget
  Jackie Gleason, Capitol
  Album: Jackie Gleason Presents Movie Themes-For Lovers Only
- Gina/Strangers on the Shore
  Felix Slackin, Liberty
  Album: Winter Love
- The Antony & Cleopatra Theme/Cassar/Cleopatra Theme
  Original Score, 20th-Fox
  Album: Cleopatra
- Lover Come Back to Me/Misty
  Josef Garner, Reprise
  Album: One World Concert

### MOSS PACK #3
**SELECTIONS**
- My Romance/They Didn’t Believe Me
  Jack Jones, Kapp
  Album: Call Me Irresponsible and Other Jack Jones Hits
- Stardust/The Glow Worm
  Boston Pops/Arthur Fiedler, RCA
  Album: Stardust
- Billy Goat Hill/Take Her Out of Pity
  The Kingston Trio, Capitol
  Album: Best of the Kingston Trio
- Cherokee/Summer Time Love
  Caterina Valente, London
  Album: Strictly U.S.A.
- Alley Cat/Me to the Moon
  David Carroll & His Orb, Mercury
  Album: Today’s Too Much

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**Contact your regular Juke Box Distributor or One-Step**... or USE THIS CONVENIENT ORDER FORM TODAY. (Operators: price per pack—$3.50)
the Wurlitzer 2800

Makes the swing to higher earnings
New Jet Age Styling
New Simplified Servicing
New Higher Earning Power

Available in 200 or 100 Selection Models

The Wurlitzer 2800, the best looking, best sounding phonograph we have ever built, is the latest product of a Wurlitzer policy deliberately established with the operator's interest in mind.

While brilliantly styled in step with the jet age, and incorporating many refinements and improvements over its predecessors, there are no changes just for change sake... no radical restyling aimed at depreciating the value of recent Wurlitzer models.

The Wurlitzer 2800 is a superb phonograph. Ingeniously designed to minimize service costs, it has more to offer the location owner, with an array of advanced features that makes it a favorite with patrons.

No words can adequately portray its beauty or define its ear pleasing stereophonic sound. Once you have seen and heard this splendid phonograph you will appreciate what Wurlitzer has done to make the Model 2800 a milestone in the history of instruments expressly created to make the swing to higher earnings.
**Wurlitzer**

The Only Phonograph Offering the Extra Earning Power of the

**TEN TOP TUNES**

**FEATURE**

**Plus LP ALBUM SELECTIONS**

With a Wurlitzer Model 2800 you've got everything working for you that will turn music into money. A name that means music to millions. Jet age styling...a mechanism long recognized for its service-free performance...plus the greatest extra coin-coaxing features in joke box history—Ten Top Tunes for Fifty Cents—with the versatility that makes it possible to play pre-selected album tunes from the top LP's. Or, should you prefer to program little LP's with three tunes per side, this optional feature is available.

Only Wurlitzer Has This Variety in Play-Promoting Dome Displays

- **NEW SPRING-LOADED DOME** — Unlock the dome and it lifts automatically to finger hold clearance. Raise to latch position with almost effortless action. Raised to latch position with almost effortless action. It can't drop even if a spring should fail. As dome is opened, the little slip holder can be forced into located position and is held firmly in place while strips are changed. Programming, record changing, needle replacement and tone arm adjustments are all quickly performed. Dome closes with the same hydraulic-like cushion action.

- **HUNDRED SELECTION DOME STYLING** — This new styled silhouette of the Model 2810 one-hundred selection phonograph vividly depicts the complete die-cast frame which surrounds the program holder and the top display panel. This design, accentuated on both models, is accentuated by the Kashmir Walnut color of the grained Bedroom side.

- **NEW COLORFUL GRILLE** — Pastel lit grille gleams with chrome finish. Die-cast "W" in grained panel framing centers skillfully created sound board.

- **NEW STEREO PROMOTION PANEL** — The words "Wurlitzer Stereo" on a three-dimensional glass panel call attention to the "one turntable" qualities which patrons have come to associate with Wurlitzer.

- **NEW IMPROVED PLAYBACK** — The Wurlitzer 2800 incorporates an advanced version of the famed Playback that accepts records, LP's, quarter inches, and tapes. It can be pre-set to offer from one to fifteen plays per coin.

- **PAYS MOUNTED ON CONTROL CENTER** — The Wurlitzer 2800 introduces a convenient relay control center on the panel box which contains the selector circuitry and is controlled by five plug-in relays. These relays can now be checked as you would check vacuum tubes—a feature that saves time, speeds service and eliminates a good percentage of costly callbacks.
Every Unit of Wurlitzer Remote Equipment is a Proven Contributor to Higher Operator Earnings

PRIVATE STEREO SPEAKER MODEL 5121
Pipes personalized music direct to patrons seated in booths, at counters or bars. Features volume control, twin 5" stereo speakers and slot loaded cavity to enhance low frequency response.

STEREO EXTENDER MODEL 5125
New wrap around grille in antique bronze finish features brass-plated zinc "W" and script "Stereo," brass moldings. Neutral finish top and bottom. A 6" x 9" oval speaker is set in a 20" fixed baffle. Treble and middle sound ranges extend stereo sound through location. Sold in pairs.
DIMENSIONS: 12" High, 14" Wide, 8" Deep.

STEREO DIRECTIONAL SPEAKER MODEL 5126
Uniquely designed to fill a variety of requirements. May be mounted on wall or in corner vertically or horizontally. Can be rotated 180°. Bronze metal grille, sturdy metal case. Neutral finish. Houses 6" x 9" speaker. Has fader control and matching transformer. Mounting brackets furnished. Packaged in pairs.
DIMENSIONS: 22½" High, 9¼" Wide, 8" Deep.

HALF-DOLLAR SINGLE COIN WALL BOX MODEL 5010
The already fantastic play-stimulating power of the Wurlitzer Ten Top Tunes feature gets an added boost from these wonderful little wall boxes. Only 6" wide, 9" high and 2¾" deep, they fit on bars, counters or in booths. Patron doesn't have to move from his seat to enjoy the programmed top tunes at the drop of a half-dollar coin. Deluxe chromed bracket permits eye-appealing installation, features Wurlitzer Crest with see-deep effect. Bracket also available in aluminum finish.

WALL BOX MODEL 5200-5250
Accepts all coins including half-dollars. Has credit indicator and coded key. Top-operated program pages and title strips illuminated top and bottom. Chromed die-cast case. Available as Model 5250 (200 selections) and Model 5200 (100 selections).
DIMENSIONS: 15½" High, 11" Wide, 8" Deep.

