Are Records a Major Art Form?

WASHINGTON — Henry Brown, executive secretary for the Record Dealers Association of America, made an eloquent plea before a House Labor Subcommittee last week to have record firms included in the list of major arts to be fostered by a proposed National Arts Development Bill. The hearing, H.R. 9587, would aid state and local projects with matching funds under a National Arts Foundation, and set up an Advisory Council on the arts. Similar legislation was passed in the Senate in December, 1963, but getting the economy-minded, grumpily anticulture representatives to vote for legislation to foster the arts is a rough prospect, and has been over the years.

Major art fields mentioned in the bill include music, drama, dance, movies, radio, TV, etc, but sound recordings are nowhere mentioned. Representative Dr. Bernard L. Berman, chairman of the committee, pointed out that the recordings actually bring music, opera, symphony and concert music to Americans, particularly to those remote from the nation’s centers, as is an economy line.

The complaint charges the record manufacturers and distributors with enticing the radio people to perform these unfair acts through such enticements.

Specific Complaints

The payment of cash, furnishing of automotive repair, payment of doctor and dental bills, furnishing of prostitutes and female companions, furnishing of use of apartments and hotel suites, alcoholic beverages, clothing and wearing apparel, participations in royalties and profits.

(Congrid on page 23)

NARM Meet Opens

MIAMI—The National Association of Record Merchandisers opened its convention here over the weekend to a record turnout. The convene marks the first time in the Association’s history that it included non-NARM members in attendance.

More than 350 people were on the scene, including NARM’s regular rack jobber members, associate members, their representatives and guests. This year’s meeting included 15 non-NARM rack jobbers who were invited to see the Association in action.

Jake Merkley, executive secretary, told Billboard that he anticipates this convention to be “relatively quiet but highly constructive in the review of our industry’s problems of today.” He said the “atmosphere was maintained a good key since the San Francisco meeting, I think we’ll find less emphasis on a more realistic business approach.”

The convention opened Sunday (19) and will close Thursday (Continued on page 18)

Hamilton New Low Price Line From Dot

HOLLYWOOD — Dot will introduce Hamilton records, an economy priced LP line around May 1, with 15 artists in the release package. Hamilton will be operated by the existing Dot organization, with a new president handling sales. This marks Dot’s first step into the economy line field.

Randy Wood, Dot’s president, said Hamilton would carry a $1.98 monaural and $2.98 stereo price and emphasized this would be a one-price line with no discount or programs.

Wood will introduce new artists to Hamilton but will also expose Dot artists on the new label restricting them to one LP per artist.

Hamilton will be handled by current Dot distributors with additional offices in the future. It is likely that Dot will utilize key rack jobbers to handle the line.

All Hamilton LP’s are pressed on vinyl with inexpensive looking four-color jackets. Inside each LP is a Dot catalog, which Wood emphasizes as a spark customer interest in the parent firm. Each LP will be shrink-wrapped.

Wood explained that Hamilton will add (Continued on page 10)

Kansas City, Mo.; Providence, R.I. Response Ratings . . . See Page 18

Gordon Seeburg President; $15 Million Plant Starts

Officials at Giant Plant Expansion

CHICAGO — Mayor Richard J. Daley and auxiliary Archbishop Bernard J. Sheil, along with several hundred hundred Seeburg executives and employees, civic officials and guests, watched the first shovel of dirt turned last week in Seeburg’s giant $15 million plant expansion program. Mayor Daley, chairman, was assisted by Mayor Daly and Mayor Smalls; the president of the company in the site where the first of a scheduled three-stage plant development is now under way.

J. CAMERON GORDON
**GRAA AWARDS**

**English Trade Picks Disks**

**New York City**

A record release of the original cast album of “Funny Girl” has stirred up some controversy. The Pennsylvania record dealers as well as many dealers elsewhere have received the hundred miles of New York are being served by the Capitol early distribution program on the “Funny Girl” package.

The deal was negotiated through Naath Fisher, president of Philadelphia Record Mart Stores and distributor of the National Association for Record Retailers (NARRD), complained that the record was released in New York first, then to disk discounter Sam Goody, whose branch is handled by the NARRD. Goody was able to get the LP’s into his Philadelphia outlet before the other stores in that area received their shipment. In addition to Philadelphia, the NARRD complaints that the “Funny Girl” sets were “transshipped” to other areas as Baltimore, Washington, Pittsburgh and other areas of similar size were not receiving the benefits of the sale of the hot package.

Stegall, the Capitol vice-president and general manager, said that the policy of releasing in New York first was based on the sale of the album on the Sunday following the show’s opening. New York stores three or four days later with national distribution going out from there.

The NARRD is planning to inform the FTC and other government agencies to determine whether the shipping procedure on “Funny Girl” may be an antitrust violation.

**STREISAND DISK BIG CAP, SELLER**

**Hollywood**

Barbra Streisand is making a big kind of sales event for Capitol in New York. Her “Funny Girl” original cast LP has moved 50,000 copies to dealers as of last Friday. The LP from the much discussed musical is the fastest selling original cast in Capitol’s history, according to the company.

**Editorial**

**CMA a Real Bargain**

In a record-music industry too often marred by greed and self-interest, nothing is more gratifying than finding dedicated artists whose dedication and high purpose cannot be questioned.

Many of the battles among the officers, directors and members of the Country Music Association, which operates as a trade organization, were fought on a principle which can only cast credit upon the entire industry, the CMA has spread the gospel of country music. It has carried the message to key industries and trade buyers, it has spearheaded efforts in satellite promotional campaigns, it has broadened employment and income opportunities for its members. The CMA has done all this by accident, therefore, that its membership has continuously grown and that the trade of country music is at a peak. Its leadership and its strategy in promoting country music have resulted in a new sense of individual ambition. Publishers, writers, artists, record companies, record promoters, stations and advertisers have reaped the advantages.

Young talent is perhaps the most direct of a series of acts bearing out the aforementioned thesis. So, it is time to state the matter bluntly: CMA is a bargain at any price. We know of no organization which gives more for the dollar spent.

**Continued from page 1**

**KFWB L. A. Distrib., D. J.'s Face Payola Suit**

It is alleged that among the many businesses, various radio stations and artists which were involved in the payola scheme included several record companies, distributors, and other related industries.

That radio stations provided payola to disc jockeys in return for exploiting records.

That disc jockeys would use their influential positions in the industry to promote records that were not necessarily of high quality.

That payola could also be used to promote radio ads for television shows or other non-music related promotions.

That the practice of payola continued to be conducted in a clandestine manner and was difficult to detect or prove.

That payola was not only a problem in the recording industry, but also in the music publishing and songwriting industries.

That the use of payola could have a negative impact on the quality of music being produced and the overall health of the music industry.

That the practice of payola was illegal under federal and state laws, and those involved could face criminal charges.

**Departments & Features**

*Her 100 Chart...Page 26
Top LPs Chart...Page 34
Other Music Pop Charts*
BERGENFIELD, N. J. — Prestige Records recently launched a total expansion and revamping policy that has increased its personnel and has seen a 30% rise in its product.

The move is a major change for the label, which has hired new top executives and will provide for a full house of policy in product development.

Newly named to top executive positions are Vic Chirumbolo, All Children's VP, and Townsend Chirumbolo, who has filled executive slots with Capitol, Warner Bros. and Verve, and has been named executive vice-president. Herlich, former contract department manager, has been named vice-president with product responsibilities.

THEATER REVIEW

Boston Previews Todd's World's Fair Minstrels

"America, Be Seated!" is listed as a modern minstrel show. It goes on to say, "This is a great American minstrel show. The songs seem very melodic, but they are well and truly played and sung by a good set of voices."

The dances are staged by Peter Condon, who assists on stage with the music and provides a fine musical accompaniment.

A minor complaint in the excellent performance is that the performance is not as finely tuned as it should be. The orchestra is not as well rehearsed as it should be, but the singers are very much "in the groove." The show is well worth seeing.

M. DEWAR

RCA Children Education Disk

NEW YORK — RCA Victor has announced a new children's educational record series in conjunction with some of the major recording artists. The series is called "Disney's Talking Book," and is aimed at the 3- to 12-year-old group.

The first four titles in the series are "Aladdin," "The Little Mermaid," "Pinocchio," and "Brother Bear." Each title features a well-known story and associated songs. The first four titles in the series are priced at $7.98 each.

New York - Columbia Records will release a new children's education record series in conjunction with some of the major recording artists. The series is called "Disney's Talking Book," and is aimed at the 3- to 12-year-old group. The first four titles in the series are "Aladdin," "The Little Mermaid," "Pinocchio," and "Brother Bear." Each title features a well-known story and associated songs. The first four titles in the series are priced at $7.98 each.

NEW YORK — Columbia Records will release a new children's education record series in conjunction with some of the major recording artists. The series is called "Disney's Talking Book," and is aimed at the 3- to 12-year-old group. The first four titles in the series are "Aladdin," "The Little Mermaid," "Pinocchio," and "Brother Bear." Each title features a well-known story and associated songs. The first four titles in the series are priced at $7.98 each.

NEW YORK — Columbia Records will release a new children's education record series in conjunction with some of the major recording artists. The series is called "Disney's Talking Book," and is aimed at the 3- to 12-year-old group. The first four titles in the series are "Aladdin," "The Little Mermaid," "Pinocchio," and "Brother Bear." Each title features a well-known story and associated songs. The first four titles in the series are priced at $7.98 each.

NEW YORK — Columbia Records will release a new children's education record series in conjunction with some of the major recording artists. The series is called "Disney's Talking Book," and is aimed at the 3- to 12-year-old group. The first four titles in the series are "Aladdin," "The Little Mermaid," "Pinocchio," and "Brother Bear." Each title features a well-known story and associated songs. The first four titles in the series are priced at $7.98 each.

NEW YORK — Columbia Records will release a new children's education record series in conjunction with some of the major recording artists. The series is called "Disney's Talking Book," and is aimed at the 3- to 12-year-old group. The first four titles in the series are "Aladdin," "The Little Mermaid," "Pinocchio," and "Brother Bear." Each title features a well-known story and associated songs. The first four titles in the series are priced at $7.98 each.
ANOTHER WILLIAMS WINNER!

1962:
ANDY WILLIAMS
MOONRiver
CL 1809 / CS 8609

1963:
ANDY WILLIAMS
Days of Wine and Roses
And Other TV Requests
CL 2015 / CS 8815

AND NOW 1964’S ACADEMY AWARD WINNER!

ANDY WILLIAMS
THE ACADEMY AWARD WINNING
CALL ME IRRESPONSIBLE
AND OTHER HIT SONGS FROM THE MOVIES
CL 2171 / CS 8971

ON COLUMBIA RECORDS
**AUSTRALIAN CHARTS**

**Beatles Tough to Top**

SYDNEY — If anyone has come close to toppling the Beatles from their current hold on the top spot of the Australian charts, it has been the Hillsdale artist Dionne Warwick and her hit single "Anyone Who Had a Heart," covering a song by Belinda Carlisle. This particular singer has been judiciously positioning herself for a top charts weeks now only to be snuffed out by the unfair competition of the saturation output of Beatles records.

It is becoming evident that the Beatles' dominance of their long-haired boys to the mercy of the young record buyers on "one single at a time basis," the battle for the top chart positions would have been a lot keener, with favorite artists such as Elvis Presley, Roy Orbison, Del Shannon and Cliff Richard having their "share of honors.

But despite the volume of Beatles output, their threats to their standing are on the way. The biggest of these is Elvis Presley's song "Viva Las Vegas" c.w. "What'd I Say," which was released in Los Vegas due for release during the May school holidays, indications are that Elvis and this new record could smash the maudia created by the Beatles. What's left after this battle is over remains to be seen; meanwhile, the local lads are liming their drive — Warren Williams and It's Party Time. Digger Revell and "Just Call on Me," Jimmy Hannan and "You Make Me Happy," the Denvermen and "The Rebel," Jimmy Little and "Stuck On You." Beatles Music, publisher of the Beatles' music in Australia, has in-house Performing Rights Association (APRA) to restrict the performance of "You've Lost That Loving Feeling" and "You Can't Do That" until mid-April, and the recording company has not to release the record until April 30. The reason given by Jack Argento, manager of Beatles Music, for this restriction, is that they feel there are too many Beatles hits on the market at the moment. It was also stated that if EMI had not released this single, "Roll Over Beethoven," which was lifted from their album issued last year, permission would have been granted for the release of the new single immediately, of which this Sydney radio station, which imported its own copy of the record, played inadverently and the disk three times before it became aware of the restriction.

**Originals' Jane**

HOLLYWOOD — Jayne Mansfield has been signed by Original Sound Recordings, President Art Laboe will a.k.r. her session. Miss Mansfield is the second Hollywood actress in recent weeks to enter the music business, Kim Novak having formed Spindrift Music with guitarist Al Schiakman.

SUMMERS said that he hoped the label's 29 U.S. distributors would be co-opted of the 17th deadline and had notified all their dealers. Reprise distributors had been accepting all singles prior to catalog number Q104 on a regular 10 percent return privilege program.

Summers said this was the second single program record since Warners obtained Reprise last summer. Locally, Al Sherman, head of the local Reprise Distributors, which handles Reprise, said he was delighted to have had the time to inform his dealers about the return program.

A "distributor," not to defy his dealers about a cut-off plan is very foolish," Sherman said.

HOLLYWOOD — Reprise is looking for a buyer to purchase a quantity of cut-off singles after having closed a national dealers return program last Friday. "We hope to unload these singles to the fastest possible manner," said Bob Summers, Warner Bros.-Reprise national sales manager. "We're not going to let them sit around on our factory floor. It costs too much to maintain old singles in the factory. We're in the business of keeping everything active that you record."

Summers emphasized that certain products, notably Frank Sinatra, Les Paul and Milt Jackson in Lou Mont singles, for example, would be kept active since they especially have had good future sales potential.

HOLLYWOOD — Bock Eyes Pop Market.

HOLLYWOOD — World Pacific, a horsefeather jazz label, is assigning pop material to its artists in a bid to get a greater slice of mass market sales. Two new products from owner Dick Bock and producer Chill Wills are "Sting String Guitar, 12 Great Movie Themes," guitarist Joe Pass in a solo recording called "My Guitar," and "Chill Wills," a country-西部 movie material which has gained acceptance on the pop charts.

Bock reports that local reactions from California Record Distributors toward the Shank package has been exceptionally good and he plans issuing a single, "Don't Think Twice," based on their request. He says after seeing the press of "A Change of Heart," which was a poor pressing, his Los Angeles distributor has been able to write improvement orders.

With the nation having been exposed to the Academy Awards last weekend, Bock will be releasing at the opportune time to release "Passage," a jazz guitar-jazz band group. Jazz artists can get closer to the pop market through these approaches. Bock said Louis Armstrong's smash single "Satchmades" the presence of an ample of jazz musician playing for the pop market.

HOLLYWOOD — Soria Seeking Jap Market.

TOKYO — In a recent statement to members of the Japanese industry and press at the Imperial Hotel, Soria, vice-president of RCA Victor Records and director of the Soria's international division, stressed the growing awareness of American music among Japan's music manufacturers in the world market.

He said that he was in Japan to see the developments of the Japanese market in particular, and to get a wider understanding in general. "Over the past few years," Soria said, "RCA Victor has been putting considerable emphasis on the aspect of its international business. I intend to personally find out what kind of music the Japanese people like best."

He also said that artists such as Bob Marley, dead, a hit in these expanding market days. "I believe," he said, "that RCA Victor had considerable success generally that record producers made artists. But in line with this, and with the immediate concern shown in Japan for music and recordings, Soria said that RCA Victor send as many artists as possible on personal appearance tours of this country.

**CORRECTIONS AND ADDITIONS**

**NEW YORK** — Vitto Samella, who has taken over as national sales and promotion manager for Capitol's Tower Records, will be succeeded by Wally Beals. Miss Mansfield is the second Hollywood actress in recent weeks to enter the music business, Kim Novak having formed Spindrift Music with guitarist Al Schiakman.

**RECORD ROYALTY: Jeremy Clyde, grandson of the Duke of Wellington, and disk partner, Chad Stuart, bring their Oxford Sound to Douglas Fairbanks via their new World Artists release, "Yesterday's Man," released this week at the Academy of Motion Picture Arts and Sciences office in Beverly Hills (left to right): Stan Edids, national sales manager; Chad Stuart, Douglas Fairbanks, and Harry Cantor, general manager.
The great NEW instrumental hit of 1964!

KING CURTIS

SOUL SERENADE #5109

For more great SOUL-satisfying sides, don't miss

Coming May 4

KING CURTIS COUNTRY SOUL

KING CURTIS SOUL SERENADE
Beauchamp Forms Company

CHICAGO — Kent Beauchamp, a key executive figure in Leonard Grossman’s retailing and record operations here for several years, has left for a similar position with another company.

Beauchamp’s new firm will be known as Garlem Sales. He will be assisted by Rich Kudolla, a former MGM wholesale sales man, succeeding Garlem’s firm’s racking man.

Beauchamp said he has several lines pending.

Beauchamp started with Garlem as a shipping clerk and promotion man in 1958, was named promotion manager in 1959, and was put in charge of Garlem Distributing Company when Garlem started the firm in 1960. In 1962, Beauchamp was made vice-president of Garlem and in 1963, president. For several months in 1963, Beauchamp was put in charge of Garlem’s retail operations, Eagle and Pioneer, 1958, put in charge of certain back and wholesale companies.

Late in 1963 when Ed Yalloz, another key figure at Garlem, left to form his own firm, Beauchamp was put in charge of all Garlem’s distribution, Garlem, Garlen, Big Town and Mid West Mercury.

Jim Swingle’s operations supervised by Beauchamp at that time were: Mercury, Columbia, Cameo-Disc, Impulse, Vee Jay, United Artists, Prestige, Westminster and presently Republic (since moved to M-S Distributing Company).

**NIGHT CLUB REVIEW**

Happy Living Room

For the past two weeks Manhattan’s Living Room has been offering one of the smoothest acts to be seen in New York, all by himself — singing in a chair. The bill is DCP recording artist Kathy Keegan.

Kathy, who sounds just as great as ever, has sharpened her act, added a lot of material. Featured is a celebrity medley and a Beatles medley of highly identifiable take-offs (including appropriate gestures) of Peggy Lee and the Beatles, but the vocalist is distinctly Keegan. Peite (4 feet 11 inches, 100 pounds) was a Las Vegas celebrity in claret and, as they say, purpose all that she sings.

Whether as a singer or an up-tempo swinger she knows where the notes are and has no trouble finding them.

Sharing the platform with Miss Keegan is Bob Manning.

**PHILIPS GETS UNUSUAL PRIZE**

CHICAGO — Not only was Philips Records’ move to place its name in the National Academy of Recording Arts & Sciences (NARAS) “best album” category, but its “Call Me Irresponsible.”

The following performance of “Moon River” at the Academy Awards in 1962. Columbia released Williams’ LP of the same name. The album earned Williams his first gold record, selling over one million copies. In the following year, Williams released “Days of Wine and Roses.” That album, too, won him a gold record.

Williams sang two songs at this year’s Oscar ceremony: “Call Me Irresponsible” and “Chadare,” which is also included on his new LP. Another of the Oscar contenders, “Mere,” is featured in the LP as well.

**SPOTLIGHT LP PREVIEW**

The following is a preview list of next week’s album spots. The albums will be shown in full color in the May 2 issue of Billboard.

**THE MOTORCITY REVIEW, VOY. 9, NO. 2**

May 1, 1963

RAUL ACEVEDO, after eight years with New York’s G. Schirmer & Company as manager of the record department (store considered one of the top prestige disk outlets in the market), moves to San Francisco as general manager of Discount Records, Inc. Its San Francisco division consists of two stores (San Francisco and Menlo Park), with a third (Berkley) to be opened in June.

**EMI Has JFK Irish Talk**

DUBLIN — In association with Electrical and Musical Industries (Ireland) Ltd., Radio Eireann will shortly issue an LP of President Kennedy’s Irish folk songs in the last President’s most significant holiday, St. Patrick’s Day, and it will reach stores in late March.

Disk is intended as a souvenir of the visit and will incorporate — in full — the President’s great speech to the Joint Session of the Oireachtas, as well as extracts from the other speeches delivered during his stay. The tragic event at Dallas has given a special and poignant significance to these, the last utterances of President Kennedy on European soil.

**House to Examine Excise Taxation**

WASHINGTON — The long-drawn out problem of excise taxes will get hearings by House Ways & Means Committee, starting in mid-June. All suggestions to lower or eliminate excises have fallen on deaf ears, both in Washington and in the statehouses of all states, where attempts to halt the general increase in excise taxes have had little success.

House Ways & Means says order of procedure will be to hear invited witnesses in general comment; then groups representing industry, labor and consumers; third stanza will be those pitching for relief from one or more specific excises — starting with retail excises. Finally, manufacturers will have their say, together with services and facilities makers.

Once again the trick to the capital will be made by the entertainment industries for relief for live performance taxes. The big makers of music, by making the estate taxes’ tax base. This happens to be the only opportunity the great collection of music companies have to voice their opinions; by making the two-channel TV set; by the great community television; all the way to the makers of maid’s cosmetics, handbags, etc., all of which no longer be considered luxuries, most people agree.
UNITED ARTISTS RECORDS HAS THE WINNERS!!!

1964 ACADEMY AWARD ORIGINAL SOUND TRACKS

TOM JONES

ORIGINAL MUSICAL SCORE

Composed and conducted by John Addison
Stereo: UA 5113
Mono: UA 4113

IRMA LA DOUCE

MUSIC SCORE ADAPTATION

Composed and conducted by Andre Previn
Stereo: UA 5109
Mono: UA 4109

Exclusively on UNITED ARTISTS of course!

www.americanradiohistory.com
Toronto and Nashville, the CMA has been able to call upon artists and musicians who contribute their services gratis. The know-how of agency people such as Lucky Moeller, Bill Denny, Hall and Smith and other CMA members has also built up a pool of experience aiding the success of the shows. Each one is already scheduled—a repeat performance in Nashville before the National Radio & Television Executives' Society in August. The competitive industry is considered the nation's second largest time buyer. Recognizing this fact, and that guest artist Ritter's narration did not stress time-worn cliches relative to the expanding country music industry. Rather, they pin-pointed what country music has already done for such a key auto market as Los Angeles, and what it could do for other markets at a very economical cost.

CMA's planning also entailed a streamlined promotional campaign in behalf of the program here. Mrs. Beverly Beltaire, chief of program, Mark. Belcher, and the had the event covered by The Detroit Free Press, Detroit News and The Windsor (Ont.) Star. Reporters from The Free and Newsweek were also understand be to talk. In addi

dition, Mrs. Beltaire arranged coverage by radio and TV stations, notably those programming country music, such as WEXL.

Auto industry execs and time buyers were in attendance. Promotional gifts copies of Billboard's prize-winning "The World of Country Music," was The Black special cover. CMA President Tex Ritter, commenting about the program, stated it was made possible by dedication of the CMA, officers, board members, and who so freely gave their time and effort to help Roy Horton co-ordinated the various activities.

A rapid but incomplete check at press time revealed that execs present at the show represented such companies and agencies as Ford Motor Company, Chevron, Cadillac Motors, Buick, N. W. McCall, McCall-Ewald, Maxon, McCann-Erickson, D. P. Brothet, Zimmer, Keller & Calvert, and Breech Enterprises. Many radio program directors and jockeys, pop as well as country, were also present, including Mark Avery and Bob Lavine of KYW, Art Carbone, WKIR, Bill Byrnes, Jimmy Mitchell and Tom Bowles of WEXL, and such prominent men and sales execs were also present, such as Art Hines, Blackwood on Capitol, Russ Yerge and Larry Owens of Columbia, Charles Hall and Victor.

The CMA show was preceded by a day-long meeting of the CMA board Thursday at the Park Shelton. Those present included CMA members Tex Ritter, Bill Denov, Jo Walker, Steve Sholes, W. E. Moeller, Dick Schubert, Larry Hume, booking agents Frances Preston, Connie B. Gay, Hal Smith, Bill Colie, Harold Moon, Roy Horton, George Grump, Jack Leetz, Ben Ronser and Paul Ackerman.

DON BOHANAN (left), marketing director of Liberty Records, welcomes Bob Braun, personality for Cincinnati's WLW-TV and Radio, to the West Coast. Braun, a disk jockey-amusee, has also recorded a single, "Sweet Violets," on the Fraternity Label, and was in Hollywood for radio TV appearances.

RCA INVITES BRITISH REP TO JUNEE-MEET

LONDON—British label manager Mike Hawkins has been called to attend RCA Victor's three-week conference in June. One of the major topics will be RCA's big British sales plunge—substantially due to the falling popularity of Sir Lester, Presley, Sam Cooke, Paul Anka and Neil Sedaka. Also attending will be Decca chief Sir Edward Lewis' right-hand man, Bill Townsley. Victor is understood to be considering signing British talent to break in on the U. S. chart boom of such products.

Lavalle at Fair

New York—Paul Lavalle will present his Band of America at the New York World's Fair. Citing the company which sponsored Lavalle on radio and TV, will co-sponsor the band.

The Band of America will be presented six times daily in the three bandshell located throughout the grounds. Lavalle will also conduct the 100-piece symphony orchestra which will perform on opening day (23) Forte Grube's "Fair Suite" in five movements. This theme was commissioned by Robert Moses.

MADLY-TRULY

NEW YORK—Time listing by the Emotions in the Programming Specials section of the April 11 issue was scrambled to read: "I Love You Truly" (Angel, BMI). Listing should have read "I Love You Madly."

THE ANSWER TO OUR PROBLEM IS RIGHT HERE IN . . .

Billboard

Each Big, First-Reading Weekly issue brings you National and International Country News in a special "Country Music" section . . . 50 hot country singles chart . . . 20 top-selling country albums . . . special features, reports from the Country Music Association and the Country Music Foundation . . . Subscribe Now! Title

Mail Sub Order Today

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio 45214
Please enter my subscription to BILLBOARD for:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>SUBSCRIPTION</th>
<th>MAIL ADDRESS</th>
<th>FIRE HOUSE</th>
<th>Switches</th>
<th>Extra Issues for cash</th>
<th>Bill me later</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979</td>
<td>New Address</td>
<td>CPM 4638</td>
<td>New Rates</td>
<td>Renewal</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Above subscription rates are for U. S., Canada and Europe. Other overseas rates on request.

COMPANY

Name: 

Address: 

Neese: 

City: 

State: 

Zip: 

Type of Business: 

Eairy: 

Billboard, April 25, 1979
sold first 3 days

Eddie Rambeau's

come closer b/w

she's smilin' at me

a Bob Crewe production

153,000

the ultimate in entertainment
Labor Department Has Veto Over Foreign Acts

BY MILRED HALL
WASHINGTON—As of April 15, any impresario who wants to bring into this country foreign entertainers which does not require Immigration Services’ distinguished and/or exceptional classification, must get entry cleared through U. S. Labor Department’s Employment Service. The new clearance set-up for alien entertainers and performers who are in the non-unique category, is to make sure that an American performer of similar talent will not be shut out of a job by the foreign import.

In announcing the new policy, Secretary of Labor W. Willard Wirtz was frankly reluctant about putting the U. S. Employment Service into this new occupational field. “Recent experience has shown a need for protecting the wages and employment opportunities of our own professional entertainers,” he said. Requests for alien talent temporary employment here will be sniffed through by the State Employment Service offices specializing in entertainment in New York, Chicago and Los Angeles. The Department says at least a 10-day notice should be given for clearance.

The new tightened clearance set-up was reportedly sparked by and American Musicians’ union tiff over the Beatles’ tour, which was not cleared with the British Musicians’ Union in accordance with the labor groups’ mutual “musician-forn-musician agreement. AFM President Kenoske reportedly feared an influx of Beatles imitators and other foreign entertainers who would trade on Beatles’ wild success here to elbow American musicians out of job pickings which are already slim.

Entertainment and Naturalization Service spokesmen say no one can predict the change. It has been under consultation and under way for some time, but no one has had the job of deciding on talent entry requests, determining whether the non-unique talent would be permitted entry. Labor Department officials hold this type of clearance unfeasible. But the Immigration Service felt that this would, in the long run, produce a matter of canvassing performers, says Deputy Commissioner Mario Noto, and Labor was given the task.

The Immigration and Naturalization Service makes final decisions in all cases on who can enter this country and for how long.

Ray Brown Signs Murry Kellum

MEMPHIS—Murry Kellum, 22-year-old singer who rode “Long Tall Texan” to fame last year, signed by Ray Brown of National Labor Relations Board in Memphis, last week for personal appearances.

Kellum is under record contract to MOC Records of Memphis and his latest single, “Red River” and “Texas LIL,” is going “very good,” said MOC Records President Joe Coughlin.

Immediately after signing Kellum, Brown began lining up a tour of Texas, Oklahoma, Nebraska, South Dakota.

Personal Mgrs. Elect Ray Katz

NEW YORK — The Conference of Personal Managers, East, last week elected Ray Katz of Dargom-Katz, president; Art Brown of Stuart & Brown, vice-president; Mel Shayne, of Shayne, Zuger & Associates, and Bob Coe, secretary. Elected as directors were Chuck Taylor, Victor Shilen and Dick Gabbe. Jack Beckman, the outgoing president, automatically became a member of the board.

Rod McKuen Says Beatles Saved Folk Music Folk

NEW YORK—Rod McKuen, composer-singer, looks on the Beatles as having saved the U. S. folk music business. McKuen, who is in New York on the first leg of a personal promotion tour for his first Capitol album, “Sings Rod McKuen,” said that up until the advent of the Beatles on the American scene, everybody was hopping on the folk bandwagon, whether they were entitled to a ride or not, and running it into the ground.

With the Beatles taking over the air play and sales for the past four months, McKuen pointed out that a stop-gap was created and the folk music flow was again reagitated by the singers and groups with authentic folk orientation like Peter, Paul, and Mary; the Kingston Trio; Bob Dylan; Joan Baez; and the others. McKuen believes that if it weren’t for the virtual takeover of the American scene, everybody was hopping on the folk bandwagon, whether they were entitled to a ride or not, and running it into the ground.

With the Beatles taking over, McKuen pointed out that a stop-gap was created and the folk music flow was again reagitated by the singers and groups with authentic folk orientation like Peter, Paul, and Mary; the Kingston Trio; Bob Dylan; Joan Baez; and the others. McKuen believes that if it weren’t for the virtual takeover of the American scene, everybody was hopping on the folk bandwagon, whether they were entitled to a ride or not, and running it into the ground.

