**FTC Issues Proposals**

By MILDRED HALL

WASHINGTON—It's official: the Federal Trade Commission last week publicly announced hearings on 34 trade practice rules for the record industry. The proposed rules, affecting all areas of the industry, will be discussed at industry conference March 13, as previously announced in Billboard. FTC notes that the draft rules consist of "recommendations" by industry, labor, and consumer groups which the Commission staff feel should be considered.

The complete list of the industry-suggested rules, plus the FTC additional proposals, have gone on public record and are available on request to the Commission. (Address Federal Trade Commission, Washington, D.C. Rules will be considered at the March 13 hearing and will be held at 10 a.m. in Room 332 in the FTC building.)

Careful analysis indicates that the lion's share of the rules proposed has come from the American Record Merchants and Distributors Association (ARMADA), with big assist from ARMADA counsel, Washington attorney Earl Knitzer, former chairman of the Federal Trade Commission.

Covering letter to go with the FTC's mail-out of proposed rules will be delayed. FTC Commissioner Sigurd Anderson, who was to supervise the conference, has resigned to run for governor of South Dakota. The Commission will assign another member to oversee the conference, but decision had not been made of Billboard's deadline.

(Continued on page 6)

**Wilma Cozart Exits; Built-Merc Classics**

CHICAGO—Wilma Cozart Fine, vice-president in charge of marketing and sales for the Metronome classical division and a prime mover in its development since 1966, is resigning from the firm.

The classical division will be taken over by a five-person committee of Mercury regulars: Harold Lawrence, to handle the Mercury product; C.L. (Casey) Van Audall, to handle Philips, and Bernard Bradham, administrative coordinator and national sales director for all classical material.

No change is expected in the administration or direction of the classical division.

Mrs. Fine is resigning to devote more time to her family and the children. Her husband, Robert Fine, is head of Fine Recording Studios in New York.

Mrs. Fine's name has been virtually synonymous with Mercury's classical efforts since she joined the firm in 1956.

It is largely responsible for the building of the Mercury classical catalog, which is known as one of the finest in the world.

It was under the Fine aegis that Mercury produced its "1812 Overture" with the Minneapolis Symphony and a recording of several hundred classical items.

Another distinguishing mark of the label was its extensive promotion of American orchestras. Mercury at one time had contracted with such institutions as the Los Angeles Philharmonic Symphony Orchestra, the Detroit Symphony and the Chicago Symphony, for whom the label did a major chronicling of American music with Howard Hanson and the Eastern Rochester Orchestra, including a study of marches.

(Continued on page 9)

**Monument Buys Phillips Studio**

NASHVILLE—Phillips Recording announced this week to a local corporation, headed by Jim Bland, president of Monument Records, Hendersonville, Tenn., a major lease of a recording studio from the company.

The studio, formerly owned by Sam Phillips of Memphis, has produced such stars as Elvis Presley, Carl Perkins, and Roy Orbison, and is widely known as Phillips Sound Studio. Bill Porter, formerly general manager of Monument Records, said at Nashville's RCA Victor and Columbia studios, will head the show.

Phillips, who owns Sun and Phillips, International record companies as well as other business interests, said the studio "has been expanding and artistically and technically it opened in January 1964."

He explained his reason for selling, saying "an operation of this nature was a step in the right direction for the music scene attention from the owner." But he was not certain whether he would ever sell the studio. He added: "I could not devote the necessary time to it."

Faith in Music

Foster, commenting on the acquisition said: "This is a statement of faith in the music business..."
ELVIS

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Stop One-Stops, Cry Worried L.A. Distributors

BY ELIJOT TIEGEL

LOS ANGELES—Several key L.A. distributors, distraught over intrusions being made into their business by the field men, have turned their collective thoughts toward combating these problems here.

So concerned are the distributors with the aggressive push of the one-stops, who are now sending out salesmen to retail outlets and attempting to completely handle their record operation plus offering 100 per cent return privileges, that the distributors are beginning to publicly announce their concerns and plans.

Alex Diamond, head of Diamond Distributors in Los Angeles, told Billboard he was "considering dropping his minimum price program" while also possibly lowering prices—which cut his profit—and if necessary to remain in competition with the one-stops. He said his company "would not compete with the 100 per cent returns being offered by the one-stops.

Sid Talmadge, head of Record Merchandising, said he, too, was considering the possibility of lowering prices and was even considering buying a one-stop chain, but he does not consider the policies of many L.A. one-stops as a major threat to his company or to distributors yet. He felt each distributor must handle the problem individually.

According to Diamond, the manufacturers seem to provide the strength to halt the conditions which have placed their distributors behind the one-stops. Diamond blasted the general practice of offering volume discounts, saying that these free disks often wind up in the hands of the one-stops which "can turn the edge to knock us off.

Diamond feels the manufacturers should eliminate all free goods, stating the standard deal of giving a thousand records to every distributor is meaningless.

Peter won't serve Liberty as an independent producer. Carter Products' John Carter is on full-time assist to Snuff Garrett, who continues as head of the company. George Glazer had been general manager of Metrec, Travis and Post Music, and will now handle all Dolton and A&R

Remo Winner Goes to Chapell

NEW YORK—Chappell has acquired the world rights to the winning song of the San Remo Festival, "Riihit di Mer cura delle Marie" by Mauro Per Amareta. "It's been given an English lyric by Buddy Hayes and Phil Springer and will soon be available in a recording by Nissa with Italian lyrics by Di Piazza.

Concerning his minimum price program on the ABC-Paramount and Impulse lines, he said: "We're cutting a lot of his price for 15 cent LP's to $2.17 each. If a dealer doesn't buy the minimum, we just give him a straight 100 per cent return, or $2.48, but Diamond said he may be forced to cut that to $2.25.

It is generally known that several one-stops are currently selling singles at below the normal 65-cent price, and that several distributors have cut their price to remain in competition.

Diamond's singles price was 50 cents, whereas the one-stop was offering California Music offering singles for $1.50. L.A. Distributors dropping down to 56 cents on all cash counter sales.

LATE SINGLE SPOTLIGHTS

BOBBY VINTON

MY HEART BELONGS TO ONLY YOU Regent, BMI (2:42)

Here's another big winner for the singer from his current LP. The side has the strong brassy sound, features voices and strings in support. The flip is "Warm and Tender" (Acacia, ASCAP) (2:44)

RUTH BROWN

YES SIR, THAT'S MY BABY (Bourne & Donaldson, ASCAP) (2:10)

Here's the comeback for Miss Brown here. Side has a very contemporary style hook which sets it apart from other sides. The flip is "Heartbreak" (Jobete, BMI) (2:44)

Decca 31598

TREASURY SERIES BEGINS WITH NEW TOSCANINI

NEW YORK— RCA Victor is resuming its "Treasury of Imperial Performances" series with new releases, bringing today's style performance of music by famous composers. RCA Red Seal a&r manager, Roger Hall, said that the "Treasury" series will make available to this generation historic performances by many of the greatest artists of yesterday.

The first of the series, active for 12 years, is long. Hall said a new five-year agreement has been signed with Walter Toscanini, the late conductor, to permit the availability of hitherto unreleased Toscanini recordings with the NBC Symphony Orchestra.

Please Post for 2 Carls

NEW YORK—Will the real Carl Post please stand up? Ever since this column has solved the confusion that is going on right now in the industry. There are two men named Carl Post in business, both with identical jobs but at different places.

To try to put the record straight: the Carl Post who is not the Carl Post that works with Capitol Angel now, and the (or we said we say) Carl Post who works as National Sales Manager at DGG, is not the Carl Post who worked in sales for Jesse Seltzer (Karnes). Now that we know who is who in the let us to figure out who is. The Real Carl Post intended to be with Capitol Angel, and the Carl Post who is presently with Capitol Angel came from Ram.

Still confused? Let's leave it at that and hope for the best.

SILVER CERTIFICATE SCREEN

Atlantic Heightens Selling With Film Clips & Program

BY JACK MAHER

NEW YORK—Atlantic Records has heightened its selling impact and possibly expanded its overall volume to its sales program through two new selling tools. The label is using film clips and special salesmen incentive campaigns to add extra emphasis to its "period of adjustment" after a second label.

The use of film clips to boost sales of Atlantic's "Apollo Saturday Night" program is a new technique for the label. The clips are being shown on the current "Apollo" concert shows at the Apollo Theater, New York; Howard Theater, Washington; Royal Theater, Baltimore; Uptown Theater, Philadelphia, and Regal Theater, Chicago. The clips plug the album, show the cover and names the major artists, that appeared on the bill at the Apollo when the LP was cut. The final line of the visual pitch consists of visions of listeners to pick up the album at their favorite record dealer.

The Atlantic program of which this new technique is a part, is also concentrating on radio, print co-op advertising benefits.

Commission Fund

The new sales commission fund, which supplements distributor salaries in some cases, proved particularly effective since it has

BMI Mails New Contracts

NEW YORK—Broadcast Music, Inc., will increase its special to radio and TV licencers a simple form of renewal extending contracts for a period of one year. Current BMI contracts will expire March 31st, 1964. BMI licenses expire March 31st, 1964.

Both the TV and radio licensing department announced the signing of the renewal.

Robert T. Mason (WIMR, BMI) was announced as managing editor of the All-Industry Radio Station Music Licensing Association, Inc., a recent move that is to simplify the renewal process. BMI music is entitled to an increase in fees. Mason said, "You cannot resist this attempt to increase fees. As a result, BMI will offer to renew its license for one year only on existing terms and conditions. The renewal will give BMI and the broadcasters an added year to be able to come to a contract based on the increased usage of BMI music.

Japanese

Mail Disk

Biz Prosper

BY J. FUKUSHI

TOKYO — The mail order business is booming in Japan. The side has been recorded particularly among the citizen's culture, home entertainment and other merchandise. But maildisk is sold not only at first class so people generally do not place re-orders.

In records, Reader's Digest achieved steady sales, this is because the dealers record to rural customers through mail order. Following this trend, the Nippon Music Society launched the same business here last year's "Mail Disk," and started an all-out sales campaign at a huge expense. The Society, however, spent the first month in controlling potential customers the records distributed were not phony.

The repertoire of Reader's Digest is rather limited, but the Society spent the first month in controlling potential customers the records distributed were not phony.

LONDON ISSUES REMO ALBUM

NEW YORK—The winning song of the San Remo Festival are now available on a London International LP. The diskly taken to Rome, Italy, every song entered in the Festival's for recording singers. Four-color covers were selected and needed, as are records. On the day of the festival (February 1) London called San Remo and received the winners and runners-up and were offered. The LP was mastered the same night, jackets assembled and records pressed, and within one week London International's 1964 San Remo Festival week.
GEMA Seeks Wide German 1903 Copyright Act Revisions

By OMER ANDERSON

BONN—Dr. Erich Schultze, general director of GEMA, is calling for a revision of the German copyright law and the establishment of national and foreign authors-composers in GEMA's drive for unification of the German music industry's draft law revising the 1903 German copyright act.

Dr. Schultze, who heads a delegation that met in London last fall to inter-view that the German performing rights society is approaching the establishment of a new society as a solely German organization composed entirely of German authors of being German creative talent, but, as one of the economically most successful performing rights societies in the world, thereby contributing to the international network of the foreign performing rights societies with which we have bilateral contracts.

GEMA's network of such bilateral contracts, the most important being with ASCAP, makes revision of the German copyright law, in Dr. Schultze's opinion, a matter of international rather than solely domestic concern.

Dr. Schultze pointed out that the major issues in the dispute involved the rights of composers of all nationalities equally with German authors-composers. These are the issues under dispute in the placing of GEMA under direct state supervision as a "monopoly." The GEMA's claim that GEMA is fighting the cause of culture no less than in proportion of the economic interests of the German industry, Dr. Schultze said has heavy commitments in this field.

GEMA is spending around DM 3 million ($710,000) annually for such bilateral contracts. It is spending a further approximately DM 922,000 for social security subscriptions to its members, and it contributes several hundred thousand marks annually to institutes with cultural, scientific, and social character.

Dr. Schultze made clear that no matter what he has brought him as much during the copyright law skirmishes, he has been able to make the point that GEMA's demand for music tape rights might well be considered a popularized organization of a "GEMA Gestafto," which would come into the picture with corresponding bootlegging setups.

GEMA's chief branded such situations with undelicious fabrication. On the contrary, he explained, GEMA seeks to make taping royalty payments "painless" and "as fair as possible." This would be done by levying the taping royalty fee at the source—rather than the receiver, as when purchased.

Dr. Schultze believes GEMA is making headway in rallying Bundestag deputies behind amendment of the copyright bill to restore the taping fee provision. The taping fee was rejected by the Bundesrat last year as an "Airpipe," which routinely must give preliminary appeal to legislation when it is introduced in parliament. He quoted a number of Bundestag deputies unauthorized music taping on the ground that it is essential to the state in the position of concurring in the "disposition" of creative artists through "piracy" of their works and thus has a stifling effect upon the general creativity of our nation.

Turning to another widely discussed aspect of the copyright society's claims, Dr. Schultze expressed confidence that the reform would not prejudice the GEMA's copyright position in this respect.

At present West and Communist Russia are the only countries legally bound by the 1903 Copyright Act. In the East German Länder legislation is the basis for efforts by GEMA to collect royalties from the state in the position of concurring in the "disposition" of creative artists through "piracy" of their works and thus has a stifling effect upon the general creativity of our nation.

Australians Look to Britons As U. S. Influence Fades

SYDNEY—The Australian pop music scene is, at the moment, less dominated by American music than it has been in the past 20 years. Top national charts are more likely to feature Australian tunes in the top 10 and that, Roy Orbison's "Beautiful Dreamer" follows a successful nationwide tour by the artist. British tunes are holding the reins most tunes with seven out of the 10, including four by the Beatles, who are now described locally as the "Beat alls." Never in the history of local pop music has any one act had so many tunes in the top 10.

Looking a little further, there are only five U. S. records in the top 20 plus four local and 11 English. Where, previously, top d.j.'s and artists concentrated their studio scene for interview tapes and overseas knowledge, they have shifted their attentions to the British from. Many Australian artists have left for London and have more to plan so to do. Promoters, too, are planning big tours featuring all Australian artists in the next time. The Beatles are booked for an Australian tour in June, preceded by May by the Gerras and the Pacemakers, Brian Poole and possible Kathy Kirby on one bill. Frank Ifield and Matt Munro have just completed night club seasons and will be followed by Shirley Bassey in mid-February. Many of the Australian publishers have their worries with this new trend. Previously, companies were happy to let Australian deal in catalog agreements have been made in Great Britain, and there are well be that in the next 12 months labels here may make local artists something that has been previously considered taboo in this country.

Heiliger Fund To Be Raised As a Memorial

PHILADELPHIA — The entire record industry, including manufacturers, distributors and retailers, will join together in helping to establish a living memorial to the memory of Menahem Heiliger, who was the vice-president and general manager of Minneapolis, president of ARMADA.

Heiliger started for the industry effort to establish scholarship to Camp Ramah. Students at the Minneapolis Temple Mad-rid Torah is David Rosen, president of David Rosen, Inc., independent record distributor.

Rosen said that since Anton Heiliger is one of the most respected leaders in the record industry, it is most fitting that the industry make this gesture. He added that this inspiration for this tribute and for the spiritual leader, Rabbi David A. Goldstein, who was a student of Menahem Heiliger, who met a tragic and untimely death in an accident last year.

As two contributions will be made to enable deserving students to spend a summer at Camp Ramah in Minneapolis, the industry leaders have selected students will be among those attending the Minneapolis Temple Mad-riz Torah. Where the late Mr. Heiliger, he was a dedicated teacher for almost half a century.

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The living memorial created

Vee Jay Records Moves Office To West Coast

CHICAGO—Vee Jay Records, Chicago's most successful independent record company, has moved its West Coast offices to Los Angeles. The move is designed to facilitate the production of special album projects and the efficient servicing of the West Coast market.

