VITAL VEGAS

Strip Strutting Is Musical Barbecue

By ELOI TIEGEL

LAS VEGAS—Pop ballads, Latin instrumentalists, country and western singers, jazz soloists and French revues make this city a music lover's delight.

On the local radio dial, two Top 40 outlets, one a good music station and a country/western specialist extend the width of programming available. Years ago both stations took to pipe in background music to the room. These days the Stardust offers Top 40 KRAM and the middle of the road music on KOMP. A good music line is on KNOG.

Vegas has become the home of the spectaculars and three French revues. These bring audiences; the fifth edition of the "Lady" at the Stardust, the Folies Bergere at the Tropicana and the "Tresette" at the Desert Inn.

Chart Crawls With Beatles

By JACK MAHER

and TOM NOONAN

NEW YORK—Just about everyone in the record business is talking about the Beatles. Disk jockeys are tired of playing the set list; the writers of trade publications are tired of writing about them and the manufacturers of product other than Beatles are tired of hearing about them. But they are about the only folk in the industry that the Beatles—except the listening and buying public.

Two more Beatles singles popped onto the Hot 100 this week: "You Can't Do That on Capitol" and "Thank You Girl."

Me Do," like the previous "All My Loving," can be expected to funnel into the country at a much quicker and regular rate. One thing that seems to have handicapped output of the "Love Me Do" single is the dental breaking of one of the pressing masters in Capitol's plant.

The Prices

Prices paid for the entire three Capitol of Canada disks from Canadian one-stops is approximately 61 cents and they are being sold to other retailers in this country for 75 to 80 cents. The retailer who gets on the street first with the disks can sell them for anything from $1.25 to $1.75. But as the amount of Capitol of Canada singles shipped to price decline. It seldom goes below 99 cents, however.

There was also some demand for the Capitol of Canada LP "Beatlemania," this has diminished somewhat. It is understood that "Beatlemania" was released to conform with the new U. S. Capitol LP called "The Second Beatles Album." There are two Capitol of Canada LP's which have found their way into the U. S. market. "Twist and Shout"

What are the TOP-SELLING STATIONS in Cleveland, Buffalo, and Portland? See Page 14
More of that exciting "JAVA" SOUND!

AL HIRT'S NEW SMASH SINGLE
"COTTON CANDY"
C/w "WALKIN"
#8346
SURE TO BE AS HOT AS "JAVA"—MAYBE HOTTER! ORDER NOW!

RCA VICTOR®
The most trusted name in sound®

www.americanradiohistory.com
NEW YORK — The record producing team of Hugo (Per- ett) and Luigi (Creatore) are winding up their popular affiliation with RCA Victor. Hugo and Luigi have not yet determined their program after they leave Victor April 30 but it's reported that they've been talking to Broadcast Music, Inc., about the ABC network and with Morris Levy about returning to Roulette Records.

Hugo and Luigi came to Victor five years ago. It's understood that the partnership, which was formed five years ago will be a two year-a-year basis but was payable in 10 years. When the original contract was signed recently, it was renewed on a year-to-year basis. Now that their contract has been terminated, they'll still be getting $50,000 annually for the next three years.

Sons Carlo, RCA Victor's division vice-president of pop a.r.s, is expected to bring in a new team of producers in the next future. He's now working with Len Ross, the new firm's general producer, and producers Andy Wixwell, Jack Somer and Jim Fogelson.

In a prepared statement about their leaving, Hugo and Luigi said, "We got that old itch to do the other things. We've accomplished nothing about the sale and manufacture of iron horses, so we'll be looking for something else. A number of proposals have been made to us recently, and we have been looking into them. But we cannot openly negotiate while our present contract is in effec-

Jenkins' 'Tower' Still Rising After 20 Years

NEW YORK — Gordon Jenkins' 'Manhattan Tower' continues to build as a tall disk property almost 20 years after it was launched. The Jenkins composition has sold in excess of 200,000,000 copies and has been sold more than 3,000,000 copies and now Columbia Records is looking into a seven inch 45 package with the first stereo treatment which starts Robert Goulet.

"Manhattan Tower" was originally recorded by Harrison & Ford for Victor Records and was followed 10 years later by a Capitol LP, which hit radio, TV production, and by a Paris Page 1 LP. The Jenkins song won a Grammy in 1963.

Lou Levy, who publishes the work via his Pickwick Music (ASCAP) firm, reports that "Manhattan Tower" has been done as a ballet, a symphonic piece and has been

Publishers Evolving Mechanical Dollar

NEW YORK — The growth of mechanical income in the past five years has been so large that some publishers believe the time has come for American publishers to more closely
nurture this right. It's estimated that annual income from mechanicals and synchronizations -- are now approaching $35 million, a 40 per cent increase over five years ago. This compares with about $55 million collected in perfor-

First Awards: Go to Aussies

SYDNEY — The local Australian record industry came of age and has received its most im-
portant recognition with the awarding of first disk awards from a major radio source. The awards, conducted last week by the Macquarie broadcast-

Jenkins' Tower Still Rising After 20 Years

NEW YORK — Gordon Jen-

AWARDS GO TO MORE EPSTEIN DISK WINNERS

LONDON — BMI Chair-

Manhattan Tower" was origi-

Robert Goulet. The Jenkins song

Jeanie's Bunk Bed Song," "The Sympathetic Lover" and "Anytime"

"Manhattan Tower" was origi-

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**Imperial Seeking Particular Image**

HOLLYWOOD—Imperial is striving for its own niche and image in the record industry.

**ASCAP Case Withdrawn**

NEW YORK — The Justice Department last week withdrew its civil contempt case against the American Society of Composers, Authors and Publishers (ASCAP) and its president, Stanley Adams, for refusing to grant CBS a per-program license (May 28, p. 1). ASCAP, required under its 1941 and 1950 consent decree terms to grant its members the option of a blanket license or per-program license, refused the CBS request for a license requiring CBS payment of $12,500 a week plus additional fees when ASCAP music was performed. The case was to shortly annul a "per program" formula, according to Adams.

**Victor Nudges Sleep Record**

NEW YORK — RCA Victor is now concentrating on its way into the "Land of Nod." The record company has produced several records of "Music to Nudge You to Sleep" for Abbott Laboratories in connection with the laboratory's promotion of a new sleep-producing drug, Placidalm. The three albums contain little classic phrases played by Arthur Friedler and the Boston Pops Orchestra.

"Just One Look," is also due for release.

**Ojays Okayed**

American Recording Staff has included the Ojays, just in to a five-piece horn section Erma Thomas, who had been on Minit, an Imperial subsidiary since 1959, has headed the new group.

**Electrola Stuffs Plans More Offbeat**

By OMER ANDERSON

**COPA REVIEW**

Fanchi Makes Rarters' Ring

Sergio Fanchi's (RCA Victor) New York office but was a raftering-affair—first, with his operatic style, followed by the American society's style. He's a versatile and polished performer who knows how to please the audience. His last elections ranged from "Al Di La," and "La Gianna," to U.S. current favorites; from a flamenco number (self-accompaniment), to the "Spanish aria." His music manner was suave.

**Latin Moving To Hinterlands**

NEW YORK—The Latin record market, which has been centered in urban areas for some time, is now spreading all over the country. Dealers in small towns who had never had any reason to order Latin records are now getting demands to stock them and the record.
A SOUND TRACK ALBUM THAT CAPTURES THE FULL SCOPE OF A TRULY FABULOUS MOTION PICTURE ON COLUMBIA RECORDS.

THE ORIGINAL MOTION PICTURE SOUND TRACK RECORDING:
SAMUEL BRONSTON'S THE FALL OF THE ROMAN EMPIRE
MUSIC BY DIMITRI TIOMKIN

OL 6060/CS 2460 Stereo
**Eurovision Song Contest**

*Continued from page 1*

place. Luxembourg took the spot with "Des que le printemps revient" sung by Hugh Aufray. France followed in fifth place with "Le Chant de Mallefry," sung by Rachel.

Others finished in this order: (Austria) "Warum nur warum?," Ude Jurgen (Finland) "Laiskotellen" Lasse Martenson; (Norway) "Spinal," Arne Benihken; (Denmark) "Sangen on dig," Bjorn Tidmark (the folk); (Holland) "Lijt smijt mijn leven," Anneke Grootenh; (Spain) "Cara- cola," Les T.N.T.; (West Germany) "Man gewehrt sich uecht.

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**Vegas Strip Strutting Is a Musical Barbecue**

Canna, and the "Casino De Paris" at the Dunes. These shows offer a continental flavor with the emphasis on girls, dancers, luxurious costumes and special stage effects. Music plays a prominent role in these shows and the impression left on the audience is entirely visual.

Musical is of prime importance when the show is put up by Tony Bennett, Nat Cole, Frankie Laine, Harry James, Charlie Spivak, Esquivel, Leon McAuliff, Martin Donn, Don Cornell, Brothers Castro, and the DelSion Sisters, who were all performing through the March 30 weekend.

Of the aforementioned artists, Esquivel had his RCA LP's promoted by an attractive display board on the Stardust lobby. Dish affiliations for other artists was noticeably absent.

The unique aspect of the Vegas scene is the top name power playing the hotel lounges, where patrons may sit in the lounge or stand outside and enjoy the show free. There is no problem, for instance, in hearing the Harry James band at the Flamingo as a lounge or a swing group, paced by drummer Buddy Rich and featuring the delightful voice of Ruth Price, a young woman with a beguiling quality.

Latin sounds were presented by Esquivel in the Stardust lounge and Martin Denny in the Sands lounge, while country and western artist Leon McAuliff competed with the slot machines in the downtown Golden Nugget.

While the Thunderbird has been concentrating on completing Broadway musicals, with "Anytime Goes," the current hit, chanteuse-dancer Mitz Gaynor's original revue has become the smash of the Strip. Her act includes six changes of costume as she sings and dances her way through a history of Hollywood assisted by four smiling male dancers under Bob Sidney's direction. Mitz interprets "Make Someone Happy" and a medley of "Birth of the Blues," "St. James Infirmary" and "Saints" with equal verve.

Normal custom is for people to show up, dig the lounge setting and then end up in the casinos where the Clint Eastwood dollars makes its own kind of music.

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**Imperial Image**

Joyce Paul, country and western singer.

Skaff emphasized he wanted to use these artists to compete in the various segments of the pop music business.

Working with Skaff in Imperial's development are Ken Reverbach, sales; Edie Ray, A&R, co-ordinator, and Norman Winter, publicity. Reverbach had formerly been assistant sales manager at Liberty, while Ray has been with Imperial nine years. Promotion on the East Coast is handled by Renny Roker, with Skaff himself handling most of the promotional activities here. Skaff had an East Coast man for Liberty and after six months was brought to Hollywood to head national promotion. Skaff feels this promotional activity at Liberty is now paying off in his relationship as an important representative.

A.d.r work is handled by Ray, with H. B. Barnum called to handle sessions with outside producers handling assignments.

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**Chart Crawls With Beatles**

*Continued from page 1*

Among the top promotions in the Beatles hit. A.A. research, executive vice-president of Capitol of Canada, has denied reports that any firm in the U.S. has distribution rights to "Roll Over Beethoven." Raine also said that the company is not exporting Beattle Records to the United States and has no intention of doing so. He does admit, however, that records are being shipped here through one-stop and other large buyers of records who happen to have branches in Canada. It is also known that many American record merchants have set up special deals with Canadian distributors for Capitol product.

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**ASCAP's Adams**

*Continued from page 1*

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**THE BEATLES**

**LOVE ME DO (Arndorff-Beechwood) (2:22)—This is the latest Canadian entry by the British stars. Flp: "I Only Have Eyes for You" (Remick, ASCAP) (2:31). Epic 9679**

**CLIFF RICHARD**

**I'M THE LONELY ONE (Dorchester-BMI) (2:18)—Richard to climb right back up there with his recent British hit. A swinger. Flp: "I Only Have Eyes for You" (Remick, ASCAP) (2:31). Epic 9679**

**BOBBY GOLDSBORO**

**WHENEVER HE HOLDS YOU (Unart, BMI) (2:14)—Soft, plaintive ballad in the "Cats'n" tradition. Flp: "If She Was Mine" (Unart) (2:21). United Artists 719**

**CHRISTINE QUAFE**

**TELL ME MAMMA (Unart, BMI) (New gal with big voice and swinging up-tempo. Flp is "In the Middle of the Floor." (Mills, ASCAP) (2:09).**

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**FESTIVE GROUP**

On their way out of the bull following the Eurovision TV song contest finals in Copenhagen are Billboard European director Andre Gerczyk, with winning lyric writer Mario Paszent, winning songstress Gigliola Cinque, Mrs. Lisabeth Stahl, Felix Stahl, Stockholm Music production partner; M. Sugar, Publications Milan, and M. Adam, &c, director of Hoeck's Musikforlag.

**THE WINNER**

Gigliola Cinque, is caught during her winning performance of the "Non mi piace" type, which took the Eurovision prize. Tune also topped in San Remo.

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**SCANDINAVIAN SCOOP**

Three representatives of the For North European countries are shown singing after the Eurovision finals. Left to right: Arne Badalson, Norwegian record producer, songwriter and singer the song the Norwegian entry, "Aja!"; Olle Ruuska, of Faxes, Finland, and Sig Anderson, of Sweden Music.

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**THE PRIZE**

Miss Cinque was recipients plaque commemorating her Eurovision victory from Sven Pedersen, Danish State Radio Light entertainment editor. At his left is Mario Paszent, lyric writer of the winning tune.

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**LATE SINGLE SPOTLIGHTS**

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TWO GREAT BALLADS MAKE ONE GREAT SINGLE!

PEOPLE*
I DON'T WANT TO BE HURT ANYMORE
NAT KING COLE #5155

From Broadway's newest smash musical, FUNNY GIRL...
original-cast album coming soon exclusively on Capitol!
**Shad's New Disk Idea**

NEW YORK — Bobby Shad has come up with a new idea for marketing his newly created label, Theatrical Productions. Shad is presenting an original recording of one of his favorite songs, "Tom Jones." The notion is, Shad called a friend of his over the weekend, "Is there someone who might want to see this?" It is a recording of an original song by Shad, with a new Tom Jones story line before it is ever presented on stage. TV recorders are interested.

The 14 original tunes for the LP musical were written by Ruth Bacher and Bob Roberts (who have written pop tunes for such top pop disk stars as Elvis Presley and Prince and公司的产品).

**Electra Plans More Offbeat**

Everary form of music, according to fashionable music critic, is the mind its off-beat LP program.

The off-beat unit is called "Electra," and it involves a broad general music publishing the disc, and "create unusual records."

It has in mind more records that are "unconventional," such as "Nachtokal frei Haus," or "Belina-Behrend," still released in 1963.

Deutsche Grammophon and Philips are evincing interest in similar ideas. Philips is bringing DGG's "Der Brave Soldat Schwerdt," with Werner Fink and Philippe-Juergen, in a manner similar to Teldec. Teldec is also moving in this direction.

The Germans were at the same time the success of an outlander in capitalizing on the Teutonic fairy tale treasure trove. Of the 18 forms, five dominate the field, among them Polydor, Deutsche Grammophon and (in Austria) Amadeus.