BASIC PHONOGRAPH SPECIFICATIONS - MODELS 2800-2810

<table>
<thead>
<tr>
<th>RECORD CHANGERS</th>
<th>Size: Height 52½&quot;</th>
<th>Width 33½&quot;</th>
<th>Depth 27½&quot;</th>
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<tbody>
<tr>
<td>Model 2800</td>
<td>Two 12-inch, one heavy duty and one mid-range One 6-inch tweeter. Both models equipped with multipurpose sapphire stylus.</td>
<td>33 and 45</td>
<td>7700 ohms</td>
</tr>
<tr>
<td>Model 2810</td>
<td>Sound system amplifier</td>
<td>33 and 45</td>
<td>7700 ohms</td>
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</table>

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y.
108 Years of Musical Experience
Chicago Coin’s Cadillac Bowler
Is Played Without Visible Pins

CHICAGO — Cadillac, Chicago Coin’s newest long bowler, is a follow-up to the firm’s popular Official model, and has three new game features never before used on a bowler.

Shallow Bowl is played without a green in the middle such as is done by professional bowlers when they are warming up for a tournament. The bowler throws at a spot on the alley. If he needs to use the 90th frame, it is just as in a regular game. If not, a red light flashes, telling him exactly where to throw to pick up the spare. The step up has progressively higher scores for each game. In the first frame, scores count 10, 20, 30, etc., up to 60. In the second, 10, 20, 30, 40, etc., up to 60. In the fourth frame the program uses the 90th frame for one extra. This continues throughout the game until the last frame, where the Spare Frame continues until the player is finished.

Add-A-Frame permits the player to shoot the entire game in regulation manner. At the end of the game a light flashes, indicating whether a player scores in the last three frames. Other games are Regulation, Dual Flash and Flash-O-Matic. Six can play at one time. Cabinet is similar to the firm’s previous Official model, but color and trim is changed and there are numerous servicing extras.

The bonus is not applicable to trustees, it is limited to $10,000 per person, has no pro-rata clauses, it is applied only to actual cash on trade-ins, and is subject to several other technical requirements.

Neil Kaplan discussed a 7 per cent investment credit that operators can take for converting new and used equipment. The credit is given in addition to the regular depreciation allowance.

Ops Can Recover
Kaplan noted that enables operators to recover up to 25 per cent of the cost of their property.

The 7 per cent credit is on tangible personal property only and is restricted to one-third of the value of the property if it has a four to six-year life, two-thirds of the property’s value if a six to eight-year life, and 100 per cent of the property’s value if eight or more years life.

In discussing depreciation guidelines, Harold Minkus noted there were four methods available. Straight line, double declining balance, sum of the years’ digits and the 150 per cent declining balance method. The latter two enable operators to take a maximum initial deduction.

Minkus noted the life of the equipment is important with actual practice and that the government now had guidelines on various types of equipment giving depreciation lives.

Dave Bramson said that the government is going forward to eliminate the practice of buying and selling routes for capital gains purposes. Under the new approach, he said it was advantageous for both buyer and seller to utilize deferred payments in a sales contract.

Op Headaches in Wake Of Memphis Blizzard

MEMPHIS—The snow blizzard which hit Memphis and the Mid-South recently and paralyzed highway traffic for three days and partially hampered it for more than a week some unusual problems for South operators and distributors.

George Simmons, president of Simmons-Pennington Company, Memphis distributor, cites just a few of the problems: “We have nine background music stations in the Mid-South. We put Christmas music on the day after Thanksgiving. Then the day after Christmas the other locations want the Christmas music.”

“We have a route set up with a man in a station wagon changing all the music. We normally give them fresh music every 90 days.”

This year, though, one man wanted Christmas music October 1. He has a dollar store at Texarkana, Texark. I told him we couldn’t till after Thanksgiving.

“We got the music on all right. It takes about three days for our man to make the entire route, parts of which are in Arkansas, North Mississippi and West Tennessee.

“But this year the snow really threw us behind. It took our route man, Ben Fontaine, a week to get all the music after Christmas—and he was getting up at 5 a.m. and back in at midnight that week to do it.

“We finally got it all changed in January. I had several calls from people squeaking, but they all understood on account of the snowstorm and bore with us.

“We were like an old mule. All we could do was try to do our best.

American’s "IMPERIAL" Pays ... The exciting IM TOP LINE personnel and more coins because it is designed to work for you, the owner.

Handsome and sturdy construction, its many new features include: Bower-Caller Play Control, Pin Gate Control (even when electricity is off), beautiful, sunstreaked sublicatured, brilliant lighting.

For those that will consistently earn high profits for you, year after year, you owe it to yourself to see the IM TOP LINE at your distributor’s or write for free color brochures.

American SHUFFLEBOARD CO.
215 Farnam Plaza
Union City, N.J. • 201-850-5683
It Was a Traditional Yule tide  
In Lots of Ways for Chicago Ops

CHICAGO—It was a traditional Yule tide in Chicago for the juke box operators here were concerned. Traditional in more ways than one.

Collections were about even with a year ago, and music was primarily of the standard, well-known variety. A special sale at Singer and Music Box one-stops showed that operators were lacking a solid, but Christmas hit. Most of the programming was from libraries.

Gus Tarot, at Singer, said that Allan Sherman’s “Twelve Gifts of Christmas” might have been a hot number, but “it was out soon enough.” He said the same held true for the Chad Mitchell Trio’s “Wonderful Toy.”

Tarot said operator buying was restricted mostly to standards and this was in the form of fill-in buying, not new stock for a large percentage of the stores, such as would take place if a hot hit was being placed.

Steve Hagedus, at Music Box, echoed much of what Tarot said. There was a pretty good business with Bing Crosby’s “Auld Lang Syne,” but that was nothing to make much of an impression.

In the one-stops reported a strong pickup after the holidays. Hegebus said there was a shortage of “good standards” for the operators but that Music Box was doing well with the teen-age material.

Tarot said that Singer juke box business was very strong, especially the out-of-town shipments. Among the hot tunes at Singer are “You Don’t Own Me,” by Lesley Gore on Mercury; “I’ve Got a Hand,” by the Beatles on Capitol; and “A Fool Never Learns” b/w “Charade” on Columbia, which Tarot feels will be a chart record for operators, “Mind Your Own Business,” by Jimmy Dean on Columbia, and “Southbound U.S.A.,” by the Dixie Belles on Sound Stage 7.

Declaré Belgian Industry
Made Ground in 1963

BRUSSELS — The Belgian coin machine industry made significant strides in 1963, according to H. de Vroey, president of the Union Belge de l’Automatique and of the Bourse de l’Automatique.

De Vroey hailed the action of the Belgian Parliament in amending the nation’s gambling law with regard to coin machines. One provision of the new law stipulates:

“Under the penal law, games which give the player no chance of enrichment because of or gaining any material advantage other than the gamble, but only following the game, are not considered games of chance.”

The ruling clears up the cloud under which games of the bingo and flipper type had been operating. They have been forbidden in four of the nine Belgian provinces since August 1962.

The Belgian organization is now pushing for a national tax on coin-operated amusement devices to replace the current system.

De Vroey explained that “under the present regulations, machines for amusement are at liberty to impose taxes within their own jurisdiction. As a result, very great injustices arise in the discriminatory aspect of the law, according to the various areas of the country, ranges between exemption up to a taxation of 24,200 francs. The new government bill tends to put an end to this state of affairs, and to level taxation by creating a tax ranging between 500 francs and 15,000 francs per annum, according to the type of machine and the category of commerce.”

