Academy into best selling position on the Broadway cast albums moving Oscar season has raised stirring the record companies are again only a week away (April 26). Disks Eye Oscar matched since the days of "My Fair Lady" and "West Side Story," scores, "The Fall of the Roman Republic" and "A Separate Peace," and now "A Man Called Adam", all of which featured tunes from the MGM pic "Advance to the Rear." Also in the Columbia orbit is "Lilies of the Field," which is being released on Epic Records, Columbia's subsidiary label. "Lilies of the Field," incidentally, is an Academy Award contender in the "Best Picture" category this year.

Victor Riding

RCA Victor, currently riding the charts with Henry Man-cini's "Charade," is now ready to roll with Mancini's latest pic努力, "The Great Panther." (Continued on page 8)

NEW YORK—The technique of using personal appearances to promote an artist's record sales on an international level is now being developed intensively by RCA Victor. From the standpoint of the label, that is raising the stakes from the Central European tour of Chet Atkins, Jim Reeves, Anita Kerr, and Bobby Vinton, who have embarked via Lufthansa Thurs-day (2) on a 12-city tour of Europe. Another notable aspect of the tour is that it showcases Nashville as a talented music center of international importance—with regard to pop as well as country music.

Victors to Europe

In the past 18-24 months, an increasing number of Victor artists have made the European scene, and have reaped heavy rewards in disk sales outside of pop music from whatever income derives from personal appearances. Notable Victor acts who have been tilting this international field in this way include Paul Anka, Neil Sedaka, Bobby Vinton, Peggy March, Henry Mancini and Del-la Reese.

More RCA Victor acts are being scheduled for overseas tours this year. For instance, will be overseas in May. Her schedule will include appearances in New York City, Paris, on May 13 and 14. The philosophy of Victor is that it has a large stake in the overseas record business; that it has the greatest international"

Radio-Television Execs Meet in Chicago

By GILL FAGGEN

CHICAGO—The 42d Annual Convention of the National Association of Broadcasters runs here with more than 3,000 radio and television executives from the United States and foreign countries in attendance.

The four-day confab, the largest in NAB history, will be highlighted by speeches by NAB president Louis C. Belcher, FCC Chairman E. William Henry, Chairman Oren Harris (D. Ark.) of the House Commerce Committee, and Evangelist Billy Graham.

In addition to the record-breaking attendance this year's convention establishes another record, it will be the first time the record industry will be invited to take part officially, and the first time a discussion of record industry problems with the press will be held. The Radio Association—9:30 a.m. to 12 noon—in the Grand Ballroom of the Conrad Hilton Hotel will spotlight Henry Brief of the Record Industry Association of America in presenting his address on "Radio and Records—A Concert in Sound." Brief will demonstrate to the broadcast world how use of records are the same that influence its taste in record (Continued on page 12).

HAVERLIN, COLE ETC. SCRAMBLE FOR RADIO KRLA

WASHINGTON—Carl Haver-lin, former president of BMI, Bob Hope, Goodson-Todman, Art Linkletter, and Horace Heidt were among the biggest entertain-ment names applying for ownership of KRLA, Pasadena, Calif., at the Federal Communications Commission's deadline last Thursday.

Other music industry notables reported seeking the frequency were National Broadcasters' Association, Friends of the Monterey Pop Festival, and radio station owners. (Continued on page 5)

RECORD PREVIEW DEBUT: WILL BOOST LP SALES

The first issue of the new pocket-sized LP magazine for the consumer, titled Record Preview, closed this week. The 32-page edition, in full color throughout, is published by Billboard, and is now being offered for bulk purchase by dealers, rack jobbers and one-stops through appointed record distributors in most parts of the country.

A guaranteed minimum distribution of 200,000 copies is planned for each edition.

Four editions of Record Preview are planned for the remainder of 1964. The first edition will be dated May 1, to be followed by:

June issue (out May 15), the October issue (out September 14), and a special Christmas edition to be dated December, and issued November 9.

To date, bulk orders have been received from more than 100 record dealers in all parts of the U. S., in Canada and off the Great Britain. Other parts of the world will be covered through purchase by U. S. Navy Exchange.

And Billboard will sponsor each edition of Record Preview with their own store imprint on both the front cover and bound-in order form, and thus strengthen the board between the retailers and their customers.

GERMAN TREND

LP's Getting Upper Hand in Disk Mart

By OMER ANDERSON

COLOGNE—A radical switch in West German production will heavily influence the music programs at all major diskeries.

Most of the diskeries are preparing a tactical withdrawal from extensive singles production to concentrate on the booming LP field. Study of 1963 sales statistics shows that anything the single did last year, the LP did better.

Most diskeries seem to feel, with Electrola and Ariola Eurodisc, that the surface has barely been scratched in exploiting the rich LP ope. The trend here is toward a program that sells only LP than has been visualized in the U. S. For example, Electrola is not only devoted to marketing a LP of the recently issued domestic production.

Ariola likewise visualizes tremendous potential for the LP, primarily in non-classical fields. The company is considered to offer a flexible recording format for original country music currently in Elvis Presley, a direct and profitable correlation between sales and appear-ances. The evidence has been building, Paul Anka's record of "Raining," for instance, sold 750,000 copies in Italy alone.

Jim Reeves' single, "I Believe in My World", out of an LP, did 450,000 in England; Reeves' "I Love You" and "Let Me Call You Sweetheart" topped 300,000. (Continued on page 6)

C.W. MUSIC APPLAUDS DEAN SHOW RENwal

NIW YORK—Jimmy Dean's country music show has been renewed for the next fall season on ABC-TV.

The renewal is of vital inter-est to the entire world of coun-try music—all segments of which regard the program as the outstanding the entertainment for country acts. C.w. talent, publishers, writers, designers, who program c.w., and the Country Music Association have all been advocating for the renewal of the show.

During the program's current season, Dean's popularity has been steadily increased the show's use of country music. This resulted in a dramatic upsurge of mail—in recent weeks the mail has averaged 2,000 letters.

The program will be pre-sented in the 9-10 p.m. time slot. The show's executive producer in Bob Banner. Producer and associate producer respectively are Julio Benedetto and Tom
WITH HIS LATEST FILM SCORE! This time the score abounds with feline fun and joyous Mancini melody. A romping package that includes tunes like “It Had Better Be Tonight,” “The Pink Panther Theme,” “Something for Sellers,” “The Tiber Twist” and “Champagne and Quail.” So, stock the “Panther” as fast as you can! It’s a cat of a different color!

LPM/LSP-2795

PINK PANTHER
Music from the Film Score Composed and Conducted by HENRY MANCINI

RCA VICTOR
The most trusted name in sound
SMASH SISTER

Ninth Translation For Major Musical

NEW YORK—"My Fair Lady," the Alan Jay Lerner-Frish play, is going into its ninth foreign language treatment on records. The latest version is in Italian, and will be released in Israel by CBS Records.

The Leslie E. Fisch of New York, a representative of George Bernard Shaw's "Pygmalion" has been given the assignment to take "My Fair Lady" into area of the world and is currently available on the CBS label. In Brazil, Discos CBS has also recorded "My Fair Lady" in Portuguese. An airing of the Japanese version of the show may eventually be brought out by CBS but it's not yet been set.

Among the other foreign language entries are the original cast album of the Berlin production, a Spanish version of an album by the Hamburg production, also in German, on the Ariola label; a Spanish version on Philips; a Danish treatment on Philips; a Dutch language treatment, also on Philips.

Columbia Records-Columbia Records-Original Broadway cast version has already gone into its tenth printing. Included in these sales figures is the stereo re-recording made in Hollywood. Both albums were produced by Goddard Lieberson, president of Columbia Records.

The recording of the musical was produced in Tel Aviv by Ettore Stratta, manager of International Artists and Repertoire and Creative Services for Columbia. Stratta also produced the Italian original cast album of the musical.

NEW Mapping

In addition to the foreign original cast albums, Columbia is now mapping out plans for foreign language versions of the sound track of the Warner Bros. picture "Pygmalion," starring Rex Harrison, Audrey Hepburn and Stanley Holloway. Foreign language versions of the sound track in French, Italian, Spanish and German will be released overseas on the CBS label.

NEW YORK—The teen-ager rock fans in the metropolitan area divided their affections and attention among albums and singles between WINS and WMCA during the Easter holiday rock and roll show. A poll estimated at press time that WINS' Murray the "Good Guys" show at the Paramount Theater was doing 30 percent better than Murray's "Good Guys" show at the Apollo Theater which was70 percent better than WMCA.

The 1964 convention opens Sunday at 6 p.m. with the President's cocktail recep-
tivity. The preceding hours of 9 p.m. to 6 p.m. is occupied by business activity. Following 8 a.m. breakfast on Monday and Tuesday (20 and 21), general business sessions will run from 9 a.m. until lunchtime. Luncheons will be followed by Visi-
tion Hours, during which record-jobs will be performed by record manufacturers in their display rooms. Visitations Hours will also take place from 12:30 to 3:30 p.m., morning and afternoon.

The program, which includes the program, which includes the appointment of Rene to RCA A&R, will be presented in the Motor City on Sunday (17) to some 450 top executives connected with the auto industry, as well as ad agencies. Among those present will be Larry Alvis, who wrote and produced CMA's show last year for the Columbia Records sales corporeale. At the Ad Craft Club of Detroit.

The show will be presented at the Ad Craft Club of Detroit. A bevy of top country music artists are now being set. These include Tex Ritter, CMA president; Sue Thompson, Roy Clark and several country artists organized by Harold Bradley. At least one more top act will be added.

Farr Takes Extra Col. Sales Duties

NEW YORK—William Farr, director of merchandising for Columbia Records Sales Corporation, has taken on new responsibilities in connection with the organization. The Farr assignment comes on the heels of a reshuf-
fling of Columbia's staff as brought in Gene Weiss as general manager of CCM and shifted Maurice Hoffmann to a new position in the Northeastern region.

In his new assignment, Farr will report to Bill Gallagher, vice-president in charge of marketing. He will be responsible for creating and developing merchandising programs, materials and communications to increase the sales of Columbia product. Farr also continues to work with the Creative Services Department in the creation of advertising concepts for use in trade publications.

Coral Begins Instrumental Disk Program

NEW YORK—Riding on the heels of instrumental breakthroughs by Robert Maxwell ("Shangri-La") and S & M in kay "Chiragee"; Deca and Coral have initiated a dealer program on their instrumental artists.

Highlighted by the release of 10 new instrumental albums this week, the program also encompasses all of the artist's entire Decca and Coral catalog as well as an estimated total of 100 top instrumental sets.

The program, which includes such artists as Carmen Cavallaro, Grace Gordon, Earl Grant, Ethel Smith, Robert Maxwell and Pete Longman, ran for two years through April 30, directly to Ben Ronen, manager of First (East) Records, Somer, Andy Wiswell and Jim Fogelson in the East.

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sation. Rene will be responsible for creating and developing merchandising programs, materials and communications to increase the sales of Columbia product. Rene will also continue to work with the Creative Services Department in the creation of advertising concepts for use in trade publications.

BILLBOARD AT NAB CHI MEET

CHICAGO—Billboard is con-
vening the Broadcasters Convention in Chicago for its more than 2,000 radio and TV subscribers here and abroad.

The participating Billboard is Lee Zito, editor in chief; Gil Pagen, radio-TV editor; Nick Bile, Midwest editor and Fred Heine, sales manager. Billboard is also in preparation of a "Top 723" at the Conrad Hilton.

The Apollo Theater in Har-
lem and the Paramount were the sites of the rock and roll show for going on for the past day weekend and the management was not supplied to release any figures, reported that business was "very good." The only casualty of the weekend and roll overlaid was Clay Coe's "Big Beat on Broadway.

New Foley to Emsee NARM Award Show

NEW YORK—Red Foley, country and western star and Decca Records artist, will report to RCA A&R in New York.

In addition to Foley, record company representatives who may attend the show include Epic Records' Bob Fass, Atlantic Records' Pete Fountain, will run through the Easter holiday rock and roll show.

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Searchers Came, Saw & Sullivanized

NEW YORK—The Searchers, British rock group, never heard of a Los Angeles sound, wound up a series of appearances on "Music...Stats Monday (6), which was highlighted by an appearance on the "Ed Sullivan Show" the previous night.

Kapp Records will soon lease out their label to the group by the set to U. S. distribution. It's "Meet the Searchers: Needles and Pins.

Kapp recently released a single in the group, "Ain't That Just Like Me."
Chubby Plans For Annual Spring Tour

BEATLES DISK

ROE—Two-year-old saturation domination of radio pop disk market by RCA Italiano was brought to a halt by shift in market pattern toward Remo Festival with result that March competition with at least five records in top-selling lists has taken over the leadership.

Giuseppe Giannelli's music group of U. S., British and French albums along with Italian singles in the set-up are revamped less than a year ago has paid off in sales which include Gigi Chichetti, Conte Franci, Gene Pitney, Bobby Darin and Roy LaFoer. RCA's winter promotion, like its previous summer deals, has again created an avalanche of consumer interest, with record sales. It continues in March with Paul Anka, Rita Pavone and Eduardo Vianello in top brackets along with Bob Dylan, Adriano Celentano and Fabrizio Fertelli. Records with Bobby Darin, LaFoer, and Pres. sales orders of disks will be released on the market, materially unchanged for next two months until 1964 summer records begin rolling.

Eighth Year Victor, Elastic

NEW YORK—Plans are now being mapped out for Chubby Checker's annual spring and summer tour of night clubs, theaters and arenas in the U. S., South America and Europe. The Cameo-Parkway recording star began his tour in Washington (D. C.) when he opens a week's engagement at the Casino Royale on April 11. This will be followed by the Miramar, Columbia, New Orleans, Mark Twain, Cleveland, 27-May 2; the Sands Hotel, Las Vegas, 13-26, and the Twin Coaches, Pittsburgh, 27-31. During the summer Checker is scheduled for dates in South America and Europe. Last summer his 50-day tour of Europe racked up a gross of $450,000.

Elliot Wexler Begins New Single Release

NEW YORK—Elliot Wexler has formed a new corporation which will handle his new issue of single records. The firm will issue material on the flip side of the new issue of stereo and mono labels. The Purist and Son-nova labels will carry string in a line of stereo and mono records. The firm will be distributed through Wayne Record Corporation, based in New York City. All the bulk of the material in the Purist catalog has been cleared from the Top Rank disk vault of Shad, which has acquired from the Rank organization by Horace Grenell, who picked up the Shad label when Rank disbanded its U. S. record holding. Wexler reports that he has 50 LP's available for the Purist line. He also has 300 singles in hand from the same cache.

Weiss Flies Wide to Add International Accounts

HOLLYWOOD—That man about planes, Bobby Weiss, is currently stopping over here to visit RCA Records and pick up disk and recording paper deals to add to his already growing list of accounts for his International Coordinating Group Inc.

Weiss flew to the West Coast from Puerto Rico where he was involved in recording a lot of top Latin artists, including Harry Fox office, and visited local record companies and music publishers. Weiss will visit Tokyo and Osaka, Japan where he will get a list of copyrighting agencies. He also flew to China as co-ordinator of publisher for vicious publishers. Weiss visited all associated areas to the music scene. Weiss' most important deal is with the Tugs (in Japan). The Tugs has been recorded by Roy Orbison and Sam Phillips with whom Weiss has been doing work for such labels as "Amaspara," "Sihone," "Gerry" and others. Weiss also is involved in giving an indication in the initial release. In this case in which a particular album has been released, it is in the same format with different material. The attractive art work has been created with the Spanish sleeve with such titles as "Amaspara," "Sihone," "Gerry," "Carmen," and others. Weiss is planning on a proposed line of various albums, releasing a budget of 400,000 copies per month for this project. The Purist albums included: "Spanish Rock Ballad," "Spanish Rock Album," "Hispania Swindler," and "Swing Mood." (SP 5).

The Billboard Publishing Company

1221 Avenue of the Americas
New York 36, N. Y.

April 11, 1964

Vol. 76 No. 15

Beatles Win 5 Awards For Songs They Wrote

LONDON—The Beatles have won Ivor Novello Awards, presented annually for "outstanding contributions to British music." The four of the five were won by John Lennon and Paul McCartney as composers, and the second most outstanding song ("All My Loving"). Special awards were announced for their manager Brian Epstein, and for recording manager George Martin and their own recording services to British music.