**Bears for Goldlocks**

Meantime, some 18 enterprising bears have been doing the gold-rush business in Goldlocks. Fairytale business in the land of Hamel and Rapunzel, the 18 bears produced 117 new titles, and this Grimm business has prospered space since its origin in 1953 with the fantastic success of a "White Rabbit." The bears were at play in the success of an outlander in capitalizing on the Teutonic fairy tale treasure trove. Of the 18 forms, five dominate the field, among them Polydor, Deutsche Grammophon and (in Austria) Amadeus.

**Copra Review**

Continued from page 4

Copra took advantage of the occasion to plug his new RCA Victor album, and pointed to the fact that the LP dusted off the Old Arthur Tracy ever-green, "Mara." After a convincing performance of the song, the crowd agreed that it was about time he brought back to contemporary repertoire.

He chatted easily with the spectators, tossing out a funny line, "(I'm the first Italian singer to have won a prize in Philadelphia)," and he even took a few dance steps around the stage. His performance was capable backed by a major orchestra under the baton of his musical director, Neil Wagner.
diane Renay
has done it again!
KISS ME, SAILOR B/W
SOFT-SPOKEN GUY
A Bob Crome Production (477)
Nero Re-Signs With RCA: Plans Single Exploitation

NEW YORK — Peter Nero, who has seven hits under his belt at RCA Victor, is now casting his eyes toward the singles field. Nero, who was in New York recently checking his college date and to sign a new long-term contract with Victor, feels that the singles market is now ripe for his type of material and he’s now looking into the possibilities of turning out some singles product during the course of the year.

The Nero drive into the singles field will not affect his album production, however. Nero says that he will continue putting out three LPs a year as he has been doing under his previous arrangement with Victor. The material for the singles, he says, will still be original, and not culled from album tracks.

The 34-year-old Nero is hitting the college trail with a vengeance. He played about 200 campus dates this season and, according to Nero, he’s to do 20 years of one-nighters to cover it all.

In addition to his concert commitments, Nero is also extending his interests into the movie field. His initial effort was a performance as the baritone under contract for three more pic scores to Seven Arts Productions.

The “Sundae in New York” album is his current hits release for Victor. His first LP’s were “The Colorful Peter Nero,” “For the Minded,” “Hall of the Magloire,” “New Piano in Town,” “Young and Warm” and “Peter Nero in Person.”

Are Folk Still Pop on Campus?

PHILADELPHIA The marked emphasis on folk artists at the Philadelphia High School for Girls was so pronounced at the beginning of the school year, has managed to extend into the fourth month. The English teacher has been one of the most active folk band leaders, and a musical Argentinian group, which enjoys singing love songs of many countries. A two-registered singer, Rocha’s combination with its harmonica, is self-penned to a Latin ballad.

Rounding out the bill is a funny young comic, Richard Pryor. The band leads a different material, and a romantic Argentinian band, which enjoy singing love songs of many countries. A two-registered singer, Rocha’s combination with its harmonica, is self-penned to a Latin ballad.

JOHN HAYS

New York—Daniel’s Deirdre, N.Y. 532.00

Jon Hendricks Sparkles in Village

NEW YORK—Jon Hendricks, now with the Mahones, has become the life of the party in the Village, the jazz/social scene. Hendricks turns on the Village at the Village Vanguard each and every week, with the group of his own making — a small bandstand. The band, which Hendricks features, has a great appeal to the Village crowd.

When Jon Hendricks goes on stage with his group, he is a by-your-leave from the Electrian Union, and no subsidy from the Village Vanguard. Hendricks turns on the manas at the Village Vanguard each and every week, with the group of his own making — a small bandstand. The band, which Hendricks features, has a great appeal to the Village crowd.

The singer, who until recently was a driving force of the Lambert, Hendricks and Bava jazz singing trio, is doing a solo at the club and will be there for at least two weeks. He opened Tuesday night, he was the perfect drive and Hendricks is forming a new singing trio. For details.

Jon Hendricks not only lights up the Vanguard but turns on the world, too.

The singer radiates warmth, enthusiasm, and joyfulness, and he has much show business savvy about him. Hendricks is a natural with the audience. The strength of respect is the combination is a direct, natural humor. That indefinable thing, swing coo from every purr of his voice, works with the Gilda Mahones trio, the components of Hendricks, and his combination functions more as a quartet than as solo and singer. The Mahones group also comes in for accolades for its supporting effort, with individual recognition going to pianist-leader Mahones, George Tucker, bass, and the most recent addition, Walter Peterson, drums.

Hendricks not only covers a good deal of the L., H. & B. repertoire, he also handles an equal amount of warmth in solo context. The band, breadth, swing quality, and that extra clamp of "Call Me That Wine" is filled with as much swing as the special, the Hendricks enjoys keeping the Miles Davis interpretation of "Bee, Bye, Luckedy" and Herbie Hancock's "Watermelon Man" are only one of the quicker 45s, very fast. But, change of pace, Jon stuns the audience with a tender reading of "When the Sun Comes Out." In all, the singer is as natural as a single, long may he stay.

Sharing the bill, it's out—"Beyond the Fringe" star Dudley Moore. Hendricks front a trio on piano and plays well. On opening night, his trio was frenzied, and Hendricks was carried over the kinks out of its team play. They've played only a few dates together in the States, but Hendricks might be termed conservative — modern, spiced with bittersweet helpings of Oscar Peterson and Bill Mays of Ahmad Jamal. He has an album available in the States on Atlantic.

JACK MAHER

Jon Hendricks Sparkles in Village

NEW ORLEANS — Jon Hendricks, the versatile rhythm section man with a voice, has been a hit in many New Orleans clubs. Hendricks is now working on a new album, with the Mahones, and it is due to be released in the near future.

The Mahones, who have been together for many years, are made up of some of the hottest musicians in the business. Hendricks, who is the leader of the group, is known for his unique approach to the guitar. He is able to play a variety of styles, from blues to jazz, and he is always looking for new ways to express himself through his music.

Hendricks has been working with the Mahones for many years, and he is known for his strong presence on stage. He is a natural leader, and he is able to bring out the best in his bandmates. The Mahones are a very special group, and they are always looking for new ways to entertain their audiences.

The Mahones are due to release their new album soon, and it is sure to be a hit. Hendricks is looking forward to working with the group, and he is excited to see what they will come up with next.
STORK UP NOW!

Anyone who has a baby—or was a baby—is going to want this album. And that covers a lot of people. This hilarious new Capitol album is a must order for you. With the huge success that spoken comedy albums have been enjoying—and the universal appeal of the subject matter—this album has to be a smash seller! Don’t miss out on sales.

Call CRDC right away and make sure you have this album in stork...cr...stock!
New Shows, More D.J.'s At Palisades

NEW YORK — New York area radio stations and air personalities will be holding forth in strength this spring and summer at Palisades Amusement Park, Palisades Park, N. J. The park will again be offering a seven-day-a-week top record acts every Saturday and Sunday afternoons.

WARC operated evening mentor, "Cousin" Bruce Morrow began his sixth season Saturday (28) as the bespangled emcee of the Saturday shows 2 to 3 p.m. Newcomers to the festivities will be the WMCA "Good Guys" who will be handling the emcee chores on an alternating basis every Sunday starting April 19, 2 to 3 p.m. "Dandy" Dan Daniels will be originating his show from a studio set in the park on Saturdays beginning May 30.

At least once a week, the park will broadcast its "Hootenanny" show live from the New Bantjo Palace at Palisades Amusement Park Sunday afternoon from noon to 2 p.m. hosted by Jerry White. The two hour broadcast will spotlight folk singing artists and afternoon musical groups.

The shows are being produced and coordinated by Gil Faggen.

Larry King, WIOD radio per-
(Continued on page 36)

Focus on the DeeJay Scene ...

STEVE WOODMAN, one of the most talented (sings, plays the piano) and zany comics to hit the New York City airwaves, is one half of the team of Woodman & Rich and recently holding forth daily 2 to 6 p.m. on the NBC flagship station WNBC. Woodman, a mimic extraordinary, makes the listener feel that their fifth floor studio is filled with all sorts of characters as he leads his partner Keith Rich and the audience on a merry chase every afternoon.

A Canadian by birth, Steve began his comic romp by putting on his teachers back in Saskatoon and Edmonton. At 18 he joined CKUA in Edmonton and also did air stints on CJCA and CFRN in the same city. Steve later took his talents to Montreal to launch a children's program called "Steve-O" on CBC television where he did his own animation with a small select circle of wooden-headed puppet companions. His radio show in Montreal also featured the zany off-beat characters such as "Marlon the Cool Cat,", "Perey the Englishman" and "Long Gone." The next move for Steve was a trip to the East Coast where he took the "Steve-O" show to WNTA-WNY in New York, Waldorf Astoria station WNYW and then to New York's WABC on which he continues to broadcast at night.

Steve's line-up has been changing almost as swiftly as WNBC's. Now the father of seven, his most recent family addition was born only last month.

NAB Expects Record Turnout in Chicago

CHICAGO — With the National Association of Broadcasters 42nd Annual Convention less than a week away, reports indicate that it may very well be the largest and most diversified of the series.

Among the top-ranking dignitaries scheduled to participate in the four-day meet April 6-9 will be Chairman Harris (D., Ark.) of the powerful House Commerce Committee who will address the broadcasters on Monday, April 6, at the first afternoon general session.

Chairman Harris' address will be followed by a panel discussion on broadcasting freedom, fairness and right to know. Theodore K. Koop, Washington vice-president of CBS and president of Sigma Delta Chi Professional Journalistic Society, will moderate the discussion.

Code of Ethics

The importance of a workable code of ethics and how it can bring better business to stations will be discussed by a panel April 8, at 10 a.m., moderated by Elmo Ellis, general manager of WSB-Radio in Atlanta and chairman of the NAB Radio Code Board. Others in the group will be code director Howard Bell, code administration manager of KHJ, Los Angeles, Mr. and Mrs. Myron, vice-president of KLUB, Salt Lake City, and Cliff Gill, general manager of the Radio Code Board.

On the entertainment side, SESAC will again this year feature continuous live entertainment by top recording artists in their Central Hilton Hospitality Suite.

Among the recording celebrities scheduled to appear will be Duke Ellington, Warren Covington, Richard Melby, Ken Winding, Roy Drucker, Claude Gray, the Don Janis Sextet, Peter and Gordon, Ray Con- stant, Ernest Tubbs and the Troubadours and others.

The NAB Foundation will have a recording studio where broadcasters may tape interviews with all the SESAC artists for use on local stations across the country.

The music licensing firm will introduce its new "Big Band" LP series at the convention—a package of 10 albums with more than 115 selections of the big band music of yesterday.

Triangle Tipple

Triangle is transforming an entire suite at the Hilton into an exact replica of the famed White Horse Tavern in Edinburgh, Scotland, furnished with antiques, dart board, and an English bar, complete with a sign that reads "Whoever stands there gives the best pub service." There will be a film and tape commitments of the company's newest strong entrance into the production and syndication fields.

College Radio Men Grip Problems in Annual Meet

NEW YORK — The myriad of problems connected with running a radio station were explored by some 250 collegiate broadcasters during the third annual Collegiate Broadcasters Conference, sponsored by WNYW Radio and Television Society, held here March 19 and 20.

Chairman Conference Mark

Olds, general manager of WINS and conference Chairman Bert Cowlan kept the students in a constant whirl of panel and luncheon discussion attended by top-rating professors, station managers and advertising executives.

One of the most controversial panels held during the two-day session took place on Thursday with "The Sound of Modern Radio" as the topic. William J. Kaland, national program manager of the Westinghouse Broadcasting Company was moderator of the discussion which spotlighted panelists —in their daily jobs, Billy Taylor, WNEW; Herb Oscar Anderson, WABC (the Kl) Kaufman, WINS, Walter Neiman, WSQX, manager of operations fielded the questions on classical music programming and Joe Cook, WCBS program director represented information-talk programming.

Questions from the floor were both pointed and required some deep soul-searching by the students. A question of the "listing" problems crying for answers presented by the campus broadcasters, which is the record and LP service, how to present a diversified music schedule without losing listeners, why do certain stations program the same shows for the entire year, and the like.

(Continued on page 16)

Hayes Wraps Up 5

NEW YORK—Sonny Hayes performed a weeklong wrap-up of five more musical TV commercials for the Benton & Bowles Agency, the "Coke Corn Meas- ure," a diet food, and several for Tussy cosmetics.
EPIC introduces an important discovery in child care and amusement.

SOOTHING SOUNDS for BABY
VOLUME I 1 to 6 MONTHS

SOOTHING SOUNDS for BABY
VOLUME II 6 to 12 MONTHS

SOOTHING SOUNDS for BABY
VOLUME III 12 to 18 MONTHS

EACH ALBUM INCLUDES A SPECIAL INFORMATIVE BOOKLET BY THE GESELL INSTITUTE OF CHILD DEVELOPMENT, INC.

An Exciting Discovery in Baby Care and Amusement

THIS DISTINCTIVE COUNTER MERCHANDISER AND EYE-CATCHING EASELED DISPLAY ARE AVAILABLE THROUGH YOUR EPIC DISTRIBUTOR.

cash in on this profitable innovation! order all three albums today!
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**PORTLAND, ORE.:** Radio's 323 largest market. Thirteen AM and five FM.

KISN: 1,000 watts. A Star station. **Music format: Pop-Contemporary.** Highly identifiable air personalities. Station editorializes as the feature tag. Special features include: "Air Watch," M-F and "Flight Facts"—both aired during drive time newscasts. Station concentrates public service projects on a daily basis, spot-lighting one charity each day with 72 spots per day. Ten-minute newscasts aired at 6:55 and 7:55 a.m. Vice-President and General Manager, Timothy F. Moore. Program Director, Don Steele (also does air shows).

KEX: 50,000 watts. Golden West Broadcasters. **Music format: Pop-Standard.** Highly identifiable air personalities. Music programming is widely diversified. Station editorializes as need arises. Special public service documentaries regularly aired. Special shows include: drama, mystery programs M-F, 7:30-9 p.m.; "Our—community service with music"—9 p.m. daily as part of Steve Davis' "Night Side" show featuring light jazz music. Four-man news department. Two new cruisers in use. General Manager, Fulton Wilkins. Program Director, Robert Hawkins.

KGNU: 50,000 watts. Independent. Mutual affiliate. **Music format: Contemporary.** General Manager, Irwin S. Adams. Program Director, Sonora B. Hoffman. **KGW:** 5,000 watts. King Broadcasting Company. NBC affiliate. **Music format: Standard-Pop.** Station offers diversified musical fare with emphasis on air personalities. Station recently marked 43rd broadcasting year—oldest radio outlet in Northwest. Special programs: "Conference Call," 12-30 p.m. daily, offering listeners opportunity to comment on topic of day. Music is also played in segment. Station Manager, Patrick H. Crafton. Program Manager, Wes Lynch.

KWWJ: 10,000 watts. Independent. ABC affiliate. **Music format: Standard-Jazz-Pop.** Operations Manager, Jerry Speersstra.

KPD: 5,000 watts. Independent. **Music format: Standard.** Station has two-hour talk programming block nightly beginning at 9 entitled "Niteline" with Fenwick, General Manager, R. M. Brown. Program Director, Verne Moeller.


