

Billboard

The International Music-Record Newsweekly

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

Reilly to Speak at ARMADA Parley

By MILDRED HALL

WASHINGTON — Federal Trade Commissioner John Reilly, who presided over the trade practice rules hearing and is the commissioner in charge of the record rules proceedings, will address the ARMADA convention on Saturday, June 27. Billboard had learned he will speak whether or not the FTC has affirmed the final version of the record industry rules by that date. Reilly will talk on "Industry and the Federal Trade Commission Responsibilities Under the Trade Practice Rules."

The commissioner's talk will emphasize the strong role that industry responsibility, and cooperation with the Commission, will play in making the rules a success. It will be up to the industry to "generate self-compliance," and the Commission will stand ready to help that effort.

The luncheon address will be Reilly's first public talk since taking office last November as

one of the FTC's youngest (36) members.

The commissioner said he would be highly pleased if the guide rules were approved by the full Commission before June 30, but he is more concerned with getting a sound, meaningful and practical set of rules, even if this takes more time.

Meanwhile, ARMADA is going ahead with a strong program on legal problems. ARMADA counsel Earl Kintner, formerly chairman of the FTC, will devote two sessions to covering the full range of legal problems in the industry—possibly running to two hours each. Kintner expects to get right right down to "nuts and bolts" on every legal aspect involved in the trade rules.

WASHINGTON — As time draws near for the ARMADA convention in Miami, conjecture grows stronger that the Federal

(Continued on page 10)

Passing Parade Opens New Era in Publishing

'Outsiders' Offer \$\$, Little Else

By MIKE GROSS

NEW YORK—The death of Max Dreyfus, head of Chappell, several weeks ago has spotlighted anew the problems facing many of the old-line publishing firms. Mostly one-man operations, many of the publishing empires are being left without a continuity pattern for a takeover. Too, many of the old-line firms are outside of the music industry.

The value of the copyright in these vast catalogs has caught the interest of Wall Street firms, syndicates, corporations looking for diversification outlets, and giant users. They've been looking

(Continued on page 6)

SEEBURG PLANS EUROPE MOVE

CHICAGO — The Seeburg Corporation, a leading manufacturer of automatic phonographs, is embarked on a publisher acquisition program for its background music division.

Seeburg has two U. S. firms, Beatrice (ASCAP) and Fremont (BMI) and one in Zurich providing material for the background music operation.

Tom Herrick, Seeburg vice-president, said the firm's four basic background music libraries contain from 6,000 to 8,000 selections, mostly ASCAP.

He pointed out that publisher royalty payments disbursed through the licensing societies amounts to a sizable portion of the background music division's operating budget.

Herrick said that the publishing expansion will be in Europe. He pointed out that with Seeburg firms holding the copyrights on some of the material, the royalty costs could be pared considerably.

Potential Is Lined With Gold

By PAUL ACKERMAN

NEW YORK — Coincident with the passing or imminent passing of giant publishers from the music scene (see companion story) is the growing realization that a new publishing era has begun. It's an era marked by much new thinking regarding the potential of publishing, and a realization that the publishing segment of the music business looms larger in importance than for many a year.

Here are some facets of the "new thinking":

(1) Publishers seem to be recapturing some of the "control" they had lost to the mechanical men during the heyday of rock 'n' roll; (2) the cliché that the indie publisher can no longer function has been dissipated—some examples being George

(Continued on page 6)

ROSA PARLEY ON JUNE 27-28

MIAMI BEACH—The Record One-Stop Association will hold a two-day general membership meeting June 27-28 at the Eden Roc Hotel here. Stanley Stone, newly elected ROSA president, said the meeting was called during the annual convention of the American Record Merchants and Distributors Association because of the many ROSA members attending the ARMADA show.

Columbia Goes All-Out To Project New Blood

By MIKE GROSS

NEW YORK — Columbia Records is kicking off a big campaign on new artists. It follows the pattern that brought such names as Barbra Streisand, Robert Goulet, the Rip Chords and the New Christy Minstrels to the label's forefront as hot sellers.

Under the aegis of Ken Glancy, recently appointed overall vice-president of Columbia's artists & repertoire activities, the company is centering its promotional guns on Joe Mooney, pianist Danny Zeitlin, pop singers Kenny Rankin, Linda Lloyd and Bruce & Terry, Broadway-TV star Robert Horton and folk singers Judy Roderick and Orriell Smith, both of whom are already scoring with newly released albums.

Despite the fact that Mooney is a legendary figure in the music industry, Columbia puts him in the "new artists" category because it's his first time out on the label. The Columbia pitch is centered on "new blood," which, according to its longtime philosophy, is the lifeline of the industry.

Mooney Debut

Mooney, who is currently appearing at the Penthouse Club

in New York, debuted on the Columbia label last week with the album, "The Greatness of Joe Mooney." Zeitlin, a jazz pianist who is also a psychiatry student at John Hopkins University, will be launched with the jazz LP, "Cathexis." Rankin is being introduced via the single, "U. S. Mail." An unusual aspect of his promotion campaign being fashioned by the company is that Rankin appeared at Columbia's convention of international affiliates in Spain last month to preview foreign language versions of the single—in German, Spanish, Italian and French—which are being simultaneously released in Europe. Rankin will return to Europe this month to promote the foreign disks in the key European record markets. Miss Lloyd is also being primed for the singles market with "Heartbreak High School, U.S.A." She recently completed a cross-country tour in which she was introduced to disk jockeys and distributors. Bruce & Terry, singing team from the West Coast are also being debuted in the singles field with "Summer Means Fun," coupled with "Yeah!"

(Continued on page 10)

RIAA Sets September As Nat'l Record Month

NEW YORK—The record industry is going to have a "Month" of its own. Under the sponsorship of the Record Industry Association of America (RIAA), a National Record Month celebration has been set for September under the theme of "The Wonderful World of Records."

As part of the campaign, a special logo has been designed which all participating companies will use in their advertising and point-of-sale material. In addition, the RIAA has designed a special window display

calling attention to National Record Month.

The RIAA is now trying to get a presidential, congressional or gubernatorial proclamation for National Record Month. City proclamations will be worked out by local participants in the campaign.

The RIAA also is enlisting participation from such industry organizations as ARMADA, NARM, NARD, NAMM, NAB and NARDA.

During the campaign each manufacturer will be free to tie in with any product he is merchandising at the time. Also, the RIAA is preparing a presentation kit to bring the industry message to consumer press. The campaign, according to Henry Brief, RIAA's executive secretary, is designed to call attention to the record industry's vast repertoire.

DELAY RULING ON DISK CLUB

WASHINGTON — The expected June 10 date for an initial decision in the Federal Trade Commission's case against Columbia Record Club for alleged monopoly and false pricing practices has been put off until June 30. Examiner Donald H. Moore, who presided over the year-long and extremely complicated testimony, has asked for the extension of time before writing his initial decision in the case.

If the initial decision goes to the full commission on the June 30 date, FTC staff says it will probably not be publicly available until after the first week in July. Just when the full commission will act on the examiner's recommendation is conjectural.

Final arguments and findings of fact were presented on the case here in Washington in April. (See Billboard, May 9, 1964.)



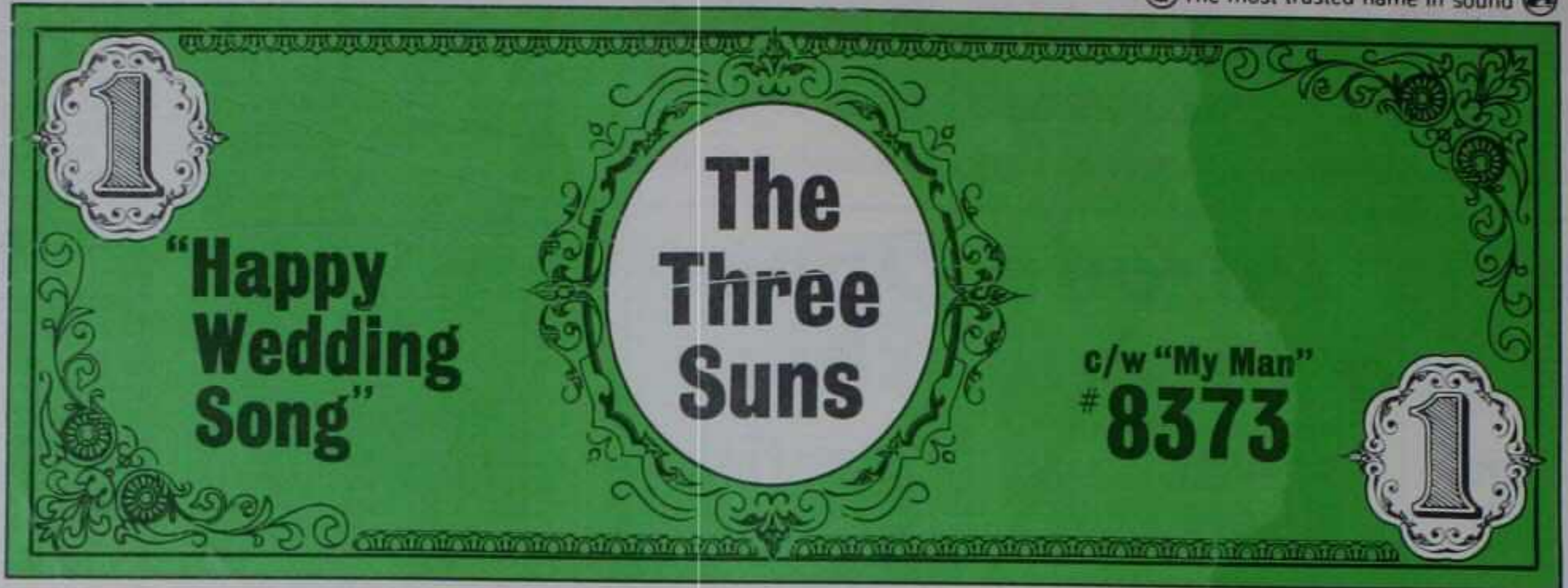
GEORGE R. MAREK (left), vice-president-general manager of the RCA Victor Record Division, and David Merrick, producer of the Broadway musical "Hello, Dolly!," give a lift to the gold record award signifying \$1,000,000 in sales for the Victor original cast album of the show. Sales figures for the album were audited and approved by the Record Industry Association of America (RIAA).

What are the top SALES IMPACT STATIONS in Dallas-Fort Worth?

See Radio Response Chart in Radio-TV Section

4 NEW MONEY-MAKERS FROM RCA VICTOR

The most trusted name in sound



1

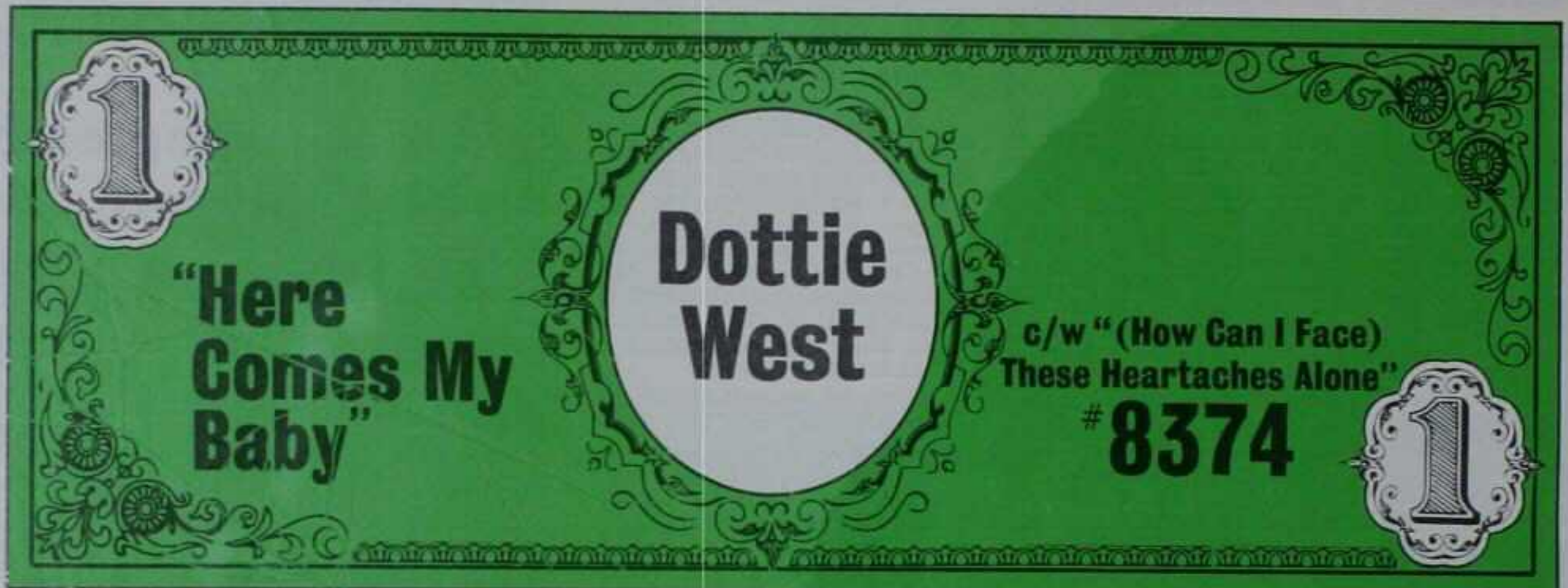
"Happy Wedding Song"

The Three Suns

c/w "My Man"
8373

1

A green record label with a decorative border. The number '1' is in a decorative frame in the top left and bottom right corners. The artist's name 'The Three Suns' is in a central oval. The song title 'Happy Wedding Song' is on the left, and the catalog number and alternate title are on the right.



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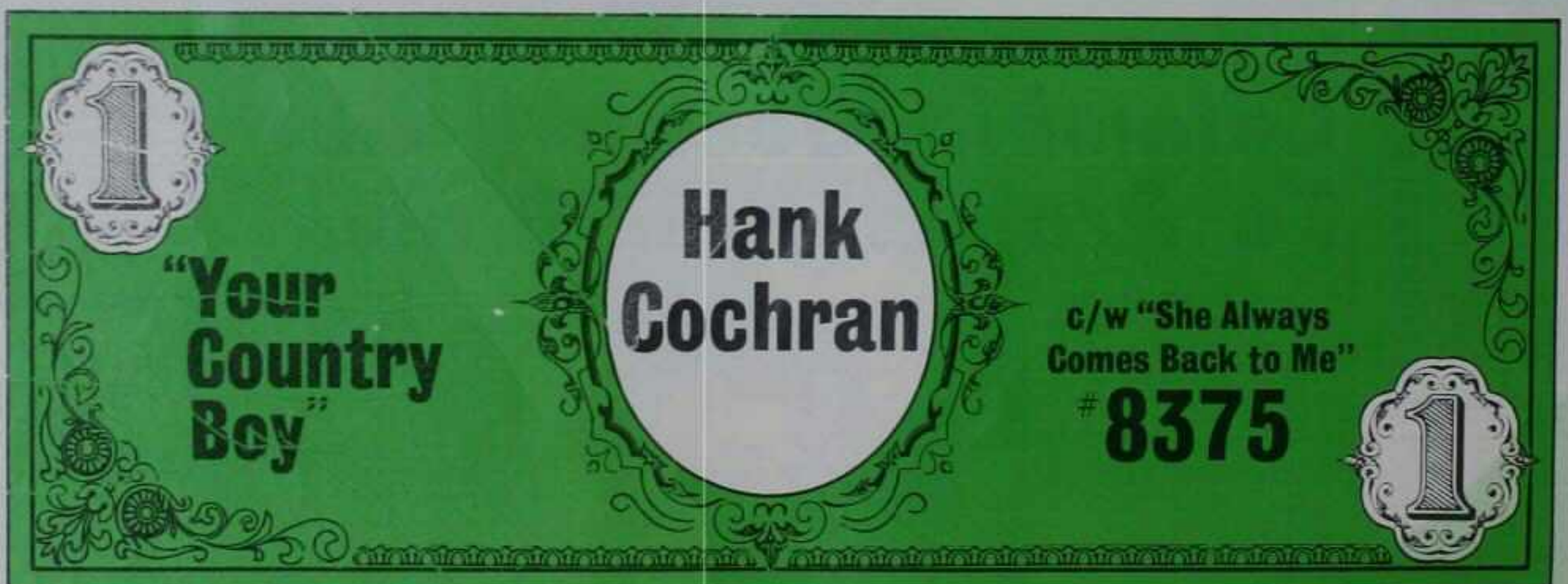
"Here Comes My Baby"

Dottie West

c/w "(How Can I Face) These Heartaches Alone"
8374

1

A green record label with a decorative border. The number '1' is in a decorative frame in the top left and bottom right corners. The artist's name 'Dottie West' is in a central oval. The song title 'Here Comes My Baby' is on the left, and the catalog number and alternate title are on the right.



1

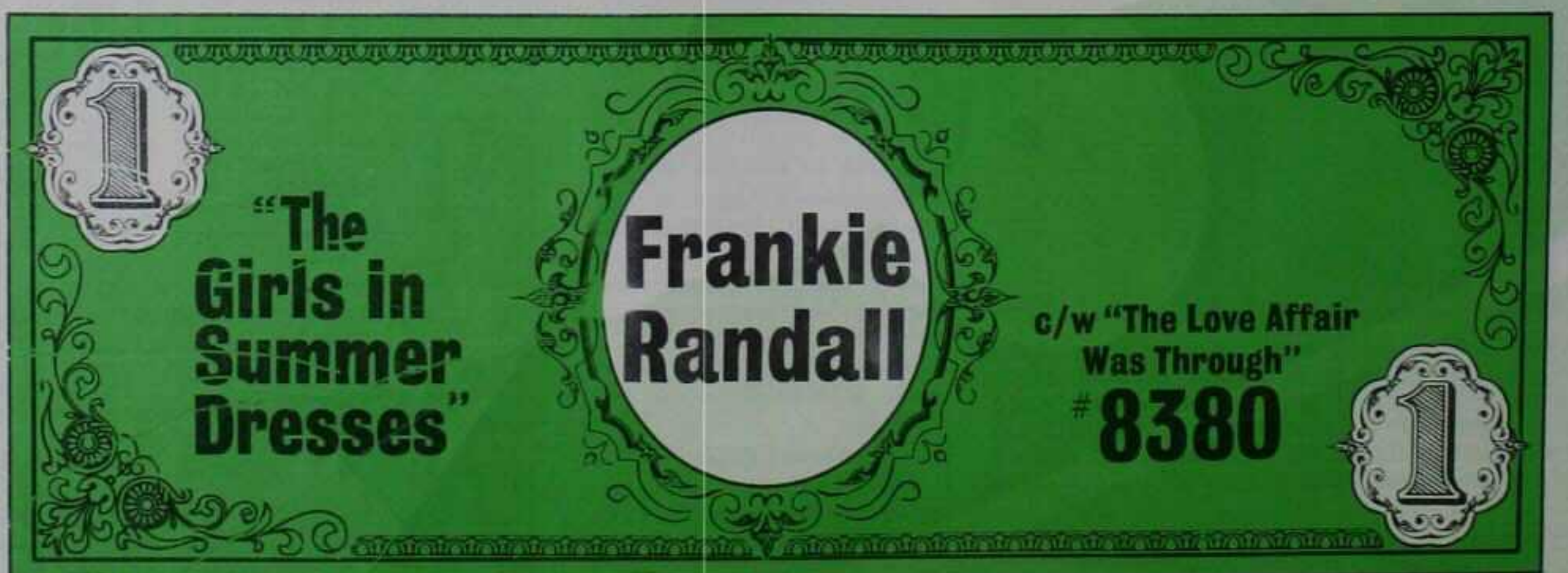
"Your Country Boy"

Hank Cochran

c/w "She Always Comes Back to Me"
8375

1

A green record label with a decorative border. The number '1' is in a decorative frame in the top left and bottom right corners. The artist's name 'Hank Cochran' is in a central oval. The song title 'Your Country Boy' is on the left, and the catalog number and alternate title are on the right.



1

"The Girls in Summer Dresses"

Frankie Randall

c/w "The Love Affair Was Through"
8380

1

A green record label with a decorative border. The number '1' is in a decorative frame in the top left and bottom right corners. The artist's name 'Frankie Randall' is in a central oval. The song title 'The Girls in Summer Dresses' is on the left, and the catalog number and alternate title are on the right.

