CRDC Firm on Discount Policy Toward Racks

MIAMI BEACH, Fla.—In a blandly worded five-page statement, Capitol Records re-affirmed its sales policy toward rack jobbers at the annual NARM convention last week.

The Capitol "White Paper"

GOODY STOCKS COUNTRY FARE

NEW YORK—Country music is really creating a stir in the North Country.

Latest indication is the fact that Sam Goody, colorful retailer, has decided to stock a complete line of country records—singles and albums—at all of its outlets. Goody will also include country product in his ads.

The Goody decision follows shortly after the success of the Jimmy Dean ABC-TV show—recently renewed for next season. Dean’s mail skyrocketed when he increased the program’s frequency of country music.

Last week, the CMA presented a country music show to automobile industry execs in Detroit—with plenty of interest evidenced.

Another good plug for c.w. is scheduled for April 30, when Hank Thompson, noted c.w. maestro, discusses country music in the "Tonight" show.

FCC Scrutinizing Allegations Made in KFWB’s Payola Action

By MILDRED HALL

WASHINGTON — The alleged payola situation at KFWB is now getting scrutiny at the FCC by staff of the Broadcast Bureau’s Office of Complaints and Compliance and its Renewals and Transfer Division.

No formal complaint has been entered at the FCC, but the Commission is known to be aware of allegations made in a suit brought by Al Huskey, Los Angeles record promoter, in Los Angeles Superior Court. Huskey has charged Southern California radio and record people with payola, conspiracy and unfair business practices. (Billboard, April 25).

The Crowell-Collier station is on the list of deferred renewals at the Federal Communications Commission. It has not been given official license since 1959, while the FCC has been looking into such aspects as programming, allegations of operating after legal hours and at higher than authorized power, among others handling of editorials.

Because KFWB is on the deferred list, the station is under NARM resolution, issued at the tag end of the convention.

Gospel Music Association Organization Set June 3

NASHVILLE—Leading gospel music retailers will meet at the Andrew Jackson Hotel here June 3 to form the Gospel Music Association. Billboard learned this week.

One of the organizers of the group, Cecil Grave of Songs of Faith Records, said that invitations are being sent to a list of persons engaged in gospel music.

Two governors—Frank C. Clement of Tennessee and Jimmy Davis of Louisiana—are expected to attend the dinner meeting. Clement has long been an outspoken advocate of the Davis, of course, has made many outstanding sacred and gospel records for Decca.

Several local gospel music leaders said the current all-time boom in the gospel music field as evidenced by the demand for albums and personal appearances by the groups has led to the need for the proposed association.

The purpose of the association will be to promote every facet of the gospel music business, and to serve as advisory house for those seeking information about the gospel music business.
CHARTED FOR MAY SALES!

Powerful messages and songs! Carl's success formula on tunes like "Big City Girls" and "Odd Man Out." LPM/LSP-2848

A young vibes virtuoso with his own jazz quartet. Includes "On Green Dolphin Street" and "Little Girl Blue." LPM/LSP-2880

Caught "live" on a wave of songs and rhythms. Like "Oh Lord Stand By Me" and "Life's Evening Sun." LPM/LSP-2851

"Glibness of a Mort Sahl, irreverence of a Lenny Bruce..." Chicago Sunday Tribune. He's very funny! LPM/LSP-2882

Marty Gold and his orchestra play captivating tunes like "I Wish You Love" and "I Talk to the Trees." LPM/LSP-2882

Here's more of that exciting "Java" sound with tunes like "Cotton Candy," "Hello, Dolly!" and "Big Man." LPM/LSP-2917

Luboff's fresh new approach to the screen's most memorable themes like "Ruby" and "Laura." LPM/LSP-2895

Peter plays new standards requested by thousands of his fans includes "Move" and "My Coloring Book." LPM/LSP-2953

Country-style songs with Western-style singing on tunes like "Cold, Cold Heart" and "Green Fields." LPM/LSP-2855

The World's Fair sensational musical review featuring the voices of Pearl Bailey, Liberace and many more. LOC/LSO-1090

Jim's voice has a dash of moon with a touch of roses on songs like "Moon River" and "Mexicali Rose." LPM/LSP-2824

Plays masterpieces from the guitar repertoire. Like "Tacita de Plata" and "Tarrantas de Lidia." FPM/FSP-120

Porter teams up on this "live" album with other performers. Includes "John Henry" and "Find Out." LPM/LSP-2840

45 glass-clinking German beer-ball songs recorded in Europe. So real, the only thing left out is a stein of lager. FPM/FPS-119

SAIL TO PROFITS ON RCA VICTOR
L. A. Payola Suit Defendants' Label Charges ' Ridiculous'

Jim O'Neill, former KFWB disk jockey, who asked if he had ever heard about Huskey's investigation, replied, "I believe everyone was aware that Al was planning to do this. There were rumors that he was going to recover his records and was trying to get evidence. Everyone tended to dismiss it as a rumor. No one felt that he could do anything about it. I'm sure he could prove this. He still has to prove those charges as far as the trade is concerned."

KRLA's P.D. & DJs

Reh Foster, program director and disk jockey at KRLA, Pasadena, described the court as "notorious. No one has been served with papers, so we only know what we've heard in the paper. I'm not worried about the suit because I haven't done anything wrong." Foster added that he had heard about Huskey investigating alleged payola activities, but "I've been around this game since I've been in it, and that's 18 years."

Al Bennett, president of Liberty Records, said: "Liberty is clean and has always been clean, and the court will decide as to the validity of his charges."

Peter Gram, president of Park Ave-Garten Records and Gram Brothers Radio Service, stated, "I'm puzzled about the connection between the court and the lawsuit. I've never heard of Al Huskey since I've never discussed anything with him or ever employed him. I don't know where I fit into this.

Gram admitted he has been fixing cars for disk jockeys adding, "Karey anybody who's in an accident?" Gram said all the repairs were done "in a business-like manner. I don't give anything away. I've got bills on my books. As a matter of fact...

FRANK, BING, WARING ON LP

HOLLYWOOD - Frank Sinatra, Bing Crosby and Jack Armstrong are creating a stir with the release of their album, "Sing Me a Song," which is a patriotic tribute to World War II.

Seven arrangements created the backgrounds for the songs which have all been popular hits. The album features some aspect of nationalism. Working on the project were Nelson Riddle, Frank Capra, Robert Shaw, Louis Armstrong, Jack Arnold and Harry Soutane.

Frank Rees & Band - Get Norwegian Silver

OSLO - The current RCA Victor tour of Norway and other countries is expected to generate a handsome profit for Jim Reeves, but it's all for a good purpose says the artist. The tour has been well-received, and Reeves played two concerts in this country and were most favorably reviewed by the press. Reeves and Bobby Bare received silver disk awards for their "Help Me, Lord." Reeves said, "for "Adios Amigos." This was the first Norwegian song Reeves had ever heard in Europe; Reeves won one somber time back for "Help Me, Lord." Speaking for all the members of the tour, Reeves said they realize the importance of tour for RCA Victor and for country music.

He also believes that the success of this enterprise will stimulate other labels to send artists to Norway in the future.

Rees Downs jockey: "It came as a complete surprise to me. I've not been served yet, so I don't know what's going on."

Rudy Harvey, former KFWB disk jockey, noted, with KFY: "I heard rumors about Al doing this but I never thought it would be a target."

Harvey replied, "I'm not allowed to talk to you about payola.

Stirling Wallace, former owner of Park Avenue Records with Pete Gram, told Billboard that the suit is "in no way connected with payola."

"I saw what was going on and I told the feds that there are no more illegal record deals and our business will keep it clean."

San Diego, jockey: "I'm not going to comment on this."

Merek Cites Regional Music Trends in Study Dedication

Merek's report is "rerecorded" international. The same people who built RCA's Rome studios two years ago are responsible for constructing the new Hollywood studios, Merek explained. "We have a healthy faith in the future of recordings," Merek stated. "This is a break for new, young popular music will grow young.

KRLA Granted Another Month

WASHINGTON - The FCC has decided to give Pennsylvania's Los Angeles stations KRLA another month of operation before it goes to the courts. The Commission will consider joint-see of five applicants who want to run an "original broadcast property" on an interim basis. A roster of the applicants has been made up for the suit on the last summer, was an example singled out. "Good or bad, the trend is toward radio.

DEPARTMENTS & FEATURES

Hot 100 Chart...
Top LPs Chart...
Other Music Pop Charts
Breakout Singles...
Most Charted Singles...
Hot Country Albums...
Hot City Albums...
Hot Jazz Albums...
Record Reviews...
Silver Screen Reviews...
Music & Record News
Singer-Songwriter...
NARM Counsel Warns Rackers On Compliance With FTC Rules

MIAMI BEACH, Fla. — Albert J. Gandel, NARM counsel, Tuesday (21) presented to the NARM convention here the "Federal Trade Commission vs. Rackers." With the upcoming FTC crackdown, Carretta, who represents NARM at the Trade Practice hearing, explained that the compliance with existing antitrust laws will require a legal and public relations effort. Government officials have said the formula can bring members into compliance with existing law and at the same time improve their profits and their reputation through elimination of illegal pricing practices. Carretta made a strong argument that unless Government compliance will keep you out of illegal difficulties and will mean a better return on your invested capital. The Trade Practice Rules, Carretta explained, are advisory interpretations by the FTC... and do not constitute new law. They merely represent an attempt on the part of the Commission to clarify the law as it now stands. Carretta then stated the crux interpretation the Trade Commission Act by quoting one sentence in the Act, reading: "Unfair trade practices in commerce, and unfair or deceptive acts or practices in commerce, shall be unlawful." He analyzed what is unfair competition, what is an unfair law, and what is a deceptive act or practice. Carretta said it is incorrect to assume that "the government of the U.S. is trying to tell you how to run your business." He added: "That is wrong and such a feeling only arises when one does not understand the purpose and intent of these laws. Without knowing a thing about these laws, our big businesses would get bigger and our little businesses would disappear. The trend is litigation. Carretta pointed out that rules will mean little unless the members of the industry want the rules to be effective. They have to make the rules work for their own business. Carretta's formula for profitable compliance, a program for a "sick industry plagued by discriminatory pricing practices," ends three steps:
1) Promulgation of the FTC rules and it is desirable that the rules contain many examples of violations of the rules.
2) Following publication of rules, NARM should undertake an educational program to explain the rules.
3) NARM should adopt a compliance program through which industry members may cooperate with the Federal Trade Commission by calling violations of rules to the attention of the industry.
Carretta said the last-mentioned step can be most effective through the establishment of a private trade practice committee, which would cooperate with the FTC in a voluntary committee to attempt enforcement of its own compliance. Thus, Carretta noted, under this program each industry member becomes a private detective without pay—rendering a service for the common good.

Aussies Storm B.O. for Beatles

SYDNEY — Offices opened this week for ticket sales of the Beatles performance at city stadiums in Sydney and Melbourne. In Sydney more than 7,000 tickets were sold in the first hour after tickets went on sale on the morning of April 15. Nearly 100 fans, some of whom had camped outside the store since the night before, rushed the office when it opened at 8:30 a.m. Officials said ticket sales were the greatest number ever sold in one day in Sydney. The previous biggest sale had occurred in 1954 for Johnny Ray concerts. Similar crowds were reported in Melbourne. Beatles are not due to open in Australia until June 15.

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Billboard's 1964 Price List

BRITISH CHAIN GETS WARNING

LONDON — With the result of the Reise Price Bill still stabbing into the press, both acted swiftly to defend their maintenance was last. Following reports that a Manchester-based supermarket chain had paid 27,000 shillings below list price, Decca issued a writ to prevent the firm from advertising that its post EMI sent letters warning the supermarket, as a result of the legal consequences of selling their product at reduced prices. Advertisements in the firm which said, "If you would like to use records as bargain to attract customers" were first published in the Price Bill was first drawn up.

Sullivan Tapes Beatles in London

LONDON—Ed Sullivan has a Beatles interview on the floor of his film set for all time into his show. He arrived just after British TV producer Johnnie Franklin, who has just the Beatles in London for a special day-long visit. Sullivan is scheduled to tape the Beatles-hour-long show for a radio network special.

The Beatles are expected to visit New York early next month, and it is hoped that they will be available to tape for Sullivan's show. The Beatles are currently on tour in Europe, and it is believed that Sullivan will be able to tape their appearances on the British television network.

Disk War Waged With 'Funny Girl'

PHILADELPHIA—"Funny Girl" show, undoubtedly the hottest selling platter package of the moment, has developed into a hot war price among the retailers. The sales edge was gained by Sam Goody's, which sent out its own car to New York to pick up an initial shipment from its New York store to be delivered on local deliveries by the label.

Breaking with a Friday newspaper ad, Goody offered the item at $9.99 for mono and only $9.98 less for a special. As a result of the spinning, Goody's store manager, Al Franklin said that over 100 copies sold in one hour and day and Saturday. Some local buyers picked up the set for $3.95 by bringing in the second ad in the New York newspapers which reported the price of $9.99 at Goody's. Franklin said that the second-day receipts were phenomenal, considering that the first ad did not break until Friday.

On Tuesday, Gimbel's department store made a strong bid to woo buyers away from Goody's. In a co-op newspaper ad with Capital, is cut Goody's price down to $3.97 for the mono set and only 50 cents more for the stereo at $3.47. The Lith Brothers department store followed with a two-day sale, and also matched Gold's price at $3.99 for mono and $3.99 for stereo. In view of the price issue, United Armand's, who operates two record shops at the nearby Cherry Hill Mall, also joined the fray, ooking a "Funny Girl" at $1 under the list price.

WORLD'S FAIR DEBUT: Mrs. Ferde Grofe, Paul Lavalle, and the composer, Ferde Grofe, are shown during a backstage moment prior to performance of Grofe's new work, "World's Fair Suite." Lavalle conducted the first performance of the composition Wednesday night (22) at the Tiparillo Band Pavilion. The Suite is being published by Robbins Music wing of the Big 3.

Levine Will Visit ABC Licensees

NEW YORK—Harry Levine, ABC-Paramount Records executive vice-president, will meet with the firm's European licensees next month. Levine leaves May 11 for a three-week trip to England, France, and the Continent, with Paris and London meetings set. He will also visit Hamburg and Berlin.
LEIBER STOLLER GOLDNER
PRESSENT THEIR 1ST HIT ON THE RED BIRD LABEL

Red Bird Records
1619 B'WAY, NEW YORK, N. Y. 212 LT 1-3420

MANY, MANY THANKS
to all the Program Directors, Music Directors and D.J.'s who have made this record a smash.

Red Bird Distributor List

Delta Dist.
New Orleans, La.
California Record Dist.
Los Angeles, Calif.
All State Record Dist.
Chicago, Ill.
General Record Dist.
Baltimore, Md.
Fenway Dist.
Pittsburgh, Penn.
Bertos Sales Corp.
Charlotte, N. C.
Mainline Dist.
Cleveland, Ohio
Rosen Record Dist.
Philadelphia, Penn.
Superior Record Sales Corp.
New York City

C & C Record Dist.
Seattle, Wash.
Southern Dist.
Nashville, Tenn.
John O'Brien
Milwaukee, Wis.
Roberts Dist.
St. Louis, Mo.
Merit Dist.
Detroit, Mich.
*Daley Dist.
Boston, Mass.
Essex Dist.
Newark, N. J.
Davis Dist.
Denver, Colo.

United Dist.
Houston, Tex.
Tone Dist.
Miami, Fla.
South Land Dist.
Atlanta, Ga.
Trinity Dist.
East Hartford, Conn.
Heilcher Bros.
Minneapolis, Minn.
Big State
Dallas, Tex.
C & C Dist.
San Francisco, Calif.
Record Sales Corp.
Memphis, Tenn.

