

# Billboard

The International Music-Record Newsweekly

Radio-TV Programming • Phono-Tape Merchandising • Coin Machine Operating

## Radio-TV Execs Meet in Chicago

By GILL FAGGEN

CHICAGO—The 42d Annual Convention of the National Association of Broadcasters is in full swing today 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 LeRoy Collins, 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 has been invited to take part officially, and the first time a discussion of record industry problems vis-a-vis radio programming will be a part of the agenda.

The Radio Assembly—9:30 a.m. to 12 noon—in the Grand Ballroom of the Conrad Hilton will spotlight Henry Brief of the Record Industry Association of America and a discussion on "Radio and Records

—A Concert in Sound." Brief will demonstrate to the broadcasters how to use records to increase audiences and attract advertisers. The 30-minute RIAA audio-visual presentation will show how the factors that influence the public's purchase of records are the same that influences its taste in record  
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## HAVERLIN, COLE ETC. SCRAMBLE FOR RADIO KRLA

WASHINGTON—Carl Haverlin, former president of BMI; Bob Hope, Goodson-Todman, Art Linkletter, and Horace Heidt were among the big entertainment names applying for ownership of KRLA, Pasadena, Calif., at the Federal Communications Commission's deadline last week (March 31).

Other music industry notables reported seeking the frequency were Nat King Cole and James  
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## Disks Eye Oscar Awards For New Golden Sales

By MIKE GROSS

NEW YORK — With the Academy Award ceremonies only a week away (April 13), the record companies are again stirring to the motion picture beat. In the past few years the Oscar season has raised disk company hopes for gold record crops and, in the past two seasons, Columbia has walked away with the Oscar tie-up by scoring with Andy Williams' albums of "Moon River" and "Days of Wine and Roses." Both LP's received gold record awards.

With Broadway ablaze on the disk scene and new original Broadway cast albums moving into best selling position on the charts with an impact unmatched since the days of "My Fair Lady," the labels are again looking to Hollywood soundtrack sources in hopes that new impetus for the record market can again be added in that direction. They're banking on the Academy Awards hoop-la to build new consumer interest.

Columbia's "Lady"

Columbia Records, which will release the soundtrack album of "My Fair Lady" in the fall, is already gearing for next season's Oscar tie-ins. This week it released two soundtrack scores, "The Fall of the Roman Empire" and the track from the documentary "Point of Order." Goddard Lieberson, president of Columbia Records, also signed

a pact this week with Samuel Goldwyn Jr. to release the score of "The Young Lovers." The score for the film, which stars Peter Fonda, Sharon Hugueny and Nick Adams, was written by Sol Kaplan. Incidentally, it was only a few months ago that Lieberson presented Samuel Goldwyn Sr. with a gold record for the soundtrack of "Porgy and Bess."

Another new Columbia LP from the films is the New Christy Minstrels' "Today," which features 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 Mancini's "Charade," is now ready to roll with Mancini's latest pic effort, "The Pink Panther."  
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## RCA Victor's Overseas P.A. Drive

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 the raison d'être behind the Central European tour of Chet Atkins, Jim Reeves, Anita Kerr, and Bobby Bare, all of whom embarked via Lufthansa Thursday (2) on a 12-city tour of Europe. Another notable aspect of the tour is that it showcases Nashville as a talent and music center of international importance—with regard to pop as well as country music.

Although the tour is being promoted by European impresario Karl Buchmann, it is no secret that RCA Victor has done a lot of planning behind the scenes and has been working on finalizing this package for about a year. Key executives in blueprinting overseas tours for RCA Victor talent have been Dario Soria, vice-president, international liaison department, and R. L. Broderick, international merchandising manager. They have maintained close contact with Steve Sholes, division vice-president, pop a.&r. and Ben Rosner, manager, pop a.&r. in plotting the potential of artists' disk sales around the world.

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—apart from whatever income derives from personal appearances. Notable Victor acts who have been tilling this international field in this way include Paul Anka, Neil Sedaka, Al Hirt, Peggy March, Henry Mancini and Della Reese.

More RCA Victor acts are being scheduled for overseas tours. Miriam Makeba, for instance, will be overseas in May. Her schedule will include appearances at the Olympia, Paris, on May 13 and 14.

The philosophy of Victor is that it has a very large stake in the overseas record business; that it has the greatest inter-

national artist currently in Elvis Presley; and that there is a direct and profitable correlation between sales and appearances. The evidence has been building. Paul Anka's record of "Ognia Volta," for instance, sold 750,000 copies in Italy alone. Jim Reeves' single, "Welcome to My World" from an LP, did 450,000 in England; Reeves' "I Love You Because" racked up  
*(Continued on page 6)*

## C.&W. MUSIC APPLAUDS DEAN SHOW RENEWAL

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

The renewal is of vital interest to the entire world of country music — all segments of which regard the program as the outstanding TV showcase for country acts. C.&w. talent, publishers, writers, deejays who program c.&w., and the Country Music Association have all been plugging for the renewal of the show.

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

The program will be presented Thursdays, 10-11 p.m. The show's executive producer is Bob Banner. Producer and associate producer respectively are Julio Benedetto and Tom Egan.

## 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 addition.

Four editions of Record Preview are planned for the remainder of 1964. The first edition will be dated May, to be followed by a 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 as far off as Great Britain. Other parts of the world will be covered through purchase by U. S. Navy Exchange.

Most dealers are ordering Record Preview with their own store imprints on both the front cover and bound-in order form, and thus strengthen the bond between the retailers and their customers.

Dealer plans call for distributing each edition of Record Preview in one or more of several ways: (1) By mail to their customer or charge-account lists; (2) as stuffers, with purchases made in the store; (3) to offer it free, or sell it, to customers who come into the  
*(Continued on page 8)*

## GERMAN TREND

### LP's Getting Upper Hand in Disk Mart

By OMER ANDERSON

COLOGNE—A radical switch in West German disk production will heavily influence the 1964 production 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 Euro-

disc, that the surface has barely been scratched in exploiting the rich LP lode. The trend here is toward a bolder LP repertory than has been visualized in the U. S. For example, Electrola is establishing a department to export to North America specialty and novelty releases from its domestic production.

Ariola likewise visualizes tremendous production potential for the LP, primarily in non-classical production. The LP is considered to offer a flexible recording format for original  
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What are the TOP-SELLING STATIONS in Pittsburgh, Miami and Oklahoma City?

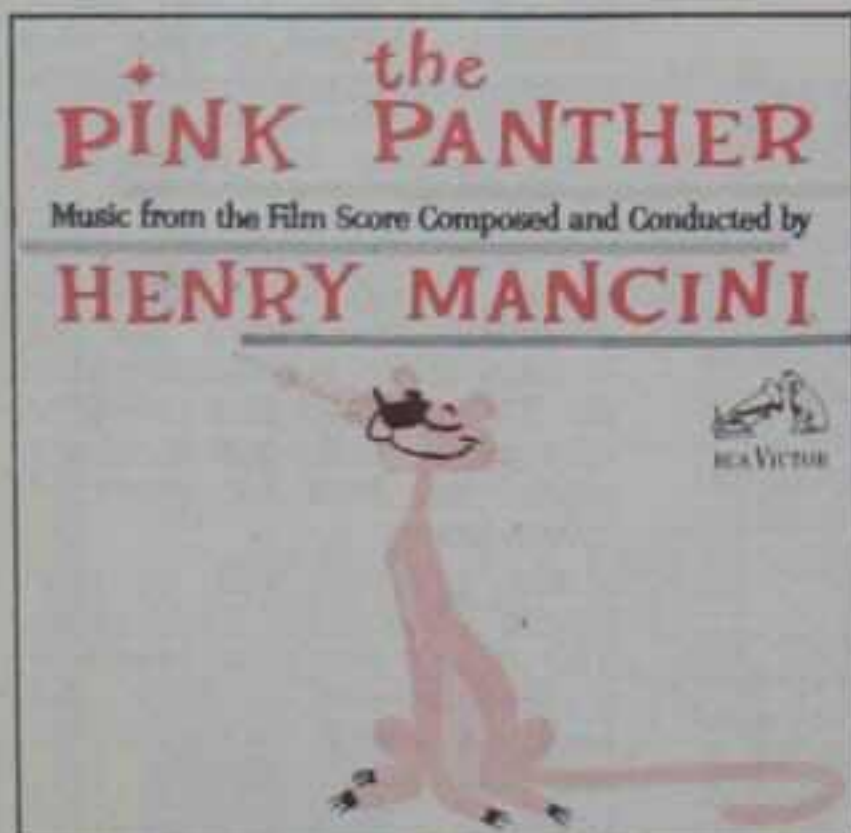
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# MANCINI SCORES AGAIN!

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**THE FAIREST LADY**

**Ninth Translation For Major Musical**

NEW YORK — "My Fair Lady," the Alan Jay Lerner-Frederick Loewe musical, is going into its ninth foreign language treatment on records. The latest original cast album is in Hebrew and will be released in Israel by CBS Records.

The musicalization of George Bernard Shaw's "Pygmalion" has been produced in virtually every area of the world and is currently available on the CBS label in Spanish as well as in Italian. In Brazil, Discos CBS has also recorded "My Fair Lady" in Portuguese. An album 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 in German by Philips and an album of the Hamburg production, also in German, on the Ariola label; a Dutch version on Philips, a Danish treatment on Philips and a Swedish language treatment, also on Philips.

**Columbia First**

Columbia Records original Broadway cast version has already sold over 5,000,000 LP's. Included in these sales figures is the stereo re-recording made in London three years after the monaural LP was released in 1956. Both albums were produced by Goddard Lieberson, president of Columbia Records.

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

**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. pic 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.

**Everest Stops Fontana Lynne Single Sales**

HOLLYWOOD—Everest Records was granted an order to show cause and a temporary restraining order against Mercury Records, restraining Mercury's subsidiary, Fontana, from pressing and selling the Gloria Lynne single, "Be Anything But Be Mine." Hearing was set for April 15.

Everest contended that its contract with Miss Lynne is still valid. The artist had filed a suit against Everest in New York in December, claiming that her pact was breached by Everest. A month ago, Mercury's Smash label announced it had concluded an arrangement for Miss Lynne's material through an independent producing firm. Fontana, the Smash sister label, issued the Gloria Lynne single in question.

Last week's court action here was the aftermath of a preliminary injunction granted Everest against Mercury Productions during the previous week. Mercury sought to block this, contending lack of jurisdiction by the California court over that firm. The filing technicality was squared away with Everest gaining a restraining order and order

*(Continued on page 8)*

**GLASER CLAIMS LOUIS LP SOON**

NEW YORK — Joe Glaser, head of Associated Booking Corporation, last week scotched the report that he did not want Louis Armstrong, whom he handles, to follow his "Dolly" single smash with an album.

"Not true," states Glaser. "I wanted Louis to do the single because I wanted to prove a point; namely, that Louis could come up with a smash single if he had the right material. Nobody wanted to cut singles with him. So Jack Lee (of E. H. Morris) and I talked to Dave Kapp, and we got the single. Kapp is to be commended. He helped us prove our point."

Glaser expressed the belief that an Armstrong album follow-up would be released within one month.

**Teen-Agers Picky About Easter Rock & Roll Spree**

NEW YORK—The teen-age record fans in the metropolitan area divided their affections and their allowances about evenly between WINS and WMCA during the Easter holiday rock and roll spree. It was estimated at press time that WINS' Murray Kaufman show at the Brooklyn Fox and WMCA's "Good Guys" show at the New York Paramount would draw

about \$180,000 each for the 10-day run.

The Apollo Theater in Harlem also had a special rock and roll show going for it during the past holiday week and the management, which refused to release any figures, reported that business was "very good." The only casualty in the rock and roll overload was Clay Cole's "Big Beat on Broadway."

This was offered as a hard ticket, \$3.90 top without a movie, yet, and folded a few days after its Thursday (26) opening. The Cole show featured Birdie Green, Del Satins, Linda Scott, the Roaches, the Detours and the Lloyd Price ork conducted by Slide Hampton. The show which played at the Ambassador Theater got off on the wrong foot from the start with the non-appearance of Freddy Cannon, April Stevens and Nino Tempo. The management didn't mention how much of a licking it took but it did say that many problems arose to cause its fold and among them were hassles with the unions.

**Kaufman Show**

Kaufman's show featured Chuck Jackson, Ben E. King. *(Continued on page 8)*

**Red Foley to Emcee NARM Award Show**

NEW YORK — Red Foley, country and western star and Decca Records artist, will be the master of ceremonies for the 1963 NARM Awards Banquet, which highlights the Sixth Annual NARM Convention, to be held at the Eden Roc Hotel, Miami Beach, beginning April 19. Foley will present plaques to artists and record companies who will be honored by NARM for the best selling artists and product during 1963 in record merchandisers' outlets. Winners are not announced until the evening of the banquet, April 22, in the Eden Roc's Cafe Pompeii.

In addition to Foley, record company artists who will perform include Epic Records' Bobby Vinton, RCA Victor's John Gary and Warner Bros. Barbara McNair.

The 1964 convention opens Sunday at 6 p.m. with the Presidential welcoming cocktail party. The preceding hours of 9 to 6 p.m. will be 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 Visitation Hours, during which rack jobbers will visit the record manufacturers in their display rooms. Visitation Hours will also take place Wednesday (22) morning and afternoon.

During the evenings, registration. *(Continued on page 8)*

**Farr Takes Extra Col. Sales Duties**

NEW YORK—William Farr, director of merchandising for Columbia Records Sales Corporation, has taken on new responsibilities within the organization. The Farr assignment comes on the heels of a reshuffling at CRSC last week that brought in Gene Weiss as general manager of CRSC and shifted Maurice Hoffman to sales manager of the Northeastern region.

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

**Searchers Came, Saw & Sullivaned**

NEW YORK—The Searchers, British recording group of the Liverpool sound genre, wound up a five-day stay in the United States Monday (6), which was highlighted by an appearance on the "Ed Sullivan Show" the previous night.

Kapp Records will soon release the first album by the group to get U. S. distribution. It's "Meet the Searchers/Needles and Pins."

Kapp recently released a single by the group, "Ain't That Just Like Me."

**Steve Sholes Adds Rene to RCA A.&R.**

NEW YORK—Steve Sholes, division vice-president of pop artists and repertoire at RCA Victor, has rounded out his staff with the appointment of Joe Rene. The Rene appointment comes on the heels of the exiting of producers Hugo and Luigi from the Victor team after a tenure of a little more than five years.

Victor's a.&r. staff, in addition to Rene, who will report

directly to Ben Rosner, manager of pop a.&r., now includes Jack Somer, Andy Wiswell and Jim Fogelsong in the East.

Sholes said that the appointment of Rene implements his plan for a united recording operation with both singles and album producers in New York, Nashville and Hollywood. "Publishers," he said, "will be told which a.&r. producer is responsible for the recording of a particular artist." As for independent production deals, he added, we'll review them all. "For the most part, "however," he said, "our a.&r. staff will be depended upon to come up with the talent, material and record treatments that are in keeping with today's market demands."

Rene has been a free-lance arranger and producer for many independent labels.

**Coral Begins Instrumental Disk Program**

NEW YORK—Riding on the heels of instrumental breakthroughs by Robert Maxwell ("Shangri-La") and Sammy Kaye ("Charade"), Decca and Coral have initiated a dealer program on their instrumental artists.

Highlighted by the release of 10 new instrumental LP's, the program also encompasses each of the artist's entire Decca and Coral album catalogs, for a total of 106 pop instrumental sets.

The program, which includes such artists as Carmen Cavallaro, George Feyer, Bobby Gordon, Earl Grant, Ethel Smith, Robert Maxwell and Pete Fountain, will run through April 30.

**BILLBOARD AT NAB CHI MEET**

CHICAGO—Billboard is covering the National Association of Broadcasters Convention in Chicago for its more than 2,000 radio and TV subscribers here and abroad.

Representing Billboard are Lee Zhitto, editor in chief; Gil Faggen, radio-TV editor; Nick Biro, Midwest editor and Pete Heine, sales manager. Billboard is headquartered in Suite 723 at the Conrad Hilton.

**CMA PLANS APRIL SHOW FOR DETROIT**

NEW YORK — The Country Music Association is finalizing plans for its Detroit show, which will be presented in the Motor City on Sunday (17) to some 450 top executives connected with the auto industry, as well as ad agency execs, etc. Jo Allison, who wrote and produced CMA's show last year for the New York broadcasting and agency execs, will again write and produce. Allison's New York show was considered a model in that it spelled out the impact of country music as a vital force in American entertainment and as a major sales tool.

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

Roy Horton, CMA board member, is co-ordinating the activities in connection with the presentation of the show.

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## Biondi Is First Network D. J. in Nearly 10 Years

NEW YORK—Dick Biondi on Monday, April 13, becomes the first disk jockey in almost a decade to have his own network radio show.

Biondi's pop record show will

## Chubby Plans For Annual Spring Tour

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 begins his tour in Washington (D. C.) when he opens a week's engagement at the Casino Royal on April 13. This will be followed by the Miramar, Columbus, Ohio, 20-25; Chateau, Cleveland, 27-May 2; the Sands Hotel, Las Vegas, 13-26, and the Twin Coaches, Pittsburgh, 27-31.

During the summer Checker is slated to tour South America and Europe. Last summer his 50-day tour of Europe raked up a gross of \$456,000.

## Victor Plans Eighth Year Elvis Party

NEW YORK — To celebrate Elvis Presley's eighth year with RCA Victor, the label has set a special merchandising program for the singer to run through April and May. It's reported that in Presley's eight years with Victor, he's amassed over 10 million units in world-wide sales.

The Victor program will focus consumer interest on all of Presley's 36 single releases, 20 LP's, 23 EP's in the catalog. It will be highlighted by the new Presley album, "Kissin' Cousins," which is on the April release. The promotion will include movie tie-ins with engagements of "Kissin' Cousins," a 1964 Elvis Calendar, lapel buttons, etc.

## RIAA CERTIFIES BEATLES DISK

HOLLYWOOD—The Beatles new Capitol single "Can't Buy Me Love" has been certified as a million seller by the Record Industry Association of America. Voyle Gilmore, Capitol's a.&r. vice-president, said the single sold 1.5 million copies in 10 days. The company claims the new single passes the group's first Capitol single of "I Want to Hold Your Hand," as the fastest selling disk in history. On March 16, the first day of its release, 940,225 copies of "Can't Buy Me Love" were sold.

The flip side of the record, "You Can't Do That," is also currently climbing Billboard's Hot 100 chart.

The group's second Capitol LP is set for release Monday (16).

be aired on the Mutual Network for two hours daily, Monday through Friday. So far more than 45 stations will carry the show.

Biondi, who first received national attention while spinning records on ABC's 50,000-watt WLS in Chicago, was the city's top-rated nighttime-deejay until his departure some six months ago. He conducted a pop record music show on KRLA, Los Angeles, until a few months ago.

In a touch of irony, Biondi's Mutual show will be aired on Saturday nights on WCFL, a 5-000-watt rival of WLS in the Windy City. Biondi is scheduled to appear in person Saturday, April 11, in a special WCFL promotion 8 p.m. to midnight in McCormick Place.

Among the stations that have signed with Mutual for the show are WEEP, Pittsburgh; WMAX, Grand Rapids; WADS, New Haven; WJAX, Jackson, Tenn.; WJRL, Rockford, Ill., and WADS, New Haven.

Arrangements for record artist guests and records are being handled by Biondi's manager, Woody Hinderling, who will maintain an office in Room 507, 1619 Broadway, New York.

## Elliot Wexler Begins Three New Disk Labels

NEW YORK—Elliot Wexler has formed a new corporation which will operate three labels. The firm will issue material on the Purist, Son-nova and Moon labels. The Purist and Son-nova banners will retail for a list price of \$5.98 for both stereo and mono. Moon will be a 99-cent label operating in the kiddie disk field. All will be distributed through Wayne Record Corporation located in this city.

The bulk of the material in the Purist catalog has been culled from the Top Rank disk vaults. This material was acquired from the Rank organization by Horace Grenell, who picked up the tapes when Rank disbanded its U. S. record holdings. Wexler reports that he has 50 LP's available for the Purist line. He also has 300 singles in hand from the same cache.

### Initial Release

The initial release on the Purist label will be made up of 10 albums by the Knightsbridge Strings, probably the most popular of all Top Rank product.

The music is on the softer side, with lush string backgrounds coupled with first-class standard material. All of the tracks have been assembled to follow specific themes.

One LP, for instance, contains standard repertoire in a Spanish vein with such titles as "Amapola," "Siboney," "Green Eyes" and "Perfidea" giving an indication. In the initial release, there are cases in which a particular album theme is repeated with different material.

The attractive art work has been done by Milton Glaser who has a strong reputation in the commercial art world, having done work for such magazines as Esquire.

The Purist albums include: "Spanish Mood" (SP 2); "Hawaiian Mood" (SP 3); "Nostalgic Swing Mood" (SP 4);

## CGD GRABS BIG SHARE OF ITALIAN DISKS

ROME—Two-year-old saturation domination of Italo pop disk market by RCA Italiana was brought to a halt by shift in public taste which followed San Remo Festival with result that CGD International with at least five records in top-selling lists has taken over the leadership.

Giuseppe Giannini's sagacious grouping of U. S., British and French labels along with Italian artists in the set-up he revamped less than a year ago has paid dividends. His top-selling artists include Gigliola Cinquetti, Connie Francis, Gene Pitney, Bobby Rydell and Marie LaForet.

RCA's winter promotion, like its previous summer deals, had been riding high until the San Remo results. It continues in high contention with Paul Anka, Rita Pavone and Edoardo Vianello in top brackets along with Ri-Fi which has Mina, Adriano Celentano and Fabrizio Fabretti and Ricordi with Bobby Solo and Catherine Spaak. Present sales orders of disks will probably remain materially unchanged for next two months until 1964 summer records begin to hit the racks.

## Elliot Wexler Begins Three New Disk Labels

"Theater Mood" (SP 5); "Marching Mood" (SP 6); "Waltzing Mood" (SP 7); "Hit Song Mood" (SP 8); "Nostalgic Swing Mood" (SP 9); "Movie Mood" (SP 10) and "Hit Song Mood" (SP 11).

## Weiss Flies Wide to Add International Accounts

HOLLYWOOD — That man about planes, Bobby Weiss, is currently stopping over here to nail down a number of publishing and disk representation deals to add to his already growing list of accounts for his International Holding Company, Ltd.

Weiss flew to the West Coast from Puerto Rico where he was on a special assignment for the Harry Fox office, and visited local record companies and music publishers.

## NARM Okays New Members

NEW YORK — The NARM board of directors has approved the associate membership applications of three record manufacturing companies. These are Original Sound Record Company, Recording Industries Corporation and R. D. Cortina Company.

The new members will be represented at the NARM convention. Original Sound will be repped by Arthur Newberger, top sales exec; Joe Csida, president of Recording Industries Corporation, will represent RIC, and R. D. Cortina, Inc., parent company of the Cortina Academy of Languages and the Institute of Language Study, and the original producer of foreign languages on phonograph records, will be represented by Robert E. Livesey, sales exec.

## Beatles Win 5 Awards For Songs They Wrote

LONDON—The Beatles have won five of the Ivor Novello Awards, presented annually for "outstanding contributions to British music."

Four of the five were won by John Lennon and Paul McCartney as composers of 1963's most broadcast song ("She Loves

You"), the highest selling disk ("She Loves You"), the runner-up ("I Want to Hold Your Hand") and the second most outstanding song ("All My Loving").

Special awards were announced for their manager Brian Epstein, their recording manager George Martin and their own "outstanding services to British music."

Other awards were won by Cyril Ornadel and Leslie Briscusse for the year's most outstanding song ("If I Ruled the World"), the Avons for the second most broadcast composition ("Dance On"), Ivor Slaney for the most outstanding instrumental ("Carlos' Theme") and Jerry Lordan for the second most outstanding instrumental ("Scarlett O'Hara").

## UA Sues Shad About The Joneses

NEW YORK — United Artists Records doesn't want Bobby Shad to keep up with the Joneses. In an action in New York Supreme Court last week, UA, is seeking to enjoin Theatre Production Records, Inc., Shad's firm, from using the record jacket on its "Tom Jones" album. It's UA's contention that this cover would make the public believe that the Shad "Tom Jones" music was in fact from the film production of the same name.

United Artists has requested the court to order the defendants to cease and desist from using this jacket immediately. The court action comes at a time when the United Artists film and the United Artists Records' sound-track album are riding high. The pic received 10 Academy Award nominations and the album has been a steady seller for the company.

The score for Shad's album was written by Ruth Bachelor and Bob Roberts.

Previous to this Weiss had been on a tour of the Far East, visiting Tokyo and Manila. In Japan Weiss opened his own office in Tokyo and appointed Mrs. E. Ishizaka to head the local IHC set-up. Also in Japan, he discussed a new series of TV spectacles to be broadcast over a 26-week period featuring key American and European recording stars. IHC will function as co-ordinator of production for these shows.

While in Manila, Weiss visited all associated areas to the music scene. He brought back a number of copyrights, including a tune that is the current rage in the Philippine city, "Manila, I Love You." This was recorded by Vic Soledad on the Villar label. He also brought back other masters of past Philippine hits which he expects to lease to record firms globally. Weiss believes Soledad has the potential to become a world-wide disk talent and also has high hopes for another Villar artist, Pilata Corrales. He will prep syndication of her English and Spanish language disk in the near future.

Also in Manila, Weiss met with attorney William Quasha to discuss piracy problems. Of special concern to the two is the local publication and recording of tunes without compensation to original publishers.

After his West Coast stay, Weiss journeys to Mexico City and then to New York and Europe.

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Vol. 76 No. 15



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**MANHATTAN TOWER**  
*Composed and Conducted by*  
**GORDON JENKINS**



OL 6050/OS 2450 Stereo/OQ 623 Tape

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**NOW FOR THE FIRST TIME...** GORDON JENKINS' BRILLIANT  
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NOW STOCK THIS ENTERTAINMENT BLOCKBUSTER...A TIMELY,  
SALES-SLANTED SALUTE TO THE WORLD'S FAIR CITY.

# ON COLUMBIA RECORDS



## RCA Victor's Overseas Personal-Appearance Drive

• Continued from page 1

sales of 300,000 in England. Bobby Bare, it is known, will shortly receive two silver disks in Norway, testifying to big sales of his "Detroit City" and "500 Miles From Home."

### Sales Behind Tours

The aforementioned sales results have, therefore, entered in the thinking behind the tours. The present one, of course, is a first in that it entails not one artist but four—all of them key talent.

Soria, currently, is in the Far East. It is known that he is giving top priority to a study of the Far Eastern market, notably Japan; and it is expected that RCA Victor artists will be scheduled to tour there.

A key RCA Victor executive pointed out that RCA's overseas record market is so extensive that some Victor artists now realize 50 per cent—and sometimes more—of their record income from such overseas areas.

An interesting aspect of the Atkins-Reeves-Kerr-Bare tour is the fact that most of the ap-

pearances will be in opera houses and concert halls, rather than at Army bases—although there will be several of the latter. The schedule calls for one performance a day generally, but in several instances there will be two. The dates and locations are as follows: Hamburg, April 4-5; Frankfurt, 6; Munich 7; Vienna, 8; Hanover, 9; Essen, 10; Berlin, 11; Copenhagen, 13; Stockholm, 14; Oslo, 15; Frankfurt, 16; Amsterdam, 17; Karlsruhe, 18-19; Brussels, 20-21, and Munich, 22-23.

The group had hoped to do some live recording sessions while on tour; but a press time this seemed doubtful in view of restrictions imposed by musicians' union. Werner Muller's work, and a bilingual emcee will accompany the American artists.

### "Progressive Hillbilly"

The artists indicated they would very likely perform much of their better-known recorded material. A reporter queried Chet Atkins as to whether he would play jazz. The Nashville operations manager for RCA Victor, who is one of the nation's most sophisticated musician, thoughtfully answered "progressive hillbilly."

RCA Victor's publicity on this tour had an interesting facet. It stated that "The Nashville Sound, bedrock of American popular music, is about to make the European scene in a big way." This verbiage was carefully planned so as to establish the point of view that Nashville, and the Nashville sound, is a major factor in world-wide pop music.

With regard to remuneration for the live performances, it is understood that the artists on this trek will play for scale plus a percentage. The take is expected to be substantial.

## Leventhal Finds E. Europe Folk

NEW YORK — Harold Leventhal is in Europe now working out plans to bring performers from Czechoslovakia, Poland and the Soviet Union to the U. S. Leventhal, a folk music impresario-manager, is discussing these plans with the Concert Artistic Bureaus of each country.

During his tour of Eastern Europe, Leventhal will meet Pete Seeger, who is on a world-wide concert tour. On Leventhal's itinerary are a week in Poland and 10 days in the Soviet Union accompanying Seeger.

## Brenda Lee Has Baby in Nashville

NASHVILLE—Decca's songstress Brenda Lee became a mother here April 1, giving birth to a five-pound girl in Vanderbilt Hospital. Dub Allbritten, Brenda's personal manager, told Billboard that "Brenda is in good condition." The baby, named Julie Leann 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 Stahlman, considered one of the country's leading obstetricians.

## Jerry Lee Ends English Tour

MEMPHIS—Smash recording star Jerry Lee Lewis returns to Memphis April 8 from a four-week tour of England and begins a string of one-nighters April 10 at Ferriday, La., his home town.

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 Cannon, Hi Records recording sax star, is booked through April in one-nighters in the South and Southwest.

Another Hi Records recording group, Bill Black's Combo, is playing one-nighters in 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 Bobby 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 unveiled at that time.

## CAPITOL HALTS PREPS' BEATLES

HOLLYWOOD—Capitol has stopped pressing the Four Preps' single of "A Letter to the Beatles" because Duchess Music, the American licensor, refused to give Capitol permission to cover a parody of an actual Beatles disk. Single had been a rush release February, and reportedly contained bars from the Beatles' smash, "I Want to Hold Your Hand."

## NEWS REVIEW

### FELLOWSHIPS TO 8 BMI'ERS

NEW YORK—Eight BMI-affiliated composers have been awarded the 1964 John Simon Guggenheim Foundation Fellowships in music composition. They are William Bolcom, Gene Gutche, Robert Helps, Ulysses Kay, Roger Reynolds, Halsey Stevens, Lester Trimble and Charles Whittenberg. They are part of a group of 312 scholars, scientists and artists who were chosen from among 1,887 applicants. This year's awards total \$1,882,000 and present the largest sum ever granted by the Foundation.

## Mainstream Begins Line Of Vintage Jazz LP's

NEW YORK—A new label, Mainstream Records, has begun issuing a solid line of jazz LP's. There are eight disks in the first release with six of the eight being in the recently acquired Commodore catalog. The six albums are being issued in the series called the "Commodore Jazz Classics." These recordings have not been in general distribution in LP form for some time, although they have been available on the Commodore label in a few jazz discophile stores and by direct mail.

The series contains some of the greatest of Billie Holiday performances originally recorded in 1939 and 1944 and issued as singles. This album contains such classic performances as "Strange Fruit," "Fine and Mellow" and "I Cover the Waterfront" with Lester Young and a band under the direction of Teddy Wilson in support on various tracks.

Other albums feature the "Begin the Beguine" playing of Eddie Heywood, still another has the superlative playing of five of the great tenor sax stars in Coleman Hawkins, Lester Young, Don Byas, Ben Webster and Chu Berry. Then there's a Dixie set with such eminent practitioners of the Dixie form as Eddie Condon, Jack Teagarden, Max Kaminsky and Pee Wee Russell. Still another is a Town Hall concert jazz recording, while another is a folk and blues-based set featuring Woodie Guthrie, Pete Seeger and others.

The albums are: "Billie Holiday" (56000); "Begin the Beguine," by Eddie Heywood (56001); "The Influence of Five" (56002); "Dixieland-New Orleans" (56003); "Town Hall Concert" (56004); "The Soil and the Sea" (56005).

JACK MAHER

## SPOTLIGHT LP PREVIEW

The following is a preview list of next week's album spotlights. The albums will be shown in full color in the April 18 issue of Billboard.

### POP SPOTLIGHTS

- MANHATTAN TOWER**—Robert Goulet (Columbia 6050)  
**DR. STRANGELOVE OR HOW I LEARNED TO STOP WORRYING AND LOVE THE BOMB AND OTHER GREAT MOVIE THEMES**—Various Artists (Colpix 464)  
**THE BEATLES SECOND ALBUM**—(Capitol 2080)  
**I'LL SEARCH MY HEART**—Johnny Mathis (Columbia 2143)  
**TODAY**—New Christy Minstrels (Columbia 2159)  
**CHUCK BERRY'S GREATEST HITS**—(Chess 1485)  
**THE FALL OF THE ROMAN EMPIRE**—Sound Track (Columbia 6060)  
**MEET THE TEMPTATIONS**—(Gordy 911)  
**MY LAST NIGHT IN ROME**—Buddy Greco (Epic 24088)  
**WHO'S AFRAID OF VIRGINIA WOOLF?**—Jimmy Smith (Verve 8583)  
**THE VOICE OF AFRICA**—Miriam Makeba (RCA Victor 2845)  
**JUST FOR OPENERS**—Judy Garland (Capitol 2062)  
**A SALUTE TO THE NEW YORK'S WORLD'S FAIR**—Andre Kostelanetz (Columbia CX 2)  
**THE BEST OF CHET ATKINS**—(RCA Victor 2887)

### CLASSICAL SPOTLIGHTS

- FAVORITE ROSSINI OVERTURES**—New York Philharmonic (Bernstein) (Columbia 5933)  
**HINDEMITH: MAT IS DER MALER**—Philadelphia Orchestra (Ormandy) (Columbia 5962)  
**SCHUMANN: SYMPHONY NO. 4; BEETHOVEN: LEONORE OVERTURE NO. 3**—Boston Symphony Orchestra (Leinsdorf) (RCA Victor 2071)  
**BRAHMS: TRIO NO. 2 IN C; BEETHOVEN: TRIO IN G**—Graffman, Senofsky and Trepel (RCA Victor 2715)

### C.&W. SPOTLIGHT

- HANK WILLIAMS JR. SINGS THE SONGS OF HANK WILLIAMS**—(MGM 4213)

### JAZZ SPOTLIGHT

- BIG BAND AND QUARTET**—Thelonious Monk (Columbia 2164)

### RELIGIOUS SPOTLIGHT

- GEORGE BEVERLY SHEA SINGS HYMNS OF SUNRISE AND SUNSET**—(RCA Victor 2846)

### FLAMENCO SPOTLIGHT

- FLAMENCO CONCERT**—Concert Montoya (RCA Victor 2846)

### SPOKEN WORD SPOTLIGHTS

- JEEVES**—Terry Thomas (Caedmon 1137)  
**THE TEMPEST**—Michael Redgrave, others (Shakespeare Recording Society 201)

### COMEDY SPOTLIGHT

- A WET BIRD NEVER FLIES AT NIGHT**—Jackie Vernon (Jubilee 2052)

### LOW PRICE POP SPOTLIGHT

- IN THE STILL OF THE NIGHT AND OTHER BEAUTIFUL SONGS**—Living Strings (RCA Camden 795)

### LOW PRICE C.&W. SPOTLIGHT

- HAWKSHAW HAWKINS SINGS**—(RCA Camden 808)

## Haverlin, Cole Etc. Scramble For Radio KRLA

• Continued from page 1

B. Conkling as separate applicants. Conkling 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 serving the Mormon Church as board chairman of its International Broadcasting Corporation.

There are in all 21 applicants scrambling for the AM station formerly owned by Donald R. Cooke, and thrown on the market when the FCC denied Cooke's renewal application — and all 21 applications were filed at the last minute. Cooke's ownership officially ends May 1.

Bob Hope owns 25 per cent of Western Broadcasting, Art Linkletter 5 per cent. Carl Haverlin is applying as one of a group trading as "Voice of Pasadena." Horace Heidt applied for Radio Southern California, with Heidt 100 per cent owner. Goodson - Todman Broadcasting will be the licensee name for the famous pair who own a formidable string of production, talent, music publishing, film and other interests.

Broadcast Equipment Company owned by Jack Cooke, brother of the deposed KRLA licensee, has told the FCC that facilities he leased to KRLA for \$90,000 a year would be available to new applicants.

New Album Releases  
Chart on Page 80



**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

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 and  
**ROLL OVER  
 BEETHOVEN**



(S) T 2080

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" (#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.**





# 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 improbably lyrical; in fact, it has a solid 1963 sales basis. German diskeries, in accenting the LP, are merely listening to the till.

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

7-inch (single)	45 rpm	2 titles	= 1 unit
7-inch EP	45 rpm	4 titles	= 2 units
10-inch LP	33 rpm		= 4 units
12-inch LP	33 rpm		= 6 units

Using this yardstick, sales in 1963, compared with those for 1962, were as follows (all number and unit figures are given in millions).

Category	1963		1962	
	number	units	number	units
Single	24.2	24.2	30.4	30.4
EP	8.4	16.8	9.2	18.4
10 LP	1.9	7.6	2.1	8.4
12 LP	7.8	46.8	5.7	34.2
Total	42.3	95.4	47.4	91.4

The unit formula is calculated to reflect more accurately the value of sales by weighing the LP proportionate to its higher cost. The 1963 sales figures, compared with those for 1962, show clearly that the trend is toward the 12-inch LP and that singles are sinking fast. Some disk producers feel that their compatriots who profess unshakable faith in the future of the single are blind to the unmistakable implications of the 1963 sales figures.

Some trade analysts, too, link

the sag in singles to the upsurge in tape recorder sales. Studies by GEMA, the West German ASCAP performing rights society, show that taping is concentrated on singles, a number of hot hits being recorded on the same tape, which is played while the tunes are on top of the chart and then erased.

There is less inclination to tape 12-inch LP's, which tend to have prestige value.

Calculated by units, record sales increased 4.4 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 diskeries are merely following the 1963 sales trend.

## Teen-Agers Picky About Easter R.&R

• Continued from page 3

Shirelles, Johnny Tillotson, Dionne Warwick, the Tymes, the Chiffons, the Kingmen, Dick and Dee Dee, Bobby Goldsboro, Little Anthony and the Imperials, the Younger Brothers, and Earl Warren's band. Kaufman has been booked for another rock and roll stand at the Fox for the Labor Day holidays.

The "Good Guys" show at the New York Paramount featured Sam Cooke, the 4 Seasons, the Devotions, Ruby and the Romantics, Diane Renay, the Sapphires, Dean and Jean, Rufus Thomas, Chris Crosby, the American Beatles, Terry Stafford, Lesley Gore and the King Curtis ork. The bill rotated with Jackie Wilson and James Brown taking over Sam Cooke's top-liner spot during the course of the run. The WMCA "Good Guys," who appeared alternately on the show, were Joe O'Brien, Harry Harrison, Jack Spector, Dan Daniel, B. Mitchell Reid and Johnny Dark.

A side note to the "Good Guys" affair is that it received a feature story treatment in The New York Times Thursday (2) pegged on the teen-age crowds that jammed Times Square the previous day to get into the theater.

The show at the Apollo featured the Coasters, the Vibrations, Stu Gillam, Inez Foxx and Charlie, the Supremes and B. B. King's band.

## Red Foley to Emsee

• Continued from page 3

trants will attend cocktail parties hosted by MGM-Verve on Monday evening, Liberty on Tuesday, and Warner Bros./Reprise on Wednesday evening.

Wives of registrants will be entertained each afternoon. On Monday, Dot Records will host a ladies' luncheon, featuring palm readings by Miss Frances. On Tuesday, RCA Victor will present a preview showing of "The Pink Panther," featuring Peter Sellers, David Niven, etc., the sound track to which, by Henry Mancini, is on RCA Victor. On Wednesday, Miller International hosts a theater party at the Coconut Grove Playhouse. The show is "Milk and Honey," starring Molly Picon, of the original Broadway production.

Dinner parties will be given by Columbia Records, RCA Victor Records and Capitol Records, featuring talent from their respective rosters. Admission to the dinner parties is by invitation only.

## Disks Eye Oscar

• Continued from page 1

Victor also has a hot, strong soundtrack with Elvis Presley. The company is just getting off his last hot LP, "Fun in Acapulco" and is now going full steam on "Kissin' Cousins."

Other current entries of importance are "Tom Jones" on the United Artists label and "It's a Mad, Mad, Mad, Mad World" also on UA. Both pictures are represented in this year's Oscar sweepstakes in one category or another. Decca is in the running now with its "Becket" soundtrack set.

Future hot prospects include the film tracks of "The Sound of Music," Walt Disney's "Mary Poppins," and "Say It With Music," the Robert Goulet starrer that will feature music by Irving Berlin.

At present, the all-time best-selling soundtrack LP is Columbia's "West Side Story," which has been riding the charts for over three years and has registered over 3,000,000 album sales. It's recalled that "West Side Story" racked up a lot of Oscars the year it was running and the sales ruboff on its record counterpart is quite obvious.

## LATE SINGLE SPOTLIGHTS

### HOT POP

#### JIMMY SMITH

**WHO'S AFRAID OF VIRGINIA WOOLF? (PART 1)** (Avant Garde, ASCAP) (2:33)—Another driving instrumental from the organist that has big band drive propelled by Oliver Nelson arrangement. Flip: "(Part 2)" (Avant Garde, ASCAP) (2:30). **Verve 10314**

#### JAMES BROWN AND HIS ORK

**CALDONIA** (Cherio, BMI) (2:44)—First side on Brown's new label is a hard-swinging, big band version with shout singing and crowd squeals. Arrangement similar to the Louie Jordan hit of many years ago. Flip: "Evil" (Try, Me, BMI) (2:32). **Smash 1898**

#### JAMES BROWN AND THE FAMOUS FLAMES

**AGAIN** (Robbins, ASCAP) (2:34)—Brown has a string of 'em on his former label and he's got another romantic side here. Tender reading of the standard that's not in conflict with his other release. Flip: "How Long Darling" (Lois, BMI) (2:57). **King 5876**

#### FATS DOMINO

**SOMETHING YOU GOT BABY** (Tune-Kel, BMI) (2:24)—Fats has the charm out again and this groovy gospel-tinged blues side has chorus and jumping sound. Flip: "If You Don't Know What Love Is" (Anatole, BMI) (2:25). **ABC-Paramount 10545**

## RECORD PREVIEW DEBUT: WILL BOOST LP SALES

• Continued from page 1

store. Some dealers have also announced that they plan to offer Record Preview in their local newspaper and radio advertising.

Record Preview will carry a 20-cent price tag on its full-color cover. Whether or not the dealers charge their customers, and how much, is optional with each retailer.

Each edition of Record Preview will contain feature articles, news notes and new record listings to whet the buying appetites of record fans. The first edition carries special features on the hit Broadway show, "Dolly"—also featured on the cover — on the Serendipity Singers and on the future of Beatle-type recordings. More than 250 new and best-seller LP's will be featured as the heart of each edition. Many album covers will be illustrated in full color.

Prices to dealers range from 7 cents to 10.5 cents per copy, depending on quantity and use of imprints.

Preliminary research at all levels of the record industry confirms the appeal and sales power of Record Preview.

From the consumer standpoint, it is designed to fill the need of keeping the record buyer better informed as to new product and the artists who make records. Judging by initial dealer reaction, Record Preview promises to be a potent sales aid in building LP business volume.

The following record distributors are accepting and servicing bulk orders for the new publication through their sales personnel:

#### Alpha Record Distributing

20 West End Avenue  
New York 23, N. Y.  
CI 5-7933

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East Hartford, Conn.

#### Roberts

1906 Washington Avenue  
St. Louis, Mo.

#### Marnel of Maryland

5550 Newbury Street  
Baltimore, Md.  
664-8500

#### Summit Distributing

1345 Diversey Parkway  
Chicago, Ill.  
BI 8-361

#### Cadet Distributing Company

13380 Capital Avenue  
Detroit 37, Mich.  
548-3171

#### Seaway Distributing

3142 Prospect Avenue  
Cleveland, O.  
EX 1-7300

#### A & I

1000 Broadway  
Cleveland 2, O.  
241-7644

#### Heilicher Bros.

119 N. 9 Street  
Minneapolis, Minn.  
FE 3-8281

#### Big Town

2818 W. Pico Blvd.  
Los Angeles, Calif.  
731-9474

#### DM Sales

90 Dorman Avenue  
San Francisco, Calif.  
MI 8-5331

#### C & C Distributing

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Seattle, Wash.  
PA 5-0070

#### Comstock

1323 Spring St., N. W.  
Atlanta, Ga.  
876-0321

#### M. B. Krupp Distributors

3519 N. 16th Street  
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hit tunes—Today!

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## Gloria Lynne

• Continued from page 3

to show cause against the Mercury Record Corporation.

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 restraining order also in-

cludes Pep Record Sales and Allied Recording, among several John Does, thus stopping until the April 15 hearing the manufacture and sale of Miss Lynne's single here.

**New Album Releases  
Chart on Page 80**



SMASH FOLLOW-UP TO DUMBHEAD!

GINNY ARNELL



I WISH I KNEW WHAT DRESS TO WEAR

B/W HE'S MY LITTLE DEVIL K-13226



MGM Records is a division of Metro-Goldwyn-Mayer, Inc.



# Drake Ducks B'dway Quacks; New Fans Dig Record Stars

NEW YORK—There's a new audience being brought into Broadway's musical theater by performers who've made their marks in other show business media. That's the contention of Ervin Drake, who's currently represented on Broadway with his first musical score, "What Makes Sammy Run?"

It's Drake's belief that his show has been building steadily at the box office because of the pull of the musical's star, Steve Lawrence. Even though it's also Lawrence's first try on Broadway he has a built-in audience, says Drake, through his work on records, night clubs and TV.

In Drake's view, it is the newcomer to the theater that will eventually pull it out of its economic doldrums. "People

who have seen and heard Lawrence on records, on TV and in night clubs," Drake says, "are now being drawn into the theater, and some perhaps for the first time."

Drake also points out that the vogue for theater newcomers is spreading through Shubert Al-

ley. "Funny Girl," the new musical about Fanny Brice, is banking heavily on the marquee value of Barbra Streisand to keep its box-office take in high gear. Although Miss Streisand scored on Broadway a few seasons ago with a small part in

(Continued on page 86)

## ELLINGTON EXCELS

### Duke's Concert Shows New Areas Conquered

Duke Ellington has the fortunate habit of rising from the ashes of pages written by critics. Not that the critics have always been wrong—noblesse occasionally loafs beyond what critics can oblige. But, 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 Melvin (Cootie) Williams growled, snarled, sang, danced, cheered, and, in general, acted and played as if big trumpeters were coming back, was a resounding success because Duke had a new focus, and has new music and enthusiasm, and so does his marvelous band.

It was evident from the very beginning when Cootie romped through a much changed "Creole Love Call." That was the tenor, or, perhaps the trumpet and orchestra of the evening. Even most of the old things were newly orchestrated.

(Continued on page 86)

## 3 Sides of DeShannon Gal

HOLLYWOOD — Vocalist Jackie DeShannon is many people. She's a rock and roll belter, a sexy folknik and a willowy jazz-tinged singer. These three sides of her personality were adamantly proved at her Los Angeles nitery opening (26) at Gazzarri's.

Miss DeShannon's voice is about as low and hoarse as a gal's voice can get, but she used this hushed quality expertly in the slow and tender "I Wish You Love," which demonstrated her feel for jazz. Jackie has heretofore presented a clouded image to the public, for her disks never sounded the same, hence one never knew which way she wanted to go. Her nitery debut clarifies the confusion. Jackie wants to master all forms of music. With her silken gold hair flying, her eyes ablaze and her hips swaying, she presents a totally animated picture of a vocalist at work. Unfortunately, her two guitar-drum accompaniment was overly loud on many numbers, all but eliminating her voice. The 21-year-old Liberty artist obviously enjoys the fast tunes, where she can snag her fingers and dig into the lyrics, such as on "La Bamba," "You Are My Sunshine" and "Needles and Pins."

ELIOT TIEGEL.

## Josephine Not The Old Baker

NEW YORK—The bedizened, bejeweled, bewigged, international bird of paradise, Josephine Baker, returned to New York Tuesday (March 31) for a limited engagement at the Henry Miller Theater.

She struts and preens and coos her way through a variety of songs that range from very good to tired in an assortment of costumes she refers to as "complications." The "complications" are part of her famed \$250,000 collection. An incomparable stylist, the songs serve merely as an adjunct to 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 surrounding her seems a bit shoddy (possibly due to the contrast). The orchestrations are

(Continued on page 86)



ANGELA LANSBURY opened on Broadway Saturday (4) in the Arthur Laurents-Stephen Sondheim musical, "Anyone Can Whistle." She co-stars with Lee Remick and Harry Guardino. Columbia will record the original-cast album.

## New York PRESS BOX SCORE

### "FUNNY GIRL"

"Funny Girl," the musical based on incidents in the life of Fanny Brice by Isabel Lannart (book), Jule Styne (music) and Bob Merrill (lyrics), opened on Broadway March 26 to okay notices and acclaim for Barbra Streisand. Capital is issuing the original cast album and Chappell-Styne is publishing the score.

Following is a breakdown of the New York press critical appraisal of the show and score:

**BILLBOARD'S MIKE GROSS: SHOW**—It's a routine backstage yarn that plods along unimaginatively with Barbra Streisand on stage practically all of the way to help pull it through. It's even too much for her.

**SCORE**—The collaborative effort of Jule Styne and Bob Merrill results in only a few songs of step-out potential. "People" is already getting play, and there may be some chances for "Who Are You Now" and "Cornet Man."

**TIMES: SHOW**—"Fanny and Barbra make the evening."

**SCORE**—"Styne has written one of his best scores."

**HERALD TRIBUNE: SHOW**—"The show as a whole, considering its tendency to lose weight, can't be called a clean knockout. Suppose we settle for a TKO."

**SCORE**—"... a lot of help from the Jule Styne-Bob Merrill score—makes it different."

**DAILY NEWS: SHOW**—"... a remarkable demonstration of skill and endurance on the part of Barbra Streisand."

**SCORE**—"Composer Jule Styne and lyricist Bob Merrill have provided songs of all types."

**POST: SHOW**—"The colorful atmosphere of a rosy period in the theater is almost untapped... at very best a fairly good musical show."

**SCORE**—"While Jule Styne's score doesn't seem one of his best, the songs are always agreeable."

**JOURNAL-AMERICAN: SHOW**—"I believe it should be a smash."

**SCORE**—"Styne has devised new tunes to capture the climate of the old ones, but they are more suited to the capabilities of the star and are excellent in themselves."

**WORLD-TELEGRAM: SHOW**—"... comes up just this side of great."

**SCORE**—"Styne has written some good stuff... it isn't his best though."

## PEOPLE AND PLACES

By MIKE GROSS

Mike Todd Jr. may not have time this season to see his favorite baseball team, the Chicago Cubs, in which he's a stockholder. He'll be busy batting out "America, Be Seated," a modern minstrel show, at the World's Fair; the musical stage version of "Around the World in 80 Days" at Jones Beach (L. I.) and working on the personal management of a new singer, Al Ferrari, who's billed as "The Wild Man." ... Jane Morgan, in New York last week, hosted a party for Charles Aznavour and began work on her second album for Colpix. ... Tim Gayle is doing p.r. work for Rudy Vallee's Jubilee album, "The Funny Side of Rudy Vallee." ... Joe Lyttle, manager of Frank Fontaine, into St. Joseph's hospital in Yonkers for a check-up. ... Singer Bernadette Castro will also do dance routines backed by four male terpers in her new act when it opens at the Boulevard night club on Long Island on April 17.

Big news in a press release from Solters, O'Rourke & Sabison: "Martin Goldblatt, veteran industry publicist, who started as a still department clerk with Columbia Pictures in 1947, and rose to become that company's top national magazine contact, is entering his 10th record-breaking week at the Solters, O'Rourke & Sabison publicity firm." ... Al Schwartz is Brook Benton's new manager. ... Molly Bee has been signed for two weeks at Dallas' Statler Hotel starting April 24. ... Dave Bynum, singer-actor, has signed with Shell Records. ... On the Carnegie Hall bill with Italian singer Luciano Virgili on April 11 will be the DiMara Sisters, Pia Gabrieli and Dino Giacca. ... Rip Taylor, the "cry comedian," cut his first pop side, "How Does It Feel," for the Colpix label. ... Woody Herman's Herd is at the Metropo'e in New York through April 18 when the Dukes of Dixieland take over.

Paul Newman and Joanne Woodward will duet "When My Sugar Walks Down the Street" in the upcoming Broadway comedy "Baby Wants a Kiss." The deal to use the Jimmy McHugh-Gene Austin-Irving Mills standard to fit the play's action was made between Actors Studio Theater Company, the producers, and Mills Music. ... Joyce Weston, of the Chordettes vocal group, has joined the staff of Erroll Garner Enterprises. She'll be working with the Octave Music Publishing catalog which contains the major part of Garner's original works. ... Earl Wrightson and Lois Hunt will do a concert at the Bloomsburg, Pa., State College, April 8 and at the Proctor High School in Utica, N. Y., April 11. ... Johnny Tillotson will preside as a judge and a parade marshal at the Beauty Pageant in Johnson City, Tenn., on May 2. ... M.A.R.C.H., the music industry's all-girl organization, is sponsoring a benefit for the aid of the University Settlement House with tickets to the May 4 performance of "What Makes Sammy Run."

## Bug Has Jazz & No Beatles

NEW YORK — A new jazz night club is opening in Greenwich Village with a big-name artist policy. The club is called the Gold Bug, and will be located on West 3rd Street which previously housed Bertolotti's

restaurant. The name derives from the location, the building in which Edgar Allan Poe wrote his short story of the same name.

The Gold Bug opens April 9 with the J. J. Johnson and group. April 16 Chico Hamilton's combo takes over the stand and the following week, April 23, Cannonball Adderley holds forth through the end of the month. Bookings, so far have been blocked out in one-week segments and the room holds over 200 people.

## TV GUEST APPEARANCES BY RECORD TALENT

- MOLLY BEE—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)
- BROTHERS FOUR—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- ROY CLARK—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)
- FUNICELLO, ANNETTE—Tennessee Ernie Ford Special (NBC-TV, 8:30-9:30 p.m., Friday 10)
- GIBSON, BOB—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- IVY LEAGUE TRIO—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- JEFFRIES, FRAN—Hollywood Palace (ABC-TV, 9:30-10:30 p.m., Saturday 11)
- JONES, JACK—Joey Bishop Show (NBC-TV, 8:30-9 p.m., Saturday 11)
- MALBIN, ELAINE—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- MANNA, CHARLIE—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- MOSIER, ENID AND ALFONSO—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- NERO, PETER—Perry Como's Kraft Music Hall (NBC-TV, 10-11 p.m., Thursday 9)
- NEW CHRISTY MINSTRELS—Tennessee Ernie Ford Show (ABC-TV, 12:30-1 p.m., Thursday 9)
- NEWHART, BOB—Perry Como's Kraft Music Hall (NBC-TV, 10-11 p.m., Thursday 9)
- ROMEROS, THE—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- RUBIN, STAN AND HIS TIGERTOWN FIVE—Hootenanny (ABC-TV, 7:30-8:30 p.m., Saturday 11)
- SMITH, KEELEY—Perry Como's Kraft Music Hall (NBC-TV, 10-11 p.m., Thursday 9)
- THOMPSON, HANK—Jimmy Dean Show (ABC-TV, 9:30-10:30 p.m., Thursday 9)
- WILLIAMS, ANDY—Tennessee Ernie Ford Special (NBC-TV, 8:30-9:30 p.m., Friday 10)
- WINTERS, JONATHAN—Jack Paar Show (NBC-TV, 10-11 p.m., Friday 10)

The national network TV guest appearances listed above provide outstanding promotional opportunities for alert, aggressive record dealers and for all others who can benefit from the exposure of these record artists to millions of consumers. This chart should be used as a calendar around which to plan window, counter and other displays by which the TV appearances can be merchandised to the record-buying public.

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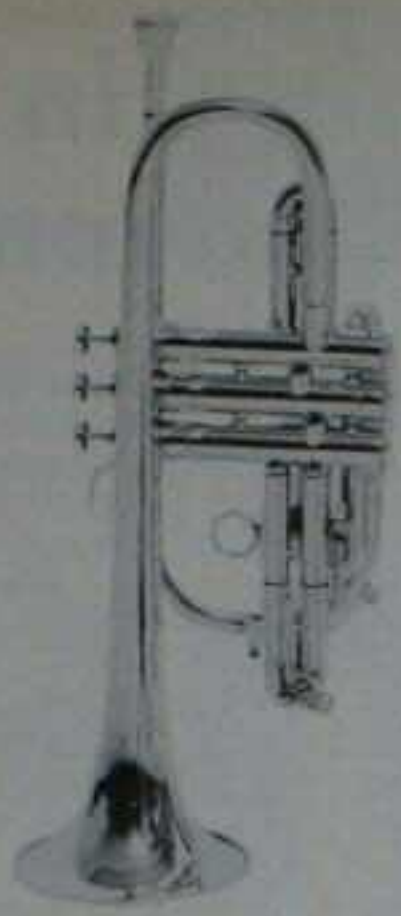
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# Radio-TV PROGRAMMING

• READY-TO-GO PROGRAMMING • VOX JOX  
• PROGRAMMING NEWSLETTER

## FOCUS ON DEEJAY . . .

### Chicago's Top Deejay: 18th Year at WIND

It's probably only coincidence that the Windy City has produced one of the nation's top deejays, as *Times* magazine, a few years ago, acknowledged "a highly articulate member of that naturally loquacious craft." His name, for the benefit of those who have never got within listening range of Chicago, is Howard Miller.