Survey by BMI Lists Most-Played Composers

NEW YORK—The five most-performed living American-born composers during the past season, according to a Broadcast Music, Inc. (BMI) survey, were Samuel Barber, Leonard Bernstein, Aaron Copland, Alan Hovhanes and William Schuman. Beethoven led the field in the pre-1900 composers most performed and was followed by Mozart, Brahms, Tchaikovsky and Wagner.

BMI, in co-operation with the American Symphony Orchestra

League (ASOL), surveyed the programs of a wide cross-section of U. S. and Canadian orchestras for the report, which has been prepared for the fifth consecutive year. A total of 2,654 concerts given by 263 orchestras, involving 10,141 performances of 1,934 individual titles during the past season, was surveyed under the direction of Ulysses Kay, American composer and BMI consultant on contemporary music.

Works of 625

The works of 625 composers were performed last year. Of them, 167 were standard composers (working before 1900); 458 were 20th century composers (working from 1900 to present). The category "since 1936" tabulated performances written since 1936, thus was in the first period of copyright protection. Here 352 composers had 1,099 performances of 435 works; of them 246 were Americans.

The BMI survey, largest of its kind regularly undertaken, involved analysis of the official season programs of 28 major orchestras and 38 colleges, training and youth orchestras. They presented 2,654 concerts, including 2,155 subscription concerts, 192 tour concerts, 207

(Continued on page 6)

Selecta Plans World-Wide Disk Imports

LONDON — British Decca's distributing subsidiary, Selecta, following its success with imported Italian product in England, will now import disks from all over the world.

RCA's Italian general manager Guiseppe Ornato was due in London last week to discuss arrangements for the import of Italian singles following high sales achieved by the LP's Selecta brought in as an experiment last month. Already 14 RCA Italiana singles are on the market as a result of Selecta general manager Arthur Green's enthusiasm for the initial results of his experiment. The disks, 100 per cent Italian products, are being sold in colored pictorial bags at \$1.10—about 16 cents more than the normal British price of a single.

Next month Green visits Paris and Madrid to try to arrange import of selected material from French and Spanish catalogs.

GAC Expanding; Creative Music Division Formed

NEW YORK—General Artists Corporation is expanding its activities in the recording industry area. Heretofore, the talent agency was primarily concerned with talent alone, but now it is targeting in on independent rec- personnel and sundry other fac-

ets of the disk industry in which the agency can participate.

Along this line, GAC has developed a Creative Music Division under the direction of Jerry Raker. The division, as announced by Buddy Howe, GAC vice-president, will be responsible for all recording and music activities.

In the past, GAC has centered its efforts on recording artists, but now it feels that the ever-growing importance of records in the careers of talent necessitates an involvement with all the creative aspects that come into the production of records.

Works in All Divisions

Raker will work with talent in all divisions of the agency to create musical packages. This will include clients in the variety, theatrical, motion picture, TV and literary fields. Raker says he will treat them all as artists (this includes disk producers, arrangers, conductors, etc.). Raker's aim will be to unite all the elements involved in producing the packages and developing product for the record industry in much the same way TV packagers operate for the video industry.

According to Howe, this is a "service" activity that has never been fully developed in the

agency field. "The ultimate goal," he said, "will be to direct a constant flow of ideas for musical packages to current recording artists as well as talent that has never before made records."

DECCA TO PAY 30c DIVIDEND

NEW YORK—The directors of Decca Records have declared a regular quarterly dividend of 30 cents per share of the company's capital stock, payable June 30 to stockholders of record June 16.

New Business: Peter, Gordon Due in N. Y.

NEW YORK — Capitol Records, the U. S. disk company that spearheaded the British performer invasion with the Beatles early this year, is following up with Peter and Gordon, who arrive here from London June 15 to begin an extended concert tour.

The duo's first American concerts will be staged at the N. Y. World's Fair (June 19-21), with subsequent bookings planned for Boston, Philadelphia, Baltimore, Washington, Cleveland, Detroit, Chicago, Atlanta, New Orleans, Houston, Dallas, Los Angeles, Las Vegas and San Francisco. According to present schedules, the tour will conclude with concerts in Honolulu on July 3, 4 and 5. National TV appearances are now being negotiated.

The duo broke into the U. S. best-seller charts with "A World Without Love" and Capitol this week is releasing their second single record here, "Nobody I Know" backed with "You Don't Have to Tell Me."

The first step in the U. S. promotion of Peter and Gordon will be a luncheon Tuesday (16) for the music-trade press, hosted by Capitol at Tower Suite of the Time-Life Building here.

4 Singing Contests in Italy; Disk Business Gets Boost

By SAM'L STEINMAN

ROME—Four singing competitions running from mid-June to mid-July are expected to give impetus to Italy's disk business which is fighting a nationwide recession.

AFI (Italian Phonograph Association) and RAI (Italian Radio-TV) are joint sponsors of "A Song for the Summer." This was promoted for two months via radio programs and had its climax at St. Vincent where the 14 winners were selected by public voting. Proclaiming the ultimate winner, however, has been reserved until the end of September when full sales reports will have been received. Early leaders are Style's John Foster, RCA's Nico Fidenco, Carisch's Peppino Di Capri and Durium's Los Marcellos Ferial.

Cantagiro (Singing Tour) gets under way for its 16-day run from June 26 to July 11 in 15 cities, with the final two nights at the Roman spa of Fiuggi. This event, in its third year, will have the most impressive pop singing cast ever assembled for one Italian event. The two previous winners, Adriano Celentano and Peppino De Capri, will be guests along with Domenico Modugno. Two groups of singers — 20 recording names and 20 newcomers — will compete against each other in a round-robin series, in the name group and in the newcomers group, with those scoring highest points competing during final eliminations at Fiuggi. Top-selling RCA names of Michele and Donatella Moretti have emerged from the newcomers' group in past.

Compete July 16, 17

Singers of the year, selected by disk critics, will compete in the Cantastampa (Press Song-fest) at Taormina July 16 and 17 with special music and lyrics written by newspapermen. Last year's show, which took place at Rimini, initiated this event and brought considerable pub-

licity because it is regarded as the one closest to the press. Winners a year ago were Celentano and Rita Pavone.

Pesaro's Sixth International Song Tournament is set for June 20-21. At this time many diskeries release some of their summer hits for the first time. Francoise Hardy, who was one of those who pulled out of San Remo when French diskeries decided not to support the festival, has given her assurance that she will take part at Pesaro.

UA to Bow Album From '7th Dawn'

NEW YORK—United Artists Records will release the original soundtrack album from the motion picture "The 7th Dawn." Music is composed and conducted for the picture by Riz Ortolani, writer of "More" from "Mondo Cane." The album will be released in the summer, coincidental with the distribution of the film. According to Murray Deutch, vice-president of United Artists music company, a number of companies will issue single records, including Columbia with Robert Goulet, Jubilee with Enzo Stuarti, World Artists with Joe Sherman and Contempo with Richard Hayes. Instrumental versions of "The 7th Dawn" have been recorded by Ferrante and Teicher on United Artists, and Henry Jerome on Decca. Deutch also reports versions have been recorded by Jimmy Haskell on Capitol and Shirley Scott on Impulse.



JOEY HEATHERTON, film and TV starlet, signs an exclusive long-term pact with Coral Records as label's artists & repertoire director Dick Jacobs looks on. Joey is the daughter of TV personality Ray ("The Merry Mailman") Heatherton.

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AFM Report on Union Gains

PORTLAND, Ore.—Substantial wage and hour gains for musicians in the fields of phonograph recording, network radio and TV broadcasting and theatrical and TV motion picture films are reflected in the annual published report of American Federation of Musicians' President Herman Kenin to some 1,000 delegates assembling at the opening session (June 15) of the 67th annual convention at the Portland Hilton Hotel.

An accompanying report by Treasurer George V. Clancy showed that the AFM operated "in the black" during the current fiscal year, despite a drop of some 7,500 members. A total of \$9,200,000 in the comparatively new pension fund (established in 1959) was reported, with initial benefits being paid this year from cumulative funds.

Kenin outlined the new five-year phonograph agreement concluded in December 1963, which

recognizes for the first time the right of the individual per-

Sapphires, Lewis Signed by Label

NEW YORK — ABC-Paramount Records has signed the Sapphires (Carol Jackson, Joe Livingston and George Garner) and Bobby Lewis to recording contracts.

First ABC-Paramount release by the Sapphires is "Hearts Are Made to Be Broken," backed with "Let's Break Up for Awhile."

Lewis' first ABC-Paramount release is "Fanny Tucker," backed with "That's Right."

forming musician to receive payments directly from the sale of phonograph records.

In the radio-TV field, Kenin noted that a hard-won two-year agreement not only averted a possible strike but resulted in the retention of some 75 per cent of network staff employment, a 10 per cent wage scale increase and substantial severance payments for staff members relieved from term employment.

AFM Secretary Stanley L. Ballard reported a membership of 275,254 compared to last year's roster of 281,946, with 6,014 members in the U. S. and Canadian Armed Forces.

The convention will run through June 18.

Ringo Has Scare; Gets A Substitute on Snare

LONDON—Beatles' fans had the biggest scare of their lives recently when Ringo Starr was rushed into a London hospital after collapsing at a photographic session the day before the group left for their Scandinavian tour. There was talk of canceling the three-day visit to Holland and Denmark.

But instead 24-year-old Jimmy Nichol, drummer with Georgie Fame's r&b group, the Blue Flames, was pulled into rehearsal and filled in. He also flew to Hong Kong with the Beatles for their concerts there last week. It was determined that Ringo suffered from tonsillitis and laryngitis. He is now out of the hospital and has rejoined the group.

The night before Ringo's collapse the Beatles waxed a new single for simultaneous transatlantic release about July 10. Meanwhile, an EP featuring Paul McCartney's version of "Long Tall Sally" and Ringo's version of the Carl Perkins number, "Matchbox," with two others, was rushed out here this weekend to counteract sales of Polydor's single, "Ain't She Sweet." The last-named was recorded in Hamburg two years ago and is currently on the British charts.

Beatles' manager Brian Epstein announced plans for the Beatles to star in another Christmas Show — at the Hammer-smith Odeon in London for three and a half weeks starting December 24.

Canadian Disk Sales Dip In '63; Up in '64 Quarter

NEW YORK—Canadian Record sales during 1963 were slightly down as compared with 1962; but the first quarter of 1964 shows a substantial gain over the comparable quarter of 1963, according to Fraser C. Jamieson, managing director of London Records of Canada, Ltd. Jamieson, guest speaker at a recent luncheon of the International Record Men's Club held at the Taft Hotel, said the 1963 figures were 1.7 per cent below 1962. He termed this estimate a BB figure (before the Beatles) and added: "We find quite a different story for the first quarter of 1964, where the quarter at \$6,000,000 compares to the same quarter of 1963 at \$4,800,000. Dollar-wise our company is doing better than last year, therefore, it is safe to say that the entire gain is not due to the Beatles."

The figures quoted by Jamieson represented combined dollar volume of Canadian record manufacturers at the wholesale level, as compiled by the Dominion Bureau of Statistics.

65 Per Cent of Market

Jamieson, recently elected president of the Canadian Records Manufacturers' Association, said the Canadian market totaled 20,000,000 as compared with nearly 200,000,000 in the States. In dollar volume, Canada is about 6 per cent of the American market because "there

are fewer disposable dollars available per capita than in the States." He pointed out, however, that Canada has the second highest per capita buying of records—the first being the U. S.

"The problem of a limited market is further compounded not only by fairly strong minor ethnic groups but by the fact that 25 per cent of our market is French, and French speaking. . . . In the Province of Quebec it is estimated that at least 3 per cent of the product sold is strictly French; that is, contains French vocals, or, if instrumental, is actually produced in Quebec Province by French-Canadian artists. This means that about 8 per cent of our entire national market is French product. Some of the companies have been slow . . . to recognize this market situation but . . . now they all realize this market must be catered to. . . ."

Jamieson said the cost of doing business in Canada is a "chronic problem." London's Canadian operation, he said, is

bilingual; French correspondence is answered in French; this leads to the unhappy situation of running up our costs."

Hit Sales Down

As in the States, hit singles have dropped in sales, Jamieson noted. A few years ago a hit single could sell 100,000; today it does well if it achieves 50,000. "But inasmuch as the total dollar volume is fairly consistent, it is obvious that LP product is taking more and more of the market," Jamieson said.

The executive noted that stereo has not taken hold in Canada as well as it has in the States. He added: "It would be wonderful to be free of double inventory."

With regard to merchandising, Jamieson said that no one type of selling organization has been able to dominate the industry.

He also noted that the Canadian manufacturer and distributor must be selective as to product, because the market is incapable of absorbing the mass of product produced in the States and Europe. He also emphasized the substantial Canadian artists. This type production is increasing — and such product has an advantage inasmuch as the artists are available for promotional appearances on radio and TV. Therefore, Jamieson indicated, U. S. product has to fight for a position in the Canadian market, "and the battle will get tougher."

Jamieson stated that record production facilities were improving rapidly, and that use of branches was mandatory if a company hoped to make money. Only two cities, Montreal and Toronto, approach 2,000,000 in population, and the third largest, Vancouver, has about 500,000.

The Canadian record business, like that in the States, "is cursed with credit problems," Jamieson continued.

Despite these difficulties, the Canadian market at the present time seems "buoyant," he concluded.

SKA STARTS TO JUMP

NEW YORK—Excitement is building ariant the Ska, the Jamaican dance. Atlantic Records, which has released three Ska disks, is now blanketing the nation with dance instruction charts. Bulk quantities have been sent to record distributors, dealers and jockeys. Additionally, Byron Lee, who is credited with playing a key role in starting the Ska in Jamaica and the West Indies, has been signed to an Atlantic recording contract. Several sides by Lee will be included in a Ska album to be released shortly by Atlantic.

Tying in with this is a Ska campaign by the Arthur Murray dance studios. The studio management has sent Atlantic Ska records, with dance instructions, to some 400 units coast to coast.

Meanwhile, a group of Ska dancers have been in the U. S. the past four weeks and have appeared in the New York area on TV shows, the World's Fair, at Trudy Heller's in the Village, and elsewhere. The group is sponsored by the Jamaican government.

Mercury's Sales Plan

CHICAGO — Mercury Records Corporation's summer sales plan, "We're Having a Hit Wave," features 15 new albums and a special c&w promotion.

A cash discount is offered on all new product and catalog product, with a special summer sales plan on the c&w album collection. The new program offers a repeat of Mercury's "frame" displays, introduced by the label last month.

"Country Fair" is the theme for the special c&w promotion, which includes 31 best-selling albums by such artists as Flatt and Scruggs, George Jones, Leroy Van Dyke, Faron Young, Rex Allen and Roy Drusky.

New pop albums are by Johnny Mathis, Ronnie Gilbert (former lead singer of the Weavers), Brook Benton, Big Bill Broonzy, Dave Van Ronk, Eddy Howard, Harry Simeone Chorale, Leroy Van Dyke, Sil Austin and David Carroll.

Classical albums are by Joseph Szigeti and the London Symphony, Gina Bachauer with the London Symphony, the Eastman Rochester Orchestra, Marcello and the Chamber Orchestra of Wurtemberg.



JULE STYNE (seated) goes over his score for "Fade Out—Fade In" for Carol Burnett, Betty Comden and Adolph Green (left to right) at the ABC-Paramount recording session. The original Broadway cast album will be shipped into the market this week.

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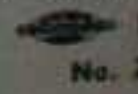
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RECORDS**



CL 2174/CS 8974



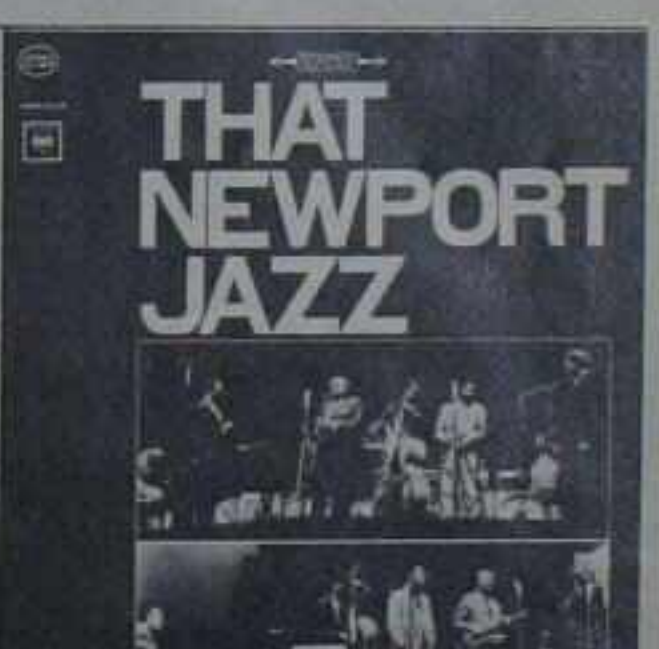
CL 2180/CS 8980



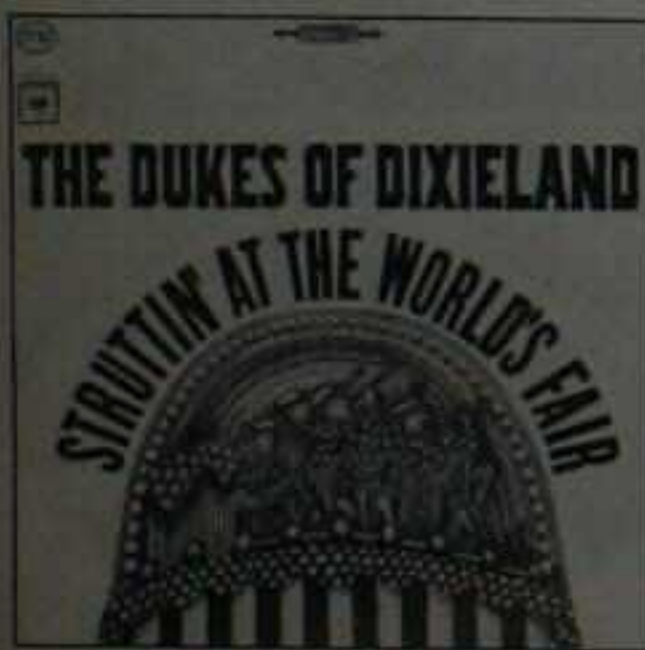
CL 2190/CS 8990



CL 2178/CS 8978



CL 2179/CS 8979



CL 2194/CS 8994



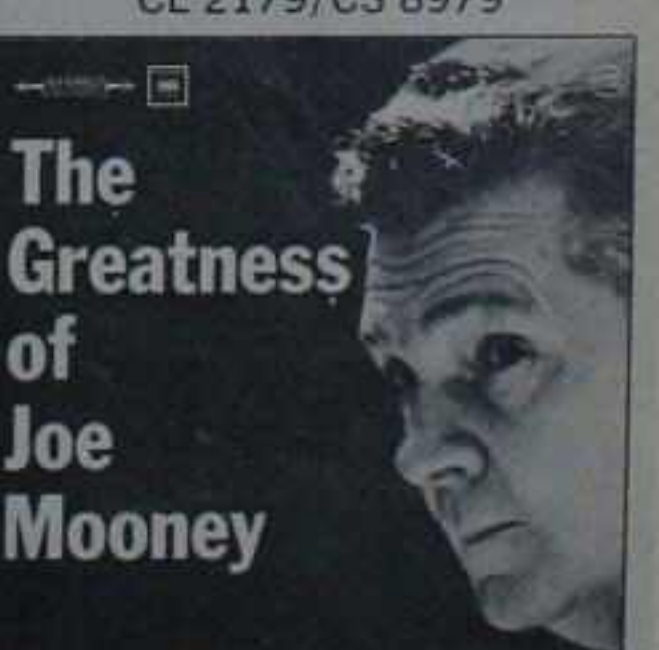
C3L 32 3-Record Set



ML 5987/MS 6587



ML 6004/MS 6604



CL 2186/CS 8986

STOCK ALL THE HIT ALBUMS FOR EASY PICKIN' BY YOUR CUSTOMERS!

Hard Customers, Soft Dollar

LOS ANGELES—When business is "soft" the specialty shops have an easier time making a dollar than regular retail outlets offering the breadth of best selling merchandise.

This, in the opinion of George Hocutt, president of Quality Record Sales, which operates Sam's Jazz stores, is the reason his business has held up during a generally "soft" period hereabouts.