KPM: 5,000 watts day. Independent. **Music format: Standard-Classical.** General Manager, Del Lecon. **KNOL:** 50,000 watts day. Independent. **Music format: Conservatve-Classical.** Fifteen minutes news at 7 and 8 a.m. General Manager, Lester A. Smith.

BUFFALO: Seventeenth largest market. Ten AM and nine FM.

WKWB: 30,000 watts. Independent. **Music format: Pop-Contemporary.** Playlist averages 60 records. Highly identifiable air personalities. Six-man news department. Special programming includes public service block 7 to 10 p.m. Sundays entitled "Pancharam," Vice-President and General Manager, Herb Mendelson. Program Director, Dave Bennett.

WGR: 5,000 watts. Recently acquired from Transcontinent by Taft Broadcasting. NBC affiliate. **Music format: Pop-Contemporary.**

(Continued on page 1b)
WE'RE ONLY #9 IN SALES
...SO WHY GO WITH US?

ONE GOOD REASON IS THAT THE HIT SINGLES WE MAKE CREATE HIT ALBUMS.

THE SINGLE
VJ 585
IT'S IN HIS KISS
BETTY EVERETT
THE ALBUM

THE SINGLE
VJ 588
GIVING UP ON LOVE
JERRY BUTLER
THE ALBUM

THE SINGLE
VJ 582
STAY
THE FOUR SEASONS
THE ALBUM

GOLDEN HITS
of the 4 SEASONS

THE SINGLE
VJ 1065
ALL THEIR GREATEST CHART MONSTERS
THE ALBUM

WATCH THIS SINGLE RUN UP THE CHARTS
WE'RE SO SURE THAT WE EVEN HAVE THE ALBUM IN THE WORKS
TOLLIE-9003
BACKFIELD IN MOTION The Angelos

WE JUST KEEP TRYING HARDER AND HARDER AND HARDER ANI
STATIONS BY FORMAT

Highly identifiable air personalities. Station embarked on present format in July. The program director is the general manager of the station. This format is being aired on the same station that was on the same format two weeks ago, which could result in future format change. Six-man news staff. Special summer limited-run simulcast. A limited-run participation show entitled "Expression" aired M-F, midnight to 1 a.m. Station Manager, James H. Schoonover. Program Director, Chuck Hanley. Station Studios: 110 Wabash Ave.


WBEN: 5000 watts. Independent. CBS affiliate. Music format: Standard. Station features several "live" studio audience participation and talk-information programs M-F. Included are: "Lunchclub," 12-1 p.m.; "Nightclub," 9-11 p.m.; "Love Phone," 11 p.m. to 1 a.m.; the telephone-audience show 10 a.m. to noon on Saturdays. General Manager, C. Robert Thompson. Program Director, Peter Potris.


WITH THE COUNTRY JOCKEYS

By BILL SACHS

Miller G. Gorin, patient-deejay at the V.A. Hospital, Sheridan, Wyo, is in need of country records to keep the wards there alive with country music. I can't see Army Forces Radio & TV stations using such programs, but it seems a good thing. "A man should have a hobby of his own," he says, "and this hobby is country music." 我们必须停止这种做法。"你是说你停止"要和我跳舞一起唱这首歌吗?" 三部代表作《ONYX ARTISTS CORPORATION》和《ON THE DOORSTEP》。
AS ENGLISH AS A CUP OF TEA

CHAD STUART
and
JEREMY CLYDE

Soon to be seen on all major TV networks in the U. S.

You've heard the other sound ... NOW LISTEN TO THE LATEST!

"YESTERDAY'S GONE"

WA 1021

Programming Info:
Jeremy is the grandson of The Duke Of Wellington.
Chad is the writer of this song hit.

World Artists Records, Inc.
550 Grant St., Pittsburgh, Pa. 15219
Phone: (412) 281-1110

Blue Chip Exclusive: Another English Hit
Just Released "Tell Me Mama"
Christine Quaite-WA 1022
Key Sets Dudley
On Extended Trek
CINCINNATI—Jim Key, of Key Talent, Nashville, has set Dave Dudley and the Road-runners on a tour that will keep them out for 85 days, with 79 working days during that time. It's the longest tour ever arranged by Key Talent since its formation in July 1963.

The Dudley tour began March 21 and will conclude June 14 with a date for Wichita, Kan., promoter, Hat Peebles, in Kansas City, Kan. Dudley and the Roadrunners will move from North Carolina into Canada, then cross country to Salt Lake City and Texas. The unit will then retrace its steps to the Midwest before heading out for California, Oregon and Washington before the wind-up in Kansas City.

PICTURED AT THE NASHVILLE NARAS Steering Committee meeting March 23 are seated left to right: Frances Preston, BMI; Hubert Long, Hubert Long Talent; Harold Bradley, noted Nashville musician; Leslie Rose, Hickory Records. Standing left to right: Owen Bradley, Decca; Billy Graves, Capitol; Frank Jones and Glenn Snoddy, Columbia.

Nashville NARAS Sets
Charter Member Deadline

NASHVILLE — The steering committee of the Nashville chapter of NARAS, at a meeting here March 23, announced the deadline for charter membership in the organization as May 1. According to committee president Harold Bradley, the date will allow people in the trade who want to be counted as "one of the originals" plenty of time to join.

The committee composed of Owen Bradley, Decca; Fred Foster, Monument; Billy Graves, Capitol; Bob Ferguson, RCA Victor; Lester Rose, Hickory; Harold Bradley, Nashville musician; Hubert Long, Hubert Long Talent Agency; Frances Preston, BMI; Chet Atkins, RCA Victor; Shelby Singleton, Mercury; Frank Jones and Glenn Snoddy, Columbia, and Don Pierce, Starday, heard reports from the membership chairman, indicating the local chapter is receiving wide acceptance among local recording artists. Membership to date includes 77 active and 72 associate members.

A constitution and bylaws for the Nashville NARAS chapter have been prepared. These are fashioned along those of the New York, Chicago and Los Angeles chapters. It is expected that the constitution and bylaws will be ratified at the April 20 meeting. The next step will be to petition to national trustees of NARAS for acceptance as a chapter — and favorable action is a foregone conclusion.

NARAS, the National Academy of Recording Arts & Sciences, rewards the recording industry's outstanding artists, selected by the votes of the membership, through presentation of annual awards known as Grammys.

(Continued on page 56)

HOT COUNTRY SINGLES

FIRST DONATION TO THE COUNTRY MUSIC HALL OF FAME: Mr. and Mrs. Connie B. Gay present a check for $10,000, made payable to the Country Music Foundation, Inc., to Robert J. Burten, president of Broadcast Music Inc., and chairman of the fund raising drive for the erection of a building in Nashville to house the Country Music Hall of Fame, Country Music Museum and to serve as national headquarters of the Country Music Association, Inc. Gay was the first president of the Country Music Association.

All persons contributing $10,000 or more will have their names placed on a bronze plaque in the museum building.

BY GENE SUMMERS

A SPARKLING NEW POP HIT!
JOHNNY MATHIS

THE FALL OF LOVE

From Samuel Bronston’s
"THE FALL OF THE
ROMAN EMPIRE"
a Paramount release

Music by Dimitri Tiomkin
Lyric by Ned Washington

Record No. 72263

Management: Noga Enterprises
Agency: G.A.C.
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<td>By BILL SACHS</td>
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<td>TITLE, Artist, Label &amp; Date</td>
<td>Week or Chart</td>
<td>Jimmy Gately, Decca artist, has joined the Bill Anderson band on &quot;Grand Ole Opry.&quot; Jimmy is a former member of the Jimmy Gately-Harold Morris team which appeared for several years on the Red Foley TV shows. Jimmy will play bass in the Anderson unit, teamed with steel man Weldon Myrick and lead man Jim Lance. Gately's new record on Decca is &quot;From Then On.&quot; He is also well known a songwriter and has recently penned the &quot;This Minute You're Gone&quot; for Sonny James. . . Chuck Chellman, new road man for Mercury out of Nashville, is in in Cincinnati Monday (30) for a session with Sam Khyman, Cincy Mercury executive. From Cincy, Chuck heads back to Nashville after a two-week promo jaunt that took him through Tennessee, the Carolinas, Virginia, then to Philadelphia and Cleveland. Chellman reports as his fat ones Leroy Van Dyke's &quot;Night People,&quot; Claude Gray's &quot;Lonesome&quot; and Johnny Sea's &quot;My Baby Walks All Over Me.&quot; Chuck until recently was with Decca in Cleveland.</td>
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<td>&quot;COUNT ME OUT&quot; by Billy Stewart</td>
<td>Chess 1988</td>
<td>They follow with 15 days in Alabama for the same office beginning May 1. . . Bay Sanders is currently on a 15-day Alaskan trek for Americans.</td>
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**JOHNNY CASH re-invests some of his c&w earnings in the Country Music Association. Front of his home at Casitas Springs, Calif., Johnny hands CMA President Tax Ritter a check for $500, which gives CMA lifetime membership status to the Columbia Record star; his personal manager, Saul Holiff, and Cash's band, the Tennessee Three (Leiber Perkins, W. S. Holland, Marshall Grant). CMA executives recently extended the limit on lifetime memberships from 50 to 200.** |

**NASHVILLE SCENE**

By LARRY COLLE |

Starday Records has announced the signing of Pee Wee King and Redd Stewart to its list of recording artists. Dick jockeys are already receiving their first single, "Pigskin," b/w "Good-Bye New Orleans." "Waitin'" was written by Pee Wee and Redd. . . "Life Can Have Meaning" is Bobby Lord's newest single for Hickory. John Loudermilk's newest single for RCA is "Blue Train," from his own pen. Leroy Van Dyke has a new baby in "Baby," his newest single for Mercury. . . Hank Snow appeared recently at a large downtown department store to help with the counter sales of his new RCA album. "More Hank Snow Souvenirs." For those who couldn't see Hank in person, he included the best thing—a free 8 by 10 color photo of himself with each mail order. The Hubert Long Agency has everybody on the move, with country artists booked across the nation. Bill Anderson will be singing to audiences in Fort Wayne, Ind., April 4; Detroit. April 5; and Aurora, Ill., April 12. Skip Flagg is headed North with a three-day engagement in Chicago, April 5-8, and an appearance in Indianapolis April 12. Ferlin Husky will really be hopping to make stops in Fort Wayne, Ind., April 4; Detroit, April 5; Kingsport, Tenn., April 16; Jacksonville, Fla., April 12, and Miami, April 16. |

---

**SALES! SALES! SALES!**

**Billy Lord**

**SINGS**

**LIFE CAN HAVE MEANING**

HICKORY 1232
THE BIG BUILD UP
c/w
DANCING IN A DREAM

BERT KAEMPFERT
AND HIS ORCHESTRA

THAT LATIN FEELING...
BERT KAEMPFERT

THAT LATIN FEELING
DL-4490
DL-74490 (Stereo)

NOW AVAILABLE AT ALL DECCA BRANCHES
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This table represents the Billboard Top LPs chart for the week ending April 4, 1964.
SPRING INTO ACTION

AMES BROTHERS
For Sentimental Reasons
more of their best...
A magnificent tradition! The tops in singing quartets on songs like "Around the World" and "Together."
LPM: LSP-2826

THE BEST OF
CHET ATKINS
Filled with Chet's greatest hits like "Yankee Doodle Dandy," "Main Street Breakdown" and "Country Gentleman."
LPM: LSP-2887

FRANKIE CARLE
HIS PIANO AND ORCHESTRA
The sound of Frankie Carle's Orchestra updates yesterday's greatest tunes, like "Be My Love" and "Ebb Tide."
LPM: LSP-2881

CONCERTO OPERISTICO
Banda dell'Arma dei Carabinieri di Roma
The military-music extravaganza of Rome's elite corps of 102 bandmen play a variety of selections from famous operas.
LPM: LSP-122

LOS INDIOS TABAJARAS
ALWAYS IN MY HEART
The Indians of "Maria Elena" fame have another hot album. Includes "Amapola" and "Moonlight and Shadows."
LPM: LSP-2912

MIRIAM MAKEBA
The voice of Africa
LPM: LSP-2845

CARLOS MONTOYA
FLAMENCO CONCERT
A genius of the guitar—a master innovator! The best in the flamenco repertoire includes "Farruca" and "Petenera."
LPM: LSP-2846

Me and the Blues
Joe Williams
A brilliant entertainer who stands alone with the blues. Joe catches fire on songs like "Come On Blues" and "Kansas City."
LPM: LSP-2879

THE PINK PANTHER
Music from the film score composed and conducted by HENRY MANCINI
From his newest film score. Joyous, romping melodies like "The Pink Panther Theme" and "Something for Sellers."
LPM: LSP-2795

FOLK SONGS
GALE GARNETT
A new fresh "find" of a folk singer. Old folk favorites like "Take This Hammer," "Swanee" and "I Know You Rider."
LPM: LSP-2833

LOS INDIOS TABAJARAS
ALWAYS IN MY HEART
The Indians of "Maria Elena" fame have another hot album. Includes "Amapola" and "Moonlight and Shadows."
LPM: LSP-2912

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LPM: LSP-2879

NEW FOR APRIL ON RCA VICTOR

www.americanradiohistory.com
REVIEWS

SPOTLIGHTS OF THE WEEK

Pop Specials are those singles with sufficient programming and strong potential to achieve a rating in the top 10 of Billboard's Hot 100. For the benefit of broadcasters, Specials are broken down into specific programming categories. Acceptable Pop Specials are records applicable to pop standard and pop contemporary air play. Programming specials are those records applicable to pop contemporary air play. Pop Specials are those records applicable to pop standard and pop contemporary air play. Programming specials are those records applicable to pop contemporary air play. Pop Specials are those records applicable to pop standard and pop contemporary air play.

Hot Pop SPOTLIGHTS...

THE 4 SEASONS—Ronnie (Saturday-Gavardinia, ASCAP) (2:25) — Born to Wander (Saturday-Gavardinia, ASCAP) (2:33) — First is the strongest in the highest-voiced stump "Dawn" groove. The flip is good change-of-pace hot pop programming in a folkie groove. Philips 40185

NEIL SEDAKA—THE CLOSEST THING TO HEAVEN (Screen Gems-Columbia, BMI) (2:23) — Only with rock and an inviting lyric. Flip: "Without a Song" (Miller, ASCAP) (3:43).


DIANE RAY—TIED UP WITH MARY (1-95-1) (BMI) (2:22) — Goes as big as "Lifeguard"—maybe bigger. Flip: "No Arms Can Ever Hold You" (Gill, BMI) (2:34). Mercury 72248

DAMITA JO—IT KILLS ME (Lanier-Damita, ASCAP) (2:46) — Strong slow ballad. The girl sings the song. Flip: "Molly 'Dear Malone" (Flipside-R) (Honey, BMI) (2:19). Melle 4146

BARBARA AND THE BROWNOS—BIG PARTY (Beckie, BMI) (2:16) — Stax preciy picked this up from the Wilno label and Atlantic distrb. Strong lyric content, moody ballad and group sound. Flip: "You Belong to Her" (Beckie, BMI) (2:30).

C&W SPOTLIGHTS

LORETTA LYNN—This Haunted House (Bronze, SESAC) (2:23) — A touching title, haunting lyric. Another C.W., hit for the lady. Flip: "Wine, Women and Song" (Sare-Fire, BMI) (2:02).

