RCA Launches New Line Import-Marketing Concept

NEW YORK — Drawing on the resources of its foreign affiliates and licenses, RCA Victor has created a new line, "A World of Music on RCA Victor Records." Simultaneously, RCA Victor has profoundly restructured its approach to the marketing of foreign records in the United States, and whereas this product was generally available heretofore on a direct import basis, the inventory is now being carried in depth in warehouse houses in this country and will be promoted and sold by RCA Victor's regular domestic operators. The marketer of this product, in brief, is no longer regarded as an international function. Rather, in view of its potential, it will be backed by the entire RCA Victor field force.

Segovia Inks New Pact With Decca

NEW YORK — Andres Segovia, the world's master classical guitarist, has signed a new exclusive long-term contract with Decca Records. The 70-year-old Segovia was re-signed by Decca Records to an exclusive long-term contract. The 70-year-old master guitarist enjoys a unique position among artist in the classical field. According to Segovia's sales appeal, we now have an all-American Decca, with all-new, long-term contracts, attracting many buyers who normally do not purchase any long-term contracts.

Segovia's new contract was signed at Decca's New York offices during a heavy recording schedule. The artist is in the U.S. on a 30-city concert tour. Segovia has 19 L.P.'s in the Decca catalog. His 20th album, recorded last month, will go to the American around the world.

Collectors in Orient Scored by Fox Office

HOLLYWOOD — Charging that collecting agencies in the Orient have failed to do a proper job for American interest, Harry Fox, publisher's attorney, is now time for Americans to have their own representation in these areas.

Stopping here after five weeks in the Orient, Fox told Billboard that he definitely had proved to himself that his office must open an Oriental operation. "People there aren't doing the job," he emphasized. "In Japan, a man just puts there and do the normal job of collecting what little money comes in," but they don't do a thorough job of auditing and checking, he charges.

Fox said he found 80 per cent of the music played in Manila, Japan, Hong Kong, Formosa, and Macao is American. And he said he will help to build up the business.

BRITISH ORG HOSTS ICACS JUNE 15 WEEK

LONDON—The Performing Right Society will mark its golden jubilee by hosting an event to the International Congress of Authors and Composers' Societies. The event will be held at Church House during the week following June 15.

More than 200 composers and authors and publishers, all representatives of performing world societies (except from the U.S. and Iron Curtain countries), will discuss international problems concerning composers and authors' rights.

Kapp Records Signs Up Hugo, Art Mooney

NEW YORK—Hugo Winterhalter and Art Mooney were signed to recording contracts this week by Kapp Records. Releasing by both artists are scheduled soon.

Winterhalter was associated with 11 gold records as artist, arranger, conductor, composer and producer during his tenure with RCA Victor. Among Mooney's five million seller records are "I'm Looking Over a Four-Leaf Clover" and "Bluesbird of Happiness."
ELVIS
A SURE BET FOR HOT SINGLE ACTION!

COMING SOON! SPECIAL “VIVA LAS VEGAS” EP • 4 NEW SONGS

#8360
RCA VICTOR

The most trusted name in sound
The Right to Know

In a spirit of freedom of the press we are publishing in this issue the opinions of our esteemed contributing editor, Bill Gavin, in a premonition of what to expect, or rather to hope for, in view of the current legal proceedings. Gavin states he has protested the Billboard's editorial policy in this matter because it has given wide circulation to rumors and accusations which are unfounded.

Billboard doesn't agree with this view of Gavin's. The allegations are serious and have been formally filed in a civil suit. Granted they are unproved, such a suit nevertheless merits publica-
tion. The right of the public to know—just as they are entitled to the defendants' answers.

To refuse to publish such controversial news is tantamount to sweeping the dust under the rug while at the same time not forgetting there's so much dirt that the entire place is filthy. We hope the proof of this will be established by a court of inquiry. In the meantime, readers are entitled to be aware of the charges.

Gavin states in part: "Payola was never widespread at any time, as everyone knows."

We disagree. It has, at various times, been widespread in the music-business—so much so that in prewar years a group of noted songwriters, including the late Edward B. Marks, founder of the firm of Ed. B. Marks Music, and the late John G. Payne, chairman of the board of the Music Publishers Protective Association and subsequently general manager of ASCAP, sought to set up an FTC code of fair practice. The late Joseph V. McKee, onetime agent in New York City, has said this.

Unsevered elements in the music business threw down the attempt.

There is a considerable history of payola problems in the music-business—reaching back to the turn of the century. To state, moreover, that "it never was widespread at any time, as everyone knows," is naive.

Gavin, in his column, does plumb strongly for watchfulness on the part of station management. We agree with him.

But this is apart from the matter of evasion of news coverage. It has been round time and time again that payola—as difficult as it sometimes may be—is advantageous both to the industry covered, and to the specific publication doing the job.

Paul Cohen Heads New Kapp Office

NASHVILLE—Kapp Records this week opened an office at 1719 West End Building here, with Paul Cohen in charge. Cohen, a veteran Nashville music man, will head developing of new artists and product.

As an ad man, Cohen has worked with Brenda Lee, Patsy Cline, Webb Pierce, the Four Aces, Bobby Helms, Bill Monroe and Al Hilscher. He pioneered the use of organ c&w records, and, while with Decca, worked with Red Foley, Ernest Tubb, Roy Acuff and Kitty Wells.

In 1959 Cohen formed his own labels, Briar and Todd. The opening of the Nashville office marks the first major move of Kapp to enter the country field.

Dave Kapp, of course, is a veteran in the country field. During his days with Decca he signed such top c&w artists to the label an Ernest Tubb and others.

Epic Director

NEW YORK — Leonard S. Levy, general manager of Epic Records, has announced that the Craig Corporation will distribute Epic and Okeh records in Seattle. Craig already represents both labels in Denver and Honolulu.

ONE-MAN BIG BUSINESS

Williams Is Like U.S. Steel

HOLLYWOOD—Andy Williams, a pop balladeer who used to sip champagne at the "Time" magazine's Film Stars in the Night show for the now famous $300 scale, has entered the realm of big business. His production company is paid $5.5 million by plastic record labels to produce next season's 26 shows, he anticipates earning $500,000 net a week. He has several books under contract and is assisted by manager Alan Bernard for $1.5 million.

When asked of Andy Williams, one industry executive actually said: "He's got the Midas touch."

Here's how he did it:

Barney Productions, which created his NBC TV show, is a Barney Music, an ASCAP firm.

Noel Music, a BMI affiliate. The recordings, which sells masters to other companies and has several artists under contract.

Andart Productions, which creates other TV properties, which packages live variety shows for fairs and concerts starring artists other than Williams.

Williams' fantastic success must be attributed to two factors: his TV exposure and his acceptance on records. Since joining Columbia from Cadence three years ago, Williams has won gold records for the LP's "Moon River" and "Days of Wine and Roses." He is due to earn No. 3 for his LP, "Young Love." Bernard estimates Williams has sold three million records, excluding Columbia Record Club sales.

Before gaining his own weekly TV show, Williams concentrated on night club exposure. Now, with the Andy Bernard Band, Andy is so busy that he's had to curtail his bistro dates. In their place he is performing in the fair circuit, and this season will work seven weeks of fair dates during August and September.

We used to think all the money was in Vegas." Bernard said, "but it isn't. It's at the county fairs." Williams draws $1,000 a week on opening weekends against percentages.

Bernard estimates that if Williams does sellout business at the Allentown, Pa., fair, for example, he can clear $150,000 for six weeks. Williams is on the road three months every year.

In recent months, Williams has invaded films and will be among the stars in the Universal feature, "It'd Rather Be Rich," which opens in August. Williams will have a record deal with Universal and Williams is tied with Universal and NBC with a seven-year deal. Bar presidential. NBC is reportedly not interested in a film. Both NBC and Williams are interested in Universal and a film deal.

Arnold Maxin, president of MGM Records, who obtained the exclusive license for the official album, "The Kennedy Years," from the John F. Kennedy Library in Boston, is shown presenting the first copy of the album to Attorney General Kennedy. Looking on are Alan Carzton (extreme left), executive vice-president of the Longines Wittnauer Watch Company, distributors of the album for MGM Records, with the Don Chase (name right), director of special and premium sales for MGM Records.
Singer Takes
Counter Action
Vs. Liberty

HOLLYWOOD—Singer Timi Yuro asked the Los Angeles Superior Court today (6) to void her contract with Liberty Records. This was a counter action to Liberty's suit against her and 10 John Does Friday (1) asking for a judgment that the contract be continued. Liberty's suit also asks that she render her services exclusive to the label, that the court prevent other companies from employing her, that damages incurred be paid and that the other defendants be enjoined from encouraging her not to render services to the label.

Samuel Norton, Miss Yuro's attorney, said that despite the courts having verified her contract in question as a minor contract, the contract is invalid on the basis that, "Certain representations were made at the time the pact was signed which have been proven to be incorrect. Since the contract was signed, we claim they have made certain breaches which have invalidated the contract."

Liberty's attorney, Sandler and Sandler, in opposition to the contract with the vocalist is in full force, that Liberty is entitled to specific performance of all exclusive services and that her purported notice of March 9, 1963, and her legal action, is based and does not excuse her from continuing to record for Liberty.

Negro Music Imports Surge

BY OMER ANDERSON

FRANKFURT—German disc jockeys plan to step up their import of Negro music on the basis of a phenomenon upsurge in the popularity of this music in this country.

All major disc jockeys plan to follow the lead of Deutsche Grammophon in accepting the growing interest in gospels, spirituals, rhythm and blues, etc. Especially noteworthy is the fact that the Germans are treating Negro music as their own, not as a market import. The music is translated into German and is promoted as "Germans Negro." Briefly, the effort is made to imply that gospel music somehow has a "Germans" ring.

Success Stories

Deutsche Grammophon, first of the major German disc jockeys to enter the spirituals code, has scored a fantastic success with "Dankbar" and "Thank You," which is now numbered to "New York" by German top pop singer, Ralf Bock, "Bock has sold 250,000 copies.

Deutsche Grammophon is moving into full capitalization; it has just issued an album titled, "Halleluja," containing Negro spirituals, all translated into German and packaged as proper Teutonic product.

The Germans have completely reworked the famous old Negro classic educationals such as "Joshua Fit de Battle of Jericho," "Go Down Moses," "Down by the Riverside." The text has been done in German by German Negroes, boys who composed words to the hit disk, "Tiribomba," did the text. Horst Wende the arranging, and

Knot Kiesewetter, German jazz contest winner, the vocals.

While Kiesewetter is no threat to Mahalia Jackson, his rendition has caught on. Two other well-known German pop singers also are essaying spirituals, Friedly Quan, Edgar Wagner, Andy Watts, Danny Williams and Kai Winding, Marian Anderson, Ella Fitzgerald and Barbara Streisand may also attempt.

In Los Angeles, in the International national ballroom of the Beverly Hilton Hotel, Stan Freberg will be emce.

The Negro music boom in West Germany is inspired not by the racial equality upheaval in the U.S. But most German trade executives feel that its roots go much deeper and that, therefore, the boom has a solid base.

To begin, the Germans have been subjected at first hand to the influence of the Negro on its Far Eastern sales trip in German history. First, there was the stationing of U.S. Negro troops in West Germany after the war under the occupation. These soldiers formed some 8,000 offtings of liaison with German girls, and the so-called "Mischling" children have been accepted with virtually no prejudice as part of the population.

One little Mulato girl, Vivi, became a German Shirley Temple film star.

Presently, U.S. Negro troops are stationed in West Germany (there are 30,000, and in recent years in Germany have been bringing large numbers of young Germans here for study and commercial distribution on the entire Smash-Fontana spring release.

Announced also by label chief Charles Fuchs was a special discant to be used in the distribution on the entire Smash-Fontana spring release. The plan will be in effect by May 30. Details are not disclosed.

Merchandising support includes album bookcovers and dealer order forms showing the LP covers of the release and a complete listing of product previously released. Also available are die-cut jackets for the entire release.

Besides the four albums by Brown, Drake, the Küsten Kings and Miller, the Smash release includes disks by the Angels and an "All-Time Smash Hit" LP by such artists as

Bruce Channel, Joe Dowell, Dickie Lee and the Caravelles.

The Fontana release includes a jazz album by Johnny Danko, "Johnny Danko and His Orchestra," a Spanish release, "Verso Ciento," a long-playing European release, "Hebrew chants by Scottish Cen- ter Zvi Pinkenstein, and one of Spanish music by Carmelo.

ABOVE AND TWO SCENES FROM A SPECIAL NEWS RECORD PROMOTION MAN'S "Kaffee Klatsch" HELD BY BILLBOARD IN OUR NEW QUARTERS ON TUESDAY (5). OVER 45 RECORD PROMOTION MAN FROM THE NEW YORK AREA WERE IN ATTENDANCE FOR THE TWO-HOUR DURATION PERIOD HELD FOR THE PURPOSES OF BETTER COMMUNICATION AND EXCHANGE OF IDEAS, EACH ATTEN- DANCE FOR BILLBOARD: Hal Cook, Publisher; Lee Zito, Editor-in-chief; Paul Ackerman, Director; Tom Noonan, Research Editor; Gil Fogel, Radio-in-Video Editor; Frank Lappetta, Promotions Director; Mike Gross, Associate Editor, and Andy Cide, Special Projects Director. NEW YORK PROMOTION MAN IN ATTENDANCE (IN ALPHABETICAL ORDER): Henry Allen, Atlantic/Pacific; Gus Armond, Kapre; Roy Baich, Capitol; Mike Baca, Independents; Dave Bernstein, Berta; Benny Blaine, Cunott; Jim Brown, Liberty; Paul Croot, Paul Brown, Inc.; Frank Consoli, Columbias; Tom Chiuri, Decca; Greg Croy, Producing; Carl Davis, Mercury; Marvin Davis, Warner Bros.; Lee Davis, Champion, Irving Berlin, Roy Free, All State; Buddy Freddo- lander, Independent; Larry Gallagher, Chappell; Pat Gary, Sterling-Jones; Greg Garrett, Pender; Bert Heiner, Frank; Bud Henslow, Independent; Noah Jenkins, Dexter; Frank LeRockey; Jerry Lewis; Sureye; Jerry Ross; Louis; Kenny Sands, Capitol; Gary Sand, Popular; Bernie, Popular, Vee Jay, RCA; Jass, Jerry Simms, RCA; Jack Schacher, Capitol; Bob Schwartz, Vee Jay; Jerry Green, Capitol; Mike, Independent; Jack Spade; Bennett, Vee Jay; Con; Mal-Tovar, Alpha; Mickey Wilcock, and Morte Wax, Independent. Also in attendance was Barry Opal of Motown Records; Detroit; and Leigh Kanter, radio programmer.

BANGKOK—Tom Williamson, whose firm, Tom Will-iamson Associates, serves as Billboard's advertising representa- tive in Japan, is on the final lap of his Far Eastern sales trip in behalf of the publication.

He is now in Hong Kong (Mandarin Hotel), where he will remain until Sunday (10) when he will depart for Manila. Will-iamson will base his Manila operations at the Hilipinas Hotel until Friday (15). He will move to Agana, Guam, where he will remain from Friday (15) through Tuesday (19).

Tom Williamson Associates maintains offices in Danville, Calif., and Yokohama, Japan. Williamson began the present Far Eastern sales trip in Tokyo May 4.

Vee Jay Officers
Schedule Trips

HOLLYWOOD—Two of Vee Jay top executives are set for licensee renewal trips to Canada and the Continent. Jay Lasker, executive vice-president, and Mark Sands, comptroller, will visit Toronto to renegotiate the Canadian contract before departing for London May 20 for two weeks in Europe.

BANDDIO ERRS ON PUBLISHER

NEW YORK—Chappell & Company, Inc., is the publisher of "My Prayer," by Jack Newton, which has just been re- corded by "Boss," and Lys Assia, "All God's Chells Need Shoes"—all in German.
CONNIFF SPEAKS TO YOU OF SALES!

Mr. Consistency comes up with another guaranteed money-maker!

ON COLUMBIA RECORDS
Campus Dates Boost Sales

NEW YORK—Personal appearances by record artists continue unabated on the college circuit—with consequent increases in record sales at local retailing.

At Cornell University, Ithaca, N. Y., Thelonious Monk, Gerry Mulligan, Bob and Sonny Stitt appeared April 18 before a crowd of 2,800 in the First Annual Cornell Jazz Festival. Arthur Berkeley, Billboard's campus correspondent, reported steady sales of Monk's albums at Lenn's Music Shop and Fred's Record Shop—sales that appeared to benefit most directly. Local stations tied in with the concert, were carried on WTOK, by featuring records of the artists. The concert, incidentally, was held on behalf of the John F. Kennedy Scholarship Fund of the Senior Class. WTOK, according to Berkeley, was active on behalf of the fete.