With the Beatles taking over, McKuen pointed out that a stop-gap was created and the folk music flow was again reagitated by the singers and groups with authentic folk orientation like Peter, Paul, and Mary; the Kingston Trio; Bob Dylan; Joan Baez; and the others. McKuen believes that if it weren’t for the virtual takeover of the American scene, everybody was hopping on the folk bandwagon, whether they were entitled to a ride or not, and running it into the ground.
SON OF A GUN!

Who'd ever think that little Vee Jay Records would have 9 out of the top 100 best selling singles?

* *

DO YOU WANT TO KNOW A SECRET ❂ BEATLES T-9001
SHOOP SHOOP SONG ❂ BETTY EVERETT VJ-585
TWIST AND SHOUT ❂ THE BEATLES VJ-587
STAY ❂ THE FOUR SEASONS VJ-582
GIVING UP ON LOVE ❂ JERRY BUTLER VJ-588
THANK YOU GIRL ❂ THE BEATLES VJ-587
FROM ME TO YOU ❂ THE BEATLES VJ-581
THERE'S A PLACE ❂ THE BEATLES T-9001
PLEASE PLEASE ME ❂ THE BEATLES VJ-581

* *

and with all this we're still only #8 in record sales?
NEW YORK — A virtually bottomless well of special feature and internal programming will be available to broadcasters here and abroad at the 1964 World's Fair opening Wednesday, April 22, for a two-year run.

Many New York area radio and TV stations and the radio and TV networks will originate broadcasts from the Fair this week and at various times through the summer and fall. (The Fair runs through October and reopens in 1965.) WCBS radio has been remodeling its Top Apple Restaurant for several weeks with the Jack Sterling and Norton Quartet as house band.

Radio New York Worldwide (operators of WRIL the international short-wave station) is setting itself up as the "light house at the Fair" for visiting broadcasters requiring information, equipment, programs, etc.

WNYW will be providing stations with daytime news and service and an interview package.

Ten one-minute, three-five-minute and 10-minute items may be made and interviews programs will be fed to smaller A.M. and FM stations daily. The package, entitled "On the Air From the Fair," will also be made available to overseas stations.


Radio New York Worldwide also plans to syndicate special programs to radio stations in New York, Florida, Texas, and California from the pavilions representing those states.

RNW will maintain three full-time research, and voice equipment for taping so that visiting listeners will be able to hear and see the Fair, and through the Fair, other events.

RATING'S GODFREY POKE

CHICAGO — The Old Redhead, Arthur Godfrey, never to be caught unawares, has turned to form when he took a bold poke at listener rating services. The deal was struck in Chicago recently to accept an award from the American College of Radio Arts.

Godfrey, star of his own radio show aired daily on the CBS radio network, has the top-rated program of 200,000,000 radio listeners, and in cars, and otherwise in homes ... it's virtually impossible to determine listenership.

Godfrey said he heard that on research agency was going to install 2,100 phones in cars. With the exception of some 53 million calls, the Redhead quipped.

He said he had been told his audience was made up of old ladies. Yet, he added, a recent innovation campaign by Robert Burns cigars on his show resulted in the company selling over 200,000 boxes in Christmas product well before the holiday.

(Continued on page 16)

WAGY AIRS LIVE SHOW

MINNEAPOLIS — Live, studio-audience radio returned to the Twin Cities April 4, when WAGY chartered "Dayton's Top Ten Show," a one-hour weekly Saturday show emanating from Dayton's Department Store's new downtown eighth floor auditorium.

Hosted by Bill Diehl, the show is aired 1 to 2 p.m. and features four top radio personalities: 10 hit records and top 10 youngish fashion. Dayton's teen board is chosen each week and model them during the broadcast.

Record artists are being scheduled for the show and the store will be selling youth of the Minneapolis-St. Paul area for their achievements in various fields.

(Continued on page 16)

NAB Radio Month Kit for May

WASHINGTON, D.C. — "Radio, Your Constant Companion" jingles this season feature some of the nation's top recording artists. The disk contains a "Carnival" program, especially commissioned for the broadcasting industry, and a selection of color music and production aids for use in locally produced programs.

The disk of the 40-page booklet includes a special page telling broadcasters how they may get a 65-minute, top-of-the-line marching band arrangements of the new march composition for high school and college bands. The printed marching band, as well as being included in the disk, supplies tutorial sheet of formations and routines showing the band how to form and dissolve in teamwork while marching to the music.

Other items featured in the booklet are large, colorful, and graphic aids suitable for local reproduction; spot announcements and research aids, and research aids, especially commissioned for the Radio Month. The booklet also contains, among other things, a 2,500-word Radio Month speech text and a supply of colorful Radio Month postcards for use by stations on correspondence.

Newspaper mats and reproductions of the 1964 Radio Month logo are also included.

Additional displays and materials are available to NAB's FM members, including stereophonic recordings of both trancations.

GREENE Sound for Metro

LOS ANGELES — Metro-Goldwyn-Mayer Greene Productions to write and produce supplemental musical programs, "ABO for Metro," New York; WIP, Philadelphia, and KLAC, Los Angeles, for television uses and promotions currently aired by the stations were created by Greene in cooperation with Sande & Greene, Inc.

More Radio News

On Pages 16, 18, 19

Bill Gevin's Column

On Page 46 This Week

BILLBOARD, April 25, 1964

FEATURE

BEATLES FOR BREAKFAST. The Beatles craze has had an influence in almost every quarter, including the usually non-rock-'n'-roll ABC radio show, "Breakfast Club." Don McNeill, emcee of the 31-year-old show, made a few remarks about the Beatles recently, so a few members of his staff write a 14-line version of their own.

Todd Storz Dead at 39, Fathered Formula Radio

MIAMI — Todd Storz, head of the Storz Broadcasting Company, was found dead last Monday in his home on Sunset Island No. Three here. Storz, 39, was brought to have suffered a cerebral hemorrhage at his exclusive island home.

Storz, owner and part owner of WQAM, Miami; WGDY, Minneapolis; WHB, Kansas City; KXOK, St. Louis, KOMA, Oklahoma City, and WTIX, New Orleans, was father of "Formula radio" by most in the broadcasting industry. The dynamic advocate of sound, music and news top 40 stations, he came across the show when he made a tour while visiting a bar. He noticed that everyone played the same few hot records all the time, even though the juke box had more than 100 selections available to choose from. From this observation, Storz decided to base his station's programming on the concept of repetition of a handful of highly acceptable hit.

The framework for the Storz music formula was provided by flamboyant and public relations, and off-the-air promotions, contests, and mannequin giveaways. Several offered jackpots after a play, and quiz after quiz. The now legendary treasure hunt frequently resulted in gigantic forages by thousands of listeners through a city's halted public halls and private property. The results were always dynamic — private property went down and ratings went up.

Battles, Elvis Top WINS Poll

NEW YORK — The Beatles emerged victorious in a recent WINS "All Time Favorite Record Artist Contest" held in the greater New York City area. Close on the heels of the record-breaking group was England record breakers, Elvis Presley, according to the WINS poll.

The Group W station received more than 100,000 ballots from the 18-county metropolitan area over a four-week period which ended March 13. There were 601 winners with first prize going to the Fab Four for two in Jamaica, including air trip. One hundred Little Lites (Continued on page 48)
CONSISTENTLY
TOP 10

3rd SMASH SINGLE
IN A ROW

Dale and Grace

"THE LONELIEST NIGHT"

"I'M NOT FREE"

Nationally distributed by Jamie/Guyden Dist. Corp.

CURRENT ALBUM SELLING BIG

Exclusive booking management: Sam Montel
P.O. Box 3356, Baton Rouge, La. Phone 504-344-8220

Including the smash single "I'm Leaving it Up To You" and 11 other hit songs.

JAMIE/GUYDEN DISTRIBUTING CORP. PHILA. 23, PA.
ice in the offing is a tape bank which would provide broadcasters with ready-made opened interviews and sounds of the Fair which may be included in the interpreter's own show and personal reports to his station back home.

In addition to the myriad of services being offered to broadcasters the organization will also be broadcasting eight hours daily over WRUL to 102 countries directly from the Fair and its pavilions.

Ratings Get Godfrey Poke

Continued from page 14

If the rating services are right, the country should be filled with a lot of old ladies smoking cigars, Godfrey said.

While taking the listener rating services apart, Godfrey was nevertheless very kind to the medium that sponsors him. "Some say radio has had it, I say radio never had it so good," he said. Godfrey's CBS morning show is now SRO for sponsors.

"If we do our job properly, the prophets of doom won't have a chance against the profits that can be made in radio," Godfrey said.

"Radio made its biggest gains in 1963," Godfrey noted. "Those people who are weeping for the medium are mourning for something that is very much alive."

Godfrey spoke at a dinner following four-hour-long seminars held last Wednesday (25) at the Conrad Hilton Hotel here. Paul Harper Jr., president of Needham, Louis & Broby, presented Godfrey with a plaque honoring him for his humanitarian efforts and for his contributions to radio during his 35 years in the business.

Don Mann, president of the American College of Radio, addressing the 600 guests, noted that in the short span of two years, the college established the Radio Hall of Fame, held three recognition days, made grants to the University of Illinois and the Chicago Art Institute and now is undertaking the possibility of participating with Pace College of New York on an extensive project.

YESTERDAY'S HITS

Change-of-place programming from your librarian's shelves, featuring the discs that were 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 27, 1959
1. Come Softly to Me, Fleetwoods, Delphi
2. A Fool Such as I, L.P. Hartman, Victor
3. Venus, F. Paston, Chantrell
4. Pink Slip Laces, D. Stevens, Croxalatte
5. Guitar Boogie Shuffle, Virtues, Hunt
6. The Bopper Boogie, D. Carter, Clock
7. I Need Your Love Tonight, E. Presley, RCA
8. Tell Him No, Travis & Bob, Sandy
9. Sorry, I Ran All the Way Home, Impala, Cob
10. Turn Me Loose, Foleon, Chantrell

RHYTHM & BLUES—5 Years Ago—April 27, 1959
It's Just a Matter of Time, B. Benton, Mercury
That's Why, J. Wilson, Brunswick
Since I Don't Have You, Stylistics, Colpix
Almost Grown, C. Barry, chess
Come Softly to Me, Fleetwoods, Delphi

JOHNNY STARR

"DON'T HOLD BACK"

Sus 20-001
Eastern 60-001

SUS RECORDS
1650 BROADWAY
NEW YORK CITY
212-471-8030

JOSEPH STARR

"DON'T HOLD BACK"

SUS RECORDS
1650 BROADWAY
NEW YORK CITY
212-471-8030

MLD ROAD SINGLES

Hot top ten not in either direction, the following singles, selected from the current Hot 100, are the most popular mid-frequency records of the week. Rank order here is based on relative standing in the Hot 100.

This
Week
Rank
From
this
Week's
Hot
100

Title
Artist, Label

1
2
3
4
5
6
7
8
9
10

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

HELLO, DOLLY, Louis Armstrong, Kapp 577
DONT LET THE SUN COME DOWN (Crawford Little Man)
Serenely Singers, Phillips 40175
WHITE ON WHITE, Danny Williams, United Artists 645
MY HEART BELONGS TO ONLY YOU, Bobbie Vee, spheres, Star 99444
SHABBIE, Richard Morgan, His Herb & Orch, Decca 25629
PARKER, Pete Drake, Smash 1267
TWIINE, Brandy Lee, Decca 31599
LUNAFACE, Benny Hill, RCA 8340
TULLY, Victor Young, His Orch, Decca 31599

11.
12.
13.
14.
15.
16.
17.
18.
19.
20.

SHABBIE, Richard Morgan, His Herb & Orch, Decca 31599
PARKER, Pete Drake, Smash 1267
LUNAFACE, Benny Hill, RCA 8340
TULLY, Brandy Lee, Decca 31599
LUNAFACE, Victor Young, His Orch, Decca 31599
PARKER, Victor Young, His Orch, Decca 31599
LUNAFACE, Pat Boone, RCA Victor 8340
TULLY, Violins, His Orch, Decca 31599
LUNAFACE, Victor Young, His Orch, Decca 31599
LUNAFACE, Victor Young, His Orch, Decca 31599

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

1. I Want You, P. Come, RCA Victor
2. Make Love to Me, L. Stafford, Columbia
3. I Get So Lonely, Four Knights, Capitol
4. Blue Christmas, P. Driscoll, Capitol
5. Young at Heart, P. Vincent, Capitol
6. I Love You, P. 'Nathan, Columbia
8. Answer Me, My Love, R. E. Cole, Capitol
9. Through The Years, J. Martin, RCA Victor
10. Man With The Story, Ames Brothers, RCA Victor

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

1. P. By the Light of the Silvery Moon, M. L. Price, ABC-Paramount
2. Billie Jean King's New York Win (Our Wedding Day), U. Hargrove, Rhino
3. Pink Slip Laces, D. Stevens, Croxalatte
4. Don't Hold Back, J. Joseph, Colpix
5. Don't You Know, Jimmy, Delphi
6. Come Softly to Me, Fleetwoods, Delphi
7. My Heart Belongs To Only You, Bobbie Vee, spheres, Star 99444
8. A Fool Such as I, L.P. Hartman, Victor
9. Venus, F. Paston, Chantrell
10. My Heart Belongs To Only You, Bobbie Vee, spheres, Star 99444
1. sings the Academy Award winning song which he introduced.

2. nominated for two Grammy awards.
   Record of the Year
   Best Male Vocal Performer
The Overlanders

YESTERDAY'S GONE

HICKORY 1258

REPORTED PICKS AND PLAYS AS OF APRIL 10, 1964

ATLANTA, GA.
WPOM
WPLO
WQXI

BIRMINGHAM, ALA.
WSGN
WVOK
WYDE

CHICAGO, ILL.
WIND

DALLAS, TEX.
KLIF

HOUSTON, TEX.
KNUZ

KANSAS CITY, MO.
KUDL

KNOXVILLE, TENN.
WNOX

MINNEAPOLIS, MINN.
KDWB
WGGY

NASHVILLE, TENN.
WKDA
WMAK
WSM

NEW ORLEANS, LA.
WNOR
WTIX

NORRISTOWN, PA.
WNAR

OKLAHOMA CITY, OKLA.
KOMA
WKY

PHILADELPHIA, PA.
WIBG

SAN ANTONIO, TEX.
KONO

SEATTLE, WASH.
KJJO

SHREVEPORT, LA.
KEEL

ST. LOUIS, MO.
WIL

TRENTON, N. J.
WAAT

WASHINGTON, D. C.
WWDC

WORCESTER, MASS.
WORC

SINGLES REVIEWS

SPOTLIGHT WINNERS OF THE WEEK

THE OVERLANDERS—YESTERDAY'S GONE (Unart, BMI)
(2:00)—This is a British record originally recorded by Pye.
Group singing with up-tempo sound, strong beat and fine band
backing. Flip: “Gone the Rainbow” (Peparnar, ASCAP) (2:26).

COMING UP STRONG!

Dean & Mark
THERE OUGHTA
BE A LAW
(2:02)
When I Stop Dreaming
HICKORY 1249

Sinx Mitchell
LOVE IS ALL I'M ASKING FOR
(1:00)
THIS WEIRD SENSATION
HICKORY 1248

Hickory
RECORDS, INC.
2510 Franklin Road Nashville 4, Tennessee

HOME OF THE NASHVILLE SOUND
Buster Doss Heads Up New Talent Agency

NASHVILLE — The formation of Buster Doss Talent, Inc., here last week added to the growing roster of talent booking agencies cropping up in this heart of the South. Field. New firm is located at 801 17th Avenue, South.

Doss, who recently located here after spending seven years in talent promotion in Waco, Tex., will start the firm as president, while Decca artist Billy Grammer will serve as vice-president and treasurer. Also named a vice-president of the new company is Jim Tole, who will serve as general manager of the firm. Until recently Tole has been affiliated with the Hubert Long Talent Agency.

The formation of the firm continues a trend which last year saw Bob Neal leave the Will- Helm Agency to start his own booking office and which witnessed Jimmy Key leave the Hal Serious Agency for the same purpose.

Besides Grammer, other artists already in the Doss fold are Don Gibson, Bill Carlisle, Carl Fox, Leon Mcauliff and Kay Arnold.

Blake, Peachy Score Well in Indianapolis

NASHVILLE — Following a whopping $40,000 gate at Detroit's Cobo Hall, Sunday, April 5, Indianapolis promoter Dick Blake and Jim Peacy, of Sponsored Events, Inc., drew two well-filled houses at the Indianapolis Coliseum April 12, grossing nearly $25,000.

Headlining the show were Ferlin Husky, Skeeter Davis, Ernest Tubb, Roy Drusky, Sheb Wooley, Johnny Tillotson and Hank Williams Jr. The show was produced and booked through the Hubert Long Talent Agency, Nashville.

Sponsored Events, Inc., used Kroger tie-in advertising in both Detroit and Indianapolis.

STONETAIL JACKSON

"Give it Back to The Indians"

BUSTER DOSS (left) and Jim Tole (right) look on as "Grand Ole Opry" star Billy Grammer becomes the first artist to sign with the new Buster Doss Talent Agency. In Nashville, Grammer will serve as vice-president and treasurer, and Tole, as general manager of the new agency.

"Befly & Dupree" w/ "Got My Mojo Working"

Sun 2/28
Billy Adams
SUN RECORDS

COUNTRY MUSIC

HOT COUNTRY SINGLES

BILBOARD SPECIAL SURVEY
FOR WEEK ENDING 4/25/64

This Week Last Week
1 1 UNDERSTAND YOUR MAN
Columbia 47706
10
2 3 WELCOME TO MY WORLD
RCA Victor 8298
14
3 2 SAGINAW, MICHIGAN
RCA Victor 8299
16
4 4 MY HEART SKIPS A BEAT
RCA Victor 8300
5
5 7 BURNING MEMORIES
RCA Victor 8301
11
6 6 MOLLY
RCA Victor 8302
13
7 5 LONG GONE WOOLSEY BLUES
RCA Victor 8303
12
8 9 THIS WHITE CIRCLE ON MY FINGER
RCA Victor 8304
13
9 8 MILLER'S CAVE
RCA Victor 8305
12
10 10 A WEEK IN THE COUNTRY
RCA Victor 8306
13
11 11 KEEPING UP WITH THE JONESSES
RCA Victor 8307
7
12 12 LOVE IS NO EXCUSE
RCA Victor 8308
5
13 13 FIVE LITTLE FINGERS
RCA Victor 8309
14
14 12 YOUR HEART TURNED LEFT (And I Was on the Right)
RCA Victor 8310
13
15 14 TIMBER I'M FALLING
RCA Victor 8311
10
16 15 YOU ARE MY FLOWER
RCA Victor 8312
10
17 19 THE PILLOW THAT WHISPERS
RCA Victor 8313
10
18 20 EASY COME—EASY GO
RCA Victor 8314
11
19 22 BALTIMORE
RCA Victor 8315
5
20 21 B. I. THE D. J.
RCA Victor 8316
21
21 25 TOGETHER AGAIN
RCA Victor 8317
4
22 26 WIDOW MAKER
RCA Victor 8318
12
23 23 BEFORE I'M OVER YOU
RCA Victor 8319
24
24 20 PETTICOAT JUNCTION
RCA Victor 8320
7
25 21 LINDA WITH THE LONELY EYES
RCA Victor 8321
12
26 31 LOOKING FOR MORE IN '64
RCA Victor 8322
6
27 30 DON'T TAKE ADVANTAGE OF ME
RCA Victor 8323
4
28 32 I'M A STRIGHT MAN WITH THE BLUES
RCA Victor 8324
3
29 30 THE FILLER
RCA Victor 8325
12
30 29 Begging To You
RCA Victor 8326
18
31 21 GIRL FROM SPANISH FORT
RCA Victor 8327
8
32 22 I CAN STAND IT (As Long As She Can)
RCA Victor 8328
7
32 28 CHICKASHAY
RCA Victor 8329
5
34 24 HE SAYS THE SAME THINGS TO ME
RCA Victor 8330
14
35 30 WAITING A LIFETIME
RCA Victor 8331
11
36 38 FAIR AND TENDER LADIES
RCA Victor 8332
2
37 37 SORROW ON THE ROCKS
RCA Victor 8333
1
38 38 DOUBLE LIE
RCA Victor 8334
8
39 31 NOT MY KIND OF PEOPLE
RCA Victor 8335
9
40 43 FOLLOWED CLOSER BY MY TEARDROPS
RCA Victor 8336
4
41 42 NO THANKS, I JUST HAD ONE
RCA Victor 8337
5
42 42 INVISIBLE TEARS
RCA Victor 8338
1
43 41 LET'S GO ALL THE WAY
RCA Victor 8339
17
44 46 I'M ALONE WITH YOU
RCA Victor 8340
14
45 44 GEORGE TOWNSEND (OF THE HUDDLESTOWN LINE)
RCA Victor 8341
7
46 50 GEORGE TOWNSEND
RCA Victor 8342
5
46 50 EIGHT YEARS (And Two Children Later)
RCA Victor 8343
5
47 49 YOU TOOK HIM OFF MY HANDS
RCA Victor 8344
9
48 47 THE WHEEL SONG
RCA Victor 8345
5
49 48 THAT'S ALL THAT MATTERS
RCA Victor 8346
3
50 50 CIRCUMSTANCES
RCA Victor 8347
1

This Week's Specials

LINDA WELLS
RCA Victor 8348
9
THE JESTER
RCA Victor 8349
8
THE ODDBALLS
RCA Victor 8350
5

Columbia Records
4311

Moss Rose Publications Inc.
800 10th Ave. South
Nashville, Tenn.
Opening April 21st

The new RCA Victor Recording Center in the Heart of Hollywood's Music Industry

6363 Sunset Boulevard

New Executive Offices and Sound Studios Will Co-ordinate All Planning, Recording and Manufacturing Operations on the West Coast. Soaring 9 stories above Hollywood's best address, RCA Victor's new West Coast headquarters is an ultra-modern addition to the local scene—both musically and architecturally. From its textured "floating tower" to its distinctive glass-enclosed lobby, it displays a luxurious feeling of light and space both inside and out—and incorporates today's most advanced concepts in studio design, equipment and sound. It will accommodate recording assignments of any size, from a soloist to a symphony, and is conveniently located at the hub of Hollywood's business community, within a few blocks of RCA's record manufacturing plant. We invite you to stop by and inspect our new home—the heart of Hollywood's music business.
NASHVILLE—The week of May 25 will be designated "Country Music Week in Delaware," and Lieut. Gov. Eugene Lammot, who will serve as chairman of the event, announced that seven big country music shows are planned throughout the State during the week. At intermission during the first show, Gov. Elbert Carvel will read a proclamation officially beginning the festivities.


Show dates call for appearances in Wilmington, Dover, Milford, and the Veterans Hospital at Elmer.

Net proceeds from the shows go to a college scholarship program.

New Country Hit
"LOOK BACK"
by Will
"I'LL SKIP SCHOOL"
by Howard Rhoton
Canary Records
2906 Ironwood Dr. Nashville

Say You Saw It in Billboard

Country Music Corner

Johnny Drols, steel guitarist for Howard Vokes, is in Room 329, Veterans' Hospital, Butler, Pa., where he is expected to be confined some 16 months. Friends are urged to drop him a cheery note... Roy Scott, a regular on the "WWVA Jamboree," Wheeling, W. Va., recently launched his own country platter show on WPIT, Pittsburgh.... Bob Strack, of Lawrence, Kan., formerly heard on Del-Ray Records, plans to resume soon as a country deejay. He has been away from the turntables for some time, during which he has been attending school. He says he has a good chance of landing a role in a new flick to be shot on the West Coast soon.

May bookings already set for the Johnny Cash show include Civic Auditorium, South Bend, Ind., May 1; Central High School Auditorium, Kalamazoo, Mich., May 2; Olympia Stadium, Detroit, 3; University of Mississippi, Oxford, 13; Riverside Park Ballroom, Phoenix, Ariz., 14; University of New Mexico, Albuquerque, 14; "Big D Jam," Dallas, 16; White Horse Bowling Academy, Trenton, N. J., 29, and Boston Arena, June 1. Another itinerary for June are Memphis Coliseum, Kitchener, Ont., and Illinois Football Stadium, Chatanooga, Tenn., 4-6. Cash winds up his April bookings with a stand at Memorial Coliseum, Fort Wayne, Ind., April 30.

The sound that sells! on Crusader

Hot Country Albums

Billboard Special Survey

For Week Ending 4/25/64

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Title, Artist, Label &amp; No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>&quot;RING OF FIRE&quot; THE BEST OF HOWARD CASH 16</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>&quot;LORETTA LYNN SINGS&quot; Decca DL 4657 (M) 15</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>&quot;THE BEST OF GEORGE JONES&quot; United Artists L 3071 (M) 16</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>&quot;GUARDIAN&quot; Decca DL 3780 (M) 12</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>&quot;THE BEST OF BILL HILL&quot; Decca DL 4449 (M) 16</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>&quot;BUCK OWENS SINGS&quot; Decca DL 4449 (M) 16</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>&quot;BILLY ANDERSON SINGS&quot; Decca DL 4449 (M) 16</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>&quot;LISTER PLATT &amp; EARL SCRUGGS&quot; at Carneage Hall Columbia DL 2404 (M) 14</td>
</tr>
<tr>
<td>9</td>
<td></td>
<td>&quot;FLATT &amp; SCRUGGS&quot; Recorded Live at Vanderbilt University Columbia DL 2404 (M) 7</td>
</tr>
<tr>
<td>10</td>
<td></td>
<td>&quot;FLATT &amp; SCRUGGS&quot; Recorded Live at Vanderbilt University Columbia DL 2404 (M) 7</td>
</tr>
<tr>
<td>11</td>
<td></td>
<td>&quot;THE STORY SONGS FOR COUNTRY FOLKS&quot; Columbia DL 2404 (M) 12</td>
</tr>
<tr>
<td>12</td>
<td></td>
<td>&quot;RURAL RADIO MAN&quot; Decca DL 4653 (M) 15</td>
</tr>
<tr>
<td>13</td>
<td></td>
<td>&quot;SAGINAW MICHIGAN&quot; Decca DL 4653 (M) 2</td>
</tr>
<tr>
<td>14</td>
<td></td>
<td>&quot;GOOD N' COUNTRY&quot; Decca DL 4653 (M) 5</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>&quot;THE LIFE OF HANK AND JIM MYERS&quot; Decca DL 4653 (M) 5</td>
</tr>
<tr>
<td>16</td>
<td></td>
<td>&quot;THE LIFE OF HANK AND JIM MYERS&quot; Decca DL 4653 (M) 5</td>
</tr>
<tr>
<td>17</td>
<td></td>
<td>&quot;I'M SINGING&quot; Columbia DL 2169 (M) 16</td>
</tr>
<tr>
<td>18</td>
<td></td>
<td>&quot;MELBA MONTGOMERY&quot; Decca DL 4653 (M) 16</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td>&quot;SONGS OF THE LONE STAR&quot; Decca DL 4653 (M) 10</td>
</tr>
<tr>
<td>20</td>
<td></td>
<td>&quot;ESPECIALLY FOR YOU&quot; Decca DL 4653 (M) 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;MORE HANK SHOW&quot; Decca DL 4653 (M) 1</td>
</tr>
</tbody>
</table>
AVAILABLE IMMEDIATELY!

THE ORIGINAL SOUND TRACK RECORDING OF THE ACADEMY AWARD* WINNING FILM

An Original Sound Track Recording

Ralph Nelson's
Award Winning

LILIES OF THE FIELD

Starring SIDNEY POITIER

Composed and Conducted by Jerry Goldsmith
Jester Hairston / Vocalist

LN 24094/BN 26094

*BEST PERFORMANCE BY AN ACTOR — SIDNEY POITIER

RELEASED BY POPULAR DEMAND!

AN IMPORTANT SINGLE FROM THIS HOT, HOT ALBUM

THEME FROM "LILIES OF THE FIELD" (AMEN)

5-9680

COMPOSED AND CONDUCTED BY

JERRY GOLDSMITH
ACROSS-THE-BOARD SPOTLIGHTS

CONNNIE FRANCIS—BE ANYTHING (But Be Mine) (Shapiro-Bernstein, ASCAP) (2:08) The oldie is revived with a vocal verse that will give it another payoff run. Flip: "Tommy" (Merna, BMI) (2:35). MGM 13227.

WAYNE NEwTON—THE LITTLE WHITE CLOUD THAT CRIED (Carlyle, ASCAP) (2:34) The Johnnie Ray hit of almost a decade ago is given a forceful reading that will enchant a whole new breed of disk fans. Flip: "Born When You Kissed Me" (Odin, ASCAP) (2:19).

HOT POP SPOTLIGHTS


SWINGING BLUE JEANS—GOOD GOLLY MISS MOLLY (Vance, BMI) (2:03) Side has driving up-tempo sound and powerful beat. Flip: "Shaking Feeling" (Bourne-Rank, ASCAP) (2:09).

Imperial 66030

CHRISt CROSBY—ALL I DO IS DREAM OF YOU (Robbins, ASCAP) (2:05) Bob's hip son turns in a swinging contemporary version of the standard. Flip: "Put That Picture Away" (MCA), (2:20), an easy-listening ballad sung with tenderness and feeling. MGM 13234


SPECIALS

PROGRAMMING SPECIALS

HOT POP

CARRAS--Don't Even Know Your Name (Guitar, BMI) (1:45)--Thompson (Cox, BMI) (1:45). MONOGRAM 519

BING CROSBY--(Don't Fear the) Black Cat (MGM--Nov, BMI) (2:20) Art Naturally (Blue Book, BMI) (2:42). ABC-PARAMOUNT 1852

KAL DAVid & THE EXCEPTIONS--Searchin' (Tiger, BMI). TOLLIE 9007

KAVETTES--You Break My Promises (Jubilee, BMI) (1:54). I'm Not Sorry for You (Turner, BMI) (2:30). OKEH 7134

DIEF DEE-WARICK--Standing By (Tri, BMI) (2:30). TIGER 103


DEAN & MARK--There Oughta Be a Law (Bottle the Stuff I Saw) (Acad-Rose, BMI) (2:20). HICKORY 1349

ROOSEVELT GRIER--Fool, Fool, Fool (TLM, BMI) (2:10).