5 New Singles Get Off Well
In Mid-South Locations

MEMPHIS—Five recently released singles have made fast breaks and are selling outstandingly well in Memphis and the Mid-South to phonograph operators.


Frank McKenzie, manager of Poplar Tunes Record Shop, leading one-stop in Memphis which sells to the public and local and Mid-South operators, said these five singles were far ahead of the dozens of other recent releases.

A check with three representa tive operators, Clinton Collins, Struve Amusement Company, Grenada, Miss; Nathaniel Wheel- ess, Service Amusement Company, Jonesboro, Ark., and William V. Forsythe, Forsythe Amusement Company, Millington, Tenn., also showed the five disks leading the play on their phonograph routes.

R I C K  N E L S O N — F o r Y o u r S w e e t L o v e

Decca (Pop)

Wurlitzer Little LP Set-Up Seen
Boost for Adult Programming

NEW YORK — Wurlitzer’s entry into the little LP programming field with the Model 3100 has brought the current operator trend to adult programming.

All four major phonograph manufacturers now produce models capable of playing the seven-inch stereo album as well as 33 and 45-r.p.m. single disks.

Curiously while sales of special stereo single five-packs in the 33 and the speed LP stereo products are in the substantial sales to operators, no record company has produced any product except from special order from music machine sources and with a guaran teed supply.

The diskies appear unwilling to make either the stereo adapters or the little LP’s of speculation. The order must be there in advance.

Wurlitzer’s operators are boosting collections by programming for adult audiences, stressing with singles taken from leading stereo albums and from cut-down versions of the albums themselves.

With the majority of music machine locations bums and grills, juke box operators have long realized that teen-age music will not bring in the top dollar. But they have been programming this music mainly because it represented what was available on singles.

With more and more adult products available both in 33’s and little LP’s—the operator is now able to give the location just what the music they want to hear, and it’s reflected in the sales.

If the trend toward adult programming continues, the industry for going into stereo single and little LP product might become too great for the record companies to resist.

Name Sales Drive Winners
In Utah Struve Competition

DENVER—Winners of a 60-day sales drive competition by Struve Distributing Company, Denver’s distributor, who operates headquarters in both Denver and Salt Lake City.

In the program, which resulted in the sale of 50 new phonographs, include Music Service Company, of Albuquerque, which took the grand prize of $5,000 or a new $2000 stereo record player. Second prize, of $1,200, was a trip to Hawaii; Bonanza Music, Alamogordo, N. M., third prize of $750, or a trip to Mexico City. Winners of $225 cash (or a trip to Las Vegas, Nev.) included John Madia of Sheridan, Wyo.; Mool Music Systems, Denver; Colorado Amusement & Music Company, Las Animas, Colo.; Johnson Noveltv Company, Sheridan, Wyo.; Navajo Music Company, Farmington, N. M.; E & M Music Company, Colorado Springs; Greener Mu sic, Secorro, N. M.; Deming Music, Deming, N. M., and F. W. Hall, of Loving, N. M. For additional information, each company included Skyline Music, Denver; Art’s Amusement Company, Davis, N. M.; Apollo Music Company, Alamogordo, N. M., and H & H Music Company, Casper, Wyo.; J. L & Vending, Laramie, Wyo.; Western Music Company, Hobbs, N. M.; Arapahoe Vending, Denver; Ideal Music Company, Greeley, Colo.; Capital Music Company, Roswell, N. M.; Ellis Music, New Castle, Wyo.; H & H Corporation, As-

(Continued on page 82)
...swallow became ill while off Broadway, from January 10 Hospital here... Lenny Bruce gravely ill at the Sutter Towers in European jazz circles and a Rock-Ola Manufacturing Corporation Bob Crystal, who recently left the Marty Melcher music company to form his own management firm, had his first sister-brother act, April Stevens and Nino Tempo, another of Crystal's acts, the Rip Jocks, have completed their first LP for Columbia... RCA's new West Coast vocalist, Frankie Fanelli, is cutting his second LP despite his first's still being in the can. Fanelli, a 29-year-old robust vocalist, will have his debut LP released around April, with the second package set for a summer release... Jazz drummer Shelly Manne is shopping around for a disc affiliation... Gerald Wilson and the band cutting at Dick Buck's World Pacific studio. Wilson's band is heard backing Nancy Wilson on her newest Capitol LP... Indie disk producer Lester Sill's wife, Harriet, has been named president of Valley Aid for Cancer, which in the past has helped several music industry people. VAC is a local charity with 200 members in the Los Angeles region... Ground has been broken for a $1.2 million theater-in-the-round in far off Woodland Hills, Calif. Called the Valley Music Theater, it is scheduled to open late April, and will present a 20-week summer season of plays and musicals for San Fernando Valley residents.

Robert Goulet finishing an LP of hits for the London Cast of "Oklahoma," with the composer conducting, plans to reshuffle his Sunday afternoon programming to sell more music and talk... Henry Mancini has moved his offices to the Sorrento Towers Building, with the Win Tucker disc promo firm taking over his office space. Los Angeles NARAS chapter has picked up 10 new members.

PITTSBURGH

A long distance booking has set former recording star Wayne Newton into Holiday House for June 22. That club is also committed to Xavier Cugat and Alba Lane for March 13 and Tommy Leonetti on March 23... Both the Holiday House and Twin Coaches are dickering for the Pittsburgh debut of Frank Sinatra Jr. this summer... Bill Lawrence, head of Bill Lawrence, Inc., and his chief aid, Dick Zimmer, have just returned from Miami Beach where they attended an ABC-Paramount sales convention... The Horizon Room at the Greater Pittsburgh Airport shredded until Easter Monday with the Four Coins as its last attraction before closing... A record hop in Beaver January 4, presided over by deejay Clark Keaton of KOJO, promised more than $2,000 for the Children's Hospital Pittsburgh with several hundred turned away from the Beaver High School. Featured talent included Lou Christie, the Secrets, Dion Warwick and the Tammys. . . . Peter, Paul and Mary coming to Syria Mosque January 18 as the year's first major attraction. Show reports a brisk advance sale.

BOSTON

The Boston man who sang at President Kennedy's funeral has made his first recording. After spending a lifetime as an international singer and voice teacher, Luigi Vena, who sang Schubert's "Ave Maria" both at the wedding and the funeral of the late President. Now at 55 Vena is cutting the record which includes other sacred music. It will be released on the Veritas label, a firm owned by Lemuel Wells of Boston.

CAMILER DEWAR

CLEVELAND

Tony Martell, regional sales manager for Columbia Records, reports that not only is Lefty Fitzell's "Saginaw, Michigan" selling well in the Detroit-Ann Arbor market but also in Chicago, with several hundred turned away from the Beaver High School. Featured talent included Lou Christie, the Secrets, Dion Warwick and the Tammys. . . . Peter, Paul and Mary coming to Syria Mosque January 18 as the year's first major attraction. Show reports a brisk advance sale.