1619 B'WAY, NEW YORK, N. Y. 212 LT 1-3420

*DALE BROKE THIS RECORD FIRST IN MASS.
MAREK'S VIEW:

**Rack Merchandisers to Play Vital Role in Record Industry Growth**

MIAMI BEACH, Fla. — George R. Marek, RCA Victor executive vice-president, in addressing the NARM annual meeting Monday (20) on the general subject of "Reaffirmation of Faith in the Record Industry" during the past decade and gave his prognostications—of which he indicated there will be many—about the RCA Victor executive's talk was illustrated with slides, which were incomplete with literary allusions. He traced the revolutions in merchandising and selling, development of self-service, the internationalization of music; the growth of interest in music; and the growth of leisure time which fosters additional interest in all forms of entertainment.

Moving to the future, Marek presented his "guesses," stating: "Perhaps these guesses are no more than wishes—wishes I wish for you and for me. I have 10 wishes which I have in condensed form, as follows:

1) The record merchant will become even more important...and his function of distributing records through multiple, professional salesmen must continue to be vital. Marek added: "The record merchant must improve, he must develop new ideas rather than execute the manufacturer's step drive for volume. Marek suggested that informed sales personnel are even more important.

2) The American pattern of distribution will develop in foreign countries.

3) The music industry, as we know it today, with the industry's faith which demonstrates itself in a reasonable effort to solve the many problems which a growing business spews to the surface...and not an unreasonable bickering or a growing up of hands."

4) Marek added that "our opportunity is to play a chart which predicted the market, to be true, to be the most important of NARM member businesses at the convention last year in San Francisco was the first chance in a long time to be heard by the record merchants. At

5) "I hope that the industry will come through with some new ideas for new phonographs—machines which are cheaper, better able to get off a record what we put on...and are smaller in weight.

6) Marek foresaw (in the event event five materializes) the time when we will have a 45-rpm single, and have at least two phonographs.

7) He foresees that music, in the future, will be more a part of a new type of record player, would be available in automobile which may offer a new opportunity to NARM, he added.

8) See and hear tape, Marek said, may become a commercial utility service..."This may double our business, though it will quadruple our understanding."

9) New, exciting artists will add new excitement to the record business, Marek stated.

10) Finally, Marek added, NARM and the record manufacturer should match the consumer's enthusiasm. "My wish for the year is that we develop an industry faith which demonstrates itself in a reasonable effort to solve the many problems which a growing business spews to the surface...and not an unreasonable bickering or a growing up of hands."

*Continued from page 8*

**NARM Sells Antitrust and FTC Support**

NARM has been working to combat antitrust and FTC legislation, which is an important issue for the record industry. The association has been advocating for policies that support fair competition and protect the interests of record companies and independent merchants.

**NARM Awards Begin With Vinton & Sourie**

MIAMI BEACH, Fla.—Vinton's "Blue Velvet" on Epic and "Dominique," by Sourie on Philips tied for the Best Selling Hit Single in the NARM poll. The Best Selling Album winner was "Wynter" and "Altogether Now" on Warner Brothers. Columbia won top honors in the following categories: Best Selling Children's Line, Best Selling Sound Track Album, and Best Selling Merchandiser. Andy Williams took the nod as the Best Selling Male Vocalist, and Barbara Streisand won the Best Selling Female Vocalist award, with the matching Hot Male Vocalist and Hot Female Vocalist categories. Mercury's Lesley Gore and Capitol's Nancy Wilson tied for top honors in the most promising Female Vocalist category.

The awards were presented during the NARM Awards Banquet Wednesday evening at the Eden Roc Resort at the banquet was a star-studded show, enlivened by Deeja artist Red Foley and includes Bobby Vinton, John Gary, Barbara McNair and Hersh Presnell. A drawing for a mint stole was won by Mrs. Charles Schlang, the present president of Moriah of America. The stole was offered by Jubilee Records.
Another smash from Britain!

Peter & Gordon

A World Without Love

Written by John Lennon & Paul McCartney of The Beatles!

#5175

www.americanradiohistory.com

#1 in England’s Melody Maker & New Musical Express charts for April 18!

#2 in the Billboard & CashBox British charts for April 25—right behind THE BEATLES’ “Can’t Buy Me Love!” #5150
FCC Scrutinizing Allegations Made in KFWB's Payola Action

NARM Seeks Antitrust and FTC Support

CRDC Firm on Discount Policy Toward Racks

McCormick on KFWB Staff

300 Radio Stations Air 'Opry' Programs

Continued from page 1

of the alleged payola activities, which are liable to criminal penalties under the anti-payola amendment of 1960, will officially be responsibility of the Renewals and Transfer division. However, payola complaints usually go to the Office of Compliance and Compliance in the FCC's Broadcast Bureau. The investigation of the matter will probably land in Broadcast Bureau hands in any case.

usual procedure is for the FCC, once it has learned of accusations of payola either in the press or by individual complaint, to undertake an on-the-spot investigation if the situation warrants it. If the KFWB case, FCC might possibly await the outcome of the California court suit to see what comes out under oath. If the situation warrants it, they may act without waiting for outcome of the court suit.

The staff has drawn up a record of its findings, which are to be submitted to the FCC by the chief of the Broadcast Bureau, James Sherid...
DISCOVERY!
MISS VIKKI CARR

Liberty believes that the whole world will soon discover this major talent who receives rave reviews in clubs (Sands, Las Vegas; Crescendo, L.A.; Drake Hotel, Chicago) and TV (Steve Allen, Hollywood Palace, Jimmy Dean, Garry Moore, Johnny Carson). This belief in Vikki—and in her new album—has been translated into the most intensive campaign in Liberty's history, including:

- **4000 PROMO LP's** sent to radio stations, newspapers, and magazine reviewers, key dealers, one-stops, and rack jobbers
- **SPECIAL PRESS KIT** to magazines, newspapers, and wire services
- **SPECIAL INTERVIEWS** with top columnists and magazines
- **FURTHER TV EXPOSURE** on top shows
- **EXTENSIVE CROSS-COUNTRY PROMO TRIPS** with live radio and TV interviews
- **1000's OF DISPLAY UNITS** (dimensional displays, streamers, LP browser headers and folders)
- **LARGE CO-OP ADVERTISING BUDGET** and ad mats
- **HUNDREDS OF PERSONAL PHONE CALLS**, personal correspondence, station breaks, etc.
- **COMPLETE COORDINATION** of the campaign between all departments at Liberty and Vikki's personal management and publicity offices

Soon, everyone will know that "...there's no one quite like her!"
NYC's Second Ave.: Banjos To Juke Box Flick Bikinis

NEW YORK—While Greenwich Village Bohemians move to Hoboken, New Jersey, the Beatles move to this city's upper West Side, much of the city's small club and movie life continues to build a new entertainment area on the Upper East Side.

Last fall saw a rash of new clubs broke on First and Second avenues. Staid neighborhoods have given way to the glitter and the tinsel of San Francisco revisited.

The club scene on the Upper East Side between 60th Street and the German town atmosphere of 86th Street, continues to grow with more and more new night spots popping up. Practically all of them feature banjo music, folk music, traditional jazz, or modern jazz.

Each of these places is in the San Francisco revisited groove, with their crystal chandeliers or marble top tables set into a dark hardwood floor and some kind of shining in the background.

The reason for the growth of this area with its folk to jazz stage is understandable. The location is the living and breathing place of young bachelors. Before the bright young out of town marry and move to Westchester or Connecticut, they spend some time in the apartments that dot this upper East Side. They bring their collegiate tastes to town and look for places to gather that present the kind of music they like. The closer to home the better. Each of these clubs has a distinguishing characteristic. Few offer the same kind of entertainment. Banjos are among the most popular, but not every place has banjos. The Red Onion has a purpleCLUSION of banjo and its banjo host, the Hootenanny has the Wilbur DeParis trad jazz band. The Gordan Knot has had Al Cohn and Zoot Sims and Randy Weston to name just a few of the jazz stars.

Sparky's Pub in the upper 70s on 57th Street is a gimmick that's packing the bar. The place seems to be a joke box, made by Sketchrob in Europe, that shows full-color pictures along with foreign language recordings. The place is filled with the liveliness of European artists. Francen Hardy, Orlando, John Hallyday are a few of the European artists represented. However, the big news is the machine also shows two American artists, Al Cohn and Paul Anka, and British thrust Phula Clark.

The young crowd spends 25 cents to see a shot of these pictures and hear tunes like "Sherry," "Lullaby," and other American hits of the past sung in foreign tongues. But there's an added side. The pictures color are almost sharp and clear. And the total added up to the best feeling of "lifelike" dressed in high fashion and low bikinis, who prance about in just about every sequence, are that much easier to appreciate.

ONE NIGHT REVIEW

Goulet: Highlites In Pittsburgh

A highlight of the nightclub season here (Pittsburgh) was the debut of Robert Goulet, the Columbia recording star, at the Twin Coaches with a capacity audience. He filled the Royal, a huge room, with music to greet the handsome Canadian.

The personable Goulet has acquired a lot of showmanship since his first appearance at the Civic Arena last year, and the gala opening night was marked by a minute's high. A high point of his act was his showing through the night's love songs at the ringsiders for major response.

Interspersing his vocals with some witty patter gets Goulet off to a fast start, and his medley of standard ballads including "If I Could Be With You," "Take Me in Your Arms," "You're Driving Me Crazy" and others should ensure the Twin Coaches a really big week.

His "Soliloquy" from "Carmen" was a welcome change of pace and his "If Ever I Should Leave You" from "Carmen" got him off to a rousing start. The dancing Hamilton Twins and Jess Wilson's orchestra are also strong assets to a fine show.

CONCERT REVIEW

Makeba Vibrant At Philharmonic

Miriam Makeba captivated a good-sized audience at New York Philharmonic Hall, April 18. It was largely a one-woman show, although there was occasionally dancing, in company with singing, by five dancers who were also members of Makeba's repertory. The audience, though there could have been no doubt as to eager on the occasion of the first few minutes of their interpretations. The program was a heavy one on the African part of Miss Makeba's repertoire, but there was also some in other languages. The various "click" songs continued to beguile the audience. There were two particularly charming story-songs: "Naebe," "Save Me," and "One More Dance." Another song, "La Fievre," seemed to suggest the flow of the "Kaffir" title.

But the highlights of the evening were "Forbidden Garden," with the lively "Wil- low Song" from Othello, and an Indonesian lullaby that electrifying. It is difficult to identify the Moldava with a song a few years ago, sung somewhat differently on the tiny stage of New York's Village Gate. The Moldava with this dynamic, vibrant singer who dominated the entire Philharmonic stage.

What has happened is the show's presentation. Even the insensitive—audience must feel their strength comes from being compelled by something more than herself. She sings with her whole self, and then that extra part: perhaps, part of an immense river, or even, as a matter of fact, a heaven.

LEONARD MENDLOWITZ

NYE CLUB REVIEW

Noble Is Just That At Chicago Playboy

It's a classy Nick Noble that opened with an equally classy array of talent at Chicago's Playboy Club last week. The atmosphere was heavy on the African part of Miss Makeba's repertoire, but there was also some in other languages. The various "click" songs continued to beguile the audience. There were two particularly charming story-songs: "Naebe," "Save Me," and "One More Dance." Another song, "La Fievre," seemed to suggest the flow of the "Kaffir" title.

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Bill Coss

BEATLES' LENNON WITH SOUR LOOK

As might be expected, the writer Beale, John Lennon, has too little to say about the Beatles world around them (John Lennon, "In His Own Write," Simon & Schuster, 78 c. 50). It would help to read the book if one had been a Beatles fan or if one had understood the record before. There is a difference between the book and the general theme is juvenile, and a bit oddish. The book isjuvenil. Or, maybe, as Paul McCartney writes in the foreword, "It's a bit like a make-believe sense, and if it seems funny then that's okay." (You see, he also has problems with commas when he writes.)

John Lennon

"There is a lot to do in Liddy's pool, but not all convenience." He says.

"But do you like the rite you man say?" You might say it like a good lad there, more rite than write, or, if write, more wrong than they had their information "from a reliable source."

Or, perhaps more pertinently:
Monthly Country Show Is Mammal Success

By MARK-CLARK BATES

CHARLOTTE, N. C.—Paul Buck, general manager of the Charlotte Coliseum here, is demonstrating that country music packages spell success. Buck’s "experiment" with country music package shows has led to a regularly scheduled, monthly spectacular here called "Carolina Country Style." And the show is becoming one of the nation’s most important, regularly scheduled c&w. But it is not just that the show is drawing 12,000 fans . . . capacity crowds . . . every month to Charlotte, making this a story well told. Rather, it is the method Buck uses to virtually insure box-office success for his show that makes the Charlotte experiment important to the trade and particularly to the promoter anxious to see the turnstiles move.

Charlotte is a city of 240,000 people and is the commercial center of a greater market area of approximately 2,500,000 people. This greater market includes a heavy concentration of rural citizens. Nevertheless, Charlotte is the "listening center" for these people and Buck, wisely, is taking advantage of the potential.

RADIO Promotion

There are 94 radio stations in the area and Buck brings all of them into the promotion of "Carolina Country Style." On the evening of each show Buck invites disk jockeys—and their wives or dates—from all 54 stations to a pre-show steak dinner. An important part of the dinner is the presence of the evening’s stars . . . for instance, Minnie Pearl, Ray Price, Webb Pierce, Tompall and the Glaser Brothers, Loretta Lynn and Jim and Jesse. The jockeys are then treated to the country show. Before, during and after the show the jockeys are invited to visit the artists’ lounge where literally dozens of tape recorders may be used by the jocks to tape interviews with the artists for subsequent broadcast. Then . . . an hour-and-20 minutes’ drive from Charlotte, Buck invites all of the guests to a post-show cocktail party in the clubrooms at Owen Auditorium near door to the coliseum.

The good will which Buck creates with the area’s radio (Continued on page 18)

RADIO REVIEW

‘Talk-Back’ Format Unveiled by WNRC

By GIL FAGGREN

NEW YORK—One thing constant in this business is change and change it does. Among the giants in the industry slow to change its approach to modern radio programming has been the NBC owned and operated radio stations.

Even for this broadcasting giant, resistance to what radio should be doing to win friends and influence people could not continue much longer; in the wake of no ratings and declining revenue. NBC owned WRV in Philadelphia, for example, is perhaps the only 50,000 Watt to be topped by three FM stations.

Change has taken place and is visible throughout the division, however. Newly appointed vice-president for the NBC owned radio stations, Mike Joseph, has been spending much time listening to the NBC owned stations (WMAQ, Chicago, where the strains of Jack Henderson’s Rocket Ship may still be heard) and there is no doubt will be changes forthcoming from the ultra-competitive 50,000 Watt.

NBC’s flagship station in New York, WNRC, unveiled its "Talk-Back" feature the end of March in an effort to capture some of top-talk WRK’s listeners as well, as some new advocates. The format is based mainly on audience participation via telephone conversations. No guests are used and no specific topics designated. The listener is completely involved in the programming and calls most of the show.

The only music played on the station is featured on the Big Wilson Show, 6 to 10 a.m. At present, station management is fervently looking for a talker for its late morning slot, 10 to noon, where another telephone talk-back show will be aired. A break in the talk-back routine takes place from noon to 2 p.m. when the interview program remote from the Cafe Francais adjacent to Rockefeller Plaza’s famous ice skating rink. Hostess is the equally famous opera star, Mimi Benzell.

"Yes, you, you, you, you, you, you,..."

Bill Gavin’s Column

On Page 40 This Week

You’re on the Air When You Call WNRC, PTL, 866. Talk Sports with Bill Mazer from 4:30 to 6 P.M. Talk Anything with Brad Crandall from 7:45 P.M. to Midnight, and Listen to the Newest Sound in New York—Your Own Voice and Your Neighbors—on WNRC, 660 on Your Dial.

Gifts From WNEW

NEW YORK—More than four million people throughout the United States and 25 other countries have received tickets from WNEW-Radio, New York, offered for free all summer, rides, parking, dancing and stage shows at Palisades Amusement Park. The station sent the deck to groups planning promotions this summer as part of the "Visit the U.S." program of the U.S. Department of Commerce.

