World's Fair to Take Musical Spree

By MIKE GROSS

NEW YORK — The music business is preparing for a big blast at the New World's Fair. During the course of the Fair's run, with such a large audience potential, it's more than wishful thinking on the music trade's part. However, there is some room for payoff, for all who are affiliated with the musical material, whether it be on the recording or publishing end. It's known that a number of major record companies are already in negotiation for original cast album rights and are also blue-printing plans to cover the music in one way or another, on discs. At press time, though, no deals were firm.

New Material

What is the big payoff in the Fair's musical push? It is the material to be offered, mostly new and from recording Broadway and Hollywood composers as well as from writers in the symphonic field. The Fair's musical theme for the pop market has already been kicked off by Richard Rodgers' "Fair Is Fair" and it's reported that Ferde Grofe is also whipping up a Fair theme to be titled "World's Fair Suite."

The main action, however, is expected to emerge from the musical productions. Upcoming are "To Broadway With Love," "America Be Seated," "Wonder-world" and "Les Poupees De Paris." On the industrial end there will be Du Pont's "The Wonderful World of Chemistry."

The Chrysler Show-Go-Round" and the New York Port Authority's "The Undersea World of the Deep.

Broadway's Past

"To Broadway With Love," which will use musical highlights from Broadway's musical past, will have a little song and seven "connecting" songs by Jerry Bock and Sheldon Harnick. The composer-lyricist team won a Pulitzer Prize for their "Flower" musical and will be rep.

(Continued on page 8)

Full FTC Commission Will Decide Hot Issues

By MILDRED HALL

WASHINGTON—The Columbia Record Club case and the Federal Trade Commission's procedures in handling record industry trade rules without a second inference in prospect, were subject to angry arguments during last hours of the get-together here March 13.

Protests were made by record spokesmen and distributors against omitting all consideration of the F.C.'s complaint proceedings against the Columbia Record Club in final draft of proposed rules and industry comment and special pleading (deadline for further commentary is April 2, 1964). The Commission will pay special heed to the views of supervisory Commissioner John R. Reilly, who conducted the Record Trade Conference hearing and attorney in charge John Benton.

Staff wrap-up on the final draft of the rules will be done by attorney Benton, who hopes to finish in June. If Commission action follows quickly and is not delayed by current major actions such as its embroilment in proposed cigarette advertising curbs, record industry rules could be effective by July—but this is, of course, conjectural.

Record spokesman Charles Schlang was the most persistent in dragging the Columbia Record Club into the final hours of the hearing. He said determination of the F.C.'s rules would not have a hearing on any trade rules for the industry. He urged that the rules hold off until the Columbia case could be taken into consideration. Final decision on the Columbia complaint is due by June 30, the\n
(Continued on page 3)

Capitol Confirms BB's Exclusive

HOLLYWOOD—Capitol Records Distributing Corporation Vice President and General Manager Stan Gortikov last week confirmed Billboard's exclusive report (March 21) that CRCD is notifying selected small dealers in various key areas that CRCD has stopped selling to them and for these accounts to buy Capitol-Angel product from one another, to prevent cutting the Commission at ARMADA attorney Earl Kintzer, who wants to see the rules in effect as soon as possible.

Final Decisions

Final decision on all of the argued issues will be made by the full Commission. They will study final draft of proposed rules and all industry comment and special pleading (deadline for further comment is April 2, 1964). The Commission will pay special heed to the views of supervisory Commissioner John R. Reilly, who conducted the Record Trade Conference hearing.

(Continued on page 8)

RCA Debuting L. A. Office

HOLLYWOOD — RCA will officially debut its new West Coast headquarters April 21 when a host of New York executives wing here for dedication ceremonies. Company is moving out of its Sunset and Vine headquarters on April 1. The new RCA building will be at 3631 Sunset Boulevard.

The new facilities will provide three recording studios as compared with two the label has been working with in its previous home. Scheduled to move into the new offices are the Coast A & R department, headed by Neely Plumb.

(Continued on page 8)

Beatles Are Enshrined in Mme. Tussaud's Waxworks

IBM Computer Breaks Down Over Wild Sale Figures

By JACK MAHER

NEW YORK—The Beatles continue to rack up first on both sides of the Atlantic. In England, where it didn't seem possible the group could pull off another first-time achievement, the Beatles will be the first British rock and roll group to be immortalized in London's Wax Museum where John, George, Paul and Ringo will stand proudly beside kings and queens, assorted heroes and villains, etc.

On this side of the Atlantic, the group holds the first four positions on Billboard's Hot 100. Counting these four records, the Beatles have a total of 10 discs on the big board, with yet another "Bubbling Under."

Among the phenomenal facts involved in this story is that the group is selling on five different U. S. labels now, with their Canadian entries pouring over the border in quantities big enough to put both of them into the "G" section this week of the day's best. The new Beatles single on Capitol, "Can't Buy Me Love," the biggest chart breaker in at

(Continued on page 8)

SHES COMING ON RCA/VICTOR
As great as his Carnegie Hall Album
(Recorded "live" at the Greek Theatre)

Here's Belafonte at his best—in person. A 2-L.P. Dynagroove package recorded at the Greek Theatre in Los Angeles where Harry packed 'em in for a month. His program ranged from calypso to Broadway—prison songs to teen beat—an African "Boot Dance" to songs of social satire—plus spontaneous and razor-sharp ad libs!

Order this great 2-L.P. album now on RCA VICTOR

www.americanradiohistory.com
Ftc Weighs Hot Issues In Industry Tug-of-War

Concern With Dumping

Burkat Up to Columbia VP; McClure A.R.

NEW YORK—Leonard Burkat has stepped up from his post as director of Masterwork artists and repertoire at Columbia to become president in charge of creative services. Burkat's Masterwork spot will be filled by John McClure.

As creative services veep, Burkat will be responsible to Columbia President Goddard Lieberson for the visual and literary image of the record company as produced by the creative services department. Reporting directly to Burkat will be Janus, a new “trendy” magazine for artists.

BB Expands in Nashville

COM. REILLY AND CONGRATS

WASHINGTON—Despite occasional heated argument in the FTC conference room and proposed rules, the informal discussion round Friday (13) in a round of mutual compliments between record industry spokesmen and presiding Comr. John R. Reilly.

Commissioner Reilly was pleased that although the conversation revealed great differences in interests between different segments of the industry, nobody got up and crossed the aisle. He congratulated the industry members for the way suggestions were well thought out and presented.

Washington—One of the most interesting areas of discussion at the FTC trade practices conference Friday (13) concerned transshipping.

The matter of transshipping is a sensitive one. The practice is legal if it does not result in unfair advantage and if local distribution is not unfair competition. In the record industry, however, these are the results and were so spelled out by Earl Kintner, ARMAID counsel, for what he called transshipping "the bane of the record industry. He developed the theme if it is to grow and prosper; if it is to achieve its full potential it can do so only in a climate of responsibility.

A key device to ensure such a climate is the principle of audited charts.

The news is bad for one customer (in an area) and we like that way," he concluded.

Testimony to FTC On Transshipping

WINTHROP—One of the most interesting areas of discussion at the FTC trade practices conference Friday (13) concerned transshipping.

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A key device to ensure such a climate is the principle of audited charts.

FTC Conference In Session

A strong lineup of industry executives gathered in Washington Friday (13) for the Federal Trade Commission Trade Practices Conference. In the panel were, from left to right, W. Amos Hillard, ARMAID president; Earl Kintner, ARMAID counsel and Washington representative; Ralph Cunningham, Kintner said; Edmond Cotton, secretary of the Record Industry Association of America; and, at far right, Henry Brie, RIAA executive secretary. Many members will recognize the room to the room, including John S. Schreiber, Washington distributor; Bill Gallo, Columbia Records vice-president; Bill Davis, Denver distributor; Bob Charton, Oakland, Calif., distributor; Jack Finn, Newark distributor. In the middle area was seated, left to right, John B. Holschuh, chief, Division of Trade Practice Conferences and Guides, Bureau of Industry Guidance; John Becton, FTC attorney in charge of trade practice procedure; Comr. John R. Reilly, and Eugene R. Baker, law assistant to Commissioner Reilly. Addressing bench is Earl Kintner, ARMAID counsel and Washington representative.

FTC Weighs Hot Issues In Industry Tug-of-War

An avalanche of affirmative comment from all segments of the record industry emerged in support of the statement by Hal B. Cook, Billboard publisher, that pop charts he audited.

Cook's proposal, presented at the Federal Trade Commission's Trade Practice Conference Friday (13), in Washington, urged that any business paper or newsletter compiling popularity ratings submit its polling procedures, compilations and results to certified audits.

Billboard, of course, is gratified at the positive response and it hoped responsible industry segments or trade associations take up the cause of finding ways and means to bring about more accurate chart listings.

What is at stake in the long run is the image of the record business and its position in the eyes of the public. If it is to achieve its full potential it can do so only in a climate of responsibility. A key device to ensure such a climate is the principle of audited charts.
Capitol Wins on 3 Fronts

Court Reinstates Chief Injunction

CHICAGO—Capitol Records won a victory over Visa Jac Roy Records in the Illinois Court of Appeals. The line-up of the Illinois Court of Appeals ordered an injunction prohibiting Visa Jac Roy from manufacturing or selling recordings by the Beatles. The court ordered Visa Jac Roy to be enjoined immediately effective immediately and prohibits Visa Jac Roy "its agents, attorneys, employees, successors, assigns, distributors, selling, signing, or otherwise dealing with the reproduction or publication of any recordings by the Beatles." The injunction originally was ordered on March 19, but two days later the first suit filed against Visa Jac Roy charged that Visa Jac Roy had released Beatles recordings, and the firm was notified by Trans National, Inc., that its rights to issue Beatles recordings were being canceled due to breach of contract. Visa Jac Roy appealed and the Appellate Court stayed the injunction pending a decision on the appeal. That decision was made March 19.

Robert E. Carp, vice-president and general counsel for Capitol Records, vigorously took action to enforce its legal rights under the injunction, represented in Chicago by the Arvey, Hassenfeld, & Ehrlich firm. Meanwhile, evidence in the case is being presented before a Master in Chancery appointed by Judge Cornelius J. Harrington of Cook County Circuit Court.

NARM's Meet Sets Experts

NEW YORK—NARM's Sixth Annual Convention and Exhibition features experts in the fields of wholesaling, marketing, and antitrust legislation and compliance, in order to offer rack merchants recording manufacturers an opportunity to keep abreast of the rapidly changing developments in these areas. The convention closed March 19 at the Eden Roc Hotel.

MORGAN LOSES TO CAP DISTRIBR

HOLLYWOOD—The U.S. District Court in Philadelphia has denied L.J. Morgan's motion to have this case against Capitol Records Districting Corporation dismissed in Common Pleas Court in Philadelphia County. Morgan had asked against CRDC March 6, charging in a breach of oral contract, with CRDC having by having the suit moved to Federal Court, claiming it is a Delaware Corporation and Morgan a Philadelphia concern.

3

Frisco Distributors Halt Law Case

SAN FRANCISCO—Law suits against Capitol Records Distributing Corporation have been halted by the plaintiffs, Pie-A-Tune, Inc. The latest development in the case came last Wednesday (18) when plaintiff's attorneys asked the court to require CRDC to stay proceedings for a scheduled Friday hearing. Morgan then set aside a temporary restraining order that had issued in ex-partie i.e., CRDC was not aware of the proceedings and represented

LATE SINGLE SPOTLIGHTS ACROSS-THE-BORD

VILLAGE STOMPERS FROM RUSSIA WITH LOVE (Unart, BMI) (2:35)—Disque from the Russian scores. Flip: "The Bridges of Budapest" (Rayan, ASCAP) (2:18)

HOT POP

THE DEPRESS... WHERE ARE YOU? (Fest, ASCAP) (2:08)—Dulcie ballad singing again against Miller sax solo. Flip: "Please Let Her Know" (Patxon, CD 791)


SPOTLIGHT LP PREVIEW

The following is a preview list of next week's album spotlights. These albums will be shown in full color in the April 4 issue of Billboard

POP SPOTLIGHTS


THE ITALIAN VOICE OF AL MARTINO—(Capitol T 1907)

THE EXCITING NEW LIVERPOOL SOUND—Various Artists (Columbia CL 1727)

MR. ELIMINATOR—Dick Dale and His Del-Tones (Capitol T 2053)

SHUT DOWN VOL. 2—Beach Boys (Capitol 2027)

HER JOY, HER SONGS—The Singing Nun (Philips PCC 209)

SOMETHING FOR THE LONELY LOVERS—The Ray Charles Singers (Command RS 866)

FOLK SONGS AROUND THE WORLD—Mantovani (London LL 3160)

QUINCY JONES EXPLORES THE MUSIC OF HENRY MANCINI—Mancini (Mercury 25860)

C&W SPOTLIGHTS

SONGS ABOUT THE WORKING MAN—Dave Dudley (Mercury 25929)

CLASSICAL SPOTLIGHT

BARTOK: CONCERTO FOR ORCHESTRA—London Symphony (Dorati) (Mercury MG 59378)

MOZART: CONCERTO NO. 17—Artur Rubenstein (RCA Victor LM 2366)

FOLK SPOTLIGHTS

ANTON CARTER—(Mercury MG 20847)

THE FOLKSONGERS' CHOICE—Theodore Bikel (Elektra EKL 250)

SPOKEN WORD SPOTLIGHT

UNCLE VANYA—Original Cast (Philips PHM 2-301)

JAMES BOND-ING

UA Puts Heavy Disk Plug on 'From Russia' Pic

NEW YORK—"From Russia With Love," the United Artists release, is currently in with one of the biggest disk plugs in a long time. Already lined in with the big wave, is director of United Artists International, Irwin Gershuni, who considers the film to be one of the biggest and greatest successes of his career. The film's picture titles are by Steve Bant, the composer of the score, which has been decided upon as the theme title. United Artists Records

Digest Takes Federal Order

WASHINGTON—Reader's Digest has agreed to a Federal Trade Commission order prohibiting it from claiming that sales of its pamphlets, which are sold to subscribers to the Digest, or that sales of its pamphlets distributed by the Digest are substantially higher than fact. The Digest's only "limitless" offering is available to Digest subscribers. An exclusive offer for Reader's Digest subscribers only. (This claim was disallowed in 1945.)