Now exclusively on WIND, Howard holds some sort of record for at one time being heard on no less than six leading Chicago radio stations at varying periods during the day. He continues to wear the mantle of most-listened-to, whether you measure that distinction by professional rating-taker's results, the long list of advertisers waiting in line to buy his commercials or an awareness that "Howard said this morning . . ." is a well-known conversational gambit among Chicagoans.

Miller's once exhausting work load, which spiraled his annual income to \$350,000, has been selectively pruned and he now holds forth solely on WIND, the



HOWARD MILLER

station where he started his Chicago radio career 18 years ago.

As custodian of the Group W station's strategic morning slot, 6 to 10 a.m., he retains control of Chicago's biggest radio audience and manages time for his recently acquired enthusiasm for the racing of thoroughbreds.

Born and raised in Chicago, Howard Miller was graduated  
(Continued on page 82)

## VOX JOX



**ON THE BALL** are WQAM deejays (first row, l-r) Ted Clark, Jerry Goodwin, Charlie Murdock, Rick Shaw. (Top row, l-r) Lee Sherwood, Jack Sorbi and Jim Dunlap. The airmen play ball 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 KEEL radio's (Shreveport, La.) current radio play list sent in by Music Director Bill Scott: "Twist and Moan," Dead Bugs on the Raid Label; "Dawn" (Go Away), Count Dracula, Horror label; "Money," Nelson Rockefeller, Cash label. **APRIL FOOL!**

Radio CHUM (Toronto) deejay John Sprague on his 10 to 1 show recently defined the mosquito 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, Ruth Meyer and her talented "Good Guys" have bounced the Beatles from first play list. The successor, "Hello Dolly," by Louis Armstrong.

**BEATLESTEREO:** Last week KFWB-Radio and KCOP-TV air personalities, Gene Weed and Lloyd Thaxton joined forces between 5 and 6 p.m. to present the Beatles in stereo. Weed and Thaxton co-ordinated play of Beatle tunes with one track broadcast on KFWB's wavelength, the other on KCOP-TV's audio.

**CORRECTION:** In an item regarding 2GB's (Sydney) "870 Club" carried with a picture in this column February 22, it may have appeared that Bob Rogers  
(Continued on page 83)

## 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 at once 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 O. Pastore, chairman of its Communications Subcommittee.

NAB's featured speaker, Rep. Oren Harris, chairman of the House Commerce Committee, has also indicated strongly to WQXR that such a failure in self-regulation by a broadcaster who accepts whisky advertising is sure to bring down government restrictions. Harris indicated that the same goes for any broadcast failure to tone down cigarette advertising.

Senators Magnuson and Pastore, in 1961, refrained from this type of legislation when the National Association of Broadcasters and the Distilled Spirits Institute pledged mutual bar to hard liquor advertising on the air. At that time, certain distillers were pushing hard for broadcast time. Current failure of NAB President LeRoy Collins' plea to WQXR to change its mind, decided the legislators to act, and act fast, on this one.

The Magnuson-Pastore bill provides penalties of from \$100 to \$1,000 or up to one year in jail for licensee who airs hard liquor advertising, and also penalizes the distiller who buys the air time. The bill amends the Communication Act, and violation of the liquor sponsorship ban could cost the broadcaster his license, under the terms of the legislation.

## KHJ Search For Talent

HOLLYWOOD—Red McIlvaine, KHJ's early morning disk jockey, has been shaking up memories of radio's talent scout era through his "Search for Talent" contest.

McIlvaine has been presenting three unknown acts each Friday for the past four weeks via taped telephone performances. After each Friday's feature, the audience mails in votes for its favorite. The grand winner will be announced on a "phone-off" contest currently in preparation.

The idea for the talent search is McIlvaine's, who invites listeners to write in about their skills and he personally phones to check them out. The contest's first winner, a milkman from Granada Hills who sang from a phone booth, has thus far drawn the most mail, Red said. Other winners include a 14-year-old rock and roller and a Santa Ana shoemaker vocalist.

Contestants have included a TV repairman reciting poetry, a salesman doing a comedy routine and a tap dancer. McIlvaine adds echo and applause to the performances which are prior to the Friday broadcast. McIlvaine hopes to arrange a recording audition plus TV appearances for the grand winner.

## Programming in At NAB Convention

• Continued from page 1

programs. It will analyze the anticipated effects of changes in age groups, population, earning power and leisure time, and relate them to the resulting changes in marketing techniques.

In addition, the presentation will include suggestions on how the radio and recording industries can co-operate in developing new artists and in generating interest in the repertoire being produced by record companies. Brief will also give pointers on how radio management can make the best use of the services offered by record manufacturers.

The Radio Assembly, presided over by Sherril Taylor, newly appointed NAV vice-president for radio, will center on discussion of The Radio Code. Elmo Ellis, WSB, Atlanta, Chairman-designate of the Radio Code Board; retiring Chairman Cliff Gill, KEZY, Anaheim, Calif., and Frank McIntyre, KLUB, Salt Lake City, Utah, will join Code Authority Director Howard Bell and Radio Code Manager Charles Stone for the panel discussion.

### License Renewal Seminar

Questions and answers will be forthcoming at the assembly on the problems of license renewal. Robert J. Rawson, chief renewal and transfer division, Broadcast Bureau, FCC, will handle the seminar.

Another panel discussion of growing interest to broadcasters "Automation in Radio," will take place Wednesday morning moderated by Orrin W.

Towner, WHAS, Louisville, and James H. Butts, Mullins Broadcasting Company, Denver; Clifford Luke, WIBC, Indianapolis; Eldon Kanago, KICD, Spencer, Ia., and Allen T. Powley, WMAL, Washington, as panelists.

The separate radio programming discussions will be launched tomorrow (7) with a report by Ben Strouse, WWDC, Washington, D. C., NAB Radio Board Chairman. There also will be a "Radio's Leadership Year" presentation by the Radio Advertising Bureau and a report by Melvin A. Goldberg, NAB vice-president for research, on his activities.

A highlight of the separate television program is tomorrow morning's "Program Conference, '64"—a panel discussion that will explore the future of television programming, its nature and its sources. The presentation, expected to be controversial as well as informative, promises to draw so many delegates that it has been moved into the Blackstone Theater across the street from the Conrad Hilton.

The panelist who will present not only their own views but that of the industry segment they represent, are: Michael Dann, vice-president for programming for CBS-TV Network; Richard Pack, vice-president, programming, Group W (Westinghouse Broadcasting); Hubbell Robinson Jr., independent producer; W. Robert Rich, vice-president and sales man-

(Continued on page 82)

## WITH THE COUNTRY JOCKEYS

By BILL SACHS

Cousin Lee and Rosalee Lewis have taken over the spot on WXAR-FM, Alexandria, Va., formerly occupied by Jim Turner. The pair is on Monday through Friday, 9 p.m. to midnight, and on Sundays, 8 p.m. to midnight. They put in a plea for spinning material. . . . Ray Ford, in addition to his country platter show on WTVB, Coldwater, Mich., is doubling with his "Country Caravan" on WVOC, new station at Battle Creek, Mich. Ray says he can use all the releases he can get.

Les Kangas suggests that deejays missed in the mailing of "Land of Love (The License-Plate Song)," by Jeanie Greene, write Kangaroo Records, 7902 Dewey Avenue, San Gabriel, Calif. . . . KTIX, Pendleton, Ore., under the management of Pecos Pete Brown, formerly of KGEM, Boise, Idaho, is now programming c.&w. daily from sign-on until 6 p.m. Pete fills the 6 a.m.-7:30 a.m. slot, and is followed by Jim Olson, also formerly of KGEM, who runs until noon. Cousin Ed Lawson, who recently joined KTIX from KALE, Richland, Wash., works from noon to 4:30 p.m., with Pecos Pete returning until 6 p.m. Lowell Nunnally, KTIX p.d., hits the airwaves with the town sound from 6 p.m. until 11 p.m. "Due to the change in our sound," typewrites Nunnally, "we need c.&w. records badly—all labels."

Station WEXL, Detroit, has appointed Tom Berry news director and chief announcer, effective immediately. Sunny Jim Mitchell will deejay from 6 to 9 a.m. and noon to 3 p.m.,

Berry's old shift. Lou Singer has returned to take over the 6 p.m. to midnight portion of WEXL's country music programming. Judy Linton has been added as WEXL Country Club secretary to handle the mail and awards involved in corresponding with the nearly 30,000 WEXL country club members. . . . Dave Olson, P.D., at Bob Atcher's  
(Continued on page 16)

## COUNTRY D. J. OF THE WEEK



Fred Lehner of Radio WYAM, Birmingham, Ala., will be WSM Radio's "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 programming of Alabama's only full-time country and western station. Fred and wife Jane have one daughter, Selena.



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# RADIO RESPONSE RATING

## PITTSBURGH

### TOP STATIONS

Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	KDKA	46%
2.	KQV	39%
3.	WEEP	15%
★ For POPULAR LP's		
1.	KDKA	48%
2.	WWSW	20%
3.	WJAS	15%
4.	KQV	13%
Others (WEEP, WKPA) 4%		
★ For JAZZ		
1.	WKPA (New Kensington)	48%
2.	WAMO (Tie)	16%
3.	KDKA (Tie)	16%
4.	WWSW	14%
5.	WJAS	4%
★ For R.&B.		
1.	WAMO	57%
2.	WZUM	41%
3.	WEEP	2%
★ For COUNTRY MUSIC		
1.	WWVA (Wheeling, W. Va.)	50%
2.	WHJB (Greensburg, Pa.)	26%
3.	WEEP	24%
★ For SINGLES (Middle of the Road)		
1.	WWSW	35%
2.	KDKA	26%
3.	WJAS	24%
Others (WEEP, WKPA) 15%		
★ For FOLK		
1.	KDKA (Tie)	40%
2.	WJAS (Tie)	40%
3.	WWSW	20%
★ For COMEDY		
1.	KDKA	64%
2.	WJAS (Tie)	15%
3.	KQV (Tie)	15%
4.	WAMO	6%
★ For CLASSICAL		
1.	WYTT-AM-FM	49%
2.	WWSW-AM-FM	28%
3.	WKJF-FM (McKeesport)	9%
Others (KDKA-FM, WLDA-AM-FM) 14%		

### TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Clark Race	KDKA	42%	
2.	Chuck Brinkman	KQV	33%	
3.	Dave Scott	KQV	14%	
Others (Porky Chodwick-WAMO, Bob Connors-WEEP, Art Pallan-KDKA) 11%				
★ For POPULAR LP's				
1.	Art Pallan	KDKA	21%	
2.	Bob Tracy	KDKA	19%	
3.	Rege Cordic	KDKA	16%	
4.	Clark Race	KDKA	12%	
5.	Chuck Brinkman	KQV	11%	
Others (Henry DaBacco-KQV, Dave Scott-KQV, George Bowes-WWSW, Bill Brandt-WJAS, Hillary Bogden-WJAS, Bill Hines-WWSW, Jim White-WJAS, Bob Dahlgren-WJAS) 21%				
★ For JAZZ				
1.	Phil Brooks (New Kensington)	WKPA	48%	
2.	Sterling Yates	KDKA	23%	
3.	Dwight Cappel (Music Librarian)	WWSW	9%	
4.	Sir Walter Raleigh	WAMO	7%	
Others (Bob Lavario-WKPA, Bill Powell-WAMO, Bob Tracy-KDKA, Jim White-WJAS) 13%				
★ For R.&B.				
1.	Porky Chodwick	WAMO	43%	
2.	Sir Walter Raleigh (Tie)	WAMO	24%	
3.	Bill Curtis (Tie)	WZUM	24%	
Others (Bill Powell-WAMO, Clark Race-KDKA) 9%				
★ For COUNTRY MUSIC				
1.	Cowboy Phil (Tie)	WHJB	50%	
2.	Jimmy Walker (Tie)	WEEP	50%	

## OKLAHOMA CITY

### TOP STATIONS

Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WKY	60%
2.	KOMA	40%
★ For POPULAR LP's		
1.	KJEM	49%
2.	KOCY	40%
Others (KTOK, K100-FM) 11%		
★ For R.&B.		
1.	KBYE	78%
Others (WKY, KOMA, K100-FM) 22%		
★ For JAZZ		
1.	K100-FM	53%
2.	KEFM-FM (Midwest City)	31%
3.	KJEM	16%
★ For COUNTRY MUSIC		
1.	KLPR	90%
2.	WKY	10%
★ For SINGLES (Middle of the Road)		
1.	KTOK	62%
2.	KJEM	27%
3.	KOCY	11%
★ For FOLK		
1.	KJEM (Tie)	29%
2.	KOCY (Tie)	29%
Others (KTOK, WKY, KOMA, KFNB-FM, KBYE, KLPR) 42%		

### TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Danny Williams	WKY	32%	
2.	Terry McGraw	WKY	20%	
3.	Howard Clark	WKY	16%	
4.	Dean Johnson	KOMA	13%	
5.	Don Wallace	WKY	8%	
Others (J. Michael Wilson-KOMA, Dale Webb-WKY, Chuck Dan-KOMA) 11%				
★ For POPULAR LP's				
1.	Eddie Coontz	KJEM	82%	
Others (Walt Jones-KJEM, Harold Henniger-KJEM) 18%				
★ For R.&B.				
1.	Big Ben Tipton	KBYE	100%	
★ For COUNTRY MUSIC				
1.	Chuck Davis	KLPR	50%	
2.	Jack Beasley	KLPR	37%	
Others (Dick Wilkerson-KLPR, Mark Webb-KLPR, Danny Williams-WKY, Farm Show) 13%				
★ For COMEDY				

(Note: No outstanding stations for Comedy; following stations received mentions)  
K100-FM, KOCY, KJEM, KTOK, KLPR, KOMA

## STATIONS BY FORMAT

**PITTSBURGH:** Nation's 8th radio market. 12 AM, 8 FM. 1 pop-contemporary, 2 contemporary, 1 pop standard, 1 standard-pop, 1 r.&b., 2 conservative, 2 standard and 1 ethnic.

**KDKA:** 50,000 watts. Owned by Group W (Westinghouse Broadcasting Company). Music format: Pop-Contemporary. Colossal community involvement and "prestige image." Large and highly effective 12-man news operation. Highly identifiable air personalities. Four-hour talk, interview block nightly beginning at 8 with "Program PM." Ed and Wendy King take over at 10 for audience telephone call-in program now in its 14th year. Active award-winning public affairs and public service programming. General manager, Fred Walker. Program manager, Jack Williams. Assistant program manager and music director, Tony Graham. Music director, Bill Roberts.

**KQV:** 5,000 watts. ABC-owned. Music format: Contemporary. Highly identifiable air personalities. Effective news department. Strong on-the-air promotion. News block daily 6:25 to 7:25 p.m. "Pie Traynor Show," sports news block daily 5 to 6 p.m. "Breakfast Club" with Don McNeill daily 10 to 11 a.m. Vice-president and general manager, John Gibbs. Program director, John Rook. Music director, Dave Scott.

**WWSW:** 5,000 watts. Independent. Music format: Standard. Station airs many national and local sports events, including Steelers' pro football games. General manager, Ben W. Muros.

**WJAS:** 5,000 watts. NBC-owned. Music format: Pop-Standard. Highly identifiable air personalities. Active award-winning news department. Special programs aired: "Scope," news-information block aired 5:30 to 8 p.m. nightly, includes 45-minute audience telephone call-in, controversy show hosted by Ira Apple. General manager, Stephen J. Rooney. Operations, advertising and promotion manager, Richard C. Stafford.

**WRYT:** 5,000 watts. Hearst-owned. Music format: Conservative. Station manager, Geer Parkinson. Operations manager, Bob Stevens.

**WEEP:** 1,000 watts day. Independent. Music format: Contemporary. Polka show daily 2:30-6 p.m. Executive vice-president, Pete Cotichia. Assistant manager, Arthur Gunter.

(Continued on page 16)

**THE RADIO RESPONSE RATINGS** of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popularity poll, the ratings are based strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings likewise point up the importance of music of all types in building audiences and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio stations.

**FORMAT GLOSSARY:** "Contemporary"—Stations that play primarily singles and LP's of a "rock-n-roll" and rhythm and blues nature. "Pop Contemporary"—Stations that feature rock-n-roll and rhythm and blues music, as well as current singles and LP's of a non-rock nature. "Pop-Standard"—Stations programming current and stock singles and LP's, excluding rock-n-roll and rhythm and blues. "Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to current pop singles. "Standard"—Stations programming current or stock versions of the old standards culled primarily from LP's. Rock-n-roll and "teen sound" excluded. "Conservative"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrumental music. "Classical," "Country & Western," "Jazz," "Rhythm & Blues," "Ethnic"—Stations programming more than 50 per cent of their music in the above mentioned particular categories.

## MIAMI

### TOP STATIONS

Rank	Call Letters	% of Total Points
★ For POPULAR Singles		
1.	WQAM	53%
2.	WFUN	44%
3.	WMBM	3%
★ For POPULAR LP's		
1.	WINZ	39%
2.	WIOD	26%
3.	WGBS	21%
4.	WKAT	11%
Others (WAEZ-FM, WMJR-FM) 3%		
★ For R.&B.		
1.	WAME	53%
2.	WMBM	47%
★ For JAZZ		
1.	WMBM	74%
Others (WEDR-FM, WAEZ-FM, WINZ) 26%		
★ For SINGLES (Middle of the Road)		
1.	WINZ	62%
2.	WIOD	20%
3.	WKAT	18%
★ For COUNTRY MUSIC		
1.	WMIE-AM, WEDR-FM	100%
(Sister stations) WEDR-FM (plays Country 12 hours per day) WMIE-AM (plays Country 1 hour per day) Above were only stations mentioned for Country. (As of 3/31/64, WMIE-AM will no longer program Country but continue with its present half foreign (Spanish) and half religious format)		
★ For FOLK		
1.	WIOD	77%
Others (WINZ, WKAT, WGBS) 23%		
★ For COMEDY		
1.	WKAT	82%
2.	WIOD	10%
3.	WINZ	8%
★ For CLASSICAL		
1.	WVCG-AM-FM (Coral Gables)	58%
2.	WVPS-FM	19%
3.	WKAT-FM	16%
4.	WSEF-AM-FM	7%

### TOP DISK JOCKEYS

Rank	Disk Jockey	Call Letters	% of Total Points	% of 1st Place Votes
★ For POPULAR Singles				
1.	Rick Shaw	WQAM	30%	
2.	Charlie Murdock	WQAM	19%	
3.	Dick Starr	WFUN	15%	
4.	Bill Holley	WFUN	11%	
5.	Jim Howell (Tie)	WFUN	8%	
6.	Gregg Warren (Tie)	WFUN	8%	
7.	Lee Sherwood	WQAM	7%	
8.	Jimmy Dunlap	WQAM	2%	
★ For POPULAR LP's				
1.	Mark Prichard	WINZ	37%	
2.	Jim Harper	WINZ	12%	
3.	Biggie Nevens	WIOD	11%	
4.	Buddy Holiday (Tie)	WIOD	9%	
5.	Bill Smith (Tie)	WKAT	9%	
6.	Al Liebert	WINZ	8%	
Others (Jerry Wichner-WINZ, Dan Chandler-WIOD, Jack McDermott-WKAT) 14%				
★ For R.&B.				
1.	Milton "Butterball" Smith	WMBM	46%	
2.	Fred Hanna	WAME	20%	
3.	Nickie Lee	WAME	18%	
4.	China Valles	WMBM	9%	
Others ("King Bee"—WAME, "Wildman Steve"—WMBM) 7%				
★ For JAZZ				
1.	Alan Rock	WMBM	84%	
2.	China Valles	WMBM	16%	
★ For COUNTRY MUSIC				
1.	Cracker Jim Brooker	WMIE-AM, WEDR-FM	100%	
(Currently on WMIE-AM 1 hour per day and 4 1/2 hours per day on WEDR-FM. As of 3/31/64, Brooker goes to 3 1/2 hours a day on WEDR-FM only.)				



SENSATIONAL  
**STATESMEN QUARTET**

WITH

**HOVIE LISTER**

RCA VICTOR RECORDING ARTISTS

**27**

Great LP  
Releases on  
RCA Victor—  
All Still  
Catalogued



Latest RCA Victor  
Release:

"HOVIE LISTER  
SINGS WITH  
HIS FAMOUS  
STATESMEN  
QUARTET"  
LPM 2790

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

Popularity,  
Drawing power  
Record sales  
spell:

**THE STATESMEN QUARTET  
AND HOVIE LISTER**

**RCA VICTOR**

 The most trusted name in sound 

Agency: STATESMEN QUARTET PRODUCTIONS, Suite 109, Briarcliff  
Hotel, Atlanta 83, Georgia. Ph. 873-2139



## STATIONS BY FORMAT

• *Continued from page 14*

**WAMO:** 1,000 watts day. Independent. **Music format:** R.&B.-Contemporary-Jazz. Highly identifiable air personalities. Negro-oriented programming. President and general manager, Leonard Walk.

**WPIT:** 5,000 watts day. Owned by Rust Craft Industries. **Music format:** Ethnic. Station airs foreign language and ethnic music programs. General manager, Andrew Hofmann.

**WZUM:** Carnegie. 1,000 watts. Independent. **Music format:** Contemporary-R.&B. General manager, James D. Psihoulis.

**MIAMI, FLA.:** Nation's 23d largest radio market. 13 AM, 7 FM. 2 contemporary, 2 pop-standard, 2 standard-pop, 1 conservative, 2 r.&b., 1 ethnic, 3 classical and 1 country.

**WQAM:** 5,000 watts. Storz-owned. **Music format:** Contemporary. Highly identifiable air personalities. Effective and active news department. Station plays many former (Gold Record) hits focused on "Weekend Command Performance" Saturday and Sunday with every other record played being a Gold Record. Rick Shaw features similar fare 9 to 10 p.m. M-F hosted by Rick Shaw. Ex WOR staffer, Allan Courtney, hosts nightly three-hour talk, comment and controversy, audience telephone call-in program 11 to 2 a.m., M-S. Program is top rated. Vice-president and general manager, Jack L. Sandler. Operations manager, Charlie Murdock (also does air show daily).

**WFUN:** 5,000 watts. Rounsaville-owned. **Music format:** Contemporary. Highly identifiable air personalities. Strong and effective on and off air promotion. Vice president and station manager, Arnold Kaufman. Program manager, Bill Holley. Music director, Dick Starr.

**WGBS:** 50,000 watts. Storer-owned. **Music format:** Standard. Active and effective news operation. Award-winning 10-man news staff: RPI national news service. Station airs news block 5 to 6 p.m. daily. Only station in area that editorializes. Monthly public service-news documentaries. "Music Spectaculars" twice monthly. Vice-president and general manager, Bernard E. Neary. Program manager, Robert Martin.

**WINZ:** 50,000 watts. Rand-owned. Mutual affiliate. **Music format:** Standard-Pop. Highly identifiable air personalities. Celebrity interviews aired regularly as part of regular shows. Station uses top showbiz stars on station breaks (two per hour) In-depth local news and features vignettes aired regularly. Vice-president and general manager, Frank Craig. Program director, Mark Prichard (also does air show 2:30 to 7 p.m. daily).

**WIOD:** 5,000 watts. Independent. NBC affiliate. **Music format:** Pop Standard. Station plays wide variety of music. Helicopter traffic reports. Special programs include 11 p.m. to 2 p.m. telephone audi-

ence call-in show, M-F entitled "Larry King's Surfside 6." Station director, James LeGate. Program director, Scott Bishop.

**WAME:** 5,000 watts. Independent. ABC affiliate. **Music format:** R.&B.-Contemporary-Jazz. Highly identifiable air personalities. Special programs include: "Brother Ray's Gospel Train," M-F, 5 to 7 a.m. and "Hot Line," telephone audience call-in show hosted by Larry King M-F, 11 p.m. to 1 a.m. President and general manager, Ted Wilson.

**WKAT:** 5,000 watts day. 1,000 watts night. Independent. CBS affiliate. **Music format:** Standard-Pop. Station airs wide variety of music. Five-minute comedy vignettes played every hour at 45 minutes to the hour. Station carries many national and local sports events. Highly identifiable air personalities. Vice-president and general manager, Sidney Levin. Program director, Bill Smith (also does air show 4 to 6:30 p.m. daily).

**WMBM:** 250 watts. Independent. **Music format:** R.&B.-Contemporary. Negro-oriented programming. Highly identifiable air personalities. Special programs include: "Request Time," telephone audience call-in show aired M-F, 9 to midnight, hosted by Lawrence Hargrove and Sam Gyson; "Progres Report and News," with Blanch Calloway, 8 a.m., noon, 4 and 8 p.m. Vice-president, Allan B. Margolis. Program director, Milton Smith.

**WMIE:** 10,000 watts day. 5,000 watts night. Independent. National Spanish Language Network. **Music format:** Ethnic-C.&W. Manager, Jack Nobles. Program director, Earl Smith.

**WSKP:** 250 watts. Independent. **Music format:** Conservative. General manager, Bob Flynn. Program manager, Georgiana Fleming.

**WVCG:** Coral Gables. 1,000 watts day. Independent. **Music format:** Classical-Standard-Pop.

**WWPB-FM:** 20,000 watts (ERP). Independent QXR network. **Music format:** Classical-Conservative. FM Stereo programming. Manager, Paul Brake. Assistant manager, John Cash.

**WLBW-TV:** Aired two-hour TV-teen dance party Saturdays, hosted by WQAM deejay Rick Shaw. Show spotlights different school each week via on-location filming.

**OKLAHOMA CITY:** Nation's 54th radio market. 9 AM, 4 FM. 1 r.&b., 2 standard, 1 c.&w., 1 conservative, 2 contemporary and 1 pop-standard.

**WKY:** 5,000 watts. Independent. **Music format:** Contemporary. Station programs many past hits (Golden Records) and country music on morning farm show, hosted by Danny Williams. Highly identifiable air personalities. Influential and effective news operation. Documentaries aired on special occasions. Station manager, Norman P. Bagwell. Program manager, Dan H. Williams (also does morning air show daily and two local TV shows).

**KOMA:** 50,000 watts. Storz-owned. Independent. **Music format:** (Continued on page 82)

# Programming In at NAB Convention

• *Continued from page 12*

ager, Seven Arts; Joseph E. Levine, president of Embassy Pictures, and Jules Power, director of children's programming for the ABC-TV network.

### Syndicators Here in Force

There is no shortage here of firms servicing radio and television stations with programs, production aids and jingles. Mark Century Corporation, producers of "Radio A La Carte" and "Festival Radio" will hold its 3rd Programming Seminar Brunch tomorrow morning at 10 in the Upper Tower of the Hilton. The RCA Recorded Program Services will premiere a number of new radio and TV sponsor sales and promotion features in its Suite 500. Included in the package is "T-N-T," the new RCA The-saurus, a new dimension in local radio Spot Time Sales, Station Promotion Features, and Production Aids. For TV, RCA and radio, is offering a promotion campaign tied-in with the New York World's Fair. This provides discounts on admissions to the 14 attractions in the Lake Amusement Area at the Fair. Visitors to the suite will also be able to hear demonstrations of "Golden Image Station ID and Promotion Campaigns," "Syndicated Radio Mystery and Dramatic Programs,"

(Continued on page 82)

NEW  SINGLES ARE

# BIG



CLIFF RICHARD

"I'M THE LONELY ONE"

C/W

"I ONLY HAVE EYES FOR YOU"

5-9670



**MIDDLE-ROAD SINGLES**

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

This Week	2 Wks. Ago	From this week's Hot 100	Weeks on Hot 100
Week	Age	TITLE, ARTIST, LABEL	
1	1	HELLO, DOLLY, Louis Armstrong, Kapp 573	9
2	6	DON'T LET THE RAIN COME DOWN (Crooked Little Man), Serendipity Singers, Phillips 40175	7
3	2	MY HEART BELONGS TO ONLY YOU, Bobby Vinton, Epic 9662	7
4	9	THINK, Brenda Lee, Decca 31599	6
5	14	WHITE ON WHITE, Danny Williams, United Artists 685	6
6	4	JAVA, Al Hirt, RCA Victor 8280	15
7	13	TELL IT ON THE MOUNTAIN, Pefer, Paul & Mary, Warner Bros. 5418	6
8	—	EBB TIDE, Lenny Welch, Cadence 1422	4
9	17	FOREVER, Pete Drake, Smash 1867	6
10	8	BLUE WINTER, Connie Francis, MGM 13214	9
11	—	SHANGRI-LA, Robert Maxwell, His Harp & Ork, Decca 25622	4
12	3	NAVY BLUE, Diane Renay, 20th Century-Fox 456	12
13	5	I LOVE YOU MORE AND MORE EVERY DAY, Al Martino, Capitol 5108	11
14	12	MY HEART CRIES FOR YOU, Ray Charles, ABC-Paramount 10530	7
15	—	SHANGRI-LA, Vic Dana, Dolton 92	3
16	—	OUR EVERLASTING LOVE, Ruby & the Romantics, Kapp 578	4
17	—	CHARADE, Sammy Kaye & His Ork, Decca 31589	2
18	—	PINK PANTHER THEME, Henry Mancini & His Ork, RCA Victor 8286	2
19	—	I SHOULD CARE, Gloria Lynne, Everest 2042	2
20	—	COTTON CANDY, Al Hirt, RCA Victor 8346	1

**YESTERYEAR'S HITS**

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

**POP—5 Years Ago**

April 13, 1959

1. Come Softly to Me, Fleetwoods, Dolton
2. Venus, F. Avalon, Chancellor
3. Pink Shoelaces, D. Stevens, Crystaloffe
4. It's Just a Matter of Time, B. Benton, Mercury
5. Tragedy, T. Wayne, Fernwood
6. Never Be Anyone Else But You, R. Nelson, Imperial
7. Charlie Brown, Coasters, Atco
8. A Fool Such as I, E. Presley, RCA Victor
9. Guitar Boogie Shuffle, Virtues, Hunt
10. I Need Your Love Tonight, E. Presley, RCA Victor

**POP—10 Years Ago**

April 10, 1954

1. Wanted, P. Como, RCA Victor
2. Make Love to Me, J. Stafford, Columbia
3. I Get So Lonely, Four Knights, Capitol
4. Cross Over the Bridge, P. Page, Mercury
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 13, 1959**

- It's Just a Matter of Time, B. Benton, Mercury  
 Everybody Likes to Cha Cha, S. Cooke, Keen  
 That's Why, J. Wilson, Brunswick  
 Charlie Brown, Coasters, Atco  
 Come to Me, M. Johnson, United Artists

- Where Were You (On Our Wedding Day), L. Price, ABC-Paramount  
 Since I Don't Have You, Skyliners, Callico  
 Come Softly to Me, Fleetwoods, Dolton  
 Almost Grown, C. Berry, Chess  
 So Fine, Fiestas, Old Town

**PROGRAMMING NEWSLETTER**

**Jazz D.J.'s Too Far Out?**

By **BILL GAVIN**  
 Contributing Editor

**RADIO 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 creative role. He does not merely interpret the music; he adds a new dimension to it, from his own knowledge, feeling and skill. In doing so, he makes use of a certain musical vocabulary which may or may not be widely understood.

**THE VAST MAJORITY** of today's adults grew up on a musical diet of fairly simple harmonies and rhythms, ranging from nursery songs to the more sophisticated, but none the less elementary,

Broadway musical productions. The diatonic concept, as in the C-major scale, plus a few closely related key changes, as in Haydn and Mozart, are the basic vocabulary that the great majority of radio listeners can understand. Just about the only form of jazz that can express itself in such limited harmonic language is traditional Dixieland. Modern jazz ranges far afield in the realms of polytonality, atonality and the whole tone scale. It follows the pioneering of such classical giants as Hindemith, Bartok, Milhaud, Stravinsky and many others.

**TO THOSE WHO HEAR** nothing but unpleasant dissonance in such polytonal patterns as B-flat major superimposed on a G-seventh, much of modern jazz is unintelligible. There is, however, a steadily growing number of educated ears which are beginning to make sense out of what the jazz musician is trying to say. Also, among the untutored listeners there is an expanding desire to learn the language.

**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 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 helpful. You may write him at 54-7-A 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 compensates for their small number. Jazz is a rewarding musical experience, both for the listener and for the d.j. who specializes in it.

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**NEW EPIC SINGLES ARE**

**BIG**



THE VILLAGE STOMPERS

**"FROM RUSSIA WITH LOVE"**

5-9674



## Harlan Howard Launches Own Publishing Firm

NASHVILLE—Harlan Howard, one of Nashville's most successful songwriters, has launched his own music publishing business, with headquarters at 913 17th Avenue, South, here. Howard, who for the past year has been one of the mainstays with Hal Smith's Pamper Music, said the new publishing company would embrace two newly formed BMI firms, Wilderness Music and Bramble Music. Offices for the companies are located in a building purchased by Howard several weeks ago.

Don Davis has been named general manager for both companies. Prior to joining Howard in the new venture, Davis had his own c.&w. show on WKRQ-TV, Mobile, Ala., for nearly five years.

Howard came to Nashville in June 1960 from Los Angeles, when his "Heartaches by the Number," recorded by Ray Price, was a smash hit, selling about 250,000 c.&w. disks. It was then covered by Guy Mitchell and sold more than a million as a pop record. From that point on, Howard's career has been a record of continued song-writing success.

Among his many hits are "Pick Me Up on Your Way Down," "Foolin' Around," "I Fall to Pieces," "You Comb Her Hair," "Second-Hand Rose" and "Busted."

## Whited Heads New Big Sound Studios

DAYTON, Ohio—Big Sound Recording Studios, with new and modern facilities for the waxing of talent, has opened here in quarters at 25 Heid Avenue. Head of the new firm is Floyd Whited, of Springfield, Ohio, a former record producer for Spangle Records. The Big Sound company maintains its own publishing house, Spangle Music Company, licensed by BMI.

The company will release on its own labels—Prism on pop, rock and roll, etc.; Spangle on country and Reva on gospel. Whited and his staff are auditioning singers and combos for the various labels.

**SALES! SALES! SALES!**

**Bobby Lord**

SINGS

**LIFE CAN HAVE  
MEANING**

HICKORY 1232

**"Betty & Dupree"**

b/w

**"Got My Mojo  
Working"**

Sun #389

**Billy Adams**

SUN RECORDS

639 Madison Memphis, Tenn.

## 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 Records), the newly formed label headed by Joe Csida, is in full swing, with numerous sessions under way under the direction of Alex Za-

## Tubb Unit Is Set for Busy April

CINCINNATI—April stacks up as a busy month for Ernest Tubb and His Texas Troubadours, with the last half closing out with a 13-day trek arranged by Haze Jones, of Hal Smith Artists Productions, Nashville. Following Sunday's (5) engagement at Cobo Hall, Detroit, Tubb and his lads moved into the Conrad Hilton Hotel, Chicago, for the April 6-8 period, where they will appear as a show feature at the NAB convention.

Tubb takes his Troubadours to St. Louis, April 11, and the Coliseum, Indianapolis, April 12. The 13-day tour begins at Cameron, La., April 14. Other stops on the route are Houston, April 15; Dallas, 16; Temple, Tex., 17; Wichita Falls, Tex., 18; Odessa, Tex., 19; 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

CINCINNATI—Bob Neal, of the Bob Neal Agency, Nashville, in co-operation with E. O. Stacy, of UTM-GAC, Chicago, last week set a country music show featuring Hank Snow, Ferlin Husky, Ray Price, Bill Anderson, Skeeter Davis, Jimmy Dickens, String Bean, Melba Montgomery, Gordon Terry and the Carolina Cloggers for an appearance at the Du Quoin (Ill.) Fair August 30.

According to Neal, this marks the first time a c.&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, Marian Worth, Claude King, Melba Montgomery, Merle Kilgore, Martha Carson, Freddie Hart and Connie Hall.

## COUNTRY MUSIC CORNER

By BILL SACHS

The country music package presented recently in Regina, Sask., by CKCK-Radio in conjunction with Marlin Payne Attractions attracted some 4,000 paid. On the bill were Buck Owens, George Jones, Ernest Ashworth, Roy Clark and Sheb Wooley, of TV's "Rawhide" series. Proceedings were emceed by CKCK's Porky Charbonneau and Ron Andrews. . . . Praise agent Tim Gayle has shifted to

netis. They will have first releases out soon.

Monument Records President Fred Foster and pianist Tupper Saussy were in New York last week, where Tupper recorded his second jazz album for Monument at Atlantic Studios. . . . The Light Brothers, Ronnie and Larry, have their first ABC-Paramount release off the ground. It is reported getting strong air play in Nashville, Memphis and Atlanta. . . . The song, "Berry Hill," was written by Ronnie Light, and the session was produced by Felton Jarvis, ABC's Nashville a.&r. man.

Doc Whiting, Capa Record chief, was in from Mobile, Ala., last week. While here he cut Johnny Foster and lined up some engagements for some of the Capa talent. . . . Cedarwood's Bill Denny is back on the job after being hospitalized for a period.

John D. Loudermilk and George Hamilton IV have started a new service for fans of Music City's top personalities. They are offering guided tours of the homes of the stars (a la Hollywood), and the venture promises to be a big Friday and Saturday feature, particularly for visitors to "Grand Ole Opry." . . . Jim Reeves emceed a highly successful radiothon in Jackson, Tenn., last week for the Tennessee Cerebral Palsy Foundation. His new release, "Welcome to My World," continues to get strong radio play and is reported selling heavily in Atlanta.

## 30G Damage to Gardner Yacht In Tidal Wave

HOLLYWOOD — The Mildred M, 94-foot yacht owned by country music singer Brother Dave Gardner, was damaged to the extent of \$30,000 when it was caught in the tidal wave which struck the West Coast recently. Gardner's crew was bringing the ship from Acapulco, Mexico, to Hollywood when struck by the tidal wave which caused it to run aground at San Lucas, Calif.

In addition to Gardner's heavy loss, there was much disappointment for Gabe and Sunshine Tucker, who had been invited to spend a week's cruise on the yacht. They were waiting the ship's arrival in Hollywood when news of the accident was received here. Tucker, well known in the country music field, is Gardner's personal manager.

Country fans in the Cincinnati area are in for a treat Sunday, April 12, when a package

(Continued on page 73)

## HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 4/11/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	UNDERSTAND YOUR MAN Johnny Cash, Columbia 42964	8
2	2	SAGINAW, MICHIGAN Lefty Frizzell, Columbia 42924	14
3	3	WELCOME TO MY WORLD Jim Reeves, RCA Victor 8289	12
4	4	MILLER'S CAVE Bobby Bare, RCA Victor 8294	10
5	7	MOLLY Eddy Arnold, RCA Victor 8296	11
6	8	MY HEART SKIPS A BEAT Buck Owens, Capitol 5136	3
7	9	LONG CONE LONESOME BLUES Hank Williams Jr., MGM 13208	10
8	5	YOUR HEART TURNED LEFT (And I Was on the Right) George Jones, United Artists 683	11
9	6	B. J. THE D. J. Stonewall Jackson, Columbia 42889	19
10	10	FIVE LITTLE FINGERS Bill Anderson, Decca 31577	12
11	15	KEEPING UP WITH THE JONESES Margie Singleton & Faron Young, Mercury 72237	5
12	12	YOU ARE MY FLOWER Lester Flatt & Earl Scruggs, Columbia 42954	9
13	13	TIMBER I'M FALLING Ferlin Husky, Capitol 5111	8
14	18	A WEEK IN THE COUNTRY Ernest Ashworth, Hickory 1237	11
15	16	GIRL FROM SPANISH TOWN Marty Robbins, Columbia 42958	6
16	19	THIS WHITE CIRCLE ON MY FINGER Kitty Wells, Decca 31580	11
17	14	PETTICOAT JUNCTION Lester Flatt & Earl Scruggs, Columbia 42982	5
18	11	BEGGING TO YOU Marty Robbins, Columbia 42890	20
19	28	BURNING MEMORIES Ray Price, Columbia 42971	5
20	22	LOVE IS NO EXCUSE Jim Reeves & Dottie West, RCA Victor 8324	3
21	17	BEFORE I'M OVER YOU Loretta Lynn, Decca 31541	22
22	21	THE PILLOW THAT WHISPERS Carl Smith, Columbia 42949	8
23	23	EASY COME—EASY GO Bill Anderson, Decca 31577	9
24	27	HE SAYS THE SAME THINGS TO ME Skeeter Davis, RCA Victor 8288	12
25	26	BALTIMORE Sonny James, Capitol 5129	3
26	20	D. J. FOR A DAY Jimmy "C" Newman, Decca 31553	18
27	30	CHICKASHAY David Houston, Epic 9658	3
28	31	WIDOW MAKER Jimmy Martin, Decca 31558	10
29	25	WAITING A LIFETIME Webb Pierce, Decca 31582	9
30	34	TOGETHER AGAIN Buck Owens, Capitol 5136	2
31	29	PEEL ME A NANNER Roy Drusky, Mercury 72204	19
32	32	LINDA WITH THE LONELY EYES George Hamilton IV, RCA Victor 8304	3
33	42	LOOKING FOR MORE IN '64 Jim Nesbitt, Chart 1065	4
34	36	THAT'S ALL THAT MATTERS Ray Price, Columbia 42971	2
35	37	THE FILE Bob Luman, Hickory 1238	8
36	—	BREAKFAST WITH THE BLUES Hank Snow, RCA Victor 8334	1
37	35	LET'S GO ALL THE WAY Norma Jean, RCA Victor 8261	15
38	47	DOUBLE LIFE Joe Carson, Liberty 55664	6
39	—	THE WHEEL SONG Gary Buck, Petal 1500	1
40	24	LOVE'S GONNA LIVE HERE Buck Owens, Capitol 5025	30
41	41	THE VIOLET AND A ROSE Wanda Jackson, Capitol 5142	3
42	39	THE LAST TOWN I PAINTED George Jones, Mercury 72233	3
43	44	PASSING THROUGH David Houston, Epic 9658	6
44	45	I CAN STAND IT (As Long as She Can) Bill Phillips, Decca 31584	5
45	40	NO THANKS, I JUST HAD ONE Margie Singleton & Faron Young, Mercury 72237	3
46	46	BLUE TRAIN (OF THE Heartbreak Line) John D. Loudermilk, RCA Victor 8308	5
47	50	DON'T TAKE ADVANTAGE OF ME Bonnie Owens, Tally 156	2
48	48	THAT'S WHAT MAKES THE WORLD GO ROUND Claude King, Columbia 42959	6
49	49	THE WORLD LOST A MAN David Price, Rice 1001	8
50	—	YOU TOOK HIM OFF MY HANDS Marion Worth, Columbia 42992	1



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Main chart table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Includes lists of top LPs like 'MEET THE BEATLES', 'THE SOUND OF MUSIC', 'THE GIRL WHO CAME TO SUPPER', etc.



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# SINGLES REVIEWS



## SPOTLIGHT WINNERS OF THE WEEK

Pop singles Spotlights are those singles with sufficient programming and sales potential to achieve a listing in the top 50 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-the-Board Spotlights are records applicable for all program formats. Hot Pop Spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standards Spotlights are geared for pop standard and pop contemporary air play. Programming specials are other records applicable for programming in their specific categories.

### SINGLES REVIEW POLICY

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

## Hot Pop SPOTLIGHTS...

**THE 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 Jak, BMI) (1:50)—Another hot GB group that proves how deep the r.&b. roots have gone over there. Flip: "I Wanna Be Your Man" (Gil, BMI) (1:44). London 9657

**THE DRIFTERS—ONE WAY LOVE** (Keetch, 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—GOODBYE BABY (BABY GOODBYE)** (Picturetone-Mellin, BMI) (3:10)—Sweet and sour soulful singing in slow gospel groove again. Flip: "Someone to Love Me" (Cotillion, BMI) (3:02). Atlantic 2226

**SHIRLEY ELLIS—TAKIN' CARE OF BUSINESS** (Gallico Music, BMI) (2:19)—Shouts, applause and more nitty than gritty. Flip: "Shy One" (Gallico, BMI) (2:37). Congress 210

**JANUARY JONES—TRY ME** (Jat, BMI) (2:05)—The lass has had much TV exposure. This one makes her pop radio. It rocks. Flip: "I Cry Alone" (Mansion, ASCAP) (2:34). 20th Century-Fox 476

**RIGHTEOUS BROTHERS—TRY TO FIND ANOTHER MAN** (Maxwell, BMI) (2:20)—Fellas are cookin' up another Latin Lupe. Flip: "I Still Love You" (Daddy Sam, BMI) (2:35). Moonglow 231

**BRENDA HOLLOWAY—EVERY LITTLE BIT HURTS** (Jobete, BMI) (2:49)—Big, big blues ballad singing from this new artist. Flip: "Land of a Thousand Boys" (Jobete, BMI) (2:52). Tamla 54094

## HOT POP Programming Specials

### BOBBY WOOD

If I'm a Fool for Loving You (Drury Lane-Beckie, BMI) (2:26)—(My Heart Went) Boing! Boing! Boing! (Drury Lane-Beckie, BMI) (2:08). JOY 285

### NOREEN CORCORAN

Dreamin' of You (Leigh, ASCAP) (2:30). VEE JAY 590

### VERONICA

So Young (Vance, BMI) (2:25). PHIL SPECTOR 1

### THE VENTURES

Fugitive (Little Darlin', BMI) (2:10)—Scratchin' (Dobo, BMI) (2:05). DOLTON 94

### SCOTT OBERLE

You're My Dream Girl (Claridge, ASCAP) (2:07)—Cupid's Poison Dart (Claridge, ASCAP) (2:21). ATCO 6293

### THE PACERS

Don't Get Around Much Anymore (Robbins, ASCAP) (2:17). RAZOR-BACK 112

### DUANE EDDY

Guitar Child (Metric, BMI) (2:23). RCA VICTOR 8335

### JOHN ANDREA

Cathy Can I Take You Home (TM, BMI) (2:29). 20th CENTURY-FOX 482

### DENISE GERMAINE

Little Lost Lover (Stride-Edlock, BMI) (2:30). UNITED ARTISTS 707

### EMOTIONS

I Love You Truly (Angel, BMI) (2:05). 20th CENTURY-FOX 478

### CHUCK WRIGHT

My Young Love (Wemar, BMI) (2:36). EMBER 1102

### THE CRESTONES

She's a Bad Motorcycle (Massa, BMI) (2:05). MARKIE 117

### ISLEY BROTHERS

My Little Girl (Three Boys, BMI) (2:49). UNITED ARTISTS 714

## C.&W. SPOTLIGHTS

### ERNEST TUBB

**THINK OF ME, THINKING OF YOU** (Morris, ASCAP) (2:27) — Thought of a great weeper lyric. Flip: "Be Better to Your Baby" (Tree, BMI) (2:20). Decca 31614

### BILL CARLISLE

**SHANGHAI ROOSTER** (Acuff-Rose, BMI) (2:17) — Happy, hopping barn yard singing sound that might get some pop play. Flip: "Big John Henry's Girl" (Tuckahoe-Painted Desert, BMI) (2:30). Hickory 1254

### DARNELL MILLER

**THE FLOOR ABOVE YOUR CEILING** (4-Star, BMI) (2:18) —The inventive country writers did it again on this weeper. Flip: "Show Me the Door" (4-Star, BMI) (2:29). Challenge 59241

## C.&W. SPECIALS

### GEORGIE RIDDLE

My Black Gold (Glad, BMI) (2:16)—They Bought the House Next Door (Glad, BMI) (2:09). UNITED ARTISTS 712

### TILLMAN FRANKS SINGERS

Uncle Eph (Starday, BMI) (1:43)—When the World's on Fire (Peer, BMI) (2:18). STARDAY 670

### HAWKSHAW HAWKINS

I'm Beginning to Forget (Marizona, BMI) (2:41). KING 587

### JIMMIE SKINNER

The Cork and the Bottle (Starday, BMI) (2:37). STARDAY 669

### TEX RITTER

That Son of a Saginaw Fisherman (Tree, BMI) (2:47)—The Gallow's Pole (Vidor, BMI) (2:29). CAPITOL 5159

### JAN HOWARD

I'm Here to Get My Baby Out of Jail (Cole, BMI) (3:07)—I Walked a Hundred Miles (Central Songs, BMI) (2:18). CAPITOL 5122

### JACK SCOTT

Wiggle on Out (Scott, BMI) (2:16). GROOVE 0037

### FAYE HARDIN & BOB MORRIS

Love's Been Good to Me (Star, BMI) (2:02). CHALLENGE 59240

## JAZZ SPECIALS

### JIMMY SMITH

The Sermon, Parts 1 & 2 (Edmy, BMI) (5:00 & 5:15). BLUE NOTE 1879

### LES McCANN & THE JAZZ CRUSADERS

Bluesette (Duchess, BMI) (2:55)—Spanish Castles (Har-Rock, BMI) (2:24). WORLD-PACIFIC 406

# Across-The-Board SPOTLIGHTS...

**SKEETER DAVIS—GONNA GET ALONG WITHOUT YOU NOW** (Reliance, ASCAP) (2:21)—Cover the current Tracey Dey seller. It's got the stuff to make it. Flip: "Now You're Gone" (Moss Ross, 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" (Acuff-Rose, BMI) (2:12). RCA Victor 8348

## Pop Standard SPOTLIGHTS...

**KINGSTON TRIO—IF YOU DON'T LOOK AROUND** (Sausalito, BMI) (2:50)—Think and play folk ballad style. Flip: "Seasons in the Sun" (Marks, ASCAP) (2:50). Capitol 5166

**HOLLYRIDGE STRINGS—THE FALL OF LOVE** (Feist, ASCAP) (2:06)—Surprise hit of the week. "Fall of Rome" theme in contemporary sound. Flip: "Theme From the Seven Days of Dr. Lao" (Miller, ASCAP). Capitol 5165

## POP STANDARD Programming Specials

### BRANDYWINE SINGERS

Two Little Boys (Joy, ASCAP) (2:55)—Mandy (Joy, ASCAP) (2:38). JOY 282

### GOODTIME SINGERS

Ramblin' Boy (Cherry Lane, ASCAP) (2:55)—Power & Glory (Fall River, BMI) (2:50). CAPITOL 5157

### THE BIG THREE

Winken, Blinken and Nod (Ryerson, BMI) (2:55)—The Banjo Song (Manger, BMI) (1:55). TOLLIE 9006

### BURL IVES

This Is Your Day (Hallyjo-Port, ASCAP) (2:13)—Four Initials on a Tree (Pamper, BMI) (2:17). DECCA 31610

### JIMMY DEAN

Shenandoah (Banjoe, ASCAP) (3:38)—Wait for the Wagon (Banjoe, ASCAP) (2:00). COLUMBIA 43021

### WOODY HERMAN

A Taste of Honey (Songfest, ASCAP) (3:13)—Hallelujah Time (ASCAP) (3:23). PHILIPS 40187

### LEW DOUGLAS ORK

Monaco (Frederick, BMI) (2:50). NEWPORT 113

### BOBBY GORDON, HIS CLARINET & STRINGS

Paper Doll (Marks, BMI) (2:10)—Malta (Beatrice, ASCAP) (2:34). DECCA 31613

### KNIGHTSBRIDGE ORK

My Guy's Come Home (Shapiro-Bernstein, ASCAP) (1:59)—Here in My Heart (Mellin, BMI) (2:52). PURIST 45

### MEL TORME

I Know Your Heart (Cromwell, ASCAP) (2:32)—You'd Better Love Me (Cromwell, ASCAP) (2:22). COLUMBIA 43022

### JANE MORGAN

From Russia With Love (Unart, BMI) (2:47)—Song From Moulin Rouge (Gower, BMI) (2:40). COLPIX 727

### KING'S ALLEY BAND

King's Alley (Shapiro - Bernstein, ASCAP) (2:10). 4 CORNERS 102

### BILLY VAUGHN

The One Rose (Shapiro-Bernstein, ASCAP) (2:13). DOT 16604

### JON EARLY

The Best Man (United Artists, ASCAP) (2:45). UNITED ARTISTS 717

## TRACK RECORDS

A selection of best tracks from the hottest LP spotlights

## HOT POP

### JIMMY SMITH

WHO'S AFRAID OF VIRGINIA WOOLF? (Avant Garde, ASCAP) (4:20)—From LP (Verve 8583)

### TEMPTATIONS

PARADISE (Jobete, BMI) (2:49) — From LP: "Meet the Temptations" (Gordy 911)

## POP STANDARD

### STAN GETZ-JOAO GILBERTO

CORCOVADO—From LP: "Getz-Gilberto" (Verve 8545)

## C.&W.

### HANK WILLIAMS JR.

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



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**THE VERY  
THOUGHT  
OF YOU**

c/w

**I WONDER**

(If Your Love  
Will Ever Belong To Me)

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## BREAKOUT SINGLES

### ★ NATIONAL BREAKOUTS

#### RONNIE

4 Seasons, Philips 40185

### ★ REGIONAL BREAKOUTS

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

#### DIANE . . .

Bachelors, London 9639 (Miller, ASCAP) (New York)

#### BEATLE TIME . . .

Livers, Constellation 118 (Jani, BMI) (Chicago)

#### FROM RUSSIA WITH LOVE . . .

Village Stompers, Epic 9674 (Unart, BMI) (New York)

#### ALL YOU HAD TO DO

(Was Tell Me) . . .

Chris & Kathy, Manogram 517 (Sherman-DeVarzon, BMI) (Los Angeles)

#### YO ME PREGUNTO . . .

Valrays, Parkway 904 (Survey, BMI) (New York)

#### GOODNIGHT MY LOVE

(Pleasant Dreams) . . .

Ray Peterson, RCA Victor 8333 (Quintet-House of Fortune, BMI) (Miami)

#### WHERE ARE YOU . . .

Duprees, Coed 591 (Feist, ASCAP) (New York)

## MUSIC AS WRITTEN

### MECHELEN, BELGIUM

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

JAN TORFS

### SYDNEY

Roulette recording artists, the Essex, will be coming to Australia in April. . . . One of Australia's most successful instrumental groups, the Joy Boys, have released their first surfing album titled "The Surfin' Stompin' Joys." . . . Festival Records acquired from P.T.X. Enterprises, New York, original masters of the late Fats Waller and will release an album package featuring some of the artist's most requested 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 Corrales—is showcased for the first time in an LP, "Pilita Corrales sings 'A Million Thanks to You' and Other Philippine Hits." This is an initial venture of Villar Records to record songs written by Filipino composers. Popular composers whose works are featured in the new LP are Mike Velarde Jr. (who composed the internationally famous "Dahil Sa Iyo" which is included in Jerry Vale's LP by Columbia, "Language of Love" and renamed "Your Love Is Mine"), Pastor de Jesus, Constancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-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

Guenter Brabbee signed contracts with Cliff Richard and The Shadows for a one-night handstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U. S. country and western music will be interpreted for the first time over

here, starring Anita Carr, Bobby Baer, Chet Atkins, Jim Reeves and The Bluebells. . . . The Paul Anka show hit Austrian teenagers on March 11. . . . April 4 and 5, 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 Scharfenberger. . . . Austrian singer-actress Lolita ("Sailor") renewed contracts with Polydor for another two years. . . . Gino (Polydor) made new waxings in Milano, Italy, and was quite a success in German TV. His latest German disk, "Signorina Sympathica," has hit potential over here.

FRED ZILLER

### WARSAW

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

ROMAN WASHKO

### DUBLIN

Leading British songwriter Mitch Murray visited Belfast to hear the Miami Showband for whom he intends to pen a number. . . . Tony Boland hosted a reception to launch his new exploitation—disk producing firm, Tempo Productions. . . . Pye's second Top 6 EP, which coincidentally used cover versions of only EMI hits this month, seems set to hit the chart. . . . Second single by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Foolin' Time" continues to hold a high chart position. . . . Irish Record Factors, Ltd., issued track album of "The Cardinal," which will open for a season at Dublin's Metropole Easter Sunday. . . . Dickie Rock and Butch Moore did guest

## FROM LIBERTY WITH LOVE

HOLLYWOOD — The post office is being flooded with Russian postcards, courtesy of American ingenuity. Liberty's national promotion manager Ted Feigin had 4,000 postcards mailed from Russia, Ohio, showing a Russian cathedral and a "censored" message promoting Si Zentner's new "From Russia With Love" single.

Thirty-five hundred of the cards were sent to radio people, with the remainder to distributors, sales and promotion men. Single is from the Ian Fleming mystery film.

shots in Radio Eireann's "Sing for Your Supper." . . . George O'Reilly held a reception for Dermot O'Brien and the Clubmen, whose "I Want to Be Where You're Going to Be," was released through EMI (Ireland), Ltd., on the Envoy label.

Death occurred in Dublin of band leader Jack Barrett, who managed the Big Four until recently. He was about to launch a new group, the Everglades.