The show, which spotlights guests from various walks of life, differs little from hundreds of similar women-type shows aired locally. At times the din background noise, and the uncontrolled talking of several guests at once creates an atmosphere of complete confusion to the listener. The program is at best most pleasant and charming, but more than likely will not make much of a dent in the competition.

General manager, George Skinner, and program manager, William Schwarz, have not as yet been able to find the "right" talker in the 2 to 6 p.m. segment now occupied by two funny men, Tag & The Meech. They are using a "Rocket Ship" format—Steve Woodman and Keith Moser. Skinner and Schwarz have brought in from Buffalo sports expert Bill Mazer who fields listener’s telephoned sports questions daily from 4:30 to 6 P.M.

Mazer is well and widely versed in all areas of sports and does a highly creditable job handling the questions and discussions. The sports talk-back concept successful on the coast has probably been slotted in the new WNRC format in an attempt to capitalize on the traditionally vociferous New York area listener. The key to the success of the Mazer show is at a loss for words when it comes to expounding on the Mets, Yanks, etc.

Mazer’s show is followed by a 60-minute "Talk Back Radio," and the Edith Walton discussion program aired 7:05 to 9:30 P.M.

The new star, so far, of WNEW's "Talk Back Radio" is a swashbuckling Canadian, Brad Crandall—the "Walter Mitty" of radio. He is clearly a television personality; his name and personality is completely identifiable among coast listeners.

(Continued on page 57)

FIRST WEEK VISITORS to New York’s World Fair will have a chance to audition the CBS Radio Network’s "Parade of Sound" exhibit at the 524 Street and Sixth Avenue site of the new CBS Headquarters and Studio Building. Three different packages have been prepared to give potential listeners a chance to experience various features emanating from 37 specially equipped audio-picture panels promoting network stars and features. Special attention is paid to both local and national news and weather conditions from cities where CBS owns radio stations. On the lines are direct reports from WCBS, New York; WCAU, Philadelphia; WOR, Boston; KMOM, St. Louis; WBBM, Chicago; KTIV, Los Angeles, and KCBS, San Francisco.

WWRL Example Of Negro Radio’s Vital Resurgence

NEW YORK—The powerful social revolution brought on by the integration movement may eventually bring a highlight of the Negro radio station WWRL. In recent months the Philadelphia chapter of NAACP, aided by George Woods, WDAS decency, brought pressure on the large Philadelphia radio stations to improve the Negro air personality, NBC-owned WWRC did. A similar campaign is currently taking place in Los Angeles where CORE has been picketing KFWB in an effort to force an integrated staff. It is reported that KFWB is about to hire a Negro deejay, Larry McCormick, formerly of KDAY and KGFL to do the all-night show. Negro deejays these days take no nonsense about it when they speak of positions on the "white stations." One of the strongest arguments used is that most of the top-rated contemporary music formatted stations are using live groups (as opposed to rhythm and blues music and Negro recording artists)—why not have a competent Negro deejay as well.

There seems to be little doubt that if integration is successful it may mean the end of Negro show business as it is today. However, on the other side of the coin, deep thought must be given to the important role being played by Negro radio in heavily Negro populated areas.

Many argue that the Negro-oriented radio station is more important to the Negro today than before for specific information, such as local pride, entertainment not provided by other type stations.

Many argue that the Negro-oriented radio station is more important to the Negro today than ever before for specific information, such as local pride, entertainment not provided by other type stations.

(Continued on page 71)
FROM MATT MONRO
England’s Swingin’est Male Singer!

“FROM RUSSIA WITH LOVE”
The Original Soundtrack Recording of the Title Song

a hit single #55682
a hit album LRP-3356/LST-7356

FROM RUSSIA WITH LOVE
Original Soundtrack Recording of the Title Song by MATT MONRO

CHARADE • LOVE IS A MANY-SPLENDORED THING • UNCHAINED MELODY • EXODUS • AROUND THE WORLD • THE SECOND TIME AROUND • FRIENDLY PERSUASION • THE GREEN LEAVES OF SUMMER • SOMEWHERE • MY LOVE AND DEVOTION • TILL THE END OF TIME

FROM RUSSIA WITH LOVE, CHARADE, EXODUS, THE SECOND TIME AROUND, LOVE IS A MANY-SPLENDORED THING, UNCHAINED MELODY, AROUND THE WORLD, FRIENDLY PERSUASION, MY LOVE AND DEVOTION, SOMEWHERE, THE GREEN LEAVES OF SUMMER, TILL THE END OF TIME

FROM LIBERTY WITH SALE
Vox Jox
By GIL FAGGEN

The Original Oxford Sound
Chad Stuart
Jeremy Clyde
Yesterday's Gone

Soon to be Seen on the Steve Allen Show (May 7th)
World Artists Records, Inc.
550 Great Street, Pittsburgh, Pa.
Phone (412) 261-110

70 weeks on Broadway and still going strong
Now Booking Coast to Coast

Henry Guettel Arthur Cantor by special arrangement with David Merrick and Donald Asberry

Present

Lionel Bart's

Music, Lyrics and Book by Lionel Bart
freely adapted from Dickens' "Oliver Twist"

Nov. - Fla., Ga., Tenn.
Dec. - Ark., Ia., Tex.
Feb. - Ill., Wis., Minn., N. D., Canada
Mar. - Northwest, Calif.
Apr. - Calif.
May - Utah, Colo., Mo.

"Who brought you touring productions of 'The Sound of Music' & 'Camelot'"

Billboard, May 2, 1964
FROM SI ZENTNER
America's swingin'est big band!

"FROM RUSSIA WITH LOVE"
Great arrangements of top adventure themes

A Hit Single #55683 b/w "The James Bond Theme"
A Hit Album LRP-3353/LST-7353

FROM RUSSIA WITH LOVE
CHARADE
SI ZENTNER
THE JAMES BOND THEME
BURKE'S LAW
PETER GUNN
M SQUAD
THE FUGITIVE
DRAGNET

MR. LUCKY
THE 3RD MAN THEME
BOND'S "007" THEME
THE MAN WITH THE GOLDEN ARM

FROM RUSSIA WITH LOVE, THE JAMES BOND THEME, BOND'S "007" THEME, CHARADE, BURKE'S LAW, THE FUGITIVE, THE MAN WITH THE GOLDEN ARM, PETER GUNN, M SQUAD, DRAGNET, MR. LUCKY, THE 3RD MAN THEME

FROM LIBERTY WITH SALES
ATLANTA, GA.

**TOP STATIONS**

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<tr>
<th>Call Letters</th>
<th>Rank</th>
<th>% of Total Points</th>
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**TOP DISK JOCKEYS**

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<th>% of Total Points</th>
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SYRACUSE, N.Y.

**TOP STATIONS**

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ATLANTA: Nation's 22d largest radio market. Fifteen AM, 6 FM. Two contemporary, 1 standard, 1 standard-pop, 1 conservative, 1 pop-standard, 2 R&B, 2 classical.

WXQ: 5,000 watts day, 1,000 watts night. Recently acquired from Esquire Broadcasting by Fox, Wells & Rogers (Jupiter Broadcasting, operators of WQXI, WAMU, WQAB, Cincinnati). Music format: Contemporary. Highly identifiable air personalities. Editorials aired. Special programs include music audience call-in program "Open Line" aired 11:05 to midnight M-F. On "Open Line," the show features a guest the first 30 minutes and audience participation by feature guests the final 30 minutes. Bill Dieck, one-minute sports capsules aired during drive times. Six-man news department headed by Van Brooks is equipped with airplane and two radio-telephone networks. Program Manager, Ken Burkhart. Program Director, Pat Hughes. Production Supervisor, Red Jones.


WSB: 50,000 watts. Cox Broadcasting Corporation. NBC affiliate. Music format: Standard. Station is among the top-rated in the nation, being the top three stations by being the largest share of audience. Highly identifiable air personalities. "Blue Chip" community image is strong on-off air promotion. Large and highly respected news operation. Special programs include "Sound Off" with Jim Horne, 9:05-10 a.m.; "Contact," with Audrey Tittle, 10:05-11 a.m., and "Sports Parade," with Frank Stiles, 6:15-6:30 p.m. M-F. Station Manager, Elmo Ellis. Program Director, Brent Hill.

WGTS: 5,000 watts day, 10,000 watts night. Owned by Georgia Institute of Technology. ABC affiliate. Music format: Standard-Top Pop. Highly identifiable air personalities. Emphasis on sports and news coverage. Georgia Tech football and basketball. Chicago White Sox major league baseball, major auto races national and local. Carried. Statewide newscasts (15 minutes) aired daily 7:30 a.m., 12:15 p.m. and 5:45 p.m. Total schedule consists of 23 per cent news. Special programs: Metropolitan Opera Saturday afternoons during season, 15-minute sports show at 5:30 p.m. during fall and "Sportsline" — interviews 9 to noon. Saturdays. General Manager, Jack Collins. Program Director, Jack Hurst.

WYN: 5,000 watts. Independent. Music format: Conservative. Station programs instrumental music primarily in uninterrupted segments. Executive Vice-President, Fred Wages.

WAKE: 1,000 watts day, 250 watts night. Owned by Basic Communications, CBS affiliate. Music format: Pop-Standard. Station changed music format January 1. From Contemporary, Station carries Atlanta Braves baseball and special sports programs 10:0-5:15 p.m. daily under direction of Roger Kaiser, twice All-American baseball star from Georgia Tech. Editorials aired. Four new news department. Station produces local and 10 minutes of CBS newscasts on the hour. Station has just launched "total community involvement campaign" at lull of hiring to personality design team. General Manager, Bert Welland. Operations Manager, Buddy Moore (also does show air daily).


WGKA: 1,000 watts day. Independent. Music format: Classical. Vice-President and General Manager, John P. Culver.


WYZE: 5,000 watts day. Independent. Music format: Country-Western-Gospel. Warren Roberts hosts show (1-2 p.m. M-F).-WOPO, FM covers the 5,000 watt full coverage of top stock car racing by remote from raceway. Highly identifiable air personalities. General Manager, Warren Roberts. Program Director, Ray Kimmons (also shows). For DOG: 5,000 watts.

THE RADIOrates RATINGs of stations and individual air personalities have been determined by survey of local and national record promotion personnel, distributors and record manufacturers. Not a popular poll, the ratings are based strictly on the comparative ability of the stations and air personalities to influence their listeners to purchase the singles and albums played on the air. The ratings follow the format of the typical 30 minutes of music that a building audience and creating the framework conducive to influencing the listener to purchase other products and services advertised on radio station.

FORMAT GLOSSARY: "Contemporary”—Stations that play primarily singles and LP's of a "rock and roll," rhythm and blues nature. "Pop-Standard"—Stations that play rock-n-roll and rhythm and blues music, as well as current singles and LPs of a non-rock n roll nature. "Pop-Standard"—Stations programming current and stock singles and LPs, excluding rock-n-roll and rhythm and blues.

"Standard-Pop"—Same as "Pop-Standard" with stations emphasizing standards to a much greater extent. Stations programming current or stock versions of the old standards culled primarily from LP's. "Rock-n-roll and "teen sound" excluded. "Contemporary"—Stations featuring primarily LP music of a subdued nature in tone and performance. Background instrumental music "Classical," "Country & Western" and "Jazz" — Rhythmic presentation, ming more than 50 per cent of their music in the above mentioned particular categories.
Here they are...RCA Custom's new Hollywood Studios

Symphony size
(75' x 45' x 25')

Personal size
(32' x 22' x 15')

RCA Victor's new West Coast headquarters offer you the ultimate in custom recording facilities—the threefold advantages of site, sound and service. Here—in the heart of Hollywood's music industry—ultra-modern studios combine years-ahead concepts in sound recording with fast, flexible and efficient custom service. Two large studios will accommodate assignments of any size—from a soloist to a 100-piece symphony—and the smaller studio is ideal for voice narration or more intimate musical recording. Modern equipment includes multi-channel input positions and virtually unlimited miking facilities.

Skilled and imaginative engineers will help you achieve precisely the sound you want—including a variety of special effects—and will give your session the careful supervision and extra effort that guarantees complete satisfaction. Complete tape and lacquer mastering facilities...tape storage vaults with controlled temperature and humidity...full service resources—all within a few blocks of RCA's own record manufacturing plant. Contact us for all your recording needs. Call Hollywood 1-9171, in New York: MUrray Hill 9-7200, Chicago: WHitehall 4-3215, Nashville: Alpine 5-5781 - RCA CUSTOM RECORD SALES
CUTTER LEAVING WSM TO HEAD OWN STATION
NASHVILLE — T. Tommy Cutter, announcer-deejay on WSM Radio and TV here the last nine years, has announced his resignation, effective June 1, to become part owner and on-the-spot commentator of WJS, Jackson, Miss. Cutrer has emceed Billboard's "Oversized" radio shows in recent months.

T. Tommy, as he is known to the WSM listening audience, purchased the Jackson Mutual affiliate with Oren Zimmerman, Nashville, Miss., old man, for an undisclosed figure. The WJS station is one of six in the Mississippi capital city. There will be no change in the station's personnel or programming procedure, Cutter says.

T. Tommy joined WSM's clear-channel operation in 1955 and since that time has made numerous appearances on the "Grand Ole Opry," the Pet Milk show and WSM-TV's Scruggs show. He also served as station deejay and newsmen.

Dottie West a Feature
At Winchester Festival
WINCHESTER, Va. — Winchester's Annual Apple Blossom Festival is now in progress. Among the many events will be a visit of Dottie West, RCA songstress, to reign as grand marshal April 29 through May 1, according to W. E. (Lucky) Modell, president of Denny-Moeller Talent, Inc., Nashville.

Queen of the event this year will be Lynda Bird Johnson, whose mother, Lady Bird Johnson, Lucille Ball and Arthur Godfrey are also scheduled to appear at the festival.

Miss West will talk on country music during the opening ceremonies and will perform at the grand ball with the Charlie Anderson Band. As grand marshal, Miss West will follow the queen in the grand parade May 1.

Miss West will talk on country music during the opening ceremonies and will perform at the grand ball with the Charlie Anderson Band. As grand marshal, Miss West will follow the queen in the grand parade May 1.

According, for instance, a tie-in with the Martha White Flour Company, in which Buck and Martha White reciprocate by jointly making country music and flour.

Buck's efforts at Charlotte, aided by Hubert Long, king of the jockeys, have demonstrated at least one way a promoter can build a regular, money-making show.

STU PHILLIPS, the Terrier Buildings
ladder, soon to coast to coast on Canada's CBC Television Network with his new show, "Mama in Column 2," Stu's first station with the label in "Heart" (Col. R-4239), is a broadcasting legend that's learned to "break" (Advertised).