MARGARET PLAZA FLOWERS from Memphis to Miami, Fla., last week to stage a night club act for Deauville Hotel Monday (13). Then to Milwaukee to sing with Milwaukee Symphony Orchestra. . . Ace Cannon and his Combo, Hi recording group, are working on a new single in sessions... Bette Stellaheyer, sacred music recording artist, is sporting a new Cadillaric in last year's Thunderbird... Music dealers report Jerry Lee Lewis' first album on Smash, which includes his big hit of prior year, is selling very well... And Charlie Rich, who with Lewis was a Sun Record star, has his first album on RCA's Groove label set for a February release.

WURTLIZER 7800

An all new Model 7800 in Crystal's act, the Rip Jocks, have just completed a third disk affiliation. . . . Gerald Wilson and the band cutting at Dick Buck's World Pacific studio. Wilson's band is heard backing Nancy Wilson on her newest Capitol LP... Indie disk producer Lester Sill's wife, Harriet, has been named president of Valley Aid for Cancer, which in the past has helped several music industry people. VAC is a local charity with 200 members in the Los Angeles region... Ground has been broken for a $1.2 million theater-in-the-round in far off Woodland Hills, Calif. Called the Valley Music Theater, it is scheduled to open late April, and will present a 20-week summer season of plays and musicals for San Fernando Valley residents.

Robert Goulet finishing an LP of hits for the London Cast of "Oklahoma," with the composer conducting, plans to reshuffle his Sunday afternoon programming to sell more music and talk... Henry Mancini has moved his offices to the Sorrento Towers Building, with the Win Tucker disc promo firm taking over his office space. Los Angeles NARAS chapter has picked up 10 new members.

PITTSBURGH

A long distance booking has set former recording star Wayne Newton into Holiday House for June 22. That club is also committed to Xavier Cugat and Alba Lane for March 13 and Tommy Leonetti on March 23... Both the Holiday House and Twin Coaches are dickering for the Pittsburgh debut of Frank Sinatra Jr. this summer... Bill Lawrence, head of Bill Lawrence, Inc., and his chief aid, Dick Zimmer, have just returned from Miami Beach where they attended an ABC-Paramount sales convention... The Horizon Room at the Greater Pittsburgh Airport shredded until Easter Monday with the Four Coins as its last attraction before closing... A record hop in Beaver January 4, presided over by deejay Clark Keaton of KOJO, promised more than $2,000 for the Children's Hospital Pittsburgh with several hundred turned away from the Beaver High School. Featured talent included Lou Christie, the Secrets, Dion Warwick and the Tammys. . . . Peter, Paul and Mary coming to Syria Mosque January 18 as the year's first major attraction. Show reports a brisk advance sale.

BOSTON

The Boston man who sang at President Kennedy's funeral has made his first recording. After spending a lifetime as an international singer and voice teacher, Luigi Vena, who sang Schubert's "Ave Maria" both at the wedding and the funeral of the late President. Now at 55 Vena is cutting the record which includes other sacred music. It will be released on the Veritas label, a firm owned by Lemuel Wells of Boston.

CAMILER DEWAR

CLEVELAND

Tony Martell, regional sales manager for Columbia Records, reports that not only is Lefty Fitzell's "Saginaw, Michigan" selling well in the Detroit-Ann Arbor market but also in Chicago, with several hundred turned away from the Beaver High School. Featured talent included Lou Christie, the Secrets, Dion Warwick and the Tammys. . . . Peter, Paul and Mary coming to Syria Mosque January 18 as the year's first major attraction. Show reports a brisk advance sale.
Seattle Vend Op Gives Stores That Certain Extra Something

STAND ON DRUGSTORE LOCATION

OAK READY 1st SHIPMENT TO TEL AVIV

CULVER CITY, Calif.—Oak Manufacturing Company here is readying an initial shipment of Acorn vendors for Tel Aviv, where a sales branch has been opened and samples of the machines are on display. Sid Bloom, Oak executive, recently returned from Israel, where he initiated efforts to establish a distribution office. H. M. Katz, a resident of Israel for 37 years, was appointed to handle the line.

operator provides each drugstore with a unique combination stand which incorporates a handsome shelf, 3 feet by 20 inches, with space for two or three stacks of newspapers, plus the usual wide-high display of six vending machines.

The entire fixture, finished in aluminum, is mounted on soft-tired, easily moved casters which makes it possible for the druggist who has a cleanup problem to readily move vending machines and the day's stack of newspapers out of the way of the mop or broom.

Hits Tough Ones

McDaniel, who is a student of psychology in "selling the tough prospective location owner," invests around $40 in each of these units, and currently has 20 of them in operation. Naturally, he has strong support from news bookers, who are glad to cooperate with the operator in keeping the stands clean, another advantage of the "combined interest" installation. Where big, busy drugstores have had unpleasant experiences with stacks of newspapers being spilled, torn in children's hands, and otherwise damaged, the stand is a simple, ideal solution which has gained McDaniel entry into locations which he might never have otherwise opened up.

The Washington veteran went into vending right after a period of service with the Air Force in 1946. Originally from Kansas City, he considered joining the staff of the Vendos Corporation there, but decided to take a flyer at vending instead. He selected Seattle as a city in which bulk vending had not been developed, and with an original partner, set up 1,000 machines, pioneering each location himself, rather than buying established routes. After six months he bought his partner out, and since then has developed the Puget Sound's largest bulk operation, with three full-time employees, servicing most machines every two weeks.

Specialization

Developing specialized stands to fit the type of retail outlet in which they are located has been a specialty with McDaniel throughout most of his career. He has built many multiple vending stands for large super-markets and heavy-traffic areas, single-machine stands for small locations, etc., all with success.

McDaniel calls himself "a specialist in bulk vending" with no particular featured lines. He gave up peanuts, after an experiment with 50 machines showed that peanuts simply do not sell in the Pacific Northwest, where, perhaps, tastes for them have never been developed as they have in the South. Out of the original 50 peanut (Continued on page 83)

Oak Customers Cash In With Nassau Trip

PITTSBURGH — Bulk vending operators whose purchases from the Oak Sales Company total $40,000 between October 5, 1963 and April 15, 1964, will be guests of the company on a Nassau trip.

The operators will leave from the National Vendors Association convention in Miami Beach. Any operator who has bought $4,000 worth of merchandise from Oak during the period will be able to take his wife, with Oak picking up the tab for both.

The group flies from Miami April 19, at the conclusion of the conference. The event was publicized by Oak, which also arranged a Mackenzie money-saving trip to Rome and Berlin.

(Continued on page 82)

The SUPER SIXTY

Capsule Vendor+

The ultimate in quality Capsule Merchandising.

Vends any item which can be placed in a capsule.

5c, 10c and 25c.

With QUICK-TACH at slight extra cost.

Cleveland Coin Machine Exchange, Inc.

2039 Prospect Ave.
Cleveland 15, Ohio

Phone: Tower 1-6715

New V2 Capsule shown actual size.

VISIT VENDORAMA V2 25c & 50c Capsule Vendor

HOLDS 200 V2 CAPSULES

Write today for full information on the Vendorama V2 Capsule Vendor and the new V5 capsule.