KEN STEWART

### HAMBURG

In Hamburg the Association for Motion Picture and Television Music was formed. All leading German music libraries are members. Alfred Schact, Hamburg, has been elected president. . . . R. G. Whittington, European manager of Mercury Records, visited Germany and had talks with several independent producers. . . . Conductor Karl Boehm was contracted exclusively by Deutsche Grammophon. . . . The Beatles will give several concerts in May in West Germany. . . . For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. . . . The popular French singer Sylvie Vartan made her first German recording titles for RCA in Berlin. . . . Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

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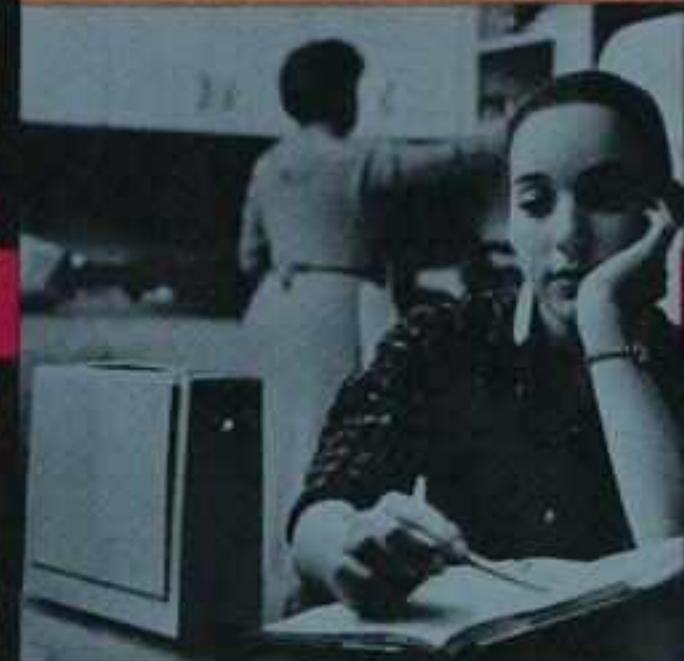
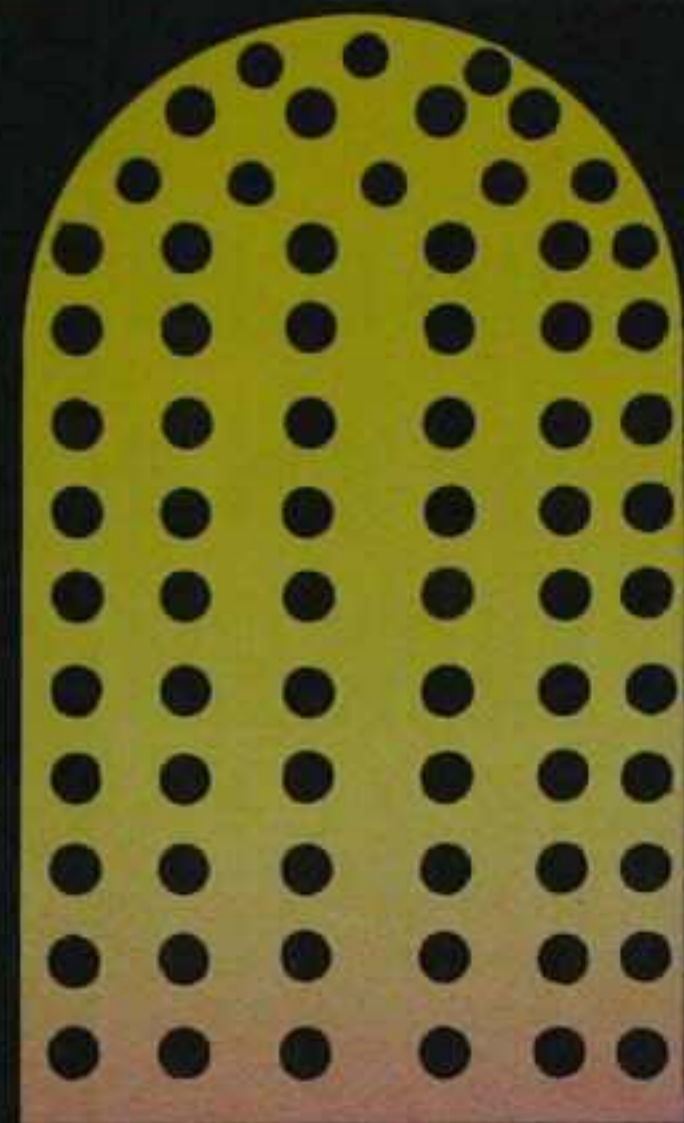
Billboard

APRIL 11, 1964

# Billboard

## 1964 RADIO PROGRAMMING GUIDE

The Techniques,  
The Talent  
and The Product  
for Effective Radio  
Programming



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S THIELEMANS

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then planes to England for a series of dates from May 26 through June 4. . . . Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

Mississippi and New Mexico April 6. . . . Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Kato, the Hall Brothers, Danny Richards, Patti Lynne, Windy Smith and Lloyd Howell. . . . Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McAuliffe and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla., April 8; Firemen's Ball, Shawnee, Okla., 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flame Club, Minneapolis, her second time there. . . . Song-writer Kay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer Demetriss Tapp, the song has been recorded for English release by Philips artist Rose Brennan. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.

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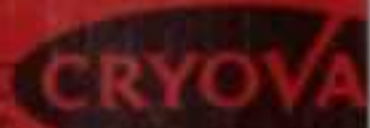
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\*Bill Gavin Record Survey, January 1964

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**SAY YOU SAW IT IN BILLBOARD**

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**CHRISTIAN TOERSLEFF**





# Billboard 1964 RADIO-TV PROGRAMMING GUIDE

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### NAB RADIO PROGRAMMING EDITION—

This year's Radio Programming Guide is endeavoring to provide as much programming material of both a musical and non-musical nature as possible to air small and large stations in their day-to-day programming. New this year are features listing effective and successful community affairs projects conducted during the past year by stations. Another innovation is the radio-TV contest exchange, which, we hope, will conjure up some other creative ideas among our radio station readers.

With more and more radio stations utilizing syndicated programming services, jingles, drama, production aids, etc., there is a complete list of packages offered and where they may be obtained.

We at Billboard have tailored this special edition for broadcast programmers in a continuing effort to better serve this most vital industry that is so closely associated with the music industry.

April 11, 1964 • Billboard 1964 Radio Programming Guide

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We help our readers because they tell us so. We print more helpful information, more news, more facts, more profit-making and programming services. And we are always adding more exciting, helpful features and services.

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### "GREASE MONKEY"

by Brother Jack McDuff  
45-299

on the Billboard Bubbling under  
and like it's happening in . . . Chi  
. . . Det. . . SF . . . LA . . . & DC.  
(IT'S WILD)

AND IT'S FROM . . .



Alb. #7286

JACK'S LATEST AND A  
BILLBOARD SPOTLIGHT

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203 South Washington Avenue  
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VICTOR	GLENN MILLER/BENEKE	CAPITOL
LIBERTY	PETER NERO	RCA VICTOR
DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MESCOLI	VESUVIUS

P.S.: For free piano solo or  
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322 W. 48th STREET

NEW YORK, N. Y. 10036

1808 WEST END BLDG.  
NASHVILLE, TENN.

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MARTIN DENNY	LIBERTY
PETE FOUNTAIN	CORAL
EDDIE HAZELL	COLUMBIA
LIVING GUITARS	RCA CAMDEN
ANDRE KOSTELANETZ	COLUMBIA



AT THE  
**NAB SHOW**  
 SEE THE  
**COMPLETE**  
 OF AUTOMATIC AND SEMI-AUTOMATIC  
 ALBUM OVERWRAPPING  
 IN OPERATION, FEATURING  
**CRYOVAC**  
 AND THE ALL NEW CRYOVAC  
 SEE THIS  
**FAMOUS M**  
 NOW IN USE THROUGHOUT  
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**OVERWRAPPING**  
 LP ALBUMS  
 (OVER 100,000,000 UNITS SOLD)  
 SEE THE  
**CRYOVAC**  
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 in Israel is "incredible!"  
 See her  
 hit here  
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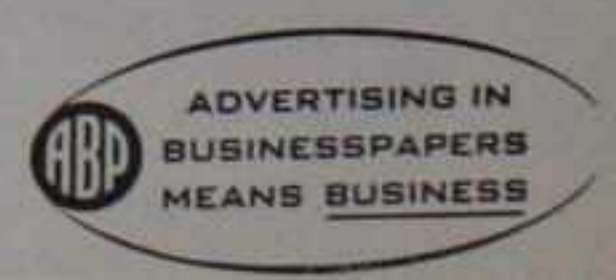
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# COMMUNITY AFFAIRS PROJECTS

Broadcasters have long been aware of their responsibilities to the communities they serve. Responsible broadcasters realize that the ultimate success of any broadcasting or tele-casting operation depends on the degree of acceptability the station has in the market. The FCC has also done much to encourage stations to be more aware of serving the public's convenience and necessity resulting in a strong increase in aggressive, creative and active public service programming and station promotions.

For the first time this year, Billboard is including just a few of the many outstanding public service-Community affairs projects successfully undertaken by radio and TV stations across the country. It is hoped that by highlighting these exemplary efforts other stations may derive ideas for their own public service ventures or the adaptation of another station's project for their own market.

### K-5 Project

When recent studies revealed possible dangers of cigarette smoking, KFIV radio (Modesto, Calif.) embarked on a project to recruit "Teens Against Nicotine." The station distributed a small card to 5,500 junior high school students. The school with the largest membership in the "Anti-Nico-Teen" club was awarded an American Heritage Junior Library. The station subsequently included educators, parents, parent-teacher groups and members of the clergy in the over-all promotion.

### Penny-a-Month Campaign

KDKA radio (Pittsburgh) and its listeners have proved again that "if you watch the pennies, the dollars will take care of themselves," as the station reached a new high of \$27,053 in its annual "Penny-a-Month" fund-raising campaign for Children's Hospital. In order to express their gratitude to the thousands of persons who have contributed to the project that asks for only 12 cents—one penny for each month of the year—from each donor, the staff and talent of the station hold a traditional "Thank You Day" and air their thanks throughout that day. By asking for a small amount the station has discovered that many persons give to the fund who might not otherwise do so. In addition, a number of special events were staged by the station to aid the campaign. A gala

film premiere, record hops, a "Penny Countdown" at three suburban shopping centers, were just a few of the special events.

### All Heart

WDGY radio (Minneapolis-St. Paul) pledged itself as a major selling force for the Heart Fund in February, the official national heart month. WDGY air personalities along with the station manager, promotion director, visited 40 youngsters at the University of Minnesota Variety Heart Hospital on Valentine's Day. Generous numbers of valentines, received by the station during a valentine contest, were presented to each of the youngsters, along with a red carnation. The WDGY deejays became auctioneers for the Heart Fund at a Pie Auction held at a shopping center. Shoppers were invited to bid on the pastry with the proceeds donated to the Heart Fund. As a follow-up the deejays competed in a pie-eating contest following the auction.

### Educational Loan

A 21-year-old Negro youth has been made the first recipient of an educational loan in the student loan program established by WCKT-TV (Miami). The youth was selected by a committee made up of prominent educators and civic leaders. The loan enabled the youth to continue his education.

### Scholarship

A Washington, D. C., high school senior walked off with the Kinney Coordinator title and a \$1,000 scholarship to any college of her choice when a panel of leading educators picked her over 50 contestants from the area. The contest, co-sponsored by Milt Grant and his Teen Network and the Kinney Shoe Stores, was the climax of a year-long-on-the-job training program for the 50 teen-age contestants—each representing a different school in the area. The gals worked after school and on weekends as fashion coordinators at the 15 Kinney stores and as teen reporters on the Teen Network's four radio stations, WINX, WEEL, WAVA, and WPGC. Their first job experience—the gals in addition to earning money for college expenses, gained valuable experience in both radio and in the selling field. Grant hopes to make this a continuing on-the-job training program for the youth of the area, in line with the

President's program for youth opportunity and job placement. The contestants were judged on the basis of scholarship, aptitude, achievement, potential, leadership and personality.

### Safe Driving

KYW radio (Cleveland) presented a series of public service announcements titled "Portrait of a Traffic Statistic." Programmed 20 times per day, the spots are voiced by members of the Cleveland Accident Investigation Unit who describe some of the worst accidents they have encountered. Their accounts deal with the most violent and tragic fatalities and injuries caused by driver and pedestrian negligence.

### Fund Raising

WLS (Chicago) in a giant fund-raising campaign for the United Cerebral Palsy Association launched The Frankie Avalon House Parties. What is a Frankie Avalon House Party? WLS has the answers in a attractive kit that is mailed to each inquiring WLS listener. The kit, endorsed by the UCPA National Teen Age Chairman, Frankie Avalon, gives party suggestions along with ways to raise money for the 21,000 persons afflicted with cp. Pictures of WLS air personalities and Avalon accompany suggestions in the kit for dance step contests, novelty auctions, gourmet treats and free soft drinks to start the party.

An incentive is directed at the party hosts and hostesses. For every \$10 raised at their parties, each receives a free ticket to a special theater party in downtown Chicago attended by Avalon. Hosts at the theater party are given an opportunity to win a trip, and other gifts. In addition WLS deejays visited many of the parties.

### Scouting Committee

Four radio and four television stations have formed the Broadcasters Committee for Scouting to provide Boy Scout opportunities for youngsters from densely populated neighborhoods in the city who might otherwise be unable to participate. Committee work was coordinated by the Chicago Area Council. Stations WBBM-TV, WBKB, WCFL, WGN-TV, WGN, WIND, WLS and WNBQ provide assistance beyond the level of public service announcements. The project has received widespread praise from Chicago community leaders.



## "GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in... Chi... Det... SF... LA... & DC. (IT'S WILD)

AND IT'S FROM...



Alb. #7286

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

203 South Washington Avenue  
Bergenfield, New Jersey

# RTS... NO NO BUBBLING ST RECORDS WEEKS 'SETTE' S THIELEMANS

AMOUNT	LES McCANN	WORLD-PACIFIC
VICTOR	GLENN MILLER/BENEKE	CAPITOL
LIBERTY	PETER NERO	RCA VICTOR
DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MESCOLI	VESUVIUS

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NEW YORK, N. Y. 10036

April 11, 1964 • Billboard 1964 Radio Programming Guide

29

DUB ABBOTTEN  
1808 WEST END BLDG.  
NASHVILLE, TENN.

31599

CURRENT HIT ALBUM:  
DECCA DL-4439, DL-74439 (STEREO)

LENNY DEE	DECCA
MARTIN DENNY	LIBERTY
PETE FOUNTAIN	CORAL
EDDIE HAZELL	COLUMBIA
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AT THE  
**NAI**  
**SHO**  
 SEE THE  
**COMPLET**

OF AUTOMATIC AND SE  
 ALBUM OVERWRAPPIN  
 IN OPERATION, FEAT

**CRYOVA**  
 AND THE ALL NEW CO

SEE THIS  
**FAMOUS M**

NOW IN USE THRU  
 THE INDUSTRY

**OVERWRA**

LP ALBU  
 (OVER 100,000,000 UNITS)

SEE THE

**CRYOVA**

**EXHIB**

ROOM NO. 4

TV LOUN

**EDEN ROC** | A

HOTEL, MIAMI BEACH | A  
 W. H. Grace & Co., Cryovac Div.

### Trucking Along

KNUZ (Houston) tied in with the Texas Trucking Industry and the Houston Junior Chamber of Commerce during the Labor Day holiday to help curb traffic problems and alert the public of the dangers and the services for motorists in distress. The station cleared air time for some 40 mobile telephone reports direct from volunteer highway patrolmen who patrolled the streets and highways over the holiday. Some 50 advance safety promotion spots were used by KNUZ preceding the holiday period to let motorists know of the Holiday Road Patrol and the Jaycees services. During the Labor Day and Fourth of July holidays the volunteers patrolled 14 different highways in and out of Houston, where they assisted hundreds of motorists with flat tires, mechanical breakdowns, traffic accidents, empty gas tanks and simple loss of direction.

### More Highway Safety

Recorded safety messages by Atlanta's traffic court judges for WSB radio's year-round safety campaign brought praise from Atlanta's Chief Judge and from other officials and listeners. The announcements by judges point out specific laws and ordinances which deal with everyday driving.

### Operation Alphabet

WFIL-TV (Philadelphia) won a national citation from the General Federation of Women's Clubs for "responsibility" to fellow men in aiding the cause of literacy and thereby helping to bestow one of the basic human rights" through the station's "Operation Alphabet" program series. Since WFIL-TV first aired the programs in 1960, the series has been made available free of charge to stations throughout the English speaking world to help teach people to read and write.

### Law Enforcement Salute

Among the radio and TV stations that successfully used the public service promotion of saluting a law enforcement official include WTVJ (Miami), KMBC-TV (Kansas City) and WOOD AM-TV (Grand Rapids). WTVJ awarded a plaque and \$50 saving bond monthly to an outstanding law enforcement officer in surrounding counties via the WTVJ program "Lawbreaker."

Proper and immediate application of first-aid procedures earned KMBC-TV community service award of a wrist watch and silver bowl mounted on an inscribed walnut base for a Kansas City patrolman. The station has

similarly honored fireman and other police officers on a regular basis.

The Time-Life Stations in Grand Rapids, working with the West Michigan Law Enforcement Association, selected five for a final judging. From these five, one was selected by all three judges comprised of top State officials. The WOOD AM-TV award is open to any law enforcement officer below the rank of sergeant.

### Public Service Awards

More than 500 leaders from government, religious, educational and charitable organizations attended the First Annual WIP Public Service Awards Luncheon held in October in Philadelphia. The luncheon was a mass salute to those organizations and individuals who have given their time, energy, and talent in behalf of civic endeavors.

The awards were presented in six categories: Armed Services, Education, Health, Welfare, Religion, Commerce and Industry. Judging was done by top-ranking federal, State and city officials. The project was conceived by WIP's Vice-President and General Manager Harvey Glascock, the awards were designed to foster better "creative co-operation" between WIP and other public service organizations wishing to use its facilities.

### Use the Competition

Radio Station WNEW was awarded the Editor & Publisher citation for "effective newspaper advertising" for the Metromedia station's unique newspaper advertising campaign built around its "What's NEW" column that appears in at least four Manhattan newspapers each week. The 150-line, two-column advertisements have run each week since June of 1963.

### Schoolscope

WABC (New York) added this fall a five-minute, Monday through Friday, high school report, "Schoolscope," aired at 9:25 p. m.

### Focal Point

Noteworthy among the more expansive, energetic and effective public service projects conducted by radio and TV stations is the Focal Point projects conducted by several Westinghouse Broadcasting Company radio and TV outlets. Designed to focus the individual station's power and influence, as well as the minds of the community, on a major area problem, the project takes different forms in each market. For example, in Pittsburgh, KDKA radio and TV concentrated on the unemployment problem plaguing the area. The stations carried their

microphones and cameras into the surrounding communities for on-the-spot town hall meetings in which the comments of government officials and the populus were aired. This series of regional broadcasts were only a part of the station's year-long efforts to create a community awareness of the jobless situation and to seek solutions to one of the tri-State's most pressing problems.

### Teen-age Cabaret

WGH radio (Norfolk) has received special recognition from the city of Virginia Beach for its part in conducting Teen-age Cabaret dances at the Virginia Beach Civic Center. WGH deejays appeared as master of ceremonies at these weekly dances that began last spring and have attracted an average of 300 teen-agers each time they were held. Small tables with candles create a cabaret atmosphere at the dome civic center. Planned first as a summer activity only, the cabaret has become a year-round event.

### Basketball Anyone?

WSAI radio's basketball team has a dual purpose in Cincinnati—90 per cent of the money raised at these ball games goes directly to the High School Athletic Fund. The remaining 10 per cent has been diverted to the WSAI Scholarship Fund. At the end of the season the station had more than \$1,000 in the fund and divided it into five \$200 scholarships awarded to outstanding students in the station's listening area. The awards were made at a Science Award Banquet held in late spring.

### Entertainment Bureau

WJRZ has set up an Entertainment Bureau designed to provide talent to North Jersey organizations. Operated under the supervision of a licensed woman American Guild of Variety Artists agent, the Bureau will have available all types of acts, from circus to an orchestra, including emcees, magicians and clowns, and will be a clearing house for a complete assemblage of talent.

### Of Special Interest

Three Omaha television stations—WOW-TV, KMTV and KETV—began in November to publish and distribute a monthly bulletin entitled "Of Special Interest" for distribution to all 1,850 teachers in the Omaha Public School System. The bulletin lists both local and network informational, educational, religious and outstanding entertainment programs of special interest to teachers, clerics and community leaders.

(Continued on page 65)

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

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Her impact  
 in Israel is "incredible!"  
 See her  
 hit here  
 on

**RCA VICTOR**

The most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

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CHRISTIAN TOERSLEFF

ADVERTISING IN  
 BUSINESSPAPERS  
 MEANS BUSINESS



# RADIO-TV CONTEST EXCHANGE

Here are some successful contests run during the past year by radio stations from coast to coast (including Hawaii, Alaska and Canada) that may prove of value and interest to Radio and TV program directors, promotion managers and disk jockeys.

### Sing Along

KUDL (Kansas City) conducted a Singing Good Guys Kuddle-test whereby each of the air personalities sang a current hit or "oldie." Listeners were asked to vote for their favorite d.j. singer and at the conclusion of the contest, each "Good Guy" picked a card from those submitted and the winners received a prize. Even the winning d.j. won a prize.

### "Sickly Singer"

The CKY (Winnipeg) "Good Guys" recorded individual records, and they were featured on a rotating basis at the rate of one an hour for two weeks. Listeners were asked to vote for the d.j. who was LEAST likely to succeed as a pop singer. The winning(?) "Good Guy" receives a lifetime contract NEVER to record for Quality Records. He also picked a person from those who voted for him to receive a similar contract and \$100 in cash.

### More Sing-A-Long

KDKA (Pittsburgh) "Sound One" contest has all 10 station air personalities humming, singing or playing a musical instrument to the tune of KDKA's call letter jingle. Listeners were asked to identify the person "sounding one for the Sound One."

### WIBBAGE Word Game

This contest has listeners listening every hour for the different "Wibbage Word" while special operators make calls throughout their signal area asking, "Do you know the Wibbage Word?" The listeners responding with the correct word for that hour receives a prize.

### "Cupid Contest"

This contest was inspired by WWDC (Washington, D. C.) radio disk jockeys who, upon learning that one of their own was a bachelor, launched a campaign imploring Washington area girls, single, ages 18 through 35, to write in and tell why they wanted to be wooed by the "lone WWDC bachelor." The winning gals receive prizes and a night-on-the-town with the bachelor. Loads of promotional possibilities with this one. Check WWDC for the other details.

### Mystery Voices

WNJR (Newark) invited listeners to identify five well-known personalities and their voices were played numerous times throughout the day. Clues were added as the contest progressed.

### Bus Contest

A recent WABC (New York) contest offered a seven and one-half ton prize to the charity or institution that could present in 77 words or less the most valid reason for needing a bus. Winner was the Cerebral Palsy School serving Nassau County. The 35-foot bus, formerly used by the station as a mobile unit, was a natural for transporting children confined to wheelchairs. Great public service angle here, too!

### Kookiest Kontest

KFJZ (Fort Worth) wanted to find out just who would be kooky enough to try to bake the biggest cookie! Plenty of tie-in possibilities for stations on this one.

### Get Out of Town

To enter WJZ-TV's (Baltimore) "Get Out of Town" contest, viewers were asked to fit names to pictures of a dozen top stars who would be appearing on Channel 13's new "Early Show." In addition, contest entrants were to include a short statement as to why he or she would like to get out of town. The winner did just that, at WJZ-TV's expense.

### Call a Friend

All listeners to WNAC (Boston) had to do to enter this contest, and they could enter as often as they wished, was to send in a postcard with their name, address and telephone number and the name, address and telephone number of a friend who listens to WNAC in care of any of the station's air personalities. One lucky card was selected each hour and the friend phoned by a d.j. If the friend knew the "phrase of the day," which changed each day, then both people won duplicate prizes.

### Ground-Hog Contest

When a radio station conducts a contest completely out of its coverage area, through the facilities of another station, that's news! WSPD (Toledo) conducted a Ground-Hog Day contest over WPME, exclusively for Punxsutawney listeners. WPME listeners were awarded transistor radios

*(Continued on page 34)*



## "GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in . . . Chi . . . Det. . . SF . . . LA . . . & DC. (IT'S WILD)

AND IT'S FROM . . .



Alb. #7286

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

203 South Washington Avenue  
Bergenfield, New Jersey

RTS . . . NO  
NO BUBBLING  
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S THIELEMANS

April 11, 1964 • Billboard 1964 Radio Programming Guide

31

1808 WEST END BLDG.  
NASHVILLE, TENN.

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CURRENT HIT ALBUM:  
DECCA DL-4439, DL-74439 (STEREO)

- |                             |            |                               |               |
|-----------------------------|------------|-------------------------------|---------------|
| LENNY DEE . . . . .         | DECCA      | THE NUTTY SQUIRRELS . . . . . | RCA VICTOR    |
| MARTIN DENNY . . . . .      | LIBERTY    | JIMMY SMITH . . . . .         | VERVE         |
| PETE FOUNTAIN . . . . .     | CORAL      | ART VAN DAMME . . . . .       | COLUMBIA      |
| EDDIE HAZELL . . . . .      | COLUMBIA   | SARAH VAUGHAN . . . . .       | MERCURY       |
| LIVING GUITARS . . . . .    | RCA CAMDEN | GERALD WILSON . . . . .       | WORLD-PACIFIC |
| ANDRE KOSTELANETZ . . . . . | COLUMBIA   | GINO MESCOLI . . . . .        | VESUVIUS      |

P.S.: For free piano solo or vocal version, write:

DUCHESS MUSIC CORPORATION  
322 W. 48th STREET NEW YORK, N. Y. 10036



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**SHO**  
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**COMPLET**  
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 ALBUM OVERWRAPPIN  
 IN OPERATION, FEAT  
**CRYOVA**  
 AND THE ALL NEW C  
 SEE THIS  
**FAMOUS M**  
 NOW IN USE THRU  
 THE INDUSTR  
**OVERWRA**  
 LP ALBU  
 (OVER 100,000,000 UNI  
 SEE THE  
**CRYOVA**  
**EXHIB**  
 ROOM NO. 4  
 TV LOUN  
**EDEN ROG | A**  
 HOTEL, MIAMI BEACH | A  
 W.F. Grace & Co., Cryovac Div.

*Popular  
 Country  
 Jazz  
 Concert  
 Folk*

*Scores for  
 Television  
 Musical Theatre  
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\*Bill Gavin Record Survey, January 1964

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203 South Washington Avenue  
Bergenfield, New Jersey

Today's many worlds of music  
are the result of an opportunity provided  
by BMI for thousands of composers,  
writers and publishers to be heard,  
to be treated with dignity and respect,  
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ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE



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RTS . . . NO  
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for the best answers to the question: "Will the ground hog see, or not see, his shadow; and why?" For its own listeners in the Toledo area, WSPD awarded "Personal Ground Hogs" (a two-pound package of pork sausage) for the best 100 letters in answer to the ground-hog question.

#### How Long Contest

Radio KING (Seattle) asked its audience to guess how long a six-transistor radio would run on four standard flashlight batteries. Winner received a radio, a 45 rpm record player, a three-band ten-transistor radio, and a six-transistor cordless table portable radio. Natural tie-in for appliance dealer or radio manufacturer. Incidentally, radio played for 1,487 hours.

#### Secret Sentence

In a series of contests, WSB (Atlanta) listeners are asked to supply missing letters to complete specific words in a sentence. Most appropriate words are the ones sought. The sentence changes weekly with the value of the prize increasing in proportion to length of time the contest goes unanswered. Starting at \$10 the first week, the prize increases \$10 weekly until there is a winner or until the prize reaches \$100. E.i. Remember: it's not alone what you gave or did but also how you aid when selling the March of Dimes story.

#### Record Artist Contest

WNAX (Yankton) conducted a contest asking their listeners to guess how many Lawrence Welk records were played on the station from January 1, 1958 to January 1, 1963. WNAX airs a regular "Lawrence Welk Show." The winner was invited to meet Mr. Welk and received many prizes. Stations could tie in this idea with most any record artist.

#### Can-test

The Milwaukee Journal Television Station, WTMJ-TV, conducted a contest in conjunction with an advertiser. The contest involved ideas for the best use, practical or decorative, of a Butter-Nut Coffee can and entries could consist of the actual article created from coffee cans or a drawing of the article. The 130 prize-winning entries were later put on public exhibition at WTMJ-TV's studios.

#### Part Crashers

Here's a wild one from KRLA (Los Angeles). The station invites listeners to send in postcards informing them of an upcoming party. The KRLA Party Crashers select several cards,

and "crash" those parties with records, theater passes and other assorted goodies and prizes.

#### Lucky Pumpkin

WENE (Endicott, N. Y.) ran a "Lucky Pumpkin Hunt"—pumpkins were attached to trees throughout the area. Listeners were asked to remove them, look on the reverse side for special numbers and win prizes awarded at the station.

#### Calendar Capers

This features 10 different contests, say the boys at WSAI (Cincinnati). Each contest has a sample puzzle done by the station's "Big Three." Sample, code word, "Mother's Day" (jingle), "Take a holiday in July; add the day after Mother's Day; subtract the day before Father's Day, and add the first Saturday in May." Holiday in July (4); day after Mother's Day—11th; subtract day before Father's Day, 20th; add first Saturday in May, 2nd, answer is 3. Listeners have to mathematically obtain a number from the above. Five dollars awarded to earliest postmark with correct answers.

#### Christmas Card Contest

All the WNAC (Boston) listener had to do to enter was to give in 20 words or less their Christmas message, plus name and address. The station awarded five Birch billboards to the winners. Each of these painted boards in the Greater Boston area are 50 feet long, 12 feet high and cover 600 feet in all. What a Christmas card!

#### Jitterbug Contest

WJZ-TV, during the Buddy Deane Show, conducted a six-week jitterbug contest with three couples appearing each day Monday through Thursday. Viewers were asked to vote by mail for their favorites. On Saturdays, a weekly champion was selected for the four daily winners. During the final week impartial judges selected three winners from the finalists. Trophies and cash prizes were awarded. Contest could be adapted to once-a-week TV dance party show.

#### Quickie Quiz

In the Quickie Quiz contest conducted by KYW (Cleveland) five names were selected at random every day from the area telephone directories. Listeners were asked if they knew how much money was in the "Quickie Quiz" jackpot. Those who know won the money.

#### Scavenger Hunt

For 15 days, WSAI (Cincinnati) asked its listeners to gather items for the

hunt—one item per day—ranging from an old 78 rpm record, a Hoover or Nixon Presidential button to a 1961 Cincy Reds Baseball Scorecard. On the final day, the last item was announced—a 1937 automobile license plate from Ohio, Indiana or Kentucky. Listeners were then asked to bring their items to four locations around Cincinnati, including WSAI. The station maintained a mobile radio communications system between locations to help determine which listener arrived first.

#### School Spirit

KFJZ (Fort Worth) opens this contest each year to junior and senior high schools. Students sign petitions and have others sign petitions for their school. The school with the most signatures at the end of the contest wins a big show and dance for their school exclusively . . . all presented by the station. Parents have fun with this one too, helping their youngsters obtain signatures. Keeps KFJZ with the whole family.

#### Hiptionary

Stations near and far are using Eliot Horne's "Hiptionary" (Simon & Schuster Co.). It works this way. A station deejay draws from postcards sent in, plus a name at random from the telephone directory. Each person called is given a phrase from the "Hipster's" lingo and asked to identify same. Winners can win the book or other items as prizes for being "hip."

#### Savings Account Contest

Here's one stations can tie in with a local saving & loan company. WSB (Atlanta) asked listeners to identify by sound the correct amount of money heard falling into a bowl on mike in a Saving Account contest. The winning estimate received the exact amount used in the demonstration to be deposited in a saving account at a local saving & loan association, co-sponsors of the contest.

#### Sound Alikes

While writing about sounds and MSB, here's another one from the deep South. A WSB deejay featured a different song each morning recorded by a "sound alike" voice of Bing Crosby. A listener managed to identify three of five voices to win the prize. Voices heard for the five-day period were Mike Holiday, Dick Todd, Jack Harris, Bing Crosby, and Mike Holiday again. A music director or program director with a "good ear" for records could run several of these with various recording artists.

Billboard 1964 Radio Programming Guide • April 11, 1964

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# The Fastest Rising Album Yet

## THE MANY MOODS OF TONY

THE LITTLE BOY  
WHEN JOANNA LOVED ME  
SO LONG, BIG TIME!  
THE KID'S A DREAMER  
I'LL BE AROUND  
SOON IT'S GONNA RAIN



## THE MANY MOODS OF TONY

DON'T WAIT TOO LONG  
LIMEHOUSE BLUES  
SPRING IN MANHATTAN  
YOU'VE CHANGED  
CARAVAN  
A TASTE OF HONEY

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## MOST PLAYED ARTISTS

## MALE VOCALISTS

1. Bobby Vinton
2. Frank Sinatra
3. Elvis Presley
4. Andy Williams
5. Nat King Cole
6. Steve Lawrence
7. Tony Bennett
8. Ray Charles
9. Rick Nelson
10. Al Martino

## FEMALE VOCALISTS

- (TIE) 1. Connie Francis
- (TIE) 1. Brenda Lee
3. Lesley Gore
  4. Peggy Lee
  5. Eydie Gorme
  6. Skeeter Davis
  7. Ella Fitzgerald
  8. Nancy Wilson
  9. Doris Day
  10. Peggy March

SINGING GROUPS  
and/or DUOS

1. Peter, Paul & Mary
2. Beach Boys
3. Four Seasons
4. Beatles
5. Four Freshmen
6. April Stevens & Nino Tempo
7. Kingston Trio
8. New Christy Minstrels
9. Ray Conniff Singers
10. Steve Lawrence & Eydie Gorme

## INSTRUMENTAL GROUPS

1. Village Stompers
2. Bill Black Combo
3. George Shearing Quintet
4. Marketts
5. Surfaris
6. Los Indios Tabajaras
7. Dave Brubeck Quartet
8. Ventures
9. Al Hirt
10. Martin Denny

## SOLO INSTRUMENTALISTS

1. Al Hirt
2. Floyd Cramer
3. Chet Atkins
4. Acker Bilk
5. Kai Winding
- (TIE) 6. Duane Eddy
- (TIE) 6. Peter Nero
8. Roger Williams
9. Lonnie Mack
10. Pete Fountain

## BANDS

- (TIE) 1. Henry Mancini
- (TIE) 1. Si Zentner
3. Billy Vaughn
  4. Lawrence Welk
  5. Les & Larry Elgart
  6. Ray Conniff
  7. Glen Gray
  8. Les Brown
  9. Count Basie
  10. Percy Faith

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# JOCKEY POLL

## MOST PROMISING ARTISTS

### MALE VOCALISTS

1. Jack Jones
2. John Gary
3. Jimmy Gilmer
4. Wayne Newton
5. Trini Lopez
6. Bobby Bare
7. Bobby Goldsboro
8. Lenny Welch
9. Bobby Vinton
10. Major Lance

### FEMALE VOCALISTS

1. Lesley Gore
2. Barbra Streisand
3. Diane Renay
4. Peggy March
5. Nancy Wilson
6. Skeeter Davis
7. Barbara Lewis
8. Dusty Springfield
9. Ethel Ennis
10. Soeur Sourire  
(The Singing Nun)

### SINGING GROUPS and/or DUOS

1. Beatles
2. April Stevens & Nino Tempo
3. Dale & Grace
4. J's With Jamie
5. Caravelles
6. New Christy Minstrels
7. Tymes
8. Dixiebelles
9. Peter, Paul & Mary
- (TIE) 10. Beach Boys
- (TIE) 10. Martha & the Vandellas

### INSTRUMENTAL GROUPS

1. Village Stompers
2. Los Indios Tabajaras
3. Pyramids
4. Marketts
5. Lonnie Mack
6. Surfaris
7. Baha Marimba Band
8. Al Hirt
- (TIE) 9. David Rockingham
- (TIE) 9. Safaris

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2. Bill Pursell
3. Lonnie Mack
4. Peter Nero
5. Acker Bilk
6. Bent Fabric
7. Howard Roberts
8. Jack La Forge
- (TIE) 9. Eddie Cano
- (TIE) 9. Joe Harnell
- (TIE) 9. Floyd Cramer
- (TIE) 9. Harold Bradley
- (TIE) 9. Ace Cannon

### BANDS

1. Si Zentner
2. Kai Winding
3. Joe Harnell
4. Bernie Lowe
5. Village Stompers
6. Henry Mancini
7. Al Hirt
8. Woody Herman
9. Peter Duchin
- (TIE) 10. Baja Marimba Band
- (TIE) 10. Jack Nitchke



### "GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in... Chi... Det... SF... LA... & DC... (IT'S WILD)

AND IT'S FROM...



Alb. #7286

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

PRESTIGE RECORDS

203 South Washington Avenue  
Bergenfield, New Jersey

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NO BUBBLING  
ST RECORDS  
WEEKS  
'SETTE'  
S THIELEMANS

April 11, 1964 • Billboard 1964 Radio Programming Guide

37

1808 WEST END BLDG.  
NASHVILLE, TENN.

31599

CURRENT HIT ALBUM:  
DECCA DL-4439, DL-74439 (STEREO)

LENNY DEE	DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
MARTIN DENNY	LIBERTY	JIMMY SMITH	VERVE
PETE FOUNTAIN	CORAL	ART VAN DAMME	COLUMBIA
EDDIE HAZELL	COLUMBIA	SARAH VAUGHAN	MERCURY
LIVING GUITARS	RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
ANDRE KOSTELANETZ	COLUMBIA	GINO MESCOLI	VESUVIUS

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then planes to England for a series of dates from May 26 through June 4. Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

... Mississippi and New Mexico April 6. Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Kato, the Hall Brothers, Danny Richards, Patti Lynne, Windy Smith and Lloyd Howell. Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McAuliffe and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla., April 8; Firemen's Ball, Shawnee, Okla., 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flame Club, Minneapolis, her second time there. Song-writer Kay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer Demetriss Tapp, the song has been recorded for English release by Philips artist Rose Brennan. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.

P.S.: For free piano solo or vocal version, write:

DUCHESS MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036



## 1964 DISK JOCKEY POLL (continued)

## FAVORITE ARTISTS

## MALE VOCALISTS

1. Frank Sinatra
2. Andy Williams
3. Nat King Cole
4. Tony Bennett
5. Ray Charles
6. Bobby Vinton
7. Elvis Presley
8. Jack Jones
9. Steve Lawrence
- (TIE) 10. Mel Torme
- (TIE) 10. Johnny Mathis

## FEMALE VOCALISTS

1. Peggy Lee
2. Brenda Lee
3. Connie Francis
4. Eydie Gorme
5. Ella Fitzgerald
6. Nancy Wilson
7. Lesley Gore
8. Doris Day
9. Skeeter Davis
10. Julie London

SINGING GROUPS  
and/or DUOS

1. Four Freshmen
2. Peter, Paul and Mary
3. Four Seasons
4. Beatles
5. Kingston Trio
6. Beach Boys
- (TIE) 7. April Stevens & Nino Tempo
- (TIE) 7. Ray Conniff Singers
9. Hi-Lo's
- (TIE) 10. J's With Jamie
- (TIE) 10. Steve Lawrence & Eydie Gorme

## INSTRUMENTAL GROUPS

1. Dave Brubeck
2. George Shearing
3. Ventures
4. Village Stompers
5. Bill Black Combo
6. Los Indios Tabajaras
7. Santo & Johnny
8. Marketts
9. Pete Fountain
- (TIE) 10. Surfaris
- (TIE) 10. Ferrante & Teicher

## SOLO INSTRUMENTALISTS

1. Al Hirt
2. Chet Atkins
3. Floyd Cramer
4. Duane Eddy
5. Acker Bilk
6. Peter Nero
7. Roger Williams
8. Pete Fountain
9. Bill Pursell
- (TIE) 10. Stan Getz
- (TIE) 10. Kai Winding

## BANDS

1. Si Zentner
2. Henry Mancini
3. Count Basie
4. Stan Kenton
5. Ray Conniff
6. Les & Larry Elgart
7. Billy Vaughn
8. Les Brown
9. Lawrence Welk
10. Glen Gray

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OF AUTOMATIC AND SE  
ALBUM OVERWRAPPIN  
IN OPERATION, FEAT  
**CRYOVA**  
AND THE ALL NEW CO  
SEE THIS  
**FAMOUS M**  
NOW IN USE THRO  
THE INDUSTR  
**OVERWRA**  
LP ALBU  
(OVER 100,000,000 UNITS)  
SEE THE  
**CRYOVA**  
**EXHIB**  
ROOM NO. 4  
TV LOUN  
**EDEN ROC | A**  
HOTEL MIAMI BEACH | A  
W. F. Grace & Co., Cryova Div.

## programming leaders discuss techniques

The business of programming a radio station or network, large or small, is serious business. The over-all success or failure of a local station or radio network depends largely on the caliber and know-how of the individuals who on a day-to-day basis guide and develop the "sound" that ultimately emanates from the listener's speaker.

Billboard has sought out a few of the nation's many top programming leaders—each of whom represents a specific programming area—to discuss their modus operandi and programming techniques.

## Radio Programming Elements

By Bill Gavin  
Contributing Editor



Commercial radio is a part of show business. Like theater or movies, radio depends on box office. The size of the audience determines the success of the show. The problem is to present the show that a large number of people will want to hear. Radio listeners don't buy tickets. The only measure of a station's audience is furnished by various listener surveys, conducted according to accepted research techniques. Where the old-time performer used to "count the house" beyond the footlights, radio counts its house by the numbers in the audience rating surveys.

Radio is part of the news. The immediacy of radio's news coverage is unmatched elsewhere. Through a combination of the wire services and its local news gathering team, radio continues to hold the public's confidence for being "first with the latest." Beeper telephone interviews with people in the day's news have brought a new dimension of human interest to news reporting. While radio cannot compete with the daily press for news in depth, or with commentaries and features, it (radio) is pre-eminent for its fast reporting.

Radio is also a part of the advertising business. The extent to which a station can deliver an audience pretty largely determines its income. The advent of television was forecast by many as the doom of radio. Advertisers would turn exclusively to the double impact of sight and sound, it was feared. Such fears proved groundless. Advertisers soon found that spot advertising on local radio was highly productive in terms of cost per thousand listeners. True, the big name shows, with their big budgets, moved to TV. Radio had to offer more economical entertainment. It did. The salvation of modern radio has been the phonograph record.

### Record Business

Radio is a part of the record business too. The switch in local programming from the live but drab output of a string trio, or a concert baritone, or Aunt Suzie's recipes, to recorded music suddenly provided record manufacturers with an undreamed of showcase for their product. The record business boomed. People liked the music they were hearing.

The record people brought out records that played at new speeds—45 and 33 1/3 rpm. The quality of recording and reproduction was vastly improved. "High fidelity" became a watchword. All over the world, it seemed, people wanted to own more and more records; and they wanted to hear the new records on their radios.

We will not belabor again the familiar details of how Mr. McLendon and Mr. Storz, two fabulously success-

ful radio entrepreneurs, capitalized on the realization that the records that sold the best would also attract the largest number of listeners to their stations. This idea had been pioneered some time earlier, one of its best known exponents having been Martin Block, with his "Make Believe Ballroom" on WNEW, New York. However, the new concept, called "top 40," soon became the bible of pop music programming.

The concept of popular music entered a new phase with the rapid growth of the record business, along with the rebirth of radio. No longer did the sales of sheet music determine the size of a hit song; it was the sales volume of a record that made a hit. All eyes in the music business turned toward the disk jockey and his turntable. Radio airplay could build fame for a star and large profits for publishers, composers, lyricists, producers and so on.

### Radio and Music

This new revolution did not put radio in the music business. Radio had been there all along. The singers, the bands, the arrangers—even the sound engineers—who are now making records, once were an integral part of the radio that used to be. Radio has always been a prime showcase for commercial music. Radio is still a part of the music business, but with a vast difference. In the gala days of network radio, its musical arbiters were usually musically trained. They could direct the destinies of the production from the control room, follow a score or a lead sheet, chide the soprano for singing flat, or rearrange the risers and the mike placement for the male chorus. Today's musical arbiters are disk jockeys. They do not hold their jobs because of their musical knowledge (which some few of them actually have) but for their ability to present an interesting air show and to have some awareness of a new record's hit potential.

Let us correct one point. As a group, disk jockeys are no longer the arbiters that they were before the advent of top 40 radio. The biggest single power in record programming today is a statistic—the monolithic, weekly statistic of record sales. The disk jockey is required—on pop music station, at least—to play the top-selling records. He may, in some cases, have a voice in selecting the new record releases for his program, but on many stations the program director or the music director makes the decision. The disk jockey who programs his own show without outside interference is becoming something of a rarity.

The switch to sales statistics as a programming guide has substituted the preferences of millions of record buyers for the judgment of musically trained producers and directors. The result has been a vast downgrading of such hitherto sacred musical values

(Continued on page 42)

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Continued from page 40

as intonation and vocal quality. Obviously, a large segment of the radio audience is indifferent to these things. We now have "soul," "the sound," and "the beat." As long as adherence to record sales data continues to produce radio's high audience ratings, we can expect this common denominator of public taste to control radio's pop music output.

There is no point in deploring popular tastes in music. Certainly, there is no intent to deprecate them. It is, in fact, a pretty healthy sign when mass media programming is dependably responsive to mass tastes. If this implies more "rock" in radio—and more Westerns in TV—there are also occasional top quality musical performances that become big hits.

Radio: show business, advertising, records, music news, commentary, human interest. These are the elements of radio programming. Whether a station is programmed by a formula or by individual genius, its program content is made up of these manifold ingredients. No other commercial enterprise that I know about means so many different things to so many different people. No wonder that so many who work in it are devoted to radio. It's opportunity. It's challenge. It's fun.

**Humor in Radio**

By Ruth Meyer  
 Program Director, WMCA, New York



As a program director I have always been convinced that a radio station with a sense of humor can really make it big in any market. At WMCA we have proved it, and I believe that New York is not as dissimilar to other markets across the country as many broadcasters imagine. People are people, as the cliché goes . . . everywhere. And any radio station serving the tastes and interests of people in any market must serve that audience with honesty and objectivity—two qualities that are "musts" in a station's approach to on-the-air humor.

Of course, humor—like music—is a subjective, terribly personal experience. A joke that completely breaks up one listener leaves another utterly untickled. This is why the element of humor in the day-to-day programming of a radio station is lodged in such a subtle, sensitive and dangerous area.

What are the sources of humor in broadcasting? The most obvious is the programming of the comedy album cut, i.e., selections from Vaughn Meader's "First Family," Allan Sherman, Shelley Berman, and the use of funny records a la "Mr. Custer," "Hello Mudder, Hello Fadder," etc. We listen to all the funny stuff that comes into WMCA at our regular music meetings and try to evaluate it by much the same standards which

we use to determine the value of other potential hits. We try to keep our own personal reactions to a comedy record just as separate as we do when we pick other promising selections. It's not unusual to have our entire music meeting collapse in hysterics at a comedy record . . . and then have everybody vote "no" when it comes to putting it on the air.

**Careful Programming**

Once it's chosen for on-air play, a funny cut or record must be programmed more carefully than a regular release, and it must be watched constantly for audience reaction. Humor is a much riskier, much more unpredictable form of entertainment in modern radio. It's a lot tougher to pick a hit from the comedy records, as witness the number of "hip" companies which turned down the "First Family" album before Cadence finally swung with it, and the number of radio stations that were afraid to play it. One of the quickest ways to commit broadcasting suicide is to program a comedy record that doesn't make it.

Less obvious, but more important, is the handling of D.J. humor on a radio station. You can't sit down and say, "Fellas, we're going to have a funny station . . . so be funny." From elephant jokes to political satire—if it's forced it just ain't funny. At WMCA we have a swingin' team of genuinely funny guys. They think funny off the air and sound funny on the air. And, bless 'em, nobody told 'em to. They just relax and let their own personalities mesh with the upbeat, happy sound of the station. Which, I suppose, is the heart of the matter. For the disk jockey's humor to come across with appeal for the listener, it must be an outgrowth of the D.J.'s own personality. If in real life he doesn't think funny, if his humor on the air isn't a spontaneous reflection of his own personal dynamics, it's going to sound forced to his audience. His joke books and joke services may be stacked as high as a P.D.'s fishy eye, but if his humor isn't genuine his audience knows it immediately and resents him for it.

**No Personal Whims**

When an air personality starts indulging himself in the music he plays, he's dead. But it's a far easier trap to fall into self-indulgence with his approach to humor . . . and that can kill him just as dead and almost as quick. He's got to be competitive with his comedy in the same way he's competitive with everything else. Confidence in his own professional ability is what ultimately makes a D.J. stand-out, sure. But unless he comes to the station every day with the knowledge that "they're after me" . . . and revels in the fight . . . he's no competitor. And any D.J. who hasn't the guts to compete shouldn't be in radio.

Naturalness, pacing, timing . . . there are so many ingredients necessary to bring the element of humor effectively to life at a radio station

that the only general statement that can possibly be made on the subject is: be yourself. If it doesn't feel right . . . don't do it. When in doubt . . . shut up, and stick to the music that fits your sound.

That's why when a station gets hot, when it hits right with a warm, friendly, happy, humorous approach to itself and to life around us . . . that's when you sound like a winner . . . that's when you are a winner. And that's when you know you have the winning combinations of swingers. Then, nobody can catch you.

**Programming a Modern Music Network Flagship**

By Rick Sklar  
 Program Manager, WABC, New York



WABC, "American Radio" in New York, is a modern music station with a sound all its own in the market. The sound comes from selectively integrating local and network program elements, and welding the corporate identity and resources of the American Broadcasting Company to the free-wheeling flexibility that marked the independent station in its heyday. End result? WABC has the necessary entertainment elements to attract an enormous audience and then holds that audience while delivering outstanding news, award-winning documentaries, pioneering educational programs and public service with a punch.

Let's see how it fits together. Since we are the American Broadcasting Company our deejays, of course, are the All Americans—a team of air champions. Our All American music survey may wear out two adding machines and a slide rule each week but when it's finished we'll stand behind it for accuracy. American's "Challenge" documentaries and frontier educational shows don't come out of our imagination. We probe, poke and beat the bushes in the New York, New Jersey and Connecticut communities we serve to dig up the underlying problems and need of our listeners.

**Listener Response**

Our listeners make programming this 50-kw network flagship a sheer delight. They never stop surprising us. I arranged storage space for 500 paintings for our Mona Lisa listener art competition earlier this year—31,000 pictures came in—800 of them half the size of a basketball court. In 1962, WABC counted 3 million ballots in our Principal of the Year elections. This year our people deluged us with over 60 million ballots.

American Radio creates projects like these, acting for government agencies and civic groups much in the manner of an advertising agency. They come to us with their problems and, too often, with dull spot an-

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CHRISTIAN TOERSLEFF

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nouncements that simply do not take advantage of radio's ability to get results. This month, for example, WABC turned the radio concept of audience participation giveaways into a powerful weapon for New York City's Inter-Agency Stay in School committee. Forty per cent of the nation's students drop out of school to form an unskilled pool of unemployed drifters who each earn \$40,000 less in a lifetime than graduates. WABC is dramatizing this fact by registering all returning students for a crack at WABC School Bonus Money—\$20 prizes representing the extra kind of money high school graduates earn every week that dropouts don't get.

WABC listeners hear the news five minutes sooner—ABC Network News at five minutes before each hour and WABC Local News at five minutes before the half hour. WABC draws on two news staffs—local and network—with all the advantages of ABC's worldwide system of correspondents, radio and television. Sportcasts and play-by-play sports round out the programming. But it is all held together by the framework of *American Radio* in New York and careful programming of the hit music of today, yesterday tomorrow.

### Programming a Network-Owned Station

By William H. Schwarz  
Program Manager, WNBC Radio



The programming of a network-owned radio station does not differ greatly from the programming of a network affiliate, except that perhaps the network-owned stations carry more of the network sustaining programs than do some affiliates. Local programming must, therefore, be geared to an audience similar to that which the network programming is designed to reach.

The network-owned stations generally are the prestige stations in their markets and the wise program manager takes advantage of this fact. This places emphasis upon the responsibilities of the station program manager, since within the framework of the station-network image, he must be as creative and as imaginative as any other program manager. He cannot in any sense abdicate to the network the responsibility for programming the station. By its very nature, the network is concerned primarily, if not solely, with programming that has broad national appeal. To this must be added programming elements with strong local appeal. These elements may run the gamut from news and public service features (such as traffic reports) to entertainment which is designed to be of unique appeal in the station's market.

#### Diversified Programming

Because of the diversity of pro-

gramming supplied by the network, typical so-called "formula" programming of music is not generally successful (there are some notable exceptions). Particularly where the competition is keen, the "formula" approach can be done much more effectively by independents, who can gear their entire program schedule to the demands of the format.

Therefore, the strength of on-the-air personalities is probably more important to network-owned stations than to independents—particularly "formula" independents where the purity of the music format would seem to be the primary reason for listening.

Despite the foregoing, the basic principals of good programming apply equally to network-owned stations and independents. The audiences we try to reach are probably different. It is simply a matter of applying the principals in such a manner as to attract the audience you are after.

### A New Concept in Educational Programming

By Jack Thayer  
Vice-Pres. and Gen. Mgr., WHK, Cleveland

Over 150 years ago, Thomas Jefferson said: "If the nation expects to be ignorant and free in a state of civilization, it expects what never was and never will be." This comment was designed to underline the importance of education in Jefferson's day, yet, it seems even more appropriate in today's far more complex world.

WHK believes that radio can be an emotional force in the creation of desirable attitudes in our listeners. These listeners, both students and parents, must be shown the importance of education and training necessary for the responsible citizen of tomorrow's automated future. WHK's "Highlights on Education," in an effort to give educational broadcasting the renewed vigor necessary to capture the radio audience in a competitive eight-station market, used "timeliness" as an essential in the presentation of educational material.

#### Three Objectives

The program has three major objectives: First, to approach education as a commodity—to sell it to the listeners; second, to convince the public that advanced education in all fields is readily available right here in Northeastern Ohio and give the colleges an opportunity to tell their school story; third, to appeal to the students on their interest level and to their psychological and emotional sensitivity—to create a desire for education and, more important, to motivate them.

To reach these three objectives in our educational programming, we are aware that all continuity must be within the framework of modern showmanship. Thus, we have combined basic educational truths with current events and outstanding per-

sonalities. As a result of this philosophy, James Lowe, WHK education director, has created and produced educational shows that informative, stimulating and entertaining.

Examples of these shows include comedian Dick Gregory interviewed by drama students from Western Reserve University on comedy techniques and presentation and the history of topical humor in America, while a professor in residence at Antioch College, TV's Rod Serling, creator of "The Twilight Zone," shared an actual classroom experience and his personal philosophy on the need for higher education; pianist Peter Nero presented a musical chronology of "Bach to Nero." This past year Cleveland played host to the first Space Science Fair ever held in this country. It was co-sponsored by NASA and The Cleveland Plain Dealer. During its presentation, "Highlights on Education" featured science and space for nine separate shows. Guests included Mr. Manganello, deputy director of the NASA-Louis Research Laboratory; I. Irving Pinkel, among others, who explained the reason for the space fair, its conception and execution, and the importance of education for the space age.

#### Out of Studio

This fall WHK's "Highlights on Education" went to Hiram, Ohio, the training ground of the Cleveland Browns of the national professional football league. Interview were held with head coach Blanton Collier, who has his Masters Degree and was working on his Doctorate when he left Kentucky University; Frank Ryan, Browns' quarterback, who was only nine hours away from his Doctorate degree in mathematics at Rice; Jim Brown, history-making fullback, who received his degree from Syracuse University; Vince Costello with a Masters Degree. The on-sight program concluded by talking to the young, successful Cleveland Browns' president, Art Modell, who told of his education being a key factor in his success, both in football and in business. The object of the series was to point out that today's professional football players are college graduates and are aware of the necessity of higher education when their athletic career ends.

Why this effort in educational programming? Why not subscribe to any one of the many services available to broadcasters? WHK feels it is our responsibility as broadcasters to become an integral and motivating force in the community in which we serve. With this educational program, WHK is providing institutions of Northeastern Ohio areas an opportunity to give our citizens an insight into education. What is needed, what is being done and what the future will demand. Techniques, practices and philosophies of education are explored in depth. The rewards are many.

For example, a most recent letter:

43



### "GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in... Chi... Det... SF... LA... & DC. (IT'S WILD)

AND IT'S FROM...



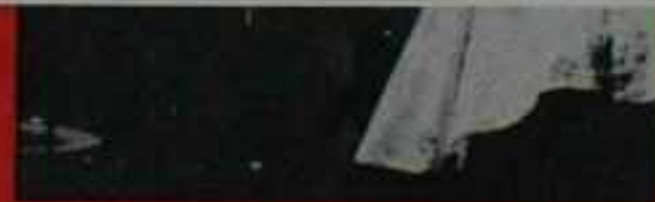
Alb. #7286

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

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CURRENT HIT ALBUM  
DECCA DL-4439, DL-74439 (STEREO)

LENNY DEE	DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
MARTIN DENNY	LIBERTY	JIMMY SMITH	VERVE
PETE FOUNTAIN	CORAL	ART VAN DAMME	COLUMBIA
EDDIE HAZELL	COLUMBIA	SARAH VAUGHAN	MERCURY
LIVING GUITARS	RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
ANDRE KOSTELANETZ	COLUMBIA	GINO MESCOLI	VESUVIUS

P.S.: For free piano solo or vocal version, write:

## DUCHESS MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

1808 WEST END BLDG.  
NASHVILLE, TENN.

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SEE THIS  
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(OVER 100,000,000 UNITS)

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**EDEN ROC** | **AI**

HOTEL, MIAMI BEACH

W.P. Grace & Co., Cryova Div.