HOT COUNTRY SINGLES
05/26/64

This Week
Last Week
TIT. ARTIST LABEL & NO.
1
UNDERSTAND YOUR MAN
John Carter, Capitol 5316
2
WELCOME TO MY WORLD
Joni James, Kapp 4081
3
MY HEART SKIPS A BEAT
Buck Owens, Capitol 3136
4
BURNING MEMORIES
Ray Price, Columbia 4947
5
SAGINAW, MICHIGAN
Lefty Frizzell, Columbia 33167
6
KEEPING UP WITH THE JONESS
Loretta Lynn, Decca 31597
7
LONG GONE LONESOME BLUES
Walter Williams, MPM 13308
8
THAT NIGHT I CALLED YOU ON MY FINGER
Kimba Wells, Decca 31530
9
MOLLY
Dr. Imus, RCA Victor 2926
10
LOVE IS NO EXCUSE
Jim Reeves & Delia Reeves, RCA Victor 2924
11
A WEEK IN THE COUNTRY
Ernest Ashworth, Hickory 1239
12
BALTIMORE
Sunny James, Capitol 1518
13
MILLER'S CAVE
Bob Reddy, RCA Victor 2092
14
EASY COME—EASY GO
Bill Anderson, Decca 31577
15
TOGETHER AGAIN
Buck Owens, Capitol 3146
16
FIVE LITTLE FINGERS
Janet Dunham, Decca 40452
17
YOU ARE MY FLOWER
Bill FX, Columbia 40454
18
SEEING IN MORE IN '64
Jim Nostell, Chart 1965
19
YOU HEART IS LEFT (AND I Was on the Right)
George J. Georgianna Artists 603
20
TIMBER I'M FALLING
Parlin Hixson, Capitol 3111
21
BREAKFAST WITH THE BLUES
Bill Anderson, Decca 31418
22
THE PILLOW WHISPERS
Gary Hamilton, Columbia 40401
23
WOODY MAKER
Jimmy Martin, Decca 31558
24
THE FILE
Bill Luman, Hickory 1238
25
LINDA WITH THE LONELY EYES
George Hamilton IV, RCA Victor 2808
26
BEFORE I'M OVER YOU
June Carter, Decca 31545
27
DON'T TAKE ADVANTAGE OF ME
Bette Owen, Tally 156
28
20 LITTLE LOVERS
Shelby Williams, Columbia 2288
29
32 1 CAN STAND IT (As Long as She Can)
Bill Phillips, Decca 31378
30
SORROW ON THE ROCKS
Bill Phillips, Decca 31378
31
PETTICOAT JUNCTION
Lester Flatt & Earl Scruggs, Columbia 40052
32
33
44 JULY 4
David Houston, Epic 6969
33
33
BEGGING TO YOU
Margo, Mercury, 42810
34
FAIR AND TENDER LADIES
George Jones and比较, RCA Victor 8304
35
WAITING A LIFETIME
Webb Pierce, Decca 31585
36
FOLLOW CLOVER by TEARDROPS
Hank Locklin, RCA Victor 3818
37
DOUBLE LIFE
Eugene Cotton, 42810
38
39
COUNTRY WOMAN TOWN
Bill Anderson, Capitol 1508
40
41
NOT MY KIND OF PEOPLE
George Anderson, RCA Victor 9501
42
INVISIBLE TEARS
Red Miller, Capitol 1524
43
WALKING, TALKING, CRYIN', BARELY BEATIN' BROKEN HEART
Randy Howard and Mountain Boys, Decca 31592
44
HE SAYS THE SAME THINGS TO ME
Clyde James, Epic 6953
45
WHEN THE WORLD'S ON FIRE
Buck Owens, Capitol 31580
46
LET'S GO ALL THE WAY
Hymie Rayder, RCA Victor 8304
47
WINE, WOMAN AND SONG
Loretta Lynn, Decca 31409
48
60 YEARS (Two Children Later)
Clouds Gray, Mercury 72236
49
THAT MATTERS
Ray Price, Columbia 40479
50
ALONE WITH YOU
Ron Nader, Capitol 31515

BRIAN POOLE & THE TREMELOES ARE HERE!!

I CAN DANCE / CANDY MAN #840 #840

In America, exclusively on Monument
It Can’t Be Anything But A SMASH - ’Cause It’s Connie!

CONNIE FRANCIS

Be Anything (But Be Mine)

& Tommy Available in full-color sleeve K-13237

MGM Records is a division of Metro-Goldwyn-Mayer, Inc.
Thanks, Mickey Kapp, for giving us the outstanding single of 1964 and for making it into this great, great album!

Hello, Dolly! Louis Armstrong

12 new recordings

FROM THE KAPP DISTRIBUTORS OF AMERICA

DIXIE RECORDS DISTRIBUTING CO.
ATLANTA, GA.
R & M DISTRIBUTING CO.
BILLINGS, MONT.
MUSIC SUPPLIERS, INC.
BOSTON, MASS.
BEST DISTRIBUTING CO.
BUFFALO, NEW YORK
MANGOLD DISTRIBUTING CO.
CHARLOTTE, N.C.
M. S. DISTRIBUTING CO.
CHICAGO, ILL.
MAIN LINE CLEVELAND, INC.
CLEVELAND, OHIO

BIG STATE DISTRIBUTING
DALLAS, TEXAS
WALTER SLAGLE & CO.
DENVER, COLORADO
ARC DISTRIBUTING CO.
DETROIT, MICH.
EASTERN RECORD DISTRIBUTORS
E. HARTFORD, CONN.
BOLD RECORD DISTRIBUTORS, INC.
HALEAH, FLA.
MICROPHONE MUSIC CO.
HONOLULU, HAWAII
H. W. DAILY, INC.
HOUSTON, TEXAS

RECORDS MERCHANDISING CO.
LOS ANGELES, CALIF.
RECORD SALES CORP.
MEMPHIS, TENN.
HAROLD N. LIEBERMAN CO.
MINNEAPOLIS, MINN.
MUSIC CITY RECORD DISTR. INC.
NASHVILLE, TENN.
ALL-STATE NEW JERSEY, INC.
NEWARK, N.J.
ALL SOUTH DIST. CORP.
NEW ORLEANS, LA.
ALL-STATE DISTRIBUTORS, INC.
NEW YORK, N.Y.

CHATTON DISTRIBUTING CO.
OAKLAND, CALIF.
B & K DISTRIBUTING CO.
OKLAHOMA CITY, OKLA.
DAVID ROSEN, INC.
PHILADELPHIA, PA.
FENWAY RECORD CORP.
PITTSBURGH, PA.
FIDELITY ELECTRIC CO.
SEATTLE, WASH.
ROBERTS RECORD DISTRIBUTORS
ST. LOUIS, MISSOURI
SCHWARTZ BROTHERS, INC.
WASHINGTON, D.C.
JILBLTM are eluded: her worked their through his ing. This along makes. These goings "Caldonia" gly Grant. IrIR. These are successful. They're is expert musicianship. voice is to ruff. GOING POP 200. This MGM of MacArthur high-light was culled from a March-Motown documentary. It features operatic of chronological highlights of the General's career at the recent battles of the events, and it shows the General's part in the air and his own War. These are equally highly recommended. Included and the MGM's career with solid, recorded anthems placed on material from World War II, concluding with General's memorable "Fads Away" speech. These three movies have been set in modern time from and presented with few, contemporary musical backgrounds. Each tale has a means for the youngsters. Highly recommended. Special Merit Picks are new releases of rare and popular pop songs which would have commercial appeal toward their respective age groups of music. The MacArthur is a provocative title, and both should attract new listeners as well as those who have already become fans of this continually popularized topic. Both the look and the title are required first carefully and, then, experimentally.
**Special Merit Picks**

Special Merit Picks are new releases of outstanding merit which deserve exposure and which would be popular among fans within their respective categories of music.

- **Pop Special Merit**
  - **Sentimental Guitar**
    - Tony Martello & Mel Oak. Command RS 866 (M); RS 866-50 (S)
  - **Song Sound for Voices**
    - John Coates. Merba MLP 6000 (M)
  - **Command Performances**
    - Enoch Light. Command RS 866 (M); RS 866-50 (S)

- **Folk Special Merit**
  - **Rod McKuen Sings Rod McKuen**
    - Capitol T 2079 (M); ST 2079 (S)
  - **Four-Star Albums**
    - The four-star rating is awarded to new albums with sufficient commercial potential to merit being stocked by most dealers, newspapers, and rack jobbers nationwide.

- **Beethoven: The Late Quartets 1-12**
  - Fine Arts Quartet. Concert-Disc SP-502 (S)

**Album Reviews Policy**

Every album sent to Billboard for review is handled by Billboard's Review Panel, and its sales potential is noted within the survey of music. Full reviews are presented for Spotlight Picks or Special Album Reviews, and other LPs are listed under their respective categories.

**Breakout Albums**

- **National Breakouts**
  - **Funny Girl**
    - Original Cast, Capitol VA 2059 (M); SVAS 2699 (S)
  - **New Action LP's**
    - Three new albums, not yet on Billboard's Top LPs Chart, have been reported getting strong sales action by dealers in music markets.

**Sphinx Classics**

- **We're On the Beam with a Smash Hit on Our Team!...**

**Tommy Nardello Sings**

**I Cried My Life Away**

**DJ 1253**

(D. Morris-P. Medley)

**Breaking Out In**

- Baltimore, Washington, Dayton, Cleveland, Miami

**DeJac Records**

Colonial Building
Hewlett, L., L. New York
(516) 4-7714

**More Will Live**

**The More You Give**

**Heart Fund**

BILLBOARD, May 2, 1964
NOW IT'S OUR TURN TO USE AMERICAN ARTISTS ON BRITISH HITS AND SELL AMERICAN RECORDS!

BOBBY RYDELL

sings

"A WORLD WITHOUT LOVE"

C 320

the flip side, a beautiful lyric version of the equally beautiful summer instrumental

"OUR FADED LOVE"

THE BIG ONES ARE ON CAMEO/PARKWAY
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 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!

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April 1964

Advertisement and Publishing Department

WWW.AMERICANGORPISTRY.COM
CMA's Membership Soars; New Hall of Fame Formula

DETROIT—The board of directors and officers of the Country Music Association, at the organization's second quarterly meeting held at the Plaza Hotel here, expressed enthusiasm about the growth of its membership during the last two and a half months. One hundred new members have been added to the organization in the last two and a half months, according to Mr. Joe Walker, executive director of the association. Twenty-four new life members were added during that period, Mrs. Walker said.

Connee B. Gay, chairman of the board, explained that the growth in membership was attributed to the efforts of the CMA and the efforts of its officers and directors, especially Tex Ritter and Ralph Atchison. The CMA board adopted a resolution to change the formula for the selection of entrants to the Country Music Hall of Fame. Hereof, those who received equal votes cast, provided the number was 60 or more, were automatically elected to the Country Music Hall of Fame. The new resolution calls for election by a point system.

It was also reported that CMA's premium album is now in the hands of the printing department of the various record companies, who are expected to produce the album within the next three months. The board also adopted a new insert for the association's "The Wonderful World of C.W. Music" kit, which is designed to aid radio stations in switching to a country music program. A booklet is now in the process of obtaining a new television survey to determine what country music stations are now programming country music.

The third quarterly meeting of the CMA board and officers will be held in Toronto August 6-7.

NASHVILLE SCENE

By LARRY COLE

George Hamilton IV is currently recording his new project for MCA Records. The album was arranged by Jim McConnell, who heads up the Acuff-Rose Talent Corporation. George has been busy recently lining up talent for several overseas tours, including a tour of Europe for Monument's Roy Orbison and a two-week tour of Japan for Roy Acuff and the Smokey Mountain Boys. Incidentally, in the tour associated with Roy Acuff, has joined Acuff-Rose as assistant to MCA's Stu Scoggins.

SSCA's man in Nashville, Roy Drusky, has added Lloyd Lonas to his staff and has reorganized his agency. Roy Lonas' new responsibilities were presented on the label recently and will have a release date in about two weeks. Joe Maphis and Rose Lee live Capitol records. B. F. R. Young has joined the Donnie-Moeller Agency and will be booking Frank Ifield and his band, Larry Moeller and Jack Andrews.

Billy Grammer is scheduled for an 11-day swing through Arkansas and Louisiana and is planning to begin a big tour in Texas, April 28. Bill will be in Meridian, Miss., April 28; Laurel, Miss., April 29; Pine Bluff, Ark., April 30; Fort Smith, Ark., May 1, and Little Rock, May 2. He then plans to tour through New Mexico with Bob Wills, the Wilburn Brothers, Carl Billie, Carson Mack, Del Reeves, Buck Carver, Ken Arnold, Bobby Smith and Tex Wayne, which is booked for six dates in Arkansas.

An English group, the Overlanders, are getting good radio air play in the Midwest with their Hickory release of "Yesterday's Sweetheart." Mark Decca recording artist, is now being handled by Jim Tule of the Decca Artists Agency. Monument Records' Fred Foster has signed Fred Carter to a recording contract. Fred is one of the bright lights in Houston and has a stable of artists at Pamper Music. Jimmy Key, of Key Talent, is currently on a promotion tour in behalf of Jimmy Newman and Dave Dudley's latest releases. Newman this week began a cross tour of his own through Louisiana and Texas.

when answering ad . . . Say You Saw it in Billboard

Jill in the Morning

The Consolers

Singing the Gospel

AGAN LRELELBAN

The Consolers

In the Morning

NASHBRO RECORDS

172 Ave. N., Nashville, Tenn.

NASHBO TOBACCO (Lo 7019)
think

EPIC

for built-in consumer appeal and dealer profit.
NEW

An enormous grosser in the art houses, and now just about to go into national release:

"YESTERDAY, TODAY AND TOMORROW"
ORIGINAL SOUND TRACK - W/WS 1552
The movie trades think this picture will be in the same groove as "Never on Sunday," "La Dolce Vita," and "Divorce - Italian Style." We agree. Starring Sophia Loren, Marcello Mastroianni, and a sound track filled with variety: memorable songs, plenty of vocals, bossa nova, the works.

A MODERN CONCEPT IN ART FILM MUSIC, BY INTERNATIONAL MUSIC'S FOREMOST ARRANGER: WERNER MÜLLER'S "INTERNATIONAL FILM FESTIVAL" (W/WS 1548)
We suspect this album is long overdue. The top art house hits - Sundays and Cybello and so on - in startling arrangements for a giant orchestra. Head for the college and art house market.

"WE'VE GOTTA SING"
THE COURIERS (W/WS 1547)

"we've gotta sing"

"GOLDEN HITS OF HAWAII"
THE MAINLAND, THIS IS THE HOTTEST TOURIST ALBUM EVER MADE. NOW WATCH IT ON THE MAINLAND!

GOLDEN HITS OF HAWAII
THE COURIERS

"LET'S HULA"
THE MAILE SERENADERS (WITH INSTRUCTION BOOK) (W/WS 1555)

What sells this LP is that each LP comes with a big illustrated instruction book showing, phrase-for-phrase, photos of how to hula. Perfect for snowy evenings at home. The ideal item for every Hawaii-hug, potential and actual.

"Golden Hits of Hawaii"
THE OUTRIGGERS - W/WS 1549

The Couriers and the Gospel Echoes are major forces in Protestant gospel music. They have enormous audiences. We think they'll be pleased by the fervent, moving gospel in these 2 albums.

THE COURIERS AND THE GOSPEL ECHOES
(W/WS 1545)

WHAT SELL'S THIS LP IS THAT EACH LP COMES WITH A BIG ILLUSTRATED INSTRUCTION BOOK SHOWING, PHRASE-FOR-PH RASE, PHOTOS OF HOW TO HULA. PERFECT FOR SNOWY EVENINGS AT HOME. THE IDEAL ITEM FOR EVERY HAWAII-HUG, POTENTIAL AND ACTUAL.

FROM
WARNER BROS. RECORDS
THE FIRST NAME IN SOUND

WARNER BROS.
RECORDS
THE FIRST NAME IN SOUND
NEW ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasting in programing.

FRANKIE MUSSELMAN - Mississippi Delta Blues: F 1021 (M)...
VARIOUS ARTISTS - Our Week-End mosaic: F 4001 (M)...

ATCQ

NINO TEMPO & STEVENS - Nino and April Sing: The Great Songs... S 146

BLUE NOTE

JAZZ TIP - Our Thing: BLP 1152, BST 84512 (F)...

SWEET YEARS - The End: BST 84517...

GEORGE BURTON - 100 Years of Blues: BLP 4101, BST 84518...

CAPITOL

LAURINDA ALMENDRA - Music from the Romantic Era: 4052...

ALFREDO ALPAZAR'S Great Hits: T 2088, ST 2088...

TEX RITTER - Ray Burke, the Mercenaries with Paul Kelly: New Top Hits in the Glenn Miller Style: T 2093...

RING CORREIA - Steep Street: T 2095, ST 2095...

BIZARRO BEAT - One More Comp: T 2087, ST 2087...

RICHARD KLINE - The Kingdom You Began: T 2087...

THE LETTERS OF RAY GORDON - Two Original Comedy Films: T 2095...

BRUCE HAUSER - Ready, Set, Sing: T 2090, ST 2090...

MARK TAYLOR & HIS BLUE GRASS MOUNTAINERS: Blue Grass Today: T 2087, ST 2087...

RAH THOMPSON & HIS BRASS VALEY BAND: Golden... T 2084, ST 2084...