Other awards were won by Cyril Ormsby and Leslie Bruce, who were announced "all the outstanding song ("If I Ruled the World") by George Martin for the second most broadcast composition ("Dance On"). Ivor Staneley for the most outstanding instrumental ("Carlos' Theme") and Jerry Loring for the second most outstanding instrumental ("Scarlett O'Hara").
THE TOWERING HIT OF 1964!

ROBERT GOULET
MANHATTAN TOWER
Composed and Conducted by GORDON JENKINS

NOW FOR THE FIRST TIME..."MANHATTAN TOWER" RECORDED IN STEREO!

NOW FOR THE FIRST TIME...GORDON JENKINS' BRILLIANT SEQUEL TO "MANHATTAN TOWER" — "THE MAN WHO LOVES MANHATTAN" — PERFORMED BY JENKINS AND ROBERT GOULET!

NOW STOCK THIS ENTERTAINMENT BLOCKBUSTER...A TIMELY, SALES-SLANTED SALUTE TO THE WORLD'S FAIR CITY.

ON COLUMBIA RECORDS®
Jerry Lee Ends English Tour

MEMPHIS—Smash recording star Jerry Lee Lewis returns to Memphis April 8 from a four-week tour of Europe and be gins a string of one-nighters April 10 at Ferriday, La., his hometown.

His booking agent, Ray Brown, of National Artists' Attractions, Memphis, said Lewis is booked solid in the Midwest, South and Canada in coming weeks.

Brown also announced that Ace, Capitol Records, this routing sax star, is booked through April in one-nighters in the South-Central states.

Another Hi Records recording group, Bill Black's Combo, is starting on April 15, to play the South, Southwest and Midwest throughout April, Brown said.

Light & Staff to Chicago Meeting

NEW YORK—Enoch Light, managing director of Command Records, Lorin Becker, national sales manager, and their associate byrne, associate producer, will head for Chicago April 14 for a meeting of the label's Midwest dealers and distributors. Plans for "Enoch Light Month," which starts April 15, will also be un veiled at that time.

FELLOWSHIPS TO 8 BMI'ERS

NEW YORK—Eight BMI affiliates have been awarded the 1964 Simon Guggenheim Foundation fellowships in music composition.

They are William Bolcom, Gene Guteh, Robert Help, Ulysses Kay, Roger Reynolds, Halsey Stevens, Lester Trimble and Charles Wuorinen. Each of the eight BMI fellows will receives a percentage of the foundation's income.

Mildred Keutzer, executive vice president of the BMI, administered the awards.

Brenda Lee Has Baby in Nashville

NASHVILLE—Decca's songstress Brenda Lee became a mother for the third time when she gave birth to a five-pound girl in Vanderbilt Hospital. Dub Allbritten, Brenda's manager, who told Billboard that "Brenda is in good condition." The new baby, named Julie Lee Ann Shacklett, was born prematurely, having been expected about May 12. Doctors said the infant is in serious, but not critical condition. Allbritten reported. The baby is being attended by Dr. Mildred Stohlman, considered one of the country's leading obstetricians.

Mainstream Begins Line Of Vintage Jazz LP's

The series contains some of the greatest of Billie Holiday period of recording, which was rec orded in 1939 and 1944 and issued as singles. This album contains a collection of classic performances as "Strange Fruit," "Fine and Mellow" and "I Cover the Waterfront," with Lester Young and a band under the direction of Count Basie, in support on various tracks.

Other albums feature the "Breakfast of Champions" of Eddie Heywood, still another has the superlative playing of five of the great tenor sax stars in Coleman Hawkins, Lester Young, Dick Hyde, Benny Goodman and Gene Krupa. Still another is a Town Hall concert jazz recording, while another is "Talk and Blues"-based set featuring Woody Guthrie, Pete Seeger and others.

B. Cookling as separate appli cants. Cookling had been artist and repertoire vice-president of Capitol Records, and became president of Columbia Records a decade ago. He was the founding president of Warner Bros. Records, a post he resigned several years ago. At present, he is the president of the Columbia-MGM Radio Corporation.
It's Here!
It's on Capitol!!
and It's ALL Beatles!!!

THE BEATLES' SECOND ALBUM
ELECTRIFYING BIG-BEAT PERFORMANCES BY ENGLAND'S
Paul McCartney, John Lennon, George Harrison and Ringo Starr

featuring
SHE LOVES YOU
and
ROLL OVER BEETHOVEN

For the first time on any album their smash, number one single "She Loves You" and "Roll Over Beethoven." PLUS other great tunes ALL by the fantastic Beatles. Their first Capitol Album broke all sales records everywhere. And this one's going to break even THOSE records. THE Beatles albums are on Capitol.

And THE Beatles singles are too. "Can't Buy Me Love" b/w "You Can't Do That" (T 5150) is an unprecedented hit, just released on Capitol. Within 2 weeks of release "Can't Buy Me Love" was #1 on the Billboard Chart — and your #1 money maker!

HAVE YOUR BUYER CALL CRDC AND ORDER IMMEDIATELY.

Capitol RECORDS
Germans Scrap Singles for LP's

- Continued from page 1

music and text production only now being appreciated.

Lyrical Enthusiasm
While some of the enthusiasm voiced by German disk impresarios for the LP seems impossibly lyrical in fact; it has a solid 1963 sales basis. German disk producers, in accenting the LP, are merely listening to the tape.

The German trade analyzes sales in terms of disk units, compiled as follows:

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<td>10 LP</td>
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Using this yardstick, disk sales in 1963, compared with those for 1962, were as follows (all number and unit figures are given in millions).

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<td>12 LP</td>
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The sag in singles to the upswing in tape recorder sales. Studies by GEMA, the West German disk producers' rights society, show that taping is concentrated on singles, a number of which are especially successful on the same tape, which is played while the tunes are on top of the chart and then erased.

There is less inclination to take advantage of the new possibilities of the LP sales trend to have prestige value.

Calculated by units, record sales rose 40 per cent in 1963 over the preceding year. Singles sagged 20.4 per cent while LP's gained 37 per cent. Therefore, in boosting LP production in 1964, the diskiers are merely following the 1963 sales trend.

Teen-Agers Picky About Easter R&R
- Continued from page 3

Shirrells, Johnny Tillotson, Dion, the Kings, the Chiffons, the Kingpins, Dick and Dee Dee, Bobby Goldsboro, the Little Children, the Imperials, the Younger Generation, the Everly Brothers, the Louvin Brothers, Kaufman has been booked for another rock and roll stand at the Fox Gore and the King-Curtis ork. The bill rotated with Jackie Wilson and James Brown taking over Sam Cooke's top-ballast spot during the course of the show. "The Good Guys," who appeared alternately on the show, were Joe O'Brien, Harry Harrison, Jack Spector, Dan Daniel, B. Mitchell, Alfonso演唱的歌曲。

A side to the note "Good Guys" affair is that it received a good deal of promotion in the New York Times Thursday (2 April) and elsewhere, an item of note to B. Mitchell.

The show at the Apollo featured the Coasters, the Vibrationaires, the Skil-Stim, Inez Fox and Charlie, the Supremes and B. B. King's band.

The new rule has the same effect as the original stay. Mercury sought and was granted an increase in Everest's bond, boosting it from $500 to $10,000. The restraints order also includes Pep Rock Records and Allied Recording, among several others.
SMASH FOLLOW-UP TO DUMBHEAD!
GINNY ARNEILL

I WISH I KNEW WHAT DRESS TO WEAR

B/W HE'S MY LITTLE DEVIL K-13226
Eccleston EXCELS
Duke's Concert Shows
New Areas Conquered

Duke Ellington has the fortunate habit of raising from the ashes of pages written by critics. Not that the critics have always been wrong—noblely occasionally leap beyond what critics can oblige, as with Edward Kennedy. The Ellington, does sometimes burst forth with new music, most often because a new musician, or a musician returned, has given him some new room in which to perform the marvelous dance he has for so long done so well.

So this Easter evening concert, where a returned musician, Charles Williams grewl, snarled, sang, danced, cheered, and, in general, absolutely played as if big trumpeters were coming back, was a resounding success because Duke had a new focus, and has new music and enthusiasm, so does his marvellous band.

Duke Ellington opened his 75th year on April 4 (in the Arthur Laurens-Stephen Sandheim musical, "Anyone Can Love") at the Henry Miller Theater. She strutts and preezes her way through a varied array of songs that range from very good to tired in an assimilation of jazz to be called, as correction, "complications." The "complications" always serve music, and are just as important as the accouterments.

The entertainment does not entirely come off for a number of reasons. Miss Baker has been poorly served by the production. While everything about her is expensive and exotic, everything does not seem to fit a bit shoddily (possibly due to the contrast). The orchestrations are wonderful. When they fit, it different.

It was evident from the very beginning when Caiclyne Baker, returned to New York on March 31 for a limited engagement at the Henry Miller Theater.
A hit instrumental becomes a great new vocal

DONNA LYNN
JAVA
JONES

Capitol RECORDS
#5156
NAB Tastes WQXR ‘Nip On Liquor’

WASHINGTON-New York FM Station WQXR's break with the no-whisky advertising agreement will be a big buzz at the NAB convention this week in Chicago. WQXR's decision to take $70,000 in hard liquor advertising was followed once again by a bill to bar such advertising on the air, co-sponsored by Sen. Warren Magnuson, chairman of the Senate Commerce Committee, and Sen. John Pastore, chairman of its Communications Subcommittee.

WQXR's move, featured speaker, Rep. Oren Harris, chairman of the House Commerce Committee, has not improved his chances in the National Association of Broadcasters and the Distilled Spirits Institute to get liquor advertising on the air. Advertisers insist they were putting hard for broadcast time. Current failure of the liquor industry's "minimal" plea to WQXR to change its mind, decided the legislators to act.

Senators Magnuson and Pastore, in January, reframed from this idea. WQXR owns a large share of the Distilled Spirits Institute. The group has a $100-a-year license to air hard liquor advertising, and it was in the air until the group's "minimal" plea to WQXR to change its mind, decided the legislators to act.

The Maggie-Pastore bill provides penalties of from $100 to $1,000 for failure in a year's time to maintain this license. The court will decide on the air.

WQXR, which does not sell advertising, is seeking to increase its revenue by selling advertising time to broadcasters.

P.D.

NAB Programming

Radio CHUM (Toronto) dee-jay John Sprague, on his 10 to 1 show, recently defined the mos-quito as a mathematical problem. It adds to your miseries: subtracts from your pleasure, and multiplies by the score.

THAT’S SHOW biz! Radio WMCA’s (New York City) program director, John Meyer, and his talented “Good Guys” have bounched the Beatles from first place. The success story, “Hello, Donny,” by Louis Armstrong.

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Now exclusively on WIND, Howard hosts some sort of re- cord for at one time being heard on no less than six leading Chi- cago radio stations at varying periods during the day. He con- tinues to wear the mantle of most-listened-to, whether you measure his distinction by pro- fessional rating or his results, the long list of advertisers wait- ing in line to buy his commer- cials or an awareness that "Howard said this morning..." is a sellers word in the commercial gambit among Chicagoans.

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ON THE BALL are WOAM deejays at left: Lee Clark, Jerry Goodwin, Charlie Murdock, Rick Shaw (Tune 4), Lee Shewrood, Jack Sorbi and Jim Dunlap. The airplay ranges with different faculty teams of various South Florida high schools to promote high school athletics and special charity drives.

Here is a partial listing from KELF radio’s (Shreveport, La.) current radio play list sent in by Music Director John Sprague. The list usually is sent in once a week.

PROGRAMMING NEWSLETTER

April 11, 1964

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Cousin Lee and Rosalie Lewis have taken over the spot on WXAR-FM, Alexandria, Va. Formerly occupied by Jim Turn- er. The pair is on Monday through Friday, 6 to 10 p.m., Saturday, 6 to 10 p.m. and on Sundays, 8 a.m. to midnight. They put in a plea for spinning material on the air.

Another panel discussion of growing interest to broadcasters "Audience and Broadcast Time" has been held. It will take place Tuesday morning moderating by Orrin W.

COUNTRY D. J. of the WEEK

FEATURING "Mister D.J. U.S.A."

Fred Lehner of Radio WYAM, Bo- nastre, Mich., is "Mister D.J. U.S.A." April 10. Fred has been associated with WYAM three years. Six months ago he assumed the duties of program director and now co-ordinates the entire program- ming of all WYAM country and western stations. Fred and wife Jane have one daughter, Selena.

NAB Tastes WQXR ‘Nip On Liquor’

WASHINGTON-New York FM Station WQXR’s break with the no-whisky advertising agreement will be a big buzz at the NAB convention this week in Chicago. WQXR’s decision to take $70,000 in hard liquor advertising was followed once again by a bill to bar such advertising on the air, co-sponsored by Sen. Warren Magnuson, chairman of the Senate Commerce Committee, and Sen. John Pastore, chairman of its Communications Subcommittee.

WQXR’s move, featured speaker, Rep. Oren Harris, chairman of the House Commerce Committee, has not improved his chances in the National Association of Broadcasters and the Distilled Spirits Institute to get liquor advertising on the air. Advertisers insist they were putting hard for broadcast time. Current failure of the liquor industry’s "minimal" plea to WQXR to change its mind, decided the legislators to act.

The Magnuson-Pastore bill provides penalties of from $100 to $1,000 for failure in a year's time to maintain this license. The court will decide on the air.

WQXR, which does not sell advertising, is seeking to increase its revenue by selling advertising time to broadcasters.

P.D.

NAB Programming

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COMMAN

HAS A

HIT SINGLE...

Love Me With All Your Heart

b/w Sweet Little Mountain Bird #4046

THE RAY CHARLES SINGERS

- BIG SALES ACTION KICKED OFF IN PHILADELPHIA
- NEW YORK, CHICAGO, MILWAUKEE NOW BREAKING WITH BIG SALES
- TREMENDOUS RADIO PLAY ON TOP 40 STATIONS NATIONALLY
- BILLBOARD 4/4 "BREAKOUT SINGLE"
- BILL GAVIN REPORTS "TOP OF THE ACTION"

...FROM THE HIT

COMMAND ALBUM

SOMETHING SPECIAL
FOR YOUNG LOVERS

THE RAY CHARLES SINGERS

Album No. 866

SELECTIONS INCLUDE: LOVE ME WITH ALL YOUR HEART • SWEET LITTLE MOUNTAIN BIRD • THIS COULD BE THE START OF SOMETHING • I LEFT MY HEART IN SAN FRANCISCO • MORE (from "Mondo Cane") • THERE! I'VE SAID IT AGAIN • THIS IS ALL I ASK • DOMINIQUE • HELLO, DOLLY! (from "Hello, Dolly!") • QUIET NIGHTS • CHARADE (from "Charade") • WHAT KIND OF FOOL AM I? (from "Stop The World, I Want To Get Off")

ORDER SINGLE, ALBUM AND 4-TRACK TAPE FROM YOUR COMMAND DISTRIBUTOR

WORLD LEADER IN RECORDED SOUND

IN CANADA: DISTRIBUTED BY "SPARTON OF CANADA"

1501 Broadway, New York 36, N.Y.
## PITTSBURGH

### TOP STATIONS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Call Letters</th>
<th>Total Points</th>
<th>% of Total</th>
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<td>WQEX</td>
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<tr>
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<td>WQED-AM</td>
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<tr>
<td>5</td>
<td>WQED-FM</td>
<td>3,000</td>
<td>18%</td>
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### TOP DISK Jockeys

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<tr>
<th>Name</th>
<th>Total Votes</th>
<th>% of Total</th>
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</thead>
<tbody>
<tr>
<td>Terry McGrew</td>
<td>1,200</td>
<td>60%</td>
</tr>
<tr>
<td>Bill Scott</td>
<td>1,000</td>
<td>60%</td>
</tr>
<tr>
<td>Dave Scott</td>
<td>900</td>
<td>50%</td>
</tr>
</tbody>
</table>

### FOR POPULAR Singles

- **1.** Clark Race (KDKA) 45%
- **2.** Dave Scott (KQV) 33%
- **3.** Bob Tracy (KQV) 26%

### FOR R&B

- **1.** Carl Anderson (KDKA) 51%
- **2.** Bob Tracy (KQV) 19%
- **3.** Hege Carly (KDKA) 14%
- **4.** Carl Race (KDKA) 13%
- **5.** Chuck Breman (KQV) 11%

### FOR JAZZ

- **1.** WBAL (New Kensington) 46%
- **2.** WBZZ (Tie) 20%
- **3.** WBZZ (Tie) 16%
- **4.** WBZZ (Tie) 14%
- **5.** WBZZ (Tie) 12%

### FOR FOLK

- **1.** WBBC (Middle of the Road) 40%
- **2.** WBZZ (Tie) 9%
- **3.** WBZZ (Tie) 9%
- **4.** WBZZ (Tie) 9%
- **5.** WBZZ (Tie) 9%

### FOR COUNTRY MUSIC

- **1.** WMBM (KDKA) 40%
- **2.** WQAM (1150) 30%
- **3.** WQAM (1150) 21%
- **4.** WQAM (1150) 14%
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**NOTES:**
- For R&B, KDKA is #1.
- For Folk, WWV is #1.
- For Country, WQAM is #1.