RICK 101

TERRYS--Wake Me Up 100 Years From Now (Tennae Island, BMI) (2:10). RIC 181

NURMANS--Bad Talk (Thirty-Six & Eleven, ASCAP) (2:28) --Wild and Wonderful (Haymarket-Cotin, BMI) (2:24). CHATTAOUCHEE 499

FREDDY CANNON--It's Been Nice (Rhumba, BMI) (2:00) --Ups and Downs of Love (Kandumi, BMI) (2:15). SWAN 4178

CHIP TAYLOR--On My Word (Sea-Lark, BMI) (2:30) --Runnin's Blues (Sea-Lark, BMI) (2:20). MALA 476


Vic THOMAS--Marianne (Seven Arrows, BMI) (2:08) --Napoleon Ranzatore (Seventh Avenue, BMI) (2:21) --Timeys 5018

RAY COLUMBUS & THE INVADERS--I Wanna Be Your Man (Elgin) (2:15). PHILIPS 4266

CRICKETS--FEATURING BUDDY HOLLY--Maybe Baby (Barnes, BMI) (2:15) --Not Fade Away (Barnes, BMI) (2:15). CORAL 4228

CHRIS KENNER--She Can Dance (Jarb, BMI) (2:10) --Anybody Here For My Baby (Gary, BMI) (2:15). INSTANT 3205


PETE AND GORDON--A World Without Love (Chappell, ASCAP) (2:18) --If We Were You (Not Gay) (2:27). CAPITOL 5172

ROSEY CHARLES--I Hope (Hans Mar, BMI) (2:10) --Goodbye Irene (Hans Mar, BMI) (2:30). JEWEL 7126

EarL JANEY--I'm Into Somethin' Good (Screen Gems-Columbia, BMI) (2:16) --We Love and Learn (Screen Gems-Columbia, BMI) (2:37). COLPIX 729

BIG AL DOWLING--I Don't Want Nobody (Blackwood-Kimmel, BMI) (2:20) --All I Want Is You (Valley, BMI) (2:24). COLUMBIA 4928


MIKE SHELDON--Bring Back the Girl That Made Me Cry (Silver Dollar, BMI) (2:20) --Oh, You Beautiful Doll (Remick, ASCAP) (1:45). 20TH CENTURY-Fox 494


DarLENE TERRI--Blues, Blues, Blues (Garrap, BMI) (2:04) --A Real Life Boy (Pantini, BMI) (2:37). COLUMBIA 43042

(Continued on page 28)

TRACK RECORDS

A selection of the best tracks from the hottest LP Spotlights.

HOT POP

JAMES BROWN--YOU'RE NOBODY TILL SOMEBODY LOVES YOU (Southern, ASCAP) (2:53) --From LP: "Showtime" (Smash 27054)

THE ANGELS--I ADORE HIM (Screen Gems-Columbia, BMI) (2:30) --From LP: "A Halo to You" (Smash 67048)

HIGH SPIRITS--YOU'D BETTER LOVE ME (Cromwell, ASCAP) (2:13) --Original Cast (ABC-Paramount DC 1)

EARL GRANT--DAYS OF WINE AND ROSES (Witmark, ASCAP) (2:36) --From LP: "Just for a Thrill" (Decca 74586)

SINGLES REVIEW POLICY

Every single spot in 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 preceded for Spotlight picks only.

SPOTLIGHT PICKS OF THE WEEK

Pop singles Spotlights are the singles with sufficient programming and sales potential to achieve a listing in the top 10 of Billboard's Hot 100. For the benefit of broadcasters, Spotlights are broken down into specific programming categories. Across-The-Board Spotlights are records picked for the contemporary and pop contemporary radio play. Pop Standard Spotlights are geared for pop standard and pop contemporary air play. Programming special picks are also other records applicable for programming in their specific categories.
"THE OXFORD SOUND"

AS ENGLISH AS A CUP OF TEA

CHAD STUART
and
JEREMY CLYDE

"YESTERDAY'S GONE"

To be seen on the Hollywood Palace Show April 18 and the Steve Allen Show May 7.

PROGRAMMING INFO:
Jeremy is the grandson of the Duke of Wellington. Chad is the writer of this song hit.

A NEW 14-YEAR-OLD SENSATION

CHRISTINE QUAILTE

"TELL ME MAMMA"

WA 1022

BREAKING BIG ALL THROUGHOUT THE COUNTRY!

EAST COAST PROMOTION: Jerry Simon—RSVP

World Artists Records, Inc.

550 GRANT STREET, PITTSBURGH, PA. PHONE: 412-281-1110
PROGRAMMING SPECIALS

POP STANDARD

JOE & EDDIE — Swing Down Charlie (Soul, BMI) (2:50).
CRESCENDO 316
PHIL BONNER — Blue Bird But Did She Know (Harms, ASCAP) (2:41).
SUNSET (2:50), RIC-140.
BIRCHWOOD SINGERS — Last Words Like Strawberries (Atlantic, BMI) (2:16).—Two Brothers (Haworth, ASCAP) (2:48).
UNITED ARTISTS 705
MIKE ST. SHAW TRIO — Take This Hammer (King, BMI) (2:40).
REPRISE 0272
ALLAN SHERMAN — Hello Skid (Frank, ASCAP) (2:20).—The Doop-Das March (Curtain Call, ASCAP) (2:46). WARNER BROS. 4189
PETER DUCHIN — Star Dust (Mill, ASCAP) (2:40).—I Wish You Were Here (Teeter-Tell De Non Amours) (Leeds, ASCAP) (3:30).
DECCA 25432
PEREZ PRADO & HIS ORK — Pura Mi (Gova, ASCAP) (1:55).—Caravan (American Academy of Music, ASCAP) (2:25). RCA VICTOR 15754
NANCY ADAMS — Somebody's in My Orchard (Laurel, ASCAP) (2:11).—You've Got to Show Me (Laurel, ASCAP) (3:19).
RCA VICTOR 2053
TOMMY LEONETTE — Three Heartaches for a Quarter (Savoy—Columbia, BMI) (2:15).—Walk Don't Run (Kotanyi, BMI) (2:09).
RCA VICTOR 3353
KING GURU — Monte Carlo (T. M., BMI) (2:30).—While We're Dancing (One O'Clock, BMI) (1:15). CANADIAN-AMERICAN 199.
WAYNE NEWTON — Bill Bailey (T. M., BMI) (2:05).—When the Saints Go Marchin' In (T. M., BMI) (2:19). CAPITOL 5171
ONLY MATTHEWS — Blues Non-Stop (Sherwood, BMI) (2:28).—Lefty Louis (Valinda, ASCAP) (2:10). CAPITOL 5187
PATSY PAGE — I'd Rather Be Sorry (Than Safe All Alone) (Guido, BMI) (2:35).—Drive Me in Marie (Rosewell, BMI) (2:25).
CO-LUMBIA 4313
ANDRE KOSTELANEZ & HIS ORK — The Fiddler of Love (Four, ASCAP) (2:00).—Bluesette (Dunhill, BMI) (2:36). CO-
LUMBIA 4304
COUNT BASIE — On the Road in Manhattan (Selena, ASCAP) (2:54).—All of Me (Borne, ASCAP) (2:15). VERVE 10318
OSCAR PETERSON — Come Sunday (Tempo, ASCAP) (3:18).—Saturday My Prince Will Come (Borne, ASCAP) (2:46).
VERVE 10329

JAZZ

JIMMY McGRIFT — Kho (Saturn-Honker-Jud, BMI) SUE 10401

SPIRITUALS

TAYLOR BROTHERS — My Tears Will Be Over (Excellence, BMI) (2:10).—Will He Welcome Me (Excellence) (BMI) (2:10). NASH-
ROBO 613
ANGELIC GOSPEL SINGERS — Do Lord Remember Me (Excellence, BMI) (2:11).—Yes! He's Take Care of You (Excellence, BMI) (2:34).
NASH-ROHO 809

COUNTRY MUSIC

DECCA 31646
DECCA 31618
JEAN SHEPARD — Second Fiddle (To an Old Guitar) (Sunny, BMI) (2:11).—Two Little Boys (Merican, BMI) (2:46). CAPITOL 5169

Reprise on Youth Kick

HOLLYWOOD — Warner Bros—Reprise are on a youth kick, signing seven acts collectively.
Signed by Warner's singles a&r chief, Joe Smith, are the Royaleetes, Vanguard Voyagers, Honeys, Pastel Six and Ramona King.
Signed by Reprise general manager, Moe Olin, are Mike St. Shaw and Bob Leaper and the Prophets.

Power Has Day

HOLLYWOOD — Power Records, recently formed subsidiary of LaSalle Music, has released two singles by vocalist Sonny Day, "Long Long Road to Happiness" and "Come Back Sandy." Frank LaSalle, president of the label, has located his music concerns in the Sunset Towers Building in Hollywood.

BREAKOUT SINGLES

NO NATIONAL BREAKOUTS THIS WEEK

ATLANTIC HAS THE MacARTHUR ALBUM EVERYONE IS BUYING

INCLUDED IN ALBUM

PRESIDENT FRANKLIN D. ROOSEVELT ON THE DAY OF INFAMY (DECEMBER 7, 1941) • MACARTHUR AT LEYTE GULF (OCTOBER 20, 1944) • MACARTHUR AT MANILA (FEBRUARY 3, 1945) • MACARTHUR READING THE TERMS OF SURRENDER ON THE BATTLESHIP MISSOURI, ANCHORED IN TOKYO BAY (SEPTEMBER 2, 1945) • MACARTHUR SPEECH AFTER THE OUTBREAK OF THE KOREAN CONFLICT (JUNE 25, 1950) • PRESIDENT HARRY S. TRUMAN'S SPEECH REMOVING MACARTHUR FROM COMMAND (APRIL 11, 1951) • MACARTHUR'S ARRIVAL AT SAN FRANCISCO AIRPORT (APRIL 1951) • MACARTHUR SPEAKING BEFORE A JOURNAL CONGRESS (APRIL 19, 1951) • MACARTHUR AT A FOOTBALL FOUNDATION DINNER (DECEMBER 1959) • MACARTHUR AFTER A LUNCHEON WITH PRESIDENT JOHN F. KENNEDY (JULY 1961) • MACARTHUR'S FAREWELL ADDRESS TO WEST POINT (MAY 12, 1962) • VICE PRESIDENT LYNDON B. JOHNSON'S SPEECH (AUGUST 16, 1962)

THE COMPLETE LIFE OF GENERAL DOUGLAS A. MacARTHUR THROUGH HIS OWN WORDS

Contact your Distributor At Once For Special Plan

DUTY HONOR COUNTRY

8095

28

BILBOARD, April 25, 1964
GRAMMY ALBUM COVER NOMINEES

The covers shown below represent the final nominations for Best Album Covers by members of the National Academy of Recording Arts and Sciences (NARAS). Winners in each of the two categories (Classical and Other Than Classical) will be determined by Academy members' votes, currently being cast in 42 different categories. Grammy winners will be announced on Tuesday, May 12, at simultaneous NARAS presentations to be held in New York, Hollywood and Chicago. Billboard urges all NARAS members to vote very carefully for these, the most coveted awards in the industry, the equivalent of the movies' Oscars and TV's Emmys, and to return their ballots as quickly as possible.

BEST ALBUM COVER - CLASSICAL

Beethoven: Fifth Symphony
Beethoven: Pastoral Symphony
An Evening of Elizabethan Music
Granada
Puccini: Madama Butterfly
Puccini: Tosca
Strauss: Don Quixote

BEST ALBUM COVER - OTHER THAN CLASSICAL

Aloha From Norman Luboff
Elgar's Greatest Hits
The Barbara Streisand Album
Aloha From Norman Luboff
Barth's Greatest Hits
The Barbara Streisand Album
Reiner & Brooks at Cannes Film Festival
Hollywood My Way
Honey in the Horn
Night Train
CLASSICAL SPOTLIGHT

MOZART: COSI FAN TUTTE HIGHLIGHTS
Various Artists, Angel 36167 ($)

Mozart's comic opera qualities are served to advantage in the various highlights from one of his best works in that vein. With Elizabeth Schwarzkopf leading a cast of top-flight performers, including Renata Tebaldi and Alfredo Kraus, everything comes out splendid.

CLASSICAL SPOTLIGHT

GLAZOUNOV: VIOLIN CONCERTO, MOZART: SYMPHONIC CONCERTANTE
Jaqueline Hefetz, RCA Victor LM 2734 (M), LSC 2734 ($)

This is the first Hefetz recording of Glazounov's "Violin Concerto." The work is treated with the utmost respect by Hefetz, and the orchestra of the NBC Symphony under Hugo de Cancelleris and Leonard Bernstein on several recordings. Size 3 (M) is a reissue of a previous recording made by Messrs. Hefetz, Solomon and Paris." The second in stereo.

CLASSICAL SPOTLIGHT

GIORDANO: ANDREA CHIENIER (1-2-LP)
Various Artists, Angel C/L 3453A ($)

Handsome performances by FrancesCA, Antonietta Stella and Mario Sereni grace this new recording of this very melodious and romantically sung opera. Herbert von Karajan conducts the Bavarian Radio Symphony Orchestra in Regisseur. This is the third complete recording of the opera, the second in stereo.

CLASSICAL SPOTLIGHT

SCHUMANN: SPRING SYMPHONY No. 1, F FLAT MAJOR
New York Philharmonic (Mørch), Columbia LM 2981 (M), AS 5681 ($)

There are only three other cattlemans versions of Schumann's Symphony No. 1 (left foot) with conductors of the calibre of the Detroit and Charles Munch and the Boston. This interpretation by virtue of its leisure and artistic strength must enter as a prime contender. The composer's overtures to "Gewaever" is also included.

CHILDREN'S SPOTLIGHT

SAINT-SAENS: CARNIVAL OF THE ANIMALS, BRITTEN: THE YOUNG PEASONS GUIDE TO THE ORCHESTRA
Rudy Popo's Harold Friedlander, RCA Victor LM 2956 (M), LSC 1296 ($)

An interesting and novel approach directed at the young classical music lover to be. Hugh Dowell writes his own version by Ogden Nash as bridge between segments of "Carnival of the Animals." Side 2 features the Clarke Youth Orchestra under the mighty Boston Pops. Directed by Arthur Fiedler, fine educational value.

CLASSICAL SPOTLIGHT

MARIAN ANDERSON
RCA Victor LM 2712

These recordings of Marian Anderson, one of the great contraltos of the 20th Century, were made between 1937 and 1959. Issued in the Treasury of Immortal Performances series, these performances reveal the artist at the height of her career.

POP SPOTLIGHT

GIANNI MARIONI & THE MV BEAUTY

Jazz waltz with the special sound of the MV Beautys.

CLASSICAL SPOTLIGHT

BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTA, MENDELSSOHN: CONCERT MUSIC FOR STRINGS AND BRASS, OP. 80
New York Philharmonic (Barnes), Columbia LM 5979 (M), AS 6279 ($)

Sophisticated Bartok waltz puts this album in a strong position in the modern music category. There are eight other versions in catalog, but this should rank as one of the best. There is no melody, however, but the emphasis on the tonal structure rather than the melody line is made up for by the special group of effect, that by Ormandy and the Philadelphia.

JAZZ SPOTLIGHT

LEE MCCAIN & THE JAZZ CRUSADERS
JAZZ WALTZ

This album features the sound of the Lee McCaan & The Jazz Crusaders, Pacific Jazz B1 ($)

Training of those two good swimming acts has great potential. The album, given much acclaim with several awards to their credit, is the first of its kind in the annals of jazz. It might be difficult to locate any other album in the entire jazz field, or any non-jazz field, of two acts of the caliber of Mr. McCaan and the band, the novelty of the two acts is still a great idea.

GARNET MIMMS

He can't miss with his dynamic, emotional, compelling performance of ONE GIRL

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS—a young performer with the power and authority of a true star, going places with
JUST OUT!
Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for... the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine... planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY... ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 brought on single-copy basis, this would cost $50, or 10c per copy).
- dealer领袖 needs all four 1964 issues into one order—pieces single order for $100 of first issue, 500 of second issues, 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.

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

ORDER YOUR SUPPLY OF RECORD PREVIEW FROM THE DISTRIBUTORS LISTED BELOW... OR ORDER DIRECT FROM RECORD PREVIEW.

SPECIAL BONUS!

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

RECORD PREVIEW
146 W. 48th Street (at Times Square), New York, N.Y. 10036

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 where magazines all your own.

For more information see your nearest representative and order your copies.

The order form, easily detached by customers, can be carried away for sale on your own and put away for future order whenever you wish.

Please accept my order for BILLBOARD'S new consumer record magazine, RECORD PREVIEW, as follows:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Quantity</th>
<th>Total Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT (Out Now)</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>JUNE (Out May 13)</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>OCTOBER (Out Sept 14)</td>
<td>500</td>
<td>500</td>
</tr>
<tr>
<td>DECEMBER (Christmas Issue Out Nov 9)</td>
<td>500</td>
<td>500</td>
</tr>
</tbody>
</table>

I understand all orders will be shipped Railways Express in the publisher's usual and other means of shipping, in which case I will not hold shipping charges.

If I wish to have copies imprinted with my store name and address on both the cover and the order form, I enclose 50 per cent payment against total of this order which amounts to $5.00 (check price schedule noting "imprint" cost of 100 copies at 10c each are required.)

I understand publishers will be billed upon delivery of order.

If my total order for RECORD PREVIEW is 1,000 copies or more, I can send the free RECORD PREVIEW display carton.

I understand all orders for RECORD PREVIEW are final and cannot be canceled and I am aware of the terms and conditions of this offer as advertised and described.

I enclose my remittance enclosed with this order.

This order is authorized by

[Signature]

[Signature]
**CLASSICAL SPOTLIGHT**
MOZART: COSI FAN TUTTE HIGHLIGHTS
Various Artists. Angel 36167 (3)

Mozart's comic opera librettists are served to advantage in the version of highlights from their opera, The Marriage of Figaro, by Elizabeth Schwarzkopf, leading a list of vocalists that includes Christa Ludwig, Harry Crystal, and Alfredo Kraus, everything comes out ahead.

**POP SPOTLIGHT**
SENTIMENTAL ZITHER
Ruth Welome. Capitol T 2064 (AL). ST 2004 (S)

This lady with zither has proved a unique and strong seller in her class. The album follows on the heels of a number of successful zither records by other artists, and sales have risen by sales of equal meritorious volume since it includes either interpretations of such standards as "All Alone," "The Fools Who Dream," and "Say It Again," to mention only a few.

**CLASSICAL SPOTLIGHT**
MARIAN ANDERSON
RCA Victor LM 2712

These recordings of Marian Anderson, one of the great contraltos of the 20th Century, were made between 1937 and 1950. They are issued here on 12-inch LP, where they should have appeared in their proper format, the 10-inch. The selections from Anderson's LPs and 78s never do render the singer at the height of her career.

**CLASSICAL SPOTLIGHT**
BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTA; HINDEMITH: CONCERT MUSIC FOR STRINGS AND BRASS, OP. 50
New York Philharmonic (Bernstein). Columbia ML 5979 (M); MS 8379 (S)

Superb interpretation of the Bartok work puts this album in a strong position in the modern music category. There are many Bartok recordings around, but this is one of the leaders. There is only one other version of the Hindemith work in sale, that by Oistrach and the Philadelphia.

**CLASSICAL SPOTLIGHT**
GIOVANNI ANDREA CHERIES (2-12)
Various Artists. Angel C/L 36145 (S)

Handsome performances by Frances Carroll, Antoinette Serra, and Harry Satter grace this new recording of this very eclectic repertory of music by Handel. The first is the S, H, and A, of "The Fairies," and the second is "The Phantasmagoria" from "The Magic Flute." These are barely adequate renditions, but Mr. and Mrs. Victor, RCA Victor LM 2734 (M); LSC 2734 (S)

This is the first recording of Classical Music since Elizabeth Schwarzkopf leading a list of vocalists that includes Christa Ludwig, Harry Crystal, and Alfredo Kraus, everything comes out ahead.

**CLASSICAL SPOTLIGHT**
SCHUMANN: PIANO CONCERTO, OP. 54
New York Philharmonic. Columbia ML 5801

There are only two Schumann's Piano Concerto, the one with Honegger and the other by Seiffert. This interpretation is a bit of a surprise, but the music is always worth hearing. "Genovesa" is at

**POP SPOTLIGHT**
THE WONDERFUL VERA
Vera Lynn. London LL 3159 (M); PS 329 (S)

This album which again demonstrates the Irving Berlin power and style, and the help of Tony Bennett and new backing. The Four Winds and the Wonders are present on a variety of musical flavors that are continually winning. Among the titles on a few new renditions of "Today's Number One" are "My Favorite Things," "I've Got a Little Letter," and "The Wonderful.

---

**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.

---

**GARNET MIMMS**
GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top, GARNET MIMMS—a young performer with the power and authority of a true star, going places with

---

**here he comes again**
GARNET MIMMS the one to watch!

He can't miss with his dynamic, emotional, compelling performance of

**ONE GIRL**
by OUT A QUIET PLACE
UA 735 produced by Jerry Ragovoy

---

(Continued on page 34)
JUST OUT!
Order Now While Supply Lasts

It's the debut that America's dealers, record shoppers and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine . . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW!
Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 $55, or 11c per copy).
dealer allows needs of all four 1964 issues into one order—please single order for $50 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.

IMPRINT AVAILABLE:
Your own store name, address and telephone may be reproduced on the front cover at personal expense. Contact your Record Preview distributor, who will handle the balance of your order.

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

RECORD PREVIEW
Billboard Publishing Co., 16 W. 46th Street at Times Square, New York, N.Y. 10036

P-583
500
10c
10.5c

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

Dealer Name:
Address:
City, State, Zip:
Phone:

Signature and Title:

I enclose $50 per copy payment against total of order which amounts to $250.
Check price schedule (imprinted) and select LP's of your choice, and return this form.

Attention . . .

This order is authorized:

Signature and Title:

RECORD PREVIEW
Billboard Publishing Co., 16 W. 46th Street at Times Square, New York, N.Y. 10036
DECCA RECORDS

Whatever music you favor...
dance, folk, latin, piano, surf, vocal, orchestral, organ...
you'll find your favorites—performed by favorites—
on DECCA

CLASSICAL SPOTLIGHT

MOZART: COSI FAN TUTTE HIGHLIGHTS

Various Artists, Angel 36167 (£)

Mozart's comic opera qualities are served to advantage in this version of highlights from the opera, with Elly Ameling, Elizabeth Schwarzkopf, and others. Conductor: Charles Mackerras. RCA Victor

CLASSICAL SPOTLIGHT

GLAZUNOV: VIOLIN CONCERTO; MOZART: SYMPHONIE CONCERTANTE

Jascha Heifetz, RCA Victor LM 2734 (M); LSC 2734 (S)

This is the only record of Glazunov's Concerto in the United States. The work, which has been generally admired by critics and audiences, is included on several recordings of Heifetz. Side 2 is a coupling of a previous recording by Heifetz, Kreisler, Solomon and Piatigorsky. RCA Victor

CLASSICAL SPOTLIGHT

GIORDANO: ANDREA CHIENI (3-EP)

Various Artists, Angel C/L 2645 (£)

Handsome performances by Frances Carroll, Anthony Quinn, and Mario Lanza, grace this recording of this very miscellaneous work. Side 2 (Chieko) is included on many recordings of Lanza. RCA Victor

CLASSICAL SPOTLIGHT

MARIAN ANDERSON

RCA Victor LM 2712

These recordings of Marian Anderson, one of the great contraltos of the 20th Century, were made between 1937 and 1959. Recorded in the Thonet Hall of Lincoln Center. RCA Victor

CLASSICAL SPOTLIGHT

BARTOK: MUSIC FOR STRINGS, PERCUSSION AND CELESTA; HINDEMITH: CONCERT MUSIC FOR STRINGS AND BRASS, Op. 50

New York Philharmonic (Bernstein). Columbia ML 5979 (£); MS 5279 (£)

An outstanding interpretation of the Bartok work puts this album in a strong position in the modern music category. There are many differences of opinion about Bartok these days, but few would question that this is a major work. It is well performed here. The Hindemith is a novelty that is both historically and musically important. New York Philharmonic (Bernstein), Columbia ML 5979 (£); MS 5279 (£)

See album reviews on back cover

JAZZ WALTZ

LES MCCANN & THE JAZZ GUITARISTS

Jazz Waltz

Les McCann & the Jazz Guitarists, Pacific Jazz 81 (£)

This album is the result of a study of the popular Waltz, which has been performed in a variety of settings. The album is a collection of original compositions, and features McCann and his guitarists, who have created a unique sound. Pacific Jazz

SPECIAL MERIT PICKS

THE WONDERFUL VERA

Vera Lynn, London L 3359 (£); PS 257 (£)

This album is a collection of Vera Lynn's most popular songs, including classics from her years in the Forces during World War II. The album features classic arrangements and vocals, and is a great addition to any collection. London

JAZZ WALTZ

LES MCCANN & THE JAZZ GUITARISTS

Jazz Waltz

Les McCann & the Jazz Guitarists, Pacific Jazz 81 (£)

This album is a collection of original compositions, featuring Les McCann and his guitarists, who have created a unique sound. Pacific Jazz

SPECIAL MERIT PICKS

CARIN IN THE SKY

Original Coat. Capitol W 2073 (£); SW 2073 (£)

This album is a collection of classic jazz standards, performed by some of the greatest jazz vocalists of the 20th Century. The album features classic arrangements and vocals, and is a great addition to any collection. Capitol

SPECIAL MERIT PICKS

ONE GIRL

UUA 715 produced by Jerry Ragavoy

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top, GARNET MIMMS—a young performer with the power and authority of a true star, going places with

THE ONE TO WATCH

www.americanradiohistory.com

THE BEATLES

THE BEATLES (2-EP)

The Beatles, Capitol 2200 (£); 2201 (£)

The late 1960s were a time of change for THE BEATLES—John Lennon split from the group, and Paul McCartney left the United Kingdom. However, the group continues to be a major influence on the music industry. Capitol

THE FIRST 2734

THE FIRST 2734

Various Artists, London ST 94 (£)

An outstanding compilation of early 20th Century recordings, including works by composers such as Debussy, Stravinsky, and Bartok. London

SPECIAL MERIT PICKS

SPECIAL MERIT PICKS

SPECIAL MERIT PICKS

SPECIAL MERIT PICKS

SPECIAL MERIT PICKS
JUST OUT!
Order Now While Supply Lasts

It's the debut that America's dealers, rock jobbers and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LPs than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine . . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW!
Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 a single issue basis, this would cost $55, or $10 per copy):

Dealer lumps needs of all four 1964 issues into one order—places single order for $200 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.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>WITHOUT IMPRINT</th>
<th>WITH IMPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>$1.00</td>
<td>$1.50</td>
</tr>
<tr>
<td>1,000</td>
<td>.50</td>
<td>.75</td>
</tr>
<tr>
<td>500</td>
<td>.30</td>
<td>.45</td>
</tr>
</tbody>
</table>

IMPRINTING AVAILABLE: Your own store name, address and telephone may be imprinted on this front cover to personalize your preview at cost to you, and at a lower cost if ordered with a monthly color album magazine all your own.

The order forms, simply detailed by customers, may also carry your store name and address. It makes it easy to get mail and bring back orders from your customers.

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

Record Preview

Billboard Publishing Co., 163 W. 48th Street, New York, N.Y. 10006

ORDER YOUR SUPPLY OF RECORD PREVIEW FROM THE DISTRIBUTORS LISTED BELOW . . . OR ORDER DIRECT FROM RECORD PREVIEW.

A & G
100 Broadway, Cincinnati 2, Ohio
214-7344, Area Code 513
Alpha Distributing Corp.
20 West End Ave., New York 23, N.Y.
311-7373, Area Code 212
Arnold Record Distributors
2074 Freedom Drive, Charlotte, N.C.
399-5741, Area Code 704
Associated Record Distributors
7 Tolland Ave., East Hartford, Conn.
529-4355, Area Code 203
Big Town
1816 W. Pine Blvd., Los Angeles, Calif.
733-0474, Area Code 213
C & C Dist.
231 S. W. 6th St., Miami, Fla.
549-3777, Area Code 305
Cedar Distributing Co., Inc.
430 S. Cudahy Ave., Chicago, Ill.
548-3717, Area Code 312
Cimarron
2325 E. Main St., Atlanta, Ga.
878-0201, Area Code 404
D & S
90 Dayton Ave., San Francisco, Calif.
510-0331, Area Code 415
Distributed Record Distributors
3355 Newport Dr., Denver 7, Colo.
551-5488, Area Code 303

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Quantity</th>
<th>TOTAL QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT (Out Now)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE (Out May 15)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER (Out Sept. 14)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER (Christmas Issue . . .Out Nov. 9)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

I wish to have copies shipped with my store name and address on both the cover and back of each issue. (Specify yes or no)

Yes. ☐  ☐
No. ☐

Please use the following copy for my imprint on cover and order card (please type hip-writer or print clearly):

Name: ____________________________
Address: ____________________________
City, State, Zip.

(Will be eliminated from order card)

I understand LP orders will be shipped prepaid. Payment of all orders must be by check. No C.O.D. orders will be filled unless accompanied by full payment.

Signature and Title
Like we or not, the Beatles are writing record history...They've established more "firsts" than any disk enterprise since Edison made it all possible. At press time, they'd held the No. 1 and No. 2 spots on Billboard's Top LP's chart—men singles, they hold the first four positions in its Hot 100 list. When Capitol released "Can't Buy Me Love" on March 19, it sold 940,225 copies in one day. This has never happened before...

They've been enshrined in The Tuschud's Wax Museum in London, first rock 'n roll group to be so honored.

Famed conductor, Herbert von Karajan will tour the U. S. with the Berlin Philharmonic Orchestra early next year. He'll share the podium with Conductor Eugene Ormandy. Highlights of von Karajan's appearance here will be a Beethoven cycle in five Carnegie Hall concerts during which he will conduct nine Beethoven symphonies. Orchestra will play 26 concerts in the U. S. with cities already set including Boston, Washington, Detroit, Ann Arbor and Chicago.

The "Singing Ram" earned $1,000,000 for his order's foreign missions, but she kept the price of a ping-pong table for her concert...It's open season on Bob Gaudio, youngest member of the Four Seasons. Spouses of the other three seasons, like all wives, are determined to find him a Mrs. D.

What will $5,000,000 buy? For Warner Bros. Pictures, it bought the movie rights to "My Fair Lady" (highest ever paid by a studio), but it didn't include the album rights to the musical for its own record company...There'll be an original soundtrack LP, nevertheless...It will be issued by Columbia, the company that owns the show and had released the Broadway cast version...You'll be able to see the picture later this year.

(Continued on page 30)

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

THE WONDERFUL VERA

Tina Lynn. London LL 3389 (M). PS 219 (S)

This album once again demonstrates the singer's vocal power and pitch. With the help of Tony Blackburn's backing, Tina Lynn serves across a variety of musical flavors that are continually winning. Among the top tunes are a ballad love song, "For All the Love in the World," "You Make Me Happy," "Pass Me By," "I'm Your Girl" and "I'M Still in Love With You." (Continued on page 32)

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS—a young performer with the power and authority of a true star, going places with

THE ONE TO WATCH

GARNET MIMMS

the one to watch!