One week earlier, on April 11, some 1,600 Cornell students attended a concert as Serendipity Singers and J. W. Jr. Berkeley stated that attendance was down because of a flood at five local theaters. "Tom Jones" was the fare. Fred's Record Shop received a shipment of albums by the Serendipity Singers just in time for the concert and reported good sales. Lenn's reported good sales, but did not attribute this to the concert.

On Sunday, April 5, Joni James appeared at the Army Theater of the U. S. Military Academy at West Point. The chansons played to a packed house of 2,100. KDET sponsored a contest tying in with the appearance, according to Jerry Merger, Billboard campus correspondent.

Maestro Les Elgart and artist Hans Funk appeared April 6-10 at Robinson Hall, Central Michigan University, Mt. Pleasant, Mich. Funk, Billboard correspondent, was Elgart's first appearance at the college.

The Kingston Trio on April 16 played the Brewer Field House at the University of Missouri on behalf of the John F. Kennedy Scholarship Fund. Willie, according to muster, was active on behalf of the fete.

Joe Medlin Joins Atlantic-Atco

NEW YORK—Joe Medlin has joined Atlantic and Atco Records to handle national promotion of the labels. Medlin, known in the industry, has had the same position at Atlantic and Atco, prior to that at Warner. According to Jerry Wexler, executive vice-president of Atlantic-Atco, Medlin will promote the companies throughout the U. S. except in the Greater New York areas. It is serviced by Henry Allen, the label's New York/New Jersey promotion man.

In addition to Medlin's and Allen's new responsibilities, a new director Bob Aldrich will take on additional responsibilities in the promotion department. A new assistant promotion man will report directly to Wexler.

G. T. Folster Dies At 57 in Tokyo

TOKYO—George Thomas Folster, agent for Peer International, Southern Music, Bourne, Chappell, Unistar and many other publishers, died here of heart failure on April 25. He was 57.

At the time of his death he was also president of Japan Music Distributors Company. He is survived by his widow, Helen, and a sister.

MORE CAMPUS CUBS NAMED

NEW YORK—The Billboard has appointed four more campus correspondents. They are David White, Notre Dame; South Bend, Ind.; Bill McJaney, Villanova, Villanova, Pa.; Gary Victor, Bowling Green State in Dayton, Ohio; Charles Smalls, Green Oak, Ohio, and James Leach, Central Michigan University, Mt. Pleasant, Mich.

Jerry Chaskelson, Billboard correspondent, reported over 7,000 student and faculty members jammed one promo press conference. Chaskelson reported that local record shops were well prepared—having been notified well in advance of the concert. Most of the shops reported strong sales on the trio's albums.

Roger Williams played to a humper crowd of 2,500 at East Tennessee University's gym, Johnson City, Tenn., in mid-April. Bobby Joe Tipton, Billboard correspondent, reported that local shops were busy selling records. The gate was $3,800. Local record shops, including the K-Mart store in Elizabethton, reported strong sales of "Solid Gold Steiway," "My Piano," "Hymns," "Lambeth Walk" and "Volcano."
Smash single!

Tears and Roses
b/w A Year Ago Tonight #5183

Al Martino

Capitol Records

www.americanradiohistory.com
RCA Launches New Line

CATALOG IS IN LOS ANGELES AND INDIANAPOLIS WAREHOUSES. ALL OTHER FOREIGN PRODUCT IN THE LINE IS IN VICTOR'S FACILITIES AT ROCKAWAY, N. J.

THIS MERCHANDISE WAS ALL IMPORTED, IN ORDER TO HAVE INVENTORY IN DEPTH ON HAND FOR THE KICKOFF. SHOULD SPECIFIC ITEMS CREATE SUFFICIENT DEMAND, THEY WILL BE MANUFACTURED DOMESTICALLY.

3. PROMOTION OF THE LINE—IN ADDITION TO THE USAGE OF THE REGULAR VICTOR FIELD FORCE, A SUBSTANTIAL BUDGET IS ALLotted. CONSIDERABLE DIRECT DEALER MAILINGS AND FLYERS ARE ENVISIONED. SHAPIRO pointed out that the line will be aimed at both the pop and ethnic markets. ADVERTISING WOULD BE PLACED IN FOREIGN LANGUAGE NEWSPAPERS, BUT A DEFINITE CAMPAIGN WOULD ALSO BE MOUNTED TO SPREAD THE PRODUCT IN POP AREAS.

4. THE REGULAR VICTOR FIELD FORCE WILL BE BUTTRESSED BY SPECIALLY APPointed FIELD REPRESENTATIVES. GEORGE PRUTTING HAS ALREADY BEEN NAMED SPECIAL FIELD REPRESENTATIVE COVERING THE BOSTON-WASHINGTON AREA. SEVERAL MORE WILL BE NAMED.

5. THE LINE IS BEING HANDLED BY REGULAR RCA VICTOR DISTRIBUTORS ON THE STANDARD BASIS AS RCA VICTOR PRODUCT. SUGGESTED LIST PRICES IN GENERAL ARE THE SAME AS FOR CURRENT RCA VICTOR POP PRODUCT. QUITE A FEW ITEMS WILL BE AVAILABLE IN STEREO AT THE USUAL RATES.

6. THE VICTOR SCARF WILl CONTAIN THE AUTHENTIC, ORIGINAL ART, LABEL, AND LINER NOTES. SOME ITEMS WILL BE MANUFACTURED LOCALLY, BUT EVEN THESE WILL CONTAIN THE VICTOR ART.

MONTHLY OUTPUT

SHAPIRO PLANS TO OFFER NEW RELEASES ON A REGULAR MONTHLY BASIS—INCLUDING SINGLES IMPORTED FROM MEXICO. THE QUANTITY RELEASED WILL BE DEPENDENT UPON FOREIGN PRODUCTION, FROM WHICH SHAPIRO WILL MAKE HIS SELECTIONS. THE EXECUTIVE ADDED THAT HE FORESEES A RELEASE IN THE UNITED STATES, ON THE NEW LINE, OF ORIGINAL COVER AND SOUND TRACK PACKAGES IN FOREIGN COUNTRIES. THIS, HE FEELS, WILL MAKE EVEN MORE AtTRACTIVE THE LINE, WHICH AMOUNTS TO inclusion of such items as Latine albums by Pepe Anka and Neil Sedaka, several packages by Rita Pavone, etc.

SALES OPPORTUNITY

IT IS KNOWN THAT VICTOR's DECISION TO OFFER THE LINE WAS MAINLY MOTIVATED BY THE FACT THAT SOME 85 MEXICAN ALBUMS, PREVIOUSLY DOMESTICALLY, RACKED UP IMPRESSIVE SALES DURING THE PAST YEAR. SHAPIRO'S RESEARCH INDICATES THAT THESE ARE DANDY MEXICAN ALBUMS AS WELL AS OTHER FOREIGN MATERIAL. CARDS AND OTHER FOREIGN MATERIALS ARE MADE NOT ONLY AMONG ETHNIC GROUPS BUT TO THE GENERAL POP RECORD BUYER WHO HAS BECOME CONSCIOUS OF THE BROAD RANGE OF MUSICAL MATERIAL. THE RISE IN TOURISM AND THE CONCEPT OF ONE WORLD OF MUSIC HAS ENGENDERED THIS BROAD RANGE OF MATERIAL. SHAPIRO BELIEVES. A FURTHER INDICATION, HE SAID, HAS BEEN SUCCESS IN AMERICA OF SUCH RECORDS AND SONGS AS "AL DI LA," "DOMINIQUE," "SUZI- YA," AND "IN THE OLD DAYS.

SHAPIRO SAI D, "THE SO-CALLED INTERNATIONAL MARKET IS CONFUSED TO ETHNIC GROUPS. ITALIAN RECORDS WERE SOLD ONLY IN ITALIAN SHOPS. THIS IS NO LONGER THE CASE. WE THEREFORE FEEL THE POTENTIAL SALE OF FOREIGN MATERIAL, MARKETED THROUGH VICTOR'S DOMESTIC OPERATION, IS VERY CONSIDERABLE."

FOR YOUR COMPANY'S FREE LISTING

IN BILLBOARD'S 1964-1965 INTERNATIONAL BUYER'S GUIDE

NOW GOING TO PRESS

If you have not received or returned your mailed Buyer's Guide questionnaire from Billboard, and are engaged in the business classification listed below, it is urgent that you send this coupon to us immediately.

(Note: U.S. record manufacturers and U.S. music publishers are NOT to return this coupon. A special questionnaire is being sent to companies in these classifications which are eligible for a listing.)

Please air-mail this coupon immediately:

Billboard International Buyer's Guide
165 W. 46th Street, New York, N.Y., 10036

Urgent—Please use typewriter if possible

Your country

State (if U.S.A.)

City

In which business classification should you be listed

Name of Company

Street address

City

Postal zone

State (if U.S.A.)

Telephone (area code, if U.S.A.)

Top executive's name

Title

If you are a record manufacturer the U.S.A., please give us name of your top executive for A&R and sales.

Distributors, please note: If you are a U.S. or Canadian record distributor, please include with this questionnaire a list of the lines you handle, typed alphabetically.

To be included, you must air-mail this coupon immediately.

Eligible U.S. classifications

- Record distributors
- On-stops
- Phonograph manufacturers (please include list of distributors)
- Record Importers & Exporters
- Record manufacturer services and supplies
- Design, artwork
- Direct mail services
- Direct mail offices
- Direct mail offices
- Mail order offices
- J"\'acket manufacturers
- Label manufacturers
- Machine shops
- Materials: milling plants
- Plotting plants
- Polyethylene bags
- Pressing plants
- Record dealer accessories and supplies
- Record dealers
- Broadcast programming aids

Eligible classifications outside the United States

- Record manufacturers
- Printers
- Manufacturers
- Printers of record jackets
- Printers of record
- Processing plants
- Processing plants
- Sleeves
- Sleeves
- Imprinters & exporters
- Label manufacturers
- Machine shops
- Materials, milling plants
- Music recording associations
- Music licensing associations
- Feeding plants
- Polyethylene bags
- Promotions & publicity
- Recording studios
- Tape manufacturers
- Trade organizations

CBS's O&O Seek Cut in ASCAP Fee

NEW YORK — The network battle for a reduction in rates from the American Society of Composers, Authors and Publishers apparently has no let-up. Last week in New York Federal Court, CBS-owned radio stations asked for a reduction in ASCAP license fees based on the $55,391,943 it spent on programming in 1963. NBC Radio, NBC-owned stations, and CBS Radio also filed papers for a decrease in the Society's music rates.

The CBS-owned stations claimed that of their total programming expenses last year they were able to exclude only $3,008,151 under the Society's present licensing systems leaving $2,343,792 on which to compute fees to the ASCAP.

In a separate statement filed by the NBC network, a request for per program license was made saying that it paid $60 per song for music, whereas CBS paid $10 per song. It was explained that the differential was due to the great reduction in music programming.

NBC added that "the reasonableness of the ASCAP rates could not be perceived if one considers the wealth of material available to the networks from the best-selling lists."

Ember has made the unusual move of releasing five c&w albums during the week, including "The Hit Parade of American Cow- boy Music," "Cowboy Copas, Red Sovine and Others."

Mercy, Philips has issued five EPS, including ones by George Jones and Johnny Horton.

Others Follow Pye's Move

LONDON—Pye's drive on c&w material, following its agreement with Hickory, is being followed by two other British record companies despite the absence of such material from the best-selling lists.

Ember has made the unusual move of releasing five c&w albums during the week, including "The Hit Parade of American Cowboy Music, Cowboy Copas, Red Sovine and Others."

Mercy, Philips has issued five EPS, including ones by George Jones and Johnny Horton.

BEATLES DATE IS SELLOUT AS USUAL

PHILADELPHIA—Fears of local promoters who hedged on putting up a $25,000 guarantee advance for the Beatles proved groundless. And those who said the group might lose their hold by the time they arrive in town for a Sept. 2 concert at Convention Hall couldn't have been more wrong.

Out-of-town promoters put 12,000 tickets on sale last Monday (4) for the concert, selling at $2.50 to $5.50. The tickets sold out within 90 minutes. Newspaper ads announced the sale a few days in advance, stating that no mail orders would be accepted.

Concert Hall box office was scheduled to open at 4 p.m., but the crowd—mostly teen-age girls—was so great that the sale was advanced a half hour, to 3 p.m. At 16 p.m. the first of four box offices put up the "sold out" sign—driving hundreds of disappointed fans into the other lines. Some youngsters were in line from the previous night and took a crew of 25 policemen to keep order.

Billboard, May 16, 1964
UNITED ARTISTS' GRAND SLAM!

The Bobby Goldsboro Album
Dynamic album from the swinging new star. Contains his two hits, "See The Funny Little Clown," and "Whenever He Holds You."
Stereo: UAS 6358 Monaural: UAL 3358

Danny Williams — White on White
From out of England comes this great new singer who headed to stardom with the title tune. This compelling new album features him at his romantic best.
Stereo: UAS 6259 Monaural: UAL 3339

The Enchanted World of Ferrante & Teicher
Melodic, magical, memorable. Ferrante and Teicher at the twin keyboards in an album that features their lush orchestrations, romantic melodies.
Stereo: UAS 6375 Monaural: UAL 3375

Frankie Avalon — Muscle Beach Party
Watch out — here comes Frankie Avalon, bigger and better than ever. Smash album including songs from his newest film plus other movie favorites.
Stereo: UAS 6371 Monaural: UAL 3371

FOUR GREAT NEW ALBUMS FOR A RED-HOT MAY AND JUNE

www.americanradiohistory.com
CBS Banner Pays Off For Columbia Label

*Continued from page 1*

CBS, S.A., Germany (CBS Schallplatten), Israel (CBS Israel, Ltd.), and Mexico (Dicos CBS, S. A.). In addition, the American firm owns Columbia Records of Canada, Ltd., the only foreign country in which product uses Columbia rather than the CBS trademark. Columbia is represented in all other countries via affiliated labels.

Indications are the CBS banner will be planted in several other key countries before the year’s end in continuing the firm’s growth abroad. Each of the CBS companies serve to manufacture and release U.S. Columbia’s originated product in addition to recording fare aimed at their own individual market.

Reverses Procedures

Schein told Billboard he anticipated an eventual business volume from the foreign-labelled labels which will equal that of the parent domestic Columbia. This move by U. S. firm to set up its own subsidiaries in foreign countries reverses the procedure of overseas companies which have established themselves with their own labels in this country. (EMI owns Capitol Records, Philips acquired Mercury, and British Decca owns the London label.)

According to Schein, the company-owned foreign subsidiaries afford Columbia artists maximum exposure in the world record market place. A number of its artists have made foreign-language versions of their U. S. hits for sale abroad, and these have scored impressive results, he said.

RISE IN RCA PROFITS SEEN

BURBANK, Calif. — Radio Corporation of America reported to its stockholders that it expects profits to be substantially higher this year than in 1963.

Brian, David Sarnoff, speaking at the 45th annual meeting of stockholders, spelled out the growing strength in various departments, and reported that “for the first time in more than a decade, there is no major drain upon our earnings.” He outlined additional income gains through subsidiary stock sales and refunds.

The meeting, first ever to be held outside New York, was linked to New York by two-way closed circuit TV.

KOTH Promo Proves a Hit

DUBUQUE, Ia.—Radio station management is constantly looking for new and successful formulas which will build audience and increase income. The “Wheels of Fortune” KOTH promotion did both of these.

The promotion ran for five weeks in February and March, during which time 56,372 postcard entries were received at the station—almost the total population of the community. Held in cooperation with 85 Dubuque merchants, “Wheels of Fortune” gave away two 1964 automobiles and 30 U. S. Savings Bonds.

Ten winners were chosen daily who then became eligible for the weekly contest. KOTH ran a contest every week and picked 10 winners each week who received the bonds. The weekly winners got a chance to participate in the grand drawing for the new automobiles.

RCA’s Ercas On New Caper

CHICAGO — RCA Victor’s Ralph Ercas (he’s record sales branch manager here) is bent on putting the factory’s dealers in the candy business—Cotton Candy, that is.

Ercas, whose name for pulling off beat merchandising capers is virtually legend, has a new one built around Al Hirn’s latest “Cotton Candy” single and album.

Dealers can earn a de luxe Koten Kandy machine, vender stand and accessories by buying 75 LP’s from a list of some 200 top catalog sellers. The promotion is strictly local and is called RCA Victor’s Carvel of Hits. According to Ercas, dealers can set up the machines and stand and dispense from cotton candy to customers give the cotton candy machine as a consumer prize in raffles or drawings or use it as an in-store display.