### STATIONS BY FORMAT

- **Pop-Standard:** KDKA, KQV
- **Contemporary:** WBZZ
- **Pop-Contemporary:** WMBM
- **Folk:** WQAM
- **Country:** WQAM

### DISCUSSION

- KDKA: 50,000 watts. Owned by Group W (Westinghouse Broadcasting Company), owner of Pittsburgh Station. Non-rock format.

**THANK YOU FOR READING!**

---

## OKLAHOMA CITY

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<table>
<thead>
<tr>
<th>Rank</th>
<th>Call Letters</th>
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<tr>
<td>1</td>
<td>KGUS</td>
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</tr>
<tr>
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<td>KOKO-FM</td>
<td>2,500</td>
<td>21%</td>
</tr>
<tr>
<td>5</td>
<td>KOKO-FM</td>
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- **Pop-Standard:** KGUS, WQAM
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- **Country:** KGUS

**THANK YOU FOR READING!**
Gospel Music, as sung by the Statesmen Quartet and Hovie Lister, has during recent months enjoyed a great upsurge in popularity. This, of course, is due to the gospel groups touring the nation. The STATESMEN stand at the top!! Their wonderful and inspiring RCA Victor Albums, spinning the turntables of the nation, is another reason for the popularity of the STATESMEN and the millions who each year attend the gospel singing concerts throughout the USA and Canada.

Personal appearances made before thousands, traveling over 100,000 miles from coast to coast each year in a custom-built coach.

Ask for LP albums by the STATESMEN on RCA Victor


MIAMI, FLA.: Nation's 23rd largest radio market. 13 AM, 7 FM. 2 contemporary, 2 pop-standard, 2 standard-pop, 1 conserva-

WQAM: 5,000 watts. Storz-owned Music format: Contemporary. Highly identifiable air personalities. Effective and active news de-

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OKLAHOMA CITY: Nation's 54th radio market. 9 AM, 4 FM. 10 attractions in the Upper Tower of the Hilton. The RCA Recorded Program Services will premiere a number of new radio and TV sponsor sales and promo-


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

This Week Rank From this week's Hot 100

1 HELLO, DOLLY, Louis Armstrong, Kapp 573
2 DON'T LET THE RAIN COME DOWN (Cranked Little Man), Grandpa Sal Staggs, Philips 40175
3 MY HEART BELONGS TO ONLY YOU, Bobby Vinton, Epic 6662
4 THUNDER, Brenda Lee, Cenco 31559
5 WHITE ON WHITE, Danny Williams, United Artists 685
6 JAYL, Al Hirt, RCA Victor 8280
7 TELL IT ON THE MOUNTAIN, Porter, Paul & Mary, Warner Bros. 5148
8 EDDY TYDE, Lever Weich, Cadence 1432
9 FOREVER, Pete Drake, Smash 1967
10 BLUE WINTER, Connie Francis, MGM 13214

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

POP-5 Years Ago
April 13, 1959
1 Come Softly to Me, Fleetwood!, Dolton
2 Venus, F.
3 IT'S CRISTALLETT%C
4 So Fine, Fiestas, Old Town
5 Almost Grown, C. Berry, Chess
6 Young at Heart, Nat King Cole, Capitol
7 Get So Lonely, Four Knights, Capitol
8 River Blue, Dave Brave, 20th Century Fox 456
9 Secret Love, Doris Day, Columbia
10 I Should Care, Gloria Lynn, Everest 2042

POP-10 Years Ago
April 10, 1954
1 Wasted, P. Core, RCA Victor
2 Make Love to Me, J. Sheffield, Columbia
3 I'll Get So Lonely, Four Knights, Capitol
4 Cross Over the Bridge, P. Page, Marcury
5 Secret Love, Doris Day, Columbia
6 Young at Heart, F. Sinatra, Capitol
7 Answer Me, My Love, N. K. Cole, Capitol
8 A Girl, A Girl, E. Fisher, RCA Victor
9 Here, T. Martin, RCA Victor
10 Oh, My Papa, E. Fisher, RCA Victor

RHYTHM & BLUES-5 Years Ago
April 10, 1959
1 Where Am I Goin' (On Our Wedding Day), L. Price, ABC Paramount
2 I Don't Want You, Sirelions, Colpix

NEW EPIC SINGLES ARE

JAZZ D.J.'S TOO FAR OUT?

By BILL GAVIN
Contributing Editor

Jazz programming does not concern itself exclusively with achieving No. 1 ratings. Various types of programming take deliberate aim at smaller audience segments. Country music, rhythm and blues, classics and jazz each attract smaller numbers of listeners than do the so-called pop music policies.

SUCCESS IN SPECIALIZED MUSIC programming requires above all that it deliver a fairly consistent and predictable audience. Then, given a realistic rate card and a hustling sales staff, specialized programming can and does attract enough advertisers to show a comfortable profit.

OF ALL THE SPECIALIZED types of music programming, probably the least understood—and most abused—is jazz. A great deal of jazz programming ignores listener levels of understanding and interest. Too many jazz d.j.'s are completely subjective in their selection of music; they set their own personal taste as the arbiter of what to play, and they pay little attention to the type of jazz that is most in demand, as shown by the sales reports on jazz LP's.

TO RADIO LISTENERS, acceptance of jazz depends on understanding. Like all art forms, jazz is a form of communication. It must say something—must make some sense—to the listener, who then in turn must like what it says. The jazz performer shares with the composer the responsibility of saying something—must make some sense—to the listener.

IF THE JAZZ D.J. presents his show for listeners with varying levels of understanding, rather than for just the thoroughly oriented jazz buffs and musicians, he needs to be something of a teacher as well as a preacher. He must include not only the simpler jazz forms as well as the more complex ones, following the pedagogical precept of starting out with what the student can grasp, and building from there. Most of all, he must be aware of his subject matter, not only in its historical aspects but also in its current developments. Down Beat is an important jazz-oriented periodical that should be required reading. For practical insights into the problems of being a jazz d.j., Del Shields publishes a monthly Jazz Newsletter that should be helping. You may write him at 54-7A Chestnut Street, Philadelphia. Attendance at various jazz festivals—from Newport to Monterey, is highly advisable.

THE JAZZ D.J. may command a much smaller following than his colleagues in the pop field, but their enthusiasm, loyalty and intelligence more than compensate for their small number. Jazz is a rewarding musical experience, both for the listener and for the d.j., who specializes in it.
NASHVILLE SCENE

By LARRY COLE

The new BMI building is taking shape on Music Row and promises to be a real showplace.

Recording Industries Corporation (RIC Filipic), the newly formed label headed by Joe Coburn, is in full swing, with numerous sessions under way under the direction of Alex Zap.

Tubb Unit Is Set for Busy April

CINCINNATI—April sticks up as a busy month for Ernest Tubb and his Troubadours, with the last half closing out with a 13-day trek arranged by Harry James, of the Jim Smith Artists Productions, Nashville, following Sunday engagement at Cobo Hall, Detroit. Tubb and his lads moved into the Cobo Ballroom, Detroit, Chi-

cago, for the April 6-8 period, where they will appear as a show feature at the AAA con-

vention.

Tubb takes his Troubadours to St. Louis, April 11, and the Coliseum, Indianapolis, April 13. Then, 13 dates of engagements at Cameron, La., April 14, other stops on the route are Houston, April 15; Dallas, April 16; Temple, Tex.; 17; Wichita Falls, Tex.; 18; Odessa, Tex.; Abilene, Tex.; 20; Ponchatoula, La.; 21; New Orleans, 22; Pierre Part, La.; 23; Simington, Tex.; 24; Tulsa, Okla.; 25; and Knob Noster, Mo.; 26.

Bob Neal Sets
Du Quoin Fair In Tidal Wave

CINCINNATI—Bob Neal, of the Bob Neal Agency, Nashville, in cooperation with E. O. Stacey, of UTM-OAC, Chicago, last week set a concert music show, featuring Hank Snow, Ferlin Husky, Ray Price, Jack Anderson, Skeeter Davis, Jimmy Dickens, String Bean, Melba Montgomery, Carol Perry and the Carolina Cloggers for an ap-

pearance at the Du Quoin (Ill.) Fair August 30.

According to Neal, this marks the first time a c.d.w. package has ever been booked for the Du Quoin annual. Neal reports further that 1964 bookings to date are running considerably ahead of the same period last year. The Neal agency now holds the personal management reins on George Jones, Sonny James, Charlie Louvin, Merle Kilgore, Don Reno, Sonny Shores, Charlie McCoy, Melba Montgomery, Merle Kilgore, Martha Carson, Freddie Hart and Gene Hall.

30G Damage to Garden Yacht

HOT COUNTRY SINGERS

The country music pioneers present on the charts this week are The Everly Bros., Regina, Ska., by CKCK-Radio in con-

junction with Marilyn Payne Ar-

tractions attracting over 4,000 miles paid. On the bill were Buck Owens, George Jones, Ernest Ashworth, Roy Clark and Sheb Wootley, of TV’s “Rawhide” series. Proceedings were emceed by CKCK’s Porky Charbonneau and Ron Andrews. Praise agent Tim Gayle has shifted to new quarters in the Hotel Brit-

ish, 511 East Main Street, New York, Tim declares that Nash-

town has come to New York. He says Nashville is a busier tootin’ music men and country fans in evidence than ever he can recall.

Country fans in the Cincin-

nati area are in for a treat Sun-

day, April 12, when a package

(Continued on page 73)
Introducing an Exciting New Young Instrumentalist!

on DECCA

BOBBY GORDON

MALTA

c/w
PAPER DOLL
31613

Just Released!
A GREAT NEW ALBUM!
A YOUNG MAN'S FANCY

DL-4507
DL-74507 (STEREO)

NOW AVAILABLE AT ALL DECCA BRANCHES
<table>
<thead>
<tr>
<th>Week</th>
<th>Title, Artist, Label</th>
<th>Date of Entry</th>
<th>No. of Wks.</th>
<th>No. on Chart</th>
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<td>12</td>
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<td>211</td>
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<td>TONGUE, KNAVE!</td>
<td>06/06/64</td>
<td>12</td>
<td>111</td>
<td>211</td>
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<tr>
<td>10</td>
<td>WE SHALL OVERCOME</td>
<td>06/13/64</td>
<td>12</td>
<td>111</td>
<td>211</td>
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Compiled from national retail sales and radio station play data by the Music Popularity Department of Record Market Research, Billboard.
If it's new from the Searchers, it's on Kapp!

Their newest single release.

Already on the charts and a best-selling album.

(The Searchers were on the Ed Sullivan Show April 5th—enough said?)
Billboard

HOT 100—A TO Z—(Publisher-Licensee)

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HITSVILLE

THE TEMPTATIONS
"THE WAY YOU DO THE THINGS YOU DO"
Gordy 7028

MARVIN GAYE
"YOU'RE A WONDERFUL ONE"
Tamla 54093

MARY WELLS
"MY GUY"
Motown 1056

THE CONTOURS
"CAN YOU DO IT"
Gordy 7029

MARTHA & THE VANDELLAS
"IN MY LONELY ROOM"
Gordy 7031

hits are our business...
TAMLA MOTOWN GORDY RECORDS
2648 West Grand Ave.,
Detroit, Mich.
SINGLES REVIEW POLICY
Every single sent to Billboard for review is heard by Billboard's Review Panel and its programming associates. Singles Review Policy is read, applicable for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary airplay. Pop Standards Spotlights are picked for pop standards and pop contemporary airplay. Programming specialties are other records applicable for programming in their specific categories.

TREVOR HOLLIES—JUST ONE LOOK (Premier, BMI) (2:30) —British hit rockin' version of the Doris Troy U. S. hit of some time ago. Flip: "Keep Off That Friend of Mine" (Premier, BMI) (2:03). Imperial 66026

THE ROLLING STONES—NOT FADE AWAY (Nor Va Juk, BMI) (1:23) —Another hot Guit Gr group that proves how deep the R.K. roots have gone over there. Flip: "I Wanna Be Your Man" (Gill, BMI) (1:44). London 9657

THE DRIFTERS—ONE WAY LOVE (Keech, Caesar & Dino, BMI) (2:23) —Hot chops trumpets back the group on this one way to go-up. Flip: "Didn't It" (T. M., BMI) (1:49). Atlantic 2225

SOLOMON BURKE—GOOD BYE BABY (BABY GOODBYE) (Picket, BMI) (2:59) —Sweet and sour singing that might get some pop play. Flip: "Big John Henry's Blues" (Sackville-Shaded Sheet, BMI) (2:30). Hickory 1254

JANUARY JONES—TRY ME (Jat, BMI) (2:05) —The lass has had much TV exposure. This one makes her pop radio. Flip: "I'm Here to Love You" (Metric, BMI) (2:17). Challenge 59241

DARNELL MILLER—THE FLOOR ABOVE YOUR CEILING (4-Star, BMI) (2:18) —Happy, hopping barn yard singing sound that might get some pop play. Flip: "I'm a Sinner" (Pony-Tone, BMI) (2:26). RCA Victor 8335

MARTY ROBBINS—I'M AN OUTLAW (Tree, BMI) (2:05). RCA Victor 8348

TRACK RECORDS
A selection of hot tracks from the hottest LP spotlights.

ACROSS-THE-BORD SPOTLIGHTS...

HANS WILHELM JR. —YOUR CHEATING HEART (Fred Rose, BMI) (2:10) —From LP: "...sings Hank Williams" (MGM 4213)

SKEETER DAYS—GONNA GET ALONG WITHOUT YOU NOW (Reliance, ASCAP) (2:21) —Cover the current Tracey Day seller. It's got the stuff to make it. Flip: "Now You're Gone" (Mass, BMI) (2:21). RCA Victor 8347

THE BROWNS—THEN I'LL STOP LOVING YOU (American, BMI) (2:14) —All the way back with lovely, Browns' sound. Flip: "I know My Place" (Aceuff-Rose, BMI) (2:12). RCA Victor 8348

Hot Pop SPOTLIGHTS


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ACROSS-THE-BORD SPOTLIGHTS...

HANS WILHELM JR. —YOUR CHEATING HEART (Fred Rose, BMI) (2:10) —From LP: "...sings Hank Williams" (MGM 4213)
An Exciting NEW Single from

RICK NELSON

THE VERY THOUGHT OF YOU

c/w

I WONDER

(If Your Love Will Ever Belong To Me)

31612

on DECCA

NOW AVAILABLE AT ALL DECCA® BRANCHES

Hear RICK Sing
““The Very Thought of You””
on THE ADVENTURES OF OZZIE AND HARRIET

Wednesday—April 15th—ABC-TV—7:30 P.M. E.S.T.
MECHELEN, BELGIUM

Belgium's No. 1 singer, Adamo was in London to record four sides in English. Cliff Rich-
ard and the Shadows will play Belgium in May. Ray
Charles and the Mice will be star attraction at the annual
Jazz Festival at Comblain la Tour August 8-9.