Vee Jay's West Coast offices are located at 3608 West Sunset Blvd., Los Angeles 22, California. The move, which took place on July 1, 1964, was made possible by a new contract with the city of Los Angeles.

The new office is located at 1227 North Orange Ave., Hollywood, California 38. The office is under the direction of Vee Jay's president, Joe G. Cook. The office is open from 9:00 A.M. to 5:00 P.M. daily.

The move was made to accommodate the company's growth and to provide better service to Vee Jay's West Coast customers. Vee Jay Records now has a staff of over 20 employees, with plans to expand further in the near future.

In addition to its new office in Los Angeles, Vee Jay Records has offices in New York City, Chicago, and Cleveland. The company's nationwide sales and distribution network ensures that its products reach record stores throughout the country.

Vince Taylor's new album, "Love Me Do," is being released this month. The album features hits like "Love Me Do," "My Heart Has Got a Beat," and "I'll Be There For You." The album has been well-received by fans and critics alike, and has quickly become a best-seller.
GET RICH QUICK!

Cash in on the rare new talents of Charlie Rich. A big swingin' voice with romping piano style to match. Hear him cut loose on songs like "Ol' Man River," "Big Boss Man," and "Are You Still My Baby." A fresh blend that's bound to bring in the business. So, order Rich today...and get rich quick!

Charlie Rich: a great new talent on Groove
ARMADA
RENTS ROOMS
PRIOR INVASION
NEW YORK—The American Record Merchants and Distributors Association has reserved 100 rooms at the Sherry-Netherland Hotel, Washington, D.C., for the convenience of record dealers who wish to attend the FTC trade practice conference. This conference, to be held in Washington hotels, indicates a tight situation in the city, which prompted ARMADA to move.

Aron Heilicher, ARMADA president, stated that the government-sponsored conference has aroused such interest that he feels it advisable to make certain that rooms would be available.

Persons using the free conference of ARMADA's reservation service are responsible for their own room charges.

Dealers, distributors, manufacturers or others desiring hotel reservations for the night of March 12 may contact Edgar James, ARMADA executive secretary, at 603 F St., N.W., Washington, New York (code 212) P.T. 2-6666.

Heilicher stated the names of prominent performers will be featured in the limited scope of their contribution, palming off records by those being performed by prominent artists, misrepresenting records originally produced as monophonic. Also, cover misrepresenting the composition, playing life, or number of needles—other false or deceptive acts or practices.

Big Jazz at Little Theater
NEW YORK—A series of six weekly jazz concerts will be held by the Little Theatre, beginning Friday (21). The concerts came about as a result of Arlo Meltsner, Little Theater manager, becoming convinced that music was the best way for the institution of Little Theater to become

Tales of the other day.

Music was also heard at the Grand Central Station, where the AAJ (American Association of Jazz) plans to open a new club, called the "Jazz Club". The AAJ has been the subject of considerable discussion in recent months, and it is expected that the new club will bring much needed excitement to the New York City jazz scene.

The event is part of the "Jazz in the City" series, which features live music performances and discussions about the history and significance of jazz in New York City. The series is organized by the AAJ and is held in collaboration with various venues across the city.

In addition to the performances, the "Jazz in the City" series includes panel discussions, workshops, and other educational programs designed to promote a deeper understanding of jazz and its impact on American culture.

The Little Theater's jazz concerts are held on Fridays at 8 p.m., and the "Jazz in the City" series is presented on various dates throughout the year. For more information, please visit the AAJ's website at www.jazzinthevity.com.
It's The Beach Boys' latest smash single...

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NEW ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasting in programming.

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Blue Marlin's Reed - LP 3TH, SP 104

ASCOT

The Best of Richard Hayman: AM 13001, ALS 14011

COLUMBIA

ORIGINAL CAST - "Tytania": Alec Guinness, Kate Reid, DOL 305, SP 305, SP 306

DECCA

Bach: Cantata No. 51, Suite No. 1 in F for Orchestra; Kassel: Frühlingsfeste (New York, Decca 7-1960)

HANDEL: Israel in Egypt; Adagio; Canticle. London Sym. Coll., London, Decca 7-2128

HANDEL: The Organ Concerto; Marie-Claire Alain, Amadeus, Berlin, Decca 7-2104

NAYTON: Symphony Concerto, Symphony Concerto; Paris Chamber Orchestra, London, Decca 7-2103

LUWIGI SENT: (composer to the Court & Chapel of Emperor Maximilians I, New York Pro Musica Greensward)

GEORGE CATES: Hit Songs of 1954, Decca 7-2105

LIBERACE: Ma. More-Rich, Decca 7-2106

COME by the Miki Brothers: DLP 3756, DLP 3755

RAYE Fredrick Plays Some Timeless Ballads: DLP 3756, DLP 3757

DUSA

VARIOUS ARTISTS: Les Cliffy de 1965. 00138

FOLKWAYS

PETER GOTT & John COHEN: Old Love Songs & Ballads from the Big Apple; North Carolina, Decca 7-2107

GATY, SADIE: East Leningrad Ballad with the Echoes: Decca 7-2108

Wendy Garth's Welsh Folk Songs: Vol. II, Decca 7-2109

The Victorian Singers: Songs Played by Barry Mull: Decca 7-2110

GATTIN, KRAUS & DONALD MILL: Music from the Great Silk Road

JERRY SELYEK: The Art of the Folk-Guitar: Decca 7-2111

FONTEGA

SOUND TRACK: Schindler's List, Decca 7-2112, SP 37924

GATEWAY

BROADWAY: The Liza Tantum's Play for You: Decca 7-2113

Max Martine and the Dance Tours: Decca 7-2114

The Philadelphia Clarinet Quartet: Decca 7-2115

HOLDRY

ERNST ARNHEIM-Notes on Today and Tomorrow: LPM 1-91

LONDON

Operatic Recital: Robert Marrilli; SES 39, 25883

KELLINI: I Puritani; Jean Stobierski; Ottawa 1978

TCHAIKOVSKY: Symphony No. 5 in E minor, Vienna Symphony Orchestra & Herbert von Karajan; London, LPM 2056

LONDON INTERNATIONAL

THE LEDON SYMPHONETTE-Musical Memories of Japan: LPM 2057

MENIT

VARIOUS ARTISTS: New Orleans Home of the Blues, Vol. III; LPM 0604

PACIFIC JAZZ

JIM HALL QUARTET: Jim's Jive, PY 77, ST 79

LE McLean: Soul Hicks: PY 77, ST 78

PERUSSIA

AL LAGUERRE: Dreamed I Was - F 4

RCA CAMDEN

RICKIE ANDERSON: Eddy's Songs: CA 790

PERRY COMO & THE RAT PACK SINGERS: Love Makes the World Go Round; RCA 790A

LIVING STINGS: On a Sentimental Journey; RCA 790B

LIVING VOICES: "Wistful" and Other Great Standards: RCA 790C

RCA VICTORA

BEETHOVEN: Piano Concerto No. 3, Grazyna, Chicago Symphony Orchestra & George Szell; RCA 790D

BROOKS, DOROTHY: The Golden Daydream; RCA 790E

PUCCINI: Turandot & Opera Overtures (Columbia); RCA 790F

STRAVINSKY: Pulcinella and Le Sacre du Printemps; Vienna Philharmonic Orchestra, Karajan; RCA 790G

REGINA

JOHN F. KENNEDY - A Profile in Courage: RCA 790H

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SCEPTOR

SYMONIE MAIER: Anyone Who Had a Heart: 517

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Have to Tell You. M 24

SIMON & GARFUNKEL

MARTHA CARSON: 100

ROBBIE & SHORT GOATS: Folk Songs We Love: 111

Arye Zviller at the Firefighter Club: 107

BRYAN KENNEDY: Have a Hot Dog - It's the Lots' Ssipin' Around With Floyd Tillman: 110

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TREASURY OF ROBERT BRIDGMAN: Edisson and Spokenlight: 111

TREASURY OF JOHN DONNE: Spokenlight: SA 139

TREASURY OF JOHN DRYDEN: Spokenlight: SA 140

TREASURY OF JOHN MILTON: Edisson and Spokenlight: SA 141

TREASURY OF PETER SUTHERLAND: Edisson and Spokenlight: SA 658

TREASURY OF WILLIAM WORDSWORTH: Spokenlight: SA 659

Vej Jar

JERRY BUTLER: Need to belong: VJ 1028

ETTHEY: You're No Good: VJ 1027

KARIS & FRIENDS: Chicago's Own: VJ 1026

John Lee Hooker: Hooker at Newport: VJ 1025

MINNIE REED: Make Me Feel: VJ 1024

HENRY RAYMOND: Theme from "The Devil" VJ 1007

VARIOUS ARTISTS: This Is Where It Is The Original Arista 1

WORLD-PACIFIC

"See Dick-Dick for Dealers."
VJ is only #12 in sales
...but here is why you should go with us

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INTRODUCING THE BEATLES
ENGLAND'S NO. 1 VOCAL GROUP

#2

JOLLY WHAT!
ENGLAND'S GREATEST RECORDING STARS

THE BEATLES & FRANK IFIELD
ON STAGE

#3

THE HOTTEST SINGLE VJ 581

PLEASE, PLEASE ME & FROM ME TO YOU

V-J'S NEW HOME - 9056 SANTA MONICA BLVD. - LOS ANGELES 69, CALIFORNIA - CR 3-5800
THEATRE REVIEW

The New 'Blithe Spirit' is Airborne in Boston

Noel Coward's "Blithe Spirit" becomes airborne in the new version of the 23-year-old comedy which opened at Boston's Colonial Theater (11) as the musical, "High Spirits" on its way to Broadway. For Coward fans this should be meat and drink with lots of spirits added in the form of magnificent contributions by Bea Lillie and Tammy Grimes who demonstrate that they can be just about the funniest females on earth or above it. Miss Lillie must be the original happy medium, and Miss Grimes is wondrously entertaining as a returned spirit trying to work a little accident so that her husband, now remarried, may rejoin her in the astral apartment.

Edward Woodward, who co-starred with Miss Grimes in "Rattle of a Simple Man," shows why he has been a favorite in London musicals and revues by singing and dancing acceptably in the role of the harrassed husband contending with two spirit wires. "High Spirits" is a generally happy and boisterous show with gally witty songs and daffy dances, but if it has a fault it may be that there are an over-abundance of production numbers, making the scenes in the staid English country house seem dull by comparison. And it almost seems as though the choreography was conceived to give the piece the status of a musical and not as a full-fledged play. As for songs, there may not be many that will make the Top Ten, but certainly there are at least a half dozen "pretty" and appealing numbers in the Coward style that could well become popular. Those who remember the many numbers that are almost show-stoppers, Tammy Grimes' "Home Sweet Heaven," Ethel Mielziner's enigmatic gypsy recitation of the charac-
ters out of "a book" in the hereafter and Bea Lillie's production number, "I've Never Had a Manifestation," a mad conglomeration of comical lyrics and outlandish dancing. Other quite interesting are "I Wonder If I'm Married," "Where is the Man I Married," "Was She Prettier Than I?" "If I Gave You," and Miss Lillie's "Talking to You," which is certainly out of the "Blithe Spirit." There are wild scenes of escarmuiches in which Bea Lillie, who once was known as "the wittiest thing out of trouper," parades on stage, masquerading in a troossed costumes in her mar-
velously, wintry decorated mun-
er, gaily amusing herself and apparently quite unaware of the audience's considerable desire to laugh at her in a nonchalant fashion. The songs, dances and the players are all high-ly entertaining, but somehow they don't seem to belong in the same show. "High Spirits" is an engaging musical in many ways, but it needs cutting and a farewell to the lea.

Fire Discover the Clancy Bros.

DUBLIN—In the last few weeks the Clancy Brothers and Tommy Makem, who had never performed together until a few weeks prior to their success in the U.S., have made what is best described as a march of triumph through Ireland.

Everywhere there were capacity house and their three CBS albums continue to sell like sing-
als. And it's a case of the demand considerably exceed-
ing the supply. In Limerick they gave a benefit concert from a window of the Savoy Cinema to the thousands who thronged the streets to hear them.

Tom Manahan, chief of Irish Records (CBS-Bill-
board), "They have completely revived national interest in Irish music. Their first single to be marketed here, 'The Leaving of Liverpool,' has been released.

Ferrer Will Double As Impresario

NEW YORK—Actor Jose Ferrer enters another phase of his career as impresario with the present-
etion of pianist Joe Bokshin at the 1960-21. The gig will mark a first for Ferrer's new production plat-
tation field and a first for Bokshin as a concert performer with his own group. Ferrer is currently starred in the Broadway musical "The Girl Who Couldn't Sing," and Bokshin is now playing at the Embers, New York nite.

few replacements for some of the musical numbers that didn't hurt. There is undoubtedly work to be done, but for an opening, it proved a surprisingly diverting evening.

CAMERON DEWAR

TALENT ON TOUR

(Top record talent in top record towns this week)

EAST

The New Christy Minstrels, following their Canadian tour, play a series of engagements in Amherst, Mass. (16), Beth-
lehem, Pa. (19), Morgantown, W.Va. (20), Columbus, Ohio (21), (22). A week (17-24) in Prov-
ence for Joe Williams. One night stands for the Smoother Brothers in Buffalo (16), La-
ayette (16), Charleston, (21), Salt Lake City, Okla. (19), New Orleans (20), Montgomery, Ala. (21) and Jackson, Miss. (22). Seven con-
certs for Count Basie this week; Providence (16), Pease AFB, N.H. (17), W. Peabody, Mass. (18-19), Burlington, Vt. (20), New York (21) and Trenton, N.J. (22).

SOUTH

Peter, Paul and Mary will appear this week in Raleigh, N.C. (16), Columbus, Mo. (19), Savannah, Ga., Moose-
head, Minn. (21) and Minneap-
olis. The L. W. Sprague neighbors for Dave Brubeck this week: Tus-
caloosa, Ala. (16), Denton, Tex. (17), Baton Rouge, La. (18), El Paso, Tex. (19), Austin, Tex. (20), San Antonio, Tex. (21), (22), Dallas. (22). Vaughn Meoder plays Miami for one night (17) and (20), Houston, Tex. (20) in St. Petersburg. Dates in Montgomery, Ala. (21) and Jack-
sonville, Fla. (22) for Johnny Tillotson, She Wolf, tours with dates in Fort Worth (16), Temple, Tex. (21) and Shreve-
port, La. (22). Justin Tubb goes to Durham, N.C. (16), Mil-
waukee (18-20), and Louisville (21-22). Concerts with Corpus Christi Symphony for Gina 
Baucher in Corpus Christi, Tex. (18), Fort Worth, Tex. (19), (20), (21), (22). Henry Styers plays in Jacksonville, Fla. (18).

MIDWEST

Earl Wrightson and Lois Hunt are booked for concerts in Skokie, Ill. (22), Faribault, Minn. (24), Muscatine, Ia. (25) and North Platte, Neb. (26). Nancy Wilson and Cannonball Adderley play Cincinnati (16). Roy Hummel and Le Bistro in Chicago through March 4. Ruth Anderson and Gabriel Gumeni open in Chicago (17). Three weeks for the Serendip-
ity Singers in Chicago (17-20). New Christy Minstrels, Josh White and the Journeymen in Columbus, 0., for a hootenanny (21).

WEST

Shelley Berman opens at the Sahara in Las Vegas, Nev. (18) for three weeks. Mason continues at the Fair-

TV GUEST APPEARANCES BY RECORD TALENT

FEBRUARY 17-23

(AAll Times Eastern Standard)

MONDAY 17—Mavis RIVERS

Married to her brother, Miltie, Mavis is special guest this evening.

TUESDAY 18—RICHARD CHAMBERLAIN, GOGI GRANT

Two pop pop stars, will be guest co-stars on the Yow Don't Say program (360-FM, 2:00 p.m.).