"My customers are not affected by hot merchandise, or the lack of it," he explained. "They're in there buying catalog, which is the advantages of a specialty store."

Hocutt and Jack Lewerke

have owned the two stores seven months. During the recent Memorial Day weekend, both stores remained open and did substantial business in such new packages as "Getz/Gilberto"; "Carpetbaggers," by Jack McDuff; "Joe Williams at Newport," "New Prospectives" by Donald Byrd, and "Black Orchid" by the Three Sounds, plus the regular catalog items.

Hocutt says operating a specialty shop has its uncanny moments. Several weeks ago he got touted on a Chicago LP "Boss Tres Bien" by the Quartet Tres Bien. The Chicago label, Norman Records, had sold the master to Decca which had

not released it when Los Angeles DJ Tollie Strode of KBCA heard the album and began programming it.

Since Sam's customers listen to the station, they began calling for the LP. Hocutt managed to get 77 copies from Norman but as the supply diminished he was unable to get any more copies. "We were selling two copies an hour," Hocutt said with a grin. "I wish I could get 500 more."

Another product proved successful is the Atlantic LP "Catbird Suite" by the Mitchell-Ruff Duo released several years ago. Hocutt bought 500 copies and advertised them along with the "Tres Bien" package. "The image we strive for," he said, "is that Sam's will go out of its way to get difficult material for its customers."

Potential Is Lined With Gold

• Continued from page 1

Pincus, Lou Levy, Tony Valando, E. H. Morris and the Howie Richmond-Al Brackman combine; (3) publishing income rises continuously, and the picture for the future is better than ever in view of several developments and likely developments.

Stems From Disks

With regard to the last-named point, it may be noted that the increased income potential stems currently from the growth of the record business, both domestically and internationally—particularly the latter. Some publishers now state that overseas income equals or almost equals domestic income. In conjunction with this it is to be noted that mechanicals abroad run as high as 8 per cent of a disk's selling price.

Too, upcoming revisions of the Copyright Act of 1909 will increase the potential of copyrights. Music attorneys close to the scene expect the mechanical rate to be hiked—and while the rate will still be negotiable, the base will be higher. The period of copyright extension is

expected to be lengthened, thus bringing the Act more in line with general European practice (50 years after the death of the writer)—and again increasing a copyright's long-term value.

Broadcasting Top Earner

Another important factor commented upon by astute observers is the likelihood of increased income not only from an increased mechanical rate and from new mechanical music uses but also from performing rights. Broadcasting, of course, continues to be the chief performance money-earner — with some \$50,000,000 collected annually in the U. S. — but increased use of closed-circuit TV, and an increased drive to license performance in hotels and other non-broadcast locations, is expected to pick up the total performance earnings considerably.

In fact, more and more record men view with a jaundiced eye the difficulties of the record business while at the same time becoming more enamored of the publishing business. One stated, while paraphrasing Dinah Washington's hit of years ago: "Publishing is the thing today!"

Outsiders Offer \$\$, Little Else

• Continued from page 1

ing over the books of many firms with an outright purchase in mind. It's known that Columbia Broadcasting System as well as a large magazine and record club operator have been investigating the Chappell set-up. Mills Music has been up for sale at least five times and it's been reported that a utility firm is now dickering for a buy. Up until late last week Music Corporation of America was negotiating for the purchase of E. B. Marks Music. It now appears that only the firms owned by film companies (Music Publishers Holding Corporation, by Warner Bros., the Big Three, by MGM and 20th Century-Fox, and Famous, by Paramount) are safe from the outside investors.

Cause of Concern

The possibility of music firms being run by non-music men, who in all probability will be sitting on the ASCAP board due to their ownership, has caused concern among many top writers. They feel that the Wall Streeters will not be representing their best interests and music is likely to become just another commodity—like canned goods. It has been mentioned in some quarters that if this comes to pass some of the veteran writers will pull away from the Society.

A purchase of a large music firm is an intricate procedure.

The investigation aspect has also become an expensive matter. It's been heard that one corporate interest spent close to \$98,000 investigating the books of one large firm before negotiations fell through. In the case of Chappell, a purchase won't come easy because of the firm's interlocking ties with writers. (Chappell has firms with Richard Rodgers, Cole Porter, Harold Rome, Jule Styne, etc.) It's also a moot point whether the separate writers will want to go along with the outside bidders now that Dreyfus, their long-time mentor, is no longer involved.

The passing of Dreyfus, as well as Louis Bernstein (head of Shapiro-Bernstein) a few years ago and prior to that, Ralph Peer, has also caused industry men to wonder where the "music men" will be coming from. Young people, for the most part, are not being trained as professional music men as they were when men like Dreyfus, Bernstein and Peer had an eye for talent and an ear for song. In many cases they subsidized and nurtured their writers until they developed into pay-off properties.

Today many tradesters feel that the "romance" of the music business is becoming a thing of the past and the IBM machine is taking over. Their big question is, "Can a machine pick a song or a writer?"

Columbia Signs Orchestra U.S.A.

NEW YORK — Orchestra U.S.A. has signed in with Columbia Records. The group, which is managed by George Avakian, is made up of 30 instrumentalists and frequently features celebrated soloists and guest conductors. The orchestra performs contemporary jazz and non-jazz compositions as well as classical and baroque music.

The first LP under the Columbia banner will be released this fall. Avakian will co-produce the recording with Teo Macero, pop artists and repertoire producer for Columbia. Among the ensemble's upcoming appearances will be New York recitals at Town Hall in October and Carnegie Hall later in the season. The orchestra will also take part in the Monterey Jazz Festival (California), Sept. 17-20, and their first European tour has been scheduled for May and June of 1965.

Instrumental in signing the orchestra with Columbia was Joseph Taubman, of Caber, Kirshenbaum & Taubman, attorneys.

WARING FETE DRAWS 250

SHAWNEE, Pa.—A two-day outing here last week (June 8-9) brought an assemblage from the music industry to Fred Waring's Shawnee-on-Delaware Inn. Waring's music outing, added to the Professional Music Men's annual outing, turned out a total of more than 250.

Among the golf tourney winners were Artie Mogull, Joe Linhart, Mickey Glass, Mickey Scherer, Duke Niles, Lucky Carle, Paul Barry, Ed Barsky, Joe Cosmeyer and Dan Collins. Leo Diston and Stanley Silver won boxes of old golf balls for their scores of 133 and 134. Among the guests were Peter Lind Hayes, also a tourney prize winner; Jackie Gleason, Robert Morse, Nick Kenny, Frank Parker and Martin Block. Andy Wiswell won Billboard's Hot trophy for hitting a score of 100. Billboard's Tom Noonan made the presentation of the trophy.

Festivities included entertainment by Waring and his Pennsylvanians, Peter Lind Hayes, and a special attraction, "Doc" Marcus, whose hilarious magic act included assists from Murray Luth, Dan Collins and Frank Luppino. Hy Ross and Jerry Lewin co-ordinated the affair.



CLYDE WALLICHS, president of the Music City chain, presents vocalist Johnny Mathis with the first "Diamond Stylus" award as the chain opened its fifth outlet in Canoga Park. The singer's LP, "Johnny's Greatest Hits," released in 1958, is the best selling LP in the chain's history. Over 11,000 persons attended the ceremonies in the Topanga Plaza Center as a host of disk artists performed. KFWB deejay Bill Ballance was emcee. Despite the flu, Mathis joined the entertainment and sang two numbers.

Prestige Makes Changes

NEW YORK—In a build-up of its sales and artists and repertoire divisions, Prestige Records has named Ron Eyre vice-president-director of sales, Bob Kirstein as sales manager of the Western Division, and Cal Lampley as artists and repertoire producer.

As director of sales, Eyre will have control over all phases of the sales department, which include the creation and administration of all sales programs, the promotion and merchandising of all Prestige disks and head of promotion, order service, warehouse and shipping departments and divisional sales managers.

Jerry Field will take over the position vacated by Eyre as sales manager of the Eastern Division, and George Badonsky will be sales manager of the Midwestern division. Kirstein, Badonsky and Field will report directly to

Eyre and, in turn, Eyre will report to Vic Chirumbolo, executive vice-president of the firm.

Lampley, who has been with RCA Victor, Columbia and Warner Bros. Records as well as having produced records for Erroll Garner, joins Ozzie Cadena (jazz) and Sam Charters (folk) in Prestige's a&r set-up.

Concerts Studied

• Continued from page 3

young people's concerts and 100 special concerts.

The five works written for the concert hall since 1936 which were most performed last year were "Colas Breugnon Overture" by Dmitri Kabalevsky, Samuel Barber's "Adagio for Strings," Sergei Prokofiev's "Symphony No. 5," the late Hindemith's "Symphonic Metamorphosis on Theme of Carl Maria von Weber" and Barber's "Symphony No. 1."

Most Performed

Maurice Ravel's "Daphnis and Chloe Suite No. 2" was the most performed 20th century work, followed in order by "La Mer," by Claude Debussy, Richard Strauss' "Rosenkavalier Suite," "Petrouchka," by Igor Stravinsky and the Ravel orchestration of Mussorgsky's "Picture at an Exhibition."

The five pre-1900 works most performed were Beethoven's "Symphony No. 7" and "Symphony No. 5," Brahms' "Symphony No. 4," Wagner's "The Meistersinger Overture" and Weber's "Oberon Overture."

The BMI survey tallied a total of 1,934 titles performed during the past season. Of them, 929 were pre-1900, with 6,454 performances, and 993, written since 1900, with 3,502 performances. In the "since 1936" category, 676 titles were programmed for a total of 1,866 performances.

Atlantic, Atco Parleys Set

NEW YORK—Atlantic and Atco will hold their annual distributor meetings at the Eden Roc Hotel, Miami Beach, on June 26 during this year's ARMADA convention.

At the meetings, 20 new pop, jazz and folk albums will be shown to distributors along with a distributor-dealer incentive plan and extensive merchandising, advertising and promotional programs.

The company has developed some unique merchandising ideas which, according to Len Sachs, will increase distributor sales volumes considerably. He is Atlantic and Atco's director of album sales and merchandising.

PETER AND GORDON

NOBODY I KNOW

YOU DON'T HAVE TO TELL ME

5211



THEY'VE COME TO AMERICA!

Peter & Gordon are here! Their first American concert tour begins June 19 at the New York World's Fair. To celebrate, Capitol is rush-releasing their brand-new English hit, **NOBODY I KNOW**, written by Beatles John Lennon & Paul McCartney. It's sure to rival Peter & Gordon's current international chart-topper, **A WORLD WITHOUT LOVE**. Don't miss out: order today! Also, watch for Peter & Gordon in person in your market!



BREAKOUT SINGLES

★ NATIONAL BREAKOUTS

RAG DOLL

4 Seasons, Philips 40211

FARMER JOHN

Premiers, Warner Bros. 5443

★ REGIONAL BREAKOUTS

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

LONG LONELY NIGHTS . . .

4 Seasons, Vee Jay 597 (Arc-G & H, BMI) (Philadelphia, Milwaukee)

I UNDERSTAND THEM . . .

Patty-Cakes, Tuff 378 (Winlyn, BMI) (Chicago)

SHE'S THE ONE . . .

Chartbusters, Mutual 502 (Eastwick-Chartbuster, BMI) (Detroit)

PRECIOUS WORDS . . .

Wallace Brothers, Sims 174 (English-Tuneglow, BMI) (New York)

BEACHCOMBER . . .

Johnny Gibson Trio, Laurie 3256 (T. M., BMI) (Detroit)

HAUNTED HOUSE . . .

Gene Simmons, HI 2076 (Venice-B. Flat, BMI) (Memphis-Nashville)

LOVE IS A MANY SPLENDORED THING . . .

Steve Alaimo, ABC-Paramount 10553 (Miller, ASCAP) (Miami)

(You Don't Know) HOW GLAD I AM . . .

Nancy Wilson, Capitol 5198 (Roosevelt, BMI) (Detroit)

IT'S ALL OVER NOW . . .

Valentinos, Sar 152 (Kags, BMI) (Atlanta)

Ruling on Tape Recorder Killed; Fee Concept Upheld

KARLSRUHE — West Germany's Supreme Court has thrown out a lower court ruling requiring tape recorder purchasers to show their identification document at the time of purchase.

GEMA, West Germany's performing rights society, is demanding that retailers be required to list purchasers of tape records so ASCAP's German twin can dun them for performing rights royalty.

GEMA's long and intricate campaign to collect tape recorder royalties has involved two principal points: the legal principle that private music taping is unlawful unless copyright royalty is paid; and the enforced co-operation of recorder manufacturers in collecting the fees.

GEMA's protagonist is Grundig, Europe's largest tape recorder manufacturer. Grundig has battled GEMA down the line.

In 1962, GEMA won court

decisions in West Berlin establishing its right to collect \$2.50 a year from every tape recorder owner as a music-taping royalty; and requiring tape recorder manufacturers to state in their advertising that music taping is unlawful without royalty payment and to provide GEMA (through retailers) with names of all tape recorder buyers.

The West Berlin court specifically ruled that mere ownership of a tape recorder implied "intent to tape music," and that it was not necessary for GEMA to prove actual music taping as the basis for collecting the \$2.50 annual taping fee.

GEMA Move

Armed with the basic court ruling, GEMA then moved to force the record companies to help it corral recorder buyers.

Now, the German high court has killed the Berlin court ruling requiring tape recorder buyers to identify themselves, but the Karlsruhe court upheld, in principle, the right of GEMA

to collect music taping fees.

Finally, the court upheld a Berlin court ruling that tape recorder manufacturers must insert music-taping warning in their advertising. Grundig, despite the Berlin court's ruling, has refused in some instances to insert the warning.

GEMA sued Grundig for \$250,000 damages. The high court, however, reduced the amount of damages to \$1,250.

The Karlsruhe court ruled that the identity demand "Goes far beyond the bounds of the permissible. It would unbearably burden relations between the buyer and seller and would disturb justice."

BOOK IS OUT ON COPYRIGHT

NEW YORK — The Copyright Society of the U. S. has come up with a two-volume edition covering virtually every aspect of copyright law. The set, titled, "Studies On Copyright," an Arthur Fisher Memorial Edition, is published jointly by the Bobbs-Merrill Company and Fred B. Rothman & Company. It's priced at \$35 per set.

'Yogi Bear' Gets Big Disk Push

NEW YORK — Colpix Records has instituted a hefty merchandising and promotional campaign for its soundtrack album of "Hey There, It's Yogi Bear." A special prepack unit, holding 10 albums, will be displayed in theater lobbies, where the LP will be sold. The prepacks will also be a part of promotional displays in consumer stores. Another tie-in with the film will be the use of actors in Yogi Bear costume to make appearances in cities where the movie is being shown.

In addition to the soundtrack LP, Colpix will release singles of songs from the score. Special voice tracks, plugging the film, have been sent to 500 disk jockeys. Voice tracks will also be played in theaters during intermissions.

NARM OFFERS PHONO DATA

NEW YORK — National Association of Record Merchandisers (NARM) is making available, through the office of its executive director, Jules Malamud, publications and educational material relating to the phonograph industry, statistical data, pending legislation, and the Federal Trade Commission's Trade Practice Conference.

Dorchester Is Taken Over By Delfont

LONDON — EMI, Capitol Records and American producers Feuer and Martin have sold their entire share of Dorchester Productions to London impresario, Bernard Delfont. The latter will run the company with British producer Tom Arnold and American Arthur Lewis.

Delfont, Lewis and Arnold, through Dorchester Productions, will be responsible for running London's Shaftesbury Theater and staging its shows. The current production there, "How to Succeed in Business Without Really Trying," ends June 27 after a 15-month run.

Millicent Martin and Kenneth More will star in a musical version of "The Admirable Crichton," believed to be the next major show planned for the Shaftesbury.

1,000 Attend Davis Tribute

NEW YORK — Nearly 1,000 persons paid from \$50 to \$100 a head to attend the Leukemia Society's tribute to Sammy Davis at Carnegie Hall Tuesday night (9), with a dozen recording artists performing for the benefit.

Sidney Poitier presented Davis with a silver loving cup in honor of his work for the Philanthropy. Davis and Diahann Carroll headlined the bill.

Also performing were Brook Benton, Eydie Gorme, Lou Monte, Terri Stevens, Johnnie Ray and Julie Wilson.

Comics Jack Carter, Red Buttons and Godfrey Cambridge performed. Emcee was William B. Williams, WNEW disk jockey.

Opening the show was a chorus line selected from Playboy Club Bunnies.

Kapralik Adds A Real McCoy

NEW YORK — David Kapralik, general manager of the April-Blackwood music companies, publishing wing of Columbia Records, has bolstered his staff with the appointment of Van McCoy as staff writer. McCoy will report to Jerry Teifer, who was recently named professional manager of the firms.

McCoy's duties will include writing music and lyrics for all major and independent labels. In addition, he'll be responsible for maintaining liaison with artist and repertoire producers and artists. Prior to this appointment, McCoy was a staff writer for Trio Music.



We desire to reprint, with full credit, information from Billboard. Would you have any objection to our listing in our Sunday and/or daily entertainment pages: Top 20 singles; Top 20 albums. Top 10 country albums and singles and Top 10 pop-standards?

Mort Persky
The Detroit Free Press
Detroit, Michigan

● *Permission has been given. Since Billboard is copyrighted, it is necessary for permission to reprint to be granted.*

We understand you recently published a supplement to your regular issue of March 28 titled "Music on Campus." We would appreciate receiving a copy as we feel that it will be of much interest to us.

A. M. Katavich
Auckland University
Students' Association
Auckland, New Zealand

● *Ed: Copy sent. As an industry service, Billboard distributed 4,800 copies gratis to college educators, newspaper editors, radio stations and student union and interfraternity council presidents, all having interest and involvements with college concert presentations. Letter below is indicative of response.*

Just a note to express our appreciation for receiving your special edition of Billboard entitled "Music on Campus." This information is of particular value to us inasmuch as we are in the process of moving into a new \$6,000,000 union building. I would appreciate your personal recommendations as to the most reliable booking companies that we can work with for supplying future name attractions. If possible I would like to have three extra copies of this special edition.

C. LaVar Rockwood,
Coordinator of
Student Activities
Brigham Young University
Provo, Utah

● *Ed: Copies sent. Leading booking offices were represented in this edition with advertising messages and this was pointed out.*



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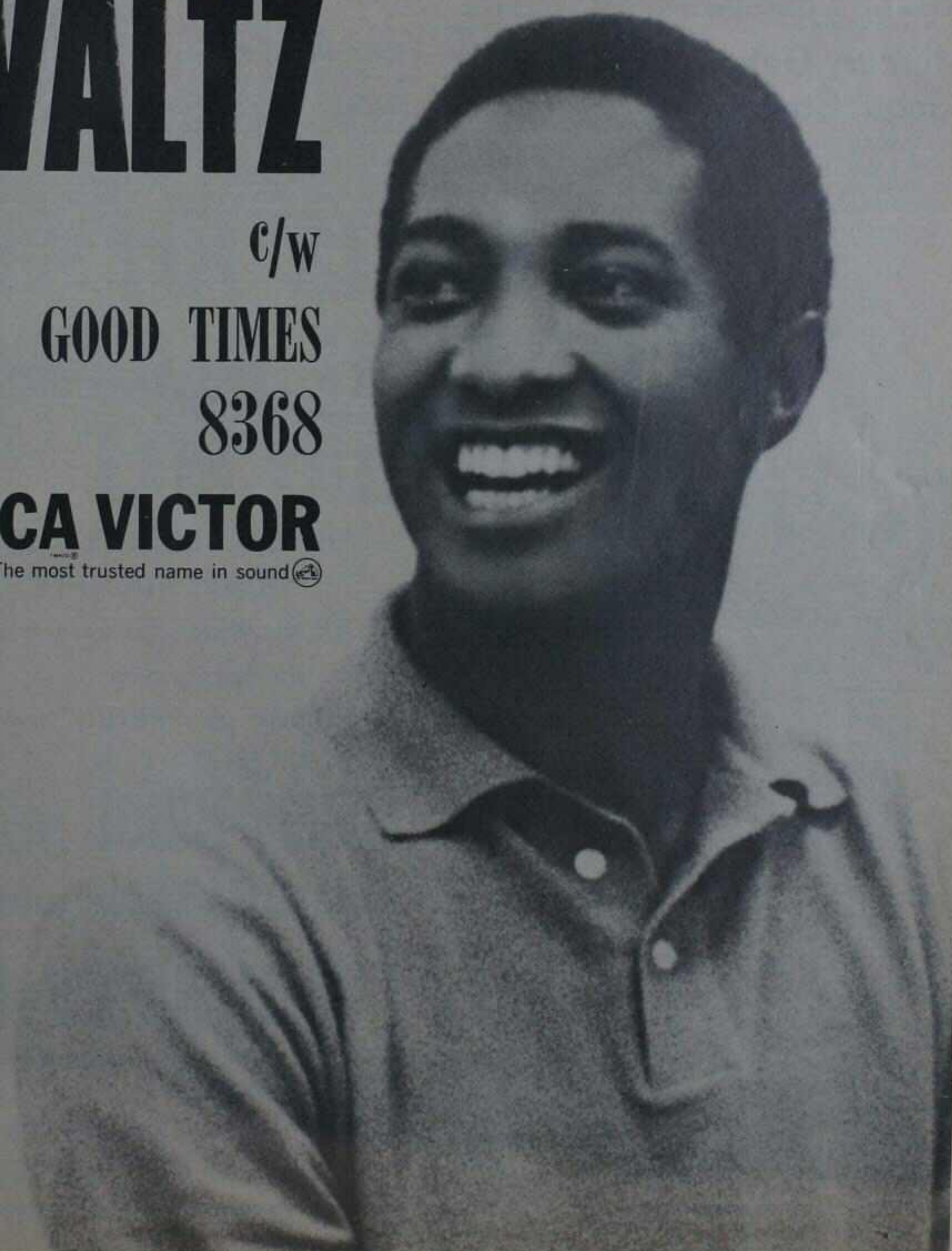
C/W

GOOD TIMES

8368

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NEW ALBUM RELEASES

This form is designed to aid dealers in ordering and broadcasters in programming.