JAN TORFS

SYDNEY

Ronelle recording artists, the Essoes, will be coming to Aus-
tralia in April. One of Australia's most successful in-
strumental groups, the Joy Boys, have released their first surf-
ging album titled "The Surf's Stom-
pin' Joys." ... Festival Records
acquired from P.T.X. Enter-
prises, New York, original masters
of the late Fats Waller and
will release an album package
featuring some of the artist's most reques-
ted numbers, such as "Deep River" and
"Frankie and Johnny." The album is titled
"Fats Waller Originals.

GEORGE HILDER

MANILA

The many-faceted talent and showmanship of the country's leading chanteuse of
English and Spanish songs—Pilita Cor-
as—is showcased for the first time in an LP. "Pilita Corras
sings 'A Million Thanks to You'
and Other Philippine Hits'! This is
an unusual venture of Villah Records to record songs written by Filipino composers. Popular
composers whose works are featured in the new LP are Mike
Veldarle Jr. (who composed the internationally famous "Dahil Sa Iyo", which is included in Julie
Vale's LP by Columbia. "Language of Love and
ren-
' Your Love Is Mine)." Pastor de Jesus, Constancio de
Guzman, Restie Umal, Josefine
Cenral, and others. While many
of the melodies are those which
have garnered top spots on the
much-coveted Philippine Hit
Parade such as the pice-setter, "A Million Thanks to You," there is also a batch of favorites in
the standard category thrown in for good measure.

LOUIS Ma TRINIDAD

VIENNA

Gianter Brabbee signed con-
tracts with Cliff Richard and
The Shadows for a one-night bandstand at the Vienna Trade
Halle (12,000 seats) May 15. In
this show, original U.S. country
and western music will be in-
terpreted for the first time over
here, starring Anita Carr, Bobby
Baer, Chet Atkins, Jim Reeves
and The Bluebells. ... The Paul
Anka show hit Austrian teen-
agers on March 11, April 4 and
May 4. Marlene Dietrich will
give a special performance at
the Vienna Concert House.
Producer Gerhard Mendelson
arrived in Nashville March 12
to hold 12-day discussions with
Connie Francis. Mendelson will be accompanied by German
composer Werner Schafte-
berger. ... Austrian singer-
to-actress Lolita ("Sailor") renewed
contracts with Polydor for an-
other two years. ... Gino
(Polydor) made new waves in
Italy, Munich, and was quite a
success in German TV. His lat-
est German disk, "Signorina
Sympathica," has hit potential over here.

FRED ZILLER

WARSAW

The first Polish-made stereo phonographic is available here. It's a high-quality unit at an
equally high price, $208. But
work is in progress on a more economical model. Some of
the best albums ever released in this country have been issued
here. The three LP's were re-
corded at last year's Jazz Jam-
booree and features U.S. jazz
men Kenny Drew and Johnny
Griffin as well as groups from
Britain, Denmark and this coun-
try. The Beatles have had
their impact here. Polish rock
groups are patterned after the
English stars: The Dazusky
group (Wild Ones) and
Chocoly the (Scarcrows). Samba Distel due here in May;
Helen Shapiro in October and
Peter Seeger tour April 1.

ROMAN WASHIKO

DUBLIN

Leading British songwriter Mitch Murran visited Belfast to hear the "Miami Showband" for whom he intends to pen a mov-

ement. Tony Boland hosted a reception to launch his new
exploitation—disk producing firm, Tempo Productions.

Pye's second Top 6 EP, which coincidentally used covers of
versions of only EMI hits this month, seems set to hit the chart.

Second single by Butch Moore and the Capitol Show-
band, "I Made You" and another
Phil Coulter composition. His
"Footin' Time" continues to hold a high chart position.

Irish Record Factors, Ltd., is
using track albums of "The Car-
dinal," which will open for a season at Dublin's Metropole
on Easter Sunday. Dickie Rock
and Butch Moore did guest shots in Radio Eireann's "Sing for Your Supper." Ged
O'Reilly held a reception for
Dermot O'Brien and the Club-
men, whose "I Want To Be
Where You're Going" was
released through EMI (Ireland). Ltd., on the Envoy label.

Death occurred in Dublin of band leader Jack Buggins, who
managed the Big Four until recently. He was about to
launch a new group, the Ever-
Glades. KEN STEWART

HAMBURG

In Hamburg the Association for Motion Picture and Tele-
vision Music was formed. All leading German composers are
members. Alfred Schütz, Hamburg, has been elected
president. R. G. Whitting-
ton, European manager of Mer-
cur Records, visited Germany
and had talks with several in-
dependent producers. Con-
ductor Karl Bohm was con-
tracted exclusively by Deutsche Grammophon.
The Beatles will give several concerts this May in West Germany. For
the first time, they are "Maria Von Pasan" by Georg Philipp Tele-
mann has been issued on record by Deutsche Grammophon. The British singer Sylvie Vartan
was lauded by her first German recording titles for RCA in Berlin. Singer Evelyn Lee, member of The
Shadows in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TOERSLEFF
promoted by the veteran Larry Sunbrock moves in for a single matinee performance. Spear-heading the talent will be such names as Lester Flatt and Earl Scruggs and the Foggy Mountain Boys, Buck Owens, Dale and Grace, Sonny James and George Jones. Wm Mack, Loretta Lynn, Red Smith and Don Reno and Martyr Mann (Miss World). Hank Thompson and His Brazos Valley Boys and Roy Clark guest on the Jimmy Dean TV-er April 9. It marks Clark's third guest spot on the Dean show. He is currently working Midwestern dates for Mack Lewis, on KSIR-Radio, Wichita, Kan. . . . Rodney and the Blazers are west on a TV tour of some nights with Wanda Jackson through Kansas, Texas, New Mexico, Colorado, Wyoming, Missouri and Illinois.

Stations K-BER, San Antonio, one of the old-time top c.w. stations, presented another in a series of "Grand Ole Opry" shows at San Antonio's Auditorium on Saturday (4). In the talent line-up were, among others, Jimmy Dickens, Hank Thompson, Lefty Frizzell, Tex Ritter, Red Maddox and Roger Miller. A. V., Bamford veteran promoter and owner of K-BER, reports that the following shows have already been contracted for May and June. B-W Music, Inc., Wooster, Ohio, is handling engagements.

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BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

GLAD ALL OVER
Dove Clark Five, Epic LN 24093 (M); BN 26093 (5)

KISSIN' COUSINS
Elvis Presley, RCA Victor LPM 2894 (M); LSP 2894 (S)

SHUT DOWN, VOL. 2
Broth Boys, Capitol T 2027 (M); ST 2027 (5)

DAYS OF WINE AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS
Frank Sinatra, Reprise F 1011 (M); FS 1011 (5)

TRINI LOPEZ ON THE MOVE
Reprise R 6112 (M); RS 6112 (S)

ALLAN IN WONDERLAND
Allan Sherman, Warner Bros. W 1539 (M); WS 1539 (S)

PACKAGE OF 16 HITS
Various Artists, Matown 614 (M); (No Stereo)

NEW ACTION LP's

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

BELAFONTE AT THE GREEK THEATRE
Harry Belafonte, RCA Victor LOC 6009 (M); LSO 6009 (S)

IT'S ALL IN THE GAME
Cliff Richard, Epic LN 24089 (M); BN 26089 (5)

BAJA MARIMBA BAND
A&M UP 104 (M); SP 104 (S)

SHANGRI-LA
Robert Maxwell, His Harp & Ork, Decca DL 4421 (M); DL 74421 (S)

COUNTRY PIANO—CITY STRINGS
Floyd Cramer, RCA Victor LPM 2800 (M); LSP 2800 (5)

FOLK SONGS AROUND THE WORLD
Mantovani, London LL 3360 (M); PS 360 (S)

LONELY GUITAR
Duane Eddy, RCA Victor LP 2798 (M); LSP 2798 (S)

BE TRUE TO YOUR SCHOOL
Sandy Nelson, Imperial LP 9288 (M); LP 12288 (S)

AN OPEN MEMO TO ALL DIAMOND RECORD DISTRIBUTORS, DJ's, PD's & MD's

FIRSTLY TO THOSE WHO HAD OR HAVE A BEATLE RECORD AND WISH TO KEEP THAT SMILE ON THEIR FACES

SECONDLY TO THOSE WHO DIDN'T HAVE A BEATLE RECORD AND WISH TO REMOVE THE WORRIED WRINKLES FROM THEIR FOREHEADS

Let's Go To Work On
RONNIE DOVE
Singing
"SWEETER THAN SUGAR"
Diamond #163

THIRDLY TO ALL DJ's, PD's and MD's—Coming Up!—"The Battle for #1" in one corner, without haircuts, weighing 603 pounds, with blue, brown, black and beige trunks—currently the world champ—The Fabulous and Unbelievable Beatles from Liverpool, England!

In the opposite corner, crew cut, weighing 97 lbs., with white trunks, the dynamic contender from our own Baltimore and U. S. A., the challenger for the #1 spot on your list . . . RONNIE DOVE!
THE FUNNIEST WOMAN IN THE WORLD - MOMS MABLEY - One of America's great comedians is captured in a live performance at the Tivoli Theater in Chicago and provides a real hour of humorous material. A must for all fans of humor or recorded. Chess LP 1463

PIGMEAT MARKHAM - Recorded during actual performances at the Howard Theater, Washington, D.C. Pigmeat and Company again prove they are masters of comedy in such situations and stories told by one of the greatest masters of comedy. Chess LP 1451

MOMS MABLEY AT THE "UN" - Recorded during actual performances at the Uptown Theater, Philadelphia. Jackie Moms Mabley scores another fabulous comedy hit. Chess LP 1452

MOMS MABLEY AT GENEVA CONFERENCE - Recorded during actual performances at the Regal Theater, Chicago, and the Howard Theater, Washington, D.C. Moms Mabley performs her hilarious best, especially situations pertaining to current world problems. (See Cover!) Chess LP 1463

MOMS MABLEY AT THE PLAYBOY CLUB - Recorded during actual performances at the Playboy Club in Chicago and the Uptown Theater, Philadelphia. Philips Mabley proves she not only wins them in theaters, but also in the so-called sophisticated clubs. Chess LP 1460

PIGMEAT MARKHAM AT THE PARTY - Recorded during actual performance at the Howard Theater, Washington, D.C. Pigmeat and Company again prove they are masters of comedy in such situations as: Country Boy; Fast News; The Party; Love Making Bureau; The Judge; The Satchel. Chess LP 1462

MOMS MABLEY BREAKS IT UP - Recorded during actual performances at the Tivoli Theater, Chicago. Chess LP 1463

PIGMEAT MARKHAM - The World's Greatest Clown - Hello Bill; Ritz Service; Frisco Kate; Go Ahead and Sing; Miss Baseball; Restaurant Scene. Chess LP 1475

PIGMEAT MARKHAM - The Funny Sides of Moms Mabley

See Your Local Chess Distributor for Special Deal!
ARGENTINA

(After Courtesy La Prensa, Buenos Aires)

[Week Ending April 11, 1964]

1 THE GIRL WITH THE HARP (RCA Victor; Victor; RCA VICTOR)
2 I WANT TO BE LOVED (Elektra; Elektra; Elektra)
3 A LADY IN waiting (Columbia; Columbia; Columbia)
4 THE LADY IS A TRAMP (Capitol; Capitol; Capitol)
5 I'M SORRY I MISTAKEN (Epic; Epic; Epic)
6 OLE RED SHIRT (Decca; Decca; Decca)
7 ALL MY LOVING (The Beatles; Parlophone; Parlophone)
8 MY BOY LOLLIPOP (Sugartone; Sugartone; Sugartone)
9 THE RIVER IS CALM (United Artists; United Artists; United Artists)

AUSTRALIA

(After Courtesy Music Maker, Sydney)

[Week Ending April 11, 1964]

1 BAND OF GOLD (Columbia; Columbia; Columbia)
2 THIS YEAR'S LADY (Columbia; Columbia; Columbia)
3 SONGS OF LOVE AND WAR (Columbia; Columbia; Columbia)
4 MY DARLING (Columbia; Columbia; Columbia)
5 SWEETIE B (Columbia; Columbia; Columbia)
6 THE ROAD TO MEXICO (Columbia; Columbia; Columbia)
7 THE VISIT (Columbia; Columbia; Columbia)
8 THIS OLD MAN (Columbia; Columbia; Columbia)
9 THE STORY OF A WANDERING BOY (Columbia; Columbia; Columbia)

BRITAIN

[Week Ending April 11, 1964]

1 THIS WEEK'S 10 HITS
2 DANCING ON THE MOON (Columbia)
3 I WANT TO HOLD YOUR HAND (Columbia)
4 SHE LOVES YOU (Columbia)
5 DOMINIQUE (Capitol)

CHILE

[Week Ending April 11, 1964]

1 SI QUERES DAME (Philips)
2 BANDO DE MAR A LA ISLA (Philips)
3 CANTA EL CORAZON (Philips)
4 MEDIANOCHE (Odeon)
5 NO IMPEDIRAS QUE TE CAIGAS (Philips)

FINLAND

[Week Ending April 11, 1964]

1 DOIN' THE JENKA (Columbia)
2 THE WALLS HAVE EARS (Columbia)
3 I WANT TO HOLD YOUR HAND (Columbia)
4 I WANT TO BE LOVED (Columbia)
5 I'M SORRY I MISTAKEN (Columbia)

FRANCE

[Week Ending April 11, 1964]

1 THE GIRL WHO LOVES THE SUN (Parlophone)
2 BAND OF GOLD (Parlophone)
3 THIS YEAR'S LADY (Parlophone)
4 SONGS OF LOVE AND WAR (Parlophone)
5 THE ROAD TO MEXICO (Parlophone)

ITALY

[Week Ending April 11, 1964]

1 LA LACRIMA SUL VISO (Columbia)
2 MIA RAGAZZA (Columbia)
3 I'NE CHIEVO (Columbia)
4 I'CHIEVO (Columbia)
5 I'NE CHIEVO (Columbia)

BELGIUM

[Week Ending April 11, 1964]

1 20 GOFFLY MISS (Molloy; Swingin' Blue Jeans; Swingin' Blue Jeans)
2 11 VIVA LAS VEGAS (Elvis Presley; RCA; RCA)
3 10 I WANT TO HOLD YOUR HAND (The Beatles; Parlophone; Parlophone)

HOLLAND

[Week Ending April 11, 1964]

1 THIS WEEK'S 10 HITS
2 I WANT TO HOLD YOUR HAND (The Beatles; Parlophone)
3 SHE LOVES YOU (The Beatles; Parlophone)

NORWAY

[Week Ending April 11, 1964]

1 THE GIRL WHO LOVES THE SUN (Parlophone)
2 BAND OF GOLD (Parlophone)
3 THIS YEAR'S LADY (Parlophone)
4 SONGS OF LOVE AND WAR (Parlophone)

PHILIPPINES

[Week Ending April 11, 1964]

1 THE GIRL WITH THE HARP (RCA VICTOR; RCA VICTOR; RCA VICTOR)
2 I WANT TO BE LOVED (RCA VICTOR; RCA VICTOR; RCA VICTOR)
3 THE RIVER IS CALM (United Artists; United Artists; United Artists)

NEW ZEALAND

[Week Ending April 11, 1964]

1 MY BOY LOLLIPOP (Sugartone; Sugartone; Sugartone)
2 THE ROAD TO MEXICO (Columbia; Columbia; Columbia)
3 THE VISIT (Columbia; Columbia; Columbia)
4 THE STORY OF A WANDERING BOY (Columbia; Columbia; Columbia)

MEXICO

[Week Ending April 11, 1964]

1 THE GIRL WHO LOVES THE SUN (Parlophone)
2 BAND OF GOLD (Parlophone)
3 THIS YEAR'S LADY (Parlophone)
4 SONGS OF LOVE AND WAR (Parlophone)
5 THE ROAD TO MEXICO (Parlophone)

JAPAN

[Week Ending April 11, 1964]

1 WASHINGTON SQUARE (Columbia)
2 I WANT TO HOLD YOUR HAND (The Beatles; Parlophone)
3 I'M SORRY I MISTAKEN (Columbia)

Elvis Brenda Tops in Eire

DUBLIN — Despite all the talk of Elvis Presley slipping from favor, his records clinched 34 per cent of total votes to be Best World Male Vocalist in the first major poll run by an Irish publication, the Cork monthly "Billboard".