The promotion runs through May 29 and is designed to help dealers build in-store traffic during what is normally a slow season, Ercas says.

CBS Banner Pays Off For Columbia Label

Diskery Puts Out ‘Fade Out’ Single

NEW YORK — ABC-Paramount released its first single from “Fade Out-Fade In,” a Broadway musical scheduled to open May 26. The show will star Carol Burnett.

The title song is by Steve Alaimo, with a big band arrangement by Sid Feller.

ABC-Paramount has the original cast album rights to the show and will release an album shortly.

The show’s first Broadway cast album, “High Spirits,” with Beatrice Lillie and Tammy Grimes, is now in the hands of distributors, with sales reports split 50-50 between the mono and stereo versions.

Business Good, Despite CORE

DETROIT—A month of picketing by CORE has evidently not hurt the business of Grinnell Brothers, one of the country’s largest chain music store operations. Sales in the record department have shown an increase of 25 to 30 per cent over a year ago, according to Andy Collins, record department manager for the chain.

Typical picket signs are related to a musical theme, such as “Grinnell’s Hiring Practices Are Out Of Tune With the Times” and “Music May Be Beautiful, But Discrimination Is Ugly.”

Keep Informed—This Week, Every Week—The Convenient Way

SUBSCRIBE NOW

Mail Sub Order Today

BILLBOARD, 2160 Patterson Street, Cincinnati, Ohio, 45114

Please enter my subscription to BILLBOARD for

☑ 1 YEAR $13  ☑ 2 YEARS $25  ☑ New  ☑ Renew
☑ Payment enclosed  ☑ 2 EXTRA issues for 2 YEARS  ☑ Bill Me Later
Above subscription rates are for Continental U. S. and Canada.

Company ____________________________

Name _________________________________

Address ______________________________

City __________________ State __________

Type of Business _______________________

Title ________________________________

BILBOARD, May 16, 1964

IF IT EVER COMES TO PASS
YOU’LL READ ABOUT IT FIRST

in billboard
when Skeeter sings it..... it's the HIT version!

Skeeter Davis' newest smash!

"Gonna Get Along Without You Now"

RCA Victor 8347

Exclusively on RCA Victor

The most trusted name in sound
HE'S VITAL, CLEVER, SUCCESSFUL
David Merrick: Man With the Theater Up His Sleeve

NEW YORK — On Tuesday, May 5, the winners of the Drama Critics' Circle Awards were announced. "Hello Dolly!" was named best musical of the year, and Luther, the best play. The shows have this in common: They were both produced by David Merrick.

Merrick is the most active (eight shows this season), and certainly the most controversial man in the theater today. By tradition, an experienced producer is rather shadowy. Ours is an actors', playwrights', directors', theater, but occasionally a man with flair comes along and a production can be identified by his name alone: P. T. Barnum, Florenz Ziegfeld and Billy Rose. David Merrick joins their ranks. He puts on more shows; employs more people; has more squabbles with press, actors, directors and anyone who tangles with him; and pulls off more publicity stunts than any one has in many years. Result: A higher percentage of commercial and artistic successes than any other producer, while the public(via "Critics" awards) and one particular "Tony." In all he has produced since the 1949, 17 of which are musicals.

My Fair Dolly
In a recent Billboard interview to discuss his contribution to the popularity of musicals, Merrick went through the recordings of shows which he has produced, Merrick delineated his Fair policy--to produce anything, but was quite articulate on the theater and related topics. Some of his shows which have not been on record, but which are successful recordings are "Hello Dolly!," "110 in the Shade," "Gypsy," "A Funny Thing Happened on the Way to the Forum," "Carousel," "Rain." "I Want to Get Even," "Aarnival," "Fanny," "Do, Re, Mi" and "Jamaica.

Asked which is his most successful musical, Merrick says it "Hello Dolly," "my postman, who delivered the mail for 'My Fair Lady.'"

"I've never seen a show on a push that he's included in his list: one that that title it. The title of the song on a show pushes the show." He quoted columnists Earl Wilson as saying that "Dolly" has replaced "Sweet Adeline" as a drinking song.

At 49, David Merrick looks like a combination of Ernie Kovacs, Thanksgivckers, P. Gildersleeve, and a magician who's got a trick up his sleeve. He is short, chubby, and solemn and emanates from himself as a "lone." He rarely touches a cigarette, although he has the not controlling interest. "I don't have autonomy, I'm not happy, and I've got to find time well." He is, in a particular editorial stamp. Not that I am infallible. I like to make my own mistakes from now on." This last remark refers to his recent partnership with Ray Stark on the film "1000." Several weeks before it opened in New York, Merrick sold out his 12 seats per cent for a purported $15,000. "I didn't like the way the libretto was being handled. He was going to have. It didn't go to the book to give it to the girl, who was more colorful than the character of the 'city girl.' . . . So I sold it out to him."

Music and Money
Q: How do you feel about the financial success of the recording companies?
A: "The musical theater would be successful without them. Their judgment is absolutely awful. If Columbia had backed 'Girl Who Came to Supper,' 'Here's Love,' "What Makes Sammy Run?" would have won or lost? They turned it down, 'Hello Dolly' and 'Dolly.' Most of the shows backed by record companies have failed and been wasted because they haven't backed enough good things.

Merrick temporized by saying that..."backing is a large gamble.

"In the early stages when a musical is up for a bid, it is 'embezzlement' as well as an error, I am right up to the last minute. I'm tired of backing the plays. 'A Musical is manufactured. There is a vast difference between a show and a show that will be successful album and what is a successful show. They're thinking in the single. When they hear the cheer for a proposed show, they don't realize that by the time the album is pressed, many of those songs will be out.

There is more to a successful show than the album. 'How to Succeed' is not melodic and the radio kids can't buy it. It is not attractive to listen to on records, but 'How to Succeed' is a smash show."

Merrick was asked whether he thought the record selling of a show helps its office. Merrick replied that it is about 50-50. "Some albums can hurt a show. Others like 'Hello, Dolly!' makes a show sound better than it is." He thinks the best show album is "My Fair Lady" (not one of them). He said, "It was big and existing. He feels "Dolly" is the same, but added that he perhaps is too close to it to judge.

Merrick and Marx
Q: I notice that of 14 shows which you have been asked to record, 10 have been recorded by RCA. Have you any good working relationship with them?
A: I work with Marx at RCA. He's a friend of mine. They do a very good job, in particular with the middle. I was presented in a completely different form than I had ever heard it done by these musicians.

If there are changes in the Brubeck group, the style, they are in the direction of adding more variety, by the by the Brubeck and Desmond.耳机, happiness, serious modern jazz and they neither shout nor squeak.

As to proof to reviewer that Brubeck is the most rewarding modern jazz group on the scene today, the popular "Take Five," dealed, of exploiting the album of 'Dolly,' I really have the say-so over the album, but I only handle and I accept their suggestion.

Breaking the Ice
When questioned about his relationship with the. Records, Merrick said, "The records from the brokers after the recent scandal. Do not have tickets for brokers in the early months of the show and we don't use the cause of ticket scalping. We thought it was a good idea. It was a chance to the audience. People like the shows better if they haven't paid $50 a pair. There were no brokers' tickets for about three months." Merrick said that tickets for performances after June 22 would be split evenly between broker and public.

Q: Are you losing part of your audience? "Yes, the ratio has been for about three months as they get tickets for 'Dolly.' It makes it sound like a bigger hit than 'My Fair Lady.'"

David Merrick is certainly outspoken, but he possesses imagination and the daring to put it to use. If there's a spark, he'll build a fire. From a mold hill, he'll build a mountain. He takes his laughs with him. It is a_
RICHARD BURTON'S HAMLET
THE MOST IMPORTANT THEATRICAL EVENT OF THE YEAR

DOL302/DOS 702 Stereo A DELUXE 4-RECORD SET WITH A COMPREHENSIVE, ILLUSTRATED SOUVENIR BOOK.

"...a performance of electric power and sweeping virility. I do not recall any Hamlet of such tempestuous manliness. As one sits through a long evening that seems all too short, one is humbled afresh by the surge of Shakespeare's poetry." HOWARD TAUBMAN, N.Y. Times

"...a voice that seems to prove that sound spirals outward, an intelligence that hears wit when wit is trying to steal by tiptoe—but also all of the myriad qualities which the man Hamlet requires."
WALTER KERR, N.Y. Herald Tribune

"Richard Burton swept mind and memory clean of all other Hamlets, in a performance so lucid and sensible that people will speak of it for years." NORMAN NADEL, N.Y. World-Telegram & Sun

"This is a fine and imaginative Hamlet." JOHN McCLAIN, N.Y. Journal-American

NOW AVAILABLE ON COLUMBIA RECORDS®
THANK YOU, DJ’S
...for naming me No. 1 Most Played Artist of 1963 and selecting my recording of “Blue Velvet” as the Best Vocal Single of 1963 in the 1964 Disc Jockey Poll!

AND THANK YOU, MEMBERS OF NARM
...for your award to “Blue Velvet” as the Best-Selling Single of 1963!

Sincerely,
BOBBY VINTON
NOW AVAILABLE – ANOTHER BIG BOBBY VINTON BEST-SELLER-IN-THE-MAKING!

“tell me why” 5-9687

THE CHART RECORDS COME FROM EPIC
**Billy Budd...**
wasn't he one of the Beatles?  
a silent film star?  
inventor of the frams?

**What Is a Billy Budd?**

---

**WMAQ Razzle-Dazzle a Ruse**

By GIL FAGGEN

CHICAGO — The razzle-dazzle of WMAQ's "Battle of Clamor" last weekend had thousands of Chicagoans believing that the 50,000-watt WGN was abandoning its conservative programming in favor of "top 40." (The clamor also enthrilled Billboard's Chicago reporter.)

Last Monday (4), following three days of record battles, the new "Q" sound was introduced. To quote Billboard's page 2 story last week, "If the ghosts were to have paraded from the cemetery it wouldn't have created a greater furor than the radio-record trade than the radical change in format embroiled in by WMAQ."

The over-all sound may be termed "standard-pop," with emphasis on up-tempo new versions of standards and pop standard new singles. Unlike many standard and conservative formatted stations, the "Q" sound for the most part is the most modern production and programming techniques.

Although WMAQ is not going "top 40" it is believed that area

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**Mercury Bows LP for Deejays**

CHICAGO—Mercury Records has come up with an idea designed to save deejays and radio station programmers a lot of headaches.

Mercury is issuing a special version of its singles released in the new Smothers Brothers comedy album "If I Must Have Been Someone I Said," which divides the album's five long cuts into dialog and music. Programmers can tell at a glance which part is dialog and which is music. Spots for announcer's continuation.

The front cover is identical to the consumer version, but the liner notes on the back of the jacket are just for the radio station. They list the new handling with exact timing for each segment, whether patter or song, and a special message about the Smothers Brothers to deejays.

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**AWRT's Parley in Tulsa Sparked by Lively Panels**

TULSA, Okla.—Six hundred creative, executive women in communications gathered in Tulsa last week for the 1964 American Women in Radio and Television (AWRT) conference.

With its theme, "Freedom of Communications: Right and Responsibility," AWRT members received words of wisdom from NAS President Leroy Collins; Leonard S. Matthews, executive vice-president, Leo Burnett Company, Inc., and Commissioner Frederick W. Ford of the Federal Communications Commission.

Ford had to do some fancy sidestepping when the gal, who queried him about the rumor that the TV member named in the FCC would be a woman in broadcasting.

Lively discussions sparked the three-day meeting, which included a roundtable discussion on programming and production that the slogan for Radio Month is "Radio—your constant companion," be that "the constant companion, unfortunately, is a musician with a very limited repertoire of mishmash of prefab gimmicks."

Radio today spends half its time trying to find out how to hold attention.

Also panel members were Mrs. Lucy Jarvis, producer and coordinator of special programs, NBC News and Public Affairs, New York, and Robert Hunter, assistant vice-president for policy and planning, National Education Television Center, New York.

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**Highlights of the 13th Annual AWRT Convention was the installation of Elizabeth Bain, associated with the vice-president of CBS Columbia Television Stations (CTS) program services, as a speaking associate of CBS National president of AWRT succeeding Margaret M. Kearney, educational director for the CBS-owned radio and TV stations in Philadelphia WCAU.

Other national officials in attendance during sessions Sunday (10) were Dora Coe, vice-president Doris-Clayton Agency, Atlanta, named president-elect. Named to post of secretary-treasurer was Mimi Hofsommer, manager of program analysis, NBC, New York.

(Continued on page 21)
If it’s by Jack Jones*,
it’s bound to end up on the charts!

A new smash single.  

A great new album.

THE FIRST NIGHT OF THE FULL MOON

Jack Jones
BEWITCHED

KL-1365
KS-3365

*Voted “most promising male vocalist” by American disc jockeys in Billboard’s 16th annual record artist popularity poll.
 personalities. Active full-time news department emphasizing coverage of local and national news. Two radio equipped news vehicles. General Manager, Frank M. Seymour. Program Director, Bill Williams.


WQTE: 5,000 watts day, 1,000 watts night. Independent. Music format: Popular. New York Philharmonic broadcast Sundays Livingston from Lincoln Center in fall. "Community Calendar," feature throughout year. Four news programs daily from Yankee Network. Program Director, Ed Robinson (also does air show).


WMAQ Razzle-Dazzle a Russo

The "big daddy" of the late night talkers, Jack Egan, holds forth 11 p.m. to 1 a.m. originating his show of guests, commentary and controversy from the swank Sheraton Hotel or the Sherman House Hotel.

Only two days into the new format at this writing, WMAQ, according to Joseph, is receiving overwhelming vote of confidence from listeners.

KDKA Producers Historical Disk

PITTSBURGH — KDKA Radio has produced a new LP, "Song of a City" in conjunction with the 115th anniversary of the Joseph Home Company department store. Featuring folk singer Alene Goodman in songs associated with the musical history of the area, the LP was written by Mrs. Goodman and Ed King of the station's "Program FM" show. Featured as narrators are many KDKA personalities, in-cluding Tom Brender, Mie-Levine, Paul Long, John Michael, Gene & Burt, Bob String, Bill Steinbach, John Stewart and Bob Tracey. Tony Graham, KDKA, produced the LP.

ARWT's Parley

were Pati Seibert, radio-TV consultant, Washington, D. C. (Midwest Area); Marie Margaret Wuthrop, president, IEC advertising, Detroit (East Central Area); Dorothy Cotter, women's director, W NBC, Rochester (Northeastern Area); Knoll Holzhauser, director of air media, WBBM, Chicago (Continental Area); Virginia Marrey, traffic-continuity director, WLAC (Southern Area); Mary Dorsey, air personality, KNX-TV, Hollywood, and KFAT, Berkeley (Western Area).
VOX JOX
By GIL FAGGEn

WAEB, Allentown: Stan Z. Burns, WINS: Scott Mania, WABC, Murray "The K" Kaufman, WINS: Hal Jackson, WWRL: Ed McMahan, "Tonight"; Neil McIntyre, WINS, and Don Bruce, of the Dick Clark radio show who was on hand to tape the event for broadcast on the upcoming "Dick Clark Weekend Spectacular.

The contemporary formatd WALE (Fall River, Mass.) is waiting away on the Reprise album "America, I Hear You Singing," according to music director Steve May. Tracks from the LP are being played on a rotating basis by the deejays to highlight the theme, "We're Glad to Be Americans."

KEX (Portland) deejay, Barry Keep, left Portland with the largest Hawaiian radio tour ever to leave from west of the Mississippi. Seventy-nine climbed aboard the jet liner April 26, bound for a fabulous week of touring and busking in the Hawaiian sun. "It's a real tough life, me thinks."

WRR (Dallas) afternoon host, Bob Kelly, recently held a contest with the greatest price ever—the satisfaction of helping a crippled child. Kelly asked his listeners to mail in stamps that were suitable for a young collector. His audience was asked to guess the total number of stamps "BK" received. More than 16,000 flowed in and the winner got 24 prizes.

WJR's "Bud Guest Show," with host Bud Guest, tenor Fred Benny, played radio KRL, Farmington. Ne., will be WSM Radio's "Mister D.J. U.S.A." May 15. KRL operates on Clear Channel 800, with a power of 1,000 watts, and is owned by the Midwest Broadcasting System. Cassapanca area includes East Central and Southeast Missouri. Benny was born and grew up in Farmington. During WW II he served with the Navy in the Philippines. In 1952 he joined the staff of KRL. Besides a daily country music program, his duties include staff announcing, news-gathering and reporting, as well as some selling and copywriting. Benny is married and the father of two sons. His hobbies are hunting and fishing.