COLUMBIA		JAY JAY	
JOHNNY CASH—Walk the Line: CL 2190, CS 8990	M 5	LI'L WALLY—One Man Band: 1073	M 5
THE MILES DAVIS SEXTET AND THE THELONIOUS MONK QUARTET—Miles and Monk at Newport: CL 2178, CS 8978			
THE DUKES OF DIXIELAND—Struttin' at the World's Fair: CL 2194, CS 8994		LIBERTY	
REX KONA AND HIS MANDARINS—Wild Orchids: CL 2174, CS 8974		Big Drag Boats U.S.A.: LRP 3364, LST 7364	
The Greatness of JOE MOONEY: CL 2186, CS 8986		Beds Drag at the Beach: LRP 3364, LST 7364	
VARIOUS ARTISTS—(3-12") Jazz Odyssey, Vol. IIX; The Sound of Chicago: CSL 32		Liverpool, Dragsters, Cycles and Surfing: LRP 3365, LST 7365	
VARIOUS ARTISTS—That Newport Jazz: CL 2179, CS 8979		Mustang: LRP 3367, LST 7367	
EARL WRIGHTSON—Shakespeare's Greatest Hits; Music by Dick Hyman: CL 2180, CS 8980		Shut Down and Hill Climbs: LRP 3366, LST 7366	
Eileen Farrell and Richard Tucker Sing PUCCINI and VERDI Favorites: ML 6004, MS 6004		Sounds of the Big Irons: LRP 3362, LST 7362	
A Homage to SHAKESPEARE: Dame Edith Evans, Sir John Gielgud, Margaret Leighton: OL 7020, OS 2520		PAT	
		LENNY HERMAN ORK—I Want a Girl & Other Famous Girl Songs: LP 100 (M)	
DELTA INTERNATIONAL		SHASTA	
FRANKIE KRAMER's TV Polka Party: DL 5001 LPM (M)		The World of JIMMY WAKELY: LP 509 (M)	
DOT		SIMON SAYS	
PAT BOONE—The Lord's Prayer and Other Great Hymns: DLP 3582, DLP 25582		DICK WHITTINGTON—The Pied Piper: M 23 (M)	
LARRY NOVAK Plays: DLP 3576, DLP 25576		SUPREME	
JIMMIE RODGERS 12 Great Hits: DLP 3579, DLP 25579		PAUL MICKELSON CHOIR—Choirsing! Vol. II: SM 1023, SS 2023	
DRUM BOY			
THE VENTURAS—Here They Are!: DBM 1003			
IMPERIAL			
THE RISERS—She's a Bad Motorcycle: LP 9269, LP 12269			

*See Disk Deals for Dealers.

Mercury Gets 'Gogo' Caster

NEW YORK—Mercury Records has picked up the original cast album rights to the upcoming off-Broadway musical "Gogo Loves You." The musical

was written by Anita Loos (book), Gladys Shelley (lyrics) and Claude Leveillee (music).

The show, an adaptation of a French comedy, "L'Ecole des Cocottes," is scheduled to open in the fall. Fred Weintraub, owner of Greenwich Village's the Bitter End, is producer-director.

CMA Being Polled

NASHVILLE—Members of the Country Music Association Hall of Fame Selections Committee are currently being polled to elect the person to receive the association's award. All ballots must be in by July 1.

The winner will be announced at annual association festivities here this fall.

John Reilly to Talk

• Continued from page 1

Trade Commission's trade rules for the record industry may be finalized in time for presentation at the gathering of independent distributors and dealers. FTC attorney John Benton has completed his part of the task, and it is fairly well known that the final version of the rules are now at Commission level, and under consideration.

FTC Commissioner John Reilly, who presided over the record rules hearing, admits the possibility that the rules will be given Commission approval by the time the ARMADA convention meets—but he says it is only a possibility and far from a certainty. However, the Commission is at least "aware of the situation," and knows that the Association of Record Merchants and Distributors is cliff-hanging on FTC decision.

Also, the Commission is undoubtedly aware that the ARMADA convention would present an ideal forum for presenting and explaining the final rules by ARMADA counsel Earl Kintner, who will be one of the principal speakers, and who has guided the association throughout the procedure.

Other principal speakers are Rep. James Roosevelt (D., Calif.), chairman of the Distribution Subcommittee of the House Small Business Committee, and William E. Gallagher, Columbia Records vice-president in charge of marketing. Trade sources have indicated that a spokesman for the Federal Trade Commission might also be on hand. (Billboard, June 13, 1964.) Ideally, this would be the

commissioner closest to the proceeding. Commissioner John Reilly. ARMADA would probably have a welcome mat also for the FTC attorney who worked on the rules with the industry, John Benton.

New Col. Blood

• Continued from page 1

Bruce (Johnson) and Terry (Melcher) are staffers in Columbia's a&r department on the Coast and produced the Rip Chords' hit albums and singles. Robert Horton, of TV "Wagon Train," is currently on Broadway in "110 in the Shade." Columbia is planning a Robert Goulet-type buildup for Horton whose first LP is due this summer.

Mersey Named

With the takeover of the a&r activities by Glancy, the pop and Masterworks departments were put under one head. Until then, both departments reported separately to Goddard Lieberman, Columbia president. Glancy reorganized the department, appointing Mersey as head of the entire pop operation, which had formerly been split into New York-Hollywood-Nashville segments and with the Chicago studios also falling under the New York aegis. Glancy also appointed John McClure to direct Masterworks when the former classical chief, Leonard Burkat, took over Columbia's creative services division.

With the a&r reorganization wound up, Glancy then gave the go-ahead for the pitch on "new blood."



"HUMPTY-DUMPTY" sat on a wall
 "HUMPTY-DUMPTY" had a great fall.
 All the King's horses and all
 the King's men
 Couldn't put "RINGO" together again.

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 the **BEATLES** and we've got him!!

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FOUR SEASONS
ARE STILL IN LOVE**

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ALONE
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FARMER JOHN • The Monster Four VJ-600

STEAL AWAY • Jimmy Hughes FAME-6401

HELP YOURSELF / HEADING FOR A FALL • Jimmy Reed VJ-593

I CAN'T HEAR YOU / CAN I GET TO KNOW YOU • Betty Everett VJ-599

I STAND ACCUSED / I DON'T WANT TO HEAR ANYMORE • Jerry Butler

VJ-598



Cambridge's Philosophy Is 'Getting to Know You'

NEW YORK — Although Godfrey Cambridge is basically a humorist, he's quite serious about the record business. And, even though his first record album, "Here's Godfrey Cambridge, Ready or Not," was released by Epic Records only three weeks ago, Cambridge has already established a philosophy for operating on the disk level.

That philosophy, according to Cambridge, is based on a strong belief in the responsibility of the artist to the record company. Cambridge doesn't think that the performer's job should be considered finished after the recording session is completed. "That's when the leg-work should begin," said Cambridge. By "leg-work" he means visits to disk jockeys, distributors, interviews with the press and sundry other activities that go along with the album's over-all promotion.

"It's important to the artist as well as the record company that the public gets to know a performer as a human being instead of just an entertainer," Cambridge said. "Through deejay interviews that are conducted in a relaxed and informal manner, the public gets to know the 'total man' and becomes more interested in his work as a performer whether it be on records, in night clubs or on the stage."

Really Legging It

In this respect, Cambridge is virtually knocking himself out promoting his first album. As a sample of his activities, he mentioned that in Chicago recently he made the deejay interview rounds in a round-the-clock hop that began 6:30 one morning and ended 5:30 a.m. the next day.

Such activity is now limited. Cambridge has a new assignment in the upcoming Broadway musical "Golden Boy," but he's not giving up the promotional pitch. In between rehearsals he wrote and recorded 10 spot announcements for the album that Epic is placing on radio, and when the show begins its 16-week tour, he's arranged to make the deejay rounds in such tryout cities as Philadelphia, Boston and Detroit. He also expects to make quick plane hops to nearby cities on the Sundays during the tryout tour when the show has a day off. In between,



GODFREY CAMBRIDGE (right), recently in Chicago to promote his debut Epic album, "Here's Godfrey Cambridge . . . Ready Or Not," gives the pitch to Daddy-O Daylie, disk jockey on WAAF.

he'll do deejay interviews via "beep telephone."

With all this, Cambridge doesn't discount the importance of a record company's responsibility to an artist. In addition to concentrated activities in the promotional areas, Cambridge feels that the company should continually work to stimulate interest in the artist, to develop him as an entity and to come up with new ideas and material for future projects.

"There are too many entertainment diversifications these days," said Cambridge, "and people are no longer waiting for your next album. You've got to get out there and get them to know you on a personal level and, if you're lucky, have them end up saying 'There's a guy I can dig.'"

CYO Jazz Gala On June 19, 20

PITTSBURGH — The city's first jazz festival will be staged at the Civic Arena on June 19 and 20 with topflight stars on both nights under the auspices of the Catholic Youth Organization. Producers of the show are George Wein and Pittsburgh-born pianist Mary Lou Williams.

Among the stars will be Art Blakey, Ruby Braff, the Dave Brubeck Quartet, Bud Freeman, Al Grey, Bobby Hackett, Dakota Staton, Sarah Vaughan, Jackie (Moms) Mabley, Harold Betters, Thelonious Monk, Jimmy Rushing, Pee Wee Russell, Percy Bryce, the Jimmy Smith Trio, Ben Tucker, Ben Webster, Joe Williams, Mary Lou Williams and the Alvin Alley Dancers.

Trini Lopez Steals Show At Basin St.

Two top-selling record acts made their New York City nightclub debuts at Basin Street East Monday (8). On the double bill are Mercury Records' Smothers Brothers, and Reprise Records' Trini Lopez.

The talented comedy and vocal duo currently have three albums on the best selling chart "It Must Have Been Something I Said!" is among the top 40 best-selling albums in the country.

Brother Tom, who plays guitar, also carries the comedy, with brother Dick feeding him the lines and playing the bass. Tom's comedy forte is his schoolboy recitation replete with inane ramblings. His dialog may be compared to a folk-oriented Al Kelly.

The material is clever, funny and well-delivered. However, the boys do little vocalizing or music making—which they can do extremely well. Many in the jam-packed room hoped for a little less repartee and a great deal more repertoire.

The show that night was stolen by Trini Lopez. Guitar in hand he bounced through number after number in his buoyant Latin style. The audience, comprised mainly of adults clapped and sang along with the infectious rhythms and power beat.

There were no lulls or low points in his up-tempo performance and no one sleeps when Trini is on.

Backed by the Basin Street East brass, David Sriver on guitar and his brother Jesse

PEOPLE AND PLACES

By MIKE GROSS

Lloyd Leipzig, head of creative services at United Artists Records, has his leg in a cast after a fall at Fire Island last weekend. . . . Mary Lou Ryhal, featured in Mitch Miller's group, is the new Wrigley commercial girl. . . . Nina Simone returns to Art D'Lugoff's Village Gate in Greenwich Village June 16. On the same bill will be folk singer satirist Ron Eliron and Argentine guitarist Jorge Morel. . . . Comedian Rip Taylor, who appeared with singer Jerry Vale at a recent Carnegie Hall concert, will work with Vale on other concert stints coming in the fall. . . . Singer Bernadette Castro will entertain at El Patio Beach Club, Lido Beach, L. I., July 11. Then she will be honored on her 20th birthday with a celebrity party.

Murray Deutch, vice-president of United Artists Records, is in London to participate in the Beatles' recording session of the original soundtrack album of their first film, "A Hard Day's Night." The LP will be released on the United Artists label. . . . Gene Krupa and his quartet play for two weeks at Jazzland in the World's Fair beginning June 21. . . . King Curtis and his combo begin a week's engagement at the Riptide in Wildwood, N. J., on July 3. . . . Comedian Ronnie Martin is on a national tour with Nat King Cole that will run six weeks. . . . The Dillards start a two-week engagement at the Troubadour, Los Angeles, on June 16, and will also do a personal appearance concert with Jimmy Dean at Long Beach, Calif., on June 30. . . . The West Winds, Kapp Records artists, are on a tour of 17 one-nighters along the West Coast. . . . Erroll Garner will make a guest appearance on "The Bell Telephone Hour" on June 16 over NBC-TV.

Alex North will write the musical score for MGM's "The Outrage." . . . James Johnson, president of Zorro Records, has assigned his disking of "Don't Give In," by Larry Johnson, to Larry Uttal's Bell Records for world-wide distribution. . . . Danny Crystal will now emcee the shows at Freedomland. . . . The Brothers Four, the Serendipity Singers, the Dalton Boys, the Brandywine Singers, Anita Sheer and Bob Carey will be among the guests on "Hootenanny" TV show emanating from the U. S. Military Academy on July 4 over ABC-TV. . . . The Art Directors Club of New York presented its annual awards for "Distinctive Merit" to Columbia Records' art directors this year. Receiving awards were Robert Cato, creative director of art and design, and John Berg, art director for packaging and design for the Columbia Masterworks album, "The Cuckoo and the Nightingale."

Social Notes: Bob Miller, former head of the Professional Music Men's Association, celebrates his 50th wedding anniversary on June 16. . . . Jules Rifkind, national promotion manager for MGM/Verve Records, became the father of a son, Robert Adam, on June 6.

Film Medium Perfect for 'Molly Brown'

HOLLYWOOD—The motion picture is the perfect medium for "The Unsinkable Molly Brown," which was a robust Broadway musical and is 1000 per cent more explosive and elastic on the wide screen.

Meredith Willson's joyous score is given a first class reading by veteran actress-dancer-comedienne Debbie Reynolds with unparalleled support from Harve Presnell, whose rich powerful voice will undoubtedly



CHILD LABOR: Marvin Deane, eastern promotion chief for Warner Bros. and Reprise Records, enlists the aid of his six-month-old son, Andrew David, to plug the original cast album of the Frank Sinatra film, "Robin and the 7 Hoods."

Lopez on bongos and tambourine. Lopez kept up a driving pace. GIL FAGGEN

place him among the top romantic balladeers.

Since "Molly Brown" was both a successful Broadway production and an original cast LP, the film interpretation has to provide a little more in order to fully merit its expensive price tag. Presnell, who played Johnny Brown in the New York stage production, marvelously re-creates this role, with very excellent sound reproduction carrying his full-throated voice to all corners of the theater.

The entire production boasts outstanding sound quality, which should be heard and felt on the MGM soundtrack LP. The ability to present this Cinderella story of a back hills girl who strikes it rich and advances up the social ladder with the freedom of movement allowed by film, insures audiences of typically expensive sets and the scenic grandeur of the Rocky Mountains, where many of the scenes were shot. In fact, it becomes extremely difficult to tell where the papier mache mountains end and the real ones begin.

An added plus in the film is Peter Gennaro's inventive dance routines as Miss Reynolds dances her way around the world.

Of Willson's compositions, the urgent "I Ain't Down Yet" and the rambunctious "Belly Up to the Bar Boys," both sung by Miss Reynolds, leave the strongest impression. Presnell's forte is his singing and with time his acting will bear further conviction.

In total, "Molly Brown," as directed by Charles Walters, is wholesome family entertainment and a pleasure to the ears as well as the eyes.

ELIOT TIEGEL

Unsurpassed in Quality at any Price

GENUINE 8" x 10"

GLOSSY PHOTOS

7¢ EACH

IN 1,000 LOTS

\$9.88 per 100

POST CARDS

\$32.00 per 1,000

Copy Negatives \$1.95

MOUNTED ENLARGEMENTS

Size: 30" x 30" \$4.85

30" x 40" \$7.50

PLAZA 7-0233

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165 W. 44th St. NEW YORK 16, N. Y.

THE BATTLE OF THE YEAR!

CLAUDINE ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



CLARK

VS.

DIANE ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



RENAY

WHO'LL BE #1 FIRST?

CLAUDINE CLARK

the 'party lights' girl
with a rockin' new hit!

Standin' on tip toe

b/w **Foxy** (tcf-18)

DIANE RENAY

with another chart-
climber like "Navy Blue"

Growin' up too fast

b/w **Waitin' For Joey**

a bob crewe production (Fox 514)

The ultimate in entertainment



PAMS: Custom Jingle Maker

By GIL FAGGEN

DALLAS — Disk Jockey: "What'll we do to break up the triple spots?"

Program Director: "What do you think we have jingles for?"

At one time the above quote was the rule at many radio stations where "jingles," "musical production aids" and other similar gimmicks were used to excess to break up back-to-back announcements.

The "jingle" today is recognized by most broadcasters as a far more important tool of the trade than as a pad between commercials. At one time the

"jingle" was associated only with "top 40" contemporary music-formatted stations. They were frequently shrill stationidents that browbeat the audience into identifying with a station's call letters.

Accepted by large and small stations as a necessity, musical signatures are now being used right down the line, from ultra-conservative stations to the swiftest of the swiftest stations.

Modern radio today involves 4,000 or more radio stations with some markets such as Denver served by 19 different signals. In the struggle for a dis-

tinctive sound, stations have turned to musical signatures to help set them apart from the competition.

Few, if any radio stations can claim that a "jingle package" was responsible for putting them in first place. However, few can deny that an effective package of signatures and production aids can do much to help a station attain individuality within a market—even when the competition is programming primarily the same musical fare.

Recognizing the vital need of programmers for news intros, weather music, musical beds, distinctive call letters, et al., many firms rushed package after package into production. Few knew or cared about programming or radio station operation. Many firms worked on guts and speculation. Many stations were badly burned by shoe-string operations and fly-by-night wheel-dealers.

Happily, a greater majority of these marginal operators are no longer on the scene. Emerging from the "jingle mills" of the fifties were a handful of highly creative production outfits (many staffers were culled from broadcasting's ranks) who were interested in station problems and were prepared to offer their clients constructive aid.

PAMS a Leader

Frequently called the Neiman-Marcus of the custom jingle and commercial producers is PAMS of Dallas. The firm specializes in custom-made radio station signatures and production aids. On contract with many of the nation's top broadcasting groups, PAMS packages compare to the

(Continued on page 37)



AN IDEA strikes home at the PAMS recording control room. In on the brainstorming session are (l.&r.) PAMS producer Jodie Lyons; Johnny Borders, program director, KLIF, Dallas; Bill Meeks, PAMS president; Euel Box, music director; Jim West, sales manager, and sound engineer Dick McGrew.

WLIB: Rebel With a Cause—Education

NEW YORK—"Musical integration may be an established fact, but social, economic and political integration still has a way to go. The new rising Negro audience wants air time for both allotted as part of its radio fare." This is the opinion of Harry Novik, general manager of WLIB, New York City. "And the way a Negro-oriented station handles the latter problems," said Novik, "is the measure of its responsibility to the community it serves."