VICTOR VENDING CORP.

5731 W. Grand Ave.

Chicago 39, 111.

JANUARY 18, 1964

REPUBLICATION NEW DISPLAY FRONTS

FOR PENNY MACHINES

Complete bag of features, plated bulk charms and display front.

Ask your Distributor or write for information

FREE Illustrated Booklet. "Diagrams of Bulk and Bulk Cap."

The PENNY KING

Company

1c-5c

ATLAS MASTER VENDOR

2534 Mission St., Pittsburgh 2, Pa.

World's Largest Selection of Miniature Charms
NVA Counsel Sees Big Year For Bulk Vending Trade

CHICAGO — Donald Mitchell, National Vending Machine Association legal counsel and long a chronicler of bulk vending industry events, predicts 1964 will be the bulk industry's biggest year ever, and cites a continuation of events that saw the industry reach its previous unprecedented heights last year.

Mitchell notes that the population explosion in this country will be more directly beneficial to the bulk industry than to any other part of the vending field. Mitchell predicts, too, an increase in capsule vending and a continuation of the multiple vending philosophy.

Among specifies that Mitchell feels the industry should be aware of in 1964:

1. Make new operators aware of the dangers inherent in fast-buck, blue-sky promotions.
2. Be watchful of encroachment of discriminatory legislation.
3. Continue education of legislators regarding the bulk vending industry.
4. Continue activity and vigilance in NVA to see that the association stands for a clean, healthy, legitimate industry.

Looking back at 1963, Mitchell predicts the most significant accomplishments was the settlement of the Oakwood court case.

was causing considerable internal strife in the industry.

Mitchell cited specifically the (Continued on page 77)

Paul Price Firm Really Building

ROSLYN, L. I. — Gremlins got into the presses during the run of a recent story in Billboard and cut the actual size of land recently acquired by Paul Price Company here 90 per cent.

The firm has recently acquired 20,000 square yards (Continued on page 77)

BILLY BURKO

Mandell Guarantees Used Machines

M. N. Manufacturing, Inc., 36-37 N. 27th St., Chicago 16, IIl. 6-3302

 было бы выгодно для промышленности.

Mitchell indicated that the main reasons behind the success of the bulk industry this year were:

1. The increase in the population of the United States.
2. The growth of the vending machine industry.
3. The rising cost of living, which encouraged consumers to save money by purchasing products in bulk.
4. The growth of the restaurant and food service industries, which provided a ready market for bulk products.

Mitchell predicted that the bulk industry would continue to grow at a rapid pace in the future, with a potential for expansion into new markets and new products.

He also predicted that the industry would continue to face challenges, especially with regard to competition from other forms of distribution and the need to maintain high standards of quality and service.

Finally, Mitchell encouraged the bulk industry to continue to innovate and develop new products to meet the changing needs of consumers.

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unmatched editorial integrity and out-in-the-open, verified circulation statistics and policies keep Billboard the leader . . . this year and every year.

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As a member of ABC since 1914 and complying with its rigid requirements of annual audits, Billboard has guaranteed each advertiser complete, accurate and detailed information as to how many people his ad is reaching . . . where they are . . . and who they are.

This is the kind of information that gives your advertising dollar meaning and direction . . . and the kind of information Billboard feels privileged to extend.

Billboard

The only ABC audited publication for the music-record industry.
MUSIC AS WRITTEN

Continued from page 73

HASTON, D. H. TOILEY-BOND

r e c e p t i o n  t o  l a u n c h  H i c k o r y  h e r e

v i e w  o f  t h e  B r i t i s h  p r o d u c t  s e t

A N N E A R  a r r i v e d  w i t h  t h e

f o r  t h e i r  s i x - d a y  s t a y  a n d  a  p r e-

d o n R e c o r d s  f r o m  N e w  Y o r k

M U R R Y  ( L o n g  T a l l  T e x a n )  K e l-

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DIST. O V 0

T h e s e  B o w l e r s  a r e  e s  I s  .  .  a l l

L i n e  o f  C o l n  - O p e r a t e d  M a c h i n e s .

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B a l l y  A B C  T o u r n a m e n t  7 5 . 0 0

U n .  J u m b o  o r  R o y a l ,  1 6 ' .  $  7 5 . 0 0


ROCK CITY DISTRIBUTING CO., INC.

108 Lafayette St.
Nashville, Tenn.
PHONE: CH 2-4353

NOW DELIVERING

United's Fabulous
BANK POOL
Order From Your United Distributor Today!

UNIVERSAL MUSIC CO., INC.
1750 N. North Avenue
Chicago 22, III.
Phone: DI 2-0500

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

HERE IT IS...The Counter Game
That Is Legal Everywhere!

Marvel's NEW SLUGGER

Accurate, Compelling Skill Scoring
A Real Money Maker!
$54.50

SLUGGER-150,000 record sales with polished chrome fittings. Precision-built scoring unit and fast-replacement mechanism.

MARVEL Manufacturing Co.
2845 West Fullerton Ave. Chicago 47, Ill.

Distributors Wanted

Hollands
Best looking, best sounding phonograph ever built.

IT'S HERE FOR YOUR INSPECTION.

FIRST MUSIC CO., INC.

1750 N. North Avenue
Chicago 22, Ill.
Phone: DI 2-0500

When making sales please show the new Marvel's NEW SLUGGER... it's for the serious player... it's recreational and a money maker all in the same machine. Marvel's NEW SLUGGER... it's here for your inspection.
The overseas trend followed early in the year with the bossa nova, folk songs, surfin' and hootenanny. It is expected that the surfin'-stomp era will last until the end of the Australian surfing season early April.

What will follow no one can predict. The hot rod craze will definitely not take on in this country during our winter. It could mean that the English Liverpool sound may be the answer, but then again that is simply turning back the clock to the old sound of rock and roll. It is predicted that country and western music will reach its peak during 1964 with both the country sound, and the typical Australian country sound—here again EMI leads the field with local and American c&w music. A close second is RCA who, to date, have only released overseas material.

E V E N T S

ROME

Chauvinism of tourist interests may result in withdrawal of French singers from San Remo Festival. Growth of the event is regarded as threat to the dominance of the nearby French Riviera (San Remo is 40 miles from Nice). . . . Yvonne Scoci, who recently toured U. S. switched to Style label. . . . Although American ense Mike Bonfiglio tried to bring Mia back to TV on his program he was overruled as well as the use of 15-year-old Dino. . . . Don Moreno Modugno is recording the score of his current musical, "Tomasso d'Amalfi." . . . Milva has turned to songs of the 1920's which she has placed on a disk and now she will do two TV shows devoted to them. . . . Although most record buyers "Rita" means Rita Pavone, it has not stopped Pino Donaggio from tapping a song with that name for rival Columbia. . . . First singer from "Grand Premio" TV competition (tied at $1,000- 000 national lottery) to win a recording contract is Maria Nella with Style. . . . Johnny Drelli and Ornelia Vanoni greeted New Year on TV with view of tangos. All three islands in the Bay of Naples now have singers who carry similar names. First there was Pepino de Capri, joined last year by Franco d'Ischia and now Vis-Radio has an artist named Gino di Procida.