TUESDAY 18—NAT KING COLE

TUESDAY 18—JIMMY WITHERSPOON, CHIS FARKENING

Two blues singers will be guest co-stars on the Nat King Cole show (1000-AM, 1:17 p.m.).

WEDNESDAY 19—GOGI GRANT

Soul meets soul with her guest appearance on the Steve Allen Show tonight.

THURSDAY 20—JACKSON WINTERS, CHEESE NEW CHRISTY MINSTRELS

Jonathan leaves back to the New Christy Minstrels and others in his lunchbox as he's back for the last time on the Steve Allen Show tonight.

THURSDAY 20—WOODY HERMAN BAND, JACK SHELDON QUARTET

Two jazz groups come together on this Edie Adams Show this week (JABCY, 10:15-10:30 p.m.).

THURSDAY 20—PHYLLIS DILLER, ALLAN JONES

The popular comedienne and the singer who made "Snooky Sweeney" famous meet on the Steve Allen Show.

FRIDAY 21—GEORGIA GIBBS, THE YOUNG BROTHERS, THE SECOND CITY

An assortment of talent for the Jack Paar program (NBC-TV, 10:11 p.m.).

SATURDAY 23—THE NEW CHRISTY MINSTRELS, WILL MOTT, PHOENIX SINGERS, ROUPE HARRIS, NAOMI BRODER, EVEN DOZEN JUG BAND

A one-hour show with a variety of guest singers that will be repeated on Saturday night.

SATURDAY 23—DELLA REESE

Della will be in song on Hollywood Palace (ABC-TV, 9:30-10:20 p.m.).

SUNDAY 23—MEL TORHE, DIANNAH CARROLL

First singer and Broadway star joins Miss Show Business on the lady columnists.

ARTISTS' BIOGRAPHIES

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

THE SAPPHRES

PSL: Bill Holmes

BO: Associated Booking Corporation

Carol Jackson, age 20; George Garner, age 23, and Joe Livingston, age 22, are the three Sapphres who make up the popular singing group known as the Sapphres. They all come from Philadelphia, a city where pop competi-
tion runs high, but this group has never had only its own hit; it has been able to play in every state in the country a run for its money. The group has been together for about two years and in that time has been polishing its material with the same care that they would give a Broadway review. The group has made an impression on critics and the public with its own special brand of music, and it is continually expanding its repertoire. The group has a good core of fans who will buy records of any type, and the group has a good future, if given the proper management and a good chance to be heard.

LATEST SINGLE: "Who Do You Love" goes to position No. 37 this week on Billboard's Hot 100. An album with the same title is due shortly.

NIGHT CLUB REVIEW

John Gary Refreshing to Taste

Despite an annoying dinner crowd which just wouldn't maintain a respectful din, Gary was able to present his turn in good fashion, offering such titles as "Once Upon a Time," "Red Rose Bush" on which he ac-
companied himself on the guitar, "Unchained Melody," "If I Tender Is the Night" and "Dallas." Gary has fun with "O Sole Mio," in which he comically shows the turn from a Neapolitan ballad to a sardonic, rather loose version of"O Sole Mio," and finally to the way Elvis Presley sung the words around.

ELIOI TIGE}
"BABY, DON'T and "MY HEART CRIES YOU CRY"

(a new SWINGOVA rhythm)

"Money in the Bank" single...

Ray Charles

and for extra dividends, stock up now on Ray's brand new album

ABC-480

ABC-PARAMOUNT

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
**Code Board Warns on Cigarette Ads**

**By MILDRED HALL**

WASHINGTON — The NAB Radio Code Board did not make any specific provisions to limit cigarette advertising during recent Super Bowl weekend, but the right hand of the National Association of Broadcasters — but they are aware that in the wake of the Surgeon General’s special report on Smoking and Health, the TV Code Board has put up some warnings for broadcasters to refrain from special youth-appeal in TV cigarette commercials.

Howard H. Bell, NAB Director of Code Authority says the radio code policy is so complex, in the cigarette advertising area, that it will take some more study. Meanwhile, broadcasters are aware that there is a voluntary cigarette advertising that to some extent, is subject to the Code Board’s considerations. In other words, the Code Board exists now geared to educate the public to hazards of smoking. Legislation and agency action are in the works to curtail youth-appeal in cigarette advertising — so radio commercials should get in line with the times.

Radio Code Board also wants to get the outcome of the Federal Trade Commission’s proposal for “no hazards” warning on cigarette labels and advertising. Other factors that may influence final decisions on what to do about radio commercials on smoking, is stepped up research that may help save more harmless cigarettes; just last year the 164,400,000 WLB Boosts Power

NEW YORK — The FCC has granted 164,000,000 radio to 1,000 to 10,000 watts for WLB radio. Plans are underway, according to the Federal Broadcast Service, for the construction of a 1,000 foot tower plot in Lyndhurst, N. J.

**FOCUS ON DEEJAY**

**Fat Daddy High Priest Of R. & R. In Baltimore**

Baltimore has emerged as an all-important area for the exposure of “the sound of young America” to the young customers in the market for music. The station with the most comprehensive, well-trained, well-equipped advertising and radio personalities is the hometown of “Fat Daddy” Johnson. His reign is being honored by that regal rebel’s wearing.

“Fat Daddy” has carried the title of “High Priest of Rock and Roll” with the thousands of his listeners, who flock to his show within WSB’s signal. The fast-talking 270-pound deejay literally shakes the air with his own evident enthusiasm for the music he plays. “Fat Daddy” leans back in his chair, throws his head back and howls several times of quick-paced gibberish that sends his fans into a tizzy of laughter and sponsors clamoring for more.

**Continued on page 25**

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**H. S. STUDENTS REPORT NEWS**

FLINT, Mich. — WATC radio has inaugurated a new service for high schools in the Flint, Saginaw, Bay City and Midland area. The station has turned over four of its regular evening newscasts to news of the “Weetc Teac Scene” reporter, who in turn mails a copy of their school publication to WTAC each week as well as several telephone news to the station for broadcast.

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**Mutual Fires Airs Biondi**

BINGHAMTON, N. Y. — Dick Biondi, former WLS, Chicago, morning show host, went to the noon pop music show over the Mutual Network beginning Monday.

The Biondi Monday through Friday slated, slated for 2 to 4 p.m. on Mutual’s 486 affiliated radio stations, will feature a weekly contest to decide whether or not they wish to carry the program. The Biondi show is a replacement segment for later air play.

Mutual’s slogan, “The Network with the Most Original America” will be carried by Biondi who is reported going to feature all the hits and new single releases. No benefit will be reserved for a local radio station. A research show, which will emanate from Mutual’s new station in 30 Rockefeller Plaza, New York, will also feature guest artists and an entirely different and many other of the programming gimmicks long associated with Biondi, according to his audience.

WKWB, Buffalo; WLS, Chicago, and recently KRLA, Los Angeles.

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**Grumpy League Rolling on KLAC**

Hollywood — KLAC, Metromedia’s powerful outlet here, has unleashed its new fleet of character “Grumpy League” on the public. The promotion is being extensively hyped on the air spots and through ads in the Los Angeles press. Three fictitious characters, Grumpy, Potpurri and Fast Flush Moody, have been appearing in ads asking listeners to sign up for the promotion. Many of the sign-ups are coming from the listeners over the afternoon drive time, claiming KLAC is fun radio.

Station has now placed the three actors on the stage giving out the “Grumpy League” sign-ups to Al Lohman Jr. and Roger Bartley counterering by giving out free T-shirts (which are benefits for worthy causes.)

Johnson adopted his unorthodox on-air deejay air, which includes instant creation of his on-air character, while a student at Morgan College where he has had a pro-

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**Big Recovery**

Radio, which took something of a beating during the first rush of television, came back in great strength, re-ad-
hitting itself to new peak hour ratings Sweepstakes ended Wednesday mornings. “The future for radio is that of television,” said the department head, Kenneth Baynes.

Among the programs run, by the Station’s Program Annex office is still described as “mid-
dee-road-of-the-week in record cir-

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**WBWB Begins Promo Drive**

**By NICK BOSLOFF**

CHICAGO — How many stations will be able to break new records? WBWB here is launching a giant pro-
camaign just to find out. That the station promotion, de-
scribed as a cooperative coordi-
nated campaign in station history, is keyed to the theme, You Hear It, You Hear WBWB Radio.”

The campaign is designed to show that WBWB in GM-47 is in just about everything: Music programming, news, sports, weather and even helicopter reports.

Although not a top station, WBWB plans on itself to be first with a record. Lennie Kaye, music director, describes his new campaign to woo the young market. WBBM

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**Shakespeare Plays Offered to Radio**

NEW YORK — Caedmon Records has opened its Shakespeare radio drama catalogue to radio stations. More than 20 albums of plays and poetry by the Bard, interpreted by outstanding ac-
tors and actresses are being made available.

The Caedmon plan allows for complete usage of all or any number of Society drama recordings for $152 per-
formance fee, plus cost of car-
s which are budget priced for radio stations. Another plan allows the radio station to purchase a drama record for $10 a broadcast. Radio stations may also select drama recordings in the SRS catalog. Costs of the recordings are built into the license fee for radio.

Among the recordings now offered are "Hamlet," "Coriolan," "Richard Burton," "Measure for Measure," "Romeo and Juliet," "Alfred Denney and Claire Bloom," "The Two Gentlemen of Verona," "Rex Harri-
JUST RELEASED!
ANOTHER #1 SMASH HIT
by
BOBBY VINTON

"MY HEART BELONGS TO ONLY YOU"
5-9662

RELEASED BY POPULAR DEMAND!
FROM BOBBY'S SMASH ALBUM

www.americanradiohistory.com
VOX JOX
By GIL FAGGEN

Bob Rogers, Sydney, Australia, air personality entertains flock at hop down under. Radio station 2GB in Sydney has launched a promotion called the "WHS Club." Designed to attract Sydney's young people, the free club offers a constant supply of quality gifts, entertainment activities, and competitions through special club bulletins broadcast during the day on 2GB. 2GB Tune Table Charts, circulated through record stores all have a printed club membership application.

A few radio stations putting their heart in Valentine Day promotions were: KPRC (Houston) where the deejays asked listeners to send in home made Valentines. The first place winner receives a color TV set...WSW-D radio (Toledo) is awarding a Valentine 8½ feet high and 1½ feet long to the sender of the best line to a Valentine rhyme. Winners are selected from pages of telephone book. Deejay gives page number, first listener whose name is on the page to call is a winner...CKY (Winnipeg) has been featuring throughout the week many songs with "Love," "Heart," or "Valentine" in the title. Each listener is asked to jot down the title of every such song he hears, and at the end of the week mail the list into CKY. Contestants receive one point for each correct title—but two points are subtracted for each incorrect entry. The four highest point totals win each award...WQXR (New York) had "Love," as the theme on St. Valentine's Day and the station featured love

(Continued on page 15)

PROGRAMMING NEWSLETTER

Judgeing What Is in Bad Taste

By BILL GAVIN
Contributing Editor

The Federal Communications Commission, as a matter of policy, has consistently refused to control, restrict, or in any way to interfere with the specific program content of either radio or television. As a part of our system of free business enterprise, broadcasters are called upon only to operate "in the public interest, convenience and necessity," and to fulfill the commitments made in their application for a license.

Aside from an occasional public statement by a Commissioner on the overall quality of programs, the FCC has never canceled or suspended a broadcast license because of an objectionable program or portion thereof. All cases of recent record involving a license suspension have involved a deliberate attempt to misinform the public or to deceive the commission itself.

As a procedural matter, however, the Commission's file on each licensee contains every single complaint received regarding that station, whether from a reputable group or from a "crack." When the application for license renewal is taken up, all complaints are reviewed, and the applicant must have explanations. Most public complaints have to do with specific program content, and although these may not make the headlines, they often make the headaches that afflict broadcasters and their attorneys.

It is small wonder, then, that broadcasters in general exercise careful censorship on program material. An example was the famous re-recorded ending of Jimmy Dean's "Big Bad John," changing the line "He was a hellva man" to something like "a big big man." Too many stations refused to play a record using the word "hell." A current record uses the phrase "don't give a damn" and has been banned on that account by a good many stations.

To say that radio in general is sensitive about offensive language or lyrics is to put it mildly. A deejay may mispronounce a sponsor's name or play a spot at the wrong speed and receive only a reprimand. But his use of "blue" material on the air is usually cause of instant dismissal. Good taste by all of its air voices is a watchword in radio.

A different and more difficult problem arises over lyric content of records. Certain words may be used which to the average listeners are innocuous enough, but which to the teenage "hippie" have a special and highly suggestive meaning. A vocal background that may seem unintelligible jargon to most listeners may sound to others like a group of off-color words. A song lyric that frankly refers to certain well-known sexual attitudes about sex may be offensive to some and acceptable to others.

And so it goes. The degree to which individual radio stations rule out specific records as being in bad taste is usually not a measure of the manager's own social conscience. It is much more often a mark of his sensitivity to possible listener complaints or endangering his license.

A few weeks ago a State governor caused a brief flurry by discovering offensive words in the record "Louie Louie," by the Kingsmen. The record had been played uncounted thousand of times before on just about every top 40 station in the country, and nobody had discovered anything wrong, even after the public revelation of the offending lyrics. Many program directors and managers listened carefully to the record and still could detect nothing wrong. Even when tested a slower speed, the dirt content still assayed zero.

But the governor heard something wrong and asked his State's Broadcasters Association to request its member stations to not play it. At this writing it is not known how many complied. There must be a "crack" who said, however, that as a guardian of public morality the governor could have found a better target for his attack.

We are not concerned here with any specific record. The central point is that what constitutes "bad taste" on records is highly debatable.

Good taste is sometimes not as important as
YESTEYEAR'S HITS

Change-of-pace programming from your librountion'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

February 23, 1959
1. Shaggy Lee, L. Price, ABC-Paramount
2. Dusta, E. Taylor, Swift
3. Eddie, C. Fretts, Good
4. American Boy, R. Parnham, Prodigy
5. Abner, C. Bowers, Aka
6. I Cry a Tear, L. Baker, Atlantic
7. Tell Me, A. Bethune, Mercury
8. Puffie Fleur, C. Barber's Jazz Band, Laurie
9. Lionel Teardrops, J. Wilson, Brunswick
10. Peter Ossman, R. Anthony, Capitol

POP—10 YEARS AGO

February 20, 1954
1. Hi, My Papa, E. Fischer, RCA Victor
2. Secret Love, L. Don, Columbia
3. That Amore, B. Martin, Capitol
4. Stranger in Paradise, T. Roosevelt, Columbia
5. Chasing Partners, P. Ryan, Mercury
6. Make Love to Me, J. Stafford, Columbia
7. Stranger in Paradise, Four Aces, Decca
8. From the Vines Came the Grape, J. Key, Mercury
9. Till We Meet Again, O. Shaw, Decca
10. Till Then, Hillbillies, Dot

RHYTHM & BLUES—5 Years Age—February 23, 1959

Shaggy Lee, L. Price, ABC-Paramount
2. I Cry a Tear, L. Baker, Atlantic
3. Lionel Teardrops, J. Wilson, Brunswick
4. It's Just a Matter of Time, T. Ernest, Mercury
5. Try Me, J. Brown, Federal

VOX JOX

Not continued from page 14

scenes, love duets, love waltzes, as sung and played by the world's great classical artists. WQNR also reproduced letters from a cross section of its audience in a Valentine booklet which has been mailed to 3,500 advertisers and agencies as a greeting.

SEGUE

Hal Murray, 22-year broadcast vet, leaves KEWB (Minneapolis) wake-up show to join KVO (Pittsburgh) as morning air personality. . . . Dexter (Bill)

Allen, formerly with KREO (Indio, Calif. and Denver) joins KVO's all-night show. . . . Jack Jackson, program director at KBEA (Kansas City) joins air staff of KUDL (Kansas City)

Jim Hamilton, former Pitts-burgh and Erie deejay, joins WPGC (Washington, D.C.) as air personality. . . . Ken Greg-ory to WHK (Cleveland) from WAEB (Alleentown)

VIP APPOINTMENTS: Rob-ert E. Kline, program director of KFRE (Fresno) and former program manager for WFTI (Philadelphia), named general manager of WNWJ radio (Bing-hamton).