The statement points up a philosophy that has been changing the concept of Negro programming in many sections of the country over the past few years. One of its resultant facets has been the advertising agency's re-evaluation of what was formerly known as "the Negro market." The umbrella concept can no longer be applied. Within this very specialized market, there are two flourishing points of view and an audience for each. With an audience of over 20,000,000 there should be room for both for a long time to come.

Outspoken for the "give 'em entertainment" concept is Continental Broadcasting's (Rollins group) Graem Zimmer, its national sales chief, who believes that Negro radio should concern itself principally with entertainment and should not involve itself too seriously with political problems or controversy.

Equally outspoken, but for an entirely different philosophy, is

the public-affairs-minded Harry Novik. Says Novik: "The granting of the license itself implies that responsibility." In defense of its entertainment value Novik is of the opinion that "if you treat an important subject well you've got drama of the very highest order."

WLIB devotes at least five hours a week to public service programming impressive

(Continued on page 16)

WCAU Takes to The Seawaves

PHILADELPHIA — WCAU radio, CBS's clear channel power house in the City of Brotherly Love last week hosted local and New York City advertising agency media buyers on a "Mystery Boat Ride" up the Delaware River.

Agency personnel and the press had an opportunity to meet WCAU air personalities on the paddle wheeler and on an island magically transformed into a South Pacific paradise.

Grass-skirted hula dancers greeted the boat as it docked at the torch-lit pier. Included was a polynesian buffet and a show emceed by WCAU's Ed Harvey, Dan Curtis, Bob Menefee and spotlighting comics Fisher and Marks and vocalist Lydia O'Connor.

The competitive picture being what it is these days in radio, WCAU's friendly com-

KFMG Goes on Regular Set-Up

DES MOINES—KFMG, an FM station whose format includes conservative music and public service programming, went on the air with regularly scheduled programs at 1 p.m. Sunday, May 31. The new 5,000-watt outlet will operate from 7 a.m. to midnight, six days a week, and until 1 a.m. on Sundays.

The station is being operated by the Iowa Fine Music Broadcasting Company. Officers are Herbert Burton of Lincoln, Neb., president, and William Plymat of Des Moines, secretary-treasurer. The station manager is John Graham, formerly of Lincoln.

KFMG sign-on ceremonies included addresses by Gov. Frank Morrison of Nebraska, and Gov. Harold Hughes of Iowa.

KFMG becomes the fourth FM station in the Des Moines area.

Bing, Frank Guests

HOLLYWOOD—Bing Crosby and Frank Sinatra, whose Reprise album (with Fred Waring and the Pennsylvanians), "America, I Hear You Singing," has recently been released, guested with KFVB's Bill Ballance last night 9:30-10:30. The boys discussed the meaning of the word "patriotism."

petitor WIP buzzed the 'CAU battleship with a white biplane towing a half-block banner of six foot high letters reading, "Have Fun—But You're Never at Sea with WIP-610."

Radio-TV PROGRAMMING

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

KHOW Stands for Know-How Station

DENVER — Summer is just about here and KHOW's "The 16th and Broadway Boys" are out to greet it in grand style. The air group embarked on a personal appearance tour throughout the Denver area recently, visiting shopping centers and grand openings and passing out souvenirs and food samples as an added attraction.

"The 16th and Broadway Boys" logo came to be back in September 1963 when KHOW changed ownership and call letters (used to be KVOD). The station has been developing its air personalities and pop-standard music format with great gusto ever since.

KHOW's personality line-up includes: Evan Slack (5-6:30 a.m.), "Henry" (6:30-10 a.m.), Roy Gunderson (10-1 p.m.), Bill King (1-3 and 6-9 p.m.), Vince Paul (3-6 p.m.) and newcomer Joe Scherer (9 p.m.-2 a.m.). The station has recently extended its hours of operation to 2 a.m., with a sign-off at 5 a.m.

"The 16th and Broadway Boys" are bursting with pride at their most recent personality public service accomplishment—the adoption of a little Chinese refugee girl, 11-year-old Li Ching Tai. The boys are contributing to her health and welfare through Foster Parent's Plan.

Backing KHOW's personality emphasis is a bright and modern music policy that features the latest pop singles and current albums of a non-frenetic nature.

Comedy is also a mainstay of the station's record programming, with excerpts from the latest comedy LP's played on "Comedy Corner" twice daily.

In the special program category, KHOW presents the "Kay Howe" show for women daily 11 a.m. to noon. The station also has a full-time farm director, public affairs director, Roy W. Gunderson; as well as woman's director, Kay Howe.

KHOW handles its public service spots by inviting each community service group to

come to the studios to record announcements which are then broadcast during a seven-day period to coincide with the related drive.

Jack Fitzpatrick, a Denver newsman for 31 years, heads up the news operation. Station uses World Wide Radio Service and broadcasts news on the hour with 10-minute newscasts five times daily.

Heading the vibrant KHOW operation are H. J. (Hal) Davis, president and general manager, and program director Gil Henry, who also is known as one of Denver's most popular air personalities.

Big Bands on WSPD

TOLEDO—The sounds of the big bands will be heard on WSPD in Toledo beginning with July 4 and continuing throughout the summer season until September 5.

Saturdays from 10:35 to 11 p.m. the Storer station will carry direct from resort area Cedar Point at Sandusky, Ohio, the music of Buddy Morrow, Glenn Miller, Count Basie, Ralph Marterie, Skitch Henderson, Jimmy Dorsey, plus the Four Freshmen.

WWDC Offers Cow

WASHINGTON, D. C. — WWDC is saluting the American Dairy Association during Dairy Month by giving away a cow to some "lucky listener" who writes to the station in 25 words or less, "Why I Would Like to Have a Cow in My Home." It's all part of the "Wonderful Things Happen to People Who Listen to WWDC" campaign.

DRUMHELLER, Alberta — CJDV inaugurated a full-day country & western music format on June 1. The station switched from a variety music format pursued the past six years. Bill Dowson is the program director of "The Big Country" station.



"THE 16TH AND BROADWAY BOYS" (and gal) face Denver arm in arm. (l.-r.) Vince Paul, Bill King, Roy Gunderson, Kay Howe, Jack Fitzpatrick (news director) and just plain "Henry."

BILLBOARD, June 20, 1964


There's a big hit on the horizon!



ROBERT GOULET
"The Seventh Dawn"

4-43063

FROM THE UNITED ARTISTS MOTION PICTURE

A NEW SINGLE RELEASE
FROM COLUMBIA RECORDS 

ROSEMONT  ENTERPRISES INC.

VOX JOX

By GIL FAGGEN



WIND (Chicago) deejay Lee Rodgers tries to show his vacation replacement "The Great Gildersleeve," Willard Waterman, a few things about disk jockeying. Waterman, however, seems more interested in picking records.

Waterman is one of the five guest star deejays who will replace the WIND regulars this summer. He'll sit in for Lee Rodgers for two weeks, beginning June 28. Bill Bendix will be heard for two weeks, starting June 14, replacing Bob Larsen. When Dick Williamson goes on vacation Aug. 10, zany comedian Louis Nye takes over the WIND mike. Last summer the Group W station guest starred Eddie Arnold, Phyllis Diller, Mort Sahl and others.

Looked like a New York City convention Monday (8) at the Trini Lopez, Smothers Brothers opening at Basin St. East. In attendance were Mr. and Mrs. Jack Spector (WMCA), Mr. and Mrs. Ted Brown (WNEW), Norm Roslin (WJRZ, Newark), Stan Z. Burns (WINS), Mr. and Mrs. Dan Daniels (WMCA), Fred Robbins (WNEW), Varner Paulsen (WNEW), Johnny Dark (WMCA), John Krance (WPAT), Joe Brooks (Metromedia), Nat Ash (WNEW).

"SIGN ME UP, TOO," urges WMCA "Good Guy" Jack Spector (right) as Playboy Bunny Holly checks the roster of participants in the second annual WMCA "Good Guy" Playboy Club Bunnies baseball game. The Central Park contest will



take place June 24 at noon. Joe O'Brien will captain this year's "Good Guy" team. He is pictured here between Playboy Bunnies Holly and Sheralee.

Representing the music business were Joe Smith, national promotion chief; WB-Reprise Records and Gotham promotion man, Marvin Deane; Mr. and Mrs. Carl Deane, Mercury Records; Mr. and Mrs. Andy Tomko, Billboard's chart director; WB-Reprise top execs, Mike Maitland and George Lee and Mercury artists Lesley Gore and Mr. and Mrs. Leo Gore.

Cleveland's favorite nut, Goulardi, featured Ringo, John, Paul and George (Beatles) on WJW-TV's (Cleveland) "Nite Movie" Friday. Goulardi got the film through CKLW (Detroit-Windsor) deejay Tom Clay, who recently visited the Beatles on their homeground.

Al (Flat Top) Daly writes me from Jackson, Mich., that Marian Kay, president of Go-Go Music, 1722 South Crescent Height Boulevard, Los Angeles, stricken several months ago with leukemia, has returned home.

WLIB: Rebel With a Cause

• Continued from page 14

amount for a daytimer. Most of its feature shows are created internally and taped at the station's studios at Lenox Avenue and 125th St. Many of the shows have been rebroadcast by other Negro stations around the country. A recent one—"Kennedy and the Negro"—was not only aired by Negro stations but some 50 general and FM stations as well.

The station is presently producing 55 shows covering every phase of Negro Community interest in greater New York. They are running across-the-board on a Monday through Friday basis. Last spring and summer, its "Negroes of New Jersey" programs (outlining the contributions made by New Jersey's Negroes over the past 300 years) was cited in the

Congressional Record by Sen. Harrison A. Williams Jr. as "an outstanding example of what a radio station can do."

It is Novik's contention that a great portion of the Negro audience has materially changed in the past few years and that this change is bolstering a demand for more information on the Negro's problems, more status supporting activities and even a better type of musical fare. This audience is increasing daily all over the nation, according to Novik—especially in New York, where two factors enter.

One is the basic freedom of speech enjoyed by radio stations in the market who are seldom hurt economically by taking a stand. The second, and equally important factor, is the high level of education in the market. The schooling of the average Negro in greater New York is one year more than the national average.

From an advertiser's standpoint, this dichotomy of concepts is becoming increasingly important. The educated Negro represents a greater buying power, and in another sense, his leadership influences the buying of others.

"Madison Ave. is well aware of this," concluded Novik. "In our own bailiwick, WLIB has consistently had more national advertisers on the air than any other Negro-programmed station in the market since 1955."

Correction

NEW YORK—In the June 6 issue of Billboard the caption under a photograph of a Vogue Records' meeting overseas incorrectly identified Leon Cabat as president of Vogue. His correct title is president of Vogue, Paris.

Marian would much like to hear from her many friends in the business and would like to send a copy of her latest effort "Carol's Bridal Show" by Francine Scott on Chattahoochee, to anyone who writes and asks for a copy at the above address.

More Radio News
on Pages 36 and 37

IT'S NO DREAM—IT'S A SMASH! THE PARIS SISTERS DREAM LOVER



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



K-13236

FREDDIE AND THE DREAMERS

would like to thank . . .

ALL DJs WHO HAVE PLAYED OUR RECORD

ALL DJs WHO ARE GOING TO PLAY OUR RECORD

ALL DJs WHO ARE GOING TO KEEP ON PLAYING OUR RECORD

SPANKA MUSIC CORPORATION FOR SUCH WONDERFUL CO-OPERATION

MERCURY RECORDS FOR BEING ON THE BALL

BILLBOARD FOR MAKING OUR RECORD A PROGRAMME "SPECIAL"

TO EVERYONE OUR SINCERE THANKS

I LOVE YOU BABY

c/w

DON'T MAKE ME CRY



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TOP LP's

★ STAR performer—LP's on chart 9 weeks or less registering greatest proportionate upward progress this week.

Record Industry Association of America seal of certification as million dollar LP's.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains 49 entries including 'HELLO, DOLLY!', 'FUNNY GIRL', 'THE BEATLES' SECOND ALBUM', etc.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains 49 entries including 'EARLY HITS OF 1964', 'PETER, PAUL & MARY', 'THE NEVER ENDING IMPRESSIONS', etc.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Contains 49 entries including 'MOMS MABLEY OUT ON A LIMB', 'THE MOTORTOWN REVUE, VOL. 2', 'CHUCK BERRY'S GREATEST HITS', etc.

BREAKOUT ALBUMS

★ NATIONAL BREAKOUTS

THE DAVE CLARK FIVE RETURN!

Epic LN 24104 (M); BN 26104 (S)

JOHNNY RIVERS AT THE WHISKEY A GO GO

Imperial LP 9264 (M); LP 12264 (S)

BEWITCHED

Jack Jones, Kapp KL 1364 (M); KS 3365 (S)

★ NEW ACTION LP'S

These new albums, not yet on Billboard's Top LP's Chart, have been reported getting strong sales action by dealers in major markets.

MANY SIDES OF THE SERENDIPITY SINGERS . . .

Philips PHM 200-134 (M); PHS 600-134 (S)

I LOVE YOU MORE AND MORE/ TEARS AND ROSES . . .

Al Martino, Capitol T 2107 (M); ST 2107 (S)

ROGER AND OUT . . .

Roger Miller, Smash MGS 27049 (M); SR5 67049 (S)

TALL COOL ONE . . .

Wailers, Imperial LP 9262 (M); LP 12262 (S)

BACH TO THE BLUES . . .

Ramsey Lewis Trio, Argo LP 732 (M); S 732 (S)

READY OR NOT . . . HERE'S GODFREY CAMBRIDGE . . .

Epic FLN 13101 (M); (No Stereo)

WISH SOMEONE WOULD CARE . . .

Irma Thomas, Imperial LP 9266 (M); LP 12266 (S)

ENCHANTED WORLD OF FERRANTE & TEICHER . . .

United Artists UAL 3375 (M); UAS 6375 (S)

THE NEW SOUND FROM ENGLAND . . .

Bobby Vee, Liberty LRP 3352 (M); LST 7352 (S)

THE DUSTY SPRINGFIELD ALBUM . . .

Philips PHM 200-133 (M); PHS 600-133 (S)

DISCOVERY!! . . .

Vikki Carr, Liberty LRP 3354 (M); LST 7354 (S)



FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficient commercial potential in their respective categories to merit being stocked by most dealers, one-stops and rack jobbers handling that category.

POPULAR

BEST OF THE NEW FAVORITES
Freddie Martin & His Ork. Capitol T 2098 (M); ST 2098 (S)

PIPE ORGAN FAVORITES
Eddie Dunstetter. Capitol T 2068 (M); ST 2068 (S)

GARY BUCK SINGS FOR EVERYBODY
Petal 4000

LIVERPOOL SOUND FOR STRINGS
Leon Young String Chorale. Atco 33-163 (M)

BOSS DRAG AT THE BEACH
The T-Bones. Liberty LRP 3363 (M); LST 7363 (S)

BIG DRAG BOATS USA
The Hornets. Liberty LRP 3364 (M); LST 7364 (S)

THE NEW MUSTANG
The Road Runners. London LL 3381 (M); PS 381 (S)

ANITA SHEER
MGM E 4225 (M); SE 4225 (S)

CLASSICAL

RICHARD STRAUSS SONGS
Lisa Della Casa. RCA Victor LM 2749 (M); LSC 2749 (S)

COUNTRY

MERLE TRAVIS AND JOE MAPHIS
Capitol T 2102 (M); ST 2102 (S)

JAZZ

BOLA SETE'S TOUR DE FORCE
Fantasy 3358 (M); 8358 (S)

THE LATIN SIDE OF VINCE GUARALDI
Fantasy 3360 (M); 8360 (S)

GOOD GRACIOUS
Lou Donaldson. Blue Note 4125

NO ROOM FOR SQUARES
Hank Mobley & Various Artists. Blue Note 4149

INTERNATIONAL

THE GERMAN RHINE
Various Artists. Capitol T 10359 (M)

SANDEFJORD JENTEKOR AND THE MELODIETSETTEN
Capitol T 10374 (M)

MARIMBAS SOUTH OF THE BORDER
Marimba Chiapas. Capitol T 10358 (M); ST 10358 (S)



THREE-STAR ALBUMS

The three-star rating indicates moderate sales potential within each record's music category.

POPULAR

FLORIDA MELODIES
Johnny Leighton Ork. YG ST-A-1 (S)

LIVERPOOL, DRAGSTERS, CYCLES & SURFING
The Eliminators. Liberty LRP 3365 (M); LST 7365 (S)

SOUNDS OF THE BIG IRONS
Various. Liberty LRP 3362 (M); LST 7362 (S)

CAPTAIN FROM CASTLE
Robert Farnon & His Ork. Philips PHM 200-098 (M); PHS 600-098 (S)

SWIM WITH THE GO-GO'S
RCA Victor LPM 2930 (M); LSP 2930 (S)

THE BURKE FAMILY SINGERS
Squire SQ 33003 (M); SSQ 33003 (S)

JAZZ

KILIMANJARO
Quartette Tres Bien. Decca 4548 (M); DL 74548 (S)

CHILDREN'S

SONGS FOR GROWING UPS
Dixie Anne Barnes. Protone MB-130-LJP33



CLASSICAL SPECIAL MERIT

MOZART: CONCERTO IN C FOR FLUTE AND HARP/TELEMANN: SUITE IN A MINOR FOR FLUTE AND STRINGS

Philharmonia Orchestra (Menuhin). Angel S 36189 (S)

Sensitive and distinguished performances by Elaine Shaffer (flute) and Marilyn Costello (harp) of the often recorded Mozart Concerto, and by Miss Shaffer of the Telemann Suite. The Philharmonia Orchestra under the fine direction of Yehudi Menuhin continues to be one of the best orchestras on record.



C&W SPECIAL MERIT

BY REQUEST

Ferlin Husky. Capitol T 2101 (M); ST 2101 (S)

Ferlin says all the songs in this album have been audience tested; he's recorded several of them before. About half of them are weepers, but also included are some rousers and a couple up-tempo swingers. Most representative are "As Close as We'll Ever Be," "Stand Up," "Who's Next" and "Timber, I'm Falling."



JAZZ SPECIAL MERIT

BLUES WITH A TOUCH OF ELEGANCE

Onzy Matthews. Capitol T 2099 (M); ST 2099 (S)

Listenable, fathomable big band jazz performed (as the cover says) "with a touch of elegance." Of course, the approach is blues, but there is a freshness about it that deserves special attention. Try "I Should Care" and discover the brilliant soprano sax work of Curtis Amy, or "Satin Doll," where he again makes exciting music. All of the soloists are toppers and so's the Matthews band!



SPOKEN WORD SPECIAL MERIT

JEAN GENET

Coedmon TC 1134 (M); TC 1134S (S)

For collectors of recorded drama and followers of the avant-garde, these admirably performed scenes and readings from the works of Jean Genet should prove popular. Among the selections are scenes from "The Blacks," "The Maids" and "The Balcony," and readings from "Our Lady of the Flowers."



SPECIAL MERIT PICKS

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



POP SPECIAL MERIT

ACES HI

Ace Cannon. Hi HL 12016 (M); SHL 32016 (S)

Ace Cannon's distinctive alto saxophone is well known to the American record buyer through a string of many hits. The mood of the album is one of easygoing rock 'n' roll, with the emphasis on roll. In fine tuneful fashion Ace rolls through such songs as "Cotton Fields," "Willow Weep for Me," "Because of You," "Swanee River" and "Heart Break Hotel."



POP SPECIAL MERIT

BILL BLACK'S COMBO PLAYS TUNES BY CHUCK BERRY

Hi HL 12017 (M); SHL 32017 (S)

Black's combo is a chart-maker—he has two bubbling under right now. Berry's "No Particular Place to Go" is a rising 43 this week. The combination here is of Black playing songs Berry wrote such as "School Days," "Roll Over Beethoven," "Brown Eyed Handsome Man" and "Memphis, Tennessee."



POP SPECIAL MERIT

THE NEGRO SPIRITUAL

Roger Wagner Chorale and Salli Terri. Capitol P 8600 (M); SP 8600 (S)

A fine album of fine music. The Chorale beautifully performs 12 well-known Negro spirituals with penetrating warmth and feeling. Miss Terri's vocalizing is inspiring. Selections include "Little David Play or Your Harp," "Deep River," "Swing Low, Sweet Chariot," and "Oh Dem Golden Slippers."



