RCA Affirms Fourth in ‘Indie’ Dists’ Adjusts Discounts

Move Strengthens Competitive Stance; Album Upsurge Cited

BY PAUL ACKERMAN and ELIOT TIEGEL

NEW YORK—RCA Victor, at its distributor meeting last week, emphasized its Faith in indie distribution and moved to place its distributors in a stronger position with regard to all complications, including factory branches of competitive manufacturers. 

Simultaneously, the label indicated a top-speed continuation of its policy of new talent development, based upon the highly successful results thus far. These key facts of the meetings were confirmed by Norman Racusin, division vice-president and operations manager, RCA Victor Record Division. 

Racusin pointed out that the program was essentially a continuation of painful past policy. 

From another source, it was learned by Billboard that the program spells out the following pricing on RCA Victor products: 20 per cent discount on classical, 10 per cent discount on pop.

Talmadge Buys Musicon; Signs Up Flock of Artists

NEW YORK—Art Talmadge, veteran record executive and until recently president of United Artists Records, has purchased the stock of Musicon Records and has set a flock of strong artists with the label. 

Talmadge heads up the operation as president. Minority stockholders are H. W. (Pappy) Dailey and Thomas Zdlin. 

Dailey, Houston distributor and a pioneer in the country field, has been general manager of Decca. Zdlin, one of the original owners, together with Dailey, is matched with Talmadge as secretary-treasurer. 

Additional personnel will be announced within 30 days. Talmadge will also head up an affiliated kiddie label, Music and Voice. 

Talmadge, currently putting the finishing touches to his offices at 826 Seventh Avenue, will have an open house celebration in June. 

GENE PINEY, hot artist who has been the bellringer of the Musicon label ("Twenty-Four Hours From Tulsa," etc.) will also be active as a producer and talent scout, and will be empowered to sign artists. 

Piney, who just returned from Pop Music, Classical on Paid TV Fare

HOLLYWOOD—Subscription TeleVision president, Sylvester (Pat) Weaver, reports acquiring several popular and classical musical features for airing over the pay-TV system debuting on May 26.

These music shows include a folk jamboree by the Linehiers; flamenco concert by guitarist Carlos Montoya; the satirical revue, "An Evening at the Upstairs at the Downstairs," starring Judy Chicago.
The RITA PAVONE single

RITA PAVONE
REMEMBER ME / JUST ONCE MORE

#8365

on RCA VICTOR

The most trusted name in sound
USE NEW MAGNETIC FILM

New Sound For 'Fair Lady' Should Be Quite Lovely

HOLLYWOOD — "My Fair Lady," a blockbuster as an original Broadway cast LP, may set the stage for film sales for the future. The movie, released by Warner Bros., is recorded directly from the magnetic film to magnetic tape. "Fair Lady" offered the best soundtrack quality ever.

The movie appeared cleaner and the tracks had fewer flaws than you usually find," he added. "Movie sound has to pierce all corners in the living room you don't want to shut." Columbia electronically enhanced nearly the entire sound track, adding reverberation and echo while retouching dialog for greater realism. On one special effect used in the film—that of having actors actually record dialog while in motion instead of "looping" the sound in after the action—Kleen had to equalize some of the piercing qualities produced by remote microphones used.

In addition to the in-liners of magnetic film over tape for sound recording, Hart Sweeney, Kodak's professional magnetic products West Coast sales chief, noted that film can generally be synchronized with pictures more reliably than sound from tape because of the stability of its emulsion.

"Magnetic film offers increased output, allowing engineers to obtain greater volume with less noise or to reduce the noise while maintaining a greater level of intelligibility," Sweeney explained.

One feature of the magnetic film, Sweeney emphasized, was that it was compatible with carbon, which greatly reduces print-through, a common problem with tape.

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Hot 100 Chart...Page 24
Top LP's Chart...Page 26
Other Music Peer Charts...
Record Reviews...LP Reviews...
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JONES SIGNED BY PARAMOUNT

NEW YORK — Jack Jones, Kapp recording artist, has been signed to sing the title song from the forthcoming Paramount picture, "Where Love Has Gone," Jones will also record the Sammy Cahn-James Van Heusen number for Kapp.

HOLLYWOOD — The world premiere of the English invasion of the American music scene by a host of British rock 'n' roll groups, which is featured in this week's listing, has drawn the ire of West Coast artist-manager, Bob Crystal.

Justice Department and Federal Reserve officials strongly opposed the legislation as "price fixing." They say it will lead to price wars for the consumer. They also claim that instead of selling the small retailers, it will hurt him. Antitrust chief William H. Orrick says manufacturers are trying to undercut chain stores for "private" trade, and supermarkets can drop prices to meet the competition.

"We have heard of business when they can't compete," says "name" brands at fair trade prices.

CBS Germany Changes Policy on Wholesalers

By OMER ANDERSON

Frankfurt — CBS Germany has reversed its sales policy and is now working with the German wholesale trade.

CBS chief Berndhard Mikulski says the company's contract with the young retail distributor was terminated after the CBS/EMI contract with the wholesaler netted to bypass the conventional West German wholesale-retailer organization (Grosshandel).

"It is impossible for us to deliver five or so records to some 3,000 customers every day," Mikulski said, explaining the wholesale trade, especially for the young telephone trade, is a welcome trade partner for us.

Image of Maverick

Mikulski acquired the image of the company on condition to work with the German wholesale disk distribution apparatus. Except for one or two "tiers," Mikulski said.

"We didn't deliver to the wholesalers," Mikulski said, "and the wholesaler firm was still in the building stage because the young wholesalers offered better conditions to the retail trade as usual.

"In other words, our price conditions to the retail trade were undercut by the wholesalers. This was the ground for our decision not to work with the wholesalers.

"In due course, we expanded our distribution apparatus. We have market branches in Dusseldorf, Hamburg, and Munich to offer better service to retailers than the wholesalers. As we extended our wholesale organization (Grosshandel) we changed our base and moving on to new wholesalers mellowing perceptually.

Mikulski said, "We decided to change our wholesale organization for a number of reasons. We had completed the bases available. CBS produced and we built up our repertory. We were not only interested on the production of hit tunes. So we decided to make it possible for the medium and smaller specialized shops (Fachhandel) to have our successfull records.

Signs Rapid Agreement

Mikulski reports that CBS Germany has signed a rapid agreement with wholesalers in Swing and Swing firms in which they agreed not to undercut CBS pricing and sales. They will have to attend the conventions, which is the annual meeting, with product. Last year's conventions was at the Beverly Hilton, Beverly Hills.

Royal Showband

On Right Track

LIN - The Royal Showband, under its new label, is back because of commitments, arranged with Nelson Dance and $25,000 worth of equipment to be flown from London to Los Angeles, where they cut enough tracks for an album and two singles.

Showband's EMI hits include "Kiss Me Quick" and "No More," both popularly by Elvis Presley. (Other Presley hits are being studied by many Irish recording companies for a disk debut through similar rival)

The movie made by the group, "The One-Nighters," will be premiered in London following its run here. It will be released nationally, with special appearances by the band, in conjunction with the film, in Belfast, Cork, Galway, Limerick and Waterford.

ENGLISH INVASION

Manager Takes Ed to Task

WASHINGTON — Retail record dealers who blame discounters for the poor sales of their stores could be digging their own graves. For the worst of their financial woes are clifftop-hanging as Quality Stabilization (fair trade) legislation is redrafted by the Senate Commerce Committee. On the last day of the session, Sen. Harry Harris' bill was reported out of the Commerce Committee a year ago, but has yet to get green light from the Rules Committee for a Senate vote.

A Senate Commerce Subcommittee has already okayed the legislation to permit brand-name manufacturers to set retail prices on their products sold in interstate commerce. The full committee met recently and will meet again June 2 to discuss Sen. James Steed's proposed amendment to make the bill effective in individual states only when the state legislature legally approves it. The House bill takes the opposite tack, automatically in effect unless an individual State specifically approves it.

Justice Department and Fed eral Reserve officials have strongly opposed the legislation as "price fixing." They say it will lead to price wars for the consumer. They also claim that instead of selling the small retailers, it will hurt him. Antitrust chief William H. Orrick says manufacturers are trying to undercut chain stores for "private" trade, and supermarkets can drop prices to meet the competition.

"We have heard of business when they can't compete," says "name" brands at fair trade prices.

May Drive is Launched By Mercury

CHICAGO — Mercury is releasing eight new LP's and a long-playing record which includes promotion of a collection of Top Pop 40 catalog.

It's all part of the label's May program that includes a special promotion on Mercury's pop and classical catalog through June.

Kenneth S. Myers, Mercury sales manager, recently informed May Merchandising Month and is going in heavy on promotion to build dealer traffic. It's also furnish ed to Mercury for a co-opertative ad program.

A versatile three-dimensional frame display is being introduced with the program, and will be provided to qualified dealers on basis of available display space.

The new albums are by the Smothers Brothers, Lesley Gore, the Hi there, George Jones, the Everly Brothers, The Animals, The Searchers and Billy Eckstine.

The 40 top-selling pop albums being spotlighted by the labels are by such artists as Johnny Mathis, Brook Benton, Sarah Vaughan, and Sonny Bono.

5
3
RCA Meeting on Distributors

With regard to product generally, Rausin pointed out that RCA Victor currently has 18 albums out in the field, and that 13 of which are by different artists. The range is extremely wide, including two Broadway shows, "Tol'ly" and "Olver." Artists include Al Hart, Presley, Mancini, Belafonte, Los Indios Tabajaras, John Gary, Sam Cooke, Boswell Symphony Orchesra, the Womenfolk, the Capitol Inks, Junior Mance, etc.

Capitol Inks Junior Mance

HOLLYWOOD—Capitol has been signing jazz pianists with quiet assurance. Newest artist at the Tower is Junior Mance, who joins Billy Taylor in the label's advanced division. George Shearing has been the label's jazz pianist, who now breaches both the pop and jazz markets with remarkable style.

Mance's debut LP is "Get Ready, Set, Jump," done in front of the 100-piece band. Marice was formerly with Riverside.

Cohen Signs Artists

RCA-WAY—Murray Cohen, president of recently acquired Tip Records, has signed Kenny Barr, Bob and Earl, the Allison and the Crowns to his roster. Miss Barr's first LP will be released in about six weeks. Cohen said.

LATE SINGLE SPOTLIGHTS

HOT POP SPOTLIGHTS

RAK CHARLES—MY BABY DON'T DIG ME (Tangerine, BMI) (3:22)—It's the surf sound all the way, but adapted to the water skiing pig. Roy should ski into the charts with this exciting summer entry. Flip: "Something Wrong" (Tangerine, BMI) (2:49).

TOMMY ROE—A WILD WATER SKIING WEEKEND (Low-Twini, BMI) (2:12)—It's the surf sound all the way, but adapted to the water skiing pig. Roy should ski into the charts with this exciting summer entry. Flip: "Dance With Henry" (Low-Twini, BMI) (2:04).

CUSTOMERS (left) browse through fully-stocked LP racks at White Front's Van Nusy, Calif., store; (right) music buyer checks a feature of one portraitable after moving to this department from the record section.

Teddy Napoleon Benefit Sunday

NEW YORK—A benefit for ace pianist Teddy Napoleon, critically ill at Elmhurst General Hospital, will be held at the Central Plaza Ballroom in New York on Sunday night (24). Napoleon, a member of the original Gene Krupa band, has an island group recently at the Miami Playboy Club.

Performers lined up for the benefit are: Donald West- man, Gene Krupa, Bud Freeman, Bobby Hackett, Errol Garner, Oscar Peterson, Lenny Breau, Max Kaminsky, Peanuts Hucko, Ruby Brahl, Kirby Stone Four, Alan Dale,郚lar Meridian, Al Dente, Frank Warren, Al Drake, Miss Teddi King, Margaret King, Tyree Glenn, Mrs. Billie Brannon, Mel Torme, Trudy Erwin, Clark Terry, Bernie Lego, and others not yet confirmed.

Tickets for the benefit can be purchased through Al Brown at Local 802, AFM (261 W. 52d Street, New York) or at the Central Plaza Ballroom, Second and Avenue Second. Price of tickets are $3. Any performances that result from this benefit will be used to contact entertainment chair, Joe Dobert at Local 802 in New York.

Jazz Band Signed

MELBOURNE—WAB Rec ord Pro cessing Corporation, a contemporary jazz group which is well represented on local records, was recently signed by Al Reiner, Chicago, for exclusive distribution; a purchase will be featured on various WAB disks.
When Lights Are Low

Tony Bennett
With the Ralph Sharon Trio

When Lights Are Low
On Green Dolphin Street
Nobody Else But Me
Ain't Misbehavin'
It's a Sin to Tell a Lie
I've Got Just About Everything
Judy
Oh! You Crazy Moon
Speak Low
It Had To Be You
It Could Happen to You
The Rules of the Road

Tony's latest...

THE MANY MOODS OF TONY
Tony Bennett This Is All I Ask
I wanna be around...
I Left My Heart IN SAN FRANCISCO

in a long line of hit albums on Columbia Records
Atlantic Label Releases
Hot on Jamaica Ska Disks

NEW YORK — Atlantic Records will soon release several dozen Jamaica Ska disks.

The Jamaica Ska is a Jamaican native dance that has northern equivalent called the "Beat Beat," already popular in Cleveland and Detroit (Billboard, May 16), as well as in England. Most of the available records are by non-Jamaican artists.

Existing Jamaica Ska disks include two by Capitol, recorded in Jamaica; Melinda Small's "My Boy, Lollipops," No. 90 on this week's Hot 100, recorded in England, but with Jamaican musicians, and a new Atlantic title, "That Lucky Old Sun" by "Don't Make Me Cry," by Prince Buster and the Skata Busters, recorded in Jamaica and bought by Atlantic from a company there.

Atlantic's interest in the music

Fach Makes Appointments

CHICAGO — Charles Fach, head of Smash, Cumberland and Fontana here, announced two new regional appointments to keep pace with what Fach labeled as more than doubled sales for the first quarter compared to last.

Lou Dennis, Western regional manager, was named promotion chief of Fontana Records and head of sales for the firm's economy-priced edok Cumberland line.

Romeo Davis, salesman for the past 13 years with Berton Sales, Smash distributor in Charlotte, N.C., was named Southern regional manager.

Dennis will headquarters in the firm's home office in Chicaco. A replacement for his former Western regional manager's post will be made soon.

Fach noted that Fontana was being built into a full-line company not merely a companion label to Smash, as originally planned. In addition to the recent extensions of its Smash (Mil-Ski) line, the label plans to expand its talent roster considerably dates from a party given last month by the Jamaica government and attended by Ahmet Ertegun, Atlantic president. Ertegun first heard Jamaica Ska at that party.

Ertegun and Atlantic engi-

DISNEY GROSS FOR 6 MONTHS

HOLLYWOOD — Gross income for all branches of Walt Disney Productions the six months ended April 30, 1964, was $37,257,000 as compared with $32,242,000 for the related period last year, states President Roy O. Disney in his interim stock report.

Consolidated net profits were $2,803,000 compared to $2,577,000 a similar 26-week period last year. Disney said he expects this year's full earnings will be about the same as last year.

Wing Releases
8 New Albums

CHICAGO — Mercury's economy label, Wing Records, is releasing four new edok albums and four classical albums, part of the label's continued expansion toward full-line product.

The country albums are by such artists as George Jones, Margie Bowes, Connie Hall, Jimmie Skinner, Rusty Draper and Roy Drusky.

The classical albums are by Antol Dorati and the Minneapolis Symphony, Paul Paray and the Detroit Symphony and Willem Van Otterloo and the Hague Philharmonic Orchestra.

Vee Jay Promotion

HOLLYWOOD — Bill Siegel has been promoted to national director of record sales from Eastern sales manager for Vee Jay Records. Siegel continues to operate out of the label's New York office. He has been with Vee Jay seven months.

near Tom Dowd later flew to Jamaica at the invitation of Hon. Edward Seaga, Minister of Development and Welfare. "He was very helpful," Ertegun reports. "His consistency is the West End of Kingston, where the first Jive was located."

In the West End dances were like U. S. record hops, except that adults predominated. A gregarious disk jockey, equipped with juke boxes on wheels and huge speaker systems, would record the music. The story goes that, bored by the quality of the music, the dancers convinced the disk jockeys to boost the volume and accentuate the bass to the limits of each. "You can hear the sound two or three miles away," Ertegun said.

In 10 days Ertegun and Dowd recorded 40 sides, using Ken Kuhner's Federal Recording Studio. They signed and recorded the Blue Busters, Stranger and Patsy, the Charmers, and the Maytals. From this the label would come at least one album and many singles, the first of which, "Jamaica Ska," with the Skata Kings and singers Ken and Keith, will probably be issued at the end of next week.

Increased record activity by many companies seems assured by the Jamaican government, which views the music promotion as a part of its tourist promotion. It is cooperating fully with Jamaica's Ministry of Information and has its own U. S. publicists to spread the gospel of the Jamaica Ska.