New Singing Nun Part of Philips' March Release

CHICAGO—Philips' Singing Nun is back for an encore. So is the Singing Nun, Terrier Smile, whose initial album in a classical single recording history, has been a "hit. Her "Sorrow—She's Sorrow" two originals, sung and composed by the Dominican nun. It's all part of Philips' March release which contains eight L.P.'s, two classical, two folk, two spoken word, and two in two consecutive collection entries. (one of them by the Phillips' New 500 Series.) Philips is also introducing a new sales plan which calls for a 10 percent discount on retail to the next new L.P.'s as well as full. It's in line with Billboard's new A20 list and Monthly schedule list, which will include the first five years of the French Copyright Law of 1957, and is set to start on music, literature and the theater.
That old Philips magic conjures up 8 Great New Hits!

Philips Records—the label that's become famous for turning offbeat product into big time hits—comes up with a new group of potential break-out LPs. Each and every one could easily be another "Singing Nun" or "Bach's Greatest Hits." So, stock up now and get ready for the big sales that Philips' big magic will conjure up!

**NEW SOUND IN JAZZ**

FRANCOIS RABBATH

**BASS SOLO AND DRUMS**

BALL

**BASS**

Francois Rabbath

Another unique new package that could rival the success of "Bach's Greatest Hits," Bass solo and drums combine for an exciting new sound!

PHM 200-128/PHS 600-128

**LAURENCE OLIVIER'S**

**UNCLE VANYA**

by Anton Chekhov

**RING OUT**

German folk songs

SUNG BY THE MOST FAMOUS GERMAN CHORAL GROUPS

**RING OUT**

"Ring Out with Hallem Klang" Various Artists

An outstanding album of songs of the most popular German folk songs ever written. Performed brilliantly by four superlative German men's choirs.

PHM 200-121/PHS 600-121

**THE CAECILIA MANDOLINE PLAYERS**

A really new and exciting sound—mainly mandolines—in a surprising repertoire by Mozart, Beethoven, Vivaldi and other currently popular composers.

PHM 500-049/PHS 900-049

Current Program Ends
April 30th

10% Discount on New Releases and Catalog

Dating Available

**SHOSTAKOVICH**

PRELUDES & FUGUES

Sviatoslav Richter

**JAZZ FOR EVERYONE**

RONNIE BROWN TRIO

THE BEST SELLING BASS AND DRUMS ALBUM

**PRELUDES & FUGUES**

Sviatoslav Richter

"Piano Greats" of Sviatoslav Richter

The big pianist in the world playing one of the masterpieces of piano literature. The Richter name is a big draw. and this is Richter at his best!

PHM 500-048/PHS 900-048

**RONNIE BROWN TRIO**

The first album of the famous P.J.'s trio

PHM 200-130/PHS 600-130

**MISSA BANTU**

Les Soeurs Blanches de Katana (KIVU)

Conducted by Pierre Laplanche

PHC 211/PHC 811

Watch These Great New Releases Join The List of Philips Current Chart Champs!

PHILIPS RECORDS

ONE WORLD OF MUSIC ON ONE GREAT LABEL!
Maxim wants more film artist loaned to more labels

NEW YORK—Arnold Maxim, president of MGM Records, is on a campaign to drum up more interest in the film industry, to develop film music as an important business stimulant.

In addition to the loan-out pitch, Maxim is broadening his artists activities in the foreign language field. In the past he's taken advantage of the growing overseas market by having such artists as Connie Francis, Roy Hamilton and Ginny Arnell record their American hits in Italian, German, Japanese and Spanish. Upcoming now in a similar multilingual groove are such new MGM artists as Johnny Tillotson and Chris Crosby.

Also on the overseas end, Maxim is now anticipating a breakthrough on the Eurpean market, he hopes to find the Iron Curtain. MGM disk holder in the industry through listings in Yugoslavia and Maxim figures that Poland will also have an impact in about six months. The negotiations begun in Poland were instituted by Maxim in several months ago during a visit to Warsaw. Meanwhile, says Maxim, business, for the fiscal period beginning July 1 and ending June 30 is 1 per cent ahead of the previous year. lady continuing sales upbeat from the soon-to-be-released soundtrack record of the film "On the Spot." starring Brown and "Looking for Love.'

The smash of Europe is coming on RCA Victor

He's a lover in this loan-out campaign but he won't be dazzled that it can't be developed as an important business stimulant.

Foreign Languages

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THE HOT SOUNDS ARE ON CAPITOL!

More of the fastest-moving product in the business from the originator of the Hot Sounds albums.

THE "HOT" SALES ARE ON CAPITOL!
And, look at these extras! ★ Each album Poly-Wrapped at the factory!
★ Many have a FREE Promotional picture or decal included with purchase!

- Thunder Road
- Eliminator
- Shut Down
- Black Boots
- Big Sounds of the Drag Boys
- Rat Fink
- Hot Rod Dance Party
- Hot Rods
- Boats
- Bikes

CONTAINS THE BEACH BOYS SMASH SINGLE "FUN, FUN, FUN!" (S/T 2027)
FREE COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.
FREE A RATTIN K DECAL WRAPPED IN EACH ALBUM.
FREE A COLOR DRAG BOAT PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.
FREE A COLOR MOTORCYCLE PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.
FREE A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.
FREE! A Color Hot Rod Picture, Suitable for Framing, Wrapped in Each Album. (S/T 2067)
FREE! A Color Motorcycle Picture, Suitable for Framing, Wrapped in Each Album. (S/T 2078)
FREE! A Rattin K Decal Wrapped in Each Album. (S/T 2066)
FREE! A Color Drag Boat Picture, Suitable for Framing, Wrapped in Each Album. (S/T 2049)
FREE! A Color Motorcycle Picture, Suitable for Framing, Wrapped in Each Album. (S/T 2057)
FREE! A Color Hot Rod Picture, Suitable for Framing, Wrapped in Each Album. (S/T 2066)
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FREE! A Rattin K Decal Wrapped in Each Album. (S/T 2066)
**World's Fair Will Showcase New Musicals for Millions**

*Continued from page 1*

resurrected on Broadway next season with "Piddler on the Roof." The Fair production was conceived and staged by Morton Da Costa, and George Schaefer is the producer. It will be shown at the Texas Pavilion, the same setting the popular "America Sings," is a modern minstrel show produced by Mike Todd Jr. David Axelrod (music) and Sam Pottle (lyrics) have written the original songs which will be arranged by Sy Oliver.

"Wonderworld," which will be shown at the Aquaticu, brings together the father-and-son writing team of Julie and Stanley Singer. This will be the 12 new songs for the show which will be produced by Leon Leonidoff. And, Holly-

wood veterans Jimmy Van Heusen and Sammy Cahn will be represented with new songs for the "Les Poupées de Paris" production.

In Industrial End

On the industrial end, Michael Brown has written the words and music for Du Pont's "Wonderful World of Chemistry." Incidentally, Brown is also the producer. The sound of the kind of exposure the music at an industrial exhibit can be expected. "Chemistry" will be shown four times daily in two theaters with a nightly company of five singers and dancers alternating.

"The Chrysler Show-Goon Round" will have a score by Bernie Green (music) and Bob Hillard (lyrics). It will involve both film and "live" entertain-

ment. Max Lieberman is producing the show which will be housed in a specially built theater (600 in four separate auditoriums serviced by a single revolving stage. A performance of "The Chrysler Show-Goon Round" will take ap-

proximately 45 minutes, and performances will be continu-

ous.

On the "serious music" level, Norman Dello Joio is supplying the music for the New York Authority's special film show.

In all it looks like Robert Moses has opened the musical floodgates.

**New Yorkers Due on Coast To Debut RCA Hdg's There**

*Continued from page 1*

producers Joe Reisman, Al Schmitt and Darol Rice; Grelen Landon, publicity rep, custom sales headed by Al Horlic on a magnetic tape and sales and engineering departments. Also to be housed at the new build-

ings is John K. West, staff vice-

president of Western distribution and commercial offices for RCA.

Technical facilities include two mastering and control rooms, one test room, electronic shop and a master tape storage room. One of the new recording studios will be RCA's largest in the U.S., measuring 25 feet high, 50 feet wide and 75 feet long.

In addition to all the depart-

ments in the record division, other RCA activities scheduled to move are broadcast and commercial products; electronic data processing, tube sales and West-

ern distribution and commercial relations. RCA has rented the first six floors of the building for housing with outside rentals sought for the other floors.

The record division has been the sole tenant in the RCA building at 30 Rockefeller Plaza since NBC moved its operation out to Burbank over 10 years ago.

**Frisco Dists**

*Continued from page 4*

by counsel hearing February 28. The restraining order issued then restrained CRDC from soliciting business from customers of the plaintiffs. That order was later modified by the court to read that CRDC solicit business from plaintiffs' customers with which it, CRDC, had done business since July, 1961. Plea-A-Tune and Western were among several sub-distributors in the country which CRDC elected to cease selling as of February 24. As a result of that move, plaintiffs' suit against CRDC alleging violation of the Sherman Anti-Trust Act was

**Burkt Col. V.P.**

*Continued from page 3*

will be Robert Cato, creative director of art and design; Mort-

Roth, director of advertising and sales promotion; and Blair Chotzinoff, director of literary services.

In his post as a.k.a. chief of Master, Max L. Schwartz will be responsible to Kenneth Glancy, vice-president of a.k.a., for the direction, operation and adminis-

tration of all activities of the Masterwork department. Schwartz started with Column-

bia in 1952 as a tape editor in recording operation. He worked his way up to music director of Masterwork in 1960 and has pro-

cessed recordings by Leonard Bernstein, E. Power Biggs, the Mormon Tabernacle Choir and the late Bruno Walter, among many others.
Imagine an Angel album you can sell for $1 that introduces customers to full tracks of twelve of the greatest artists of all time! Here's an exciting promotion to increase your sales of Angel's fabulous "Great Recordings of the Century" series.

**NP-4 ALBUM DEALER PRICE**

62c PER LP
IN FACTORY-PACKS
OF 20 LP's

National ads (at left) will feature this introductory album Angel NP-4 in magazines like Saturday Review, High Fidelity, Schwann's, etc. And for dealers we have beautiful counter merchandiser displays (see below), window streamers, and local newspaper ad mats.

To further attract your customers to the entire "Great Recordings of the Century" line, we have printed a new and complete consumer folder listing all 58 G.R.O.C. albums.)
Musicians Union Seeking Invasion of British Groups

NEW YORK—The influx of the British musical groups on the L. S. personal appearance tour is disturbing the American Federation of Musicians. It is understood that the AFM is now mulling over some sort of action to halt the "redcoast" invasion at least bring about a more equitable arrangement rather than the Yankee music to Great Britain.

Up until the takeover by the likes of the Beatles and the Dave Clark Five, the arrangement between the AFM and the British musicians has been on a first-come, first-serve basis. Now the AFM says, the British rock and roll groups, whom they term "goofy极少 guys," are upsetting the exchange equation.

Besides the Beatles and the Dave Clark Five groups, reports from London indicate that the union objection has put a temporary stay on U. S. tours by the Searchers and the Swinging Blue Jeans. Both have hot singles here, and were being set up for tours in late spring or summer. The musicians union is growing stronger in its objection to the proposed British tour of rock package groups in the Liverpool-Mersey genre. Report from London also indicate that the music industry would also like to have a little more say concerning U. S. tours by such hot British singing acts as Dusty Springfield and Cliff Richard.

Meanwhile, the Beatles have been set for a return to the U. S. this summer. The group has been lined up for a 30-day personal appearance tour in approximately 25 cities in the U. S. and Canada, starting August 18 on the West Coast under the sponsorship of General Artists Corporation.

GAC is making separate deals with the promoters in the various cities but each will be on a percentage basis.

The tour will begin with a performance scheduled in Los Angeles or San Francisco and end in New York on September 13. Other cities already included on the itinerary are Chicago, Cleveland, Pittsburgh and Philadelphia. Other cities are currently being lined up.

Eddie Condon Scores in S. F.

SAN FRANCISCO — Eddie Condon's new nine-man combo, which is scheduled to represent America in a four-week tour of Australia and Japan, scored impressively on its first job at San Francisco's Earthquake McGoon's.

"Folks-Jazz"

And, as far as the future of the folk music goes, Condon feels that the surplus of folks-styled music today has made it tougher for new groups to come through and that the only way to do it is to come up with something different. "Folks-Jazz," he says, "seems to be going the same way as jazz developing off-shoots as it goes along." He believes that the newcomers are developing something like "folk-jazz" but, he concludes, "it's got to be done with taste and imagination if they are to score.

Christys Find Folk Farm Team Works

NEW YORK—The folk front soldiers on, with baseball and develop-farm system of its own. New is the case of young Christy Minstrels of Randy Sparks, who is airing his Los Angeles club, Rocker's, as an incubator of neophyte songsters with possibility of their being signed to the Christy group.

Sparks calls his tryout singers the Rock Porch Majority and he is making his lifter's available for such ones. Another reason for Sparks to try out new talent is to sustain the finiteness of the New Christy Minstrels Group. He expects the group to last a long time but he also anticipates dropouts along the way (the original gay singers have already departed) and he wants to have an active replacement pool ready to fill the gaps and keep the Christys intact.

Randy Minstrels. According to Barry McGuire, the first lead singer who was in New York recently, Sparks' system needs to sustain because of the fact that no member of the nine-person group can be 'slashed out.' "It's a team effort," says McGuire, "and nobody in the audience gets hung up on any one. We see to it that there's always a lot going on for everybody so no one singer gets a chance to hog the spotlight."