Kendall, and Jimmy Clark and the WJR Orchestra, will open the station's celebration of Michigan Week-1964, when it makes a personal appearance tour of eight cities in central and south-eastern Michigan. Listed among Philadelphia's "Most Eligible Bachelors" WIP's (Continued on page 31)

COUNTRY D.J. OF THE WEEK

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

WEEK: 3 Weeks
Hot No. from this week
1. HELLO, DOLLY! Lewis Armstrong, KAP 573
2. DON'T LET THE RAIN COME DOWN (Brooked Little Man). Parcel Springers, Philadelphia 40175
3. WHITE ON WHITE. Deans Williams, United Artists 665
4. LOVE ME WITH ALL YOUR HEART. Roy Charles Singers, Command 4046
5. SHANGRI-LA. Earl Marshall, His Rhy & Orch. Decca 25220
6. LITTLE CHILDREN. Billy J. Kramer, Imperial 60627
7. WALK ON BY. Divine Warwich, Scepter 1274
8. EMBRACE THE HILL. R.C.A Victor 8345
9. SUGAR. A. C. Dillard 92
10. PIER PANTHER THEME. Henry Mancini & His Orch. R.C.A Victor 8268
11. THE VISION OF YOUR EYES. Dick Halin, Decca 31612
12. I DON'T WANT TO BE HURT ANYMORE. Nat King Cole, Capitol 3155
13. I CAN'T HELP MYSELF. Sam Cooke, Chess 31589
14. TODAY. New Christy Minstrels, Columbia 43900
15. WRONG FOR EACH OTHER. Andy Williams, Columbia 43015
16. CHARADE. Sammy Kaye & His Orch. Decca 31652
17. EBB TIDE. Kenny Wish, Columbia 4127
18. WHENEVER HE HOLDS YOU. Bobby Goldsboro, United Artists 910
19. PEOPLE. Barbra Streisand, Columbia 41965
20. FOREVER. Pete Drake, Smash 1676

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

POP-5 Years Ago
May 18, 1959
1. Kansas City. W. Harrison, Fury
2. Sorry, I Ran All the Way Home. Impala, Ceb
3. The Happy Organ. D. Carter, Clock
5. A Teenager in Love. Dion and the Belmonts, Laurie
6. Dream Lover. R. Darin, Ace
7. The Battle of New Orleans. J. Horton, Columbia
8. Goin' Out of My Head. M. Denby, Liberty
9. Turn Me Loose. Fabian, Chanceler
10. Pink Shoe Laces. B. Stevens, Crystallo

RYTHM & BLUES—Five Years Ago—May 18, 1954
1. Wasted. P. Gomez, RCA Victor
2. Yancy at Heart. P. Sinatra, Capitol
3. Cross Over the Bridge. V. Page, Mercury
4. Make Love to Me. J. Stafford, Columbia
5. Oh! Baby Mine. Four Knights, Capitol
6. Little Things Mean a Lot. K. Keller, Coral
7. Man with the Bagel. Amos Brothers, RCA Victor
10. Man O' War, K. Starr, Capitol

POP-10 Years Ago
May 15, 1954
1. Wasted. P. Gomez, RCA Victor
2. Yancy at Heart. P. Sinatra, Capitol
3. Cross Over the Bridge. V. Page, Mercury
4. Make Love to Me. J. Stafford, Columbia
5. Oh! Baby Mine. Four Knights, Capitol
6. Little Things Mean a Lot. K. Keller, Coral
7. Man with the Bagel. Amos Brothers, RCA Victor
10. Man O' War, K. Starr, Capitol

Bobby Darin
A UN GRAND HIT SUR ATCO

6297

* See Your Atco Distributor For English Translation and Deal

Attention Mesdames et Messieurs Boby Darin

A UN GRAND HIT SUR ATCO

MILOR

6297

* See Your Atco Distributor For English Translation and Deal

BILBOARD, May 16, 1964
THE STARS SHINE ON COLPIX

INTRODUCING

2 ★ BRIGHT NEW STARS!
BRIGHT NEW STARS!

2 ★ BIG NEW HITS!
BIG NEW HITS!

EARL-JEAN

HENRY ALSTON

“I’M INTO SOMETHIN’ GOOD”

“HEY EVERYBODY”

CP 729

CP 731

PRODUCED BY GERRY GOFFIN

COLPIX RECORDS - A DIVISION OF COLUMBIA PICTURES CORPORATION - 711 FIFTH AVENUE, NEW YORK, N.Y. 10022
**POP STANDARD SPOTLIGHTS**

JACK JONES—THE FIRST NIGHT OF THE FULL MOON (Fame, ASCAP) (2:12)—A happy side note to the evening's events, this song provides a gentle and easy listening experience.

EDDY ARNOLD—WHY? (Tree, BMI) (2:28)—SWEET ADOURABLE YOU (Four Star, BMI) (2:25)—Twordf-up picks for this popular singer, both songs provide a soft and soothing listening experience.

WILBURN BROTHERS—IMPOSSIBLE (Most Rose, BMI) (2:12)—This song delivers a tender heart-breaking melody that is both beautiful and emotional.

ROGER MILLER—DANG ME (Tree, BMI) (1:47)—A simple but effective pop song that is both catchy and easy to sing along with.

**COUNTRY MUSIC SPOTLIGHTS**

EDDY ARNOLD—WHY? (Tree, BMI) (2:28)—SWEET ADOURABLE YOU (Four Star, BMI) (2:25)—Twordf-up picks for this popular singer, both songs provide a soft and soothing listening experience.

WILBURN BROTHERS—IMPOSSIBLE (Most Rose, BMI) (2:12)—This song delivers a tender heart-breaking melody that is both beautiful and emotional.

ROGER MILLER—DANG ME (Tree, BMI) (1:47)—A simple but effective pop song that is both catchy and easy to sing along with.
They're great! They're outrageous! They're rebels! They sell! THEY'RE ENGLAND'S HOTTEST!...BUT HOTTEST GROUP!

HOT SINGLE!
NOT FADE AWAY #9657

They invade this British colony on June 1, for their sell-out in-person tour and network TV performances.

COMING SOON...
Over 170,000 LP's sold in England!
THE HIT! THE ONE THAT'S SELLING!

The Overlanders

YESTERDAY'S GONE

HICKORY 1258

REPORTED PICKS AND PLAYS AS OF MAY 5, 1964

AKRON, O. KROY
WAKE WHAR
ALLENSTOWN, PA. WD4
WHIO ATLANTA, GA. WYTM
WHIB WYTN
WY OH ATLANTIC CITY, N. J.
WIND BALTIMORE, MD. WDCD (DISCOVERY) WITL
WHAB BIRMINGHAM, ALA. WSGN
WYKN WYKE WYOE
CHICAGO, ILL. WGN
WIND WIND CINCINNATI, O. WAKR
CLEVELAND, O. WVCN
COLUMBUS, GA. WDAR
CORVALIS, ORE. KISN
KLOY KFLY
DALLAS, TEX. KKBZ
KROK DAYTON, O. WING
KROX DES MOINES, I. KZML, INC.
DETROIT, MICH. WYTV
EUGENE, ORE. RASH
EVERETT, WASH. FERQ
FLINT, MICH. WYTR
MOUNTAIN, WASH. KHOE
HOUSTON, TEX. KILT
KNOX INDIANAPOLIS, IND.
KNSM KRLS
NEW ORLEANS WNOE
WONE KTVK
NORRISTOWN, PA. WHAR
OKLAHOMA CITY KOMA
WBNS PHILADELPHIA, PA. WPG
PITTSBURGH, PA. WWIN
WITQ PITTSBURGH, N. Y.
WITL PITTSBURGH, W. Y.
WASHINGTON, D. C. WPLN
WITI PLATTSBURG, N. Y.
WITW PEACEFUL, N. J.
WITW PORTLAND, OR. KIBM
KERR SPOKANE, WASH.
KXOA KTHK
SAN ANTONIO, TEX. KIBO
KSD SAN SEBASTIAN, CALIF.
KXKJ KEXI
SAN DIEGO, CALIF. KJRY
KNCX KIRK SEATTLE, WASH.
KOWT SHERRY'S GROVE, LA.
KQKX KEEL SPRINGFIELD, WASH.
COLUMBUS, O. KODI
WZPN KNOW
COLUMBUS, WASH. KXOK
TACOMA, WASH.
KTYC TACOMA, WASH.
WILMINGTON, DEL.
WAMS WAMS

SINGLES REVIEWS

Billboard

SPOTLIGHT WINNERS OF THE WEEK

THE OVERLANDERS—YESTERDAY'S GONE (Unart, BMI)
(2:08) This is a British record originally recorded by Pye.
Group singing with up-tempo sound, strong beat and fine
backing. Flip: "Gone the Rainbow" (Pepamar, ASCAP) (2:26)
Hickory 1258

RECORD WORLD—May 2, 1964

YESTERDAY'S GONE
(Unart, BMI)
The Overlanders—Hickory 1258

WINNERS CIRCLE

(RECORDS SHOWING STRONGEST INITIAL POTENTIAL THIS WEEK)

COMING UP STRONG!

Chloee Harris LITTLE PEOPLE

Dean & Mark THERE OUGHTA
BE A LAW c/w

When I Stop Dreaming HICKORY 1249

HICKORY RECORDS, INC.
2510 Franklin Road, Nashville, Tenn. 37204

HOME OF THE NASHVILLE SOUND
Hubert Long Pledges $10,000 To CMA Fame & Museum Bldg.

NASHVILLE—"Since the inception of the Country Music Association, the world of country music has expanded one-hundred-fold around the world. It is only fitting that we all help a cause so great. With a building to house not only the working nucleus but also many memorabilia of the country and western world...every day I feel a little bit prouder being associated with the C&M music business."

With these words, Hubert Long, one of the country music industry's leading figures, presented the CMA with a $10,000 pledge toward the Country Music Hall of Fame and Museum Building. Long is president of Hubert Long Talent Agency and Moss Rose Publications, Inc., a lifetime member of the CMA, and also CMA past-treasurer and board member. In addition, he is vice-president and life member of the newly formed Nashville Chapter of NARAS. Always an active member and supporter of the country music industry, Long is the first Nashville publisher to contribute to the CMA building fund, and is the second $10,000 contributor since the building fund was initiated in February.

The CMA building will house the CMA offices, museum and Hall of Fame and is to be located on a grant of land at 16th Avenue, South, and Division Street donated by the city of Nashville for the purpose. The location is considered a key property as it fronts the street known in the industry as Record Row, one of the most prominent areas, including several recording companies, publishing firms and talent agencies.


**NASHVILLE SCENE**

By LARRY COLE

Starday's Johnny Bond was in from his home on the West Coast for guest appearances on the "Opry" and sessions with Starday's Don Pierce, Martin Harris and Tommy Hill. Central Songs' Hap Wilson and Central's Vice-President Joe Allston huddled here for a confab late last week. Incidentally, Alliston continues to receive accolades for his production of recent CMA promotion shows. Next show is set for Portland in August...Don and Phil Everly in town for Warner Bros. session, at the Fret-Fender Sound Studios, with Wesley Rose at the helm.

Saturday, May 2, marked the initial tour of Music City as hosted by George Hamilton IV and John Loudmill. These two and a half-hour tours will be conducted twice each Saturday throughout the summer. On the tour agenda are recording sessions, at the pressing plant, Nashville's Music Row, and many of the artists' homes...Stan Blackstock, Epic recording artist and local representative for Earl Barton Music Inc., recently moved his pressing plant and daughter to Nashville from Missouri.

**HOT COUNTRY SINGLES**

**FOR WEEK ENDING 5/16/64**

<table>
<thead>
<tr>
<th>Week on Chart</th>
<th>Title, Artist, Label &amp; No.</th>
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</thead>
<tbody>
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<td>1</td>
<td>&quot;MY HEART SKIPS A BEAT&quot;</td>
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<td>2</td>
<td>&quot;UNDERSTAND YOUR MAN&quot;</td>
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<td>3</td>
<td>&quot;RING ME AN&quot;</td>
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<td>4</td>
<td>&quot;WELCOME TO MY WORLD&quot;</td>
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<td>&quot;KEEPING UP WITH THE JONES&quot;</td>
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<td>&quot;LOVE IS NO EXCUSE&quot;</td>
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<td>&quot;BREAKFAST WITH THE BLUES&quot;</td>
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<td>&quot;A WEEK IN THE COUNTRY&quot;</td>
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<td>&quot;FAIR AND TENDER LADIES&quot;</td>
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<td>26</td>
<td>&quot;THE PEN IS ON THE PAPER&quot;</td>
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<td>27</td>
<td>&quot;I'M NOT YOUR KIND OF PEOPLE&quot;</td>
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<td>&quot;WIDOW MAKER&quot;</td>
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<td>29</td>
<td>&quot;WHEN THE WORLD'S ON FIRE&quot;</td>
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<td>30</td>
<td>&quot;THAT'S ALL THAT MATTERS&quot;</td>
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<td>&quot;GET ALL ALONG WITHOUT YOU&quot;</td>
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<tr>
<td>32</td>
<td>&quot;EIGHT YEARS (And Two Children Later)&quot;</td>
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**COUNTRY MUSIC**

YONAH MUSIC
Box 425, Louisville, Georgia

32
Gene Gentry Cast For 'Cheatin' Heart'

CINCINNATI — Former Nashville radio announcer and "Grand Ole Opry" singer, Gene Gentry, has been signed for an important role in MGM's "Your Cheatin' Heart," based on the life of the famed Hank Williams. Scenes are being shot in the Auditorium, City Hall, C. Paul George, Hamilton, Oliver, Arthur O'Connell and Real Buttons headline the musical biographical film being produced by Sam Katzman and directed by Gene Nelson.

Newkneys Ups Bobby Dyson

NASHVILLE — Jimmy Key, president of Newkneys Inc., has announced the appointment of David Dyson, a promotional director for the firm and its affiliated publishing companies, Circle Dot Publishing Company and Circle Music Company, all headquartered at 1216 14th Ave. South, Nashville. Dyson, who has been with Newkneys since October, is an authority on the recording business and will maintain that position in his new capacity.

Colorado Festival Set for June 11-13

DENVER — All phases of the country music business will be honored at the second annual Country Music Festival to be held at the Four Seasons Night Club, Aurora, Ill., June 11-13, according to Gladys Hart of C.W.R. Record Promotion, Denver, festival director.

President to award the conclave, Miss Hart says, will be to promote country music on a national basis. A special Country Music Association membership drive will be conducted during the meeting. The A.M.A. Awards Dinner will be held on the closing night of the festival. All facets of the country music industry are invited to attend.

Those planning to attend are requested to contact William Alkie or Gladys Hart at the Four Seasons nitey, 14401 E. Colfax, Aurora, Colo.

Philip Morris Derby Show in Col'bia Album

LOUISVILLE — The seventh annual Philip Morris Derby Festival Music Show, presented at Freedom Hall here during Derby week, was taped by Columbia Records and will be released in both a 12-inch and 45-rpm form. Taping and recording equipment was flown here from Columbia's Nashville Studio and Don Law and Frank Jones, Columbia ad executives, supervised recording of the show. Glenn Snoddy and Tom Sparkman engineered the album production.

The show, sponsored annually by the Philip Morris Tobacco Company, drew a record-breaking crowd of over 20,000 people, according to Missy (Lucky) Moeller, president of Demny-Moeller Talent Inc., who has booked and produced the show since its inception.

Headlining the Morris festival this year were Carl Smith, Lefty Frizzell, Stone-Wall Jackson, Carl and Pearl Butler, Billy Walker, Pee Wee King and the Golden West Cowboys, Redd Stewart, June Carter, Harold Bradley, the Stacier Brothers and the Stony Mountain Cloggers.

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SHRAG RECORDS, London.
**Beatz Tix Cost Top Hong Kong $$**

HONG KONG—The Beatles arrive here June 9 and will give two concert dates at the Colos- sium's largest theaters June 10. Hong Kong will thus be the first Far East market to see the quartet perform. From here they will go to Australia. The Beatles' Hong Kong visit is being handled by Frankie Blaine who was also responsible for lining up both Helen Shapiro and Shirley Bassey.

The Beatles have succeeded in setting a record even before setting foot in Hong Kong, for the price of their new c.d. album exceeds anything Hong Kong audiences have been asked to pay in the past. Ceiling price is HK $75 (approximately U.S. $13). The album will retail in the house at HK $50 (approximately U.S. $7.50). Accompanying the Beatles’ tour will be a New Zealand group called the Moari Hi-Five and the play-10 musical instruments.

Wing Releases 8 New Albums

CHICAGO—Mercury's economy label, Wing Records, is releasing eight new c.d. albums and four classical albums, part of the label's continued expansion of its product line.