Following are the first place results:

Best Irish Showband: Roy-Allan, with the "Roy," who is an Irish Male Vocalist: Brendan Bowyer; Best Irish Female Vocalist: Maissie McDaniel; Best Producer and/or Group: Richard Anthony, "The Fabulous Echoes of London; Best International Producer: Peter Barlow; Best British Male Vocalists: Best American Group: Crystal; Best World Male Vocalist: Elvis Presley; Best World Female Vocalist: Brenda Lee.

Two New to Richmond's

NEW YORK—Howie Rich- mond has brought Larry Coleman and Eddie Deane into his music publishing combine. The personal additions are part of Richmond's plan to expand activities in the popular, standard, and show music production fields.

Coleman, who has previously served as general manager and professional manager of several other music companies, has been appointed director of special projects in the Richmond enterprises.

Deane, formerly an independent record producer and previously involved in management and promotion, will assist Happy Goodhart, who is general manager of the Richmond companies.

Apex Corp. Buys United Machines

HOLLYWOOD — A newly formed Apex Recording Corp. has purchased all the equipment and patents of the Superior Record Manufacturing, over which it has presided at 1023 North La Brea Avenue. The new corporation is partnered by Frank Sheerwood, Bob Loyle, Lee Caldwell, Harold Doug and William Collins. The firm, which will reissue and publish the plant, will solicit custom pressing accounts.
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Like any big family, each member of our brood is totally individual in matters of personality and appeal... but the traditions, soundness and ethics of the parent organization have given all our publications a strong family resemblance in the areas of integrity and quality of service.

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WATSON-GUPTILL—America’s best known art instruction books—Specially created for fine and commercial artists, draftsmen, students, and serious amateurs, these richly illustrated how-to-do-it books explain the fundamentals of all the major art techniques: painting, drawing, printmaking, crafts, advertising and editorial art. More than a million volumes in print.
NARAS Heats Ross, Schory

CHICAGO — Jordan Ross, record industry attorney and a former executive secretary of ARMADA, said that "freebies, discounting, and giveaways" are forcing record companies to make an agonizing reappraisal of their recording contracts.

Speaking before some 50 members of the National Acad- emy of Recording Arts & Sciences here, Ross said that few companies have changed their recording contracts to keep pace with the industry's components with the industry's.

"Single-page contracts are no longer adequate," Ross said. An artist needs non-english language to spell out the numerous provi- sions involved in today's mar- keting pattern.

Mercury Records is one of the few companies to keep its recording contracts current, said Ross.

The record industry executive said that today, many major art- ists prefer to become producers, own their own masters, and lease the product to a major manufacturer. "It's no longer a question of being an artist," Ross said.

Dick Schory, RCA Victor art- ist in this past president and found- er of the Chicago chapter, was honored with a plaque for his "outstanding service to his local organization. Schory served as president of the Chicago chapter from 1948 to 1950."

Los Angeles—The Insti- tute of High Fidelity will be re- presenting the New York World's Fair opening April 23, with booths in the Better Living Building. IHF has budgeted $15,000 for the exhibit, exclud- ing exhibitor's price. Booklet "An Introduction to Hi-Fi and Stereos" will be sold at the booth scheduled to open in May. Displays and a film strip will pro- mote the product with no brand identification planned.

IHF this has announced its New York Hi-Fi show will run four days in October (1-4) at the New York Trade Show Building instead of the five sessions used last year. New York show will have 11 additional exhibitors booths in expanded space of the second floor. IHF board members were told at the conclusion of their successful Los Angeles show.

Los Angeles—The National Association of Broadcasters (NAB) has named the Chicago Convention of 1964, "The National Association of Broadcasters Convention," which is being distributed at the Chicago Convention of NAB (The National Association of Broadcasters).

Conrad Hilton Hotel
April 5-8

Billboard The International Music-Record Newsmagazine

ENJOY POPULAR PRICES at our newly modeled 1500-room, world- acclaimed SHERMAN HOUSE Yes, everything has been newly decorated just for you and yours. And our popular prices extend decorated just for you and yours.

Porterhouse Lounge/Grill
And our popular prices extend

The best prices in town for you and yours.

SHERMAN HOUSE
Clark & Randolph/Chicago/FR 2-2100

Hi-Fi inst. Boating at World's Fair

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New Beatles Disk Grows In Brooklyn

RIDGEWOOD, N. Y.—Two Brooklyn dealers here have routed down the local distribution of the Beatles' latest Ca- nadian release, "Love Me Do." George Hech and Bill Burch, of Ridgewood, are currently handling the latest Capitol of Canada deal along with other Beatles product from the northern label, "Roll Over Beethoven," and "All My Loving," and the "Beatlemania." LP. The two Brooklyn boys own Action Records and three other stores in and around the Ridge- wood area. Things have been hopping since they journeyed to Canada a few weeks ago to tie down their outlets as official distribution point in the New York area. Things have been hard put to keep up with the demand, especially on the newest "Love Me Do" single. Hirsch has been running a waiting list for several weeks. Things have been slowing down since they were being flown down by air from the Canadian dis- tribution source.

EXTRA INDUSTRY SERVICE

This issue of Billboard is being distributed at the Chicago Convention of NAB (The National Association of Broadcasters).

Conrad Hilton Hotel
April 5-8

Billboard The International Music-Record Newsmagazine

• DISK GROWS

BEATLES' "LOVE ME DO" ISossal i ooiiMOii ooiiMIIIIMI "LOVE ME DO" ISossal i ooiiMIIIIMI

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

**THE “HOT” SALES ARE ON CAPITOL!**

And, look at these extras! ★ Each album Poly-Wrapped at the factory! ★ Many have a FREE Promotional picture or decal included with purchase!

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shakin' the Beach Boys Smash</td>
<td>FREE! A COLOR DRAG BOAT PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
</tr>
<tr>
<td>Mr. Eliminator</td>
<td>FREE! A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
</tr>
<tr>
<td>Thunder Road</td>
<td>FREE! A COLOR MOTORCYCLE PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
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<tr>
<td>MEL. ELIMINATOR</td>
<td>FREE! A COLOR DRAG BOAT PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
</tr>
<tr>
<td>MEL. ELIMINATOR</td>
<td>FREE! A COLOR MOTORCYCLE PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
</tr>
<tr>
<td>Black Boots and Bikes</td>
<td>FREE! A COLOR MOTORCYCLE PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
</tr>
<tr>
<td>Mr. Dale</td>
<td>FREE! A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM.</td>
</tr>
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</tbody>
</table>

SEE YOUR CRDC REP AND STOCK UP ON THESE SALES-CHARGED ALBUMS.

**Capitol Records**
CHRISTINE QUAVE "TELL ME MAMA" WA 1022

...America’s latest & greatest Impact from ENGLAND!

AND, as English As A Cup Of Tea

CHAD STUART & JEREMY CLYDE "Yesterday’s Gone" WA 1021

Also, direct from England and seen to be seen on all Major TV Networks.

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Both Selling, Both Chosen By the Trades

CHRISTINE QUAVE "TELL ME MAMA" WA 1022

USA RECORDS, INC.
550 Grant Street, Pittsburgh, Pa.
PHONE: (412) 281-1110

EARLY BIRD CATCHES EAST COAST SALES

HOLLYWOOD — Liberty's sales, merchandising and production executives have begun working at 7 a.m., backing the maxim that early birds catch the East Coast sales.

Staff members have been informally starting their work day early in the past, but dicum is now official for all, save a.k.r. West Coast firms. Fink states that the three-hour difference could be a problem in conducting phone business with East Coast concerns, hence Liberty's decision to hit the phones at 10 a.m. EST.

The early starting time doesn't offer executives an earlier quitting hour. What affect has the sunrise plan had on its members during two weeks? "We're walking around with bloodshot eyes," one exec stated jokingly.

ANDRE KOSTENOVETS & HIS ORK - A Salute to the New World. WL C 132 & 133.
THEODOR WUNK. WL 1260 & 1261. Big Band and Quartet. WL 1264, WL 1265.
COMMUNITY NIGHTSIBLES-Today's WL 1269, WL 1270.
SEVERAL WL 1271, WL 1272.
ROBERT'S WL 1273.

BARTEN-Italian Melodies, Passionate and Cethystic-Andante. M 2204 & 2205.

MAURO MODARA'S Electronic Music Centre-M 506 & 507.

DEUSKIN. Various Pieces for Piano: Philips/etc.-M 2206 & 2207.

HINDELMAN. Models. WM 1278 & 1279.

HINDEMITH. Ein Lied der Liebe. W 9002, SW 9002.


HERPENIA. Portuguese Airs and Dances of the Far East. WL 1273.

BARTON-Italian Melodies, Piano and String ete.-M 2208 & 2209.

MAURO MODARA'S Electronic Music Centre-M 506 & 507.


THEODOR WUNK. WL 1260 & 1261. Big Band and Quartet. WL 1264, WL 1265.

COMMUNITY NIGHTSIBLES-Today's WL 1269, WL 1270.

SEVERAL WL 1271, WL 1272.

ROBERT'S WL 1273.
We are proud to announce
CHAPPELL & CO., INC.
has acquired the U. S. & Canadian publication
rights to
NON HO L’ETA PER AMARTI...
WINNER OF THE
SAN REMO FESTIVAL and EUROVISION SONG
CONTESTS
ENGLISH LYRICS BY BUDDY KAYE & PHIL SPRINGER
“THIS IS MY PRAYER”
CHAPPELL & CO., INC.
609 FIFTH AVE., NEW YORK 17, N. Y.

Congratulations
GIGLIOLA CINQUETTI
COMPOSER & LYRIC WRITER
NISA & PANZERI,
EDIZIONI SUVINI ZERBONI,
For the Winning Eurovision Song
"NON HO L’ETA"
from
FRANCE
Title: “Je suis a toi”
EDITIONS MUSICALES BARCLAY
2, Ave. de Messine, Paris
BELGIUM
Title: “Je suis a toi”
WORLD MUSIC CO.
13, Rue Madeleine, Brussels
SPAIN
Title: “No Tiene Edad”
SOUTHERN MUSIC ESPANOLA
Diputacion 337, Barcelona
GERMANY
Title: “Lune nel blu”
BUSSE MUSIK
Sonnenstrasse 20, Munich
UNITED KINGDOM
Title: “This Is My Prayer”
English Lyrics By
Buddy Kaye & Philip Springer
CHAPPELL & CO.
50 New Bond Street
London W1, England

Winner of the 1963/64 Eurovision Contest with
"NON HO L’ETA’ (PER AMARTI)"

SONG ORIGINALLY PUBLISHED BY:
EDIZIONI SUVINI-ZERBONI (Milano)
RECORD WORLD-DISTRIBUTED BY:
CGD INTERNAZIONALE (Milano)
"GEE" JOY RECORD DISTRIBUTORS
BEATLES' SINGLES
DUKE AND PEACOCK RECORDS, INC.
"THERE OUGHTA BE A LAW"
82
DEALERS, ONE-STOPS, RACK JOBBERS
Also "Beatlemania" and "Twist & Shout" LP's
LOVE ME DO
James Booker Has a Top Second Straight Hit! !
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JAMES DAVIS'
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NEW YORK. N. Y., 10019
Biggest Sellers $$$
JONNIE GEE
Peacock 1923
"BIG NICK"
difeAteit:tf
MOONGLOW
CAN DO"
by
Jarrarcll
CAPITOL OF CANADA
Continued from page 16
and "Thesaurus Programmed Music Library Service."
Rival radio drama syndicators, Inc., and American Radio-
and the Radio Dramas Room to be a part of
an NAB convention in may convention.
The friendly competitors will offer for sale the first hour
long block of all new daytime serials.
Richard H. Ullman Associates is introducing its audio
creation technology encompassing the entire
range of broadcasting programming-needs including five
different basic production library services; identification
tone plans; talent features and musical presentations.
FM-ers on the Move
FM broadcasters met yesterday afternoon to discuss and evaluate programming and audience activities. Comparisons were made of programming formats and audience promotion of various kinds of stations.
NABMFA members, under the aegis of their president, James A. Schiame, were exposed to approximately $75,000 in audience and media research to be analyzed and discussed as part of the first exposure and evaluation of Duke's extensive research program.
A report and summary of FM market rating surveys recently completed by The Pulse in the nation's top 10 markets, including internal study showing the relationship among FM, AM-FM duplicating and television audiences by amount of listening (or viewing) to each medium in all homes by income and other demographic categories was described to the
FM-ers.
On Saturday a programming seminar was conducted by David Bennett, WFIL-FM, Philadelphia, revolved around the discussion of various programming formats, as well as such additional topics as such additional topics as stereo libraries, syndicated programming, automation, news and special revenue-producing programming.
Programming
In at NAB Convention
• Continued from page 16

STATIONS BY FORMAT
• Continued from page 15
Contemporary, Highly identifiable air personalities. Effective on and off air promotion. Station's signal covers western half of nation. Special programs: Audience telephone call-in shows Sundays 9:30 to 11 a.m. Vice-president and general manager, Jack Sherm, formerly program director, Deanie Johnson (who also does air show daily 12 to 4 p.m.).

KJRM: 250 watts day. Independent. Music format: R&B.

KTHE: 570 watts day. A Wendell Mayes Affiliated Pop-Standard. Station programs a variety of music of a non-rock nature with emphasis on standards. Exposure given to new singles of a rock-nature type. General manager, George Collins. Program director, Don Hodges (also does show air 9 a.m. to 1 p.m.).


Focus on Deejay
• Continued from page 12
from Knox College in Galesburg, Ill., returning to that city in 1939 after a stint at Chicago's Kent Law School. The prospect of building his own radio station was the enticement to give up a law career and at 21 he became the youngest station owner in the country. Howard sold the sta
tion to the Navy and World War II and after three years in the Pacific, returned to resume his radio career in Chicago.

Start With Wind
Assuming the post of program director, he began at that time his long, continuous relationship with VIND. By 1949, anxious to get back into the air again, he deserted management for the talent department, extending his activities in five-hourly turnarounds.
Eventually, he was doing 115 shows a week on VIND and five other stations in the days before taping. At one time he finished a show for WIND at 5:45 p.m. and began another that minute on WCFL.

This trick was accomplished by WCFL's rigging of a portable studio, just outside the WIND Wrigley Building location, during the 30-second station break. Howard raced from one to the other.

The music exposure was given Miller's talents as a CBS network radio program from 1955 to 1960. At Wind it was doubled in the visual medium for NBC, locally and on the network.

Since 1950, Miller has been VIND's morning man and his popularity has continued unchallenged. One reason for his great appeal is, undoubtedly, his un
ersting and popular style of speaking. Through the years he has demonstrated a remarkable ability to anticipate musical taste, and much of his compe
tition.

The Miller Appeal
Currently his music reflects the booming popularity of folk music with enough countrywestern to indicate that this classic is fast finding favor with the great mass audience. An expert on morning-type music, he places plenty of emphasis on bright, new, modern versions of old standards.

Any examination into the appeal of Howard Miller as a disc jockey must eventually acknowledge his erudition on the air and sincerely talk to people. An un
erlenting commentary, ranging from history to the frivolous, is positively projected and listen
ers, whether adherents or non-believers, are tuned in.

After 18 years, Chicago radio wouldn't be the same without Howard Miller. But with his popularity at an all-time peak, there's little chance that this highly professional practitioner will ever stray from his WIND dial setting.

VOX JOX
• Continued from page 12
WWNC, Arlington Heights, Ill., is wondering what's become of his old friend Bob Clark. .

Jimmy Logdon, who, for the last several years has conducted "Jamboree" on WWNC, Cincinnati, Ohio. One of the top country music stations in the country, leaves there this week when the station discards all country music programming for a format of the Cincinnati Red ball games. Jimmy is pres
tently with a local record company.