The current commodification of Christy's is preparing for its first visit to England later this spring and it's expected that when the U. S. Rendition is an example of the Columbian Recording of "Saturday Night," Randy will add another U. S. ink push behind the Iron Curtain.

"Folk-Jazz"

And, as far as the future of the folk music goes, Condon feels that the surplus of folks-styled music today has made it tougher for new groups to come through and that the only way to do it is to come up with something different. "Folks-Jazz," he says, "seems to be going the same way as jazz developing off-shoots as it goes along." He believes that the newcomers are developing something like "folk-jazz" but, he concludes, "it's got to be done with taste and imagination if they are to score.

Women of More 'ortolani

NEW YORK — With the Academy Award nomination in the "Best Song" category for "More" already in hand, 36-year-old Italian composer Rita Ortolani is now spinning in to a full-blown American career. He's writing his first U. S. film score, "The Last of the Mohicans" and "The Seventh Dawn" and there are now other United Artists pictures in the works.

Providing the initial impetus for Ortolani's Atlantic crossing was a visit last summer by RCA Records President R. Mark which picked up the rights on the album "Pierrot Loa," which is based on "Mondo Cane" film and the score for the "Women of the World" movie. RCA has the soundtrack to "Mondo Cane" and Decca released the
Ray Anthony Dance

Little Slip Betwixt
Bunny Hip & ‘Swim’

Chicago — The man who set the dancing world on its ear 12 years ago with the Bunny Hop now brings again with something called “The Swim.”

Capitol recording artist Ray Anthony is currently creating a splash here in the Windy City. He and his “Swim Swimmers” are appearing nightly at the Living Room.

Capitol is even rushing out a pair of Swim tunes as this is being written: “Let’s All Do the Swim” and “Everybody Do the Swim.”

Each record sleeve carries a set of instructions and Anthony predicts the dance will catch hold with the kids, eventually moving into an adult market.

Dry Swimming

The dance movements resemble swim strokes. The girls wiggle their shoulders, wave their arms and swing their hips in a most intriguing manner. Just the thing to appeal to a novelty-conscious teen-age market.

Anthony said he found the Swim in San Francisco — much as he found the Bunny Hop in 1952. He immediately wrote four tunes to go with the dance, and it’s two of these that Capitol is releasing now.

If the Swim does nationally what it did in the Bay City, it could be our next dance craze.

To say that the club was only enjoying moderate success is putting it kindly. After the Swim took hold, the place was packed every evening.

The Galaxy is now holding finals on weekends. The selection has been compared to that of the Peppermint Lounge in New York with the Twist. Currently, Anthony is having a lot of luck with the Swim in the Living Room.

To Miami

From here, his next stop is Miami, and, considering climate, sun, etc. the Swim should be a natural for the vacation-minded Southern market.

To Anthony, of course, introducing dance steps is nothing new. Back in 1952, he played a one-nighter in San Francisco and noticed the kids doing a new step to a tune called “Blacksmith Blues.” Anthony wrote the Bunny Hop and the rest is history. He toured the country for over a year, and before he was done the Bunny Hop was a way of life.

Anthony later became involved with the Hokey Pokey and most recently the Twist.

Original Sound Track Recording

Available Immediately!

An Original Sound Track Recording

Ralph Nelson’s

Award Winning

Blies of the Field

Starring SIDNEY POITIER

Composed and Conducted by Jerry Goldsmith
Jester Hairston/Vocalist

LN 24094/BN 26094

Winner of 5 Academy Award Nominations:

Best Motion Picture of the Year
Best Performance by an Actor (Sidney Poitier)
Best Supporting Actress (Lilia Skala)
Best Screenplay — Based on Material from Another Medium
Best Achievement in Cinematography, Black and White

“Best Picture of 1963” — Philadelphia Inquirer
“Warmest Humanities Award” — Cue
“Picture of the Month” — Seventeen
“Family Medal Award” — Parents Magazine

3 Major Awards at Berlin Film Festival / Special Applause Citation Motion Picture Association of America

Dick Hadlock

March 28, 1964

Billboard 11
ANAL FREED IS INDICATED

NEW YORK — Alan Freed, New York and Los Angeles deejay, was indicted last week by a Federal Grand Jury on charges of evading $37,920 in income taxes for 1957 through 1959.

The charges stemmed primarily from Freed's failure to declare payola income received from record companies, etc., according to Robert I. McGorman, assistant United States Attorney.

Freed was hit for his payola activities in 1962 under New York State's commercial bribery law. He received a six-month suspended sentence and a $1300 fine after pleading guilty.

The former WINS deejay — frequently tagged the "Father of Rock-n-Roll" — is now living in Palm Springs, Calif. He had been associated with Los Angeles radio station KDAY for a period after leaving New York City.

ANOTHER SHOW

By NICK BIRBI

CHICAGO — Some not-too-subtle changes are injecting new excitement into an already bubbling radio picture here.

For one thing, three of the city's major stations — already barred on a change of format — all within the past two weeks. For another, the last remaining downtown metropolitan Pulse figure, WYRN, the kings retaining their thrones by the slice, are reported to be studying whether to shift among those who've

First things first. Program changes from minor to radical — are already occurring.

At WYRN, the change is to an A&B format, interesting to many that McDowall started with a R&B show when he took the station over little more than a year ago, but gradually switched to pop. Of late, there was even to different WYRN's sound from that of the line-up to a powerhouse WLS.

The change is to WYRN, the air schedule in the process, WYRN was losing air, an indication that McDowall originally said he was out to capture.

The fact that WYRN is already having a different format than the one that was introduced last week is in the remarkable climb in ratings by WYRN, the station that was launched in August, started some months after WOOL's-are. By Wizard Frank Ward (now with the Sonpering chain-WRXL)

WYRN literally gushed up the city's Negro audience and the station can now claim pager that is less than six years old are as good as high as second place.

The WRYN return to R&B is an attempt to get a stronger NHVON for the Negro Listener, and definitely could be an interesting one.

At WMAQ, the changes are more marginally and customers.

Chief architect is Mr. Teeny, appointed vice-president of record promotion.

Henderson has said nothing for the record but the feeling is that he will take WMAQ's virility in the new format and live it up considerably.

The city's promotion men — while happy with the new move — feel that they can't afford to let this format slip.

Freed's KDAY, the station's the WNEW in the new format for "radio.

For the Fed and conservative WMAQ, this would amount to a major revolution.

At WRXY, the appointment of a new program director in Stan Scott (formerly with WING, Dayton, Ohio) is expected to bring the station more life and a new local sound. WJID has been very much under the Ploegh. Scott's programming has been geared to the needs of the city. Scott has said he plans to keep the station's format.
THE HOT SINGLES

3545
3556
16598 Rosemarie
3535
3536 Myron
3541
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3548 Great
3551
3552
3555
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16582
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3577

Order Now From Your Nearest Distributor

Dot RECORDS proudly presents

THE HOT DOTS

“The Greatest Talent On Record”

THE HOT ALBUMS

3572 Early Hits of 1964 Lawrence Welk
3573 My True Love Wink Martindale
3574 Words of Inspiration by Aladdin
3575 Authentic Dave Shop Sounds
3580 Gene By the Brothers
3581 Hit Songs - Hit Sounds George Cates
3582 My Most Requested Literature
3583 Eddie Peabody Plays More Old-Timers
3584 Great Ragtime Hits Steve Allen
3585 Blue Velvet & 1956's Great Hits Billy Vaughn
3586 Greatest Ragtime Songs Hits Billy Vaughn
3587 Domino & Other Great Folk Songs Lennon Sisters & Cousins
3588 Town & Country Jimmie Rodgers
3589 Wonderful Summer Robin Ward
3590 Wonderful Wonderful Lawrence Welk
3591 The Fantastic Sounds of Eddie Easter At The Lowrey Organ
3592 Great Gospel - Great Hymns Vaughn Monroe
3593 The Touch of Your Lips Pat Boone
3594 Sugar Shack Jimmy Glenn
3595 A Tribute To The All-Time Greats Lawrence Welk
3596 Golden Organ Hits Jerry Burke
3597 Moran Forges Perhaps
3598 Wipe Out The Surfari
3599 Polka's Greatest Hits - Vol. 11 & Pat Ouchmen
3600 Pipeline The Chanterays
3601 1956's Early Hits Lawrence Welk
3602 Days of Wine & Roses Pat Boone
3603 Wally Time Lawrence Welk
3604 1967's Greatest Hits Billy Vaughn
3605 The Lennon Sisters' Favorites
3606 No One Will Ever Know Jimmie Rodgers
3607 Greatest Organ Hits Jerry Burke
3608 Vaughn Monroe - His Greatest Hits
3609 Moon River Lawrence Welk
3610 The Andrews' Sisters' Greatest Hits
3611 Callella Lawrence Welk
3612 Ragtime Piano Gal Ja Ann Castle
3613 Blue Hawaii Billy Vaughn
3614 The Millo Brothers' Great Hits
3615 Diamond Blues Johnny Maddox
3616 The Million Sellers Billy Vaughn
3617 Star Dust Pat Boone
3618 Sail Away Silvery Moon Billy Vaughn
3619 Pat's Great Hits Pat Boone
3620 Heavenly We Love Pat Boone
3621 Line Of The Indians Hal Aila
3622 The Ten Commandments Sound Track
3623 The Golden Instrumentals Billy Vaughn

THE HOT SINGLES

Best Sellers
16598 Rosemary/I Understand (Just How You Feel) Pat Boone
16581 Ghost Guitar/The Peanut Vendor George Cables
16582 Convicted/Sweet pea The Darrells
16583 Ain't Gonna Tell Nobody/Young Am (Jimmy Glenn
16584 Alley Cat/Theme From Outer Space Liberace
16585 Why Don't They Understand/Big Building Mel Martell
16586 It Hurts Me More Than It Hurts You/Don't Blame Me The Mills Brothers
16587 The World I Used To Know/I Forgot More Than You'll Ever Know Jimmie Rodgers
16588 Crying For Laura/I've Got A Girlfriend Dale Ward
16589 Walter's Hula Baby Bobbie Wayne Ward
16590 Stockholm/The Girl From Barbados Lawrence Welk
16591 Polka's Greatest Hits - Vol. 11 & Pat Ouchmen

New Releases
16602 Bealea, You Bug Me! / Bloomin' Bird The Bug Men
16603 Daytime Drugs Great Gently The Fireballs
16604 Good Feeling/Rollin' Around Worpin' Billy Holden
16605 This Is Daddy's Daddy's Daddy's The Lavenders
16606 Don't Be So Raunchy Fun Miss John Haylor
16607 The Run For Your Money The Rondels
16608 The Idea Of Heaven What's The Use The Mills Brothers
16609 They Are Coming From The Lord The Silhouettes
16605 Hey Sugar Isabella Ray Tanne
16607 The Reading Teacher/The Lifeguard Dick Whittinghill & Dick Ashman

www.americanradiohistory.com
**WASHINGTON**

### Top Stations

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<th>Call Letters</th>
<th>% of Total Points</th>
<th>Rank</th>
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### Top Jockeys

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<td>Larry Mucchi</td>
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<td>Jack Gacek</td>
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<td>Bob Fisher</td>
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**SEATTLE**

### Top Stations

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<th>Jockeys</th>
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<tr>
<td>1</td>
<td>Jimmy Quirk</td>
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<tr>
<td>2</td>
<td>Ken Montgomery</td>
</tr>
<tr>
<td>3</td>
<td>Lloyd Management</td>
</tr>
<tr>
<td>4</td>
<td>Fred Carlin</td>
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**STATIONS BY FORMAT**

**WASHINGTON**: Tenth largest market. Fifteen AM and 13 FM Survey includes Arlington, Va.; Fairfax, Va.; Bethesda, Silver Spring and Wheaton, Md.


**WPAC**: Bradbury Heights. 10,000 watts day. Independent. Music format: Contemporary. Station programs new singles and current hits. Highly identifiable air personalities. General Manager, Robert Howard, Program Director, Dean Griffith (also does air show 2 to 6 p.m. daily).

**WEAM**: Arlington, Va., 5,000 watts. Independent, Music format: Contem- porary. Station programs new singles and current hits. Intense emphasis on radio-vice-President, General Manager, Harry Averill.


**WBGG**: 5,000 watts. NBC owned. Music format: Standard. Emphasis is on LP's both new and stock. Light sprinkling of new singles of non-free nature. Station enjoys excellent news and public affairs image. Station Manager, Robert Howard, Program Director, Dean Griffith (also does air show 2 to 6 p.m. daily).

**WMAL**: 5,000 watts. Owned by Evening Star. ABC affiliate. Music format: Standard-Pop. Station plays wide variety of music of a non-rock nature culled primarily from current LPs. Some new singles are played. Highly identifiable air personalities. Network news aired from 6-10 p.m. before hour and localcasts every 30 minutes. Strong public and community affairs image. General Manager, Fred S. Housh. Program Director, Harold Green.

**WOL**: 1,000 watts day; 250 watts night. Independent, Mutual affiliate. Music format: Standard. Programming mainly from stock and current LPs. Few single records used. Manager, M. A. Campbell Jr.

**WQMR**: 1,000 watts day. A Connie B Gay station. Simulcasts AM-FM. Music format: Standard-Showplace. Station features heavy schedule of music from shows, original cast LPs and instrumental show tunes. Other music strictly from new and stock LPs. Music programmed in 15 minute clusters with commercials on quarter hour, Sundays at 1 p.m. Ed Winton narrates the story of a Broadway hit show. President and General Manager, Ed Winton. Music Director, Bob Welch.