(Continued on page 41)

COUNTRY D. J. OF THE WEEK

RE'ADY-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 Hit 100, are the most popular master-ended records of the week. Each order here is based on relative standing in the Hit 100.

This Week
1. JAVA, Al Mart, RCA Victor 8280
2. RAY BLUE, Danny Ross, 20th Century Fox 436
3. FOR YOU, Dick Nelson, Decca 33724
4. STOP AND THINK IT OVER, Duce & Grace, Motown 922
5. ANYONE WHO HAD A HEART, Dionne Warwick, Scepter 1262
6. SEE THE FUNNY LITTLE CLOWN, Bobby Goldsboro, United Artists 672
7. A MAN NEVER LEARNS, Andy Williams, Columbia 42910
8. I LOVE YOU MORE AND MORE EVERY DAY, Al Martino, Capitol 5108
9. THE SHELLER OF YOUR SPELL, Johnny Davis Jr., Imperial 4026
10. IT'S ALL IN THE GAME, Cill Richard, Epic 4633
11. FORGET HIM, Bobby Rydell, Cameo 280
12. WHOA GOING, GONE Gone, Brook ERR, Mercury 21330
13. THERE I SAID IT AGAIN, Bobby Vinton, Epic 46938
14. I WISH THE WIND, Gino Lena, Everest 2506
15. AS USUAL, Brenda Lee, Decca 31570
16. POSTCARDS AND GREETINGS, Merle Travis, Capitol 468
17. HILLERY'S CAVE, Bobby Darin, RCA Victor 8294
18. HE SAYS THE SAME THING TO ME, Sherrill, Davis, RCA Victor 8280
19. FIELD, DOLLY, Louis Armstrong, Kayo 573
20. IT'S REMEMBERED IN THE STILL OF THE NIGHT, Tony & Johnny, Canadian-American 164

The three remaining music shows on the KRO top-rated 50,000 watter are: "Sunrise Serenade" (5-5:30 a.m.), "Rambler With Gambling" (5:30-9 a.m.), and "Radio New York" (4:15-6 p.m.). From 9 a.m. to 4:15 p.m. and from 6 p.m. to 5 a.m. not a single note of music is played on the station.

good sense. Self-interest, motivated by license worries, is at best a limited guide to policy. Radio is an integral part of community life. It reaches vital areas among its listening audience. Whatever undermines the welfare of any segment of its audience undermines radio as well. Radio management may concern itself over the effect of programming on the FCC, but the first concern should always be the effect of programming on the listeners. Radio cannot afford to sacrifice its position of responsibility in and to the community just for the possible gain of an extra percentage point in the ratings. Listeners are more than the numbers in an audience survey.
Sims ZOOMS!

Story Is One of Rags to Riches

By MARK-CLARK RATES

NASHVILLE—Russell Sims, president of Sims Records, is rapidly building what was almost a defunct company eight months ago into a company which today shows promise of becoming a major factor in the c&w, record industry. Sims moved to Nashville last August from Rogers, Ark., where he headed his struggling company and served as an independent producer for Cimarron Records.

"When I came to Nashville last year," Sims said, "I had two artist contracts, a couple of masters and no money. I even had to go out and borrow $150 to get an apartment so I'd have a place to hang my hat!"

Since that time Sims has made considerable progress with his label and with his publishing interests. He has released 37 singles and 12 albums and has seven more albums in the works.

During this time he has signed a number of artists to the label, including Martha Carson, Lloyd Tillman, Junior Lee Wells, Asty Inman, Bobby Barnett, Toney Doughlin, the Happy Goodman Family, Joe Poopy, Billy Parker and Jeanette McBride.

Out of the Blue

Since coming to Nashville Sims has acquired 250 stereo masters and 150 plus mono masters, he said. He has also bought a part interest in a pressing plant in Atlanta, purchased better than $10,000 worth of equipment, and managed to pay the company completely of the red except for current expenses.

"I have grossed better than $60,000 during the last eight months.

(Continued on page 16)

HELEN AND RUSSELL SIMS find everything coming up roses for their small, but growing Sims Record Company. The past eight months have witnessed several significant advances at the Nashville-based label.
it's almost like being there

MISSION: To entertain, excite, intrigue, and stimulate gigantic sales!

METHOD: The greatest Ventures album ever made:

THE VENTURES IN SPACE
featuring
OUT OF LIMITS and PENETRATION

Mission accomplished!

NEXT SPACE VENTURE:
JOURNEY TO THE STARS

www.americanradiohistory.com
COUNTRY MUSIC CORNER
By BILL SACHS
Boots Collins, a regular on "Country Jamboree," headed via WHIS-TV, Bluefield, W. Va., each Saturday, 5-6 p.m., has a new release on the Upland label, coupling "Sad Street to Lonely Road" b/w "Does It Bother You," both penned by Tom Hall, who has "D.J. for a Day" and "The World Lost a Man" on the same label. Country deejays may obtain copies by writing on their station letterhead to Upland Records, P.O. Box 4091, Bluefield, W. Va.

SALES! SALES! SALES!
Bobby Lord
SINGS
LIFE CAN HAVE MEANING
HICKORY 1232

"Belly & Dupree" b/w "Got My Mojo Working"
Sun 2289
Billy Adams
SUN RECORDS

569 Madison
Memphis, Tenn.

Marion Worth and George Morgan teamed recently to cut a duet session for Columbia Records at the Bradley Studio in Nashville. They wasted six tunes—two old ones and four new ones... Gary Buck fast week hopped from Canada to Nashville, where Happy Wilson produced two sessions for him for Petal Records... "Cowboy Blair," singing deejay of KORA, Bryan, Tex., jumps to Stonetown, Tex., February 28, to guest on "Roddy Round-Rup," featuring H & n k Thompson, George Hamilton IV and Happy Harvey Temple, deejay at KTLW, Texas City, Tex.

"This week, we've got a brand new 30-minute syndicated TV show appearing weekly on stations in Albany, Ga., and Dothan, Ala. Faron Young and the Country Deputes are routed as follows: Houston, February 20-22; St. Louis, 23; Toronto (TV show), 26-27; Florence, Ala., 29 (with the White Brothers; Oscar Davis tour through the Pacific Northwest, March 4-8, Muskogee, Mich., 12; South Bend, Ind., 13; Grand Rapids, Mich., 14; Saginaw, Mich., 15; Tulsa, Okla., 21; Kalamazoo, Mich., 28, and Lansing, Mich., 29. Booking were arranged by Shelley Snyder, Nashville."

"For more information on these bookings, please write CMA, 425 Seventh Ave., New York, N.Y. 10018."

CMA's premium album, a fund-raising project, is being handled by the premium department of the various labels involved. The label whose premium department submits the highest bid will follow through with the album. Director George Crump and his committee have prepared a new insert for CMA's Radio Kit, giving aid to stations which have been working country and western music for the first time. The insert will be included in all future kits.

The CMA officials also drew up a resolution to change National Country Music Week to National Country Music Month, which November was selected for the designation, and Roy Horton, of Sony Music Sales International, was appointed to again serve as chairman for the project.

Col. and Mrs. Tom Parker joined the group for an observation during the meetings here, Entertainment provided by Monty Montana Jr. and his singing group and Gene Austin and the Whispering Jukeboxes, of ASCAP, hosted a party one night during the meeting here.

FEBRUARY 22, 1964

Lewis Sets N.Y. Garden Talent Cast
CINCINNATI—Toledo promoter Vic Lewis was in town Tuesday (11) to arrange for promotional printing in connection with his hammond country music special, National Country Music Cavalcade of Stars, slated to open at New York's Madison Square Garden for a two-day stand.

Tony Warren, Wednesday (12) in Louisville to arrange for an upcoming date at the Fairgrounds Coliseum there. He will spend most of this week in New York finalizing arrangements for the Madison Square Garden showing. During his stop here, Lewis learned that his talent line-up for the New York engagement is 90 per cent set, with on-going projects, a vocal group and a line of square dancers still to be added to complete the cast.

Already contracted for the Madison Square Garden show are Marty Robbins, Buck Owens, Ferlin Husky, Carl and Pearl Underwood, Carl Smith, Ray Price, Kitty Wells, Bill Monroe, Ernest Tubb, Bill Anderson, Hank Snow, Sketer Davis, George Jones, Lonzo and Oscar, Grandpa Jones, the Duke of Paducah, Porter Wagoner, Leon McAuliffe and His Hillbilly Commanders, Boys, Bobby Smith, CharlotteHardin and Old Joe Clark.

Advance ticket sales for the Garden showing will get under way in New York around mid-March, Lewis says.

CMA Skeds Show for Det. Admen

Calif., for the West Coast sector. The CMA board passed a resolution to extend the number of life-time members from 50 to 200. Life-time membership in the CMA had been closed at 50 in 1959. Another resolution was adopted, commending ABC-Television for its recognition of country music and the continuation of "The Jimmy Dean Show," and telegrams were sent to show producers Bob Barrier, Julio D'Andreado and Tom Eagan.

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"Miss Rhythm"
RUTH BROWN
Now exclusively on
DECCA RECORDS

With Her Latest Hit

WHAT HAPPENED TO YOU
c/w
YES SIR THAT'S MY BABY

AVAILABLE NOW AT ALL DECCA BRANCHES

www.americanradiohistory.com
BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

KISSIN' COUSINS
Elsie Frazier, RCA Victor 0337

WORRIED GUY
Johnny Tillman, MGM (1193)

REGIONAL BREAKOUTS

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

WHITE ON WHITE...
Danny Williams, United Artists 405 (Painted Desert, BMI) (New York)

YOU WERE WRONG...
Z. Z. Hill, MAM 200 (Siro, BMI) (Chicago, New Orleans)

THE WAY YOU DO THE THINGS YOU DO...
Temptations, Gordy 7026 (Jewel, BMI) (Detroit)

MY HEART CRIES FOR YOU...
Ray Charles, ABC-Paramount 10550 (RCA-Jessipick) (O'Henry, ASCAP) (Nashville)

WELCOME TO OUR WORLD...
Jim Reeves, RCA Victor 8289 (Tuskegee-Neillam, BMI) (Memphis, St. Paul)

GIRL FROM SPANISH TOWN...
Martty Robbins, Columbia 49268 (Martty, BMI) (Stuart-Port Worth)

NEVER LEAVE ME...
Stratford, O'Dell 100 (Kelly, BMI) (Harrifford)

SINGLES REVIEWS

SPOTLIGHT WINNERS OF THE WEEK

Pop single spotlight is those singles with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing in the top 20 of Billboard's Hot 100 chart. Spotlight winners are selected by the Country music and rhythm and blues category. All other singles not in the top category are selected as the Spotlight single's sales potential is not equal to the other two time 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 the category of music. Full reviews are prepared on all Spotlight winners. All other Spotlight entries are not reviewed or featured in their respective categories.

THE BACHELORS

DIANE
(Dollar, ASCAP) (5-27)-London 5429

Here's a sharp contract for girls in format, and any kind of programming. It's catchy, yet not too good; instead, it's a typical old standard that's been recently described by this British group that's as cut as it all the Beatles. Review was a top five entry in teen. The flip is "I'll Follow" (Columbia, ASCAP) (5-05).

FOUR-STAR SINGLES

The following entries is awarded new singles with sufficient commercial potential, in the opinion of Billboard's Review Panel, to achieve a listing in the Country music or R&B chart. All other Spotlight entries in these areas are selected as the Spotlight single's sales potential is not equal to the other two time areas.

PETE FOUNTAIN

March of the Bears (Rams, ASCAP) (5-15) ~ Beatles Ram's (Rams, ASCAP) (5-27)

CRUCK JACKSON

Look Over Your Shoulder
(Rolling Stone, Columbia, ASCAP) (5-05) ~ Hand 'Em Over (Kiss-Flo Mar Land) (5-20) ~ WAND 149

CAROLYN HARRID

Tomorrow's a Long Time (Pomplam Schutte, ASCAP) ~ Some Old Woman (Franc, ASCAP) (5-03)

GERRE & THE PAMECROWERS

I'm the One (Face) (5-05) ~ How Do You Do It? (5-15) ~ LAURIE 323

LIL RAY & THE Z-DEBS

Shake! Shout! (Soul) (Anthony, ASCAP) ~ $TOMP (Anthony, ASCAP), IMPACT 50

ANICK HARRIS

Hello, Dolly (Merrit, ASCAP) (5-15) ~ Don't Take My Baby (Merrit, ASCAP) (5-20) ~ Do You Have a Date? (5-05) ~ LAURIE 323

THE VENTURES

The Nifty Nifty Sitar (Dobie) BMI 20-20 ~ Walkin' With Dobie (Dobie) BMI 22-20 ~ DOLPHON 91

ELTON ANDERSON

Don't Touch Me Baby (Jon-Shiley) BMI 20-20 ~ Bye Bye Little Girl (Jon-Shiley) BMI 20-20 ~ LANDER 118

THE COASTERS

(****) Nothing in Me (Grep) BMI 20-20 ~ I Love You (Grep) BMI 20-20 ~ COME 570

RAY PERRY

That's All That Matters (Pamper, BMI) BMI 20-20 ~ I Love You (Barnes, BMI) BMI 20-20 ~ ACOY 6270

LINDA LLOYD

(****) Check-Off Endict (24-16) ~ I'm Gonna Love That Girl (Like You Never Loved Before) (15-05) ~ COLUMBIA 42971

RONNIE VANN

(****) Make Me Happy This Win- ter (Soomer, BMI) BMI 20-20 ~ Why Did You Have To Go (Another) BMI 20-20 ~ EMI 9032

ANITA HUMES & THE ESSEX

Coffee Lover (Kiss, BMI) BMI 20-20 ~ My Love (Kiss, BMI) BMI 20-20 ~ ROULETTE 6542

POPULAR

STANLEY COEN

(****) Love Is a Beautiful Thing BMI 20-20 ~ I Love My Life (RCA) BMI 20-20 ~ MGM 1181

MILLIE

(****) I Hate To Lose BMI 20-20 ~ I Love My Life (RCA) BMI 20-20 ~ MGM 1181

ROVER REEVES

(****) Love Is Too Good To Be True BMI 20-20 ~ Love Is A Beautiful Thing BMI 20-20 ~ COLUMBIA 42970

FAT DOMINO LITTLE DEE

LADY LADY
(Keelto, BMI) (5-20)

I DON'T WANT TO SET THE WORLD ON FIRE
(Doria, BMI) BMI 20-20 ~ ABC-Paramount 10551

Two fine sides for fats. "Lady Lady" features fats' rolling rhythmic style with blues backing to a strong middle beat. Flip is a slow ballad in sharp contrast.

TRINI LOPEZ

JAILER, BRING ME WATER
(S.M. BMI 20-20) ~ Reprise 0340

An outstanding pop folk twinger. Tri to is backed by home chorus that joins in with a singing. Ernesto's side means another chart shot that in a three record hit streak for this young artist. "You Can't Say Goodbye" (Frisco, BMI) BMI 20-20.

RUBY & THE ROMANTICS

OUR EVERLASTING LOVE
(Norton, ASCAP) BMI 20-20 ~ Billboard 4060

This is another girl group song (same sex the Jaynettes) with a strong, easy-going middle tempo tune. Side B has those changes that sustain excitement. The flip is "1 Would If I Could (Jordan-Brothers, BMI) BMI 20-20.

THE Z-DEBS

CHANGING MY LIFE FOR YOU
(Keelson-Brothers, BMI) BMI 20-20 ~ Billboard 4060

This is another girl group song (same sex the Jaynettes) with a strong, easy-going middle tempo tune. Side B has those changes that sustain excitement. The flip is "1 Would If I Could (Jordan-Brothers, BMI) BMI 20-20.