He can't miss with his dynamic, emotional, compelling performance of

ONE GIRL

b/w A QUIET PLACE

UA 715 produced by Jerry Ragovoy
Here's the First Dramatic, Colorful Edition of "Record Preview" . . . to Help Sell More LP's for You Through the Rest of April and All of May.

Order Your Supply of RECORD PREVIEW From the Distributors Listed Below . . . or Order Direct From Record Preview.

**SPECIAL BONUS!**

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

**SCHEDULE OF PRICES**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 or less</td>
<td>7c</td>
</tr>
<tr>
<td>501-1000</td>
<td>7.5c</td>
</tr>
<tr>
<td>1001-2000</td>
<td>8c</td>
</tr>
<tr>
<td>2001-5000</td>
<td>8.1c</td>
</tr>
<tr>
<td>5001-10,000</td>
<td>9c</td>
</tr>
<tr>
<td>10,001-20,000</td>
<td>9.5c</td>
</tr>
<tr>
<td>20,001-50,000</td>
<td>10c</td>
</tr>
<tr>
<td>50,001 and over</td>
<td>10.5c</td>
</tr>
</tbody>
</table>

**IMPRINTING AVAILABLE:**

Your own store name, address and telephone may be imprinted on the first cover of this new record promotion. Order by the number of copies you require, plus a one-time charge of $170 for the imprinting form.

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

**RECORD PREVIEW**

Billboard Publishing Co., 160 W. 46th Street (at Times Square), New York, N.Y. 10036

Please enclose your order for Billboard's new consumer record magazine, RECORD PREVIEW, at follows:

<table>
<thead>
<tr>
<th>Issue</th>
<th>TOTAL QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY (Due May 15)</td>
<td></td>
</tr>
<tr>
<td>OCTOBER (Due Oct. 14)</td>
<td></td>
</tr>
<tr>
<td>DECEMBER (Due Nov. 9)</td>
<td></td>
</tr>
</tbody>
</table>

I wish to have copies imprinted with my store name and address on both the cover and the inside front: [ ] Yes, [ ] No.

Use the following copy for your imprint on cover and order form (please type legibly):

"Your store name and address here."

Address:

City, State, Zip:

Please: [ ] Check here if you wish to enclose imprint charge. (Mail imprint charge separately).

I understand that imprint charge will be billed upon order.

[ ] My total order for Record Preview (all 4 issues) is 1,000 copies or more. Please send me the Free Record Preview display carton.

I understand all orders will be shipped with prepaid freight. Prepaid by the publisher unless otherwise specified on your order. In which case I will be billed for freight charges.

Ship as follows:

[ ] Check the form that applies, please.

**CABLES:**

American Distributing Corp.

Records Internationa, Inc.

Music Service Record Distributors

National Distributing Co.

Summit Distributing

**TELEPHONE NUMBERS:**

Phone: (212) 444-6100

Please: [ ] Check here if you wish to enclose imprint charge.

I understand that imprint charge will be billed upon order.

Address:

City, State, Zip:

Phone: [ ] Check the form that applies, please.

ATTENTION: [ ] Order unauthorized by:

[Signature and Title]
Is 'DOLLY' Another

Broadway’s New Darling Wins Chorus of Critics’ Praise

By MIKE GROSS

NOT since "My Fair Lady" opened in 1956 have the New York critics been unanimous in their praise for a Broadway musical as for the David Merrick production "Hello, Dolly!" starring Carol Channing.

"My Fair Lady" and its record album counterpart set enviable records since its launching and with "Hello, Dolly!" coming in with similar critical praise, it's not too far-fetched a supposition that it, too, will rack up hefty box-office sales on Broadway and strong sales for the original cast album set recently released by RCA Victor.

The musical, as staged by Gower...
Champion. Is a joyous affair abounding in razz-a-ma-tazz and sheer gusto. Through the expert devices of modern recording techniques, all the flavor and excitement to be found on the stage has been transplanted into the grooves. With Carol Channing leading the way, the vigorous score by Jerry Herman is brought to musical life in no uncertain terms. And helping Miss Channing through the ballads and special material songs are such stage stalwarts as David Burns, Charles Nelson Reilly and Ellen Greene.

It's no wonder that such quotes as "The Best musical of the season thus far" (Howard Taubman, New York Times); "Don't bother holding onto your hats, because you won't be needing them. You'd only be throwing them into the air anyway." (Walter Kerr, New York Herald Tribune); "Joy. Celebration. merry-making and aOl gladhomed sound." (Norman D. Newman. New York, World Telegram & Sun); "Hello. Dolly!" has all the elements of a resounding Broadway hit. All others are now part of the ever-building "Hello. Dolly!" legend.

Jerry Herman's contribution to the "Hello. Dolly!" success is not to be discounted. His words and music fulfill the promise shown several years ago with "Milk and Honey." (RCA Victor also released the original Broadway cast album of this production.) His title song has the makings of a standard and his "Put on Your Sunday Clothes," "Elegance" and "It Only Takes a Moment" show that a craftsman, youthful though he may be, has arrived on the Broadway scene.

The success of "Hello. Dolly!" in fact augurs well for the rest of the Broadway musical season. Excitement Brearley-Beverly, and with the "Dolly!" album starting off the new year with a bang, it looks like the record companies have plenty of Broadway cast action in store for us. Upcoming from RCA Victor is "Fosy," the Bert Lahr starer, from Colchis is what Makes Sammy Run," starring Steve Lawrence and "Anyone Can Whistle." starring Angela Lansbury. Len Remick and Harry Gruian. from Capitol is "Funny Girl," starring Barbra Streisand, and from ABC-Paramount are "High Spirits!" starring Beatrice Lillie and Tammy Grimes, and "A Girl to Remember" starring Carol Burnett.

So, with "Hello. Dolly!" as a starting point, the Broadway record company alliance now looks stronger than ever.

A New Galaxy Lights Up Broadway

"MA Y MAKES..." standing run. Steve Colson, Columbia Records.

"FOSY." starring Bert Lahr, RCA Victor records.

"FONNIE GIRL" singing Barbra Streisand, ABC-Pearl Records.

"WHY DO CAN..." singing Bert Lahr, RCA Victor records.

"WHY DO CAN..." singing Bert Lahr, RCA Victor records.

Here's the First Dramatic, Colorful Edition of "Record Preview" . . . to Help Sell More LP's for You Through the Rest of April and All of May.

Order Your Supply of RECORD PREVIEW From the Distributors Listed Below . . . or Order Direct From Record Preview.

A & B
1000 Broadway, Cincinnati 2, Ohio 247-9444, Area Code 311
20 West End Ave., New York, New York 10023, Area Code 702-2126

Arnold Record Distributors
7704 Freedom Drive, Charlotte, N. C. 28202, Area Code 704

Associated Record Distributors
78 Toland Ave., East Hartford, Conn.

B & B Distributors
313 E. 59th St., New York, New York 10022, Area Code 212

C & C Dist.
3771 E. 6th St., Los Angeles, Calif. 90021, Area Code 213

City Of Sound Distributing Co., Inc.
3333 Park Ave., New York, New York 10028, Area Code 212

Columbia Distributing Co., Inc.
11 11 E. 23rd St., New York, New York 10010, Area Code 312

Comstock
222 Spring St., N.Y., Atlanta, Ga.

D & S Sales Co.
90 San Francisco, Calif.

Distributed by
4514 N. 25th St., Chicago, Ill.

Distributors
123 N. Michigan Ave., Chicago, Ill.

Distributors
305 W. Bouton St., Tomah, Wis.

Distributors
111 N. Michigan Ave., Chicago, Ill.

DON'T DELAY . . . ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 bumps needs of all four 1964 issues into one order—places single order for 2000 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, for a total of 2000 copies—total cost of $70 or only 9c per copy.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>WITHOUT IMPRINT</th>
<th>WITH IMPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,000</td>
<td>7c</td>
<td>7c</td>
</tr>
<tr>
<td>1,000</td>
<td>7c</td>
<td>7c</td>
</tr>
<tr>
<td>500</td>
<td>7c</td>
<td>7c</td>
</tr>
<tr>
<td>500</td>
<td>7c</td>
<td>7c</td>
</tr>
<tr>
<td>100</td>
<td>7c</td>
<td>7c</td>
</tr>
<tr>
<td>500</td>
<td>7c</td>
<td>7c</td>
</tr>
</tbody>
</table>

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

RECORD PREVIEW

Billboard Publishing Co., 165 W. 44th Street, New York, N.Y. 10036

You can give your own address, telephone or name, the number of copies ordered, and the date you want to receive your records. All orders are filled on a first-come, first-served basis.

Please enclose your order with purchase order or money order. RECORD PREVIEW, New York, N.Y. 10036

SPECIAL BONUS!

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—SAVE!
The folk-singing Serendipity Singers are "big" in more ways than one. There is, of course, their number—no less than seven boys and two girls, not to mention the usual assortment of folk guitars and banjos. But even more important is their latest, that intangible spark of something of which fine groups are made.

Their name suggests their approach. Webster defines serendipity as the "coming of a new and happy event." When this particular new and happy event came to Chicago's Mister Kelly's sophisticated supper club last February, it brought the house down.

Not too long before, the same new and happy event did likewise in New York's celebrated Bitter End.

All this, of course, could have been predicted if one watched the Serendipity's two guest shots on ABC's "Hootenanny" show, both of which were a smash. In fact, 10 more appearances have been scheduled for the near future.

The Serendipitys sing a combination of folk and jazz. They blend in a little comedy. Their material is all original and their performance is about as polished as a folk-jazz act should be.

When they appeared in Chicago, they were introduced by veteran WBDM disc-jockey Mal Bellairs, whose exposure to talent of all types for the past several decades might well have left him jaded. As far as the Serendipity Singers were concerned, however, Mal was all agog. So, in fact, were some 100 or so more and radio people (of which this writer was a member) who attended the pre-opening night concert at the Happy Medium (owned by George Marienthal, as is Mister Kelly's). The Serendipitys were discovered by entrepreneur Fred Weintraub, whose...
All Traub.

Order Love Land.

It was Weintraub, who found that group in the West last fall and brought them to his Hinder End in New York in November.

The Serendipitys started as seven University of Colorado students who enjoyed singing together. They grew to nine with the addition of a pair of boys from the University of Texas who had been working in the West as a folk-singing team.

Several are music majors, but their number also includes a former business administration student, a prospective ancient historian and a would-be psychologist.

The group composes about 90 percent of its material, which, according to Weintraub, is "the direction folk music is taking. I'd classify their sound as folk-oriented with jazz arrangements and instrumentation."

"Their act is an entire show in itself," says Weintraub, and to this we can only add "Amen."

Leader is Bryan Sennett, 23, from Loveland, Colo., who has been singing in Rocky Mountain resorts since his high school days (which really isn't that long ago).

Bryan left the University of Colorado in 1960 to study voice and drama in Hollywood. When he returned in 1962, he dropped his degree and formed the Serendipitys.

He was joined by H. Brooks Hatch, also 23, who had worked for two years in a folk trio with Sennett. Hatch played banjo in a coffee house for eight months, returning to college to sing with a group known as the Newport Singers.

Other Serendipitys include Lynn Weintraub, a drama-major at Colorado, where she was known for her leading roles in numerous college musicals. She also starred in Dallas Summer Stock productions.

John Madden, 26, was born and raised in Omaha and spent two years at the University of Nebraska (receiving the Outstanding Freshman in Theater award). He graduated from the University of Colorado with a degree in psychology and attended law school for a year and a half. His professional background includes summer stock in the New London Playhouse, touring with the special service division of the Army, and working in the Mark III folk trio. Jon Arbenz, 23, is from Los Angeles and graduated from the University of Colorado in 1963 with a degree in history. He performed in the Mark III trio with Madden and Mike Brovsky. Brovsky, 23, is from Colorado Springs and studied business administration while at Colorado. He was the original founder of Mark III.

Bob Young, 24, was born in Denver and had eight years of classical piano training. He attended Colorado on (of all things) a wrestling scholarship and started playing bass in folk groups on the campus. He graduated with a degree in music education.

Diane Decker, 21, is from Dallas, and was a music major at the University of Texas. She formed her own folk duo with Tommy Dorsey, who professionally, later appearing with Tommy on the ASC "Heartstrings" show. Dorsey, 22, became involved with folk singing in high school. He sang for four weeks on the Arthur Godfrey show, later recording an album for United Artists. He graduated from the University of Texas with degree in anthropology and a minor in music. He teamed with Diane Decker, performing at the Exodus in Denver and the Tidelines in Houston. He also starred with the University of Texas Madrigal Singers.

The Serendipitys' first album for Phillips Records was successful enough for the label to immediately pull out a single, "Crooked Little Man." According to Lou Simon, Phillips sales manager, this appears well on its way toward being a national hit, and another single schedule is shortened shortly.

In fact, Simon said the Serendipitys are in for a "heavy product release schedule," and their next album is slated for release in May.

---

Here's the First Dramatic, Colorful Edition of "Record Preview" . . .

SPECIAL BONUS!

This handsome Record Preview display cartoon is available to you FREE with orders that total 1,000 copies or more.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,000 or over</td>
<td>7s</td>
</tr>
<tr>
<td>19,000 to 33,000</td>
<td>7.5s</td>
</tr>
<tr>
<td>10,000 to 19,000</td>
<td>8s</td>
</tr>
<tr>
<td>5,000 to 10,000</td>
<td>9s</td>
</tr>
<tr>
<td>2,000 to 5,000</td>
<td>9s</td>
</tr>
<tr>
<td>1,000 to 2,000</td>
<td>7s</td>
</tr>
</tbody>
</table>

IMPRINTING AVAILABLE: Your own store name, address and telephone may be impressed on the front cover in permanent ink at no extra cost per impression, or on the back cover in a monthly color album magazine you own.

ORDER YOUR SUPPLY OF RECORD PREVIEW FROM THE DISTRIBUTORS LISTED BELOW . . . OR ORDER DIRECT FROM RECORD PREVIEW.

A & B
1000 Broadway, Cincinnati 2, Ohio
247-7444, Area Code 513

Alpha Distributors Co.
20 West End Ave., New York 2, N. Y.
879-5923, Area Code 212

Arrow Record Distributors
3704 Freeman Drive, Charlotte, N. C.
214-7747, Area Code 704

Associated Record Distributors
75 Tollard Ave., East Hartford, Conn.
358-4171, Area Code 203

Big Town
2881 W. Pico Blvd., Los Angeles, Calif.
724-0442, Area Code 213

C & C Dist.
3711 S. Western, North, Wash.
525-3020, Area Code 206

Codet Distributing Co., Inc.
13364-C Highland Ave., Los Angeles, Calif.
548-3711, Area Code 213

Cramack
1328 Spring St. N.E., Atlanta, Ga.
876-0241, Area Code 404

Dealers
600 W. Alisal, Santa Maria, Calif.
827-3520, Area Code 805

Denny Record Distributors
3524 N. Damen, Sunset T., Calif.
355-1639, Area Code 213

Downtown
1040 Tremont St., Boston, Mass.
422-6000, Area Code 617

Edelbrock Bros.
119 N. 9th St., Minneapolis, Minn.
332-6462, Area Code 612

Mammoth of Maryland
5550 Harford Rd., Baltimore, Md.
664-8300, Area Code 301

M. B. Knapp Distributors
1501 N. 14th St., Phoenix, Ariz.
352-6153, Area Code 602

Mikrophonics
605 Cedar, Honolulu, Hawaii
902-186

Music Service Record Distributors
318 6th St. S., Great Falls, Mont.
245-3451, Area Code 406

Robert's Record Distributing Co.
1906 Washington Ave., St. Louis, Mo.
1-0470, Area Code 314

Savvy Distributing
3142 Prospect Ave., Cleveland, Ohio
EX 1-4020, Area Code 216

Summit Distributing
1336 North 17th Street, Chicago, Ill.
896-3621, Area Code 312

Just Out!
Order Now While Supplies Lasts

It's the debut that America's rock jockeys and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LPs than you ever thought possible.

IT'S RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine . . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND--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 $55, or 11c per copy)

-- dealer buys needs of all four 1964 issues into one order--saves single price for 500 if 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 .85c per copy

Please except my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

[Table with headings Issue, Quantity, and Total Quantity]

I wish to have copies imprinted with my store name and address on both the cover and the order form.

[Yes] [No]

Please use the following copy for my imprint on cover and order card (please use typewriter or print clearly):

[Copy provided]

Attention of:

This order authorized by:

[Signature and Title]

I understand all orders will be shipped following发行 date requested by the publisher unless I specify otherwise in writing, in which case I will be billed shipping charges.

Shipment as follows:

[Copy provided]

Please return this Free Record Preview Display cartoon.
No Mercy From Mersey?
By JACK MAHER

Beetles Have Launched a New Redcoat Invasion

Is the American record sound heading for another new turn? Record men think so, and they are doing everything in their power to be there with disks when it happens.

The phenomenal success of the Beatles has brought a new sound to the American music scene. It is called the Liverpool or Mersey sound.

The Mersey sound has captured Britain and Europe primarily through the sound-barrier breaking work of the Beatles. Now, with the Beatles in the forefront, the sound is capturing much of the Western world.

The Beatles have named plus the Dave Clark Five and the Searchers as representatives of the best seller lists in Norway, Ireland, South Africa, Holland, Australia, and just about every country on the sunny side of the Iron Curtain with the exception of Japan and Spain.

What is the Liverpool or Mersey sound? It is an intense, fiery, thudding, driving beat—primarily with a three-guitar and drums instrumentation. The voices, singing tight harmony, drive the words before the music. Some have summed it up as a combination of the Four Seasons and the Beach Boys.

The legends have already developed about Mersey and the Beatles. The backstage story is that the Beatles started singing in their distinctive style as a gag. They debuted at a place called the Cavern, a teen-age club that serves no alcohol and caters to the youngsters in music.

The Cavern began its meteoric rise in 1959 when it came under the aegis of Ray McFall. He set the teen-age policy and hired a group called the Quarrymen, named after the look of the club which is made completely of stone and brick. It was usually a sellout. The name also came from the fact that the group was a hard-rock group. The Quarrymen changed their name to the Beatles and missed their first recording session in 1961 backing singer Tony Sheridan in Germany where they cut the recording available on the U.S. on the MGM label.

The Cavern boasts of being the home

(Continued on page 29)

SPECIAL MERIT PICKS

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

POP SPECIAL MERIT

CABIN IN THE SKY

Original Cost: Cellipal W 2073 (M) $1.50

Although the off-Broadway revival of this 1960 musical had a limited run, it did receive much critical acclaim. The musical is based on the life of Negro folk singer Leadbelly. George Morgenstein composed the music and lyrics to the show. The score, including "Cabin in the Sky," has been covered by numerous performers. The show has been successful and the recording is available on the RCA label.

(Continued on page 32)

GARNET MIMS

He can't miss with his dynamic, emotional, compelling performance of

ONE GIRL

by A QUIET PLACE

UA 715 produced by Jerry Ragovoy

GARNET MIMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMS—a young performer with the power and authority of a true star, going places with
JUST OUT!
Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine . . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW!
Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 in single issue basis, this would cost $55, or 11c per copy). . .

. . . dealer bumps needs of all four 1964 issues into one order—pieces single order for 500 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, as one order for 3,000 copies—total cost of $170 or only 8.6c per copy.

SPECIAL BONUS!
This handsome Record Preview display cartoon is available to you FREE with orders that total 1,000 copies or more.

ORDER YOUR SUPPLY OF RECORD PREVIEW FROM THE DISTRIBUTORS LISTED BELOW . . . OR ORDER DIRECT FROM RECORD PREVIEW.

A & I
1000 Broadway, Cincinnati 2, Ohio 247-7044, Area Code 513
Alpha Distributing Corp.
20 West 2nd Ave., New York 23, N. Y. 57-5233, Area Code 212
Arnold Record Distributors
2704 Freeman Drive, Charlotte, N. C. 28273, Area Code 704
Associated Record Distributors
70 Teal Lane, East Hartford, Conn. 06101, Area Code 203
Big Ben
2218 W. First St., Los Angeles, Calif. 231-6094, Area Code 213
C & C Dist.
3319 S. Hollywood, Chicago, Ill. 546-3171, Area Code 312

Cord Distributing Co., Inc.
1328 N. Capital Ave., Detroit 37, Mich. 568-3171, Area Code 312
Crest
1323 Snow St., Palm Beach, Fla. 674-5025, Area Code 561
D.W. Sales
90 Danforth Ave., San Francisco, Calif. N. 6-0231, Area Code 415
Dovel Sales Co.
3025 Newport St.,Tampa, Fla. 355-1618, Area Code 813

E & I
1040 Tremont St., Boston, Mass. 642-0809, Area Code 617
Fiddler Bros.
119 N. 9th St., Minneapolis, Minn. 53 2-0275, Area Code 612
Mancini of Maryland
3520 Newbury St., Baltimore, Md. 664-8500, Area Code 301
M. B. Kropp Distributors
2500 W. 14th St., Philadelphia, Pa. 252-4012, Area Code 412
Microphone
605 Canal St., Honolulu, Hawaii 968-198

Music Service Record Distributors
318 6th St. S., Great Falls, Mont. 791-5425, Area Code 406
Northwest Record Distributing Co.
1950 Washington Ave., St. Louis, Mo. 1-0740, Area Code 314

 Northwest
3142 Pleasant St., Cleveland, Ohio 2-7300, Area Code 216

Rexway Distribution
1386 Donner Parkway, Chicago, Ill. 81-3601, Area Code 312

Summit Distribution
1814 Washington St., San Francisco, Calif. 61-2131, Area Code 415

VARIETY IS THE SPICE OF LIBERTY ALBUMS

FROM RUSSIA WITH LOVE
Spike Jones
LWP-3367; LST-8427

FROM RUSSIA WITH LOVE
Charades
LWP-3361; LST-7353

SPIKE JONES NEW BAND
FOR YOU—DOMINOE—CHARADE
SWEET AND LOVELY—WHISPERS
DEEP PURPLE—KANSAS CITY
NEW YORK BAND—STEPPING OUT—KABUKI
There! I've Said It Again—Jana

VICTORY IN SPACE
LWP-3349; LST-8427

THE CAPITAL VARIETY
LWP-3357; LST-7356

HAPPY BANJO
LWP-3358; LST-8427

THE 50 GUITARS GO ITALIANO
LWP-3358; LST-8427

Put variety into your collection with LIBERTY RECORDS

Here's the First Dramatic, Colorful Edition of "Record Preview" . . . to Help Sell More LP's for You Through the Rest of April and All of May.

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

OTHER: 1 expects 50 per cent payment against total of this order which amounts to $ . . .

Check appropriate box and fill in rest of order form.

I understand balances will be billed upon delivery.

I understand all orders will be shipped Rail Post prepaid by the publisher unless otherwise noted on order.

I wish to have copies imprinted with my store name and address on both the cover and the order form:

Yes, Quantity:

TOTAL QUANTITY:

I will send new copies for examination and approval.

I wish to have copies imprinted with my store name and address on both the cover and the order form:

No, Please send me 500 free copies without imprinting.

I wish to have copies imprinted with my store name and address on both the cover and the order form:

No, Please send me record preview sample copies.

Address

City, State, Zip.

Phone:

(All prices are F.O.B. Chicago; add 50c per copy for orders under 25 copies.)

Ordering & Misc.

This order authorized by:

(Signature and Title)

www.americanradiohistory.com
This is an important release of Glazounov’s “Violin Concerto.” The work, however, has been recorded recently by Oistrakh and Kindermann on several records. Oistrakh 2 (Victor) is a coupling of a previous recording made by Meets, Heifetz, Salomon and Prokofiev.

WORKS: ANDERSON (S) STEFENSON, VAUGHAN WILLIAMS (M); BARTOK: CONCERTO FOR VIOLA AND OrCHESTRA; BRASS, String QUARTET (M1; STEIN) In the Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Cool; Co
JUST OUT! Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for...the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LPs than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine...planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY...ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 $55, or 1.1% per copy).

dealer turns 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.

By ordering in advance, dealers can get this record magazine at half the retail cost of $1.00, or for only 50c per copy.

Here's a further example of what you can do:

If you need 100 copies of the first issue, you can order 250 copies together and save 25c per copy.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>WITHOUT IMPRINT</th>
<th>WITH IMPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-100</td>
<td>$1.00</td>
<td>$1.25</td>
</tr>
<tr>
<td>101-500</td>
<td>$0.75</td>
<td>$1.00</td>
</tr>
<tr>
<td>501-900</td>
<td>$0.70</td>
<td>$0.95</td>
</tr>
<tr>
<td>901-1000</td>
<td>$0.65</td>
<td>$0.85</td>
</tr>
</tbody>
</table>

IMPRINTING AVAILABLE!

Your own store name, address and telephone may be printed on the front cover to personalize your order and put you in the big leagues with a monthly color album magazine all your own.

The order form, which is detached by customers, may also carry your store name and address. It makes it easy to get back and bring back orders from your customers.

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

Here's the first Dramatic, Colorful Edition of "Record Preview"...to Help Sell More LP's for You Through the Rest of April and All of May.

Order Your Supply of RECORD PREVIEW From the Distributors Listed Below...or Order Direct from Record Preview.

A & I
1000 Broadway, Cincinnati 2, Ohio   Area Code 513

Alpha Distributing Corp.
20 West End Ave., New York 23, N. Y.   Area Code 212

Arnold Record Distributors
2704 Freedom Drive, Charlotte, N. C.   Area Code 704

Associated Records
74 Toledo Ave., East Hartford, Conn. 228-4146, Area Code 203

Big Town
2518 W. 77th Blvd., Los Angeles, Calif. 721-9747, Area Code 213

C & C Blit.
3711 S. Hollenbeck, Seattle, Wash. 534-0075, Area Code 206

Codi Distributing Co., Inc.
13500 Capital Ave., Bethesda, Md. 343-6717, Area Code 301

Cormed
1335 Spring St., N.W., Atlanta, Ga. 474-0775, Area Code 303

Holliday, Inc.
119 N. 9 St., Minneapolis, Minn. FL 3-8561, Area Code 612

James of Maryland
3550 North Ave., Baltimore, Md. 664-6500, Area Code 301

M. B. Repp Distributors
25 Federal St., Boston, Mass. 232-4033, Area Code 607

Microphone
6025 Carol, Honolulu, Hawaii

Music Service Record Distributors
318 6th St., S., Great Falls, Mont. 135-4444, Area Code 207

Robert Record Distributing Co.
1906 Washington Ave., St. Louis, Mo. MA 1-4400, Area Code 314

Sovell Distributing
3145 Prospect Ave., Cleveland, Ohio EX 7-3000, Area Code 216

Spectrum Distributing
3029 Newport St., Denver, Colo. 335-1638, Area Code 303

Sudden Distributing
1341 Division Ave., Chicago, Ill. B 8-0201, Area Code 312

TO ORDER PREVIEW, PLEASE SEND TO:

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:

Date

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>TOTAL QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
<td></td>
</tr>
<tr>
<td>200</td>
<td></td>
</tr>
<tr>
<td>300</td>
<td></td>
</tr>
<tr>
<td>400</td>
<td></td>
</tr>
</tbody>
</table>

I wish to have copies imprinted with my store name and address on both the cover and the order form:

\( \checkmark \) Yes \( \checkmark \) No

Please use the following copy for my imprint or no cover imprint (please type your print directly in place of the center cut-out):

Name:

Address:

City, State, Zip:

Phone:

[Signature]

Attention of:

This order authorized by:

Records Preview Ad 1964.png
MOZART: COSI FUN TUTTE
CLASSICAL SPOTLIGHT
Various Artists. Angel 35187

GLAZUNOV: VIOLIN CONCERTO; MOZART: SYMPHONY CONCERTANTE
Jascha Heifetz. RCA Victor LK 2734 (M), LSC 2734 (S)

MOZART: COSI FUN TUTTE
NATIONAL BEATLE BAND
GREAT VOICES FROM ATPI
Various Artists. ACME Records (S)

NEW ARTISTRY
These new albums have been sung in modern market conditions.

FROM RUSSIA WITH LOVE
Sound Tracks. RCA Victor LK 5114 (S)

THE FIRST LADY
The Clarks. Columbia 2165 (M)

POP SPOTLIGHT
SENTIMENTAL ZITHER
Ruth Wel substances. Capitol T 2064 (M), ST 2064 (S)

This lady with aZIPHER has proved a unique and strong talent in her class. The album follows the history of a number of successes and should sell on an unusual manner. It includes all interpretations of famous standards, such as "All Alone," "My Favorite Things" and "Say It Again," to mention only three.

CLASSICAL SPOTLIGHT
ROBERTO ANDRE PEPER
Various Artists. Angel C/L 3645 (S)

This is the only recording of "Violetta's" Violin Concerto. The insert contains all interpretations of this version, including the sound of the opera. There are only three

CLASSICAL SPOTLIGHT
MARIAN ANDERSON
RCA Victor LK 2712

Three recordings of Marian Anderson are among the great performances of the 1950's, issued in the Treasury of Immortal Performance series. These performances reveal the singer at the height of her career.

See Album Reviews on Back Cover

JAZZ SPOTLIGHT
JAZZ WALTZ
Les McCann & the Jazz Crusaders. Polydor 83 (S), 83579 (S)

Forming part of these two great solos acts have been potential. The album team piano written with the help of different versions of the material. The waltz of the two acts is still a great idea.

SPECIAL MERIT PICKS

POP SPECIAL MERIT
THE WONDERFUL VERA
Vera Lynn. London 13 3359 (M), PS 359 (S)

This album once again demonstrates the range, power and authority with the help of Tony D'Amore's arr. backing. Miss Lynn is a master of her material. The arrangement of this material in a big band format has been an excellent treatment. This album has been a new treatment of the one to watch.

SPECIAL MERIT
CABIN IN THE SKY
Original Cast. Capitol W 2073 (M), SW 2075 (S)

Although this off-the-moon revival of this classic is not available in the US, it is a rare find and a welcome addition to the collection of special music. The version of "Cabin in the Sky" features horns by Louis Jordan and vocals by Pearl Bailey. Kathy Lester and Tony Esposito have the vocal title.

(Continued on page 33)

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS is a young performer with the power and authority of a true star, going places with the one to watch!
Here's the First Dramatic, Colorful Edition of "Record Preview"... to Help Sell More LP's For You Through the Rest of April and All of May.

Order Your Supply of RECORD PREVIEW From the Distributors Listed Below... or Direct From Record Preview.