Andres Segovia, 70-year-old master guitarist, signs a new deal with Decca Records. Leonard W. Schneider, Decca executive vice-president, assures the deal.

MUSIC AS WRITTEN

HOLLYWOOD — Capitol is giving its hot rods a rest this summer and will come splashing back with five surfing albums about July 1. Ozy Matthews, whose big band backed singer Lou Rawls on several LP's, debuts on his first Capitol album, "Blues With a Touch of Elegance," June 1.

Antics and remembrances in the careers of several ASCAP members highlighted last week's meeting of the Hollywood Press Club, which somehow never draws a full house when the music is the subject but packs them in when the topic revolves around movies.

Pretty Jackie DeShannon recently named "Miss Junior United Nations." A hot buzz in town (7-8) had two of the Beaches seeping into Los Angeles from Hawaii and hanging at the international Hotel by the airport. The hotel was glib-tipped about its alleged guests who were supposedly trying to hide from adoring fans during a break in their tour.

ELOIS TIEGEL

CHICAGO

Congratulations to two former Chicaegans, Jim Leamsbury, who signed with the ABC in New York last week, and Dave Carnegie, who is slated to start working with WCBS in New York this Monday (18). Dick La Palm returns to the Windy City after a too-long hiatus. He's hanging with the Checker combine. Kent Beauchamp, newest of our town's disc distributors, has picked up the Jubilee line with his assistant, B. T. Pumpy and Dana. He's also got Muzettes, Universe, Oltenheimer Language series, Storytime Paramount Record Packs, plus some 30 singles lines... Smash chief Charlie Fack's doll secretary, Bobbie Kadison, is leaving for a career in the arts.

Lionel Hampton will be here for a Club Laren date Saturday (25). Mickey Mitchell, of Onderful Records, will be appearing with the Marvalettes at the Regency, Peter Wright tells us that the Johnny Mathis/Henry Mancini six-day show in Toronto next week is almost a sellout... It's a boy, Dick Je, for Dick Smothers, of the Smothers Brothers duo, and his pretty wife Linda. Danny Goddard, six, son of Mercury's director of accounting, Ed Goddard, has made three weekly appearances on the popular Chicago children's TV show, "Tree Top House." Danny will also appear on the cover of The Chicago Tribune's Sunday magazine. Anyway, publicist Eva Dolin's son, Eddie, 18, was elected to Omega Beta Pi, pre-medical honorary fraternity at the University of Illinois.

NICK RIBO

BILBOARD, May 23, 1964
SEE THE BEATLES
perform YOU CAN'T DO THAT
on the ED SULLIVAN SHOW
(CBS-TV), Sunday May 24!
It's the flip side of The
Beatles' current million-
selling CAPITOL smash,
CAN'T BUY ME LOVE
(#5150)... It's featured in
The Beatles' forthcoming
United Artists' motion pic-
ture, A HARD DAY'S NIGHT
...and it's bound to be a hit
in its own right after all the
TV and movie exposure!

HEAR THE BEATLES
sing four of their top sides
on one brand-new CAPITOL EP!

ENJOY THE BEATLES'
greatest hits as performed
in sing-along, play-along
instrumental arrangements
by the Hollyridge Strings!

And if you want still more of The Beatles, don't forget their first great CAPITOL album, MEET THE BEATLES
(S)T-2045, THE BEATLES' SECOND ALBUM (S)T-2080, and their first fantastic single (now approaching the
due-million mark!), I WANT TO HOLD YOUR HAND b/w I SAW HER STANDING THERE #5112.
Talmadge Buys Musicor; Signs Up Flock of Artists

*Continued from page 1*

New Zealand, spends three or more months each year overseas and is considered particularly knowledgeable in the overseas talent scene.

Other Artists

Artists other than Pitney who are committed to the label starting with the fall season are Tito Rodriguez, Melba Montgomery, Judy Lynn, Ralph Mar-

gerrry, Connie Hall, Vinnie Bell,

James O'Gwyn. George Riddle,

Big Howdy Forester, Lonnie

Burns, Johnnie Leggett and Ray

Bakula.

George Jones, the powerhouse country artist, will be available on the label in January.

Talmadge said the Musicor line currently includes about 10 packages. He'll display an addi-
tional batch of six or eight at the end of June at the ARMADA convention for October delivery. The line will be distributed directly by Musicor. Currently, Talmadge is planning for dis-

tribution outside of the U. S. and Canada, and hopes to finalize this shortly.

Wants Record Catalog

Talmadge also revealed that he is in the market to purchase record catalogs. He will also acquire masters, and is open to approaches by independent pro-
ducers. "We have open house," he said. He added that the company would, of course, pro-
duce its own singles also, prob-
lably at the rate of two per month. "All of our product re-
leases will be carefully planned," he said. "We will stress ideas and pre-sold merchandise."

The executive intends to fol-

low the conservative program pattern. "I favor the policies of the majors in this regard," Talm-

dadge stated, "but I expect aggressive selling and pro-
gressive thinking on the part of our distributors."

Capitol Renews Webley Edwards

HOLLYWOOD—Webley Ed-

wards, veteran Hawaiian entre-

preuer of the "Hawaii Calls" radio show, has been renewed by Capitol in a long-term pact. Edwards has been with Cap-
il 11 years and has cut 17 L.P.'s, which the label claims in the industry's largest catalog of Hawaiian music. His syndicated radio program is reportedly heard on 600 sta-

tions and was originated nearly 30 years ago.

company's annual billings, to $7,500,000. In 1961-1962, Tal-

madge served as president of ARMADA and was instrumental in aiding in the passage of a fed-

eral law outlawing boot-

legging of records. Talmadge also favored the organizational change whereby ARMADA be-

come a distributor's organiza-

tion, rather than a combined manufacturer-distributor group.

Sees Change

On the eve of his Musicor presidency, Talmadge re-

confirmed his faith in distribution. "I see a change," he said, "with the good distributor re-

couping his old position ... the competitor distributor is no long-

er panicky ... but he must have the desire." Talmadge added: "The distributor is the 'gut' of the record business ... but he cannot return to the old days; he will become older; they must acquire young per-

sonnel and let them run with the ball with youthful talent they can perpetuate their position in the record business."

With regard to the manu-

facturing end, Talmadge said: "It's a great business. . . . I look forward with anticipation to this new venture—just as I did at Mercury in 1946. Talmadge added that in his opinion the record industry was approach-

ing a safer business level. "There is more restraint in pro-

duction, less uninhibited allo-

cations, resulting in less schlock-

ing of product."

BEATLES S. ELVIS: BATTLE IT OUT IN AUSTRALIA

SYDNEY—The Beatles are battling Elvis Presley for the Australian audience. None of the principal particip-

ants, however, have detractors who are supported with plenty of ammunition and leadership.

It's mostly an economically motivated war. Record and publish-
ing firms, who have no part of the Beatles business, are trying to topple the British group from its pre-eminent position in a country whose small population makes such domination all the more acute.

Although Terry Stafford's "Suspicion" is very high on our charts, and there is strong action on Mary Wells' "My Guy" and Betty Everett's "The Shoop Shoop Song," most Australian hit parades are six or five Beatles discs on top.

Several companies have tried promotions to take the Beatles play away from, so far it is by Elvis Presley but the strongest of these efforts is Capital Records Pty., Ltd. It has Elvis Presley's "Viva Las Vegas," "C'mon Every-

body," "Fun in Acapulco" and "Kiss Me Quick." The latter has sold more than 1,000,000 copies in five years. RCA has gotten along with the Presley promotion. Some air "Presley Vs. The Beatles" contests, and report Elvis Presley's "Blue Suede Shoes" has sold 500,000 copies. One station has had a "Presley Day," playing his records every 15 minutes. RCA Australia has built its own promotion campaign, similar to the U. S. version.

Most of the major labels have some Beatles records available here at any other time in his career. Two Presley films are showing in the theaters and, for the first time locally, one of his films has been released in color.

All this activity has stirred the Beatles' fans into strong rebuttal. When Jerry Lordan, the man who reports Presley to the Beatles, editors are reminded that Presley's sales are over an eighteen-

year period; the Beatles in less than eight.

WINDY CITY BREATHE AS FIVE WIN GRAMMYS

CHICAGO—Local members of the National Academy of Re-
cords, the organization that awards the annual Grammy awards, have announced that the five best records of the year were eligible for awards at festivities here last week.

The Windy City chapter also scored well socially. The annual awards banquet was held simultaneously with parties on both coasts, attracted some 360 spectators and radio industry mem-

bers. For the first time in the Chap-

ter's history, the broadcast pro-

duction was definitely a star-

studded event. Perhaps the groundwork was laid when Mer-

cury announced some weeks ago that it would accept any awards it received in Chicago.

This followed by extensive promotion by the local chapter's officers and members, according to the expected results.

David Carroll, chapter presi-

dent, endorsed the program, as-

isted by Kenny Myers, Mer-

cury vice-president; Jimmie and the J's, drew the numbers for some 15 door

prizes, ranging from color tele-

vision sets to award-winning al-

bums.

Art Van Damme and his group offered the evening's entertainment. The chapter also showed the NARAS film, which was originally scheduled for presentation last fall, but had to be delayed due to the passage of the presidential assassination.

New Pact for King

HOLLYWOOD—Kent Re-
cords and re-signed B. B. King. The vocalist had recorded over 40 albums prior to joining ABC-Paramount in 1961. Saul Bihari, label president, re-

ported that B. B. King's tunes are still unplayed, but that King will be recording new ma-

terial for release on Kent.

Pop and Classical

*Continued from page 1*

Georgia Brown, and a program of flamenco songs and dances featuring Roberto Iglesias and Linda
calways.

Weaver said that while defini-
tive program rates have not been released yet, they would not exceed $2. The pay-TV system will offer three channels and will initially offer programs to selected areas of Los Angeles and San Francisco. The system debuts July 1 with baseball the first feature and a line-up of hundreds of movies and oper-

ers set to follow.

NARM MEETS JULY 28-30

PHILADELPHIA—Jules Malamud, executive director of the National Association of Re-

cord Merchandisers, an-

nounced that NARM's midyear meeting will take place from Thursday, July 28-30.

Nothing to be held at Chicago's Sheraton Hotel, will be highlighted by person-to-

person discussions between manufacturers and record merchants.
TOP SELLING RECORDS FROM THESE 16 COUNTRIES NOW AVAILABLE FOR IMMEDIATE DELIVERY

The demand for recordings by foreign entertainers is booming across the nation! And here's your golden opportunity to cash in on this new business bonanza. Your RCA distributor can now supply foreign records - LPs, EPs and singles - from a catalog of over 1000 selections, including the complete RCA Victor Mexican catalog. Over 650 albums in all. Records are stocked in our own warehouses here, ready for immediate shipment... attractively packaged, shrink-wrapped. Ask your distributor for the attractive sales details.

RCA VICTOR® The most trusted name in sound

SEND FOR YOUR FREE SAMPLE CATALOG, TODAY!

Manager, Foreign Record Sales
RCA Victor Records
155 East 24th Street
New York, N.Y. 10010

Dear Sir:

Please send me your FREE SAMPLE foreign catalog immediately!

Name ____________________________
Address __________________________
City __________________ Zone _______ State _______

www.americanradiohistory.com
The Night of the Grammy

**Continued from page 1**

awards was interspersed with music by Zentner, and the guests flocked to the dance floor between each group of awards.

Of the total 42 awards, RCA Victor captured 13 and Columbia eight. London, Philips and Warner Bros. took three each. Mercury, Reprise and United Artists, two each. Six labels—ABC-Paramount, Ato, Dot, Kapp, MGM and Verve—grabbed one award each.

The list of awards and their winners is as follows:

**RECORD OF THE YEAR**
The Days of Wine and Roses—Henry Mancini, RCA Victor

**ALBUM OF THE YEAR** (also Classica) The Barbra Streisad Album—Barbara Streisand, Columbia

**ALBUM OF THE YEAR—CLASSICAL**
Blumen in der Wind—Peter, Paul and Mary, Warner Bros.

**BEST VOCAL PERFORMANCE—MALE**
Warren Cruise—RCA Victor

**BEST INSTRUMENTAL JAZZ PERFORMANCE—SOLOIST OR SMALL GROUP**
Conversations With Myself—Bill Evans, Solotink, Verve

**BEST INSTRUMENTAL JAZZ PERFORMANCE—LARGE BAND**
The Big Band—Wanda Henry, 1963—Wanda Herman, Phillips

**BEST DANCE RECORD**
**BEST COMPOSER BY AN ORCHESTRA**
**BEST COMPOSER BY A VOCURAL GROUP**
**BEST ARRANGEMENT**

**BEST ENGINEERED RECORDING—SPECIAL OR NOVEL EFFECTS**

**BEST ALBUM COVER—OTHER THAN CLASSICAL**
The Barbra Streisad Album—Barbara Streisand, Art Director, John King, Columbia

**BEST ALBUM NOTE**
The Alligator—Eddie Killgore, Stanley Dance, Leonard Feather, Annonator, Columbia

**BEST RECORDING FOR CHILDREN**
**BEST COUNTRY AND WESTERN RECORDING**

**BEST RHYTHM AND BLUES RECORDING**
**BEST FOLK RECORDING**

**BEST NEW ARTIST OF 1963**
Swingle Singers, Philips

**BEST ORIGINAL SCORE FROM A MOTION PICTURE OR TELEVISION SHOW**

**BEST CLASSICAL PERFORMANCE—ORCHESTRA**
The Boston Symphony—Erich Leinsdorf conducting the Boston Symphony, RCA Victor

**BEST ORCHESTRA PERFORMANCE—CHAMBER MUSIC**

**BEST CLASSICAL PERFORMANCE—INSTRUMENTAL SOLOIST OR SOLOISTS**

**BEST INSTRUMENTAL PERFORMANCE—CHORAL**

**BEST OPERA RECORDING**

**BEST NEW ARTIST**

**BEST ENGINEERED RECORDING—SPECIAL OR NOVEL EFFECTS**

**BEST ALBUM COVER—OTHER THAN CLASSICAL**

**BEST ALBUM NOTE**

**BEST RECORDING FOR CHILDREN**

**BEST COUNTRY AND WESTERN RECORDING**

**BEST RHYTHM AND BLUES RECORDING**

**BEST FOLK RECORDING**

**BEST NEW ARTIST OF 1963**

Scenes caught at the sixth annual KAS AWARDS Tuesday (12) at the Waldorf-Astoria Hotel: 1) Barbra Streisand and Mike Berniker; 2) Tony Bennett (standing) and Jack Jones; 3) left to right: Barbara Streisand, Ella Fitzgerald and Eydie Gorme; 4) Al Hirt; 5) left to right: George Avakian, Jack Jones and Mrs. Riz Ortolani; 6) left to right: Count Basie, William B. Williams and Skitch Henderson; 7) Billy Taylor; 8) left to right: Quincy Jones and Father Norman O’Connor; 9) Barbara Streisand; 10) left to right: Sunnylands, Ella Fitzgerald, George Simon and William B. Williams; 11) left to right: Ken Burns, Count Basie and Father Norman O’Connor; 12) left to right: Leopold Stokowski and Count Basie; 13) left to right: Steve Sholes and Lawrence; 14) left to right: Terry McEwen and Skitch Henderson; 15) Tommy Leonetti and Rita Pavone, Columbia

**BEST NEW ARTIST**

Other entertainment was supplied by Les Brown and his band which played for the show plus dancing. Don Trenner and his quartet, which played the five nominated instrumental tunes, and John Gary, who sang three of the nominations for song of the year.

In a special presentation, Lawrence Welk, representing the disbanded Dance Orchestra Leaders of America, presented the L.A. chapter with a check in excess of $1,750 to be used for an educational scholarship in memory of the late Art Sturdahl, a former chamber member and member of the board of directors.
ready for a torrent of sales?

EPIC RECORDS PRESENTS

"Here's Godfrey Cambridge, Ready or Not"

A HILARIOUS NEW COMEDY ALBUM, SLATED FOR HEAVY PROFITS!

WITH THIS SENSATIONAL RELEASE EPIC OFFERS AN IMPORTANT CONSUMER ADVERTISING CAMPAIGN AND SPECTACULAR WINDOW AND IN-STORE DISPLAYS. CAMBRIDGE IS IN GREAT DEMAND... HE'S SET FOR HIS THIRD JACK PAAR TV APPEARANCE JUNE 5th!

ORDER IMMEDIATELY!

www.americanradiohistory.com
Epic Racks Up Another Bonanza: Dave Clark Combo

NEW YORK—As far as Epic Records is concerned, it appears that the entertainment ring of the British Empire will never set. At least, not as far as the Dave Clark Five is concerned. The record company has released three albums by the group since the spring and has scored with each. The British group has also been an impact on the U.S. market that, like the Beatles, they're booked for a return visit.