BOBBY DAY

WHEN I SEE MY BABY SMILE
(Little Darlin’, BMI) BMI 20-20 ~ ACV-Video 5614

This is a good pop R&B side. Flattening sound moved into contemporary rock groove with touches of the blues. Flip is "Is This the Street Where You Live" (Chappell, BMI) BMI 20-20.

SOHN JAMES LEAST OF ALL YOU
(Maron, BMI) BMI 20-20 ~ Capitol 5129

This side is in the Top 10 in Chicago and in the mainstream. The flip is "When a Man's in Love With a Woman" (MGM) BMI 20-20.

THE FOLLOWING ENTRIES IS AWARDED NEW SINGLES WITH SUFFICIENT COMMERCIAL POTENTIAL, IN THE OPINION OF BILLBOARD'S REVIEW PANEL, TO ACHIEVE A LISTING IN THE COUNTRY MUSIC OR R&B CHART. ALL OTHER SPOTLIGHT ENTRIES IN THESE AREAS ARE SELECTED AS THE SPOTLIGHT SINGLE'S SALES POTENTIAL IS NOT EQUAL TO THE OTHER TWO TIME AREAS.

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BIG TRIPLE PLAY
(AIR-HITS-SALES)

Excitement + Air Play = HIT!

The Blue Orchids
LOVE HIT ME

200,000 Sold First Week In England!
The Bachelors
DIANE

This will be their first BIG American HIT!

Boston Breakout!
Bill Clifton
BEATLE CRAZY

Comedy Smash!
Franchi has a new hit album

Franchi has a new hit single
“Chicago”
%/ “Cuando Calienta El Sol”
8315

RCA VICTOR
The most trusted name in sound
**ALBUM REVIEWS**

**POJ STOLLIGHT**

**THE NEVER ENDING IMPRESSIONS**

ABC Paramount ABC 468 (M)

The Impressions have got a string of pop hits that have established them as one of the top soul groups solidly in the pop music buyer's market. The songs being played and many of the other verses such as "I Am the Man and I Am the Man" are a few.

**POOH SPOTLIGHT**

**SOFT AND SENSITIVE**

Andre Previn. Columbia CL 2114 (M); CS 8714 (S)

Andre Previn has put together an album that is not only a fine piece of music, but one that has a natural warmth and sensitivity. The songs are all from the pen of Jerry Vale, and include such songs as "I'm in the Mood For Love" and "Don't Blame Me." There are also two songs by John Lennon and Paul McCartney, which are well done.

**POOH SPOTLIGHT**

**THE ORIGINAL PENETRATION**

The Pyramids, best BR 1501 (M); BS 3601 (S)

Here is a high energy, rhythm and blues album that packs a punch. The vocals are strong and the instrumentation is well done. The songs range from blues to soul to rock and everything in between.

**POOH SPOTLIGHT**

**THE BEST OF COUNT BASIE**

Various Artists. London Tel TF 3322 (M)

This is the first time some of the best Basie tunes have been included on one album. The songs range from the classic "One O'Clock Jump" to the more modern "Begin the Beguine." The instrumentation is top notch and the arrangements are well done.

**JAZZ SPOTLIGHT**

**THE BEST OF COUNT BASIE**

Various Artists. London Tel TF 3322 (M)

This is a collection of some of the best Basie tunes ever recorded. The arrangements are tight and the instrumentation is top notch. The songs range from the classic "One O'Clock Jump" to the more modern "Begin the Beguine." The album is a must for any jazz fan.

**POOH SPOTLIGHT**

**THE CASCADING VOICES OF HERB ROE"**

RCA Victor 7279 (M); LSP 2796 (S)

There is not much more music than the 12 tunes here, however, there is a lot of variety. The arrangements are well done and the instrumentation is top notch. The songs range from blues to soul to rock and everything in between.

**POOH SPOTLIGHT**

**THE BEST OF THE WEAVERS**

Dick and Dee Dee, Warner Bros. W 1538 (M); WS 1528 (S)

This is a collection of some of the best Weavers' tunes ever recorded. The arrangements are tight and the vocals are well done. The songs range from the classic "Rudi's Song" to the more modern "Rocky." The album is a must for any fan of the Weavers.

**POOH SPOTLIGHT**

**SPOKEN WORD SPOTLIGHT**

Various Artists. United Artists UAS 3321 (M)

A very nice and well presented collection of spoken word pieces. The voices are clear and the pacing is well done. The pieces range from the classic "Rudi's Song" to the more modern "Rocky." The album is a must for any fan of spoken word.
with these sensational,
RAMOUNT
A DIRECT HIT
new "on-target" album releases!

FRANK FONTAINE
"Now Sweet It Is"

80 French Girls
Chansons Americaines

The Never Ending Impressions

FATS DOMINO
FIRE

SATURDAY'S CHILDREN
SING FOR A LIVING

George Hamilton IV
Big 15

JOE HAMMOND
with Soul

Yusef Ibraheem
with Soul

Sbilder

with Soul

Jazz Round / Yusef
The World / Lateef

Gordon Jenkins Present
My Wife The Blues Singer Beverly Jenkins

SATURDAY'S CHILDREN
SING FOR A LIVING

ABC-470  ABCS-470
ABC-466  ABCS-466
ABC-468  ABCS-468
ABC-479  ABCS-479

ABC-458  ABCS-458
ABC-461  ABCS-461
ABC-459  ABCS-459

ABC-472
THE CEILI-
HAPPY MEMORIES OF IRELAND — Joe Lynch, Eamon O'Shea, Johnny Keyes, Fergus O'Kelly, Charlie McGee, Delia Murphy, Liberty Boys' Ceili Band

ABC-473
HAPPY MEMORIES OF IRELAND — Joe Lynch, Eamon O'Shea, Johnny Keyes, Fergus O'Kelly, Charlie McGee, Delia Murphy, Liberty Boys' Ceili Band

ABC-474
DOWN BY THE GLENSIDE with other Patriotic Gems of Ireland — Martin Dempsey, Charlie Kennedy, John Laheen and others

ABC-475
SONGS FROM THE GREEN FIELDS OF ERIN — Charlie McGee, Fergus O'Kelly, Joe Lynch and others

ABC-476
THE OLD BAG ROAD and Favorite Ballads of Ireland — Fergus O'Kelly, Joe McNally, Charlie McGee and others

ABC-477
SONGS & MARCHES OF THE GAEL — Martin Dempsey, Joe Lynch, Eamon O'Shea, and others

ABC-478
SONGS OF THE OLD LAND — Eamon O'Shea, Charlie McGee, Charlie Kennedy and others

PLUS...

8 exciting new albums of authentic Irish favorites

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SPECIAL MERIT PICKS

SPECIAL MERIT PICKS are new releases of outstanding merit which deserve exposure and which could have commercial success within their respective categories of music.

Album Review Policy

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Full reviews appear for Spotlight Picks or Special Merit Picks, and all other LPs are listed under their respective categories.
WORLD PACIFIC/PACIFIC JAZZ

**Biggest Release Ever!**

First Hot Single with Big New Cycle Sound...

**OUT FRONT** b/w Scrambler—(The Sandells)

WP 405

First Record by the New 12-Year-Old Singing Sensation...

(JESSIE PAUL) Johnny Let Me Go b/w My First Lonely Night

WP 402

8715 W. 3rd Street, Los Angeles, California—90048
HITS OF THE WORLD

AUSTRALIA

This Last Week
1 1 I SAW HER STANDING (Parlophon)–Lead
2 2 MY BABY LEFT ME–(Parlophon)–(Parlophon)–Lead
3 3 I WANT TO HOLD YOUR HAND–(Parlophon)–Lead
4 4 IS YOUR BABY ON THE WAY–(Parlophon)–Lead
5 5 BE TRUE TO YOUR SCHOOL–(Parlophon)–Lead
6 6 THE DEVIL IN ME–(Parlophon)–Lead
7 7 WHAT KIND OF FOOL AM I?–(Parlophon)–Lead
8 8 WHEN THE LION'S SLEEP, THEN THE SHEEP DANCE THROUGH HIS EYES–(Parlophon)–Lead
9 9 PUT OUT THE FIRE (CBS)–Lead
10 10 DO YOU KNOW–(CBS)–Lead

BEAUTIFUL DREAMER–Frank Ifield (CBS)–Chapel

BRITAIN

FRANCE

This Last Week
1 1 DROLES ET PINS–Sandra (CBS)–Paris
2 2 JE CHANTE–Sylvere (CBS)–Paris
3 3 LA MAMAN–Charles Aznavour (CBS)–Paris
4 4 PETITE PHILIPPE–Fiona (CBS)–Paris
5 5 JE SENSIQUE UN MARTEAU–Claude Francois (CBS)–Paris
6 6 ROYAL JUBILEE.–Richard Anthony (CBS)–Paris
7 7 POUR MA MAMAN–Solange (CBS)–Paris
8 8 L'ITALO–(CBS)–Paris
9 9 DONT BLAME ME–Frank Ifield (CBS)–Paris
10 10 DONT WORRY–Frank Ifield (CBS)–Paris

BELGIUM

This Last Week
1 1 VOUS POURMETZ–Marie-Noelle (CBS)–Bruxelles
2 2 TOMBE LA NEIGE–Adamo (CBS)–Bruxelles
3 3 LE PRINCE CHARLES–Charles Aznavour (CBS)–Bruxelles
4 4 J'AI HAD A HAMMER–Trini Lopez (CBS)–Bruxelles
5 5 MARIA ELENA–Las Indias (CBS)–Bruxelles
6 6 DOB DOB DOU–(CBS)–Bruxelles
7 7 BIVOUAC–(CBS)–Bruxelles
8 8 EN VIE–Antonio Pizarro (CBS)–Bruxelles
9 9 LES GRANDS CHEMINS–Robert & Christian (CBS)–Bruxelles
10 10 LES PETITES CHANSONS–(CBS)–Bruxelles

FRENCH (WALLOON)

Week Week
1 1 DO YOU LOVE ME–Charles Aznavour (CBS)–Bruxelles
2 2 I WANT MY HAND–Charles Aznavour (CBS)–Bruxelles
3 3 AVIS M'EN DONS–(CBS)–Bruxelles

MEXICO

This Last Week
1 1 DOMINIQUE–Antonina (CBS)–Mexico
2 2 MARIA LOU–Maria Elena (CBS)–Mexico
3 3 EN MUEVOS LOU–Maria Elena (CBS)–Mexico
4 4 DOB DOB DOU–(CBS)–Mexico
5 5 LA FEOVA–(CBS)–Mexico
6 6 BUTCHER'S DOGS–(CBS)–Mexico
7 7 JIMMY REBEL–(CBS)–Mexico
8 8 MAJADITA–(CBS)–Mexico
9 9 ES MÉXICO–(CBS)–Mexico
10 10 JAI HAD A HAMMER–Trini Lopez (CBS)–Mexico

SPAIN

This Last Week
1 1 CATAS–Catalan (CBS)–Spain
2 2 JEREMIAH–Catalan (CBS)–Spain
3 3 EJECUTADO–Catalan (CBS)–Spain
4 4 REUS–Catalan (CBS)–Spain
5 5 MEXICO–Catalan (CBS)–Spain

NEW ZEALAND

This Last Week
1 1 I WANT TO HOLD YOUR HAND–The Beatles (CBS)–New Zealand
2 2 THE SPENCER–The Beatles (CBS)–New Zealand
3 3 I'M LEAVING IT UP TO YOU–The Spencer (CBS)–New Zealand
4 4 ROZEN HERBEN–Gus Goosal (CBS)–New Zealand
5 5 DOMINIQUE–Sower (CBS)–New Zealand

ITALY

Week Week
1 1 SINGAPORE, SINGAPORE (Parlophon)–(Parlophon)–Italy
2 2 LA VENDemmIA DELLE AMORE–Marie Lafora (CBS)–Italy
3 3 CITTA' VUOTA–Mina (CBS)–Italy
4 4 CIAC RAGAZZI–Mina (CBS)–Italy
5 5 NON MAI UEDA PER AMATI–Gigliola (CBS)–Italy

JAPAN

This Last Week
1 1 NAGHMA–Takashi (CBS)–Japan
2 2 KAWAREE NO IPPON SUGI–Taisho (CBS)–Japan
3 3 KODAKA–(CBS)–Japan
4 4 TAI SHIWA–Tosha (CBS)–Japan
5 5 SANGIMEI–(CBS)–Japan

PERU

This Last Week
1 1 MADRUGADITA–(CBS)–Peru
2 2 DON'T TALK TO RIM–Cinthia (CBS)–Peru

WEST INDIES

This Last Week
1 1 I WANT TO HOLD YOUR HAND–The Beatles (CBS)–West Indies
2 2 THE SPENCER–The Beatles (CBS)–West Indies

AUSTRALIA

This Last Week
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2 2 TOMBE LA NEIGE–Adamo (CBS)–Bruxelles
3 3 LE PRINCE CHARLES–Charles Aznavour (CBS)–Bruxelles
4 4 J'AI HAD A HAMMER–Trini Lopez (CBS)–Bruxelles
5 5 MARIA ELENA–Las Indias (CBS)–Bruxelles
6 6 DOB DOB DOU–(CBS)–Bruxelles
7 7 BIVOUAC–(CBS)–Bruxelles
8 8 EN VIE–Antonio Pizarro (CBS)–Bruxelles
9 9 LES GRANDS CHEMINS–Robert & Christian (CBS)–Bruxelles
10 10 LES PETITES CHANSONS–(CBS)–Bruxelles

FRENCH (WALLOON)

Week Week
1 1 DO YOU LOVE ME–Charles Aznavour (CBS)–Bruxelles
2 2 I WANT MY HAND–Charles Aznavour (CBS)–Bruxelles
3 3 AVIS M'EN DONS–(CBS)–Bruxelles

MEXICO

This Last Week
1 1 DOMINIQUE–Antonina (CBS)–Mexico
2 2 MARIA LOU–Maria Elena (CBS)–Mexico
3 3 EN MUEVOS LOU–Maria Elena (CBS)–Mexico
4 4 DOB DOB DOU–(CBS)–Mexico
5 5 LA FEOVA–(CBS)–Mexico
6 6 BUTCHER'S DOGS–(CBS)–Mexico
7 7 JIMMY REBEL–(CBS)–Mexico
8 8 MAJADITA–(CBS)–Mexico
9 9 ES MÉXICO–(CBS)–Mexico
10 10 JAI HAD A HAMMER–Trini Lopez (CBS)–Mexico

SPAIN

This Last Week
1 1 CATAS–Catalan (CBS)–Spain
2 2 JEREMIAH–Catalan (CBS)–Spain
3 3 EJECUTADO–Catalan (CBS)–Spain
4 4 REUS–Catalan (CBS)–Spain
5 5 MEXICO–Catalan (CBS)–Spain

NEW ZEALAND

This Last Week
1 1 I WANT TO HOLD YOUR HAND–The Beatles (CBS)–New Zealand
2 2 THE SPENCER–The Beatles (CBS)–New Zealand
3 3 I'M LEAVING IT UP TO YOU–The Spencer (CBS)–New Zealand
4 4 ROZEN HERBEN–Gus Goosal (CBS)–New Zealand
5 5 DOMINIQUE–Sower (CBS)–New Zealand

ITALY

Week Week
1 1 SINGAPORE, SINGAPORE (Parlophon)–(Parlophon)–Italy
2 2 LA VENDemmIA DELLE AMORE–Marie Lafora (CBS)–Italy
3 3 CITTA' VUOTA–Mina (CBS)–Italy
4 4 CIAC RAGAZZI–Mina (CBS)–Italy
5 5 NON MAI UEDA PER AMATI–Gigliola (CBS)–Italy

JAPAN

This Last Week
1 1 NAGHMA–Takashi (CBS)–Japan
2 2 KAWAREE NO IPPON SUGI–Taisho (CBS)–Japan
3 3 KODAKA–(CBS)–Japan
4 4 TAI SHIWA–Tosha (CBS)–Japan
5 5 SANGIMEI–(CBS)–Japan

PERU

This Last Week
1 1 MADRUGADITA–(CBS)–Peru
2 2 DON'T TALK TO RIM–Cinthia (CBS)–Peru

WEST INDIES

This Last Week
1 1 I WANT TO HOLD YOUR HAND–The Beatles (CBS)–West Indies
2 2 THE SPENCER–The Beatles (CBS)–West Indies

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Sims, a well-known radio personality, has been promoted to a position of prominence within his company. His efforts have contributed significantly to the overall success of the company, demonstrating his leadership and creativity.