Jerry Osterman, country jock at WJCD,来讲, left the station March 23 for a six-month stint with Uncle Sam's Army at Fort Knox, Ky. Bob Laymond, WJCD music director, has taken over Osterman's early-morning duties, while con

To cure more, give more AMERICAN CANCER SOCIETY
when answering ads . . .
Say You Saw It in Billboard
FRANKIE FANELLI: RIGHT! FROM THE START

Francesco Fanelli — new tenor in town — with a voice that's a cinch to sell plenty of records. Frankie's repertoire covers a wide range of material — songs like "What Now My Love?" "Mala Femmina" and "Close Your Eyes." His heart-to-heart approach is a sure recipe for success. He's right — from the start!

LPM/LSP-2842  RCA VICTOR

FRANKIE FANELLI: A GREAT NEW VOICE ON...
Mail, Then Stores For Penton Set

CHICAGO — A direct-mail campaign is being undertaken to introduce Penton Electronics' new Penton President tape recorder for sale in retail stores.

The mailing will be by Diners' Club, but 'many major mailing companies eventually will be involved in the $2.5 million campaign, according to Albert E. Slouster, president of Whitney-Forbes, Inc., direct mail consultants; Penton chairman.

Those responding to the mailing are expected the mailing to help build a word-of-mouth demand for the recorders when they appear in stores, probably in about six months.

The new stereo recorder is 27.5 inches in width and 59 inches in height and features "very low noise," which starts and stops it automatically.

It's priced at $199.95.

Miracord Awards

WESTBURY, N. Y.—Miracord salesmen will visit the Penton's Fair-on-the-house—as a result of a special promotion by Benjamin Electronic Sound Corporation.

Each Miracord turntable shipped through April 22 will have an envelope attached to the carton, which contains a prepaid postcard, which the salesman returns to the Fair, which will send the salesman a one adult ticket and one child's ticket to the Fair.

EQUIPMENT NEWSLETTER

A Program for More Recorder Sales

By DAVID LACHENBRUCH

RS FOR RECORDERS: If you've been following our series of articles on the results of the recent Gordon Jones-Billboard survey of tape consumer surveys (the last of which is this issue), you've seen that the professional magazine lists are on the stand point of the dealer. (In case you missed the series, a complete tabulation is available from Billboard's Record Market Research Department.)

Perhaps "ills" is too strong a word. The recorder field isn't sickly—its just not growing strong and healthy as fast as it should be, considering the almost fantastic utility and versatility of audio sound equipment.

The retailers surveyed are generally considered to be aggressive dealers who put some emphasis on recorders. They try to use good equipment, appliance and photographic dealers. What they had to say about their problems, therefore, can be a valuable clue for the equipment manufacturers and distributors of recorders and tape.

As we interpret the results of the survey, several prime needs seem to stand out—at least from the dealer viewpoint.

The biggest complaint was "discounting by others" and lack of price maintenance by manufacturers. This gripe, however, isn't confined to recorders, but would apply across the board to almost any type of consumer hard goods.

The comments, nevertheless, would appear to suggest that price stability, generally lacking in the recorder field—to put it mildly. Several major recording lines are now Instituting various programs to head off excessive discounting. There is evidence that at least some manufacturers recognize the problem and are trying to do something about it.

The dealer attitudes, as expressed in the survey returns, seem to suggest a positive program to fill the most pressing need of tape recorder retailers. Here are some of the planks in the suggested programs platform as set up in the survey:

1. Familiarize the average consumer with the advantages and capabilities of recorders. This means misleading-oriented media, in addition to the audioophile books. Stress should be placed on the "family fun and entertainment" aspects, rather than technical characteristics.

2. Coincidently, a co-ordinated industry-wide ad and promotion effort is a must, because the concept of tape recording seems to be what's needed. This could be undertaken by an organization such as the Magnetic Recording Industry Association or Electronic Industries Association. Unfortunately, competing recording manufacturers rarely can agree on what to put into such a campaign (in terms of both ideas and money), and these drives often fall apart in one massive bicker.

3. Educate the dealer and the dealer's salesmen. Retailers are not admitted that even they and their personnel were often unable to give adequate demonstrations of some tape recorders. One solution would be for factory or distributor salesmen or reps actually to work on the floor of the store, first holding clinics for retail salesmen, then demonstrating the best selling techniques with actual customers. Manufacturers and distributors could learn plenty about their products this way. Many of them actually do this—but much more could be done.

4. Make more selling aids available to the dealer. Special demonstration machines, built into attractive displays calling attention to the machine's features (along with the easy, quick method of operation mentioned above) could go a long way toward overcoming the current lack of demonstration techniques employed today.

5. Develop simpler recorders for non-audio philes. A quality machine needn't have so many features or abilities. A quality machine needn't have so many features or abilities.

6. Improve servicing programs. The service technician should have all possible assistance from the manufacturer. This can be expensive, but it's vital in maintaining good customer relations, and is good dealer relations. Obviously, so is good quality control, to eliminate as many service calls as possible.

7. Make the customer happy with his purchase. One method suggested by several survey respondents is to include a special pre-recorded tape with the machine. This could explain the features of the recorder (along with a good instruction book), demonstrate stereo effects and include several selections of music or public-domain selected tapes. At the very least, an understandable easy-to-follow and complete instruction manual should go with the recorder. In case of imports, it's preferable to have the book written in the U. S. type English.

There are a few points which seem obvious from perusal of the survey replies. Other dealer gripes are far more numerous than the above. These are true for too many models, prices too high, too too much needed for demonstrations.

Some day tape recorders will come into their own as mass-appeal instruments—either in reel-to-reel or cartridge format. Before this can happen, however, there must be a serious attempt to sell tape recorders to the primary sales targets—the average American.

EQUIPMENT NEWSLETTER

BEST SELLING STEREO TAPE DECKS AND RECORDER

This issue 12/28/63 Issue 9/28/63 Issue Brand % of Total Points
1 1 1 Webcor 16.3
2 3 2 Voice of Music (V-M) 13.0
4 5 6 Sony 8.1
6 2 6 Wollensak 7.4
5 3 3 Masterwork 7.0
6 7 7 Norelco 5.5
7 5 5 RCA Victor 5.2
8 9 9 Others 37.5

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 issue for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

12/28/63 Issue: Telecoto (6).
9/28/63 Issue: All brands represented in current chart.

BEST SELLING MONOURAL TAPE DECKS AND RECORDER

This issue 12/28/63 Issue 9/28/63 Issue Brand % of Total Points
1 1 1 Webcor 14.0
2 3 2 Voice of Music (V-M) 11.8
4 5 5 Roberts 11.5
6 7 7 Sony 10.9
6 6 6 Wollensak 7.7
4 12 8 RCA Victor 6.7
7 8 6 Viking 4.7
8 9 9 Concord 3.6
7 10 10 Norelco 3.5
8 11 11 Others 25.6

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 issue for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

12/28/63 Issue: Masterwork (4); KL8 (B).
9/28/63 Issue: Masterwork (3).

DECK DISPUTES FOR DEALERS

Disk deals for dealers.

A summary of promotional opportunities for dealers by manufacturers one distributor. A direct mailing group of several special deals. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story or advertisement providing details of each promotion. Please consult these for full information.

Buy six records and get one free on entire country and Western catalog—mail only.

Buy six records and get one free on entire country and Western catalog—mail only.

A 10% per cent discount on all regular Starday albums. A 10 percent per cent discount on Starday economy line albums.

PRESTIGE—Until further notice. Started February 1, 1964.
A 10% per cent discount on all regular Prestige albums. A 10 percent per cent discount on Prestige subsurface albums.

Two free records for every 10 purchased in series 1961, 1962; 1960, 1961; 1959, 1960, with the exception of 9001 and 9003; buy 10 get two free.
SAVE, SAVE, SAVE!

ORDER NOW FOR...

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

Adder estimates bid needs at, for example, 500 copies per issue if bought in some bulk basis. This would cost 8c, or 50c per issue for 10,000.

Order large amounts of all four 1964 issues into one order—places single order for 500 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, for 500 of first issue, 500 of second issue, issues as one order for 5,000 copies-total cost of $170 or only 8.5c per copy;

SPECIAL BONUS!

This handsome Record Preview display carton is yours FREE if you order in lots of 1,000 copies or more.

HERE IT IS—the follow-up to the super-successful "Records Make Wonderful Gifts" catalog. Billboard's new SPARKLING new RECORD PREVIEW. Check the exciting features each and every regularly published edition will contain—to get consumer attention — to hold consumer interest — to increase consumer buying — and to build new record customers for you.

- Full Color Cover for maximum attention and appeal.
- New Album Releases (with many album covers in full color) plus descriptive comment on each album's contents. There will be albums which most dealers will carry in stock — all top albums in all major categories.
- Top Charts. Selected charts on current best selling albums in all of the most popular categories. To remind customers to buy these top albums they want for their own.
- Feature articles on artists, Broadway shows, and items of timely interest to consumers.
- Reader Column. Information about artists on record albums — human interest information, artists' activities and future plans.
- Handy check-off order form in every issue to make buying by mail or in person easier.

SCHEDULE OF PRICES

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

HERE IT IS— the follow-up to the super-successful "Records Make Wonderful Gifts" catalog. Billboard's new SPARKLING new RECORD PREVIEW. Check the exciting features each and every regularly published edition will contain—to get consumer attention — to hold consumer interest — to increase consumer buying — and to build new record customers for you.

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TAPE RECORDER SURVEY: 4

Pre-Recorded Tapes' High Cost Seen Biggest Barrier to Success

(This is the last in a series of four reports on merchandising of tape and tape recorders, based on a nationwide retailer 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 Billboard.)

What's wrong with the pre-recorded tape market? In the minds of dealers, there's absolutely no question—prices are too high.

Despite the general feeling that prices are too high, 75 per cent of the tape recorder dealers surveyed indicated that they also sold pre-recorded tape. In 89 per cent of the locations where pre-recorded tape was handled, dealers said the same made all decisions on both pre-recorded tape and tape recorders.

Most selling Labels

Columbia was still the best selling pre-recorded tape line by 49 per cent of the respondents. Other labels mentioned, in order of frequency, were London (21 percent as best seller), Capitol (13 percent), RCA Victor (10 percent), Bel Canto (3 percent), UST (3 percent). Country.

Only 7 per cent of the stores responding indicated that they maintained tape return lines. Of those with libraries, the largest percentage—43 per cent—indicated that the purpose of the library was to "familiarize" customers with pre-recorded tapes. Also get stores like mine, which are not in the tape field, to put in same on a 100 per cent turn over basis with some sort of guarantee trial with some sort of tape set-up."

Suggestion for Manufacturers

What can manufacturers do to help the sale of pre-recorded tapes? Here are some sample quotations from retailers:

"Put on the market a monaural tape which is capable of being used with any tape player. The price should be at least 25 per cent lower than the same record."

"Perhaps a consignment package (of pre-recorded tape) would be a good idea for record dealers to participate and gain wider exposure."

"Settle down to one method of recording material on both cartridge and reel-to-reel simultaneously."

"Develop more advertising space to music stores for best tape manufacturers."

Copies of the complete tape recorder survey, digested in this and preceding articles, may be obtained by writing Record Market Research, 165 West 46th Street, New York, N. Y. 10036.

Ellington Conquers New Areas

Joe Sessa's new, deli- ELLINGTON

About the new, was, de- licious Ellington. Largely, that was a collect- ing of songs, due to becoming a solo tentatively titled "Impressions of the East," obviously a musical recasting of the band's latest State Department tour. The songs, sections I, the first begins with a string of swinging entries, goes into a Lawrence Brown "Caravan," "Kebab," "High Society." Ellington's string sound, even as a piano, without a solo, get a little bit, even as a piano, without a solo, get a little bit, eavesdropping on the Ellington orchestra. The final 10, has so far been written for the Ellington orchestra, and titled "In- a-fah." It must be a beautiful place.

Ellington explained is like the verb "to live," or, as he put it, "making a living." It look better than what you are supposed to be doing. And how is the rest of the general, the reading of the evening was a tribute to the light of "Tone Parallel to Harlem," as engrossing a long picture by years ago. But it has never been played so well before. The pictures are now stronger, but, more importantly than that, so the love and the protest that was always there. It was suggested in Duke's introduction of the composition. It was turned into conscious orbit by Ellington's most compelling strong, conscience-wise orches-

Bill COSS

Josephine Baker

* Continued from page 10

unprecedented and loud: the hangings have seen better days and the Execution is quite negative. One has the impression of an extravagantly plumbed bird in a rather drab cage. The fault is not solely with the production. Miss Baker has a tendency to project her talents to the audience, to be a bit too pre- cise at times, to call too much attention to the fact that she is 60 and is still in possession of a lovely figure. Much of the cuteness, one assumes, would go well with a foreign audience (Americans are charmed by en- dering Sophia Loren, in "Three English Girls," but from one American to another it tends to slow down. In her songs, and moves and poses, she is still the very stylish Josephine Baker and that talent continues to impress for almost 40 years. endless testament.

Billboard's reviewer, Geoffrey Holder supply part of the dance on the program. Together they create sparks, separately they are choreogra- phically stunning. The Avvy Dancers, a folk group, are a rather incongruous insertion in this otherwise sophisticated program.

JOHN HAYS

SPEAKS FOR ITSELF: New Mo- torola spring promotion fea- turing wireless stereo speakers, designed to be sold with four specific models of Motorola's new line of stereo-chandling package, Motor- ola Pleasure Pak, contains one each of the speakers, television, earphone and carrying case.

Drake Ducks

* Continued from page 10

"I Can Get It for You Whole- sale," it was its highest regard on record, subsequent to the new "Fadie In," subsequent to the new "Fadie Out." "Whistle" has co- starring the Cast of "Drake Out," with both of whose reputations were established via Bobcorn. And what's "Drake Out," has Carol Burnett. Al- though the second is more pre- vious musical, "Once Upon a Mattress," it's primarily through that the beginning of Garrow's TV show and as Drake has also, pretty much has her reputation as one of the top comedienne's in the business.

In addition to the performing on the show, Drake also points out that new with writers and producers are also coming into the theater. That is beside the point, there is a new alliance of talents who are Timothy Grey, who collaborated with veteran writer Hugh Mar- tin on "High Spirits," opened on Broadway Tuesday (7), and who, then, are also collaborating with Albert Hugabe on "Cafe Crown, " doubtless is changing on a weekly basis. Among them are Joe Cates with "What Makes Sammy Run?"; Richard Breen and Caroline Swann and Mar- tin who have the opportunity of Philip Rose with "Cafe Crown."

Meantime, Drake is also roll- ing at a steady pace. Low-priced tunes from his "Sanny" score. In addition to the original Broadway cast album on Columbia, Barbara Carroll has an album on Warner Bros., and Clark Terry has an LP on 20th Century-Fox. On the singles level, Drake counts on sides, including two by Steve Law- rence and two by Elyse Gordon (Mrs. Lawrence), and there are more in the offing.
EMPLOYMENT SECTION

SITUATIONS WANTED

WANTED FROM AN AID PROMOTION MAN WITH 8+ years’ experience who will work for an established mail order firm handling a line of small, or any size, books. 61, Maryland, 19710. Contact: Mike. Telephone: (301) 454-3000.

LIBERTY WANTED.—WANT A BRAN NEW 45/3 LP’S WITH EASY MONEY THRU AIO FINANCE PLAN. It’s the time for a change, in your favorite musical style or genre. 61, 4013 Aldine St., St. Louis, Mo. 63130.

DISTRIBUTORS WANTED.—‘THERE’S A 5 POINTS Place For Romance.’ by the Ballads, and other romantic charmers. FREE CATALOG. 61, 1019 E. 51 St., New York City, N. Y. 10022.

WANTED.—ARRANGER COMPOSER FOR SONG WRITING by Premium: United States, 3221 N. Park Drive, Metairie 20, La.

HELP WANTED

LIBERTY WANTED FOR NEW BROADCAST production services. 61, 1211 N. Broad Street, Philadelphia, Pa. Phone: CE 6-1068.