KENDALL HAYES—DON'T GIVE UP THE SHIP (Painted Desert, BMI) (2:29) — "I Ain't Gonna Stand For It. You're The One That Made Me Cry" (Painted Desert, BMI) (2:29).

SPRITUAL SPOTLIGHTS

ALEX BRADFORD—CAN'T TRUST NOBODY (Conrad, BMI) (2:32) — The spirit is upon Alex Bradford and the song is a popular hit. Flip: "Ask Him To Do It Your Way" (Conrad, BMI) (2:10).

C&W SPECIALS

JUSTIN TUBB—John Mason Whitney III (Tree, BMI) (2:12) — If I Miss You (Two More As I Have Loved You) (Tree, BMI) (2:08). GROOVE 8034


RUDY CAGLE—Afraid to Go (Hi-Way, BMI) (2:19). CAPITOL 5154


CHARLIE PHILLIPS—Please Help Me Believe (Painted Desert, BMI) (2:15) — The Street of Loneliness (Turk/Richardson, BMI) (2:18). COLUMBIA 4041

SPRITUAL SPOTLIGHTS

SWAN SILVERTONES—In God I Trusted With Me (Conrad, BMI) (2:24) — At the Cross (Conrad, BMI) (2:19). VEE JAY 940

ORIGINAL BLIND BOYS OF ALABAMA—I Can See Everybody's Mother (Conrad, BMI) (2:10) — How Far Am I From Canaan (Conrad, BMI) (2:09). VEE JAY 936

Reviewed by Bill Krieger

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Record Panel and sales potential is rated within its category of music. Reviews are presented for Spotlight picks only.

Across-The-Board SPOTLIGHTS...

JOHNNY MATHIS—No More (Casablanca, ASCAP) (2:46) — Johnny sings the big ballad against string and choral build. Mere is working on the flip (from the pic "The Fall of the Roman Empire") "The Fall of Love" (Fest. ASCAP) (2:55). Mercury 71261

SIMON SISTERS—WINKIN', BLINKIN' AND NOD (Ryerson, BMI) (2:06) — Folk singers with "Puif" potential. Flip: "So Glad I'm Here" (Fall River, BMI) (2:04).

AL HIRT—COTTON CANDY (Gallocio, BMI) (2:11) — Razz-ma-tazz and all that Ddar pop jazz as a follow-up to Hirt's biggest. Flip: "Walkin'" (Lowery, BMI) (2:17). RCA Victor 8346

Pop Standard SPOTLIGHTS...

No Pop Standard Spotlight this week.

POP STANDARD Programming Specials

LITTLE DEANES COMBO—The Happy Rhythm (Sings, BMI) (2:19) — Drop Out (Funk, BMI) (1:30), PEACH 181


ANDY WILLIAMS—Meditat (Northern, ASCAP) (3:06) — Writing For Each Other (Valley, BMI) (2:18), COLUMBIA 4015

BERT KAEMPFERT & HIS ORK—The Big Build Up (Koover, BMI) (2:19) — Dancing In a Dream (Koover, BMI) (2:48), DECCA 31411

LESLIE UGGAMS—Mr. Win (Frank-Wilcox, ASCAP) (2:32) — I'll Be A Legend In My Time (Ascacole, BMI) (2:35), COOLUMBIA 4012

THE FOUR FRESHMEN—Don't Make Me Sorry (Kanesh, ASCAP) (2:13) — Mr. Bubba's Gone (Centro, BMI) (2:09), CAPITOL 5151

NELSON RIDDLE—Hello, Dolly! (Martin, ASCAP) (1:44) — Mr. True Carse Love (Conte, BMI) (2:11), COLUMBIA 4015

LAWRENCE WELK—Hello, Dolly! (Martin, ASCAP) (2:39) — Chair De La (Vinyl Titter, ASCAP) (2:26), DOT 16033

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LONDON RECORDS
**SPECIAL MERIT PICKS**

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

---

**POP SPECIAL MERIT**

Recruitment to the group of outstanding merit (Encores of the Golden Hits of the Groove 2009 (M); SR 68939 (S))

The album contains The Stax of Power's classic collection of hits by Motown's finest artists. These hits are known internationally, and the album is a testament to the power of Motown's music. The album is recommended for all music lovers.

**POP SPECIAL MERIT**

**WE PROUDLY PRESENT MONSEUR GILBERT BECAUD**

Kapp KL 1355 (M); KS 3353 (S)

This album is a beautiful collection of French songs that are sure to delight fans of Gilbert Beaud. The songs are sung in a way that captures the essence of French culture, and the album is a testament to the beauty of French music. The album is recommended for all French music lovers.

**CLASSICAL SPECIAL MERIT**

**DIORAYA: QUARTET, OPUS 6/WOLF: ITALIAN SERENADE**

Juliard String Quartet; RCA Victor LPM 2524 (M); LSP 2524 (S)

This album is a beautiful collection of classical music that is sure to delight fans of classical music. The album is recommended for all classical music lovers.

---

**ALBUM REVIEWS (continued)**

**SPECIAL MERIT PICKS**

The album contains many special merit picks, including:

**BREAKOUT ALBUMS**

- **NAVAL BREAKOUTS**
  - Navy Blue
    - Diane Renay, 20th Century-Fox TFM 1313 (M); TFS 1413 (S)
  - Ain't That Good News
    - Sam Cooke, RCA Victor LPM 2598 (M); LSP 2598 (S)
  - Gene Pitney's Big Sixteen
    - Musician CD 9008 (M); HS 9008 (S)
  - New Action LPs
    - Three new albums, not yet on Billboard's Top LPs Chart, featuring getting strong sales action by dealers in major markets.
  - Country Piano—City Strings
    - Floyd Cramer, RCA Victor LPM 2590 (M); LSP 2590 (S)

**REFLECTIONS**

- Son Gru, Verde V 8534 (M); V-6534 (S)
- DAVE SOMOS
- THE SINGERS

**FOUR-STAR ALBUMS**

The favorite rating is awarded new albums with significant commercial potential in their respective categories to merit being stocked by most dealers, and each record officers handling that category.

**POPULAR**

- Fusion
  - Wes Montgomery With Strings, Riverside 472

**CLASSICAL**

- Schumann: Piano Concerto in A minor
  - Brahms Piano Concerto

**CLASSICAL SPECIAL MERIT**

- Carol and Jimmy Snow Carry on Family Traditions
  - Meet Warming LPM 1721
  - Sacred Special Merit
  - Dinah Washington Sings Pat Waller
  - Low Price Pop Special

---

**ALBUM REVIEW POLICY**

Every album sent to Billboard for review is boarded by Billboard's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlight Picks or Special Merit Picks, while other LPs are rated under their respective categories.

---

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- In all, dealer needs 25,000 copies for a total of 8.5c x 25,000 = $212.50, or only 8.5c per copy.

This handsome Record Preview display stand is available to you for only $25,000 with orders that total 1,000 copies.

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CAMPUS BEAT

Colleges Using Top Disk Acts: Records Sell Along

NEW YORK—The college talent circuit is boiling along, using top record acts, and plenty of disk product is being moved by dealers tying in with these promotions.

A report from Billboard's campus correspondent at the University of Kentucky, Max Schwartz, states that the Chad Mitchell Trio played to an attendance of 4,700 recently. This attendance is about one-half of that of the total enrollment. Dealer who cashed in best on this show was the Kennedy Book Store on campus. Peter, Paul and Mary are scheduled to appear at the college on April 18. The act has never been to Lexington, and their appearance, according to Schwartz, is eagerly awaited.

Other acts which are being mulled for the college are the New Christy Minstrels and Joan Baez.

Came Records' Orions appeared March 7 at Muhlenberg College, Allentown, Pa. Their performance of "Wah-Watini," "South Street," etc., drew tremendous acclaim. An informal poll of the audience indicated that quite a few had purchased albums by the Orions prior to the show.

Comedian Nipsey Russell regaled the students at Fairleigh Dickson College February 29, in Teaneck, N. J. Although snow was falling on campus, preparations for the show were at hand. Karl Olsen of the Hackensack Record Shop reported good sales of Russell's LP's. Ditto the Reel Rack and the Duman music shops of Paterson and Passaic and Eclipse Music Shop of Paterson.

At Cornell University's Bailey Hall, the Christy Minstrels played to a packed house of 2,000. The artist received a standing ovation at the conclusion of her show on February 25. Ferrante and Teicher, appearing February 24 at the University of North Carolina, Memory Hill, presented a smash performance to a packed house of 1,750. Tickets, placed on sale one week prior to the show, were sold out in just three hours, according to campus correspondent Lou Rosenhul. The piano duo are in the midst of an eighteen-month tour, averaging five shows a week. Some 25 college dates are included. Art Ferrante told Rosenhul: "We're knocking on lots of doors. We're playing to the best of all...they are great audiences." Rosenhul also reported that the duo's albums which have already sold well in Chapin Hall record shops, moved exceptionally well before and immediately after the performance. Sandor Polster, campus corres-pondent, reporting on Louis Armstrong's appearance in mid-February at Ohio State, Columbus, Ohio states that the star's All Stars played to a capacity house at Mershon Auditorium. Local radio outlets, Polster states, promoted the show for two weeks prior to the play date.

Two new correspondents have been added to Billboad's campus office to handle reports from campuses. They are Jeffrey Feinman at the University of Michigan and Joseph Tiel at Long Island University.

New Firm Will Push Filipino Pop Music Around the World

MANILA—Formation of a new international company devoted to the exploitation of Philippine music, artists, recordings and audio-visual productions (such as feature and commercial films, TV, etc.) has been announced by the Philippine Music Enterprises Corporation, headed by a trio of executives consisting of the late Warner Brothers (Manila), Lois Witkoff (New York), and Robert B. (Boob) Weiss (Paris and Tokyo).

This marks the first time that special emphasis will now be given to the global development of Philippine music—described as Latin and was sparked as a result of a recent visit to the Philippines by Bob Weiss, now heading his own International Holding Company, Ltd.

The Viller Bros. are the foremost record and music publishers in the Philippine—representing the Filipinas Record Corporation, the RCA catalog, and, through Marbeco, Inc., the labels—Columbia, Epic, Dot, Warner Bros., MGM, United Artists, EMI, Fantasy, Savoy, Capitol, Jubilee, Command, Grand Award, etc.

On their own local Maubhay label, they feature native talent recording songs of local original mainy. Through this they have established a music publishing catalog of more than 1,000 Philippine-authored songs. These will immediately become available for worldwide exploitation through PMEC.

"Connor "

Concerning many visitors to the Philippines believe, copyright does exist on Philippine music—and in the majority of cases the songs are controlled by the Philippines, through their local music publishing firm. Several outstanding hijo have been retained by the Philippines, including "Dahl Sa Iyo" (recorded in the USA by Jerry Vale and known in the Philippines as "Lomo Iyos")—Columbia Records.

The Philippine Music Enterprises has been incorporated in the State of New York—with equal shares for the Messrs. Viller, Weiss, and Willong, who will operate on an international scale, with the Viller Bros., coordinating all activities in the Philippines, Witkoff and Weiss sharing responsibility for the USA and Willong will handle the side of the business directing the publications, records, labels, etc., to all foreign sources.

Emphasis will be placed on the cultural aspect, recordings and talent with the assistance of various persons in the Philippines recording in the United States. The group of songs will be performed in the provinces owned by him and written by the Viller Bros. As a result of complaint, Garrett is paying Beechwood a retroactive royalty on every disk, and the list of his recorded material is now before him. The composition of the tune, has dissociated himself and the Rivingtons are now listed as composers. Two songs they wrote from which Levy claimed "Bird" were taken were "Papa Oom Mow Mow" and "The Bird Is the Word.

Beechwood Owns 'Surfin' Bird'

HOLLYWOOD—Beechwood Music, Capitol's BMI subsidiary, has won copyright and royalties to a number of songs written by Bob Garrett. Garrett, who has written hits for the Beach Boys, is now affiliated with the label, according to a statement released by its marketing manager, Ed Halsey.

Beechwood will publish and handle all future publishing of the song "Surfin' Bird," which has been identified by songwriter Jerry Leiber.

Unified Issuing Word Classic LP's

NEW YORK—Webster's Unified, Inc., is introducing a new series of album recordings on the unified small record sections from the classics. The firm is issuing the series through its distributor, Unified Audio Classics, and the first album set is composed of two LP's with the usual double-volume packages from Shake-spearean plays. The package was produced and directed by Arnold Moss.
Ill Wind Blows No L. A. Good

HOLLYWOOD—Record gale force winds struck the Southland recently and the 60 to 90-mile-per-hour blasts caused $7,000 damage to Sign & Sound's new Van Nuys Valley location, President Jerry Johnson reported.

At the Van Nuys, Calif., piano organ store across from the main record component store on Victory Boulevard, a 110-foot window was shattered, a 50-foot awning came crashing down, and a 50-foot Magnavox sign was blown to the ground.

At the recently opened Canyon Place, Calif., a smaller window was cracked, causing around $1,000 damage to a west of Pittsburgh comedies and several TV combinations. There were no injuries to employees or customers and the stores were kept open with plywood panels in place of the glass.

Duford Operates New Franchise

LOS ANGELES—Discount Record Center chain has signed its second franchise, Duford-Kaiser, in Pasadena, Calif. Art Grobart, head of the new six-location chain, said Frank Duford would operate the store under the Discount name and is committed to having merchandise advertised available in his location. Duford has been in the record business 30 years.

Discount's first franchise was issued early this month to Larry Barnes's Reseda Music Mart in the San Fernando Valley. Grobart explained that he did not tell his franchises where to buy their merchandise, only that they have to stock it to match firm's heavy consumer advertising programs. Lenny Meisel

on Colpix Promo

NEW YORK—Lenny Meisel has been set as Eastern and Southern director of promotion of Colpix and Dimension. Meisel will cover markets as far West as Pittsburgh. He'll report directly to Danny Davis, national promotion director. Davis will concentrate on promotion in key areas west of the Ohio River.

Ray Lawrence, Colpix general sales manager, also made two distributor appointments: Mangold Distributors will now handle Colpix in Baltimore; and Beckerman Distributors, who already have Colpix in Milwaukee, will service Dimension in that city.

Philips Has Best Year

LONDON—Philips Records, Ltd., report that 1963 was best over ever with sales by value up 21 per cent over 1962. Singles sales were up 4 per cent and LP sales up 10 per cent.

Biggest single seller was Dusty Springfield's "I Only Want to Be With You." Dusty's new EP sold 25,000 first week of issue and an LP "A Girl Called Dusty" will be issued in April.

Fontana started 1964 very strongly with new signings including Craig Douglas, the Caravels, the Avons and a new Liverpool group, the Escorts. Another recent acquisition to the Fontana label in Eden Kane with "Boys Cry" currently in the British charts. Max Byrnes, for a long time a Disc jockey artist, has been signed by Philips. An EP from Max's new show "Round About Piccadilly," which opened March 28 at London's Prince of Wales Theatre, will most likely be issued by Philips.

Leslie Gould, Philips general manager, told Billboard he thinks he has a "find" in a 16-year-old Jamaican known as Millie, who has first Fontana disk "My Boy Lollipop" selling 30,000 the first week. It will be issued on Smash in U.S.