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FEBRUARY 22, 1964

NEWS REVIEW

Maximum Melody Medleys From UA

United Artists Records has come up with a quite unique in a format for a new series of albums for the pop market, offering 50 songs on two sides of an LP. The 50 tunes are played, medley fashion, by some of the company's strongest names. The medleys are geared for maximum variety and maximum melody.

There are five LP's in the first group all-dime 50's favorites. For example, try one of the albums, play 50 tunes, a good many of them associated with great piano repertoire. On yet another album A CaIaiola plays "50 Fabulous Guitar Medleys," the Latin-American dancing market Tito Rodriguez plays 50 Latin classics and standards in cha-cha, merengue, mambu, guaracha and samba tempi.

For yet another change of pace the Ralph Marterie big band shouts out a set in a well-paced package that seems to mix up swing with solid ballad dance material. The fifth album in the new series is by the Greenhill Singers and includes a wide variety of well-known folk favorites, along with some of the more recent folk hits, all of which have chart items. The albums are: "50 Fabulous Piano Medleys," by Peter T. & Teicher (UA 3343); "50 Fabulous Guitar Medleys" by A CaIaiola Ork (UA 3330); "50 Fabulous Latin Favorites," by Tito Rodriguez Ork (UA 3345); "50 Fabulous Folk Favorites," the Greenhill Singers (UA 3347); "50 Fabulous Dance Favorites," Ralph Marterie Ork (UA 3349).

New R&B Smash! Sam & Dao

"I Got a Thing Going On" 45 4343

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Sounds Like a Giant!

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THE SWANS

C-302

BOBBY BREEN!!!

YUP...

BOBBY BREEN...

(Coming soon to your local radio)

Hitsville knows

INDIVIDUAL WILL SELL

substantial block of shares in a corporation that owns a

FAMOUS LAS VEGAS HOTEL

P.O. Box 191

Alhambra, California
man handling the MGM label is Larry Geschler, who has replaced Tom Virzi, gone to Columbia. Sherman has recently consolidated S.M.S. Music and Big Town under his Record Sales banner.

Joe Williams and the Junior Mance Trio make their first appearance in the San Fernando Valley at the Hootensky in Canoga Park March 3. Jazz diskman Lou Koring fronts his own group as Lou Dekel in a jazz area because of the Gaylght Square in which many jazz joints are located. He also notes that fabio has disappeared with the bono nova and "spu" must not being expressed any more.

Joe Glaser is preparing a concert package to tour Japan in March and is reported to have signed four singing and one bassist. ELIO TIEGEL

LONDON

British promoter Don Arden is in Nashville to hear Brenda Lee's return with her manager, Dub Allbritton. The tour is provisionally set for September, but other bids are being made for the Juke.

Lonnie Donegan's British-waxed "Lemon Tree" is to his first U.S. release on Hickory about the end of this month. A Shuman-Pornus composition, "Little Children," is on Billy J. Kramer's new hot single. Kramer is another in the British Epic-stein artist's and Beatles Lemon and McCartney have written their second of three smash hits. EMI is backing its huge promotion campaign with television advertising for its first-ever lan-

Another New Chart Climber!

Lesley Gore

OF MIXED UP HEARTS

LESLEY GORE

SINGS OF MIXED UP HEARTS

Mercury MG 20489/30 60669

Features:

You Don't Own Me
She's a Fool
Devil in the Backseat
The Old Crowd, Etc.

FORTOM IN PRINT RECORDING

Overnight Smash!

"ONLY SEVENTEEN"

by THE BEATLES

Jubilee 5472

Noted nationally distributed thru S.I.R. GMC INC. 318 W. 40 St., N.Y. 16, N.Y.

MUSIC AS WRITTEN

...Continued from page 29

Chicago — The two-year-old National Academy of Recording Arts and Sciences (NARAS) chapter here, flush with over 100 members on its rolodex, is being addressed by its officials recently, naming Mer-

CURRENT RECORDS

Tahiti Tumour

Tiki Tiki Puka

The Waikiki's

PE 5109

Walking The Board

Faith 7

The Big Guys

PE 5112

Hey Gauchio

Shopping In Paris

(from the TV series "En France")

Andrew Popp and his Orchestra

PE 5114

Zombie

Propulsion

The Big Guys

PE 5114

Takin' Names

Sherman's March To The Sea

The Pikes County Trio

PE 5116

Watch For These

Jericho/My Bonnie

Lies Over The Ocean

Hava Nagilah

Monty Babson

PE 5116

Carnival of Venice

The Shadows

The Waikiki's

PE 5109

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Greg Brady

BILBOARD 35
Excise Tax Overexercising May Be Clarified by House

WASHINGTON—Recent announcements by House Ways and Means Committee hearings to explore excise tax situation later this month should help to clarify the issue now going on over excises during Senate voting on the tax amendment bill. Attempts to put in amendments to kill excise on live admissions, musicales, and instruments, ladies' handbags and other items have failed so far in the Senate.

Sen. Edward Long (D., Mo.) and others have threatened a last minute attempt at "piecemeal" kill of the old wide open excises. cut in excise on admissions. musicians' instruments and similar items under the new Treasury tax law of $460,000,000 for fiscal 1964, said Long. Also, partial excise removal would be unfair. For instance, one has proposed to amend present tax-cut bill to end excise on components of radio, TV and phonographs, or on freezers, air conditioners and many other items subject to tax.

Ways and Means Committee Chairman Wilbur D. Mills (D., Ark.) has stated that the hearing date will be set later in the session. He urges all business interests to prepare statistics and information they will want the Committee to consider.

Many elements in recording and broadcasting will want to tell their story to the tax committee. The record industry's increasing high-volume, low-price sales characteristics may provide an argument for removing the federal excise on record manufacturers. High fidelity component manufacturers have been fighting a Treasury move to slap federal tax on this highly specialized and hard-pressed industry. Manufacturers of radios and TV sets may point out that these are no longer "luxury" items but are a necessary part of every American household——all-channel set manufacture required by government after April 1964, at added cost to consumer, will strengthen the argument.

Bills to end the wartime excise taxes, including tax on wired music, hi-fi components, all-channel sets, admissions and catalogue record entries and others have been introduced in this and in many previous congresses.

Andr€ PREVIN plays JMN€ McHUGH
Columbia Album, "SOF€ SWINGING"
I Cannot Tell a Lie . . .
My Gran'pa Amos
has a cherry tree
full of Hits!

The smash follow-up to SURFIN' BIRD*...

'BIRD DANCE BEAT'
The Trashmen
Garrett 4003

*The Trashmen's hit LP "SURFIN' BIRD" GALP/GAS 200 is on every chart!

THE NOPPLACE SPECIAL
The Titans
Soma 1411

ALLIGATOR MAN
Bobby Hodges
Golden Ring 3040

PASS A BALE ON DOWN
Rene Waters
Golden Ring 3035

ALL I NEED IS YOU
Jack Barlow
Golden Ring 3021

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Carnegie Hall last Wednesday (12), both of whom were sold out, as the Beatles fans who were attending the first show with WABC plant manager Richard Forrest to preside. Bruce Morrow and Scottie Moore, who had come on solo midway in the program, were likewise involved in a series of jokes and mannerisms that were in extremis had the Beatles been on the spot. The young girls in the audience probably would have been a hot seller for Capitol, but then again, this whole idea of a fan getting something useful is as a child's hair fetish.

B'way Lights Up Labels

continued from page 3

warmup on the grooves for a recording of "Hamlet" with Richard Burton's "Hamlet" disk will be part of Columbia's effort in the celebration of the 30th anniversary of the birth of William Shakespeare.

It's also expected that Columbia may soon announce that it will record the 1941 Center Repertory production of Arthur Miller's "After the Fall," the play stars Jason Robards Jr., in the Elia Kazan production, and will be recorded in New York. Columbia's inside man on the Lincoln Center Repertory is the late George Strentz, who purchased the recording of "Marco's Millions," which joined the Miller in repertory later this month. The disking of "Marco's Millions" would be a follow-up of the "Strange Interlude" release as part of the label's acquisition of the exclusive rights to all of Eugene O'Neill's plays.

The off-Broadway centre has had no disk diskings in this season. Columbia has etched them selves a niche known as "A New World, America," Columbia cut the "Cab in the Sky" musical and Leonard Bernstein's "Mass for Brimstone" as "Prince and the Pauper.

Mimetically and dramatically it looks as if Broadway again has been able to find a disk material with the companies still hoping for another "My Fair Lady" cause. Already, the label has dropped the 5,000,000 sales mark.

WHEN LESLEY GETS SQUEEZED

CHICAGO—Lesley Gore got squeezed last week but she didn't mind a bit. In fact she sent the male critics a big thank you note. You see, we're talking about Leslie's single, "You Don't Own Me," which lodged on Billboard's Hot 100 last week between the Beatles' "I Want to Hold Your Hand" and "She Loves You." Lesley said she was happy with her second hit and didn't mind playing second fiddle to the Beatles at all. Her version, in fact, held its own head-on four read in part, a girl group to be seen, felt and fought against four again! Congratulations and we welcome to America.

The Beatles Bring Love to N. Y.

continued from page 1

Only nuisance in the debut setup came from Murray (The Big Apple) the mayor, who was furious the Beatles had not been booked first with a WABC platter. Of course, Bruce Morrow and Scottie Moore had come on solo midway in the program. Anyways, all the jokes and mannerisms that were in extremis had the Beatles been on the spot. The young girls in the audience probably would have been a hot seller for Capitol, but then again, this whole idea of a fan getting something useful is as a child's hair fetish.

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warmup on the grooves for a recording of "Hamlet" with Richard Burton's "Hamlet" disk will be part of Columbia's effort in the celebration of the 30th anniversary of the birth of William Shakespeare.

It's also expected that Columbia may soon announce that it will record the 1941 Center Repertory production of Arthur Miller's "After the Fall," the play stars Jason Robards Jr., in the Elia Kazan production, and will be recorded in New York. Columbia's inside man on the Lincoln Center Repertory is the late George Strentz, who purchased the recording of "Marco's Millions," which joined the Miller in repertory later this month. The disking of "Marco's Millions" would be a follow-up of the "Strange Interlude" release as part of the label's acquisition of the exclusive rights to all of Eugene O'Neill's plays.

The off-Broadway centre has had no disk diskings in this season. Columbia has etched them selves a niche known as "A New World, America," Columbia cut the "Cab in the Sky" musical and Leonard Bernstein's "Mass for Brimstone" as "Prince and the Pauper.

Mimetically and dramatically it looks as if Broadway again has been able to find a disk material with the companies still hoping for another "My Fair Lady" cause. Already, the label has dropped the 5,000,000 sales mark.

WHEN LESLEY GETS SQUEEZED

CHICAGO—Lesley Gore got squeezed last week but she didn't mind a bit. In fact she sent the male critics a big thank you note. You see, we're talking about Leslie's single, "You Don't Own Me," which lodged on Billboard's Hot 100 last week between the Beatles' "I Want to Hold Your Hand" and "She Loves You." Lesley said she was happy with her second hit and didn't mind playing second fiddle to the Beatles at all. Her version, in fact, held its own head-on four read in part, a girl group to be seen, felt and fought against four again! Congratulations and we welcome to America.
Japan's Disk By Mail Biz Pores Despite Handicaps

* Continued from page 3 *

Concert Hall offers a comprehensive range of records and tapes, including LPs & cassettes, to customers in Europe and pressed in Japan. The company's objectives are to develop the record market and business and supply of "Musicand-Redhouse" background music service, and to launch a new spring system of recording service (the company's subsidiary's record and supply business daily by repeated sales over the same service. Additionally, Japan Music Service operates two record stores in Takasago Department Store and in Yokohama and Tokyo.

New In Game
A rookie record mail-order house is Japan Record Credit Sales Company which was announced about eight months ago in Tokyo. This company sells tapes and records of dance music by the prices of LPs are except for other records. The company's mail order has been here in competition with other personal music. Time will tell whether the concern will be successful.

Concert Hall has a tremendous number of subscribers. Records are shipped every month unless members send in their notices of cancellation of membership before hand. Numerous members have failed to do this punctually, so that they have been prepaid, but members never pay for the records received.

Concert Hall is said to have sent out approximately 350,000 requests for immediate payment by its lawyers last December. Since there are no laws to protect the subscriber's of these records, it is extraordinarily hard to foster sound mail order business and to protect the interests of the subscriber.

Nevertheless, it is astonishing the growth that Concert Hall has expanded its business to what extent in spite of these difficulties. The number of subscribers consisting of three 12-inch stéréo LP's at Y4,050.00 ($11.25), or monaural at Y3,000.00 ($8.94), by Orchestre de Concert de Paris under the direction of Pierre-Michel Le Conte, is highly accurate. Several more packages of this class are stated for release this year.

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**EQUIPMENT NEWSLETTER**

Home Video Tape Being Tested

By DAVID LACHENBRUCH
Contribution Editor
(Executive Director, Television Digest)

A NEW HOME VIDEO TAPE development which may make possible the recording of a full hour's TV programming on a standard roll of video tape will be watched closely by the industry for several reasons. First, it is being developed by the ITT Research Institute of Technology, which holds most of the basic patents on magnetic recording. This is a highly respected organization, with about 60 scientists and engineers. Second, it is being developed for Ampex, a company which has made a number of innovations in the video tape field. Its home video development presumably would be made available to all of its licensees.

Hopeful interest centers on the new system because it apparently overcomes the major shortcoming of the only other home TV recording system demonstrated to date — the British-developed Teleancorder, to which Cinemara holds U.S. marketing rights. Teleancorder records video at the speed of 120 inches per second, requiring an 11 1/2-inch roll of triple-play tape to record 44 minutes. It's understood that the ITT scientists are aiming at a speed of 12 to 15 inches per second.

To pack a full and recognizable video signal onto quarter-inch tape obviously requires a fully fledged breakthrough. ITT isn't saying what its breakthrough is. But engineers may well take back to a paper given at last year's convention of the Institute of Television Engineers by ITT's leading magnetic recording scientist, Marvin Cutler, in which he described a new method of recording.

It's not known whether ITT's development makes use of Cinemara's new recording technique, but if it does, the company's March 1st announcement would be a sensible assumption.

The new recording technique is electron-beam recording, and it's claimed that coding is instant, without delay. Instead of magnetic recording and playback head, a focused electron beam is used, with leading proponents through the glass by copper oxide coatings. Some electronic printing tubes now being used for fast and accurate output are used. A new type of video recording tube has been developed, which promises video recorders in complexity and price with TV receivers.

At that time, he said the electron scanning tube could use standard audio tape for video recording, providing broadcast quality with half-inch tape run at 7 1/2 inches per second, or comparable with the quality of an 8-track tape of eighth-inch tape at the same speed. One year ago no complete recorder had been assembled, but all the basic components of the tape were made.

It's too early to say whether the tape can't compete with the high-speed tape of some years ago. In other words, the tape may be narrower, or more slower. As compared with Teleancorder, ITT scientists are shooting for 10 times the information density. This means the same amount of material could be placed on a tape which runs at one-tenth of Teleancorder's 120 inches per second. The goal, of course, is to have 1-hour programming on a seven-inch reel of standard tape.