VARIOUS ARTISTS - John Carter, Vol IV: T 2094...

NORMA WILSON - Today, Tomorrow, Forever: T 2082...

CAPITOL OF THE WORLD

JACQUELINE BAINBRIDGE - With Lou Christie's Orch: T 10352...

TOM SULLIVAN & PAUL HENZ KRESS - A Night in a Vietnamese Restaurant: T 3071...

COMPOSERS RECORDINGS

BARATI: Concerts for Cello and Oboe: Risha, Benjamin; Michael; Russian Philharmonic Orch., Karl Muck (4431). Var... 20-30...

BRUCE HAUSER & HIS ORCHESTRA: From Canada No. 2: Robert Revelle, Oste Philharmonic Orch., Henry Fishman (4432). Var... 20-30...

STEERMAN: Music for Flute, Guitar, Viola and Percussion: Co... (4433). Var... 20-30...

DARJ - The Greatest Hits of GENE CHANDLER: G 1431 (M)...

BOB MANN: Scenes in the Town: S 1988 (M)...

FESTA

VARIOUS ARTISTS - A Day on the deeper: PFL 199 (M)...

FOLKWAYS

English and Scottish Popular Ballads: Vol III: F 3051 (M)...

RICHARD KLINE - Dalarna Swede: E 2391 (M)...

SHUMAN: Music of Ernest Black: FM 2037 (M)...

THE PENGUIN ORCHESTRA: The Satellite Serenade: FM 2038 (M)...

PLAYS: P. A. M. R. (4434). Var... 20-30...

PONTANO

CATOY FI FISCHERLEIN & SONS ARTHUR AND MILDRED: Si... (4435). Var... 20-30...

THE FANTASTIC CARMELA: JES 270-277, S 867572...

JENNY-BERNADINE & HER ACOUSTIC ORCHESTRA: What the Deil... JES 270, S 867572...

FORD

IRVING FIELDS Plays the World's Favorite Melodies: FAW 3198 (M)...

FORTUNE

NATHAN EL MAYER - Going Back to the Village of Love: T... (4436). Var... 20-30...

SKYRIT McMillan - The Painted Lady Puts Eleven Other... E 2910 (M)...

BIBA HACER / TONY EUGENE / JOHN LEE HOOKER: PALMERS FROM THE SHORE: (4437). Var... 20-30...

ARTHUR EAGLICK: Presents a Night on Budapest: 3003 (M)...

VARIOUS ARTISTS - Around the House of Fortune: AF 101 (M)...

NOLAN STRONG & THE DIABLO: Fortune of Wilt, Wilt... (4438). Var... 20-30...

NOLAN STRONG - Meet Over Matter: S 8915 (M)...

VARIOUS ARTISTS - Greek Dances: GR 126 (M)...

GREGGORY

MOYART: Symphonies 25, 26 & 27, English Chamber Orch. (4439)... 20-30...

GREGGORY GOREY & MATTY, English Chamber Orch. (4440)... 20-30...

I'LL DISCOURAGE-LY

VARIOUS ARTISTS - Greek Dances: GR 126 (M)...

LONDON

ISLA CANDERON AND TONY BRITTON - Songs of Love: F 1031 (M)...

LE MAITRE DE L'AIR - Various: A 1502, USA 1509 (M)...

LE CHARMANT: Cantate: Various: T 2087, ST 2087...

BROOKLYN: Various: A 212, USA 213 (M)...

G. S. H. - ENGLAND: Vocal: E 281 (M)...

OPERATIC RECITAL - Various: A 3363, USA 3369 (M)...

REPRESENTATIVE ARTISTS - Various: A 3570, USA 3576 (M)...

SINGERS ORCHESTRA - Various: A 3782, USA 3791 (M)...

SINGERS ORCHESTRA - Various: A 3903, USA 3912 (M)...

STRAVINSKY: Rite of Spring: RPP 205 (M)...

MONTER

VARIOUS ARTISTS - The Millionth River, Vol. II: 615 (M)...

MIDTOWN

PHILIPS

SINGLED OUT - '50's: You Ain't Gotta Be But: F 1010, USA 1011 (M)...

SINGLED OUT - '50's: Swingers Going Bang: F.P.M. 205-110, USA 205-110 (M)...

MARLENE - Various: A 3000, USA 3001 (M)...

RCA CANDER

The Evernall Addresses of General MacArthur: (3-12") Disc: 100 (M)...

RCA VICTOR

CARL BEUL - Here Out Again: LSP 2548, LSP 2549...

FRANK W. BURROFF - Conquering L.C.P. 2560, USA 2560 (M)...

LEW REYNOLDS - The Best of DAVE GARDNER: LSP 2572, LSP 2573...

MELVIN GORD and HIS ORCHESTRA: LSP 2576, USA 2576 (M)...

LOWE GREENE - Welcome to the Pendulum: LSP 2593, USA 2593 (M)...

AL HINTON and CREDO and ORCH - Caron Candy:...

THE NORMAN LUCINDO ORCHESTRA - Great Movie Themes:...

PETER S. ROBERTSON - Reflections: LSP 2593, USA 2593, LSP 2594, USA 2594 (M)...

JOHN J. COVEY - Blue Hawaii and Rose: LSP 2595, USA 2595 (M)...

SONS OF THE PIONEERS - Country Fare: LSP 2595, USA 2595 (M)...

PORTER MASONER in Person: LSP 2593, USA 2593, USA 2593; LSP 2594, USA 2594; LSP 2596, USA 2596 (M)...

RECORDS

ALTY LONE ANGEL - Love and Living: USA 1242, USA 1242 (M)...

PONTANO

VARIOUS ARTISTS - Good Night Specter Presents 22 Original Taverns: R 22524 (M)...

REQUEST

THE LITTLE SINGERS OF TONTO: On Tour: RPL 8005, USA 8005 (M)...

ROULETTE

VARIOUS ARTISTS - Good Night Jack Specter Presents 22 Original Taverns: R 22524 (M)...

SQUARE

DANNY STAYLER - A Child of Matlock Times: 02 30002 (M)...

SUE

RAY BRANT - Love of Asian Great Stream: SUE 1099, USA 1099 (M)...

JUNKYARD DIRT - The Organ: SUE 1099, USA 1099 (M)...

THE SOUL SISTERS - Can't Stand to See: SUE 1099, USA 1099 (M)...

VARIOUS ARTISTS - A Quick Change of Pace: SUE 1099 (M)...

20TH CENTURY-PIC

ROB CASEY, the Soul of Folk: TFM 3215, TFM 4215 (M)...

DUNNY CAINTER in Part: TFM 3234, TFM 4234 (M)...

VIVIAN DELL' ORRICA-CANCEL IN CANCONE SHONIN: TFM 3254, TFM 4254 (M)...

THE WINDWARD VILLAGE ORCHESTRA: TFM 3254, TFM 4254 (M)...

THE BAD-MOTHERS - in Sunlight: TFM 3276, USA 3276 (M)...

THE BAD-MOTHERS - in Sunlight: TFM 3276, USA 3276 (M)...

OPERA FOR THE MIDDLE CLASS: Symphonic Orchest:...

VARIOUS ARTISTS - All the Folk Blues to: TFA 3121, USA 3121 (M)...

THE WAR TREAT, General Douglas MacArthur: TFA 3121, USA 3121 (M)...

U.S.A.

VII VIBRAS - Let's Have a Party: 100...

This Disc Does for Dancers
1964 National Academy of Recording Arts and Sciences Nominees:

Best New Artists of 1963

Best Performance by a Vocal Group for an Album in 1963

The Remarkable J's with Jamie
America's Most Listened-To New Vocal Group

CL 2005/CS 8805*

Hey, Look Us Over!

CL 2149/CS 8949*
SYRACUSE: Fifty-first largest radio market. Seven AM, 3 FM. Two contemporary, 2 standard, 2 pop-standard, 1 conservative, 1 easy.


WMDR: 5,000 watts. Independent. Music format: Contemporary. Highly identifiable air personalities. Station broadcasts foreign language shows. Program Director, Ron Thompson (also does air show daily).


WSIQ: 1,000 watts day. Independent. Music format: Conservative. Vice-President and General Manager, Frank Harris.

ATTENTION:  RIGHT-Endian BROTHERS, DEVOTED SISTERS & DISC JOCKEYS!
Christine Quaile's "TELL ME MAMA"
WA 1092
WORLD ARTISTS RECORDS, INC.
355 Green Street
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ATTENTION:
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FOR THE
TOGETHER"
1964,
BROTHERS,
CRAFT
1022
102
-QUALITY
thick
the

46,
281

"Talk-Back" Format
Unveiled by WNBC

"I'm Loving You More Every Day"
by
Etta James
Argo 5465

"SLIP-ON-MULES"
by
Sugar Pie De Santo
Checker 1073

EASTER vacation which found the ever-alert youngsters ready to experience anything new. At this point few youngsters are on the "pipe" with Crandall but a larger number still stop the questions to Mazer.

Some callers are on the air as long as 18 minutes. It would appear that with many thousands of potential callers ready, willing and able, a time limit should be set in order to allow more callers and topics to be represented. One night Crandall had fewer than 20 calls in four hours.

WNBC is going all-out on this format change with heavy cartoon ad on sides of the air in the major dailies (see cut). If the format is as popular as it may be, attention-getting as the advertisements, WNBC may soon be joined in this growing column when Metas, Pole and Hooper put out their next industry best seller.

The station editorializes four times daily and airs "programmettes" of special interest to itsNegro program. One example is "Help Wanted" (job opportunities) aired once each hour 6 a.m. to 7 p.m. (frequency, location of mobile X-ray units). A second program is "The Social Voice" (communit bulletin board). "Advance" (photography of prominent Negro personality) is aired four times daily, and "Aware" publicizes happenings, highlights, aired eight times daily.

Among the many informational-type programs, broadcast each hour from 6 a.m. to 7 p.m. is "At Home With Alma John" where 90-second bits aimed at the homemaker and "The Whirl-About Time" covering the latest movies, television and current entertainment attractions.

The station has expanded its news department, broadcasting five times daily and is making a bid for the respected Negro newspapers and programs. WJLB reported that WLIB newscaster Roy Davis will soon join WNBC's news staff.

The concentrated "new" sound of WWRL is being backed up by extensive on and off air activities. The station is presenting a number of on and off-air activities. The station is presenting the "Live" musical stage show at New York's Apollo Theater which began Friday (24) and runs through Monday (27). In a series of "Hello to New York" welcomes planned by WWRL, the show is spotlighting top R&B artists. WDIA, Memphis, and WLIB are handling the entire shows with key WWRL men participating.

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First Run Movies on Home TV Tape?

**EQUIPMENT NEWSLETTER**

**First Run Movies on Home TV Tape?**

By DAVID LACHENBRUCH

**HOMESTEAD TAPE**

Does not exist as a medium today, but it’s coming—just as surely as television followed radio. It could arrive in ten years or in two, and the recent Fairchild Camera demonstration of a developmental HVT recorder showed that it is now within the range of American industry’s technology.

Whenever it comes, it will be prominent in the future of anyone who is in the home entertainment business. It may be far more important to those in the record business than to television manufacturers and dealers. For when it comes, it will be far more than a see-yourself-on-TV tape. It will add the sense of vision to the medium of recorded sound familiar to you, remember that television—which stimulated ridiculous to many of the most astute minds of the entertainment industry in the 1930’s-1940’s—merely added the sense of vision to radio.

Among those who couldn’t see any sense in the idea of television early motion picture producers. After World War II, when television channels were going begging, most of them bucked like mules to stay out of a position of prominence in TV station ownership. But by 1959, a long time before they found their niche in TV film production, several major studios fell by the wayside in the movie business. In the meantime, the recording industry had been doing a roaring business.

**THE REMAINING MOVIE**

majors are determined not to let history repeat itself. Now revitalized, they are aggressive, enterprising. They’re increasing their investment in motion picture production and distribution. They’re in the phonograph record business. And the record business is becoming a vital part of the entertainment industry.

**ARE THEY INTERESTED?**

In the coming era of sight-and-sound recordings for the home? Yes, they are. Here’s the second chance for anyone who missed the run on TV in the 1950’s and early 1960’s. And one wonders why such an investment in the record business shouldn’t be a good guess that the HVT business will be, as well, a form of safes. The consumer may pay a “membership fee,” or he might order a tape—and then exchange it for another, paying a rental fee.

**UNLESS A REALLY LOW-COST PROCESS IS DEVELOPED,**

it is now more likely than ever that most home teams will be quite expensive. Unlike musical recordings, visual recordings probably won’t be played around the house, and the financial and marketing problems of how-to-do-it recordings such as golf lessons, etc., are already magnified. There’s no question that, if the right investment is made, that the right kind of equipment will be produced, and that it will sell. Since HVT recorders, like audio recorders, can be played back as long as the re-recorded tape is available, with novelty of recording directly from the home TV (and even making home TV events) eventually will be a basis for the new machine, as the present one may be. And, in the next-new variety, will be more a novelty market than the phonograph record business or the TV network business. A mount of this is conjecture, of course. But it’s rooted very soundly in the history of television and the history of this medium. The coming of HVT may mean big changes in our life. Its revolutionary impact will be comparable to the impact of television itself. Everyone in this industry has an important obligation to himself— to keep informed, to prepare for the challenges and opportunities in this brand-new field.

**Institute Calls Show Daring**

**NEW YORK—**The Institute of Television, Inc., has mailed contracts for the Federal Monitor Show, September 29—October 4. Non-members may write for contracts to the Institute.

One major motion picture producer-distributor is so excited about the success of the HVT business that they are investing in HVT for the home. They should have the inside track in the record field. The HVT record companies haven’t been heard from yet.

**Admiral Managers**

**BLOOMINGTON, Ill.**—Admiral Corporation has appointed two new regional sales managers, most of whom are executives of the testing division. Edward J. Truett, sales manager of the division, unveiled the new regional managers as follows: John V. Veseo will cover 11 Western States and John Warner will cover the eastern region. Both managers came from the air-conditioning department.

**McGannon to Speak**

**BOSTON—**Donald H. McGannon, president of General Electric Radio Division, will be one of the featured speakers at a symposium on the subject, “Do the People Have a Right to Know?”

**KWM Fire Loss $200,000**

**WEST MEMPHIS, Ark.**—Fire raged through the building housing radio station KWM’s transmitter here and destroyed new equipment costing $200,000.

Ironically, the equipment had recently been installed and was being tuned up to increase the station’s power from 1,000 to 10,000 watts.

The transmitter was destroyed in the nighttime fire which was discovered early Saturday morning. Only old and new towers were not damaged.

Cruising Arkansas State Police discovered the blaze. A volunteer fire department from West Memphis was ordered to the scene, and firemen were unable to ascertain what started the fire.

The station is owned by Dee River of Memphis. Manager William Bigg borrowed an emergency transmitter from station WTVN in West Memphis to keep his station on the air from the Mississippi River from scheduled for Friday, May 5, at the Sheraton Plaza Hotel, Boston.
"Dawn" Came Up Like Thunder...

NOW! it's the new chart topping single

In just 4 weeks top 10—and going all the way

THE 4 SEASONS

"Ronnie"

selling fast as summer lightning

DAWN THE 4 SEASONS
(GO AWAY) AND 11 OTHER GREAT SONGS
SITTIN' CANDLES • YOU SEND ME • BIG MAN'S WORLD • LIFE IS BUT A DREAM •
DO YOU WANT TO DANCE • EARTHY ANGEL • MOUNTAIN HIGH • ONLY YESTERDAY
• CHURCH BELLS WAYS RING • BREAKING UP IS HARD TO DO • DON'T LET GO

IN THE TOP 10!
Their big smash chart riding album

also selling big!

Born To Wander
THE 4 SEASONS

This is the season for The 4 SEASONS—so get with them now

PHILIPS RECORDS
ONE WORLD OF MUSIC ON ONE GREAT LABEL!
"OUR STATION BREAKS the hits." So says a local and enthusiastic disk jockey that this is all the exclamations. Almost every record on our chart was played first on our station. To which a realistic radio man might reply: "Who cares?"