"WHK's new series, "Highlights on Education," is, in my opinion, a step forward in programming . . . the type of program WHK is presenting Monday through Friday at 10 p.m. is radio programming at its best. Few stations in this area realize how hungry Clevelanders are for the information and discussion programs. I've already notified a few of my friends of the series and will continue to spread the word. . . ."

There is no reason in the world why education cannot be interesting and stimulate our listeners. Dr. Levenson, superintendent of schools in Cleveland, explained to our educational director James Lowe: "Your task is almost overwhelming, yet, with a true desire and realization of the great good that can be achieved by these programs, you will succeed and you are well on your way."

Dr. Levenson's words are well taken and in the weeks and months ahead our educational programming will explore areas of Adult Education, Mental Health, Law as a Career, Opera Can Be Fun and the World of Space.

The future of radio and educational broadcasting is unlimited!

### Record Libraries, Rumpus Rooms and the Music Business

By Joe Bogart  
Music Director, WMCA, New York



It's inevitable, I suppose, that my 22 years as a musician and in radio have taken me into a good many station music libraries. I've wandered through the typical dusty old basement caverns where every wax cylinder and recording ever turned out is filed—and forgotten. You can run across stacks of Glenn Miller 78's so old and warped that they couldn't safely be spun on the best turntable—even if there were audience demand for them.

I've also seen my share of record roomlets in damp alcoves overlooking alleys or back parking lots, and libraries so small that the station's playlist is restricted to a handful of tunes by sheer limitations of storage space.

And I've seen my quota of "social center" record libraries: cheery, noisy areas, where DJ's congregate to flirt with secretaries, wolf down ham-and-cheese confections, and where record pluggers settle down for prolonged use of the only telephone at their "office away from home."

Now at WMCA, in my own Music Library, we aren't anti-secretary and we have nothing against keeping the corner delicatessen in business. But we happily claim the distinction of being a work center, not a social nook. Our Music Library is an office—not like an insurance broker's, perhaps, but a serious operations area, nonetheless. We enjoy ample storage space,

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but not so much that we're tempted to hoard old disks or hang on to new ones that don't measure up to WMCA's air standards just to keep the cabinets looking full.

We have all the equipment we need to audition the more than 300 records we receive each week. But we're a Music Library, not a hi-fi shop, and so there is no place for elaborate gadgets or stereo speakers.

I don't mean to suggest that drudgery is the tune we whistle while we work. The whistling in our Music Library is done by Program Director Ruth Meyer's pet alto canary, "Scooter." Not only does this lucky bird (named affectionately in honor of our nighttime star, B. Mitchel Reed) have a handsome cage stocked with the very finest of seed and liquid refreshment—but "Scooter" also has full run of our bright, airy main record room, the 13th floor garden terrace overlooking bustling Madison Avenue, and our comfortable outer reception room. He's one happy bird!

My assistant, Frank Costa, and I share "Scooter's" enthusiasm for our quarters. But, perhaps not for quite the same reasons. The facility is equipped with album bins so that key recording artists can be easily classified—and easily found. Abundant space for "Male," "Female," "Group" and "Instrumental" categories is also right at hand. Current singles are stored according to their rankings on WMCA's "Good Guy" survey—and are remembered once a week.

Records that have scored major successes with our audience are, of course, filed for future use as WMCA "oldies" as "Reed Reactivated Flashbacks" or as "tomorrow's memory melodies." Other disks find their way to churches, hospitals and charities where they go on entertaining people and cheering up radio listeners and music lovers.

One copy of everything ever played on the station is held for a reasonable amount of time. Cutouts and out-of-print records are carefully preserved in our Music Library.

Our headquarters is situated close by WMCA's on-the-air studios—a location that makes it especially easy to replace disks that our engineers (who regularly double-check us) have found to be scratched or warped.

Naturally we provide a stomping ground where P.D. Ruth Meyer can alternately prowl, growl and grin and work on our programming problems. WMCA's Music Library strikes a happy medium, I think, between an austere business office and an overly sociable social center. It's a lively place where there's no doubt about our real business—music!

### WIP's Record Library Filing System

By Gert Katzman  
Record Librarian, WIP, Philadelphia

The library of WIP, and most good pop music stations, is becoming more

important these days. The records that conform to the music policy of the station are no longer cast out as their popularity dwindles, but rather have an important place in the library. If they meet our approval, they're swept up in an uncomplicated, orderly system designed to make a place for every record, single or LP.

As WIP record librarian, it's my job to "keep house," pull the ears of personalities who misplace records, talk to promotion men and work closely with the station manager and program director in selecting the music to be featured.

WIP's celebrated music formula is a comfortable blend of the "quality hit record," the promising single and the tasty LP.

#### Singles and LPs

"Singles" are programmed from a master music sheet kept in the library. The weekly stack of new releases is studied carefully and usually provides us with anywhere from 10 to 15 promising singles each week. These records are then added to the master list. At the same time, overworked "singles" are removed from the list. If the "singles" being removed are worthy and well remembered as big sellers or "turntable hits," we formally catalog and file them. If a record has no measure of success, we gracefully file it with the score of unplayable material that eventually finds its way to charitable organizations.

"LPs" are classified in six categories in the WIP library system. (1) New, (2) Regular Play, (3) Catalog, (4) Production, (5) Comedy, (6) Holiday and Religious.

"New LPs" are selected on the basis of good sales potential, performance value and conformity to our music policy. These "LPs" are made available to all personalities for play at any time. Each personality has the responsibility of checking music sheets from preceding shows to make sure album cuts are not repeated. We encourage the personality to expose these new items frequently.

**Regular Play:** These are good quality, standard performances accumulated over three to four year period. "LPs" from the "New" file eventually move into the "regular play" file. Needless to say "regular play" LPs are the bulk of album material programmed by WIP. Each personality is given an individual stack of approximately one hundred "LPs" from the "regular play" file to feature on his show over a period of a week. At the end of each week, the personality swaps stacks. In this way, duplication or over-emphasis of older material, or certain "heavy favorite" LPs is avoided.

**Catalog:** For the most part, this file contains duplicates of both "new" and "regular play" LPs. These are filed in alphabetical order in headings—Male, Female, Group, Instrumental and Jazz.

(Continued on page 68)

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

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Many Thanks, D. J.'s

# Terry STAFFORD

Current Big Single

**"SUSPICION"**

b/w

**"JUDY"**

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and watch for Terry's new album

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to be released soon!

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W.R. Grace & Co., Cryovac Div.

# RECORD SUBSCRIPTION SERVICES

Radio & TV Stations Only

Label and Address	Services	Minimum Releases Per Year	Cost Per Year
<b>ABC-PARAMOUNT</b> 1501 Broadway, New York, N. Y.	Long Play (Mono) Long Play (Stereo)	Min. 50 Min. 50	\$50 \$60
<b>ANGEL RECORDS</b> Hollywood and Vine, Hollywood 28, Calif.	Classical Albums (Mono & Stereo)	Min. 36	\$35
<b>ATLANTIC RECORDING CORP.</b> 1841 Broadway, New York 23, N. Y.	No subscription service available: (On individual basis) Long Play (Mono): \$1.50 each Long Play (Stereo): \$2.00 each		
<b>BRUNSWICK RECORDS</b> 445 Park Ave., New York 22, N. Y.	Singles		\$5.50 per month
<b>CADENCE RECORDS</b> 119 W. 57th, New York 19, N. Y.	No subscription service available: (On individual basis) Long Play (Stereo or Mono): \$1.00		
<b>CAPITOL RECORDS, INC.</b> Hollywood and Vine, Hollywood 28, Calif.	Pop Singles Pop Albums (Mono & Stereo)	All releases 60	\$35 \$45
<b>COLUMBIA RECORDS</b> 799 7th Ave., New York 19, N. Y.	Pop-Jazz (Mono) Classical (Mono) Combination Pop-Jazz & Classical (Mono) Pop-Jazz (Stereo) Classical (Stereo) Combination Pop-Jazz & Classical (Stereo) Latin American (Mono) Pop Single Country & Western Single Combination Pop & Country & Western Single	125 85 210 100 80 180 25 150 100 250	\$100 \$ 68 \$150 \$100 \$ 80 \$160 \$ 20 \$ 45 \$ 30 \$ 75
<b>CORAL RECORDS</b> 445 Park Ave., New York 22, N. Y.	Singles		\$5.50 per month
<b>DECCA DISTRIBUTING CORP.</b> 445 Park Ave., New York 22, N. Y.	Pop Long Play (Mono) Pop Long Play (Stereo) Classical Long Play (Mono) Classical Long Play (Stereo) Combined Classical & Pop Long Play (Mono) Combined Classical & Pop Long Play (Stereo)	60 60 25 25 85 85	\$ 50 \$ 75 \$ 25 \$ 40 \$ 70 \$100
<b>DOT RECORDS</b> 1507 N. Vine St., Hollywood 28, Calif.	No subscription service available: (On individual basis) Album (Mono): \$ .85 Album (Stereo): \$1.00		
<b>GRAND AWARD RECORD CO., INC.</b> 1501 Broadway, New York 36, N. Y.	Popular Classical Spoken Word, Language, Musicals & Specials Entire Service	20 8 5 33	\$ 27 \$ 11 \$ 6.75 \$ 42

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<b>IMPULSE RECORDS</b> (ABC-PARAMOUNT) 1501 Broadway, New York, N. Y.	No subscription service available: (On individual basis) Long Play (Mono or Stereo): \$1.25		
<b>KAPP RECORDS</b> 136 E. 57th, New York 22, N. Y.	No subscription service available: (On individual basis) Mono: \$1.25 Stereo: \$1.50		
<b>LIBERTY RECORDS</b> 6920 Sunset Blvd., Hollywood 28, Calif.	No subscription service available: (On individual basis) Long Play (Stereo or Mono): \$1.00		
<b>LONDON RECORDS, INC.</b> 539 W. 25th St., New York 1, N. Y.	No. 1. Special LP catalog offer: All labels in catalog: \$1 per record (Mono or Stereo) No. 2 Classical (Mono) 36 \$ 30 Classical (Stereo) 36 \$ 30 Pop (Mono) 24 \$ 20 Pop (Stereo) 24 \$ 20		
<b>MERCURY RECORD CORP.</b> 35 East Wacker Drive, Chicago, Ill.	Single (45 RPM) 150 \$ 45 Classic Long Play 24 \$ 18 Popular and Jazz Long Play 48 \$ 36 Stereo Popular and Jazz Long Play 48 \$ 36 Stereo Classical Long Play 24 \$ 18		
<b>MGM RECORDS</b> (Verve and Subsidiary Labels) 1540 Broadway, New York 36, N. Y.	Popular Singles \$ 48 Country and Western Singles \$ 15 Combined Popular & Country and Western Popular & Original Cast Albums (Mono) 50 \$ 50 Popular & Original Cast Albums (Stereo) 50 \$ 50		
<b>MOTOWN</b> 2648 Grand Blvd., Detroit 8, Mich.	No subscription service available: (On individual basis) Mono or Stereo: \$ .60 sample album		
<b>PHILIPS RECORDS</b> 35 East Wacker Drive, Chicago, Ill.	Stereo Popular and Jazz Long Play 30 \$ 22.50 Stereo Classical Long Play 12 \$ 9 Single (45 RPM) 50 \$ 15 Classic Long Play 12 \$ 9 Popular and Jazz Long Play 36 \$ 27		
<b>PRESTIGE RECORDS</b> 203 S. Washington Ave., Bergenfield, N. J.	No subscription service available: (On individual basis) Mono or Stereo: \$1.25 per album		
<b>RCA VICTOR</b> 155 E. 24th St., New York 10, N. Y.	Pop (Mono) 125 \$ 75 Pop (Stereo) 40 \$ 40 Red Seal (Stereo) (Basic LP's) 60 (New Releases) 40 \$100 Red Seal (Mono) (Basic LP's) 100 (New Releases) 25 \$85 per 6 months		
<b>REPRISE RECORDS</b> 1347 Cahuenga Blvd., Hollywood 28, Calif.	Albums (Stereo & Mono) 60 Min. \$ 60		
<b>RIVERSIDE RECORDS</b> 235 W. 46th, New York, N. Y.	No subscription service available: (On individual basis) Album: \$1.25		
<b>ROULETTE RECORDS</b> 1631 Broadway, New York 19, N. Y.	Long Plays 75 \$ 50		
<b>VANGUARD RECORDS</b> 154 W. 14th, New York, N. Y.	No subscription service available: (On individual basis) Mono: \$1.00 Stereo: \$1.50		
<b>VEE JAY RECORDS</b> 1449 South Michigan Ave., Chicago 5, Ill.	No subscription service available: (On individual basis) Entire catalogue and new releases at \$ .75 per album		
<b>WARNER BROS.</b> 4000 Warner Blvd., Burbank, Calif.	No subscription service available: (On individual basis) Album (Mono): \$1.00 Album (Stereo): \$1.50		

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203 South Washington Avenue  
Bergenfield, New Jersey

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# PROGRAMMING SERVICES guide

AT THE  
**NAI**  
**SHO**

SEE THE  
**COMPLET**

OF AUTOMATIC AND SE  
ALBUM OVERWRAPPIN  
IN OPERATION. FEAT

**CRYOVA**

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NOW IN USE THRO

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(OVER 100,000,000 UNITS)

SEE THE

**CRYOVA**

**EXHIB**

ROOM NO. 4

TV LOUN

**EDEN ROC | A**

HOTEL, MIAMI BEACH | A

W.P. Grant & Co., Cryovac Div.

## American Foundation for the Blind Department of Public Education

15 W. 16th St., New York 11, N. Y.

**PROGRAMS AND TALK VIGNETTES:** Public information program on many aspects of the subject of blindness: "Man With a Question" 13-13½ min. tapes; "Torchbearers" 13-13½ min. tapes; "A Quartet" 4-28-30 minute tapes; "Manpower" 39-4:30 shows; "More Manpower" 39-9:30 shows; "Still More Manpower" 26-9:30 minute shows; "Manpower Series TV" 26-9:30 shows. Price for the above mentioned: free loan (station pays return postage). **OTHER SPECIAL PACKAGES:** Two series on blindness, produced by colleges through their radio departments: Series #1-18 27:30 shows. Series #2-15 shows: 13-27:30, and 2-14 minute shows. Price: free loan (station pays return postage).

## Bosch Radio and TV Productions

17 E. 45th St., New York 17, N. Y.

**MUSICAL PRODUCTION AIDS:** Custom jingles only. **PROGRAMS AND TALK VIGNETTES:** "It Takes a Woman"; heartwarming stories of the "average woman"; "Fact of Fantasy"; stories of mental and psychic phenomena; "Your Handwriting is You"; handwriting analysis by an acknowledged expert—52 one minute vignettes. The price of the above programs is given upon request.

## Robert Best & Associates

5801 Peabody St., Hyattsville, N. H.

**MUSICAL PRODUCTION AIDS:** Producer of tape commercials; producer of live and taped TV programs; radio jingles on tape, live TV or radio network spot shows on a regional or national basis. These programs are mostly sports attractions. Price for TV tape is on minute basis except for jingles which are at subscription price. Barter available.

**PROGRAMS AND TALK VIGNETTES:** Sports programs only on a local or regional basis: baseball, football and basketball. Price is per spot and flat fee. Other special packages include: publicity, public relations and promotions, consultants on management, personnel, and other phases of radio and TV. Price on consultation or flat fee.

## Broadcasting Foundation of America

10 Columbus Circle, New York 19, N. Y.

**PROGRAMS AND TALK VIGNETTES:** Spoken Word Programs: "Foreign Press Review"; 12 quarter hour programs available weekly via airmail; the series is distinctive in its impartial presentation of views held by the foreign press; "International Almanac"; a weekly 25 minute adventure in sound, featuring semitropical cultural and human-interest events; "Flashback in History"; a weekly quarter hour program produced in cooperation with broadcasting systems of more than 20 countries. Dramatized in English, each program re-creates a great moment; "Call From London"; a weekly quarter hour news report from Britain. Correspondents of the British Broadcasting Corporation provide background and analyses of world events through interviews and on the spot reports. These topical programs are available by air mail; "Panorama of the Lively Arts"; a weekly 25 minute survey of theater, music, painting, sculpture, architecture, and design. Direct reports and interviews from the world's cultural centers; "International Science and Technology Report"; a weekly 25 minute report to the layman on scientific developments abroad; "International Book Review and Literary Report"; a weekly 25 minute preview of books just published abroad. Spoken Word programming is available at \$1 per program on a tape return basis.

**MUSIC FESTIVALS:** BFA distributes a wealth of musical programming. A new musical series emanating from one of 30 countries around the world is released for broadcast every week. This musical programming embraces complete recordings of orchestral, chamber, and choral concerts, lieder recitals, and operas performed at the major music festivals of Europe. "Musical Programs"; world-renowned artists, conductors and orchestras are featured in outstanding performances of the world's classical and contemporary repertoire of serious

music. "Folk Music"; in addition to the magnificent range of festival recordings, BFA also provides folk music series from the far corners of the world. "History of Music"; a series of radio documentaries from Nigeria, Belgium, China, Poland etc.; each program a stimulating survey of musical history in a particular country. Musical programming cost is \$2.50 per program and tapes remain the property of the station. Membership in BFA also available at \$100.

## Broadcast Productions, Inc.

Time Life Bldg., New York 20, N. Y.

**MUSICAL PRODUCTION AIDS:** "The Brilliants" 24 Station IDs and Promos; augmented orchestra with full instrumentation; outstanding IDs for "good music" stations featuring one of the biggest sounds in radio; "The Upbeats"; 10 station IDs and Promos in bright toe-tapping tempo; featuring bright tuneful orchestra of 20 or more instruments; over 100 separate 60 second musical arrangements; "The Big Beats"; 10 authentic rock and roll IDs and Promos; "The Budget Series"; big band musical commercials at budget price; "The Images"; musical commercials, fully orchestrated, top singing group; "The Downtown Stopper"; promoting the downtown association; "Dress for the Weather"; all varieties of forecasts. Prices range from \$100 to \$3,995.

**PROGRAMS AND TALK VIGNETTES:** "Whodunnit?"; five separate series of half hour mystery shows including "Shadow of Fate", "Adventure Into Fear", "The Big Squeeze", "Headquarters Man", and "I Set in Judgment"; "On This Day"; almanac series; three events per day—565 days; 60 seconds. Price based on card rate.

## Commercial Recording Corp.

P. O. Box 6726, Dallas 19, Tex.

**MUSICAL PRODUCTION AIDS:** A complete line of station ID and promotional jingles, plus commercial jingles.

## Creative Services, Inc.

75 E. Wacker Dr., Chicago 1, Ill.

**PROGRAMS AND TALK VIGNETTES:** "Dottie Frye, Your Dear Friend"; advice to the lovers—40 sec. capsules and 5 minute shows—104 weeks; "Red Day—Bowling Today"; bowling tips, 30 sec. capsules—260 capsules—26 weeks; "Guidance Message in the Stars"; daily horoscope—30 sec. capsules—4,380 capsules—52 weeks; "Jonathan Price, Family Advice"; family advice—40 sec. capsules—840 capsules—42 weeks; "Angus McKee, Something Free"; items available to listeners free—50 sec. capsules—260 capsules—26 weeks. Price is average \$10 per feature per week. Multi-feature package rates on request.

**OTHER SPECIAL PACKAGES:** "Variety Time"; potpourri of comedy and service capsules, 60 to 90 sec. capsules—120 capsules—26 weeks. Price, \$10 per week.

## Dominion Broadcasting Co.

12 Shuter St., Toronto, Ont., Can.

**PROGRAMS AND TALK VIGNETTES:** "Heroes of Hockey"; 160 1-minute biographical quizzes on hockey stars of past and present; "Skipper Tips"; 160 1-minute boating talks devoted to Canadian Marine Law; "Watchword"; 160 5-minute exposes of rackets perpetrated on unsuspecting housewives—integrated commercials; "No Place Like Home"; unlimited number of 15-minute programs of semi-religious music and inspirational readings—integrated commercials (IP's available). Price for the above based on coverage and rate card.

**OTHER SPECIAL PACKAGES:** "It's Santa Claus"; 26 10-minute dramatized programs produced on the theme of the traditional Christmas legend, with provisions for integrated commercial. Price based on coverage and rate card.

## Joe Feagins Productions

104 East 30th St., New York 16, N. Y.

**MUSICAL PRODUCTION AIDS:** Creator and producer of radio-TV live-tape programs, documentary and transcribed features; commercials; background music; copy, complete recording and production facilities and creative staff; special music for radio, TV and movies; musical jingles.

## Jimmie Fidler in Hollywood, Inc.

P. O. Box 650, North Hollywood, Calif.

**PROGRAM AND TALK VIGNETTES:** Daily quarter-hour Hollywood news and daily one-minute news flashes (10 a day). Taped. The Fidler organization offers bonuses (AMPEX, MACARTA, CONCERTONE) to stations that sign two-year firm contracts. Total cost of Fidler services plus bonus tape recorder is approximately the same as cost of recorder alone, bought retail. Fidler now syndicated to 296 radio stations in the United States, Canada and other English-speaking areas. Price basis: Minimum \$11 per week, based on population covered.

## Charles Fuller Productions

3015 Granada St., Tampa 9, Fla.

**PROGRAMS:** Musical and entertainment programs 15 to 30 minutes.

## Fireside Productions

10 Wildwood Lane, Roslyn Heights, N. Y.

**PROGRAMS AND TALK VIGNETTES:** "The Handy Man"; 154 vignettes featuring Jack Creamer, helpful and unusual tips for the homemaker presented in a light, breezy style. Price is \$165 up to \$1,000 for one year's use. Price based on market rank of city in which station is located.

**OTHER SPECIAL PACKAGES:** "Adventure Into Fear"; 52 programs—off beat, scary, mysterious; "Shadow of Fate"; 52 programs—esp. supernatural "Twilight Zone" type. Prices based on market ranking by population.

## GBA Productions, Gallucci Brothers & Associates

3129 Hewitt Ave., Louisville 20, Ky.

**MUSICAL PRODUCTION AIDS:** America's largest radio special feature sales organization. Now in our 18th consecutive year.

**PROGRAMS AND TALK VIGNETTES:** "Save a Life Crusade"; Series on home-farm highway safety; "Going Forward With Community." Price: open.

## Connie B. Gay Broadcasting Corp.

Friendship Station, Washington 16, D. C.

**PROGRAMS:** Country music radio and TV productions.

## Harry S. Goodman Productions, Inc.

19 E. 53rd St., New York 22, N. Y.

**PROGRAMS:** Transcribed radio programs from 1 minute to 1 hour.

## Ed Graham Productions, Inc.

516 5th Ave., New York 36, N. Y.

**PROGRAMS AND TALK VIGNETTES:** Our firm is a radio-TV firm. We do both live and animated commercials, plus entertainment films.

## Guido Evangelistic Association, Inc.

Metter, Georgia, 30439

**PROGRAMS AND VIGNETTES:** "The Sower"; The Gospel Broadcast that's different and refreshing; inspirational studies on books of the Bible; 14:30 minutes; the talks average from 5 to 6 minutes; the rest of the time is the best of recorded religious music; tapes are produced and duplicated on Ampex recorders, model 351; "The Sower" is provided without cost, furnishing the stations with an interdenominational broadcast; no plea is made for money and nothing is sold; there is no high pressure; "The Sower" is a network quality program consisting of an impressive introduction; two choice hymns; 6-minute meditation and climactic close; the music is recorded.

## Hardman Associates, Inc.

213 Smithfield St., Pittsburgh, Pa., 15222

**MUSICAL PRODUCTION AIDS:** Producer of commercial jingles. Will tailor-make station musical aids to order. Price basis is negotiable. No barter available.

(Continued on page 50)

Billboard 1964 Radio Programming Guide • April 11, 1964

## COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

©COLUMBIA-MARCAIS REG. PRINTED IN U.S.A.

Her impact  
in Israel is "incredible!"  
See her  
hit here  
on

**RCA VICTOR**

The most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

Pastor de Jesus, Constancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-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

Guenter Brabbee signed contracts with Cliff Richard and The Shadows for a one-night handstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U. S. country and western music will be interpreted for the first time over

Mitch Murray visited Belfast to hear the Miami Showband for whom he intends to pen a number. . . . Tony Boland hosted a reception to launch his new exploitation—disk producing firm, Tempo Productions. . . . Pye's second Top 6 EP, which coincidentally used cover versions of only EMI hits this month, seems set to hit the chart. . . . Second single by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Foolin' Time" continues to hold a high chart position. . . . Irish Record Factors, Ltd., issued track album of "The Cardinal," which will open for a season at Dublin's Metropole Easter Sunday. . . . Dickie Rock and Butch Moore did guest

will give several concerts in May in West Germany. . . . For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. . . . The popular French singer Sylvie Vartan made her first German recording titles for RCA in Berlin. . . . Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

—CHRISTIAN TOERSLEFF

ADVERTISING IN  
BUSINESS PAPERS  
MEANS BUSINESS



“who, what, when, why, where, how?”

The answers to any or all of these questions about Mark Century's newest programming service is Festival Radio, a programming pageant.

Festival Radio contains entertainment, drama, music (both production and commercial), sports, contests, commercials, and comedy. And each Festival segment is a complete unit that plays and pays for itself in entertainment and sponsorship. And much, much more.

Any one of these segments can be joined to another, to put together a show of virtually any desired length. Right now, it's Festival time...for your station.

**Festival**  
RADIO



156 leading stations in the U.S.A., Canada and Australia have found that "RADIO A LA CARTE" increases audiences and adds sponsors so rapidly that it pays for its total cost in the first few months. A rather tasty combination.

*Radio à la Carte*



\*The newest idea in Station ID's Potpourri Programming is a sensational selection of:

1. station signature packages
2. special music
3. commercials to order

Temptingly tailored to meet the most temperamental tastes and neediest needs of all broadcasters.

**POTPOURRI PROGRAMMING AIDS**



"GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in... Chi... Del... SF... LA... & DC. (IT'S WILD)

AND IT'S FROM...



Alb. #7286

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

**PRESTIGE RECORDS**

203 South Washington Avenue  
Bergenfield, New Jersey

RTS . . . NO  
NO BUBBLING  
ST RECORDS  
WEEKS  
'SETTE'  
S THIELEMANS

Ask Milt Herson, Marv Kempner, Herb Berman, Fred Winton, Ellis Agee or Frank Beck about any or all of these full color radio spectaculars at the

**MARK CENTURY CORPORATION**

suite 918-A at the Conrad-Hilton.

Mark Century Corporation 6 W. 57th St. New York 19, N.Y. CI 5-3741

April 11, 1964 • Billboard 1964 Radio Programming Guide

49

1808 WEST END BLDG.  
NASHVILLE, TENN.

31599



CURRENT HIT ALBUM:  
DECCA DL-4439, DL-74439 (STEREO)

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LENNY DEVETO	DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
MARTIN DENNY	LIBERTY	JIMMY SMITH	VERVE
PETE FOUNTAIN	CORAL	ART VAN DAMME	COLUMBIA
EDDIE HAZELL	COLUMBIA	SARAH VAUGHAN	MERCURY
LIVING GUITARS	RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
ANDRE KOSTELANETZ	COLUMBIA	GINO MESCOLI	VESUVIUS

**P.S.: For free piano solo or vocal version, write:**

**DUCHESS MUSIC CORPORATION**  
322 W. 48th STREET NEW YORK, N. Y. 10036



AT THE  
**NATURAL SHOW**  
SEE THE  
COMPLETE  
OF AUTOMATIC AND SE  
ALBUM OVERWRAPPING  
IN OPERATION, FEAT  
**CRYOVA**  
AND THE ALL NEW CO  
SEE THIS  
**FAMOUS M**  
NOW IN USE THRO  
THE INDUSTRY  
**OVERWRAP**  
LP ALBU  
(OVER 100,000,000 UNITS)  
SEE THE  
**CRYOVA**  
**EXHIBIT**  
ROOM NO. 4  
TV LOUNGE  
**EDEN ROCCO**  
HOTEL MIAMI BEACH  
W.F. Grace & Co., Cryovac Div.

**PROGRAMS AND TALK VIGNETTES:** "Laffarama" humorous drop-ins and "character" bits for personality deejay shows; gag commercials, gag documentaries, vignettes, etc.; all routine up to one minute in length; 26-week contract—208 bits. "The Other Side of the World of Sports": little known, inside sports stories by Nick Perry, well-known sportscaster; 3 minutes for one 60", five days a week. "Marilyn Ferguson's Journal": a woman's program, interviews, household hints, books, recipes—all the world of women; 11 minutes, opening for 3-60's, with opening and closing 30's, five days a week. "Have You Ever Wondered?": informative featurette, answering 10,000 "why do we..." questions; 3 minutes, opening for one 60", five days a week. "Money Talks": featurette by and about the world of coin collectors, interesting to all; 3 minutes, opening for one 60", five days a week. "Lucky Girl": far-out bit for late-night programming to the hippies; 3 minutes, planned for 2 or 3 exposures a week. Price basis is on market size for all above.

**OTHER SPECIAL PACKAGES:** One liners, humorous public service spots, tailor-made record intros, station or deejay promos and ID's.

**"The Hour of the Crucified"**  
Radio Program

1089 Elm St., West Springfield, Mass.  
**PROGRAMS AND TALK VIGNETTES:** Half hour taped religious program. Combination of music (all professionally recorded by our own staff of finest choral groups in the United States, Canada and Europe). Weekly production, gratis to stations willing to air program.

**Ideas Ink**

P. O. Box 53332, New Orleans, La.  
**PROGRAMS AND TALK VIGNETTES:** Recorded humorous promotion material for disk jockey and/or station, grouped in series according to style and type (individually the promos run approximately 20 to 30 seconds in length, with from 25 to 50 in a series). Ten series available. Price is by series and market size.

**OTHER SPECIAL PACKAGES:** "Why Not Be Funny": Joke service—short bits of humor written exclusively for use on radio. Available on a subscription basis. Mailed weekly. Price pro rated according to market size.

**Inter-Continental Broadcast Media**

236 W. 55th St., New York 19, N. Y.  
**MUSICAL PRODUCTION AIDS:** "Custom Created Singing Commercials for Broadcast Clients." "Custom Created Animation plus singing commercial for TV." "Custom Created Station Breaks." "Young Ideas"; broad package—general and formula—basic theme—68 units plus full-length instrumental and song of the city. "Tiger Radio"; automated package—"Top 40"—includes complete automated time and temperature spots—1,111 units. "Wow"; male octet package, good, strong, virile package for "middle of the road" programming—nine vocals, 11 instrumentals. "Wew"; male 10-voice choir, a capella (good music)—10 units. Price for the above listed is from \$800 to \$12,000, depending on package and market size. No barter available.

**PROGRAMS AND TALK VIGNETTES:** "Car Care," "Sports Special," "Great Outdoors," "Camera Club," "Health Hints," "Do-It-Yourself," "Kitchen Korner." All programettes have musical intros and close, plus center slot for local commercial or public service message. Promotional posters available for each series. Each series lasts one minute and there are 130 of each series available. The price ranges from \$250 to \$350 per series depending on market size.

**International Good Music, Inc.**

1610 Home Road, P. O. Box 943, Bellingham, Wash.  
**PRODUCTS:** "IGM Simplimation" (automation equipment), "Heritage" programming, "Premier" programming, "Sovereign" programming.

**Riley Jackson Productions**

932 N. La Brea Ave., Hollywood 38, Calif.  
**MUSICAL PRODUCTION AIDS:** Custom jingles created and produced on request.

**Jewell Radio and Television Productions**

612 N. Michigan Ave., Chicago 11, Ill.  
**PROGRAMMING & JINGLES:** Produce commercial tunes, spots and jingles, transcribed programs and series; writing, directing, musical arrangements, casting, etc.

**Jingle Fabrications, Inc.**

422 A Broadway, Nashville, Tenn.  
**MUSICAL PRODUCTION AIDS:** "Station Promo Economy Jingle Package": cross between "Top 40" and

50

General categories; 15 specific jingles (news, sports, etc.) and 15 general music news jingles. "My Hometown" jingle extra at double rate; 7" tape or 33 1/3 sample available. Price: 25 per cent with order; 25 per cent, 30 days (approx. completion time); 25 per cent next 30 days; 25 per cent next 30 days (total 90-day period). No barter available.

**Kay-Tee Productions, Inc.**

5035 Brookfield Lane, Clarence, N. Y.  
**PROGRAMS AND TALK VIGNETTES:** "Don Carter's Bowling Tips": 130 one-minute tips on bowling. "Mystery Moment": 156 dramatized mysteries, one minute long. (Note: solutions are cued paused so that commercials can be inserted). Price on inquiry.  
**OTHER SPECIAL PACKAGES:** "Money Makers": a capsule library containing Production Aids: off-beat one-liner comments by character-type voice and electronic sound effects. Plus vignettes: "Thought for the Day," "Fascinating Facts" about 800 cuts total. Price on inquiry.

**Stacy Keach Productions**

12240 Ventura Blvd., Studio City, Calif.  
**MUSICAL PRODUCTION AIDS:** Jingles and humorous singing commercials.

**PROGRAMS AND TALK VIGNETTES:** "The Living Constitution of the United States": 39:10 record. "Your Living Bill of Rights as interpreted by the U. S. Supreme Court": 42-minute record. "Speed Reading Made Easy": 30-minute record. Prices: \$5.95 each.

**Klein/Barzman**

706 N. La Cienga Blvd., Los Angeles 69, Calif.  
**MUSICAL PRODUCTION AIDS:** Jingles are included in our radio-TV promotion and advertising services. We create and produce, on commission, all-media campaigns for individual radio and TV stations, groups and networks. This is not a syndicated service, but rather custom creation and production of radio and TV on-air material, print, billboards, trade advertising, direct mail, etc. No price list available. Individual negotiation.

**William L. Klein Productions**

301 E. Erie St., Chicago 11, Ill.  
**SERVICES:** Musical jingles, spot announcements, custom transcribed programs, complete creative and production services.

**Lang-Worth Feature Programs, Inc.**

Hempstead, L. I., N. Y.  
**MUSICAL PRODUCTION AIDS:** Instant production spots for you and your advertiser. Build production spot fast in keeping with the immediacy of radio! Produce quality spots for that phoned-in order that starts "this afternoon." Complete sales promotion for "downtown," shopping centers and other retail operations. Station image packages that may include custom work for any music format. A monthly calendar-keyed sales meeting plan of new productions and selling ideas to spark your personnel to higher levels of effectiveness.

**Magne-Tronics, Inc.**

850 Third Ave., New York 22, N. Y.  
**SERVICES:** Background music for FM Multiplex.

**Mark Century Corp.**

6 W. 57th St., New York 19, N. Y.  
**MUSICAL PRODUCTION AIDS:** "Radio à la Carte": general pkg. for all formats. "Citation": general. "Telstar": general. "Sound of Beautiful Music": "good music format." "Coronet": general. "Wamo": top 40. Price basis according to market and size. No barter available.

**OTHER SPECIAL PACKAGES:** "Sound of Las Vegas": new production package. Price basis according to size and market.

**Mars Broadcasting, Inc.**

575 Hope St., Stamford, Conn.  
**PROGRAMS:** "Dick Clark Radio Show" (2 hours daily); "May I Quote You" Hy Gardner—one minute audio quotes from celebrities; "Today's Saint," daily 3- to 5-minute narratives on Christianity's greatest men and women. Currently producing all new dramatic "soap operas" for radio.

**MUSICAL PRODUCTION AIDS:** "Demand Radio"—complete 24-hour-per-day station format including new production material constantly. All programming supplied except time, temperature and news.

**OTHER SPECIAL PACKAGES:** "Funtests," 10 humorous contests per month based on pop music. "Starfests," 15 contests by record performers. "Scrambled Sing Alongs," 10 scrambled songs—each a contest. "Promotion of the Month," complete customized contest series, major station promotion on tape. "Newstests," contest series, new each month based on people in the news delivered custom-produced on tape. Series uses actuality news recordings.

**Charles Michelson, Inc.**

45 W. 45th St., New York 36, N. Y.  
**PROGRAMS AND TALK VIGNETTES:** "The Shadow": Lamont Cranston and Margo Lane; 52 tapes available. "The Clock": whodunit show, live and transcribed on ABC network; 52 ET's available. "The Lives of Harry Lime": series based on the "Third Man" movie stars Orson Wells as Harry Lime; 52 ET's available. "Sherlock Holmes": stars Sir John Gielgud as Sherlock Holmes and Sir Ralph Richardson as Dr. Watson; 15 tapes available. "The Sealed Book": human interest series formerly on CBS; 26 tapes available. "The Avenger": "Crime Doesn't Pay" series; 26 ET's available. "Famous Jury Trials": dramatized from court files of the world; 52 tapes and ET's available. "Dangerous Assignment": adventure series with different foreign locale each week; 52 ET's available. "Stand By for Crime": drama of radio station news editor who follows up crime stories in the news; 52 ET's available. "Medical File": true medical case histories dramatized from famous and puzzling incidents; 52 tapes and ET's available. "The Hidden Truth": stories taken from the files of Leonard Keeler, inventor of the lie detector; 52 ET's available. "Night Beat": stories dealing with a newspaper crime reporter and his uncanny ability to solve perplexing crimes singlehandedly; 52 ET's available. "Verdict": stories taken from court files, similar to today's courtroom dramas on TV; 52 ET's available. All the above listed programs run for 30:00 and their cost is quoted upon request.

**M-J Productions**

2899 Templeton Rd., Columbus 9, Ohio  
**MUSICAL PRODUCTION AIDS:** Musical commercials produced on special order. Radio Spots produced on special order. Prices quoted on request. No barter available.

**PROGRAMS AND TALK VIGNETTES:** "The Two of US": 30 (ready) 3-minute 20-second programs. More in production. Features Bettye-Jo and Bob with primary appeal to homemaker. No recipes. Can be scheduled as separate program or within a larger program. The price is quoted upon request.

**THE SPECIAL PACKAGES:** "Holiday Magic" (Christmas Program), features Bettye-Jo and Bob with legends, customs and music of the season. The length: 10 minutes. Number available: minimum 14, maximum 16. The price is quoted upon request.

**M.L.H. Enterprises**

P. O. Box 99, Amboy, Ill.  
**PROGRAMS:** Taped country and sacred music shows.

**M.L.H. Enterprises, Inc.**

P. O. Box 35, Topeka, Kan.  
**PROGRAM AND TALK VIGNETTES:** "Country Music Scene": takes listeners behind scenes of c.&w. and is based on our syndicated newspaper column; 15 minutes per show with unlimited number available. Free to all stations; one station per market.

**OTHER SPECIAL PACKAGES:** "Country Corner": c.&w. in general, discussion, releases and special guests; 30 minutes, unlimited in number. "Abide With Me": sacred music; 30 minutes with unlimited number available. Prices given upon request.

**The National Council, Episcopal Church Center**

815 Second Ave., New York 17, N. Y.

**PROGRAMS FOR RADIO:** "The Search": an award-winning dramatic series hosted by Robert Young and featuring leading entertainment stars—a series of 52 15-minute programs (on tape). "Viewpoint": 52 15-minute revealing interviews with outstanding figures in various fields, moderated by The Rev. Dana F. Kennedy (on tape). "The Finders": 13 15-minute informal chats by Canon Green with people of varied social and racial backgrounds regarding their spiritual struggle (on tape). "Canterbury Hour": 52 15-minute devotional programs featuring outstanding sermons of leading clergy and the superior choral arrangements of the Church Radio Choir (on tape). This program is designed for use on a specific Sunday, according to the church calendar. "Trinity Series": 52 30-minute devotional programs similar to the "Canterbury Hour" (on tape). This program is designed for use on a specific Sunday, according to the church calendar. "The Good Life": 52 15-minute interviews moderated by Jane Martin which examines issues of the day as they affect woman and the family (on tape). "One More Step": 13 15-minute dramatic problems probing a wide range of social problems (on tape), hosted by Raymond Massey. "In Our Day": 30 5-minute interviews featuring leading personalities in frank discussion of problems of the day (set of 5 disks). "Sermons by Priests": eight 3- to 5-minute sermons on Meaning of Life, Fear of Death, How to Pray, Frustration, Envy, The Church, Agnosticism, Fear (on disks). "Music of the Church": hymns for all seasons of the church year, sung by Trinity Church radio choir (set of 3 disks). "A Thought for Today": 26 1-minute thought-provoking meditations featuring leading clergy (on disk). "Moments of Inspiration": 26 1-minute devotional spots featuring Bill Shipley (on disk). "A Faith to Live By": 22 inspirational spot

Billboard 1964 Radio Programming Guide • April 11, 1964

**COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019**

\*Bill Gavin Record Survey, January 1964

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Her impact in Israel is "incredible"! See her hit here on

**RCA VICTOR**

The most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

Pastor de Jesus, Constancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-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

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CHRISTIAN TOERSLEFF

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS



announcements featuring Bill Shipley (on disk). Special programs are available during Christmas and Easter season.

plays throughout United States, Canada, Australia and other English-speaking countries. Price on per book basis.

**Navin Brothers Projects**

9325 Beacon St., Cleveland 5, Ohio  
**PROGRAMS:** Syndicated radio programs featuring impersonations; promotion tapes for broadcast.

**North American Radio Alliance (NANA)**

76 Ninth Ave., New York, N. Y.  
**PROGRAMS:** Radio dramas in modern-day versions. Six new series—"Pepper Young's Family," "Arch Obeler's Plays," "Big Sister," "The Fat Man," "Hollywood Talking," with Army Archard, and "Dear Dorothy Dix."

**Harry O'Connor Associates, Inc.**

211 N. Ervay Building, Suite 1120, Dallas 1, Tex.  
**MUSICAL PRODUCTION AIDS:** "The Sound of the City": custom station identification community promotion material, written and recorded for each station individually. Identification concept is use of thematic musical figure keyed to call letters of station. Written and directed by the Johnny Mann Singers. "Hootenanny": station promotion jingles. Price for the above listed: determined by amount of material produced. No barter available.  
**PROGRAMS AND TALK VIGNETTES:** "The Bob and Ray Comedy Library": 300 to 800 vignettes, average length 3 minutes each. "The Mel Blanc Comedy Library": 1,500 or more comedy bits, ranging from one-liners to 30-second situations, monthly service of new material to each station. "Personality Showtime": major name artists emceeing one-hour disk jockey shows. Prices for the above listed: based on market size, extent of service.

**Orben Publications**

3536 Daniel Crescent, Baldwin Harbor, N. Y.  
**PROGRAMS AND TALK VIGNETTES:** Orben's "Current Comedy": a monthly topical comedy service featuring a section called "Deejay Laughs" each issue. Comment on hit records, recording personalities, etc. Price: 1 year (domestic and Canada), \$25; 1 year (foreign 1st class), \$27; 1 year (Europe airmail), \$33; 1 year (Africa, Asia and Pacific area airmail), \$36. "Orben Comedy Series": 38 books of professional comedy material used by some 1,000 de-

**Ben Palien Promotions**

71 Elm St., Wendel, Pa.  
**PROGRAMS:** Country-western and polka tapes.

**PAMS Productions**

4141 Office Parkway, Central Park Palace, Dallas 4, Tex.  
**MUSICAL PRODUCTION AIDS:** Recorded radio production jingles for all size stations. Numerous and varied packages available. Specializing in custom-tailored radio-TV promotions and productions.

**Pepper Sound Studios, Inc.**

2076 Union Ave., Memphis 4, Tenn.  
**MUSICAL PRODUCTION AIDS:** "Top Popper": two versions available, white or colored; "CSS ID's": short identifications for all stations; "M Series": all stations; "Town & Country and Country & Western": sing along; "B Series": all stations; "N Series": tune teasers, all stations; "K Series": all stations; "G Series": two packages available, white or colored; "O Series": all stations; "Big Image": all stations; "C Series": TV stations; "Wonderful Music": album stations; "Action Radio": all stations; "Variety Fair": all stations; "Hootenanny": "Top 40"; "Gentle Sound": album stations.  
**PRICE BASIS:** depending on size of market; barter available.  
**OTHER SPECIAL PACKAGES:** "Creative Sales Service": library package for all stations; "Image 10 Package": commercial images for all stations. Price: depending on size of market; barter available.

**Programatic Broadcasting Service**

229 Park Ave. South, New York 3, N. Y.  
**MUSICAL PRODUCTION AIDS:** Associated Program Service (APS): moods, snappers, bridges, weather spots, lead-ins, fanfares, modulations. About 600 cuts. Price basis on size of market. No barter available.  
**PROGRAMS AND TALK VIGNETTES:** Ovation Music Service: 18 reels, each 8 hours in length, available with automated equipment, supplied under contract every 36 days. Price basis on size of market.  
**SERVICES:** Automated programming (including equipment rental).

**Radio and TV Roundup Productions**  
 111 Maplewood Ave., Maplewood, N. J.

**PROGRAMS AND TALK VIGNETTES:** "Inside Fashion," "Radio USA," "Science & News 1963," "Farm Digest," "Medical Press Conference," "Around the World," and "And in Our Day." These are 5-minute-and-under series. The programs are supplied gratis to stations courtesy of our clients. All programs and features comply with FCC regulations and can be broadcast as public service or inserted into commercial program. Programs and features are serviced on weekly, biweekly or monthly basis to "Top 40," "good music," general and Negro market stations.

**OTHER SPECIAL PACKAGES:** We also service features on "Safe Driving," "Safe Boating" and "Fire Prevention." We also from time to time supply 5 to 15-minute interviews with recording artists, pop, rock n' roll, and country and western and jazz. At present we service 600 radio stations in the U. S. A., Puerto Rico, Virgin Islands, Canada, Mexico with programs and features. There is no charge to stations. We do have openings for clients who are interested in national coverage on the basis of good will public relations via radio programming.

There are two free 15-minute TV productions currently available in color. "Birth of a Swimming Pool," with Buster Crabbe, and "Small Boats Are Safe," produced in co-operation with the U. S. Coast Guard Auxiliary. These are free to interested TV stations that colorcast.

**RadiOzark Enterprises**

Radio-TV Building, Springfield, Mo.  
**PROGRAMS AND TALK VIGNETTES:** "Tennessee Ernie Ford Show" (260 quarter hours) and "Red Foley Show" (156 quarter hours): musical variety. "Strangest of All" (260 5-minute shows): presentation of stories from the "Storehouse of the Incredible" of author Frank Edwards, the odd, the unusual, the unexplainable. The three above programs' prices quoted on request.

**Rai Corporation Italian, Radio TV System**

717 Fifth Ave., New York 22, N. Y.  
**SERVICES:** Italian radio tape recordings of classical music and opera.

(Continued on page 52)



**"GREASE MONKEY"**

by Brother Jack McDuff

45-299

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AND IT'S FROM...



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April 11, 1964 • Billboard 1964 Radio Programming Guide



51

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VICTOR	GLENN MILLER/BENEKE	CAPITOL
LIBERTY	PETER NERO	RCA VICTOR
DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MESCOLI	VESUVIUS

P.S.: For free piano solo or vocal version, write:

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NEW YORK, N. Y. 10036

1808 WEST END BLDG. NASHVILLE, TENN.

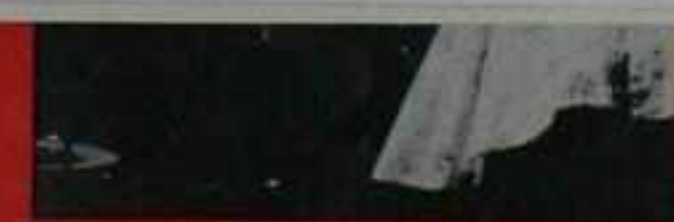
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CURRENT HIT ALBUM: DECCA DL-4439, DL-74439 (STEREO)

LENNY DEE	DECCA
MARTIN DENNY	LIBERTY
PETE FOUNTAIN	CORAL
EDDIE HAZELL	COLUMBIA
LIVING GUITARS	RCA CAMDEN
ANDRE KOSTELANETZ	COLUMBIA



• *Continued from page 51*

**Record Source, International**

165 W. 46th St., New York 36, N. Y.

**SERVICES:** Provide singles (weekly) and LP albums (monthly), on a subscription basis, to radio stations.

**Bob Reichenbach Co.**

44 Brannon St., San Francisco, Calif.

**PROGRAMS AND TALK VIGNETTES:** "Accent West": 3-minute (approx.) interviews with personalities in entertainment, sports and musical world; also people with unusual occupations (unlimited); 25 to 50 per cent of actual time cost. "Bells on Blackstone": 3 1/2-minute stories derived from amusing and unusual legal actions; some current, some historical, narrated by "plaintiff lawyer" par excellence, Mr. Mel Belli; (65 now available; all new); 25 to 50 per cent of actual time cost. "Along the Trail with 'Pappy' Cheshire": 3 1/2-minute stories of the Old West, tellingly narrated by a master yarn-spinner, "Pappy" Cheshire, truly the "grand old man of radio" (130 episodes); 25 to 50 per cent of actual time cost. "Stand By for Crime": 30-minute mystery-adventure dramatizations by Richard Hill Wilkinson, prolific author of motion picture, TV and radio scripts of top suspense and vivid action (52 available); 25 to 50 per cent of actual time cost. (Please note that quality of interview of the above series "Accent West" is unusually high; includes such seldom-interviewed personalities as Mort Sahl, Duke Ellington, Phyllis Diller, Jonathan Winter with all original material.)

**Resort Radio Productions**

7 S. Cambridge Ave., Atlantic City, N. J.

**PROGRAMS AND TALK VIGNETTES:** Spot coverage of new events, convention coverage, celebrity interviews, human interest features. Coverage of the 1964 Democratic National Convention, coverage of the Miss America pageant. These are tailor-made programs. Most features are two minutes in length. However, we are equipped to produce all types of programs. The price is \$5 per two-minute broadcast. \$10 up to 15 minutes.

**OTHER SPECIAL PACKAGES:** Radio and TV film commercials, convention coverage, speeches by important dignitaries.

**Sacred Heart Program, Inc.**

3900 Westminster Place, St. Louis 8, Mo.

**PROGRAMS:** 5 15:00 religious devotional; 30:00 per week, 52 weeks per year. 1:15 religious devotional in Spanish, 52 weeks per year.

**Sande & Greene, Inc.**

1775 N. Vine St., Hollywood 28, Calif.

**SERVICES:** Musical creative and product consultant. Transcribed radio programs, recorded radio commercials, jingle producer.

**Alan Sands Productions**

565 5th Ave., New York 17, N. Y.

**PROGRAMS AND TALK VIGNETTES:** "Your Child and You": 250 programs on child care. Length: 45 seconds. "Your Guide to Good Health": 390 programs on health, narrated by medical doctor. Length: 45 seconds. "Marriage, Before and After": 275 programs on marital and pre-marital problems. Length: one minute. "Boating Tips": 260 programs on all phases of boating. Length: 45 seconds. Price for the above depends on market size.

**Sesac, Inc.**

The Coliseum Tower, 10 Columbus Circle, New York, 10019

**MUSICAL PRODUCTION AIDS:** "Drummers": big sound musical sales and production aids; station promos, themes, sales starters, time, weather, fan-fares, news and sports intros; 433 cuts available. "Country and Western Drummers": production aids, themes and sales starters including station promotions, commercials, weather, times, themes, news and sports intros, featuring Bill Anderson, Roy Drusky, Flatt and Scruggs, Darrell McCall, the Willis Brothers, the Statesmen; 124 cuts available.

**PROGRAMS AND TALK VIGNETTES:** "Sounds of Christmas": 13 5-minute script shows highlighting interesting and entertaining stories about the Sounds of Christmas, traditional Christmas music performed by the Anita Kerr Singers, the William Dawson Chorale, Don Janse Chorale, the Trinity Choir of St. Paul's Chapel and a special "Just a Minute" album of Christmas music by Elliot Lawrence and His Orchestra. Price: \$19.95 outright sale.

**OTHER SPECIAL PACKAGES:** "Just a Minute": 160 60-second show stoppers; production and programming need; familiar standard and new originals; price: \$19.95 outright sale. "The Jazz Set": 10 LP albums from Bourbon Street to bossa nova;

price: \$19.95 outright sale. "Mood Magic": 10 Sesac recording LP albums of mood music; price: \$19.95 outright sale. "A Gospel Sing": 10 Sesac recordings LP album of gospel music including one album of gospel and country "Drummers" performed by the Statesmen and the Blackwood Brothers; price: \$39.95 outright sale. "Instant Sports Music": 5 superbly produced LP albums of band music, ideally suited for programming during the sports seasons and on countless occasions throughout the year, plus a special "Just a Minute" album of 60-second football show-stoppers by Warren Covington and His Marching Band; price: \$9.95 outright sale.

**Show-Biz Comedy Service**

65 Parkway Court, Brooklyn, N. Y., 11235

**PROGRAMS AND TALK VIGNETTES:** Talk comedy available from single page to comedy interviews, bits, satirical quickies, commercials, etc. Range from 1/2-minute to 8-minute packages. Material available in "stock" or written to order. Price dependent on what is desired. Ranges from \$1 to \$250.

**OTHER SPECIAL PACKAGES:** Books, gagfiles, sound effect bits, programming aids. Twenty-five assorted stock files. Price from \$3 to \$15.

**Sigmund Spaeth**

400 E. 58th St., New York 22, N. Y.

**PROGRAMS:** Personal comments on music, illustrated at piano.

**Tele-Sound Productions, Inc.**

422 Washington Building, Washington 5, D. C.

**MUSICAL PRODUCTION AIDS:** "Top Dog": service for "Top 40" stations. "Celebrity Weathercasts": 400 general cuts. "FM Quality": sound effects, 400 general cuts. "Custom Jingles": general at \$250. "Station ID Series": all type at \$400 and up. "Transcription Library": \$180. "General Weather Intros": general. Prices depend on market size; all prices published in catalog. Barter available for Top 50 markets only.

**PROGRAMS AND TALK VIGNETTES:** "15 Seconds of Fun": comedy series, 130 cuts. "Gimmick Voices": comedy, 400 cuts. "Million Disk Hit Intros": 60 vignettes.

**OTHER SPECIAL PACKAGES:** "Sales-Closer": service, radio sales aids, production aids, drop-in commercial jingles; 100 cuts.

*(Continued on page 70)*

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HOTEL, MIAMI BEACH

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(Joe Grace—Akron Beacon Journal)

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Type of Business \_\_\_\_\_ Title \_\_\_\_\_

Billboard 1964 Radio Programming Guide • April 11, 1964

**COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019**

\*Bill Gavin Record Survey, January 1964

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CHRISTIAN TOERSLEFF

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April 11, 1964 • Billboard 1964 Radio Programming Guide

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by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in... Chi... Det... SF... LA... & DC, (IT'S WILD)

AND IT'S FROM...



Alb. #7284

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

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 S THIELEMANS

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 1808 WEST END BLDG.  
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CURRENT HIT ALBUM  
 DECCA DL-4439, DL-74439 (STEREO)

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PETE FOUNTAIN	CORAL	ART VAN DAMME	COLUMBIA
EDDIE HAZELL	COLUMBIA	SARAH VAUGHAN	MERCURY
LIVING GUITARS	RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
ANDRE KOSTELANETZ	COLUMBIA	GINO MESCOLI	VESUVIUS

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(OVER 100,000,000 UNITS)

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## ADVERTISERS MUSIC, INC.

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Chicago 1, Ill.

## ADVER-TUNES

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Pastor de Jesus, Constancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-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

Guenter Brabbee signed contracts with Cliff Richard and The Shadows for a one-night bandstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U. S. country and western music will be interpreted for the first time over

Mitch Murray visited Belfast to hear the Miami Showband for whom he intends to pen a number. . . . Tony Boland hosted a reception to launch his new exploitation — disk producing firm, Tempo Productions. . . . Pye's second Top 6 EP, which coincidentally used cover versions of only EMI hits this month, seems set to hit the chart. . . . Second single by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Foolin' Time" continues to hold a high chart position. . . . Irish Record Factors, Ltd., issued track album of "The Cardinal," which will open for a season at Dublin's Metropole Easter Sunday. . . . Dickie Rock and Butch Moore did guest

will give several concerts in May in West Germany. . . . For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. . . . The popular French singer Sylvie Vartan made her first German recording titles for RCA in Berlin. . . . Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TOERSLEFF

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*(Continued on page 56)*



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The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then planes to England for a series of dates from May 26 through June 4. . . . Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

Mississippi and New Mexico April 6. . . . Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Kato, the Hall Brothers, Danny Richards, Patti Lynne, Windy Smith and Lloyd Howell. . . . Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McAuliffe and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla., April 8; Firemen's Ball, Shawnee, Okla., 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flame Club, Minneapolis, her second time there. . . . Song-writer Kay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer Demetriss Tapp, the song has been recorded for English release by Philips artist Rose Brennan. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.