ITT's recording specialists think that their type of machine can be produced at a cost which will put it within reach of the average consumer. In fact, they say, it potentially can be built at a lower cost than the high-speed systems proposed to be used in the experimental broadcast. It won't require an heavy-duty motor to transport the tape at Teleancorder's breakneck seven miles per hour.

The perfection of electron scanning could make possible significant changes in the way home video recording art, too—such as ultra-narrow and ultra-slow tape.

Cinemara meanwhile is continuing intensive talks with major companies in the television and recording industries in large part to find an important U.S. producer for Teleancorder. There have been a number of rumors of Cinemara deals with various producers—including Westinghouse, Sears-Roebuck, Ranger Electronics and Philco. At press time there were plenty of denials and no confirmations.

Most persistent report was that Cinemara and Philco were going to deal. Cinemara didn't deny it, but Philco did. So, for the present, it appears that there is no American producer for Teleancorder.

Another home video recording system may be demonstrated in the next few weeks by Fairchild electronics Company. Like Teleancorder, this method is believed to use quarter-inch tape and relatively high transport speed. Other systems under development to be in the labs at Minnesota Mining, Ampex and CBS Laboratories, probably many more companies.

EXTENDING THE ART OF HOME RECORDED VIDEO TO MANY WELL BE THE HIGHEST PRODUCTION PROJECTS IN THE HOME ENTERTAINMENT ELECTRONIC FIELD. IT'S UNLIKELY THAT ANY HOME VIDEO MACHINE WILL BE ON THE CONSUMER MARKET AT A REASONABLE PRICE THIS YEAR. BUT NEXT YEAR MAY BEGIN FOR THE EXTENSIVE NEW CATEGORY OF PRODUCT — WITH VAST IMPLICATIONS FOR THE TELEVISION AND RADIO INDUSTRIES.

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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 are complete details of exclusive deals for each dealer as well as the date of issue and page number of the deal, with complete details for each opportunity. Please check these for full information.


Pick five that total one dollar and all catalog items, regardless of size, are billed at one and one-half dealer. All catalog items are billed at 10 cents per exchange privilege on all product.


A list of all catalog items which total more than one dollar and all catalog items, regardless of size, are billed at one and one-half dealer, as well as at one and one-half dealer.


All catalog items will be billed at one and one-half dealer, as well as at one and one-half dealer. A 25 cent discount on all new and catalog ASC.A-R.S. and Impulse Catalogs.


All catalog items will be billed at one and one-half dealer, as well as at one and one-half dealer. A 25 cent discount on all new and catalog ASC.A-R.S. and Impulse Catalogs.


A 15 cent discount on all new and catalog ASC.A-R.S. and Impulse Catalogs.

**STARDAY—Expiration Indefinite. Started January 1, 1964.**

A 15 cent discount on all regular Starday albums. A 10 cent discount on Starday quality live albums.

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**Picking Makes Lightweight Pickup**

PLAINVIEW, N. Y.—Picking makes a difference on a lightweight pickup which will market it as its V-15 Micro—Magnetic TV Stereo Cartridge. According to Pickering, the pickup gives high fidelity high frequency response, output and sturdy construction will allow its use in any television circuit. Vue. The manufacturer claims the tiny pickup will out perform cartridges several times its size.

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**Pilot Receiver**

YONKERS, N. Y.—A new AM-FM-AM 110 watt solid state "MicroModel" receiver was introduced here by Pilot Radio Corporation. The Pilot R-1000 features a calibrated center tuned dial with meters for AM and FM plus new speaker selector switches. Its front panel includes a headphone output. According to Pilot, the FM tuner has a 1.8 microvolts sensitivity (HFM) and a one decibel capture ratio.
Sell Tape Accessories When You Sell Recorder

By ROBERT LATIMER

DENVER—The time to sell tape recorder accessories is at the same time the recorder itself is purchased, according to Bernie Cook, of Dave Cook's, highly successful in recorder merchandising for the past 10 years.

Add-on sales volume represented by accessories is actually so important at the big downtown Denver store, and two suburban stores that the Cook concern invested more than $300 in construction of the fixture shown — so that an eye-level tier of shelving, spaced between two tiers of recorders and speakers, could be given the spotlight.

As shown, the five-foot long shelf displays head cleaners, magnets, tape-spooling equipment, extra microphones, conference microphones, junction boxes, patch cords, and all associated accessories right where the customer and his salesman can see them most easily. One section is set aside for tape and head cleaning, including antistatic compounds, brushes, and cloths.

In selling each new tape recorder, the Dave Cook concern is careful to "talk accessories from the beginning." First, the customer is reminded that buying a recorder is in many ways similar to buying a car except, of course, for the fact that maintenance will be considerably less expensive percentage-wise. Then, if the customer's principle interest is music (and it usually is where stereo equipment is concerned) the next step is to show the accessories which will aid in keeping the music reproduction at its best. One by one, the clock-magnets, wiring magnets for clearing tape, distortion-free spooling equipment, and other tape, are all demonstrated. Even though the customer may have budgeted his funds closely in order to make the recorder purchase, the chances are great that he will buy one or two accessory items along with the initial recorder purchase and eventually wind up with them all.

Selling around 350 tape recorders a year, the Dave Cook store is proud of the fact that eight out of 10 original purchase tickets show the one or two accessories listed above, and in many cases, as many as five. Further research indicates that show the sales of stereo customers is usually back within 30 days or so for at least one accessory, and that in the course of a year, he can be counted upon to buy five or more. That's why every sales demonstration is extended to include accessories, as well as the reason for designing accessories so prominently. The "spec actually sees them first" as soon as he begins looking at a recorder.

Norelco Pays Dealer Ads

NEW YORK — Norelco has begun a special advertising campaign in support of its tape recorder products. The most salient feature of the program is the guarantee offered, a special advertising fund of $20,000 has been set up, with 100 per cent Norelco paid, permits the dealer to promote and increase his volume of orders, and will be advertised Norelco products. According to W. Semmelkin, product manager and J. Gerrity, sales manager of the company's East Coast division, the program is geared to build local Norelco dealer advertising to a level equal to that of other tape recorder manufacturer.

Advanced Dealer for Tape Player Unit

DALLAS — Advanced Stereo was named dealer and distributor here for Auto-Stereo Products. The company has the complete tape-play-back deck using a continuous tape car.

George Slaughter, Advanced Stereo president, expects the deal to increase sales in this market.

Ingenious Work Incenitve

BOISE, Idaho — A highly organized weekly sales promotion and advertising campaign, using phono and tape recorder mechanics with maximum "work effort" has been set up by Norelco Musical & Appliance Company, largest direct equipment dealer-ship here.

Under this plan, the service department is separate from the sales office and is considered a highly important supplemental section. Separate books are kept on service income, and the two men who operate the repair department are "practically business for themselves." The reason is that Norelco allows the two mechanisms to keep the first $400 paid.

BEST SELLING RECORDS

FEBRUARY 22, 1964

Below is a list of the best selling pre-recorded tapes. This chart is compiled from pre-recorded tape sales taken on a weekly basis. Popular reels as well as vocal, classical reels, and other types of pre-recorded tape will be reported on this page with emphasis on popular reels.

POPULAR REELS

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WEST SIDE STORY</td>
<td>Sound Track, Columbia GQ 147</td>
<td></td>
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<tr>
<td>2</td>
<td>I LEFT MY HEART IN SAN FRANCISCO</td>
<td>Sound Track, Columbia GC 493</td>
<td></td>
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<tr>
<td>3</td>
<td>BARBRA STREISAND ALBUM</td>
<td>Columbia C 596</td>
<td></td>
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<tr>
<td>4</td>
<td>OKLAHOMA</td>
<td>Sound Track, Capitol ZF 595</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>BELAFONTE AT CARNEGIE HALL</td>
<td>RCA Victor PT 6001</td>
<td></td>
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<tr>
<td>6</td>
<td>MUSIC MAN</td>
<td>Sound Track, Warner Bros. W 1407</td>
<td></td>
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<tr>
<td>7</td>
<td>TIME OUT</td>
<td>Dave Dudley, Quarter, Columbia GC 437</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>CAMELOT</td>
<td>RCA Victor PT 444</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>SOUTH PACIFIC</td>
<td>Sound Track, RCA Victor PT 6001</td>
<td></td>
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<tr>
<td>10</td>
<td>HOW THE WEST WAS WON</td>
<td>Sound Track, MGM ST 2407</td>
<td></td>
</tr>
</tbody>
</table>

In the past month each dollar spent in audio sales, was spent on Pre-Recorded Tape. Taken in each month as salary, if you will. Therefore, the salesperson who sold the tape, and more importantly the record man who sold the tape, will be encouraged to sell pre-recorded tape. The added incentive to the sales department and the record man, will be based on the fact that the record man is responsible for selling pre-recorded tape.
**Continued from page 22**

**POPULAR**

FREDDIE SCOTT

Where Does Love Go (Columbia, BMI) (127) — Where Have All the Flowers Gone (Fall River, BMI) (1:44). COLPIX 724

THE EDITORS

Mr. D. Son the Bed Bog Ram-ker (BML) (1:34) — Please Time (Ramblin, BMI) (2:35). DEXTER 181

JOHN CACAVAS


**COUNTRY**

JOHNNY WRIGHT AND THE TENNESSEE MOUNTAIN BOYS

They’re All Going Home But One (Coca, BMI) (2:28) — Wells’ Talkin’ Creek” (Barnes, ASCAP) (1:54). MURANO 209

**ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS**

SURE FIRE chart and sales sensation!

DALE & GRACE

Stop and think it over

SMOKY \*

HANK LOCKLIN

Followed Chase by My Traindrops (Northern, ASCAP) (1:24) — You Never Want to Love Me (B.B. Sales, BMI) (1:24). RCA VICTOR 1318

DON KIRKLAND

Ten Thousand Yen (English, BMI) (2:18) — I’ll Make it (Bow, BMI) (2:18). SAVAGE 104

FAYE McBRIDE

Almost There (English, BMI) (1:28) — Swiss Cheese (Oswald, BMI) (1:28). SIMS 163

GEORGE KENT

This Is Me (Newkies, BMI) (2:47) — How’d He Get That Way (Newkies, BMI) (2:47). RCA 8014

WALLY NIX


PATEY CLINE

Eve Loved and Lost Again (Four Star, BMI) (1:38) — I Love You Honey (Four Stars, BMI) (1:37). EVEREST 1939

**INTERNATIONAL**

EILEEN DONAGHY

If You’re Irish Come Into the Parlor (Leeds, ASCAP) (1:12) — Hungry Horse (Ran & Cox ASCAP) (1:44). EPIC 3597

**VOL JOX**

**Continued from page 15**

Barton Hall at Cornell University

ITHACA, N. Y.

This is... Barton Hall

For Records and Talent

Music on Campus

Extra bonus distribution to buying influences at leading colleges and universities.

A Buyers and Sellers Guide to the College Market

4,700,000 students.

Reserve Your Advertising Space NOW!

Advertising Deadline: March 3.

Another Industry Service From BILLBOARD.
MOA Votes Graduated Levy To Aid in Legislative Battles

CHICAGO—Music Operators of America last week voted a substantial membership dues hike in an effort to prepare for a fresh round of legislative copyright battles. MOA directors took the action "in lieu of further appeals for special donations," and "to put the association on a more realistic financial basis.

The so-called administrative dues remains at $3 per year, but an additional legislative dues has been assessed on a graduated per-employee basis. Operators with one to 50 machines pay a $15 legislative fee which together with administrative dues is $18.

(Continued on page 50)

Welcome Aboard

"Although it is not possible to meet and talk with all of you personally, at least not until the convention next October, I do want to let you know by letter that I am now on the job for MOA. And I like it.

That's the greeting Music Operators of America members got last week from their new managing director Fred Granger, and changes in the various departments would seem to prove it. "Mr. G" Granger took over the office a couple of weeks ago and has since made several appearances before local and State groups. He's also in the throes of moving the MOA's headquarters to new and larger quarters, "the better to serve the associations' membership."

In his letter to members Granger lists continued membership promotion, legislative representation, public relations, increased service to members and a successful 1964 convention as his immediate goals. It's an ambitious program, but we feel Granger has an excellent chance of fulfilling it. He closes his message to members by saying: "If there is anything I can do for you personally, do not hesitate to let me know, I am working for you."

To this we can only add a hearty welcome aboard, Mr. Granger.

(Continued on page 50)

Williams Bows to New 2-Player Pinball Game

CHICAGO—Oh Boy, William's new two-player pinball, features a total of nine bumpers at the top of the playfield to help the player increase his score.

(OH BOY)

Coin Exports Continue to Soar

NEW YORK—Exports of United States coin machines and coin games for October more than doubled the dollar totals for October, 1962, according to figures released this week by the United States Department of Commerce.

The October figures—9,027 units valued at $3,797,801 compared with 4,548 units valued at $1,776,501 for the comparable month a year earlier.

New jock box exports jumped from 96 units valued at $462, 596 to 1,659 units valued at $1,043,998. Belgium was the major buyer of these models, with 380 units, followed by West Germany with 367 units.

Belgium was also the leader in used jock box purchases with 526 units valued at $1,820, the lowest in some time. However, the Germans did buy some 367 new machines during the month. This would indicate that the Germans are relying on new American equipment for their locations and the less expensive domestic product for their other locations. At one time, used American equipment was pressed into service for all but the top stops. Europeans still continue to dominate the export market, with Belgium, United Kingdom, France, Italy and West Germany the top U.S. customers in that order.

During the last few months Canada appears to be shaping up as a market for new U. S. phonographs, due primarily to a relaxation of restrictions against jock box play on the Provincial level. Last October some 233 new phonographs were shipped into the country. A year earlier the figure was 97.
Beatlemania Hits Juice Boxes

By NICK BIRO

CHICAGO — Beatlemania has infected the juice box business, as it has just about every other business in the nation. Operators who normally don't give a whit about what goes on in the juice business are becoming Beatles-concious to the nth degree.

Wibiedb department stores are selling Beelte wigs here for $3.98 and more than one operator would not do much at all to give to his locations.

WLS, the big single-playing powerhouse, is building Beatles contests and is starting a Beatles fan club and a lot of juke box operators are getting on the bandwagon by starting Beatles clubs in their various locations.

Adult Reaction

Interesting is that while the Beatles are primarily a teen-age fad, their popularity is beginning to run over into adult circles. Whether out of curiosity or boredom, adults are majoring the "Beatle button" to hear what they think must sound like.

Record stores have been putting up Beatles houses for some weeks and now the location owners are getting on the bandwagon. It's not uncommon to walk into a teen-age area and see the place cluttered with Beatles posters, signs, stickers a"d paraphernalia.

Even some of the staid and conservative adult bars are getting in on the Beatles business. One suburban tavern held a Beatles-haired contest, though not surprisingly, the contestants were restricted to the feminine genre.

Play Cards

Another large South Side operator distributed Beatle Play-Cards, indicating the number of sales on his machine of each Beatles record. Each hour the waitress would punch the three Beatles buttons, and the container would take place.

The Rush Street location owner first asked for "all the Beatles records," but a few days later
called the operator to have them taken out. It seems his patrons were having a good time with a very small but vocal group highly in favor of the mop-heads, and a large group equally adamant in opposition.

Every time a Beatles record was played, the place went up for grabs. Invariably half of the customers would either get into arguments or leave in disgust. "I can't afford their popularity," the location owner said.

New Life

Fred Sipiora at Singer One Stop noted, however, that the Beatles business had given the juice box business a "new life." He said many operators were buying in large quantities of teen-age records are now buying them in abundance.

Sipiora said he hasn't seen anything like this since the heyday of Elvis Presley.

Jack Krug at Music Box also reported excellent sales in the Beatles, but said it wasn't due to the "tremendous amount of singles out," than to the "novel form of Beatles fever." Both Singer One Stop and Music Box agreed that operators were buying a lot of "Waltzing Matilda," Johnny Tillotson, MGM; "Somebody You'll Want Me to Want You," Patsy Cline, Decca, and "Kissin' Cousins," Elvis Presley, RCA Victor.