Unusual exports are some LPs of Japanese melodies, arranged by Johnny Gregory on Fontana entitled "Melodies of Japan," which have already sold 50,000 copies in Japan.

For release at the end of March was "How to Win an Election" with comedians Peter Sellers, Harry Secombe and Spike Milligan, a comedy skit on contemporary English politics.

The prelude to 1964 for Philips shows the first two months' sales up 15 per cent compared to the same period in 1963. Clyde Otis joins Columbia Label

NEW YORK—Clyde Otis has joined Columbia Records as producer in its pop artists and repertoire department. He'll be assisted by the pop a&b director, for recording artists as assigned.

For the past two years, Otis has been a free-lance producer. Before that he had been associated with the a&b department of Liberty and Mercury.

Bob Mersey Inks Johnston

HOLLYWOOD—Bruce Johnston, 21-year-old Columbia artist, has been signed by Bob Mersey, pop a&b director as an associate a&b producer, filling the vacancy left by Jim Herber's departure last fall.

Johnston was brought to the label last summer by long-time friend Terry Melcher, who is another young a&b man on the Coast staff. Both boys record for the label, produce teen-age products and will work together on projects as well as handling assignments alone. Melcher and Johnston record under the name Bruce and Terry. Johnston said he is preparing to bring several new young acts to the firm.

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

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NEW ALBUM RELEASES

COLUMBIA

E. F. POWER-BIGGS-The Golden Age of the Organ: 1927, 1928 (12"

DONNA LOPEZ-Jose Deis'Dell-Sweet and Hot Mexican Guitar: DL 1116, EL 3346

HUGO MARCEL-La Voz Romanica Y Sentimental (Valencia

WASHINGTON, D.C.

EAT S'JAY

JIMMY VAN MILLER-People's Singers: 1007

KING

Little Cowboy Cape syrup honey: 004

VARIOUS ARTISTS-Sight and Sound Uncompromised: 10 Hit Flashbacks from the Golden Era 1932

LIBERTY

The Crickets: LSP 2201, LSP 7531

BOBBY VEE-The New Sound From England: LSP 2307, 3022

LONDON

MANTOVANI & HIS ORK-Folk Songs Around the World: 10254

SOUND TRACK-Mediterranean Holiday: N 9300, HS 8005

NA-NO-CO

CHARLES KEY & THE SONGSTERS-All About: 1142 (S)

LYNDEY BROTHERS-You Never Walk Alone: LP 150 (S)

RCA CANDIDE

LEO ARSO & HIS ORK-Canada and Other Foreign Favorites: CAP 807, CAP 808

LULA HARDING-Canadian Indian Songs: CAL 808, CAL 809

NATIONAL BACKING-Chamber Music Society of Lower Basin Street: CAL 602, CAL 603, CAL 802 (H)

LIVING STORIES-In the Still of the Night and Other Beautiful Songs: CAL 795, CAL 794 (H)

A Nine-Tempo April Stevenos Program: CAL 342, CAL 343, CAL 344

RCA RED SEAL

BEETHOVEN-Learns Oratorio No. 3-SCHUMANN: Symphony No. 4, Boston Symphony Orchestra: (Calden) LM 2701, LM 2704

GLAUMOY-Vivaldi Concerti COYER-Philadelphia Orchestra: (Ravel) LM 2754, LM 2755

SANTAFESI-Garland of the Animals: BRITISH TUNES Ford's Guide to the Orchestra: High Notes (Calden) LM 2702 (H)


VARIOUS ARTISTS: Songs of the Children: Schumann, Brahms, Strauss and Mendel: USP Phonograph: (Gramophone) LM 2712 (H)


Pat Boone's "Speedy Gonzales" (Oct), issued by RCA Victor under the name "Adios Amigos." (RCA Victor, issued by Nera) has received Norwegian Silver Disk Award for 25,000 copy sales. Bobby Darin is next on the list for his "Detroit City." (RCA Victor), this week's chart in its 22 week run on the local scene. Topping last month's LP parade is "With the Beatles" on Parlophone, number up is "Wenchie," by Wenchie Myrlda on third. "Fun in Acapulco," by Elvis Presley on RCA Victor, Alto
gather, three Jim Reeves LPs are included on the charts. Kjell Karlsten will be with "Candy Kisses" by his own orchestra in Sweden. A 30 year old talent is Odd Borre, who debuts with "La Meg Vare Ung" on Viking.

ESPIN ERIKSEN

MADRID

Bob Cook, from RCA, visiting Spain's offices and checking distribution all over the country with local general manager Guillermo Caranz. "Pepe Palau (TV's Discomar) pushing for a single campaign which would permit fans to get a single for 40 pesetas (less than 80 cents American money) and followed by Franco de la Fuente in daily Pueblo. Luis de Lucena, Franco singer, good seller for RCA. Liverpool (Cameo-Parkway-Hollywood) doing some Beatles' repertoire. Coming up very strongly is "No Time Eduar," the winner of San Remo, released in Italian and Spanish by the new 16-year-old star: Gigliola Cinquetti. From Argentina came back Luis Aguilera. Andy Russell will soon fly back to Hollywood to perform in an other TV show as he did with Steve Allen recently.... Dave Brubeck due here next week. RAUL MATAS

MUNICH

Polyphon producer Gerhard Wolf and top composer Walter Schonerberg left for the States to stay in New York and Nashville. Mendelson will produce new German numbers with Connie Francis. The Kapp will also release the German version "Sag Mir, Wie Die Blumen Sind" of U. S. hit "Where Have the Flowers Gone," sung by Austrian singer Lotte. U. S./German singer Gwo Buxkx will record a c.d album for Japan in Nashville. Swedish Stereotone boss Gunnar Berntsson arrived in Munich to meet Munich music publisher Hans R. Beierlein and to produce the German version of No. 1 bit of Denmark and Sweden "Johnny I Love My Wife," with Swedish singer Sue Star. Radio and TV music are based in London. RCA Victor albums, one by Frank Sinatra.

JIMMY JUNGERMANN
In Number of Subscribers
In Subscriber Action
In Advertising Sales
Billboard
is Number 1 . . . Internationally

www.americanradiohistory.com
Mark Century Corporation Launches 'Festival Radio'

- Continued from page 12

They may also be programmed with other segments, or even tape, to create a show of any length desired by the program director.

The segments and features

I heard were taped, and fast-paced, big band music back-bounds were the ultimate in sound reproduction.

Select Selections

Sound segments include: "James Bond" — one minute long (in the check-in music bits). "Great Moments in History." — one-minute segments, told with vivid in sound with frequent actualities used. "The Great Old Days" — one-minute spots on the sound of recording trends and frequent actualities used. "How To" — one-minute spots on the "how to-do-it-yourself" school. "Beg and Cetera." — one minute each of Beg's daily minute segments featuring the voices of sound and music recorded in the many countries represented by the "World's." The series makes use of actual voices of the people with big-itch backgrounds and effective narration in support.

Among the most unusual features of the "Festival Radio" package are 10-minute dramas and "On Location." The dramas are carefully written to deliver maximum sound effects. The "Hymn story (usually emphasizing sus- pense or adventure) in a total of four minutes. The minute spot is allowed for a commercial message. The drama, which is scheduled during the week may be strung together for a 10, 15, or 30 minute show for weekend scheduling.

The quickie dramas I heard may very well represent the most lost form of radio stations that have heretofore found the longest drama entertaining compatible with their schedules and formats.

Another unusual feature, "On Location," will offer stations and their listeners a change of pace through 140 musical excursions to the top night clubs and concert halls in the world for outstanding per- formers caught in the act before a live audience.

Mark Century is also making available in the over-all package, custom produced musical com- ments to be used in conjunction with the commercial jingles; six custom produced contests yearly and a library of instrument production aids (instr. beds, etc.).

The new package is adaptable to formats in the pop-contemporary through standard range, including information and talk formats.

The firm will also present a separate package of new station identifications entitled "Encore."

### COUNTRY D.J. OF THE WEEK

- Continued from page 18

Joe Greenland of Radio WCBT, Centrlia, Ill., will be WSM Radio's "Mister D.J. U.S.A." for April. Joe has been in radio 15 years. He spent 3 years on WZOK, Alben, Ill. This continued for three hours. He has added a part-time day job to his schedule. In four years he was offered a full-time position with WZOK. He joined WCTM 18 months ago and do an early morning disc jockey job and now handles the disc jockey shows for 15 programs weekly.

Nashville NARAS

- Continued from page 17

...and in the Southeast

COMSTOCK

1323 Spring St., N.W.
Atlanta, Ga.

Phone: 875-0321
Area Code: 404

...See Page 31
For Full Details

Mark Century Corporation Launches 'Festival Radio'

- Continued from page 12

...and in the Southeast

COMSTOCK

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Phone: 875-0321
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...See Page 31
For Full Details

WIRZ (Newark) program di- rector Ed Nelson is close-mouthed (a rarity) after witnessing an in-studio twist exhibition by actress Jayne Mansfield. Miss Mansfield twisted Ed's arm and went on to brook music policy to answer her request to hear a Beatles record.

Addition to KUDL (Kansas City) "Good Guys" is Tom I. Tyler, formerly with WZOO (Spartanburg, South Carolina)... Wes Kelly joins WSP (Stevens Point, Wisconsin), the 11 a.m. to 1 p.m. air shift from WUSC (Durham-Superior) ... Gary Todd, formerly operations manager for WABW, Wاص (Houston, Texas) joins the undetermined role.

I hear KSEM (Moses Lake, Wash.) deejay Mike Oehlman played a local version of several solid hours. Must be some kind of (buggy) record.

BILLY JOX

- Continued from page 17

NAB... CHICAGO

RELIABILITY—QUALITY

RECORD PRESSING

Capitols of the and in the USA.

pk Sound

RESEARCH CRAFT CO.

1031 NORTH FULLER

HOLLYWOOD 46, CALIF.

ADVERTISEMENT IN BUSINESSPAPERS MEANS BUSINESS

BILLBOARD'S

NEW GOTHAM LOCATION

165 W. 46th Street

At Times Square

New York, N.Y.

Sawmill Road

Plaza 2680

SECUE

Bob Armstrong, WPOR (Port-
land, Maine) deejay resigns to join air staff of WGAN same city.

Tom Fowler, KDBS (Alexandria, La) deejay, joins KXXW, Lafayette, Louisiana as program director and 8 to 10 a.m. deejay. Also existing KDBS for KXXW is Eddie Craig, who takes over the 10 a.m. to 2 p.m. slot division of KDBS for KXXW is Eddie Craig, who takes over the 10 a.m. to 2 p.m. slot division of KDBS for KXXX.

YNNY

GOING TO NEW YORK?

Stay at the

NEW HOTEL

CHESTERFIELD

130 West 49th St.

At Radio City in Times Square

air conditioning TV radio available rates on request

650 DOLLARS

400 DOLLARS

PRIVATE BATH

SPECIAL THEATRICAL RATES FROM 113.50 Weekly

18 Flippers ... 600 Rooms

For reservations, see your travel agent or write direct to hotel.

WICKER PARK

SEGUE

TRIANGLE HAS

BLAIR SHOW

WASHINGTON—One of the most interesting radio shows emanating from the Nation's Capital this days is "Window on Washington" with Anne Blair. Syndicated nationally by Triangle Program Sales, the five-five minute shows and one 1/2 hour show are offered on a weekly basis.

Miss Blair, a gal who has her roots deep in radio (even now she runs a board), seems to be the everybody who is "somebody" in Washington to her microphone. Not all of the con- centration is on government officials. Most of the interviews and spot conversations are held with such Washingtonians as historian Allen Teasby in the world of food; Marie Ritter of the International Rescue Committee; John B. McKernan, a congressional assistant discussing foreign relations with Congress from Lawrence Mumford, his boss.

Happily Miss Blairs on-air voice and delivery does not fall into the annoying categories frequently occupied by some female reporters cuteness, shakiness, triteness, et cetera. Her in- terviews are carefully re- searched, she listens, the guests talk, but the shows remain warm and, but authoritative personality.

GF

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Sneak 45 rpm Recordings

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27124

"LOVE ME DO"

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HERE'S ACTION!

"ALL MY LOVING"

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"LOVE ME DO"

WE'VE GOT IT!

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ACTION RECORDS

101 Ridgewood, N.Y. 212 GL 6-8100
Falstaff Looms In Year Marking Shakespeare 400th

By JOHN HAYS

NEW YORK—RCA Victor, in honor of the 400th anniversary of the birth of William Shakespeare, has brought out a complete recording of Verdi’s comic masterpiece, “Falstaff,” which was recorded at the Metropolis last summer after Shakespeare’s Merry Wives of Windsor” and “King Henry IV,” Act II, 1M 6112, 2L 5612.) Reissued to coincide approximately with the Metropolitan Opera’s new production, it is the first complete recording this year of an opera inspired by one of the Bard’s

Earlier this year London Rec. released a boxed, single package of excerpts from the opera (A 4154; S OSA 1154).

Shakespeare in Music

There is probably no other literary figure who has contributed so much to the materials of modern music as Shakespeare. Passing over the numebrous songs and orchestral compositions that the bard has provided, the plays alone have furnished texts for more than 75 operas, few of which before now have been recorded. Wagner wrote an opera in 1851 based on the English tragedy, “The Flying Dutchman.” Verdi wrote “Falstaff” and Giordano handled the opera of Falstaff in London.

It is less easy to review the performance on London Rec. Records. An opera that would seem to defy the popular practice of excerpting, and which relies so obviously on the cumulative effect upon scene impact, it seems rather a shame, that with an edge on Verdi on release date, London should not have issued the opera in its entirety. The recording as a comparative album is most rewarding; Corina vs. Evans, Resnick vs. Simionato, etc.

RCA Victor and Verdi

The RCA Victor press release could certainly be considered a prestige recording; technically it is superb. In an opera that leans heavily upon an over-lapping lyric line, a clarity and articulation of sounds is imperative. This recording possesses both to a high degree. The production is well balanced and has been sensitively staged for stereo.

Comic opera depends so much upon the visual that any recording is bound to be somewhat in the translation. This performance is extremely well cast, composed without opera orchestra alike, all of whom bring a maximum of aural life to the looks, they are excellent. It is conceivable that more brilliance might be found for the individual performances, but it might prove difficult to find a cast that is both integrated and complementary.

Verdi and Comedy

Giuseppe Verdi, a man with an optimistic nature, could not have been expected to apply the DIVING of his comic operas in the Metropolitan. His only previous attempt at an inspiration to opera composers was an operetta that has runged his way through at least nine operas, including Holbein’s “At the Beat’s Head. Nicolai’s “The Merry Wives of Windsor” and Vaughan Williams’ “Sir John in love.” The opera is the other Falstaff, at present listed in the catalogs (Urunna, 3-1277, 214-1; 5214-3).

Falstaff and Mercur is Madamme Butterfly.” In a lighter vein, her recording with William Warfield of a Berdahl’s folk opera, “Porgy and Bess,” re- mained on the charts for 16 weeks. This month Miss Price goes on tour with the Metropolitan Opera Association, to cities including Atlanta, Minneapolis, Dallas and Detroit after which she goes to Europe on an extended tour of recording. Miss Price records exclusively for RCA Victor.