F R I D A Y A N D S U N D A Y

K E E P I N G  ' E M  L I V I N G 

NEW ELDORADO POOL TABLES

BROOKLYN — The Irving Kaye Company this week bowed its new line of Deluxe Eldorado pool tables featuring a new ball drawer with the underhand below the cabinet eliminated. The bottom of the drawer is flush with the rest of the cabinet giving the entire cabinet a smooth unbroken line. The balls go to the racker's end of the table after they are released and the cue ball returns to the shooter's end, thus speeding up the game.

The line consists of the Mark I (77 by 45 inches), Mark II (85 by 47 inches), Mark III (92 by 52 inches) and the Mark V (114 by 64 inches). All tables are available with an all-formica cabinet or with a standard paint finish except the Mark IV and Mark V, which are available in formica only. Each of the tables contains recessed scoring markers built into the formica top frame. Corners are chrome-plated steel, and extruded aluminum molding marks out all screws between the cabinet and top frame. Large five-inch chrome leg levelers enable the operator to level the table without lifting. Several of the tables comes easier by the removable drawers, as the slate bed does not have to be removed for easy access to the aluminum ball divider. The regulation and Mark V come delivered with a three-
Identification Tapes Work Out

DENVER—A solution to the problem of identifying background music tapes has been the new hand-operated machines which produce embossed-letter plastic tapes, according to Keane Smith, of Mood Music Systems, Inc., here.

Smith, who maintains background music systems in dozens of top locations in the Denver area, has switched over from the familiar grease pencil, or numbers scrawled on the backs of strips of adhesive tape, to the plastic number variety, with excellent results.

Numbers are simply turned out by setting a small dial to the left of the hand-operated machine, and embossed into the plastic, exactly as the aluminum metal identification disk machines found in most penny arcades operate.

Once completed, the strips are bonded onto the plastic cases in which the 4-hour, 8-hour and 12-hour long-play tapes are used for background music, using a special acrylic plastic glue which actually becomes part of the base material, and which will never come off.

CHICAGO—Automatic Canteen Company of America President Patrick L. O'Malley held a long-postponed first Chicago press conference last week, creating great confidence in optimism regarding the future of his firm.

O'Malley noted in particular that Canteen's coin-operated phonograph business was "profitable," and that the current Tropicana model was "in great demand."

Juke box production had increased from 30 a day, two years ago, to 65 a day since the introduction of the Tropicana last fall. He said Canteen was having a hard time keeping up with demand.

O'Malley also quashed rumors that Canteen was planning to sell its manufacturing facility, saying there were absolutely no such plans at the present time. He noted too that Canteen was planning to set up its manufacturing plants under a separate corporation so that Canteen, as other customers, would buy machines outright.

O'Malley said he would make no prediction regarding sales and profits for 1964, but followed this up by noting that sales and earnings were up substantially for the first four-week period in Canteen's fiscal year (started last October 1).

Fiscal 1964 earnings for the period were 7 cents per share or $471,356, compared to $355,711 for the same period last year. Sales for the current period were $20,105,000 (no figure was given for the corresponding period last year).

Commenting on the tobacco-health controversy and the pending report by the U. S. Surgeon General, O'Malley said Canteen would have to wait and see what would happen. He had no immediate opinion.

He noted, however, that in England, where Canteen does considerable cigarette business, sales dropped about 10 per cent when a similar report was released throughout the British Empire. Within six months, however, the 10 per cent loss was erased and Canteen even experienced a 5 per cent increase in cigarette sales over what they had been before the report was released.

O'Malley said that about 35 per cent of Canteen's vending sales volume is done in cigarette machines.

O'Malley also made the following points:

Canteen's overseas operation was doing better than ever before.

Canteen would introduce a new 460 selection first-in-first-out candy machine April 1.

The large vending operating and manufacturing complex expected to retire all its short-term indebtedness by September 30, 1964.

Canteen expected to have its best year ever in 1964 with sales hitting the $270,000,000 to $275,000,000 mark, compared to a previous high last year of $258,000,000.

Wash. Counties Study Licensing

SEATTLE — Seven Western Washington counties are studying the possibility of adopting a uniform ordinance for licensing pinball machines, punchboards and other amusement devices.

R. C. Watts, executive secretary of the State Association of County Commissioners, said that the Peninsula District of Counties is forming a committee to study the matter. It will consist of commissioners from Clallam, Jefferson, Grays Harbor, Mason, Kitsap, Pierce and Thurston counties.

Conflicting ordinances among the counties has led to problems for some of them, Watts noted.

Identification Tapes Work Out
Wurlitz...
product was presented drew an ovation from the distributor. London artists on the Phase Four line presented their own albums, with Edmundo Ross chairing the presentation. Brief talks by Mantovani, Ronnie Aldrich, Ted Heath, Johnny Keating, Capt. Royce Bushford and Eric Rogers provided such a display of wit that dis-

tributor Jimmy Martin asked for a tape of the proceedings so that he could Duplicate the presenta-
tion for his Analogue Rite-copyers.

Toller-Bond promised to fur-
nish all distributors with a rec-
ord of the presentation. Along with photos and possibly slides—so that Martin's suggestion would be implemented. The product in the various categories is as follows: eight Phase Four stereo albums, in-
cluding "Kissnet," by Mantov-
ani, Robert Merrill, Regina Resnik, et al.; "Heath vs. Ross," "America Sings, " by Eric Rogers; a piano package by Ronnie Aldrich; "Trooping the Colour," by the Grenadier Guards; "Swing Revisited," by Johnny Keating, and two Phase Four albums which initiate a new pop concert series: "The 1812 Overture" and "The Nut-
cracker Suite," by the London Festival Orchestra conducted by Robert Sherwill, and the "Grand Canyon Suite," by the same group conducted by Stan-
ley Black. The latter two have a catalog price of $5.98. The "Kissnet" is Phase Four's first venture into the Broadway scene and is the first in a new mono series, with a catalog price of $4.98.

Five London pop packages, presented by Joe Boit, in charge of London and London International, are, London's international "Musici-

nal Memories" line has been broadened with many musical evocations not only of nations, but of cities and provinces. The new release includes 10 albums capturing the spirit of Germany, London, Naples, Japan, Bavaria, Paris, Calabria, Sicily, Ireland and Scotland. Leo Halberg presented the line.

Eighty London classical pack-
ages present internationally noted artists in opera, vocal and orchestral works. These include "I Puritani" starring Joan Sutherland, an operatic recital by Robert Merrill, highlights from "Fafner" by Richard Wagner, Fernando Corena, Regina Resnik, et al.; Rawle's "Scheherazade" and Berlioz' "Summer Nights," by Regina Crespin; Herbert Von Karaj-
an and in the Vienna Philhar-
omonic in "The Jupiter" and "Drum Roll" symphonies; Lorin Maazel and the Vienna Philha-

romonic in "Tchaikovsky's Symphonies," No. 5; Vladimir Ashkenazy and the Moscow Philhar-
monic in "Messiaen," and by Karl Kondrashin in Rachmaninoff's "Piano Concerto No. 2," and Kondrashin in "Rachmaninoff Concertante" and "DuO in G Major" by Tchaikovsky McWeen presented the line.