RECORD PREVIEW
Billboard Publishing Co., 160 W. 46th Street (at Times Square), New York, N.Y. 10036

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, in follows:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Quantity</th>
<th>Price Per Copy</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY (Out May 15)</td>
<td>1,000 copies</td>
<td>$0.45</td>
</tr>
<tr>
<td>JUNE</td>
<td>1,000 copies</td>
<td>$0.45</td>
</tr>
<tr>
<td>JULY</td>
<td>1,000 copies</td>
<td>$0.45</td>
</tr>
<tr>
<td>AUGUST</td>
<td>1,000 copies</td>
<td>$0.45</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>1,000 copies</td>
<td>$0.45</td>
</tr>
<tr>
<td>OCTOBER (Out Sept. 14)</td>
<td>2,000 copies</td>
<td>$0.90</td>
</tr>
<tr>
<td>NOVEMBER (December Issue)</td>
<td>2,000 copies</td>
<td>$0.90</td>
</tr>
<tr>
<td>DECEMBER (Out Nov. 9)</td>
<td>2,000 copies</td>
<td>$0.90</td>
</tr>
</tbody>
</table>

PLEASE NOTE: Please add $0.25 for each additional copy over 1,000 for all issues.

SPECIAL BONUS!
This handsome Record Preview display carton is available to you. FREE with orders that total 1,000 copies or more.

INPRINTING AVAILABLE.
Your own store name, color 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.

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

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

Example: He orders a minimum of, for example, 300 copies per issue (if bought on a single issue basis, this would cost $55, or 19c per copy)

...dealer bumps needs of all four issues into one order—places single order for 500 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 $179 or only 8.9c per copy.

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

DON'T DELAY... ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

ORDER NOW While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for... the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine... planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

This is the effort that America's dealers have been waiting for... the first LP magazine to make contact with all of your record customers.

DON'T DELAY... ORDER NOW!
GARNETT MIMMS

here he comes again

CARNETT MIMMS

the one to watch!

He can't miss with his dynamic, emotional, compelling performance of

ONE GIRL

b/w A QUIET PLACE

UA 715 produced by Jerry Ragavoy

GARNETT MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNETT MIMMS—a young performer with the power and authority of a true star, going places with

THE ONE TO WATCH
It's the debut that America's dealers, rack jobbers and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LPs than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine . . . planned, written and edited by Billboard's staff of publishing professionals and built by Billboard around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW! Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of the first issue will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL 1944 ISSUES AND—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 $500, or 10c per copy).

Dealer bumps needs of all four 1944 issues into one order—places single order for 500 at 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.

Record Preview is available at 80% discount to dealers, with advance payment (first issue only, 10% is deducted from savings of 10c per copy). Mail to:

163 W. 46th St. (at Times Square)
New York, N.Y. 10036

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

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>500-999</td>
<td>$1.00</td>
</tr>
<tr>
<td>1,000-1,999</td>
<td>$0.95</td>
</tr>
<tr>
<td>2,000-2,999</td>
<td>$0.90</td>
</tr>
<tr>
<td>3,000-3,999</td>
<td>$0.85</td>
</tr>
<tr>
<td>4,000-4,999</td>
<td>$0.80</td>
</tr>
<tr>
<td>5,000-5,999</td>
<td>$0.75</td>
</tr>
<tr>
<td>6,000-6,999</td>
<td>$0.70</td>
</tr>
<tr>
<td>7,000-7,999</td>
<td>$0.65</td>
</tr>
<tr>
<td>8,000-8,999</td>
<td>$0.60</td>
</tr>
<tr>
<td>9,000-9,999</td>
<td>$0.55</td>
</tr>
<tr>
<td>10,000-10,999</td>
<td>$0.50</td>
</tr>
<tr>
<td>11,000-11,999</td>
<td>$0.45</td>
</tr>
<tr>
<td>12,000-12,999</td>
<td>$0.40</td>
</tr>
<tr>
<td>13,000-13,999</td>
<td>$0.35</td>
</tr>
<tr>
<td>14,000-14,999</td>
<td>$0.30</td>
</tr>
<tr>
<td>15,000-15,999</td>
<td>$0.25</td>
</tr>
<tr>
<td>16,000-16,999</td>
<td>$0.20</td>
</tr>
<tr>
<td>17,000-17,999</td>
<td>$0.15</td>
</tr>
<tr>
<td>18,000-18,999</td>
<td>$0.10</td>
</tr>
<tr>
<td>19,000-19,999</td>
<td>$0.05</td>
</tr>
</tbody>
</table>

Order Supply of RECORD PREVIEW from the Distributors Listed Below . . . or order direct from Record Preview.

A & B
1000 Broadway, Cincinnati 2, Ohio
241-7644, Area Code 513

York Distribution Corp.
20 West End Ave., New York 23, N.Y.
Cl 5-9763, Area Code 212

Arnold Record Distributors
2704 Freedom Drive, Charlotte, N. C.
794-4213, Area Code 919

Associated Record Distributors
78 Tolland Ave., East Hartford, Conn.
326-0117, Area Code 203

Big Town
2811 W. Pico Blvd., Los Angeles, Calif.
733-4744, Area Code 213

C & G Dist.
3711 S. Holston, Nashville, Wash.
PA 5-2206, Area Code 206

Cedart Distribution Co., Inc.
12200 East Ave., Detroit 37, Mich.
844-1171, Area Code 313

Comapa
1323 Spring St., Nashville, Ga.
874-2321, Area Code 304

D & M Sales
902 Donman Ave., San Francisco, Calif.
Cr 9-2624, Area Code 415

Donman Record Distributors
207 12th St., W., Des Moines, Iowa
355-1836, Area Code 203

Downtown
1040 Tremont St., Boston, Mass.
442-0000, Area Code 617

Medaor Bros.
119 S. Michigan Ave., Chicago IV, Ill.
321-4821, Area Code 312

Merrill Bros.
5506 Elwood St., Kansas City, Mo.
644-8500, Area Code 816

M. B. Krupp Distributors
2159 N. 16th St., Phoenix, Ariz.
212-5022, Area Code 602

Music Service Record Distributors
318 6th St., S., Great Falls, Mont.
761-2345, Area Code 406

Robert Record Distributing Co.
100 Washington St., St. Louis, Mo.
Ma 1-0470, Area Code 314

Sisterhood Distributions
344 Prospect Ave., Cleveland, Ohio
TE 1730, Area Code 216

Summit Distributing
BI 2-5673, Area Code 312

VORTEX
Mailing Address:
Billboard Building
163 W. 46th St.
New York, N.Y. 10036

Record Preview
10-20-54

WWW. AMERICANADIOHISTORY.COM
BOBBY VEE SINGS THE NEW SOUNDS FROM ENGLAND, with hits, incorporating the new British sound that has swept America by storm. Rare records presented by their favorite Bobby Vee. Some tunes are "The Sweep," "Genoveva," and "Forever My True Love." 


BOBBY VEE—DOES CRAY OLDSIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc. 

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc. 

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc. 

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc. 

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc. 

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.

BOBBY VEE—DOES GRAY OLDIES: This collection of twenty hits of recent years is the first such series ever recorded! There is a humorous touch in the arrangements of "I Strangled the Family," "Baby Don't You Cry," and "Boo Boo Bear." By the Platters, The Ventures, Miami Ohio, etc.
**JUST OUT!**

Order Now While Supply Lasts

It's the debut that America's dealers, rock jobbers and one-stop have been waiting for...the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and expect and sell them more LPs than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine...planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

**DON'T DELAY...ORDER NOW!**

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

**DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 $60, or 10¢ per copy)

  - dealer lumps needs of all four 1964 issues into one order—gives single order for 200 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, as one order for 1,000 copies—total cost of $170 or only 8.5¢ per copy.

**SPECIAL BONUS!**

This handsome
Record Preview
display carton
is available to you
FREE with orders
that total 1,000
copies or more.

<table>
<thead>
<tr>
<th>ORDER YOUR SUPPLY OF RECORD PREVIEW FROM THE DISTRIBUTORS LISTED BELOW</th>
<th>OR ORDER DIRECT FROM RECORD PREVIEW</th>
</tr>
</thead>
<tbody>
<tr>
<td>A &amp; L</td>
<td>1000 Broadway, Cincinnati, Ohio 45101, Area Code 513</td>
</tr>
<tr>
<td>Alpha Distributing Corp.</td>
<td>20 West End Ave., New York, N.Y. 10023, Area Code 212</td>
</tr>
<tr>
<td>Arnold Record Distributors</td>
<td>Schoolhouse, Seattle, Wash. 98122, Area Code 206</td>
</tr>
<tr>
<td>Associated Distributors</td>
<td>2906 Pennsylvania Ave., N.W., Washington, D.C. 20007, Area Code 202</td>
</tr>
<tr>
<td>C &amp; C Music</td>
<td>311 S. Holland, Seattle, Wash. 98122, Area Code 206</td>
</tr>
<tr>
<td>Casablanca Distributing Co., Inc.</td>
<td>1330 Capitol Ave., Detroit 37, Mich. 48215, Area Code 313</td>
</tr>
<tr>
<td>Contemp</td>
<td>1323 Spring St., N.W., Atlanta, Ga. 30311, Area Code 404</td>
</tr>
<tr>
<td>D M Sales</td>
<td>90 Hammond Ave., San Francisco, Calif. 94122, Area Code 415</td>
</tr>
<tr>
<td>Davis Sales Co.</td>
<td>3925 Newport Dr., Denver 7, Colo. 80216, Area Code 303</td>
</tr>
<tr>
<td>Distributors</td>
<td>3145 Superior Ave., Cleveland, Ohio 44118, Area Code 216</td>
</tr>
</tbody>
</table>

**SCHEDULE OF PRICES**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000 or more</td>
<td>7c</td>
</tr>
<tr>
<td>10,000 to 24,999</td>
<td>7.5c</td>
</tr>
<tr>
<td>5,000 to 9,999</td>
<td>8c</td>
</tr>
<tr>
<td>1,000 to 4,999</td>
<td>8.5c</td>
</tr>
<tr>
<td>500 to 999</td>
<td>9c</td>
</tr>
<tr>
<td>100 to 499</td>
<td>10c</td>
</tr>
</tbody>
</table>

**IMPRINTING AVAILABLE:**

You may supply your own name, address and telephone number or any other address or information which you wish to appear on the Record Preview. No minimum order required. Prices: 1 ladybug imprint on the front cover of each copy at an extra cost of $1.00 per 1,000 copies.

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

**RECORD PREVIEW**

Billboard Publishing Co., 150 W. 48th Street, New York, N.Y. 10019

**Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Quantity</th>
<th>TOTAL QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY (Out Now)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER (Out Sept. 14)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER (Christmas Issue)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**I understand all orders will be shipped first class postpaid by registered mail at your expense. I understand that the prices quoted above are for delivery to dealers only and that I must pay all shipping charges.**

**I also authorize that my order be billed directly to:**

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**THIS ORDER AUTHORIZED BY:**

<table>
<thead>
<tr>
<th>Signature and Title</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
here he comes again

GARNET MIMMS the one to watch!

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS—a young performer with the power and authority of a true star, going places with

The Mighty Boston Pops directed by Arthur Fiedler. Film educational value.

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.

THE WONDERFUL VERA
Vera Lynn, London, £3 35s. (PS 339) (£)

Training of these two good sailing acts has given producers the hard, lucky break of the century. Vera Lynn is not just another face, but because of the god-given gift of her voice, and the fact that the two acts are a great pair.

In the Wind-Peter, Paul & Mary, Columbia, £3 35s. (PS 338)

MOVING-Peter, Paul & Mary, Warner Bros., £2.65. (S 147)

PETE, PAUL & MARY-Warner Bros., £1.45. (S 146)

TIME TO THINK-Peter, Paul & Mary, Columbia, £1.50. (S 148)

DAD'S ALL Right-Peter, Paul & Mary, Vanguard, £1.49. (VPS 1050)

DEAD MAN'S HAND-Byrd & Pappas, Reprise, £1.59. (RCP 2032)

Here comes again

He can't miss with his dynamic, emotional, compelling performance of

ONE GIRL
b/y A QUIET PLACE

UA 735 produced by Jerry Wexner

(Continued on page 32)
JUST OUT!
Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LPs than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, popular magazine of LP records . . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW!
Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 demands has 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 $175 or only 8.75c per copy.

IMPRINTING AVAILABLE:
Your own store name, address and telephone may be imprinted on the front cover of this magazine with your ordered copies; and put in the big magazines with a monthly color ad which magazine all your own.
The order form, easily detached by customer, may also carry your store name and address. It makes it easy to get mail and bring your order from your customers.

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

[Continued on next page]
This is the only Dufresne recording of Elgar's "Violin Concerto". The work, however, has been carefully cleaned by Decca and restored to its original state. The recording, made by Hitch, is a magnificent performance by the excellent violinist.

**CLASSICAL SPOTLIGHT**

**MOZART: CLEF PAN TUTTIE HIGHLIGHTS**

Various Artists. Angel 36187 (s)

**CLASSICAL SPOTLIGHT**

**GLAZUNOV: VIOLIN CONCERTO, MOZART: SYMPHONY CONCERTANTE**

Joshua Halofsky. RCA Victor LM 3724 (s); LSC 3724 (s)

This is the only Dufresne recording of Elgar's "Violin Concerto". The work, however, has been carefully cleaned by Decca and restored to its original state. The recording, made by Hitch, is a magnificent performance by the excellent violinist.

**CLASSICAL SPOTLIGHT**

**GIORDANO: ANDREA CHEMINI (3-75)**

Various Artists. Angel C/L 4542 (s)

Handsome performances by Francesco Casali, Antonietta Stella and Maria Simoni grace the new recording of this very meaningful work. The recording is made by EMI and is an excellent example of their work. It is the third complete recording of the opera, and it is the second in stereo.

**CLASSICAL SPOTLIGHT**

**MARIAN ANDERSON**

RCA Victor LM 2712

These recordings of Marian Anderson, one of the great contraltos of the 20th Century, were made between 1937 and 1939. Re-mastered in the Treasury of Historic Performances series, these performances rival the quality and the beauty of her career.

**POP SPOTLIGHT**

**SENTIMENTAL ZITHER**

Ruth Wakefield. Capitol T 7064 (s); ST 7064 (s)

This lady with fingers has proved a unique and strong seller in her class. The album follows, as does the album of a number of successful artists who claim an even broader audience. It includes other interpretations of words like "Foolish" and "Say it Again," to mention only a few.

**CLASSICAL SPOTLIGHT**

**BARTOK: MUSIC FOR STRINGS, PERSUSSION AND CELLO**

Mendelssohn, Concerto for Strings and Bassoon. New York Philharmonic (Bennett); Columbia ML 5979 (s); AS 8579 (s)

Superior interpretation of the Bartok work puts this album in a strong position in the modern music category. There are some other versions in catalog, but this should rank at the top of the list. There is only one other Bartok work with such a high level of performance, that by Ormandy and the Philadelphia.

**SPECIAL MERIT PICKS**

**JAZZ WALTZ**

Les McCann & The Jazz Crusaders

This album is a magnificent performance by the excellent pianist, the hard, funky sound of the Crusaders. It is not only a great record, but it is the first of many fine numbers. The album has been well received, and the recording of the two acts is still a great idea.

**SPECIAL MERIT PICKS**

**THE WONDERFUL VERA**

Vera Lynn. London LL 3559 (s); PS 1108 (s)

This album once again demonstrates the singer's vocal power and polish. With the help of a great team of arrangers, the orchestra and the orchestra, Vera Lynn is once again featuring a selection of hits that are continuously winning. Among the highlights is a special treatment of "I'm Gonna Sit Right Down and Write Myself a Letter."
JUST OUT!

Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for... the debut of a handsome, hard-hitting consumer record salesman who can make contact with all of your record customers and prospects and sell them more LPs than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine. . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY . . . ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 $35, or 10c per copy).

dealer lump sum orders 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 $770 or less than 5c per copy.

Here's the First Dramatic, Colorful Edition of "Record Preview" . . . to Help Sell More LP's for You Through the Rest of April and All of May.

Order Your Supply of RECORD PREVIEW From the Distributors Listed Below . . . or Order Direct From Record Preview.

SPECIAL BONUS! This handsome Record Preview display box is available free with orders that total 1,000 copies or more.

Here's the SCHEDULE OF PRICES for RECORD PREVIEW:

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>more than 500</td>
<td>7c</td>
</tr>
<tr>
<td>500 to 2,000</td>
<td>8c</td>
</tr>
<tr>
<td>2,000 to 5,000</td>
<td>9c</td>
</tr>
<tr>
<td>5,000 to 10,000</td>
<td>10c</td>
</tr>
<tr>
<td>10,000 or more</td>
<td>11c</td>
</tr>
</tbody>
</table>

Supplement 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 show supplement of your own.

The order form, easily detached by customers, may also carry your store name and address. It is made to set up real and mail and makes your orders from you customers.

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

RECORD PREVIEW

Billboard Publishing Co., 166 W. 46th Street (Times Square), New York, N.Y. 10036

Please accept my order for Billboard's newest consumer record magazine, RECORD PREVIEW, as follows:

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>TOTAL QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

I enclose 30 per cent payment against total of this order which amounts to $13.50, plus postage if ordered prepaid.

I understand balance will be shipped upon arrival of your order.

My total order for RECORD PREVIEW (all 4 and combined) is 1,000 copies or more. Please send the first RECORD PREVIEW Displaycarton.

I understand all orders will be shipped followed by Preprint or the publisher whenever it is shipped the same week or other months of shipping, in which case I will be billed for all shipping charges.

Ship as follows: 1.000 or less: 10c; 1,001 to 4,999: 10c; 5,000 or more: 10c.

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 copies for my imprint on cover and order card (please use typewriter or print clearly):

Name:
Address:
City, State, Zip:
Phone:

Please will be eliminated from order cards.

[Signature and Title]
The image contains a page from a music catalog or advertisement, featuring various recordings and details about LPs and Record Review editions. The text is too dense to transcribe accurately, but it includes information about classical albums, specific recordings by composers like Beethoven and Mozart, and a special offer for a USA Today reader's edition of Record Preview. The layout includes a mix of text, numbers, and abbreviations typical of such catalogs, with a focus on music records and related products.
Mozart's comic opera qualities are served to advantage, in the. The work, known as 'The Marriage of Figaro,' is a delightful vehicle for the talents of the superb cast. The opera is a heartwarming story of love, music, and mischief, with a cast of memorable characters.

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS—a young performer with the power and authority of a true star, going places with


MOZART: Jupiter Symphony, No. 41, G. Haydn, Orch. No. 5, G. Haydn, Orchestra, etc.

GIORDANO: Symphony No. 2, G. Haydn, Orchestra, etc.

RACHMANINOFF: Symphony No. 2, G. Haydn, Orchestra, etc.

SCHUBERT: Symphony No. 9, G. Haydn, Orchestra, etc.

DEBUSSY: Symphony No. 2, G. Haydn, Orchestra, etc.

BRITTEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 53, G. Haydn, Orchestra, etc.

EL GARDEN: Symphony No. 9, G. Haydn, Orchestra, etc.

RAVEL: Symphony No. 9, G. Haydn, Orchestra, etc.

RACHMANINOFF: Symphony No. 2, G. Haydn, Orchestra, etc.

BRITTEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 53, G. Haydn, Orchestra, etc.

EL GARDEN: Symphony No. 9, G. Haydn, Orchestra, etc.

RAVEL: Symphony No. 9, G. Haydn, Orchestra, etc.


MOZART: Jupiter Symphony, No. 41, G. Haydn, Orch. No. 5, G. Haydn, Orchestra, etc.

GIORDANO: Symphony No. 2, G. Haydn, Orchestra, etc.

RACHMANINOFF: Symphony No. 2, G. Haydn, Orchestra, etc.

SCHUBERT: Symphony No. 9, G. Haydn, Orchestra, etc.

DEBUSSY: Symphony No. 2, G. Haydn, Orchestra, etc.

BRITTEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 53, G. Haydn, Orchestra, etc.

EL GARDEN: Symphony No. 9, G. Haydn, Orchestra, etc.

RAVEL: Symphony No. 9, G. Haydn, Orchestra, etc.


MOZART: Jupiter Symphony, No. 41, G. Haydn, Orch. No. 5, G. Haydn, Orchestra, etc.

GIORDANO: Symphony No. 2, G. Haydn, Orchestra, etc.

RACHMANINOFF: Symphony No. 2, G. Haydn, Orchestra, etc.

SCHUBERT: Symphony No. 9, G. Haydn, Orchestra, etc.

DEBUSSY: Symphony No. 2, G. Haydn, Orchestra, etc.

BRITTEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 53, G. Haydn, Orchestra, etc.

EL GARDEN: Symphony No. 9, G. Haydn, Orchestra, etc.

RAVEL: Symphony No. 9, G. Haydn, Orchestra, etc.


MOZART: Jupiter Symphony, No. 41, G. Haydn, Orch. No. 5, G. Haydn, Orchestra, etc.

GIORDANO: Symphony No. 2, G. Haydn, Orchestra, etc.

RACHMANINOFF: Symphony No. 2, G. Haydn, Orchestra, etc.

SCHUBERT: Symphony No. 9, G. Haydn, Orchestra, etc.

DEBUSSY: Symphony No. 2, G. Haydn, Orchestra, etc.

BRITTEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 3, G. Haydn, Orchestra, etc.

BEETHOVEN: Symphony No. 53, G. Haydn, Orchestra, etc.

EL GARDEN: Symphony No. 9, G. Haydn, Orchestra, etc.

RAVEL: Symphony No. 9, G. Haydn, Orchestra, etc.
MUSICAL COOKBOOK...

...in which famous record personalities provide recipes of their favorite culinary preparations.

JOAN SUTHERLAND
Swissert Spezialität

A fork dish—6 to 8 servings.

INGREDIENTS:
2 cups of rice
1 1/2 lb. best minced meat
1 large onion
Salt, white pepper, basil leaves, Knorr cream, Knorr gravy mix, grated Parmesan cheese, 2 medium-sized fresh tomatoes.

METHOD:
Mix 3 cups of water with 2 cups of rice and half cup. Place in large Pyrex dish. Mix chopped onions with meat and cook in a fry pan with oil until brown. Add to rice in Pyrex. Cook baby mushrooms (unpeeled and sliced in rings) in land for 3 minutes. Add to mixture in Pyrex. Add salt, pepper, basil leaves, onion and gravy to taste and mix well. Cut three tomatoes in rings and place on top of mixture with grated cheese, and drop tiny lump of butter over all. Cover Pyrex and cook in oven for 1 hour at 350°F. After 1/2 an hour test mixture and if rice is still hard raise temperature to 390°F for last half hour.

Serve with large dish of continental salad.

Just Out!
Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for... the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine... planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

Don't Delay... Order Now!
Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

Dealers! Order Now for All Four 1964 Issues and—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 lumped needs of all four 1964 issues into one order—places single order for 100 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, on one order for 2,000 copies—saved cost of $175 or only 8.75c per copy.

SPECIAL BONUS!
This handsome Record Preview display cartoon is available to you free with orders that total 1,000 copies or more.

Order Your Supply of RECORD PREVIEW from the Distributors Listed Below... or Order Direct From Record Preview.

Records Make Wonderful Gifts
A good thought to keep in mind for Mother's Day, Father's Day, Graduation Day, birthdays, for any gift-giving occasion, or when just saying—"Thank You" is important. You'll find a wonderful selection of albums to suit any taste in this and every issue of Record Preview.

Here's the First Dramatic, Colorful Edition of "Record Preview"... to Help Sell More LP's for You Through the Rest of April and All of May.

A & I
1005 Snowbell, Cincinnati 2, Ohio 214-2664, Area Code 513
Alpha Distributing Corp
30 West 1nd Ave., New York 2, N.Y.

Amron Record Distributors
2704 Freedom Ave., Charlotte, N.C.

Associated Record Distributors
76 Yardley Ave., East Hartford, Conn.

BI
c. c. & s. Distributors
3711 S. Madison, Seattle, Wash.

Cedart Distributing Co., Inc.
3350 Baltimore Ave., Bethesda 37, Md.

Ceramic Mfg. Co., Inc.
1123 Spring St., Atlanta, Ga.

D & M Sales
90 Eramore Ave., San Francisco, Calif.

Davies Sales Corp.
3025 Newington St., Detroit 2, Ohio.

Don Schenoff Distributors
1345 E. Grand River Ave., Lapeer, Mich.

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 lumped needs of all four 1964 issues into one order—places single order for 100 of first issue, 500 of second issue, 500 of third issue and 500 of fourth issue, on one order for 2,000 copies—saved cost of $175 or only 8.75c per copy.

SPECIAL BONUS!
This handsome Record Preview display cartoon is available to you free with orders that total 1,000 copies or more.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>WITHOUT IMPRINT</th>
<th>WITH IMPRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000</td>
<td>15c</td>
<td>20c</td>
</tr>
<tr>
<td>2,000</td>
<td>12c</td>
<td>17c</td>
</tr>
<tr>
<td>3,000</td>
<td>10c</td>
<td>15c</td>
</tr>
<tr>
<td>5,000</td>
<td>8c</td>
<td>13c</td>
</tr>
<tr>
<td>7,000</td>
<td>5.5c</td>
<td>10c</td>
</tr>
<tr>
<td>10,000</td>
<td>4c</td>
<td>8c</td>
</tr>
<tr>
<td>100</td>
<td>75c</td>
<td>1.00</td>
</tr>
</tbody>
</table>

ORDERING INFORMATION:

Your own store name, address and telephone may be imprinted on the front cover, or your own improvements may be added to the back cover to make it uniform for your store.

The order form, easily detached by customers, may also carry your store name and address. It makes it easy to get mail and bring-up sales from your customers.

Use the Handy Form Now to Place Your Order... and Save Money!!

Please accept my order for Billboard's new consumer record magazine, RECORD PREVIEW, in the following:

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>TOTAL QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>MY ORDER</td>
<td>100</td>
</tr>
</tbody>
</table>

My total order for Record Preview (all 4 and Big Town)...

DECEMBER (Christmas Issue... Out Nov. 9)

I understand all orders will be shipped Jefferson Press, by the publisher unless I specify otherwise. I understand all orders will be shipped Jefferson Press, by the publisher unless I specify otherwise. The order form may be detached by customers, may also carry your store name and address. It makes it easy to get mail and bring-up sales from your customers.

Shop as follows:

Store Name:
Address:
City, State, Zip:
Phone:

(Will be crossed out of order form)

This order authorized by:

Signature and Title
Notes at Press Time (continued)

Bobby Darin and Capitol settled it quite several months before his contract expired. He had some of his biggest hits with the label, and the getting is supposed to be a happy one (he still maintains his business office in the Capitol Tower in Hollywood).

No one is in this stage of the game who plans to do, or at company will sit with. Darin won't talk.

If you're going to the New York World's Fair (it opens this month) you'll find that among other things, it's a musical festival to see all festivals. More attractions will congregate there than in any spot on the globe... So sure to this in the TV business exhibit. It will serve as the culmination point of closed-circuit telecasts showing top name recording artists performing.

Don't miss the National Academy of Record Arts and Sciences Awards. These are presented annually to the "best" artists and recordings of the year in all categories as voted by the disk artists and the specialists who record them. Compare your choices with shots of the experts. The NARAS Awards are coming in April. If you miss the Awards when they're announced, next month's Record Preview will carry the list.

Dick Jockeys don't like to be called disk jockeys, according to Bill Davis, the noted radio programming specialist. "One seems to remember how that phrase first got started, but it has become so widely accepted, you'll find it in Webster's. If anyone wants to be a hero and preserve the professional dignity of the platter spinner, now is the time to give the matter some serious thought and come up with an appropriate name."

Recent decision by Walter Jung, founder and artistic director of London's Philharmonia, to suspend operations of the 19 year-old, free-lance orchestra upon completion of present commitments met with a counter-decision by its 65 members to form their own orchestra. It probably will be known as the Philharmonia Symphony Orchestra.

The mighty scottish page directed by Arturo Pender, the educational voice.

SPECIAL MERIT PICKS

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

POP SPECIAL MERIT

THE WONDERFUL VERA

Vera Lynn. London LL 3359 (M). PS 3359 (S)

This album once again demonstrates the singer's vocal power and grace. With the help of Tony Gilmore's orchestra, Vera Lynn sings a selection of her favorites that are continually winning. Among the top tunes are a basic new treatment of "The Man I Love" and "Love Me or Leave Me".

GARNET MIMMS

GARNET MIMMS soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS—a young performer with the power and authority of a true star, going places with

THE ONE TO WATCH

GARNET MIMMS

here he comes again

GARNET MIMMS

andONE GIRL

with his dynamic, emotional, compelling performance

B/W A QUIET PLACE

VA 715 produced by Jerry Ragovoy

Continued on page 32
JUST OUT!
Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for...the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine...planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

DON'T DELAY...ORDER NOW!

Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 bumps needs of all four 1964 issues into one order—places single order for 500 of first issue, 300 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.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 or over</td>
<td>7c</td>
</tr>
<tr>
<td>3,000 to 4,999</td>
<td>8c</td>
</tr>
<tr>
<td>2,000 to 2,999</td>
<td>9c</td>
</tr>
<tr>
<td>1,000 to 1,999</td>
<td>10c</td>
</tr>
<tr>
<td>500 to 999</td>
<td>11c</td>
</tr>
<tr>
<td>100 to 499</td>
<td>12c</td>
</tr>
<tr>
<td>98</td>
<td>13c</td>
</tr>
</tbody>
</table>

SPECIAL BONUS!

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

Larger quantities now available (Check price schedule on the last page).

This offer represents the only promotion we will make.

For supply of RECORD PREVIEW from the Distributors Listed Below...or Order Direct from Record Preview.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 bumps needs of all four 1964 issues into one order—places single order for 500 of first issue, 300 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.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 or over</td>
<td>7c</td>
</tr>
<tr>
<td>3,000 to 4,999</td>
<td>8c</td>
</tr>
<tr>
<td>2,000 to 2,999</td>
<td>9c</td>
</tr>
<tr>
<td>1,000 to 1,999</td>
<td>10c</td>
</tr>
<tr>
<td>500 to 999</td>
<td>11c</td>
</tr>
<tr>
<td>100 to 499</td>
<td>12c</td>
</tr>
<tr>
<td>98</td>
<td>13c</td>
</tr>
</tbody>
</table>

SPECIAL BONUS!

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

Larger quantities now available (Check price schedule on the last page).