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\*Bill Gavin Record Survey, January 1964

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\*Bill Gavin Record Survey, January 1964

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1502 Massachusetts Ave., S.E., Washington 3, D. C.

Charles W. Sharpe, edit.

## Associated Press

50 Rockefeller Plaza, New York, N. Y.  
John Aspinwall, radio news edit.

## Beacon News Service

111 St. Paul St., Boston 46, Mass.  
Nate Custer, news dir.

## British United Press, Ltd.

575 University St., Montreal 3, Quebec, Canada

L. R. Burnett, news mgr. for Canada

## Broadcast Editorial Reports

54 W. 40th St., New York 18, N. Y.  
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P. J. Romano, dir.

SERVICES: 24-hour news service, actualities, reports, program features by mail or direct line.

## Press Association

50 Rockefeller Plaza, New York, N. Y.  
Wes Gallagher, pres.

## Public Affairs Radio, Inc.

150 Broadway, New York 38, N. Y.  
Guthrie E. Janssen, pres.

SERVICES: Daily and weekly voiced services of business and financial news direct from Wall Street.

## Radio Press International, Inc.

604 Fifth Ave., New York 20, N. Y.  
Bill Scott, dir. of news

## Radio Pulsebeat News

222 E. 46th St., New York 17, N. Y.

Jay Levy, dir. of news

SERVICES: Covers worldwide audio news with emphasis on actuality accounts via daily feeds and weekly news discs.

## Republic News International

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SERVICES: Audio news service, by phone and tape. Regular news coverage in Washington and New York, including special features; service designed for independent radio stations.

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229 W. 43rd St., New York, N. Y.  
Julian Bates, U. S. news edit.

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# MILLION SELLERS—Singles

Following is a list of all singles which have sold one million or more copies in the United States as of the end of September 1963, according to the record manufacturers. Listings are arranged in alphabetical sequence, according to artists, and show label and year each became a million seller. Flip sides are listed in instances where they are felt to have contributed strongly to the sale.

None of these listings can be verified by Billboard, but in the absence of any absolute auditing procedure, it is felt that this is the most accurate list that can be compiled.

Some manufacturers, which are members of the Record Industry Association of America, do have audited verification of their sales. Some other manufacturers which are not RIAA members have availed themselves of RIAA auditing verification. All records so authenticated by RIAA as audited million sellers are designated by an asterisk (\*). This is not intended as any reflection on disks not so marked, but merely indicates those records which are certified million sellers by actual audit.

- ACUFF, ROY**  
Wabash Cannonball (Columbia)
- AMES BROTHERS**  
Rag Mop (Coral) 1950  
Sentimental Me (Coral) 1950  
You, You, You (RCA Victor) 1953  
Naughty Lady From Shady Lane (RCA Victor) 1955  
Undecided (Coral) 1956
- ANDERSON, LEROY**  
The Syncopated Clock (Decca) 1951  
Blue Tango (Decca) 1951
- ANDREWS SISTERS**  
Rum and Coca-Cola (Decca) 1944  
Winter Wonderland (Decca) 1948  
I Can Dream, Can't I (Decca) 1949
- ANGELS**  
My Boyfriend's Back (Smash) 1963
- ANKA, PAUL**  
Diana (ABC-Paramount) 1957  
Lonely Boy (ABC-Paramount) 1959  
Puppy Love (ABC-Paramount) 1960
- ARNOLD, EDDY**  
Bouquet of Roses (RCA Victor) 1949
- AUSTIN, GENE**  
Ramona (RCA Victor) 1928
- AUTRY, GENE**  
Silver Haired Daddy (Columbia) 1939  
Rudolph the Red-Nosed Reindeer (Columbia) 1950  
Peter Cottontail (Columbia)  
Here Comes Santa Claus (Columbia) 1950  
Frosty the Snowman (Columbia)
- AVALON, FRANKIE**  
Dede Dinah (Chancellor) 1958  
Venus (Chancellor) 1959  
Why (Chancellor) 1960
- BAKER, LAVERN**  
I Cried a Tear (Atlantic) 1959  
Tweedle Dee (Atlantic) 1954  
Jim Dandy (Atlantic) 1956
- BALLARD, HANK, & THE MIDNIGHTERS**  
Work With Me, Annie (King) 1954  
Sexy Ways (King) 1954  
Annie Had a Baby (King) 1954  
Finger Poppin' Time (King) 1960  
The Twist (King) 1962
- BARBER, CHRIS, & JAZZ BAND**  
Petite Fleur (Laurie) 1960
- BARRON, BLUE**  
Cruising Down the River (MGM) 1949
- BARTON, EILEEN**  
If I Knew You Were Coming I'd Have Baked a Cake (National) 1950
- BAXTER, LES**  
Poor People of Paris (Capitol) 1956
- BEATLES**  
She Loves You (Swan) 1964  
I Want to Hold Your Hand (Capitol) 1964
- BELAFONTE, HARRY**  
Day-O (Banana Boat Song) (RCA Victor) 1958
- BENNETT, TONY**  
Because of You (Columbia) 1952  
Cold, Cold Heart (Columbia) 1952  
Rags to Riches (Columbia) 1953  
Stranger in Paradise (Columbia) 1954
- BENTON, BROOK**  
Baby (with Dinah Washington) (Mercury) 1960  
It's Just a Matter of Time/So Many Ways (Mercury) 1959
- BILK, ACKER**  
Stranger on the Shore (Atco) 1962
- BILLIE & LILLIE**  
Lah Dee Dah (Swan) 1957
- BLACK, BILL, & COMBO**  
Smoke (Part 2) (Hi) 1960  
White Silver Sands (Hi) 1960
- BLACK, JEANNE**  
He'll Have to Stay (Capitol) 1950
- BONDS, GARY (U. S.)**  
Quarter to Three (Le Grand) 1961
- BOOKER T. & THE MG'S**  
Green Onions (Stax) 1962
- BOONE, PAT**  
Ain't That a Shame (Dot) 1955  
I Almost Lost My Mind (Dot) 1956  
I'll Be Home (Dot) 1956  
Love Letters in the Sand (Dot) 1957  
Remember You're Mine (Dot) 1957  
Why, Baby, Why (Dot) 1957  
Don't Forbid Me (Dot) 1957  
Friendly Persuasion (Dot) 1957  
April Love (Dot) 1958  
A Wonderful Time Up There (Dot) 1958  
Speedy Gonzales (Dot) 1962
- BOSTIC, EARL**  
Flamingo (King) 1954
- BOYD, JIMMY**  
I Saw Mama Kissing Santa Claus (Columbia) 1952
- BRADFORD, ALEX**  
Too Close to Heaven/I Don't Care What the World May Do (Specialty) 1954
- BREWER, TERESA**  
Till I Waltz Again With You (Coral) 1953  
Ricochet (Coral) 1954  
Music, Music, Music (London)
- BRITT, ELTON**  
There's a Star-Spangled Banner Waving Somewhere (RCA Victor) 1944
- BROWN, JAMES**  
Try Me (Federal) 1958  
Please, Please, Please (Federal) 1956
- BROWN, LES**  
Sentimental Journey (Columbia) 1945  
I've Got My Love to Keep Me Warm (Coral)
- BROWN, RUTH**  
Lucky Lips (Atlantic) 1957  
5-10-15 Hours (Atlantic) 1955  
Mama, He Treats Your Daughter Mean (Atlantic) 1955
- BROWNS**  
The Three Bells (RCA Victor) 1959
- BUCHANAN & GOODMAN**  
Flying Saucer (Luniverse)
- BYRNES, EDD, & CONNIE STEVENS**  
Kookie, Kookie, Lend Me Your Comb (Warner Bros.) 1959
- CALLOWAY, CAB**  
Jumpin' Jive (Columbia) 1939
- CANNON, FREDDY**  
Way Down Yonder in New Orleans (Swan) 1949  
Tallahassee Lassie (Swan) 1959  
Palisades Park (Swan) 1962
- CAVALLARO, CARMEN**  
Polonaise (By Chopin) (Decca) 1945
- CHACKSFIELD, FRANK**  
Ebb Tide (London)
- CHAMPS**  
Tequilla (Challenge) 1958
- CHANDLER, GENE**  
Duke of Earl (Vee Jay) 1961
- CHANDLER, KAREN**  
Hold Me, Thrill Me, Kiss Me (Coral) 1953

\* RIAA Certified Million Seller

April 11, 1964 • Billboard 1964 Radio Programming Guide

61



## "GREASE MONKEY"

by Brother Jack McDuff

45-299

on the Billboard Bubbling under and like it's happening in . . . Chi . . . Det. . . SF . . . LA . . . & DC. (IT'S WILD)

AND IT'S FROM . . .



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LIBERTY	PETER NERO	RCA VICTOR
	THE NUTTY SQUIRRELS	RCA VICTOR
	JIMMY SMITH	VERVE
	ART VAN DAMME	COLUMBIA
	SARAH VAUGHAN	MERCURY
	GERALD WILSON	WORLD-PACIFIC
	GINO MESCOLI	VESUVIUS

P.S.: For free piano solo or vocal version, write:

## DUCHESS MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

1808 WEST END BLDG.  
NASHVILLE, TENN.

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then planes to England for a series of dates from May 26 through June 4. . . . Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

Mississippi and New Mexico April 6. . . . Fortune Records, Detroit, has made the switch back to country music with the signing of country artists Tommy Kato, the Hall Brothers, Danny Richards, Patti Lynne, Windy Smith and Lloyd Howell. . . . Jimmy Key, of Key Talent, Nashville, has booked Jimmy Newman for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

Leon McAuliffe and His Cimarron Boys are routed for Cimarron Ballroom, Tulsa, Okla., April 8; Firemen's Ball, Shawnee, Okla., 10, and Play-

RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flame Club, Minneapolis, her second time there. . . . Song-writer Kay Arnold has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer Demetriss Tapp, the song has been recorded for English release by Philips artist Rose Brennan. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.



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TV LOUN

# EDEN ROC | A

HOTEL, MIAMI BEACH | A

W. R. Grace & Co., Cryovac Div.

**CHARLES, RAY**  
What'd I Say? (Atlantic) 1959  
\*I Can't Stop Loving You (ABC-Paramount) 1962  
You Don't Know Me (ABC-Paramount) 1963

**CHECKER, CHUBBY**  
The Twist (Cameo) 1961  
Slow Twistin' (Cameo) 1961  
Pony Time (Cameo) 1961  
Let's Twist Again (Cameo) 1962  
Limbo Rock (Parkway) 1963

**CHIFFONS**  
He's So Fine (Laurie) 1963

**CHORDETTES**  
Mr. Sandman (Cadence) 1954

**CLANTON, JIMMY**  
Just a Dream (Ace) 1957  
Letter to an Angel (Ace) 1958  
Ship on a Stormy Sea (Ace) 1959

**CLARK, DEE**  
Raindrops (Vee Jay) 1963

**CLOONEY, ROSEMARY**  
Come On-a My House (Columbia)  
Half as Much (Columbia)  
Hey There (Columbia) 1954

**COASTERS**  
Searchin' (Atco) 1957  
Yakety-Yak (Atco) 1958  
Poison Ivy (Atco) 1959  
Charlie Brown (Atco) 1959

**COLE, NAT KING**  
Nature Boy (Capitol) 1948  
Mona Lisa (Capitol) 1949  
Too Young (Capitol) 1951  
Ramblin' Rose (Capitol) 1963

**COMO, PERRY**  
Prisoner of Love (RCA Victor) 1946  
A Hubba Hubba Hubba (RCA Victor) 1951  
Til the End of Time (RCA Victor) 1951  
Because (RCA Victor) 1951  
When You Were Sweet Sixteen (RCA Victor) 1952  
Temptation (RCA Victor) 1953  
Don't Let the Stars Get in Your Eyes (RCA Victor) 1953  
Wanted (RCA Victor) 1955  
Pappa Loves Mambo (RCA Victor) 1955  
Hot Diggity (RCA Victor) 1957  
Round and Round (RCA Victor) 1957  
\*Catch a Falling Star (RCA Victor) 1959

**COOKE, SAM**  
You Send Me (Kean) 1958  
I'll Come Running Back to You (Specialty) 1958

**COPAS, COWBOY**  
Signed, Sealed & Delivered (Starday) 1948  
Tennessee Waltz (Starday) 1948

**CORNELL, DON**  
If Isn't Fair (Coral) 1952  
I'm Yours (Coral) 1952

**COSTA, DON**  
Never on Sunday (United Artists) 1960

**COVINGTON, WARREN**  
Tea for Two Cha Cha (Decca) 1960

**CRESCENDOS**  
Oh, Julie (Nasco) 1958

**CRESTS**  
Sixteen Candles (Coed) 1959

**CREWCUTS**  
Sh-Boom (Mercury) 1954

**CRICKETS**  
That'll Be the Day (Brunswick) 1957

**CROSBY, BING**  
Silent Night (Decca) 1942  
Sunday, Monday or Always (Decca) 1943  
Jingle Bells (Decca) 1943  
Pistol Packin' Mama (Decca) 1943  
I'll Be Home for Christmas (Decca) 1943  
Swinging on a Star (Decca) 1944  
Too-Ra-Loo-Ra-Loo-Ral (Decca) 1944  
Don't Fence Me In (with the Andrews Sisters) (Decca) 1944  
I Can't Begin to Tell You (Decca) 1945  
Dear Hearts & Gentle People (Decca) 1946  
Sweet Lullaby (Decca) 1946  
MacNamara's Band (Decca) 1946

New San Antonio Rose (Decca) 1946  
White Christmas (Decca) 1946  
South America, Take It Away (Decca) 1946  
Galway Bay (Decca) 1948  
Now Is the Hour (Decca) 1948  
Play a Simple Melody (with Gary Crosby) (Decca)  
Whiffenpoof (with Fred Waring) (Decca) 1950  
True Love (with Grace Kelly) (Capitol)

**DALE, ALAN**  
Sweet and Gentle (Coral) 1956  
Cherry Fink & Apple Blossom White (Coral) 1956

**DALHART, VERNON**  
Prisoner's Song (RCA Victor) 1925

**DAMONE, VIC**  
Again You're Breaking My Heart (Mercury) 1949  
On the Street Where You Live (Columbia)

**DANNY & THE JUNIORS**  
At the Hop (ABC-Paramount) 1958

**DARIN, BOBBY**  
Queen of the Hop (Atco) 1958  
Splish Splash (Atco) 1958  
Dream Lover (Atco) 1959  
Mack the Knife (Atco) 1960  
Beyond the Sea (Atco) 1961

**DARREN, JAMES**  
Goodbye Cruel World (Colpix) 1962

**DAY, BOBBY**  
Rock Robbin' (Class) 1958

**DAY, DORIS**  
Secret Love (Columbia)  
Whatever Will Be, Will Be (Columbia) 1956  
It's Magic (Columbia)  
A Guy Is a Guy (Columbia)  
Confess/Love Somebody (with Buddy Clark) (Columbia)

**DEAN, JIMMY**  
\*Big Bad John (Columbia) 1961

**DEE, JOEY, & THE STARLITERS**  
Peppermint Twist (Roulette) 1963

**DEL-VIKINGS**  
Come Go With Me (Dot) 1957

**DENNY, MARTIN**  
Quiet Village (Liberty) 1958

**DEXTER, AL**  
Pistol Packin' Mama (Columbia)  
Little Darlin' (Mercury) 1957

**DIAMONDS**  
Little Darlin' (Mercury) 1957  
The Stroll (Mercury) 1958

**DICKEY DOO & THE DON'TS**  
Tear Drops Will Fall (Swan) 1959

**DINNING, MARK**  
Teen Angel (MGM) 1960

**DION**  
Runaround Sue (Laurie) 1961  
The Wanderer (Laurie) 1961

**DION & THE BELMONTS**  
Teenager in Love (Laurie) 1959

**DOBKINS, CARL**  
My Heart Is an Open Book (Decca) 1959

**DOGGETT, BILL**  
Honky Tonk (King) 1956

**DOMINO, FATS**  
Goin' Home (Imperial) 1950  
Going to the River (Imperial) 1952  
You Said You Love Me (Imperial) 1953  
Fat Man (Imperial) 1953  
I Lived My Life (Imperial) 1953  
Thinking of You (Imperial) 1953  
Whole Lotta Lovin' (Imperial) 1954  
I'm in Love Again (Imperial) 1954  
Ain't It a Shame (Imperial) 1955  
All by Myself (Imperial) 1955  
Blue Monday (Imperial) 1956  
Blueberry Hill (Imperial) 1956  
Boll Weevil (Imperial) 1956  
I'm Walkin' (Imperial) 1956  
Please Don't Leave Me (Imperial) 1957  
Walkin' to New Orleans/Don't Come Knockin' (Imperial) 1960

**DORSEY, JIMMY**  
Amapola (Decca) 1946  
Maria Elena (Decca) 1946  
Green Eyes (Decca) 1956  
So Rare (Fraternity) 1957

**DORSEY, TOMMY**  
Boogie Woogie (RCA Victor) 1941  
There Are Such Things (RCA Victor) 1944  
Marie (RCA Victor) 1946  
Opus #1 (RCA Victor) 1959

**DRAPER, RUSTY**  
Gambler's Guitar (Mercury) 1953

**DREAM WEAVERS**  
It's Almost Tomorrow (Decca) 1951

**DRIFTERS**  
There Goes My Baby (Atlantic) 1960  
Save the Last Dance for Me (Atlantic) 1961  
Up on the Roof (Atlantic) 1963

**ECKSTINE, BILLY**  
I Apologize (MGM) 1951  
My Foolish Heart (MGM) 1951

**EDDY, DUANE**  
Rebel-Rouser (Jamie) 1958  
Because They're Young (Jamie) 1960

**EDWARDS, TOMMY**  
It's All in the Game (MGM) 1961

**ELEGANTS**  
Little Star (Apt) 1958

**ESSEX**  
Easier Said Than Done (Roulette) 1963

**EVERLY BROTHERS**  
Bye Bye Love (Cadence) 1957  
Wake Up Little Susie (Cadence) 1957  
All I Have to Do Is Dream (Cadence) 1958  
Bird Dog/Devoted to You (Cadence) 1958-1959  
Cathy's Clown (Warner Bros.) 1961

**FABARES, SHELLY**  
Johnny Angel (Colpix) 1962

**FAITH, PERCY**  
The Song From Moulin Rouge (Columbia) 1953  
\*Theme From a Summer Place (Columbia) 1962

**FERRANTE & TEICHER**  
Exodus (United Artists) 1963

**FIEDLER, ARTHUR**  
Jalousie (RCA Victor) 1962

**FISHER, EDDIE**  
Anytime (RCA Victor) 1953  
I'm Walking Behind You (RCA Victor) 1953  
Oh! Mein Pa-Pa (RCA Victor) 1953  
I Need You (RCA Victor) 1954

**FITZGERALD, ELLA**  
Into Each Life Some Rain Must Fall (with the Ink Spots) (Decca) 1944  
A-Tisket, A-Tasket (Decca) 1950

**FLEETWOODS**  
Come Softly to Me (Dolton) 1959  
Mr. Blue (Dolton) 1959

**FOLEY, RED**  
Chattanooga Shoe Shine Boy (Decca) 1950  
Peace in the Valley (Decca) 1951

**FONTANE SISTERS**  
Heart of Stone (Dot) 1954

**FORD, FRANKIE**  
Sea Cruise (Ace) 1959

**FORD, TENNESSEE ERNIE**  
Sixteen Tons (Capitol) 1955

**FOUR ACES**  
Three Coins in the Fountain (Decca) 1951  
Tell Me Why (Decca) 1951  
Stranger in Paradise (Decca) 1953  
Love Is a Many-Splendored Thing (Decca) 1955

**FOUR LADS**  
Moments to Remember (Columbia)  
No Not Much (Columbia)

**FOUR PREPS**  
Twenty-Six Miles (Capitol) 1958

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

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SAY YOU SAW IT IN BILLBOARD

Pastor de Jesus, Constancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-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

Guenter Brabbee signed contracts with Cliff Richard and The Shadows for a one-night handstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U. S. country and western music will be interpreted for the first time over

Mitch Murray visited Belfast to hear the Miami Showband for whom he intends to pen a number. . . . Tony Boland hosted a reception to launch his new exploitation — disk producing firm, Tempo Productions. . . . Pye's second Top 6 EP, which coincidentally used cover versions of only EMI hits this month, seems set to hit the chart. . . . Second single by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Foolin' Time" continues to hold a high chart position. . . . Irish Record Factors, Ltd., issued track album of "The Cardinal," which will open for a season at Dublin's Metropole Easter Sunday. . . . Dickie Rock and Butch Moore did guest

will give several concerts in May in West Germany. . . . For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. . . . The popular French singer Sylvie Vartan made her first German recording titles for RCA in Berlin. . . . Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TOERSLEFF

ADVERTISING IN  
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**FOUR SEASONS**  
Sherry (Vee Jay) 1962  
Big Girls Don't Cry (Vee Jay) 1963  
Walk Like a Man (Vee Jay) 1963

**FOUR TUNES**  
I Understand (Jubilee) 1954  
Marie (Jubilee) 1954

**FRANCIS, CONNIE**  
Who's Sorry Now? (MGM) 1958  
Lipstick on Your Collar/Frankie (MGM) 1959  
Mama/Teddy (MGM) 1960  
Everybody's Somebody's Fool (MGM) 1960

**FREBERG, STAN**  
St. George & The Dragonet (Capitol) 1953

**GAYLORDS**  
Tell Me You're Mine (Mercury) 1958

**GIBBS, GEORGIA**  
Kiss of Fire (Mercury) 1952  
Dance With Me, Henry (Mercury) 1955  
Tweedle Dee (Mercury) 1955

**GILMER, JIMMY, & THE FIRE BALLS**  
Sugar Shack (Dot) 1963

**GLAHE, WILL**  
Beer Barrel Polka (RCA Victor) 1943

**GLEASON, JACKIE**  
Melancholy Serenade (Capitol) 1953

**GODFREY, ARTHUR**  
Too Fat Polka (Columbia)

**GORDON, BARRY**  
Nuttin' for Christmas (MGM) 1955

**GORE, LESLEY**  
It's My Party (Mercury) 1963

**GRACIE, CHARLIE**  
Butterfly (Cameo) 1957

**GRAMMER, BILLY**  
Gotta Travel On (Monument) 1958

**GRANT, GOGI**  
Wayward Wind (Era) 1956

**GUITAR, SLIM**  
The Things I Used to Do (Specialty) 1954

**HALEY, BILL**  
Rock Around the Clock (Decca) 1954  
See You Later Alligator (Decca)—1954  
Shake, Rattle & Roll (Decca) 1954

**HAMILTON, GEORGE**  
A Rose & a Baby Ruth (ABC-Paramount) 1957

**HARMONICATS**  
Peg of My Heart (Mercury) 1950

**HARRIS, PHIL**  
The Thing (RCA Victor) 1951

**HARRISON, WILBERT**  
Kansas City (Fury) 1959

**HAYES, BILL**  
Davy Crockett (Cadence) 1955

**HAYMES, DICK**  
You'll Never Know (Decca) 1943  
Little White Lies (Decca) 1948

**HEIDT, HORACE**  
Deep in the Heart of Texas (Columbia)

**HELMS, BOBBY**  
My Special Angel (Decca) 1957  
Jingle Bell Rock (1963)

**HERMAN, WOODY**  
Woodchopper's Ball (Decca) 1948  
Laura (Columbia)

**HIGHWAYMEN**  
Michael (United Artists) 1961

**HILLTOPPERS**  
P.S. I Love You (Dot) 1953

**HOLLY, BUDDY**  
Peggy Sue (Coral) 1958

**HOLLYWOOD ARGYLES**  
Alley-Oop (Lute) 1960

**HOLMES, LEROY**  
The High and the Mighty (MGM) 1954

**HORTON, JOHNNIE**  
The Battle of New Orleans (Columbia) 1959

**HOWARD, EDDIE**  
Sin (Mercury) 1956  
To Each His Own (Mercury) 1957

**HUNT, PEE WEE**  
Twelfth Street Rag (Capitol) 1951  
Oh (Capitol) 1953

**HUNTER, "IVORY" JOE**  
Since I Met You, Baby (Atlantic) 1956

**HUNTER, TAB**  
Young Love (Dot) 1957

**HYLAND, BRIAN**  
Itsy, Bitsy, Teenie, Weenie, Yellow Polka Dot Bikini (Kapp) 1960  
Sealed With a Kiss (ABC-Paramount) 1963

**HYMAN, DICK**  
Moritat (MGM) 1953

**IMPALAS**  
Sorry (Cub)—1959  
I Ran All the Way Home (Cub) 1959

**INK SPOTS**  
The Gypsy (Decca) 1946  
To Each His Own (Decca) 1946

**ISLEY BROTHERS**  
Twist and Shout (Wand) 1963

**ITURBI, JOSE**  
Polonaise in A Flat (Chopin) (RCA Victor) 1947  
Clair de Lune (RCA Victor) 1949

**JACKSON, STONEWALL**  
Waterloo (Columbia)

**JACOBS, DICK**  
Man With the Golden Arm (Coral) 1957

**JAMES, HARRY**  
Ciribiribin (Columbia)  
Easter Parade (Columbia)  
I Had the Craziest Dream (Columbia)  
I've Heard That Song Before; Moonlight Becomes You (Columbia) 1943  
One o'Clock Jump (Columbia)  
You Made Me Love You (Columbia)

**JAMES, JONI**  
Why Don't You Believe Me? (MGM) 1952  
Your Cheating Heart (MGM) 1953  
Have You Heard? (MGM) 1953  
How Important Can It Be (MGM) 1958

**JAMES, SONNY**  
Young Love (Capitol) 1957

**JAN & DEAN**  
Surf City (Liberty) 1963

**JENKINS, GORDON & THE WEAVERS**  
Maybe You'll Be There (Decca) 1947  
Goodnight, Irene (Decca) 1950  
Tzena, Tzena, Tzena (Decca) 1950

**JOHNSON, LONNIE**  
Tomorrow Night (King) 1950

**JOLSON, AL**  
April Showers/Swanee (Decca) 1945  
Anniversary Song (Decca) 1946  
California Here I Come/Rockabye Your Baby (Decca) 1946  
Sonny Boy/My Mammy (Decca) 1946  
You Made Me Love You/Ma Blushin' Rosie (Decca) 1946

**JONES, JIMMY**  
Handy Man (Cub) 1959  
Good Timin' (Cub) 1960

**JONES, SPIKE**  
Cocktails for Two (RCA Victor) 1946  
My Two Front Teeth (RCA Victor) 1949

**JORDAN, LOUIS**  
Choo Choo Ch' Boogie (Decca) 1946

**JUSTIS, BILL**  
Raunchy (Philips Intl.) 1958

**KALIN TWINS**  
When (Decca) 1958

**KALLEN, KITTY**  
Little Things Mean a Lot (Decca) 1954

**KING, PEE WEE**  
Slow Poke (RCA Victor) 1953

**KINGSTON TRIO**  
\*Tom Dooley (Capitol) 1958

**KNIGHT, EVELYN**  
A Little Bird Told Me (Decca) 1948

**KNOX, BUDDY**  
Party Doll (Roulette)

**KYSER, KAY**  
Jingle, Jangle, Jingle (Columbia)  
On a Slow Boat to China (Columbia)  
Praise the Lord (Columbia)  
Strip Polka (Columbia)  
Three Little Fishes (Columbia)  
Who Wouldn't Love You (Columbia)  
Woody Woodpecker (Columbia) 1939

**LANZA, MARIO**  
Be My Love (RCA Victor) 1951  
The Loveliest Night of the Year (RCA Victor) 1952

**LAINE, FRANKIE**  
That's My Desire (Mercury) 1947  
Shine (Mercury) 1948  
Mule Train (Mercury) 1949  
Lucky Ol' Sun (Mercury) 1949  
Cry of the Wild Goose (Mercury) 1950  
Jezebel (Columbia) 1951  
I Believe (Columbia)—1953  
Moonlight Gambler (Columbia) 1957

**LA ROSA, JULIUS**  
Eh, Campari (Cadence) 1953

**LEE, BRENDA**  
I'm Sorry/That's All You Gotta Do (Decca) 1961

**LEE, PEGGY**  
Manana (Capitol) 1948  
Lover (Decca) 1952

**LESTER, KETTY**  
Love Letters (Era) 1962

**LEWIS, BOBBY**  
Tossin' & Turnin' (Belltone) 1961

**LEWIS, JERRY LEE**  
Breathless (Sun) 1957  
Great Balls of Fire (Sun) 1957  
Whole Lotta Shakin' Goin' On (Sun) 1958

**LIGGINS, JOE**  
Pink Champagne (Specialty) 1950  
I Gotta Right to Cry/Honeydripper (Specialty) 1950

**LITTLE ANTHONY & THE IMPERIALS**  
Tears on My Pillow (End)

**LITTLE EVA**  
Loco-Motion (Dimension) 1962

**LITTLE RICHARD**  
Tutti Frutti (Specialty) 1955  
Rip It Up (Specialty) 1956  
Long Tall Sally (Specialty) 1956  
Lucille (Specialty) 1957  
Keep a-Knockin' (Specialty) 1957  
Jenny Jenny (Specialty) 1957  
Good Golly, Miss Molly (Specialty) 1958

**LITTLE WILLIE JOHN**  
Fever (King) 1956  
Talk to Me, Talk to Me (King) 1958

**LOMBARDO, GUY**  
Third Man Theme (Decca) 1950  
Christmas Island (with the Andrews Sisters) (Decca) 1946  
Humoresque (Decca) 1946  
Easter Parade (Decca) 1947

**LONDON, LAURIE**  
\*He's Got the Whole World in His Hands (Capitol) 1958

**LONG, JOHNNY**  
Shanty Town (Decca) 1940

**LOPEZ, TRINI**  
If I Had a Hammer (Reprise) 1963

**LOWE, JIM**  
Green Door (Dot) 1957

**LUND, ART**  
Mam'Selle (MGM) 1952



**"GREASE MONKEY"**  
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45-299

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AND IT'S FROM...



Alb. #7286

JACK'S LATEST AND A BILLBOARD SPOTLIGHT

**PRESTIGE RECORDS**

203 South Washington Avenue  
Bergenfield, New Jersey

**ARTS... NO NO BUBBLING ST RECORDS WEEKS 'SETTE' S THIELEMANS**

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**DUCHESS MUSIC CORPORATION**

322 W. 48th STREET

NEW YORK, N. Y. 10036

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- LENNY DEE... DECCA
- MARTIN DENNY... LIBERTY
- PETE FOUNTAIN... CORAL
- EDDIE HAZELL... COLUMBIA
- LIVING GUITARS... RCA CAMDEN
- ANDRE KOSTELANETZ... COLUMBIA



**LYMON, FRANKIE, & THE TEENAGERS**  
Why Do Fools Fall in Love (Gen)

**LYNN, VERA**  
Auf Weidersehn (London) 1955  
Yours (London)

**MacDONALD, JEANETTE, & NELSON EDDY**  
Indian Love Call (RCA Victor) 1955

**MADDOX, JOHNNY**  
Crazy Otto (Dot) 1955

**MANGANO, SYLVANA**  
Anna (MGM) 1953

**MANTOVANI**  
Charmaine (London)

**MAR-KEYS**  
Last Night (Stax) 1962

**MARTERIE, RALPH**  
Caravan (Mercury) 1952  
Pretend (Mercury) 1953

**MARTHA & THE VANDELLAS**  
Heat Wave (Gordy) 1963

**MARTIN, DEAN**  
That's Amore (Capitol) 1953  
Memories Are Made of This (Capitol) 1953

**MARTIN, FREDDY**  
Tchaikovsky Piano Concerto #1 (RCA Victor) 1946  
White Christmas (RCA Victor) 1948

**MARTIN, TONY**  
To Each His Own (Mercury) 1955

**MARVELETTES**  
Please Mr. Postman (Tamla) 1962

**MATHIS, JOHNNY**  
Chances Are (Columbia) 1957

**MAYFIELD, PERCY**  
Please Send Me Someone to Love (Specialty) 1951

**McCOY, CLYDE**  
Sugar Blues (Decca) 1946

**McGUIRE SISTERS**  
Sincerely (Coral) 1955  
Sugartime (Coral) 1958

**McPHATTER, CLYDE**  
A Lover's Question (Atlantic) 1958

**MILLER, GLENN**  
Chattanooga Choo-Choo (RCA Victor) 1942  
Moonlight Serenade (RCA Victor) 1944  
Sunrise Serenade (RCA Victor) 1944  
In the Mood (RCA Victor) 1944  
American Patrol (RCA Victor) 1944  
Little Brown Jug (RCA Victor) 1945  
Pennsylvania 6-5000 (RCA Victor) 1945  
Tuxedo Junction (RCA Victor) 1945  
Kalamazoo (RCA Victor) 1951

**MILLER, MITCH**  
Bridge on the River Kwai (Columbia) 1955  
Yellow Rose of Texas (Columbia) 1955

**MILLS BROTHERS**  
You Always Hurt the One You Love (Decca) 1944  
Paper Doll (Decca) 1948  
Glow Worm (Decca) 1952

**MILTON, ROY**  
R. M. Blues (Specialty) 1945

**MIRACLES**  
Shop Around (Tamla) 1962

**MITCHELL, GUY**  
My Heart Cries for You (Columbia) 1951  
Singing the Blues (Columbia)  
Heartaches by the Numbers (Columbia)  
My Truly, Truly Fair (Columbia)  
Rovin' Kind (Columbia) 1951  
Pittsburgh, Pennsylvania (Columbia) 1952

**MODUGNO, DOMENICO**  
Volare (Decca) 1958

**MONROE, VAUGHN**  
Ballerina (RCA Victor) 1948  
Riders in the Sky (RCA Victor) 1949  
There I've Said It Again (RCA Victor) 1949  
Racing With the Moon (RCA Victor) 1952

**MONTE, LOU**  
Pepino the Italian Mouse (Reprise) 1963

**MONTEZ, CHRIS**  
Let's Dance (Monogram) 1962

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**MOONEY, ART**  
Baby Face (MGM) 1955  
Four Leaf Clover (MGM) 1955  
Honey Babe (MGM) 1955

**MORGAN, JANE**  
Fascination (Kapp) 1958

**MORGAN, RUSS**  
Cruising Down the River (Decca) 1949

**MORSE, ELLA MAE**  
Blacksmith Blues (Capitol) 1952

**MULLICAN, MOON**  
New Jole Blon (New Pretty Blonde) (King) 1950  
I'll Sail My Ship Alone (King) 1950

**NELSON, RICK**  
Stand Up (Imperial) 1957  
Believe What You Say (Imperial) 1957  
Poor Little Fool (Imperial) 1958  
Lonesome Town (Imperial) 1958  
Be Bop Baby (Imperial) 1960  
Hello, Mary Lou (Imperial) 1963  
Travelin' Man (Imperial) 1963

**NELSON, SANDY**  
Teenbeat (Original Sound) 1960

**ORBISON, ROY**  
Only the Lonely (Monument) 1960  
Cryin' (Monument) 1961

**ORIOLES**  
Cryin' in the Chapel (Jubilee) 1954

**ORLONS**  
Wah-Wah! (Cameo) 1962  
South Street (Cameo) 1963

**PAGE, PATTI**  
Tennessee Waltz (Mercury) 1950  
I Went to Your Wedding (Mercury) 1952  
Doggie in the Window (Mercury) 1952  
Changing Partners (Mercury) 1953  
Cross Over the Bridge (Mercury) 1954

**PAUL & PAULA**  
\*Hey Paula (Phillips) 1963

**PAUL, LES & MARY FORD**  
How High the Moon (Capitol) 1947  
Mockin' Bird Hill (Capitol) 1949  
The World Is Waiting for the Sunrise (Capitol) 1949  
Vaya Con Dios (Capitol) 1953

**PHILLIPS, PHIL**  
Sea of Love (Mercury) 1958

**PICKETT, BOBBY & THE CRYPT KICKERS**  
Monster Mash (Garpax) 1963

**PITNEY, GENE**  
Only Love Can Break a Heart (If I Didn't Have a Dime) (Musicor) 1962

**PLATTERS**  
Great Pretender (Mercury) 1955  
Only You (Mercury) 1955  
My Prayer (Mercury) 1956  
Twilight Time (Mercury) 1958  
Smoke Gets in Your Eyes (Mercury) 1959

**PLAYMATES**  
Beep, Beep (Roulette) 1958

**PRADO, PEREZ**  
Cherry Pink and Apple Blossom White (RCA Victor) 1955  
\*Patricia (RCA Victor) 1958

**PRESLEY, ELVIS**  
Heartbreak Hotel (I Was the One) (RCA Victor) 1956  
I Want You, I Need You, I Love You (RCA Victor) 1956  
Don't Be Cruel/Hound Dog (RCA Victor) 1956  
Love Me Tender/Anyway You Want Me (RCA Victor) 1956  
Too Much/Playing for Keeps (RCA Victor) 1957  
All Shook Up/That's When Your Heartaches Begin (RCA Victor) 1957  
Jailhouse Rock/Treat Me Nice (RCA Victor) 1957  
Loving You/Teddy Bear (RCA Victor) 1958  
Don't/I Beg of You (RCA Victor) 1958  
Wear My Ring Around Your Neck (RCA Victor) 1958  
\*Hard Headed Woman (RCA Victor) 1958  
I Got Stung (RCA Victor) 1958  
A Fool Such as I (RCA Victor) 1959  
A Big Hunk of Love (RCA Victor) 1959  
Stuck On You (RCA Victor) 1960  
It's Now or Never/A Mess of Blues (RCA Victor) 1960

Are You Lonesome Tonight? (Gotta Know) (RCA Victor) 1960  
Surrender (RCA Victor) 1961  
\*Can't Help Falling in Love (RCA Victor) 1961  
Good Luck Charm (RCA Victor) 1962  
Return to Sender (RCA Victor) 1963

**PRESTON, JOHNNY**  
Running Bear (Mercury) 1960

**PRICE, LLOYD**  
Lewdy, Miss Clawdy (Specialty) 1952  
Stagger Lee (ABC-Paramount) 1957  
Personality (ABC-Paramount) 1959

**PRICE, RAY**  
Crazy Arms (Columbia)  
City Lights (Columbia)

**RAINWATER, MARVIN**  
Gonna Find Me a Blue Bird (MGM) 1956

**RAY, JOHNNY**  
Cry (Columbia) 1951  
Here I Am Broken Hearted (Columbia)  
Just Walking in the Rain (Columbia) 1956

**RAYS**  
Silhouettes (Cameo) 1958

**REEVES, JIM**  
He'll Have to Go (RCA Victor) 1960

**REYNOLDS, DEBBIE, & CARLTON CARPENTER**  
Abe Daba (Honeymoon) (MGM) 1947

**REYNOLDS, DEBBIE**  
Tammy (Coral) 1957

**RIDDLE, NELSON**  
Lisbon Antigua (Capitol) 1955

**ROBBINS, MARTY**  
A White Sport Coat (Columbia)

**RODGERS, JIMMY**  
Honeycomb (Roulette) 1957  
Kisses Sweeter Than Wine (Roulette) 1958  
Secretly (Roulette) 1958

**ROOFTOP SINGERS**  
Walk Right In (Vanguard) 1963

**ROSE, DAVID**  
Calypso Melody (MGM) 1958  
Holiday for Strings (MGM) 1958

**RYDELL, BOBBY**  
Wild One/Little Bitty Girl (Cameo) 1959  
Swingin' School/Ding-a-Ling (Cameo) 1960  
Volare (Cameo) 1960  
Forget Him (Cameo) 1964

**SAKAMOTO, KYU**  
Sukiyaki (Capitol) 1963

**SANDS, TOMMY**  
Teenage Crush (Capitol) 1957

**SCOTT, JACK**  
What in the World's Come Over You (Top Rank) 1960

**SEVILLE, DAVID**  
Witch Doctor (Liberty) 1958  
Chipmunk Song (Liberty) 1958  
Alvin's Harmonica (Liberty) 1959

**SHARP, DEE DEE**  
Mashed Potato Time (Cameo) 1962

**SHAW, ARTIE**  
Indian Love Call (RCA Victor) 1943  
Begin the Beguine (RCA Victor) 1944  
Star Dust (RCA Victor) 1946  
Summit Ridge Drive (RCA Victor) 1951

**SHIRELLES**  
Soldier Boy (Scepter) 1962  
Will You Love Me Tomorrow (Scepter) 1963

**SHIRLEY AND LEE**  
Let the Good Times Roll (Aladdin)

**SHORE, DINAH**  
Buttons and Bows (Columbia) 1948

**SILHOUETTES**  
Get a Job (Ember) 1958

**SIMONE, NINA**  
I Love You Porgy (Bethlehem) 1959

**SINATRA, FRANK**  
Young at Heart (Capitol) 1954  
All or Nothing at All (Columbia)

**SMITH, HUEY (PIANO)**  
Don't You Just Know It (Ace) 1957  
Rockin' Pneumonia (Ace) 1957

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

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in Israel is "incredible!"  
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The most trusted name in sound

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SAY YOU SAW IT IN BILLBOARD

Pastor de Jesus, Constancio de Guzman, Restie Umali, Josefino Cenizal, and others. While some of the melodies are those which have garnered top spots on the much-coveted Philippine Hit Parade (such as the pace-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**

Guenter Brabbee signed contracts with Cliff Richard and The Shadows for a one-night handstand at the Vienna Stadthalle (12,000 seats) May 15. In this show, original U. S. country and western music will be interpreted for the first time over

Mitch Murray visited Belfast to hear the Miami Showband for whom he intends to pen a number. . . . Tony Boland hosted a reception to launch his new exploitation—disk producing firm, Tempo Productions. . . . Pye's second Top 6 EP, which coincidentally used cover versions of only EMI hits this month, seems set to hit the chart. . . . Second single by Butch Moore and the Capitol Showband, "I Miss You," another Phil Coulter composition. His "Foolin' Time" continues to hold a high chart position. . . . Irish Record Factors, Ltd., issued track album of "The Cardinal," which will open for a season at Dublin's Metropole Easter Sunday. . . . Dickie Rock and Butch Moore did guest

will give several concerts in May in West Germany. . . . For the first time, the "Markus-Passion" by Georg Philipp Telemann has been issued on record by Philips. . . . The popular French singer Sylvie Vartan made her first German recording titles for RCA in Berlin. . . . Singer Evelyn Lear, member of the opera houses in Berlin, Vienna and Munich, closed an exclusive contract with Deutsche Grammophon.

CHRISTIAN TOERSLEFF

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS



**SMITH, KATE**  
Rose O' Day (Columbia) 1941

**SNYDER, BILL**  
Bewitched (Decca) 1957

**SOUL, JIMMY**  
If You Wanna Be Happy (S.P.Q.R.) 1962

**STAFFORD, JO**  
Temptation (Capitol) 1948  
Make Love to Me (Columbia) 1954  
Early Autumn (Columbia)

**STANDLEY, JOHNNY**  
It's in the Book (Capitol) 1952

**STARR, KAY**  
Wheel of Fortune (Capitol) 1952  
Rock and Roll Waltz (RCA Victor) 1952

**STEELE, JON AND SANDRA**  
My Happiness (Coral) 1951

**STEVENS, CONNIE**  
Sixteen Reasons (Warner Bros.) 1961

**STEVENS, DODIE**  
Pink Shoelaces (Crystalette) 1958

**STOKOWSKI, LEOPOLD**  
Tales From the Vienna Woods (RCA Victor) 1952

**STOLOFF, MORRIS**  
Moonglow and Picnic Theme (Decca) 1957

**STONE, ROLAND**  
Something Special (Ace) 1960

**STORM, GALE**  
I Hear You Knocking (Dot) 1956

**TEDDY BEARS**  
To Know Him Is to Love Him (Dore)

**THOMPSON, HANK**  
Wild Side of Life (Capitol) 1951

**THOMPSON, SONNY**  
Long Gone (Parts 1 & 2) (Miracles) 1948

**TOKENS**  
The Lion Sleeps Tonight (RCA Victor) 1962

**TORNADOES**  
Telstar (London) 1963

**TUCKER, ORRIN**  
Oh, Johnny (Columbia) 1939

**TURNER, JOE**  
Chains of Love (Atlantic) 1954  
Corina, Corina (Atlantic) 1954

**TWITTY, CONWAY**  
It's Only Make Believe (MGM) 1958

**TYMES**  
So Much in Love (Parkway) 1963

**VALENS, RITCHIE**  
Donna/La Bamba (Del-Fi) 1959

**VAUGHN, BILLY**  
Sail Along Silvery Moon (Dot) 1958  
Wheels (Dot) 1962

**VENTURES**  
Walk, Don't Run (Dolton) 1960

**VINTON, BOBBY**  
Roses Are Red (Epic) 1962  
Blue Velvet (Epic) 1963

**WARING, FRED**  
'Twas the Night Before Christmas (Decca) 1942

**WASHINGTON, DINAH, WITH BROOK BENTON**  
Baby (Mercury) 1960

**WEAVERS**  
On Top of Old Smokie (Decca) 1951

**WEBER, JOAN**  
Let Me Go, Lover (Columbia) 1954

**WEEMS, TED**  
Heartaches (Decca) 1950  
Mickey (Decca) 1950

**WELK, LAWRENCE**  
Calcutta (Dot) 1961

**WHITEMAN, PAUL**  
Whispering (RCA Victor) 1921  
Three o'Clock in the Morning 1923

**WHITFIELD, DAVID**  
Cara Mia (London) 1956

**WHITING, MARGARET, AND JIMMY WAKELY**  
Slipping Around (Capitol) 1949

**WHITMAN, SLIM**  
Indian Love Call (Imperial) 1952  
Secret Love (Imperial) 1953  
Rose Marie (Imperial) 1954

**WILLIAMS, BILLY**  
I'm Gonna Sit Right Down and Write Myself a Letter (Coral) 1957

**WILLIAMS, HANK**  
Lovesick Blues (MGM) 1949  
Cold, Cold Heart (MGM) 1951  
Jambalaya (MGM) 1958

**WILLIAMS, LARRY**  
Short, Fat, Fanny (Specialty) 1957  
Bony Maronie (Specialty) 1958

**WILLIAMS, OTIS, AND THE CHARMS**  
Hearts of Stone (Deluxe) 1955  
Ivory Tower (Deluxe) 1956

**WILLIAMS, ROGER**  
Autumn Leaves (Kapp) 1955  
Til (Kapp) 1958

**WILLIAMS, TEX**  
Smoke, Smoke, Smoke (Capitol) 1947

**WILLIS, CHUCK**  
What Am I Living For (Atlantic) 1958

**WILLS, BOB**  
San Antonio Rose (Columbia)

**WILSON, JACKIE**  
Lonely Teardrops (Brunswick) 1959

**WONDER, LITTLE STEVIE**  
Fingertips (Part II) (Tamla) 1963

**WOOLEY, SHEB**  
Purple People Eater (MGM) 1960

**YANKOVIC, FRANK**  
Blue Skirt Waltz (Columbia)

**YORGESON, YOGI**  
I Just Go Nuts at Christmas (Capitol) 1949

**Community Affairs Projects** • *Continued from page 30*

**Programs for Youth**

WRCV radio and television, the NBC-owned stations in Philadelphia, received honors when they were named State winners of the "Golden Mike Awards" in the annual American Legion Auxiliary competition for programming "in the interest of youth." WRCV radio was honored for the "High School Highlights" series on teen-age school activities. The TV outlet was cited for its "Gateways to Careers" series on young people's job opportunities, presented in co-operation with the Americans for Competitive Enterprise System.

"Gateways to Careers" was an 11-program series designed to acquaint young people with various career opportunities in local business and industry. A portion of the program showed a tour of a local business or industry by a group of high school students, followed by an in-studio discussion with company executives on the opportunity for a career in that specific field.

"High School Highlights," sponsored by Blue Cross, spotlighted activities of area public, parochial and private high schools, with football stars, coaches and prominent local leaders as guests.

**United Fund in D. C.**

In addition to a heavy schedule of spot announcements (which included every station break on the hour and half hour), WWDC (Washington, D. C.) made available its Satellite Studio for daily originations during October from leading shopping centers. WWDC deejays originated many of their programs from the studio. There were daily interviews with

various UGF officials, and the station as sponsor of the Miss Washington Contest, arranged to have Miss Washington appear at the Kick-Off Rally for Government Employees at Constitution Hall, and also at the Downtown Businessmen's Rally.

**Apple a Day**

If an apple a day keeps the doctor away, some of Chicago-land's lucky teachers should be the healthiest folks in town. WLS, in co-operation with 192 Chicago A & P stores, gave away two cases of apples per day to teachers nominated by their students. In the on-the-spot promotion, WLS invited students to describe in 25 words or less why they appreciated their teachers. The "Teacher of the Day" was saluted each day on the air, and received two cases of Washington fancy, delicious apples—enough for everybody in the class!

**Parade of Pennies**

WSIX radio (Nashville) was honored by the American Legion for its "Parade of Pennies" drive to obtain funds to assist the local American Legion Post to purchase Christmas items for the Post's Annual Christmas Party for Underprivileged Children . . . about 1,500 children in all.

**For Students Only**

WERE radio (Cleveland) for the past 10 years has been providing a five-minute daily news show to high school students throughout the city. The broadcasts are fed via land line to WBOE (Board of Education station), which, in turn, rebroadcasts the newscasts on closed circuit to all high schools.



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by Brother Jack McDuff  
45-299

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AND IT'S FROM . . .



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DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
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NEW YORK, N. Y. 10036

1808 WEST END BLDG.  
NASHVILLE, TENN.

The Denny-Moeller office arranged for Red Sovine to appear in Germany in May, with Carl Perkins scheduled for shows in England during the same month. Kitty Wells, Johnny Wright and His Tennessee Mountain Boys and Bill Phillips will play England during June and July.

Jimmy Dickens, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then planes to England for a series of dates from May 26 through June 4. . . . Arrangement have been completed for another Connie B. Gay country music spectacular to be held at New Orleans Municipal Audi-

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MARTIN DENNY	LIBERTY
PETE FOUNTAIN	CORAL
EDDIE HAZELL	COLUMBIA
LIVING GUITARS	RCA CAMDEN
ANDRE KOSTELANETZ	COLUMBIA



Continued from page 66

- \*Sentimental Sing Along With Mitch (Columbia) 1962
- \*Happy Times Sing Along With Mitch (Columbia) 1962
- \*Christmas Sing Along With Mitch (Columbia) 1962
- \*Saturday Night Sing Along With Mitch (Columbia) 1962
- \*Party Sing Along With Mitch (Columbia) 1962
- \*Memories Sing Along With Mitch (Columbia) 1962
- \*Folk Song Sing-Along With Mitch (Columbia) 1963

**MILLS BROTHERS**  
Mills Brothers Souvenir Album (Decca) 1955  
retitled: (The Best of the Mills Brothers)

**MORMON TABERNACLE CHOIR**  
\*The Lord's Prayer (Columbia) 1963

**NELSON, RICK**  
Ricky (Imperial) 1958  
Ricky Sings Again (Imperial) 1963

**NELSON, SANDY**  
Let There Be Drums (Imperial) 1963

**NEWHART, BOB**  
\*Buffon-Down Mind of Bob Newhart (Warner Bros.) 1962

**OLDIES BUT GOODIES, VOL. 1**  
Various Artists (Original Sound) 1962

**ORMANDY, EUGENE**  
\*Glorious Sound of Christmas (Columbia) 1962

**PETER, PAUL & MARY**  
\*Peter, Paul & Mary (Warner Bros.) 1962  
\*Moving (Warner Bros.) 1963  
\*In the Wind (Warner Bros.) 1963

**THE PLATTERS**  
The Platters (Mercury) 1960  
\*Encore of Golden Hits (Mercury) 1961

**PRESLEY, ELVIS**  
\*Elvis (RCA Victor) 1960  
\*Elvis' Golden Records (RCA Victor) 1961  
\*G.I. Blues (RCA Victor) 1961  
\*Blue Hawaii (RCA Victor) 1961  
\*Elvis' Christmas Album (RCA Victor) 1963  
\*Girls, Girls, Girls (RCA Victor) 1963

**SEVILLE, DAVID, & THE CHIPMUNKS**  
Let's All Sing With the Chipmunks (Liberty) 1959  
Christmas With the Chipmunks (Liberty) 1963

**SHAW, ROBERT**  
Christmas Hymns & Carols (RCA Victor) 1960

**SHERMAN, ALLAN**  
\*My Son the Folksinger (Warner Bros.) 1962

**SINATRA, FRANK**  
\*Songs for Swingin' Lovers (Capitol) 1962  
\*Come Dance With Me (Capitol) 1962  
\*Only the Lonely (Capitol) 1962  
\*Nice 'N Easy (Capitol) 1962  
\*This Is Sinatra (Capitol) 1962  
I Remember Tommy (Reprise) 1962

**SINGING NUN**  
\*The Singing Nun (Philips) 1963

**\*SIXTY YEARS OF MUSIC AMERICA  
LOVES BEST**  
Various Artists (RCA Victor) 1960

**SNYDER, TERRY**  
Persuasive Percussion, Vol. 1 (Command) 1961

**VALENS, RITCHIE**  
Ritchie (Del-Fi) 1960  
Ritchie Valens (Del-Fi) 1960

**VAUGHN, BILLY**  
\*Sail Along Silvr'y Moon (Dot) 1962  
\*Blue Hawaii (Dot) 1962  
\*Theme From "A Summer Place" (Dot) 1962

**VEE, BOBBY**  
Bobby Vee's Golden Greats (Liberty) 1963

**VENTURES, THE**  
The Ventures Play Telstar, The Lonely Bull & Others (Dolton) 1963

**WARING, FRED**  
\*Twas the Night Before Christmas (Decca) 1956

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**WARREN, RUSTY**  
Songs for Sinners (Jubilee) 1958  
Knockers Up (Jubilee) 1959  
Sin-sational (Jubilee) 1961

**WELK, LAWRENCE**  
\*Calcutta (Dot) 1961

**WILLIAMS, ANDY**  
\*Moon River (Columbia) 1962  
\*Days of Wine & Roses (Columbia) 1963

**WILLIAMS, ROGER**  
Songs of the Fabulous Fifties (Kapp) 1960  
\*Til (Kapp) 1960

## ORIGINAL CASTS SOUND TRACKS

**AROUND THE WORLD IN EIGHTY DAYS**  
Sound Track (Decca) 1957

**\*CAMELOT**  
Original Cast (Columbia) 1962

**\*CAROUSEL**  
Sound Track (Capitol) 1959

**THE EDDIE DUCHIN STORY**  
Sound Track (Decca) 1959

**\*EXODUS**  
Sound Track (RCA Victor) 1962

**\*FLOWER DRUM SONG**  
Original Cast (Columbia) 1962

**GIGI**  
Sound Track (MGM) 1962

**THE GLENN MILLER STORY**  
Sound Track (Decca) 1959

**HANS CHRISTIAN ANDERSEN**  
Sound Track (Decca) 1955

**THE KING AND I**  
Original Cast (Decca) 1953

**\*THE KING AND I**  
Sound Track (Capitol) 1959

**\*THE MUSIC MAN**  
Sound Track (Warner Bros.) 1963

**\*THE MUSIC MAN**  
Original Cast (Capitol) 1959

**\*MY FAIR LADY**  
Original Cast (Columbia) 1957

**OKLAHOMA**  
Original Cast (Decca) 1945

**\*OKLAHOMA**  
Sound Track (Capitol) 1959

**\*PORGY & BESS**  
Sound Track (Columbia) 1963

**ROCK-A-BYE YOUR BABY  
(THE JOLSON STORY)**  
Sound Track (Decca) 1947

**SHOWBOAT**  
Sound Track (MGM) 1960

**\*THE SOUND OF MUSIC**  
Original Cast (Columbia) 1961

**SOUTH PACIFIC**  
Original Cast (Columbia) 1958

**\*SOUTH PACIFIC**  
Sound Track (RCA Victor) 1962

**THE THREE PENNY OPERA**

**\*WEST SIDE STORY**  
Original Cast (MGM) 1959  
Original Cast (Columbia) 1962

**\*WEST SIDE STORY**  
Sound Track (Columbia) 1962

## Programming Leaders Discuss Techniques

Continued from page 44

**Production:** "LPs" needed for production of spots, specials, etc., are kept in this file in alphabetical order.

**Comedy:** "Comedy LPs are filed in alphabetical order

**Holiday and Religious:** These "LPs" are filed under important national and religious holiday groupings.

How a personality makes up his show: The personality is obliged, by management, to take a minimum of one hour to make up a three hour show. He selects his "singles" from the master single list and "LPs" from his individual file in the "new" LP file. Before making his selection, he double checks the show preceding his to clear "new" LP material.

The personality then makes up his show listing each record in order on a music sheet as it will be played on the air. He makes three copies of his music sheet—one for the program director, one for the library file and one for himself. He takes his "LPs" with him to the studio. On the console, is a box containing all the "singles" which correspond by number with the master sheet in the library. This box is made up each week to conform with the new master music list.

These are the important fundamentals in WIP's record library file system. We feel the system is a good one and simple enough for one person to supervise. Of course, the co-operation of the personality who handles the records is a necessary element in keeping our house clean.