The combo, which originally appeared on Ed Sullivan's CBS-TV show on March 8 and then came back for another shot on March 15, are due to return to New York on May 24. Their performances in the U.S. will be highlighted by another appearance on the Ed Sullivan show on May 27. Carnegie Hall engagements to be held May 29-30.

Combo Itinerary

Following is the Dave Clark Five itinerary in the U.S. On May 25 the group will appear at the Mosque Theater, Newark; May 26, Convention Hall, Atlantic City; May 27, Washington Coliseum, Washington, D.C.; May 28, Arena, New Haven, Conn.; May 29-30, Carnegie Hall; May 31, Ed Sullivan Show, June 1, Donnelly Theater, Buffalo, June 2, Central Theater, Passaic, N.J.; June 3 and 4, Glamour magazine; June 3, Stanbough Auditorium, Youngstown, Ohio; June 4, Cincinnati Gardens, Cincinnati; June 5, Civic Auditorium, Pittsburgh, June 6, McCreary Place, Des Moines; June 7, Devines Million Dollar Ballroom, Milwaukee; June 8, Milwaukee Coliseum, Milwaukee; June 9, Varsity Arena, Chicago; June 10, Chicago's Community Center, White Plains. To coincide with the return of the Dave Clark Five to the U.S., Epic is planning to release the group's second album, "The Dave Clark Five Returns!"

The Clark Five's first L.P., "Chirpy Chirpy Cheep Cheep," has passed the 250,000 mark. The group's third single, "Do You Love Me," has formed the clicks "Glad All Over" and "Bits and Pieces," and was called from the "Glad All Over" L.P. has passed the 300,000 sales mark. In its first two weeks on the market, the reports, Len Levy, Epic's general manager. A highlight of the group's farewell, the British bonanza for Epic, a subsidiary label of Columbia Records, started with the arrival of the summer, with the novelty click by Ken, "You Don't Hurry When You Got a Garbage Down Sport." Cliff Richard followed, scoring his first U.K. click with a series of "Lucky Lips." "It's All in the Game" and the current release, "I'm the One," the success of these imports came at a time when Epic was finding itself, starting to find its mark on radio, with a run of hit singles. The group includes Tony Maharis and Bobby Vinton. Another potent Epic entry was provided by the Village Stompers, and which the group followed up successfully with "The Village Love." "Dave Clark Five first won fame in London early this year, when they topped the Fillmores from the British charts with their "Glad All Over" release.

Carol Stars Despite: Dull Fade In Book

The big finale in "Fade In, Fade Out," the new musical which opened at the Colonial Theatres of work. The book, its star, Carolyn Barnett, stuck with her character in the city of Chicago. The theater's face this season has rubbed off. Years ago we had other show like the initial "Funny Girl," with a terrific star-fight to hit house, comes a somewhat weak book. With most shows that open here, the trouble is too much material. With "Fade In, Fade Out," (what a title, what a tempo), the reverse is true. It needs a few more musical numbers of a hit-me variety, and Julie Styne should concentrate on creating one good identifying number.

Miss Barnett is a joy, and her Shirley Temple impersonation, with the help of some Hayes as "Babe Price" (Robert Montgomery) in "Lilia千米," in which she can belt with the best of them. But through all Miss Barnett shows herself to be a funny enough of great stature and an enter-tainer of irresistible quality. However, she works considerably against the tide. Adolph Green and the lyricists who follow her, fully trained, and finally exalted. But this is not so rare that there are not un-challenged spots when "Fade In" runs eager and unladen with any obvious,ạching. Most of the choreography is first-rate and there are a few solid numbers, notably the French-faced role of the music producer, Leo Jacob, and a flawless "Cnish" in"Lean Town."

Billed opposite Miss Barnett is a delightful, and hands beautifully as a preten-sious actress. If there is no one who has trouble with a beautiful but dumb star. Sets are well thought-out and imaginative and if the book and Abbott's direction were paced to par, might be salvaged. Despite these flaws, "Fade In, Fade Out" scores as a gift for the season.

CAROL M. DEWAR

TV Guest Appearances by Record Talent

LEAFONTE, NATIVE—Bell Telephone Hour (ABC-TV, 10:15-11 p.m., Tuesday 19) BORIS, VICTOR—Villa-Holm Hotel (ABC-TV, 9:30-10:30, Tuesday 26) BROSSART, NAGI—Romney (ABC-TV, 7:30-8:30, Sunday 20) COREL, TEGN—Bell Telephone Hour (ABC-TV, 10:15-11:15, Tuesday 15) RAY, DENNIS—Villa-Holm Hotel (ABC-TV, 9:30-10:30, Sunday 20) EVEN DOUG, DOUG—Romney (ABC-TV, 7:30-8:30, Sunday 20) CORREY, EZYTHET—Tonight Show (NBC, 11:15-11:30, Friday 10) HARRIS, BURT—Romney (ABC-TV, 7:30-8:30, Sunday 20) HERRMAN, MEL—ABC Radio Specials and Variety Hour (ABC, 9:15-10, Monday 19) HOLT, MILL—Romney (ABC-TV, 7:30-8:30, Friday 10) JOHANNESJEN, GUEST—Bell Telephone Hour (ABC-TV, 10:15-11 p.m., Tuesday 19) JONES, SMITH—Romney (ABC-TV, 7:30-8:30, Sunday 20) NEW CHRISTIE, MINISTRIES—Romney (ABC-TV, 7:30-8:30, Sunday 20) PETEY'S PLACE—Romney (ABC-TV, 7:30-8:30, Sunday 20) PHOENIX SINGERS—Romney (ABC-TV, 7:30-8:30, Sunday 20) ITEMS OF THE NORD—"CABARET OF MUSIC"—(ABC-TV, 6:30-7:30-8:30, Sunday 19) VILENE, CATHARINA—Romney (ABC-TV, 9:30-10:30, Sunday 20) WERNER, HARRY—Romney (ABC-TV, 7:30-8:30, Sunday 20)

The national network TV show appearance listing above provide outstanding promotional opportunities for record companies to expose their record artists to millions of viewers. This chart should be used as a guide for TV show flights to be built by the above-listed TV shows. The record companies are encouraged to merchandise their records and be made available by the following artists.

Artists Help Music Store Celebration

HOLLYWOOD—The newly opened Whitwood Music Center, Whittier Hq., Calif., is having personal appearances by Tim Morgan, Lenny, and Kluft Surfas for Saturday (23) to celebrate the opening of its $200,000 store.

Last weekend, owners Fred Baker, Woody Leverott and Bob Western of the Whitwood Music Center, Aquaruns as teen attractions at the store. The Whitwood Music Center and have been open since April 6. It is expected to earn $10,000 for the first year's business is $100,000. He claimed that the Whittier a possible story, the Whitwood is a store in a good income community.

To present a feeling of elegance, both floors of the store are fully carpeted and air conditioned. Four stereo listening booths are available to disk customers, from the main record and the store.

Dachs Writes Book

On Pop Music

NEW YORK — The music business is coming up again. This time it's from the typewriter of Max Dachs, editor-in-chief of a popular music head of Cadence Records. Dachs's book is titled, 'Artists Help Music Store Celebration.' The book is illustrated with photographs, reproductions of drawings, charts, and art work. It will be priced at $5.
CONVERSATION BETWEEN TWO HITS!

CHESS
#1898

“NO PARTICULAR PLACE TO GO”
Chuck Berry

... so, like I wuz sayin' pal; I'm getting fantastic response! Those distributors are ordering me like the presses are about to break down or something...

ARGO
#5471

“LOVE AIN'T NOTHING”
(But a monkey on your back)
b/w
“TALK TO ME”
Jonny Nash

"Gee, that's great! I'm pretty excited, too. Ev'ryone is talkin' about my sound, and sales indicate that I'm also a hit! And I'm getting action on both sides..."
What is a Billy Budd

Let me tell you — he's a singer with a new sound ... and the sound means money!

His first single is:

WHY ARE YOU TALKING TO THE GIRL OF THE YEAR?

People ask "where are the new stars coming from?" Don't say we never told you.

His name is Billy Budd

Watch him ... he's on

14

SACRAMENTO — Country and western music and programming, long a part of America's music scene, has traditionally been a big hit to its top music counterparts.

However, within the past year the interest in C&W music has greatly increased with more and more country records and artists appearing on the charts. Accompanying this re-discovery of C&W music has been the switching of radio stations to C&W formats, spelling out a success story of major importance.

Among the more successful C&W oriented radio stations is KRAK in Sacramento, a 50,000-watt that made the big switch back to an old station. Today the station is among the top three in the market (topped by the two contemporary format stations) and a factor in the San Francisco-Oakland area 90 miles away.

The decision to go C&W was predicated on a survey which determined that a sizable portion of the local population came from areas where C&W music was highly popular. KRAK moved in to fill this need.

"KRAK is operated in much the same manner any pop station is," said Vic Hoffer, station's manager. "We have a playlist of 40 tunes which we call 'KRAK Corral of Country Hits,' based on the top-selling C&W records locally and nationally."

The station programs one C&W record per hour — a song of faith is also included once per hour. Each KRAK deejay has his own personal pick hit of the week which is printed on the hit sheet. The KRAK

Radio-TV Programming

Radio programming is the subject of this week's column.

Newspaper column, page 14.

AL HIRT, RCA Victor hit-maker, receives Billboard Awards from Radio-TV Editor, Gil Faggion, for being voted Most Played, Most Promising and Favorite solo instrumentalist in Billboard's 1964 disk jockey poll.

Hayes, Musical Mmm, Good

NEW YORK — Music has for thousands of years conveyed thoughts of love and hate. It has also served well for centuries to tell tales and to document history. One of the newest ways of using music as a communicator is the musical commercial and musical signature. The history of the singing commercial dates back to little more than two decades.

The world of "Pin Pan Alley" has its greats, Irving Berlin, Cole Porter, etc. The contemporary sound has its Goffin and King, Jay and Mickey, McCartney and Lennon, to name a few.

The world of the musical commercial has its talented "hit" music writers and producers — who seldom receive national acclaim, among the top men is Sonny Hayes.

Credits Galore

Hayes commercial credits read like a BMI or ASCAP million-seller list. Included are: "Mmm, Mmm, Mmm, Mmm, Mmm, Mmm, Good!" Yabu Coffee, the NBC TV signatures: Coca-Cola, Lucky Strike, Esso, Flor- bin, Betty Crocker, Tasty and many others.

Hayes, who has been in the field for nearly 23 years, was educated in the New York City schools and at 18 starred in a radio program with another singer, Vic Damone. Over New York's W.I.TH. Hayes sang in vaudeville theaters and Catskill Mountain resorts before he established a phone-answering service exclusively for show business people. The Hayes Registry was a success story in itself. Hayes branched out from the answering service to catering and for Broadway show-producing. After a stint with CBS, Hayes opened his Selling Thru Sound outlet, since renamed Sonny Hayes Productions.

Hayes, who personally writes the music for his client's commercials, spends many hours in conference with clients to determine an exact approach to a product. Once this is determined, Hayes gets to work on a basic idea, sketching out a melody and lyrics. The pressures are far greater for the writer and producer of musical commercials than pop songs in one important respect: time. Hayes' signature for NBC-TV runs five seconds. Most commercials run 60 seconds or less.

"You've got to hang on to the listener, with the music embellishing the product being advertised," explains Hayes. The key is

(Continued on page 19)

Sesac Offers Patriotic Disks

NEW YORK — "Proudly We Hail," the latest entry in SESAC's continuing "repertory recordings" series, is currently being offered as a special service to the broadcasting industry in providing appropriate music for patriotic holiday programming and for the coming presidential election campaigns.

The latest release contains five selections by the Pursuit University Band, the Karl King Band, and the Allentown Band. Included are: "The Star Spangled Banner," "America the Beautiful," "Hail to the Chief," "The Stars and Stripes Forever" and "Battle Hymn of the Republic."

"Repertory Recordings" are a gratis service to the broadcast industry and SESAC has distributed to date nearly 1,000,000 of these 45-rpm EPs.

BILBOARD, May 23, 1964
It's Hello, Ella -
With a 2-Sided Hit!

Take the two hottest songs of 1964, press
them back to back...and you have Ella
Fitzgerald's newest smash!

Hello, Dolly!  Can't Buy Me Love

Verve VK-10324
WTMJ: 5,000 watts. Owned by Milwaukee Journal, NBC Affiliate. Music format: Standard-Top. Highly identifiable air personalities. Station originates 3 times daily Green Bay Packer football, U. of Wisconsin football and basketball. auto racing carried. Farm dept. headed by Bill Heef and two additional staffers. Farm shows aired 5-6:30 a.m. Special programs: 9:30-10 a.m.—live music show emceed by Ted Moore. 5 staff musicians, plus other vocal & instrumental talent. 10-10:30 a.m.—2:30 p.m. “Ask Your Neighbor”—telephone audience participation show (hourly). 11 a.m.—woman's show with Carol Cotter. 1:30-2:30 p.m. “Give & Take”—Carol Cotter & Blaine Walsh host audience telephone participation show. 3:30-7 p.m. News in depth block 8:30-9:30 p.m. MT-F Challenge with best and brightest of Milwaukee radio and TV announcing special guests. 10:30 p.m. News. 12 man radio-TV news department. Jack Krueger, mg. news. Mgr. Robert J. Hess, PD. Donald Poole.

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


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**STATIONS BY FORMAT**

**MILWAUKEE AREA:** 19th radio market. 8 AM; 10 FM. 1 contemporary-pop, 1 contemporary, 2 conservative, 1 R&B, 1 pop-standard, 1 c&w.


**WEMP:** 5,000 watts day. Independent. CBS affiliate. Music format: "Pop-Standard"—Highly identifiable air personalities. Milwaukee Braves baseball, and U. of Wisconsin football. Sports Director: Bill Melnic. "Player's" (former Kansas City A's play-by-play announcer) does Braves' play-by-play. 4-man news department, newswriter-equipped. 15 min. newscast at 8 a.m. and 6 p.m. Comedy LP's featured 8:30-10:30 p.m. "Journey Show." Pres: A.M. Speriores. PD: Tom Shamansky (also does daily show).


**WISN:** 5,000 watts. Hearst Corp. ABC affiliate. Music format: "Contemporary." 6-man radio news department. Mobile (two-way radio-equipped cars under direction of Don Froelich. News in depth 5:55-6:30 a.m. nightly; 8 a.m. every hour. VP: S. J. Gorman. Mgr. James T. Butler. PD: Tom Lambe. Also does daily show.


**WRIT:** 1,000 watts day. 250 watts night. Independent. Music format: Contemporary. Highly identifiable air personalities. Station airs special documentaries on current events. Special programs: woman's show with Sandy Schwebe. 9:25-9:30 a.m. daily. bus news & sports round-up daily 7:25 a.m.-5:30 p.m. Sunday and woman news department directed by Guy Manilla. Station has featured women's show Wednesdays 7:30-8:15 p.m. newscast daily. Fishing reports 6:35 a.m. Fri. & Sat. Station has softball team—"WRIT Good Guys" for public service and charity fund-raising. Station has "Beach & Pool Patrol" promotion. VP & Gen'l Mgr. Bernie Strachota. PD: Lee Rothman (also does show daily). Music co-ordinator, George Michael.

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**TOP STATIONS**

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**TOP DISK JOCKIES**

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**NEXT WEEK**

**THE 19-STATION DENVER MARKET**

HAL NEIL, president of ABC-owned stations; Leonard Goldenson, president of American Broadcast-Paramount Theaters, Inc., and Simon Siegle, executive vice-president of American Broadcast-Paramount Theaters and ABC, get their nominations from WLS, Kim Kondall, on the event of the fourth anniversary of the "bright sound" in Chicago. WLS is an ABC-owned station, with Ralph Beaudin, president. Gene Taylor is operations director. The station is represented nationally by Blair Radio.
Congratulations to our 1963 Grammy Award Winners

Henry Mancini

Record of the Year: The Days of Wine and Roses

Leontyne Price

Best Classical Performance—Vocal Soloist: Great Scenes from Gershwin's Porgy and Bess

Henry Mancini

Song of the Year: The Days of Wine and Roses (with Johnny Mercer)

Best Background Arrangement: The Days of Wine and Roses

Bobby Bare

Best Country and Western Recording: Detroit City

Julian Bream

Consort

Best Classical Performance—Chamber Music: Evening of Elizabethan Music

Artur Rubinstein

Best Classical Performance—Instrumental Soloist or Soloists with Orchestra: Tchaikovsky: Concerto No. 1 in B-Flat Minor for Piano & Orchestra

Erich Leinsdorf

Best Opera Recording: Puccini: Madama Butterfly (Leinsdorf conducting the RCA Italiana Orchestra & Chorus. Principal Soloists: Leontyne Price, Richard Tucker, Rosalind Elias.)