LEONITY PRICE, one of the world’s busiest and most cele- brated sopranos, has completed a recoding of Bizet’s “Carmen” for RCA Victor to be released early this summer in the Suria Series. Others feat- ured in the cast are Franco Corelli, Robert Merrill and Mi- relle Freni. Herbert von Karajan conducts. Miss Price’s op- eratic portrayals have proved extremely popular with the record buyers. Last year she was represented on Billboard’s Top LP’s chart with two complete opera recordings, Puccini’s “Tosca” and “Madama Butterfly.” In a lighter vein, her recording with William Warfield of a Berdahl’s folk opera, “Porgy and Bess,” re- mained on the charts for 16 weeks. This month Miss Price goes on tour with the Metro- politan Opera Association, to cities including Atlanta, Minneapolis, Dallas and Detroit after which she goes to Europe on an extended tour of recording. Miss Price records exclusively for RCA Victor.
How Can Manufacturers Boost Recorder Sales—Dealers Say

(Taking the third in a series of four reports on merchandise, tape and tape recorders, based on a nationwide survey earlier this year by Gordon Jones of the Wharton School of Business, University of Pennsylvania, in cooperation with the Record Market Research Division of Billings & Jones)

What are the major "problem areas" in selling tape recorders—and what can manufacturers and distributors do to overcome them?

These questions were answered in detail—and often in no uncertain terms—by retailers responding to the 23-page Billings & Jones dealer survey. That dealers were strongly concerned by these problems is demonstrated by the fact that every single one of the close-to-100 respondents took the time to write out his gripes and suggestions regarding tape recorders.

Problem Areas

The No. 1 problem area, as noted last week (Billboard, March 28), is "discounting by other retailers," mentioned by 32 per cent of respondents. "Customers' ignorance" was the second most frequently mentioned—picked by 20 per cent. "High price of recorders as compared with phonographs" was cited by 12 per cent, followed by two gripes about demonstrations—"poor demonstration and instruction by other retailers" and "too much time needed to demonstrate"—each checked by 10 per cent.

Other principal gripes, cited by fewer than 10 per cent of dealers, include: "No display space or display facilities"—7 per cent; "Too many models—customer confusion," 7 per cent; "Bulkly recorders and impractical operation," 5 per cent each; "Poor instruction manuals" and "poor construction," cited by 7 per cent each.

Here are some of the gripes spelled out in detail:

There are far too many makes and models. Customers become confused as to which recorder they should buy. Manufacturers should make fewer models and make them as trouble-free as possible.

A supposed superiority of tapes over records cannot be demonstrated, inasmuch as the vast majority of tape units are portables with insufficient volume to compare with a record and speaker size to even begin to match the sound quality of a console photo in the same price category.

Recording is also a problem. Some people have been taught by salesmen in other stores, especially that the sales force do not know how much audio detail is lost. Many people cannot understand why tape recorders should be so much better than record players.

"How do you teach the public the difference between one machine at $300 and one at $100, when both are totally impractical?"

One respondent cited 3M's cartridge machine and self-threading reel, and added: "This is the kick in the teeth by the manufacturer to the public's interest and start them thinking about tape, instead of recorders. Your problem comes after you've sold them. Stores don't give the customer proper instructions about how to operate the machine. The customer should be taught in person. Most people can't follow written instructions."

Six Bright Merch Ideas for Tape Recorder Sales

NEW YORK—A little imagination in tape recorder merchandising often pays off in increased sales—as indicated by the results which retailers have obtained from these ideas.

1. One retailer in Denver furnishes each recorder purchaser with a free patchcord, plus instructions on how to hook up the phonograph, radio, or television set. This investment opened up a vista of extra entertainment possibilities from a tape recorder, which is usually sold tons of extra sets, according to the dealer.

2. In New York, Wyo, a dealer invited everyone who came into the store for any purpose to listen to the tape recorder. By the end of a year he had accumulated a one-hour tape of the best gaps which has proved tremendously entertaining to tape recorder prospects. In fact, he also loaned the tape out for parties, luncheons, etc.

3. In St. Louis, an enterprising dealer writes couples whose engagements have been announced and offers to make a free tape recording of wedding ceremony and the reception. The bridegroom must come to the store, learn to operate the machine, and take care of the details himself. Quicker, of course, than waiting until the day of the sale of a tape recorder as a wedding gift.

4. Where customers have attended college age, it is a highly practical suggestion that the salesmen sell two recorders, and encourage them to exchange three-inch tapes of their work rather than writing letters. This particular aspect of tape-recording has been fully exploited. The same students can use the one recorder for homework, dictating reviews, reports, assignments, etc., and the other for school plays, and other purposes.

5. Aware that many people are afraid to try stereophonic equipment, the biggest problem is making them look simple for novices and making them look complex for "bugs."

6. What Manufacturers Can Do

Dealers were liberal with their advice to manufacturers and distributors on how to overcome recorder sales. Surprisingly, the No. 1 solution was an S.O.S for more selling support—"better and more consumer advertising and "talking up" by recorder dealers. This proposal even eclipsed "price control, stable price, fair trade," and the like, which was checked by 23 per cent of respondents.

Each of the other proposals was made fewer than 10 per cent of dealers. In order, they went: "Better service," "improve reliability," "more ads in consumer magazines, fewer in hi-fi publications," "more complete promotion manuals," "simplify machines," "standardize models," "reduce prices," and "help educators."

Advertising and promotional policies came in a large share of the individual comments, too. Here are some samples:

"Devote less space to db's, ohms, impedance, frequency response, cycles per second, etc., and more space to 'family fun.'" "More newspaper advertising—too much advertising to hi-fi bugs. The average consumer cannot be expected to advertise to stimulate purchases." "Stress simplicity of operation. Create desire to buy, not by mentioning characteristics of recorder, but stressing advantages of use." "Why not advertise in church magazines and school music magazines?"

Here are typical comments about demonstration problem: "Plot: Why use the uses of recorders and educate sales personnel. The lack of sales education is unbelievable. Every man in the business should own a recorder and use one. How can we approach the public if we are unimpressed ourselves? Train out sales personnel. Hold in-store demonstrations and promotions."

Some retailers felt that including blank tape with a recorder is an opportunity to get a message across. "Include a demonstration tape that explains the care and maintenance of the machine," said one. "Instead of a blank card, why not a tape that should be the best pre-recorded tape," urged another.

There were also suggestions for improvement of the product. "Improve reliability and simplicity. Eliminate necessity of having to flip reels out for second track. Improve ease of threading tape. Eliminate machines which can only utilize five-inch reels, and cannot use a cost player coupled with low-cost prerecorded tapes would really sell." "Even reputable companies are making machines designed when they require a second amplifier and speaker. Simplify controls and improve quality of smallest unit. Make the 23 cents for a tape reel reasonable for younger people."

As to suggestions about recorder quality, this one quote sums them all up: "Improve quality control, then plug it. Tape can be superior to recorders."

(NEXT WEEK: Pre-recorded tape; problems and prospects.)

PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-sellers, radios and tape-recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Retail sales figures reached or exceeded 3 per cent or more of the total dealer points one listed below.

PHONOS LISTING OVER $500

<table>
<thead>
<tr>
<th>POSITION</th>
<th>BRAND</th>
<th>% OF TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Magnovox</td>
<td>55.7</td>
</tr>
<tr>
<td>2</td>
<td>Fisher</td>
<td>12.8</td>
</tr>
<tr>
<td>3</td>
<td>Zenith</td>
<td>11.1</td>
</tr>
<tr>
<td>4</td>
<td>RCA Victor</td>
<td>6.4</td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>8.9</td>
</tr>
</tbody>
</table>

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

12/21/63 Issue: Electrohome (6). 12/19/63 Issue: Curtis-Mathes (4), Packard-Bell (6).

Hartman Moves Tape to Field, Customers to Store

BY JEANETTE FORMBY

ROANOKE, Va. — Getting outside of the store to look for additional business is working out well for Lee Hartman & Sons Sound Equipment Company of Roanoke. While Hartman does an excellent business with walk-in customers, stereo phonographs and components, he is particularly proud of the excellent additional sales volume he has developed in the commercial market. When Hartman first began selling tape recorders he realized that this was an item with a tremendous potential, but one which might require years for the public to "catch up." In stead of waiting, he began getting out of the store at every (Continued on page 40)
Concord Electronics Tries For Mass Market Selling

By ELIOT TIEGEL

HOLLYWOOD — Four-year-old Concord Electronics is blazing its growth by de-emphasizing the traditional audioophile and concentrating on selling the mass market through such outlets as Korvette, Fedco, GEM, Polk Bros., Olsens, Sears, and White Frood.

"We are making audioophiles out of the mass market," boasted advertising director Jack Caracas. "Other companies work exclusively through the audio stores and limit their audiences. We believe in selling through the audio stores but we go one step further and offer quality merchandise to major retail outlets."

Concord is aiming to capture 15 to 20 percent of the market, explained Don Hassler, head of sales and marketing. "The tape market is really uncharted," he said. "We’re aiming at new customers who have never bought a tape recorder before."

Hassler believes Concord can achieve this goal by offering high-quality machines at inexpensive prices with ease of operation. Dealers can hit 85 percent of the tape market at our line, which sells from $99 to $450," he emphasized.

Concord has shown a steady sales increase, Hassler stated, noting sales were up year almost 100 percent over 1962. He would not, however, divulge any quotations nor would he predict how many units company hoped to sell this year. "Since January 1," he said, "we are 80 percent ahead of the same period last year."

Seven models comprise the Concord line, all manufactured in Japan by Matsushita. Three were introduced in January, including the $100 transistorized mono automatic, voice-operated, portable retailing for $199; the 440 transistorized three-speed stereo with push-button control for $239; and 844 transistorized push-button sound-on-sound 15-watt stereo amplifier. Company plans to debut a new model with automatic reverse action this year, which will not need installed leaders on the tape to trigger the reverse action.

"We have taken the machine out of the control room and hobbyist’s hands," Hassler said, "and placed it with the consumer as a workable instrument."

To get the message across fully to consumers, firm, which herefore hasn’t allocated a large ad budget, plans experiment with campaigns in selected markets, notably through billboards and TV. Los Angeles is the first city, with $50,000 budgeted for the push, which promotes the entire line.

Hassler said he was surprised that music stores weren’t selling more tape machines, chiding dealers for not going after the tape market as much enthusiastically as they sell phonographs. "Music dealers shouldn’t let tape machines get into the hands of the photo stores and mass merchandisers," he remarked. Their lack of success in the past has been because of inadequate product knowledge, he added. "Music stores are afraid of tape machines because they think they’re too technical. Today you push a button and away you go."

Hassler also bemoaned dealers who sell machines without orientation. "Dealers have to operate the machines correctly for the customer. Once you sell the machine, there is repeat business in pre-recorded tapes," Hassler said. If dealers allow manufacturers to orient their salesmen in correct operation, this will enable salesmen to impress service customers, executive stated.

Al Gussin Resigns

NEW YORK—Alfred S. Gussin has resigned as vice-president, marketing service, of Magnavox, because of "base policy differences." His new plans will be announced shortly, he said.

Norelco Starts Big Ad Drive

NEW YORK—North American Philips Company is launching the most extensive advertising campaign in its history for its Norelco tape recorders. One-half of the total ad fund—the amount undisclosed—has been set aside for local use by dealers. The local ad expenses will be paid 100 percent by the company, in what a spokesman described as "the most liberal dealer program in tape recorder history."

3M Names Marinovich

ST. PAUL—P. J. Marinovich has been named to the new post of market development manager, Revere-Woolwich division of the 3M Company. The new assignment includes the premium and incentive market, in addition to the background music project, of which Marinovich has been sales manager.

Jensen OEM Cartridge

ADDITION, Ill., — Jensen Industries, manufacturer of phonograph needle and replacement pickup cartridge, announced its entry into the original equipment stereo cartridge field with a professional grade low-mass cartridge.

HOT OFF THE PRESS!!

It is Saturday afternoon. A jet heads East to New York and Europe carrying nearly 2,000 copies of Billboard to music industry influencers. Simultane, another jet is getting ready to leave Dayton heading West with copies going to Hawaii and the Far East and Australia.

The important and significant news appears first in Billboard. That’s why more people buy and read Billboard around the world than all other U.S. music industry publications combined. It’s the combination of news and fast delivery that makes Billboard Number 1. . . Internationally!
Hartman Moves Tape to Field; Customers to Store

Hartman contacts the local chapter of the sponsoring organization, gets the name of the secretary or business manager, and writes a letter, offering the facilities for recording speeches, addresses, lectures and entertainments. When the secretary arrives, he makes the deal calls on him personally, taking along a sample recorder or two. Invariably one of the tape machines, sometimes three or four. More important, the same convenient arrangement of such an association will decide to buy a machine or two. Hartman has become a familiar figure in the offices of schools and colleges, in any direction. Knowing that most schools have special funds for purchases of this sort, he arranges meetings with agents of such institutions, and looks for sales in entertainment as well as education. Churches often have the same need for recorders as schools. In addition, pastors enjoy polynomial TV in their own tape, before the actual delivery. While he usually finds it necessary to set up a separate recording place for larger institutions, Hartman has the habit of providing set-up kits, amounting to more than 30 tape recorder sales over the past three months.

In selling the commercial market, the Virginia dealer usually contacts large companies. He sells a reliable monophonic tape recorder in the $250 to $300 price bracket. His argument is that the objective, sales can go as high as in the smaller markets, but with lower cost music systems for his commercial users, Hartman has found a market for his Miami unit, amounting to more than 30 tape recorder sales over the past three months.

The ideas for tape recorder sales

Recording, a Detroit dealer says, among stereo tape recorder owners, for the best piece of this past January was accomplished by selling portable sales. Console sales actually showed an increase (although less than 1,000 units) out of a total of 27,000. Could this be a trend to heavier console sales this time around? May we withhold judgment until we see February’s figures.

Despite the fact that phone sales said something during the second half of last year, the average phonograph price was still under $40 in 1962. Undoubtedly, this was due in some measure to the AM-FM-stereo trend. It could, therefore, represent a turning point, halting the general price-per-unit decline.

Using factory-level prices, the average packaged phonograph (including both phonographs and complete sets for $66.59, up almost $3 from the 1962 average of $78.59, which culminated for the time being, anyw) a decline from $83.88 in 1961 and $87.22 in 1960.

Endnotes

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Endnotes

1. Recording, a Detroit dealer says, among stereo tape recorder owners, for the best piece of this past January was accomplished by selling portable sales. Console sales actually showed an increase (although less than 1,000 units) out of a total of 27,000. Could this be a trend to heavier console sales this time around? May we withhold judgment until we see February’s figures.

Despite the fact that phone sales said something during the second half of last year, the average phonograph price was still under $40 in 1962. Undoubtedly, this was due in some measure to the AM-FM-stereo trend. It could, therefore, represent a turning point, halting the general price-per-unit decline.

Using factory-level prices, the average packaged phonograph (including both phonographs and complete sets for $66.59, up almost $3 from the 1962 average of $78.59, which culminated for the time being, anyw) a decline from $83.88 in 1961 and $87.22 in 1960.
CLASSIFIED MART

A convenient market place for the best sources of equipment, supplies, services and personnel...serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED

BOOKKEEPER ACCOUNTANT - PE.