## Research, Goals, Professionalism

By Mark Olds  
General Manager, WINS, New York



At no time, it seems, has there been so much talk about the importance of the product . . . the programming of the radio station. At no time have trained, able programmers been as hard to find. Why?

Simple . . . the business gets more competitive every day. Gone are the days when a smart young feller could waltz into a good-sized town and grab off half of the available audience in a matter of weeks. By now, almost everybody in radio is conversant with most of the techniques used successfully elsewhere . . . and is far more sophisticated in approaching his own station problems.

In fact, this sophistication has led to an interesting stratification of radio. In the old days (like 1956!), we used to talk about net stations, indies, and specialists. Today, we split the spectrum into something like this: Talk.

(Continued on page 70)

Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

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Her impact  
in Israel is "incredible!"  
See her  
hit here  
on

# RCA VICTOR

The most trusted name in sound

when answering ads . . .

SAY YOU SAW IT IN BILLBOARD

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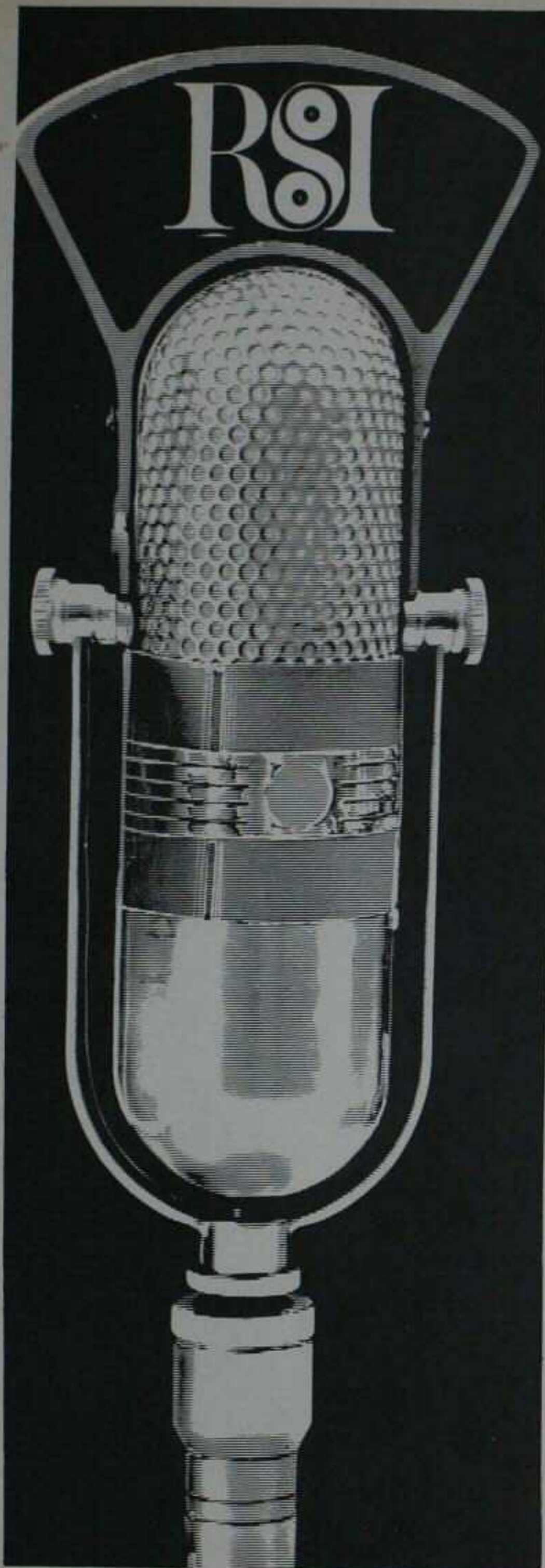
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CHRISTIAN TOERSLEFF

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Some fellow program directors are speaking to you:

*"We've been so satisfied with RSI's service, we now plan to make RSI our one source for albums."*  
KCRS, Midland, Texas.

*"Your album service is excellent. It enables stations on a tight budget to get albums as they come out, paying for them as they get them, and to know what you will be getting."*  
WQFM, Milwaukee, Wisconsin

*"... your service is unique in that one can be selective."*  
WFSC, Glens Falls, New York

*"... this is by far the best service I have ever run across. Our record problems seem to have been solved!"*  
WFOY, St. Augustine, Florida

Some 2200 radio stations throughout the world have now taken advantage of the unique services of RECORD SOURCE INTERNATIONAL (RSI).

RSI is the only operation of its kind in existence... providing radio stations with a central source of supply for all the top-rated, top-selling recordings of all labels. You don't have to take the dogs and cats in order to get the "goodies"... you can be selective... and at budget rates.

Whatever your musical programming format—pop, Top 40, classical, middle of the road, jazz, show tunes, comedy, folk or country—there is an RSI Service tailored for you: subscription services which bring you automatic weekly or monthly shipments of the top new singles or albums in your chosen category... catalog services from which to build your library of all-time standards and favorites... or you can pick and choose each month from RSI's list of 150 to 200 of the top new album releases.

*Write for your free catalog of RSI Services today. And if your librarian or program director is not receiving RSI's monthly album listing, please make note on your station letterhead to that effect.*

Write:

**RECORD SOURCE INTERNATIONAL**  
Dept. NA, 165 W. 46th St., New York, N. Y. 10036

April 11, 1964 • Billboard 1964 Radio Programming Guide



## "GREASE MONKEY"

by Brother Jack McDuff  
45-299

on the Billboard Bubbling under and like it's happening in... Chi... Det... SF... LA... & DC.  
(IT'S WILD)

AND IT'S FROM...



Alb. #7286

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**PRESTIGE RECORDS**

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# RTS... NO NO BUBBLING ST RECORDS WEEKS 'SETTE' S THIELEMANS

AMOUNT	LES McCANN	WORLD-PACIFIC
VICTOR	GLENN MILLER/BENEKE	CAPITOL
LIBERTY	PETER NERO	RCA VICTOR
DECCA	THE NUTTY SQUIRRELS	RCA VICTOR
LIBERTY	JIMMY SMITH	VERVE
CORAL	ART VAN DAMME	COLUMBIA
COLUMBIA	SARAH VAUGHAN	MERCURY
RCA CAMDEN	GERALD WILSON	WORLD-PACIFIC
COLUMBIA	GINO MESCOLI	VESUVIUS

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## DUCHESS MUSIC CORPORATION

322 W. 48th STREET

NEW YORK, N. Y. 10036

**DUB ALDRITTEN**  
1808 WEST END BLDG.  
NASHVILLE, TENN.

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**CURRENT HIT ALBUM:**  
DECCA DL-4439, DL-74439 (STEREO)

LENNY DEE	DECCA
MARTIN DENNY	LIBERTY
PETE FOUNTAIN	CORAL
EDDIE HAZELL	COLUMBIA
LIVING GUITARS	RCA CAMDEN
ANDRE KOSTELANETZ	COLUMBIA



**Programming Leaders Discuss Techniques**

• Continued from page 68

Network, Good Music, Middle-of-the-Road Pop, Swinging Middle-of-the-Road, Formula, Top-40 . . . and, of course, the specialists: Foreign Language, Symphonic, Jazz, Gospel, Sing-Along, Folk Music, and Ethnic. If we keep this up, small wonder if the programmer won't wind up knowing more and more about less and less, until he's programming for himself, the boss, and six close friends!

Well, then, is there an answer . . . a guide to the perplexed . . . in going after the desired audience? You bet there is, and it goes something like this:

**RESEARCH:**

What does my projected audience want and need: what will make them listen to me?

**GOALS:**

What can be logically and reasonably expected in this market—in rating position, audience composition, prestige and income?

**PROFESSIONALISM:**

Whatever we decide to do, are we doing it as real professionals, with style, craftsmanship and creativity?

At WINS, in the country's largest, and one of its most competitive markets, we try to apply this approach of research, setting of goals and professional performance. We looked into this area and weighed many factors, including the history of the various stations, the changing composition of the audience, short and long-range trends in everything from buying habits to working hours. We decided that the best potential lay in long-term "growth" investment . . . in the younger people, from late teens to late 30's, who are a huge percentage of the 17,000,000 people in the area now and will be for many, many years.

We decided that a broadly based music policy, with adequate representation of current sounds, plus strong personalities, plus compelling news, built around on-the-scene reporters, plus important and significant public affairs, plus a strong editorial policy, plus many, many services, ranging from traffic to job opportunities, plus a clean, strong signal, plus a unique custom-made logo, plus about 19 other major items was what we needed in *this* area at *this* time.

Now we're trying to accomplish our goals the best way we know how. Perhaps this is the road you should take too; perhaps not. But whatever your road, make sure you know *why* you're going, *where* you're going and *how* you plan to get there.

**Programming Service Guide**

• Continued from page 52

**Triangle Program Sales**

320 Park Ave., New York 22, N. Y.  
PROGRAMS: Syndicated radio and TV programs.

**University of Detroit Radio Program Service**

4001 W. McNichols Rd., Detroit 21, Mich.  
PROGRAMS AND TALK VIGNETTES: "Words for the day": two and a half minutes, 5 days a week; meaning of words in capsule documentary format; a complete self-contained program. The next three listed are "Capsule Shows," 5-minute programs, each a monolog by a regular professor on a specific topic designed to be introduced by the station deejay or announcer for the "Monitor Type Format": "Your Home": one day a week—how to buy a home, finance it, land contracts, mortgages, what to look for, financing, etc.; by Professor Donnelly. "Word State": one day a week—talks on the theater, playwrights, authors, etc. "Spoken Word": one day a week—talks on public speaking for the average person; conference techniques, after-dinner talks and how to hold attention of the audience, etc. Price for the above listed is free as a public service broadcast. May be sold by special arrangement.

OTHER SPECIAL PACKAGES: "Town Hall": 24:30 weekly—a talk show with documentaries, interviews, panels, significant talks. "Ask the Professor": 29:30 weekly—a panel show with professors answering ad lib, listener questions or forgetting magazine subscriptions—emphasis on conversation and wit. "Royal Academy of Higher Jazz, Uptown": 24:30 weekly—a remake of the old "Chamber Music Society of Lower Basin Street," produced for the U. of Detroit by the creator of the Basin Street Show. Price for the above listed is free as a public service.

**WBKR Broadcast Service**

1169 Sylvania Rd., Cleveland Heights 21, Ohio  
PROGRAMS AND TALK VIGNETTES: Radio show for syndication.  
MUSICAL PRODUCTION AIDS: Producing commercials, jingles and special recordings.

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No other music-trade publication gives its advertisers the global exposure, strength of editorial backing and proof of circulation claims that Billboard offers.

The nearly 70 years of international respect for Billboard's quality of journalism, scientific methods of research and high standards of business practice provide advertisers with an unmatched setting of prestige for their message.

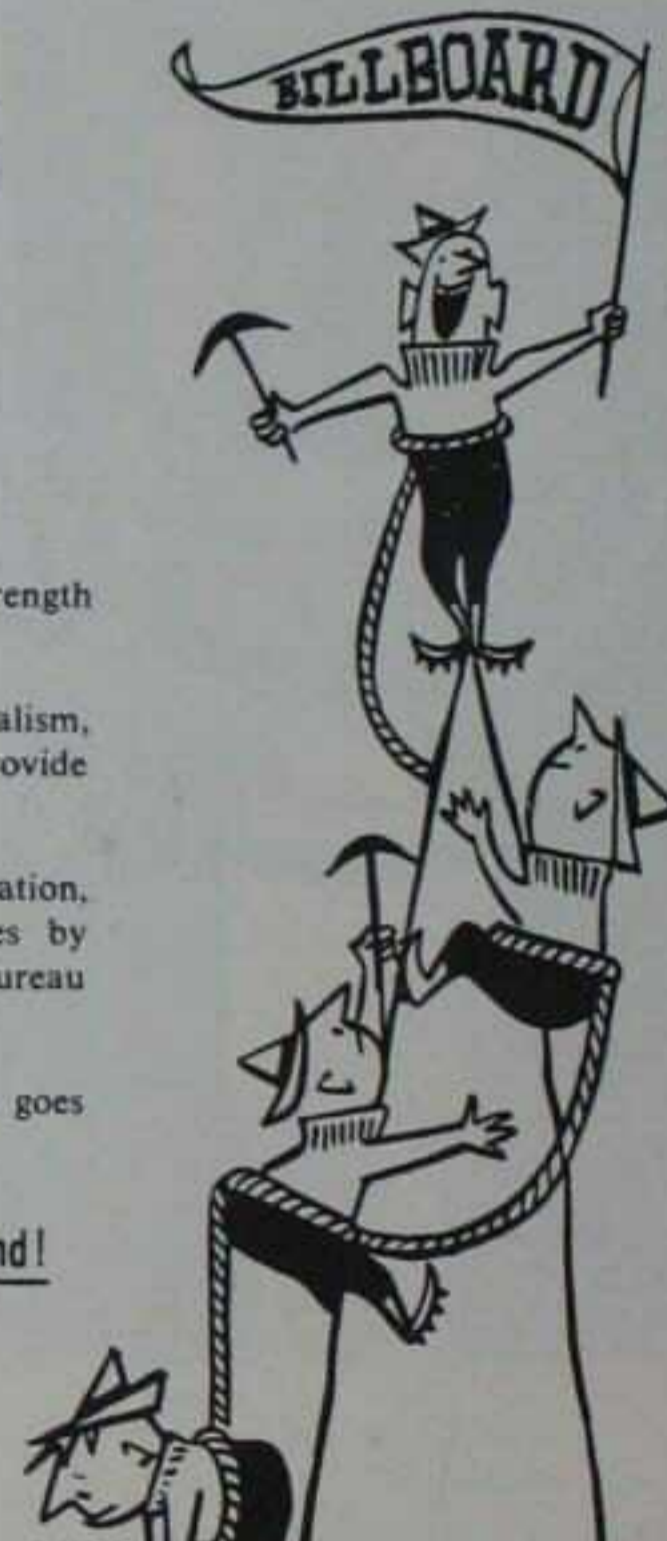
With a world-wide circulation twice that of any other music-trade publication, only Billboard offers advertisers incontrovertible proof of circulation figures by opening its files twice every year for audit by the rigid and exacting Audit Bureau of Circulations (ABC).

Their reports detail for every Billboard advertiser just where his message goes throughout the world . . . who receives it . . . and how many receive it.

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Billboard 1964 Radio Programming Guide • April 11, 1964

COLUMBIA RECORDS BROADCAST SERVICES • 799 Seventh Avenue, New York, N.Y. 10019

\*Bill Gavin Record Survey, January 1964

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Her impact in Israel is "incredible"! See her hit here on

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The most trusted name in sound

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CHRISTIAN TOERSLEFF





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**HOT COUNTRY ALBUMS**

*The Girl  
you want  
to  
program!*

NATIONAL ASSOCIATION OF RECORD MERCHANTSERS:\*  
"the best selling female vocalist for 1963"  
"the top female artist on singles for 1963"

\*NARM POLL FOR 1963



**"GREASE MONKEY"**

by Brother Jack McDuff  
45-299

on the Billboard Bubbling under  
and like it's happening in . . . Chi  
. . . Det. . . SF . . . LA . . . & DC.  
(IT'S WILD)

AND IT'S FROM . . .



Alb. #7284

JACK'S LATEST AND A  
BILLBOARD SPOTLIGHT

**PRESTIGE RECORDS**

203 South Washington Avenue  
Bergenfield, New Jersey



**Brenda  
Lee**

**ARTS . . . NO  
NO BUBBLING  
ST RECORDS**

**WEEKS  
ESETTE'  
S THIELEMANS**

DIRECTION:  
**XXX**  
WILLIAM MORRIS AGENCY

EXCLUSIVELY:  
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DUB ALBRITTEN  
1808 WEST END BLDG.  
NASHVILLE, TENN.

CURRENT SMASH SINGLE:

**"THINK"**

DECCA  
31599



CURRENT HIT ALBUM:  
DECCA DL-4439, DL-74439 (STEREO)

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	ART VAN DAMME	COLUMBIA
	SARAH VAUGHAN	MERCURY
	GERALD WILSON	WORLD-PACIFIC
	GINO MESCOLI	VESUVIUS

**P.S.: For free piano solo or  
vocal version, write:**

**DUCHESS MUSIC CORPORATION**

322 W. 48th STREET

NEW YORK, N. Y. 10036



**Programming Leaders  
Discuss Techniques**

• Continued from page 68

At WINS, in the country's largest, and one of its most competitive markets, we try to apply this approach of research, setting of goals and professional performance.

**Programming Service Guide**

• Continued from page 52

AT THE  
**NAI  
SHO**

SEE THE  
**COMPLET**

OF AUTOMATIC AND SE  
ALBUM OVERWRAPPIN  
IN OPERATION, FEAT

**CRYOVA**  
AND THE ALL NEW CO

SEE THIS

**FAMOUS M**

NOW IN USE THRU  
THE INDUSTR

**OVERWRA**

LP ALBU

(OVER 100,000,000 UN

SEE THE

**CRYOVA**

**EXHIB**

ROOM NO. 4

TV LOUN

**EDEN ROC | A**

HOTEL, MIAMI BEACH | A

W.F. Grace & Co., Cryovac Div

**IN TUNE  
WITH THE TIMES**

**NEIL  
SEDAKA**

Latest Smash Single!... "THE CLOSEST THING TO HEAVEN"... RCA Victor 8341

The internationally significant artist important to everyone in radio, television, or interested in radio and television. Neil's albums conform to all music station formats from contemporary to pop standard. Neil sings in English, Italian, German and Spanish!

Program Neil's latest albums—the music radio fans want to hear! Neil will cut personality promo tapes for your station upon request.

Exclusively: RCA VICTOR



NEIL SEDAKA • CIRCULATE  
LPM-2317



NEIL SEDAKA SINGS LITTLE DEVIL  
LPM-2421



NEIL SEDAKA ITALIANO  
LPM-10140



NEIL SEDAKA SINGS HIS GREATEST HITS  
LPM-2627

BOOKINGS: XXXX

PERSONAL MANAGEMENT: BEN SUTTER, 756 7th AVE., NEW YORK, N. Y. TEL.: (212) JUDSON 2-5715

PRESS RELATIONS: SAM GUTWIRTH

Her impact  
in Israel is "incredible"!  
See her  
hit here  
on

**RCA VICTOR**

The most trusted name in sound

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CHRISTIAN TOERSLEFF

ADVERTISING IN  
BUSINESSPAPERS  
MEANS BUSINESS



**COUNTRY MUSIC CORNER**

• Continued from page 18

promoted by the veteran **Larry Sunbrock** moves in for a single matinee performance. Spearheading the talent brigade will be such names as **Lester Flatt** and **Earl Scruggs** and **Their Foggy Mountain Boys**, **Buck Owens**, **Dale and Grace**, **Sonny James**, **George Morgan**, **Warner Mack**, **Loretta Lynn**, **Red Smith** and **Don Reno** and **Marilyn 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 Sanders**, of KSIR-Radio, Wichita, Kan. . . . **Rodney and the Blazers** are working a long string of one-nighters with **Wanda Jackson** through Kansas, Texas, New Mexico, Colorado, Wyoming, Missouri and Illinois.

Station K-BER, San Antonio, one of the nation's top c.&w. stations, presented another in a series of "Grand Ole Opry" shows at San Antonio's Auditorium Saturday (4). In the talent line-up were **Marty Robbins**, **Hank Thompson**, **Lefty Frizzell**, **Tex Ritter**, **Rose Maddox** and **Roger Miller**. A. V. Bamford, veteran promoter and owner of K-BER, reports that follow-up shows have already been contracted for May and June . . . B-W Music, Inc., Wooster, Ohio, has United Artists' **Kathy Dee** set for shows at WHPL, Winchester, Va., April 18, and WCMS, Norfolk, Va., April 19.

**Rose Maddox** and her boys kicked off a six-week tour in Texas April 1, which will carry the group through the Lone Star State, Oklahoma, Iowa, Minnesota, Wisconsin and Illinois. Accompanying Rose on the tour is her laughing brother, Cal. . . . **Ernest Ashworth** will pull up stakes in Huntsville, Ala., around mid-May to settle his family in Nashville.

Capitol artist **Roy Clark's** April bookings carry him to the Esquire Club, Houston, 8 and 10; Bamboo Club, Enid, Okla., 11; CMA Show, Detroit, 17; "Big D Jamboree," Dallas, 18; Wichita, Kan., 20; Auditorium, Omaha, 24; Auditorium, Lawrence, Kan., 25; Memorial Hall, Kansas City, Kan., 26; Auditorium, Sioux City, Ia., 27; Auditorium, Sioux Falls, S. D., 28; Auditorium, Lincoln, Neb., 29, and Auditorium, Salina, Kan., 30.

A package set by **Rex Rinehart** through the Denny-Moeller Talent Agency, Nashville, has embarked on a 13-day tour of Nebraska, Wyoming, Colorado, Idaho, Oregon and California. In the talent line-up are **Stonewall Jackson**, **Jimmy Dickens**, **Jimmy Newman**, **Red Sovine** and **His Tennessee Valley Boys**, **Jan Moore** and **Rex Rinehart**. . . . The Denny-Moeller office arranged for **Red Sovine** to appear in Germany in May, with **Carl Perkins** scheduled for shows in England during the same month. **Kitty Wells**, **Johnny Wright** and **His Tennessee Mountain Boys** and **Bill Phillips** will play England during June and July.

**Jimmy Dickens**, who has just returned from Hawaii, will journey to the Far East for personals from April 21 through May 23. Dickens then planes to England for a series of dates from May 26 through June 4. . . . Arrangement have been completed for another **Connie B. Gay** country music spectacular to be held at New Orleans Municipal Audi-

torium April 12. Set to appear on the show are **Webb Pierce**, **Hank Snow**, **Carl Smith**, **Minnie Pearl**, **Porter Wagoner**, **Billy Walker**, the **Willis Brothers**, **Norma Jean**, **Bobbi Staff**, the **Rainbow Ranch Boys** and the **Wagonmasters**. All talent for the show was set by **Jack B. Andrews**, of the Denny-Moeller office.

**Shirlee Hunter** will appear at the Azalea Festival, Wilmington, N. C., to represent country music in a variety show that will also feature **Frankie Avalon**, **Bob Luman**, the **Lester Lanin** orchestra, the **Bruce Stevens** orchestra, **Miss U. S. A.** and a group of singers from Yale University. The Jim Gemmill office, Richmond, Va., also has **Miss Hunter** set for the Shenandoah Apple Blossom Festival at Winchester, Va., May 1-2. . . . The second of five country music specs to be presented this year by Radio Ranch Productions of Station WCMS, Norfolk, will be held at Municipal Auditorium, Norfolk, April 19, with the talent line-up comprising **Marty Robbins** and band, **Leroy Van Dyke** and the **Auctioneers**, **Bill Anderson** and band, **Mac Wiseman**, **Lonzo and Oscar**, **Bill Harrell**, **Smitty Irwin**, **Buck Ryan**, the **Virginians** and **Kathy Dee**. Emcee chores will be handled by WCMS's **Four Horsemen**—**Carolina Charlie Wiggs**, **Sheriff Tex Davis**, **Hopalong Joe Hoppel** and **Travelin' Jesse Travers**.

During his April 2-15 stint at the Golden Nugget, Las Vegas, **Buck Owens** will take his two off-days there, April 5 and 12, to play single engagements in Detroit and Cincinnati, respectively. Buck repeats on the **Jimmy Dean** TV-er April 23. Following the Las Vegas stand, Buck makes several dates in California and Arizona before invading Texas, with a stop scheduled on "Big D Jamboree" in Dallas May 9. He follows the Texas trip with a date with **Vic Lewis'** country music spec at New York's Madison Square Garden May 16-17. Another booking takes him to Mocking Bird Park, Anderson, Ind., June 7. . . . **Eddie Dean** has been set by Americana Corporation for a feature slot at the Kankakee (Ill.) Fair. . . . **Bill Carlisle**, new on Hickory Records, has as his first release for the label a novelty called "Shanghai Rooster." . . . **Rose Maddox** took to the road again April 1 for a swing through Arizona, Texas, Oklahoma, Iowa, Minnesota, Wisconsin and Illinois. Included in the trek will be a Bamford tour in Texas, a stint with the **Johnny Cash** show in Iowa, and a week at the Flame Cafe, Minneapolis.

The **Faron Young** radio show for Pearl Beer starts on 22 stations in Texas, Louisiana, Mississippi and New Mexico April 6. . . . Fortune Records, Detroit, has made the switch back to country music with the signing of country artists **Tommy Kato**, the **Hall Brothers**, **Danny Richards**, **Patti Lynne**, **Windy Smith** and **Lloyd Howell**. . . . **Jimmy Key**, of Key Talent, Nashville, has booked **Jimmy Newman** for an extended tour starting April 7 in Kearney, Neb., and winding up at Eugene, Ore. Jimmy will spend late April and early May in Louisiana, Mississippi, Texas and New Mexico for the Key office.

**Leon McAuliffe** and **His Cimarron Boys** are routed for Cimarron Ballroom, Tulsa, Okla., April 8; Firemen's Ball, Shawnee, Okla., 10, and Play-

**HOT COUNTRY ALBUMS**

Billboard SPECIAL SURVEY FOR WEEK ENDING 4/11/64			
This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	1	<b>RING OF FIRE—THE BEST OF JOHNNY CASH</b> Columbia CL 2053 (M); CS 8853 (S)	14
2	2	<b>LORETTA LYNN SINGS</b> Decca DL 4457 (M); DL 74457 (S)	13
3	5	<b>THE BEST OF GEORGE JONES</b> United Artists UAL 3291 (M); UAS 6291 (S)	14
4	4	<b>BUCK OWENS SINGS TOMMY COLLINS</b> Capitol T 1989 (M); ST 1989 (S)	14
5	3	<b>GUITAR COUNTRY</b> Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	10
6	6	<b>NIGHT LIFE</b> Ray Price, Columbia CL 1971 (M); CS 8771 (S)	14
7	7	<b>RAILROAD MAN</b> Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	13
8	8	<b>ON THE BANDSTAND</b> Buck Owens, Capitol T 1879 (M); ST 1879 (S)	14
9	9	<b>LESTER FLATT &amp; EARL SCRUGGS AT CARNEGIE HALL</b> Columbia CL 2045 (M); CS 8845 (S)	12
10	12	<b>STORY SONGS FOR COUNTRY FOLKS</b> Faron Young, Mercury MG 20896 (M); SR 60896 (S)	9
11	17	<b>BILL ANDERSON SINGS</b> Decca DL 4499 (M); DL 74499 (S)	2
12	14	<b>FLATT &amp; SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY</b> Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	2
13	13	<b>I LOVE A SONG</b> Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	14
14	11	<b>GEORGE JONES &amp; MELBA MONTGOMERY SINGING WHAT'S IN OUR HEART</b> United Artists UAL 3301 (M); UAS 6301 (S)	14
15	10	<b>LOVING ARMS</b> Carl Butler & Pearl, Columbia CL 2125 (M); CS 8925 (S)	6
16	20	<b>GOOD 'N' COUNTRY</b> Jim Reeves, RCA Camden, CAL 784 (M); CAS 784 (S)	3
17	15	<b>SONGS OF THE CITIES</b> Roy Drusky, Mercury MG 20883 (M); SR 60883 (S)	8
18	16	<b>FOLK SONG BOOK</b> Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	5
19	18	<b>HITS OF TODAY AND TOMORROW</b> Ernest Ashworth, Hickory LPM 118 (M); (no Stereo)	4
20	—	<b>ESPECIALLY FOR YOU</b> Kitty Wells, Decca DL 4493 (M); DL 74493 (S)	1



Decca's own **JIMMY MARTIN** has hit big with "WIDOW MAKER." The number is getting strong air play and big sales all across the country.  
(Advertisement)


house, Wichita, Kan., 11. On April 17 the group begins a week's trek through the Pacific Northwest, starting at Tacoma, Wash. . . . **Dottie West**, who teams with **Jim Reeves** on a new RCA Victor release which has kicked off in good fashion, will be touring with Reeves during April. Last week Dottie played the Flame Club, Minneapolis, her second time there. . . . Song-writer **Kay Arnold** has scored with a dozen placements on her material since changing base of operations to Nashville recently. Kay's song, "Lipstick, Paint a Smile on Me," is getting international action. A recent item by Brunswick girl singer **Demetriss Tapp**, the song has been recorded for English release by Philips artist **Rose Brennan**. This was followed by release in England of Miss Tapp's record, and Brunswick officials say the disk will also be out soon in Germany and Japan.



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# ALBUM REVIEWS (continued)



## SPECIAL MERIT PICKS

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

### POP SPECIAL MERIT

#### SHANGRI-LA

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

Harpist Maxwell's single "Shangri-La" is currently climbing the chart, which should do much to point attention to this package of standards performed in an easy-listening, relaxed manner. The harp is supported by organ and orchestra.

### POP SPECIAL MERIT

#### 50 FABULOUS HAWAIIAN FAVORITES

Leroy Holmes & the Southwinds, United Artists UAL 3353 (M); UAS 6353 (S)

Hawaiian music gets a striking showcasing in this roundup of 50 songs of and about the islands by Leroy Holmes. The maestro sees to it that rhythms sway and that the tempo enchants and it's to his credit that the Hawaiian lode never gets tiresome.

### POP SPECIAL MERIT

#### THIS I BELIEVE

Fred Waring & the Pennsylvanians. Capitol T 2054 (M); ST 2054 (S)

A fine collection of inspirational songs performed to perfection by Fred Waring and the Pennsylvanians. Selections include "The Lord's Prayer," "Ave Maria," "You'll Never Walk Alone," "I Believe" and others.

### POP SPECIAL MERIT

#### BANJOS!!! LIVE! AT THE RED ONION

Dan McCall & His Banjokers. Group W 33033 (M); WS 53003 (S)

Here's a wild one recorded live at the Red Onion, a beer and pretzel parlor in Manhattan, N. Y. The side is filled with all the good old-fashioned tunes just right for singing along and beating spoons.

### POP SPECIAL MERIT

#### THIS YEAR'S TOP MOVIE SONGS

The Four Lads, United Artists UAL 3356 (M); UAS 6356 (S)

One of the most commercial offerings from this talented group in quite a while. The musical hook is hung on this year's favorite movie songs and the boys are in top form swinging through flick themes like "Charade," "It's a Mad, Mad, Mad, Mad World" and "The Great Escape March" to name a few. Fine programming and listening.

### CLASSICAL SPECIAL MERIT

#### BEETHOVEN: COMPLETE PIANO CONCERTOS, VOLUME 5

Artur Schnabel, Angel COLH 5

This is the fifth in the five-volume re-release of the Artur Schnabel interpretations of the Beethoven piano concerti. Volume 5 contains the "Emperor."

(Continued on page 78)

SEE ALBUM REVIEWS ON BACK COVER

## BREAKOUT ALBUMS

### ★ NATIONAL BREAKOUTS

#### GLAD ALL OVER

Dave Clark Five, Epic LN 24093 (M); BN 26093 (S)

#### KISSIN' COUSINS

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

#### SHUT DOWN, VOL. 2

Beach Boys, Capitol T 2027 (M); ST 2027 (S)

#### DAYS OF WINE AND ROSES, MOON RIVER AND OTHER ACADEMY AWARD WINNERS

Frank Sinatra, Reprise F 1011 (M); FS 1011 (S)

#### 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, Motown 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 . . .

Mary Belafonte, RCA Victor LOC 6009 (M); LSO 6009 (S)

#### IT'S ALL IN THE GAME . . .

Cliff Richard, Epic LN 24089 (M); BN 26089 (S)

#### BAJA MARIMBA BAND . . .

A&M LP 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 (S)

#### FOLK SONGS AROUND THE WORLD . . .

Mantovani, London LL 3360 (M); PS 360 (S)

#### LONELY GUITAR . . .

Duane Eddy, RCA Victor LPM 2798 (M); LSP 2798 (S)

#### BE TRUE TO YOUR SCHOOL . . .

Sandy Nelson, Imperial LP 9258 (M); LP 12258 (S)

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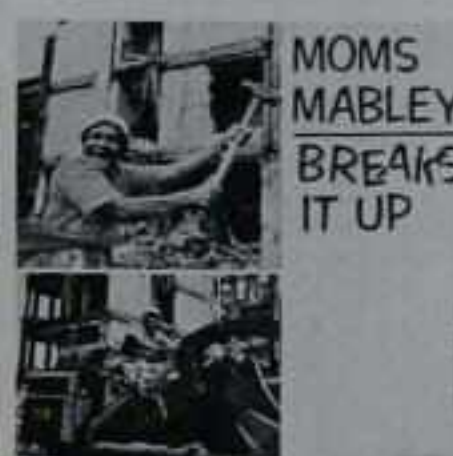
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**MOMS MABLEY AT GENEVA CONFERENCE**—Recorded during actual performances at the Regal Theater, Chicago, and the Howard Theater, Washington, D.C. Moms performs at her hilarious best, especially situations pertaining to current world problems. (See Cover!)  
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1467



**MOMS MABLEY BREAKS IT UP**—Recorded during actual performances at the Tivoli Theatre, Chicago.



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1475



**MOMS MABLEY YOUNG MEN, SI, OLD MEN, NO**—Recorded during actual performances at Apollo Theatre, New York City.  
1477



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# BILLBOARD **HITS OF THE WORLD**

## ARGENTINA

(Courtesy Escalera a la Fama)

\*Denotes local origin

This Last Week	Last Week	Title	Artist
1	1	SIN TIMON	*Palito Ortega (Victor)—Korn
2	3	DOMINIQUE	Singing Nun (Philips); Alegres Cantores (CBS)—Fermata
3	2	EL MEREQUETENGUE	*Los Cinco del Ritmo (Microfon)
4	5	OH MI SENOR!	Eduardo Vianello (Victor)—Fermata
5	9	MARY ISABEL	*Leo Dan (CBS)—Mundo Musical
6	10	TRASNOCHADOS ESPINELES	*Cholo Aguirre (Microfon); Ramona Galarza (Odeon)—Lagos
7	4	DECI PORQUE NO QUERES	*Palito Ortega (Victor); Leo Dan (CBS)—Korn
8	6	SI VAS A DEJARME	Michele (Victor)—Fermata
9	7	AMAME (LOVE ME DO)	Beatles (Odeon)
10	—	EL PATITO	*Chicote Lopez (Odeon)

## AUSTRALIA

(Courtesy Music Maker, Sydney)

\*Denotes local origin

This Last Week	Last Week	Title	Artist
1	—	ALL MY LOVING	The Beatles (Parlophone)—Leeds
2	2	I SAW HER STANDING THERE	The Beatles (Parlophone)—Leeds
3	4	ANYONE WHO HAD A HEART	Dionne Warwick (Philips)—Belinda
4	5	HAWAII	The Beach Boys (Capitol)—Alberts
5	11	DAWN (GO AWAY)	The Four Seasons (Philips)
6	12	CALIFORNIA SUN	The Riveras (W. & G.)—Chappells
7	—	BITS AND PIECES	The Dave Clark Five (Columbia)—Castle
8	1	ROLL OVER BEETHOVEN	The Beatles (Parlophone)—Leeds
9	3	THE HAREM	Acker Bilk (Columbia)—Pincus Git
10	13	THAT'S WHAT I WANT	*The Cicadas (RCA)—Southern
11	7	NEEDLES AND PINS	The Searchers (Astor)
12	9	BLUE DAY	Billy Thorpe (Linda Lea)
13	6	SHE LOVES YOU	The Beatles (Parlophone)—Leeds
14	8	SURFIN' BIRD	The Trashmen (Stateside)
15	10	BORNE ON THE WIND	Roy Orbison (London)—Acuff-Rose

## BRITAIN

(A special list compiled prior to publication by New Musical Express, London)

\*Denotes local origin

This Last Week	Last Week	Title	Artist
1	—	CAN'T BUY ME LOVE	*Beatles (Parlophone)—Northern Songs Ltd.
2	1	LITTLE CHILDREN	*Billy J. Kramer (Parlophone)—Belinda Music
3	5	JUST ONE LOOK	*Hollies (Parlophone)—T. S. Music
4	4	NOT FADE AWAY	*Rolling Stones (Decca)—Southern Music
5	3	BITS AND PIECES	*Dave Clark Five (Columbia)—Ardmore & Beechwood
6	2	ANYONE WHO HAD A HEART	*Cilla Black (Parlophone)—Hill & Range
7	12	I BELIEVE	*Bachelors (Decca)—Cinephonic
8	8	I LOVE YOU BECAUSE	Jim Reeves (RCA)—Bourne Music
9	10	THAT GIRL BELONGS TO YESTERDAY	Gene Pitney (United Artist)—Pakkamak
10	15	TELL ME WHEN	*Applejacks (Decca)—Southern-Freddie Poser
11	6	DIANE	*Bachelors (Decca) Keith Prowse Music
12	9	BOYS CRY	*Eden Kane (Fontana-London)—142 Music
13	13	THEME FOR YOUNG LOVERS	*Shadows (Columbia)—Elstree-Shadows
14	22	WORLD WITHOUT LOVE	*Peter and Gordon (Columbia)—Northern Songs
15	7	I THINK OF YOU	*Merseybeats (Fontana)—Welbeck Mellin

16	21	GOOD GOLLY MISS MOLLY	*Swinging Blue Jeans (HMV)—Southern Music
17	24	VIVA LAS VEGAS	Elvis Presley (RCA)—17 Savile Row
18	14	CANDY MAN	*Brian Poole and the Tremeloes (Decca)—A. Schroeder
19	11	OVER YOU	*Freddie and the Dreamers (Columbia)—Kennedy Street Music
20	16	LET ME GO, LOVER	*Kathy Kirby (Decca)—Aberbach
21	19	BORNE ON THE WIND	Roy Orbison (London)—Acuff-Rose
22	28	MY BOY LOLLIPOP	*Millie (Fontana)—Chappell
23	17	STAY AWHILE	*Dusty Springfield (Philips)—Flamingo
24	23	IT'S AN OPEN SECRET	*Joy Strings (Regal-Zonophone)—Salvation Publishers and Suppliers
25	—	MOVE OVER DARLING	Doris Day (CBS)
26	20	I'M THE ONE	*Gerry and the Pacemakers (Columbia) Pacermusic
27	—	IF HE TELLS YOU	*Adam Faith (Parlophone)—Freddie Poser
28	30	KING OF KINGS	*Ezz Reco (Columbia)—Robbins Music
29	25	ROLLING STONES (EP)	*Rolling Stones (Decca)—Jewel/Dominion/Progressive
30	18	NEEDLES AND PINS	*Searchers (Pye)—Metric Music

## CHILE

This Week	Title	Artist
1	SI QUIERES DEJARME	Michele (RCA); Carlos Gonzalez (Demon)
2	BANO DE MAR A MEDIANOCHE	Cecilia (Odeon)
3	CANTA EL CORAZON	Leo Dan (CBS)
4	ADIOS	Gilbert Becaud (Odeon)
5	ESTA NOCHE NO	Elsa Quarta (Philips)
6	EL LLANTO DEL SIGLO	Enrique Guzman (CBS)
7	BESOS ARENA Y SOL	Rafael Peralta (Odeon)
8	MARISA	Leo Dan (CBS); Carlos Amador (RCA)
9	NO IMPEDIRAS QUE TE QUIERA	Larry Wilson (Demon)
10	LOS WATUSSI	Edoardo Vianello (RCA)

## FINLAND

Two This Week Ago	Title	Artist
1	DOIN' THE JENKA	Jan Rohde & the Adventurers (Sonet)
2	THE WALLS HAVE EARS	Eino Gron (Scandia)
3	RAKASTAN SINUA, ELAMA	Kauko Kayhko (Decca)
4	LAISKOTELLEN	Lasse Martensson (Philips)
5	SHE LOVES YOU	The Beatles (Parlophone)
6	HIPPY HIPPI SHAKE	The Swinging Blue Jeans (HMV)
7	AT THE JENKA SHOW	Jan Rohde & the Adventurers (Sonet)
8	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)
9	GIRLS	Cay & the Scaffolds (HMV)
10	LILJANKUKKA	Markus Allan (Fontana)

## FLEMISH BELGIUM

Two This Week Ago	Title	Artist
1	VOUS PERMETTEZ, MONSIEUR	*Adamo (Pathe)—Ardmore & Beechwood
2	MARIA ELENA	Los Indios Tabajaras (RCA)—World
3	ALLEEN	*John Larry (Polydor)—Passé Partout
4	ANYONE WHO HAD A HEART	Dionne Warwick (Vogue)—Belindamusic
5	DU SCHWARZER ZIGEUNER	Rocco Granata (Moonglow)
6	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)—Vedette
7	MEXICO	Elvis Presley (RCA)—Belindamusic

8	6	SHE LOVES YOU	The Beatles (Parlophone)—Belindamusic
9	4	MARIA NO MAS	Chiff Richard (Columbia)—World
10	—	TOMBE LA NEIGE	*Adamo (Pathe)

## HOLLAND

This Last Week	Last Week	Title	Artist
1	2	VOUS PERMETTEZ, MONSIEUR	*Adamo (Pathe)—Anagon Music
2	1	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)—Basart
3	3	I'M THE LONELY ONE	Cliff Richard (Columbia) Basart
4	5	GLAD ALL OVER	Dave Clark (Columbia)—Basart
5	6	THE HIPPI HIPPI SHAKE	The Swinging Blue Jeans (HMV)—Anagon
6	4	POUR MOI LA VIE VA COMMENCER	Johnny Hallyday (Philips)—International Music
7	10	DE WINTER WAS LANG	Willeke Alberti (Philips)—International Basart
8	9	MEXICO	Elvis Presley (RCA)—Belinda
9	8	UEBER DEN WOLKEN IST SONNENSCHNEIN	Imca Marina (Imperial)—Anagon
10	—	IRISH WASHERWOMAN	The Jumping Jewels (Philips)

## HONG KONG

This Last Week	Last Week	Title	Artist
1	1	DANCING ON THE MOON	The Fabulous Echoes (Diamond)
2	2	I WANT TO HOLD YOUR HAND	The Beatles (Parlophone)
3	3	P.S. I LOVE YOU	The Beatles (Parlophone)
4	4	CHARADE	Andy Williams (CBS)
5	8	VIVA LAS VEGAS	Elvis Presley (RCA Victor)
6	—	FOR YOU	The Fabulous Echoes (Diamond)
7	6	SOME ENCHANTED EVENING	Pat Boone (Dot)
8	—	WINTER'S HERE	Robin Ward (Dot)
9	8	FUN IN ACAPULCO	Elvis Presley (RCA Victor)
10	5	SECRET LOVE	Kathy Kirby (Decca)

## ITALY

This Last Week	Last Week	Title	Artist
1	1	UNA LACRINA SUL VISO	*Bobby Solo (Ricordi)
2	3	CITTA' VUOTA	*Mina (Ri Fi)
3	4	OGNI VOLTA	*Paul Anka (RCA)
4	2	QUANDO VEDRAI LA MIA RAGAZZA	*Gene Pitney (UA)
5	5	NON HO L'ETA' PER AMARTI	*Gigliola Cinquetti (CGD)
6	7	PLEASE PLEASE ME	Beatles (Parlophone)
7	9	STASERA NO NO NO	*Remo Gelmani (Jolly)
8	8	UN BACIO PICCOLISSIMO	*Robertino (Carosello)
9	6	CIAO RAGAZZI	*Adriano Celentano (Clan)
10	11	CHE M'IMPORTA DEL MONDO	*Rita Pavone (RCA)
11	10	SABATO SERA	*Bruno Filippini (MRC)
12	14	PICCATURA	*Peppino Di Capri (Carisch)
13	15	CHE ME NE IMPORTA A ME	*Domenico Modugno (Fonti)
14	12	QUANDO VEDRAI LA MIA RAGAZZA	*Little Tony (Durium)
15	—	CIN CIN	Richard Anthony (Columbia)

## JAPAN

This Last Week	Last Week	Title	Artist
1	1	WASHINGTON SQUARE	The Village Stompers (Epic)—Toshiba
2	2	SAVE THE LAST DANCE FOR ME	*Koshiji Fubuki (Toshiba)—Aberback

3	3	TOKYO BLUES	Nishida Sachiko (Polydor)—JASRAC
4	—	SASURAI	Katsumi Shigeru (Toshiba)—JASRAC
5	—	VIVRE SA VIE	Roger France (Seven Seas)—BIEM
6	4	GUITAR JINGI	*Kitajima Saburo (Columbia)—JASRAC
7	5	I LEFT MY HEART IN SAN FRANCISCO	T. Bennett (Columbia)—Toshiba
8	—	I WANT TO HOLD YOUR HAND	The Beatles (Odeon)—Toshiba
9	7	LANA	The Velvets (London)—Folster
10	8	SHORT ON LOVE	Gus Backus (Polydor)—No sub publisher

## PERU

This Last Week	Last Week	Title	Artist
1	1	FANNY	Leo Dan (Columbia); Andy Macia (Disc-Jockey); Gladys Alcala (Odeon)
2	2	SABOR A SAL	Jimmy Santy (Sono Radio); Juan Ramon (Disc-Jockey)
3	4	RIO MANSO	Enzo Roldan (Virrey); J. Molina Cabral (M. Hall)
4	3	CELIA	Leo Dan (Columbia); Enzo Roldan (Virrey); Los Krups (RCA); Andy Macia (Disc-Jockey)
5	7	SHE LOVES YOU	The Beatles (Odeon)
6	10	CORAZON	Manolo Munoz (Musart); Juan Ramon (Disc-Jockey)
7	8	I WANT TO HOLD YOUR HAND	The Beatles (Odeon)
8	6	COSTA DORADA	Pepe Carrasco (Sono Radio)
9	9	DOMINIQUE	Connie Philp (Virrey); Soeur Sourire (Philips); Angelica Maria (Musart)
10	—	TE PIDO QUE ME GUES	Leo Dan (Columbia)

## PHILIPPINES

This Last Week	Last Week	Title	Artist
1	1	I SAW HER STANDING THERE	Beatles (Parlophone)—Mico
2	8	I WISH YOU LOVE	Robert Goulet (Columbia)—Mareco
3	3	IT'S LOVE THAT COUNTS	Pat Hervey (RCA)—Filipinas
4	7	IN YOUR ARMS	Ronnie Villar (Mabuhay)—Mareco
5	2	DOMINIQUE	Lennon Sisters (Dot)—Mareco
6	6	THERE'S ALWAYS ME	Elvis Presley (RCA)—Filipinas
7	—	YOU MUST HAVE BEEN A BEAUTIFUL BABY	Bobby Darin (Atlantic)—Mico
8	—	AS LONG AS HE NEEDS ME	Doris Day (Columbia)—Mareco
9	4	CUANDO CALIENTE EL SOL	Steve Allen (Dot)—Mareco
10	9	MARCUS ANTONIUS	*Celtics (Mabuhay)—Mareco

## MEXICO

This Last Week	Last Week	Title	Artist
1	1	ENTREGA TOTAL	*Javier Solis (CBS)—Mundo Musical
2	2	IF I HAD A HAMMER	Trini Lopez (Reprise)—Ludlow Music
3	—	LAS CEREZAS	Carrion (CBS)—Pending
4	4	DOMINIQUE	*Los Dominic (Orfeon); Singing Nun (Philips)—Fermata
5	6	NO TENGO EDAD	Gigliola Cinquetti (Gamma-CGD)—Pending
6	7	ATRAS DE LA RAYA	(Loddy Lo)—*Apison Boys (Peerless)—Kalmann
7	8	MI ADIOS	*Sonora Santanera (CBS)—Mundo Musical
8	5	QUIERO QUEDAMRE AQUI	Steve Lawrence-Eydie Gorme (CBS)—Aldon Music
9	9	RECUERDOS DE IPACARAI	—Neil Sedaka (RCA)—Fermata
10	3	I WANT TO HOLD YOUR HAND	The Beatles (Musart)—Pending

## NORWAY

This Last Week	Last Week	Title	Artist
1	1	HIPPY HIPPI SHAKE	Swinging Blue Jeans (HMV)—Imudico
2	—	LA MEG VARE UNG	*Wenche Myhre (Triola)—Egil Monn Iversen
3	2	SKONA MITT HJARTA	Siv Malmkvist (Metronome)—Imudico
4	3	BEAUTIFUL DREAMER	John Leyton (HMV)—Southern Music
5	8	ALL MY LOVING	Beatles (Parlophone)—Edition Lyche
6	4	I'M THE LONELY ONE	Cliff Richard (Columbia)—Bens Music
7	—	CAN'T BUY MY LOVE	Beatles (Parlophone)
8	6	I WANT TO HOLD YOUR HAND	Beatles (Parlophone)—Edition Lyche
9	—	I LOVE YOU BECAUSE	Jim Reeves (RCA Victor)
10	10	LYKKELAND	*Grynet Molvig (RCA Victor)—Liberty

## Elvis, Brenda Tops In Eire

DUBLIN — Despite all the talk of Elvis Presley slipping from favor here he gained 34 per cent of total votes to become Best World Male Vocalist in the first major poll run by an Irish publication, the Cork monthly, Spotlight.

Following are first place results: Best Irish Showband: Royal, Waterford; Best Irish Male Vocalist: Brendan Bowyer; Best Irish Female Vocalist: Maisie McDaniel; Best Irish Recording Artist or Group: Royal Showband; Best Irish Artist or Group Record: "Kiss Me Quick," Brendan Bowyer and The Royal Showband; Best British Group: Beatles; Best American Group: Crystals; Best World Male Artist: Elvis Presley; Best World Female Artist: Brenda Lee.

## Two New to Richmond's

NEW YORK—Howie Richmond has brought Larry Coleman and Eddie Deane into his music publishing combine. The personnel additions are part of Richmond's plan to expand activities in the popular, standard and show production music 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 Goday, general professional manager of the Richmond companies.

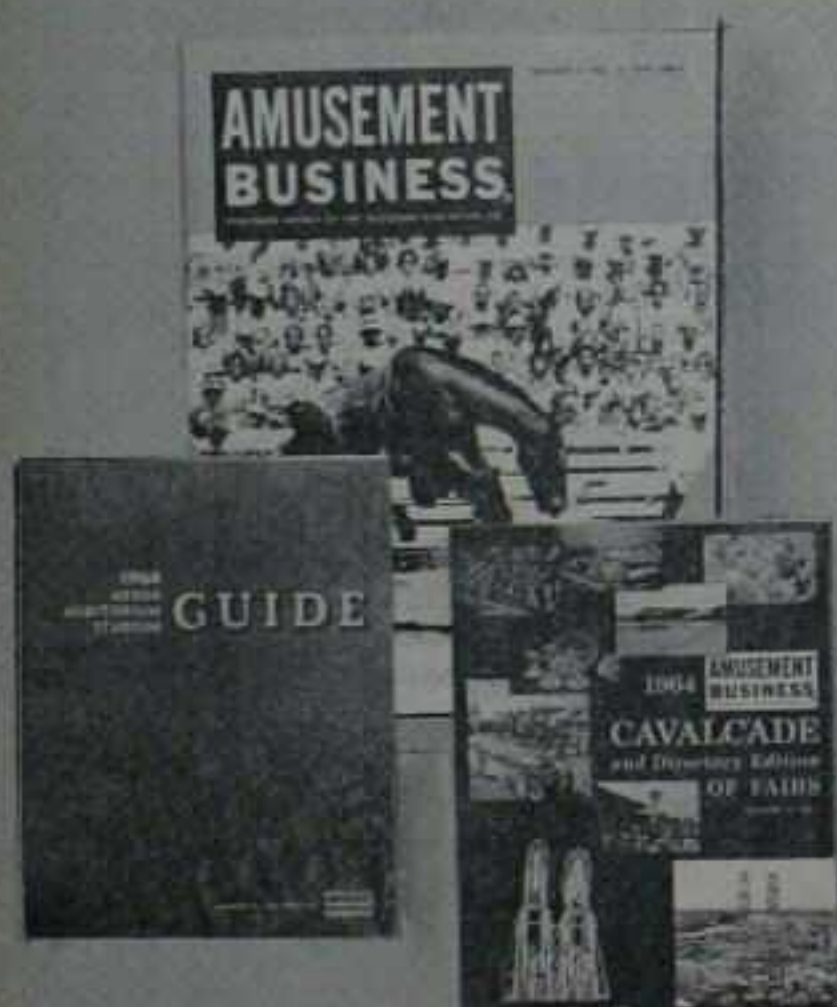
## Apex Corp. Buys United Machines

HOLLYWOOD — Newly formed Apex Recording Corporation has purchased all the equipment from United Superior Record Manufacturing, owned by the Bihari family at 1023 North LaBrea Avenue. The new corporation is partnered by Frank Sherwood, Bob Lythe, Lee Caldwell, Harold Dague and William Collins. The firm, which has moved into the plant, will solicit custom pressing accounts.

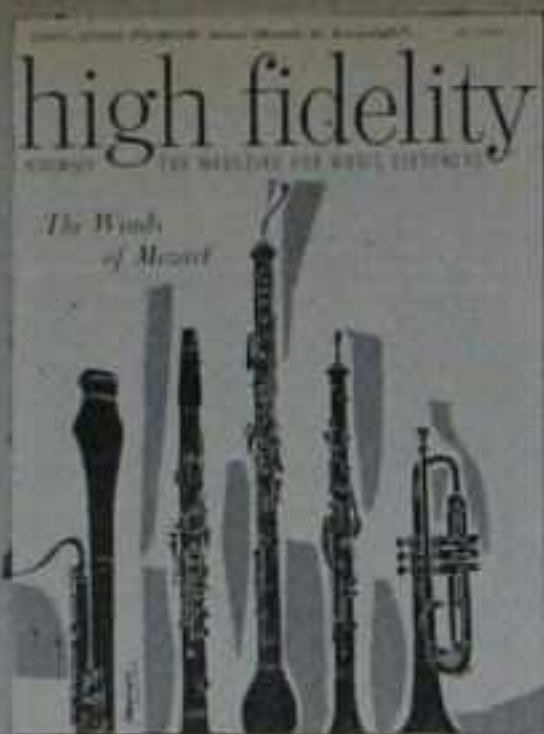




**BILLBOARD** — The world's leading music-record newsweekly—serving the publishing, manufacturing, performing, retailing and music machine operating segments of the recording industry. In addition to the weekly business paper, Billboard provides its readers with four major reference annuals each year: Who's Who in the World of Music, Music-Record Directory & Buyer's Guide, The World of Country Music and Who's Who in the Coin Machine World.



**AMUSEMENT BUSINESS** brings to its readers each week all of the news in the vast and expanding fun industry. It supplements this coverage with documented research published in two annuals, Arena, Auditorium and Stadium Guide, and Cavalcade and Directory of Fairs. All three publications serve their respective areas exclusively and authoritatively. The editorial content offers a unique combination of current industry news and events and instructional reporting designed to help the reader whose business is selling fun for profit.



**HIGH FIDELITY** — The magazine for music listeners. Presenting detailed information about the latest and best in recorded music, complete reports on monophonic and stereo reproduction equipment, and in-depth studies of the great composers and their works.



**AMERICAN ARTIST**—With the world's largest art magazine circulation, American Artist editorially bridges the creative art interests between fine and commercial art. Since 1937 it has looked over the shoulder of more than 1,700 fine, commercial and graphic artists to explore their working methods, the techniques they employ and the media they use.



**VEND** aims in each of its 24 issues to answer the questions: What's happening in vending? and What does it mean? Its editorial works to be thorough but selective, complete but brief, to provide a working tool for all people in all phases of merchandising vending.



**MODERN PHOTOGRAPHY** — For professional and amateur alike, each issue of Modern Photography offers brilliant color and black and white photographs made by the world's greatest photographers, with full explanations of the technical execution, and precise and carefully researched reports on all cameras, lenses, equipment and photographic materials—assembled, analyzed and clearly described by MODERN'S own staff of technicians.

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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.

In its 70 years of service to both industry and consumer, The Billboard Publishing Company has offered its member publications and divisions a rich heritage of sound business practice and strict adherence to the highest standards of publication and service.

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**CARNEGIE HALL PROGRAM**—Published by High Fidelity since September 1963, the Carnegie Hall Program is distributed free to over 750,000 patrons at Carnegie Hall each year. The new, de luxe booklet, with its striking four-color cover, contains material on a variety of cultural subjects of interest to Carnegie Hall audiences—feature articles, picture spreads, book and record reviews, artist biographies—in addition to the pertinent program material relating to each concert or performance.

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Clark & Randolph/Chicago/FR 2-2100

Say You Saw It in  
**Billboard**

## • ALBUM REVIEWS

• Continued from page 74

**CLASSICAL SPECIAL MERIT**

**TCHAIKOVSKY: SWAN LAKE**

Boston Pops/Arthur Fiedler, RCA Victor  
LM 2688 (M); LSC 2688 (S)

One of Tchaikovsky's most popular compositions is ably performed by the ever-popular Boston Pops under the direction of Arthur Fiedler. The combination should be a happy one for dealers as both are top sellers.

**CLASSICAL SPECIAL MERIT**

**SCHUBERT: DIE SINTERREISE**

Dietrich Fischer-Dieskau/Gerald Moore,  
Angel S 3640 B (S)

The baritone voice of Dietrich Fischer-Dieskau and the expert piano of Gerald Moore blend well in relating the 24 songs that make up Schubert's "The Winter Journey." They're contained in a handsome boxed package of two disks with English translations of the German songs by William Mann.