Best Classical Performance—Orchestra: Bartok: Concerto for Orchestra (Leinsdorf conducting the Boston Symphony Orchestra)

Best Engineered Recording—Classical: Puccini: Madama Butterfly (Erich Leinsdorf)

Robert Jones

Best Album Cover—Classical: Puccini: Madama Butterfly (Erich Leinsdorf)

Al Hirt

Best Performance by an Orchestra or Instrumentalist with Orchestra—Primarily Not Jazz or for Dancing: Java

Lewis Layton

Best Engineered Recording—Other Than Classical: Charade (Henry Mancini)

RCA Victor

The most trusted name in sound
The Friendly Persuaders

By BILL GAVIN
Contributing Editor

(Part 1 of a two-part exploration. Part 2 next week.)

THE "GREAT DEBATE" about the persuasive powers of record promotion as it influences radio programming goes a long way toward the area commonly referred to as "friends." It covers a large part of the record promotion field.

No disk jockey in his right mind would play a bad record, even if it were being promoted by his own mother. Practically all disk jockeys will play an obviously good record, no matter who promotes it. In between come the borderline records that are not obvious, but that have some possibilities. These are the many more of these possibilities than any one station can program. The effectiveness of a promotion man is pretty largely determined by his ability to average in securing air play for his batch of records. How does he do it?

DEPENDING ON the extent of his victim's gullibility, he can play the "you gotta smash for you, baby." "Joe Bogart and Gene Taylor went out on their minds." "Every big station on the Coast is playing this. The music director who is influenced by this sort of approach deserves the low ratings that he helps his station achieve." Much, much more is the time around.

Of course, these three examples of hype, friendship and favors by no means exhaust the repertoire of a capable promotion man. They simply illustrate that a good deal of promotion is based on personal relationships between disk jockeys and radio programmers. Time after time we hear of records being played just because an artist performed at some local hops or shows.

WHENEVER I HEAR a music director say that he played a record "to do somebody a favor," I know that he has lost sight of his responsibility for being objective. He is a victim of promotion. He may be neither venal nor dishonest, but he is not doing his job. In a different context, we would be shocked to hear of a judge being guided in his rulings by his personal feelings for the attorneys involved.

Pursuing the analogy, the people who select records for radio programming act in the capacity of judges. Theoretically, they are responsible, not only to their employers, but to the public in general. It is expected that they will render an honest and unbiased verdict on each record, based on what they hear, and guided by their knowledge and experience.

IN THE FIELD of jurisprudence, no one expects a judge to isolate himself from all social contact with attorneys. Conversely, it would be a breach of ethics for a judge to be a constant recipient of hospitality and entertainment provided by attorneys seeking his favor. Perhaps judges, being human, can never achieve 100 per cent impartiality and personal detachment. The point is that impartiality is a rigorously upheld ideal of the judge. No judge could expect to remain in office if he publicly admitted that he did a professional "favor for a friend."

There is a wide gulf of time, tradition and prestige between a judge and a disk jockey. Yet the public expects the same degree of impartiality and fairness. In practice, a large part of record promotion philosophy is based on the assumption that the DJs' judgment can be influenced. Probably the greatest indictment of the entire relationship between record and radio is this: In social contact between the two, record men are the hosts, radio men are the guests. The record man's expensive account devotes itself chiefly to the entertainment of radio people. There are bars and restaurants in several large cities, known to be frequented by the record fraternity, where it is practically unknown for a radio man to pay the tab.

AS LONG AS this whole host-guest philosophy continues, there is bound to be trouble. Just how it can be corrected, no one seems to know, and only a very few seem to care. There are no guidelines for that sustained initiative in this direction will be undertaken by the record organizations. A few DJs, as well as certain radio stations, have established their own individual rules of conduct, but in general, radio stations have done little more than to assert their impartiality in writing. The only effective remedial measures as I have stated previously, must be undertaken by radio's only organized voice, the National Association of Broadcasters.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Kalo Records, Route 3, Box 389, Kutztown, Pa., has a new release by Bob and Karen Louis Supples, "Lonely Side Street," which they'll send to jockeys who'll write under the label "... As I said, Bob and Karen Louis Supples' "Lonely Side Street" is a good choice for a country station. Their music is top-notch, and their popularity is growing. The title track, "Lonely Side Street," is a good choice for a country station. Their music is top-notch, and their popularity is growing.

Tommy Boyley, country deejay at WRLB, Long Branch, N. J., writes: "In addition to programming the Top 20 and new releases, we also program two town hall meetings each week. We hope to expand. Please use our plea for records." WRLB is located in downtown New York City and broadcasts over the station letterhead. "... As I said, Bob and Karen Louis Supples' "Lonely Side Street" is a good choice for a country station. Their music is top-notch, and their popularity is growing.

Bill Horro, who mans the country turntables at KROB, Robstown, Tex., has a new release on the K allo label, "How Many Times Tomorrow." "... As I said, Bob and Karen Louis Supples' "Lonely Side Street" is a good choice for a country station. Their music is top-notch, and their popularity is growing.

EIGHTH NEWSLETTER

The Friendly Persuaders

By BILL GAVIN
Contributing Editor

(Part 1 of a two-part exploration. Part 2 next week.)

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No disk jockey in his right mind would play a bad record, even if it were being promoted by his own mother. Practically all disk jockeys will play an obviously good record, no matter who promotes it. In between come the borderline records that are not obvious, but that have some possibilities. These are the many more of these possibilities than any one station can program. The effectiveness of a promotion man is pretty largely determined by his ability to average in securing air play for his batch of records. How does he do it?

DEPENDING ON the extent of his victim's gullibility, he can play the "you gotta smash for you, baby." "Joe Bogart and Gene Taylor went out on their minds." "Every big station on the Coast is playing this. The music director who is influenced by this sort of approach deserves the low ratings that he helps his station achieve." Much, much more is the time around.

Of course, these three examples of hype, friendship and favors by no means exhaust the repertoire of a capable promotion man. They simply illustrate that a good deal of promotion is based on personal relationships between disk jockeys and radio programmers. Time after time we hear of records being played just because an artist performed at some local hops or shows.

WHENEVER I HEAR a music director say that he played a record "to do somebody a favor," I know that he has lost sight of his responsibility for being objective. He is a victim of promotion. He may be neither venal nor dishonest, but he is not doing his job. In a different context, we would be shocked to hear of a judge being guided in his rulings by his personal feelings for the attorneys involved.

Pursuing the analogy, the people who select records for radio programming act in the capacity of judges. Theoretically, they are responsible, not only to their employers, but to the public in general. It is expected that they will render an honest and unbiased verdict on each record, based on what they hear, and guided by their knowledge and experience.

IN THE FIELD of jurisprudence, no one expects a judge to isolate himself from all social contact with attorneys. Conversely, it would be a breach of ethics for a judge to be a constant recipient of hospitality and entertainment provided by attorneys seeking his favor. Perhaps judges, being human, can never achieve 100 per cent impartiality and personal detachment. The point is that impartiality is a rigorously upheld ideal of the judge. No judge could expect to remain in office if he publicly admitted that he did a professional "favor for a friend."

There is a wide gulf of time, tradition and prestige between a judge and a disk jockey. Yet the public expects the same degree of impartiality and fairness. In practice, a large part of record promotion philosophy is based on the assumption that the DJs' judgment can be influenced. Probably the greatest indictment of the entire relationship between record and radio is this: In social contact between the two, record men are the hosts, radio men are the guests. The record man's expensive account devotes itself chiefly to the entertainment of radio people. There are bars and restaurants in several large cities, known to be frequented by the record fraternity, where it is practically unknown for a radio man to pay the tab.

AS LONG AS this whole host-guest philosophy continues, there is bound to be trouble. Just how it can be corrected, no one seems to know, and only a very few seem to care. There are no guidelines for that sustained initiative in this direction will be undertaken by the record organizations. A few DJs, as well as certain radio stations, have established their own individual rules of conduct, but in general, radio stations have done little more than to assert their impartiality in writing. The only effective remedial measures as I have stated previously, must be undertaken by radio's only organized voice, the National Association of Broadcasters.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Kalo Records, Route 3, Box 389, Kutztown, Pa., has a new release by Bob and Karen Louis Supples, "Lonely Side Street," which they'll send to jockeys who'll write under the label "... As I said, Bob and Karen Louis Supples' "Lonely Side Street" is a good choice for a country station. Their music is top-notch, and their popularity is growing. The title track, "Lonely Side Street," is a good choice for a country station. Their music is top-notch, and their popularity is growing.

Tommy Boyley, country deejay at WRLB, Long Branch, N. J., writes: "In addition to programming the Top 20 and new releases, we also program two town hall meetings each week. We hope to expand. Please use our plea for records." WRLB is located in downtown New York City and broadcasts over the station letterhead. "... As I said, Bob and Karen Louis Supples' "Lonely Side Street" is a good choice for a country station. Their music is top-notch, and their popularity is growing.

Bill Horro, who mans the country turntables at KROB, Robstown, Tex., has a new release on the K allo label, "How Many Times Tomorrow." "... As I said, Bob and Karen Louis Supples' "Lonely Side Street" is a good choice for a country station. Their music is top-notch, and their popularity is growing.
RELEASING 9 SINGLES AT ONE TIME?

BLOWING THE BEATLES PROFITS?

THROWING ’EM AGAINST THE WALL
HOPING SOMETHING WILL STICK?!?!

ARE WE REALLY CRAZY?!?!?!?

MAYBE SO, AFTER ALL WE’RE STILL ONLY #8 IN SALES!

BUT CRAZY OR NOT WE HAVE 9 BIG HITS!

VEE-JAYS FOLLY

ON VEE-JAY

VJ-598

JERRY BUTLER

I DON’T WANT TO HEAR IT
ANYMORE

AND

I STAND ACCUSED

VJ-595

THE DELLS

SHY GUY

AND

WHAT DO WE PROVE

VJ-596

THE RUBIES

SPANISH BOY

AND

DEEPER

VJ-597

THE 4 SEASONS

LONG LONELY NIGHTS

AND

ALONE

VJ-600

THE MONSTERS FOUR

FARMER JOHN

ON TOLLIE

T-9004

MOSES DAVIS

MOSES GROVE

AND

FOR DANCERS ONLY

T-9010

THEM OTHER BROTHERS

BE A GOOD LITTLE GIRL

AND

JUST FORGET ’EM

T-9011

BILLY JOE ROYAL

MAMA DIDN’T RAISE

NO FOOLS

AND

GET BEHIND ME DEVIL

T-9009

THE SENSATIONS

YOU MADE A FOOL OF ME

AND

THAT’S WHAT YOU’VE

GOTTA DO

T-9012

SAM FLETCHER

FRIDAY NIGHT

AND

I’D THINK IT OVER
TYMES—THE MAGIC OF OUR SUMMER LOVE (Wynote, Music, ASCAP) (2:10)—Bossa medium tempo beat with real fine sound in the summery groove. Flip: "With All My Heart" (Dehran, on Cap) (2:30). Parkway F-919

SAPPHIRES—GOTTA BE MORE THAN FRIENDS (Hill & Range-Shellos, Tamla, BMI) (2:38) —A strong follow-up to group's hit "Who Do You Love?". Sonny carries the ball with close support from group. Medium tempo ballad could go all the way. Flip: "Moulin Rouge (Where Is Your Heart)" (Gower, BMI) (2:34). Swam 4184

JOHNNY NASH—TALK TO ME (J & C, BMI) (2:15) —A dramatic reading in a new groove for Johnny. In the rdb vein, the soul-blues ballad could be a big one for Nash. Flip: "Love Ain't Nothing" (Arc-And, BMI) (2:12). Argo 4791

PRINCE BUSTER AND THE SKA BUSTERS—THAT LUCKY OLD SUN (Robins, ASCAP) (2:38) —The standard receives the new Jamaican Blue Beat ska treatment, wild solo and up-tempo choruses with organ backing. Flip: "Don't Make Me Cry" (Benders, BMI) (3:45). Atlantic 2231

EMANUEL LASKY—I NEED SOMEBODY (Groovesville-Thelma, BMI) (2:22) —Unusual and interesting sound. Lasky handles the solo with rdb organ backed by a falsetto. Play already reported in Pittsburg, Cleveland and Detroit. Flip: "Tomorrow" (Groovesville-Thelma) (2:33). Npc 303

SOUL SISTERS—GOOD TIME TONIGHT (Saturn, BMI) (2:30) —Pounding beat coupled with gospel feel. With the gavel a waiting delivery supported by trombones. Flip: " Foolish Drummer" (Saturn) (2:50). Sue 10-005

BARRAS WELLS—My Baby's Name (Blackwood, BMI) (2:39). Bulldog 6021

HENRY ALSTON—He Everybody (Screen Gems-Columbia, BMI) (2:25). COLPIN 731

CINDY BROWN—You Got Them There Before I Do (Columbia) (1:55). ATLANTIC 2220

RICHARD HAYES—Top of the World (Tree, BMI) (3:11). COLUMBIA 218


PUPPY STANDARD

BUDDY MORTON—She Loves You (Gill, BMI) (2:11). NEEDLES AND PINS (Wills, BMI) (2:39). EPIC 5064

I LLINOIS JACQUES—When My Dreamboat Comes Home (Wiltman, BMI) (2:35). BILLBOARD 1742

RANDY PAGE—That's My Desire (Milik, ASCAP) (2:24). 20TH CENTURY FOX 405

LEAN MARTIN—Everybody Loves Somebody (Sand, ASCAP) (2:40). REPRISE 6321


PETER FOUNTAIN—Estate (Associated, BMI) (2:35). CORAL 4241

SYLVIA—Why Can't I Be True To Myself (Harvey, BMI) (2:01). CAPITOL 1588

COUNTRY MUSIC

KAY ARNOLD—Lovin' Time (Painted Desert, BMI) (2:11). CHART 1808

BILL DICK—Blue, Blue, Blue (Radiant, BMI) (2:40). NUGGET 226

BOB MORRIS—Now the Moonshink Runs Through the Door (Four Star, BMI) (2:14). COLUMBIA 325

JIM PENNY—Foolish Window Pane (Hawk, BMI) (2:34). SIMS 373

JOE HOWARD—Too Much Lightning—Don't Even Think About It (Y vesta, BMI) (2:15). PEACH 573

SINGLES REVIEWS

GUEST DJ OF THE WEEK KAL RUDMAN

Music Director, Scott Broadcasting Chains, and D.J. of W DAS, Philadelphia

TALK TO ME

Johnny Nash
Argo 4791

Each week a program director and/or deejay is invited to invite and help Billboard's Review Panel select Spotlights. When unable to come to the New York office, guest panelists listen and vote via special WALT long-distance speaker-phone hook-up. An opportunity is also given the guest to publicize his own station "Pick of the Week.

SNOWS—BUCKE SHOE STOMP (Felsted, BMI) (2:15). This hot jazz-flavored group performs in 16th century English gentleman's formal attire. It sings, wails and stumps through in the current style. Flip: "Stand and Deliver" (Burlington, (BMI) (2:30). London 9671

RALLY-PACKS—MOVING OUT, LITTLE MUSTANG (Trousdale, BMI) (1:54). The new sportscar Mustang matched with the drag-race sound in a cute song that should develop power. Flip: "Bucket Seats" (Trousdale, BMI) (2:48). Imperial 66036

RITA PAVONE—REMEMBER ME (Gil Music Corp., BMI) (2:08). RCA Victor has unleashed an all-out promo campaign on this Italian thrust. She belts out the song in great style. One could say it's like Italy's "Just Once More" (Duchess Music Corp, BMI) (2:13). RCA 47-8365

ARMY, Navy, and the veteran's clubs are the target groups for most of this week's spotlights, with an overspill to the general public. Many are singles issued by British record companies, a recent trend that is expected to continue. The Spotlights Spotlights are compiled by Margaret Lewis, who welcomes comments from readers. Suggestions for future Spotlights are welcomed, and her e-mail address is sent to anyone interested in hearing about new and unusual records.

COUNTRY MUSIC SPOTLIGHTS

LOU MONTE—HELLO, DOLLY (Italian Style) (Morris, ASCAP) (2:18) —Sung in Italian with a Louis Armstrong-type voice providing gravel in the background. This is an entertaining novelty that could ride on the Armstrong hit. Flip: "Jungle Louie (The Italian Tarzan)" (Romance, BMI) (2:30). Reprise 0284

GEORGE JONES—SOMETHING I DREAMED (Gord, BMI) (2:29). WHERE DOES A LITTLE TEAR COME FROM (Milions, BMI) (2:30). First on a tender weeper about a guy losing his girl. Flip is a sweet, mournful tale of a loving but roving kind of love. George is supported by voices and fine guitars.