CLASSICAL SPECIAL MERIT

SAINT-SAENS: SYMPHONY NO. 3 IN C MINOR

Paris Conservatoire Orchestra (Prêtre). Angel S 35924 (S)

Saint-Saens composed three symphonies, only the last of which has been recorded. It is a rich and varied work, majestic and tender, dramatic and subtle. Georges Prêtre conducting the Paris Conservatoire Orchestra and Maurice Durufle at the organ realize the values of the music perfectly. There are nine other recordings of the symphony currently available, five in stereo.



CLASSICAL SPECIAL MERIT

SCHUMANN: PIANO CONCERTO; GREIG: PIANO CONCERTO

Claudio Arrau. Philips PHM 500-047 (M); PHS 900-047 (S)

Two of the more favored works for the piano, each concerto is available in 21 other recordings. Claudio Arrau has himself previously recorded both pieces with a different orchestra but with the same coupling. This is the first time in stereo.



CLASSICAL SPECIAL MERIT

PROKOFIEV: ROMEO AND JULIET BALLET MUSIC

Philharmonia Orchestra (Kurtz). Angel S 36174 (S)

This is the sixth recording of excerpts taken from the complete ballet music. Of the three orchestral suites which Prokofiev pulled from the score, the second suite is here represented in its entirety in addition to two pieces from the first suite. Other combinations exist. Efram Kurtz, fellow countryman and school mate of the composer, brings warmth and understanding to these selections.



CLASSICAL SPECIAL MERIT

MASTERS OF THE GUITAR, VOLUME 2

Various Artists. RCA Victor LM 2717 (M); LSC 2717 (S)

Four heirs to the tradition and repertoire of the classical guitar are introduced in this follow-up album. More than promising, these young guitarists—the duo Pomponio and Zarate, and soloists, Alirio Diaz and Manuel Lopez Ramos—prove, indeed, that they are masters of the instrument.



CLASSICAL SPECIAL MERIT

HANDEL: WATER MUSIC (Complete)

Bath Festival Orchestra (Menuhin). Angel S 36173 (S)

The "Water Music" is a great recording favorite. This is the ninth complete recording, the fifth in stereo in addition to a dozen excerpted recordings. Included in this very good performance conducted by Yehudi Menuhin is a Gigue in the second Suite, recorded here for the first time.

SEE ALBUM REVIEWS
ON BACK COVER

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Chuck Berry's
"No Particular
Place to Go"
(Chess #1898)

is a hit. It sez
that "Use What
You Got"
by Sugar Pie
De Santo
(Checker #1082)

is a hit.
It also sez that
Tony Clarke's
"Ain't Love
Good, Ain't Love
Proud"
(Chess #1894)

is a hit. And
every single
word in this
ad is true.

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Gospel Music To Get Hypo From New Org

NASHVILLE—The world of gospel music could be in for a real shot in the arm when the proposed Gospel Music Association gets off the ground and is able to accomplish some of the objectives as set forth at the association's initial meeting last week.

More than 50 people representing a healthy portion of the gospel music industry from all parts of the country were in attendance for the meeting.

Cecil Scaife, of Songs of Faith Records, a leader in the move to get the new trade association rolling, outlined some of the objectives of the association as he envisions it, and numerous representatives joined in a rather lively debate concerning structural procedures for the group.

It was generally felt that the GMA should be patterned closely after the Country Music Association with several of the spokesmen for this view taking note of the success of the CMA.

Significantly, the bulk of the major gospel groups were represented at the meeting. Among those either in attendance or represented were the Statesmen, the Blackwoods, Sing Music, John T. Benson, the Florida Boys, the Rangers, Ronnie Page, Seego Brothers and Naomi, the Dixie Echos, SESAC, Wally Fowler, Jake Hess and the Imperials, Songs of Faith; Bob Poole of WFBC-TV, Greenville, S. C.; the Foggy River Boys, the Speer Family, A. O. Stinson, Windy Bagwell, the Le Fevres, and Larry Scott of Bakersfield, Calif.

A temporary steering committee and temporary officers were elected by the group and have been charged with the responsibility of writing a proposed constitution and bylaws for submission to a general meeting and for laying plans for



A. O. STINSON, left, president of Programing, Inc., signs Jake Hess, right, and the Imperials to a syndicated television contract. The Imperials, standing, from left, are Sherrill Neilson, Armond Marales, Garry McSpadden and Henry Slaughter.

an intensive membership drive. The committee is scheduled to meet again June 23 at the Capitol Park Inn, Nashville.

Among some of the goals listed for the association were broader coverage in consumer and trade publications; acquisition of more broadcast and telecast time for the gospel product; a general education program designed to acquaint a greater number of people with gospel music, and an effort directed toward demonstrating the selling power of gospel music to the major time buyers in the advertising field.

A sampling of those in attendance at the initial meeting and subsequent interviews with gospel industry leaders reveals that a large portion of those interviewed feel the association can meet a long-standing need. However, there were a few who, for the moment, indicated they will take a "wait and see" position in the effort.

Stinson Firm To Program Gospel for TV

ATLANTA—A. O. Stinson, formerly associated with Sing Recording Company, Atlanta, has announced the formation of Programming, Inc., with offices here.

The new firm has just completed syndication of the Gospel Singing Caravan, a one-hour gospel television show, and is presently in the process of scheduling other gospel shows for television markets throughout the country.

In making the announcement, Stinson also said he has signed Jake Hess and the Imperials to a syndication contract and indicated that he is in the process of acquiring new talent for his television productions.

RELIGIOUS MUSIC—A Definition of Terms

NASHVILLE—With this issue Billboard begins a regular monthly coverage of the religious music field, with this first issue placing emphasis on gospel music.

Rebels Quartet last week at the local RCA studio.

J. G. Whitfield, promoter of the Bonifay, Fla., July 4 "Sundown to Sunup Sing," which drew over 15,000 last year, announced that this year he has 16 top groups, featuring the Florida Boys, the LeFevres, the Prophets, the Plainsmen, the Blue Ridge Quartet and Wally Fowler.

The Oak Ridge Boys will record a new album June 20 at the Foster Studio.

James Blackwood has announced the addition of Whitey Gleason, a well-known composer and arranger of gospel songs, as pianist for the Blackwood Brothers Quartet.

Hovie Lister and the Statesmen quartet leave this week for a three-week tour of California and Texas.

The Foggy River Boys, Hal Tomlinson, Charles Wilson, Sherrell Stewart and Jay Bowman are in the process of mov-

(Continued on page 28)

For the sake of understanding what we mean when discussing the various types of music which fall under the religious category, the following "definition of terms" is offered.

GOSPEL—This is meant to mean that music which is generally sung by groups accompanied by piano. An example of this type music is that sung by the Statesmen Quartet.

SACRED—The emphasis on this type music is usually placed on inspiration rather than entertainment. The music of George Beverly Shea and the Mormon Tabernacle Choir is typical of this area.

SPOKEN WORD—While this is not music, a large number of spoken word record albums are sold in large quantity each year through church-related book stores. Billy Graham, Paul Harvey and Charlton Heston are typical of some of the better-selling "artists" in this field.

COUNTRY GOSPEL—This is religious music sung by country artists accompanied by string instruments. A large number of artists fall under this category, including Wilma Lee and Stony Cooper, Red Foley and the Lewis Family.

SPIRITUAL—This type religious music is most always sung by a Negro artist. Mahalia Jackson is one of the foremost spiritual artists.

BEST SELLING GOSPEL LP's BY LABEL

These listings are the best selling Gospel LP's as reported to the Billboard by the leading manufacturers in this field.

COLUMBIA RECORDS

1. HE WALKS WITH ME, Chuck Wagon Gang, CL 2080 (M); CS 8880 (S).
2. GOD'S GENTLE PEOPLE, Chuck Wagon Gang, CL 1899 (M); CS 8699 (S).
3. CHUCK WAGON GANG SING SONGS OF MOSIE LISTER, CL 1592 (M); CS 8392 (S).
4. PRAYERS IN SONG, Chuck Wagon Gang, CL 1396 (M); CS 8191 (S).
5. ALL PRAISE THE LORD, Chuck Wagon Gang, CL 1330 (M); CS 8137 (S).

HEART WARMING RECORDS

1. SWEETHEARTS OF SACRED SONGS, Carol & Jimmy Snow, LPHF 1743.
2. SWINGIN' SPIRITUALS, Rosie Rosell, LPHF 1747.
3. TV FAVORITES OF ELMER & JUNE, Elmer & June Childress, LPHF 1727.
4. I'LL SING HALLELUJAH, Connie & Lowell Lundstrom, LPHF 1769.
5. SONGS FROM THE HEART, Smitty Gallin, LPHF 1779.

RCA VICTOR RECORDS

1. BLACKWOOD BROTHERS FEATURING JAMES BLACKWOOD, LPM 2838.
2. THE BLACKWOOD BROTHERS ON TOUR, LPM 2300 (M); LSP 2300 (S).
3. Hovie Lister Sings, LPM 2790 (M); LSP 2790 (S).

SIMS RECORDS

1. I'M TOO NEAR HOME, Happy Goodman Family, Sims SLP 113.
2. MARTHA CARSON, SLP 109.
3. SWEET JESUS, Frost Brothers, SLP 120.
4. TOUCH THE HAND OF THE LORD, Plainsmen Quartet, SLP 106.

SING RECORDS

1. THE GOSPEL SINGING CARAVAN, Various Artists MFLP 555.
2. THE GOSPEL SINGING CARAVAN, Various Artists, MFLP 575.
3. LORD IT'S ME AGAIN, Le Fevres Quartet, MFLP 3211.
4. PASSING THRU, Blue Ridge Quartet, MFLP 457.
5. NO DISAPPOINTMENT IN HEAVEN, Rebels Quartet, MFLP 8005.
6. THE SEGO BROTHERS & NAOMI, MFLP 9091.

SKYLITE RECORDS

1. WHAT A DAY THAT WILL BE, New Stamp Quartet, SRLP 6012.
2. THE GARDEN OF MELODY, Spier Family, SRLP 6013.

SONGS OF FAITH RECORDS

1. SING THE GOSPEL, Sego Brothers & Naomi, SOF 110.
2. SATISFIED WITH ME, Sego Brothers & Naomi, SOF 103.
3. ON THE WINGS OF A DOVE, Florida Boys Quartet, SOF 106.
4. MY GOD SO REAL, Wally Fowler & the Oak Ridge Quartet, SOF 100.
5. THE FLORIDA BOYS AT CARNEGIE HALL, SOF 112.

STARDAY RECORDS

1. BEYOND THE SUNSET, Cowboy Copas, SLP 212.
2. GOLDEN GOSPEL MILLION SELLERS, Sunshine Boys, SLP 156.
3. WALLY FOWLER'S ALL NIGHT SINGING CONCERT, SLP 112.
4. MIGHTY CLOSE TO HEAVEN, Carl Story, SLP 219.
5. SINGING CONVENTION, Lewis Family, SLP 252.

WARNER BROS. RECORDS

1. THE OAK RIDGE BOYS, W 1497 (M); WS 1497 (S).
2. NOTHING BUT—THE GOSPEL TRUTH, Carriers, W 1514 (M); WS 1514 (S).
3. FOLK-MINDED SPIRITUALS FOR SPIRITUAL-MINDED FOLK, Oak Ridge Boys, W 1521 (M); WS 1521 (S).
4. THE GOSPEL ECHOES, W. 1499 (M); WS 1499 (S).
5. INTRODUCING STAN & DAN, W 1498 (M); WS 1498 (S).

PROFILE

The Speer Family

The Speer Family was formed as a singing unit in the early 1920's when G. T. Speer, his wife, their oldest daughter Rosa Nell and a son, Brock, united as

the original Singing Speer Family.

Another daughter, Mary Tom, and another son, Ben, were

(Continued on page 28)



THE GOSPEL MUSIC—Singing Speer Family is probably the oldest organized gospel quartet in the business having its beginning in 1925. From left, back row, members of the group today include Brock Speer, "Dad" Speer, Ben Speer and Jerry Redd. The front row from left are Faye Speer, "Mom" Speer and Ann Sanders.

SHAPE NOTES

By DON LIGHT

The Plainsmen signed an exclusive recording contract with Heartwarming Records, and recorded a new album last month in Nashville under the direction of Bob Benson, Heartwarming a&r man.

Gordon Stoker, tenor singer and manager of the Jordanaires, bought the John Daniel Music Company, a SESAC firm which will be known as Stoker Music Company. The catalog contains 248 gospel songs and includes such favorites as "Crossing Over Jordan."

Ronnie Page, a former member of the Oak Ridge Boys, has re-formed the Rangers. The trio will consist of Page, Darrell Johnson, who sang with the Deacons quartet, and David Reece, who will act as lead singer and piano player for the group.

Brock Speer, Skylight Record's Nashville a&r head, produced a new album by the

SESAC, the second oldest performing rights organization in the United States, has proudly spearheaded the drive of furthering and perpetuating the soul, spirit and popularity of gospel music for more than a quarter-of-a-century. This concerted effort on the part of SESAC has played the key role in securing a just recognition and remuneration for all those involved in the creation of gospel music.

The SESAC Repertory represents the most renowned songs, publishers and writers in the gospel singing world, and has long served as a prime source of original material for leading artists on phonograph records, all-nite sings, radio and television and in-person engagements both in the Americas and overseas.

Many SESAC® RECORDINGS and "repertory recordings" have also been instrumental in showcasing gospel music to the broadcasting industry.

At the heart of this wealth of gospel music are some of the oldest and most respected sacred music affiliates. Together they have sustained the growth of gospel music and helped develop it into today's vital trend in American music. And, together they will continue to promote the happy, inspirational, basic heartfelt beat of gospel music.

Here are some of the publishers and writers who are closely associated with SESAC's repertory in the Gospel music field.

PUBLISHERS

Abernathy Publishing Company	Harvest Time Publishers
Broadman Press	J. M. Henson Music Company
Albert E. Brumley & Sons	Hymntime Publishers
Roy D. Carter Music Company	Inspiration Publishers
Convention Music Co., Inc.	Jeffress Music Company
W. Oliver Cooper	The Le Fevre Trio
Percy B. Crawford	Mosie Lister Publications
M. Homer Cummings	Mat-Co Publishing Co.
John Daniel Quartet Song Pub.	National Music Company
The Marion Davis Company	Nazarene Publishing House
"Vep" Ellis Songs	Poole Publishing Co., Inc.
Faith Music, Inc.	Revival Music Company
Firm Foundation Publishing House	Singspiration, Inc.
William J. Gaither	Skylite Music Company
Gospel Publishing House	Ben Speer Music
Gospel Quartet Music, Inc.	Stamps Quartet Music Company, Inc.
Gospel Songs, Inc.	Sword and Shield Music Co.
Hall House of Harmony	Tennessee Music & Printing Company
The Hartford Music Company	James D. Vaughan Music Publisher
	R. E. Winsett Music Company

WRITERS

Buford Abner	Brantley C. George	Alfred B. Smith
LeeRoy Abernathy	F. M. Lehman	Ben Speer
E. M. Bartlett	Mosie Lister	Frank Stamps
Albert E. Brumley	Robert C. Loveless	Ira Stanphill
Norman J. Clayton	Wendell Loveless	J. D. Sumner
Percy B. Crawford	B. B. McKinney	Wallace B. Varner
Merrill Dunlop	Doy W. Ott	James D. Vaughan
V. B. (Vep) Ellis	Oren Paris	James S. Wetherington
J. H. Fillmore	John W. Peterson	Robert E. Winsett
	Henry Slaughter	

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CMA Accepts New Members

NASHVILLE — Country Music Association has accepted 22 new members. From the radio field are Cousin Carl, WFRB, Frostburg, Md.; John P. Gillis, KUIK, Hillsboro, Ore.; Dusty Miller, WCSS, Amsterdam, N. Y.; Frank Page, KWKH, Shreveport, La.; Don Passerby, CFOX, Montreal; Banner Shelton, WMYN, Madison, N. C.; Clyde Price, WACT, Tusaloosa, Ala.; Roy Stingley, WHOK, Lancaster, Ohio; Harold Sproule, Evangeline Network, Nova Scotia; Bobby Wootton, KAYO, Seattle, and Johnny Gunn, KVEG, Las Vegas, Nev.

According to association secretary Jo Walker, also named are artists Edna Lee Dewbre, Morton, Tex.; Mike Ami, Babylon, L. I.; Spud Goodall, San Antonio; Carol Lee, Babylon, L. I.; Robert Smith, Honolulu, and Pete Drake, Nashville.

In the group are E. J. Floyd, Des Moines, in the manager-booker category; Zeke Clements,



MERLE HAGGARD, Tally recording artist, hitting the Charts big with both sides of his latest release, "Sam Hill" b/w "You Don't Have Far to Go." Merle sends a big Thank You to all the D.J.'s for this. Personal manager, Fuzzy Owen, Bakersfield, Calif.

(Advertisement)

publisher, Nashville, and Joseph Rene, record manager, New York. New unaffiliated members are Bob Shelton, New York, and Anthony Pagano, Great Yarmouth, England.

but also in selling merchandise. Dean also bills himself as "The World's Worst Newscaster," and he has gotten great listener reaction and has all kinds of medals, certificates, etc., from them to show they go along with his stunt. Dean says "Either you are very good or very bad, and I feel that I'm very bad. So to counteract this ability to be a good newsman, I've tried to 'laugh it off' with the audience and it works." . . . **Dunny Sims**, WSBT, South Bend, Ind., sends in his list of c&w records played on the station and also

points out that the station is featuring folk music.

George Crump's WCMS, Norfolk, Va., is celebrating its 10th anniversary and is holding a "Country & Western Spectacular" in the municipal auditorium June 21 at 2 and 8 p.m. Emcee chores will be handled by WCMS' **Four Horsemen**, **Joe Hoppel**, **Jesse Travers**, **Charlie Wiggs** and **Sheriff (Tex) Davis**. . . . **Randy Hawkins**, formerly at WBZY in Torrington, Conn., has taken over the country spinning at WKFD, North Kingston,

Rhode Island. He needs records. . . . **Jim Nesbitt**, WJOT, Lake City, S. C., has recorded "Looking for More in '64." . . . **George C. Biggar** recently spoke to the South Dakota Broadcasters Association in Huron. He's president and manager of WLBK in De Kalb, Ill., and just celebrated his 10th year of operating the station. He's been in radio since 1924 and is writing of the early days of country music and radio. Billboard hopes he'll be ready in time for its second annual World of Country Music edition.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

WMMH, Marshall, N. C., has just switched to full-time country and gospel format, only station in the area with such a policy. **Jerry Plemmons**, director of programming, is sending up a flare for promotional records. . . . Another fellow in the same spot is **Lowell Thomas**, of WFTM in Maysville, Ky. . . . Rounding out its first year on the air, WBER in Moncks Corner, S. C., indicates through **Pleasant Ray** that some rustling deejays have held up the record

library and they need country records for their coverage of metropolitan Charleston and the low country. . . . **Buddy Dean**, KHER, Santa Maria, Calif., pens the station is now using Billboard charts exclusively for its programming. Station switched to full-time country music in January this year and Buddy reports the change has garnered an increasing share of listeners. He wants to pass the word along to other DJ's that remotes really pay off not only in spectators

HOT COUNTRY ALBUMS

Billboard SPECIAL SURVEY FOR WEEK ENDING 6/20/64

This Week	Last Week	TITLE, Artist, Label & No.	Weeks on Chart
1	2	MORE HANK SNOW SOUVENIRS RCA Victor LPM 2812 (M); LSP 2812 (S)	9
2	1	GUITAR COUNTRY Chet Atkins, RCA Victor LPM 2783 (M); LSP 2783 (S)	20
3	3	RING OF FIRE—THE BEST OF JOHNNY CASH Columbia CL 2053 (M); CS 8853 (S)	24
4	7	ON THE BANDSTAND Buck Owens, Capitol T 1879 (M); ST 1879 (S)	24
5	4	SAGINAW MICHIGAN Lefty Frizzell, Columbia CL 2169 (M); CS 8969 (S)	10
6	6	BUCK OWENS SINGS TOMMY COLLINS Capitol T 1989 (M); ST 1989 (S)	24
7	8	STORY SONGS FOR COUNTRY FOLKS Faron Young, Mercury MG 20896 (M); SR 60896 (S)	19
8	11	NIGHT LIFE Ray Price, Columbia CL 1971 (M); CS 8771 (S)	24
9	16	MOONLIGHT AND ROSES Jim Reeves, RCA Victor LPM 2854 (M); LSP 2854 (S)	3
10	5	LORETTA LYNN SINGS Decca DL 4457 (M); DL 74457 (S)	23
11	10	THE BEST OF GEORGE JONES United Artists UAL 3291 (M); UAS 6291 (S)	24
12	12	BLUEGRASS HOOTENANNY George Jones & Melba Montgomery, United Artists UAL 3352 (M); UAS 6352 (S)	8
13	9	FOLK SONG BOOK Eddy Arnold, RCA Victor LPM 2811 (M); LSP 2811 (S)	15
14	14	LOVING ARMS Carl Butler & Pearl, Columbia CL 2125 (M); CS 8925 (S)	13
15	13	I LOVE A SONG Stonewall Jackson, Columbia CL 2059 (M); CS 8859 (S)	24
16	15	FLATT & SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY Lester Flatt & Earl Scruggs, Columbia CL 2134 (M); CS 8934 (S)	12
17	18	RAILROAD MAN Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)	23
18	—	PORTER WAGONER—IN PERSON RCA Victor LPM 2840 (M); LSP 2840 (S)	1
19	—	KITTY WELLS STORY Decca DXB 174 (M); DXSB 7174 (S)	12
20	—	THERE STANDS THE GLASS Carl Smith, Columbia CL 2173 (M); CS 8973 (S)	1



STEP BY STEP
UP THE CHARTS

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DUNCAN



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FRENCH (WALLOON) BELGIUM

Table with columns: This Week, Last Week. Songs include: QUAND LES ROSES, NON HO L'ETA PER AMARTI, PRES DE MA RIVIERE, A PRESENT TU PEUX T'EN ALLER, CANT BUY ME LOVE, VOUS PERMETTEZ, MONSIEUR, MARIA ELENA, LA PLUS BELLE POUR ALLER DANSER, A TOI DE CHOISIR, DES QUE LE PRINTEMPS REVIENT.