The country albums are by artists George Jones, Margie Way, Hank Williams, Junior Draper, Rusty Drapy, and Roy Drusky. The classical albums are by Antal Dorati and the Minneapolis Symphony Orchestra, Paul Parzy and the Detroit Symphony and William Van Oerleko and The Hague Philharmonic Orchestra.

Penna to Marks

NEW YORK—Joseph Penna has been appointed music editor for Edward B. Marks Music. In this position he will be working with Felix Greishe, editor in chief, and Robert Silverman, director of publications. Much of his work for orchestra, chorus, and instrumental ensemble has been performed in Salt Lake City, where he was composer-in-residence under a two-year Ford Foundation grant.

**CHEER RECORD PREVIEW MAG**

NEW YORK—Record Preview, the consumer publication distributed via disk dealers, is offering an enthusiastic response from record retailers, according to publisher Hal B. Cook. The biweekly publication is aimed at stimulating L.P. sales at the consumer level by providing floor displays and ads articles on disk artists.

The bi-weekly full-color publication is off the press this week and is available to disk dealers for sale and distribution to their customers. According to Cook, dealers in a far greater number than had anticipated have already ordered the publication.

**LONDON**

Barry Forms Indie Disk Firm

LONDON—John Barry, once a member of EMI's top musical director and arranger, has formed his own independent company, J.B. Independent Record Productions, and sold his first disk to United Artists. The company is also expected to pick up a lot of his production.

Under a limited deal with EMI, the independent label he joined as j.d. chief to the long list. John Barry is free to run his own company and to record the John Barry Seven and Ork for his own purposes in addition to their commitment to EMI.

"Me," by a group called A Band of Angels is Barry's first release here on UA as a result of his independent operations.

**Break Ground for Sanicola Bldg.**

HOLLYWOOD—Hank Sanicola, president of Wonders, Inc. and Bing-Dong music, will hold the groundbreaking ceremonies for the newly constructed Sanicola Bldg. in Studio City June 1. The $2 million structure will house an executive offices, as well as offices of other departments. The event is anticipated construction will take almost one year.

Jack Fine Quits

NEW YORK—Jack Fine, national promotion director of Atlantic and Alico Records, is resigning his post. Fine is considering several offers.

**HITS OF THE WORLD**

**AUSTRALIA**

(Courtesy Music Maker, Sydney)

**FRENCH (WALLOON) BELGIUM**

(Courtesy Juke Box Magazine)

**BRAHMS**

(Courtesy Pocketman, Amsterdam)

**HOLLAND**

(Courtesy Trouw, Amsterdam)

**JAPAN**

(Courtesy Cinematik, Tokyo)

**N. Z. 45 DISK PRICES UPPED**

AUCKLAND, N. Z.—The Pye-Well group will raise single and 45 price record prices this month, and it seems certain that others will follow. At present single 45's sell at $6/90 (approximately 95 cents) they will go up in the P & W catalog to $7/60. E.P.'s go from 12/60 (approximately $1.80 to an increase of one shilling.

**SPAIN**

(Courtesy Discman)

**SOUTH AFRICA**

This Week

1 SOMEBODY LOVES YOU—Master Davis (RCA)
2 I'M DOING A QUIET TO YOU—Paul & Grace (London)
3 CAN'T YOU BE TRUE—Leslie Williams (Columbia)
4 ANYONE WHO HAD A HEART—Big Four (Sono, Philips)
5 AS USUAL—Rita Lee (Decca)
6 BEAUTIES—Bill Kendal & The Counters (RCA)
7 DON'T HOLD YOUR BREATH—Babes (Parlophone)
8 VIVA LAS VEGAS—Elvis Presley (RCA)

**CAPITOL ADDS BOB TAYLOR**

HOLLYWOOD—Capitol is strengthening its relationship with rock jockeys through the appointment of Bob Taylor to the newly created post of Eastern rock manager. He will represent the label's national rock and sales chief. Taylor was the manager of CREC's Boston branch since 1957 and will continue to operate from there.

**PHONOGRAM THROWS BASH FOR RETIRING MASMAN**

THE HAGUE—The Haw- ksmouth, the New York, and RCA distributed by Phonogram here, has met with much suc- cess. The first batch of records imported sold out in less than a week.

The Independently he Udo Masman, a 38-year show business veteran with 25 years recording for Deck, retired from the music world earlier this month. He was a guest of honor at a special party thrown for him by Phonogram. Also on hand to pay homage was old friends in the disk industry here: Enginee Erhan van der Meer, and de Masman, daughter of Dutch disc production manager, Henk van Zeeland.

**CERTAIN DENMARK SONGS TO BE REPRINTED**

Copenhagen—Copies of "Badehos," a Danish hit song, which was to be the first smash of the season will be reprinted. The song was written by Hvidt and Per Андер- son and published in 1961.
RCA Italiana
Event Planned

ROME — A three-day program of recordings and trade meetings will be sponsored by RCA Italiana at the Cavalieri Hilton Hotel Convention Hall here May 28-30. It will climax the winter and spring "Festival Home" sales campaign and public competition.

A special gold trophy will be awarded to the winner of the 15-disc competition which included Umberto Benisti, Sergio Endrigo, Nico Fidenzo, Jimmy Fontana, Peggy Marella, Marisa Milan, Gianluca Mecchia, Michele, Gianni Morandi, Donna Maria Moretti, Gino Paoli, Rita Pavone, Rosy, Neil Sedaka and Edoardo Vianello.

Polydor Aid
Resigns Post

HAMBURG — Kurt Richter, chief of Polydor production, has resigned. The post he has held for nearly 10 years.

Deutsche Grammophon said Richter's resignation is for health reasons, and that he would take a long vacation, then join a book publishing "Fourth Home" sales campaign. Deutsche Grammophon said that it would not appoint a new production chief until the beginning of 1965.

Meantime, Heinz Voigt, chief of International-Polydor, will assume the responsibility for Polydor's domestic German production.

Sanz as Colpix
Districk & Rack

NEW YORK — Chris Sanz has taken over as director of distributor and rack sales for Colpix and Dimension Records.

Sanz's most recent position was national sales manager for Reprise Records, a post that he held for three years. He also has been associated with Rapp, Mercury and King Records in sales capacities.

He'll report to Ray Lawrence, general sales manager of the two labels.

U. S. Disk Promo
Set by Philip

AMSTERDAM — Plans for the promotion of Riverside and Pacific Jazz records in the Benelux countries during 1964-1965 seasons were worked out at an international sales convention held at Fontana Records' central office in Baar recently. Promotion men from some of the record magazines where Fontana distributes these American labels attended. Representatives were men from Belgium, Britain, France, Germany, Holland and Italy.

Orin Keenleys (heading Riverside operations in the U.S.) and Alan Bates (of Interdisc) were present as special guests of the Fontana group. In addition to the items on the three-day agenda, the Billboard heard about the company's campaigns for top jazz artists on the Riverside and Pacific Jazz roster, Cannonball Adderley, Charlie Byrd and Wes Montgomery.

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May 16, 1964, BILLBOARD
**FOR READERS**

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**Valerie & Nick**

**“I’LL FIND YOU”**

**GP 2000**

**GLOVER RECORDS**

1631 B’way, N.Y., N.Y.

Steve Alaimo has a Hot new single

**FADEOUT—FADE IN**

(from the upcoming Soundtrack Album: Starring Carl Ballantine A.B.C. 1965)

Say You Saw It in 

**Billboard**

** примитивный диалог,**

**(B)illboard)**

**TRACK RECORDS**

• Continued from page 24

**HOT POP SPOTLIGHTS**

• Continued from page 24

**JOHNNY RIVERS—MEMPHIS** (Arc, BMI) (2:28)—The Chuck Berry hit is re-done in grand style by Rivers. With driving beat and great hiss password, it should happen all over again. Flip: "It Wouldn’t Happen With Me” (Knock, BMI) (2:40).

**Imperial 66032**

**BEACH BOYS—DON'T WORRY BABY (Sea of Tunes, BMI) (2:45)—I GET AROUND (Sea of Tunes, BMI) (2:26)—**

**Beatles’ Tour Includes Bowl**

LONDON—The Beatles will appear at the Hollywood Bowl during their U. S. tour on August 23. The coast-to-coast trek will take in two days at New York's Forest Hills Stadium on August 28 and 29 and conclude with a charity show at a venue to be fixed in New York on September 20.

Other August dates so far set: San Francisco Cow Palace (19), Las Vegas Convention Hall (20), Seattle Municipal Stadium (21), Denver Red Rock Stadium (26), Cincinnati Gardens (Aug. 28), and, in September: Philadelphia Convention Hall (2), Milwaukee (6), Chicago International Amphitheater (5), Detroit Cobo Hall (6), Toronto Maple Leaf Gardens (7), Montreal Forum (8), and Baltimore Civic Centre (9).

The Beatles’ film, "A Hard Day’s Night,” will have a royal premiere at the London Pavilion on July 6 when Princess Margaret and her husband Tony Armstrong-Jones attend the charity opening of the United Artists movie. Four days earlier (2) Princess Alexandra will attend another pop premiere in London—that of Cliff Richard's new Elstree Distributors picture, "Wonderful Life." The two premieres are being held on the royal dates in this city.

There will now be a sound track album from the Beatles’ movie after all; the eight songs, including a title song written by John and Paul within hours of their deciding on the picture’s name, will be reinforced by a soundtrack music composed by the Beatles to make up normal playing time.

**SINGLES SLUTH**

**NEW YORK—**The Billboard review detective has been busy tracking down the whys and wherefores of dropped label designations and numbers on singles spotlights. Recently Challenge 5123.8 was dropped, the Wayne Newton Across-the-Board Spotlight The Little White Cloud That Cried. The week before Red Bird 601 was dropped from the Dixie Cups of Love. In the same week Diamond 163 was left off the Ronnie Dove single Sweeter Than Sugar.

**Imperial Records Inks Mel Carter**

HOLLYWOOD—Imperial has signed versatile Mot Carter to a long-term pact, Carter formerly recorded for the Sam Cooke-J. W. Alexander record operation. The signing was negotiated between Bob Skaff, Imperial’s vice-president, and Zelda Sands, Carter’s manager. Other artists performing on Imperial include the O’Jays, the Hollies, Billy J. Kramer, the Swinging Blue Jeans, Irma Thomas, H. B. Barnum, Sandy Nelson and Joyce Paul.

"Nancy Wilson" Gross

NEW YORK—"The Nancy Wilson Show,” co-starring the Cannonball Adderley Sextet, grossed in excess of $50,000 on eight concerts according to producer John Levy. The show played Houston, Galveston, Dallas, Baton Rouge, New Orleans, Denver, Omaha and Ohio.

**Imperial 5174**

**CHUCK JACKSON—BEG ME (E.M.I.) (2:37)—**

Chuck really wails on this, echoed by a female chorus. The soulful reading has particularly powerful, driving beat. Flip: "For All Time" (Dramatic-Records, BMI) (2:15).

**7032**

**TEMPLATIONS—THE GIRLS ALRIGHT WITH ME** (Jobete, BMI) (2:49)—A powerful follow-up to the group’s current hit. The lead voice soars in front of strong group, big brass and click, click beat. Flip: "I’ll Be in Trouble" (Jobete, BMI) (2:49).

**Gordy 7032**

**THE CARAVELLES—YOU ARE HERE** (Rock-Ita) (2:22)—Whips you, moody delivery by the female group in style of their hit "You Don’t Have to Be a Baby to Cry." Shimmering strings and big instrumental backing add to it all. Flip: "How Can I Be Sure" (Near North, BMI) (2:09).

**Smash 1901**

**MISS CATHY BRASHER—SO TALL TO BE LOVERS** (Mr. Blue, BMI) (2:22)—Fine as a teenage side with Cathy multitracked and a sho-bee-do-bee chorus in the background. Kids should dig the lyric. Flip: "I Remember Jimmy" (Mr. Blue, BMI) (2:20).

**Era 3129**

**DORSEY BURNETTE—LITTLE ACORN** (Salomon, BMI) (2:17)—Dorsey goes the “Gonna Build a Mountain” route on this finger-snaping, foot-pounding side. His strongest in some time. This could put him back on the charts. Flip: "Cold As Usual" (Jobete, BMI) (2:25).

**Met-O-by 113**

**CHUCK BERRY—NO PARTICULAR PLACE TO GO** (Berry Music, BMI) (2:37)—A smashing updated version of his 1957 hit, "School Days." Sound’s just right for summer. Flip: "You Too" (Berry Music, BMI) (2:05).

**Chess 1898**

**DEAN AND JEAN—WANNABE LOVED (Famous Music, ASCAP) (2:23)—The old standard is given a crashing, rocking delivery by the duo. Powerful beat. Flip: "Thread Your Needle" (Just Music, BMI) (2:35).

**Rust 5081**

**Track Records**

• Continued from page 24

**Hot Pop**

**BOBBY GOLDSBORO**

**WHY DON’T THEY UNDERSTAND** (Holies Music, BMI) (2:25)—From LP: "The Bobby Goldsboro Album" (United Artists 6358)

**PIXIES THREE**

**HOUSE PARTY** (Mercury Music, BMI) (2:28)—From LP: "Party With the Pixies Three" (Mercury MG 26912)

**JACK AND DEAN**

**IT’S AS EASY AS 1, 2, 3** (2:24)—From LP: "Dead Man’s Curve—The New Girl in School" (Liberty LRP 3361)

**Billboard**, May 16, 1964
Paris leased Shoop mates Coast "is according in Hollywood Vee faro-

"faro-"

Vera Sanford Bows Album on Bombay

CHICAGO — Vera Sanford, Chicago artist, bows her first album this week on Bombay Records, a new Chicago label headed by Earl Washington, local

An extra-curricular project for Darin has been performing his first dramatic TV role on "Wagon Train."

instead, Darin is taking his time finding the most appealing disk affilation and is busying himself with running his T.M. Music which now employs 19 people.

Hollywood — Bobby Darin has moved from recording artist to music executive and, according his informed sources, "is in no real hurry to sign with any label at this time."

Harry, Geller, T.M.'s West Coast manager, reported that Darin has been spending a great deal of his time writing songs and producing disks. He estimates T.M. has picked up around 300 songs in the last year including "The Sleep Song," by Betty Everett in Vee Jay, the recently released "Dream Lover," by the Paris Sisters on MGM, and "Hot Rod USA," by the Rip Chords on Columbia.

Tommy Oliver charts. Darin has also just completed writing the songs for the film, "Lively Set," with Joanne Sommers putting one of the tunes for Warner Bros.

The nuclear group consisting of Frank Barone, Larry Finnegan, Misty Cost (a woman bassist), Joe and Jack, plus some others from a number of other groups, has just taken on the added responsibilities of Promotion and Public Relations, and Marnie Curr in New York, plus Frank's manager, Brian Van Zandt, Bob Shaw, Nancy Haggard and worky Kenny in Nashville. I have just added production and inventory control manager in New York.

TF-Roger & Darin

She's Doris Hughes, whom many of you recall from the famous hit single "What Becomes Of A Broken Heart," has signed with the Reves Sound Records in St. Louis and has worked for key organiza-
tions in the industry ever since.

Erik Haast

The Australian Record Company is rushing out the United Artists single of American guitar genius Frank Barone's hit song, "The Great Australian," which has been out of print for a number of years.

Erik Haast

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"JE"

CADENCE 1444

FLANKA MUSIC CORP. N.Y.C.

May 16, 1964, BILLBOARD

3d Beatles Album Kicked Off By Capitol Label of Canada

A couple of years ago Bent Faarløk, Danish composer (Alley Cat) piano player and director for record company Metronome in Denmark, used a pseudonym, Frank Barucle, with this name he succeeded in making records for all Europe, USA and the Far East. He is using the name again for a while. Metronome in West Germany has just sent out a new record of Peter Kreuder-melodies, played by Frank Barucle... Metronome has also issued single record with two Danish teen bands, the Rocking Ghosts and the Matadors... Danish record industry is represented twice in the German Pop Festival 1964, which takes place June in Baden-Baden. RCA singer Gitta Haensen sings duet with the Danish film star Rey Gildon, and Dorthe Larsen, 16, has just left Denmark for Berlin to make a Metronome record for the song test, "Young Man With Red Rover."... European Melody Grand Prix winner 1964 "Non ho Fata," sung by 16-year-old Gigliola Cinquetti has, with the Beatles, been the best seller in Denmark. ERIK HAAEST

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Music as Written

COPENHAGEN

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Music as Written

COPENHAGEN

A couple of years ago Bent Faarløk, Danish composer (Alley Cat) piano player and director for record company Metronome in Denmark, used a pseudonym, Frank Barucle, with this name he succeeded in making records for all Europe, USA and the Far East. He is using the name again for a while. Metronome in West Germany has just sent out a new record of Peter Kreuder-melodies, played by Frank Barucle... Metronome has also issued single record with two Danish teen bands, the Rocking Ghosts and the Matadors... Danish record industry is represented twice in the German Pop Festival 1964, which takes place June in Baden-Baden. RCA singer Gitta Haensen sings duet with the Danish film star Rey Gildon, and Dorthe Larsen, 16, has just left Denmark for Berlin to make a Metronome record for the song test, "Young Man With Red Rover."... European Melody Grand Prix winner 1964 "Non ho Fata," sung by 16-year-old Gigliola Cinquetti has, with the Beatles, been the best seller in Denmark. ERIK HAAEST

SYDNEY

The Australian Record Company is pushing out the United Artists single of American guitar genius Frank Barone's hit song, "The Great Australian," which has been out of print for a number of years.