SOMEBODY CARES, OF Course. People care enormously. There is still a large question, however, on how important this new program in hit breaking really is to radio listeners in general.

A NUMBER OF published stations have titles or other insignia to designate which hits were heard first on that station. In truth, it makes the column so near unnecessary that it is impressive. Also monotonous. If a station's leadership in the new hit department is so obvious to its listeners without the necessity of belaboring it in print.

SOME FUTURE SOCIAL scientist will probably conduct a motivational research of why people listen to what radio stations. We already possess quantitative data on the subject. The audience measurement services tell us when and how many. From the general program content of various competing stations so measured, of what kinds of programming attract the largest numbers.

WHEN IT COMES to the relative proportion of the instrumental, the smooth to the patty to the hard rock sounds, the old hits to the new hits to the country, all we can do is to make an educated guess.

AT THIS POINT there is some reason to doubt the audience-building power of being first to play the new hits. The reputation of being a hit maker brings a station prestige in the record world but does not necessarily pay off in audience ratings. I emphasize "not necessarily." Some don't. Other factors, as noted below, are involved. Some radio managers attach a great deal of importance to being first in breaking the hits.

IT IS POSSIBLE, of course, for one station to break the hits while the competitor holds the power to make them big. When a situation like this exists in any market, certain facts seem obvious: (1) The hit maker has a larger audience; (2) The hit broker, even with fewer listeners, attracts more of who are interested in buying new records; (3) The hit-breaking station has been playing a larger number of new records, and (4) The hit maker has to be playing a smaller number of hits or some other factors.

THE STATION CONCENTRATING on more new music need not be at a competitive disadvantage. Given a staff of capable disk jockeys, every station can succeed with skill and an awareness of current musical values, plus a capable music director who can break and also make the hits. Given a staff of creative, less musical judgment, plus a music director who uses the shotgun system of picks, a station is at the mercy of its playlist. To compensate for musical incompetence of his staff, a program director may restrict certain disk jockeys to playing new music except the top 40. He may also restrict his music director's scope.

In the face of all the talk about the rating power of the tight playlist, it should be remembered that the top-rated top 40 operations made their success through a lot of hard work and maintain their superiority over the "compact" list.

FIRST of all, they don't try to program every new record that might possibly have a chance, just to prevent the possibility of overlooking some promising hit.

SECOND, they check with the local distributor to find out if and when stock will be available. It is not uncommon for a station to play a new record for two weeks and then to discover that the reason stores weren't reporting sales was that the distributor hadn't ordered it.

THIRD, only a limited number of "ear picks" is permitted each week. The station holds off for long without confirmation, either from the local market or from some other key area. This means that every record on the hits list has a solid reason for being there, by virtue of proved potential.

FOURTH, not only the music director but all the disk jockeys are keenly aware of record values. They know how to program shows so that every record has a possible music content.

WE RETURN AGAIN to the fact, frequently, to the human skills involved in programming. Disk jockeys in building strong shows are essential. Disk jockeys and knowledge about the new music contribute to the showmanship that builds audiences and sells records. The greater variety in the playlist, the more the skill that is required.

The manager who once boasted that his top 40 programming system was automatic is no more. Either he has learned a different business, or he has learned another business.

With the country Jockeys

Bill Sachs

Charlie Grant, of Station WTV, Greenville, N. C., was a "Hattie Fatty," a subdued rock-a-billy tune. If you're not in the mood and not a cop, drop a line on a station manager's desk. He'll be happy to send out to the jockeys needing them. So stick with it.

I have a hard time getting records on the air. WCEL-AF, 33rd Street, Cleveland, Tenn. Mel asks Charley to keep the station daily, covering about three States. Another bid for better record service is made by Sam Anthony, program director at WYAE, Leominster, Mass. Anthony talks to Charlie Over the phone every week. He says he is having the same trouble. Anthony says he has all the records on the company's shelf, and he is going to make sure that he gets all of the records. Anthony says he is going to make sure that he gets all of the records. Anthony says he is going to make sure that he gets all of the records. Anthony says he is going to make sure that he gets all of the records. Anthony says he is going to make sure that he gets all of the records.

Cactus Bob Evans, veteran of WTV, is now on the air with "Frosty Window Pane," a new record. He says he is getting along fine.

SOMETHING TO WATCH for is the new record by Billie Holiday, "I'm Sorry," on the "Billie Holiday" label. It's a great record, and it's sure to be a hit.

Send us your tape... We do the rest! Complete Control of Speeds, Processing, Pressings, Labelling, Mastering, and Reproduction.

SONGCAST 1560 E. 8th Ave. N.R.C. 19 (OJ) G-187

Bill Sachs

Kowie's

"Tell Me Mama"

WA 1973

ARTISTS RECORDS, INC.
500 Grant Street
Pittsburgh, Pa.
Phone: 1-212-337-1725

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

BEST SELLING

PHONOMAGS, PHONORADS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month- long study using a special series of record-selling outlets (only) that also sell phonographs, radios and tape recorders. A different price group is published in the space each week. Each category, therefore, represents a cross-section of market conditions. The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank of manufacturers' sales at each dealer, and weighted by sales. Only manufacturers earning 3 per cent or more of total dealer points are listed below.

PHONOS LISTING UNDER $30

This Issue 10/19/63

Brand % of Total Points

1 1 Decca 23.0

2 2 Masterwork 17.2

3 3 Columbia 15.6

4 4 Sympatic 9.5

5 5 RCA Victor 6.0

6 6 Commodore 3.1

7 7 others 25.7

Since this chart is based on the previous month's sales, it is conceivable that certain sales deals are in progress affecting the relative positions of different brands. This chart should be used only as a guide. For further information:


A Promo edit on your favorite artists.


Audio Lab will get me on one free on entire Country and Western catalog.


Audio Lab on artist(s) for Stereo Album. A 10% off discount on any order of 25 or more. A 5% discount on any order of 10 or more.


Magic Tables will send you a free record for every 10 purchases in series 2000, 7000, 9000, with the exception of 9001, 9002, and 9003.

KOY Anniversary

PHOENIX, Ariz.—KOY celebrated its 42nd anniversary of broadcasting Wednesday (22). Station manager Bill Wade quotes him as saying: "And we don't feel a bit older!"

Women Only

CONNEAUT, Ohio—WFIZ-AM went on the air last week managed by eight women. Owner Louis W. Skelly believes it is the world's first and only FM station operated entirely by the fairer sex.

KPD-FM Radio, Wichita, Kan.—A curious 10,000-watt c.w. station covering a vast area of the Midwest, KPD-FM makes a return to the country music fold after an absence of more than 30 years. We can't help but think all the c.w. records we can get, including classics, would be a hit.

BILBOARD, May 2, 1964.
MOA Bids for Increased Support From Game Mfrs.

By NICK BIRRO

CHICAGO—Music Operators of America executives are meeting with amusement machine manufacturers at the Sherman House here Thursday (7) to discuss details of the association's fall convention.

The convention is planned for Wednesday, Oct. 17, through Monday, Oct. 22, though it was reported that MOA would have at least as many amusement machine manufacturers exhibiting last year.

An amusement machine category was one of MOA's best and virtually every manufacturer's contribution was an exhibitor.

Giving impetus to the meeting is the fact that many MOA last week that all four juke box manufacturers would be exhibiting in the show.

**Confidence Vote**

With MOA already introducing a solid vote of confidence from coin-operated phonograph industry magnates who have come from the amusement machine people, it seems likely that the 1961 show will be the most successful of any in recent years.

A key question still remains with record manufacturer participation. This has been dwindling steadily during the past few years to where less than a half dozen manufacturers participated in last year's show.

Record manufacturers have given a variety of excuses, the long and short of it that they just didn't feel the MOA convention was worth their while.

**Peculiar Position**

Adding to their belief was the fact that with several of the juke box manufacturers not exhibiting (as was the case for the past several years) MOA might be in the peculiar position of not even having the full support of the amusement industry.

All this was settled last year and for the first year in several years, four manufacturers came into the show. This year, they went one step better—they asked us to show the award a full six months before convention time.

Not only did we get a solid vote of confidence for MOA, it gives the association pride. The extra time to build attendance and seek additional exhibitor support.

With the record manufacturers looking at an association that appears to need their coin-operated phonograph and amusement industry for the first time, their attitude could be quite different.

Representing MOA at its meeting with manufacturers this week will be: Lou Casala, MOA executive director; Fred Granger, president, and Fred Granger, managing director.


**UJA Commem See Sellout Victory Dinner**

NEW YORK—The June 6 victory dinner of the Coin Division of the United Jewish Appeal will be a sellout.

The announcement was made by UJA-Coin Division chairman Irving Holzman at a committee dinner meeting Wednesdays at the Hotel Ambassador. Those who have not yet obtained tickets should get in touch with Holzman without delay.

The committee already distributed 660 tickets to the affair, which will take place at the Stalper Hilton, and it was projected by Meyer Parkoff, Atlantic New York Corporation, that attendance will be held to 650 to avoid overcrowding.

Contributions as well as reserves are expected to be more than enough to warrant the prediction that total donations to the campaign will exceed $50,000. A ladies' telephone squad will wrap up any delinquent pledges and a closing squad will call for the closing days of the campaign.

The dinner meeting opened with a moment of silence in memory of the late Barney Sugerman, and a large number of those present then increased their personal contributions as a further memorial by a total of some $700.

The closing committee meeting will also be a dinner meeting with wives invited. It will again be held at the Ambassador Hotel at 6 p.m. Wednesday (6).

Those present at the Wednesday meeting included Chairman and Mrs. Irving Holzman, Joseph Alfino Jr., Mrs. Robert Kludzinski, Theodore Blum, "Senator" and Mrs. Al Bodkin, Bernice Rolnick; Mrs. Alfred Berman; Mrs. Mr. and Mrs. Al Davidson, Mr. and Mrs. Michael Rolnick, Mrs. Mr. and Mrs. Mr. and Mrs. Stanley Feldman, Harold Kaufman, Mr. and Mrs. Sidney Mitteberg, Mr. and Mrs. Mike Maquelkin, Mike Munves, Mayer Parkoff, Carl Pavels, Ted Goldberg, Guest of Honor and Mrs. Harry Siskind, Nathan Sugerman and Lou Wolberg.

Editorial

**Common Interest**

When two groups have a common interest, they can usually gain a great deal together. We think this is the case with juke box operators and one-stop owners. Specifically, with Music Operators of America, the juke box group, and Record One Stop Association (ROSA), the two year-old one stop association headed by Virgil Perlman of Philadelphia.

Prior to last year's MOA convention, Billboard suggested that both associations could lose nothing and gain a great deal by holding a joint convention. They came close to an announced meeting but there was never a booth and exhibit at the MOA show. It was a good start. But it should go farther.

The logic is this. Record manufacturers have complained that they are losing touch with operators. Whereas operators at one time bought virtually all singles from the manufacturer's distributors but are now getting their product from one stop.

The "losing touch" argument was given by several manufacturers for not exhibiting at last year's MOA convention. "We don't sell to operators anymore," one executive said, "and we don't want to sell to operators why should we exhibit at our show," an executive with one of the nation's largest record firms said. "Now if there were one-stop operators at the show, we'd be interested.

So—why not? Some one-stop owners should be interested in meeting operators after all, the operators are their customers. And if the operators buy from them all year long rely on their judgment, often seek their advice. It would seem the two would have a great deal to learn from each other—perhaps in a series of seminars or business sessions.

As far as the record manufacturers are concerned, their interest in meeting one-stop operators lies in the fact that one-stop operators can make to an MOA convention. Aside from being exhibitors, aside from adding color and excitement to bring the big names to the convention, it gives them a chance to tell the operators about such things as programming and one-stop operators about such things as marketing and the like.

If the seminar can bring the manufacturers, one-stop owners and juke box operators participating. How about giving each record manufacturer a chance to speak to one or two operators.

How about a separate room where one stop owners could put small individual booths, scaled very cheaply to get some direct operator exposure. How about a series of revolving appointments where each one stop owner has a preset time to talk to each record manufacturer present. Yet it is now practiced by the National Association of Record Merchandisers (NARM).

Perhaps these and other ideas could be used to constructively get each one stop owner and record manufacturer working together toward a very worthwhile goal—a healthy industry.

Florida Coinmen Meet to Organize New State Assn.

TALLAHASSEE, Fla. — The steering committee for the formation of the Florida Amusement and Music Association (FAMA) will hold its organizational meeting Sunday (3) at the Daytona Plaza Hotel, Daytona Beach, at 10 a.m. and a social get-together the preceding evening (2) at 8 p.m. in the Goldenrod Room.

Fred F. Deeb of this city terminal chairman of the committee made an announcement and notices to operators throughout the state of its formation and is hoping to build a numerically strong association that will carry weight in the State Legislature. The steering committee has already received many and is seeking ways to avoid the new 3 1/2 percent sales tax.

Other members of the steering committee are: Joe Barton, Jacksonville; Charles Beyer, Daytona Beach; Fa. A. Blalock, Pensacola; Doug Hunter, West Palm Beach; Charlie Livingston, Panama City; Paul Loaque, Perry; James Mullins, Miami; Ron Rood, Orlando; Joe L. Smith, Seabreeze; Sr. and Gleason Standbrough Jr., West Palm Beach; Gene Stopp, Perry, and W. T. Trubmann, Miami.

Snow Slowly Takes On Both Music and Games

DENVER—The average operating snows were down during late March and early April as unseasonably late snows smothered most of the Denver and eastern Colorado area.

The weather forecast postponed a number of outdoor activities usually scheduled for this time of year and a general stay-at-home feeling set in on the part of the public. Collections were down about 10 or 15 percent during the period of the previous year.

Official records suffered at about the same level, an operating story indicated. Leading...
Background Music Co. Sells Its Customers 'Atmosphere'

By NICK BIRO

CHICAGO — Through the years, coin machine operators have turned more and more to various forms of diversification to expand their base of operation. Perhaps the two most popular moves in this direction have been background music and vending. Both seem to fit into the coin machine operator's traditional pattern of doing business. In an effort to bring new light on one of these-background music—Billboard presents here a case study of one of the nation's leading manufacturers of this type of equipment. The look into Tape-Athen's doors contains not just a study of the firm itself, but a detailed analysis of background music—how, why and what makes it click.

INGLEWOOD, Calif. — If you were to ask George Anthony, president of Tape-Athen Corporation, what his firm produces and sells, he would tell you simply—"atmosphere." Although the Tape-Athen organization is one of the largest background music companies, it prefers to describe its product in such offbeat terms because, as Anthony puts it, "background music today just isn't what it should be. Some of the sounds now being used or sold for background purposes would be better off eliminated a couple hundred db's."

Only 10 years old, Tape-Athen has grown today to one of the most respected names in the music business. The equipment it now provides is a series of professional-type reel-to-reel tape transporters and the music that's used with them. Engineered for the "long haul" installation, Tape-Athen's machines are rugged right down to the nameplates. Realizing that in many cases the recording facilities are not located on the ultimate consumer's premises, their designers have made it as fully automatic and as durable as materials and processes will allow.

The firm deploys its systems through a network of national reps and from a number of these to several thousand independent dealers.

The music end of the business itself has grown so large that it must now be operated as a separate entity, Tape-Athen Music, Inc. This firm is equipped with one of the largest and most costly tape duplicating facilities on the West Coast.

Tape-Athen, as the name implies, provides music on tape for background play, but it goes into a truly scientific study to select just what music is used.

The company's philosophy is to provide background music on a custom basis—each user receiving a specific program for his establishment. What Tape-Athen brings down to its customers is a well-founded belief that no two businesses need exactly the same kind of background. Here are just a few of the considerations made when selecting music for a particular location.

(a) Type (department store, motel, cocktail lounge, etc.).
(b) Geographical area.
(c) Ethnic origin of customers.
(d) Time of day in operation.
(e) Image desired.