For supply of RECORD PREVIEW from the Distributors Listed Below...or Order Direct from Record Preview.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 bumps needs of all four 1964 issues into one order—places single order for 500 of first issue, 300 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.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 or over</td>
<td>7c</td>
</tr>
<tr>
<td>3,000 to 4,999</td>
<td>8c</td>
</tr>
<tr>
<td>2,000 to 2,999</td>
<td>9c</td>
</tr>
<tr>
<td>1,000 to 1,999</td>
<td>10c</td>
</tr>
<tr>
<td>500 to 999</td>
<td>11c</td>
</tr>
<tr>
<td>100 to 499</td>
<td>12c</td>
</tr>
<tr>
<td>98</td>
<td>13c</td>
</tr>
</tbody>
</table>

SPECIAL BONUS!

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

Larger quantities now available (Check price schedule on the last page).

For supply of RECORD PREVIEW from the Distributors Listed Below...or Order Direct from Record Preview.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—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 bumps needs of all four 1964 issues into one order—places single order for 500 of first issue, 300 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.

SCHEDULE OF PRICES

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 or over</td>
<td>7c</td>
</tr>
<tr>
<td>3,000 to 4,999</td>
<td>8c</td>
</tr>
<tr>
<td>2,000 to 2,999</td>
<td>9c</td>
</tr>
<tr>
<td>1,000 to 1,999</td>
<td>10c</td>
</tr>
<tr>
<td>500 to 999</td>
<td>11c</td>
</tr>
<tr>
<td>100 to 499</td>
<td>12c</td>
</tr>
<tr>
<td>98</td>
<td>13c</td>
</tr>
</tbody>
</table>

SPECIAL BONUS!

This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

Larger quantities now available (Check price schedule on the last page).

For supply of RECORD PREVIEW from the Distributors Listed Below...or Order Direct from Record Preview.

DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—SAVE!
AN EXCITING NEW RECORD ALBUM FROM
CAPITOL RECORDS—100 MELODIES ON 1 LP!

100 WORLD'S GREAT MELODIES
ON THIS ONE AMAZING RECORD!

YOU ACTUALLY HEAR
100 WORLD'S GREAT MELODIES
FROM RECORDS
CAPITOL

ONLY $1.00* (SPECIAL OFFER)

NEVER BEFORE A RECORD LIKE THIS!

If you're one of those people who "like good music, but not that heavy stuff"—this album will open up a new world of musical enjoyment for you. Here are highlights from 100 of the world's best known and loved melodies.

MUSICAL MEMORY-GAME CHECKLIST

---

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

CABIN IN THE SKY
Original Cast, Capitol W 2173 (M); SW 2073 (S)

Although the off-Broadway revival of this 1948 musical had only a short run, this LP album will find favor among show lovers and collectors of period Americana. The Vernon Duke-John La Touche score has been re-recorded by the London Studio Orchestra, under the direction of Tony Mottola and Frank Fordham. The ensemble includes Betty Lester and Tony Mottola, who sing the leads.

POP SPECIAL MERIT

THE WONDERFUL VERA
Vera Lynn. London LL 3339 (M); P5 329 (S)

This album once again demonstrates the singer's vocal power and poise. With the honors being divided among the three main voices, the lines are tastefully filled. The performance is first-rate, as is the production. A perfect record for any listener who loves Vera Lynn.

---

POP SPECIAL MERIT

THE FIFTH RESERVED
Garnet Mimms. Atlantic SD 1907 (M); T 7938 (S)

This album is an excellent introduction to the world of Garnet Mimms, a young performer with the power and authority of a true star. Going places with Garnet Mimms soared to immediate stardom with his thrilling CRY BABY—and he's been red hot ever since. Now his new hit is headed straight for the top. GARNET MIMMS—a young performer with the power and authority of a true star, going places with

(Continued on page 32)

---

GARNET MIMMS

THE ONE TO WATCH!
Here's the First Dramatic, Colorful Edition of "Record Preview" . . . to Help Sell More LP's for You Through the Rest of April and All of May.

SPECIAL BONUS!
This handsome Record Preview display carton is available to you FREE with orders that total 1,000 copies or more.

Order Your Supply of RECORD PREVIEW from the Distributors Listed Below . . . or Order Direct From Record Preview.

**A & R**
1000 Broadway, Cincinnati 2, Ohio 241-7646, Area Code 513
Alpha Distributing Corp.
20 West End Ave., New York 23, N. Y. 471-5723, Area Code 212

**T**
20 Freedom Drive, Marlborough, Mass. 02060, Area Code 617

**H**
Hollander Bros.
116 N. 9th St., Minneapolis, Minn. 624-2931, Area Code 612

**M**
Marsh Mill Distributors
5150 Madison St., Baltimore, Md. 202-9030, Area Code 301

**B**
B. R. Kepple Distributors
2182 N. 11th St., Phoenix, Ariz. 232-4513, Area Code 602

**M**
Microphones
600 Coral, Honolulu, Hawaii 502-186

**M**
Music Service Record Distributors
316 5th St., S., St. Paul, Minn. 761-2433, Area Code 651

**R**
Roberts Record Distributors Co.
1945 Washington Ave., St. Louis, Mo. 361-6470, Area Code 314

**S**
Sweeney Distributing
3142 Prospect Ave., Cleveland, Ohio 1-2300, Area Code 188

**S**
Summit Distributing
1345 E. 16th Ave., Chicago, Ill. 8-3527, Area Code 312

**S**
Summit Distributing
3065 Willow St., Denver 2, Colo. 355-1590, Area Code 303

**R**
Riverside Record Distributors
3065 Willow St., Denver 2, Colo. 355-1590, Area Code 303

**M**
Matsui Distributors
731 Tullie Ave., East Hartford, Conn. 520-4166, Area Code 203

Big Town
2018 N. Pico Blvd., Los Angeles, Calif. 700-4804, Area Code 213

**C & C Dist.**
5711 S. Hudson, Seattle, Wash. 670-6770, Area Code 206

Ceder Record Distributing Co., Inc.
13281 Central Ave., Depew 27, N. Y. 548-3711, Area Code 212

**Cremont**
1023 Spring St., N.W., Atlanta, Ga. 470-0211, Area Code 404

**D & M Sales**
90 Duvall Ave., San Francisco, Calif. 9-5333, Area Code 415

**D & M Sales**
89 Wadsworth Ave., St. Paul, Minn. 624-2900, Area Code 651

**Imprint available:**
Your own store name, address and telephone may be impressed on the front cover to personalize your copies, and put you in the big leagues with a monthly color album representative 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 merchandise orders from your customers.

**Use the handy form now to place your order . . . and save money!!**

---

**RECORD PREVIEW**
Billboard Publishing Co., 156 W. 46th Street at Times Square, New York, N.Y. 10036

**JUST OUT!**
Order Now While Supply Lasts

It's the debut that America's dealers, rack jobbers and one-stops have been waiting for . . . the debut of a handsome, hard-hitting consumer LP salesman who can make contact with all of your record customers and prospects and sell them more LP's than you ever thought possible.

It's RECORD PREVIEW, Billboard's brand-new, full-color, pocket-sized LP magazine . . . planned, written and edited by Billboard's staff of publishing professionals and built around the ideas of the best LP merchandising brains in the industry.

**DON'T DELAY . . . ORDER NOW!**
Pre-publication sales have already covered most of the first-issue print order, and the edition will definitely not be put back on press again.

All orders for the remaining limited supply of this first edition will be handled on a strictly first-come, first-served basis.

**DEALERS! ORDER NOW FOR ALL FOUR 1964 ISSUES AND—SAVE!**
Here's an example of how these savings can work for you:

1. 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).
2. Dealer bumps 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.

**SCHEDULE OF PRICES**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>Without Imprint</th>
<th>With Imprint</th>
<th>Imprint</th>
</tr>
</thead>
<tbody>
<tr>
<td>23,000</td>
<td>7.5c</td>
<td>9.5c</td>
<td>9.5c</td>
</tr>
<tr>
<td>7,500</td>
<td>7c</td>
<td>9c</td>
<td>9c</td>
</tr>
<tr>
<td>2,300</td>
<td>9.5c</td>
<td>12c</td>
<td>12c</td>
</tr>
<tr>
<td>1,000</td>
<td>10c</td>
<td>13c</td>
<td>13c</td>
</tr>
<tr>
<td>400</td>
<td>10c</td>
<td>13c</td>
<td>13c</td>
</tr>
<tr>
<td>200</td>
<td>10c</td>
<td>13c</td>
<td>13c</td>
</tr>
</tbody>
</table>

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

---

**RECORD PREVIEW**
Billboard Publishing Co., 156 W. 46th Street at Times Square, New York, N.Y. 10036

Please enclose your order for Billboard's new consumer record magazine, RECORD PREVIEW, as follows:

**Issue:**

- May (Out Now)
- June (Out May 15)
- October (Out Sept. 15)
- December (Christmas Issue . . . Out Nov. 15)

**Quantity**

- 500 copies or more.
- To place your order, please use the handy form as you would a magazine subscription.

**Price:**

- 10c per copy
- 13c per copy

- I enclose $____ (please type your order total here). Your order may not exceed 5,000 copies in any one issue. Please send the new Record Preview display carton.

- I understand all orders will be shipped to dealers press shipped the publisher unless I specify otherwise, one of the copies of the following order form, which is included in each issue.

**Ship to:**

- Name:
- Address:
- City, State, Zip:
- Phone:

This order authorized by:

Signature and Title
ALBUM REVIEWS (continued)

RUSTY WARREN SINGS PORTRAIT ON LIFE

Jubilee JGH 9035

This album will certainly prove the surprise of the year, especially to Rusty Warren fans. Miss Warren, a native of Chicago, Lady of New York. Miss Warren, a native of Chicago, is being recognized as a meeting of a musician. The songs are a fine and exciting sample of songs from the vaudeville stage.

AINT THAT A SHAME

Pat Boone. Dut DLP 3573 (M). DLP 3573 (S)

Pat Boone offers a petantion of country-western-flavored ballads and swing that is sure to be her hit. "Ain't That A Shame," and "Fingerpicks," which are the same, are sure to make her a hit. "Get So Happily," and "If You Like Someone Out," are also a hit.

I HAPPEN TO LIKE NEW YORK

Caterina Valente. London 2358 (M). FS 2462 (S)

Caterina Valente, one of the world's most versatile performers, gives an international interpretation in the songs. These songs are "Congratulations," "Huminas in New York," and "Outta Town." My favorite song is "I Happen to Like New York." The songs are all key. The Johnny Keeling orchestra performs in the background.

FOOL 'N FLUTE

Bill Shady & The Folkwagons. World-Pacific 1819 (S)

A unique and well-executed folk idea here. Jazz fusion. Bill Shady's folk is a unique and well-executed folk idea here. Jazz fusion. Bill Shady is a great. He plays the flute, and the flute is being used to add a different sound. Some of the songs are "Don't Think Twice," "Blowin' in the Wind," "I Happen to Like New York," and "I Happen to Like New York." The songs are all key.

HIGHLIGHTS FROM THE MERRY WIVES OF WINDSOR

Various Artists. Angel 36149 (S)

An all-German cast headed by Gottschick Pick at a capital romp through this wonderfully funny opera based upon the Shakespeare play. The recording is recorded on four tracks. The opera is currently available and the only one of all biggies.

DELILAH HIGHLIGHTS FROM LAKME

Various Artists. Angel 36170 (S)

Extracts from Delibes' romantic opera "Lakme" are presented with a rich and unusual score by Gaetano Donizetti. This recording is recorded on four tracks. The opera is currently available and the only one of all biggies.

OPERATIC DUETS/SCENES

Jussi Bjorling. RCA Victor LM 2756

RCA Victor's "Treasury of Immortal Performances" series continues to come up with recorded treasures. This time it's Jussi Bjorling in duet with Robert Martin, Marthe Alberoni, Zinka Milanov, Roberto Pellegrini, and Leonard Warren, and they're all thrilling.

THIS IS JUDY BRIGHT

Dut DLP 3573 (M). DLP 3573 (S)

A delight for fans of Judy, with songs in five languages with a delightful accent. The songs are "Sunrise," and "From Now On," which are the same, are sure to make her a hit. "Sincerely," "I'm a Little Bit Country," and "I'm a Little Bit Country," are also a hit.

POP SPECIAL MERIT

FOUR-STAR ALBUMS

The four-star rating is awarded new albums with excellent commercial potential in their respective categories to merit being checked by music dealers, wholesalers and rack jobbers handling that category.

POPULAR

IN LONDON... IN LOVE AGAIN

Pamela Clark & Norma Paratore & Her Orch. Capitol T 2671 (M); ST 2671 (S)

THE RANZIO STORY, VOL. 3

Various Artists. Horizon WP 3633

LOST LOVE AND LONELY NIGHTS

Various Artists. Starday SLP 272

THE REMARKABLE 78

with JAMES

Colombia CL 2149 (M); CS 8949 (S)

FUNNY HOW TIME SLIPS AWAY

Four Freshmen. Capitol T 2667 (M); ST 2667 (S)

THIS IS (MY LUCKY DAY)

David Allen. Everest 5224

HARRY JAMES TWENTY-FIFTH ANNIVERSARY ALBUM

MGM E 4212 (M); SE 4212 (S)

THE PIANO ROLL

Various Artists. RBF T (M)

CLASSICAL

HIGHLIGHTS FROM MOUSORGSKY'S MORIS GODUNOV

Boris Christoff. Angel 36149 (S)

FRIEDRICH SCHORR

Angel COHJ 227

VIRTUOSO FAVORITES

Leonard Ponselle. RCA Victor LM 2714 (M); LM 2714 (S)

SERGIO VIVALDI CONCERTO & CHAMBER CONCERTO

Francesc Ferrer/Peter Baskert. Angel S 36478 (S)

HINDEMITH: WHEN LILAC LAST IN THE DAVIDSON MOLDEN

New York Philharmonic (Hindemith). Columbia ML 3973 (M); ML 4673 (S)

HIGHLIGHTS BEETHOVEN FIDELIO

Various Artists. Angel 36148 (S)

DERVUS FOR PIANO

Philippe Entremont. Columbia ML 5967 (M); ML 4678 (S)

COUNTRY

COWBOY COPAS & HIS FRIENDS

Starday SLP 264

THE COUNTRY MUSIC FESTIVAL

Various Artists. Starday SLP 273

CODE OF THE MOUNTAINS

Bill Clinton & His Dixie Mountain Boys. Starday SLP 273

GREAT COUNTRY FAVORITES

Various Artists. MGM E 4211 (M); SE 4211 (S)

DOWNS HOME WITH ARTHUR "GUITAR T-MAN" SMITH

Starday SLP 266

JAZZ

BLACK ORCHID

Three Sounds. Blue Note 4155

TOGETHERNESS

Bob Frazer & John Gray. Capitol T 1927 (M); ST 1927 (S)

LATIN AMERICAN

PARA TI

Mambo Marcano. Decca DL 4550

MAMBO Y GUARACHAS

Nicola Morales y su Orquesta. Decca DL 4550 (M); DL 74555 (S)

IRRESISTIBLE

Pedro Flores. Decca DL 4525

DESIPRE DE ESTRELLAS, VOL. 1

Various Artists. Decca DL 4550 (M); DL 74550 (S)

MEDIOCLIS INGLORIUS

Los Rancheros. Decca DL 4520

SACRED

DOCK ROGGS

Mike Rogers. Folkways F 2251 (M)

THE ASTOUNDING LEASTRING GUL

TAR OF GLEN CAMPBELL

Capitol T 2611 (M); ST 2611 (S)

THE SOUL OF A CITY BOY

Jess Colin Young. Capitol T 2610 (M); ST 2610 (S)

OF LOVE, OF WAR, OF MANY THINGS

Skeenoff. Columbia CL 2157 (M); CS 8957 (S)

INTERNATIONAL

AGUSTIN BUSTA CANTA

Decca DL 4551

YIDDISH SING ALONG

Orchestra and Choir of E. Levin. MGM E 4212 (M); ME 4212 (S)

THE ROMANTIC SONGS OF

AGUSTIN LARA

Decca DL 4550 (M); DL 74550 (S)

LOW PRICE POPULAR

BOB AITCHER'S BEST EARLY AMERICAN SONGS

Hermell. HL 7553 (M)

THREE-STAR ALBUMS

The three-star rating indicates moderate potential within each record's category.

POPULAR

WELCOME TO THE PENDERGRASS

Lynne Anderson. RCA Victor LAM 2645 (M); LAM 2645 (S)

THE VERY BEST OF THE BIG BANDS

Various Artists. Capitol T 4225 (M); ST 4225 (S)

ANN MCCORMACK AT THE EMPIRE

Michael T 3013 (M); MS 3013 (S)

UNFAIRNESS PAYS IN

EL OF THE WORLD'S HAPPIEST SONGS

Various Artists. Capitol T 4225 (M); ST 4225 (S)

JAYNE HANDLER & SHAKESPEARE

Various Artists. Capitol T 4225 (M); ST 4225 (S)

CHARLES BROWN - QUEEN OF THE BLUES

Various Artists. Capitol T 4225 (M); ST 4225 (S)

GOTTE CLARK

Various Artists. Capitol T 4225 (M); ST 4225 (S)

RHYTHM & BLUES

COUNTRY BORN

Gary Meegan. Capitol T 2643 (M); ST 2643 (S)

POLKA

COME HOME

Frank Wronskowski & His Singers. Orw. Silverband 1058

SACRED

JOE STAFFORD'S SWEET HOUR OF PRAYER

Capitol T 3000 (M); ST 3000 (S)

LATIN

MACHTY Y SU AFRO CANSKU

Decca DLX 3000 (M); DL 3000 (S)

COMEDY

ANDY AND CLAYTON

Andy Griffith. Capitol T 2606

LOW PRICE COMEDY

MADOMA KAYE HANTR

Columbia CL 2156 (M); CS 8956 (S)

LOW PRICE POPULAR

DOUGIE ALEXANDER

The Wipers. Wiperworl 6011 (M); WW 6011 (S)

THEME MUSIC FROM JOHN JONES

Chappie Stover & His Orchestra. Wiperworl 6011 (M); WW 6011 (S)

LOW PRICE FOR

FOLK OLDIES

VARIOUS ARTISTS FOLK OLDIES

Singer's Roundabout. Wiperworl 6011 (M); WW 6011 (S)

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

If you need:

Hot 100 Singles

Easy Listening Singles

C & W Singles

Pop Albums • Classical Albums • Jazz Albums

Albums to build your basic library ...

Just complete the following and mail today.

Please send details and costs for RSRI and Album Services to:

Radio Station

Street Address

City, State & Code

Attention

RECORD SOURCE INTERNATIONAL

Dept. 314, 165 W. 46th Street

New York, N. Y., 10036

BILLBOARD, April 25, 1964
ON THE BALCONY
WITH THE REFLECTIONS
(JUST LIKE) ROMEO and JULIET
G.W. #9

Golden World Records, Inc.
4039 Buena Vista - Detroit, Mich. 48238
<table>
<thead>
<tr>
<th>No.</th>
<th>Title / Artist</th>
<th>Week(s)</th>
<th>LPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MEET THE BEATLES</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>INTRODUCING THE BEATLES</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>HONEY IN THE HORN</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>500 GREAT SONGS</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>DAWN (Go Away) AND OTHER GREAT SONGS</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>6</td>
<td>CLAD ALL OVER</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>7</td>
<td>YOU WM THE WIND</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>SWEET &amp; SOUR TEARS</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>9</td>
<td>KISSIN' COUSINS</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>10</td>
<td>WEST SIDE STORY</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>11</td>
<td>YESTERDAY'S LOVE SONGS...TODAY'S BLUES</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>12</td>
<td>PURE DYNAMITE</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>13</td>
<td>CHARADE</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>14</td>
<td>I'VE SAID IT AGAIN</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>15</td>
<td>THE BEATLES SECOND ALBUM</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>16</td>
<td>THE SECOND BARBRA STREISAND ALBUM</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>17</td>
<td>JACK JONES' WIVES AND LOVERS</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>18</td>
<td>THE SERENDIPITY SINGERS</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>19</td>
<td>DAYS OF WINE AND ROSES</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>20</td>
<td>MOON RIVER AND OTHER ACADEMY AWARDS SONGS</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>21</td>
<td>THE BARBRA STREISAND ALBUM</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>22</td>
<td>TENDER IS THE NIGHT</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>23</td>
<td>DAYS OF WINE AND ROSES</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>THE WONDERFUL WORLD OF ANDY WILLIAMS</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>25</td>
<td>PETER, PAUL &amp; MARY</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>26</td>
<td>MOVING</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>27</td>
<td>LIVING A LIFE</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>28</td>
<td>CATCH A RISING STAR</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>29</td>
<td>REFLECTING</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>30</td>
<td>TILL THE END OF TIME</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>31</td>
<td>ENCORE</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>32</td>
<td>BAN JOHNSON &amp; HIS BAND</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>33</td>
<td>JOAN BAEZ IN CONCERT, PART 2</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>34</td>
<td>GLORIA, MARTY &amp; STRINGS</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>35</td>
<td>THE TIMES THEY ARE A-CHANGIN'</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>36</td>
<td>THE PINK PANTHER</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>37</td>
<td>THE MANY MOODS OF TONY BENNETT</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>38</td>
<td>MOON RIVER &amp; OTHER GREAT MOVIE THEMES</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>39</td>
<td>THE SOUND OF MUSIC</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>40</td>
<td>THE SINGING NUN</td>
<td>25</td>
<td>3</td>
</tr>
<tr>
<td>41</td>
<td>CAMELOT</td>
<td>170</td>
<td>3</td>
</tr>
<tr>
<td>42</td>
<td>FUN IN ACAPULCO</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>43</td>
<td>LAWRENCE OF ARABIA</td>
<td>16</td>
<td>3</td>
</tr>
<tr>
<td>44</td>
<td>JOAN BAEZ IN CONCERT</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>45</td>
<td>LOUIE LOUIE</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>46</td>
<td>PAINTED, TINTED ROSE</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>47</td>
<td>MAMIE MARLEY AND OTHER LIMB</td>
<td>1980</td>
<td>3</td>
</tr>
<tr>
<td>48</td>
<td>I LEFT MY HEART IN SAN FRANCISCO</td>
<td>1980</td>
<td>3</td>
</tr>
<tr>
<td>49</td>
<td>OLIVER</td>
<td>1978</td>
<td>3</td>
</tr>
</tbody>
</table>

Compiled from national retail sales and radio play data supplied by the Music Industry. Dopl of Record Market Research. Billboard.
if you have great product you really don't have to shout about it.

Columbia Records
TO OUR CUSTOMERS:

As the world's leading manufacturers of budget long-playing records, we take pride in the fact that consumer confidence in our product has enabled us to maintain our unique position. Regardless of price—our policy is to provide the best in recorded entertainment in every category from "pops" and shows to esoteric or classical.

In spite of the deluge of inferior product in a rash of budget labels and the resultant wholesale price devaluation, we at Somerset have never compromised our program quality. We are happy to state that in this era of "consumer selectivity" our sales have held up and the listener takes home music produced with a sense of purpose to entertain and elevate.

Our creative and sales staff have formulated plans for the coming year to offer even better program and product on Somerset. In line with this, we will commence a very heavy radio promotion project to further pre-sell our releases.

In view of the costs in maintaining our quality and position, we find it necessary to increase our wholesale prices from between 2% and 4%, effective April 20, 1964.

To those of you who may express concern or feel this can hurt your Somerset volume, we can only suggest that you pass on this increase to your customers. The public will confirm our theory that they will gladly pay a few cents more for such wonderful quality. The trend is up... join us!

DAVID L. MILLER
President
Miller International Co.

The orchestra that has sold more long plays than any artist in the world since 1958 –
OVER 30 MILLION ALBUMS
CZECH MAIL ORDER DISKS SELL IN ITALY

ROME — A new method of entering the Italian market for disks from behind the Iron Curtain is being tried by Czecho- slovakia's Supraphon whose classical records are being offered at cut rates via mail orders. A company with a Rome address which calls itself Master Records (name in English rather than in Italian) is offering a choice of three LPs for $7.20 well below the going market price. A list of 25 disks all by Supraphon with Eastern European artists of the stature of Stanislaw Richter, Russian pianist, are being offered to buyers.

Festival-Jay Gee
Sign Dist. Deal

SYDNEY—Festival Records has acquired the rights to press and distribute masters by Jay Gee Records, Inc., and is releasing three singles from this company; namely, Moe Koffman's "Coffeehouse," the Caterpillar's "The Caterpillar's Song" and the Beatle-ettes "Only Seventeen." The Jay Gee line will be released throughout Australia on the Festival label, and will receive maximum promotion in all States via Festival's new distributor network, headed by Michaelis, Hallstein & Company Pty., Ltd., with branches in all States except New South Wales.

Elmore James
"Dust My Blues"
b/w "Happy Home"
#394

New Disk Names
From Film & TV

ROME—Film and TV personalities continue to be a source for new record names. Catherine Spalko, is now out with her latest film song, "It's Nothing" (Non E Niente) from "The Warm Life," while Alessandra Panaro, who began filming at 14 years ago, is now coming forth as a singer. Claudia Mori will be first name on the new label planned by Clan Paolo Penni, up to now a TV personality, has recorded her first with songs by Charles Baudouin and Frank Pourcel.

Kingsley Acquires San Remo, Eurovision Hit

NEW YORK — Kingsley Music has acquired the winning song of the Eurovision and San Remo song contests, "Non no l'eta." The tune, which was sung in both tune tests by Gigliola Cinquetti, has been retitled for its American performances to "This Is My Prayer," and a number of artists have recorded it in an U. S. version. In addition to this material, Kingsley, which is co-owned by Danny Kessler and Buddy Kaye, has also acquired the rights to the Eden Kane British hit, "Boys Cry." This has recently been issued here on London.

PRECEDENTIAL PLAQUE: Sol Handwerger (left) receives the first gold record award tendered by the Music Trade Press of N. Y. from Henry Brief, executive secretary of the Record Industry Association of America, as Mrs. Handwerger looks on. About 90 people attended the luncheon for Sol which was held at Al & Dicks Restaurant.

SEEK HELP:
Norse Industry Asks Air Time

OSLO—There is no doubt that the British commercial radio station Radio Luxembourg is the main source of exposure of records in Norway, according to Rolf Siversen, a driver man of Iversen & Frog. He also said that both the Norwegian governmental radio station (NRK), the press and the disk- ettes themselves must do something to plug domestic disk production.

He also gave an example on how dependent on Radio Lux-embourg Norwegian disk buyers have become. The Japanese pop singer Kyu Sakamoto visited Norway nine months before his record "Sukiyaki" became popular here, and was even featured in a television program. But not until "Sukiyaki" got its spin on Radio Luxembourg did the platter become popular in Norway.

It is no secret that Norwegian diskettes have seriously dis- cussed buying time on the Radio Luxembourg's commercial pro- grams to push Norwegian ma-

ADORABLE

She's coming on RCA Victor

The most trusted name in sound

BILBOARD, April 25, 1964
MUSIC AS WRITTEN

• Continued from page 35

Met Opera moves into the Music Hall this week for its annual visit. Tickets, needless to say, are at the usual premium.

Cameron Dewar

Pittsburgh

Columbia Records, which had offices in Oakland and New York and is building most of its facilities to Cleveland in January, is moving from its Oakland home to an office in the H. K. Porter Building downtown. Jim Winston and Sally Solomon remain in charge of Columbia activities locally. Nick Lomakin's Juke Flyers are featured at the Ankara nightclub. Nick operates two downtown record shops too.

Jimmy Interval, whose current hit, "Daddy's Little Girl," is on the World Artists label, is negotiating with several major labels to wax another album. Meanwhile, Jimmy goes into Holiday House on April 20.

Leonard Mendlovitz

Chicago

Three local boys called the Etonians are capitalizing on reports that Luci Blind Johnson, the President's 16-year-old daughter, was doing a dance called the Frog in the White House. They have a record called (what else) "The Frog" b/w "Cause I'm Her Man." The Etonians dress in Bermuda shorts and wear Eton-style hats. Eddie Fritz, pianist at Thai Steak Joint, is looking for a good Nashville-type singer to record two tunes, "Crazy Horse" and "Old Town." Call Eddie at M 2-5454. The Sahara in downtown rockets back to a name entertainment policy, at least for three weeks.

Lurleen Hunter opened there Thursday (16). Beginning May 4, Lurleen will do a week with the Arthur Godfrey show from New York. It'll be Irish country and western day when Carmel Quinn guests on Dolph Hewitt's WGN Barn Dance show Saturday (25). United Distributors has picked up Word Records, giving United one of the largest line-ups of religious labels in the country. United now has two White lines, Word and Sacred, and five Negro, Savoy, Hob, Noshara, Gospel and Peacock.

Lil Wally, the city's big polka specialist, records his 36th polka album at Jay Jay soon. It'll be called "Lil Wally—One Man Band." He'll play concertina and drums as well as do the Polish vocals. Wally just completed a string of one-nighters that took him to Ohio, Pennsylvania, Massachusetts, Connecticut and New York.

Nick Biro

London

By last week sales of Beatles' single "Can't Buy Me Love" had rocketed to 1,226,000, another all-time high for first week of a British release. EMI has taken over distribution of Island Records' catalog, which includes Sue, Black Swan and Jump-Up labels. More than 230,000 sales forecast by Jonathan Cape for "John Lennon in His Own Write" book. Sales of Cilla Black's "Anyone Who Had A Heart" nearing million.