BANJOIST (newspaper, educational sessions, /use, distribution, concert, Church. Phone 722-9801, New York, N.Y., 1960

HONEYKOWNEY PIANIST AVAILABLE WITH 30+ YEARS PROFESSIONAL EXPERIENCE - CALL 321-7789.

NEEDS DISTRIBUTION - WANTED A TIP TO THE RIGHT DISTRIBUTOR IN INTERNATIONAL 43 shills. Contact Chuck Planter, 4144 S. Madison St., Los Angeles, Calif. 90035.

FOOSBALL MACHINES (Table Soccer) Coin-operated amusement game, 7 months old, list price $400 per machine. Excellent condition. Entire lot priced for immediate sale. $2,000. Write or wire.

WANTED

RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

FOR SALE

DENOS BY "TENSON" style - the east's newest service, parallel to the "TENSON" style for a record business with the best available equipment, or set for any given project or record. S. M. 3-4213, North Bergen, N. J.

PRESSING, PLATING

300 JOH TOO SMALL - QUALITY CONTROL, LARGE SIZESpresses, recording equipment, 2,000 sq. ft. Workshop, 100 sq. ft. office. Call or write: Maloney Sound Studio, 1218 Broadway, New York, N. Y.

RECORDING FACILITIES & SUPPLIES

PROFESSIONAL DEMO RECORDS

Flared, Straight-Low Prices-Independent Pop, R&B, Country. 80, 100, 33 rpm. 45s and 12" records. 100% direct, 100% audible. Send for prices. P.O. Box 7135, New York, N. Y.

SINGING PROFESSIONALS wanted! 1000's of Specialty Singers for top name & Independent records. Audition by mail. 100% audition. Mail to: J. F. 1021, Mount Vernon, N. Y.

FREE COPY OF "THE BILLBOARD" - the record industry's news magazine. Write today. Box 709, Hackensack, N. J.

FREE FOR WRITE FOR FREE BROCHURE

DEMONSTRATION RECORDS

Box 3494, Elles. Los Angeles, California

MISSOURI

BROADCASTERS WANTED

Three 14" and 10" in the working shape. Selling at 155 each. P.O. Box 1, Chillicothe, Mo.

FREE OF CHARGE

FIND A QUAILITY INDEPENDENT RECORD COMPANY

AUTHORIZED TO REPRESENT IN YOUR STATE

AMERICAN SHOWCASE RECORDS

Box 132, Cedar Rapids 29, Iowa

SAPPHIRE RECORDS, CORP.

Box 220, Gainesville, Ga.

RPM'S, FOR RECORD,

Marvell these to MARNELL DISTRIBUTING S8.50:

THROAT-CLEANING, SITUATIONS PRINTWARS! ENTERTAINMENT TX

STUDIO COSTUME! FROM.

Follow Billboard's leading advertisers:

- AMERICAN RADIO HISTORICAL SOCIETE

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- WUISCUAID FOR ENTERTAINMENT

- ZINO LP'S

- ZONER RECORDS

- ZONER RECORDS

- ZONER RECORDS

WANTED

RECORDING MFG. SERVICES, SUPPLIES & EQUIPMENT

FOR SALE

DENOS BY "TENSON" - THE EAST'S newest service, parallel to the "TENSON" style for a record business with the best available equipment, or set for any given project or record. S. M. 3-4213, North Bergen, N. J.

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Marvell these to MARNELL DISTRIBUTING S8.50:

THROAT-CLEANING, SITUATIONS PRINTWARS! ENTERTAINMENT TX

STUDIO COSTUME! FROM.
It's time to merchandise music

that is if you like

the sound of money

What pays the most profit in most locations?
If you said the music customers buy through the Rowe AMI Tropicana phonograph, you're one hundred percent right.
In the new Tropicana Rowe has created an unbeatable music-maker—
and an unexcelled money-maker.
But The Tropicana will make more profit for the location if the music is merchandised.
Now you can see the reason for the clock shown here. It has terrific attention-getting, point-of-sale value. Everyone's eye is drawn to a clock; what better time to encourage play—to merchandise music—than by reminding customers it's music time?
When you merchandise music, you help your locations make more money, more profit. And when you merchandise music, you help yourself make more money by opening up more profitable locations.
See your Rowe AMI distributor today for his deal.

ROWE AC MANUFACTURING
The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems
**MOA Conclave Set For Sherman House**

CHICAGO — Music Operators Association officials officially settled on the Sherman House here as the site for its next convention. The board of directors feels that hotels in the city can be expected to go to the extra expense of keeping the house during the dates of the convention.

Fred Granger, MOA managing director, said that early indications are that it will be one of the "biggest shows" in MOA history. He said inquiries from exhibitors have been coming in for the past month.

"The success of last year's show helped us develop a great deal of momentum for this year," according to the managing director. He said he believed that MOA's new "progressive look" had stirred interest among members and the industry as never before.

"Our intention is to translate this interest in MOA's most successful convention," he said. "This means increased attendance because we can offer an increase in the number of exhibitors."

"It means outstanding forums and entertainment. It means making the MOA convention the grandest and most enjoyable place of the coin-operated music and amusement industry."

And the 3,000 square feet of exhibit space will be available to exhibitors. The show will be set up on the mezzanine, accessible from the lobby without need of elevators.

**Pa. AMOA Session Changes Bylaws, Picks New Manager**

BY ED BARNES

HARRISBURG, Pa.—A general meeting of the Associated Music Operators of Pennsylvania, Inc., held Sunday (22) at the Penn Harris Hotel, reflected the current reaching changes in its organization.

The post of executive secretary, vacant after the recent death of Albert D. L. Coin Machine Company, Harrisburg, was filled by the appointment of John H. Salas of Pittsburgh, a public relations man who has been active in the campaign and has increased the membership of the Greater Pittsburgh association by almost 40 percent during the past four months.

Salas, Douth, Pointon, continues as president of AMOA of Pennsylvania, but James Amato, Sewickley, was elected treasurer, succeeding Harry Beck of Lewistown.

To hire LaSala as a full-time secretary, it was necessary to amend the bylaws of the State organization and provide that the general membership, by a majority vote of(convincing, could elect a director. There have been no new amendments and for hire of LaSala were made by Phil Eisenberg, Consolidated Vend-

The revised bylaws include the provision that the State association's board of directors will determine the rate of LaSala's compensation.

In describing the activities of the Greater Pittsburgh organization, and with the recent Statewide survey of Pennsylvania coin-machine business in mind, AMOA officials and trade representatives on the survey questionnaire sent out indicated that operators in the State have $20,000 in coin-operated equipment on location. Statistics such as this, he said, are important in presenting a fair and complete picture of the industry to legislative bodies. The director also expressed the efforts of the Pittsburgh organization in reaching out to the local airport and Eagle County court case involving ownership of coin-operated machines.

Both Mrs. Millie McCarthy, president of the New York Coin Machine Association, and Mike Mulqueen, president of the New York State Operators Guild, addressed the meeting as guests, explaining the organization and procedures of their groups. Mrs. McCarthy presided over the historic bill that would license amusement machine operators in New York State.

Others who were present at the well-attended meeting include (Continued on page 50)

**Ohio Court OK's Shuffle Alleys**

COLUMBUS, Ohio—An unusually restrictive local ordinance was upset here recently when the Ohio law banning coin-operated bowling games was ruled unconstitutional in a 6-0 decision by the Ohio Supreme Court.

William D. Young, operator of Walt's Tavern, Youngstown, had filed an action in a lower court following seizure of shuffle alleys from his property on January 21. He had upheld his contention that the machines provided no free games, no prizes, and other results which might tend to classify them as gambling devices.

**Scopitone Bows in U.S.; Mitnick Is Sales Chief**

MIAMI BEACH, Fla.—Scopitone, the European coin-operated picture entertainment appliance, is opening a United States branch with headquarters on Lincoln Road here.

The new venture, a division of Scopitone Corporation, U.S. & A., which bought the known industry figures as Bartlett, Squire, and others, is managed by Ronan Sales, Irving Kaye, Irving Kaye Company, and Alvin Mitnick, the former who consolidated the joint venture.

Western European markets, Scopitone has the exclusive right of distribution and manufacture of the machines from CAMECA, the French parent company. It has an agreement with this agency to provide American artists the opportunity of giving performances, supplementing its library of performances by international stars.

Flights are made on the sound stereo.

Sales Director Mitnick is a veteran in the industry, his background including 10 years with Rowe AML and six years with United Manufacturing Company. He is planning to legion national distribution and operators an opportunity to have a personal demonstration of the Scopitone.
Chattel Mortgages Issued by MONY Withstood Two Tests

NEW YORK — The chattel mortgage available to members of the Music Operators of New York, Inc., for their protection when locations are sold to new owners has withstood two tests and is still intact. This plan also appears to be developing in favor of the operator.

Speaking at a recent meeting of operators at the office of Atlantic News, Theodore Atti, attorney for MONY, said that in the first two cases the operators were spared any loss from the locations because the new owners adhered to the original installation contract of the sellers, as provided in the chattel mortgage.

In the third case, still unresolved, the issue appeared for a time to be a settled matter for the courts, but later told Bondville that there is still a chance that this too, will be settled out of court. The circumstances were that the attorney for the new location owner, finding a Florida (404) rate, made a check for that amount to the operator with a request for a return of the balance.

This was unsatisfactory to the operator, and attorney Blum immediately gave him full fulfillment of the original contract terms and conditions. For the reason that it will be settled in the same manner as the first case, the MONY, however, would welcome a court test, now or later. Again, the mortgage for each one is identifiable by a form number, is furnished only for the mortgage, and for each one is issued by the name of the owner, and can thus be identified if it should later turn up in any other hands.

German Wholesalers Begin Pub House

FRANKFURT — A new music publishing house has been founded in Frankfurt by a group of leading music publishers in the German disk wholesaling field.

Transatlant - Musikverlage GmbH, a joint venture of H. G. Kühn Transatlant Music Publishing Company, has been established by Hans R. Beierlein, Munich, and H. Karlth, Edeltraud Kupper, Gundula Michael and Gerhard C. Schulz.

Beierlein operates the music house Einhorn, Munich. Marianne Karlth is chief of Globus-Schalplatten-Zentrale, Frankfurt; and Kupper is proprietor of the firm Ed. Kupper, Stuttgart-Munchen. Gundula Michael is head of Michael & Company, Duesberg, and Gerhard C. Schulz is chief of Loewen-Automaten, the sales arm of N.M., the wholesaling company.

Objectives of Transatlant

There are two objectives that additional disk wholesalers will participate in the new concern, which trade circles call "the strongest economic concentration in the West German music industry."

Transatlant - Musikverlage GmbH, a joint venture of H. G. Kühn Transatlant Music Publishing Company, has been established by Hans R. Beierlein, Munich, and H. Karlth, Edeltraud Kupper, Gundula Michael and Gerhard C. Schulz.

Objectives of Transatlant, have yet to be spelled out in detail. However, formation of the new group on such a broad distribution basis has spurred speculation that it will function, primarily in the interest of the jangle trade.

Days Unhappy

West German phonograph operators are chronically unhappy about the recent price squeeze. They blame: 1) the fierce West German performance rights, which is accused of demanding unreasonable record royalties, and 2) major discos, which are propped up for lack of effort to accommodate operators with low price discs.

For several years now, joke calories have been expounding possible avenues out of the high-cost disc impasse.

Lompenzo Set for U.S. Appearance

NEW YORK — John P. Lompenzo, secretary of state of Equity Corporation, will be the guest of honor at the 1964 United Jewish Appeal, to be held at the Stapler Hilton Hotel.

Division Chairman Irving Holzman, United East Coast Corporation, made the arrangements for the Secretary's appearance at the dinner. Holzman returned from a trip to Florida during the week of March 30.

European News Briefs

Brisk Payoult Sales

WEST BERLIN—Wulf Apparatus, the West Berlin firm which handles for the European music producer, reports brisk sales for four of its products.

The machines are Rotomatic Adder, Trolly, Aural and Tip-Top, for machines, according to sales promotion, offer the operator a "balanced" line of products.

German payout producers generally report record demand for their products, inspired in part by the increasing numbers of "payout" machines. At least one British firm advertising that it maintains a stock of 2,000 German payouts to meet the big demand.

To Form Association

OSLO—Norwegian operators are moving to organize that country's first trade association. An "informal" group has already gathered information on the various European trade groups to pick a possible model for their own. After several years of backing and filling and filling and filling on the issue of organizing a trade association, the great majority of operators now favor the new project. Several Norwegian operators refer to this country as being "underdeveloped," and they blame the absence of a trade group.

Sound Level Lower

MILAN—"Good listening is soft listening." This message was propagated in Italy several years ago by AMI's Italian licensees. Apparently, the message has proved one of the most effective photographic public relations campaigns ever conducted in this country of the overdeveloped decade.

A survey just released shows that noise complaints to Milan police dropped, a sure indication that locations have diminished a full 50 per cent in the last three years. At the same time, collections have increased, and trade experts here doubt that this is coincidence.

The Milan survey is substantiated by similar surveys from other areas of Italy where the trade has kept up." Low" campaign was presented.

Award Sales Prizes

BINGEN, West Germany—Loewen-Automaten has awarded prizes for 1963 sales competitions. The first-prize gold medal went to Heinz Kaestner, proprietor of Westerly, Rottumshausen. Other winners were the Globus firm of Frank-furt and Eich Schneider of Hamburg. A silver medal for fourth place went to the firm of Ed. Kupper, Stuttgart. Besides the competition, the firm of Hermann Voibraht, Hanover, was awarded a gold medal for special sales achievement. Voibraht regularly reports a huge sales volume for Loewen-Automaten equipment.

East Europe Market

BONN—Bonn government trade experts say that the series of trade pacts negotiated with Eastern European nations should provide a definite answer to the extent of the European market for coin machines.

Beginning with Poland, Bonn has signed pacts with all of the Soviet satellites save Czechoslovakia. These agreements are uniform and provide for the exchange of trade missions. In particular, according to experts here, that the Czechs will be able to buy almost anything they really require or want within reasonable time and at competitive large amounts of capital goods.

The coin machine market in East Europe is considered a controversial, some trade authorities claiming it offers a tremendous potential for sales, and others doubting if it will ever provide a worthwhile market for anything but vending equipment.

Recent Stereo Releases for Music Operators

SEEBURG LITTLE LP's

Pop Vocal
FRANK SINATRA—(Twin Pack)
Sinatra's Sinatra (Reprise)

Pop Instrumental
JACKIE DAVIS—Jackie Davis
Plus Vocals (Warner Bros.)

Jazz/Rhythm & Blues
VARIOUS ARTISTS—Americans in Europe, Vol. 2
(Columbia)

Country & Western
VARIOUS ARTISTS—Greatest Country & Western Hits No. 3
(Columbia)

SEEBURG ARTIST OF THE WEEK

EYDIE GORME—Gorme Country Style
(Columbia (Country Vocal)}
NEW YORK — The steady gain in dollar value of United States coin machine exports has been evident for the past several months in most of the world, according to figures released by the U.S. Department of Commerce, the total value of photographic and amusement game exports for December, 1963, was $1,978,111, down slightly from November, 1963, which was $2,146,878 for the same month of 1962, a gain of more than $20,000.