What evolves from all this study is a program for an establishment that provides atmosphere, designed to influence the patrons by attracting or retaining them. This "correct" atmosphere has been proven to be much more effective than run-of-the-mill music. Tape-Athen's firm is able to produce these programs and tape players and sell through distributors and dealers at prices competitive to other sources.

The process of developing these programs to meet the firm's requirements in length, size, and so on can be imagined. The music is strictly instrumental since vocals tend to detract the patron's attention. This is objectionable for true background atmosphere. Sources for musical numbers are international, necessitating frequent trips to foreign music centers, most notably, Europe. Literally thousands of musical numbers and arrangements are auditioned at Tape-Athen's facility in Inglewood. Only 10 per cent of the total music submitted is finally selected for use in the various programs. And what the music firm can't find already recorded, it will procure by having original recordings made. All music is thoroughly checked by Tape-Athen's three-man auditioning staff, representing over 100 years of combined experience. Once a number has been approved by the auditioning staff, it is recorded on a special master tape and becomes part of the firm's library. Actually, three masters are made simultaneously: one dual track duplicating the original, a second identical to the first for "high" or safety, and a third four-track for stereo. These original tapes are kept on individual reels, cataloged, and stored in a controlled-atmosphere room. This cataloging operation itself is extremely comprehensive, providing coded data on every aspect of the music, simplifying selections for programs.

The next step in producing a saleable tape is to combine 200 to 400 such recordings into a single, continuous program. Here is where the techniques of psychology as well as musical knowledge are prime qualifications for editing. The man who masterminds this function is Max Urban, well-known composer, arranger, and conductor. Urban must not only select the proper numbers but must sequence them in the most desirable and efficient order, provide proper breaks between them, time the entire program, and compensate for variations in amplitude so the finished work has a constant volume level.

Using this program master as an original recording, the firm then produces one or more duplicates, as required, in its extensive and well-equipped duplicating department. All recordings are made on 1/4" magnetic tape and are hermetically sealed in a protective jacket. This insures the best in sound quality, easy handling, and maximum durability.

Thus, the customer receives a taped program that is not only unique but one designed to fit his business like a glove. It is intended to realistically reduce employee absenteeism, improve production, attract new customers, put patrons in buying mood, or do whatever the occasion demands. Usually, this music is used... (Continued on page 50)

Audio Engineer Jim Jerrard records a master tape for the Tape-Athen library from one of the many new numbers the firm receives from music publishers all over the world.

The DUPLICATING ROOM where 10 custom-built Ampex duplicators handle the high volume of taped programs sent to thousands of customers throughout the world.

Another master tape is added to the music library. Tape-Athen has one of the largest such collections in the world and is continually increasing its scope and size.

Maestro Max Urban in Tape-Athen's master control room checks the quality and duration of a musical selection to become part of a finished program.

operators at tape-athan manually check condition of returned tapes prior to re-recording.

Stereo Releases for Music Operators

• Seeburg little LP's
  • Pop Vocal
    • THE BEATLES—The Beatles' Second Album...Capitol
    • THE IMPRESSIONS—The Never Ending Impressions.................ABC-Paramount
  • Pop Instrumental
    • "BIG" TINY LITTLE—Honky Tonk Hootenanny...Coral
    • LEON McAULIFF—The Donc'n'est Band
  • Around
    • ABC-Paramount

All titles listed are custom 331/3s single-sided packages for the bike box operator. Other packages on record companies may be available by sending detailed inquiries to: Bike Box Records (see address).

BILBOARD, May 2, 1964
THE NEW ROWE AMI TROPICANA brings you "THREE-IN-ONE" PROGRAMMING TO SATISFY ANY LOCATION!

Suddenly, any location becomes the focal point of exciting, big-time entertainment when the new Tropicana starts playing. This great new music-maker is an unbeatable money-maker. See it at your Rowe AMI distributor's now.

100 SELECTIONS! 160! 200! ALL IN ONE PHONOGRAPH

- Exciting New Styling
- Room-filling Stereo Round
- Exclusive Self-Contained Speakers
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

ROWE AC MANUFACTURING
The Merchandise Mart, Chicago 54, Illinois
Rowe sets the standards in vending equipment, bill changers, music systems
Supermarket Exec Says: You Can't Deposit Percentage

MIAMI BEACH, Fla.—Hank Pessar, director of vending for the Food Fair supermarket chain, told operators at the NVA convention here Friday (17) that they can't deposit percentage in the bank.

Pessar told the bulk operators that a supermarket executive isn't interested in how much commission he gets in terms of percentages—but he is interested in how much revenue he will receive for a given square footage.

The supermarket executive—who had been a vending operator before entering the food field—said that a supermarket must do $35,000 in volume for each $1,000 profit it makes.

Therefore, he explained, the commissions received from a bulk vending operator in a large chain can be the equivalent of several hundred thousand of food volume.

"Grain Year Essential"

Pessar said that keeping bulk vending machines spotless is essential to the supermarket operation. He explained that if anything is dirty, with food is not clean, the results are disastrous.

He said the store also has a responsibility in supplementing the cleaning efforts of the operator by making sure that one of the store employees takes a trash bag over the globes from time to time.

Pessar took the manufacturer to task as a safety factor. He said that unless machines are bolted down, there is no assurance that they will topple over and injure a child.

Pessar said that supermarkets don't have to fix their floors marred by bolt marks and suggested that the industry could solve the problem.

He also advised operators to learn to say "no" to a location if the commission demands are unreasonable.

"Don't Beg"

Pessar pointed out that bulk vending machines in this instance, the store revenue for the unusable spot and the operator need not beg for something that is new.

Under the Food Fair plan store managers share in the vending commissions and hence are encouraged to promote bulk vending. Food Fair will field test new items in an effect to boost vending revenues.

Pessar told the operators to fill their globes with increasing regularity. He pointed out about half the monthly bulk vending volume is done in the first 10 days of each new fill is done in the machine.

Machine Posting "Helps" Seattle Op

SEATTLE—Running a continuous analysis on sales of each type of filling machine and by location, is one of the advantages that John C. McDaniel, director of the vending company here, has obtained from investing in modern bookkeeping machines.

Instead of depending upon the usual notebooks, ledgers, and memoranda, the operator McDaniel and his wife use the National Cash Register posting machine which allows him to keep just as tight control over a single slot gum machine in a marginal location, as an on-eighth machine in a modern super drug store.

The National Cash Register posting machine, brought up to date daily, provides for complete information on sales to date and the owner, sales noted at any given occasion, a comparison with sales of the equivalent period last year and in the same machine, commissions paid, accumulated balance and total sales made by the machine from the time it went on location to the present.

At the time this information is posted on the bookkeeping machine, bucking sheets provide for posting a daily ledger, the sales analysis, and for writing the commission checks for the location owner, tax records, etc., all in one motion.

The posting machine keeps up to the minute on sales of some 14 to 18 times included in the machine. Abstracts, analyses and reports are made up on the machine.

The operator McDaniel in realizing the percentage of each product in the multiple-head installations. The Seattle store uses the routes himself, every two months, to assess the work of his three representatives, and his progress, making regular observations, coupled with the electronic analysis provided by the NCGR posting, are the basis for frequent changes.

(Continued on page 45)

Say You Saw It in Billboard

Vending Headquarters for VICTOR The Most Complete and Finest Line of Bulk Vendors

NEW SELECTORAMA BEAUTIFUL STORE WINDOW DISPLAY Available in 1e, 10c, 15c, 25c or 50c coin mechanisms. Units can vend 100c coin gum, 110c coin gum and V2 capsules. Use as single unit or can be mounted on multiple stands. New attractive and durable stainless steel housing for one or eight units.

H. B. HUTCHINSON, JR. 1704 N. Decatur Rd., N.E., Atlanta 7, Ga. Phone: Holgate 7-4700

Black Coin Machine Exchange


Acorn—The World's Most Profitable Vendors!

We have the largest variety of all types of Acorn machines. We are interested in buying Acorn machines and will pay top prices. If you have machines you need to sale, please write us what you have and we will give you the best price possible.

J. Schoenbach Distributor For Acorn Manufacturing Co., Inc. 715 LINCOLN PLACE, BALTIMORE, Md.

50-FULL CASES

25-FULL CASES

10-FULL CASES

5-MID CASES

2-MID CASES

SINGLE ITEMS

SCHEDULE D

35c.

DUMBBELLS

BARBELLS

ACTIVATION

ACORN MACHINE COMPANY

PARKWAY MACHINE CO.

BILBOO, May 2, 1964
PAUL CRISMAN
NVA PRESIDENT
MIAMI BEACH—Paul Crisman, King & Company, Chicago, was elected president of the National Vendors Association at the group's annual convention here April 16-19. Other officers named were Harry Bell, Chicago, vice-president; Harold Folt, Oceanic, secretary, and Paul Gunyes, Dallas, treasurer. Art Bianco, New York operator, was recipient of the Operator of the Year plaque, an award inaugurated this year.

Redd Displays New Shoe-Shiner
MIAMI BEACH, Fla.—The Redd Displaying Company, Boston, displayed its new Cinch Instant Shoe-Shine Machine at the NVA show. The unit vends shoe-shine packs at 10 cents and has a capacity of 125 packets. Machine dimensions are 6½ by 4 by 19½ inches. Redd also displayed a coffee packet machine and the Bally fun phone.

2 Cramer Novelties
MIAMI BEACH, Fla.—The Cramer Gum Company, Boston, had two new novelties for confectioners at the NVA show. The dart game has a dart and built-in eye imprinted in the gun. Object is to get in the inner ring. Tin-Toe-Too utilizes the classic game on bull gun. Another Cramer item is talking gum, with French phrases and their English translations on the gum.

BEATLE HEADQUARTERS
BEATLE RECORDS

BIrmingham vendiNc CoMPANy
2554 Mission St., Pittsburgh, Pa.

Oak Bows New Line
MIAMI BEACH—The Oak Manufacturing Company bowed its new Futura stand and Vista line of vending machines at the NVA show here last week. The Futura stand, which holds four machines with room at the top for a display, enables the serviceman to remove globes without ever touching the cash.

Say BEATLE prices, for MODERN you have No.

Harby Bows Its Bulk Vendors
MIAMI BEACH, Fla.—Harby, Inc., Vending, Napa, Calif., have bowed its new Futura bulk vending machine line at the NVA show here both the Mercury and Fiesta (1200 and the Model 1800. All models have a new coin box which holds $33 in pennies. All machines are in production. The Mercury, with a foot-erette body and a chrome top, holds 12 pounds of 210-count ball gum. The Model 1200 holds 1,200 pieces of Century gum, while the Model 1800 holds 1,100 pieces of Century gum.

State Sales Will Hold Open House
Baltimore—State Sales and Service Corporation, distributor of Warrior photogns, and many other top coin machine firms here, will hold an open house Saturday (21) in its new modern building at 1825 Guilford Avenue.

The celebration of the new quarters will begin at 10 a.m. and last indefinitely through the day and evening. For the convenience of visitors refreshments and souvenirs. Invitations have been sent out by State's. We expect a large attendance is expected.

Machine Posting

Among by-products of electrical records keeping in this way has been quick detection of products which are likely to suffer from Seattle's extremely rainy weather. As they show a continuous loss from this reason, they are weed out of the inventory rapidly as possible.

Location owners have a timely, machine-printed statement, enclosed with their checks, each month, which includes work on the state, has found that this business-like approach. Cans to bulk vending operations on vendors has resulted in a steady stream of new locations by referral, telephoned in directly by retailers who have seen these statements and checks.

The big Washington firm operates 3,500 machines, largest in the Pacific Northwest, and after a few months of experience with the National Cash Register department, McDaniel wonders why he didn't install it long ago.

Among the Missing
MIAMI BEACH, Fla. Among the missing at the recent National Vendors Association convention were outgoing President Bert Inkst, Atlanta, and Leonard Quinn, director from Columbus, Ohio. Fraga's daughter was ill and he insisted in sitting by her bedside. Quinn is also missing.

Introducing! the ultimate in SANITARY VENDORS

PM-DOO
RECESSED ACE LOCK
BAKED CHROME CABINET
CHROME MECHANISMS
CAPACITY
Due-300 Flat Packs
Trio-450 Flat Packs

Schoenbach For Merchandise
LEAF BRAND RAIN-BLO

PM TRIO
Compact Rugged Construction. Any Combination of 25c and 50c Coin Mechanisms. Self-Rotating, Affordable Monsters. Write for Press.

BUILT FOR BUSINESS

SEND FOR ILLUSTRATED CATALOG, TODAY!

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EUROPEAN NEWS BRIEFS

Phono Aluminum

MADRID—Petaco, which is manufacturing the Belgian Rennette phonograph under license, is experimenting with substituting aluminum for many heavy metal parts in the machine. Petaco is trying to exploit complicated tax loopholes in Spanish law. The firm also claims that lightweight machines are easier to maintain and operate. It believes, finally, that in time certain production economies can be achieved by utilizing more aluminum.

The experiment is attracting wide interest not only because of the possible implications for the world industry of the successful use of aluminum replacing steel but also because Petaco is rushing to take advantage of the expanding domestic phonograph market before foreign firms arrive in force.

Heads Oslo Firm

OSLO—The firm of Egil Moon Iversen A/S, one of Scandinavia’s leading integrated music companies, has been taken over by one of the early stockholders, Arne Bendiksen.

Egil Moon Iversen A/S activities embrace phonographs, publishing, recording, concerts, sound equipment and miscellaneous activities in the music field.

Bendiksen, conductor of his own orchestra until 1954, was chosen Norway’s best bass player in 1954, 1955 and 1956. He helped found Egil Moon Iversen in 1957. His latest composition, “La meg vaer ung” (Let Me Be Young), is No. 1 on the Norwegian chart and is being released throughout Europe.

Target Games Big

HAMBURG—German operators report that target games are making a comeback. Many German operators find that target games return the largest collections in relation to investment of any games in operation in this country.

The operator consensus is confirmed by sales of Thos. Bergmann & Co., Hamburg, in the target game field. Aside from Arizona, which has established an all-time German target game sales records, Bergmann’s new electronic target game, Safari, is also setting sales records.

German operator opinion is that the competitive challenge of the target game is unwatched by most of its technically more sophisticated successors.

French Kiddies Ride

PARIS—Kiddie rides are galloping to new sales records in France. This reflects partly the approach of spring and partly the increased French birth rate of recent years.

Kiddie rides are being sited primarily in two types of locations: public parks and department stores, which are having transcendent success in using the rides as automated baby sitters.

U. S. kiddie rides dominate the French market. French operators consider kiddie rides an overlooked segment of the coin games market in this country.

NVA Cites 1963-64 Leaders

MADISON, WIS. — The normal annual convention of the NVA was held in Chicago, Ill., at the Holiday Inn last week.

One hundred and forty operators from the 17 NVA districts attended the meeting.

The following operators were elected to their respective state NVA offices:

Missouri—Bill Follis (president), D. W. Turnstein (vice president), A. F. Trondson (secretary), and A. J. Wildermuth (treasurer).

Indiana—D. E. Piotrowski (president), A. F. M. Baigie (vice president), W. A. Karch (secretary), and R. M. Smith (treasurer).

Illinois—H. O. Wehr (president), C. W. Stangel (vice president), W. E. Perdue (secretary), and H. M. Johnson (treasurer).

The following operators were selected as state directors:

Illinois—J. W. G. New (1st director), C. W. Stangel (2nd director), W. E. Perdue (3rd director), and H. M. Johnson (4th director).

Indiana—H. O. Wehr (1st director), A. F. M. Baigie (2nd director), W. A. Karch (3rd director), and D. E. Piotrowski (4th director).

Missouri—D. W. Turnstein (1st director), A. F. Trondson (2nd director), A. J. Wildermuth (3rd director), and Bill Follis (4th director).

NVA Cites 1963-64 Leaders

HAROLD FOLL, outgoing treasurer, receives a plaque from Rolf Lobell, convention chairman.

LEO LEARY, membership chairman, gets his plaque from Paul Crisman, newly elected NVA president.

ART BIANCO, left, gets the Operator of the Year plaque from Don Mitchell.