Under Artists 724

FARON YOUNG—RHINESTONES (Painted Desert, BMI) (2:05). OLD COURTHOUSE (Cedarwood, BMI) (2:05). Faron sings the first as a father telling his daughter how much she is like her late mother. "Courthouse" is spoken by Faron, and he conjures up much sympathy for an old courthouse as a break-up setting. Mercury 22721

WARNER MACK—THE LAST LITTLE THING (WILL MAKE ME STAY) (Forest Hills, BMI) (2:45) —Potent moral message delivered with much anguish by Mack. Backing includes fine country picking. Flip: "I'll Be Alright in the Morning" (Ronde- bre, BMI) (2:16). Decca 31626

IRA LOUVIN—MAKE BELIEVE IT'S ME (Acuff-Rose, BMI) (2:28). Sippin' around story sung again by a duo. The girl is not identified, but the song and story are traditionally strong. Flip: "Who Throw Dat Rock" (Acuff-Rose, BMI) (2:3). Capitol 5190

PERK WILLIAMS—I'M THAT fool (Allstar, ASCAP) (1:39). ALLSTAR 1782

JOHNNY CAUTHEN—Kissin' (Cash-Cash, BMI) (2:21). SUN 192

HUSTY GIBBARD—I've Got Me In My Bones (Window, BMI) (2:10). New for Window (BMI) (2:44). ALLSTAR 2693

LEROY VAN DIKE—Two Times (Gene, BMI) (2:23). "About a Heartache (Kaempfert-Arnold, BMI) (2:33). MERCURY 72277

MARGIE SINGLETON—Forget Me Not (Lillie-Robert, BMI) (2:19). MERCURY 72286

WEBSTER BROTHERS—The Morning Wait (Arline, BMI) (2:46). DOOLITTLE 1238

SPIRITUALS

SIX GOSPEL STARS—I Want to Ride (Fara, BMI) (3:00). HAYE COX 124

REV. R. F. EASLEY JR. —"Lord" (Hold That Train, Parts 1 & 2 (1:16). 2:20. PROVERE 1986

SONS OF ZEBA—Pleadin' to God (Excellence, BMI) (2:40). NASHOBO 917

CROSSING CRUSADERS—Angels Raving (Excellence, BMI) (2:35). Good Morning (Excellence, BMI) (2:06). NASHOBO 516

THE CHRISTIAN TABERNACLE CHURCH, NEW YORK—Tandem Sings (BMI) (2:39). 2:35. MERCURY 7620

TREND W. D. M. O'NEILL—Swing High Babylon, Elektra ECK 276 (78). MERCURY 7 628 (75)

UNIQUE REVIEW PANEL

Every single sent to Billboard for review is heard by Billboards Review Panel, and its programming and sale potential is rated within its category of music. Reviews are presented for record industry and airplay. Programming specialists are available for consultation, and other records applicable for programming in these specific categories.
DYNAMIC JACK McDUFF
'64's SENSATIONAL JAZZ ORGANIST WITH THE BIG BAND OF BENNY GOLSON SWINGIN' ON THE DYNAMIC
MAIN THEME FROM THE CARPETBAGGERS
45-398° B/W THE PINK PANTHER THEME

THE DYNAMIC JACK MC DUFF THE BROTHER JACK McDUFF quartet with the big band of BENNY GOLSON Includes the hit jazz version of the main theme from "THE CARPETBAGGERS" New and Exciting JACK McDUFF and the Big Band

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

POP--5 Years Ago May 25, 1959 May 22, 1954
1. Kansas City, W. Harrison, Fury 1. Wanted, P. Como, RCA Victor
2. The Battle of New Orleans, H. Horton, Columbia 2. Little Things Mean a Lot, K. Kallen, Decca
3. Dream Lover, B. Darwin, Atco 3. Young at Heart, F. Sinatra, Capitol
4. I Ran All the Way Home, Impulse, Cub 4. Oh, Baby Mine, Four Knights, Capitol
5. Kentucky, Kentucky (Land of Your Heart), E. Brynes with C. Stoner, Warner Bros. 5. Make Love to Me, J. Stafford, Columbia
6. The Happy Organ, D. Cooke, Clock 6. If You Love Me (Really Love Me), K. Starr, Capitol
7. A Teenager in Love, Dino & the Belmonts, Laurie 7. Cross Over the Bridge, P. Page, Mercury
10. Only You, P. Pearsall, Capitol 10. Man with the Banjo, L. Brookes, RCA Victor

RHYTHM & BLUES--Five Years Ago--May 25, 1959
1. I Walked Too Long, L. Baker, Atlantic 1. Wished You Were Here, L. Cooper, Atlantic
2. Personality, L. Price, ABC-Paramount 2. Happy Organ, D. Cooke, Clock
4. I'm Ready, F. Hampton, Imperial 4. Arch Oboler Projects," in the 7:05 p.m. slot. The package is a series of series of plays consisting of completely modernized versions of some of Oboler's classics written for "radio that was."
SOMETHING WONDERFUL HAS HAPPENED TO THE SOUNDS OF SPRING...

THE BIG SOUND OF THESE NEW SURE-FIRE BEST SELLERS FROM COLUMBIA RECORDS

*Stereo 14-Track Stereo Tape
Wright, the Tennessee Mountain Boys and Kitty Wells just returned from a 55-day tour of Canada, the Dakotas and Montana. Jimmie Davis, back in Nashville after a tour of the Pacific Northwest, is set to record several sides at RCA Victor before embarking on a tour of Texas. Carl E. Friend, formerly of the United Southern Recording Company, is president of the new Opry. Ark., has moved to Nashville, Friend, who received his training in New York, under the direction of Frank B. Walker, is now releasing and promoting from the Nashville base.

John D. Story Dies In Fall From Horse

GALLATIN, Tenn.—Funeral services were held here Monday afternoon (11) for John D. Story, 48, music publisher and songwriter. He died in a hospital here Sunday evening. He left a wife and two children.

Joe Carson Benefit Nets Family $2,214

FORT WORTH—A benefit performance held recently at Panther Hall Ballroom here for the family of Little Joe Carson, country singer and songwriter, who died in an auto accident February 29, netted $2,214. A check for that amount has been sent to Mrs. Carson. Jim Reeves, who was unable to attend the affair, sent a personal check for $50.

Bob Cooper Named to WSM Board

BOB COOPER

NASHVILLE—Robert Evans Cooper, general manager of the WSM Radio, has been elected to the board of directors of WSM, Inc., according to an announcement made by the Canadian business manager, Edwin W. Craig, chairman of the board, and John H. DeWitt, president and principal officer of the board of directors of WSM, Inc. Cooper will continue as general manager of WSM.

Cooper joined the WSM staff as sales manager in 1955. In 1957 he was made general manager and director of WSM Radio. In this position he coordinated the departments of programming, promotion, local and national sales, and the Grand Ole Opry. Cooper was the guiding force in the first appearance of "Opry" groups in Carnegie Hall, New York, and originated the idea of syndicating the Grand Ole Opry, which is now heard five hours weekly over more than 150 radio stations throughout the United States and Canada.

Cooper's leadership of WSM in cooperation with the University of Tennessee, began broadcasting college courses in music and Tennessee history, with college credits upon completion of the course. In 1963, again with the cooperation of the University of Tennessee, Bob conceived the idea of a Broadcast License Renewal Conference, which was attended by managers of over 20 radio stations in Tennessee, Kentucky, Alabama, Arkansas and Georgia.
GOLDEN WORLD RECORDS

proudly announces

THE FIRST (OF MANY)

TOP TEN RECORDS

"(JUST LIKE) ROMEO & JULIET"

THE REFLECTIONS

G. W. #9

Publisher: Myto Publishing, BMI

Golden World Records, Inc.
4039 BUENA VISTA - DETROIT, MICH. 48238
FINCH DOES FEATURE ON ALAN ZANETIS

OLNEY, Ill.—Johnny Finch, veteran fiddler and well known in the country music field as a producer, announcer, composer and recording artist, has a feature with photos on Alan Zanetis, music personality and national disc jockey, on the Pan American family newspaper covering nearly a million homes in over 160 cities throughout America.

Finch appears in the May 11 issue of the Pan American and has done face-to-face publicity and public relations chores for such c&w names as Tex Ritter, Sonny Stamps, the Sons of the Pioneers, Rex Allen, Roy Rogers, Stuart Hamblen and Pee Wee King. Finch is the co-writer with King on “Lonely Heartache,” on the Top Ten Rank label.

COUNTRY MUSIC CORNER

By BILL SACHES

The gospel-singing Blackwood Brothers are reunited for Zion, Ill. Music in Springdale, Ky.; Charleston, W. Va.; Kingsport, Tenn.; Atlanta, Ga.; Albany, Ga.; Waycross, Ga.; Orlando, Fla.; Miami, 30; and Thomasville, Ga., 31.

Texas Governor John Connally has officially proclaimed Roy Acuff an honorary admiral in the Texas Navy. Presenting the admiral's flag was the mayor of the Municipal Auditorium, San Antonio, May 2, where Acuff headed a deejay show with the Minnie Pearl, Sonny James, Bob Luman, Hank Williams Jr., and Bobby Bare. Presentation was made by Dick Jones, K-BER deejay, who was one in a series of country music specials being presented by Station K-BER, under the direction of A. V. Bamford.

The most recent “Grand Ole Opry” presentation, the second in a series being made by WSM-Radio at Municipal Auditorium, Norfolk, was retransmitted at 7,000 paid in two performances, according to George A. Crump, WCMR’s president. Among the featured artists were Marty Robbins and band; Bill Anderson and band; Tom T. Hall and band; Lonzo and Oscar, Kathy Daniel, Mac Wiseman, and the Virginians, of the Jimmy Dean TV-cast. Ernesto Choperena was a guest star and the show was broadcast on NBC.

During their recent two concerts in Norway, Jim Reeves and Bobby Bare were the recipients of the Norwegian Silver Discs for their hits, “Adios Amigo” and “Detroit City,” respectively. The silver limit in Norway is 25,000 copies sold. The country’s population is about 3,500,000 people. Reeves received his first copy of the Norwegian Silver Disc on June 21, 1961, for “I’ll Have to Go.” The two concerts were arranged by Olav Erdal in Norderhaug, Oslo. About 3,000 saw the shows. One of the concerts was filmed by the Norwegian government TV company, and will be shown in Norway and Sweden this summer. The Norwegian Silver Disc is presented by the government paper, Arbeiderbladet. Shown above flankerd by Bare (left) and Reeves is Norwegian disk jockey Erik Heyerdahl.

DURING THEIR RECENT TWO CONCERTS IN NORWAY, JIM REEVES AND BOBBY BARE WERE THE RECIPIENTS OF THE NORWEGIAN SILVER DISCS FOR THEIR HITS, "ADIOS AMIGO" AND "DETROIT CITY," RESPECTIVELY. THE SILVER LIMIT IN NORWAY IS 25,000 COPIES SOLD. THE COUNTRY'S POPULATION IS ABOUT 3,500,000 PEOPLE. REEVES RECEIVED HIS FIRST COPY OF THE NORWEGIAN SILVER DISC ON JUNE 21, 1961, FOR "I'LL HAVE TO GO." THE TWO CONCERTS WERE ARRANGED BY OLAV ERLAND IN NOORDERHAUG, OSLO. ABOUT 3,000 SAW THE SHOWS. ONE OF THE CONCERTS WAS FILMED BY THE NORWEGIAN GOVERNMENT TV COMPANY, AND WILL BE SHOWN IN NORWAY AND SWEDEN THIS SUMMER. THE NORWEGIAN SILVER DISC IS PRESENTED BY THE GOVERNMENT PAPER, ARBEIDERBLADET. SHOWN ABOVE FLANKED BY BARE (LEFT) AND REEVES IS NORWEGIAN DISK JOCKEY ERIK HEYERDAL.
THANK YOU NARAS FOR BOTH AWARDS, PETER, PAUL AND MARY
**ALBUM REVIEWS (continued)**

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**BREAKOUT ALBUMS**

**NATIONAL BREAKOUTS**

**IT MUST HAVE BEEN SOMETHING I SAID**

Smother Brothers, Mercury MG 30004 (M), SR 60904 (S)

**COTTON CANDY**

Alan Wert, RCA Victor LPM 2971 (M); LSP 2971 (S)

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**DEAD MAN'S CURVE/NEW GIRL IN SCHOOL**

June & Dean, Liberty LSP 2561 (M); LST 7261 (S)

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**NEW ACTION LP's**

These new releases, not yet on Billboard's Top LP Chart, are getting strong sales notice by dealers in major markets.

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**HIppY SHAKe**

Swinging Blue Jeans, Imperial LP 9261 (M); LP 12261 (S)

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**STAND UP AND SING**

Various Artists, United Artists UA 3351 (M); UA 6351 (S)

Two tracks from each of six previously issued albums. Represented are Sven Lunde, Walton, Carroll, Cranford, Foxx, and others. The LP contains songs from most of these albums. These new releases, not yet on Billboard's Top LP Chart, are getting strong sales notice by dealers in major markets.

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**BARTOK: CONTRAS...SONATA FOR TWO PIANOS AND PERCUSSION**

Various Artists, Westminster XWHP 1392 (M); JSP 9001 (S)

This is the only studio recording available of the two Bartok pieces. They are executed with more refinement in this work by the late composer in the second, the difference between instrumental sections of the 13th piece in Bartok's choral works. The pianos play a significant role in the performance. The compositions are by Joseph Schipper and Barry Goodman.

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**SCHUMANN: SYMPHONIC OVERTURE OP. 13/FANTASIA C-DUR OP. 17**

Georg Anda, Deutsche Grammophon SLP 138648 (M); SPS 11111 (S)

Included in the performance are two of Schumann's most famous works. The pianist and orchestra are well known for their interpretations, the latter being conducted by Herbert von Karajan, who has made much of his career in this area. The performances are superb and the recording is excellent. Both recordings are available for long-time listeners.

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**MOZART: STRING QUARTETS NO. 14 & 15**

Juilliard String Quartet, Epic LS 3800 (M); M 2960 (S)

Three Quartets are well represented in the catalog. The Juilliard group has recorded two of the above mentioned pieces, which are well received by critics and audiophiles. The third is a recent recording by the group, which is highly praised in the music press. The performances are excellent and the recording is superb. Both recordings are available for long-time listeners.

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**AMERICA, I HEAR YOU SINGING**

Frank Sinatra, Bing Crosby, Fred Waring, Republic R 2020 (M); FS 2020 (S)

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**MONDO CANE #2**

Kai Winding, Verve V 5873 (M); V 65873 (S)

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**THE MOTORTOWN REVIEW, VOL. 2**

Various Artists, Motown 105 (M); (No Stereo)

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**WHITE ON WHITE**

Danny Williams, United Artists UAL 3359 (M); UAS 6599 (S)

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**THE SWINGLE SINGERS GOING BAROQUE**

Phillips PMA 700-126 (M); FHJ 600-126 (S)

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**THE VOICE OF AFRICA**

Miriam Makeba, RCA Victor LPM 2843 (M); LSP 2843 (S)

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**SPECIAL MERIT PICKS**

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

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**THE FABULOUS PEGGY LEE**

Decca DL 4641 (M); DL 74461 (S)

This is Decca's most successful LP and is a deserved success, as the songs are enjoyable and as the production is excellent. The album contains many of Peggy's most memorable songs, and is a must for collectors of this type of music.

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**PATTY LADYBEEL AND HER BLUE BELLS ON STAGE**

Parkway P 7043

This is a mixed collection ranging from novelty hits to the classics. The production is excellent, and the album is well worth collecting.

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**ACADEMY AWARD WINNERS & NOMINEES**

Various Artists, MGM 2123 (M); 21312 (S)

More music from the movies, and there's plenty here to satisfy any record buyer. This album contains many of the best known songs from recent films.

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**MUSIC FROM SHAKESPEARE HEMIK**

Philharmonia Orchestra (Wol.-ton), Angel S 36198 (S)

A collection of highly popular classical music from the operas of Shakespeare. The music is performed by a top ensemble, and the album is well worth collecting.

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**REVIR**

Philadelphia Orchestra (Ormond), Columbia ML 5793 (S)

A collection of highly popular classical music from the operas of Shakespeare. The music is performed by a top ensemble, and the album is well worth collecting.

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**CLASSICAL SPOTLIGHT**

**MUSIC FROM SHAKESPEARE HEMIK**

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**BRAMS: SYMPHONY NO. 1**

Boston Symphony Orchestra (Mannheim), RCA Victor LK 2711 (M); LSC 2711 (S)

Another excellent recording of the very popular Bruckner Symphony No. 1. The album is well worth collecting.

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**SPECIAL MEETING**

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Boston Symphony Orchestra (Mannheim), RCA Victor LK 2711 (M); LSC 2711 (S)

Another excellent recording of the very popular Bruckner Symphony No. 1. The album is well worth collecting.

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New England Artist Talks Up for Country Music

MANCHESTER, N. H. — Clyde Joy, whose "Country Folks" program is seen daily on WMUR-TV, said recently, "I have a feeling that there are a lot of people in New England who have never been to a folk festival before they've never been to a folk music concert before, and I think that's going to change.