FIND LYNX IMMEDIATELY FOR free demo service, specializing in the finest demo service, specializing in the largest talent to be aware of a unique market. 61, PYramid 1-5449.

DIVISION SERVICES

RECORD DISTRIBUTORS

BRAND-NEW 3% ASSORTED O.P. Pop and Rhythm Release w/FREE REGISTRY & Country & Western w/Reg. 61, Columbia Disc Records, 1250 Broadway, New York City, N. Y., 10019. (Note: All mail addressed to “record racket,” 1000 Broadway, New York City, N. Y., 10019.)

RECORD PROMOTION & PUBLICITY

GUARANTEED RADIO PLAY—MORTNOR & CO.—recently launched new distribution service to music. A nationwide program of daily, early music, and specialty plays. 61, 1520 Broadway, N. Y. C. 1, N.Y.

RECORDS WANTED—WE WILL BUY THIS month’s most recent recordings. 61, Cargo Records, 1211 N. Broad Street Philadelphia, Pa. Phone: CE 6-1068.

RECORD DEALERS—FREE DELIVERY plus anywhere in U. S. on consecutive orders. 61, Budget LP’s, 1211 N. Broad Street, Philadelphia, Pa. Phone: CE 6-1068.

FOR SALE

DEMONS BY ‘REDON’—THE EAST’S BEST DEMO SERVICE, professional and economical at the same time. 61, Record Center, 108 E. 53rd St., Chicago, Ill. 46 YEARS OF RECORD AND PROMOTION EXPERIENCE, this record promotion agency is marketing the disc, single or long-playing, to the entire U.S. Contact: Lyle L. Friedman, President, R.A. Record Mfg. Services, 1642 7th Ave., New York City, N. Y. 10019. Telephone: Telephone 9-9128. Area Code 212.

MISCELLANEOUS

RECORD ACCESSORIES RECORD RACKS

LE-BO PRODUCTS The most complete, fastest selling rack. 61, Special deals at N.A.M.M. Convention. Contact: See LESLIE DANE at Eden Bar. Miami Beach, or write for full details. LE-BO PRODUCTS CO., Inc., 33-59 Vernon Blvd., long Island City, N. Y.

IN HOLLYWOOD, CALIFORNIA, it’s the YUCCA HOTEL at 1222 N. Calhoun Blvd. Rates to suit folks. One block north of Hollywood Boulevard. Irene Vermillion Charles Carr Jack Antinori

PUBLICATIONS & SERVICES

A few Extra Copies Available WHO’S WHO IN the World of Music

CONTACT: Robert T. Brown, 4141/2 Croghan Avenue, Chicago 39, Ill. CA 7-3722.

INCOME TAX CONSULTANT—SPEIcializing in taxes for musicians, performers and anyone in the allied fields. Write for free catalogue. 61, Werner D. Freitas Music Co., 17 San Antonio Ave., Miami Beach, Florida.

JOCKEY JOKER—FIVE FUNNY DJ’s
do with any music. 61, Phone: 9-8644.

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CHICAGO — Rock-Ola is introducing a de luxe new Grand..-Plix phonograph. Both Rock-Ola and Company, Rockford, Ill. are subsidiary units of Midwest Distributing Company, Rockford, Ill. The Grand Plix plays 33 and 45 disks intermixed. The seven-inch LP's can be added in banks of 10.

C. B. ROSS

1928 when the firm sold a joke box called the Wurlitzer Simplex. His job was to keep the sales, 78-r.p.m. phonograph working. Shortly thereafter, Wurlitzer bought the Simplex mechanism outright, redesigned it, and introduced the first Wurlitzer coin-operated phonograph—the P-10.

In 10 years in the retail store division, Hrdlicka worked from the North Tonawanda factory as field service engineer and service manager for several of the company's divisions.

During World War II he was special service manager for the North Tonawanda plant on war contracts. In 1945 he became service manager for the Wurlitzer distributor, a position he held for several years.

In 1950 he returned to the North Tonawanda plant as special sales and service representative, and four years later he has been service manager there, assuming responsibility for general service policy and supervision of service engineers. Hrdlicka and Mrs. Hrdlicka will move to the Seattle area where their son, Merk, is an engineer for the Boeing Aircraft Corporation. He plans to set up a Rock-Ola sales territory in the Northwest.

Hrdlicka has been a service expert with Wurlitzer for 33 years. He was named by his associates at the Town Club of the Tonawanda Country Club in 1963, with an electronic tube tester for his new shop. His successor, C. B. Ross, joined Wurlitzer in 1959 as Midwest distributor

Service Expert

Before joining Wurlitzer, Ross had been a service expert with the General Amusement Company, Eau Claire, Wis., and G&W Vendors Sales and Service. He is a graduate in electronic engineering from the U. S. Air Force and was trained in mechanical and electrical repair, including sound.

His new duties include supervision of all service in the United States, special service bulletins and service bulletins for operator service personnel and design assistance in the design improvement of electrical and mechanical components of Wurlitzer phonographs.

Referendum Set For Wash. Law

OLYMPIA, Wash. — The Washington Supreme Court ruled Tuesday that a constitutional refer- endum concerning the tax on amusement devices not involving any element of skill.

Donal R. Burrows, the commission's research supervisor, said the tax was intended to reduce the sale of such devices, which he called "the most widely used form of skill." The tax was intended to reduce the sale of such devices, which he called "the most widely used form of skill.

Game Tax Return Declines in Wash.

OLYMPIA, Wash. — Washington State Tax Commission figures, released March 25, showed revenue of $945,393 in 1963 on amusement device taxes, down nearly half from the $1.6 million collected the previous year.

A commission spokesman said the decline was mostly the result of a ban on pay-off pinball machines recently passed in the Legislature.

Joe Lyon, Dun and Moore product manager, said the company has been testing the unit for several months, primarily in the Seattle, Wash., area. He said results are exciting and that he expects to introduce it to the rest of the country in the near future.

Joe Hrdlicka

NORTH TONAWANDA, N. Y. — C. B. Ross, Midwest field service engineer for Wurlitzer for the last five years, has been appointed service manager for the Wurlitzer Company here. He replaces Joe Hrdlicka, who has been with Wurlitzer since 1928 and who retired this week.

Hrdlicka worked in a Wurlitzer retail store in St. Louis in
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MOA Exhibitor Prospect Bright

CHICAGO—Music Operators of America is virtually assured of having all four juke box manufacturers in its next annual convention scheduled for the Sherman House here October 14-16. MOA concluded a meeting with the manufacturers here last week and the outcome was completely favorable for the national juke box operator association.

The news gives MOA some early ammunition in its quest for additional exhibitors for its convention. Last year MOA did very well with amusement machine manufacturers but fell short in the area of record company exhibitors.

This year, early commitment by the juke box manufacturers gives the association a "united front" appearance that will be very helpful in seeking exhibitors from other areas.

News about the manufacturers came in a conservative statement issued by MOA director Fred Granger. Granger came just short of making a positive statement that the manufacturers would be represented.

He did, however, say that a final decision would be given by all four manufacturers by Monday (6).

The MOA managing director said that he had been assured of "10 per cent co-operation" by all four manufacturers and that at this point it "appeared likely" they would be in the show.

Granger added that the manufacturers were very pleased with the exhibitor space in the Sherman House. The hotel has one of the largest convention facilities in the city.

Officially, the manufacturer representatives will now report back to their companies before giving their final decision Monday (6).

On hand for the juke box companies were Fred Pollak and Paul Huebsch, Rowe A.C. Manufacturing; Stan Jarocki, Seeber; A. D. Palmer, Wurlitzer; and Hugh Gorman, Rock-Ola.

Representing MOA were Lou Jarocki, president; Clint Pierce, vice-president, and Granger.

Granger said that MOA "purposely" held its meeting with the manufacturers early "in order to give us more time to promote other exhibitors."

A 33 1/3 RPM STEREO SINGLE Specially Created For Coin Operators ROBERT GOULET SINGING "ONCE UPON A DREAM" and "MARRIED I CAN ALWAYS GET" S-32150 OL 6050/OS 4150.

FROM HIS TOWERING NEW COLUMBIA HIT ALBUM! FOR INSTANT PROGRAMMING IN YOUR KEY ADULT LOCATIONS, SEE YOUR COLUMBIA RECORDS REPRESENTATIVE TODAY!

EAST COAST DISTRIBS VIEW NEW ROCK-OLA LINE

NEW YORK—East Coast Rock-Ola distributors caught their first glimpse of the firm's new Grand Prix phonograph line at the Summit Hotel here Thursday (2). Rock-Ola brass for the presentation included Ed Doris, Dave Howle, George Hincker and Les Rieck.

Factory executives went over the machine in detail and discussed merchandising plans during the day. In the evening, the distributors were guests of Rock-Olas at a cocktail party and caught the Julie London show at the Americana Hotel. Distributors will show the new line to operators next week.

Hot Springs Crackdown Slows Coin Collection

BY ELTON WHISENHUNT

HOT SPRINGS, Ark.—Coin machine operators were singing the blues here last week after Gov. Orval Faubus ordered gambling casinos to close.

The operators have no direct interest in gambling—but the exodus of the huge crowds during the race track season, which is the best of the year, cut heavily into the profits.

Some coin men reported collections dropped several hundred per cent. The closing of the casinos, which have operated for 100 years, left the city looking almost like a ghost town.

The casinos have been closed off and on over the years, but mostly have operated. Now is the best time of the year for collections for the operators for fast seeking people come to the resort city from all over the U.S.

The two largest operators in Hot Springs are Phil Marks Amusement Company, owned by Phil Marks, and J. Earl Gill, owner of Gill Amusements Company. Both have phonographs, games and vending equipment on location.

The third is W. E. Lewis, Lewis Novelty Company. Formerly, there were six operators. But Marks bought out Van Eddinger, Van Eddinger Music Company, his brother-in-law.

Gill bought out R. G. Jennings, Jennings Coin Machine Company, and Wilbur Green, Spa Amusement Company.

The Governor's action came with the race track season having another week to go. Vacationers to Hot Springs this time of year are usually people of all means who visit the track during the day and the casinos in the

(Continued on page 95)
New Tonomat Model
FRANKFURT — Tonomat, the German subsidiary of Automatic Canteen, reports exceptional sales response to its new compact phonograph, Electronic.

The new multi-disk changer, lacking any selection, but the primary feature is the speed of record changing. The record arm is placed parallel to the base and arm on opposite sides of the selected record into position as soon as the scanning movement is completed. The arm then goes directly to the arm which is nearest.

Tonomat says this quick changing appreciably boosts the operator's collections by crowding more phonographs into the operating day. Electric competition with Wurlitzer's German-produced Lyric compact.

Largest Game Sells
HAMBURG—Th. Bergmann Company, a major European producer of diversified coin machine equipment, reports that its new target game, Safari, is bagging sales marks.

It is a highly miniaturized electrical mirror game, starting for the realism achieved. Animals appear and vanish, constantly changing positions, through a built-in mechanism. Each animal has a small light in his head which serves as the target. Bergmann has emerged as a leading world coin machine producer by success of its Arizona target game, which is one of the largest selling target games produced anywhere since the war.

Coin Machine Fair
FRANKFURT—West Germany's coin machine industry hopes to sponsor an international coin machine fair in Frankfurt this year.

The fair would serve as a showcase for Germany's booming trade and would provide an international meeting ground for the world industry. It would parallel the Hanover industrial fair.

West Germany has the Continent's largest and most sophisticated coin machine industry and trade. However, there has long been grumbling within the ranks over the lack of an industry showcase. There have been several attempts in recent years to stage such a fair, but these efforts have founded on intra-trade bickering.

N. H. Lottery Sales Brisk
CONCORD, N. H. — The nation's only lottery ticket vending machine business, operated by the State of New Hampshire, is getting off to a good start.

Automatic machines similar to those set up at Rockingham Park pari-mutuel race track in Salem recently have now been installed in most of the 49 State-owned liquor stores and will also be in operation later at the Hillsdale raceway and the Rochester Fair harness racing track.

The machines dispensed receipts for 27,174 tickets totaling $18,052 during their first 10 days of operation at Rockingham Park pari-mutuel race track. The actual tickets will be kept in a Manchester bank vault by the Sweepstakes Commission until the big public drawing at Rockingham in early September. A few days before the $100,000-plus sweepstakes drawing. Prizes for the sweepstakes winners run as high as $100,000.

Dutch Changer In Production
AMSTERDAM—Jenni Automaten N.V., Dutch manufacturer, has gone into production on an electrically operated coin changer with 10 magazines.

Further information may be obtained from the Consulate General of The Netherlands, Commercial Division, 10 Rockefeller Plaza, New York 10020.

Market in Norway
OSLO—A two-way race is developing in Norway between U. S. and West German manufacturers for business in the records market, which looks as lush phonograph potential as automobile sales.

Norwegian marketing surveys indicate a medium term phonograph market for 12,000 machines, compared with the present 4,000 to 6,000 machines, and a long-range market of upward of 30,000 machines. The surveys indicate there is great phonograph potential in the rural areas and in the far northern areas, where recreational facilities are lacking.

French Pinball Mach.
NICE—Establishements Rally, the largest French coin games manufacturer, is mapping a big European Common Market sales program for its El Toro pinball. El Toro, which is billed Europe's answer to the U. S. pinball, can be played by one or two persons. The score is posted automatically on an illuminated board and is carried cumulatively, meaning that successive players try to beat the total score.

Production of about 100 machines monthly is to be doubled in anticipation of strong European demand. Rally's promotion of El Toro is expected to point the way to a Common Market format for general sales promotion by firms in the six Common Market countries.

Biggest Danish Op
COPENHAGEN—Dansk Grammofon Automat A/S has boosted its operating interests in Denmark to over 30 phonographs.

This makes Dansk Grammofon the largest operator in Denmark. In addition to the 30 phonographs, Dansk Grammofon also operates about 100 games.

The firm is the Danish distributor for Rock-Ola and is the EMI subsidiary in Denmark for phonograph records. It represents an integrated music operation which has scored spectacular success.

Far from representing a conflict of interest, the firm's phonograph operation has helped stabilize the operating field for smaller independent operators.

N. H. Lottery Sales Brisk
Weitzman, Bloom Host Coast Bulk Operators

LOS ANGELES—Sam Weitzman and Sid Bloom played hosts to bulk vending machine operators in this area recently when they held open house for the official and social opening of Oak Plaza, where Oak Manufacturing Company and Operators Vending Machine Supply Company will be located in the future.

The debut marked a big step forward in service to operators both from a manufacturing as well as merchandising standpoint. Operators Vending moved its facilities to the new location at 650 South Avenue 21, just off the Golden State Freeway, over a weekend and opened for business there the following week. Oak, in Culver City for years, will open in the new location in May. The center will also include Imperial Die Casting, an Oak affiliate.

The new site gives Operators Vending modern and larger quarters. Refurbished throughout, the operation features self-service, an innovation in wholesale selling in this field. There is ample parking, giving customers what amounts to a drive-in facility.

The new location has its own railroad spur track to facilitate shipments of the Acoron line to distributors throughout the world.

Chi Ops See Eppy Line

SEVERAL HUNDRED Chicago area operators turned out for the second Eppy Charms regional sales exhibit held at Chicago's Sheraton last week. A previous show was held in Minneapolis, with another scheduled for Dallas soon. In the foreground are Mr. and Mrs. Seymour Maas, Seymour Caro, Nat Schlesing, Mrs. Caro, Mrs. E. Swidler and Dave Rubin. The little girl is Marilyn Caro. On the right are Martha King, Paul Crisman, Mrs. Rubin and Tom King.

The SUPER SIXTY
Capsule Vender
The ultimate in quality Capsule Merchandising.
Vends any item which can be placed in a capsule.
5c, 10c and 25c.
*With QUICK-TACH at slight extra cost.

BITTERMAN & SON
(Member MVMD, INC.)
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Kansas City 27, Missouri
Phone: WA 1-3900

IMPORTANT MEMO
AD DEADLINE FOR N.V.A. CONVENTION ISSUE

Dated: April 18
District: 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.

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Plaza 7-2800

NASHVILLE, TENN.
726 16th Avenue South
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Phone 615-244-1836

Write for details, color circular and prices, or contact your Distributor.