The London-Argo "Imports," consisting of music and spoken word largely unduplicated on other labels, are pressed and packaged in England and will be stocked in New York just as are L'oiseau-Lyre albums. Lon-
don figures the line is a natural for dealers turning with the "im-
port" market, and it is undertaking a vast poetry project documenting English literature from the 14th to 20th centuries. The first seven of this project are now available, along with other Argo material. The manufacturer's catalog price for Argo mono and stereo is $5.98.

The entire program as out-
lined is Part II of London's "SP-64" plan, and is titled "Fab-
ulous Festival of Great New Releases." The distributor pro-
gram begins immediately and ends March 31, 1964. A 15 per cent dis-

distributor discount is appli-
cable to the following produc-

Ten per cent discount is appli-
cable to London mono LL series. London International mono and stereo and Argo mono and stereo. A delayed payment provision specified one-half each April 15 and May 15, 1964, with 2 per cent cash discount.

Distributors accepting Lon-
don's prepared initial order are entitled to exchange any albums in the order up to 25 per cent of the cost. This does not apply against re-orders.

Distributors achieving quota receive an extra 2 per cent dis-

count. Sales aids include: A brochure featuring product for racks, de-

signed to help distributors sell rack jobs at special SP-64 prices; six newspaper mats, dis-

play and point of sale material; radio promotional jackets; etc.

The week's activities opened Tuesday (7) with a visit to Decca House, a tour of the plant at New Malden, Surrey, and in-
cluded night club and theater entertainment. Thursday (9) the distributors will meet artists, disk jockeys, radio and TV notables and attend a banquet tendered by Sir Lewis.

Easier to Load —

A Cinch to Service

the New

Wurlitzer 2800

COME IN AND SEE IT

Serving Alaska, Washington, Oregon
Northern Idaho and Western Montana

NORTHWEST SALES COMPANY

3130 Fillit Ave.

1016 Southwest Second Ave.

Portland, Oregon

Phone: 706-584-5000

Phone: 503-278-6537

New PEACH STATE MUSAC CO.

130 Boulevard, N. E.

624 New St.

720 Lady St.

Atlanta, Ga.

Macon, Ga.

Columbia, S. C.
Champion Gun Game Features Rolling Ball

CHICAGO—Chicago Coin's new Champion gun game has players shooting at a rolling ball which bounds around the target area in helter-skelter fashion. The player shoots alternately at the ball and at various targets on the backglass.

Players can win extra games by hitting a high score (adjustable) or by lighting a series of five pockets. The game starts when the player shoots the ball from a rail into the playfield.

From here the ball lands into one of five numbered holes.

Nassau Trip

a Continued from page 74

the NVA convention, and returns to Miami on April 22. Oak will take care of air passage both ways, accommodations at the Nassau Beach Hotel, dinners and brunches at any of three restaurants and a rum swizzle party.

Further information may be obtained by writing M. J. Abelson, Oak Sales of Florida, 1121 71st Street, Miami Beach, Fla.

After the player shoots the ball from the first hole into which it landed, the bouncing starts.

As the ball rolls around, the player can also increase his score by lighting (by shooting) four bullseye targets which the ball hits. Until targets count 10 (each time they are hit by the ball) while lit targets count 100.

Each time the ball lands in a numbered hole or hits a side rebound kicker, the four center targets have to be relit.

The gun is a simulated 22-caliber model, and the game is attractively decorated in multicolor moire. Shipments are expected to begin shortly.

Wurlí’r Model in Chi

CHICAGO—Operators here will get a chance to view the new Wurlitzer Model 2800 at a showing by First Music Company, Inc., January 13-15 from 10 a.m. to 8 p.m.

The unveiling will be accompanied by appropriate festivities with refreshments served to all. First showrooms are located at 1750 West North Avenue.

To Unveil New Wurlitzer Model

• Continued from page 65

sections A through D, giving a total of 40 sides.

The album programming on 33 stereo, combined with the Top Ten Tunes feature of 45's, allows the operator to program for both adult and teen-age tastes.

The restyled dome permits a wider variety of display combinations, including location identification and a strip for the programming features.

Album Covers

Miniature album covers may be inserted into two small plated holders inside the dome. These holders also can be used to describe the type play for which the phonograph is set in one of the sections while indicating the specific tunes in the other.

The Ten Top Tunes feature is still activated by the Golden Bar. New is a printed panel on the escutcheon plate immediately below the Golden Bar. This indicates the number of plays which the patron will receive upon the deposit of each coin.

The dome is spring loaded with a dial slider which allows the dome to be lifted to any position for record and title strip changes. The display panel remains in a fixed position so that the interchangeable strips with their color backings may be quickly inserted to indicate the type music included as a programming special.

Console Look

While the dimensions of the Model 2800 are virtually the same as last year's model (two and a quarter inches lower and an inch and a half wider), the styling is that of a console without the console's width. More use is made of chrome-plated die castings, with the entire cabinet framed in brightly gleaming metal from the completely die cast dome to the stainless steel kick plate. Sides are of heavy Weldwood Hard Ply and finished Dino-weld in dark Kashmir walnut. A new heavy lacquer overcoat plus the harder surface increases the panel's resistance to scratches.

Three 28-inch soft white fluorescent tubes provide the illumination — behind the display panel, below the title strip holders and behind the selector keys. The third-named light illuminates both the selector keys and stereo display panel and reflects a multi-colored glow on the perforated grille. A large die cast "W" is centered on the grille in a tri-panel framing of stylized de.

Retained in the new model are the carousel mechanism and Wurlitzer dual-channel amplifier.

Five control relays are mounted on the junction box which contains the selector circuitry control led by the relays. These plug-ins units may be checked as vacuum tubes.

An improved playback, in conjunction with the two mechanisms, registers nickels, dimes, quarters and half dollars and can be pre-set to offer from one to 15 plays a coin.

Wall Boxes

Remote equipment includes half-dollar wallboxes. The Model 5200 accepts all coins and is used with the 200-selection model. The Model 5250 is the same as the Model 2800, but with additional title strip holders and selector buttons for the 200-selection model. The Model 5010, designed as a bar or counter box, accepts half dollars only.

The Model 5121 speaker, enclosed completely in metal, contains two 2-inch oval cones and a volume control.

Wurlitzer is also showing a complete line of stereo speakers designed to be used in pairs.

W. German Trade

• Continued from page 65

was forced after the war to rebuild literally from the ground up.

The Hamburg firm is in the process of consolidating its office facilities, which consist of a modern five-story office building in the Altona district of Hamburg; a factory under a war-time air raid shelter, and manufacturing facilities outside Hamburg.

Bergmann has startled the European trade with the success of its target game Arizona, which demonstrates the Bergmann thesis that some of the obvious game ideas can still be the best if they are properly exploited.