DON MITCHELL, left, NVA counsel, is recognized for his services.

HARRY BELL, outgoing treasurer, awaits his plaque from Rolf Lobell.

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CELE/G/PA.TTERSON
JUKE BOX SERVICE MEN pay close attention to the elucidated discourse of C. B. Ross, Wurlitzer service manager. The explanation is the selector mechanism of the Model 2800. Ross is conducting service calls for operators and service men in many Midwest centers.

**COINMEN IN THE NEWS**

Los Angeles Angels

Joe Tumolosi, long-time operator of Banning, Calif., was one of three elected to the City Council. He polled the second highest vote, running on a platform of better city improvements. The election was held in Hong Kong on their trip around the world. They went next to New Delhi in India, Gary Sinclair, Wurlitzer Western representative, and Roy Tepple of Northwest Sales in Seattle recently left Honolulu for Tokyo on the round-the-world trip. A. J. Barkalov, Wurlitzer sales representative in the Los Angeles office, took off to the West Coast to work with Walt Hunter, the manager of the Wurlitzer branch there, on an installation.

Operators in town on Pico for parts and supplies included Bill Bradley of Covina; Bill Sprague, Riverside; Ray Hulnick, San Bernardino; and Bob Hackett, Pomona; S. L. Griffin, Pomona; Cal Abright, Bishop, and Howard Scannell, Fenton. Fred Anderson, operator from the San Carlos Park from the South Coast area; Leon Wiltzkin and Charlie Daniel of Paul A. Laymon, Inc.; Mrs. Paul Laymon, and Dorothy Laymon, in the East visiting friends and relatives in Indianapolis and Chicago. Wurlitzer distributor Dan Willett, resident of the East. Jack Leonard, of Advance Automatic Sales, was busy last week getting out a circular on parts to the company's customers and prospective customers. Buddy Parks has joined Advance Automatic in the shop area.

Jean J. Minshofer, who had Music Machine here for years and now a resident of Phoenix, visited the city on a trip to Los Angeles and visited along West Pico. Chuck Klein, manager of the Los Angeles branch of R. J. Jones Company, back from a West Coast business trip to Phoenix, Bill Gray, of that firm, spent the week contacting operators in the Long Beach and Newport Beach areas. Jim Crosby, R. J. Jones credit manager, is still trying to get in to some of the out-of-town operations. Al Hanlin, San Fernando Valley music and vending operator, in town on his weekly business trip. Paul Vogel, Wurlitzer national credit manager, in the Valley, was also a shopper. Denny Wilkes, son of Ed and Frances Wilkes of R. J. Jones Company, is stationed at Andrews Air Base near Washington. He is an Air Force first classman. Jane Deiter, membership chairman, said that 39 new members joined him during the week, and that the drop-out rate is the lowest in the trade group's history.

Leary credited the distributors and local operator organizations with the increase in membership.

Receiving awards for bringing in new members were Bill Schirg, New Orleans, in the distribution division and Lee Smith, in the operator division. Both men got plaques.

Requiem Mass for Frank B. Navarro

SAN GABRIEL, Calif.—Requiem Mass for Frank B. Navarro, one of the largest music machine operators in Los Angeles in the 1940s and later in Mexico, was held at the Church of Assumption (San Gabriel Mission) here Monday (20). He died suddenly Tuesday (14) in Dodge Stadium stadium during the opening of the L. A. team's season.

Born in Congress, Ariz., Navarro had been in the music machine business for more than 35 years. In 1940 he organized one of the largest music machine operations in Los Angeles area, and was chairman of the East Side. About 15 years ago, he sold the holdings here and centered his activities around Mexicali, Baja California, Mexico. He is survived by his wife, Bessie, a daughter, Valerie; son; Michael, sisters, Mrs. M. Burgess and Mrs. Mary Farrin, and brothers, Fred, Tony and James Ferras.

who has music machines in South Los Angeles, shopped at the C. G. Conn Distributors in Miami. Cecil Ellison of Desert Operators in Lancaster in town at Signal Distributors Company.

Major Mohr is facing the problem of having to move his arcade, now located at the rear of a small store, and the demolition of the property is apt to start any time. He reports that he is feeling fairly well, following his serious automobile accident some months ago. Ben and Mrs. Snyder, and their operators in San Diego, stopped in to see Frank Mencl, at within Distributors and the San Diego traffic Distributors has had contractors checking the quarters with angular improvements in the office to give the concern more space.

**SOL TABB**

**SOL TABB**

MIAMI—Sol Tabb, president of Castellow International Corporation's Mar-Tah Vending division, has been invited to attend a meeting of President Johnson's Committee on Employment of the Handicapped in Washington April 30-May 1.

The Miami businessmen previously received the Miami-Dade County Chamber of Commerce's Committee on Total Employment award for his outstanding services in furthering employment opportunities for the handicapped.

Mar-Tah, based at Sunrise State Industrial Park in North Dade County, maintains the State's largest multi-line, coin-operated vending machine service, extending from Key West to West Palm Beach and into Central-Florida area.

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Ohio Distrib Runs Wurlitzer School

CINCINNATI—A week-long Wurlitzer service school conducted by Royal Distributing, Inc., ended here April 10. C. B. Ross, service manager of the Wurlitzer Company, was in charge, disassembling and assembling the Model 2881 each day and giving instruction on reading schematics.

Harold B. Hoffman, vice-president and general manager of Royal Distributing, reported that the classes were well attended and included the following operators and service men:

Kermit Ramsey, Clifford Jones, Robert E. Davidson, K. & K. Music Company, Middletown, Ohio
Chester Sharpe, C. & I. Amusement Company, Dayton, Ohio
Robert E. Fogle, Donaldson Amusement Co., Covington, Ky.
Lucas Nicholas, Nicholas Automatic Music, Cincinnati, Ohio
E. S. Clark, Miamisburg, Ohio

Douglas Edwards, Remote Service, Dayton, Ohio
Vince Grove, Arthur Mechner, Sten Music Company, Cincinnati, Ohio
Tom Harmer, Anthony Kayata, Elmer Moorman, Junior Peters, Frank Snider, Pioneer Vending, Inc., Cincinnati, Ohio
Bill Harris, Frank Schrock, Supreme Novelty Company, Cincinnati, Ohio
Jake Hayes, Robert James, Thomas C. Rich, Robert L. Woodie, Gem Music Company, Dayton, Ohio
Dick Deurburth, Robert W. Fuglar, Shiuchi Automatic Company, Dayton, Ohio
R. A. Buck, B. & B. Music Company, Clayton, Ohio
Willa Ellison, Bebe Baker, Inc., Cincinnati, Ohio

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Rosen to Exhibit Line At Philly Fair in May

PHILADELPHIA—Vending machines will be among the exhibits to be seen at the first Greater Philadelphia Industrial Trade Fair which will be staged at Convention Hall the week of May 9, sponsored by the Philadelphia Evening Bulletin. The one-of-a-kind trade show will find an extensive exhibit of vending machines presented by David Rosen, Inc., distributor of Rowe-AMI in the East, in co-operation with the Automatic Canteen Company of America.

The Trade Fair is designed to provide an opportunity for manufacturing, trade and industry to demonstrate the advantages of doing business with firms in Greater Philadelphia. Only one firm in every field of business and industry activity will be exhibited in order to show the widest possible range of such activities. To attract widest public attendance, prominent stage and TV personalities, including Frank Fontaine, Vaughn Monroe and Cab Calloway, have been booked for daily performances during the show week.

In addition, the general public attendance is being promoted by the newspaper to attract a national audience of purchasing agents, government officials and industrialists.

The David Rosen-Automatic Canteen Company exhibit, said Rosen, will demonstrate to business and industry the large variety of vending machines and how such machines can save money for employees in many businesses.

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MidSouth Ops See Rock Disks Dropping

MEMPHIS—A check with a one-stop and several operators on the fast-breaking of recent singles would indicate that the staccato Beatle-type music is on the decline in this area in favor of the ballad type.

The survey showed that five best-selling new singles, both to juke box operators and the public, are ballad and one a novelty. The five are: "Kiss Me Quick" by Elvis Presley on RCA. Presley long ago switched his style from rock and roll to a style approximating a ballad with a beat. "Texas Lili" and "Red Ryder" by Merry Kellam on the His- tory, a local company whose product has a high standing with operators in Memphis and the MidSouth. This one is a novelty.

"If I Really Loved You" by Bobby Wood and John. "I Don't Want to Be Hurt Anymore" by Nat King Cole on Capitol.

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"I Wonder" by Rick Nelson on Decca.

All juke box operators polled had the five disks on all their boxes but none was sure yet which was doing best.

Alan Dixon, general manager of S. M. & S. Sales Company, predicted the Presley record would score big here, as well as his recording "Love Me." 

Drew Canale, Canale Enterprises, Inc., liked Kellam's novelty record, believing there are so few good novelties these days and he felt it would catch on well.

Charles V. McDowell, general manager of Southern Amusement Company, said all five had a chance to break nationally and climb the hit charts.

Also included in the poll was Frank Berretta, partner in Popular Times Record Shop, a one-stop. He also believed the five had a good chance for national hit status.
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MAGNIFICENCE OF REPRODUCTION Now Rock-Ola brings all the magnificent sound of Broadway to Main Street... reproduces the whisper of a blues singer or the thunder of a full orchestra with equal fidelity. The Grand Prix handles singles and 7" LP's in any combination, plays 33½ and 45 rpm records in any intermix—any bank, any sequence.

The simply styled Rock-Ola Grand Prix is the complete sound center for any location, neighborhood bar or downtown club. It brings customers the full stereo reproduction they want, with automatic Rock-Ola dependability. And Rock-Ola built-in quality keeps your profits at a maximum, servicing at a minimum.

NEW WAY TO PROFIT... For extra profits on every play, install the new Phonette coin-activated remote speaker-selector unit. Two built-in stereo speakers bring private listening pleasure to booth or bar. Simple selector panel and personal volume controls boost plays and profits. The Phonette can be used with any current model Rock-Ola phonograph.

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W. German Opgs Org In Second Decade

COLOGNE — Europe's largest and most effective operators' association, Zentralverband der Deutschen Automaten - Aufstellgewerkschaft (ZOA), has entered into the second decade of its existence by selecting Drass Loefler, one of its founders, as president.

Loefler, son of a pioneer German coin machine operator, not only was one of the association's founders but has held key posts in the group continuously. Under his leadership, ZOA has gained cohesion and has harmonized relations with manufacturers and distributors.

Most important, Loefler has virtually consolidated its membership among the 11 State associations grouped under the ZOA in federal-type organization.

The beginning of ZOA's second decade finds the association at the peak of its prestige and influence as Europe's senior organization. Fractional squabbling has been eliminated as ZOA has clearly established its effectiveness and voice within the trade for all operators, whatever the size of their businesses—so much so that the amusement arcade proprietors have merged with ZOA.

Officers elected to serve with Loefler are: Paul Dann, Bavaria; St. Paul, Minnesota, as vice-president; Werner Schmidt, Berlin, treasurer; Karl Feist, Saar, secretary, and Hans Taeuber, Lower Saxony, and Fritz Goeblich, Schleswig-Holstein, as assistants. Business managers are two attorneys, Hans Ondenthal and Bernhard Reichard.

ZOA's headquarters are in Cologne. Aside from the fact that it is the unquestioned spokesman of German operators, ZOA is the only association whose close and harmonious relations it has forged and preserved with manufacturers and distributors. These are Verband der deutschen Industrie (VDAI) and Deutscher Automaten - Grosshandels - Verband (DAGV).

Under Loefler's presidency, relations among the 11 State associations of ZOA have been consolidated. These are Baden-Württemberg, Bavaria, West Berlin, Bremen, Hamburg, Hesse, North Rhine-Westphalia, Saar, and Schleswig-Holstein. The State groups retain full autonomy in local office and delegate authority to ZOA on national matters.

The continuity achieved by ZOA is underlined by the fact that three co-founders with Loefler are still active in ZOA affairs, Valentin Biniarz, Essen; Franz Treuten, Hamburg; and Kurt Guettner, Stuttgart.

Loefler rates ZOA's growth and development in its first decade as the increase in the amusement tax, press attacks on the trade because of the demand of GEMA (the German performing rights society) and royalties, and the activities of the performing artists society.

ZOA has spent much of its first decade in court, fighting tax and royalty fee battles. ZOA's fighting techniques have been guided with the fantastic German phonograph boom, which supplied funds and financial resources to wage the court campaigns.

Phonographs began coming into German locations in numbers in 1953. So rapid was the boom that by 1959 West Germany counted nearly 50,000 phonographs, and the trade has been firmly established as the Continent's largest and most prosperous, second only to that in the U.S.

The beginning of the second decade finds ZOA a mature organization, well equipped to battle for trade interests. The main problems now looming are the new added value tax (Mehrwertsteuer) to be introduced under Common Market agreement, replacing the German turnover tax, the termination of the phonograph location growth, which has slowed to virtual stagnation in recent years, and continuation of the anti-tax campaigns.

Snow Slows Take

albums of the period, all being rated as carefully as single, the average distribution and operator, included:

Frank Sinatra, "Young at Heart" album; Rex Morgan, "Music in the Morgan Manner"; Billie Holiday, "Golden Favorites," by Louis Armstrong, and Western by Eddy Arnold.

Most one-stop now are requesting album favorites along with singles because of the large number of above-type machines in operation in the Denver area.

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Sales,

members to be with Irvin

Morrison as chairman and includ-

Pat Storino, Sam Matt, Bert Dietz,

Monte Gallagher, and Irving Pearl. All distributors

N.J. Council Session Discusses New Moves

present volunteered to serve on this committee.

For operators in direct sales to locations, the Council resolved to obtain information from all governing bodies regarding the legal aspects of tournaments, to consult with federal agencies on eliminating trade practices harmful to the coin industry and to accept the proposed co-operation of the Tavern Owners Association in implementing this facet of operators' business.

The meeting also decided to introduce the new operator-licensing legislation similar to that recently passed in New York. The New Jersey Council will work to make all location owners aware of its existence and to drive the prestige of operators.

Those present representing the associations' were: Herman Halperin, Sam Matty, Daniel Passaro, Bob Hamilton, Allan Waldor, Dick Steinberg, secretary-treasurer of the Grandview and William Cannon.

Distributors were represented by Dave Stern, Marvin Stein, Mel Sonier, Oscar Parkoff, Jim Mather, Bill and Jim Eich "Used" tapes received at the factory in this exchange process are inspected by trained operators who handle every inch of tape on the reel, looking for objectionable nicks, cuts, breaks, and the like. The tape is then deglazed or demagnetized, cleaned, and used for new recordings.

The company has incorporated an electronic processing system that automatically provides data on all tapes coming and going. Cost to the user for Tape-Aid service is approximately $1 per day.

EAST BRUNSWICK, N.J.–The New Jersey Council of Coin Machine Operators held its annual meeting April 15 at the Brunswick Inn here to formulate policy and plan ways of improving the operator's position with his customers and with the State government. William Cannon presided.

With the first phase of organization completed, the Council now represents 96 operating companies, all of which belong to local organizations, and eight distributors doing business in New Jersey. The Council will be seeking memberships of New Jersey coinmen who are not members of local organizations but would like to support the State group. A membership committee was appointed with Irving Morris as chairman and including Pat Storino, Sam Matt, Bert Dietz, Monte Spiegel and Irving Pearl. All distributors

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YOUR BABY'S First Year

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This simple bit of advice sets the tone of a refreshing approach to infant care... medically sound, psychologically correct, but with something more added; a warm loving and joyous attitude of living with a real, live baby. This unique recording presents the problems of the first year of parenthood within the framework of a real-life family situation; a young mother with her first-born, her husband, loving but skeptical of modern pediatric procedure; her doctor, full of wit and wisdom; and of course, the new king... or queen of the household.

CAST:
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Mother... Amy Scribner
Father... Jay Laughton
Doctor... Heston Brame
Baby... Anonymous

*Medical Consultant... Dr. S. Theron Johnston, M.D.

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