Erik Haast

If you are interested in working with us, please contact our offices or representatives throughout the world.

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2 With Futures to Follow

BY JOHN HAYS

NEW YORK—There is no apparent dearth of good singers. One encounters them at every turn, but with the few really splendid voices which dominate the stage and recording scene, most tend to bow out somewhat along the way. Either they take in their sails, lower their goals, and settle for the less auspicious, occasional engagement, or become, as teachers—ah! one suspects too many of them do—or retire altogether.

The U. S. does not provide the best training field for the opera agent. There are too few opportunities for performing, too much apathy from the public. And with transportation what it is, the already established performer can easily extend himself into areas where the demand is not constant. This is the situation few artists find to their advantage.

For some, the European musical scene holds the answer. Any number of small opera houses can offer the talented younger to perfect his art and gain the experience of performing in a variety of roles.

MARY COSTA

Twice at the ball, Miss Costa represents a modern-day Cinderella story. Forced to leave college after her father's death, she helped support her family by singing for women's clubs and fraternal organizations. Her good looks secured her roles in several unremarkable films, and she dubbed the part of Sleeping Beauty in the Walt Disney film before she came to the public's attention as the beautiful blonde, describing (not singing) the praises of the Chrysler Corporation production TV weekly. One of the highest paid women in her field, reportedly earning $150,000 a year, Miss Costa decided to check it all in order to pursue an opera career.

Jack Benny had heard her, persuaded her to take singing seriously and debuted her on his show. An appearance at the Hollywood Bowl followed, where Miss Costa substituted for Elisabeth Schwarzkopf. Performing at the Sydney Festival, she was heard by Laszlo Fiedler and recommended to Leonard Bernstein, who cast her for the American tour and London production of his musical "Candide." In the difficult role of Cunegonde, she received glowing reviews. In 1959 she made her debut with the San Francisco Opera Company, achieving immediate success, and has been a star of the company ever since.

Five years later on Jan. 6, 1964, she made her Metropolitan Opera debut. With no stage résumé and a quite brilliant first performance in the same role by Joan Sutherland, the critics were prepared for Miss Costa's impressive performance.

Sample Reviews
HERALD TRIBUNE: "...a Violetta...that was sturdily energetic, a voice of gorgeous, beautifully focused dramatic singing of the highest order...a performance that came close to projecting every essence of Verdi's creation."
TIME MAGAZINE: "...one of the rare victories of art over advertising."
NEW YORKER MAGAZINE: "She has not yet quite reached the American public. Someday she will. Very soon, I am sure, emerge as a superb spinto soprano, with both reserves of power and dazzling coloratura technique.

Miss Costa possesses a fine lyric soprano voice with a wide variety of evenly produced shadings. It is a big voice that seems lighter than it actually is. And she is doubly gifted. Her striking beauty and presence are disarming in themselves. Douglas Watts in the News wrote of her, "Every opera

Marilyn Horne

Realizing that a change was necessary if she were to continue her career, Marilyn Horne left for Europe in 1956. She had already some fairly creditable credits: good roles with the Los Angeles Guild Opera concert and some recording sessions with Igor Stravinsky and Robert Craft; leading singing with the Roger Wagner Choral; and dubbing work for some of the non-singing film stars—she sang for Dorothy Dandridge in "Carmen Jones."

From 1957 to 1960 she sang with the municipal opera of Gelsenkichen, Germany. On her return to the U. S. she was offered the role of Marie in the West Coast premiere of Berg's "Wozzeck." This proved a personal triumph. Since then she has appeared frequently with the San Francisco Opera Company. But it was not until February of this year in "Semiramide" with Joan Sutherland for the American Opera Society and her New York recital on April 23 that she attained the critical and public success that immediately qualified her as one of America's leading sopranos.

Miss Horne's voice is difficult to classify. She has an exceptionally long range, singing with ease both soprano and mezzo-soprano, descending even into the contralto without change of register. She refuses to be type-cast, accepting roles in either category to the plaudits of both public and critics. Her quality is outstanding. It is a large voice, exceedingly rich in tone and texture, and one suspects, capable of any demands. It is dramatic and full of natural".

Sample Reviews
WORLD TELEGRAM: "Of the two most beautiful voices in America, one belongs to Leontyne Price, the other to Marilyn Horne. TIMES: "...singing of a kind rarely in any age."
JOURNAL AMERICAN: "A voice of the exceptional voices of our day."
HERALD TRIBUNE: "As a mezzo-soprano, Marilyn Horne is one of the very best in the world. She has to arrive on the scene in a hurry. As a soprano, she has a few more years."

Miss Horne has three albums on Columbia and one on Capitol in the catalog. An album with John Lewis' "Zen Cadet" is being readied for release, and, reportedly, both London and RCA Victor are vying for her signature. The house should have a Mary Costa; for that matter, everybody's house should have one.

DAME SYBIL THORNDIKE, Christopher Cossen, Russell Thornedge and Sir Lewis Cossen during a recording session of Shakespeare's "Henry VIII" for Spoken Arts Records.

New Contract Guarantees
Orchestra Yr.-Round Work

NEW YORK—A new three-year contract which will guaranty the first time to a U. S. orchestra a full-year round employment was agreed upon by the New York Philharmonic Society and Local 802 of the American Federation of Musicians. The new contract goes into effect in September and will cover the Philharmonic Orchestra's 1964-65 season.

The contract provides for a four-week paid vacation, a $10 weekly salary increase for each member of the orchestra in the third year, an increase in rehearsal and overtime rates and an increase in per diem while on tour (from $17 to $18).

It also provides for improvements in the scheduling of the work week and in the pension and life insurance plans. The orchestra in turn will allow the Society greater freedom in scheduling services (rehearsals and concerts) outside the regular subscription season in and touring.

The Philadelphia Orchestra has also announced a 32-week guarantee for the 1965-66 season.

Hurok to Present
Three Orchestras

NEW YORK—Sol Hurok will bring three symphony orchestras to the U. S. next season.

The Warsaw Philharmonic, under the combined direction of Wistow, Roszvida and Stanislaw Witek, will visit more than 30 cities, beginning Oct. 4, in Washington.

The Japanese Philharmonic Symphony's tour, beginning Oct. 16, will cover 35 cities. Akio Watanabe will be conductor.

Antal Dorati and French composer Pierre Boulez will share the podium when the NBC Symphony Orchestra visits the U. S. for the first time in a six-week tour, commencing April 1965.
EQUIPMENT NEWSLETTER

By DAVID LACHENBRUCH

THE GENERAL high level of prosperity, now combined with the federal income tax cut, is helping to push up consumer sales to all-time high. Automobiles and TV are sharing in the boom. The public increasingly realizes that stereo components and tape recorders are inching upward. Radio listeners are gleaning from their softness of the second half of the year.

In the home entertainment equipment field, this prosperity doesn’t extend across the board. One of the industry’s principal firms, Rediffusion, Foster, General Industries Corporation president, indicated that sales of radio equipment have continued to decline. “We think color TV sets now on the market are taking a larger share of the consumer’s可用于 speaker, and “stereo sales are suffering accordingly.”

That sums up the situation in the package phonograph sales. However, very neatly, yes, there is prosperity, the consumer does have money to spend. So dealers and manufacturers must fight for it—and have to offer it.

The American family has more available home-entertainment dollars to spend this year than last. But color TV sales are recovering. Color TV so far has been the major beneficiary of this increase in spending money and realignment of products. In the TV market, the public bought about 250,000 color sets.

This represents about $310 million at the retail level, or an increase of well over a half billion—for color TV alone. The figure could go considerably higher because color sales seem to be on the upswing. By sheer coincidence, domestic package photo sales last year at retail are estimated to have totaled a little over half billion dollars.

So it’s possible that this year, for the first time, sales of color radio may exceed those of domestically made packaged phonographs (both consoles and consoles). Since 1955 (roughly the start of stereo), the phonograph has been the home-entertainment-equipment industry’s second most important product, in terms of the dollar-to-dollar TV. This year (if you include color TV as a separate category), the phone may drop to third place.

The popularity of color TV, even at the expense of conventional radios is understandable. But it’s not only color TV which is stealing the spotlight from the phonograph. Within the last few years, color TV sales have been on the upswing—to the point where it’s quite possible that they’ll set an all-time high. The reason for this situation is the sales increase for the black-and-white sales are increase new lower prices, smaller portables, and the normal phasing out of the old style sets (in the big years of the 1950’s are now being replaced).

No matter how you look at it, it’s evident that there has been a shift in the consumer’s home entertainment spending.

Looking closely, packaged phonos sales seem to have suffered from a number of outside competitors: Color TV, black-and-white TV, and to a lesser extent, audio components. Component manufacturers report better sales last year, and many think this increase came at the expense of consoles.

The industry is just beginning to reverse these trends, and the first clues to their efforts will be apparent in the next few weeks with the showings of new product to distributors and dealers. The last major changes in packaged equipment went two years ago, with particular attention to pickup and record changers and furniture design. The changes this year could be as important.

This year should see a nearly all-out trend to transistorization, which may or may not hold sales. There will be a continuation of upgrading of packaged merchandise, both console and portable, in an attempt to attain “component quality.” There may be more emphasis in the pick up in the packaged instrument—the speaker system.

Whether anything radically new—and, more to the point, radically better—will come along is problematical. The phonograph, therefore, seems destined to continue to take a back seat to TV in the mass market—at least for a while.

Three to five years from now other new consumer entertainers should be able to make a showing into the home entertainment market. First, we’re coming to the conclusion that the home indication of this year’s biggest competition, transistor and color TV, is also being a threat to the pop industry. It’s clear that the pop industry is shifting its advertising and, at least in part, spending the money it saves on the pop music market.

WHERE DOES leave the phonograph dealer? A good guess is with a relatively sluggish business—unless he’s a full-line dealer. A 1964 survey of 100 full-line entertainment dealers. He will benefit from the constantly increasing home entertainment budget, regardless of shifts in the buying trend. Transistor and color TV merchandise, the entire concept of home entertainment—packaged phonographs, TV, components, recorders, recorders, recorders—will be enough to capitalize on changing trends—will still be in the home entertainment business five or 10 years from now.

Music is not only our business. We’re in home entertainment. The store which sticks to a sound policy is going to lose out on such new items as video tape recorders and pre-recorded video tapes.

Home entertainment sales should be in the hands of home entertainment specialists. Unfortunately, the music industry, a home entertainment specialist, has been handed on a silver platter to the dealer in the box business, stores and electronic stores. It seems that home entertainment dealers refuse to recognize that visual entertainment even exists. Is this a ridiculous state of affairs?

Beatles Leave For Vacation

LONDON—The Beatles are on a month’s holiday. They slipped quietly away last week and reappeared in the Lennon-McCartney songwriting team to make sure it will be a long one. John,保罗, Ringo, and Paul with Ringo. Their manager, Brian Epstein,...
MUSIC AS WRITTEN

HOLLYWOOD

Al Stanton joins Columbia's A&R staff as an executive producer.

Jerry Greenfield elected a vice-president of EMI which owns Universal and Radio Records. He has been with the company since 1952 when he left his chief engineer's job with AFRS.

ROCA's Al Schmitt in New York to play the Eastern ways of the world for the first time as performing arrangements. Plan is to have his first concert with the New York Philharmonic.

LIL JOY - Dorothy is off to Mexico to work on her first Spanish album.

IT WAS NATIONAL SECRETARY DAY recently, so the Mercury-Philips-Smash gals were taken out in style. Dick Bruce, Mercury sales manager; Bill O'Brien, Philips promotion manager, and Morris Diamond, Mercury promotion manager, played the gallant role, with Sandra Wolf, Rina Nemecsek, Adeline Rock, Shirley Lynn, Adele Piment and Mary Roberts.

Chevalier Teams With Cinquiety

COPENHAGEN — Maurice Chevalier, here for personal appearances, is expected to sign a contract for his appearance with the Norwegian company.

The Grieg, sales manager of the Norwegian firm, is reported to have made the deal with Chevalier. The Grieg, who has been here for the past three weeks, is scheduled to return to Oslo where he is expected to sign the contract.

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Philips Artists on Tour of Far East

THE HAGUE — The American artists who are on tour in the Far East are in the Netherlands on a promotional tour. They are scheduled to perform in Amsterdam, Rotterdam, The Hague, Brussels, Paris, and London.

The tour is expected to last about six weeks.

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The occasional talk that we hear today, as well as various forms of promotion designed to play a DJ or music director in a positive light, is an obligation to give preferred airplay to certain records.

Record company promotion, in its broader aspects, is supposed to build give-away of limited edition 45RPM records to radio people. Sometimes there are no out of bounds lines or rules for fouls and penalties. Promotions efforts are a necessary thing. What may be right in one situation is questionable in another.

Questions of right and wrong should not be held exclusively on the shoulders of record promoters. The final decisions on accepting a favor and the obligations it entails are made by radio people. The standards of the station and/or the individual determine what sort of conduct is out of bounds.

Radio people owe their best efforts to their employers. These best efforts are a result of selecting those records for airplay that are most likely to improve the station's standing. The playing of a record as a favor to a friend is a violation of the obligation that the radio man owes his employer. Wherever the DJ or music director feels any other sense of obligation than to his job, there cannot help but be a conflict of interest. The term, "conflict of interest," is widely used in connection with governmental work. It is a simple situation in which double loyalties may pull in opposite directions. As a DJ, as well as government it is a situation to be avoided. In radio programming, specifically, conflict of interest breeds a weakness that can threaten a station's security.

A disk jockey puts on hops. Some do it without knowing it. Can the DJ be fair minded enough to keep him line up talent. Some do not. Can the DJ be fair minded enough to keep him on his show, regardless of whatever or whether or not they come from the more helpful promoters?

Another DJ writes a song, which is used along the records he would be refused from playing the record on his show? Or is his case similar to that of the DJ who makes a record and performs it on his show?

Should a station encourage its DJ's to promote hops and shows? If so, should controls be exercised over preferential airplay of the artists who appear?

A program director has frequent lunch and dinner invitations. He has done a fine job and has pick of several Broadway shows, through the courtesy of various record companies. What should he accept?

What are we talking about in radio? Is it looking at what is not doing wrong in standard business practice of maintaining relationships. Sometimes the practice may be carried to dangerous extremes. It is neither right nor wrong of itself. Only in the degree that it is practiced and maintained, is it the right thing to do. The radio man's best programming judgment is to make the practical as well as professional.

It is impossible to examine conscience under a microscope, or in a court of law. What is possible — and necessary — is a constant watchfulness by the station manager for any signs of wrongdoing in the station's programming. It is quite possible that programming can be aided in favor of some distributor, label or artist without any conscious intent. In other words, make sure of fair and impartial treatment of all records, it is advisable for the manager to be well informed about the record business. High ratings are no guarantee of high standards of ethics. No manager whose program content is over 75 percent recorded music can safely escape finally responsibility for its selection. Responsibility requires knowledge.

The National Association of Broadcasters, through its management membership, is better able to assure honesty and fair dealing in record programming than any governmental agency or committee. The smarter manager accepts this responsibility, individually and collectively, the better for all of us.
BILBOARD, May 16, 1964

RECORD DISTRIBUTORS

ANNOUNCING a new low rate for serious WANTED ADS

45, 45 1/2, 78 records

$2.00 will get the trick for a 1//2" ad 3 lines, maximum 35 words, any state.

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MARTIN THAU

307 W. 39th St. 26th Fl.
New York, N. Y. 10018

DISTRIBUTING SERVICES

RECORD DISTRIBUTORS

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N E W H A M P S H I R E

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LEADERS

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E L I T R O N E X P O R T C O M P A N Y

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BULK VENDING news

HOUSE BILL PERILS BULK VENDERS

NVA Leader Names New Committee

CHICAGO—Paul Cromwell, newly elected president of National Vendors Association, announced that appointments last week to组成 the executive body will keep the association on an even keel and work efficiently to advance the prestige of members of the House Interstate and Foreign Commerce Committee.