**WAVA**: 1,000 watts day. Independent. Music format: Pop
**Middle-Road Singles**

Change-of-program from your librarian's shelves, featuring the disks that were the hottest in the land five years ago and ten years ago this week. Here are some of the highlights:

**POP—5 Years Ago**

March 30, 1959

1. Venza, F. Avalon, Chancelor
2. Come Sella Me, Flowerslee, Double
3. Darby Blades, Columbia
4. It's Just a Matter of Time, R. Benton, Mercury
5. Trapeze, T. Winwood, Forwood
6. John's Harmonica, B. Steele & the Toppers
7. No Never, Anyone Else But You, Cap
8. Pink Blushies, D. Stevens, Crystalites
9. I'm Too Young, R. Nelson, Imperial

**RHYTHM & BLUES—5 Years Ago**

March 30, 1959

Loney Taupin, J. Wilson, Brunswick
Where Were You (on Our Wedding Day)
1. L. Price, ABC-Paramount
2. Tyrone J. B. Brown, Federal
3. Everybody Likes to Be on the Scene, S. Gallup, Mercury

**POP—10 Years Ago**

Make Love to Me, J. Stafford, Columbia
Secret Love, B. Day, Columbia
I Get So Lonely, Four Knights, Capitol
Fly Me Away, Nat King Cole, Capitol
Young at Heart, F. Skafida, Capitol
Cross Over the Bridge, P. Pogue, Marfa
Hey Now, Casey Jones, Delta
Answer Me My Love, Nat King Cole, Capitol
That's Amore, D. Martin, Capitol
Three Time's The Charm, B. Geofoery, Mercury
It's Just a Matter of Time, R. Benton, Mercury

**Radio News**

Chicago—The American College of Radio Arts, Crafts and Sciences is holding its first day of seminars here Thursday and Friday. Among the speakers will be the surprise guest of honor:

Godfrey Guest
At Chi Seminar

CHICAGO — The American College of Radio Arts, Crafts and Sciences is holding its first day of seminars here Thursday and Friday. Among the speakers will be the surprise guest of honor.

Godfrey Guest will participate in one of the panels and will be the principal speaker at a dinner to be held here Thursday evening. The seminars will be held at the Conrad Hilton Hotel.

Don Mann, ACRAC presid-ent, said the purpose of the seminars is to fill the need for the field of broadcasting for a complete understanding of the advertising medium. The four seminars, being held from 2-6 p.m., are: 'Agency and Advertiser: Look at Radio—Radio Success Stores'; 'Radio, the Sales Mix'; 'Radio as a Marketing Tool' and 'Creating the Radio Commercial'.

Speakers will include broadcast representatives of Chicago advertising agencies.

Gotham FM'er

The Gotham FM'er will be the actual components of the sponsoring manufacturer's project. The music played on "Stations of the Future" will be an expression of the capabilities of the equipment and performance quality, not for gimmicks or pizzazz. However, the stations will be programmed to effectively utilize the new digital broadcasting technology. They will be aired, according to station spokesman. Dealers will receive information on how the series and plans are under way to present a complete system to dealers showroom from time to time.

**Program Notes**

1964 - President BALTIMORE: with R. C. Lee.

Softly, HE'LL LOVE on to Me.

HEART WITH Iron build IN Time Thirteenth Lee.

Papa. MGM Sammy Davis, mainly singles, Paul Davis on Capitol.

Answer Metropolitan and ABCParamount.

Influential Victor Papa.

To Be Continued from page 14

**Stations by Format**

Standard, Station offers wide range of musical fare—e.g., new singles and LP's, folk and comedy. High personality identification. Vice-President-Programmer, Herbert Davis. Program Director, Frank肺.


THEY'RE gals

(Arc.

BMI)

I'M Devil"

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11:11

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SINGLES REVIEW POLICY

Every single sent to Billboard for consideration for cover and/or listing in Billboard's review section is inspected to ensure its quality. The editors reserve the right to decline any single for review. The review is based on the record's musical merit, its performance, and overall impression of a single's success potential. The reviewers are unbiased and are not influenced by the record label, artist, or other factors. The reviews are not intended to be comprehensive or exhaustive, but rather provide a snapshot of the current music landscape.

C.W. SPOTLIGHTS

STONEWALL JACKSON

NOT MY KIND OF PEOPLE

(Myto.

BMI) (2:13) —

Weeper with a beat. Flip: "Give It Back to the Indians" (Miss Rose, BMI) (2:27).

Columbia 43011

BILLY WALKER

CIRCUMSTANCES

(Champion, BMI) (2:36) — Soulful, bitter weeper. Flip: "It's Lonesome" (Pamper, BMI) (2:12).

Columbia 43010

MARGIE BOWES

YOU GOTTAL GET Mail Gla

 jakiś with raw, rich Johnny Cash irony. Flip: "You Can Be Re

placed" (Champion-Moss Rose, BMI) (2:16).

Deca 31606

C. & W. SPECIALS

ORVILLE COUCH

STRike a Match (Llafyll-La-

vois) Dance Her By Me (Lellby-Vee ZAY 589

JOHNNY STILLS AND THE LOOKOUT MOUNTAIN BOYS

Babe Don't Leave Me (Alvina, BMI) (1:48) — Walk the Floor and Cry (Alvina, BMI) (2:07) VACIA 110

PHEE WING

AND REDD STEWART

Walkin' (Stanley, BMI) (2:25): Goodbyes New Orleans (Stanley, BMI) (2:04) STARDAY 646

JAZZ SPECIALS

NAT ADDERLEY QUINTET

Feb-Foo (Dillaro, BMI) (2:56): Half- Time (Billil, BMI) (2:28) RIVER- SIDE 4566

WES MONTGOMERY

All the Way (Maraville, ASCAP) (2:36) — Pretty Blue Jazz, (Standard, BMI) (2:26) CAPITOL 4572.

POLKA SPECIALS

ART PERKO

Row Row Polka (2:48) — Gong's Polka (2:46) DELTA INTL. 1002

HANS BALKER ORKEST

Polka Plastic (2:42) — Erika Waltz (Mojos, BMI) (2:13) DECCA 3156.

LATIN SPECIALS

MONGO SAMANTHA ORK AND LA LUPE

Beale Py Ti (Monga, BMI) (2:15): Montana Mendic (Mongol, BMI) (2:15) RIVERIDE 4576

Across-The-Board

KENNY BALL

FROM RUSSIA WITH LOVE (United Artists, ASCAP) (2:15) — Hot Dixie beat hits the pic tune. Flip is "Acapulco 1922" (Almo.

(BBM) FAPP 581

NAT KING COLE

PEOPLE (Chappell-Styne, ASCAP) (2:41) — Cole soul-singing on "If You Want Me To Be Hurt Anymore" (Bregman, Voco & Con, ASCAP) (2:26).

Capitol 1515

THE JOY STRINGS

IT'S AN OPEN SECRET (Coffioll, BMI) (1:55) — Joyens Salvation Army National beat hit from Britain. Flip is "We're Gonna Swing a Singing" (Coffioll, BMI) (2:55).

Alco 6292

Pop Standard

SPOTLIGHTS

GLORIA LYNNE

ANYTHING BUT BE MINE (Shapiro-Bernstein, ASCAP) (2:19) — Ballad in the "I Wish You Love" hit groove. Flip is "Soul Serenade" (Kilym-Vee, BMI) (2:49).

TOUS

DOMENIQUE (General, ASCAP) (2:30) — Nuns hit gets Dixie razzle

dazzle. Flip: "Sweet and Lovely" (Robbons, ASCAP) (2:11).

Liberty 55684

WYNTON KELLY

LITTLE RACY (Claruma, BMI) (2:39) — Calypso Elt to blue

swinger. New York City play forcing out single. Flip: "It's All Right" (Curris, BMI) (2:51). Yarbles 1016

POP STANDARD PROGRAMMING SPECIALS

KATHY KEERAN

A MODERN GIRL (South Mountain, BMI) (2:15) — Something (Colosimo, BMI) (1:57) DCP

1046

SHIRLEY BASSEY

I, Who Have Nothing (Tri-Collitt-

Moore, ASCAP) (2:41) — Imagine (ARC, ASCAP) (2:19) UNITED ARTISTS 699

ALLEN FUNT AND ORK

Cry Cry Cry (Barrs, BMI) (2:07) — Theme From the "Young Ones" (Coffioll, BMI) (2:26) Cameo 384.

CHET ATKINS

Firebird (Coro, BMI) (2:01) RCA Victor 3229.

JOHN BARRY SEVEN AND ORK

From Russia With Love (United Arts-

tic, ASCAP) (1:54) — G Biz (United Art-


HOT POP PROGRAMMING SPECIALS

PAUL REVERE & THE RAIDERS

Loco — Go Home (Darvy, BMI) (2:48) COLUMBIA 43004

THE SURFARI

Go Go Go for Louis's Place (Cham-

pion, BMI) (2:41) — Scare up the Surfari (Bill & Roque, BMI) (1:56) DECCA 3316.

RATTING SINGERS

The Ballad of Munana Rosa Parks (Rhodes-Ambros, BMI) (2:19) — Te-

bron the Ballad of Munana Rosa Parks, BMI) (2:45) MGM 1322.

ALLEN JACOBS

Julie Never Meant a Thing (Jack, BMI) (2:21) — My Beautiful Child (Big Buyer-Jack, BMI) (2:18) CAMI 212.

EDLEN KANE

Boy Radio (Cud, BMI) (2:10) FAKK 1901.

DON COYAY

The Frog (Congo-Farquahh-BWM) (2:20) FAKA 910.

BILLY REICHAM

Helpless (Champion, BMI) (2:30) DECCA 31567.

SHIRLEY MATTHEWS


JOHNNY REGAN

I'm Not Feeling You (First, BMI) (2:13) — This Time I'm Feeling You (Sesame-Grun-Columbia, BMI) (1:30) COLPIX 752.

CINDERMELLA

Baby, Baby I Still Love You (Seven Great Strings, BMI) (2:18) — Don't Wake Me (Sesame-Grun-Columbia, BMI) (1:41) SING Trio, BMI (2:30) DIMENSION 1826.

JACKIE TRENT

If You Love Me, Really Love Me (Dorcas, BMI) (2:20) — Once She Was As You (Cull 41) RAPP 583

ANNETTE

Muscle Reach Party (Djine, BMI) (1:47) — Dream About Frankie (Djine, BMI) (1:41) VICTA 432.

TONY ORLANDO

Tell Me What Can I Do (Vallet, BMI) (2:25) — We Don't Know It (Seven Great Strings, BMI) (2:17) EPIC 9683.
Now Exclusively on
CORAL RECORDS

THE CRESTS
their best since "16 Candles"

A LOVE TO LAST
A LIFETIME
c/w

YOU BLEW OUT
THE CANDLES
Coral 62403

Just Released!
The ONLY HIT Single . . .
Now in a HIT Album . . .

SHANGRI-LA
by
ROBERT MAXWELL
DL-4421—DL-74421 (Stereo)

NOW AVAILABLE AT ALL DECCA® BRANCHES
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
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<td>Connie Francis</td>
<td>JOHN</td>
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<td>FOUR DAYS THAT SHOCKED THE WORLD</td>
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Compiled from national retail sales and radio chart surveys by the Music Industry Trade of Record Market Research, Buffalo.
BREAKOUT ALBUMS

☆ NATIONAL BREAKOUTS
DAWN (Go Away) AND 11 OTHER GREAT SONGS
4 Seasons, Philips PINX 200-124 (M); PINX 400-124 (S)
Mozart: Requiem, Mozart, Requiem, Briston Symphony (Londav); RCA Victor LM 7300 (M); LSC 7000 (S)
☆ NEW ACTION LP's
These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in many sections.
JOLLY WHATI . . .
Beatles & Frank Field, Vee Jay VLP 1085 (M); V25 1065 (S)
SOMETHING SPECIAL FOR YOUNG LOVERS . .
Ray Charles Singers, Command RS 866 (M); RS 866 (S)
ROGER WILLIAMS' 10TH ANNIVERSARY/LIMITED EDITION . . .
Kopp KLE 1 (M); SKELE 1 (S)

JUMPING! JUMPING!!!
with a bullet every jump—in all trade magazines

ROME 35/MM . . .
Bash Light & His Orch, Command RS 863 (M); RS 863 (S)
GENE PITNEY'S BIG SIXTEEN . .
Muirer MA 2008 (M); HS 2008 (S)
FABULOUS . .
Dick Hyman at the Lovable Organ, Command RS 862 (M); RS 862 (S)
A STRANGER ON EARTH . .
Dinah Washington, Roulette R 25553 (M); SR 25553 (S)
AIN'T THAT GOOD NEWS . .
Sam Cooke, RCA Victor LPM 2999 (M); LSP 2999 (S)
OUTER LIMITS . .
Jerry Cule & His Spacemen, Capitol T 2044 (M); ST 2044 (S)
NAIVE BLUE . .
Dione Benay, 30th Century-Fox TFA 3133 (M); TFS 4133 (S)
WHAT MAKES SAMMY RUN? . .
Original Cast, Columbia KC1 6560 (M); KCS 5440 (S)
LONELY GUITAR
Duane Eddy, RCA Victor LPM 2798 (M); LSP 2798 (S)

Bobby Bland's
"AIN'T NOTHING YOU CAN DO"
(ABOUT THIS)
DUKE 375
"BROKE," IN EVERY PRINCIPLE CITY IN THE UNITED STATES.
TOP FORTY IN ALL CHARTS.

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2809 ERASTUS STREET, HOUSTON 26, TEXAS. OR 3-2611

(Continued on page 47)
COUNTRY D. J. OF THE WEEK

By BILL SACHS

The jumping yodeler, Kenny Roberts, appeared on WLS's "World's Original Jamboree," WLS-FM, Chicago (21), and April 11-12 will be featured as King of the Yodelers at Henry's Long Island and Brooklyn respectively for promotion of "Country Dance." Roberts is to leave his daily TV shows on WNEM-TV, Saginaw, Mich., now he has been allowed in the area, according to the latest ARB and Nielsen ratings. Roberts is on a tour a day hour, starting at 4:30 p.m., spinning records, singing country and country music. He invites country artists to show him their latest releases for spinning on his show. Formerly headed the King on the label, Kenny is presently shopping for a new record affiliation.