VICTOR VENDING CORP.
5711 W. Grand Ave., Chicago 39, Ill.
Say You Saw It in Billboard

NVA Business Sessions Set

CHICAGO—Two nationally famous marketing and merchandising experts will address the National Vendors Association convention April 15-18 in Miami Beach, Fla.

Ben Silver, in charge of vending for the Food Fair chain of stores, will speak on "The Future of Bulk Vending in Chain Stores."

Dr. Edward Fox, chairman of marketing for the University of Miami, will speak on "How to Reduce Uncertainties in Business Decision." Dr. Fox is a specialist in population statistics.

Den Mitchell, legal counsel for NVA, said that the convention appears well on its way to becoming one of the most successful in the association's history.

In addition to the featured speakers, NVA will have a panel discussion titled "Issues and Answers." The panel will deal with grass roots problems in the bulk field.

Panelists are being selected from the fields of merchandising and marketing. Other speakers will include Bert Fraga, president; Milton T. Mitchell, legal counsel; Donald Mitchell, legal counsel; and Rolfe Lehbi, convention chairman.

A special ladies' day program is being planned and the convention will also have its usual social fare consisting of cocktail parties, luncheons and several banquets.

A number of affiliated industry meetings will be held during the convention. The National Vending Machine Distributors Association will hold a meeting as will a number of manufacturers, including United, Loaf, Guggenheim and Eppy.

NVA officials predict that attendance will be in the usual 350 to 450 range. From 20 to 30 exhibitors will be represented on the convention floor.

Although relatively compact in size, NVA represents a major portion of the bulk vending industry power in the U. S. The annual convention serves as the site for annual introduction of new equipment by virtually every major manufacturer.

In addition, numerous industry problems are hashed out, either in formal sessions in which presentation of new equipment is virtually every major manufacturer.

Please rush complete information and prices on Northwestern SUPER SIXTY

Vends any item which can be placed in a capsule. Vends large stock of vending equipment. Any combination of 25c and 10c and 25c.

Phone: Drake 7-4300

Atlanta 7, Ga.

For Penny Machines

ACORN—The World's Most Profitable Vendor*

The ultimate in quality Capsule Merchandising. Vends any item which can be placed in a capsule. 5c, 10c, and 25c.

With QUICHTACH at slight extra cost.

We handle complete line of machines, parts & supplies.

Cleveland Coin Machine Exchange, Inc.
2029 Prospect Ave. Cleveland 15, Ohio
Phone: Traffic-1-4713

Revolutionary New Display Fronts for Penny Machines

Over 23 different assorted bags, each with free display front.

The Penny King Company
2326 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

Please send complete information and prices on Northwestern SUPER SIXTY Bulk Coin-Charms Vendor (as illustrated) as well as other Northwestern machines.

NAME
COMPANY
ADDRESS
CITY,

Fill in coupon, clip and mail to:
M. B. HUTCHINSON, JR.
1714 Decatur Rd., N.E., Atlanta 7, Ga.

Phone: 739-0880

The SUPER SIXTY Capsule Vendor*

The ultimate in quality Capsule Merchandising. Vends any item which can be placed in a capsule. 5c, 10c, and 25c.

With QUICK-TACH at slight extra cost.

The Hottest 10¢ Capsule Item Ever!

KARL GUGGENHEIM
1219 N. Milwaukee Ave., Chicago 21, Ill.

Immediate Delivery
There are Big Profits in Gum Northwestern

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vendor (as illustrated) as well as other Northwestern machines.

PACKAGING GUM VENDOR
This amazing vendor is a hit for gum and peanuts. A fascinating candy display with free Developers sends a total of 95 different color packs. Complete line of gum, nuts, novelties, etc. All dies made.

Slump Folders, Lowest Prices, Write

NORTHERN SALES AND SERVICE CO.
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Box 1142
Hagerstown, Maryland
Phone 739-0680
Vendall Plans More Sessions With Ops

MINNEAPOLIS — Vendall Distributing Company, distributor of machines and bulk vending merchandise here, is planning an operator meeting again this fall, following the excellent response to the weekend show the firm co-hosted with Eppy Charm, Inc. of New York, at the Hotel Sheraton-Ritz, Minneapolis, March 13-15.

Earl Grout, president of Vendall, told Billboard, "We definitely will have a fall get-together, even though there may not be any new machines to show. We want to meet more of these operators and talk out some of their problems to help them grow."

He said he was still receiving expressions of thanks from operators for having presented the show with Eppy and was still being visited by operators who had been unable to attend the show but want to be at the meeting this fall.

At the close of the weekend event, Grout had said, "From the response to this weekend there will be one of these every year."

The schedule has now been stepped up to include a second weekend this year with the dates to be determined, possibly in July or August hotel here, the Sheraton-Ritz. Asked if manufacturers might also be represented, Grout said, "We want our own manufacturer to be welcome, but it will not be necessary."

Mainly, he wanted it to be a time of exchanging pros and cons of merchandising and trading solutions to common problems," he added.

The door prizes offered at the March 13-15 weekend were on their way to the winners, as follows: Four Northwestern Super C Machines, stand, and merchandise, to Hans Brustgen, Clear Lake, Iowa; a bullet Titan machine filled with merchandise, to John Capron, Minneapolis; Victor V-2 Concept machine with merchandise, to Al Beaudet, St. Paul; 25 pounds of cashews to Joy Sales, Fargo, N.D.; 25 pounds of Spanish peanuts to Robert Lammers, St. Cloud, Minn.; 25 pounds of Hersheys Chocolate Bar, Dorothy Diamond, Minneapolis, Minn.; 5 pounds of 100-count ball gum to Gaylee Johnson, Clear Lake, Iowa; 5 pounds of 210-count ball gum to John Capron, Minneapolis, Minn.; 5 pounds of 210-count ball gum to Sun Hilden, St. Paul, Minn.; 5 pounds of 210-count ball gum to John Capron, Minneapolis, Minn.; 5 pounds of 210-count ball gum to Howard Normand, Minneapolis, and 5 pounds of 210-count ball gum to Royal Miller, Lindstrom, Minn. The merchandise, except the gum, was donated by Vendall, and the gum was provided by Leaf Gum.

Eppy Charms Baseball Them

JAMAICA, L. I., N. Y — Eppy Charms, Inc., is timing its latest release with the opening of the company's baseball season. The item, Big Leauge Baseball Rings.

The gold-plated rings are designed for capsule vending. The complete series has the names of the 20 clubs in the National and American Leagues.

Mr. Coin Man

You're in business to make money.

Billboard is in business to help you.

Weekly dollars and some information in every area of your fast-paced industry — merchandise ideas, current trends and forecasts, legislation affecting your operation, new machines, new products, new services, new money-making ideas.

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Get it often. Get Billboard.

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THE REAL BEETLES ARE HERE!!

Paul A. Price, Roslyn, N. Y., charm manufacturer, promotes his latest eye-catching sign, above, on bulk vending machines. The item, three-inch-long Beetles made of soft plastic and designed for capsule vending.

Bulk Banter

Los Angeles Angles

Bad Harris of International Vending in San Pedro avoided being nabbed at gunpoint when he grappled with the gunman.

Harris was servicing machines out of a Kempton location when a man approached him with a sawed-off rifle and demanded money. Harris refused, whereon the gunman loaded the rifle. During the scuffle the gun was discharged into the air. Two accomplices wrested the weapon from Harris and took off.

The location owner saw the hold-up and locked his door. No one, however, thought to call the police — Leo and Harriet Weber of West Coast Entertainers, Los Angeles, are back from Las Vegas, Nev., where he attended a Shrine ceremony. They are planning a trip to New York in mid-June with their three children to take in the World's Fair. They will visit relatives in Boston, too. Al Crouch, a partner in West Coast Enterprises, has received the final approval on the plans for his new home in the Encino area. Ronnie Collins, who was in the bulk vending machine business in San Pedro when he was about 19 years old, is now in the phonograph record brokerage business in Hollywood. Eugene Zola, Beverly Hills attorney and executive secretary of the Western Vending Machine Operators Association, was the principal speaker at a meeting of his Menorah Lodge, No. 623, F. & A. M. Len Hamilton of Len-Art Vending in Osmond drove down to Los Angeles in pouring rain to attend the March WVMAA meeting. His partner, Art Thorn- ton, was unable to make it. Phil Sreden of Western Coin Operating Machine Company, Los Angeles, is again feeling up to par. Parke Hamme is out again following a serious illness. Joe Arguelles of Joe's Vending Service, Seal Beach, continues to add machines on his route. Ken Ferrier of Consolidated Vendors, San Pedro, in town on a shopping tour for supplies and machines.

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577 Tenth Ave., New York, N. Y.
Belgian Tax Law Sets Model For European Coin Industry

By OMER ANDERSON

BRUSSELS—Union Belge de l'Automatique (U.B.A.), the Belgian coin machine trade association, is awarding manufacturing and import-export concerns that all coin machines (phono- graphs and games) must be registered with the Ministry of Finance before the equipment may be operated in Belgium. Henri De Vroey is president of U.B.A. Such registration is provided in the Belgian law dated December 24, 1963. This law, considered model legislation for the European trade, requires that a machine trade replaces local levies with uniform national coin machine taxation.

The law establishes a schedule of taxation based on the size of the community in which the equipment is located and on the type of equipment operated. Communities are grouped into three categories: over 30,000 population, between 5,000 and 30,000, and under 5,000. Six categories of equipment are established: A, B, C, D, E, and F. At best, there is no criteria announced for allotting categories.

Equipment in the highest category (the equipment still to be designated specifically) Category A in a community of over 30,000 will be taxed 15,000 francs per machine per year, and equipment in the lowest category (F) in a community under 5,000, 300 francs per machine per year.

U.B.A. said it represents the coin machine trade on a mixed commission in charge of machine classification, offering to effect registration on behalf of manufacturers and importers-exporters. U.B.A. said firms should send complete inventory data to the new machine to the president of the Union Belge de l'Automatique, 23 rue Verhaegen, Brussels 6.

Equipment is classified by the mixed-commission—a panel with three representatives of the Ministry of Finance, the Belgian representatives of coin machine trade organizations and the U.B.A. cafes and traveling carnivals.

This panel assigns each item of equipment a dot on the tax schedule, according to its technical characteristics. Failure to have equipment classified results in the equipment automatically being placed in the highest tax bracket—15,000 francs. The tax schedule is:

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>Tax Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 33,000</td>
<td>15,000.00, 10,000.00, 7,000.00, 5,000.00, 3,000.00</td>
</tr>
<tr>
<td>5,000-30,000</td>
<td>10,000.00, 7,000.00, 5,000.00, 3,000.00, 1,500.00</td>
</tr>
<tr>
<td>Under 5,000</td>
<td>5,000.00, 3,500.00</td>
</tr>
</tbody>
</table>

The new Belgian statute. They predict it will become a model for the European trade at large. Virtually all European countries have local coin machine taxation, which notoriously complicate coin machine operation in those countries.

Crackdown

Continued from page 90

Into these six categories will be fitted the following items of equipment (according to a formula yet to be revealed in detail): phonographs, film phonographs, bowling machines, shuffleboards, bowlers, other games (two-hole billiards, etc.), strength tester, grab bag, shooting galleries, kiddie rides, up-rights. Manufacturers and importers-exporters were asked to send full technical information, including illustrated material and diagrams, to the U.B.A., concerning equipment submitted for classification.

The December 24, 1963 law is being acclaimed as a milestone for the Continental trade. It wipes out the crazy quilt of local tax statutes which frequently resulted in one item of equipment being taxed at double or triple the rate of a similar machine situated on the other side of a local boundary.

Instead, the new law provides uniform taxation on a national basis. This means that manufacturers, importers-exporters, distributors and operators can make long-range plans without risk of arbitrary restrictive local legislation.

The new Belgian tax statute is noteworthy, too, because it is a rare instance of close cooperation between trade and ministry. The Belgian tax rate is due to come into force on December 24, 1963. The tax rate is based on the size of the establishment, the number of machines in the establishment, and the type of equipment operated.

HENRI DE VROEY
Styrofoam Panel Aids Seattle Bulk Operator

SEATTLE—Going so far as to rectify chumms, rings, costume jewelry, and similar fills into separate brackets for boys and girls is a merchandising step which is paying excellent dividends for C. W. McDaniel, long-established bulk operator here.

McDaniel has been thoroughly amazed at the fact that most machines are patronized by only one sex or the other. Even where he made a tremendous effort to interest teen-age and younger girls in rings and costume jewelry, by devoting full exclusively to their interest, girls were less likely to use the machine than boys.

Suddenly it hit McDaniel that if he went to the trouble to make it plain that the Jewelry items for both boys and girls were included in his 10-cent vendors in some 3,500 locations throughout the Seattle area, that things might change.

The step he took is a styrofoam panel, directly behind the globe of each ring vendor, which displays labeled rings for girls on one side, and for boys on the other. The signs used are simply one-by-six-inch strips of white adhered on which McDaniel has hand-lettered "Girls" and "Boys." Around the choices for each sex are shown on the styrofoam panels with the emphasis on handsome attractive rings made for sampling.

Now, wherever he has used the thus-labeled combination of signs and merchandise, collections have gone up steadily in every case.

Greater Southern Named Rock-Ola Ga. Distributor

CHICAGO—Greater Southern Distributing Co., a new firm headed by Morris Pfi, president; Howard Robinson, Rubin Franco and Joe Cuplukin, has been named Rock-Ola Manufacturing Co.'s phonograph and cigarette distributor in Georgia.

The firm replaces Robinson Tobacco Co., headed by Howard Robinson, which merges with the new organization.

In dark locations, the player simply pushes a button to light up the viewing section. The device can be installed on machines now on location and is optional new equipment.

Sol Lipkin, American Shuffleboard Co.'s new sales manager, is heads at 321 Edgewood Avenue, S.E., Atlanta.

Ironically amused at the fact that if he went to the trouble and more service should be obtained for older machines, was informally discussed by members of the Western Vending Machine Operators Association at their regular monthly dinner meeting held at the Blarney Castle here Tuesday night (31).

Eugene Zola, executive secretary, conducted the meeting in the absence of President Preston Coombs. Attendance at the session was held down by the heavy rains in the area.

Following regular reports made by Zola, the discussion centered around replacement parts. Some of the operators were of the opinion that not enough parts were available and that more service should be obtained from manufacturers. Although several suggestions were made, even mass buying, the matter was tabled until the next meeting, April 28, when President Coombs is expected to be present.

Next UJA Meeting

NEW YORK—The next executive committee meeting of the coin division of the 1964 United Jewish Appeal will take place on Wednesday (8) at 5 p.m. at the Sky Line Hotel, 10th Ave. and 50th Street.

Chairman Irving Holzman asks all members to bring in their coin machine parts and donations for the victory dinner and H a r r y S t i c k e n testimonial, scheduled for January, 1964.
come back next week...
we're introducing the new
Rock-Ola Grand Prix phonograph
With some 11 for of the theme from this
eate explanation and commentary.
the charts, were drag and sports car sound
This
already on the market.

Billboard’s Review Panel, to
potential,
albums with sufficient sales
become top sellers
Pop LP Spotlights are those
respective areas.

Christa Ludwig; Philharmonia
ST. MATTHEW PASSION
BACH: ARIAS FROM

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Bill- board's Top LP's. Spot- light winners in other catego- ries are selected on the basis of data from the record companies to become top sellers in their respective areas.

BOATS BIG SOUNDS OF THE DRAG
Sound Track. United Artists
2049 (M); ST 2049 (5)

OttoKlemperer

Elisabeth Schwarzkopfi

ST. MATTHEW PASSION
BACH: ARIAS FROM

Christa Ludwig; Philharmonia

Elisabeth Schwarzkopfi

ST. MATTHEW PASSION
BACH: ARIAS FROM

Christa Ludwig; Philharmonia

Elisabeth Schwarzkopfi

ST. MATTHEW PASSION
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ST. MATTHEW PASSION
BACH: ARIAS FROM

Christa Ludwig; Philharmonia

Elisabeth Schwarzkopfi

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