CHICAGO—John W. Bowers, chairman of the New York delegation, announced that the members of the House Interstate and Foreign Commerce Committee.

CHICAGO—President Charles E. McDaniel, who is also chairman of the House Interstate and Foreign Commerce Committee, held an emergency meeting of the committee on January 31st to discuss the proposed legislation concerning vending machines.

SEATTLE—To establish prime locations in busy super drugstores, gives the location owner an opportunity to increase the business in the way of usefulness, advises John C. McDaniel, large-scale bulk vending operators.

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Northwestern

HEADQUARTERS

whatever your bulk vending requirements might be, we can serve you.

Alvays a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

PARKWAY MACHINE CORP.

715 ENSOR ST.

BALTIMORE 2, MD.

(Continued on page 59)

Price's Troll Line In Full Output

ROSILYN, N. Y.—The Paul A. Price Company, local manufacturer, has just arrived here in full production on its Troll line, exhibited at the recent National Vending Machine Association show.

Price's Troll line is a three-colored key which is similar to the Troll line colors. Price said the Troll series will feature an assortment of body colors.

By NICK BIBO

CHICAGO—A bill which would put an end to the bulk vending business as it exists today, is being considered by Congress.

Dr. J. M. Mitchell, National Vendors Association legal counsel, said the bill is the greatest threat faced by the vending industry in more than a decade.

Mitchell said the legislation being considered by Congress would "cut the heart out of bulk vending as we know it today.

Prohibit Mingling

In essence, the bill would prohibit the mingling of confections and charms. It would reverse a long-standing Supreme Court decision which held such mixtures to be legal.

The bill is N. R. 4735 which has been passed by the Public Health and Safety Subcommittee of the House Committee on Interstate Commerce. It is due for full committee consideration shortly.

Exact language of the bill provides that confections "shall be deemed adulterated" if a container is packed or held in the same container, unless such container or article is not physically integrated or attached to such confectionery, or if it is separately and distinctly written on the container.

Seek Hearing

Mitchell said NVA is contesting the chairman of the House Committee on Interstate Commerce and asking for a chance to present its side of the hearings on the bill.

Mitchell is also asking NVA members to contact their congressmen and voice opposition to the measure.

The history of the "commercial mingling argument" dates back many years to the days when Cavalier Vending Company case. At that time, the government confiscated machines and charm machines operated by Cavalier and said they were in violation of the Public Health Cigarette Tax Act.

Court Fight

The act stated that a container for small beans was adulterated if it bears or contains non-nutritive substances. The case went all the way up to the U.S. Supreme Court, which held that bal gum and charms placed side by side did not constitute adulteration because the confection did not bear or contain a non-nutritive substance.

Since then, non-nutritive sub-

(Continued on page 59)

IMMEDIATE DELIVERY VICTOR VENDORAMA

ALL PURPOSE VENDOR 1c, 5c, 10c or 25c Mechanisms in parts interchangeable in seconds. Various bulk candy, powdered sugar, ball gum, and charms. Many new attractive features, including removable base plate. Unique in beauty and design.

Stamp Folder, Lowest Prices, Write for details.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

NORTHERNWESTERN SALES AND SERVICE CO., Inc.

244 W. 36th St., New York 18, N. Y.

Phone: 6-6437

(continued on page 52)

MILLER GUARANTEED USED MACHINES

Lot 20A: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

Lot 20B: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 21: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 22: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 23: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 24: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 25: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 26: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 27: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 28: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 29: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 30: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 31: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 32: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 33: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 34: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.

LOT 35: 1960 Model 60. 100 Bulk Machines. B. V. Vending Corp., Long Island City, N. Y. $1,000.00.
NYBVA Discusses Ways To Bolster Own Unit, NVA

NEW YORK—The New York Bulk Vendors Association held its monthly meeting Monday (6)

Schoenbach For Merchandising

Leaf Brand RAIN-BLO

All Sizes 300 lbs. or more

COMPLETE SELECTION nuts, peas, candied fruit, gum, including PISTACHIOS CASHEW NUTS

CHARMS 1c Vending 5c Rocket Machines 5c and 10c Capsules New and Used BULK VENDORS all types including parts and supplies

NATIONAL VENDING MEMBER VENDORS, Inc.

J. SCHOENBACH

715 Lincoln Place, BROOKLYN 16, N. Y. President 2-2903

at the Fraternal Clubhouse here and discussed ways of strengthening their own organization and the parent National Vending Association.

Operator Pete Irving brought up an idea that had been an occasional previous airing, but has never moved beyond the talk stage. The proposal is to have operators pay a small additional amount, like a dime or a quarter, for the purchase of new bulk machines. The manufacturer would then be able to develop the extra money over to the NVA, which would hold it in an emergency or welfare fund.

Several operators expressed interest in the idea, but the New York group's treasurer, Lou Ellis, felt that past history showed the plan would never be effective.

A report on advertising in the journal put out in connection with the weekend convention at Swan Lake, N. Y. (May 10-12), indicated that this year's publication would be the most successful in the association's history.

Koger Foltz presided over the meeting, attended by operators Hy Berman, Arthur Biano, John Caruso, Michael Goldberg, Marvin Kessel, Nathan Gordon and Sid Mollengarden. Manny Greenberg, King Coin Company, also was present.

ACORN—The World's Most Profitable Vendors!

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

BIG VALUES ON USED VENDING MACHINES

Upright Vendors, 10 Ball Gum

$350 ea.

ACORN Vendors, 10 Ball Gum

$350 ea.

ACORN Vendors, 20 Ball Gum

$700 ea.

ACORN Vendors, 40 Ball Gum

$1400 ea.

Acorn Vendor Balls with 8 or 10 lb. globes

8.50 ea.

1/2 dozen balance 25c, 1 dozen balance 50c.

PO. Box Philadelphia

RAKE COIN MACHINE EXCHANGE

1141 Center City

Vending Headquarters for VICTOR

The Most Complete and Finest Line of Bulk Vendors

NEW SELECTORAMA

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1c, 5c, 10c, 25c or 50c coin machines. Also available in 1, 2, 3 and 4 coin mechanisms. Vendors can be supplied in 1, 2, 3 and 4 vacuum units. This unit, which permits the use of a plastic seal on photos, cards and licenses for a 25-cent vend, has an improved coin mechanism and an improved method of tape loading.

Buy OAK for your PROFIT LINE

The Titan

Guaranteed 2 Cent Coin Machines

Double Coin Box

Built-in Coin Counter No Other Coin Box Required

Coin Counter

Coin Counter

Safety Coin Box

Guaranteed 2 Cent Coin Machines

Double Coin Box

Built-in Coin Counter No Other Coin Box Required

Shipping Weight: 45 lbs.

Height: 48", Diameter: 27.5"  

Packed Due to a Carbon

(Continued on page 35)
COIN MACHINE news

MOA Lines Up Exhibitors

Rules Committee to Take Up Celler Bill

WASHINGTON—The House Rules Committee has held a hearing on HR1192 (the Celler Bill) Tuesday (12). The measure, which would remove the performance royalty exemption on juke box play, passed the House Judiciary Committee in August, 1963, and has been in the Rules Committee for nearly a year. Early indications are that the Celler Bill will be reported out of the committee, but there is no promise of a floor vote before the session adjourns.

Indiana's 1962 anti-jukebox legislation was defeated by the Indiana Senate's Judiciary Committee, and there has been some indication that Senator John McClellan (D-Ark.) may bring up a measure similar to the Celler Bill. There is some question as to the ultimate fate of the Celler Bill, and it is possible that the House Rules Committee will be asked to report it out of committee and onto the floor of the House.

MINTHORNE CO. WINS $129 G IN DAMAGES

PHOENIX—the Jean J. Minthorne Music Company here has been awarded $129,371 in damage claims in a West German court decision against the Seeburg Corporation of Chicago.

Earlier, Seeburg had received a $60,000 judgment in a similar case against the Minthorne Company in a New York court.

The two companies are both subsidiaries of RCA Victor.

Minthorne officials claimed that Seeburg forced them to sell an existing vending machine operation in West Germany in 1960, and then entered into a three-year distributorship contract with Seeburg that was to cancel the following year.

Coit Hughes and Harry A. Stewart Jr., Minthorne attorneys, said that the judgments have lost all appeal for the purpose of overcoming claims of some $500,000 are pending against Seeburg.

The case was handled by attorneys John P. Franks and Ed Sexton, who represented the Seeburg Corporation.

EUROPEAN NEWS BRIEFS

Romania Buys

MUNICH—Romania has ordered 12 phonographs from West German manufacturers, the first substantial phonograph order under the Bonn-Bucharest trade agreement.

It is regarded as a pilot order not only for Romania, but for other countries of the Communist bloc with which West Germany has just negotiated trade pacts. These include Poland, Bulgaria and Hungary.

The Germans are negotiating with Czechoslovakia.

Romanian export-import agency officials said the machines would be used at Romanian Black Sea resorts catering to Western tourists.

Minister Granger, interestingly, is competing for Western tourist hard currency with Hungary and Bulgaria.

Play Price Stays

PARIS—Efforts of French phonograph manufacturers to boost the play price to 10 cents have run afoul of the De Gaulle's anti-inflation drive.

Operators are pointing out, in rebuttal, that the price of phonograph play has not changed for the last five years, and that the operators, in effect, are merely proposing to do what every other sector of the nation's economy has already done.

COIN CAROUSEL

COLOGNE—Production of Grap-2000, a new coin-operated record carousel, has been halted.

Wilhelm Moench is now fulfilling orders for the original Coin Carousel.

For further information, write CUSTOM MACHINE NEWS, 60 East 42nd St., New York 17, N. Y.
DENVER—Programming for resort areas is a matter of spreading the appeal on a national basis according to Wilbur Beyer, who has been doing just that for more than 10 years.

Beyer, who is a familiar figure at mountain lodges, summer camps and other areas along the front range of the Colorado Rockies, turns in healthy collections of phonograph records the summer season, when some of his photographic and games production something like five times the national average. Particularly pleasant are phonograph returns which stem from the fact that no matter what part of the country the customer comes from, he is usually likely to find something which pleases him.

MOA KICKS OFF NEWSLETTER

CHICAGO—Music Operators of America has kicked off a monthly newsletter called The Location.

The letter is being done in Kiplinger style and is designed to establish a better link between members and the MOA office, according to MOA managing director Fred Granger.

The first issue of The Location is out this week.

Mrs. Beyer does most of the programming, including all of the top 10 which are universally popular, of course, with tourists from all areas.

She programs few polkas and other Central European music for customers from Chicago, Indianapolis, Pittsburgh, Detroit and other areas which have a large percentage of Slavic residents.

Similarly, because Colorado mountain resort areas are relatively close to Mexico, there will usually be a few Spanish favorites. She also includes a bit of hot jazz &b music.

Location Suggestions

Beyer gives credit for a considerable assist in building his resort area volume to location owners, most of whom have a keen ear for music taste of their customers, and don’t hesitate to pass them along.

Not infrequently, location owners have scribbled out a list which they want installed, and which shows a happy response on the turntable.

Because the largest percentage of tourists are middle-aged people who have plenty of money for a leisurely trip, Beyer always programs a lot of old favorites, particularly instrumentals which are soothing, relaxing, remind tourists of home, and which generally show just as high, if not higher, percentage of play than the hit numbers on the same box.

Because most tourists stay only a few days in one place, it isn’t necessary to change as many records, or as often, as in the case with a static location. Beyer often leaves some of the favorites on through the week, with little or no drop in play during this entire period. Moreover, he finds that people on vacation are less likely to be listening to new records than staying in the city remain at top popularity much longer in the mountain resort market.

More limited changes made of course, that Beyer does not have to cover so many miles, in reaching remote locations, a fact for which he is quite thankful.

Game Servicing

Game operation, on the other hand, requires much service because there are so much there are may more breakdowns. Operating at least a dozen types of amusement machines, Beyer does a careful job of preventive maintenance on any new machine before he moves it from his headquarters in Fort Collins, Colo., to a trade north of Denver, into the resort town.

Every machine gets careful scrutiny and replacement of any dubious part, long before breakdowns occur.

Games stay popular on the same locations all summer, for the reason advanced above, simply the fact that instead of replacing an economical, the tourist nature of the location replaces regularity with new ones.

United Displays At Paris Show

CHICAGO—United Manufacturing Co. will be displaying its coin-operated amusement line to European operators and distributors at the Giant International Manufacturers’ Exposition to be held in Paris May 16-28.

The United booth will be headed by vice president, director of sales, Philip Schwartz. Sales said the move marks the beginning of the increased effort on the part of the firm in the European area.

SCOPITONE GIVES SERVICE COURSE FOR TECHNICIANS

MIAMI BEACH—Technicians from 18 U.S. distributing firms received their indoctrination in the Scopitone cinema juke box here Monday through Wednesday (27-29).

The three-day service school was sponsored by Scopitone, Inc., here, sole U.S. sales agent for the French machine, Roger Duvall, chief engineer for Cameca, the French manufacturer, conducted the sessions.

Jack Minnick, Scopitone’s sales director, said that arrangements are being made with the French firm for the manufacture of the machine here under license.

Scopitones are being field-tested in various U.S. locations. Minnick said he will announce distributors shortly.

FRED GRANGER, Music Operators of America managing director, and Hirsh de la Vies, Show Biz Productions, discuss entertainment plans for MOA’s Oct. 14-16 conclave in Chicago.

Granger stopped in Washington to see Hirsh last week following a series of meetings with recording executives in New York. The two scan a recent Billboard article detailing MOA progress.

Said the plea of Don Mitchell, legal counsel of National Vending, is a special bulletin sent to members last month.

Mitch, referred to the current relief bill which would prohibit the co-mingling of bullion and coins.

He told members that if they were serious about increasing the NVA’s image for the common good, now is the time. He said the association would do a much better job of pushing the bill.

Mitchell said that if all segments of the bullion industry are to act in unison and with sensible direction, in opposing the measure, “we will be successful.”

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At the music conference, hit makers have their equal opportunity for recognition. Understanding, it is said, will be the key to Japanese and American cooperation.

The world coin machine industry is ably assisted by antiquated trade organization. The American Coin Machine Organization, the coin trades essentially as an outdoor for many of its mass producers.

Having evolved, the VOA has a rich tradition of serving the music industry. The VOA is a nonprofit organization that helps to maintain the momentum of the music industry.
If you want to get into the background music business...
or, if you're in it but would like better equipment or better music or both...
then you should know about the profit you can make in Customusic.

This great new music system plays from endless tape cartridges—plays more than 60 hours without repetition—needs minimum servicing.

Three brand-new music libraries, especially selected from the great music centers of the world—Production, Atmosphere, Commercial.

Every business in your area is a prospect, with unlimited opportunities.

You build recurring income with every lease or rental.

And you are backed by one of the nation's largest vending and music companies—by hard-hitting national advertising—by promotional programs tailored for your own use.

For further information, write CUSTOMUSIC DIVISION.

ROWE MANUFACTURING
The Merchandise Mart
Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems.
Pinball Appeal to Kan. High

KANSAS CITY — The Kansas Supreme Court has been asked to rule on the validity of a Kansas City ordinance regulating the operation of pinball machines.

Last year the high court had upheld a control ordinance. On January 6, the U.S. Supreme Court refused to review the findings of the lower court.

The ordinance provides that each coin-operated machine be covered by a $10 license, but that no coin license be granted to a machine for which a $250 federal gaming stamp had been issued. The ordinance also provides that anyone purchasing a federal stamp after first obtaining a coin license will be cited to show cause why the coin license should not be revoked.

Asked to Rule on Appeal

The Supreme Court is being asked by Kansas City to rule on its appeal from a decision by a Wyandotte County District Court judge overruling the city's demurrer.

Roy Cook, who is attorney for several tavern and restaurant owners, has filed a second suit challenging the validity of the ordinance.

Cook said the second suit was an entirely separate action and was based on a different point of law. He contends the ordinance would deprive his clients of the right to do business and make them guilty of a crime.

In the hearing of the second suit before Judge William J. Burns, the city demurred to the evidence presented by Cook, pointing out that the question had already been decided by the Supreme Court after Judge Burns overruled the demurrer, the city appealed to the Kansas Supreme Court.

Pending the decision by the Supreme Court, the city is enjoined from enforcement of the control ordinance. The restraining order was issued after the city cited the first 13 of a group of 57 persons who had purchased $250 federal gaming stamps to show cause why their coin licenses should not be revoked.

A similar ordinance, passed by Wyandotte County, has been challenged in the courts.

Fred Allen, Kansas City attorney, said the ordinance resulted in the closing of some taverns who depended heavily on coin machine commissions.