They tell us that all proceeds from the LP, "Country Music Man," which spotlights the talents of Buck Owens, Merle Travis, Roy Clark, Joe and Roger Miller, Johnny Bond, Tommy Collins, Glen Campbell, Jean Shepard, and Roy Nichols, are being donated to the widows of deejay Cousin John Homan, who worked for many years out of Bakersfield, Calif. The Jim Glasser is celebrating the arrival of a new son born March 8 in Nashville. Kenny's the success, "Tadpole," Tallman Franks' first on Starday Records, the label is featured on another single, "Sadness," tallman is the franchise of "When the World's a Fire," and "Lullaby of the Franks' unit has just completed a Texas tour with Country John Homan and David Houston.

Station WCM's Radio Ranch Preludes, Norfolk, Va., presents its second of a series of country music specials at Norfolk Municipal Auditorium. April 19, WCM's recent show there pulled nearly 3,000 paid, with an estimated 2,000 turned away at two performances. According to George Beck, WCM president, the show broke all records for attendance and concession revenue. On the bill were Ray Price and His Cherokee Cowboys. (Continued on page 22)

WLS Old Settlers To Hold Reunion

CHICAGO—George C. Biggar, veteran radio station exec and talent booker, now affiliated with WLKB, DeKalb, Ill., is chairman of the WLS Old Settlers' Society reunion and dinner to be held at the Sher- man House here Sunday, March 11, in celebration of Station WLS's 30th anniversary.

Assisting Biggar in planning for the event is George R. Ferguson, WLS's均匀 Agreements, Inc., here. Both were formerly associated with WLS in the production of WLS's "National Barn Dance" and booking of big-name artists.

Efforts are being made by Biggar to contact WLS alumni who were employed here between April 12, 1924, and its debut of sales, March 18, 1923. These include such names as John Lair, Red Foley, Pat Buttrum, George Gees, Gene Autry, Fibber McGee and Cari Money.

LINDA LAURIE "JOSE HE SAY" KEECH 6001

SALES! SALES! SALES! SINGS

LIFE CAN HAVE MEANING HICKORY 1232

"Betty & Dupree" "Got My Mojo Working"

Billy Adams SUN RECORDS

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COUNTRY MUSlC CORNER

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY FOR WEEK ENDING 3/26/66

This Week Last Week

1 1 SAGINAW, MICHIGAN

Levy Frizzell, Columbia 42924

2 2 UNSTOPPABLE MAN

Johnny Cash, Columbia 42925

3 3 WELCOME TO MY WORLD

Clay Walker, RCA Victor 3809

4 4 B. J. THE D. J.

Shorewood Jackson, Columbia 42888

5 5 MILLS

Bobby Blevin, RCA Victor 4924

6 6 BEGGING TO YOU

Robert E. Robinson, RCA Victor 4920

7 7 YOUR HEART TURNED LEFT

Jim Reeves, United Artists 483

8 8 MOLLY

Willie Nelson, RCA Victor 4926

9 9 FIVE LITTLE FINGERS

The Beach Boys, Capitol 912

10 10 LONG GONE LONESOME BLUES

Hank Williams Jr., MCA 12308

11 11 A WEEK IN THE COUNTRY

Evelle Ashworth, Hickory 1225

12 12 YOU ARE MY FLOWER

Reba McEntire, RCA Victor 4925

13 13 TIMBER I'M FALLING

The Beach Boys, Capitol 912

14 14 I CAME IN THROUGH THE WINDWAS

Carl Smith, Columbia 42949

15 15 COAL mining OBSCURE

Rex handler, Giant 13708

16 16 --- MY HEART SKIPS A BEAT

Lynn Anderson, Columbia 42929

17 17 THIS WHITE CIRCLE ON MY FINGER

Waylon Jennings, Specialty 925

18 18 D. J. FOR A DAY

Neale Nugent, RCA Victor 31553

19 19 LOVE'S GONNA BE HERE

Buck Owens, Capitol 3283

20 20 --- THE SAME THINGS TO ME

Merle Haggard, RCA Victor 31530

21 21 EASY COME-EASY GO

Caravelli, Swan 1559

22 22 KEEPING UP WITH THE JONES

George Jones, United Artists 483

23 23 THE PILLOW WEARS NO HEMSTITCHES

Carl Smith, Columbia 42949

24 24 I'M A MANNEH

Ray Smokey, Mercury 723

25 25 GIRL FROM SPANISH TOWN

Emuel Austin, Sony 723

26 26 WAITING A LIFETIME

Joyce Landers, RCA Victor 31591

27 27 LOVE IS NO EXCUSE

Jim Reeves, United Artists 483

28 28 THESE THINGS ARE HAPPENING

Billy Walker, Columbia 42841

29 29 OLD RECORDS

Don Gibson, RCA Victor 4924

30 30 WIDOW MAKER

Wanda Jackson, CBS 31539

31 31 THE FILE

Bobby Bare, Mercury 723

32 32 HOKEY GEORGIE LOWDOW

Porter Wagoner, RCA Victor 31525

33 33 MY TEARS ARE OVERDUE

George Jones, United Artists 483

34 34 LINDA WITH THE LONELY EYES

Sonny James, Capitol 31577

35 35 LET'S GO ALL THE WAY

Merle Haggard, RCA Victor 31530

36 36 LAST DAY IN THE MINES

Dave Dudley, Mercury 723

37 37 DREAM HOUSE FOR SALE

Red Sovine, Fantasy 350

38 38 PASSING THROUGH

David Byrnes, Decca 73

39 39 THE LAST TOWN I PAINTED

George Jones, United Artists 483

40 40 BALTIMORE

Hank Thompson, RCA Victor 4924

41 41 THE UNDERWORLD MAN

David Price, Epic 1001

42 42 DOUBLE LIFE

Liberty 50046

43 43 EIGHT YEARS (And Two Children Later)

David Byrnes, Decca 73

44 44 THE VIOLET AND A ROSE

Dave Dudley, Mercury 723

45 45 I CAN STAND IT (As Long as She Can)

Bill Phillips, Decca 73

46 46 LOOKING FOR IN 64

Jimens, Chart 1060

47 47 CHICKASHAY

Hayden Blackburn, Fox 948

48 48 BURNING MEMORIES

Bill Phillips, Decca 73

49 49 NO THANKS I JUST HAD ONE

Morgan Southen & Farren Young, Mercury 723

50 46 I DON'T NEED MY TEARDROPS

Burton Luckin, RCA Victor 4924

www.americanradiohistory.com
WITH THE COUNTRY JOCKEYS

By BILL SACHS

Jockeys missed in the mailing on Don Wayne's Laurie Records release of "Tail Dark Stranger" may obtain a copy by writing on their station letterhead to Painted Desert Music, 720 17th Avenue, South, Nashville. Also available to jocks is Jim Klink's first writing, "The Death of John Kennedy," on the Seabird label. For your copy, write to Harold Showman at Station WYSC, Somerset, Pa. Klink is accompanied on the new wax by the Country String Pickers.

Country deejays are invited to write to Charles Wright, 706 North Bishop, Dallas, 75214, for a copy of Honnie Murray's new release on Vandan Records, "Evil of My Heart," K.W., "Train Train." Jim Smith, who for many years served as deejay in Oklahoma, Texas and Kansas, has just taken over the P.D. chores at KEV-Radio, Glendale, Calif., which is programming with a Top 50 in country tunes. The hottest disk in the Glendale sector these days, says surf deejay Jerry Inan's "A Place Down the Street," on the Winners Circle label. Chuck Spencer has taken over the spinning of country music at WMCO, Berlin, N. H., replacing Johnny Moore. Chuck is heard from 1-3 p.m., six days a week, with his "C&W House Party." Country music vet Gabby Tucker has available deejay copies of Chris Collins' new one on the sleeper label titled "Learning to Pick." For your copy write on your station letterhead to Tucker at 5334 Sexton, Houston, Tex. 77018.

Deejay Buddy Dean, since making the move recently to KHEK-Radio, Santa Maria, Calif., been programming a country record and story leg three weeks, featuring top country artists. The program runs 15 minutes in music and story form.

The good part, Buddy says, is that the program is sold out, but the bad side of it is that he is running out of good material and releases. He asks that artists with a story and a new release contact him. Address in care of the station, 605 West Main, Santa Maria, Calif., 93401, WBUG, Ridgefield, S. C., bows soon as a brand-new station, spotlighting two c.w. deejays as stated.

James W. Swoort, WBUG, promises that all releases received will receive maximum air play and promotion. Address here at Box 86, Ridgefield, S. C.

We need c&w singles and albums from the following labels: Columbia, United Artists, MGM, Warner Bros. and Germano.

RSIs (Record Source International) singles and album services can be the PLUS you're looking for.

If you need:
Hot 100 Singles
Easy Listening Singles
C & W Singles
Pop Albums - Classical Albums - Jazz Albums
Albums to build your basic library.

Just complete the following and mail today.

Please send details and costs for RS1 Record and Album Services to:

Radio Station
Street Address

City, State & Code

Attention

RECORD SOURCE INTERNATIONAL
Dept. 314, 165 W. 46th Street
New York, N. Y., 10036
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Coming Soon... Record Preview

Billboard's brand-new Consumer LP Catalog-Magazine offered exclusively through dealers

Dealers want it... record fans want it... the whole record industry needs and wants it—a regularly published LP record magazine-catalog to help dealers sell more to their customers and help their customers buy more of the albums they enjoy most.

Billboard's Fall Record Gift Catalog proved it with a distribution, through dealers, of almost a quarter million copies.

And now it is the follow-up to the super-successful "Records Make Wonderful Gifts" catalog. Billboard's new RECORD PREVIEW provides dealers with the same valuable information about the latest and hottest records, and covers the same categories in the same format. Complete new RECORD PREVIEW is on sale beginning this month and will sell to dealers for 20 cents a copy...

Record Preview...

... a full color catalog of latest, most promising albums...
... a bestseller guide...
... with more of everything to help dealers sell more albums all year round.

DEALERS!
ORDER NOW FOR ALL FOUR 1964 ISSUES AND—SAVE, SAVE, SAVE!

Here's an example of how these savings can work for you:

Dealer calculates his needs as follows:

- 500 copies per issue of the LP's for his 30 customers... this would cost $50, or 10 cents per copy.
- wholesale savings of all four 1964 issues and one order╱a single order for all four. 50 copies each of all the 400 or so LP's, total cost of $200—only 8.5 cents per copy.

SPECIAL BONUS!

- DEALERS!
- ORDER NOW FOR ALL FOUR 1964 ISSUES AND—SAVE, SAVE, SAVE!

This handsome Record Preview display carton is available to you FREE with orders that total 5,000 copies or more.

USE THE HANDY FORM NOW TO PLACE YOUR ORDER... AND SAVE MONEY!

This cover and all album illustrations inside will be in dramatic full color!!

Is "DOLLY" a New "Fair Lady"?

DEALERS!
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Is "DOLLY" a New "Fair Lady"?
ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 2 by 5 cards these biographies will help you build a consistent file of such data.

THE SEARCHERS (Kapp)
PM: Les Ackerly
NAMES: Chris Curtis, Tony Jackson, Mike Pender and John McNally. Ranging in age from 21 to 23, the Searchers are another vocal and instrumental group from Liverpool, England. Originating as a backing group for a pop singer, they decided to move on their own in 1962. Within a year of playing dates in Britain and Europe they were signed to a recording contract, working steadily. They appeared on Roy Orbison's tour and have worked with Tommy Roe and Bobby Bland. Future plans for the group include a trip to the United States.

LATEST SINGLE: "Needles and Pins" is No. 20 in its fourth week on Billboard's Hot 100 chart.

FCG OKAYS SALES PLAN
WASHINGTON — The FM Group Sales Plan, organized to get national spot advertising for member FM licensees, received the blessing of the Federal Communications Commission recently, with two reservations that may mean nothing.

In answer to FM Sales' query on the matter of a combination rate plan, the FCC questions whether a station member has the right to offer an advertiser lower prices as a group member than he would in individual negotiation. FCC fears this might work against a competing FM'er who doesn't choose to join the group, or an advertiser who wants to deal with a single station. FCC wants to hear further from them on this.

Also, for the month of Lester Villon (WFMQ), Chicago FM station owner, presents a conflict of interest with the FCC's definition of advertising in FM Group Sales. Villon is 25 per cent shareholder in the Graham Sale corporation and an officer of the company. FM Sales says Villon stepped acting for any Chicago FM station in March of 1963, and no longer has any access to rate data of other Chicago FM licensees. Nevertheless, for the "rainy season potential" that Villon could favor his own station in districting for the group with an advertiser who wanted to buy time on some, but not all, of the Chicago FM's.

On the plus side, FCC warmly approves the practice of FM stations gaining on some $20,000,000 in national spot advertising in less than a year of operation. Sales were made for member stations in Chicago, Los Angeles, San Francisco, New York, Detroit, Cleveland, Boston, Baltimore and Washington. The majority of the national spot advertisers had not used FM previously to Group Sales, FCC points out.

DOBBY GODBLOSH "WHENEVER HE HOLDS YOU"
U.A. #710

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"Kookiest Teen-Ager"
DALLAS — Radio Station KBOX (Dallas), in cooperation with the Virgin and Wynn, two local theaters, is conducting a contest to find the "Kookiest Teen-Ager" in the contest part of the promotion new Walt Disney picture, "The Misadventures of Merlin Jones." The contest winner will become the center of attention by doing a stunt as a deejay at KBOX and the Wynn at a downtown Dallas parade. He will also be a co-host of the station's "Monte Carlo" show and attend a party for 12 with dinner at Holiday Inn Central, plus other prizes.

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By OMER ANDERSON

BONN — The German performing rights organization — GEMA — is at loggerheads with the German electronics retail trade over its demand that the dealers pay an annual performing rights fee for demonstrating their wares.

It is GEMA’s contention that when the retailer switches on a radio, a television set or a tape recorder to show the set, he will probably play music. This is the unauthorised use of music for commercial purposes; ergo, a fee is in order.