To me, the people that like this music are the best in the world. If you don't believe me, attend the one Star Ranch in Reeds Ferry this summer and you'll see that the music is sure to be good—doctors, lawyers, and just plain working people.

"Let's give credit to the cow bands still playing the only true American music.

Shaw in New Pact

NEW YORK—Robert Shaw, famed conductor of the Robert Shaw Choral, has signed a new contract with the Cleveland Orchestra for the 1962-1963 season. He will continue in his post of associate conductor of the orchestra and director of the Cleveland Orchestra Chorus, which he assumed in 1950.

The chorus has been invited for the third successive year to participate in the Festival Concerts in Puerto Rico.

Shaw will also direct a number of concerts of the Soviet Union, western Europe and the Scandinavian countries during the Orchestra's 1965 tour.

Our music is a part of the world's heritage, and we will do our best to give it to the world and to the people here."

(Advertisement)

The Exciting New Album Chart Contender from Mercury

QUINCY JONES explores the music of HENRY MANCINI

The Exciting New Album Chart Contender from Mercury

MG 20862/SP 60863

Includings: Baby Elephant Walk Soldier in the Rain (I Love You Don't You Forget It) Harmony Days of Wine and Roses Dreamville Old Ball Mr. Lucky Pick Panther Theme Bills My Man River Peter Gunn

3rd Smash Single in a Raw

The Loneliest Night

I'm Not Free

DALE AND GRACE

MONTEL 928

Another Smack for Bobby Goldsboro Whenever He Holds You UA 710

A Partridge in a Pear Tree

---In Breakin' in Sacramento and San Francisco James Booker's "Big Nick""

---Strong! Strong! Strong! Junior Parker's "Things I Used To Do"

DIKE AND PEACOCK RECORDS 3005 ERASST STREET HOUSTON, TEXAS OR 3-2551

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May 23, 1964 BILLBOARD

THE ORGANIZATION BUILDS

By JOE CIsa

MUSIC DISTRIBUTORS

THE NEWSPAPER FOR THE RECORD MERCHANTS OF AMERICA

---Even before the formation of RIC, open to all independent record producers, managing talent and running several recording operations, I was aware that masters were being produced and offered to record companies in rather substantial quantities.

---In these first 60 days since RIC became a reality, however, I have been overwhelmed by the tremendous amount of product that is available and happily supplied at the right cost. I have also been amazed at the quality of it. This goes for LP product as well as singles. Our artist and repertoire people in Nashville and here in New York, and I, myself, have really been hard-pressed to give a proper end to the quality hearing to all the product submitted by good, solid producers, many of them with excellent track records.
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<td>DON'T LET THE SUN GET IN YOUR EYES</td>
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<td>WALK ON BY</td>
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**PHILIPS Plugs 3 at Cannes**

CANNES—A major push by Philips of the Netherlands, led by Michel LeGrand, Ward Swingle and Quinny Jones highlighted the 17th Cannes Film Festival in which the company is represented by soundtracks from three different films.

"The Umbrella of Cherbourg," an all-singing film with music by Jacques Demy, has been recorded by Philips in a special recording featuring being featured with the screening of the French entry.

The score of the out-of-competition "Do You Love Women?" another French film, features the Ward Swingle and the Swingle Singers. For the occasion, Philips made its first public singing appearance at the Palm Beach Casino here. Simultaneously, Michel LeGrand, best known for his rhythmic orchestral music, made his first singing appearance at the Cannes Film Festival.

Quinny Jones, Mercury star, who is distributed by Philips in Europe, was presented the following week of the festival by Maurice Assou, foreign relations chief of Philips of France, who feels that the film festivals can be used to expose Philips sales now at a new peak in France.

Other soundtracks which created the leading film score part of the festival was Dimitri Tiomkin's "The Fall of the Roman Empire," distributed by CBS in Europe, and "The French made "Greedy in the Sun," to be handled by MGM outside the French borders.

begin to put some feeling into the role (though still starring at the music) and, consequently, made more believable one of her voice. She succeeded in winning back the audience, which she had so definitely alienated during the first act. By the final curtain she, along with Miss Costa, received a loud vocal applause.

**Philips Plugs 3 at Cannes**

Little-Known Opera Should Be Unknown

NEW YORK—The American Opera Society presented Vin- cenz Schmitt's little-known opera "I Capuletti e i Montecchi" at Carnegie Hall recently. Based on Shakespeare's "Romeo and Juliet," it has little more to do with the tragedy than having two lovers and two deaths.

It is a static piece and would have been a complete bore on stage. However, it has compensation. Some of the arias are quite beautiful and provide the "star-crossed" lovers with nice recital pieces offering little variety.

Mary Costa sang the role of Juliet with simplicity and charm (see feature article), and Giulietta de Marchi as Romeo. Miss Simonsott was not at her best at the second night benefit performance. She was the only one of an cast of five who could hold the score. And from the moment she started singing, she never made contact with the audience. During the first act she seemed almost bored and gave little to the distraught Juliet.

In fairness it must be said that during the long second act aria, while being Juliet to be dead and having the stage to herself, Miss Simonsott demonstrated the kind of singing one had expected from her all evening. She began to put some feeling into the role (though still starring at the music) and, consequently, made more believable one of her voice. She succeeded in winning back the audience, which she had so definitely alienated during the first act. By the final curtain she, along with Miss Costa, received a loud vocal applause.

**PHILIPS**

JAPAN

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<td>SAVE THE LAST DANCE FOR ME</td>
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<td>BEATLES</td>
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**PHILIPPINES**

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<td>ALWAYS ME</td>
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<td>ROLLING STONES</td>
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<td>BEATLES</td>
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<td>LITTLE WOMAN</td>
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THANKS, NARAS, For The Grammy

My special thanks to Lou Busch, Warner Bros., D.J.’s for playing the record.

And also to my wife Dee for sending the boys to camp.

Love,

Allan Sherman

P.S. Next year I’m voting for Bill Cosby.

"HELLO MUDDAH, HELLO FADDIH"
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Warmest Thanks To NARAS

HENRY MANCINI

My Sincere Thanks, NARAS, for the Grammy Award

Johnny Mercer
3 New Phono Lines Feature Solid State Circuitry

By DAVID LACHENBRUCH

JU:ST A YEAR AGO, Sylvania's new consumer product pronouncement was that it was to introduce a first stereo console line, which combined well-designed quality furniture with a complete recording system. Next June 1, Sylvania will show where it stands in the record industry by unveiling its 1965 line, understood to have six more models than the one it introduced last year, in both styling and sound values.

We asked Thes, who is president of Sylvania Home and Commercial Electronics Corporation, about the reason for the current trend toward solid state and general, and Sylvania's part in particular. Though one of Sylvania's selling-points is "component quality," Thes viewed stereo as either being different as, might be expected, from that of his associates in the component business. "We're not changing the way we sell furniture, we're changing the way we sell furniture value—and we provide for some time— a built-in kick for stereo consoles." There's no change in the furniture, either, of course. The Sylvania furniture is, and will be continue to be, of all furniture. We're paying far more attention to styling and sound value, he said. He believes the new approaches to furniture have value—and we're in the process of going on all stereo.

WHAT MATTER how good your components are—no matter what you put in the inside, you can't tell that the story to the customer until he likes the outside. "If we create music furniture he likes, according to Thes, then the music will finish the selling process for the new business uses it in the past has followed two approaches—either all cabinets with nothing inside, or all components with finished cabinets. This new approach is, we started last year, component quality wrapped in good furniture. We'll develop as a product until a year ago, first of all, furniture business.

Sylvania's recent stress on "component quality" has led to some speculation that the company may offer a "package" deal for the time being. "That's true," Thes said. "We may be interested in some solid module system through, but not this year. What ever comes, and whatever it is, we will still stress that the component is the only way to do it.

This predicts a continuing upswing in interest in stereo. "Look at the teen-age kids today. They were raised with the television and are more attuned to it through the transistor radio. In three, four or five years they'll marry, set up their own house, and own a stereo system, such as we were.

Don't get the idea that young folks today don't appreciate quality. They have a good attitude. They have tremendous pride; they're not stupid, and they know what they want. They're not afraid to buy on time. In fact, there's no longer a curse on time buying. The kids today even study budgeting and installment buying in school.

We asked Thes what the dealer can do to help stereo sales. From his standpoint, dealer and salesman education is the most important part of the answer. "Our bigger problem is in getting the dealer to sell sales to educate and entice the specialty appliance dealer for the best possible profit for the customer must understand how to sell it. After all, he's selling music appreciation. Stereo selling is a kind of selling, in a way, that is 56 per cent as compared with TV. The profit potential for the dealer who specializes in stereo is terrific."

Giving a good demonstration is critical. One successful demonstration idea for Sylvania has been the introduction of headphone jacks on all upper and middle and high-end consoles. Use of the headphone in demonstrations "really makes the customer take a personal interest." Another used device in deno menations by Sylvania is a point-of-sale display on top of each set which includes, among other things, a pack of Command records. "Nothing worse than using an old beat-up record for a demo."

AS TO THE MUSIC and record dealer, Thes had some special advice: "Coming into his store are not today only his customers, but tomorrow, too. Major dealers are far too impersonal. The consumer is getting the hell out of hungry for plain old common courtesy. If I were a music dealer, I'd make it my business to see, even though it's sometimes very frustrating. It's rewarding because kids talk—they know who's the good guy and who's the bad guy, and they buy that. They want to be romanticized slightly. These kids will remain loyal to the dealer who treats them with a personal interest."

Although packaged stereo sales on an industry-wide bases — are running behind last year's figures. The reason is the better quality mer chandise is selling well, and "we feel it will continue to grow. He feels that the next most important trend in the present year is the upgrading of a portability in this area, especially the ability to "package tighter," to put more and better electronics in a small case. The biggest mistake, he believes, is to "package" for the sake of the transistors.

As a relatively low-volume stereo producer compared with the giants, Sylvania has a challenging image, what is Sylvania's goal in high fidelity? Basically, what we want is to be a stable force in the industry, and we have our ideas about our position. Our aim is a premium quality instrument at a moderate price—combined with fair play to dealers. We might not be the biggest, but we hope that, four or five years from now, Sylvania will be the most respected name in stereo."

3 New Phono Lines Feature Solid State Circuitry

- Continued from page 1

proceeds in 10 steps to $99.95, and is topped by units at $129.95 and $179.95, the latter replacing a tube set which was the biggest-selling stereo unit in RCA 10 months ago.

In the console field, RCA has discontinued all merchandise below the $100 mark, and instead offers solid-state models made to make the kind of instrument we'd be proud of at that price," said Bryce Kline, Senior Vice President of Product Planning and Engineering, RCA Victor Company. Units with FM start at $249.95, FM stereo at $279.95. All have wood cabinets.

Solid-state models start at $179.95, with AFC the customer sees solid-state music power (60 watts EIA). No. 1000-A has a closed-cabinet design; the "stereo" power is 80 watts. The next model up offers 97 watts, the new No. 1000-A and 1000-B, and the new 144-model portable phone line by Symphonyc Radio & Electronics.- of Westinghouse.

Highlights of this line are three completely new and solid-state video models. There are two "pack aged modular systems" of co nstruction, the "stereo," a monaural unit is finished in walnut ve neers and hardwoods, eight transistors, and the alternate, the new "stereo," a closed-cabinet, eight-speaker, four-separate-speakers unit.

However, the most complete set of models, in solid-state design, is in the Magnavox line, which measures 60 watts of output, the new No. 1000-A and 1000-B, and the new 144-model portable phone line by Symphonyc Radio & Electronics.- of Westinghouse.

As to the music and record dealer, Thes had some special advice: "Coming into his store are not today only his customers, but tomorrow, too. Major dealers are far too impersonal. The consumer is getting the hell out of hungry for plain old common courtesy. If I were a music dealer, I'd make it my business to see, even though it's sometimes very frustrating. It's rewarding because kids talk—they know who's the good guy and who's the bad guy, and they buy that. They want to be romanticized slightly. These kids will remain loyal to the dealer who treats them with a personal interest."

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DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records or special terms. Shown here are the available terms, and price and page number of the major news records listed in each promotion. Please consult the manufacturers for more information on the above.


Nine Simon Alumus albums $1.50 each, four, get one free.


Get a total of 16, one for the man who likes to buy, get one for the woman who likes to listen to symphonies.


Get a full-year's worth of Western records, one for the man and one for the Western fan.


Buy five, get one free on all Comedy Records.


Two free records on each purchase of 16 or more, 1000, 8000, 6000, with the exception of 1000 and 2000.

Memphis Gets Its 9th Station

MEMPHIS — The city has given birth to another station, Station WWMJ, in the 9th. The new station, which is called WWMJ, is operating in on 5,000 watts. With the addition of WWMJ, there are no contemporary the usual luggage-type finish, complete with wall-to-wall cabinets (with special accessory bracket) or used as a table model. The other is a manufacturer's choice. Most 12-inch wood cabinets are detachable.

Symphonic's console line is topped by a 66-inch-wide solid-state unit with FM in a contemporary walnut cabinet. Symphonic had not released suggested list prices at press time.

Memphis station with WMC, WREC and WHR, in appealing to an audience that prefers standard and contemporary music. WMC and WMMS are the two top-formatted stations in the city with WDIA and WKLO featuring R&B and contemporary music. KWMX serves the market, but is licensed to West Memphis across the river.

The new outlet, owned and operated by the Bass Brothers Broadcasting Company, is headed by Kurt Stearns and Wally Turner, a former employee of KUCL there. Roger May, formerly with Plough Radio and formerly with WJBC, is vice-president and general manager. Jay Colby, format director, WHBO TV. "Dance Party" host, is program director. News director is Paul Barnett, formerly with WREX, Reading, Pa.

BILLBOARD, May 23, 1964
Lark Angela Martin goes to bat for the "Good Guys," recently at New Jersey’s Palisades Amusement Park, WMCA’s disc jays are currently hosting live stage shows featuring top recording stars at the park, every Sunday, 2-3 p.m.

SEQUEL
Lee Alan, WXYZ (Detroit) leaves 7-15 midnight to show up his own promotion and programming service .... Bill Cerrit joins WHFS FM-Stereo, Detroit and Indiana. A daytime jazz show ... Tiny Markle moves into morning slot on WTHS (New Haven). The station adds Jack Bell for 3-6 p.m. show. 

VIP APPOINTMENTS: Jim Clawson joins KUE (Oceanside, Calif.) as program director ..., Robert D. (Bob) Gordon, assistant general manager of WCPD station (Cincinnati) named general manager, replacing M. C. Watters, who will continue as a VP and director of the parent Scripps-Howard Broadcasting Company ... Lee Gray joins WTRY (Albany-Schenectady-Troy) as program manager, Roy Brown, WICD (Erie, Pa.) for new M-T appointment program director. John Bennett named program director of New Jersey's most talk-time WRAN (Dover), expected on air in mid-June .... Jerry Sanders, air personalities and sports director, appointed to program director of WPBG (Syracuse). Jim Davis, assistant program manager WBT (Charlotte), elevated to program director, replacing W. (Willie) Willamowski and W. (Punam) ... Allan Brown, 59, formerly with WICC (Bridgeport, Conn.) died May 7 in Greece-New Haven hospital. Brown, who was the husband of Lydia Wells, WBAB (Bridgeport) air personality, had been a deejay with WILL (Wilmette) and WON (Putnam) since Feb. 1963. Louis J. Fosse, WREC announcer for 26 years, died (6) while on duty at the station's Memphis studios. He was 54, a 2-year-old son of KPRC (Houston) deejay, Bill Calder, drown April 14 when he fell in a swimming pool at the Calder's apartment.

THE WINNERS—The Tastes Begin, 2:00, 2:15, 2:30, 2:45.

THE MINT—Happy Father’s Day, 2:00-2:15.

THE STRING GUITAR: Allan Green, 2:30-3:00.

THE JAM CAMPBELL FOLK GROUP: T.K. 2:30-3:00.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 3:00-3:30.

THE FANTASY—Mike Bost in San Francisco, 3:30-4:00.

THE WINNERS—The Tastes Begin, 4:00-4:15.

THE MINT—The Audiotape Revue, 4:00-4:15.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 4:30-5:00.

THE FANTASY—Mike Bost in San Francisco, 5:30-6:00.

THE WINNERS—The Tastes Begin, 6:00-6:15.

THE MINT—The Audiotape Revue, 6:00-6:15.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 6:30-7:00.

THE FANTASY—Mike Bost in San Francisco, 7:30-8:00.

THE WINNERS—The Tastes Begin, 8:00-8:15.

THE MINT—The Audiotape Revue, 8:00-8:15.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 8:30-9:00.

THE FANTASY—Mike Bost in San Francisco, 9:00-9:30.

THE WINNERS—The Tastes Begin, 9:30-10:00.

THE MINT—The Audiotape Revue, 9:30-10:00.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 10:00-10:30.