Arizona fires actual pellets and has a telescopic sight which can be reversed to produce the illusion of a gun between gun and target. Ernst Bergmann calls Arizona the greatest production success since the firm started up in 1906. Bergmann's backlog is over six months, and production is being carried out at Esperkamp, the factory outside Hamburg which normally concentrates on phonograph reproduction, as well as in Hamburg. Duncan Sales Company of Cincinnati is handling U.S. sales of Arizona.

Name Winners

• Continued from page 72


The gold-plated give-away, easily the largest ever sponsored by an importer in the Western States, put 30 new Seeburg phonographs out where they "will do the most good," according to President Struve of the company, and his Denver associates, Al Morrison and Stan Larsen.

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

154 S. Van Ness Avenue San Francisco 3, Calif.
Area Code 415—Underhill 3-7900
That Certain Extra Something
* Continued from page 74

M. H. McDaniel, owner of the M. H. McDaniel Company, manufactures vending machines only a dozen are left, all 5-cent units.

M. H. McDaniel services his far-flung routes with three Volkswagen vans—economical, small and efficient. He has developed the exchange system to a fine art, exchanging complete heads on the average stop.

Incidentally, because of the high percentage of moisture in the Seattle area, where it never snows, but where drizzle rain falls through most of the winter, he personally developed a "weatherproofing system" which incorporates the use of rubber washers, waxed paper, and heavy rubber gaskets, at the point where globes attach to his vending machines. Long experimentation with various types of rubber, plastics, etc., has produced a water-proof vending machine which can take the heavy moisture, with no discoloration stickiness or loss of flavor in the products vended. Incidentally, most of his machines are basic Acorns which M. H. McDaniel modifies to fit the situation.

Keeps Close Tab

With his wife handling the bookkeeping, M. H. McDaniel keeps extremely close tab over his 3,500 machines, constantly diversifying in locations which have as many as 14 to 18 machines. He vends licories, Boston baked beans, ball gum, tab gum, chicle treats and jelly beans, with emphasis on 100-cent gum as a steady best seller. His candy mixes have proved popular in both 1-cent and 5-cent operations, the 5-cent machine becoming extremely important in recent years.

M. H. McDaniel inspects all of his routes personally every two months, and makes a career of meeting location owners personally, shaking hands, asking them to call in immediately whenever dissatisfied with the machine. He maintains goodwill for the Palmer Company, his business title, by regularly replacing machines on the average of once every six months, completely stripping down, refinishing and rebuilding every vender after it has put in six months of duty in the same location. Most of his machines thus sparkle like brand-new ones, a factor which has been highly favorable in building up an operation of this size in a few years' time.

Along with being one of the busiest bulk operators in the country, M. H. McDaniel has time to serve as district governor for the Lions Club, heading up 46 clubs started through the Pacific Northwest. He attended the international convention in Miami last year, where Mrs. M. H. McDaniel landed an eight-foot salmon. McDaniel's hobby, too, is fishing in the salt water and fresh water lakes, bays and streams which abound in the Puget Sound area.

Contrary to the experience of most operators, M. H. McDaniel has had little competition in the Seattle area, primarily because his operation has grown continuously "by request"—location owners asking him to set up his equipment, rather than waiting for him to solicit. In many cases, he has replaced older machines which got little attention from the operator, and considers this a necessity.

By and large, however, it has been his ingenuity in designing stands such as that pictured, and his willingness to spend as much as $40 spaces for them, which has earned top-volume locations for the Seattle operator.

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chicago coin's

FIRE CRACKER

2-PLAYER PIN GAME

New "Firecracker Zone" EXPLODES with Scoring Action!

- Balls "Ricochet" in "Firecracker Zone" as if in perpetual motion — Exploding in and out of Action Holes — Back into "Firecracker Zone" for high score!
- New! Special Target "Live" at all times!
- New! Score-frame has Stainless Steel trim on front, and protective metal corners at the back to prevent damage!
- New! Front hand-rests are made of Cyclone Plastic, from which telephones are made. It will not tarnish, has long life and re-mains clean!
- New! Exclusive "Lift-Out", Self-locking Playfield! Instant access to interior mechanisms! No screws! No levers!
- Tilt adjustable for One Ball Tilt or Complete Game Tilt!
- Game adjustable to 3 or 5 Ball!
- Brilliant "Long-Life" finish Playfield!
- Match feature!

Now at your Chicago Coin Distributor!

NEW SPOTLITE PUCK BOWLER with Spare-Lite Feature

NEW OFFICIAL "SPARE-LITE" 6 player Bowling Game

DIRECTIONAL ARROW "IGHTS-UP"

Chicago Dynamic Industries, Inc. 1735 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
WHOSE GOT THE BUTTONS? Aaron Schroeder, who's publishing the theme music from the French film “The War of the Buttons,” supervises rehearsals for a single taken from the track entitled "Papa Go the Buttons." The young performers on the single are members of the Broadway cast of "Oliver!" Seated is co-producer Yves Roberts.

COMING IN AUSTRALIA: Sven Lislevand, manager of A&R for Australia’s CBS, has signed Kevin Todd and Laurel Lee to long-term contracts. Todd was formerly under contract to EMI.

THE EIGHT-MAN GOING TO HEAVEN: Starlet Gail S. Seels recently received a “Beatle Cut” from stylist Gene Shadov of Beverly Hills in honor of arrival of the group in the U.S. The real Beatles, however, and all, will appear on Ed Sullivan show February 9 and 16.

WBAM’S MANN GETS AWARD: While Sen. Paul Douglas looks on, Don Mann, manager of special projects for Chicago's WBAM, received the City of Hope Award from Lou Tabak (right), chairman of National Board of Directors. Mrs. Mann is also present.

COLPIX PICKS GUY: Guy Mitchell (center) was recently signed to an exclusive recording contract by Colpix Records. Shown with him here are Howard Greenfield (left) and Jack Keller, who will produce his first single for the firm.

HOME FOR THE HOLIDAYS: Gathering in the offices of Tillman Franks in Shreveport, la., during the holidays were home-town boys (left to right) Tillman Franks, Jerry Kennedy, Shelly Singleton, Donald Demarest, David Houston and Faron Young.

PRINCE PHILIP AT "THE VICTOR" PREMIERE: At royal world premiere of "The Victor" in London, Prince Philip is introduced to Sall Kaplan (left), who wrote film score, by writer-producer-director Carl Foreman. Looking on is Alexander Baran, author of the original book. The sound track is released on Colpix Records.

WHEN ON TOUR: Departing from New York's La Guardia Field on a promotion tour is 50th Century-Fox's artist Till Dantek. She's plugging latest release, "Like Time on My Hands," in Cleveland, Chicago and Dallas.

IN BETWEEN SHOWS: While "Comedey" was on tour in South Australia, starts Jacqueline McEwan and Paul Danneman (center) take tea with Peter O'Learykin, manager of ABC.

Two Sensational New Releases from Kapp
To Start Roger Williams on his 8th Gold Record