GEMA is demanding an annual fee of 36 Deutschmarks (59) from each retailer. GEMA figures that there are some 30,000 to 40,000 dealers of electronic goods in West Germany, and, conversely, retail trade from private tape playing alone counts on to endorse and strive to apply to West Germany any new sources of royalties conceivable in the U.S.

German Small Take

GEMA is voicing strong dissatisfaction at the proportionately small take of German authors-composers abroad. The feeling here is that other performing rights societies are asleep at the switch, and that it is unjust that foreign authors should be exempted from GEMA’s imagination and recompense, while their own performing rights remittances remain passive.

The German hand does not admire GEMA’s enterprise, however.

On the contrary, the retailer has also insisted that GEMA’s initiative with the wholesalers is a demand for permission of the copyright draft bill to include a panorama of the retail trade from royalty payments on the way private taping is excluded from scope of the draft law.

The German hand claims GEMA’s demand is outrageous, in that a complete work of music is not demonstrative purposes and that fragmentary use is admitted with speech and in the case of TV film.

New Peak in Japanese Trade

Tokyo—According to the annulative by the Phonogram and Record Association, the record production during 1972 reached its highest peak in history. The production was 5,534,834 records or 558,107,876 pressed prices. Its breakdown is 33 r.p.m, 5,036,127,; EP’s, 1,996,719; singles, 37,263,835, and 78 r.p.m., 25,153, LP indicates an increase of 25.3 per cent. EP’s showed an increase of 109.5 per cent, an increase of 3.4 per cent, and 78 r.p.m., disk shows a decrease of 95.7 per cent in comparison with 1962.

In total, the report shows an increase of 16.3 per cent in quantity sold and a gain of 21.2 per cent in revenue.

The report covers the above figures are about 15,458,191 records or $2,917,729. Stereo production has increased by about 40 per cent of the total value. This very rapid sale is helped by various kinds of top-prioritised stereo players being marketed one after another.

Plagued by Trouble. Helen Shapiro: British pop singer, really had trouble with her long-standing show. While trying to tele-record a much heralded TV show, the arrangement caught cold and drew less than favorable criticism from the press during a pre-taped appearance. The p.a. criticism was due to the shortness of the promo which did not leave enough on-stage time for Miss Shapiro. She is shown here during one of her less hectic moments at the police post overlooking Red China.

LONDON—The Beatles begin their next U.S. tour on the West Coast August 18 and it will take them through the continent reaching New York in time to do an "Ed Sullivan Show" this August. The climax to the tour is the twelfth of Chicago, and there will be a rush to see "The Beatles" at the Coliseum and then the "Carnival of Souls" at the Palladium.

Two songs which will "Can’t Buy Me Love" and "You Can’t Do That" — the tracks on their latest single — and another two are called "I Should Have Known Better" and "1 Love Her"

The music of recording for their first album has been released by British Railways at $2,300.00 a day. A home date for the Beatles is the New Music Festival concert at Wembley (London) Empire Pool April 26. The three-hour event is to be televised network by NBC in two parts on following Sundays. The thousands have tickets for the all-star concert—but many more are expected to invade the area on the date.

Another Beatles item concerns Tony Sheridan, before returning to Hamburg after his 10-day promotional visit, Polydor’s Tony Sheridan was reunited with the Beatles, the group with which he worked the current U.S. hit on MGM, "My Bonnie." Sheridan expected to be in the U.S. this spring for TV and radio dates, and to record. As a singer also had talks with Beatles manager Brian Epstein, nature of which has not yet been disclosed, but a pact may have been signed. Meanwhile Polydor has come out with some more unusual Beatles albums, to be released, and is believed to be reading a single which features John Lennon singing "Ain’t She Sweet."
**BEST SELLING RECORDS**

**Pre-Recorded Tape**

Below is a list of the best selling pre-recorded tapes. This chart is compiled from pre-recorded tape rental return data accumulated by various companies in the field for a select period. Popularity tests as well as critical tests and other types of pre-recorded tape will be reported in their respective pages with emphasis on popular titles.

**Popular Reels**

<table>
<thead>
<tr>
<th>TITLE</th>
<th>Artist, Label &amp; No.</th>
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<tbody>
<tr>
<td>1</td>
<td>WEST SIDE STORY</td>
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<tr>
<td>2</td>
<td>SOUTH PACIFIC</td>
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<tr>
<td>3</td>
<td>I LEFT MY HEART IN SAN FRANCISCO</td>
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<td>4</td>
<td>HONEY IN THE HORN</td>
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<tr>
<td>5</td>
<td>MUSIC FOR LOVERS ONLY</td>
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<td>6</td>
<td>THEMES FOR YOUNG LOVERS</td>
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<td>7</td>
<td>SOUND OF MUSIC</td>
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<tr>
<td>8</td>
<td>CHARADE</td>
</tr>
<tr>
<td>9</td>
<td>1960 MOON RIVER &amp; OTHER GREAT MOVIE THEMES</td>
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**BEST SELLING PHONOGRAPH RECORDS & TAPE RECORDERETS**

These are the nation's best sellers by manufacturers based on reports of a monthly study using personal interviews in 11 cities, representing the national cross-section of record-selling outlets only; that also sell phonographs, radios and/or tape recorders. The figures below show manufacturers earning 5 per cent or more of any of the total sales points are listed below.

**Phonograph Sales**

<table>
<thead>
<tr>
<th>LETTER</th>
<th>DATE</th>
<th>ISSUE</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
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<tr>
<td>1</td>
<td>12/4/63</td>
<td>15%</td>
<td>Magnavox</td>
<td>46.8</td>
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<tr>
<td>2</td>
<td>12/15/63</td>
<td>15%</td>
<td>RCA Victor</td>
<td>9.0</td>
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<td>3</td>
<td>12/22/63</td>
<td>15%</td>
<td>Fisher</td>
<td>8.7</td>
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<tr>
<td>4</td>
<td>12/29/63</td>
<td>15%</td>
<td>Curtis-Mason</td>
<td>3.7</td>
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<tr>
<td>5</td>
<td>1/5/64</td>
<td>15%</td>
<td>General Electric</td>
<td>5.4</td>
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<tr>
<td>6</td>
<td>1/12/64</td>
<td>15%</td>
<td>Pilot</td>
<td>5.0</td>
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<tr>
<td>7</td>
<td>1/19/64</td>
<td>15%</td>
<td>Others</td>
<td>18.4</td>
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**AUTO ERRORS**

Auto stereos: Tape-In-Car

**BY ELLIOT TIEGEL**

HOLLYWOOD—Auto stereos, whether they be tape, disc or compact-disc players, are riding high in the Los Angeles area. Music City has been selling more than 50,000 tape units every month and it appears that the market is expanding significantly.

The problem is said to center on the exploitation of the various types of units sold by the 14 companies which offer their artists to Auto stereos. The week's report (Continued on page 30)

**NAMM Vows Total Selling**

CHICAGO—"Total Selling for Music Stores" will be the theme of an all-day advertising clinic kicking off the National Association of Music Merchants' 1964 Music Show here June 28. The session will be conducted by retail advertising expert Clyde Bedell, who will also be available for informal meetings throughout the week of the show for individual consultations. The emphasis on the program will be devoted to "How to Convert White Space Into Paying Sales." Only open to NAMA members, the clinic will cost $39.95 per member.

Another Music Show program, open only to NAMA members, will be for developing products for the electronic industries Association for the more effective selling of products, including electronics, which are scheduled to be planned at the recent EIA Spring Convention in Washington. The meeting will focus on the selling of home entertainment products to include an exhibit of consumer electronic products of the future.
Dealers’ Big Problem: "Discounting by Others"

By DAVID LACHENBRUCH

Equipment Editor

SALESMAN: Is there anything I can help you with, sir?

MR. CUSTOMER: Yes. My wife and I would like to see something in stereo.

SALESMAN: MR. CUSTOMER:...Italian provincial, if you have it. We really want something, really, right this way. I'll show you the Super-Vitavox All-Transistor Record Player. You've probably seen it advertised.

MR. C: Yes, I have.

SALESMAN: MR. C: In Playboy.

MR. C: No, I don't think I have.

SALESMAN: Isn't it a beauty?

MR. C: No, it's not Italian provincial.

SALESMAN: MR. C: That's the panel: You'd think, ma'am. It's French Provincial. Almost the same thing. All genuine hardwood veneers and solids.

MR. C: What are veneers and solids?

SALESMAN: Those are the things they make stereo cabinets of.

MR. C: Well, I really wanted Italian provincial.

SALESMAN: Just listen to this stereo. If you like it, then I'll see if we have it in Danish Modern.

MR. C: Italian Provincial.

SALESMAN: Sorry, that's what I meant. Just listen to this tone. Wait a minute, I'll find a record.

SALESMAN: MR. C: Well, I have it as soon as you're done. Let's record the line-in now. Your record. Let's. MR. C: They sure put a lot of knobs in them nowadays.

SALESMAN: Have to, you know. Now this knob is your Dynamic Equalizer.

MR. C: What's that?

SALESMAN: Well, it equalizes dynamically.

MR. C: Does that have to be there?

SALESMAN: No, you don't really need it. It's not on the cheaper models. I've experimented with it, and it doesn't seem to make any difference whether or not it is on. I usually leave it off, but it's good to have in case you need it.

SALESMAN: MR. C: What's this "Gold Sound Filter" that the ads talk about? Is it really that important?

SALESMAN: Well, we had one of these sets apart in the shop, and it seems to be a piece of parchment in front of the speaker. It gives us a chance to decide how it is. MR. C: Yes. Can we hear it?

SALESMAN: Well, the record still seems to be there, but the audio first. This is the latest model FM stereo tuner. You have ever heard of RCA television?

MR. C: I don't think so.

SALESMAN: Well, you've got a real treat coming. See that little red light? That's the Stereolightsearchlight. When that lights up, you're listening to FM stereo. You just turn it up, and it tones down, and there you go. Now see that light? That means you're listening to FM stereo.

MR. C: I don't hear anything.

SALESMAN: Put your foot on the volume. That's your own light bulb. MR. C: How about this one? It says "loudness."

SALESMAN: Yes, maybe that's what it is. There...

SALESMAN: MR. C: Seems to be coming all out one side.

SALESMAN: Well, that's easily adjusted with the special Screwless, Len Control. Just like a tone on a piano. Just as soon as I find it. Now, how's that there...

SALESMAN: MR. C: Now it's all coming out the other side.

SALESMAN: I think you're standing in the wrong place. Move a little further back, and more of this instrument. Now I'll move this balance control and you will see when it's the same out of both sides.

SALESMAN: Well, there's a lot of electrical apparatus around here. I won't be able to get that end of the line now. Wait till you hear a stereo record on this fine instrument. It seems to be 200 watts, you know. All we need is a little more balance in the effect.

SALESMAN: Well, it's all there. Those are just different ways of saying the same thing. There is 20 watts, or 100 watts, or 200 watts. It can't be all the same thing.

SALESMAN: Well, the proof is in the hearing. Listen to this record. The proof is in the Andrs Kostelanetz.

MR. C: He's my favorite.

SALESMAN: Looking at record. Oh, I thought this was to be here. But that will be the Beatles. Anyway, it will give you an idea. This Machine is used for.... Music starter with Fluid Drive pickup. No need to keep turning the machine on. MR. C: Well, how does it get the music off the...something?

SALESMAN: A little thing called a stylus. No, I just push this little button marked "P". You can't use it to warm up. There. Do you think of that?

MR. C: It all seems to be coming out of the left.

MR. C: I think we'd better go. John, I'm late for something. We have to go.

SALESMAN: MR. C: Well, thank you very much. We want to look around some more.

MR. C: Noted.

SALESMAN: And if you are interested in color television...

MR. C: We'll be back. (They leave).

SALESMAN: Well, I'll tell you how I sold them. You're going to like the display. They'll be pleased to get in the room and look at the parts. They'll get the other end of the cabinet. No no no...
Coin Machine OPERATING
- MUSIC MACHINE PROGRAMMING
- DOUBLE PLAY DIALS
- RECENT STEREO RELEASES
- BULK VENDING

U. S. Shows No Push In European Sales

By OMER ANDERSON
PADERBORN, West Germany—There is a large unsatisfied demand in Europe for U. S. coin machines, according to a veteran German distributor.

Heinrich Hecker, one of this country’s largest distributors, has a bigger market for U. S. equipment than he is able to supply—and he has taken the unusual step of appealing to U. S. coin machine firms directly.

Hecker is inviting U. S. manufacturers to contact him with price quotations for U. S. parts. He states that U.S. coin machine manufacturers are hardly hard-sell in handling European business. When no salesmen visit his place, Hecker has contacted the U. S. Department of Commerce.

Feb Salesmen

A dearth of U. S. coin machine salesmen is similarly reported in the Atlantic Community’s great coin market, posteuropean, with frontiers—ripe wherever the salesmen materialize.

Pan-Nordic Automation AB was unable to locate any U. S. coin machine firm with a salesman in its area—at least finally.

MONY Asks Info

On Stolen Units

NEW YORK—Music Operators of New York, Inc., have notified their membership that two locally made coin phonographs have been hijacked. The machines are a Wurlitzer 2150, serial number 1803, and an AMI 200 stereo, serial number 2000. Operators are urged to give any information they may receive about the missing machines to Ben Chinsky, MONY manager.

Selden Have Valley Manufacturing Company’s bumber coin tables received so much attention. French actress Denise Darcel tripped at the recently installed model in Chicago’s Playboy Club, with Bunny Kathy looking on. Kathy jokes on all chau- lengers and once beat billiard champ Willie Mosconi five times out of five.

Vi. Senate Tables Bill To Reduce Pinball Fees

MONTPELIER, Vt.—Following a lively debate recently, the State Senate tabled a bill calling for the state to charge a 25¢ fee for the pinball machine licensing fee.

Supporting the measure “re- spectfully,” Sen. Reid LeFevre of Bennington, a well-known car- man who operates the King Red Shoo during the summer, said it would not only stop a situation whereby most bar owners would remove the coin slot in the machines to evade paying the large licensing fee. He said he would favor amendment to cut the $100 fee.