**C.&W. SPECIAL MERIT**

**SLIPPING AROUND**

Various Artists, Starday SLP 261 (M)

This is a fine country package. The material is great and to get such a wealth of it in one album represents a bargain. The songs strike a rich country vein, most of them done in duet style. There's "Slipping Around," "Loose Talk," "Dear John Letter," "Release Me," "Back Street Affair," "Sinful Cinderella," and more.

**C.&W. SPECIAL MERIT**

**14 GOLDEN GUITAR CLASSICS**

Jackie Phelps, Starday SLP 265

When it comes to givin' out on the electric guitar, Jackie Phelps need not take a back seat to anyone. A big favorite with "Grand Ole Opry" listeners, Jackie, backed by harmonica, drums, bass and guitar plays up a storm on "Guitar Cannonball," "Milk Cow Blues," "Tennessee Traveler," "Dixie Jubilee" and others.

**POLKA SPECIAL MERIT**

**POLKAS: GREATEST HITS, VOL. III**

Six Fat Dutchmen, Dot DLP 3527 (M);  
DLP 25527 (S)

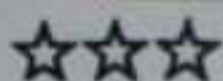
This aggregation is ranked among the top polka groups in the nation. The selections are what polka lovers want to hear and the boys om-pa-pa just the way polka lovers want their bands to do.

**INTERNATIONAL SPECIAL MERIT**

**MUSIK UND GEMUTLICHKEIT**

Various Artists, Capitol T 10362 (M);  
ST 10362 (S)

These are the songs of a merry Germany. The songs are full of the wide-open hilarity found in German drinking songs. A chorus and typical German street band make the merriment. There are some 70 tunes on the set sung in medley fashion.



### FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

### POPULAR

**THE CRICKETS**  
Liberty LRS 3351 (M); LST 7351 (S)

**THE LOMBARDO TOUCH**  
Guy Lombardo and the Royal Canadians, Capitol T 2052 (M); ST 2052 (S)

**SURE PARTY**  
Sound Track, 20th Century-Fox TFM 3131 (M)

**THRU THE KEYHOLE**  
Woody Woodbury, Stereoditties MW-7 (M); SW-7 (S)

**BLACK BOOTS AND BIKES**  
Kickstands, Capitol T 2078 (M); ST 2078 (S)

**FROM RUSSIA WITH LOVE THEME**  
Jimmie Haskell & His Ork, Capitol T 2075 (M); ST 2075 (S)

**HOT ROD DANCE PARTY**  
Jerry Cole & His Spacemen, Capitol T 2061 (M); ST 2061 (S)

**MEDITERRANEAN HOLIDAY**  
Sound Track, London M 76033 (M); MS 82033 (S)

**DANCE TO THE HITS OF THE BEATLES**  
Jack Nitzsche & His Ork, Reprise R 6115 (M); RS 6115 (S)

**THUNDER ROAD**  
Various Sounds, Capitol T 2060 (M); ST 2060 (S)

## NARAS Hears Ross, Schory

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

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

"Single-page contracts are no longer adequate," Ross said. An artist needs specific language to spell out the numerous provi-

sions involved in today's marketing 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 artists prefer to become producers, own their own masters, and lease the product to a major manufacturer. "It's no longer a matter of just signing an artist."

Dick Schory, RCA Victor artist and past president and founder of the local NARAS chapter, was honored with a plaque for his efforts on behalf of the local organization. Schory urged members of the Chicago chapter to go on "making the country aware of the importance of Chicago as a recording center."

### CLASSICAL

**BACH: CHORUSES AND CHORALES FROM THE ST. MATTHEW PASSION**  
Philharmonia Orchestra (Klemperer),  
Angel S 36162 (S)

**MASTERS OF THE GUITAR, VOLUME 1**  
Ida Presti, Alexeev Lagoya, RCA  
Victor LM 2795 (M); LSC 2795 (S)

### FOLK

**FOLK SONGS AND COUNTRY SOUNDS**  
Richard & Jim, Capitol T 2058 (M);  
ST 2058 (S)

### COUNTRY

**MISTER PIANO MAN**  
Moon Mulligan, Starday SLP 267 (M)

### POLKA

**MORE GREAT POLKAS**  
Six Fat Dutchmen, Dot DLP 3554 (M); DLP 25554 (S)

### JAZZ

**FLATJACKS**  
Willie Rodriguez Jazz Quartet, Riverside 469

### SACRED

**YOU'LL NEVER WALK ALONE**  
Lovett Brothers, Na-R-Co LP 198 (M)

### SPOKEN WORD

**COME, WOO ME!**  
Various Artists, Unified Audio Classics WU 101/2

### SPECIALTY

**WINTERNATIONALS 1964 CHAMPIONSHIP DRAG RACES, POMONA**  
Various Sounds, Audio Fidelity DFM 3032 (M); DFS 7032 (S)

**GRAND PRIX: USA**  
Various Sounds, Battle 6138

**DIG OUT!**  
Various Sounds, Battle 6136

**'SICKELS GALORE!**  
Various Sounds, Battle 6140

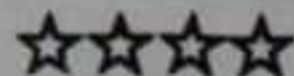
**RODS & DRAGS FOREVER**  
Various Sounds, Battle 6134

### LOW PRICE CLASSICAL

**BEETHOVEN: SYMPHONY NO. 7**  
London Symphony Orchestra, RCA  
Victrola VIC 1061 (M); VICS 1061 (S)

### LOW PRICE COUNTRY

**TUMBLEWEED TRAILS**  
Sons of the Pioneers, Vocalion VL  
VL 3715 (M)



### THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

### POPULAR

**MUSIC FROM MOTION PICTURES**  
Hollywood Bowl Symphony Orchestra,  
Capitol P 8598 (M); SP 8598 (S)

**SONGS OF LOVE**  
Edward Vito, Stereoditties C 1912

**WHITE LIGHTNING!**  
Jerry White, Monument MLP 8016

### POLKA

**POLKA SPECIALS**  
Johnny Vadnal, Jay Jay 1071 (M)

### SACRED

**OH BE PREPARED**  
Pilgrims Quartet, Sunlite C-170 (M)

**ALL ABOARD**  
Charles Key & The Songsters, Na-R-Co  
S-102

### LOW PRICED POLKA

**SWEET COOKIE POLKAS**  
Georgie Cook & His Ork, Vocalion VL  
3689 (M)



Her chart-action  
in Argentina  
is "brillante!"

Watch  
her action  
here on

**RCA VICTOR**

The most trusted name in sound

## 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 Newsweekly

## Hi-Fi Inst. Boothing at World's Fair

LOS ANGELES—The Institute of High Fidelity will be represented at the New York World's Fair opening April 23, with a booth in the Better Living Building. IHF has budgeted \$15,000 for the exhibit, excluding exhibitor's price. Booklet "An Introduction to Hi-Fi and Stereo" will be sold at the booth scheduled to open in May. Displays and a film strip will promote components with no brand identification planned.

IHF has also announced its New York Hi-Fi show will run four days in October (1-4) at the New York Trade Show Building instead of five sessions used last year. New York show will have 10 additional exhibitor booths in expanded space of the second floor, IHF board members were told at the conclusion of their successful Los Angeles show.

## New Beatles Disk Grows In Brooklyn

RIDGEWOOD, N. Y.—Two Brooklyn dealers here have nailed down the local distribution of the Beatles' latest Canadian release, "Love Me Do." George Hoch and Bill Hirsch, of Ridgewood, are currently handling the latest Capitol of Canada disk along with other Beatles product from across the northern border. "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 Ridgewood 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. Since then they've been hard put to keep up with the demand, especially on the newest "Love Me Do" single.

Hirsch has been running a veritable ferry service between Kennedy International Airport and his Brooklyn stores to try to fill the flood of orders that have been pouring in. The records are being flown down by air freight from the Canadian distribution source.

**ADVERTISING IN  
BUSINESS PAPERS  
MEANS BUSINESS**



# THE HOT SOUNDS ARE ON CAPITOL!

HOT RODS!  
HOT BOATS!  
HOT BIKES!

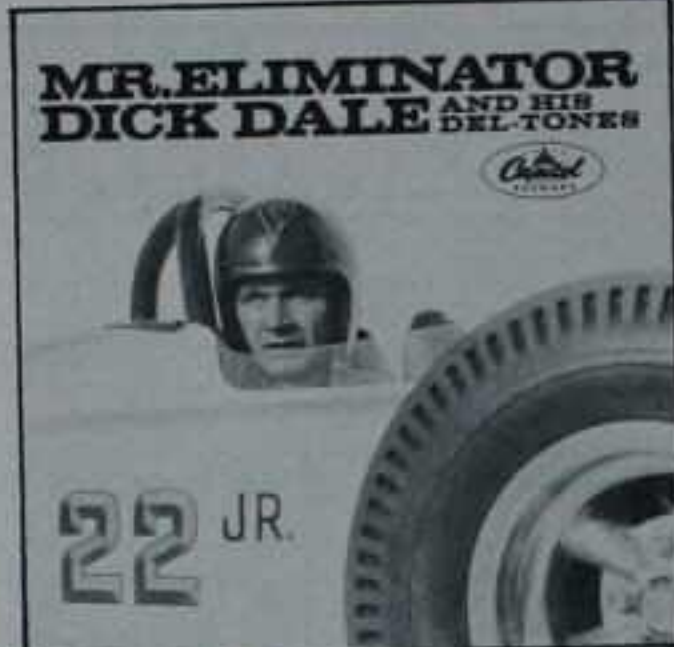
More of the fastest-moving product in the business from the originator of the Hot Sounds albums.

## THE "HOT" SALES ARE ON CAPITOL!

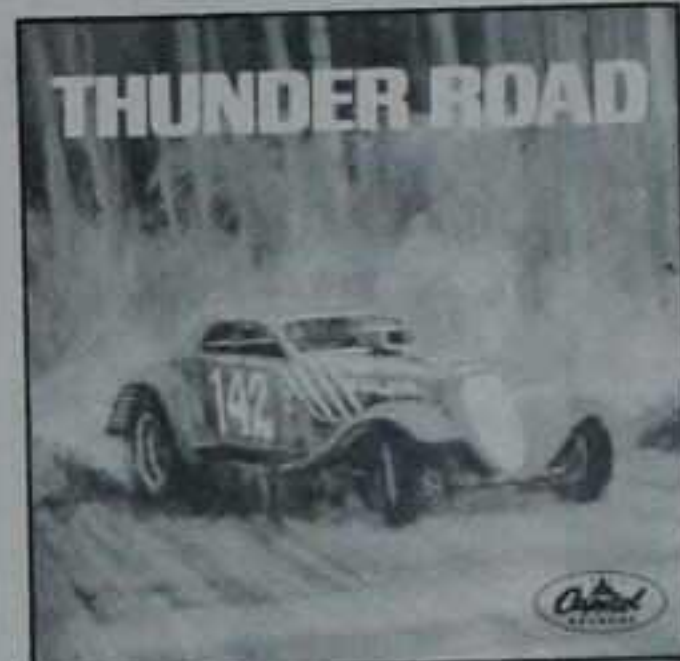
And, look at these extras! ★ Each album Poly-Wrapped at the factory!  
★ Many have a FREE Promotional picture or decal included with purchase!



CONTAINS THE BEACH BOYS SMASH SINGLE "FUN, FUN, FUN"! (S)T 2027



FREE COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (S)T 2053



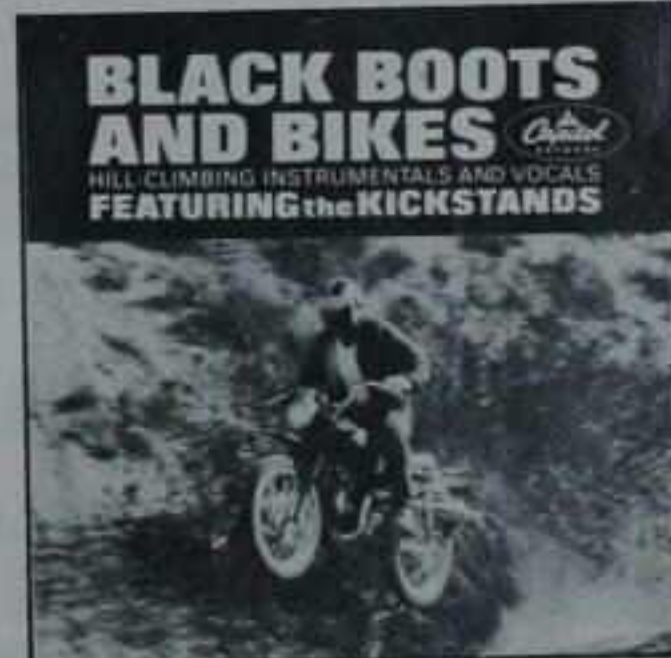
FREE! A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (S)T 2060



FREE! A COLOR DRAG BOAT PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (S)T 2049

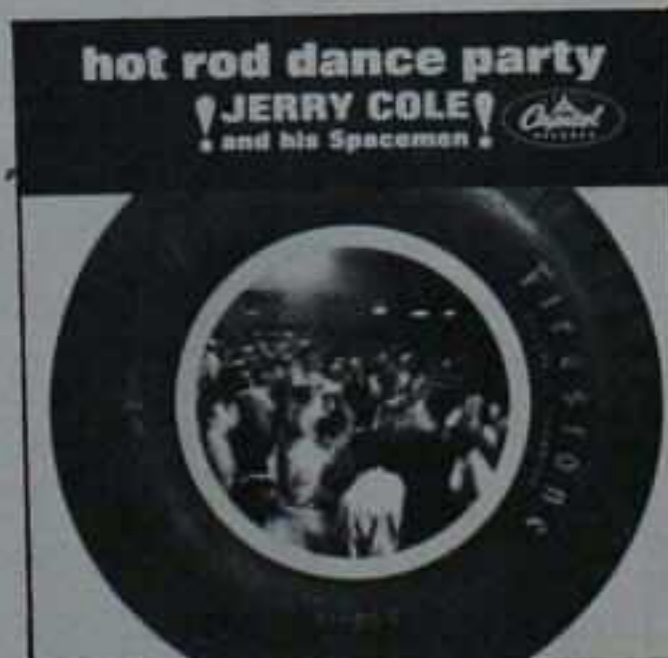


FREE! A RATFINK DECAL WRAPPED IN EACH ALBUM. (S)T 2057



FREE! A COLOR MOTORCYCLE PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (S)T 2078

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



FREE! A COLOR HOT ROD PICTURE, SUITABLE FOR FRAMING, WRAPPED IN EACH ALBUM. (S)T 2061



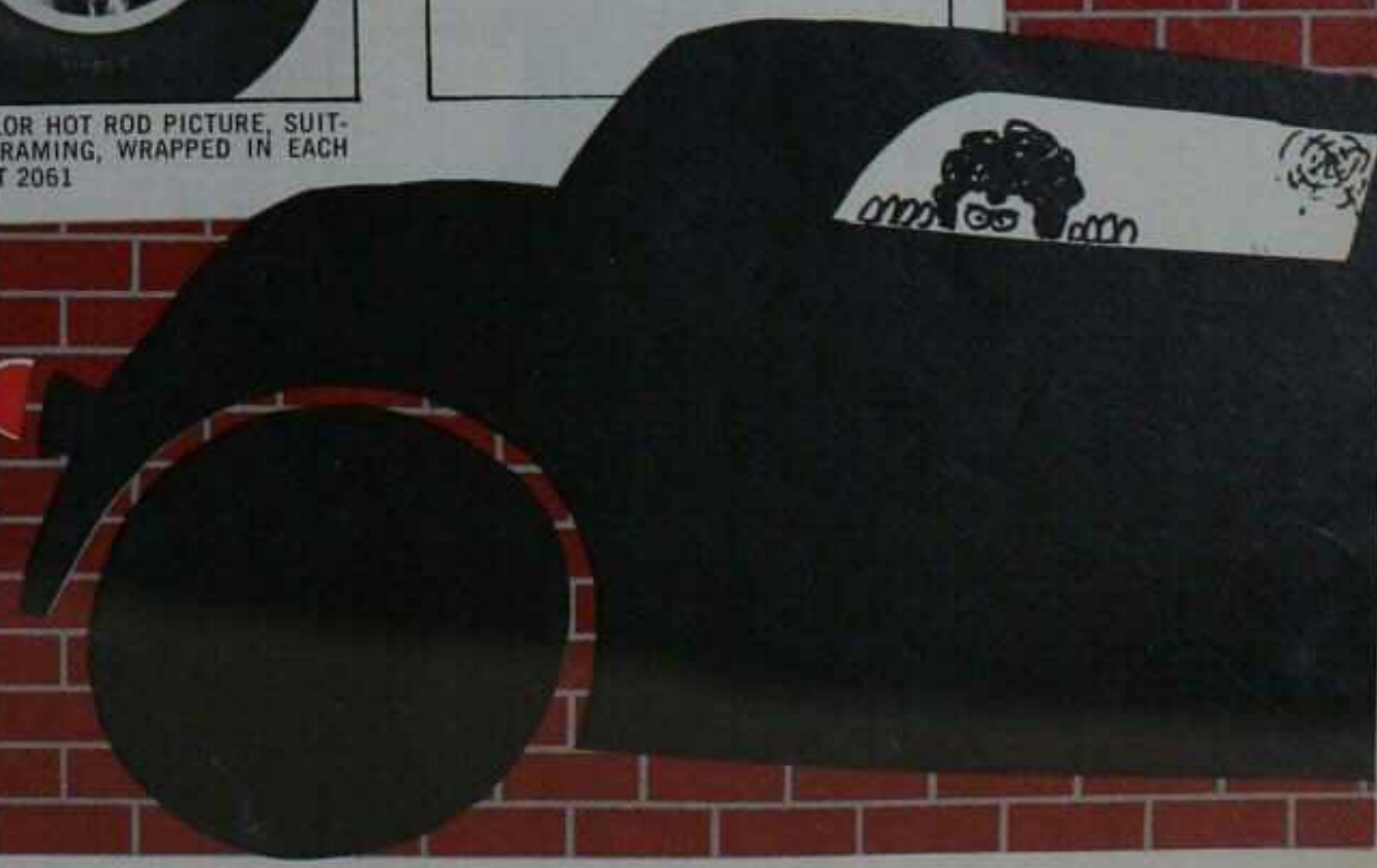
BB + RCY

BERNIE

Hand-drawn stick figure.

Hand-drawn signature 'RF'.

AIR MEET TUES.





WATCH THIS ONE CLIMB...  
 "HOW BLUE CAN YOU GET"  
 b/w  
 "PLEASE ACCEPT MY LOVE"  
**B. B. KING**  
 ABC 10527



## 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 working day early in the past, but dictum is now official for all, save a.&r. producers. West Coast firms find the three-hour time differential 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 after two weeks? "We're walking around with blood-shot eyes," one exec stated jokingly.

- ... A BILLBOARD SPOTLIGHT
- ... A CASH BOX PICK OF THE WEEK
- ... A MUSIC VENDOR HIGHLIGHT
- ... AND BREAKING BIG IN Detroit, San Francisco, Pittsburgh, St. Louis, Baltimore & Milwaukee

## CHRISTINE QU'ATE "TELL ME MAMA"

WA 1022  
 ... America's latest & greatest import from ENGLAND!

AND, as English As A Cup Of Tea

## CHAD STUART & JEREMY CLYDE

## "Yesterday's Gone"

WA 1021  
 Also, direct from England and soon to be seen on all Major TV Networks  
 A Billboard Three Star Pick  
 BOTH SELLING, BOTH BREAKING, BOTH CHOSEN BY THE TRADES

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## "Non ho l'eta"

IN THE ORIGINAL VERSION BY

## GIGLIOLA

is released in Scandinavia by TRIOLA RECORDS

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 "UN BACIO PICCOLISSIMO"  
 IS RELEASED ALL OVER THE WORLD THROUGH TRIOLA RECORDS

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**MEN WHO READ BUSINESSPAPERS MEAN BUSINESS**



Her sales in Germany are "sensazionali"!

Watch her move here on

# RCA VICTOR

The most trusted name in sound

# NEW ALBUM RELEASES

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

ABC-PARAMOUNT	M	S
<b>ORIGINAL CAST</b> —High Spirits: ABC-DC-1, ABCS-OC-1 Presenting the Tams: ABC-481 (M)		
<b>TOOTS THIELEMANS</b> —The Whistler and His Guitar: ABC-482, ABCS-482		
BACH GUILD		
<b>EACH</b> : Das Musicalische Opfer; Wiener Solisten (Bottcher): BG 658, BGS 5070		
<b>DE LASSUS</b> : 5 Voice Mass/Voice Mass; Prague Madrigal Choir: BG 651, BGS 70651		
<b>HANDEL</b> : Ode for the Birthday of Queen Anne/Three Coronation Anthems; Oriana Concert Choir & Orch. (Deller): BG 661, BGS 70661		
<b>OBRECHT</b> : Mass/DUFAY: Mass; Vienna Chamber Choir (Gillesberger): BG 653, BGS 70653		
BLUE NOTE		
<b>ANDREW HILL</b> —Black Fire: 4151		
<b>GRACHAN MONCUR III</b> —Evolution: 4153		
<b>THREE SOUNDS</b> —Black Orchid: 4155		
COLPIX		
<b>VARIOUS ARTISTS</b> —Dr. Strangelove Or: How I Learned to Stop Worrying and Love the Bomb and Other Great Movie Themes: CP 464, SCP 464		
COLUMBIA		
<b>JERRY MURAD'S HARMONICATS</b> —The Love Songs of Tom Jones and Other Great Movie Hits: CL 2166, CS 8966		
<b>The Remarkable J's With Jamie</b> : CL 2149, CS 8949		
<b>ANDRE KOSTELANETZ &amp; HIS ORK</b> —A Salute to the New York World's Fair: CX 2, CXS 2 (2-12")		
<b>ANDRE KOSTELANETZ &amp; HIS ORK</b> —New York Wonderland: CL 2138, CS 8938		
<b>JOHNNY MATHIS</b> —I'll Search My Heart: CL 2143, CS 8943		
<b>THELONIOUS MONK</b> —Big Band and Quartet: CL 2164, CS 8964		
<b>NEW CHRISTY MINSTRELS</b> —Today: CL 2159, CS 8959		
<b>SERAFYNN</b> —Of Love, of War, of Many Things: CL 2157, CS 8957		
<b>BARTOK</b> : Music for Strings, Percussion and Celesta/ <b>HINDEMITH</b> : Concert Music for Strings and Brass, Op. 50; New York Philharmonic (Bernstein): ML 5979, MS 6579		
<b>Columbia-Princeton Electronic Music Center</b> : ML 5966, MS 6566		
<b>DEBUSSY</b> : Various Pieces for Piano; Philippe Entremont: ML 5967, MS 6567		
<b>HINDEMITH</b> : Mathis Der Maier; Philadelphia Orch. (Ormandy): ML 5962, MS 6562		
<b>HINDEMITH</b> : When Lilacs Last in the Dooryard Bloom'd; New York Philharmonic (Hindemith): ML 5973, MS 6573		
<b>ROSSINI</b> : Favorite Overtures; New York Philharmonic (Bernstein): ML 5933, MS 6533		
<b>ROSSINI/POULENC</b> : Various Pieces; Jennie Tourel: ML 5965, MS 6565		
<b>SCHUMANN</b> : Spring Symphony; New York Philharmonic (Bernstein): ML 5981, MS 6581		
CONTEMPORARY		
<b>HAMPTON HAWES</b> —The Green Leaves of Summer: M 3614 (M)		
DANA		
<b>RAY HENRY &amp; HIS ORK</b> —Wesote Muzykanty (Gay Musicians): DLP 1301 (M)		
<b>STAS JAWORSKI &amp; HIS ORK</b> —Z Humorem (With Humor): DLP 1302		
<b>FRANK WOJNAROWSKI I JEGO ORK</b> —Ladne Buzie (Pretty Faces): DLP 1300		
DECCA		
<b>PEDRO FLORES</b> —Irresistible: DL 5425 (M)		
<b>Augustin Irusta Canta</b> : DL 4315 (M)		
<b>The Romantic Songs of Agustin Lara</b> : DL 4530, DL 74530		
<b>Machito Y Sus Afro Cubans</b> : DL 4505, DL 74505		
<b>GRUPO MARCANO</b> —Para Ti: DL 4510 (M)		
<b>ROBERT MAXWELL, HIS HARP &amp; HIS ORK</b> —Shangri-La: DL 4421, DL 74421		
<b>NORO MORALES Y SU ORQUESTA</b> —Mambos Y Guarachas: DL 4535, DL 74535		
<b>LOS RANCHEROS</b> —Melodias Inolvidables: DL 4520		
<b>VARIOUS ARTISTS</b> —Desfile De Estrellas, Vol. 1: DL 4500, DL 74500		
DEUTSCHE GRAMMOPHON		
<b>BARTOK</b> : Cantata Profana/Miraculous Mandarin Suite; Rati, Farago, Hungarian Radio Chorus and Orch. (Lehel, Ferencsik): LPM 18 873, SLPM 138 873		
<b>BARTOK</b> : Dance Suite/KODALY: Peacock Variations; Hungarian Radio Symphony Orch. (Lehel): LPM 18 875, SLPM 138 875		
<b>BEETHOVEN</b> : Symphony No. 4 in B Flat; Berlin Philharmonic Orch. (Von Karajan): LPM 18 803, SLPM 138 803		
<b>BEETHOVEN</b> : Symphony No. 5 in C Minor; Berlin Philharmonic Orch. (Von Karajan): LPM 18 804, SLPM 138 804		
<b>BEETHOVEN</b> : Symphony No. 6 in F Major "Pastorale"; Berlin Philharmonic (Von Karajan): LPM 18 805, SLPM 138 805		
<b>CHOPIN</b> : Piano Concerto No. 2 in F Minor/Andante Spianato & Grand Polonaise/Nocturne in C Sharp Minor, Op. Post.; Tamas Vasary, Berlin Philharmonic Orch. (Rulko): LPEM 19 452, SLPM 136 452		
<b>DEBUSSY</b> : Preludes, Book II; Monique Haas: LPM 18 872, SLPM 138 872		
<b>HAYDN</b> : Mass in Time of War, No. 7 (Missa in tempore Belli/Paukenmesse); Morrison, Thomas, Witsch, Kohn, Janacek, Bavarian Radio Symphony & Chorus (Kubelik): LPM 18 881, SLPM 138 881		
<b>MOZART</b> : String Quartet No. 1 in B Flat Major, K. 458 "The Hunt"; HAYDN: String Quartet in C Major, Op. 76, No. 3 "Emperor"; the Amdeus Quartet: LPM 18 886, SLPM 138 886		
<b>MOZART</b> : Piano Concerto No. 16 in D Major, K. 451; Piano Concerto No. 23 in A Major, K. 488; Geza Anda, Salzburg Camerata Acadmica Orch. (Anda): LPM 18 870, SLPM 138 870		
<b>SCHUBERT</b> : Symphony No. 7 (9) in C Major, Op. Post.; Berlin Philharmonic (Boehmi): LPM 18 877, SLPM 138 877		
<b>SCHUMANN</b> : Symphonic Etudes, Op. 13/Fantasia in C Major Op. 17; Geza Anda: LPM 19 888, SLPM 138 888		
<b>VARIOUS COMPOSERS</b> : Russian Choral Music; Don Cossack Choir		

EPIC	M	S
<b>DAVE CLARK FIVE</b> —Glad All Over: LN 24093 (M)		
<b>BUDDY GRECO</b> —My Last Night in Rome: LN 24088, BN 26688		
<b>Southing Sounds for Baby</b> : Vol. 1: LN 24083 (M), Vol. II: LN 24084 (M), Vol. III: LN 24085 (M)		
<b>VARIOUS ARTISTS</b> —San Remo Festival 1964: LF 18030, BF 19030		
<b>THE VILLAGE STOMPERS</b> —More Sounds of Washington Square: LN 24090, BN 26090		
EUROTONE		
<b>KALMAN LENDVAY GYPSY ORCH.</b> —Play Gypsy (Huzd Gypsy): ELP 109 (M)		
<b>LITHUANIAN MEN'S OCTET OF NEW YORK</b> —We're Marching With a Song (Mes Zengiam Su Daina): ELP 111 (M)		
<b>JOHNNY MEMKO ORCH.</b> —Let's Have a Good Time (Wesolo Na Okolo): ELP 110		
<b>JOHNNY MEMKO ORCH.</b> —It's Polka Time (Pora Do Polki): ELP 103 (M)		
<b>PIERO PIEROTIC TAMBURITZA ORCH.</b> —Popular Yugoslav Melodies (Narodne Hrvatska Melodije): ELP 105 (M)		
<b>JOE QUINK &amp; HIS RAINBOW KINGS</b> —Let's Do the Polka (Zatanczny Polke): ELP 106 (M)		
<b>J. SVEDAS LITHUANIAN NATIONAL ENSEMBLE</b> —Folk Dances of Lithuania (Lietuviu Tautiniai Sokiai): ELP 100 (M)		
<b>VARIOUS ARTISTS</b> —Hungarian Dance Hits (Legujabb Pesti Trancslagerok): ELP 101		
<b>VARIOUS ARTISTS</b> —Hit Parade of Dance Melodies (Legnepszerubb Tancdalok): ELP 102		
<b>VICTOR ZEMBRUSKI &amp; ORCH.</b> —Popular Yugoslav Melodies (Polski Zabawa Tanczna): ELP 104		
<b>PILENAI</b> : Complete Lithuanian Opera; Vilnius National Opera Company: ELP 108/3 (3-12")		
FOLKWAYS		
<b>Sleepy John Estes, 1929-1940</b> : RBF 8 (M)		
<b>ELLA JENKINS</b> : Songs and Rhythm From Near and Far: FC 7655 (M)		
<b>John Jacob Niles Sings Folk Songs</b> : FA 2373 (M)		
<b>The Pennywhistlers</b> : FW 8773 (M)		
<b>MIKE SEEGER</b> —Dock Boggs: FA 2351 (M)		
<b>VARIOUS ARTISTS</b> —New Orleans Jazz: The Twenties: RBF 203 (2-12") (M)		
<b>VARIOUS ARTISTS</b> —Background Music for Home Movies: FX 6110 (M)		
<b>VARIOUS ARTISTS</b> —The Piano Roll: RBF 7 (M)		
<b>VARIOUS ARTISTS</b> —Man in Space (A Documentary): FX 6201 (M)		
HARMONY		
<b>Bob Aitcher's Best Early American Folk Songs</b> : HL 7313 (M)		
<b>"Little" Jimmy Dickens' Best</b> : HL 7311 (M)		
PURIST		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Hawaiian Mood: SP 3 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Hit Song Mood: SP 11 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Hit Song Mood: SP 6 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Marching Mood: SP 6 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Movie Mood: SP 10 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Nostalgic Swing Mood: SP 9 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Nostalgic Swing Mood: SP 4 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Spanish Mood: SP 2 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Theatre Mood: SP 5 (5)		
<b>KNIGHTSBRIDGE SINGING STRINGS</b> —Waltzing Mood: SP 7 (5)		
REQUEST		
<b>Lieslette &amp; THE NEP-TUNES</b> —German Folk Songs Rocked in USA: RLP 8054, SRLP 8054		
SHAKESPEARE RECORDING SOCIETY		
<b>VARIOUS ARTISTS</b> —The Tempest: SR5-5-201 (3-12") (5)		
VANGUARD		
<b>BUFFY SAINTE-MARIE</b> —It's My Way: VRS 9142, VSD 79142		
<b>Jackie Washington, Vol. II</b> : VRS 9141, VSD 79141		
<b>BEETHOVEN</b> : 10 Sonatas for Piano and Violin; Joseph Szigeti, Claudio Arrau: VRS 1109/12 (M)		
<b>BRAHMS</b> : Concerto in A Minor for Violin & Violoncello/Academic Festival Overture; Halle Orch. (Barbirolli): SRV 136, SRV 136 50		
<b>DVORAK</b> : Symphony No. 4 in G Major, Op. 88/Scherzo Capriccioso, Op. 66; Halle Orch. (Barbirolli): SRV 133, SRV 133 50		
<b>HAYDN</b> : Symphony No. 99 in E Flat/Symphony No. 102 in B Flat; Vienna State Opera Orch. (Woldike): SRV 129, SRV 129 50		
<b>SIBELIUS</b> : Symphony No. 1 in E Minor, Op. 39; Halle Orch. (Barbirolli): SRV 132, SRV 132 50		
<b>TCHAIKOVSKY</b> : Symphony No. 5 in F Minor, Op. 36; Halle Orch. (Barbirolli): SRV 135, SRV 135 50		
<b>VARIOUS COMPOSERS</b> : Great Arias from Russian Operas; Netania Davrath: VRS 1114, VSD 71114		
<b>WILLIAMS</b> : A London Symphony; Halle Orch. (Barbirolli): SRV 134, SRV 134 50		
WORLD-PACIFIC		
<b>LONG GONE MILES</b> —Country Born: WP 1820, 1820		
<b>BUD SHANK &amp; THE FOLKSWINGERS</b> —Folk 'n' Flute: WP 1819, 1819		
WYNCOTE		
<b>JIM COLLIER</b> —Java: W 9013, SW 9013		
<b>KAIWAZA</b> —Hawaiian Holiday: W 9006, SW 9006		
<b>International Pop Ork</b> : W 9005, SW 9005		
<b>CARLO MONTI &amp; CASA ROMA ORK</b> : W 9003, SW 9003		
<b>ORIGINAL ARTISTS</b> —Top Ten Hits: W 9007, SW 9007		
<b>VARIOUS ARTISTS</b> —Oldies: W 9008, SW 9008		
<b>WILLIAM WHITEHEAD</b> —Concert for Organ: W 9004, SW 9004		
<b>CARLOS ZAPATER ORK</b> —Romantic Spain: W 9002, SW 9002		

\*See Disk Deals for Dealers.



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**Programming  
 In at NAB  
 Convention**

• Continued from page 16

and "Thesaurus Programmed Music Library Service."

Rival radio drama syndicators, MARS Broadcasting, Stamford, Conn., and NANA Radio, New York, are sharing the first Radio Drama Room to be a part of an NAB convention in many years. 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 creations encompassing the entire range of broadcasting programming needs including five different basic production library services; identification jingle plans; talk featurettes and musical presentations.

**FM-ers on the Move**

FM broadcasters met yesterday to discuss and evaluate programming and audience activities. Comparisons were made of programming formats and audience promotion of various kinds of stations.

NAFMB members, under the aegis of their president, James A. Schulke, 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 NAFMB'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 intermedia 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 moderated by David Bennett, WFIL-FM, Philadelphia, revolved around a discussion of various programming formats, as well as such additional topics as stereo libraries, syndicated programming, automation, news and special revenue-producing programming.

**STATIONS BY FORMAT**

• Continued from page 16

**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 show Sundays 9:30 to 11 a.m. Vice-president and general manager, Jack Sampson, Program director, Deane Johnson (also does air show daily 12 to 4 p.m.).

**KYBE:** 1,000 watts day. Independent. **Music format: R.&B.-Contemporary.** Negro-oriented programming. Religious and gospel shows. Vice-president and general manager, F. (Mike) Lynch.

**KTOK:** 5,000 watts. A Wendell Mayes station. **Music format: Pop-Standard:** Station plays a variety of music of a non-rock nature with emphasis on standards. Exposure given to new single releases of a non-rock nature. General manager, George Collisson. Program director, Don Hodges (also does air show 9 a.m. to 1 p.m.).

**KJEM:** 250 watts day. Independent. **Music format: Standard.** Station programs new albums of a non-rock nature. Highly identifiable air personalities. Vice-president and general manager, C. Hewel Jones. Program director, Walter Jones.

**KLPR:** 1,000 watts day. Independent. Mutual affiliate. **Music format: C.&W.** Highly identifiable air personalities. Strong on and off the air promotions. Station sponsors "kiddie carnivals," etc., as community image and audience builders. Vice-president and station manager, Omer Thompson.

**KOCY:** 1,000 watts day. 250 watts night. Independent. NBC affiliate. **Music format: Conservative-Standard.** Station programs primarily instrumentals. President and general manager, M. H. Bonebrake. Program director, Edwin Sossen.

**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 station to join 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 WIND. By 1949, anxious to get back on the air again, he deserted management for the talent department, extending his activities to free-lancing on other stations. Eventually, he was doing 115 shows a week on WIND 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.

Nationwide exposure was given Miller's talents via a CBS network radio program from 1955 to 1959. The next five years he doubled in the visual medium for

NBC, locally and on the network.

Since 1950, Miller has been WIND's morning man and his popularity has remained unchallenged. One reason for his great appeal is, undoubtedly, his unerring taste in popular music. Through the years he has demonstrated an almost mystical ability to anticipate musical taste . . . and much of his competition.

**The Miller Appeal**

Currently his music reflects the booming popularity of folk music with enough country-western to indicate this music 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 disk jockey must eventually acknowledge his ability to simply and sincerely talk to people. An unrelenting commentary, ranging from headlines to the frivolous, is positively projected and listeners, whether adherents or non-believers, stay 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

WNWC, Arlington Heights, Ill., is wondering what's become of his old friend **Bob Clark**. . . . **Jimmy Logsdon**, who, for the last several years has conducted "Jamboree" on WCKY, Cincinnati, long one of the top country music stations in the country, leaves there this week when the station discards all country music programming to make way for airings of the Cincinnati Reds ball games. Jimmy is presently angling for a new post.

**Jerry Osterman**, country jockey at WJCD, Seymour, Ind., 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 continuing with his own Saturday morning country platter seg. "We've been getting pretty good record service since our last

mention in your column," writes Laymond, "but we still only have about 50 per cent of the Top 50." Laymond asks that new releases be mailed to him at the station. Osterman is expected to return to WJCD around September 1. . . . **Al Shade**, long-time country deejay on WLBR, Lebanon, Pa., made his recording debut recently with two sides on the Kingston Records label. His initial release for the label couples "Everyday" and "This Land Is Your Land." **Jean Romaine** warbles with Shade on both sides.

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# VOX JOX

• Continued from page 12

is associated with 2GB. Actually Bob is with rival station 2SM. Bob, 2SM and 2GB, I apologize!

Mel Pennington KODA (Houston) staffer has received a salute from the Harris County TB Association in its magazine for outstanding service performed during the group's recent campaign.

**AWAY WE GO:** Robert Hanger, WINA (Charlottesville, Va.) deejay, has won a five-day trip to New York City and the World's Fair for his estimate of the number of vehicles to cross the Triboro Bridge during the contest period. The contest, sponsored by Look magazine, February 11 issue, was 2,184,105. Bob guessed 2,182,396.

**HERE'S THE CHECK** Mate! Larry Happl (right) flashes a king-size smile as he becomes the first WFUN-Radio contest

winner to receive the station's king-size check, issued by the First National Bank of South Miami. Presenting the check is Arthur Selley, vice-president and general manager of WFUN.

## SEGUE

Dick Young takes over 2 to 6 p.m. shift on KSO (Des Moines) after serving six months in the Army. Other KSO airmen are: Jack Gilbert, Big Al, Jon Midnite and Mel Ott. . . Dick Drury exits KGB (San Diego) for KMEQ (Omaha) post.

After an 18-month hitch at WING (Dayton), Bob Harper moves to WSAI (Cincinnati) in the 6 to 9 p.m. slot vacated by Ron Britain who has moved to WHK (Cleveland). WSAI lines up like this: Dick Wagner, Paul



Purtan, Steve Kirk, Mark Edwards, Dusty Rhodes, Mike Sherman and Program Director Jim Smith. . . Bill Scott, appointed music director at KEEL (Shreveport). . . Up-dated KMUR (Salt Lake City) deejay line-up includes Mike Kavanaugh, Kent Jewell, Ray Graham, and Don Morgan (also known in the program director's office as E. Morgan Skinner Jr.

**VIP APPOINTMENTS:** Larry Monroe, program director and air personality at WCAO (Baltimore) resigns to take over his newly acquired property WBUT (Butler, Pa.). WCAO is looking for replacement. . . Robert Ohleyer, station manager of WIFE (Indianapolis) moves over to WIBC-same city-same capacity. . . Leigh Kamman, program director; John Kalbrener, production editor and Elton Ryberg, production manager, exit KSTP radio (Minneapolis). . . Charles "Skip" Webster, director of television publicity for Rogers & Cowan, Los Angeles, joins Group W (Westinghouse Broadcasting) in New York City as manager, press relations. . . William P. Geary, former manager of WMGT-TV, (Pittsfield, Mass.) appointed executive director of Vermont's Democratic Party. . . Lee Sellars, Pittsburgh advertising executive, named producer of KDKA radio's Pittsburgh "Program PM" replacing James Siegel, who moves to public affairs department of sister station KYW-TV (Cleveland).

### KDIA Signs Raiders

OAKLAND, Calif. — KDIA has become the first and only radio station programmed for Negroes to enter the major sports broadcasting field with the signing of the Oakland Raiders for the 1964, 1965 and 1966

### Awards for WOW AM-TV

OMAHA—WOW-Radio and TV received awards presented by the Omaha Advertising Club at its fourth annual awards luncheon recently. WOW-Radio received its award for its production of a one-minute commercial. The TV side won in the category, "Film Documentaries," for its 60-minute documentary, "World Behind Walls," produced by newsmen Lou Schoen and Bob Mockler.

### WBBM Expands News

CHICAGO — WBBM-Radio expanded its "Newsday" program additional hour Monday (30). The two-hour informational-talk block is piloted by WBBM news and provides continuing coverage of the day's news, utilizing tape recordings of actual events, in-depth weather reports, helicopter traffic reports, sports and other features. Anchor man for the program is John Harrington.

### NAB Seeks JFK Tapes

NEW YORK — WQXR has presented a recording of the late President Kennedy's reading of the Declaration of Independence to the National Association of Broadcasters for the archives of the John F. Kennedy Memorial Library in Cambridge, Mass. The NAB has requested all broadcasters to donate any on-air material by the late President which was broadcast over their facilities.

seasons. Robert Blum, who has broadcast the games for the past three years, will be handling the play-by-play for the Sonderline-owned station.

FRANKIE FANELLI

FRANKIE FANELLI:  
RIGHT! FROM THE START

Frankie 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!

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## Mail, Then Stores For Pentron Set

CHICAGO — A direct-mail campaign to 30 million homes will introduce Pentron Electronics' new Pentron President tape recorder before it appears in retail stores.

The first mailing will be by Diners' Club, but "many major mailing companies" eventually will be involved in the \$2.4 million campaign, according to Albert E. Sloan, president of Whitney-Forbes Inc., direct mail consultants. Pentron chairman Osborn Andreas said he expected the mailing to help build word-of-mouth demand for the recorders when they ap-

pear in stores, probably in about six months.

The new stereo recorder is fully transistorized and features a "voice actuating" circuit which starts and stops it automatically. It's priced at \$199.95.

### Miracord Awards World Fair Trips

WESTBURY, N. Y.—Miracord salesmen will visit the World's Fair—on the house—as a result of a special promotion

## Capitol Bows 5-Inch Reel

HOLLYWOOD—Capitol has introduced a five-inch tape reel played at 3¾ inches per second, with a basic \$4.98 price for both mono and stereo versions, and has set the "Meet the Beatles" LP as the first release in this new package.

In the past, stereo tapes were recorded on seven-inch reels at 7½ ips, with a \$7.98 retail price. Dealer cost on the Beatles tape will be \$3.09.

With the industry primarily issuing stereo tapes, Capitol claims its mono Beatles tape will be the only mono tape on the market.

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 removes before the unit is delivered to the customer. For each postcard mailed in, Benjamin will send the salesman one adult ticket and one child's ticket to the Fair.

### BEST SELLING

## PHONOGRAPHS, RADIOS & TAPE RECORDERS

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

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

### BEST SELLING MONAURAL TAPE DECKS AND RECORDERS

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	12/28/63 Issue	9/28/63 Issue		
1	4	1	Webcor	16.3
2	2	2	Voice of Music (V-M)	13.0
3	—	8	Sony	8.1
4	—	6	Wollensak	7.4
5	3	3	Masterwork	7.0
6	—	7	Norelco	5.5
7	5	5	RCA Victor	5.2
			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 issues 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: Telectro (6).

9/28/63 Issue: All brands represented in current chart.

### BEST SELLING STEREO TAPE DECKS AND RECORDERS

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	12/28/63 Issue	9/28/63 Issue		
1	1	1	Webcor	14.0
2	3	2	Voice of Music (V-M)	11.8
3	5	5	Roberts	11.5
4	—	7	Sony	10.9
5	7	6	Wollensak	7.7
6	6	8	RCA Victor	6.7
7	—	—	Viking	4.7
8	—	—	Concord	3.6
9	—	—	Norelco	3.5
			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 issues 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); KLH (8).

9/28/63 Issue: Masterwork (3).

## EQUIPMENT NEWSLETTER

# A Program for More Recorder Sales

By DAVID LACHENBRUCH

**Rx FOR RECORDERS:** If you've been following our series of articles on the results of the recent Gordon Jones-Billboard survey of tape recorder retailers (the last of which is in this issue), you've seen a pretty complete diagnosis of that field's ills from the standpoint of the dealer. (In case you missed the series, a complete tabulation is available from Billboard's Record Market Research division.)

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

The retailers surveyed are generally considered to be aggressive dealers who put some emphasis on recorders. They include record, appliance and photographic dealers. What they had to say about their problems, therefore, can be a valuable clue for 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 could apply across-the-board to almost any type of consumer hard goods. The comments, nevertheless, would appear to suggest that price stability is generally lacking in the recorder field—to put it mildly. That several major recorder lines are now instituting various programs to head off excessive discounting 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 needs of tape recorder retailers. Here are some of the planks in the sell-more-recorders platform, as we see it:

1. Familiarize the average consumer with the advantages and capabilities of recorders, this means advertising in consumer-oriented media, in addition to the audiophile books. Stress should be placed on the "family fun and entertainment" aspects, rather than technical characteristics. Ideally, a co-ordinated industry-wide ad and public relations campaign for 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 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.

2. Educate the dealer and the dealer's salesmen. Retailers 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.

3. 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 dealer education mentioned above) could go a long way toward overcoming the hit-or-miss demonstration techniques employed today.

4. Develop simpler recorders for non-audiophiles. A quality machine needn't have so many meters and knobs that it scares customers away. The TV set is the most complex device in the American household—yet it can usually be operated with only two knobs. You no longer need to shift gears to drive an automobile—but automophiles can have "four on the floor" if they want it. How about a simple, high quality machine for the non-audiophile who appreciates quality?

5. 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 good dealer relations. Obviously, so is good quality control, to eliminate as many service calls as possible.

6. 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 from high-quality pre-recorded tapes. At the very least, an understandable easy-to-follow and complete instruction manual should go with the recorder. In the case of imports, it's preferable to have the book written in the U. S.-type English.

These are a few points which seem obvious from perusal of the survey replies. Other dealer gripes are far tougher to cope with. Examples: Too many models, prices too high, too much time 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 target—the average American.

## DISK DEALS FOR DEALERS

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

**AUDIO LAB**—Expires July 31, 1964. Started May 1, 1964. Buy six records and get one free on entire Country and Western catalog—mono and stereo.

**KING**—Expires July 31, 1964. Started May 1, 1964. Buy six records and get one free on entire Country and Western catalog—mono and stereo.

**STARDAY**—Expiration indefinite. Started January 1, 1964. A 15 per cent discount on all regular Starday albums. A 10 per cent discount on Starday economy line albums.

**PRESTIGE**—Until further notice. Started February 1, 1964. A 10 per cent discount on all albums of Prestige and subsidiary labels. Special artist program: Buy 12 and get four free on all John Coltrane LP's. Expires March 31.

**GATEWAY**—Expiration indefinite. Started March 13, 1964. Two free records for every 10 purchased in series 1100, 1200, 1400, 1600. One free record for every 10 purchased in series 2000, 7000, 8000, 9000, with the exception of 9001 and 9003; buy 10 get two free.



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**DEALERS!  
ORDER NOW FOR  
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ISSUES AND—  
SAVE, SAVE, SAVE!**

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

... dealer estimates his needs at, for example, 500 copies per issue (if bought on single issue basis, this would cost \$50, or 10c per copy);  
... dealer lumps needs 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, as one order for 2,000 copies—total cost of \$170 or only 8.5c per copy;

**SPECIAL BONUS!**



This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

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

**SCHEDULE OF PRICES**

QUANTITY	PRICE PER COPY	
	Without Imprint on Cover and Order Card	With Imprint On Cover and Order Card
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10,000 to 25,000	7.5c	8c
5,000 to 10,000	8c	8.5c
1,000 to 5,000	8.5c	9c
500 to 1,000	9.5c	10c
100 to 500	10c	10.5c

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THIS COVER AND ALL ALBUM ILLUSTRATIONS  
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Cincinnati 2, Ohio  
241-7644, Area Code 513

**Alpha Distributing Corp.**  
20 West End Ave.  
New York 23, N. Y.  
CI 5-7933, Area Code 212

**Associated Record Distributors**  
76 Tolland Ave.  
East Hartford, Conn.  
528-4184, Area Code 203

**Big Town**  
2818 W. Pico Blvd.  
Los Angeles, Calif.  
731-9474, Area Code 213

**C & C Dist.**  
3711 S. Hudson  
Seattle, Wash.  
PA 5-0070, Area Code 206

**Cadet Distributing Co., Inc.**  
13380 Capital Ave.  
Detroit 37, Mich.  
548-3171, Area Code 313

**Comstock**  
1323 Spring St., N.W.  
Atlanta, Ga.  
876-0321, Area Code 404

**D M Sales**  
90 Dorman Ave.  
San Francisco, Calif.  
MI 8-5331, Area Code 415

**Heilicher Bros.**  
119 N. 9 St.  
Minneapolis, Minn.  
FE 3-8281, Area Code 612

**Marnel of Maryland**  
5550 Newbury St.  
Baltimore, Md.  
664-8500, Area Code 301

**M. B. Krupp Distributor**  
2519 N. 16th St.  
Phoenix, Ariz.

**Music Service Record Distributors**  
318 6th St., S.  
Great Falls, Mont.

**Roberts Record Distributing Co.**  
1906 Washington Ave.  
St. Louis, Mo.  
MA 1-0470, Area Code 314

**Seaway Distributing**  
3142 Prospect Ave.  
Cleveland, Ohio  
EX 1-7300, Area Code 216

**Summit Distributing**  
1345 Diversey Parkway  
Chicago, Ill.  
BI 8-3621, Area Code 312

HERE IT IS—the follow-up to the super-successful "Records Make Wonderful Gifts" catalog: Billboard's spanking 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. These will be albums which most dealers will carry in stock . . . all top albums in all major categories.
- Bestseller Charts . . . Selected charts on current best selling albums in all of the most popular categories . . . to remind customers to buy those top albums they want for their own.
- Feature articles on artists, Broadway shows, and items of timely interest to consumers.
- Chatter Column . . . information about artists on record albums . . . human interest information, artists' activities and future plans.
- Musical Cook Book . . . Favorite recipes of top artists like Pat Boone, Leontyne Price, Benny Goodman, Burl Ives, Bing Crosby, Jo Stafford . . . many others.
- Handy check-off order form in every issue to make buying by mail or in person easier.

**IMPRINTING AVAILABLE:**

Your own store name, address and telephone may be imprinted on the front cover to personalize your copies and put you in the big leagues with a monthly color album magazine all your own.

The order form, easily detached by customers, may also carry your store name and address. It makes it easy to get mail and bring-back orders from your customers.

**RECORD PREVIEW**

Billboard Publishing Co., 165 W. 46th Street (at Times Square), New York, N.Y. 10036

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

Issue	Quantity	TOTAL QUANTITY
April (out April 6)	_____	} _____
May (out May 15)	_____	
September (out Sept. 14)	_____	
November (Christmas issue . . . out Nov. 9)	_____	

I enclose 50 per cent payment against total cost of this order which amounts to \$\_\_\_\_\_. (Check price schedule noting "imprint" column of prices if imprints are requested.) I understand balance will be billed upon delivery.

My total order for Record Preview (all 4 editions combined) is 1,000 copies or more. Please send me the free Record Preview display carton.

I wish to have copies imprinted with my store name and address on both the cover and the order form:  Yes.  No.

Use the following copy for my imprint on cover and order card (please use typewriter or print clearly).

Store Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
(will be eliminated from order card)

I understand all orders will be shipped Railway Express Prepaid by the publisher unless I specify another means of shipping, in which case I will pay all shipping charges.

Ship as follows: \_\_\_\_\_  
Attention of: \_\_\_\_\_  
This order authorized by: \_\_\_\_\_  
(signature and title)



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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 co-operation 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. Asked to name the major problem areas in pre-recorded tape, some 75 per cent of the retailers responding to the Gordon Jones-Billboard dealer survey singled out high price.

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 buyer made all decisions on both pre-recorded tape and tape recorders.

### Best Selling Labels

Columbia was selected as the best selling pre-recorded tape line by 49 per cent of the respondents. Other labels mentioned, in order of frequency, were London (picked by 15 per cent as the best seller), Capitol (13 per cent), RCA Victor (10 per cent), Bel Canto (3 per cent), UST (3 per cent), Command (3 per cent).

Only 7 per cent of the stores responding indicated that they maintained tape rental libraries. Of those with libraries, the largest percentage—43 per cent—indicated that the purpose of the library was "profit," while 29 per cent said they maintained their rental libraries for "customer convenience."

### Blank Tape

As to best selling brands of blank tape, 63 per cent named Scotch; Reeves Soundcraft was named by 6 per cent; Ampex and Audiotape by 4 per cent each. Asked to name their second best selling brands, 28 per cent picked Scotch; 14 per cent, Ampex; 12 per cent, Audiotape; 9 per cent, Reeves Soundcraft; 7 per cent, Ferrograph, and 4 per cent, Kodak.

Although high price was singled out by three dealers out of every four as a problem area, there were other gripes: "No playing time mentioned" and "short reels" by 12 per cent; "limited selection available," also by 12 per cent; "low turnover" by 8 per cent; unavailability of mono-

phonic tapes by 8 per cent. Other complaints, each made by about 4 per cent of responding dealers: Customer ignorance in using four-track tape; erratic quality; pilferage; complicated loading; customers can't listen to sealed tape packages.

Here are some sample individual comments: "Although many people are buying monaural recorders, pre-recorded tape for them is practically extinct. In my estimation, a low-priced monaural tape would fill a definite need. The price factor on pre-recorded tape, even when discounted, is prohibitive. People can buy three or four stereo records at a discount for about \$10, but they're lucky to be able to get two tapes for the price."

"Pre-recorded tape's main problem is the price factor. This is why we resort to cheaper re-hashed recordings. The average person cannot understand why tape recorders should be so much higher priced than record players—and why buy tape recordings when you can tape off the air?"

"Most of our customers who buy stereo tape recorders quickly end up buying blank tape only. The six-dollar price ticket on a four-track stereo tape doesn't appeal to most. All year long pre-recorded tape sales are at a literal standstill, except for Christmas and the January follow-up."

### Suggestions 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 recorded both ways, giving two-track but lowering the price so people can buy (it) at same price as records. Also get stores like mine, which are not in the tape field, to put in same on a 100 per cent guarantee trial with some sort of tape set-up."

"Perhaps a consignment package (of pre-recorded tapes) would encourage more dealers to participate and gain wider exposure."

"Settle down to one method of recording instead of going both cartridge and reel-to-reel simultaneously."

"Devote more (advertising space to 'music sounds best on tape' and 'tape lasts so much longer.'"

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

## Ellington Conquers New Areas

• Continued from page 10

And, what was new, was delightful Ellington.

Largely, that was a collection of seemingly disconnected songs, due to become a suite tentatively titled "Impressions of the Far East," obviously a musical recounting of the band's

latest State Department tour. As it stands now, there are five sections. The first begins with familiar Ellington orchestral sounds, goes into a Lawrence Brown ("Caravan," "Kebalah," "The Sphinx") solo and into a swinging ending. Harry Carney booms his way through another part. Jimmy Hamilton has a third, within and without the orchestra with a final, quiet, almost fey, countdown and out. Then there is a delightful kind of dance, meant to be Broadway choreographed, with the sections sounding as if Duke had told the late John Kirby how to write for the Ellington orchestra. The final of what has so far been written is for Johnny Hodges and titled "Is-fahan." It must be a beautiful place.

For the rest of the concert, there was a startling Rolf Ericson on "Perdido," and a beautiful, breathy solo by Paul Gonsalves on "A Very Happy Reunion," followed by a silly up-tempo blues.

Cootie Williams wrote a kind of screamer called "The Opener," a wild blues and a magnificent "Caravan." Among the strong side lines were (Cat) Anderson's "Prowling Cat," bassist Major Holly on "Satin Doll" and the usual version of "Pretty and the Wolf." And, even stronger, was "Skillpoop," a marvelous musical spoof, the title of which

Ellington explained is like the verb "to jive," or, as he put it, "making what you are doing look better than what you are supposed to be doing."

But, for Ellington people in general, the reading of the evening was under the special light of "Tone Parallel to Harlem," as engrossing a tone picture as of its writing 10 years ago. But it has never been played so well before. The pictures are now stronger, but, more importantly than that, so is the love and the protest that were always there. It was suggested in Duke's introduction of the composition. It was blasted into conscious orbit by Ellington's conducting of Ellington's strong, conscience-wise orchestra.