NUJ Fete SRO: Get 764 Reservations

NEW YORK — With a complete sellout assured for the June 6 victory dinner of the convention of the United Jewish Appeal for Greater New York, the executive committee decided at a dinner meeting Wednesday (6) to notify all who have made their commitment absolutely firm or send a check within 10 days.

Chairman Irving Holzmann announced that the Hotel Astor meeting that 764 reservations have been made, and any substantial changes in the accommodations arranged for the June dinner at the Statler Hilton.

Comic Alan King will perform and will attend with his wife. The comic's participation was obtained by chairman Holzmann.

Wednesday's dinner will be at the Hotel Astor meeting that 764 reservations have been made, and any substantial changes in the accommodations arranged for the June dinner at the Statler Hilton. Each of the last Barney Sugerman. Contributions of total $19,000, as of the start of the committee's 3-year planning, is to be used to load the accommodation arrangements for the June dinner at the Statler Hilton.

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Coinmen Leaders State Day to Aid Crippled Kids

PHILADELPHIA — Leaders in the coin machine industry have assumed key roles of leadership for the 64th annual Old Newsboys Day to be held on Friday, June 19.

Sponsored by the Philadelphia Variety Club Tent No. 13, in co-operation with The Philadelphia Inquirer, ABC Vending Corporation's President Jack Beresin will be general chairman for the community-wide effort to help crippled and handicapped children.

Beresin, a past Chief Barker of Variety Clubs International, was responsible for introducing Old Newsboys Day to Philadelphia.

He has announced that A. Murphy, head of the investment banking house of Reynolds & Company, will serve as honorary chairman.

Murphy is a leading figure in the city's educational institutions. He is also a member of ABC Vending Corporation's board of directors.

State Sales Corp. Opens Headquarters; 300 Attend

BALTIMORE — More than 300 coin machine operators, distributors and factory representatives attended open house at

H.Z. Vending's Open House

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State Sales and Service Corporation here Saturday (2) as Sam Weisman and Dave Koelnigks, both of State's new headquarters at 1825 Guilford Avenue.


Operators and distributors from Maryland, Delaware and Virginia made up most of the visitors.

State Sales' new headquarters occupy and 11,000-square-foot building, with modern showrooms, shops, offices and loading platforms.

Youngstown Sets Payment Dates

YOUNGSTOWN, O. — Mayor A.B. Flaherty and finance officials have announced February 1 and August 1 as the dates for payment each year of the six-month installments on the required $556 city license for coin-operated pool tables, bowling and shuffleboard alleys.

The year May 10 was set for the first installment.

The local police policy of confiscation and destruction of gambling devices was upset by a recent Supreme Court ruling. Enforcement rules have now been set up.

ECME’s Kitt Off Tour Of Europe

CHICAGO — Gil Kitt, Empire Coin Machine Exchange president, leaves on a six-week tour of Europe to develop new customers for what he describes as a "growing international coin business.

Empire's international trade has been slowly growing to where it now occupies a "very substantial" portion of the firm's business.

Chicago was once considered relatively remote from the European market, but the opening several years ago of the St. Lawrence Seaway makes Chicago accessible to salt water shipping.

Kitt's itinerary follows: London, May 20-23; Paris, May 23-25; Rome, May 23-31; Rome, May 31-June 4; Florence, June 4-6; Milan, June 6-8; Vienna, June 8-10; Brussels, June 10-17; Rotterdam, June 17-19; Hamburg, June 19-22; Copenhagen, June 22-25; Stockholm, June 25-27; Oslo, June 27-30; returns to Chicago June 30.
Patterson Distributors Appoint E. R. Ratajack

CHICAGO—E. R. Ratajack, an industry veteran of some 20 years, last week was named a vice-president with L. T. Patterson Distributors, a coin machine import-export firm headquartered in Cincinnati.

Ratajack will supervise national sales for Patterson, which handles the products of four major European coin machine manufacturers. Included are amusement games and juke boxes.

Ratajack was formerly managing director of Music Operators of America and longtime executive vice-president of the then AMI Corporation. In his new post, he'll maintain offices in suburban Evanston, Ill. Among the European firms and products he'll represent are Automatenbau Foerster, West Germany—Football Match, Europa Meister Ice Hockey, Billiard Miniature, shuffleboards, ping pong and Bar S 100-selection juke box.

Marchant, France—Emaphone juke box, electric and manual post card vender, electric and manual 45-r.p.m. record vender.

Eliecta Contina, West Germany—Elite 100-selection juke box, wall and floor models.

J. B. Marketing Ltd., England—Sound advertising insertions for juke boxes.

Forerated code number like that used by MONY on the chattel mortgage contracts issued to members for protection of loans. The perforated number makes the contract readily identifiable, should it show up in the hands of any operator other than the one to whom it was issued.

Barnet Sugarman

The members of the family of the late Barnet Sugarman wish to acknowledge their appreciation for the many expressions of sympathy received on his death.

"It is gratifying to know" says Myron Sugarman, one of the sons and spokesman for the family, "that my father earned the respect and friendship of so many people in the industries and communities he served during his lifetime. This knowledge has given and will continue to give us the comfort and strength to bear this great loss."

House Bill Perils

Continued from page 43

stances have been permitted in numerous other foods but not in confections. The National Confectioners Association has for years attempted to obtain a modification of the act.

NCA Banned

The latest bill (H.R. 4731) is banned by NCA. It permits the use of harmless and safe non-nutritive substances in confections, but it also carries the provision prohibiting the co-mingling of tractorke and confections, unless the tractorke is separately wrapped.

Mitchell said the co-mingling of ball gum and charms has never produced a single health problem. He said the charms have been proved to be as sanitary as the confections with which they were mixed.

COINMEN IN THE NEWS

Gotham Gleanings

Ralph Schechtman, owner of Service One-Stop, Newark, N. J., became the father of a boy, Neil David, Thursday (7). It's the third child for the Schechtman's, Monday (4), manager of Schechtman's Springfield, N. J., branch, Paul Reilly, also became the father of a boy.

Fred Granger, executive director of the Music Operators of America, was in New York last week. Granger visited Al Denver, president of the Music Operators of America, and attended a meeting of Brooklyn operators.

Harry Brodsky, local juke box operator, attended a memorial service in observance of the first anniversary of his wife's death.

A delegation of local juke box and game operators spent the weekend in the Stevensville Lake Hotel, Swan Lake, N. Y., for the joint annual outing of the New York Automatic Vending Association and the New York Bulk Vendors Association. ... The annual UJA Coin Machine dinner honoring Harry Niskind will draw the biggest crowd in the history of the affair. A sellout attendance of nearly 800 is expected at the Statler Hilton Hotel on June 6. ... Location owner Max Bloom and his wife, always strong supporters of UJA, attended the UJA coin division executive committee meeting Wednesday (6) and received the thanks of chairman Irving Holtman for their efforts.
new world of sound from ROCK-OLA
the 1964 grand prix ... the prestige phonograph for all locations

160 PLAY STEREO MONAURAL PHONOGRAPH WITH 7" LP FEATURE—MODEL NO. 425

SPLENDOR OF STYLING Rock-Ola design simplicity distinguishes the new Grand Prix, versatile stereo sound center for any location. It takes up to 80 records, singles or albums, in any combination.

Its fine furniture styling in a mellow walnut tone imparts the warmth that inspires more frequent plays. And its mar-resistant, stain-resistant "Conolite" plastic laminate finish makes it easy to clean, gives it the rugged durability that keeps it smooth and gleaming.

Here at last is the ultimate in outstanding design, built-in Rock-Ola quality, and profitable Rock-Ola versatility. The mechanism itself is a triumph of Rock-Ola simplicity, engineered for the finest possible performance and the easiest possible servicing.

NEW WAY TO PROFIT ... Twin stereo speakers in the new coin-activated Phonette remote speaker-selector unit beam the music to booth or bar for private listening pleasure—and more profits for you. Simple selector panel and personal volume controls add play appeal. Use the Phonette with any current model Rock-Ola phonograph, and boost profits right down the line.

Look to ROCK-OLA for advanced products for profit

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue · Chicago, Illinois 60651
VOAG Parley Set for Nov. 7-11

- Continued from page 46
be generated to form an inter-
national trade organization.

Austria's initiative coincides
with efforts in Belgium and West
Germany toward "Eurosatz," an
organization in the coin machine
industry that is based in the six
European Community na-
tions with possible Britain.

The VOAG prefers a lesser
organization, however, than
Eurosatz envisages. Eurosatz pro-
poses to unify the industry in
the six countries by common tax
legislation, licensing regulations
and structural trade organiza-
tion. It aims at doing for the
coin trade in general what
what the Common Market has
been doing for steel and coal in
Europe and what the newly
achieved in nuclear energy.

Leaders Are Skeptical

Austrian trade leaders tend
to be skeptical of too much trade
organization, fearing that inter-
national co-operation may be
discouraged and even frustrated
by trying to go too far too fast. The
VOAG's attitude is influenced by
Austria's own predilections in
being caught between the
western trading blocs, the Com-
mon Market and the Swiss Free
Trade Association.

The Austrians feel that at
this stage it is advisable and more
practical to consider fostering a
spirit of international trade co-operation and mutual aid.

Studies made by the European
trade make the point that all of
the major world industrial sec-
tors, the coin machine industry
tends to be one of the most
underdeveloped. Aside from the
obviously vast potential markets
in Latin America, Asia and
Africa, there are the still un-
tapped markets of the Commu-
nist bloc and the "underdevel-
oped" markets of Britain, Spain,
Scandinavia, and the Mediterranean.

For example, some British
trade leaders estimate that with
proper negotiating, Britain could
provide sites for up to 160,000
photonics as against the present
20,000.

Co-Operation Cited

A VOAG spokesman concluded,
"The problem is not to compete
for existing markets, but to
develop the new markets and
markets still largely unopened.

This can be done only through
corporation on the
international level and through
help from countries like the
United States and West Ger-
many in organizing operators
associations in the developing
market.

"As we in Austria know only too
well, the independent opera-
der is the backbone of a flourish-
ing, healthy trade anywhere.
National markets can grow only
due to the development of the
independent operator entrepreneur.

NVA Leader

- Continued from page 46

means committee. Members
include: Leonard Quin, Sidney
Bloom, Bert Fraga, Harry Bell,
T. E. Tom, Jack Nelson, Bob
Lester and Les Shankman.

John L. is chairman of
the convention committee.
As co-chairman is Tom King.

Membership of the mem-
bership committee are Leo Leary,
Art Forster, Robert Shade,
B. Hutchinson Jr., Robert Bier-
terma, Walter Gray, Duane
Olmsted, Edward Bradford and
Tom Ems.

The exhibit committee com-
prises: Philip Good, Robert
Guggenheim, trunkes; Rolfe
Lobell and Carmen D'Angelo.

The equipment committee:
Pat Bold Jr., machines; Dave
Park, Harry Bell, Nichols
Sechler, Bradford, Irwin
Katz, Michael Goldberg, Roger
Fleis. I. and B. Quincky and B.
Kanak, general committee.

Jane Mason, executive sec-
tary, fills ex-officio on all com-
mittees.

COINMEN IN THE NEWS

- Continued from page 45

and relatives in Stockton. Al
Anderson, Shafter operator, vis-
ited Advence and his old friend,
Joe Leonard. Jack and his wife,
Dorothy, are planning a trip
some weekend soon to Las
Vegas. Frank Day, Rock-
Ola, was in town... Aubrey
Stemker, vending equipment
sales, told about fishing at June
Lake and Mike Crowley... Marty
Haas, man of Versatile, LaCre-
scencia, Calif., is adding brew
and instant coffee... Al
O'Leary, Sunny, is planning
a 44-day tour covering 28
States when school is out for
summer. He stopped to visit
Canada and Washington, D. C.
... Charles A. Robinson, A.
Robinson Company, reports
that January was his company's
biggest ever in May, 1975, and
the following months held
up beyond expectations. Pool
tanks in demand, he said.

Vinny Lanziero has joined
Simon Distributing Company
in the shop. Joe Simon, nephew of
Jack Simon, Simon Distributing
Company, visited from Chicago.

John K. Lewis and Jules Beck,
who handled development of
the Simon Distributing for equip-
ment, for C. F. Norris, Long
Beach arcade operator.

Eddie Vandell has joined
Simon Distributing Company
in New York. He is covering
Joe Misen in the parts depart-
ment.

Eisen Parry says his coin-operated
carousel is noiseless in operation
aside from the accompanying
music, and absolutely safe for
children to operate.

The carousel rides six children
up to the age of 12. Rubber in-
sulation is used to eliminate
noise, and all moving parts are
shielded. Modulating produces
up to 50 carousel at a month
for travel and resort centers,
cafes and restaurants, and
miniature golf courses.

Operators Say

MUNCH—There is lots of
frost in this beer barony,
but there is very little fun for
coin machine operators.

Operators almost literally
cried in their beer at the meeting
of Bavarian Automatene-
verband, the Bavarian opera-
tors association. President Paul
dam said the association was
black-mailing the report of end-
less tax woes.

Never have Bavarian opera-
tors been burdened by such
taxation and prospective taxation,
according to Dam. Bavarian opera-
tors are battling the state's
income tax, which is held to
be so high as to be confiscatory;
GEMA's increased royalties, and
the pending introduction of an addi-
tional value tax. This latter tax
is being introduced to harmonize
the German tax system with that
of other European Common
Market countries.

It will replace the turnover
tax, but coin machine operators
claim it will impose a special
burden on their industry.

Seattle's 'Extra Gets Results

- Continued from page 45
developed, as they have else-
where. Out of the original 50
cars on display, 20 are back
on the show, and the rest
are being sold.

McDaniel services his routes
with three Volkswagen vans,
and has developed the exchange
to a fine art, for a complete
head-on, one-model run. Inciden-
tially, because of the high
mixture of the Seattle trade,
where it never snows but where
there is snow, which melts into
the water and then it's hard for
the operator to know what
is going on with it.

For the Seattle trade the
operators, with the aid of the
salesmen, have designed and
produced a weatherproof system
which uses rubber washers,
wafer paper and heavy
metal parts, with a good wear
at the point where globes attach
to the vending machine.

The Seattle trade is so
different that all the salesmen,
who are also sales engineers,
have had to design different
machines to suit the local
market.

McDaniel says he has no
competing with other
operations, as the coin-
operated machines are
exclusively used for the
biggest takeaway -
and that is done
by the Seattle
operators.

The Seattle trade is
the hardest, the
most efficient, and
McDaniel claims
they are the
best operators in
the country.

He has been able to
achieve this by
developing
his
own
system
and
by
working
with
the
salesmen
and
the
operators
as
a
whole.

He has always
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IT'S THE BIGGEST THING IN AUTOMATIC MUSIC

Wurlitzer Ten Top Tunes Feature

NO OTHER FEATURE EQUALS ITS EARNING POWER
The Ten Top Tunes Feature has it all over other phonograph features like a tent when it comes to producing extra pay and extra profits.

NO OTHER PHONOGRAPH HAS IT!
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Step up the income from your music route. Replace old phonographs with WURLITZER 2800's and see how quickly and substantially your investment pays off.

WURLITZER 2800

LOOKS BETTER • SOUNDS BETTER • EARNs BETTER

THE WURLITZER COMPANY • 108 Years of Musical Experience • NORTHTONAWANDA, NEW YORK
JILB

About tunes for that making "Call These Days," with 'Gaye and Wells' together.

The Searchers, Mercury MG 30914 (M); SR 60914 (S)

The group is currently coming off a big hit, "Rleanor and Pine," the hit-making trio of the Searchers. The group has proved to be a powerful force for the group's success with fans and record sales. The boys mix up tunes of American and British origins.

Marvin Gaye's Greatest Hits

Tamuca 255

This is a collection of some of the most popular standards from the movie. Andy's selection is most enjoyable.

Boys, Boys, Boys

Lesley Gore, Mercury MG 20901 (M); SR 60901 (S)

The theme is boys, and Lesley sings about girls who are="I'm a Woman, and I'm a Girl." Each song is a potential hit with Lesley giving them all her very best—which has proved to be more than good enough to sell out crowds of listeners.

Yesterday, Today and Tomorrow

Soundtrack, Warner Bros., W 1552 (M)

The album of original soundtrack albums of the "Yesteryear" series which is a long one, but there is little question that it will sell well. The soundtrack is a hit in its own right, and the movie has been a big hit, especially with the younger set.

The Louvin Brothers Sing and Play Their Current Hits

Capitol T 2091 (M); ST 2091 (S)

The group's early success with their country records has been the main factor in the current hit, "I'm a Woman," with the boys' success in country music now recognized by young fans, and the boys offer up an LP of their most popular hits.