Sen. Eugene V. Clark, also of Bennington, proposed decreasing the fee to 50¢, but there was strong opposition from Sen. George C. Morse of Cal- donia, who declared pinball machines were “a disgrace to Ver- mont.” He charged that he was young and old people in his area were “frustrating away” money on them.

Sen. Morse was further assured when a 25¢ fee was urged by Sen. John J. O’Brien, who said he wasn’t talking about pinball machines in gas stations, but those located in clubs “like the Knights of Columbus,” Elks, Moose, Jaycees, Masons, Shriners, Lions, Eagles, etc.

Sen. O’Brien pointed out that these organizations have a limited clientele and should not be forced to pay a large licensing fee on the machines.

After the State Senate had as- sented to a request by Sen, Charles W. Deleaney that the bill be tabled, Sen. O’Brien in- sisted upon having the last word.

“This bill is the type of junk that is going on in the special session,” he said, “and I don’t blame the people at home for getting angry with the Legislature.”

European News Briefs

Serenade Sales

BINGEN, W. Germany—George Coughtry, who has be- come a main Loewen-Automation Serenade phonograph distributor in the United Kingdom, has placed an order worth more than £250,000 with the Bingan concern.

Coughtry, the U.K. distributor for the Jennings and Kenney machines, was accompanied in Bingen by his London director, Ted Jenkins.

Coughtry calls the Serenade a “revolutionary” phonograph. He said, “You can strip the en- tire phonograph down without using a screwdriver. The manu- facturer claims it takes less time to dismantle a phonograph than to play a single record—easily 59 seconds. That’s quite cor-"
COINMEN IN THE NEWS

Denver Doings

Gene Boucher, operator from Autotab in Denver, on a trip to visit Denver distributors on March 2, reporting over an hour to drive 28 miles in a howling snowstorm to pick up a new phonograph, a pin game and pay a few bills. Leo Negri, outside man for Mountain Distributors, Rocky-Colorado area, had just let here, spent most of late February in Visiting Wyoming operators as far north as Casper. Volume is a bit slow in the Cowboy State after the first time in many years, Negri reports.

All record distributors in the Denver area are still alert at the effect the Beatles' appearance on the Ed Sullivan show has had on their operations. Operators who never before thought much about phonograph sales, now find any disk were ordering 30, 40 and even 50 pressings of Beatles numbers to fill up all of their phonograph locations, distributors report. Van Sunderland, of Gunnison, Colo., visited several Denver distributors in early March, reporting that he had gone into the coffee vending field of sales support and feels will be a considerable slowdown in cigarette vending, following imposition of new state and local taxes. In to buy two new phonographs and a truckload of repair parts at Mountain Distributors recently was Bryan Edwards, phonograph operator from Douglas, Wy. Popular operator Chuck Morrison, of Leadville, Colo., already a frequent visitor to Denver distributors will be around much more now since he has been appointed a city councilman for the high mountain community. Morrison, an operator of two decades' standing, undoubtedly has one of the highest routes in the world with most of his phonograph locations now well above the 10,000-foot level in high-altitude Colorado towns.

In another report that he pays probably the highest license fee of any operator in the State for the sale of phonographs to the community involved—amounting to $1,000 to $1,500 a year in Leadville area. Operator Walter Morris, who has a string of arcade locations along with his phonograph routes, took an extended vacation recently.

Bob Latimer

Philadelphia Findings

Liberty Bell Vendings, Inc., was busy tonight with deals in the operation of electrical and automatic machines and coin-operated devices of every kind and description, according to the application for business charter filed by the firm's attorney, Theodore S. Gutowski.

Southwick Vending Corporation, for the operation of all kinds of automatic and coin-operated machines, has another newly established firm setting up shop here. Electronically operated arrows for keeping score and returning arrows to the maker made possible for Charles Sanzorno to put bows and arrows on a coin basis in setting up archery lane as an urban Comishockey.

MAURIE ODENDROCK

Los Angeles Angles

Harry Duensing of Newport-Balboa, Calif., records that have added several of Southland's Little Pro golf games.... Bill Sochurek, coming from Riverside on a shopping tour.... Ralph Rader was too busy to make the meeting and to plan promotions for El Cajon and ordered longer distance telephone. Leo Wolcher of San Francisco is expected in town to look over his machines in Automatic Sales at West Pico.

Bill Fritz of the Paul A. Layton parts department is happy to report that he was following a fall from a ladder. He fractured his heel and was in the hospital for a couple of days. Jimmy Wilkins at Paul A. Layton reports that business is good in general and pool tables in particular. Wilkins is looking forward to his vacation and may make a trip to the place of Galesburg, Ill. It will be his first in seven years, he says. Neil Morris, with G. F. Cooper Music in Riverside, Calif., for years is off to his cattle ranch in Oregon, which he operates with his brother, Ed. Upon his return, Jack will take up duties as executive secretary of the National Operators.

Watler Cook of Palo Verde Estates is expanding his real estate and now has properties in Pearblossom and in the Yosumite area.... Tex Leerwas sold in Los Angeles, from in the interest of his Jet Music Distributing, Inc., the owner of Associated Coin Amusement Company, Oakland, and Jack Simon of Simon Distributing Company, Los Angeles, are in the Orient. When they return, they want to be here in Hong Kong.... Cecil Ellison of Deluxe Operating Company, Lancaster, stopped off to see Frank Mencur at Simon Distributing. The company recently resurfaced the front. Other improvements are in the office. Mencur of Simon delivered two truck loads of used equipment which the buyer drove to Central America, a distance of more than 4,000 miles, to ex-executive vice-president of Wurlitzer, and E. H. Loyd, Wurllizer counsel, made several trips to Los Angeles and visited the manufacturer of equipment manufactured by Clayton Ballard.... Ballard recently returned from a business trip to Las Vegas. Bill Worth of San Diego and Bill Yellin of Orange, Calif., made extended work in the Wurlitzer company.

The fire that destroyed 35 homes in the Southern California Angeles area came within five blocks of the home of the Clay-
Beatle-Lent Parley Hits Sales

By NICK BIRRO

CHICAGO — The combination of the Lenten season and the Beatles kept the jive box programming pretty stale there for the past several weeks.

The Lenten season is generally good for sales, but this year, what Lent didn’t kill off, the Beatles did.

An operator who has been in the business for quite a while is on a roll asking “what’s new,” get one answer, and it wasn’t the same thing. With a big handful of Beatle records climbing the charts, operators had little choice.

Most of the city’s jive boxes had several Beatle entries on at the same time. For many taverns, a new Beatle record was about as exciting as buying the old Elvis Presley tune, now on the Crummer.

Krug reports operator business “good,” though the record business in general is still a little slow. Krug noted that finally “something besides the Beatles” is starting to move.

At Singer, Fred Spiora notes good action on a pair of r&b tunes: “Rock Me Baby” by B. B. King on Kent and “You’re a Wonderful One” by Marvin Gaye on Tamla.


Spiora also speaks of orders received in advance on the Vee Jay single and EP by the Beatles.

Spiora describes business as slightly off, due primarily to the Lenten slump.

The ROWE-AMI RECORD MAGAZINE is stripped down by Cliffs Biltling at a service school sponsored in Chicago recently by Eddie Ginsberg’s Popular Music Company. Some 50 operators and servicemen were in attendance.

Rosen Heads Philly Fellowship Effort

PHILADELPHIA — The local amusement machine industry has supported a number of worthwhile charitable and civic causes here for many years as an industry. This year, for the first time, the industry-related foundations have been called upon to give support to the Fellowship Commission, approved equal opportunities for all people being carried on by the Fellowship Commission.

While many individual operators and distributors have been members of the Fellowship Commission for many years, this is the first time the Amusement Machine Foundation has set up its own annual membership enrollment. Representing all religious, racial and nationality groups in the community, the Fellowship Commission represents the united effort of all of the companies and individuals in the Greater Philadelphia area in the efforts to fight bigotry and discrimination and to promote “brotherly love” for all people of every race, color and creed.

Jefferson Fordham, Dean of the School of Law at the University of Pennsylvania, who is president of the Fellowship Commission, announced that David Rosen, president of David Rosen Machine and record distributor, will head the Amusement Machine Division for the annual membership enrollment.

“Our industry has a stake in the continued well-being of the community and I am certain that we will all accept the challenge.”

“TV Airings Promote Coin Shuffleboards

SEATTLE — Two coin shuffleboards and a game of Spades are shown weekly in this area over Station KTTH. A few years ago, they began with the American Company and it is continued. Since then the Lenten season has been sponsored by a local brewery and by American Shuffleboard. One beer company has dropped out, but it is reported that another is ready to take its place.

The popularity of the shows is attested to by their continued airings since November 1963, when the cushion play began. The KTTH shows began in early 1964 and now have their own time slot on Wednesday nights from 8 to 9 p.m. Punt shuffleboard shows are shown on the same day at the same hour. If games are unfinished at the end of the KTTH program, the people left off the following week. Each team consists of two players, the winners receiving a dollar for each team that wins five prizes or five series of three games is entitled to a free bumper ball. The program airs at the end of Lenten season.

He left his widow and two daughters, one married and the other a college student at Lumbeth College, Jackson, Tenn. He was a former American football player and outstanding as a baseball player, track star and baseball player in college. He was a star fullback for Ole Miss for 1934-1936.

Burglars Rob Canale’s Safe

MEMPHIS — Burglars broke into the building of Canale Enterprises, Inc. last week, but turned the place and robbed it of $97,316 cash, $290 in checks and a diamond ring valued at $1,000.

Drew J. Canale, president of the company and a leader in the coin machine industry, dis-
TEN TOP TUNES

Rack Up Substantial Profit Increases

Only Wurlitzer has it! Ten Top Tunes for a half-dollar at the press of a Golden Bar. Consistently proven to produce important increases in profits over phonographs that lack this intriguing feature. Install a Wurlitzer 2800 with this musical bargain in any location and watch the flow of half-dollars that follows.

Ask Your Distributor for Details

THE WURLITZER COMPANY  108 Years of Musical Experience  NORTH TONAWANDA, N. Y.
Harby Will Show
Newest Models

HOMBYS, Calif. — Harby Industries will show a new and improved King Koin bulk vend-
er along with the new swing and economy stands at the conven-
tion of the National Vendors Asso-
ciation in Miami Beach April 15-18, Harold Probus, owner-
manager of the manufacturing firm, said here.

The features, available on ma-
chines now being shipped, in-
clude the new tall plastic globe
that doubles the capacity to 12
pounds of century gume, the
false bottom for increased coin
capacity, and which is a design
patent has been applied, and the
altered acrylic paint job in-
stead of the red with black trim-
ing.

DOOR PRIZE drawing at the Eppy-Vendall Minneapolis sales
meeting found the above group before the camera. In front, left to
right, are Helen Eppy and her husband Earl, president
of Vendall Distributing, and John Morris, Leaf Bell Gum
Company. In rear are Sid Eppy, Eppy Charms, Inc.; DuWayne
Lohrke, Vendall management, and John Eppy, president
of Eppy Charms. Prizes included a Victor Vending Company
machine, a 4-unit Northwestern machine and Leaf Gum mer-
chandise.

MINNEAPOLIS — The first
regional sales exhibit and clinic
ever attention of the Eppy Charms,
Inc., of New York, held at the
Hotel Sheridan-Ritz here, March
13-15, was a resounding success,
drawing more than 200 small
operators from Minnesota, Wis-
connia, Iowa and North and South
Dakota.

Invitations had been sent out
to a radius of 400 miles, and
many traveled a good part of the
distance to attend. George Eppy,
president, said, "This re-
sponse has so encouraged us we
now want to do this as a regular
event in eight to 10 sections of
the country every year."

The success of the Minneapolis
show has prompted Eppy to do a
quick repeat for Chicago opera-
tors at the Sheridan Chicago
Friday through Sunday (20-22),
and there may possibly be an
other show in Dallas before the
April 15 NVA convention in
Mi.

The small operators are the
backbone of this industry," Eppy
said, "and yet many of them
couldn't afford a trip to the na-
tional show. For some years now
we've been thinking about com-
ing to them and this year have
finally managed to do so.

Besides viewing the 1964
Eppy charm line and new North-
western machines displayed by
the Vendall Distributing Com-
pany, Minneapolis, co-host at
the event, operators talked shop
with the Eppys, Vendall execu-
tives and each other in what
some called a unique opportunity
to discuss common problems.

These discussions comprised the
clinic feature of the weekend
and gave some operators their
first chance to learn solutions
that non-competitors in
distant areas had discovered.

Charm hits of the show in the
ordering area were the gold-
plated Kennedy photo ring and
jeweled rings from Hong Kong
in capsules.

Earl Grout, president of
Vendall said, "We've never done
this before, but we jumped at the
chance to show with the Eppys,
Vendall executives, and the
response we've had this week-
end there will be one of these
eyery year."

Illinois Softens Decal
Provision for Bulk Ops

CHICAGO—The Illinois De-
partment of Revenue has
changed its bulk vending ma-
chine decal requirements fol-
lowing objections from the
operators by National Vendors
Association.

NVA counsel Don Mitchell
said that the modified require-
ments will go into effect in
May. In the meantime, the de-
partment will not enforce the
decal provisions of the law.

The requirement for a decal
came about in an amendment
to the State sales tax law last
fall. The law stated that a "so-
called small decal" must be applied to each
vending machine.

The bulk operators, through
NVA, immediately lodged a
protest, citing among other
things, that the certificates is-
ued by the State to stand. The
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Association.
Multiple-Head Units Pay Off for L.A. Op

LOS ANGELES — It is not the space occupied by a vending machine that stands on the sidewalk, but the space it occupies when put away at night that influences a location owner. Remembering this has paid dividends for a number of operators in the Beach Cities area here.

Brown has set up a route of more than 450 new machines, all in locations, in an area which has been solicited by dozens of operators in the past. Frequently he has been thwarted by a number of other operators but have been withheld by the location owners as "too much bother" or "not profitable enough."