May he and they ever come on in such manner.

BILL COSS

## Josephine Baker

• Continued from page 10

undistinguished and loud; the hangings have seen better days and the lighting is unimaginative. One has the impression of an extravagantly plumed bird in a cage—not gilded.

The fault is not solely with the production. Miss Baker has a tendency to play down to the audience, to be a bit too precious 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



**SPEAKS FOR ITSELF:** New Motorola spring promotion features matching four-inch speakers, designed to be sold with four specific models of transistor radios. New merchandising package, Motorola Pleasure Pak, contains radio, separate speaker, battery, earphone and carrying case.

## Drake Ducks

• Continued from page 10

"I Can Get It for You Wholesale," it was her subsequent work on records, night clubs and guest appearances on TV that built her reputation and solidified her position as a hot box-office attraction.

There are also similar examples in "Anyone Can Whistle," which opened last Saturday (4) and the incoming "Fade In, Fade Out." "Whistle" has co-starred Angela Lansbury and Lee Remick, both of whose reputations were established via film work, and "Fade In, Fade Out," has Carol Burnett. Although Miss Burnett did a previous musical, "Once Upon a Mattress," it's primarily through her work as a principal on Garry Moore's TV show and as a guest star on TV variety shows that her reputation as one of the top comedienne of the day developed.

In addition to the performing newcomers, Drake also points out that new writing names are also coming into the theater. This season alone, there are Timothy Grey, who collaborated with veteran writer Hugh Martin on "High Spirits," scheduled to open on Broadway Tuesday (7), and Marty Brill, who is collaborating with Albert Hague on "Cafe Crown," due to open next month. Also, says Drake, new producers are coming into the Broadway musical field. Among them are Joe Cates with "What Makes Sammy Run?"; Ray Stark with "Funny Girl," and Caroline Swann and Martin Lee (in conjunction with Philip Rose) with "Cafe Crown."

Meantime, Drake is also rolling at a hot pace on records with tunes from his "Sammy" 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 up 10 sides, including two by Steve Lawrence and two by Eydie Gorme (Mrs. Lawrence), and there are more in the offing.

well with a foreign audience (Americans are charmed by endearments spoken in broken-English), but from one American to another. . . . But when she sings, and moves and poses, she is still the very stylish Josephine Baker who has made entertainment history for almost 40 years.

Carmen de Lavallade and Geoffrey Holder supply part of the dancing on the program. Together they create sparks; separately they are choreographically uninspired. The Aviv Dancers, a folk group, are a rather incongruous insertion in this otherwise sophisticated program.

JOHN HAYS



# Billboard Buyers & Sellers CLASSIFIED MART

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

## EMPLOYMENT SECTION

### SITUATIONS WANTED

**WIDE-AWAKE PROMOTION MAN WITH 10 years' experience will work for any reliable record co. or distributor east of Miss. or any state north. 41, married, willing to travel and work in metropolitan area. Box #550, c/o Billboard, 165 W. 46th St., New York, N. Y., 10036. ch-ap18**

**NEEDS DISTRIBUTION**—"I WANT A Man Like That," by Chick Finney group. Sensational 45 single. Contact Chick Finney, 4013 Aldine St., St. Louis, Mo. ap18

**DISTRIBUTORS WANTED**—"THERE'S a Time & Place for Everyone," by the Santells, and other upsurging singles. Contact: Robert T. Brown, 414 1/2 Croghan St., Fremont, Ohio. ap18

**WANTED**—ARRANGER/COMPOSER for lyric writer. Object merging! V. Santino, 110 Riverdale Ave., Brooklyn 12, New York.

### HELP WANTED

**LIBRETTO WANTED FOR NEW BROADWAY production.** Telephone: 201; HE 4-2555.

**I NEED LYRICS IMMEDIATELY FOR new teenage movie.** Rock 'n' Roll and Folk Songs. Enclose postage for return of lyric. P. X. Morosky, Box #38, Uncasville, Conn.

**SERIOUS COMPOSER NEEDED.** NEW Broadway production. Telephone: 201; HE 4-2555.

## DISTRIBUTING SERVICES

### RECORD DISTRIBUTORS

**BRAND-NEW 45's, ASSORTED OLDER Pops and Standards, \$8 hundred; free catalogue on major brand LP's, \$1.25 each, plus Pop Country and Children's Budget LP's.** Hal Faktor, 4143 W. Armitage, Chicago 39, Ill. CA 7-3722. ap11

**FOR SALE**—100 ASSORTED NEW 45 RPM's, \$8.50; \$77 per 1,000. Also a Rock 'n' Roll Oldie But Goodie Album with twenty top original oldie hits. Album price \$2 each, or \$45 per 25. Paul V. Lee, Lee Record Distributing, 4546 S. Park Drive, Metairie 20, La. ap11

**RECORD DEALERS—FREE DELIVERY** plan anywhere in U. S. on accessories; needles, racks, tape, inserts, cloths and specialty LP lines. Details and catalogue on request. Hal Faktor, 4143 W. Armitage, Chicago 39, Ill. CA 7-3722. ap25

**NEW 45's, \$8 PER HUNDRED, PLUS** added bonus of 30 DJ records free with each hundred. Freitas Music Co., 17 San Joaquin St., Stockton, Calif., 95202. ap25

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Importers and operators, visit our "Bourse de L'Automatique" (Automatic Exchange) on last Friday of every month.  
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# Rock-Ola Bows Grand Prix Line

CHICAGO — Rock-Ola is introducing a de luxe new Grand Prix phonograph addition to its line with operator showings scheduled to begin within the week.

The firm unveiled the new Grand Prix to distributors at a series of regional showings held in Chicago, New York and New Orleans.

The Grand Prix, designed as the ultimate top of the firm's current line, is a stereo-monaural phonograph with 160 selections and a seven-inch LP feature.

### Phonette Bows

Rock-Ola is also introducing an accompanying Phonette remote speaker-selector unit. The Phonette features a pair of built-in stereo speakers, simple selection panel and personal volume control.

The Phonette can be used

with any current model Rock-Ola phonograph. Both Rock-Ola's Rhapsody II and Capri II will stay in production.

The Grand Prix plays 33 and 45 disks inter-mixed. The seven-inch LP's can be added in banks of 10.

### New Design

Perhaps the most distinctive feature is the machine's dramatic new design. The cabinet is roughly rectangular with the title-strips under a very slightly downward-sloping glass.

The mechanism is seen through a central panel between the strips. A real display panel houses a pair of speakers and up to three seven-inch album covers.

The cabinet is finished in walnut Conolite plastic, Stainless steel and chrome. Other features include:

- Common receiver system operating with Grand Prix and other current model Rock-Ola phonographs.

- Automatic money counter totals exact machine receipts. The counter is seen through a window and works with the Phonette also.

- Exclusive Mech-O-Matic intermixes seven-inch albums, 33, 45, stereo and monaural records in any sequence. No wires, micro-switches or electronic aids for changing motor speeds or spindle sizes.

- Transistorized amplifier.

Rock-Ola held its first distributor showing Tuesday (31) at Chicago's O'Hare Inn. It followed with a showing in New York Thursday (2) in the Summit Hotel, and New Orleans Monday (6) at the Fountainebleu Motel.

# Hrdlicka Retires; Ross Named New Wurlitzer Service Topper



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



C. B. ROSS

1928 when the firm sold a juke box called the Wilcox-Simplex. His job was to keep the 10-selection, 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.

After 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.

### War Contracts

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

In 1950 he returned to the North Tonawanda plant as special sales and service representative, and four years later he headed the service department, assuming responsibility for general service policy and supervision of field service engineers.

Hrdlicka and Mrs. Hrdlicka will move to the Seattle area

where their son, Merle, is an engineer for the Boeing Aircraft Corporation. He plans to set up a shop in his new home and dabble in the creation of stereo music systems, and radio and television repair.

### Feted by Associates

Tuesday (31) Hrdlicka was honored by his business associates at the Town Club of the Tonawandas. He was presented with an electronic tube tester for his new shop.

His successor, C. B. Ross, joined Wurlitzer in 1959 as Midwest factory field engineer.

He is a graduate in electronics of the Coyne Electrical Radio and TV Sound School, Chicago, and the British UHF in London. He is an amateur short-wave radio station operator.

### Service Expert

Before joining Wurlitzer, Ross had been a service expert with the Seranni Amusement Company, Eau Claire, Wis., and G&W Vendors Sales and Service, South Milwaukee, both coin machine operations.

During World War II he served with the U. S. Air Corps and was trained in mechanical and electrical repair, including sound.

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

# Referendum Set For Wash. Law

OLYMPIA, Wash. — The Washington Supreme Court ruled recently that the controversial 1963 tolerance gambling law be put to a vote of the public at next November's election.

The high court, in an 8-1 decision, approved the referendum despite the theft June 21, 1963, of the 82,955 supporting voter-signatures from a State Capitol vault. The judges held a criminal act cannot be permitted to thwart the constitutional right of the voters to referendum.

The decision means the people will vote November 3, 1964, on the law purporting to legalize pinball machines, card-rooms, punchboards and bingo if licensed by local authorities. In the ruling, the Supreme

# Coin Machine

OPERATING

MUSIC MACHINE PROGRAMMING • DOUBLE PLAY SHOTS  
RECENT STEREO RELEASES • BALL PROGRAM

# Williams Soccer Game Allows 3-Way Scoring



SOCCER

CHICAGO — Williams' new Soccer single player pinball game enables players to score replays by each of three ways: High score, total goals scored, and hitting a bottom rollover when lit (after scoring a certain number of goals).

Purpose of Soccer is to score goals against the opposing teams. Player picks his team by going

through either a red or blue top rollover. After that, he attempts to shoot each successive ball through the same rollover in order to retain "possession" of the ball.

The position of the soccer ball is determined by a light on the playfield. Players can advance the ball one step by hitting the proper thumper bumpers. Moving the ball across the field scores a goal.

Goals are also scored by hitting one of two eject pockets on the playfield.

Score is advanced by moving the soccer ball across the field (each step counts 10 points), by hitting goals (100 points) or by hitting one of several targets around the playfield.

Soccer is an exceptionally high-scoring game for a single player model. It is the first single player in Williams' history to have four reel scoring.

Other Soccer features include three or five-ball play, new motor unit, new coin switch, new latch-lock playfield, and modernized cabinet. Shipments are expected to begin this week.

# Ski'N Skore Attracts Schuss Boomer Set



SKI'N SKORE

CHICAGO — Skiers can put on a pair of skis, push a button, grasp poles, and slalom down a tough course, thanks to a new coin-operated Ski'N Skore device developed by DuKane Corporation, St. Charles, Ill.

The player (or skier, if you prefer) guides a miniature ski figure through a slalom course by himself shifting weight and manipulating poles.

The body motions are identical to those used on a hill. Points are scored for gates hit or missed, and for speed of descent.

Court affirmed a decision of July 22 by Judge Charles T. Wright of Thurston County Superior Court.

The high court held that the people, in presenting the supporting signatures, had done what was required by State law to put the measure on the ballot.

Joe Lyon, DuKane product manager, said the company has been testing the unit for several months, primarily in Eastern ski resort areas. He said results are excellent, particularly at the Andirons, a lodge near Vermont's Mount Snow.

Lyon added that a water-ski version of the machine is due later this year.

# 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 in Seattle at the beginning of last year.

The State levies a tax of 20 per cent of gross revenue from pinball machines and 40 per cent for other coin-operated amusement devices not involving any element of skill.

Donald R. Burrows, the commission's research supervisor, said the tax take on amusement devices has slowly declined in recent years from a high of \$5.3 million in 1950, as some counties tightened up on tolerance policies.

The tax returns could bounce back in Seattle, however, if newly elected Mayor J. D. Braman carries on his announced plans to return to the city's tolerance policy.

# First Coin Sets Service Schools

CHICAGO — First Coin Machine Distributors is kicking off a series of service schools and equipment showings throughout Illinois.

Some 40 operators were on hand for the first session held last Thursday (2) in the showrooms of Midwest Distributing Company, Rockford, Ill.

Hosting the session for First Coin were Fred Kline, Jerry Bremmer and Cliff Mueller. Additional sessions are planned for the very near future.

# W. VA. OPS SET ANNUAL MEET

HUNTINGTON, W. Va. — West Virginia Music and Vending Association will hold its annual fall convention here at the Holiday Inn Motel, September 18-19. Exhibits of equipment, business sessions and a full social program are planned. A board meeting will precede the general conclave. The convention committee is made up of John (Red) Wallace, W. T. Cruze and Jack Bess. Additional details of the meeting will be announced later.

# Ark. Coinman Eyes Mayoralty

NORTH LITTLE ROCK, Ark. — Robert Kirspel, president of Kirspel Music Company and Kirspel Vending Company, announced last week he would be a candidate for mayor in the August city elections.

Kirspel has been a city alderman, a part time job, for eight years. The terms are for two years and he has been re-elected three times. He is currently the city's police commissioner.



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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 conclave. 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 exhibit 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 AC Manufacturing; Stan Jarocki, Seeburg; A. D. Palmer, Wurlitzer, and Hugh Gorman, Rock-Ola.

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

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

## 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 in 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-Ola 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 fun 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 means who visit the track during the day and the casinos in the

(Continued on page 95)

### Recent

## STEREO RELEASES

for Music Operators

### ■ SEEBURG LITTLE LP's

#### Pop Vocal

BARBRA STREISAND—The Third Album... Columbia

#### Pop Instrumental

SPIKE JONES—Washington Square... Liberty

#### Jazz/Rhythm & Blues

RAY CHARLES—(Twin Pack)

Sweet and Sour Tears... ABC-Paramount

#### Country & Western

LORETTA LYNN—Loretta Lynn Sings... Decca

\* \* \*

### ■ SEEBURG ARTIST OF THE WEEK

RAY CHARLES—Sweet and Sour Tears

ABC-Paramount (Pop Vocal)

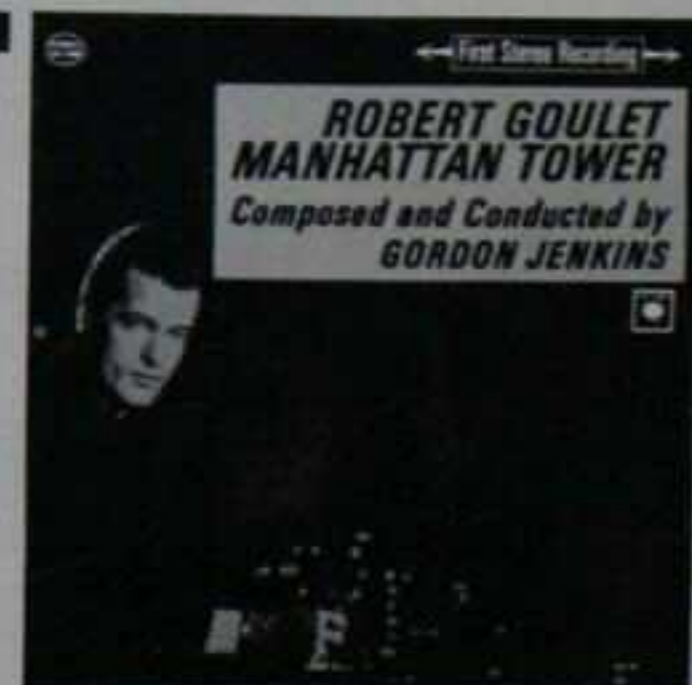
All titles listed are custom 33 $\frac{1}{3}$  stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 46th Street, New York, N. Y. 10036.

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COLUMBIA RECORDS REPRESENTATIVE TODAY!



**EUROPEAN NEWS BRIEFS**

**New Tonomat Model**

FRANKFURT — Tonomat, the German subsidiary of Automatic Canteen, reports exceptional sales response to its new compact phonograph, Electronic.

The new model has 160 selections, but the primary feature is the speed of record changing. The record arm is placed parallel to the base and arms on opposite sides lift the selected record into position as soon as the scanning movement is completed. The disk thus goes direct to the arm which is nearest it.

Tonomat says this quick changing appreciably boosts the operator's collections by crowding more phonograph play into the operating day. Electronic competes 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, startling for the realism achieved. Animals appear and vanish, constantly changing positions, through a built-in mixer system. Each animal has a small light in his head which serves as the target. Bergmann has emerged as a leading world coin game 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 Hinsdale Raceway and the Rochester Fair harness racing track.

The machines dispensed receipts for 27,174 tickets totaling \$81,522 during their first 10 days of operation at Rockingham Park. 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 race. Prizes for the sweepstakes winners run as high as \$100,000.

**Market in Norway**

OSLO—A two-way race is developing in Norway between U. S. and West German manufacturers for supremacy in what looms as a lush phonograph preserve.

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—Etablissements 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 as 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 posted by their predecessors.

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**

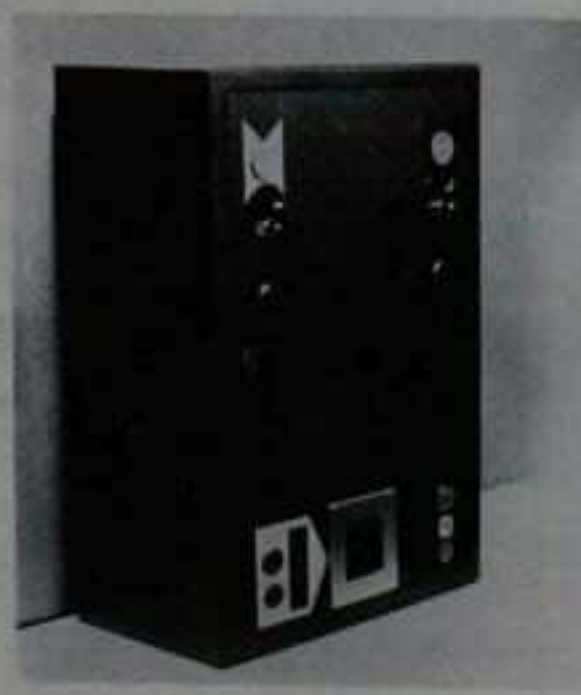
COPENHAGEN — Dansk Grammofon Automat A-S has boosted its operating interests in Denmark to over 30 phonographs.

This makes Dansk Grammofon the largest operator in Denmark. In addition to the 300 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.

**Dutch Changer In Production**



COIN CHANGER

AMSTERDAM—Jennen 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.

**urgent!!!**  
**Coin Machine**  
**Distributors, Manufacturers**  
**& Trade Association Officials**

*Your FREE Listing Will Appear in Billboard's 1964 International Coin Machine Directory If We Receive the Following Information No Later Than APRIL 17 . . . in New York*

**DISTRIBUTORS:**  
Name, address, phone number, list of lines handled, and your photo.

**MANUFACTURERS:**  
Name, company name, address, phone number, list of products made, and your photo.

**TRADE ASSOCIATIONS:**  
Name, address, phone number, list of officers, and their photos if possible.

PLEASE SEND PHOTO, IF POSSIBLE

**SEND INFORMATION TO BILLBOARD, COIN MACHINE DIRECTORY, 165 W. 46th St., N. Y., N. Y., 10036, by April 17**

*make plans now to be part of . . .*

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**2nd Annual**  
**INTERNATIONAL**  
**COIN MACHINE**  
**DIRECTORY**

*The ultimate Buying Guide and Reference Source for the entire Coin Machine industry . . . internationally.*

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PLUS . . . state-by-state analysis of license fees and taxes on juke boxes, amusement games and vending machines—and laws governing legal games.

Date of Issue:

**MAY 16, 1964**

Advertising Deadline:

**APRIL 20, 1964**

Early space reservations recommended. Advertising deadline is for all material in New York. Offset Printed; No Plates Required!

**Billboard**

NEW YORK      CHICAGO  
HOLLYWOOD    NASHVILLE  
LONDON





**BULK VENDING**

# 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 Acorn 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.



LOU SINGER, Sidney Eppy, Tom King and George Eppy examine the new Eppy Charms line previewed to Chicago operators at Eppy's second regional meeting last week. Eppy's full line will be unveiled nationally at the giant National Vendors Association convention April 15-18 in Miami Beach, Fla.



THE EPPYS, Sidney (left) and George (second from right), with Paul Crisman (second from left) and Tom King (right) during the Eppy regional showing in Chicago last week. Crisman and King, co-heads of King and Company, are Chicago distributors for Eppy Charms. The television set was a door prize, as was the giant Northwestern Rocket vender in the rear.



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- Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size... 30 1/2 lb.
- Chicle Ball Gum, 130 ct... 38 1/2 lb.
- Clear-a-Vend Ball Gum... 43 1/2 lb.
- Clear-a-Vend Chicks, 320 ct. 43 1/2 lb.
- Chicle Chicks, 320 & 520 ct. 39 lb.
- Bubble Chicks, 320 & 520 ct. 31 1/2 lb.
- Tab (short stick), 100 ct. 40c box
- 5-stick Gum, 100 packs... \$2.00
- F.O.B. Factory 150 lb. lots

**AMERICAN CHEWING PRODUCTS**  
39 years of manufacturing experience  
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**ONE NEW 5c ACORN JUMBO CHARM VENDOR**

**PLUS 600 JUMBO ROCKET CHARMS**

Rush 1/3 With Order, Bal. C.O.D.

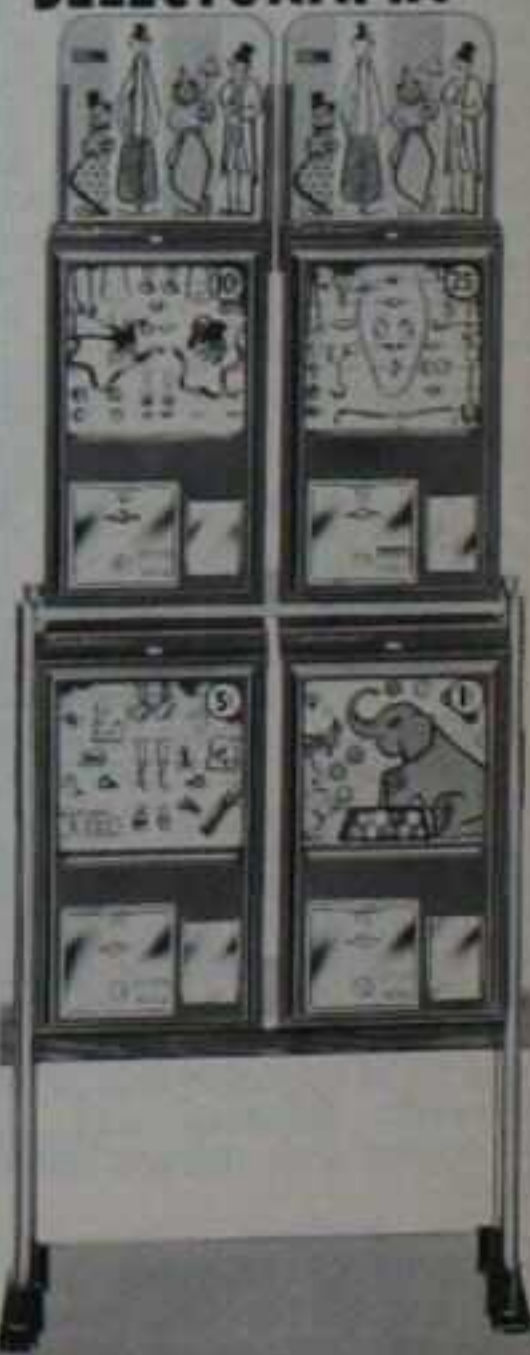
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**J. SCHOENBACH**

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

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**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.



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## IMPORTANT MEMO

### AD DEADLINE FOR N.V.A. CONVENTION ISSUE

*Dated: April 18*  
Distributed: Monday, April 13  
(Ad Deadline: April 8)

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

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

**ONLY IN BILLBOARD IS WEEKLY BULK VENDING NEWS REPORTED.**

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

**Send Advertising Copy on or Before Wednesday, April 8.**

**Billboard**

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Central 6-9818

NEW YORK 36, N. Y.  
165 W. 46th Street  
PLaza 7-2800

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1520 North Gower  
Hollywood 9-5831

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

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

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COMPANY \_\_\_\_\_  
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Fill in coupon, clip and mail to:  
**KING & COMPANY**  
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We handle complete line of machines, parts & supplies.



Also Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk, Fanned Candies; 1-Hershey's 320 count and 500 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.



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MANUFACTURING COMPANY, INC.  
11411 Knightsbridge Ave., Culver City, California

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 Decisions." Dr. Fox is a specialist in population statistics.

Don Mitchell, legal counsel for NVA, said that the convention appears well on its way toward being 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. Raynor, legal counsel; Donald Mitchell, legal counsel, and Rolfe Lobell, 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, Leaf, 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 industry buying 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 business meetings or, more often, in informal sessions in suites and poolside.

This year, operators can attend the entire convention—room, board, all meetings and social events—a minimum cost of \$10.75 per person, per day.

Door prizes include such items as a color television set, stereo hi-fi console, three-day trip for two to Las Vegas, and a host of equally attractive appliances and household items.

## Vending Headquarters for VICTOR

The Most Complete and Finest Line of Bulk Vendors  
**NEW SELECTORAMA**

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1¢, 5¢, 10¢, 25¢ or 50¢ coin mechanisms. Unit can vend 100 count gum, V, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units.

Double or triple your sales with this great vendor. Write for further details, color circular and prices.

Large Stock of Vendors—Parts and Merchandise.

Write for Prices.

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2817 W. DAVIS ST. DALLAS, TEXAS



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\$3.25 per M

**JOHN F. KENNEDY FLICKER RINGS**  
with free display  
\$19.60 per M

Please include sufficient postage to cover order, otherwise we ship express.

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609A Spring Garden St., Philadelphia 23, Pa.  
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## 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.



**CLEVELAND COIN MACHINE EXCHANGE, INC.**  
2029 Prospect Ave. Cleveland 15, Ohio  
Phone: TOver 1-6715

## Guggenheim Set On Troll Charm

JAMAICA, L. I., N. Y.—Karl Guggenheim, Inc., local charm manufacturer, this week began shipping its Troll charm series, items for 10-cent capsule vending.

The Trolls, soft plastic replicas of the famed Scandinavian imps, come with wild hair in about 20 assorted colors. Bob Guggenheim, president of the firm, said that the items had been field tested for several weeks and that the location collections were encouraging.

Guggenheim this week returned from a three-week buying trip to the Orient, spending most of his time in Hong Kong and visiting Tokyo.

**THE HOTTEST 10¢ CAPSULE ITEM EVER!**

LOCATION TESTED

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

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

The

**PENNY KING Company**

2534 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms



1c-5c  
**ATLAS MASTER VENDOR**

## Penny King Lines

PITTSBURGH—Penny King Company is introducing two new series of charms — the color-plated "200" and plastic colored "100" lines. Each features a variety of items and may be ordered in bags of 5,000 or 1,000.

## MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe, 1¢ or 5¢ Comb.	12.00
N.W. 10-Ct. 1¢ Tab Gum Mach.	18.00
N.W. Model #33, 1¢ Porc. Converter for 100 ct. B.G.	6.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorn 8 lb. Globe	10.50

## MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.57
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.75
Pistachio Nuts, Vendor's Mix	.68
Pistachio Nuts, Sheik, Red	.63
Cashew, Whole	.68
Cashew, Butts	.65
Peanuts, Jumbo	.45
Spanish	.37
Mixed Nuts	.32
Baby Chicks	.35
Rainbow Peanuts	.32
Bridge Mix	.36
Boston Baked Beans	.32
Jelly Beans	.32
Licorice Gems	.32
M & M, 500 ct.	.48
Hershey-lets	.47

Rain-Bio Gum, 72 ct.	.32
Mall-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct.	.32
170 ct., 230 ct.	.32
Rain-Bio Ball Gum, 100 ct.	.34
300 lb. minimum order on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. One-third Deposit, Balance C.O.D.

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## GUM

Northwestern



PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidrome" display top attracts sales.

Stamp Folders, Lowest Prices, Write

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## SANITARY VENDORS

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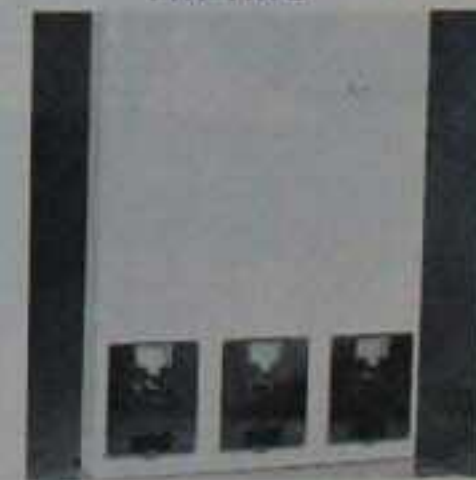
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RECESSED ACE LOCK

BAKED ENAMELED CABINET

CHROME MECHANISMS



Capacity: Duo—300 Flat Packs  
Trio—350 Flat Packs

Compact Rugged Construction. Any Combination of 25c and 50c Coin Mechanisms. Clutch Handles. Adjustable Hoppers. Write for Prices.

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Ea. Pa. - S. Jersey - Del. - Md. - D.C.

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## 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 Charms, 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 next one.

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

The schedule has now been stepped up to include a second meeting this year with the date yet to be determined, possibly at the same hotel, the Sheraton-Ritz. Asked if manufacturers might also be represented, Grout said, "Any manufacturer will be welcome, but it will not be necessary." Mainly, we want it to be a time of exchanging pros and cons of merchandising and trading solutions to common problems," he added.

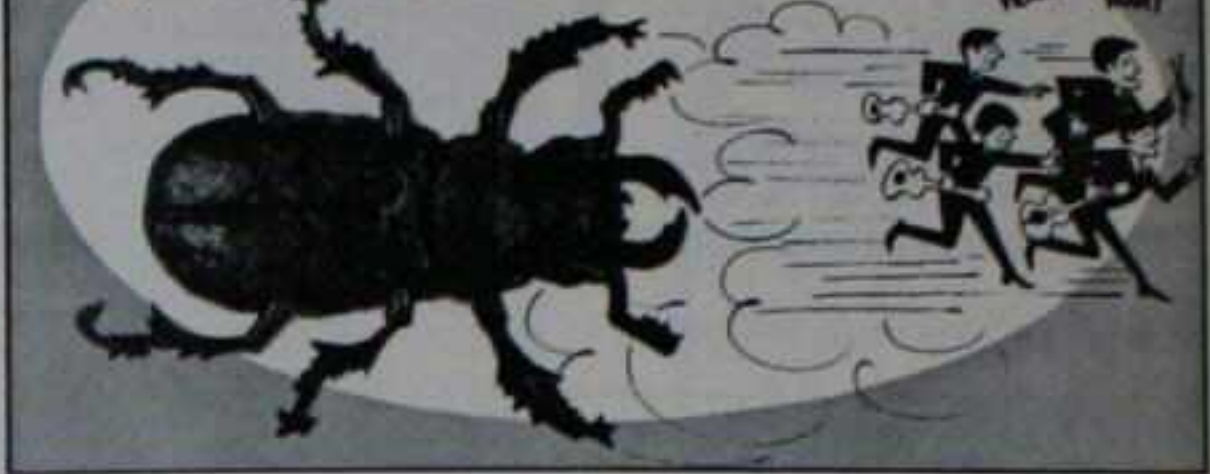
The door prizes offered at the March 13-15 weekend were on their way to the winners, as follows: Four Northwestern Super C Machines, stand, and merchandise, to Hans Bruntgen, Clear Lake, Ia.; Acorn Titan machine filled with merchandise, to Art Daily, Minneapolis; Victor V-2 Capsule machine with merchandise, to Al Beaudett, 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 Hershettes to Dr. Burton Diamond, Minneapolis, Minn.; 5 pounds of 100-count ball gum to Gayle Johnson, Clear Lake, Ia.; 5 pounds of 210-count ball gum to John Caproon, Minneapolis, Minn.; 5 pounds of 210-count ball gum to Stan Hilden, N. St. Paul; 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 Theme

JAMAICA, L. I., N. Y. — Eppy Charms, Inc., is timing its latest release with the opening of the major league baseball season. The item, Big League 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.

## THE REAL BEETLES ARE HERE!!!



PAUL A. PRICE, Roslyn, N. Y., charm manufacturer, promotes his latest release with the 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

Bud Harris of International Vending in San Pedro avoided being robbed at gunpoint when he grappled with the gunmen. Harris was servicing machines outside a Compton 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 Weiner of West Coast Enterprises, Los Angeles, are back from Las Vegas, Nev., where he attended a Shrine ceremonial. 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 Bos-

ton, 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 11 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 Oxnard drove down to Los Angeles in pouring rain to attend the March WVMOA meeting. His partner, Art Thornton, was unable to make it. . . . Phil Sreden of Western Coin Operating Machine Company, Los Angeles, is again feeling up to par. . . . Parke Hammer 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, is in town on a shopping tour for supplies and machines.

### Oak Stretches Trip Time Limit

PITTSBURGH—Oak Sale of Miami points out that there will be time for operators to join the company's free trip to the Nassau Beach Hotel in the Bahamas after they arrive for the NVA meeting in Miami April 15.

The requirement for inclusion is the purchase of \$2,000 worth of Oak merchandise between October 5 and April 15, but operators who reach the \$2,000 mark by placing orders on April 16 during the convention will also be eligible. Oak will have a number of new lines on display.

The Nassau trip begins on April 19 at the end of the NVA meeting and will end on Tuesday (21). Transportation, hotel accommodations, breakfasts and dinners will be free for all participants on the trip.

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Arcades Our Specialty  
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577 Tenth Ave., New York, N. Y.

# chicago coin's

## New CADILLAC BIG BALL BOWLER



- IT'S GOT SHADOW-BOWL!
- IT'S GOT SPARE-LITE!
- IT'S GOT STEP-UP!

"SWING-AWAY" CABINET  
Provides 10 Second  
SERVICING, ANYWHERE!

AT YOUR CHICAGO COIN DISTRIBUTOR!

Chicago Dynamic Industries, Inc. 1735 W. DIVERSEY BLVD CHICAGO 16, ILLINOIS

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Please enter my subscription to BILLBOARD for

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Overseas rates on request.

830

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time for  
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## Marvel's NEW SLUGGER

Accurate, Competitive Skill Scoring  
• A Real Money-Maker! \$54.50  
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Slugger is sturdily built—natural wood cabinet with polished chrome fittings. Precision-built scoring unit and fool-proof mechanism.

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|----------------|------------|---------------|------------|
| Liberty        | .....\$395 | Magic Clock   | .....\$200 |
| Belle          | .....450   | Swing Along   | .....420   |
| Gaucho         | .....360   | Tom Tom       | .....350   |
| Preview        | .....360   | Melody Lane   | .....200   |
| Sunset         | .....385   | Double Action | .....175   |
| Flying Circus  | .....300   | Race Time     | .....175   |
| Aloha          | .....325   | Valiant       | .....340   |
| Merry-Go-Round | .....275   | Coquette      | .....300   |
| Mardi Gras     | .....375   | Flag Ship     | .....125   |
|                |            | Seven Seas    | .....200   |

**Single Players**

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|----------------|------------|------------------------|------------|
| Coral          | .....\$250 | Egghead                | .....\$225 |
| Tropic Isle    | .....300   | Poker Face             | .....75    |
| Twenty One     | .....95    | Scream Oh              | .....75    |
| Four Bells     | .....75    | Queen of Hearts        | .....75    |
| Twin Bill      | .....75    | Derby Day              | .....75    |
| Shin Dig       | .....75    | Harbor Lights          | .....75    |
| Skyway         | .....75    | Classy Bowler          | .....75    |
| Wonderland     | .....75    | Steeple Chase          | .....75    |
| Nags           | .....150   | Midway Joker           | .....225   |
| War Champ      | .....85    | Ball                   | .....225   |
| Jig Saw        | .....100   | William Hercules Gun   | .....250   |
| Rain Bow       | .....85    | United Havana & Cabana | .....65    |
| Chicago Coin   | .....300   |                        |            |
| Pro Basketball | .....100   |                        |            |
| United ABC     | .....75    |                        |            |
| Easy Aces      | .....75    |                        |            |
| Cover Girl     | .....275   |                        |            |
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# 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 reminding manufacturers and import-export concerns that all coin machines (phonographs 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 enacted December 24, 1963. This law, considered model legislation for the European coin 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 130,000 population; between 5,000 and 30,000, and under 5,000. Six categories of equipment are established: A, B, C, D, E and F. As yet, there have been 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., which represents the coin machine trade on a mixed commission in charge of machine classification, is offering to effect registration on behalf of manufacturers and importers-exporters.

U.B.A. said firms should send complete details on new machines to the president of the Union Belge de l'Automatique, 228 rue Theodore Verhaegen, Brussels 6.

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

This panel assigns each item of equipment a slot 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:

CATEGORIES	A	B	C	D	E	F
Over 30,000	15,000f.	10,000f.	7,500f.	4,500f.	3,000f.	900f.
5,000-30,000	10,000f.	7,000f.	5,000f.	3,000f.	2,000f.	600f.
Under 5,000	5,000f.	3,500f.	2,500f.	1,500f.	1,000f.	300f.



HENRI DE VROEY

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, bingos, football, pinballs, 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 sited 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 of finance in drafting a law harmonizing their conflicting interests.

The tax schedules established are regarded by the U.B.A. as "realistic" and the lowest possible. This view is borne out by comparison with coin machine tax rates in other countries.

Continental trade experts generally are highly impressed by

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 enormously complicates coin machine operation in those countries.

## Crackdown

• Continued from page 90

evenings for top night club entertainment and to gamble.

### Special Session

The Governor's order came after a special session of the Legislature met last week. A member of the House presented a resolution condemning gambling at Hot Springs. It was adopted by a 92-3 vote.

Governor Faubus felt it was a mandate to close down gambling and ordered it closed or threatened raids by Arkansas State Police. Hot Springs officials ordered the casinos to close after Saturday night (28).

But all involved said "they will open again. It is only a matter of time. They have been going off and on for 100 years."

And the coin machine operators are frankly hoping for the big crowds of visitors again.

## To Show At Fairs

LOUISVILLE, Ky. — Urban Industries, Inc., local manufacturer of continuous film system has been invited to display its complete line of coin-operated movie theaters along with the audio-visual film systems that are used in the educational and business fields. The display area will be located in the Hall of Education.

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| Un. Desert Hunter            | .....325   | Silver Bullet             | .....125   |
| Un. Dale Gun                 | .....85    | Six Shooter               | .....95    |
| Un. Space Gun                | .....225   | Squirt Water Gun          | .....235   |
| Un. Crusader                 | .....110   | Space Glider              | .....295   |
| Gen. Nite Fiter              | .....130   | State Fair                | .....165   |
| Gen. Sky Gunner              | .....110   | Seeburg Bear Gun          | .....150   |
| Gen. Wild West               | .....165   | Seeburg Coon Hunt         | .....150   |
| Gen. Sky Rocket              | .....195   | Two Gun Fun               | .....240   |
| Gen. Big Top                 | .....165   | Titan Gun                 | .....275   |
| Gen. Gun Club                | .....275   | Un. Sky Raider            | .....225   |
| Gen. Circus Gun              | .....225   | Un. Vanguard              | .....185   |
| Bally Gun Smoke              | .....195   | Un. 510 Shooting Gallery  | .....125   |
| Bally Hercules               | .....225   | Un. Pirate Gun            | .....195   |
| Jet Gun                      | .....110   | Ex. Star Shooting Gallery | .....125   |
| Sportsman                    | .....135   | Bally Moon Raider         | .....195   |
| Keeney Air Raider            | .....125   | Bally Marksman            | .....225   |
| Mid. Shooting Gallery        | .....175   | Bally Jungle Joe          | .....85    |
| Mid. Deluxe Shooting Gallery | .....225   | Bally Sportland           | .....125   |
| Mid. Rifle Range             | .....395   | Shooting Gallery          | .....125   |
| Mid. Bazooka                 | .....195   | Deputy Sheriff            | .....125   |
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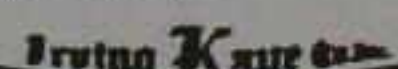
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## Midwest Operators to View Grand Prix Line

CHICAGO — Empire Coin Machine Exchange is holding premiere showings this week of the new Rock-Ola Grand Prix phonograph for Michigan, Wisconsin and Illinois operators.

Empire owner Gil Kitt and Manager Joe Robbins will attend all sessions. Initial unveiling was held in Chicago's Como Inn last Friday (3), with several hundred operators in attendance.

Second session will be in Grand Rapids, Mich., in Empire showrooms at 1955 South Divi-

sion, April 8. Dick Flaherty, manager of the Grand Rapids office, will host the affair.

Showing will be held Thursday (9) in Menominee, Mich., in Empire showrooms at 1034 20th Street, with Bob Rondeau as host. On Friday (10), Rondeau will host a showing in Milwaukee at the Ambassador Hotel, 2308 West Wisconsin.

The same Friday (10), Empire will hold a show in Detroit, again in its showrooms at 7743 Puritan. Bob Wiley, Detroit manager, will host the evening.



**COINMEN IN THE NEWS**

**Chicago Chatter**

It'll be a hectic spring at Empire Coin Machine Exchange. Boss **Gil Kitt** leaves on a European junket in May. The same month will see **Joe Robbins'** son **Mark** celebrating his Bar Mitzvah (17). On April 12, Empire shop foreman **Leonard Zeldman's** son **Philip** will be married. . . . Music Operators of America conventioners will remember **Tom Mackey**, genial sales manager at the Morrison Hotel here. Tom is walking around on crutches. He broke his leg last December and it had

to be reset recently. . . . **Fred Kline** and **Jerry Bremmer**, of First Coin Machine Distributors, just concluded an Indiana and Illinois sales trip. They'll be leaving on another soon.

A host of coin machine people were in town last week. Rock-Ola had all its Midwestern distributors in for the unveiling of the new Grand Prix phonograph. A day later, Music Operators of America held a meeting with the four juke box manufacturers. . . . Singer One-Stop's **Fred Sipiora** leaves Thursday (9) for a long weekend of skiing at Indianhead Mountain Lodge in Michigan's Upper Peninsula. . . . World Wide's **Nate Feinstein** returns from a Florida vacation, with **Harold Schwartz** slated to go in a couple of weeks. **NICK BIRO**

**Stylofoam Panel Aids Seattle Bulk Operator**

SEATTLE—Going so far as to sub-classify charms, 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 amused 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 fill 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 venders in some 3,500 locations throughout the Seattle area, that things might change.

The step he took is a stylofoam panel, directly behind the globe of each ring vender, 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 artboard, on which McDaniel has hand-lettered "Girls" — "Boys." Around 18 choices for each sex are shown on the stylofoam panel, 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 Company, a new firm headed by Morris Piha, president; Howard Robinson, Rubin Franco and Joe Capilouto, has been named Rock-Ola Manufacturing Company's phonograph and cigaret distributor in Georgia.

The firm replaces Robinson Distributing Company, headed by Howard Robinson, which merges with the new organization. Greater Southern has opened new and larger quarters at 321 Edgewood Avenue, S.E., Atlanta.

Piha said that the new distributorship will engage solely in

the selling of new and used coin-operated music, amusement and vending equipment.

Robinson assures all customers that they will receive the same good service and equipment from Greater Southern as always.

**Western Ops Mull Need For Parts**

LOS ANGELES—The need for better replacement parts and a wider selection, particularly for older machines, was informally discussed by members of the Western Vending Machine Operators Association at its 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 the regular reports made by Zola, the discussion centered on replacement parts. Some of the operators were of the opinion that not enough parts were available and that more service should be obtained from working sections. 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.

**Am. Shuffleb'd Has New Visulite**

NEW YORK—American Shuffleboard Company's engineering department, under Gene Daddis, has developed an optional piece of equipment called Visulite to enable users of the company's pool tables to tell how many balls have dropped or what the last one was.

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 on all new equipment.

Sol Lipkin, American Shuffleboard executive, left Monday (6) for a two-week promotional trip to the Midwest and far West.



ANDY JOHNSON has been named manager of Rockwell Vending Music, Santa Ana, Calif. The company is a branch of Silco Automatic Company, North Bergen, N. J.



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**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 Avenue and 50th Street.

Chairman Irving Holzman asks all members to bring in their contributions and reservations for the victory dinner and Harry Siskind testimonial, scheduled for Saturday, June 6.

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# ALBUM REVIEWS



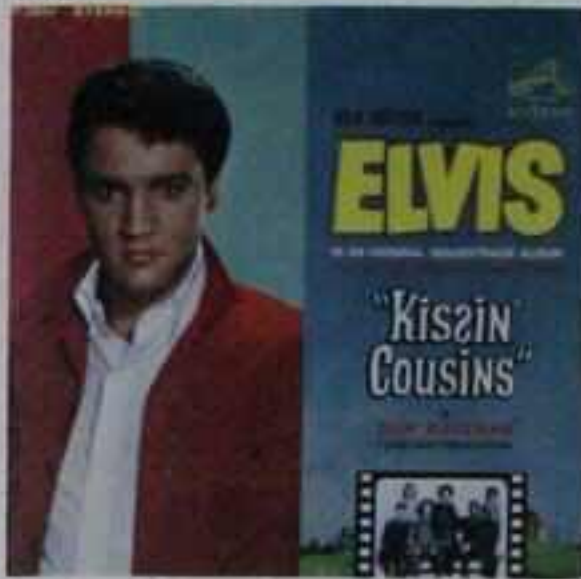
Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



## POP SPOTLIGHT KISSIN' COUSINS

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

Elvis' latest flick with fine work from the singer. He's already got a hit in "Kissin' Cousins" title tune. The album also contains some top-flight performances against chorus and ork. Two of the tracks are being singled out as secondary play tracks: "Echoes of Love" (2:37) and "Long Lonely Highway" (2:18). Best Track: "Long Lonely Highway" (2:18) (BMI)



## POP SPOTLIGHT GLAD ALL OVER

Dave Clark Five, Epic LN 24003

Hot pop buyers get two for the price of one in this Dave Clark set. The album not only carries the title hit but "Bits and Pieces" as well. This title is also featured on the cover. Hot rocking sound with strong hit single are the key on such tracks as "Stay," "All the Time" and "Doo Dah Time" besides the hit.



## POP SPOTLIGHT THE PINK PANTHER

Henry Mancini, RCA Victor LPM 2795 (M); LSP 2795 (S)

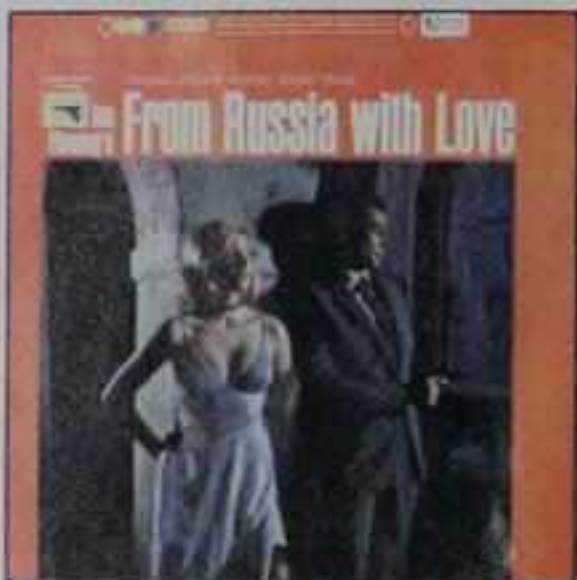
Mancini has a good one going for him in the title tune from the flick (included here). Besides, he has a most attractive package of soft swing and lush sounds that carry the Italian motif of the film with concertina and chorus.



## POP SPOTLIGHT THE NEW SOUND FROM ENGLAND

Bobby Vee, Liberty LRP 3352 (M); LST 7352 (S)

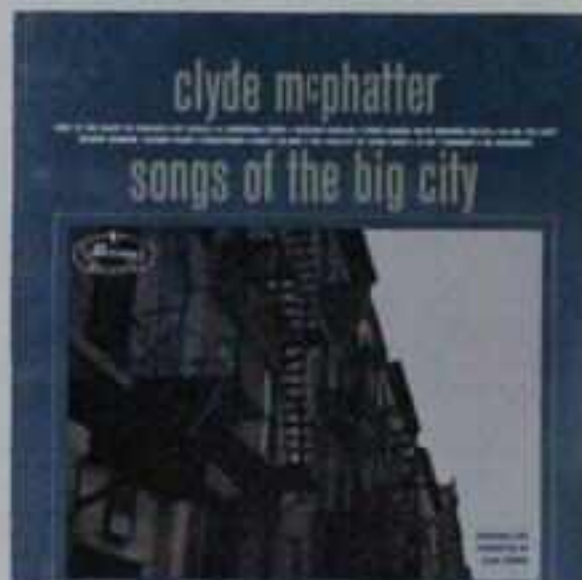
This album contains the new British image of Bobby Vee. The lad's singing the Beatles sound through some of this set. The LP contains "I'll Make You Mine" his current winner along with other fine tracks, some of them hits by other artists. "Suspicion" is one of these, as is "She Loves You" and "From Me to You."



## POP SPOTLIGHT FROM RUSSIA WITH LOVE

Sound Track, United Artists UAL 4114 (M); UAS 5114 (S)

With some 11 pop singles already recorded of the theme from this flick, the presence of the album will certainly not be a secret for long. The movie promotion, plus air play on the singles could make this album a healthy seller.



## POP SPOTLIGHT SONGS OF THE BIG CITY

Clyde McPhatter, Mercury MG 20902 (M); SR 60902 (S)

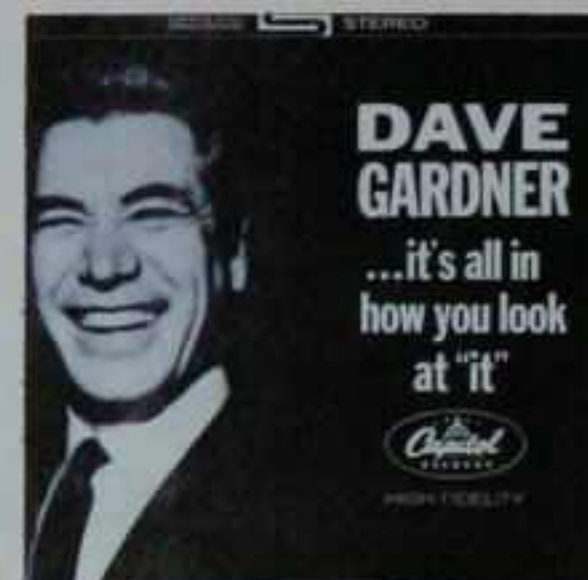
McPhatter sings songs of longing and meaning that are very much of social conscience themes. Besides his current singles, "Deep in the Heart of Harlem" and "Second Window, Second Floor," he also sings such formidable tunes as "Spanish Harlem" and "Up on the Roof."



## POP SPOTLIGHT MORE SOUNDS OF WASHINGTON SQUARE

The Village Stompers, Epic LN 24090 (M); BN 26090 (S)

Lively, up-tempo fare all the way through. The Dixie-folk approach by the Village Stompers has proved highly popular with buyers and programmers alike. Selections include "Mountain Greenery," "Goodnight, Irene," "Bei Mir Bist Du Schon" and "Gotta Travel On."



## COMEDY SPOTLIGHT ...IT'S ALL IN HOW YOU LOOK AT IT

Dave Gardner, Capitol T 2055 (M); ST 2055 (S)

During the past two years, Gardner has become a best selling comedy artist. His sharp wit and Southern drawl has been recorded during a "live" performance at Atlanta's Copa, and he takes the listener through a tirade on England's great train robbery, "Peanuts," the Bible, smoking, and many other hilarious routines.



## POP SPOTLIGHT RODS N' RATFINKS

The Weirdos & Mr. Gasser, Capitol T 2057 (M); ST 2057 (S)

"Hot Rod Hootenanny" by this mad group made the charts which would seem to indicate that wild rockin' and drag sounds blend profitably with comedy. "Three Kats in a Tub," "T.J.T.?" and "Hey Rat Fink" are three of the better tracks.

## POP SPOTLIGHT BIG SOUNDS OF THE DRAG BOATS

Various Sounds, Capitol T 2049 (M); ST 2049 (S)

This is the third in the "Big Sounds..." series on Capitol. Past albums, which hit the charts, were drag and sports car sound sets. This one deals with speed boating. It's a hot and exciting disk with appropriate explanation and commentary.



## POP SPOTLIGHT THE EXCITING YEARS

Diane Ray, Mercury MG 20903 (M); SR 60903 (S)

Diane Ray's biggest hit, "Please Don't Talk to the Lifeguard" and her current contender "So Tied Up With Mary" should draw much attention to this set. In addition there are a number of other strong tracks from the teen singer, the best of them being "Just So Bobby Can See," with "Happy Birthday Baby" a close contender.



## POP SPOTLIGHT ALWAYS IN MY HEART

Los Indios Tabajaras, RCA Victor LPM 2912 (M); LSP 2912 (S)

Having made another singles score with "Always in My Heart," it's only natural Los Indios' second album should be titled after that click and cash in with it. This collection follows the Latin-styled groove that established them with "Maria Elena" and it shapes up as another winner.



## CLASSICAL SPOTLIGHT PROKOFIEFF; SYMPHONY-CONCERTO FOR CELLO AND ORCHESTRA

Samuel Mayes, Cello; Boston Symphony Orchestra (Leinsdorf), RCA Victor LM 2703 (M); LSC 2703 (S)

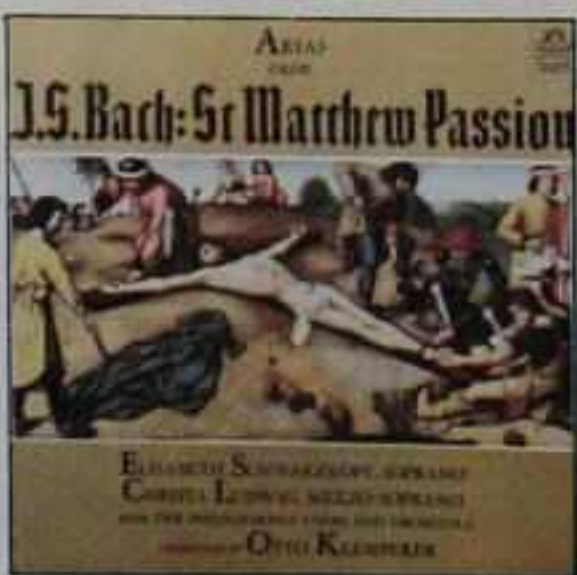
One in a series of recordings by Eric Leinsdorf and the Boston Symphony of the major works of Serge Prokofieff. "Elegie," by Faure, is also presented. Performances are brilliant.



## CLASSICAL SPOTLIGHT BRAHMS: HAYDN VARIATIONS; ACADEMIC FESTIVAL; TRAGIC OVERTURE

Philharmonia Orchestra (Krips), Angel S 36170 (S)

Despite heavy competition both in the number and name sales potential of other versions of these works, majestic readings by Krips are bound to woo many a buyer. Nine versions of the "Academic" available with Dorati, Beecham and Walter leading conductors. Nine versions of "Haydn" and 14 versions of "Tragic" available.



## CLASSICAL SPOTLIGHT BACH: ARIAS FROM ST. MATTHEW PASSION

Elisabeth Schwarzkopf/Christa Ludwig; Philharmonia Choir and Orchestra (Klemperer), Angel S 36163 (S)

The teaming here of the Elisabeth Schwarzkopf name with that of Otto Klemperer and the Philharmonia orchestra and choir could prove a potent force. Should stack up well against the dozen albums and sets already on the market.



## CLASSICAL SPOTLIGHT SCHUBERT: SYMPHONIES NO. 8 & NO. 5

Philharmonia Orchestra (Klemperer), Angel S 36164 (S)

Although there are many fine recordings of Schubert's "Unfinished Symphony" there is only one other LP which offers both Schubert's No. 8 and No. 5 in B flat major in stereo. The works are highly popular and performed superbly by Klemperer and the Philharmonia. Stereo is commendable.



## CLASSICAL SPOTLIGHT PORTRAIT OF MANON (2-12")

Various Artists, RCA Victor LM 7028 (M); LSC 7028 (S)

This is an imaginative project that comes off in all departments. It's an in-depth musical portrait of Manon as seen through the compositions of Massenet ("Manon") and Puccini ("Manon Lescaut"). Anna Moffo handles the Manon arias of both composers excellently and she also gets handsome support from a group of fine featured singers.



## LOW PRICE CLASSICAL SPOTLIGHT BEETHOVEN: PIANO CONCERTO NO. 3

Gary Graffman; Chicago Symphony Orchestra (Hendel), RCA Victor VIC 1059 (M); VICS 1059 (S)

A notable package in the classical low price field. Gary Graffman, young pianist, is likely to follow in the great tradition of classical keyboard artists. His technique is brilliantly pianistic.



## LOW PRICE CLASSICAL SPOTLIGHT PUCCINI: TOSCA (2-12")

Various Artists, RCA Victor VIC 6000 (M); VICS 6000 (S)

An outstanding cast featuring Zinka Milanov, Jussi Bjoerling and Leonard Warren with the Rome Opera House Orchestra and Chorus under the baton of Erich Leinsdorf.