The total number of machines exported during the 1963 month was 7,651, versus 3,084 in the previous December. The only category that declined numerically was used photographic equipment, an export that has shown a recent tendency to sag.

Anti-Smoking Drive Slows Cig Machine Receipts, Taxes in Vt.

MONTPELIER, Vt. — Vermont’s cigarette machine operators have been confronted by an anti-smoking crusade launched by the newly organized Interagency Council on Smoking and Health, composed of representatives of health, religious and medical groups.

The council chairman, Gotty Page, who is executive secretary of Vermont Medical Society, said, “This is the first co-ordinating agency step in promoting and organizing an educational program on the hazards of smoking. We recognize this as a health problem and not a moral issue.”

Machines Sell Lottery Tix Under New N. H. Law

MANCHESTER, N. H.—The only vending machine operation of its kind in the country, has begun in New Hampshire.

Starting out with a number of machines more than a week before the Rockingham Park sweepstakes, the sale of the newly legalized sweepstakes tickets from the machines was extended to the two remaining liquor stores on March 23. The $3 ticket, which gives those purchasing an opportunity to win up to $100,000, was sold only at the State pari-mutuel race track and liquor stores.

The first ticket was purchased at the Rockingham Park machines by Gov. John W. King, who gained nation-wide publicity when he signed the controversial sweepstakes bill after it had been approved by the last Legislature. He said he hoped it would not win anything in the big lottery because it might embarrass him politically. As a matter of fact, tickets bought at the machines will not receive tickets from the automatic machines, but rather an “acknowledgement” or receipt. The tickets, with names and addresses of their owners, will be picked up from the machines and deposited in a Manchester bank vault for the big drawing in September, a few days prior to the big sweepstakes run at the Rockingham Park.

There will be only one race this year and the sweepstakes is expected to net the State some $2,000,000 for educational purposes. In future years there will be two sweepstakes races, with as least double that revenue anticipated.
Q & A Seminar for NVA Meet

CHICAGO—A bulk vending seminar titled Issues and Answers will highlight National Vendors Association's two-day business program during its April 15-19 convention in Miami Beach, Fla.

Panels are being selected both from within the industry and allied merchandising and marketing fields. Operators will hear a series of prepared talks and will have the opportunity of throwing questions at the panelists from the floor.

As in the past, much of the bulk vending industry's important business is settled in such informal sessions.

Bert Fraga, NVA president, will give the welcome address at the association's opening business session Friday (17). The convention introductory speech will be delivered by bulk industry veteran Rolfe Lobell, convention chairman.

Following the seminar, an address by Milton T. Raynor, legal counsel, will wind up the day.

Saturday's meeting will feature reports from the following committees: Treasury, Ways and Means, Membership, Local Association and 1965 Convention Committee.

Don Mitchell, legal counsel, will discuss legislation and preside over the giving of special awards.

Rolfe Lobell will preside over the inauguration of new officers. A golf tournament is also being planned for the Sunday following the convention.

The Issues and Answers seminar is being broken into the following topics:

How to obtain a location.

What records are essential in connection with operating that location.

What is the best way to merchandise the location to achieve maximum profits.

How the location is kept secure as to machine and collector.

The philosophy of growth or how to expand the routes.

What is the significance of NVA to the operator.
Denver Discount Stores
Go Big for Bulk Venders

DENVER — Bulk vending machines in the two big GEM department stores here are helping shopping mothers to control small children.

Whereas most discount department stores in the Denver area have limited bulk vending to kiosks or the snack-bar area, GEM Northway and GEM Southway, located on opposite sides of the city, have distributed four, six, and even eight-machines throughout the store, flanking the aisles at many points.

No matter where a shopping mother may be, she is never more than a few steps away from a vendor. Mix offered includes peanuts, gum, salt, resort, capsules, bubble gum, flavored specialty gums, and novelty.

Frank Thorow, long-time Denver operator is one specialist who has benefited tremendously from this attitude on the part of GEM stores. Carefully varying the product mix from one spot to another in the same store, he has made it possible for mothers to keep their youngsters' interest up with a different item at each vending point.

GEM Northway, the original Denver discount department store, has even spottier interest from the outset through installing a 22-pound Big Boy ball gum vendor, just inside where traffic splits into the 50-off department located to the east or west of the entrance.

At least 25 percent of the mothers entering the store with small children automatically note the presence of this big eye-catching bull gum machine, and still their children's chance for candy by immediately popping pennies into the bull gum machine, and keeping the youngsters occupied with chewing, until encountering the next machine with a different item to offer, provides the opportunity to start the process all over again.

Rake Coin Moves
To New Quarters

PHILADELPHIA — The Rake Coin Machine Exchange will move its distributing business to new quarters at 1214 Girard Avenue on April 13. Move will mean that the new location, closer to the city's center, is more convenient and has ample space.

It will be easier for operators in neighboring States to locate. Move will also display one of Acorn vendors and parts as well as stands of various gum, gum, candy and reconditioned machines.
BEATLE HEADQUARTERS
BEATLE RECORDS

Miniature Replica with pictures of the Fab Four's hit of hit records, reproductions of their instruments, background information. Brightly colored cases. Will vend in all machines.

BEATLE RECORDS IN CAPSULES
$19 per thousand. Free displays.

BEATLE 16c MIX IN CAPSULES
$30 per thousand. Free displays.

BEATLE BUTTONS
$12.50 per thousand. $1.50, 500 or more.

MODERN COIN & MFG. COMPANY
Phone: 281-3333
CINCINNATI 20, OHIO

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 at 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.

All Parts of Bulk Industry at Miami

CHICAGO—National Vendors Association will have all segments of the bulk vending industry represented at its April 15-18 convention in Miami Beach, Fla.

In addition to the large turnout of operators and guests, there will be distributors, manufacturers and assorted retailers, not a few of which will hold separate meetings of their own. The National Vending Machine Distributors Association (NVMDA) will hold a meeting Thursday (16) morning in the Cavalier Room. The manufacturers have scheduled a special meeting as have the Untitled Vending Distributors, though a time and place has not been decided.

Leaf Brands is holding a dinner meeting for its distributors Thursday (16) in the Charlegave Room. Karl Guggenheim is holding a luncheon for its distributors Friday (17) in the same place.

Eppy, Inc., is also holding a luncheon for its distributors Saturday (18).

Annual Conclave Offers Package Plan to Guests

CHICAGO—As in the past, National Vendors Association is offering a special package plan for guests to its April 15-18 convention in Miami Beach, Fla.

Rates run from $10.75 to $14.75, based on an expanded American plan, including breakfast and dinner. Convention guests will also be charged a $5 registration fee which includes the following:

• Two NVA breakfast meetings.
• Thursday evening hospitality night in the exhibitors' suite.
• Friday night dinner and show.
• Saturday night banquet and show.
• Tickets for drawings of prizes.
• Badge for exhibit floor.

According to Don Mitchell, NVA legal counsel realizes he cannot keep in touch with every development.

Each of Mitchell's widespread routes, which extend as much as 40 miles from his office within the Los Angeles area, has grown steadily on the basis of requests from potential location owners as much as from the usual type of sales call.

L. A. Op Advises Display Of Name on All Machines

LOS ANGELES—It's a mistake for operators to run their route on an anonymous basis, according to George Mitchell, central Los Angeles operator.

Mitchell identifies every machine on location with adhesive labels bearing his name, address, and telephone number. He makes a point of continuously re-introducing himself to location owners, or any other call to make sure that whenever a location owner looks at his remanufactured machines, the operator's name will come to mind. This is particularly important in Los Angeles where most machines are spotted on the sidewalk in front of stores, gas stations, drug stores, taverns, bus stations, and similar spots.

A strong believer in constant upgrading of his routes, Mitchell provides every location with attractive machines, a minimum of four heads, a wide choice of fill, and variety. All of his bases are covered with either casters or small roller wheels to make it easy for the location owners to transport the machines in and out of closing and opening time. Because the white stick-on labels, impervious to weather, and other identifying marks at each spot, Mitchell can pick up unsold locations from time to time with one call. Machines are excluded by new tenants or new buildings are constructed.

Although he keeps his eye

LATE MENTION FOR OAK PRIZE

MINNEAPOLIS—Sorry, Oak—we didn't mean to leave you out. In the March 28 Issue of Billboard, a story titled "Oop Throng" Eppy's Minneapolis show-prizes that were donated to the trade. Omitted was a Titan vender from Oak Manufacturing. Prizes were also donated by Victory Vending Corporation, Northwestern Corporation and Leaf Brands.

Buy OAK for your Profit Line

OAK 100% IMPACT MACHINE

Felt Fill Mechanism
One Central Interchangeable Drum
Cap Dispenser
Four Star Interchangeable Drum
One Front Dispensing
Easy Door Interchangeable
Four Day Interchangeable

OAK HOT NUT VENDOR

Will Take All Sizes
Dried Corn Feet or Piles
Barrels of Nuts
Olives, Raisins, etc., etc.
10" x 10" x 25" Tall
2 Gal. Metal Box Weight
Billboard Button
Colored Acryl MIC DECALS
Epple Size 1000
OAK TREE-6

THE OAK TREE-6

Will Take All Sizes
Field Fill Mechanism
One Central Interchangeable Drum
Cap Dispenser
Four Star Interchangeable Drum
One Rear Dispensing
Easy Door Interchangeable

ACORN—The World's Most Profitable Vendors!

We have the largest variety of all types of Acorn vending in stock.

BEATLE BUTTONS
$12.50 per M
$11.50 per M, 2,500 or more
All special orders can be shipped in all machines.

BEATLE TRANSIENT DECALS
$15.00 for 100 cards. $15.50 per M.
Will not come apart in machines.

RARE COIN MACHINE EXCHANGE

Ree, Sullivan, Idaho, has sold the rights to his Oak machines to a new firm.
Mounting License Fees

Irk L. A. Bulk Operators

LOS ANGELES — Members of the Western Vending Machine Dealers Association here are highly concerned with the trend toward tighter licensing requirements in small municipalities in this area.

Most of Los Angeles’ estimated 1,200 bulk operators will find their cost of doing business considerably higher during 1964, according to Preston Coomer, president of the Southern California vending operators group. Many city councils, mayors and planning boards are proposing licenses that are beyond the reach of the average operator.

Coomer cited the town of Redondo Beach. There, the city council has proposed a $25 operator’s license for doing business in the community plus a straight $5 across the board for each machine installed. This, Coomer says, overlooks the fact that the total number of spots available to an operator in today’s competition scarcely justifies the initial $25 license fee, let alone $5 for machines.

Coomer feels strongly about the issue that he has an attorney working for a more realistic outlook on the part of the tax officials.

Coomer, who pays more than $1,000 a year in licenses throughout Los Angeles and its county cities, points out that even in Los Angeles, with opportunities for literally thousands of locations per operator, the license is only $45 per year. If any of the smaller Los Angeles-area cities involved successfully establish an oversized tax or license fee, the precedent will be dangerous, he feels.

Jack W. Gray has been appointed to the new position of finance manager of the Del Kobel division, the Wurlitzer Company, Del Kobel, III. Gray will be responsible for overall control of dealer and consumer financial arrangements for all Wurlitzer consumer products. He will also continue as comptroller of the Division until a replacement is selected.

Under the 1964 measure, he said, the Internal Revenue Service takes a more realistic view of deductions for this purpose. If a trip is made primarily for business, then the transportation costs may be deducted even though some pleasure is included. Transportation refers in general to costs of going somewhere, while travel expenses refer to meals, hotel charges and the like. To deduct expenditures at conventions, it is necessary to show only that the meeting was concerned with the taxpayer’s field of business.

On the chronic problem of automobile expense deductions, Klein said that such claims are usually disallowed unless the operator can show that he regularly carries business items such as repair tools or records not readily manageable by hand. In general, if the operator can substantiate a claim that he has driven seven miles during business mileage, his automobile expenses will be deductible.

Klein urged the operators to make a careful study of the three chief methods of figuring depreciation. There may be circumstances that would favor using one of the methods rather than the straight line method, and it is wise to consult an accountant about the advisability of using either the declining-balance or the sum-of-years-digits methods.

Abraham Pollock, Parkoff’s attorney, and Theodore Blatt, counsel for Music Operators of New York, Inc., also addressed the group. Refreshments were served before the formal meeting.
NYSOG Hears Weintraub At Its Monthly Session


NYSOG members in attendance included President Mike Mulqueen, Jack Wilson, Lester Smith, Joe Reich, Mac Douglass, Tom Greco, Ed Rockwell, John and Nick Nuccitelli, Mike and Nick Kuprych, Al Mower, Jack Kean, President Mike McCarthy of the New York State Coin Machine Association, Jack Town, Ann Koenig, Steve Nekos, G. Gregory and G. Browne. Lou Werner, counsel for the association, also was present.

The sizable number of distributors and other guests present included Nate Nash, New York Automatic Vending Association; Irv Kemper, Rovoyal Sales; Gordon Howard, Atlantic New York Corporation; Frank Finneman and Joe Brown, Seeburg; Frank Greco, Rock-Ola; Charles O'Keefe, Dixie Cuts; Art Brunie and M. A. Altman, Continental Apco; Mort Rudolph and Charles Baronski, Pepsi-Cola; Harvey Slavson, Redwood Tobacco, and operators Lou Guszola, Newburgh, Len Sicker, Kingston; C. P. Delavan and Phil Blumberg, Middletown, and Anthony Vinich, Hopewell.

AMOA Session

Continued from page 43.

Included: G. H. Yergey, Pittstown; Robert Waughtel, Columbus; Philip Pate, York; William Mayaro, Mechanicsburg. Monroe Greene, Lewis-town, W. G. Thomas, Indiana; Sam Strangis, McKeesport, who was acting secretary for the session; Eugene Wojack, Bridgeville; Ellis Morgan, McKeesport; P. M. Rips, Plymouth; William Mowad, Allentown; Frank Mikelson, Johnsonstown, and Ed Barnes, Billboard.

The meeting closed with a vote of thanks to Leo Takan for his six years of service as secretary and his role as a founder of the organization. As a distributor, he retains associate membership.

Seeburg's Stock Traded On N. Y. Stock Exchange

CHICAGO—Seeburg Corporation stock was officially listed on the New York Stock Exchange last week. Trading began when Delbert Coleman, chairman, and the first 100 shares at a listing ceremony.

The shares bear the "SIG" symbol. Seeburg's 2,169,154 shares of common stock were formerly traded on the American Stock Exchange. The firm has 1,980,504 shares outstanding.

The transfer of Seeburg's stock to the big board marked the most successful fiscal year in Seeburg history. The company recently reported first-quarter earnings of $34,306.60 from the corresponding period last year.

The stock directors recently declared an initial quarterly dividend of 10 cents per share and announced that the payments would mark the inauguration of a quarterly dividend policy. Seeburg is also beginning a five-year expansion program that will include a 1,100,000-square-foot plant extension in Chicago to house all Illinois operations.

Other plants are located in Chattanooga, Minneapolis; Windsor Locks, Conn.; Haverhill, Mass.; and Laconia, N. H. In addition to coin-operated phonographs, Seeburg manufactures vending equipment, background music systems, electronic organs and hearing aids.

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