The secret of finding difficult-to-obtain locations and holding them once the original installation is made is not to pay big commissions to the location owner but to work with the extra effort involved in using bulk vending machines on the premises. In most cases, the Los Angeles operator has found real success by offering location owners various head stands, which take far less space but do the same job as the.std job.

By using the two-level, over-and-under arrangement for four machines, Brown's installations occupy no more than a two-machine stand, and are vastly more convenient for the location owner to handle and move about the unit placed in another. Particularly benefited are the operators who use the machines on the sidewalks in front of their stores and must roll them in at night.

Approaching this problem by providing four-unit heads mounted on steel stands with built-in car wheels has made it just about a easy for a location owner to move a bulk vending machine indoors as it would to roll in a wire stand.

In switching over to these

**Bulk Banter**

Los Angeles Angles

Leon Willis, who operates throughout Los Angeles and into South Gate, Glendale and other communities, has his own outdoor stands and claims they are Bedrock. Bob Feldman, of民营企业 Vending Machine Company, is collecting country stories from other operators who have bought the Biro operation, was in town Monday at Acme Vending, 585 Market St., to publicize the Bill Fall, of Sale-O-Matic in New York, visited the Harby Industries factory for King Coin machines in Van Nuys. Another visitor was Lyle Becker, of Northside in Wisconsin. Stephen Watson and John McClure up from San Diego for supplies for their San Diego Vendors. John Christensen of quality vending company for equipment and supplies. James Harris, of Rainbow Vending in San Diego, was another buyer in town. John Adams is a new operator in the Santa Barbara area. King Coin's Harby Industries made its first shipment to Europe and will soon be sending off machines to South America. Bob Onions who has left Harby Industries because of his health. Tonsan Garcia, who has the Service Popular in Tijuana and Mexico City, in California, Mexico, visited the Operators Vending Machines Supply Company for equipment and supplies. In Tijuana, Garcia's machines operate on an American cent but in Mexico they are geared to take the 20 centavo coin, about the size of a half dollar.

compact, four-unit machines, the California operator has every reason to expect that sales would fall off at least slightly, but they didn't, if for no other reason than that the level was extremely convenient for small children, who usually have a penny or two. Sales have remained excellent.

Brown finishes all of his vending machines in a rich, chocolate-brown enamel, with his initials worked into a design that also includes his telephone number, making it easy for location owners to find his name and address whenever repairs, refills or emergency attention are needed.

Brown takes himself on the fact that not one of his 450 locations has ever been jumped by any other operator with a "better offer." His sales remain steadily profitable and have produced solid good will with his location owners.

**IMPORTANT MEMO**

AD DEADLINE FOR

N.V.A. CONVENTION ISSUE

Dated: April 18

Distributed: Monday, April 13

(Ad Deadline: April 8)

FREE distribution of this issue of the N.V.A. Convention, Deauville Hotel, Miami Beach, Florida, April 15-18.

REACH OPERATORS IN THIS EDITORIAL PACKED ISSUE which will contain a comprehensive report of convention activities.

ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.

Only in Billboard can advertisers reach (at low cost) the operators in attendance as well as those operators unable to attend the convention.

Send Advertising Copy on or Before Wednesday, April 8.
Nemesh Back After Four-Year Absence

CLEVELAND—Joseph Nemesh, a 33-year veteran of the coin machine industry, returns to the business after an absence of four years, as head of Duncan Sales Company, national distributor for a new-type gun game.

The Arizona, introduced last year at the Music Operators of America show in Chicago, is now handled by franchised coin machine distributors throughout most of the U. S.

Just recently Royal Distributing Company was named for Central and Southwestern Ohio, Cleveland Coin Machine Exchange for Northern Ohio.

Nemesh said that orders have been placed for Arizona with the Bergmann Company, German manufacturer, and that deliveries are expected shortly.

In shooting Arizona, the player receives his actual pellet with the score imprinted on the surface. This is done when the pellet hits the embossed target area.

Nemesh said that operators are placing the machine on a 40-50 agreement. Even after paying for the pellets, the operators gross about 55 per cent of the take, Nemesh said.

Before forming Duncan Sales Nemesh was in Europe developing a number of games for the U. S. market. The Arizona was one such development.

Prior to that Nemesh headed three corporations which distributed Snoburg equipment throughout Ohio and Michigan for 22 years.

Oak Will Host Distrbuts at NVA

LOS ANGELES—All distributors for Oak Manufacturing Company and their wives will be the guests of the company at a luncheon to be held in conjunction with the National Vendors Association convention in Miami Beach April 15-18.

Sid Bloom and Sam Weitz of Oak said that the luncheon will be held at noon in the Hotel Deauville on Thursday, April 16. It will follow a distributors meeting in connection with the Oak exhibit. Plans for expansion will be outlined by Oak for its distributors at the session.

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April 15-16-17-18

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All Registrants Eligible for Valuable Prizes

A Few Examples

- A 3 day trip for two to Las Vegas. Transportation and hotel accommodations.
- Combination TV-Hi-Fi console.
- Plus many, many more valuable prizes.

All business sessions will be geared to the general topic: "ISSUES Confronting the Bulk Vending Industry?"

Attend these sessions and get the ANSWERS.

Act Now to Get Your Reservation Card, If You Haven't Already Done So

N.V.A.
134 North LaSalle Street, Chicago, Illinois 60602. Phone: ST 2-7747
“You do the darndest things, baby...”

Remember that one? Or how about “Stompin’ at the Savoy,” or “Pennies from Heaven”... top tunes from back in 1936. The year we introduced one of our “big hits,” too... the Rock-Ola Multi-Selector. “America’s finest phonograph... at America’s lowest price.” And here’s what we said about it then...

“...just two tools. An ordinary pair of pliers and a tiny, dime store screw driver. That’s about all you need to keep your Rock-Ola Multi-Selector in perfect running order 24 hours a day throughout the year. This is because the Rock-Ola Multi-Selector is so well built. So solidly constructed. Its entire assembly is a masterpiece of simplicity. All useless parts—all excess grief and baggage—have been done away with. Only the necessary elements remain. That’s why you can always depend on your Rock-Ola Multi-Selector to perform smoothly and satisfactorily.”

Yours pass. Fads change. So do people, products, and even entire companies. Yet, for us one thing has never changed. Outlined in that brief passage is our philosophy of manufacturing which has remained the same for nearly 30 years. Pure and simple concepts of engineering... a tradition of excellence which has made Rock-Ola the most respected name in phonographs... a tradition well-represented by our new 1964 Rhapsody II and Capri II De Luxe Stereo-Monaural phonographs.

See them at your Rock-Ola Distributor’s today!
No U.S. Push in European Sales

Continued from page 32

Most U.S. coin machine executives coming to Europe regard the experience as rewarding, and not a few are appalled by some of their discoveries.

Three Points

In general, these points are made by critics of the U.S. sales effort overseas:

Basingly, for all the ballyhoo about expanding exports to stem the gold drain, a wide segment of the U.S. business community—including the coin machine industry—is not vitally concerned about export markets.

Home-based U.S. executives rarely make an effort to gain first-hand knowledge of overseas market conditions and problems.

There is insufficient effort to translate U.S. methods and techniques to European operations.

Since American business began moving to Europe in force, the idea has gained that U.S. business should be chary about imposing U.S. methods but, instead, should adjust to European customs. It was argued that there was little inherent advantage in "going native."

As the experience of Heinrich Hecker of VDIWV and Post-Nordic Auto suggests, this notion can be dangerous fallacy.

Racing Season Boosts Takes For Ark. Ops

HOT SPRINGS, Ark. — The Oaklawn horse racing season is in full swing and with racing enthusiasts here from all over the country, music and gambling operators are experiencing their biggest season of the year.

Coin collection sacks are packed full and bank accounts are on a tremendous upswing as the rich season is breaking all previous spending records.

W. E. Lewis, Lewis Novelty Company, pointed out, and other operators generally agreed, that the 40-day racing season was the time operators made up for any slack season they may have had or will have the rest of the year.

Phil Marks, Phil Marks Amusement Company, and Van Eddinger, Van Eddinger Music Company, reported an increase in collections for this year's race season so far compared to last year.

They expect revenue this year to exceed last year's by a considerable margin and set a record.

New Distributor

SEATTLE — All types of coin-operated machines will be handled by the M. J. Stanley Company, a new corporation formed here by M. J. Stanley, Ethel Stanley and Kenneth G. Burrows. They will sell and service the machines.

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Man to service Bally Bingo and Keeney uprights. Phone JOHN WASSICK 542-3781 or 542-1275. Morgantown, W. Va.

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Get it fast. Get it often. Get Billboard.
FTC Weighs Hot Issues In Industry Tug-of-War

Continued from page 3

hearing room aisle when he said manufacturers can run into legitimate competition. He described a hypothetical case where a record seems dead, and the less optimistic manufacturer unable to back costs on 100,000 albums — letting renters have them for flat half price. Then — to his surprise — the old-time is revived in a movie or musical, and the manufacturer rushes out the original again. But the rocker still had the right to sell at the lower price he obtained when the record was in cut-out status, said Schlag.

Outraged Protest

This brought outraged protest from distributor James Martin. He said it wouldn’t happen in a million years. He almost choked on the idea of 100,000 copies of one album. Martin said unsalable records should be taken back by the manufacturer and destroyed. He added, “Some manufacturers are coming this.”

Martin also had sharp words for the dating privileges, which he said manufacturers resort to simply to load up the customers. Martin said the dating deals extend retailer credit, and weaken the price structure of the industry.

The rules of discriminatory promotional allowances brought protests from NARM. Carl Albert Carretta. He was particularly careful of examples 7 and 8 which read: out equality of treatment required when manufacturer provide artist's appearance or some other promotion gimmick. “You can’t furnish an artist on the nationally equal terms to different dealers all over the country,” said Carretta. Federal Circuit Court gave over a 28-line sentence in the proposed rules requiring suitable alternative promotion when one customer can’t use the type offered to another.

Earl Kinter promptly rose to defend the promotional allowances and explained the non-stop sentence and all. He thought it should remain as it is: the meaning is clear.

Proposed rules 4 to 13, covering well-known,Дата illegal practices, from tie-in sales and exclusive dealing to push money and commingled bribery, were passed over quickly, with little comment.

Flaring Arguments

Argument flared again on rule 14, prohibiting sales below cost. Several manufacturers, including ERNIE ARMADA’s EARL Kinter rose to recommend that the rule stay. Kinter provided that with the exception of sales of obsolescent, seasonal, or other goods, the seller's cost must honestly reflect his actual costs. It can not be unduly increased over his actual cost base, and must take into consideration final cost of him to producing records.

L. W. Seeburg, who alternately as gadfly to Commission proposals and to industry practices, hailed the witness’ letters to tackle manufacturers who own that are selling plants, and so can pull down cost base by not reflecting this item of expense. Lencosled a manufacturer with this advantage should equalize by charging less, pressing price that he charges his customers, in price reckoning.

Reissue Rules

Closely detailed rules requiring disclosures of all facts on reissues, to protect the public from altered types of misplaced product, brought anguish from dealers. FTC spokesman Benton was not too sympathetic. He said the FTC was concerned about the extent of duplication of records under different labels and names.

However when many protests over the details of disclosure required in rules 18, 19 and 20, the FTC said that the supervising commissioner said he would try to get the matter strike as written, and bring them in line with industry needs if this is found necessary. Manufacturers were worried because they said a 20-day period, which is too long and further comment was not enough to formulate rules which are "practical and applicable." (Billboard’s Washington reporter queried attorney on the matter, and said he was no decision yet on just how the proposed rules could and exactly if they could be made clear). The industry will find out when final draft of rules is adopted.

Rule 18 Unworkable

Some of the protests included charge that Rule 18 (A) was unworkable, for, because music from musicals or movies would have to tabulate exactly who sang what, and for complete disclosure, would have to omit names of prominent stars who have not heard the recording. Producers of the shows would not stand still for this.

Columbia’s attorney Clive Davis said the disclosure requirements were far too elaborate and would “serve no practical purpose.” He asked FTC attorney, “What are you after, exactly, in these rules?" He said Rule 20 requiring disclosure as to “the current status of a record" is meaningless. An artist could work on recordings, unless all records are made. Davis said this is impossible for famous artists who must spend time to ideas of recordings, which are then released as spaced intervals. Davis would require this, the rule, this would be barred. Davis also criticized the wording of the rule, if the work is not "complete" in the recording. He said disclosure would be needed on the jacket if some of the longer_gمنes were advertised in a Broadway musical, for instance, were deleted. FTC attorney Benton remained skeptical. “What about a record released that is the real thrill of a recording 15 years old?" Davis' answer to the FTC was the "no disclosure at all be made. The record could be within legal limits by not calling it a current performance by the artist." What Fee for 'Free'

The rule limiting the use of the word 'free' was opposed, and requiring prominent display of terms for getting 'free' items when offsets are not included. Comment by rack spokesman Carretta. "What about certain 'free' offers made not actually on the record jacket, but on outside mail wrappings -- with on display of terms on the wrapper." The Inference was the possibility of club and mail-order sales.

Without naming names, at torney Benton asked Columbia attorney Davis about such "free" record promises on outside envelopes, guile with no clear disclosure of exactly what the consumer could find inside. Sup put, he said, the "conditions of the free offer are not made until the consumer opens the enclosed envelope, and in small print, or in footnotes, this would not be sufficient, said Benton, and asked if Davis didn't agree.

Davis agreed, this would not be conspicuous enough but he qualified his view. "If there is no always on the attached outside envelope, or on the album, then speaking of conditions fully, he felt it was enough to make terms clear at the top of a letter or fairly large letters. This comes somewhat around the point. (One week later, Reader's Digest was to sign consent order with FTC, agreeing to stop sending some "special" offers to record-buying customers. (See separate story.)
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The Ultimate Buying Guide and Reference for the Coin Machine Industry—Internationally
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