Beatles recording manager George Martin planning orchestral LP of their songs. Easte-

ers Monday BBC-TV tribute to Brian Epstein planned by top current affairs program "Panorama." Profile will include contributions from Beatles, Gerry

April 25, 1964, BILLBOARD
NEW ALBUM RELEASES

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

**ANGEL**
- *Beethoven: Highlights from弈idas, Ludwig, Viennese* - IMPERIAL
  - *Various Artists: Best of the Blues, Vols. 2 & 3* - IMPERIAL

**LIBERTY**
- *90 Guitars of Tony Goddard* - 50 Guitars (Italy)
  - *Gilliland: London* - 1351 1420

**LONDON**
- *Vera Lynn: The Wonderful Vera* - 2599
  - *Knewit: London* - 2599

**MCN**
- *General of the Army, Douglas MacArthur: The Life and Legend of the Old Soldier* - T 4925
  - *The Very Best of Al Hirt & Pete Fountain* - E 4417, SC 4216

**MERCURY WING**
- *The Melodians: The London Debut* - MGN 12922
  - *Judy Stewart & Bob Reganini: Joseph's Fables* - F 3939

**RENO**
- *Anna Cacauess: Second Spectrum for Voices* - Vols. 1 & 2 - IP 9000-091

**REVERE**
- *Ringsing With Mario Geral* - LP 3150

**RESEARCH CRAY**
- *Portrait of a Valiant Lady: Jacqueline Kennedy* - 80 3160

**SACRED**
- *Richard Emerson of the Core Organ* - LP 3059
  - *Doo Wop-75th Birthday* - LP 3059

**STARDAY**
- *Bill Clifton & His Dixie Mountain Boys: Call of the Mountains* - SLP 271
  - *Cowboy Cop & His Friends* - SLP 308

**SUPREME**
- *Church of the Open Door Choir and Symphony Orchestra: Washington DC City Sing* - SLP 274
  - *A Clockwork Orange* - LP 274

**WIND**
- *Judas Blackmore & the Invisible Peacocks* - SLP 271
  - *Lew Charles Plays Eternal分析s* - SLP 271

**WINCOTE**
- *Theme from Ram Jones, Chadron, Pink Panther and the Three Bears* - SLP 271
  - *Rain Mountains, Three Young Men from Montana* - SLP 271

**LORIEN**
- *Galen Singing: Western Revival* - JA-6007 (M)
  - *Johnny Cash's Country Round-Up with the Wilburn Brothers and the Young Renewal* - JA-6007 (M)

**MUTLO**
- *Rex Allen Sings Western Revival* - JA-6007 (M)
  - *Johnny Cash's Country Round-Up with the Wilburn Brothers and the Young Renewal* - JA-6007 (M)

**VALERIE & NICK**
- *I'll Find You* - GLOVER RECORDS
  - *GP 3000*

**HERE'S ACTION**
- Last Call...Limited Supply
  - *Capitol of Canada's Smash 45 rpm Recording* - 72144

**ALL MY LOVING**
- *New Low Prices* - 72144
  - *Order Now!* - 72144

**ACTON RECORDS**
- *56-18 Myrtle Avenue, Briarwood, N.Y.* - (212) 6-6610

**BILLBOARD**
- *April 25, 1964* - 40

---

**ZO DICT LABEL FORMED**

HOLLYWOOD — Nick Vanoff and Bill Hartbach, producers of ABC-TV's "Hollywood Palace" have formed Zodiac Records and named Jay Burton president of the new company. Company is currently seeking artists and distribution outlets.

**LONST**

MARCH 28, 1962, ONE RECORD

"EBB TIDE"

BY

LENNY WELCH

FEBRUARY 17, 1964, BY

BERTHA PORTER—A HIT

"EBB TIDE"

BY

LENNY WELCH

CADENCE 1422

---

**LENNY JONES**

explores the music of

HENRY MANCINI

This man has actually 'touched' the Beatles! He is Andru de Vekey, Billboard's European editor, stationed in London. He will be glad to point out to international recording artists and record firms the many advantages of this attention-getting, editorial-style cut and caption space you are now reading. (Advertisement)

---

**ZODIAC LABEL FORMED**

HOLLYWOOD — Nick Vanoff and Bill Hartbach, producers of ABC-TV's "Hollywood Palace" have formed Zodiac Records and named Jay Burton president of the new company. Company is currently seeking artists and distribution outlets.

---

**LONST**

MARCH 28, 1962, ONE RECORD

"EBB TIDE"

BY

LENNY WELCH

FEBRUARY 17, 1964, BY

BERTHA PORTER—A HIT

"EBB TIDE"

BY

LENNY WELCH

CADENCE 1422

---

**LENNY WELCH**

explores the music of

HENRY MANCINI

This man has actually 'touched' the Beatles! He is Andru de Vekey, Billboard's European editor, stationed in London. He will be glad to point out to international recording artists and record firms the many advantages of this attention-getting, editorial-style cut and caption space you are now reading. (Advertisements)
LONDON GIVES SALES AWARDS

NEW YORK—London Records climax of its "March Is Maniovanni Month" program with award of an all-expense-paid vacation for two in London, England, to the top salesman of each of the following seven distributors: Mutual, Boston; Hart, Los Angeles; London Records, N. Y.; Roberts Records, St. Louis; Raymond Rosen and Company, Philadelphia; David Sales, Denver; and Allen Distributors, Richmond, Va.

Harry James To Far East

HOLLYWOOD - Harry James and his orchestra have left the confines of Las Vegas to tour the Far East. James will play concerts in Japan, Hong Kong, Manila, Taipei and Okinawa. James is marking his 25th year as a bandleader and will undertake a concert tour of the U. S. after his return from the Orient. Already set are appearances at the New York World's Fair and Carnegie Hall.

Prestige Names Willis Jackson

BERGENFIELD, N. J. - Prestige Records has begun its most ambitious project in its Artists of the Month series. April is being set aside as Willis Jackson month. In line with this the label is setting aside special albums to feature Willis Jackson and month in line with the label is setting aside special albums to feature the last six months of his career. The month's chief players include contributions from Prestige, Columbia, Liberty and Stateside.

While RCA has only four on the last six months of his career, it's relatively highly placed which may

National Distribution For Franc Records

NEW YORK - Franc Records, which has concentrated its distribution efforts in the Washington (D. C.) area alone since 1962, is now spreading out on the national scene. The label incorporated last month and is now making plans for national distribution. Early Brothers Distributors will be handling the label in New York.

The Franc roster includes Donald Leon, Joseph Cory, Kinsella & Ryan, Thom Hartman, Gary Nichols, Allen and Two Brothers.

Thrasher to Warner

As Art Director

HOLLYWOOD - Ed Thrasher, who has resigned to join a title-animation firm, has been replaced by Ed Osaki, Capitol's former assistant art director, who has been with the company since 1973.

D.J. Doubles at Vegas

SAN ANTONIO - Country and western music deejay Charlie Walker of KMAC, San Antonio, who also is an active recording artist and album producer, is joining the staff of KXSE in San Antonio.

Southern Buying

NEW YORK - United Southern Records Company, based in Hot Springs, Ark., has purchased the assets of United Southern Artists, Inc., and Osachita Music Publishers. The recording and publishing firms are 100 per cent wholly owned subsidiaries of United Industries.

Atlantic Picks Shirley

NEW YORK - Atlantic Records has picked up national distribution on the new Shirley single "Reconsider Baby" by Al King. The disc, which has had initial action in San Francisco, Chicago and Los Angeles, was originally issued as a masters on the Teardrop label.
MUSIC AS WRITTEN

Continued from page 39

fall, has recorded a new Armando Trovajoli tune for the soundtrack of "Let's Speak of Women." - Ricky Gianco has taken title tune of American film "The Tom Yum Tree" and originated a dance to go with his new Jaguar disk of it. - Carl H, who hails from Weimar, Tex., is recording for the first time in Italy, for Variety.

Anton Karas, author of the "Third Man" music, has been signed to accompany Rita Pavone in her new TV series, "Giulietta" in which she will play a boy from a traditional Roman romance. - Four classifications, Italian melody, Italian rhythm, Italian regional and American, have been used for the songs entered in the Premio Roma which will take place at the Sports Palace in May. What's in a name? Vittorio Palmini, the new talent himself Mike Clark. First two volumes of Record's Encyclopedia of Music have been issued.

Wednesday 16, Transatlantic Roger,...Marianne is plus of "Drina." Polydor Roman signed Third singing "Woman"...Frankreich...of "Beatles"...JUAN...Puerto...finally "Fun"...Anyone will be.

NORTH AMERICAN EDITION

I'm on "Argo Day"...Music controls...and Dean single "The New Girl in School"/ "Mama's Curve."...Leeds owns both ideas, which are in Tu-Con Music...RCA Australia is handling its own Australia-wide distribution of all RCA labels, effective from April 1. The sole distribution was previously (since 1956) handled by AWA. RCA record division manager, Claude Pickford, will be in charge of all-operations. Australia distribution will remain in the hands of Newton McLaren, with record manager Ron Corben looking after South Australian retailers.

HONG KONG

Two top ranking artists performed at City Hall in late March. They were Pat Boone and Shirley Bassey. Pat's very strong fan club gave him a rousing welcome and send-off, and the singer played before highly appreciative audiences at both concerts. The program was sponsored by the Diamond Music Company...Shirley Bassey, like so many artists who have visited Hong Kong, caught a very bad cold and had to struggle through two performances on one night, at her second show, which attracted a near capacity crowd, she was on stage for only 30 minutes—a great disappointment to her many fans. The show was sponsored by Harry Oeltz in conjunction with Orient Records.

U.S.A.

RECORD COMPANY is consistent...We only have hits!

"LITTLE DONNA" b/w "LET'S HAVE A PARTY"

A 2 SIDED SMASH by The Rivieras RIV-1402

"SHE'S A BAD MOTORCYCLE" by The Crestones Markie-117

"THE FRUG" by The Etons U.S.A.-1763

"THE TIME HAS COME" by The Bel-Airs U.S.A.-764

"HELP ME MAMA" b/w "THE BIG FIGHT" by The Daylighters Tip-Top-2008

A GREAT SMASH LP "LET'S HAVE A PARTY" by The Rivieras U.S.A.-102

BILBOARD, April 25, 1964
introducing

HILLTOP RECORDS

AN EXHILARATING NEW VIEW ON COUNTRY AND WESTERN FROM THE FOLKS AT PICKWICK INTERNATIONAL!

AN EVEN DOZEN TO GET US OFF THE LAUNCHING PAD... ANOTHER DOZEN ON TOP OF THE STOVE! Hot new HILLTOP RECORDS gives you the big name artists you want, the hard hitting promotions you need, the volume price you like to help you move mountains of country and western records! THE AUTHENTIC SOUNDS OF COUNTRY AND WESTERN MUSIC, that's what we've correlated for HILLTOP RECORDS. And we're backing you up with socko window displays...dandy dumps...sales-motivated mats! We're giving you a quality look, a quality sound, a quality brand you can push at a fast-moving popular price. Nice? Just wait 'til you see the action!

WATCH FOR THESE TALENTS, COMING SOON FROM HILLTOP! • JOHNNY HORTON • DAVID HOUSTON • FLOYD CRAMER • SONNY JAMES • CARL BELEW • MARGIE SINGLETON • FRANKIE MILLER • T. TEXAS TYLER • STEWART HAMBLEN • TEXAS JIM ROBERTSON • MARVIN RAINWATER

$1.98
12″ LP MONO & STEREO

HILLTOP
a Product of Pickwick International

PRODUCERS OF: DESIRE, BRAVO, INSTANT LANGUAGE & CRICKET RECORDS

Larry James, music director and noon to 4 deejay at KEWI (Topeka), claims to be the first deejay in the U. S. not to play the Beatles. Recently, while other local stations were rockin' with the group, James played no Beatles wax on Ksewive for four hours. A telepoll of listeners revealed the group's popularity. To Beatle, Or Not to Beatle, is no longer the question for James.

KFWB's Quip Jockey, Bill Ballance, will entice the Queen Contest at Los Angeles Valley College in Van Nuys May 19.

A HAIR-RAISING tale is told by Tony (Jaybird) Jay, WJET (Erie) who, while playing a Beatle record, noticed a long hair trailing the needle. Jay conjured up the image of all that Beatle hair and decided it may have resulted in the 45 spouting a tune. "The record has hair! ... growing on the record!" it's hair, Beatle hair!" exclaimed Jay excitedly to his audience. Just goes to show ya how much a strain deejaying can be in the Beatle age.

WIL's (St. Louis) late afternoon mentor looks starts pictured (picture below) as the camera catches him and film star Angie Dickinson entertaining St. Louisans. Angie, in town for the opening of her movie "Captain Newman M.D." pitches in answering the phone for Ron Lampy who seems to have his hands full doing combo work.

SEQUEL

Buddy McGregor, KTRH (Houston) ex-exe. joins KNUZ (Houston) as deejay in the 7 p.m. to midnight spot M-F and 2 to 7 p.m., on Saturdays. ... Chad Laseter returns to the staff of KTRH (Houston) after residing in Raleigh, N. C. Laseter takes over the "What Do You Think?" program heard daily. ... Gary Bond, U. S. Army returned, joins KKOI (Phenix) for 6 to midnight show. VIP APPOINTMENTS: Don Shafer, KXOK (St. Louis) deejay, joins KQV (Pittsburgh) as production chief. ... Pat Patterson, formerly with WPTV (Albany), promoted to program director of WGR (Buffalo) succeeding Chuck Benson, who moves to WMAG (Chicago) as air personality. Patterson will continue on the air 3 to 6 p.m. ... John Casey, formerly PD at WMN (Olean, N. Y.), named program director WAZY (Lafayette, Ind.). Casey will do air show to noon. ... Hal Peterson, program director

COUNTRY D. J.

OF THE WEEK

WBWM (New Bedford, Mass.), appointed assistant general manager. Wayne Bailey moves into PD's office. Afternoon deejay Gil Santos heads up newly created production department. Laurna Newman, assistant to producer-director of "TVS," appointed talent coordinator of "The Mike Douglas Show," nationally syndicated 90-minute variety program originating from KFWT. ... Henry Walter, New York

WBNSM Radio's "Mister D. J. U.S.A." guest will be Jim Rankin of WYNDA Radio, ceramic. WYND has changed to country and western music format in August, 1963. Located on the Gulf of Mexico, WYND is a daytime 1000-watt directional station. Jim has been in radio since 1959. He has been spinning c&w discs on the morning show for the past 90 days. As well as the ability of WYND's program director.

TOGETHER FOR THE FIRST TIME... MARVIN & MARY (Gaye & Wells) THAT IS... "ONCE UPON A TIME" MOTOWN 1057

HOT NEW ALBUM... "MARVIN & MARY TOGETHER" Motown 613

Hitsville strikes again

FAN MAIL GLASSY PHOTOS

All sizes - quantities — enter or black and white. Post card, mounted black and white, $1.00 to $2.50. In color, $1.50 to $3.00. We will pay you for your free samples and complete price list before describing anywhere. Write today for new low prices, samples, etc.

MULSON STUDIOS
Box 31414, Bridgeton, Conn.

BILBOARD, April 25, 1964
Phono-Tape Merchandising

Sylvania’s New 19-Inch Portable

BATAVIA, N.Y.—Sylvania Electric Products, Inc., has introduced a 19-inch portable model TV set featuring exclusive VHF-UHF signal separator network. This permits reception of all TV bands on a single antenna. Also included is a sixteen inch, heavy duty speaker and variable full range tone control never before available on a 19-inch table or portable model, according to Robert J. Theobald, president, Sylvania Home & Commercial Electronics Corporation.

Manufacturer’s suggested list price for the UHF model is $171.70. The VHF model’s suggested list price is $151.70.

April 25, 1964, BILLBOARD

Equipearnce Newsletter

Fairchild Promises Home Videotape

By DAVID LACHENBRUCH

A new home entertainment medium may well be on the way with this new technology, according to President of Fairchild Camera & Instrument Corporation David Sarnoff. In a personal interview with this writer last week, Sarnoff spoke of the development of an entirely new medium for the home, which he said would be a valuable addition to the entertainment industry.

"The basic idea," said Sarnoff, "is to develop a new medium for the home that will allow the consumer to record and play back television programs, movies, and other entertainment material. The new medium will be portable, lightweight, and easy to use. It will also be capable of recording in high fidelity.

"Our goal is to develop a new medium that will allow the consumer to record and play back television programs, movies, and other entertainment material. The new medium will be portable, lightweight, and easy to use. It will also be capable of recording in high fidelity.

"We believe that this new medium will be a valuable addition to the entertainment industry, and we are confident that it will be widely accepted by consumers. We are already working on the development of this new medium, and we hope to have it available for sale within the next few years."
Music Tapes Begin Spring Promotion

CHICAGO — Music tapes, Inc., Peter Fabri's comparatively young company, rapidly becoming one of the largest producers of pre-recorded tape in the country, is kicking off a spring advertising promotion and introducing six new reel-to-reel and five new cassette-length tapes.

The advertising promotion, which will appear in leading HiFi Stereo Review, Stereo Tape Log and Harrison Tape Catalog, allows customers $1 off (dealer's list) on all products. The customer merely clips off the coupon and turns it in to the dealer. Whatever the dealer's selling price is, $1 is subtracted. The $1 is refunded to dealers by Music Tapes distributors.

The six new reel-to-reel tapes are "Fifty Fabulous Piano Technics," Ferretti and Terence, "Fifty Fabulous Guitar Favorites," Al Casella, "Fifty Fabulous Latin Rarities," Tito Rodriguez, "Country Music Hall of Fame," Billie Holiday, Mr. Guitar, Billy Strange, and "Memories of Japan," Buck Ram. The cartridge releases are all of the above except the country album. Music Tapes also have the exclusive right to the United Artists and Monitor lines.

Searchers, Etc.

... Continued from page 12

with the Searchers. He also arranged for the Searchers to return to the U.S. in either late May or September for a two-week tour on the college circuit and a second appearance on the Ed Sullivan show.

Burns was accompanied on his trip to New York by Cyril Simmons, British head of the Leeds Music which publishes the group's new hot one, "Don't Throw Away That Man." Advance orders for the disk had reached a quarter million by the time of his biggest advance since Lonnie Donegan's "My Old Man's a Dustman."

POLYMAX
PRESSINGS ADD A NEW SOUND DIMENSION

You can actually feel the presence and that mystery material is 100% Anti-Skate. CUTMASTER PREFACCH CORPORATION 1101 NO FULLER AVENUE LOS ANGELES 41, CALIF.

NARM MEMBERS

BE SURE TO INCLUDE BILLBOARD'S DISPLAY ROOM (NO. 427) WHEN MAKING YOUR ORDERS AT THE EDEN ROC THIS WEEKEND

YOU'LL FIND SOME HIGH-POWERED MONEY-MAKING IDEAS ON TAP

PROGRAMMING NEWSLETTER

No Musical Color Line

By BILL GAVIN
Contributing Editor

Rhythm and blues, as everyone knows, is a term used in the trade to identify a particular kind of music. Like other verbal-type tags, such as "lek," "mypa," "rock," and "soul," the term is at best loosely descriptive and is frequently misunderstood.

As it is used in the music business, rhythm and blues refers to almost any music that is preferred by most Negroes. However, when it is understood that a hit in the Negro market attains widespread acceptance among adults and teenagers, it is then called a "hot" pop. Such classification of music according to its similarity to what its style and content may be unfair, but it is true that a large part of the importance of the Negro in record sales as well as radio programming is frequently.

Sweeping generalizations are bound to be misleading. There is no such thing as a musical color line that enjoys many different kinds of music, while many rhythm and blues records are well received by whites. About all that we can safely conclude is that recording artists, as well as certain musical styles and subject matter, find a reader's acceptance among Negroes than elsewhere.

In most large American cities, one or two radio stations will be found that concentrate their format on Negro music for a particular audience. These stations, of course, play a much wider variety of music than the Negro listener may, and, in fact, many stations include Negroes in their top ten charts.

In recent years, Negro listeners have pointed out that fluctuations in pop singles sales have had remarkably little effect on rhythm and blues records. The average rhythm-and-blues record is now attracting a wider audience than in the past. New Negroes in past years have pointed out that fluctuations in pop singles sales have had remarkably little effect on rhythm and blues records. The average rhythm-and-blues record is now attracting a wider audience than in the past.

When the word "popular" is used to indicate what the record is about in demand at the moment, it is always at the risk of being misunderstood. The word "popular" means that the record is currently selling well, which may not necessarily be a good indication of the future success of the record, and may not necessarily be a good indication of the future success of the record.

As a result, pop programmers are not inclined to make a true evaluation of rhythm-and-blues material and are not inclined to make a true evaluation of rhythm-and-blues material.

We use the word "popular" to indicate what may be in demand in a moment. It is simply a measure of the popularity of a particular record. The word "popular" does not mean that the record is better than another record or that the record is better than another record, but that it is more popular than another record.

In the meantime, some programmers will try to understand and reflect the taste of the Negroes in their audience. Musical integration is already an established fact, it is time that some broadcasters stopped pretending otherwise.

"God Guy" Team

ST. LOUIS—With the season nearing a close, Will "Good Guy" basketball team has raised more than $18,000 through 15 games in the Missouri and Illinois area.

Will, a popular local personality, has loaned his name and his good reputation to the program, which benefits local charities and: three teams. The program is handled through the Will Foundation, Inc.

NEW YORK—WFLW, Fordham's FM station, is now airing a weekly three-hour variety show, "Saturday Sundown," at 3 to 6 p.m. Hosted by Jonathan Byrne, the program features recorded music in a lighter vein with interviews and a weekend news magazine spotlighting Dan Sey- der.

DISK DEALER DIRECTORY

A summary of promotional opportunities for dealers of manufactures of disk products, listing available ones and giving the description and details of each deal. The listing is based on information received from all manufacturers.

PRESTIGE—Expires April 30. Started April 6, 1964. Buy six records and get one free on entire country and Western catalog.


DEALERS... ONE-STOP... RACK JOBBER's...

You need an inventory of records, music, M.C. supplies, and entertainment equipment? Everything you need at a price you can afford! That's what we offer at Medium Mart.

WE COVER ALL ASPECTS OF SALES AND DISTRIBUTION IN THE AMERICAN MUSIC, RECORDS, AND ENTERTAINMENT FIELD. WE OFFER A WIDE RANGE OF TAXED AND TAX-EXEMPT PRODUCTS TO YOU, THE MUSIC RETAILER.

JOE PETRALIA
PARK SHERATON HOTEL
SUITE 267, 55TH ST. AT 7TH AVE.
NEW YORK 19, N. Y.
PHONE: JU 6-4935

"20 Years of Record Experience"

USE CLASSIFIEDS

FOR SALE

30 PERRY ADAMS PAR 6, 1/4 W. 5500
220 E. 28TH ST., NEW YORK

FOR SALE

INTERNATIONAL REGISTRATION

DEALERS... ONE-STOP... RACK JOBBER's...

Haydn Society Records

Argentina

Microfon Records

Belgium

The "Union Belge de l'Automate"

Microfon Records

Belgium

The "Union Belge de l'Automate"

Send for sample copy. Write for details.

England

Juke Box International

Microfon Argentina S.R.L.

Belgium

The "Union Belge de l'Automate"

Send for sample copy. Write for details.

Germany

For information write

MUSIC BOX and RECORD BUSINESS in Europe

Contact AUTOMATEN-MARKT

14, Ebermayerstrasse

Berlin, Germany

Phone: 2790/23115

Telex: 053 604
Industry Leaders Pay Final Tribute to Barney Sugerman

MAPLEWOOD, N. J.—Barney Sugerman, 64, one of the giants of the coin machine industry, died at Beth Israel Hospital here Saturday (11). Death was sudden, as he had a heart attack early in the day, was rushed to the hospital, and died within a couple of hours.

On Sunday (12) at the Aptos Funeral Home here, nearly 1,000 persons jammed the chapel, the aisles, the corridor and the outside stairs to Rabbi Elisenbaum, of Maplewood's Beth David South Center, deliver the eulogy.

The trade turnout at the funeral surpassed attendance at any occasion in the industry with the exception of the MGM convention. Despite notice of only a few hours, industry leaders from Chicago, Miami and Philadelphia attended the services, as the trade turned out en masse to pay its final respects.

Sugerman had been in the coin machine business for 25 years, organizing Runyon Sales Company in 1939 in partnership with Abe Green.

BARNEY SUGERMAN

Runyon began as a music machine operation and in 1943 got the Muzak franchise for North Jersey. After World War II, Runyon was named distributor for the AMI juke box line and currently represents Rowe-AMI in music machines and vending equipment and several game lines. The firm also does a considerable export business.

It was under Sugerman's direction that Runyon entered full-line vending as an operator in the late 1950's, and this division has grown greatly in the last five years.

Bally Transaction

A year ago Sugerman headed a group which acquired control of the Bally Manufacturing Company in Chicago from the estate of the Maloney family. Bally is a leading manufacturer of coin-vending machines.

Sugerman, who started the Runyon operation on a shoestring in partnership with Abe Green, had a band, Sug's Serenaders, before he entered the coin machine business. He played saxophone.

His twin sons, Myron and Nathan, both entered the business after graduation from Bucknell. Myron heads Runyon International, the export arm with headquarters at the Springfield, Ill., office, while Nathan has an executive

Gordon Seeburg President: $15 Million Plant Start

Coin Innovator Named President • Continued from page 1

joined the firm in 1948 as district sales manager in New York. He came to Chicago in 1959 and was elected vice president.

Numerous Innovations

He was named executive vice-president and director of sales earlier this year.

Gordon is perhaps best known for his numerous innovations in the coin-operated phonograph field. He was the pioneer of Seeburg's Artist of the Week Program and later its "album-play" concept.

He developed the Seeburg Console model, was a prime mover behind Seeburg's use of an income totalizer (both in the

Continued on page 49)

DELBERT COLEMAN, SEEBURG board chairman, and Chicag- go's Mayor Richard J. Daley (right) scoop out the first show- ful of dirt in Seeburg's new $15,000,000 plant expansion program.

The event was covered by the ABC television cameras, not to mention several score reporters and photographers lured from the daily and trade press.

Seeburg Lauded

The Most Reverend Bernard J. Sheil, auxiliary archbishop of Chicago, blessed those assembled to Dedicate the Seeburg Corporation for its foresight in helping to develop industry in Chicago.

Mayor Daley said the Seeburg Corporation's decision to begin its plant expansion here instead of out of town "spoke well for the firm's role in civic improvement." Daley, who later joined Seeburg plant executives and employees at lunch, told them that the Seeburg expansion program would be a major land- mark in the city's industrial re- development program.

The new facility is to be built in three stages. The first will consist of 400,000 square feet of floor space and will cost some $15 million. Each of the next two stages will be similar in size and cost.

The three-stage development is to be completed by 1966. It is expected that the Chicago plant will require the services of 3,500 employees.

Sugerman's sudden death removes from the coin machine scene one of the last of a dying breed. Sug (pronounced Shup) was one of the handful of pioneers who in the late 1930's saw the future of the coin machine industry when others looked at juke boxes and coin games as an opportunity to make a quick buck and move on to greener pastures.

That his faith was justified is evidenced by the wide scope of Runyon Sales' enterprises—in juke boxes, games, background music and in overseas equipment.

Sugerman's was almost a classic success story. He started with nothing. He built one of the nation's most powerful distributorships mainly through sheer sweat. He was determined that his children get a better start in life than he did. He was determined to be a force for good in his industry and in his community.

When he died last week at the age of 64, he had achieved those goals.

Sugerman's particular niche in the industry. Of slight build, he was quiet almost to the point of shyness. When he wanted something done, he seemed to apologize for asking. But even his most gentle requests carried authority.

Sugerman was a wealthy man, but his tastes were simple. Aside from his business, he was interested in his family and friends. He never forgot his friends, and he never stopped working for his family. If he had any enemies, we never heard of them.

Barney Sugerman was one of the old school—and he was one of the best of its products.

The End of an Era

Belgian CoinBourse Attracts Major Ops

Kaye Debuts New Deluxe Klub Pool Bumper Table

NEW YORK—Irving Kaye Company, Inc., Brooklyn, has released a new bumper table, the Deluxe Klub Pool. The model features the same 4½-inch Fremia top frame as the firms Deluxe Eldorado, steel corner, and five-inch, chrome-plated leg levelers. Other Deluxe Klub features are a separate, maximum-security coin box, aluminum trim making all scores and a removable sliding drawer for easy access to the mechanisms.

Two sizes are available: regular at $56 by 40 inches and Jumbo at 75 by 43 inches. Both can be furnished in either blue and white or red and white trim.
RODEO PONY Long-shot modeled Full-size Horse with fiberglass body, metal strings for extra safety.

Manufacturers of
Durby Pony, Son Hor Chatlet, Twin Quarterly, Sam the Crown Secret...
All ride, carry, operate warranty. Some colors/tertiarys available.

PAUL W. HAWKINS
209 E. 7th St. Phone: 325-4005 June 973, Abilene, Tex.

UNBELIEVABLE BUT TRUE
Kit to Modernize 200 Selection 25c Wall Boxes in 10 Minutes. Drill 2 holes, solder 8 joints and twist 2 connections.
ALL OF THIS PLUS
It Will Operate the 160 Album Console Intermixed With Console Wall Boxes for Only $10.00.

For Information write
COIN MACHINE IMPROVEMENT AND MFG. CO.
P.O. Box 21107, 2016 W. Davis, Dallas, Texas
75211

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISCS
WHY?
1. UPLIFTING ECONOMY
2. TROUBLE-FREE OPERATION
3. ONLY 18" WIDE

S-LAND HAWK METAL TYPER, INC.
1314 N. WESTERN AVE.
CHICAGO 22, ILL.

The Rock-Ola GRAND PRIX IS NOW ON DISPLAY!

- Magnificent Sound!
- 7" LP Feature!
- Common Receiver!
- Automatic Money Counter!
- Mech-O-Matic Intermix!
- Transistor Amplifier!
- 160-Selection!

PACER

CHICAGO—Pacer, United's new shuffle alley, has all the play features of its popular predecessor Tempest, but with a completely redesigned cabinet.

The Pacer cabinet is a one-piece affair that goes completely to the floor. The entire section can be wheeled about by one person. According to Bill DeSelm, United sales head, Pacer's big feature is its easy installation.

"One man can install the entire machine—probably the first time that a shuffle alley could be so easily handled," DeSelm said.

The play features of Pacer are Flash Bonus, Bonus, Dual Flash, Flash and Regulation. Simulated Formica rails in walnut are standard. Multiple coin chutes is optional.

DeSelm said that delivery is expected to begin this week.

Coin Machines Sought by PX

PORTSMOUTH, N. H.—The Base Exchange at the Pease Air Force Base here has announced that it is seeking proposals for the operation of amusement machines, including music and vending machines.

The deadline for applications is the end of April 24, according to the Base Exchange officer and base concessions supervisor, who had details available for interested bidders.

Named President

Continued from page 48

One of the most colorful executives in the coin-operated phonograph industry, Gordon is also one of its most dynamic figures.
new world of sound
... and profit

ROCK-OLA Grand Prix
the prestige phonograph for all locations

160 Play Stereo Monaural Phonograph with 7” LP Feature—Model No. 425

PRIZE WINNING NEW SOUND CENTER...
Rock-Ola brings Broadway to Main Street with a magnificent new full stereo sound center that plays 7” LP albums and singles in any combination, 33 1/3 or 45 rpm records in any intermix. For coffee shop or clubhouse, neighborhood or downtown location, the new Rock-Ola Grand Prix phonograph sets a new standard of excellence in design, quality and reproduction.

ROCK-OLA DESIGN SIMPLICITY distinguishes the gleaming walnut finish “Conolite” cabinet—stain-resistant, mar-resistant, easy to clean. A handsome grille covering the speakers completes the fine furniture look, adds luster to any location.

ROCK-OLA FULL STEREO REPRODUCTION puts the greatest sounds into locations of any size or shape. Perfect stereo cone tweeters, combined with main unit speakers, produce flawless tones that stimulate more plays.