Singer also reported good sales in "Hello Dolly," Pete King, RCA Victor, and "You Know You Don't Want Me," Connie Francis, MGM. Music Box, on the other hand, was going with the flip side of "I'm Gonna Be - Blue Winter."

'Java' Scores

Music Box claimed its hottest juice box disk of the week was "This Will Be a Mystery," Krug quoted operators.

Other Juice box hits at Music Box: "Stardust," April Steiner and Nick Tempo on Atco; "Baby Don't You Cry," The Beatles, ABC Paramount and a good polka record, especially good in Chicago and its various locations: "Paskew Polka," Ampeola Akron on Ampola.

Rhodesian Operators Visit U.S.

CLEVELAND — When the giant Amusement Trades Exposition wound up in London last week, 2,500 operators decided to make a real outing of it and come to the U.S. At least one such pair was Mr. and Mrs. William Chapman, music and soda operators of Salisbury, Southern Rhodesia.

Among their stops was Cleveland where they went to the World's Fair, the Western Operators Guild, heard the latest songs, and met the latest operators, including Bud Roberts, Harry Brookes, Dave Sachs, Al Cookler, Sidney Miffler, Max Wees and Ted Keidel (Champ) Seidel.

New Mexico Op Converts Routes To Stereo Play

ALBUQUERQUE, N. M. — Borden Sand and Novelty com- panies, operated by John and Harry Snodgrass, have completed conversion of its phonograph locations to all-stereo operation.

The new stereo route was put in by the Roberts and the Sipioras. The Roberts did the job over a period of several months without permission, and have been in the temporarily out of business. The Roberts planned originally to replace existing monaural machines with stereo models, but it was found that was too expensive.

New Scopitone Set for England

LONDON — The new Scopitone model, color-operated manual film machine, will soon be available here, according to Norman M. Radovics, Manager of Revolution, Westminster, Ltd., which has the line in the United Kingdom.

The new model, unavailable in time for the recent Amuse- ment Trades Exhibition, is reported powerful,More

MR. AND MRS. WILLIAM CHAPMAN, of Salisbury, Southern Rhodesia, are welcomed to the U.S. by Mr. Morris Gisser of Cleveland Coin International. The pair decided to make a U.S. stop after visiting the giant Amusement Trades Exposition in London recently. They'll stay here 20 days.
THE NEW
ROWE AMI TROPICANA
brings you
THE DRAMATIC WORLD
OF BIG-TIME
ENTERTAINMENT
IN STEREO-ROUND*

What's the most profitable item
in any location? The music a customer
buys through this Rowe AMI
phonograph to entertain himself. Let
your Rowe AMI distributor tell you
the whole money-making story.

NEW, POWERFUL POINT-OF-SALE CLOCK
When you merchandise music, you make the profitable Tropicana
an even greater money-maker. What better time to remind
customers that it's time to enjoy music than right now? This
attention-getting clock is a great merchandiser for the location,
a powerful business-opener for you. See your Rowe distributor
for the complete details on this clock promotion.

GREAT NEW MUSIC-MAKER!
UNBEATABLE MONEY-MAKER!

- Exciting New Styling
- Versatile "Three-in-One" Programming
- Exclusive Self-Contained Stereo
- Dramatic Personalized Location Display
- Top Album Hit Features
- Color, Motion Salesmanship
- See it at your Rowe AMI Distributor

ROWE AC
MANUFACTURING
The Merchandise Mart, Chicago 34, Illinois

Rowe sets the standards in
vending equipment, bill changers, music systems
Erickson Bows Perfume Vender

NAMA Spring Meetings
State Council Annual Meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Council</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 21</td>
<td>Georgia Automatic Merchandising Council</td>
<td>Atlanta (Americana Motor Hotel)</td>
</tr>
<tr>
<td>April 4</td>
<td>Connecticut Automatic Merchandising Council</td>
<td>Hartford (Statler Hilton)</td>
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<tr>
<td>April 25</td>
<td>Pennsylvania Automatic Merchandising Council</td>
<td>Hershey, Pa. (Hotel Hershey)</td>
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<tr>
<td>(joint meet)</td>
<td>New Jersey Automatic Merchandising Council</td>
<td>New York (Hotel Commodore)</td>
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<tr>
<td>May 2</td>
<td>Maryland Automatic Merchandising Council</td>
<td>Baltimore (Sheraton Belvedere)</td>
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<td>May 16</td>
<td>Oklahoma Automatic Merchandising Council</td>
<td>Tulsa (Hotel Not Set)</td>
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<td>June 5-7</td>
<td>California Automatic Merchandising Council</td>
<td>Monterey, Calif. (Mark Thomas Inn)</td>
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<td>June 20</td>
<td>Wisconsin Automatic Merchandising Council</td>
<td>Madison, Wis. (Edgewater Hotel)</td>
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<tr>
<td>June 27</td>
<td>Northwest Automatic Merchandising Council</td>
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Special Area Meetings

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<td>Kentucky/Tennessee</td>
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<tr>
<td>April 11</td>
<td>Chicago/Midwest</td>
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Independent State Vending Association Meetings In Which NAMA Will Participate

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<th>Place</th>
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<tr>
<td>April 18</td>
<td>Ohio Automatic Merchandising Council</td>
<td>Cleveland (Shaker House Motor Hotel)</td>
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<tr>
<td>May 8-10</td>
<td>New York Automatic Vending Association</td>
<td>Swan Lake, N. Y. (Stevensville Lake Hotel)</td>
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<tr>
<td>May 22-24</td>
<td>Association South Carolina Automatic Merchandising Council</td>
<td>Ashville, N. C. (Battery Park Hotel)</td>
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<tr>
<td>June 13</td>
<td>Massachusetts Automatic Merchandising Council</td>
<td>Boston (Kenmore Hotel)</td>
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Placement on Locations Important for Capsules

DENVER—Because 10-cent capsules are relatively new to this area, placement of the machines within a location turns out to be all-important for good returns.

Frank Thorwald, veteran bulk operator here met the problem by persuading location owners to give his machines prominence and by investing in new step-back stands to make a handson display of his units. These are hardwood shelves on chromium bases, accommodating four, six and eight machines. Thorwald always uses the 10-cent capsule dispenser on the top righthand corner and his 5-cent machines on the top left.

The standard 1-cent units line up below, "Everyone is familiar with penny machines," he says, "so these don't need to be on top. The ball Guam, nuts and charms pull traffic, and at the same time the customer gets a good look at the caps above."

A large dairy store in Arvada, a Denver suburb, that is somewhat

Abelson Sets Program for Nassau Trip

MIAMI — M. J. Abelson, of Oak Sales of Florida, Miami Beach, has announced the program for the bulk vending operators' trip to the Nassau Beach Hotel, sponsored by Oak Sales (Billboard, January 18).

The winning group of operators

(Continued on page 50)
New European Coin Machines Challenge U.S. Product Sale

COLOGNE — European coin machine manufacturers look for 1964 to be one of their best years since the phonograph boom began on the Continent a decade ago.

This optimism is based largely on the increasing sophistication of Continental product as it is being displayed at trade fairs. There has been never such a dazzling assortment of European-made equipment as that being shown this winter and spring at trade centers.

For the first time European operators "have a genuine option in buying equipment at between American and European product," a representative of the Marchant firm in Paris remarked.

New Games

Sophisticated new European equipment is not limited to phonographs but encompasses a number of original new games, which, like the phonographs,

are designed for European operating conditions.

"Peaceful co-existence" is the theme of the European trade as it gather increasing strength for competition in world markets against U.S. products.

European manufacturers are proceeding on the theory that the world market is again ample for both U.S. and European products and that European product should attract the factors largely ignored in American equipment — economy of cost and operation of space.

Europe's trade fairs, unrivalled anywhere else in the world, offer a matchless showcase for both coin driven manufacturers. The fair circuit opened with the electronic equipment exhibition in late autumn in Paris, which featured a special coin-operated equipment section. The Dutch held the Horecava fair in early January for the restaurant and cafe trades, and there followed the 19th Annual International Trades Exhibition (A.T.E.) in London January 28 to 30.

Other fairs this spring include those at Frankfurt, Milan, Paris, and Zagreb.

"Visitors to every European manufacturer has new equipment, some of it spectacular, to exhibit. This is Europe's "year of the compact phonograph," and the proof is prodigious at the exhibitions.

Compact Machines

Attracting special attention is the new phonograph of Tomot, the German subsidiary of Automatic Electric Company. Called "Electronic," it features "blitz selection" by electronic means, substantially cutting the between-play time and increasing collections. Electronic is being paired off with the prestige AMI Tropican.

Jupiter's two latest models, the 120-console and the 96-wall box, incorporate a number of price-box features, including independent speech on each condition, neon lighting and simplified servicing. Jupiter is manufactured by a Franco-Swiss company which claims "music as well as time is the art of the Swiss." 

N.S.M.'s Serenade is being heavily promoted in the world market, but is not considered here, which regards it as one of the most sophisticated of all the compact boxes.

German Wurlitzer

Wurlitzer's German subsidiary, Deutsche Wurlitzer GmbH, has face-lifted its Lyric compact, but Dr. Wilhelm Forzke, general manager of the German subsidiary, says the emphasis is on reliability and economy of the mechanism.

Th. Berman & Co. of Hamburg is offering its new model $100 stereo in console and wall models, and added to its line with technical refinements have appeared from Marchant of France, Renne, of Belgium and Osca of Holland.

Perhaps even more impressive is the number of new European games on exhibition. In general these follow the same conceptions based on the European market. One of the most interesting is

Euromat, a wall pinball, designed for the handbox location. It has miniature, most of the features of the conventional pinball, with vast saving in space. Bergmann has assembled an electric shooting game, Safari Gun, to its Arizona target game, a runaway success. Safari Gun is said to be the smallest electric mirror game made, another example of efforts by European manufacturers to tailor equipment to European locations.

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New Northwestern Coin Machines Challenge U.S. Product Sale

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Chicago Coin Business on an Even Keel

his firm had finally been successful in establishing an adequate source of funds. Kline predicted that 1964 would be the best year ever for pool tables. He described his own business as excellent. Operator collections he said were normal—about the same as last year.

For Leadership

Joe Robbins at Empire spoke of a need for new leadership. He said Music Operators of America was "tremendous," but that a lot more cooperation between all segments of the business was needed.

"If all operators were to join MOA, and all distributors join the National Coin Machine Distributors Association (NCMDA), and together with the manufacturers all would work together, a tremendous amount could be accomplished."

Robbins spoke of the need for some new thinking in game equipment—better legislative representation—better state and local organization—and more effective public relations. Robbins said that Empire's business was "normal," though operator collections seemed to be off by as much as 10 to 15 per cent.

"Pool tables are the big story in the Midwest," he said. "Shuffle alleys are doing well in urban areas. Music is also continuing to do well."

Among the best locations, Robbins cited bowling alleys as offering the best potential. "The younger element seems to have more money to spend," he said.

What about vending? General Managers and senior operators report cigarette sales off by as much as 10 to 15 per cent. However, individual machines are often doing better. It seems that many people who use to buy cigarettes are now buying packs and the vending machines are profiting.

Robbins noted however that sales of cigarette vending equipment was definitely off. "Many operators are reluctant to invest a lot of money in new equipment when the situation is more settled," he said.

Feinstein Satisfied

World Wide's Nate Feinstein said it was hard for him to make a comparison to last year since his own company World Wide less than a year, but he described business as "quite good."

He described his vending business as an "also good" and said the Seeburg line was improved with the firm's acquisition of the Du Crown line. He said that cigarette, candy, cigarette and merchandise machines.

Feinstein said a surprising number of juke box and game operators are turning to vending as a means of diversification. Most were operating cigarette machines and a lot were putting merchandise vendors into such locations as launder-mats and dry cleaning villages.

Feinstein noted that the big laundry and dry-cleaning villages had opened a lot of locations and where previously urban renewal eliminated many of them, good honest, homey-tack taurants and the like.

As an example, Feinstein cited a big dry-cleaning village that opened recently on Rush Street (a notorious night club belt) where an operator (Garfield Machine) installed a plush Seeburg console and some vending until now, "they used to be a location for music only. Now they're "total recreation centers."

Bowling Lanes Big

The operator who formerly handled the music, now finds it convenient to handle the entire hall of coin. Feinstein said. He pointed out that the big bowling alleys in the Chicago area handling games and a surprising amount of vending equipment.

Feinstein had more than a word of criticism for the operator who failed to operate his business in a clean, efficient, business-like manner.

"We had an installation where we helped an operator put in a new piece of equipment last week, and when we got there, we found our brand-new juke box with dirty linen, the wrong titles. This is the sort of thing that hurts the entire business—not just the individual operator," Feinstein said.

"We would rather an operator invest more in an individual location by upgrading his equipment, than spend his money in acquiring new spots," said Feinstein.

The World Wide executive said that the entire coin machine business had an excellent future but that operators had to realize this was a new era of operation.

Eddie Gimbarg of Atlas Music was interested in knowing about the coin machine business future. He said his business was "excellent."

"Music is up—dito for vending."

Gimbarg noted that most of his vending business was the "big vending firms rather than with the old-line juke box and game operators. The latter are, however, taking an increased interest in such things as candy and cigarettes, he said.

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Warrant Names Milwaukee Opera Conspiring to Set Up Pinball Machine

MILWAUKEE—A five-count federal indictment charged an opera company with conspiring to set up pinball machines for gambling purposes. The indictment was issued here recently naming Joseph Beck, 57, and his brother Ervin, 38, president and secretary, respectively, of Mitchell Novelty Company.

Circuit Judge John L. Coffey, who has been conducting the 30-month-old John Doe inquiry into pinball corruption and gambling, issued the warrant, each of whose charges carries, upon conviction, a maximum penalty of one year in prison and $5,000 fine.

Count one charges the Beck and an employee with conspiring to set up gambling machines in various licensed taverns, conspiring with the tavern owners to repay them the money and the value of prizes awarded as payoffs to players and by dividing the proceeds of the machines with the tavern operators.

The other four counts named four additional Mitchell Novelty employees and four unidentified tavern operators on similar charges.

None of the men named in the warrant had any immediate comment, but Joseph Beck told a reporter several months ago that he expected to be named in a John Doe warrant and would plead no contest.

The complaint was signed by Le Roy L. Dalton, an assistant attorney general.
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**Photo Gallery of Newsmakers**

**Connie and Freddy:** Although they've both been active recording in Germany, Connie Francis and the German star Freddy met for the first time at Miss Francis' recent "Blue Winter" date in the U.S.

**More Playboy:** Kai Winding seems perfectly happy surrounded by more and more Playboy bunnies. The artist's luck ran good with bunny pictures on his new Verve smash, "More." Hoping for the same effect with "More '75," Kai is pictured again with the bunnies.

**Schein in Manila:** Columbia Records executive Harvey Schein checks mail orders for Columbia product in the disk department of the U.S. firm's Philippine rep, Villar Records. At his right is Luis Villar, general manager of Moreco, Inc., parent company of the P.I. disk firm.

**Ella and Good Guys:** Joe O'Brien, Harry Harrison and Jack Spelter grin in WNBC good-guy fashion as Ella Fitzgerald when the songstress appeared at poolside both staged for Miss Fitz when she was starring at the Americana Hotel, New York City.

**Schein on TV:** Jimmy Dean (right) breaks up singer Johnny Tillotson and songstress Jane Morgan during rehearsal of his ABC-TV show.

**Time is Golden:** Trini Lopez exhibits big grin and gold clock he received in Berlin for his 500,000 copy smash of "If I Had a Hammer" in Germany. Clock was given by time-conscious Arlen-Eurodisc firm.

**RoyalTY and Politics:** Duke Ellington is all smiles as he accepts Achievement Award from Mayor Robert F. Wagner. Award was made by the mayor on behalf of New York City Station WLIB at the 11th annual "Festival of Negro Performing Arts" at Carnegie Hall. Duke loves 'em all madly.