THE FANTASY—Mike Bost in San Francisco, 10:30-11:00.

THE WINNERS—The Tastes Begin, 11:00-11:15.

THE MINT—The Audiotape Revue, 11:00-11:15.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 11:30-12:00.

THE FANTASY—Mike Bost in San Francisco, 12:00-12:30.

THE WINNERS—The Tastes Begin, 12:30-1:00.

THE ORK/STRASTANTECROHN SWING ORCHESTRA: T.K. 1:00-1:30.

THE FANTASY—Mike Bost in San Francisco, 1:30-2:00.

THE WINNERS—The Tastes Begin, 2:00-2:15.

THE MINT—The Audiotape Revue, 2:00-2:15.
**BULK VENDING news**

Ordinance Puts Damper On NYAVA Convention

By AARON STERNFIELD

SWAN LAKE, N.Y.—Despite the bright skies, sunny weather and plush setting at the Steevesville Lake Hotel, few of the nearly 300 vending machine operators, distributors, suppliers and manufacturer representatives managed to completely relax for the annual outing here last weekend (8-10), of the New York Automatic Vending Association.

New York State vending machine operators are worried for the first time about the possibility of facing what amounts to per-machine taxes by municipalities, even though the municipalities have no statutory authority to levy such taxes.

**Licensing Ordinance**

NYAVA, meeting here concurrently with the New York Bulk Vendors Association, devoted a major portion of its business session Saturday (8) to a licensing ordinance passed by the Buffalo City Council.

The ordinance, passed by an 8 to 7 vote, provides that soda machines be licensed at $2 each, coffee machines at $3 each, and novelty machines vending 5-cent and 10-cent capsules, toys and toilet articles be licensed at $10 each per year.

The impact of the New York vending ordinance has been felt by vending machine operators in the eastern U.S. No municipality has the authority to levy taxes on vending machines. They do, however, have the authority to license the machines.

**Statewide Threat**

Concerning the passage of the Buffalo City Council is not nullified in the courts. If it is not revoked by the city council itself, the floodgates will open across New York state under the guise of licensing.

Harold Folz, NYAVA president and in Folz, told members of the Buffalo Vending Association how the Buffalo battle was lost.

He explained that sentiment on the city council has been 8 to 7 against the measure, but that one vote had swayed the last minute.

**Failed to Organize**

Folz said that the 80 operators in the Buffalo area had known of attempts to organize licensing four measures, but had failed to organize until after the measure was passed.

The organization, formed last week, is called the Vending Association of Western New York.

Dick Fink, counsel for the National Automatic Vending Association, pointed out that the measure gives the Buffalo City Council the power to make legislation of vending machines impossible without cause.

It is a bad bill—which appears to fly in the face of the lack of taxing authority by municipalities—with an excellent chance of being declared unconstitutional in court.

**Krutzer Approach**

Stanley Krutzer, NYVA counsel, suggested a different approach. He said that while... (Continued on page 46)

You count more with OAK!

Oak Manufacturing Company, Inc.

1117 Koger Drive, Inc., Glenville, Delaware

**TUCSON AREA SWITCHES TO NICKEL MACHINES**

TUCSON, Ariz. — A sharp trend toward replacement of penny machines, even in locations near schools, has become evident in Tucson in early 1964.

Five-cent machines are now standard at almost every location.

In most instances, operators have done away with 1-cent vending except for half-gum—changing jelly-candy bars, corn, cracker, bridge mix, and general confections from 1-cent to 5-cent overnight.

Several factors have prompted the switch, according to Jerry Milsap, an operator with more than 15 years' experience in bulk vending through the Tucson area. One is constantly rising costs, which mean that 5-cent portions had to be cut so sharply that they represented a serious goodwill problem, particularly where youngsters were accustomed to getting a larger amount for penny.

Another is the complete disappearance of 5-cent candy bars from conventional vending outlets throughout the area. This is to the point that the customer who has 5-cents to spend can usually find nothing but a roll of mints, or a package of gum.

As expected, location owners have put up some objection, pointing out that many penny vendors, located near cash registers in stores, have proved ideal for using up pennies received in change.

Milsap has solved the problem, at least in retail store locations, by carrying extra rolls of nickels. In serving every location he issues as many rolls as a cashier or store owner can handle to make sure that plenty of nickels are always on hand.

Another reason for the 5-cent switch was an excellent tourist season during the 1963-1964 winter. Tucson broke all records for winter visitors, most of them already accustomed to 5-cent vending. They were ready to spend nickels instead of pennies for peanuts, jelly-beans, candy, corn and other sweet mixes.

The transaction count, however, has fallen off in most spots where a nickel is now required instead of a penny, but prices are up as much as 25 or 35 per cent. Most Tucson operators have rearranged their route-service programs to permit visiting locations two or three times as often, because of quicker emptying of machines. But in view of the greater return, there is no objection.

BILLY MILLS (right), vice-president and design engineer of Oak Manufacturing Company, Los Angeles, and Herb Goldstein, Oak's director of sales and merchandising, load a new Vista machine and future stand into Oak's private twin engine plane for a personal-pre-see show for distributors. Weitzman piloted the plane on a tour from Miami through Virginia, North Carolina, Ohio, Kansas, Nebraska, Texas and finally back to California. The tour was made to present the product directly to distributors who were unable to attend the National Vendors Association convention in Miami.
Running Water Makes L. A. Serviceman's Runs Smoother

By SAM ABBOTT

LOS ANGELES—When William D. (Bill) Coombs, 23, in bulk vending for eight years, went out to follow his route, it seemed that he needed everything, including the kitchen sink. Some he now takes along in a kitchen sink.

Coombs has equipped his compact panel truck with a 15-gallon water tank and a 12x12 sink. The water supply is sufficient for a long tour, but can be replenished at any gasoline service station. Coombs uses the water to clear images off globes, to clean globes and apply decals.

"I suppose the main thing," Coombs said, "is that it complies with a Los Angeles health law requiring running water as a service vehicle. The law also requires that the spare tire and tools be separated and away from merchandise." Coombs carries these in the air conditioned back section of his truck.

Working Area

The water supply and the sink are in the back of the line, behind the Chicago. Here, also, are spaces for collection of returned parts. The portable shop is just about complete—and it provides facilities equal to those in the shop, where Coombs spends three days and three days on the route.

Coombs handles one of the two trucks in the operation established about 25 years ago. It is one of the largest in the area covering Los Angeles County with the fringes of Ventura, Orange, San Bernardino, Los Angeles, Imperial and San Diego counties.

Most of the locations are in chain markets, where the operators pedal ball gum, pan candies, capsules, BB's, jelly beans and the unusual assortment of miniature toys, which constitute 75 percent of the operation. The remaining 25 percent is divided about equally between nickel and dime items.

Presto Coombs started the bulk operation in 1942, associated with Jack Ott. Today, his son, Bill, handles one truck and Gus Vinici, who has been with Coombs for nearly 15 years, the other. The operation is an extensive one with runs completed every 21 days. It was started with approximately 200 machines and the number now is about 10 times that figure.

Bill Coombs lives in Santa Susana, about 30 miles from the shop. As he services machines in the northernmost end of the county, he hits these with a supply of service head and merchandise.

He said that he likes living in the Santa Susana area, because it is "a good place to raise children." He has two other sons, Jack, and Jackie David, 31.

Young Coombs is slated to take over his father's operation in a couple of years. When he does, he will move up in a field into which he was born.

CBVA Holds Convention

June 13-14 in S. Carolina

MYRTLE BEACH, S.C.—Bulk vending operators from North and South Carolina will meet at the Ocean Front Hotel here June 13 and 14 for the annual convention of the Carolina Bulk Vendors Association.

Eight manufacturers will send representatives and set up displays for exhibit and there will also be a facility to attend include Jane Mason, Rolfe Lobeck and Leo L. Dooling of Leaf Gum Co., Mrs. Margaret Kelly, Penny King Company, Pittsburgh; Carmi H. D'Angelo, Craner Gum Company, Boston; Bill Falk, Knight & Son, and Novelty Company, Freeport, N. Y.; Bob Gugenheim, Karl Gugenheim, Inc., Jamesville, N. Y., Meyer Abelson, Oak Sales Company, Miami, and Don Mitchell, counsel for the National Vendors' Association, Chicago.

President Jack W. Thompson, Charleston, Co., announced that the agenda will include question-and-answer sessions covering local and federal matters, commission and getting locations.

Thompson said that double rooms, including breakfast and dinner, will be $25 per person. Day reservations may be made through the Carolina Bulk Vendors Association, Route 3, Box 316, Charlotte, N. C.

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BEAUTIFUL STORE WINDOW DISPLAY

Available In 5, 10, 25c or 50c coin mechanisms. Unit can vend 100 cent gum, V. 1 and V. 2 capsules. As a single unit or can be mounted on multiple units. New, attractive and durable space-saver stand available for display purposes.

Be sure to send in your order immediately. Write for further details, color circular and prices.

W. L. TAYLOR & CO.

Beautiful Store Display

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YOUR ANSWER TO YOUR VENDING NEEDS

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Member National Vending Machine Dealers' Assn.

YOUR ANSWER TO YOUR VENDING NEEDS
Most of Game Manufacturers To Exhibit at MOA Convention

CHICAGO—Most of the major amusement machine manufacturers will exhibit at the annual meeting of the American Association of Pinball Machine Owners here Oct. 14-16.

Manufacturers met recently with Fred Granger, MOA executive vice-president, and William Libonati, MOA president, and Cliff Pierce, MOA vice-president, to inspect the Fair and to select their exhibit space.

Game manufacturers who will exhibit include Bally, Midway, Williams, American Shuffleboard, Chicago, and various others. All the above named firms were represented at the meeting.

The four juke box manufacturers—Rock-Ola, Rowe AML, Seeburg, and Wurlitzer—have agreed to come in for the show.

Also, two record labels—Columbia and Capitol—said they would participate.

Granger said that exhibit space on the upper levels is sold out, and there is still room for some record company exhibitors. Some 500,000 compact discs have been ordered for the show.

All game exhibits will be housed in a centrally located machine and record company exhibits are being added.

With the convention more than five months away, the selling of exhibit space is progressing at a faster rate than for any previous show.

For the second straight year, the MOA convention will be held in the same city and time prior to the National Automatic Merchandising Association's show. The theory is that many operators with vending routes prefer to attend both conventions without making two trips.

Also, the timing cuts down on the number of operators who want to display at both conventions.

In 1965, NAMA will meet in Miami. MOA will survey exhibitors at the 1965 convention before making a recommendation on the 1967 show. In the past, some exhibitors have balked at going to Miami because of the expense and because Chicago generally outdraws Miami in operator attendance.

Bally Pinball Games Give World a Razzling

CHICAGO — Mad World, Bally's latest two-player pinball game, has some hilarious tongue-in-cheek satire on the current world scene. The backglass has no less than 12 little men in fur cap and Cossack boots sitting on the horn of a crescent moon, peering at the "Mad World" through a spy glass.

The moon, covering its eyes in a space blanket, is a spaceman preparing to blast off with toy balloons as the rocket power.

A top-hatted "capitalist" reads the "Wild Street Journal," while a scrub-woman reads the ticker-tape.

A blue-hairied, luscious lady discharging a fire extinguisher at a wolf in wolf's skin.

These and a host more, produce an almost Rube Goldberg-like effect that is also picked up on the playfield.

According to Bill Donnelly, Bally president, the play appears as refreshing as the art. He describes a new "Free-Ball Alley" as the strongest carry-over idea ever built into a two-player game.

Hearing on Juke Box Bill Hits Snag: Cellers at Geneva Parley

WASHINGTON—The Celler bill to end juke box exemption from performance royalty hit a snag last week. The bill was considered to be only a temporary one. A scheduled May 12 hearing by the Judiciary and Copyrights Subcommittee was canceled because Rep. Emanual Celler, author of the bill, was out of town.

Before the hearing, Rep. John H. Moors, chairman of the Copyrights Subcommittee, who also voted for the bill in a revised form in 1964, said that the bill was considered a part of his "anti-monopoly" campaign and that he would vote against the bill.

Both chairmen were expected to return this week, and the Rules Committee is expected to set up another date for the hearing on the juke box bill, when the Judiciary and Copyrights Subcommittee chairmen can testify. Rep. Roland V. Libonati (D., N.Y.), Rep. Byron G. Rogers (D., Colo.), who issued a strong dissenting minority report on the Celler bill in 1964, when it was reported out by the Rules Committee, both plan to testify when the Rules Committee sets a new hearing date.

Copying Listlosures as a super traffic director, assigning priorities and rules of debate under which legislation will be voted upon in the House, the Rules Committee can also vote to deny the bill entry to the floor for vote.

When this happens, it takes almost superhuman campaigning by the bill's proponents to get a reconsideration of the bill's merits by the majority vote of the Rules Committee.

The idea is that the rarely successful attempt to get the bill discharged out of Rules by petition from members of the House currently represents the majority of a House membership—a change of 217 of present membership.

When Representative Libonati argues against green light for the Celler bill, he will probably repeat his argument that the House Judiciary Committee actually held their 1965 hearing before they approved the bill to end the performance royalty exemption for coin-operated music in the 1908 Copyright Act. Libonati said in his dissent that the bill's subjects operators to unlimited liability—whereas the hearings were held on an earlier Celler bill which would have set limits on performance royalty collections (tentative figure was $1,200,000).

After hearings on the limiting version of a juke box royalty bill, the Celler Subcommittee abruptly decided to vote out the revised bill and kill the performance exemption, and require location owners to reveal the identities of players in the juke box on demand from controllers of the musical copyright.

Representative Rogers protested this angle. He said penalty for ignoring the request would subject location owners to $250 and attorney fees and in the case of a 100-play box, the amount would go up to $250.

Representative Libonati said that the bill subjects music operators to $250 infringement fines and attorney fees "when no damage has been done to the copyright owner."

In the copyright act, infringement of a musical composition incurs damages of not less than $500 and in some cases $5,000. Proponents of the bill—ASCAP, BMI, SESAC, Representatives Celler and Willis, and members of the committee majority report out the bill, say performance liability exists for all other users of copyrighted music in commercial use. Jury box play is the sole exception in the public performance for profit category. Majority report said: "The committee is unable to find any logical or equitable justification for the continuation of the juke box exemption."

MOA Making Parley Changes

CHICAGO—Music Operators of America is incorporating several innovations in its fall conventions procedures. The 1964 souvenier program will not only contain information about the business sessions, exhibits, and entertainment programs but will list a roster of MOA members and officers as well.

Exhibitors will receive a registration list for each day of the convention. A letter from MOA headquarters will give exhibitors complete registration information, as well as advance registrations will be provided. Each subsequent day will add to the list.

Badges will be typed in advance, and a complete list of names will be ready for those who register when they arrive. Fred Granger, MOA managing director, said that the latter procedure should eliminate the bottleneck which considerably slowed up the admission counter.

S. Florida Operators Form Association; Blatt Named

MIAMI—Local vending machine operators have formed the South Florida Vending Association, and have named Willis Blatt executive secretary.

Blatt, one of the deans of the coin machine industry, recently retired 65 and had planned to retire to devote his time to youth work.

AMUSEMENT MACHINE MANUFACTURERS gave Music Operators of America an overwhelming vote of confidence last week, with virtually every major manufacturer's representative agreeing to exhibit at the association's fall convocation. Attending was planning luncheon at the Sherman House, Chicago, were: Herb Jones, Bally; Lou Casola, MOA president; Henry Ross, Midway; Nick Biro, Billboard; Cliff Pierce, MOA vice-president; Dick Babyon, Legen Distributing; Fred Granger, MOA managing director; John Casola and Herb Oertinger, United; Sol Lipkin, American Shuffleboard; Ross Scheer, Southland Engineering; Jack Mittel, Williams; Pat Perris, Fischer; Bill Perry, Valley, and Mort Secore, Chicago Coin. Standing: Ed Roteajec, L.T. Patterson Distributors; Dick Wilson, Billboard, and Lee Brooks, Cosh Box.