ROCK-OLA BUILT-IN QUALITY assures outstanding performance 24 hours a day, month after month. The entire Rock-Ola mechanism is a masterpiece of simplicity, engineered for easiest possible servicing. The exclusive Rock-Ola Mech-O-Matic changer provides the fastest selection-to-play cycle available anywhere.

NEW WAY TO PROFIT... THE ROCK-OLA PHONETTE coin-activated remote speaker-selector unit brings in extra profits on every play. Two built-in stereo speakers send the sound to any booth or bar location for private listening pleasure. Simple selector panel, personal volume controls boost play. Use with any current model Rock-Ola phonograph.

Look to ROCK-OLA for advanced products for profit
ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago, Illinois 60651
Beatles Spark Rock in Chicago (Is Well)

LOS ANGELES—Associated Coin Amusement Company, Inc., home of the phonograph program with a most adequate library, carefully selective of tunes, and a system that permits servicemen to turn in productive days.

ACA recently converted an area 32 by 16 feet in its shop into a soundproof and air-conditioned modern library. Herman Bied, a vice-president of the parent ACA (headed by Henry Leyser in Oakland as president) and general manager of this branch, describes it as an economically sound approach to giving locations the best in service and music.

The library staff of three, headed by Maxine Shiffer, with Jane Heilberg and Helen Teasck, keeps abreast of the tunes and has 5,000 LPs and 45s readily available for the routemen. Because the librarians have those records at their fingertips, the disks can be put into circulation immediately to 450 locations. This makes for efficient handling of used records and consequent saving on new ones.

ACA places music in its machines in four categories: current hits, vocals, instrumental, and Your Request. A plastic-covered kit with title strips matching those on the machine is made up for each location, and the library supplies the kit with strips and records. The disks are marked for a specific section, the routemen removing slow sellers and installing the new selections.

The company further merchandises its music with special strips typed on the repeating Royal-Type. Blue ribbons are generally used but can be switched to red for emphasis. A clear plastic overlay with "Featured Artist" imprinted is also used to push particular artists from time to time.

Mrs. Shiffer, who has been in the music business since 1943 as a record store manager and juke box operator, catalogs the records in the library under the general classifications: Western, popular, jazz, r&b, and foreign. These classifications are broken down by artists with the identifications listed alphabetically. Recordings in themsg general categories but by less known artists are filed "Misc-Men." "Misc-Vocalists" and "Misc-Orchestras." These are also in alphabetical order. When a kit is prepared for a location, Mrs. Shiffer refers to her card file to determine the type of music wanted. With that information, augmented by suggestions from the routemen and in telephone conversations with the location owner, the lines up the replacement tunes. These are placed in the kit and into a cubicle, open on the library side but locked on the outer side. When the routemen are ready for his run, he picks up his kit—one for each stop.

Routemen are in constant touch with the office by two-way radio. Whenever there is a service call, Pauline Ris, the dispatcher, calls the service men nearest to the area.

The parent ACA company was organized 11 years ago by Leyser in Oakland. Its officers, in addition to Leyser and Bied, include Jack Simon of this city and Joe Simon of Chicago, both vice-presidents. The company operates more than 850 music machines in California, 1,350 pieces of arcade equipment and 140 Auto Photo studios in Western Greyhound stations and chain stores.

The local ACA branch started as BBC Photo Service, practically specializing in Auto Photo equipment. Five years later, BBC expanded into music and in April, 1962, joined ACA. Late last year the company moved into a building specially designed and constructed for its widespread type of coin operation.

The company, both here in Oakland, plans further expansion by acquisition and growth. Bied, with the help of his son Irving, office manager, is directing the move in this area, which runs from Fresno south to the Mexican border. Harry Bursman, recently named assistant vice-president in charge of research development and operations, is also active in the expansion plans.

---

MUSIC MACHINE PROGRAMMING

Programming Key To Growth of LA Op

By NICK BIRO

CHICAGO—The Beatles have not only opened a new way of life for teenagers—they've changed many juke box programs in a way few operators would have thought possible.

And a long short of it is simply this: rock and roll is enjoying a heyday on juke boxes. Not just teen-age juke boxes, but country boxes, jazz boxes, rhythm and blues boxes, and even more in the more staid and sophisticated adult boxes.

Whereas ordinarily rock and roll is a teen-age commodity—it's now being sampled judiciously (if one may apply such a word to such a wild sound by the adults).

Actually Fred Spiera of Sing One-Stop, sale of rock and roll, and juke box operators is up anywhere from 15 to 25 per cent.

Specifically that many operators who ordinarily wouldn't touch a rock record with a 10-foot pole are putting them in quantity.

The basis of this success has been among operators who decided to try one or two rock records and found that their customers responded favorably.

When rock records first started appearing on juke boxes, some operators were skeptical and didn't want to put them out. But some operators who did put them out found that their customers liked them, and consequently they expanded their rock record collections.

Spiera, who is president of the California Juke Box Operators Association, said that since the Beatles began making hits, the demand for rock records has increased tremendously.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.

Spiera said that since the Beatles began making hits, the demand for rock records has increased tremendously.

He added that the Beatles have been so successful that many other groups have started performing and recording rock music.
EUROPEAN NEWS BRIEFS

Displays Are Useful
COLOGNE—German operators can profitably display placards and other forms of "billboard" announcements of records available for play.

The hit-time selector is extremely efficient, according to the surveys, and additional efficiency can be obtained by using appropriate billboard materials, including the photo of the top singing star.

The studies show that without guidance phonograph patrons dawdle in front of the machine, wasting valuable operating time.

Hessian Tax Reform
FRANKFURT—Hessen's State Legislature has approved a bill revising the state amusement tax on coin machines in favor of the operators.

In the future, without respect to the original cost of the equipment, the monthly per-machine tax will be 15 marks for payways, 10 marks for phonographs, and 5 marks for machines. This contrasts with a heretofore fluctuating tax based on original cost and depreciation. The operators hail the new tax as equitable and a breakthrough in the long war they have waged against the amusement tax, which varies from state to state.

Serenade Sales
BINGEN, W. Germany—George Coughey, the British distributor who has just signed a contract to buy about $750,000 worth of Serenade phonographs from Lorenz-Automation, reports that he has sold out the first shipment of Serenades even before it arrives in England.

The $700,000 Serenade sale is one of the biggest single sales made in West Germany, and it is proving a potent fillip to the global export sales promotion of the Serenade, which impartial trade experts rate as one of the finest machines ever produced in Germany.

Foltin Heads NSM
BINGEN, W. Germany—Wolfgang Foltin, an engineer formerly with Standard Elekttrik Lorenz AG (German subsidiary of International Telephone and Telegraph), has been appointed technical general manager of the NSM-Apparatebau KG.

Foltin succeeds Dr. Karl Imendorf. In his new post, Foltin will have charge of all NSM technical operations, including manufacturing and research and development.

He was with the ITT subsidiary for 11 years, and has prime responsibility for construction of a new Standard Elekttrik branch in Dortmund.

Seagoing Phonos
ROTTERDAM—Maritime phonograph sales are flourishing in Holland.

A poll of Dutch distributors shows that 50 phonographs have been sold for watercraft operation in the last six months. Moreover, the trade believes that these sales represent only a modest beginning.

Twenty machines have been sold for siting on passenger liners and the remainder for private yachts built with catch shipments or refitted here.

More French Ops
PARIS—The number of coin machine operators in France has increased substantially, rising from 1,200 to 1,450 in the last two years.

The rise is attributed to the high percentage of the additional operators are French settlers who left Algeria in the wake of Algerian independence.

REMODELING
CLOSE-OUT SALE

WURLITZER 1500 $ 50
WURLITZER 2000 135
WURLITZER 2500 195
WURLITZER 3000 255
WURLITZER 3500 315
WURLITZER 4000 375
WURLITZER 4500 435
WURLITZER 5000 495
WURLITZER 5500 555
WURLITZER 6000 615
WURLITZER 6500 675
WURLITZER 7000 735

Squealer's Co.
AMF $150 90
AMF $250 190
Rock-Ola 151a 240
Bolt Sales Practice 165
Bowl Tournament 185
51-Cent Banana 225
44¢ King Banana 145
Red Pin 165
Steam Shower 185
Chat Box 165
5¢ Pin Mill 225
Piggy-Eye Bank 255
6¢-Play Derby 235
General Sales Age 215
United Advance Bowler 165
35¢ Argentine 255
3¢ King Kracker 225
Call, Wire or Cable.
Cable: LEWZM Dist. for Snowmobile & Gettysburg.

SPECIAL!!

Our 30th Year
1934-1964

Two Are Elected
To Distrib Ass'n
MEMPHIS—Two Memphis vending operators were elected to offices in the National Association of Tobacco Distributors at the recent annual convention at Miami Beach, Fla.

J. Don Blankenship, general manager of Bichman Tobacco Company, was elected a director.

Leon Shahan Jr., president of Leon and Leon Cigar Company, was elected a member of the council of advisory directors. Both the Bichman and Leon companies operate large cigarette routes.

general French prosperity and the current favorable atmosphere for coin machine operating and distribution. While Gen. Charles de Gaulle has yet to be seen publicly playing a phonograph or game, the general nevertheless is favorably disposed toward the trade, and this fact is reflected in the general expansion of coin machine operations.

S&H DISTRIBUTING CO.
1550 Bolinger Avenue Shreveport, Louisiana 1042-1642

S&H DISTRIBUTING CO.

The Rock-Ola GRAND PRIX • . . . . the grand prize!

• Magnificent Sound!
• 7" LP Feature!
• Common Receiver!
• Automatic Money-Counter!
• Mech-O-Matic Incliner!
• Transistor Amplifier!
• 160 Selection!
Now on Display
Alma: PHONETTE
Remote Speaker Selector Unit COME IN TODAY!

Joe Jones
4910 W. North Ave. Chicago 22 Illinois

April 25, 1964, BILLBOARD

SPEAKER

MODEL 425

SPECIAL!!

Our 30th Year
1934-1964

Two Are Elected
To Distrib Ass'n
MEMPHIS—Two Memphis vending operators were elected to offices in the National Association of Tobacco Distributors at the recent annual convention at Miami Beach, Fla.

J. Don Blankenship, general manager of Bichman Tobacco Company, was elected a director.

Leon Shahan Jr., president of Leon and Leon Cigar Company, was elected a member of the council of advisory directors. Both the Bichman and Leon companies operate large cigarette routes.
Scarem series, 50 items including painted snakes and horror heads. The Jumbo Scarems are 50-cent items. Other Price displays included Little Bites (small animals), reported the 25-cent novelty pins.

Knight Toy Pinc
Knight Toy & Novelty, Inc.

Continued on page 58

**BULK VENDING**

NVA Meet Attendance Light; '65 Conclave May Go To Chi

BY AARON STERNFIELD
MIAMI BEACH, Fla.—The exhibits at the 1964 National Vendors Association convention drew a light operator crowd at the Deauville Hotel here opening Wednesday (16) as the distractions offered by sun and surf lured the tradeestes to the pool and beach.

Beatlemania was the convention theme, with most of the charm manufacturers coming out with novelty versions of the Liverpool group and early sales reports indicate that Beatles charms are as hot as Beatles records.

Second to the Beatles are the Kennedy charms, with rings, lockets, and medals available in a wide variety.

High-Priced Items
Most of the charms exhibited were in the $1.00 to 25- and 50-cent varieties, with penny charms relatively scarce. The trade has its sights on the higher traffic locations, with the emphasis on relatively high-priced merchandise.

By Saturday (18), the operator attendance is expected to be considerably lower than during the opening day figure, but not nearly high enough to satisfy the exhibitors.

In a Wednesday night (15) meeting of Vendors, directors recommended that the 1965 show be held in Chicago. No date has been set, but chances are that it will be earlier in the fall.

Beagle Buttons
The Green Duck Company, Chicago, displayed Beagle buttons in 19 varieties, packed 1,000 to a bag. The firm also bowed an election series with buttons exhorting voters to cast their ballots for Yogi Bear and Magilla Gorilla for the highest post in the land. The Penny King Company, Chicago, bowed two 10-cent capsule Kennedy charms—a Kennedy watch chain and medalion in Kennedy memorial rings.

The firm also showed its Rebel flicker rings, which has a picture of Gen. Robert E. Lee and a Colonel Eppy flicker wing.

Other 10-cent capsule items displayed by Penny King included zodiac metal adjustable rings, 3-D metal adjustable rings, French poodle, hound boro, pink elephant brooch and a Take-Me-To-Your-Leader flicker wing item.

Now is the news from outer space series, five capsule items for 10-cent vended, and trolleys.

World's Fair Rings
Carl Guggenheim, Inc., Jamaica, N. Y., came out with a World's Fair ring, which could be vended in capsule or bulk, and a card series, with 52 designs, one for each card in the deck.

Other Guggenheim charms, for penguine, Disney, Green Kid Stuff (bottles), Nosey Pans (with the nose popping back and forth), and Goo Goo Eyes. Eppy Charms, Inc., Jamaica, N. Y., bowed its Lucky Troll, a 10-cent capsule item, and the Siren Ring, a 5-cent item.

Berlum low-priced items included rubber duggers, razors, devil-in-the-bathtub and the flicker wing.

In the 10-cent line, Eppy showed a new tractor, a cheesecake, soft-skim animals, Flexees and the Black Spider. There is a new 10-cent ring line, and gives four ring displays with every order of 1,000 rings. Each display has the 37 ring styles mounted.

In novelties Eppy has the Beetle pin series and pendant and charm bracelets.

The Paul A. Price Company, Roslyn, N. Y., showed a new line of Troll Dolls in assorted colors, a Beetle Bug in soft plastic, a painted snake series and a jumbo printed capsule, all 10-cent capsule items.

The firm has a Beagle ring line, Beagle bracelets, Beagle locket rings and Beagle key chains. Also shown by Treasure Chest were 30 30-cent items, ranging from cigarette lighters to cocktail rings.

Price also displayed his new

**SELECTORAMA**

**INTRODUCING! the ultimate in SANITARY VENDORS**

Revised Ace Lock
Baked Chamoiled Cabinet

Capacity:
Doo-100 Flat Packs
Try-450 Flat Packs

PM-Duo
PM-Trio

Compact Rugged Construction. Any Combination of 25c and 50c Coin Mechanisms, Clutch Handles, Adjustable Hoppers. Write for Prices.

For details, color circular and prices, or contact your Distributor.

**VICTOR VENDING CORP.**

We have the largest variety of all types of Vendor stocks in stock.

**USCORN**

The World's Most

**KANGAROO PRODUCTS**

We have the largest variety of all types of Vendor stocks in stock.

**BILBOOY, April 25, 1964**
Eppy Offers New Miniature Trolls

NEW YORK—Eppy, Charms, Inc., is marketing the new mini¬
ture troll dolls packed to sell in 1-cent capsules. These are the
trolls that have raised a stir around the country, replacing the
rabbit's foot as a good luck item. Eppy has also reduced the
price for its 27 assorted kinds of life-like bugs and other 'horri¬
bles.' Operators can pack these themselves and sell them in the
S-cent capsule machines.

Servicing is Simplified with the
Northwestern
INTERCHANGEABLE
MECHANISMS
UNIT

Cleveland Coin Machine Exchange, Inc.
2509 Present Ave. Cleveland, Ohio
All Phones: Tower 1475

* BUILT FOR
BUSINESS!

Direct Low Factory Prices

FREE Illustrated Catalog
Send for Your Copy

Send for Illustrated Catalog, Today!

The newest and Best in
ROCKET CHARMS
WITH FREE DISPLAY FRONTS

Five big assortments...all items specially
designed, plus rings with inserts, for 5c
Rocket Vending.

FREE Illustrated Catalog, Postage Charged, Plus S

The PENNY KING
Company
World's Largest Selection of Miniature Charms

Mid-South Ops Look
For Continuing Boom

MEMPHIS—Music and game operators are enjoying
prosperity as good as any in the history of the coin-
machine industry, and prospects are that it will continue
at this high level for several years.

There are several reasons this economic situation has
the main one seems to be that
Memphis has worked off the largest building boom in its
history. This will stimulate buying and spending in all areas
and the operators, whether they are enjoying double what they
normally averaged in the past or not, are certainly getting an
increased collection.

A visiting official of the Fed¬
eral Reserve Bank recently said
while attending ceremonies of
the newly completed $25 mil
lion, 25-story First National
Bank Building here that Mem¬
phis in the past year has
enjoyed twice the economic level of any other city in the U. S.
With more money flowing around, there has been an up-
surge in spending for service equipment and coin ma-
chines by operators.

This building boom, includ-
ing many large projects, has
stimulated all coin machine
business. Charles V. McDowell,
general manager and vice-presi-
dent of Southern Amusement
Company, and operator, said
"The economic situation here
good as it has ever been before. It's a little bit better than before."

McDowell is a conservative
man and when he says some-
thing like that, those who know
him usually translate in more
expansive terms.

McDowell explained it as follows:

"We are undergoing tremen-
dous growth right now and have
a great amount of building
going on. This is bound to rob
off on our operators and dis-

tributors sooner or later."

George Sammons, president of Sammons-Pennington Com-
pany, leading distributor in the
South, was more enthusiastic about
the present state of the industry
locally.

"It is the best period we have ever experi-
ced. Business is better than it ever
has been in our history."

"I am enjoying especially
good business in the sale of
phonographs—the best I've ex-
perienced. The equipment is
selling as fast as I can get it.

"I expect this growth period
to continue for several years."

At the other end of the spectrum is a more conserva-
tive view, given by Drew Canale, president of Canale
Enterprises, Inc. He does not see the present year as the best
ever for business.

"I agree business is ex-
tremely good, but think two or
three years of the past have been
better.

However, Canale recently
bought three pieces of service
equipment, and he is replac-
ing his entire music route with
new Seeburg phonographs, a
few years ago to make or an
indication that things couldn't be better to make major in-
vestments.

McDowell has also recently
bought two panel trucks for
Southern's cigarette vending
routes. Other operators have bought not only trucks but much new
coin machine equipment.

There is, of course, one bug-
about this rosy picture. In-
flation has taken its toll, and
the dollar now doesn't go as
far as it did. "Operating ex-

cpenses have really gone crazy,
says Canale.

Everything has gone up, in-
cluding coin machines. And it is
really necessary to go on larger
collections than in the past just to maintain, in many
instances, the same profit level.

But on the whole, operators
here and in the surrounding
mid-south area are not un-
happy. They are working hard
to grow and expand with the
current boom.
chicago coin's
New CADILLAC
BIG BALL BOWLER

*IT'S GOT SHADOW-BOWL!
*IT'S GOT SPARE-LITE!
*IT'S GOT STEP-UP!

Chicago Dynamic Industries, Inc.
1730 W. Marquette Ave.
Chicago, Ill. 60612

Looking for some deals? Check out these offers:

**COINMEN IN THE NEWS**

- Continued from page 53

his Jones post in Seattle... Larry Hamford is expanding his vending in Lompoc.

Ralph Phibbs of Rowe Service conducted a school for Navy personnel on soft drink vendors in San Francisco. Bob Martin of the Chicago office was on hand and in Los Angeles called on soft drink bottlers... Cliff Jones of Jones Music in Long Beach was in town in the interest of his firm, consisting of music, games, and some cigarettes. Stewart Metz was a visitor from San Bernardino, where he has the Arrowhead Vending Company... The new parts area has been installed at the Advance Automatic Sales Company here. Dick Kellison, who was with Baugher Sales Company for about 10 years, is now with Advance in the shop section, joining Don Fabella, who heads the service on music... Gordon LeSueur of 29 Palms stopped in to see Jack Leonard and Bob Portale at Advance... Jimmy Wilkins of Paul A. Laymon, Inc., made a business trip to San Diego... Dick and Evelyn Hall of Ventures were Laymon visitors... Bill Yedin, Sherman Oaks operator, plans to take off soon for two weeks of... fishing in Mexico... The many friends of George Miller, former president of Music Operators of America and president of California Music Merchants Association, will be glad to know that he is recuperating from a recent illness... Bill Fritz of the Laymon parts department has removed the cast from his ankle, injured six weeks ago when he fell at his home... Don Donohue, formerly Western regional Seeburg representative, before his retirement, visited Hank Tronick at C. A. Robinson Company... Bob Hathaway in town from Ventura with a stopover at C. A. Robinson Company. D. D. McClyburg of Trevor Industries, Santa Barbara, also a Robinson visitor... Hank Tronick, a dyed-in-the-wood Dodger fan, was on hand when the season opened in Dodger Stadium with St. Louis. Tronick could have thrown off the first coin chute of the season... Marshall Ames of Vend-Art, a new distributing firm, has completed work on a new parts and sales counter area. He just returned...
from a business trip to San Diego. . . . Herman Bied of Associated Coin Amusements Company, and Mrs. Bied are in Tokyo on their trip around the world. The tour will take two months. . . . Henry Lesyer of Associated Coin Amusements in Oakland and Jack Simon of Simon Distributing Company here are back from a three-week trip to the Orient. . . . Willie Marchand, a native of Belgium, has joined Simon Distributing as a technician. . . . George Bryant, who operates creases on carnivals in the Southern California area, visited Simon. . . . Frank Navarro, formerly a Los Angeles operator and now in Mexico City, Mexico, with his Aprajitas Musicales, was in town and visited Clayton Ballard at the Wurlitzer branch. Ken Siler, who was in the Wurlitzer branch parts department, has joined A. J. Bartholomew and Cliff Nugent in sales. Wurlitzer plans to redesign its quarters. Gary Sinclair, Western Wurlitzer representative, and Ron Pepple of Northwest Sales, Wurlitzer distributor in Seattle, left over for the weekend at the Orient. . . .

SAM ABBOTT

New York Notes

Out-of-town comden attending the funeral of Barney Supermax included Bill O'Connell, president of the Baby Manufacturing Company, Chicago; Jack Mintzick, director of sales for Seeburg, USA; Mike and Joe, Ascente Amusement Machines, Philadelphia; Abe Wilson, Scott-Coin Company, Philadelphia, and Joe Silverman, president of the Philadelphia Amusement Machine Operators Association. . . . Sam Suhir, collector and services for Banner Music, Brooklyn, is recuperating from a heart attack. He is at Kings County Hospital. . . . Harry Berger is making progress fitting out the new 10th Avenue office and showroom on his West Side Coin Machine Corporation. . . . Harry Bob, it returns to Long Island University after six months' leave of absence during which he worked for his father's firm. . . . Al Simon's son is due to graduate summa cum laude from Brown University and will then start on a master's degree at the Harvard Business School.

Sol Lipkin, of American Shuffleboard Company, returned to the firm's Union City, N. J., headquarters from a swing through the West on Tuesday, (14) only to leave on Thursday, (16) for Indiana University, Bloomington, Ind., where the Association of College Unions is meeting. In other Midwest points. Sol reports that Maurice Cardinal, president of Gilchrist Vending, Ltd., Montreal, is in Notre Dame Hospital, Sherbrooke East, Montreal, for treatment of an ailing back.

The Rock-Ola GRAND PRIX the grand prize!

- Magnificent Sound!
- 7" LP Feature!
- Automatic Money Counter!
- Mech-O-Matic Intermix!
- Transistor Amplifier!
- 160 Selection!
- Best-Looking Machine In The Business!

TRY ONE TODAY!

NOW ON DISPLAY

PLUS . . . PHONETE REMOTE SPEAKER-SELECTOR UNIT — Ask Us About It Today!

KINGS DISTRIBUTING CO.

2712 W. Pico Blvd., Los Angeles, Calif.
114 East Oak St., Visalia, Calif.
315 N. Thorn Ave., Fresno, Calif.

Model 425

The Rock-Ola GRAND PRIX
the grand prize!

- Magnificent Sound!
- 7" LP Feature!
- Automatic Money Counter!
- Mech-O-Matic Intermix!
- Transistor Amplifier!
- 160 Selection!
- Best-Looking Machine In The Business!

TRY ONE TODAY!

NOW ON DISPLAY

PLUS . . . PHONETE REMOTE SPEAKER-SELECTOR UNIT — Ask Us About It Today!

KINGS DISTRIBUTING CO.

2712 W. Pico Blvd., Los Angeles, Calif.
114 East Oak St., Visalia, Calif.
315 N. Thorn Ave., Fresno, Calif.

Model 425
Belgian Coin Course Draws Ops

Belgium's U.B.A. is unique for the harmonious relations it enjoys with public and government officials. The monthly bourse lunchtime is important in this respect. Guest of honor have included Guy Cudell, mayor of St. Josse; Senators de Backer, Hoogary, Ransart and Wield, top officials from the Belgian central administration in Brussels and trade experts from abroad.

Speakers are selected because they are experts on some aspect of the coin machine trade and industry, and aside from the trading of equipment, the bourse has become an important forum for the exchange of technical trade information.

The demonstration of new equipment by importers and manufacturers has been made a permanent feature of the bourse. For example, Lowen-Automaten of Bingen demonstrated Thames photofax, a new American pink and an Italian cart have also been demonstrated.

The bourse have been attracting regular attendance of 60 to 70 persons. The audience have been increasing steadily, and the sessions are taking on an increasingly international character.

Aside from the demonstration of international equipment, the sessions have attracted the interest of German and Dutch trade leaders, U.B.A. considers this to be both logical and desirable, in keeping with Belgium's geographic and commercial position as the crossroads of the coin machine trade on this side of the Atlantic.

The bourse thus provides a monthly meeting ground for operators, distributors, manufacturers, and government officials concerned with the regulation of the coin machine trade and taxation.

It has become a showcase for international equipment, and U.B.A. anticipates it will become an international trade forum at least a forum for the European Common Market trade.

Crowd Light At NVA Meet

Freeport, N. Y., is off on a Beatle kick. The company has Beatles records, both black and vacuum plated, with pictures of the Liverpool gentlemen, and a capped Beatles record with beat key chain and gold or silver records. The first named item vends for 5 cents; the other for 10 cents.

Other new Knight items include a pearl and metal Bible, a heart and jasper, three monkeys, magic baby bottle, jewelry series, a rabbit bust and a Beatrix scat-terpin.

The firm also bowed Wish-N-Away, a 10-cent item with an offset expression and wild hair. Oak Sales Company, Pittsburgh, displayed a 10-inch painted rattlesnake, painted giant centipede and Australian creatures, all 10-cent items.

The company had Beatles merchandise with chain as a 5-cent item and without the chain as a 1-cent item; a Kennedy medallion with quotes from his speeches on the back, and a baseball series, with the nine players and an umpire in various positions of play and the names of the various major league baseball clubs on the back.

Magic Capsules

Treasure Chest Company, Chicago, bowed their magic capsule series, the symbols being dissolved in water, expand to 20 times their size. Included in the series are the Pringle Giant, Magic Bunny, Instant Pussycat, Astro (the Man From Outer Space), and various other creatures.

Another Treasure Chest item is Fast Marbles, a do-it-yourself jewelry kit. The marbles are placed over a hot flame for 45 minutes and acquire a high gloss. They are then cemented into the rings, bracelets or cuffs that come with the kit.

Dive into deeper collections with Bally Player SKY DIvers

BIGGEST Extra-Balls Bargain

EVER OFFERED FLIPPER-JOCKEYS

Double Skill-Selectable Carry-Over Feature is based on world's newest, wildest, thrillingest sport... sky-diving.

Sky-divers A and B on backglass are both always "on the way" to Specials... a double light-up invitation to play... but player can skill-select "nearest-to-winning" sky-diver at start of each game. Result is long sessions of profit-boosting repeat-play.

NEW DIVIDED COIN-BOX separates coins by denominations, eliminates coin-sorting, cuts down collection time. New E-Z-Out Backglass permits quick front-access lamp replacement. New Universal Transformer operates on either 115 volts or 220-240 volts. New Universal Score-Motor operates on either 50 cycles or 60 cycles current supply. New All-Metal Back Door. New Improved Flipper arms are built to take the punishment of frantic flipper-play. New positive-action, jam-proof Rollovers insure smooth profit-performance day after day, month after month.

ADJUSTABLE 5 OR 3 BALLS

MATCH-FEATURE

TUFF-KOTE PLAYFIELD FINISH

Get Bally games for highest earning-power, lowest operating costs, longest life on location. Get Bally SKY DIVERS busy for you now.
COMING SOON

THE ONLY INTERNATIONAL GUIDE FOR COIN BUYERS AND SELLERS

Billboard

1964 INTERNATIONAL

COIN MACHINE DIRECTORY

FEATURED:
WHO'S WHO
IN THE
COIN MACHINE WORLD

ANNUAL
MUSIC MACHINE
SURVEY

Used
throughout
the year
by:
Manufacturers
Distributors
Importers
Exporters
Operators
Governments

BRAND
NEW
1964
EDITION

Another Industry Service From
Billboard

Contact your
nearest
Billboard
office N-O-W!

A Separate Publication
To Be Published May 16, 1964, by Billboard

An International Directory of Countries,
Companies, People and Places including:
- Manufacturers
- Distributors
- Exporters
- Importers
- Trade Organizations

The Ultimate Buying Guide and Reference
for the Coin Machine Industry—Internationally

Handy 8½" x 11" Size

Designed for Easy Reference

Printed on Quality Paper

Date of Issue:
MAY 29, 1964

Advertising Deadline:
APRIL 30, 1964

Early space reservations recommended.
Advertising deadline is for all
material to New York.
Offset Printing—No Plates Required!
BILLBOARD SPOTLIGHT PICK

Tom Jones
Original Cast, Theatre Productions, Capitol E 4902

Most interesting idea here is that it's an original version of the Tom Jones theme music and lyrics by Ruth Butler and Bob Roberts. There is a good story line that wins amazing praise, and a few of the tunes are quite good. "The Album," "You Don't Want to Talk," "Don't Want to Talk," are a few of the top tracks.

POP SPOTLIGHT

Lilies of the Field
Sound Track, Epic LN 24094

Jerry Goldsmith has written a well-rounded film score with many dramatic highlights. The melodies sustain themselves throughout without the help of the film to which it was composed. Move music fans will find it to their liking.

POP SPOTLIGHT

Funny Girl
Original Cast, Capitol VAS 2029 (M); SVAS 2029 (S)

A fine Broadway musical that has been turned into a good film with Jerry Lewis in the title role. Bob Merrill's score is a vocal tour de force and the cast is uniformly good. These are all instrumental highlights.

FOOTLIGHTS AND FANFARES

Capital Symphony Orchestra (Dragon), Capitol P 8599 (M); SP 8599 (S)

Carmen Dragon takes the listener on a beautifully performed world tour through the highlights from June to November. There are all instrumental highlights.

MGM RECORDS presents DOUBLE FEATURE albums!

Two great records in one big sleeve ... all for the price of ONE ALBUM!