BRITAIN

Table with columns: This Week, Last Week. Songs include: YOU'RE MY WORLD, IT'S OVER, JULIET, NO PARTICULAR PLACE TO GO, CONSTANTLY, THE RISE AND FALL OF FLINGEL BUNT, MY BOY LOLLIPOP, MY GUY, HERE I GO AGAIN, SOMEONE, A LITTLE LOVING, CANT YOU SEE THAT SHE'S MINE, SHOUT, WALK ON BY, NON HO L'ETA PER AMARTI, I BELIEVE, I LOVE YOU BECAUSE, I WILL, DON'T THROW YOUR LOVE AWAY, RAMONA, HELLO DOLLY, I LOVE YOU BABY, YOU'RE THE ONE, DON'T LET THE RAIN COME DOWN, DON'T LET THE SUN CATCH YOU CRYING, AINT SHE SWEET, YOU'RE NO GOOD, HELLO DOLLY, I WISH YOU WOULD, NOBODY I KNOW.

EIRE

Table with columns: This Week, Last Week. Songs include: LIVERPOOL LOU, IT'S OVER, FALLEN STAR, MY BOY LOLLIPOP, YOU'RE MY WORLD, JULIET, BLESS YOU, I'M YOURS, NON HO L'ETA PER AMARTI, I'M COUNTING ON YOU.

HOLLAND

Table with columns: This Week, Last Week. Songs include: VOUS PERMETTEZ, MONSIEUR, LA MAMMA, DE WINTER WAS LANG, CANT BUY ME LOVE, NON HO L'ETA, N MOEDERHART, N GOUDEN HART, OH MY DARLING, CAROLINE, GIB MIR DEIN WORT, I LOVE YOU BECAUSE, JAILER BRING ME WATER.

HONG KONG

Table with columns: This Week, Last Week. Songs include: MOVE OVER DARLING, VIVA LAS VEGAS, I SAW HER STANDING THERE, WRONG FOR EACH OTHER, WAIT AND SEE, TRUE TRUE LOVIN', CANT BUY ME LOVE, ROSEMARIE, CHEER UP, KISSING COUSINS.

JAPAN

Table with columns: This Week, Last Week. Songs include: TOKYO BLUES, KIMI DAKE O, SASURAI, I WANT TO HOLD YOUR HAND, SUGATA SANSHIRO, SHORT ON LOVE, SAVE THE LAST DANCE FOR ME, VIVA LAS VEGAS, LO NOVIA, WHERE HAVE ALL THE FLOWERS GONE, MALAGUENA SALEROSA.

MEXICO

Table with columns: This Week, Last Week. Songs include: TIJUANA, ENTREGA TOTAL, HERMOSISIMO LUCERO, I WANT TO HOLD YOUR HAND, PIENSALO, LAS CEREZAS, PERDONAME ME VIDA, GUARDA COME DONDOLO, IF I HAD A HAMMER, ATRAS DE LA RAYA.

NEW ZEALAND

Table with columns: This Week, Last Week. Songs include: CANT BUY ME LOVE, LITTLE CHILDREN, BITS AND PIECES, DIANE, I WANT TO CUT YOUR HAIR, DAWN, CANDY MAN, ROLL OVER BEETHOVEN, NEEDLES & PINS, VIVA LES VEGAS.

NORWAY

Table with columns: This Week, Last Week. Songs include: I LOVE YOU BECAUSE, MY BOY LOLLIPOP, NON HO L'ETA, LA MEG VAERE UNG, CANT BUY ME LOVE, CONSTANTLY, ALL MY LOVING, SKONA MITT HJARTA, SUSPICION, DO YOU LOVE ME ANY MORE, SUSPICION.

PHILIPPINES

Table with columns: This Week, Last Week. Songs include: I WISH YOU LOVE, WHAT'D I SAY, THERE'S ALWAYS ME, FROM RUSSIA WITH LOVE, BOYS, HAVA NAGEELA, LOSING YOU, CRY FOR A SHADOW, ROLL OVER BEETHOVEN, MALAGUENA SALEROSA.

SOUTH AFRICA

Table with columns: This Week, Last Week. Songs include: CANT BUY ME LOVE, I'M LEAVING IT UP TO YOU, AS USUAL, SOMEBODY LOVES YOU, VIVA LAS VEGAS, JAVA, NON HO L'ETA, ANYONE WHO HAD A HEART.

URUGUAY

Table with columns: This Week, Last Week. Songs include: QUE SUERTE, CANTA EL CORAZON, OH MI SENOR.

STATIONS BY FORMAT

Continued from page 18

Texas State Network affiliate. Music format: Pop Standard. Highly identifiable air personalities. Dallas Rangers' baseball, Chicago White Sox baseball carried. Special programs: "Hawaii Calls," package show, 8:30-9 p.m., Sun.; "Family Theater" drama, 9-9:30 p.m., Sun.; "Library of Lafts," excerpts from comedy LP's aired 45 min. to each hour; guest interviews with show business people, plus music on "Bob Kelly & Bob Jett Show," 2:30-3:30 pm. 10-Min. news at noon. "World in Review" - week's news wrap-up, 5-5:30 p.m. 2 Mobile radio-equipped news units operated by Dave Hultsman. Gen'l Mgr., Durward J. Tucker. Program Director, Jim Lowe (also does daily air show).

KFJZ: (Fort Worth): 5,000 watts. Independent. Texas Triangle affiliate. Music format: Contemporary. Highly identifiable air personalities. Heavy on and off the air promotion. Station editorializes. Southwest Conference football, Texas High School championship games and other special sports events carried. 4 15-min. newscasts daily, 6:30, 7:30 a.m., noon, 6 p.m. 7-man news department—all have 2-way radio-equipped cars. News director, Gene Craft. Special programs: "Enis Coffee Club," phone chats with listeners interspersed with records 9-noon, M-F. "Focus," 15-min. news program aired 6 p.m. regularly, 8 p.m. during baseball season—newsmakers discuss current issues. During school season "You Speak to You," aired at 9 p.m., M-F with teen-age panel and host Bill Enis. VP & Gen'l Mgr., Stan Wilson. Program Director, Bill Enis.

KJIM (Fort Worth): 250 watts day. Independent. Music format: Standard-Pop. Editorials aired 4 times daily featuring guest editorials by listeners. "Comedy Time"—excerpts from comedy LP's aired 4 times daily. Gen'l Mgr., Clyde Haden. Program director, Chester Grubbs. Music director, Ron Ebben (also does daily air show).

KXOL (Fort Worth): 5,000 watts day, 1,000 watts night. Independent. Music format: Contemporary. Member of Eastman Sports Network. Heavy on and off the air promotion. Award-winning 5-man news department under direction of Roy Eaton. Two 2-way radio equipped news units. Special programs: "On the Road," 30-min. program Sundays in which new auto is given appraisal. "Ask City Hall," question & answer session with city manager. VP & Gen'l Mgr., Earle Fletcher. Program Director, Don Day (also does daily air show).

WBAP (Fort Worth): 50,000 watts. ABC-NBC affiliate. Station shares 820 & 570 frequencies with WFAA in Dallas. Stations switch back and forth throughout the day. Maximum time any one station occupies one frequency is 3 hrs. Music format: Standard-Pop. Southwest Conference football, basketball and other sports specials carried. 8 sports reports daily. 10-min. network & local newscasts every hr. Headlines each hour. 15-min. newscasts 6:15 a.m. Combo news operation under direction of James Byron. Farm show aired M-S, 6:30-6:45 a.m. Station Mgr., Roy I. Bacus. Dir of Radio Sales & Programs, Herman K. Clark. Program Mgr., Harvey Boyd.

Hoot Killed; Add Country

HOLLYWOOD—The much-discussed and maligned "Hootenanny" TV show, which helped bring folk music to national audiences, had its hoot axed last week by ABC-TV. The program had been seen Saturdays from 7:30-8:30 p.m. emanating each week from a different college campus. The time slot will

be filled with "The Outer Limits," science fiction series. During "Hootenanny's" first year its was praised by devotees of the broad commercial forms of folk music and damned by purists and persons objecting to its policy of having all performers sign a loyalty oath. Among the shows bought for the new season is "Shindig," a half-hour c&w musical which will be aired Wednesdays at 8:30 p.m. against "The Beverly Hillbillies." "Shindig" had one outing here on KABC-TV, the local network outlet.

Billboard Buyers & Sellers

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A convenient market place for the best sources of equipment, supplies, services and personnel . . . serving more than 20,000 buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the entire world.

EMPLOYMENT SECTION

SITUATIONS WANTED

AVAILABLE TO RECORDING CO., PUBLISHING CO. OR ARTISTS. Independent songwriter. Contact Ted Pryse, 2269 Washington Ave., Norwood, Ohio 45212. Telephone: 531-4919.

AVAILABLE FOR SUMMER BOOKINGS: The Emotions, pop R&R vocalists, 20th Century-Fox Records; the Young Voyagers, folk-vocal-instrumentalists, Laurie Records; the Exterminators, vocal-instrumentalists, Chancellor Records. H. Boye, 649 Stanley Ave., N. Y. 7. je27

GIRL SINGER WANTS GIRL MUSICIANS to form rock & roll band. Lead, bass guitars, sax and drums. Must sing some. If unable to audition personally, send tape. Experience unnecessary. Carol Stier, Narka, Kans. je27

RADIO ANNOUNCER: EXPERIENCED morning personality; bright, cheerful sound; good sense of humor, 3rd class license, play-by-play experience, parrot side kick for comedy routines. Write to Warren Wynn, Westboro, Wis.

ANNOUNCING a new low rate for SITUATIONS WANTED ADS

to help people in the allied fields of MUSIC, RECORD, COIN, PROMOTION, ENTERTAINMENT

to make the right, best paying connections. THIS IS THE PERFECT MEDIA FOR SELLING YOURSELF TO PROSPECTIVE EMPLOYERS.

\$2.00 will do the trick for a 1/2" ad in one issue . . . maximum 35 words, plus name and address.

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New York, N. Y. 10036

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Send qualifications to:
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c/o Billboard
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New York, N. Y. 10036

GENERAL MANAGER—\$25,000 RANGE. (To head record division of important corp. giant—NYC.) Only corp. exec. having over-all industry exp. indicating complete profit responsibility for multi-million \$\$ programs considered! Resumes only in confidence. Client pays our search charges. James Force & Assoc., 170 Broadway, N. Y. City 38.

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ARE NOW AVAILABLE TO QUALITY DEALERS FROM COAST-TO-COAST

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National Distributors for
HAYDN SOCIETY RECORDS

DEALERS . . . ONE-STOP . . . RACK JOBBERS

. . . in the following territories: North and South Carolina.

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Wholesale Phonograph Records
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Listed, you will find the labels which we presently distribute:

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Canadian-American	GNP/Crescendo	Sue
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Heavy Promotion
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No job too small
CONSULTATION
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Finest Quality—Low Prices—Top Notch Talent.
8 Singers (male/female),
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Best, Modern Tape and Disc Equip. (Ampex, Altec, RCA)
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DEMONSTRATION RECORD COMPANY
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SONGWRITERS: ARE YOU LOOKING for a company that specializes in demos for ASCAP and BMI writers? Gives you the master tape? Records your song with 3-piece orch. and vocalist for \$30? Musicrest B., 6715 Hollywood Blvd., Hollywood 28, Calif. np-jy18

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USED FOOSBALL MACHINES

We can't use them. Maybe you can! Coin-operated amusement game, 7 months old. Original price, \$400 per machine; excellent condition. Call or write for price. F.O.B. Cincinnati.

Write or wire
FOOSBALL OPERATORS
Suite #10, Rookwood Bldg.
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ROUTES WANTED

WILL BUY BULK VENDING ROUTES in Southern and Southeastern States. Send complete information to Box #108, Billboard, 165 W. 46th St., New York, New York 10036.

MISCELLANEOUS

30,000 PROFESSIONAL COMEDY LINES! Monthly topical gag service too! Free catalog. Robert Orben, 3536 Daniel Crescent, Baldwin Harbor, N. Y. ch-np

MIMEOGRAPHING, RECORDING, MUSIC services. Talent for clean program. Enterprises, Box 188, Monticello, Ga.

JUKE BOX OPERATORS—WE SPECIALIZE in new 45 releases aimed at your adult customers. The best standards on organ, harmonica, polkas and foreign language. Send for our latest listing and free sample. Halifax Productions, 4125 Armitage, Chicago, Ill. 60639. np-jy4

RECORD DEALERS—FREE DELIVERY plan anywhere in U. S. on accessories, needles, phono cases and racks and foreign LP lines. Details and catalogue free. Write Hal Faktor, 4143 W. Armitage, Chicago 39, Ill. CA 7-3722. np-jy4

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Any record company with active singles to be aware of a unique marketing service that is available to accurately reflect over-the-counter sales of your records in 24 top markets each week. Report on sales activity delivered on each Thursday Morning reflecting retail sales as of previous Saturday. Cost: Only \$20 per record per week. Contact

Record Market Research Agency

A Division of Billboard
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If you need help in securing exactly the right records and albums for your music programming — YOU CAN GET IT FROM RSI.

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Record Source International
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- Partial list of contents:
- Top Records of 1963
 - Top Talent for 1963
 - Top Singles Artists
 - Top LP Artists
 - Top International Artists
 - International Directory of Recording Talent, Booking Agents, Talent Managers, Impresarios and critics.

- Award Winners of '63 including NARAS, NARM, Motion Picture Academy and Country Music

Million-Selling Singles Records.
Half-million Selling Albums
Top Artists 1948-1963
Discography 1948-1963
Send \$1 for your copy now to
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Cincinnati, Ohio 45214
Include your name and address and "1963-64 Who's Who."

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	1/2"	1"	2"	Each Additional Inch
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Distributors (Regional) & Employment Advertisers	\$5	\$9	\$15	\$5
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Situations Wanted for Individuals	\$2	\$9	\$15	\$5

- Minimum size sold is 1/2", approximately 35 words; 1" 70 words.
- All rates are for EACH insertion. PAYMENT MUST BE IN ADVANCE!
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Everyone in the music business and every teen-ager in Belgium reads

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BELGIUM'S BIGGEST MUSIC MAGAZINE

A one page ad costs you only \$220
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Send your bank draft to

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Write for Sample Copy.

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PAUL SIEGEL (BERLIN-NEW YORK), producer of Telefunken-Decca (Teldec) Records, Disc Jockey: Radio Berlin (SFB), Music Publisher: Hi-Fi Musikverlag GMBH, Cable: Symphonix, Berlin. Telephone: Berlin 347029. Address: Tauentzien str. 16, Berlin W30, Germany.

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WE SEEK ONE ADDITIONAL RECORD LINE FOR GREECE, EGYPT & LEBANON

With over 30 years' experience in handling records in this part of the world, we know you get a fair treatment only from the firm that concentrates on your label, not ten or twenty or thirty others. If you want experience and honest consideration, why not write now to MIDDLE EAST RECORDINGS
Evans Plamaritis, President
4 Spartis, Athens, Greece

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IN ITALY, YOU GET RESULTS WHEN YOU ADVERTISE IN

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Sample copy and rates on request.

Write

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Available for Summer and Autumn Tours. All Groups have appeared at Liverpool's Famous Cavern Club. Some are Recording Groups. Most have appeared with the Beatles. Genuine "Liverpool" Sound Outfits. Write

Darville Entertainments

79, Northbrook Road, WALLASEY, CHESHIRE, ENGLAND Telephone: Wallasey 1421 & 2484

Pitchmen Try to Catch Station

By BILL GAVIN
Contributing Editor

EVERY WEEK record manufacturers produce a vast number of new singles. Hundreds, and sometimes thousands, of pressings are offered to radio stations. No station can possibly program them all; very few stations even bother to audition them all. Record promoters constantly fight the battle of over-production, striving to attract favorable attention to their product. They do so by personal contacts with radio people, telephone calls, special mailings of records with marked sides, personal notes and mimeographed mailers.



Marked copies of station charts and playlists are frequently sent out in an effort to attract national attention to regional or local sales action. Promoters have two objectives: persuade the radio arbiters to listen or to listen again; convince these radio people that certain of their records are especially suitable for programming. Various techniques are employed. It may be of interest to examine some of them.

THE IN-PERSON PITCH: "These just came in, and I wanted to rush 'em right over to you." Then follows a recitation of the stations and disk jockeys around the country who are "wailing" on one or more of the records, until the impression is inevitably created either that this particular distributor is one of the last in the nation to receive his DJ samples, or that they have been lying around on the promoter's desk for a couple of weeks and that the current promotion effort is the end result of the manufacturers' screams for action. In any case, it's the promo man's job to see that the music director listens to his records and to report back to his boss which, if any, are going on the station's playlist.

THE ARTIST VISITATION: Having a recording artist descend upon the DJ supposedly imparts added glamour to the artist's current offering. Why this should be, I have no idea, but it often works. Inevitably the question is asked: "How do you like my record?" The DJ is trapped. For some reason it is easier to say no to a promotion man than to a performer, be he ever so humble, obscure and untalented. If the artist is an established name, with several hit credits, it is the rare DJ who can look him in the eye and say, "No, Joe, I think you've missed the boat this time."

THE FREEBIE BIT: "Confidentially," murmurs the promo man, "We're getting a one-for-one deal on this from the manufacturer, and we're going all out to bring it in for him. If you pick it, we'll give the stores such a good deal

that you can count on sales reports the first week. It's bound to make your chart fast, and once you list it, you know it's gonna sell." Such are the sophistries of promotion.

THE LONG-DISTANCE PHONE CALL: The national promotion man in New York or Hollywood gives his secretary a long list of names and phone numbers, which are often turned over to the switchboard operator. Such delegation of function sometimes leads to a surprising lack of communication. When the calls are placed in wholesale lots, it isn't easy to keep track of which ones are coming in when. Sometimes the promo chief is talking on one call when another one comes in on another line. Sometimes names and call letters get confused. And, for some unfathomable reason the long-distance operators act like part of a vast conspiracy to conceal the identity of the caller from the callee.

Occasionally the promotion chief is calling around the country in an effort to obtain an honest reaction to his new record releases, to guide him and his company in the direction and extent of their promotion efforts. More often, however, he is impervious to any and all negative comments, and he counterattacks with a recital of all the stations that have picked it and all the distributors who have ordered a half deal. Of all the promotion cliches most commonly reiterated via long distance, the most frequently heard are "We're very excited about it," and "It looks very good."