WURLITZER CO. NET EARNINGS $2,024,608

CHICAGO — The Wurlitzer Company reported net earnings for the fiscal year ended March 31, 1964, of $2,024,608, equal to 26 per share on $947,826,750 per share, an increase of 7.2 per cent over the preceding year. R. C. Koffler, Wurlitzer president, said that prospects for increased sales and profits for the current fiscal year looked very good.
Coin Machine Exports

January 1964

<table>
<thead>
<tr>
<th>Country</th>
<th>New Photographs Value</th>
<th>Used Photographs Value</th>
<th>New Amusement Games Value</th>
<th>Used Amusement Games Value</th>
<th>Total Value</th>
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<td>Belgium</td>
<td>954 $728,154</td>
<td>124 $39,900</td>
<td>498 $191,778</td>
<td>1,576 $958,732</td>
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<td>France</td>
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<td>West Germany</td>
<td>428 $281,027</td>
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<td>197 $45,590</td>
<td>625 $325,617</td>
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</tr>
<tr>
<td>Switzerland</td>
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<td>—</td>
<td>124 $209,986</td>
<td>254 $254,321</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>148 $108,951</td>
<td>15 $7,339</td>
<td>40 $96,346</td>
<td>480 $156,482</td>
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<tr>
<td>Canada</td>
<td>74 $60,136</td>
<td>—</td>
<td>406 $96,346</td>
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</tr>
<tr>
<td>Venezuela</td>
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<td>199 $68,300</td>
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</tr>
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<td>6 $11,375</td>
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<tr>
<td>Australia</td>
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<td>23 $3,990</td>
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<td>Sweden</td>
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<td>44 $24,953</td>
<td>57 $33,506</td>
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<tr>
<td>Argentina</td>
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<td>—</td>
<td>192 $30,800</td>
<td>192 $30,800</td>
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<td>268 $67,149</td>
<td>196 $61,099</td>
<td>600 $251,021</td>
<td></td>
</tr>
</tbody>
</table>

TOTALS 2,295 $1,640,401

Sally Lolly

Rise; Coin value of exports rose from $556,046, went to $2,167,263, representing a rise of 4,799 in the number of machines shipped. U.S. manufacturers exported 1,629 units in 1963 and 6,428 in 1964.

35 Attend Class

35 Attend Class On Tropicana

CHICAGO—Some 35 operators and servicemen attended Atlas Machine monthly service school here last week on the new Add Tropicana. The representation included operators from Indiana, Illinois and Iowa.

Conducting the sessions were Atlas AC factory engineers Cliff Biding and Hank Noevaran. Hosts for Atlas were Ed Gimbarg, Frank Bach, Roy Greer, John Havilla, Mort Jacobs and Stanley Levin.

Officers Are Nominated by Operators

WHITE PLAINS, N. Y.—The Westchester Operators Guild, Inc., held its annual election Tuesday (12) at the Roger Smith Hotel here. The operators present, numbering two thirds of the membership, renominated President Carl Pavesi and named Harold Rosenberg to oppose him for top slot.

Pavesi and Rosenberg were also both nominated for the post of vice-president. For treasurer, Louis Tartaglia, the incumbent, was renominated and will run unopposed.

Three men were named to run for secretary. They are Seymour Pollak, current holder of the office; Herb Chacon and Harold Rosenberg.

The four-man board of directors will be selected from the following candidates: Tuesday (12) session: Eddie Goldberg, Nathan Bensky, Herb Cherry, Bob Kreiner, Fred Yolen, Frank Galie, Walter Swanson, Frank De Muro, Marvin Feller and Carl Pavesi.

The elections will be held at the next regular meeting, Tuesday, June 9. The Westchester group holds meetings on the second Tuesday of each month.

ALBANY, N. Y.—Effective July 1, cigarette machines in New York State must carry a sign which says: "Smoking of cigarettes, cigars or other tobacco products to persons under 18 years of age is prohibited by law." The sign must be on a white card in red letters at least a half-inch high. Each violation is punishable by a $50 fine.
**CHICAGO —** A growing future for European coin machine equipment in the U.S. was predicted last week by E. R. Rataj-ack, recently named vice-president of L. T. Patterson Distributors, prominent Cincinnati import-export firm.

Although Ratajack's interest in the European market is obvi-ous, a background as manag-ing director of Music Operators of America and executive vice-president of AMI adds considerable weight to his words.

Ratajack feels that European manufacturers can supply some fresh new ideas in the novelty field and that European equipment can help fill a partial void in music and vending.

"One of the problems in the past has been that European equipment has been sold with European marketing techniques," Ratajack says.

"We hope to change this. One of the first things we're doing is approit distributors to handle our equipment around the country, " Ratajack said he already had named some 20 outlets and that more would be added as needed.

The coin machine veteran said that all sales would be through the traditional manufacturer-distributor-to-operator channels.

Ratonnek, with offices here and in Charleston, W. Va., also has sales representatives in North Carolina. The firm represents the Rowe-AMI line of music and vending machines and is also distributor for most of the major game manufacturers.

**Gen'l Vending Named Distrib.**

CHICAGO—Rock-Ola Manu-facturing Corporation has named General Vending Corporation of Rock-Ola as distributor for its full line of vending equipment. General already handles Rock-Ola's coin operated photog-raphy line and its territory will be the same for both.

General is headed by Irving E. Kimmel, Joseph Goldman and Harry Hoffman. The trio termed their entry into vending as a "natural extension of present business." General plans to hold an open house and service school soon in its Baltimore showrooms.

The appointment of General Vending was announced last week by David P. Holwe, vice-president and director of sales for Rock-Ola. Frank Q. Doyle, Rock-Ola's vice-president president in charge of vending sales, said that the appointment of General was "just one of the many steps Rock-Ola has taken to further improve the distribution of its fast-growing vending line and to offer the Distributor the best sales and service assistance."

**Distributor Makes Shifts In Top Posts**

RICHLAND, Va. — Jack Best, president of the Roanoke Vending Exchange, was named chairman of the board this week, with Harry Perry, vice-president, moving into the presidency.

Roanoke, with offices here and in Charleston, W. Va., also has sales representatives in North Carolina. The firm represents the Rowe-AMI line of music and vending machines and is also distributor for most of the major game manufacturers.

**Rowe-AMI Conduction Phono Class at Runyon Sales Office**

NEW YORK—Runyon Sales Company's New York office was the scene of a service school conducted by Art Siegel of Rowe-AMI Monday (11) on the company's Model M Top Posts Phonograph.

The Roanoke office provided refreshments and souvenir gifts for the large attendance of service men. Those present included the service team of S. I. and Eddie, Bruns Maintenance; Sam Lerner and Carl Halperin, S. J. K. and Schwartz; Harry Getzoff, Runyon, and the team of Lennie and Joe, Friendly Vending; Joe Meche, Leo and Neal Rosenberg, Jerry Basile; Harold Monroe and Provenz, Al Doug-las; Al Berk, Tony Kalbach and Buddy, Jimmy, Freddy and Arthur, Lasalle Music. Rowe-AMI sales representatives included Louis Wolfgang, Irving Kempner, Nate Blumenfeld, Allen Blumenfeld, Sid Schreiber, Sidney Gerber, Wally Zucker, Jack Milz and James Googhe. According to Louis Wolfgang, another service school will be held on Monday (25), and a third will follow at a date to be announced.
2 German Coin Mfrs. Invade Britain With Flying Disks

HAMBURG — The Germans are "sailing against England"—or in this case, flying—but it's a careful industry.

German coin machine manufacturers have suddenly decided that all of the potential European growth markets—Scandinavia, Spain and Italy are merely the tip of the iceberg. The size of the German market is so large that they plan to compete with the British market.

The two biggest West German domestic producers—N.S.M., Bingen and T.B. Bergmann & Company, Hamburg—are revving up British operations and threatening to give S. firms the stiffest competition they have ever experienced in the British market.

However, neither N.S.M. nor Bergmann regard their sales as directed toward American manufacturers. Rather, the two German firms are going for the market that never was but should be.

How big is the potential market in "underdeveloped Britain?" The German firms prefer not to speculate on their own but to be embraced by the view of Britain's largest and most British distributor, Ditchburn Equipment, Ltd.

Studies Published

Ditchburn has published several studies placing potential but unexploiated photographic sales in such areas as U.K. taverns and cafes at 160,000, and chalking U.K. operators fast going after that. Britain has less than 20,000 phonographs in operation. This compares with about 55,000 in West Germany, which is comparable in population and sociological and economic composition.

Some German trade strategists argue that the given numbers of the British situation, it is only for the future to determine which can be the remote markets of Africa, Asia, and Latin America where the ripest market of all is waiting to be placed.

Bergmann, which manufactures the Symphonie phonograph, the Arizona and Safari target games, and other games and payoffs, is building a strong base in Britain through Symplay, Ltd., sole importers of Bergmann equipment in the U.K. Symplay, which believes that Scotsmen have lots of change to spend, has established a strong tieup with the Shandon Supply Company. Shandon will provide Symplay with a showroom and Scotland-wide servicing facilities.

Shandon has gathered a thriving coin machine business onto its original business of maintenance, engineering, and distributes cash registers, scales and industrial refrigeration units.

The firm built up, over two decades, a Scotland-wide servicing organization rated one of the best service nets in the U.K. This net is now taking over Symplay distribution and servicing in Scotland.

Meanwhile, Symplay is pressing grassroots "meet-the-people" sales forays into the country by means of trailer showrooms. This is a pioneering effort originated by the Bergmann representatives, and is producing promising results.

There is no less enthusiasm for the British market at Bingen, where N.S.M. has just scored perhaps the largest coup in recent West German post-war trade history. A $700,000 sale of the new N.S.M. Serenade phonograph to the George Coughtry organization.

Loenen—Automat, the N.S.M. sales organization, has opened its own office in London to provide improved service to distributors. Spare parts are stocked at this office and commercial advertising advice is given. Sales will not be made by this office, however, but through distributors.

N.S.M.—Loenen is also giving

Card of Pope
A Hot Seller

NEW YORK—One of the fastest-selling coin machine items at the New York World’s Fair is a postcard bearing a color portrait of His Holiness Pope Paul VI. For a price of 25 cents the purchaser not only receives the card from a vending machine but may also have it mailed from the post office in Vatican City to any destination in the U.S. The Empire Supply Company of Chicago is the maker of the vending machine. Its representatives are in New York recently on business, reported that sales of the Papal portrait have been outstanding.

$169.50 (Chic)
FRED GRANGER (left), Music Operators of America managing director, and Lou Couso (center with glasses), MOA president, take down booth number reservations as the amusement machine manufacturers toured Chicago's Sherman House exhibit floor last week. The exhibit area, largest in MOA history, was virtually sold out after the amusement machine representatives got through.

**Ordinance Worries NYAVA Members**

- **Continued from page 40**

The bill contains a provision which would ban the mixing of confessions and charms. It could toll the death knell of penny bulk vending.

Roger Folt, NYBVA president, said the association would meet in the next two weeks to plan to fight the measure. Folt said the proposed legislation was the industry's first national problem in 15 years.

Jane Mason, Leaf Brands, Chicago, said the legislation was sponsored by the National Confectionery Association to satisfy the U.S. Public Health Service with regard to the mixing of food products and novelty items.

She suggested that the names of the House committee members be made known to individual operators who could then write to Congressmen. She added that the threat of this legislation could be used to induce the federal government to force the National Vendors Association to accept it.

Another major problem faced by the operators is the attitude of the Internal Revenue Service toward 25-cent capsule items.

Bulk vending operators maintain that these items are toys and novelties, not jewelry. Excess taxes must be paid on jewelry.

No clear-cut ruling has been made on the status of the capsule items.

**Ditchburn Sales Head in Chicago**

CHICAGO — M. H. Town, sales manager of Ditchburn Equipment, Ltd., prominent London pinball equipment manufacturer and operator, arrived here last Friday (15) to examine U.S. jube box and background music operating procedures.

Among stops scheduled for Town are a visit with Fred Granger, Music Operators of America managing director; Ed Ginsburg, Atlas Music head, and Lex Montoon, well-known Peoria, Ill., operator.

**PHONOGRAPH SPECIALS**

**SEEBCRYPT SPECIALS**

Seebrugy 160 SH $875.00
Wurlitzer 2410S $495.00
Seebrugy 2410S $425.00
Seebrugy M100C $225.00
Seebrugy 3W100 (Square) Wall Box $89.50
Seebrugy 3W2D Wall Box $39.50

**SHIPMENT NO PROBLEMS**

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Seebrugy M100C $225.00
Seebrugy 3W100 (Square) Wall Box $89.50
Seebrugy 3W2D Wall Box $39.50

**REFURBISHED**

Write or Call for other makes and models.

**SHAFFER MUSIC COMPANY**

849 N. High St. 
Columbus 15, Ohio 
Phone: (614) 294-4614

**PRO-PINBALL COP**

LEYDEN—The Dutch trade is making effective use of a pro-pinsale article for the Italian police magazine penned by Dr. Raffaele Giastri, chief of police in Cremona.

Dutch operator associations are exhibiting the article at meeting with the authorities on pinball operation. Holland has local option coin machine laws.
Bad Weather Good

LUCERNE—The forecast is for a cold, soggy summer in Europe, and Swiss operators couldn't be happier, rushing the slinging of additional coin games and phonographs in hotels, lodges and trailer camps.

The best season Swiss operators have had was the rainy summer of two years ago. Tourists were forced inside — and deposited record collections in phonographs and games.

Some Swiss hotels, anticipating tourist restiveness, are advertising phonographs and coin games among their recreation facilities. In Zurich, the posh Baur-au-Lac Hotel has sized four additional phonographs.

Stocks Spare Parts

FRANKFURT—Globus Automatic, one of West Germany's leading one-step establishments, makes a fetish of stocking all spare parts that conceivably could be requested. This involves carrying a big inventory, and the firm is frequently asked if it isn't foolish to keep so much money tied up. Par from being foolish, the fetish is financially rewarding.

Customers turn to Globus, according to proprietor Karl Karthel, knowing that "if anybody will have this part, it will be Globus." Karthel counts the money tied up as promotion expense.

Operation Fades

PARIS—A French trade survey shows that the mom-and-pop operation, a few years ago the pillar of French coin machine operation, is fast vanishing.

The trend is toward large operations, and smaller firms are swallowing the mom-and-pops. The smaller firms, in turn, are being swallowed by operating companies.

Trade studies place 150 machines as the minimum number providing a financially sound operating base in France today. Competition is forcing operators to upgrade equipment and to expand into lavish music programming with at least weekly disk changes and at prime locations semi-weekly.

At least one prime Paris location now boasts daily disk changes to keep its hot 100 platters up to the minute.

London LVF Fair Shows Coin Units

LONDON—The leading coin machine manufacturers were represented at the Licensed Victuallers' Fair here April 13-17. Rock-Ola's new Grand Prix phonograph drew much attention at the Riffer and Walker stand, and there was considerable interest in the new Libramat book vending machine, which sells 48 paperbacks and makes change.

Symply, Ltd., distributor for the Hamburg firm, Bergmann, showed the Libramat also exhibited the new Safari Electronic Mirror Gun, an improvement on Bergmann's earlier Arizona Live Shooting Gallery.

Photographic Equipment Company, Ltd., announced during the show that it will become a public company with dealings on the London stock exchange beginning on May 25.

"We scheduled production of twice as many SKY DIVERS as MONTE CARLO and thought maybe we had our neck out. But again the assembly lines were drained while orders continued to pour in. We are very sorry to disappoint our many friends who did not get their SKY DIVERS. Please don't be mad...get MAD WORLD (see ad below) and be glad!"
### Album Reviews

#### Pop Spotlight

**When Lights Are Low**

Tony Bennett with Ralph Sharon Trio. Columbia CL 2173 (M), CS 6975 ($)

Tony establishes and maintains a highly personal and intimate atmosphere throughout this LP. Bechly's guitar and Bennett's vocals blend perfectly to create an ensemble that ranks as one of the best of this year. "Girl, I Hope," "True Confession," and "When You're Gone" are three tracks that definitely will appeal to Bennett's legion of loyal fans.

**It Must Have Been Something I Said**

The Smothers Brothers. Mercury MG 20094 (M), SR 60904 ($)

The Smothers have three other albums on the charts for an accomplishment equal to RCA with "The Smothers Show," "The Smothers Brothers' Comedy Hour," and "The Smothers Brothers' Joke Book." This chart shows that pop programming here are several strong contenders.

**Cotton Candy**

Al Hirt. RCA Victor FM 2917 (M), LSP 2917 ($)

This album is surrounded by his musical albums, including the hit song Sung Singer (all participants in his best selling album on the theme album.) "Cotton Candy" and "Believe, Baby" are two of the Smothers' top tracks. "Knick," is a strong new contender.

**Reflections**

Peter Nero. RCA Victor LPM 2853 ($)

A collection of contemporary pop standards handled with expert precision. An engrossing album by one of the most versatile and popular instrumentalists today. "The Night "I'll Be Yours," "Gipsy," and "Will You Love Me Tomorrow?" are among others.

**Awe of Men**

The Party. RCA Victor LPM 1090 (M), LSP 1090 ($)

This album is produced in a different style than the Smothers' albums. "Awe of Men" is a strong new contender. "Let Me Be Your Love," "Dinah," and "Hot Rods" are among others.

**The New Girl in School**

Jan & Dean. Liberty LRP 3561 (M), LST 7361 ($)

Jan and Dean have been riding the crest of the wave for over a year. This album and the band's appearance in the surf and school band are featured in this release. The LP is split into the two sides, and the surf and school band are highlighted. The album is a great listening experience.

**The Bobby Goldsboro Album**

United Artists UAL 3358 (M), UAS 6358 ($)

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