THE ADVANCE EXCLUSIVE MAILING: Many record companies use a "hot list" of radio people to whom they mail advance test pressings or dubs of important new releases. Not infrequently such lists favor one station in a city, to the exclusion of its competitors. As a result, a new record may hit the air before the local distributor has received a single copy. This puts the local promotion man in a bad light with the other stations, for it appears that he has connived to give one station an unfair advantage over its competitor. Record companies with such special mailing lists should scan them to make sure that they do not make the local promotion job more difficult through unjust favoritism.

It is a revealing insight into the psychology of radio that so many of its programmers are exclusive-prone. The record that arrives via air-mail special delivery, with its plain white label inscribed by hand, exercises an almost compelling fascination. It is a matter of extreme prestige to some to be able to say of a hit record, "We played it first." This unfortunately, is no substitute for quality, and the advance exclusive often is just as big a bomb as the regular pressing that arrives a week later via fourth class mail.

Next week's "Newsletter" will consider various types of station policies in dealing with record promotion.

MILWAUKEE — WRIT recently became one of the few local radio stations to hire a female newscaster. Mrs. Lois Hill, known professionally as Lois Lynn, handles news broadcasts Sundays from 9:55 a.m. to 4:44 p.m.

Her first job as a regular newswoman, Miss Lynn has an opportunity to spend much of her time on duty with husband Bill Hill, a WRIT newsman weekdays, who captains his own record show on the Air Trails station Sundays from 11 to 4 p.m.

A former big band vocalist, the attractive blonde appeared on live music shows on WJMJ since she came to the Beer City two years ago. She was assigned to the Armed Forces radio station in Newfoundland when in the WAF from 1948-1951 where she wrote, produced and performed in a one-hour late night show called "Dream Hour."

While there, she toured with Charlie Barnet's band to add to her former credits as a vocalist

(Continued on page 37)

'JOHNNY LOVES ME'

by FLORRAINE DARLIN

BILLBOARD SPOTLIGHT PICK CASH BOX BEST BET

'TOM KELLY'

by ALEX ZANETIS

A DRAMATIC READING OF AN UNUSUAL SONG CALL YOUR RIC DISTRIB. NOW

It's Another Hit!
"IT'S SUMMER TIME U.S.A."
by Pixies Three
72288
Mercury RECORDS

A New Summer Smash With a Latin Sound
BE'S THAT WAY
WILLIE BOBO
Tico Records T-433
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ATLANTIC
2237

CUSTOM RECORD PRESSING
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You can actually feel this exciting new clarity and presence and this mystery material is 100% Anti-Static.
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SAY YOU SAW IT IN BILLBOARD

ARTISTS' BIOGRAPHIES

For your programming use here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards these biographies will help you build a convenient file of such data.



LOIS LYNN HILL

ADVERTISING IN BUSINESS PAPERS MEANS BUSINESS
ABP



BILLY J. KRAMER
(Imperial)
PM: Brian Epstein

Through an early and persistent interest in music, Billy J. Kramer, at 20, has become one of England's top musical entertainers and is fast attaining the same heights in the U. S. Billy was born in Bootle, England, near Liverpool, the youngest of seven children. He was a leading singer in school music festivals. When he was 12, his mother's contribution to his savings enabled him to purchase a guitar. Forming a group from among his schoolmates, he tried his hand at rock 'n' roll. After completing his schooling, Billy took a job with British Railways, playing rhythm guitar in the evenings with his own combo, the Phantoms. Two years ago, at the suggestion of a popular deejay, he gave up the guitar in favor of singing. Backed by a new group, the Coasters, Billy began playing more important clubs while doubling with the railroad.

In 1963, Brian Epstein, manager of the Beatles and other top singing groups, signed Billy to an exclusive management contract. Several hit recordings followed.

Billy is represented by two hits on Billboard's Hot 100 this week—"Bad to Me" is No. 26, in its fourth week on the charts, and "Little Children" is No. 11.

"No sir . . . nobdy's going to take my prejudiced ideas away from me . . . or will they? Another reason why, as a bigot, I continue to hate people who are different from me is because if everybody liked everyone else, wouldn't it be harder to raise taxes . . . go to war against other nations . . . hate others?"

"I feel that brotherhood would take my freedom away from me. I want the freedom of hating anybody, anytime, without any interference from the government . . . like the civil rights bill they're trying to pass. . . . If we bigots keep on losing our freedom to hate, we will soon become extinct. . . . You wouldn't want this to happen would you?"

"Then, let's get together and stop all this talk about brotherhood, peace, love, understanding, self-respect and equal employment opportunities. Help build a successful America by stamping out brotherhood. Today it is not safe to love your blood brother, and I know I'm not going to claim someone as a brother whose skin is a different color than mine! As a bigot, I believe that we can have the fatherhood of God, without the brotherhood of man!"

PAMS: Custom Jingle Maker

• Continued from page 14

Cadillac on display in the General Motor's Pavilion at the World's Fair, it is the only one of its kind. Then the PAMS production and the Caddy part. PAMS packages may be purchased, the car is not for sale.

Operating from specially built headquarters at 4141 Office Parkway, Central Park Plaza, the organization creates and builds musical ideas and concepts in its own studios. Their customizing is so distinctive that it is one of the few companies that has station clients in the same city. (WRCV's conservative-subdued signatures vs. WIBG's vibrant swinging signatures in Philadelphia.)

Although the staff is comprised of first-rate musicians, composers and arrangers, rarely is a package produced without the station's program director or general manager being personally on hand to supervise the sound.

WABC's (New York) current signatures were conceived by program director Rick Sklar and vice-president and general manager Wally Schwartz. The concept was then brought in person to Dallas by Schwartz and Sklar and further developed by the PAMS staff under the watchful eyes and ears of the WABC executives. The results



VERSATILITY IS the keynote at PAMS. Sales Manager Jim West works out a sound concept on the base with music director Euel Box.

can readily be attested to by anyone who has been within earshot of WABC's signature.

"Stations purchasing our packages are investing in a perpetuating sound," said Bill Meeks, PAMS president. "Each new package is based on a previous one—so there is no built-in obsolescence. Our clients, on this basis, can build a 'jingle or sound signature library.'"

PAMS offers 13 basic packages, all different in theme and sound. Their latest, Series 27, is entitled the "Jet Set" and features the theme, "Where the action is." Included in the series (currently in use at WABC) are sound effects, musically conjuring up the sensation of get-up-and-go. Also featured in the package is the distinctive vocalizing of Bright-Eyes Longknife, a lovely Indian gal who hits high notes with ease.

Meeks says about this series: "Less to listen to, but more to hear." Meeks also emphasizes that the PAMS material is built to "inspire the deejay, not to replace him."

Recently WNOR, in Norfolk, gave PAMS an assignment to customize their "Music-Go-Round" logo. The boys cooked up a variation on "Merry-Go-Round Broke Down" with a real calliope loaned from the Texas State Fair.

For WYSL, in Buffalo, came the "Whistle While You Work" theme. For WGR, in the same city, PAMS constructed a contemporary take-off on the standard, "Shuffle Off to Buffalo."

Three gals and three fellas comprised PAMS permanent vocal group. Bob Biegler, Jody Lyons and Bob Farrar are producers. Biegler and Farrar also perform as instrumentalist and vocalist respectively on many sessions.

Farrar produces most of the custom-made commercials for Pams Advertising Agency. Clients include: Humble, Dr Pepper, Durkee, Tonka Toys, Nationwide Insurance, Shick Razors and numerous other local and national accounts. Darrel Grundy is vice-president of the agency. Meeks heads up both the agency and production firm.

PAMS peripatetic sales manager, Jim West, a first-rate bass player, may be found participating actively in many recording sessions with music director Euel Box. When Jim and I were sitting in Dallas' posh Cabana Motel night club, he unhesitatingly sat in for the club's bass player. Many of Dallas' professional musicians work regularly at PAMS recording sessions.

The company's sales force is small but highly effective. The Eastern States come under the aegis of Doug China, former

MC Corp. Adds Documentaries

NEW YORK—Mark Century Corporation, producer of programming aids for radio stations, will now include documentaries as a part of their packages.

"The reaction of our nearly 200 station subscribers to our recent documentary, 'D-Day—Four Men and Four Million,'"

program director and deejay at WKBW, Buffalo, and WPOP, Hartford. As a special service to clients, Doug works with stations in guiding them on how to utilize their newly acquired production aids.

The West is covered by Toby Arnold, a former radio time salesman who is hip to the general manager's and sales manager's budget problems, as well as modern radio, in general.

Meeks does quite a bit of account servicing himself. He gives his personal attention to most of the major clients and is in on most of the planning sessions for all of the firm's customers.

Organized in 1951 as an advertising agency, PAMS has expanded its production services for some of the top group and indie station operations in the country. Among the clients are: ABC-owned stations; Storz Stations, Storer Broadcasting, McLendon Group, Crowell-Collier, WCAO, Baltimore; WMEX, Boston; KRBC, Abilene, Tex.; WTOB, Winston-Salem, N. C.; CHUM, CKEY, CKLG, CKPR, all in Canada; WFLA, Tampa, and KJR, Seattle.

Woman Newscaster

• Continued from page 36

with the Carmen Cavallaro and Art Mooney orchestras.

Miss Lynn is not troubled by the bugaboo that a woman's voice does not carry the same authority as a man's when it comes to newscasts.

"If a woman is sincere she can get an equally good reaction," she said. "But she must deliver the facts, without gimmicks, in her own style."

Miss Lynn strives for feminine reaction to the news without doing the newscasts purely from the woman's angle.

"Most women will listen to a woman announcer if they can tolerate her," she said. "And some who can't stand her, will tune in just to criticize."

Pauline Frederick, NBC's UN correspondent, is an ideal feminine newscaster, Miss Lynn believes.

Miss Lynn writes and edits her own news, handles beep telephone interviews and monitors police and fire calls in addition to her own on-air work.

Before going on the air Miss Lynn had a three-week training course. And, of course, husband Bill is readily available to give advice and guidance.

POP-STANDARD SINGLES

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

This Week	Last Week	From this week's Hot 100	Weeks on Hot 100
1	1	LOVE ME WITH ALL YOUR HEART, Ray Charles Singers, Command 4046	11
2	3	PEOPLE, Barbra Streisand, Columbia 42965	12
3	4	DIANE, Bachelors, London 9639	10
4	5	TELL ME WHY, Bobby Vinton, Epic 9687	5
5	2	HELLO, DOLLY, Louis Armstrong, Kapp 573	19
6	6	TODAY, New Christy Minstrels, Columbia 43000	11
7	8	TEARS AND ROSES, Al Martino, Capitol 5183	6
8	11	I'LL TOUCH A STAR, Terry Stafford, Crusader 105	7
9	9	BE ANYTHING (But Be Mine), Connie Francis, MGM 13237	5
10	12	BEANS IN MY EARS, Serendipity Singers, Phillips 40198	5
11	10	I DON'T WANT TO BE HURT ANYMORE, Nat King Cole, Capitol 5155	9
12	13	I DON'T WANNA BE A LOSER, Lesley Gore, Mercury 72270	5
13	7	COTTON CANDY, Al Hirt, RCA Victor 8346	11
14	15	TOO LATE TO TURN BACK NOW, Brook Benton, Mercury 72266	7
15	16	ANOTHER CUP OF COFFEE, Brook Benton, Mercury 72266	6
16	19	THE FRENCH SONG, Lucille Starr, Almo 204	6
17	20	THE WORLD OF LONELY PEOPLE, Anita Bryant, Columbia 43037	6
18	—	EVERYBODY KNOWS, Steve Lawrence, Columbia 43047	4
19	—	ALONE WITH YOU, Brenda Lee, Decca 31628	2
20	—	THE WORLD I USED TO KNOW, Jimmie Rodgers, Dot 16595	4

YESTERYEAR'S HITS

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

POP—5 Years Ago
June 22, 1959

- The Battle of New Orleans, J. Horton, Columbia
- Personality, L. Price, ABC-Paramount
- Dream Lover, B. Darin, Atco
- Lonely Boy, P. Anka, ABC-Paramount
- Kansas City, W. Harrison, Fury
- Quiet Village, M. Denny, Liberty
- Tallahassee Lassie, F. Cannon, Swan
- A Teenager in Love, Dion & the Belmonts, Laurie
- Along Came Jones, Coasters, Atco
- Lipstick on Your Collar, C. Francis, MGM

RHYTHM & BLUES—Five Years Ago—June 22, 1959

- Kansas City, W. Harrison, Fury
Personality, L. Price, ABC-Paramount
So Fine, Fiestas, Old Town
Dream Lover, Bobby Darin, Atco
The Battle of New Orleans, J. Horton, Columbia

POP—10 Years Ago
June 19, 1954

- Little Things Mean a Lot, K. Kallen, Decca
- Three Coins in the Fountain, Four Aces, Decca
- Hernando's Hideaway, A. Bleyer, Cadence
- Happy Wanderer, F. Weir, London
- Wanted, P. Como, RCA Victor
- If You Love Me (Really Love Me), K. Starr, Capitol
- Young at Heart, F. Sinatra, Capitol
- Man Upstairs, K. Starr, Capitol
- Three Coins in the Fountain, F. Sinatra, Capitol
- Oh, Baby Mine, Four Knights, Capitol

- There Goes My Baby, Drifters, Atlantic
I'm Ready, F. Domino, Imperial
I Only Have Eyes for You, Flamingos, End
So Close, B. Benton, Mercury
I Waited Too Long, L. Baker, Atlantic

BOBBY BLAND
NOW BREAKING ON ALL CHARTS
Now Breaking on All Charts
"SHARE YOUR LOVE WITH ME"
Duke 377
Duke & Peacock Records
2809 Erastus Houston, Texas

BARBARA LYNN
Headed for the Top!
"OH! BABY
(We Got a Good Thing Goin')"
JAMIE 1277
J/E Jamie/Guyden Dist. Corp.
Phila. 21, Pa.

Old Song . . . New Style!
"OH BABY MINE"
C 326
THE DREAM LOVERS
THE BIG ONES ARE ON CAMEO/PARKWAY

LET'S GO TOGETHER
THE RAINDROPS
JUBILEE 5475
Nationally distributed thru
JAY-GEE RECORD CO., INC.
318 W. 48 St., N.Y. 36, N.Y.

has been so positive that we have decided to make it a regular part of the service," said Milton Herson, Mark Century president.

The production firm has recently completed a custom station identification package for KYW, Westinghouse Broadcasting Company's 50,000-watt Cleveland station.

HOT NEW RELEASES FROM EXCELLO RECORDS

"I TRIED SO HARD"

b/w

"CRYIN' BLUES"

by

WHISPERING SMITH

Excello 2250

"DARK CLOUDS ROLLIN'"

b/w

"I'M IN LOVE WITH YOU BABY"

by

SILAS HOGAN

Excello 2251

Chart Breaking Single

THE ROLLING STONES

"NOT FADE AWAY"

LONDON 9657

LONDON RECORDS

BEE-BOM
New Hit by
SAMMY DAVIS JR.
(Reprise)
•
WHEN LIGHTS ARE LOW
TONY BENNETT
(Columbia Album CL 2175, CS 8975)
•
SWEET LORRAINE
FRANK IFIELD
(Capitol)
•
MILLS MUSIC, INC.
NEW YORK, N. Y., 10019

FROM THE HIT BROADWAY MUSICAL FADE OUT—FADE IN
"YOU MUS'NT BE DISCOURAGED"
CAROL BURNETT
and
TIGER HAYNES
b/w
"GO HOME TRAIN"
ABC 10568
ABC-PARAMOUNT
FULL COLOR FIDELITY

FAN MAIL GLOSSY PHOTOS

All sizes — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO
Box 1941 Bridgeport, Conn.

Going Up!
Danny Williams
A LITTLE TOY BALLOON
UA 729
on the one to watch
UNITED ARTISTS

Phono-Tape

MERCHANDISING

BEST SELLING PHONOS • DISK DEALS
EQUIPMENT NEWSLETTER

BEST SELLING

PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers based on results of a month-long study using personal interviews with a representative national cross-section of record-selling outlets (only) that also sell phonographs, radios and/or tape recorders. A different price group is published in the space each week. Each category appears approximately every 14 weeks.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of outlet. Only manufacturers earning 3 per cent or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$201 and \$400

This Issue	POSITION		BRAND	% OF TOTAL POINTS
	3/14/64 Issue	12/7/63 Issue		
1	1	1	Magnavox	47.0
2	7	2	RCA Victor	14.5
3	3	5	Fisher	7.6
4	—	8	Motorola	6.4
5	4	9	Curtis-Mathes	6.1
6	2	2	Zenith	4.8
			Others	13.6

Since this chart is based on the previous month's sales, it is conceivable that certain brands will appear at one time and not at another because of many influencing factors. Thus it does not indicate that the above ranking applies for any period other than the previous month. Those brands that appeared in previous issues for this category and do not happen to merit a listing above are shown below with their rank order in the issue indicated in parenthesis.

3/14/64 Issue: General Electric (5); Pilot (6).

12/7/63 Issue: Packard-Bell (4); Voice of Music (V-M) (6); Pilot (6); Electrohome (10).

DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

COLPIX—Expires June 26, 1964. Started April 16, 1964.

Chad Mitchell Trio (CP 411, SCP 411)—buy three, get one free. Rest of catalog—buy 100, get 20 free.

PHILIPS—Expires June 30, 1964. Started May 15, 1964.

One free 10th Anniversary Album by 1. Musici with the purchase of any 10 Philips classics. Dealer receives normal markup on the retail special of \$1. off classical catalog.

AUDIO LAB—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

KING—Expires July 31, 1964. Started May 1, 1964.

Buy six records and get one free on entire Country and Western catalog—mono and stereo.

DOOTO—Expiration indefinite. Started May 23, 1964.

Buy five, get one free on all Comedy Records.

GATEWAY—Expiration indefinite. Started March 13, 1964.

Two free records for every 10 purchased in series 1100, 1200, 1400, 1600. One free record for every 10 purchased in series 2000, 7000, 8000, 9000, with the exception of 9001 and 9003; buy 10 get two free.

Tape Recorder Trade-Back Offer Pays Off for Dealer

BOULDER, Colo. — John Trieb, general manager of the Village Music Center here, takes the positive side on the controversy as to whether the dealer hurts his good will, and alienates customers by selling minimum-priced, battery-operated portable tape recorders.

Trieb feels that this sort of transaction is worthwhile, if the dealer disarms all objections by offering the customer a full purchase-price trade-back on a subsequent larger recorder purchase. With this sort of guarantee, plus the fact that the miniature recorders are not likely to stand up under heavy usage are generally regarded as "toys," Village Music Center, which

is operated by Aber's of Boulder, pioneer tape recorder merchandisers of the area, gave the subject plenty of thought before the first miniature recorders, selling at \$20 and below, were added to the inventory. When it was found that too many customers were expecting "miracles" from low-priced miniatures, it was immediately realized that something would have to be done to preserve good will.

That "something" was merely informing every tape recorder purchaser that he could not expect too much from the machine, but that the Village Music Center was so interested

(Continued on page 39)

EQUIPMENT NEWSLETTER

How to Woo Consumer in 1964

By DAVID LACHENBRUCH
Contributing Editor

NINETEEN SIXTY-FOUR seems to be shaping up as an important year of transition in the phonograph industry. So far, it's a year in which unit sales do not appear to be headed for a new record. Every month for which statistics have been issued so far, packaged phono sales have lagged 1963's comparable month by a substantial margin. In a year like this, the normal reaction has often been to cut quality, cut prices, get down into the bargain basement to urge the consumer to change his mind and start buying. But, strangely, the trend seems to be in a different direction in 1964.



Early last year, when signs of consumer resistance began to show up, most of the industry reacted in the usual way. At the manufacturing end, new low-priced products were rushed. One manufacturer did fairly well with a low-priced stereo coffee table, and pretty soon there were almost as many coffee tables (at about \$99.95) on the market as there were coffee beans in the Brazilian crop.

THERE WERE more deals to be had than at the blackjack tables in Las Vegas. Under this forced draft of lower priced merchandise and proliferating special deals, the phonograph industry did set a record in unit sales, and probably also in dealer loading.

When the year was out, and the all-time high record sales total were tallied, one quite amazing fact stood out. Despite the price-cutting, despite the increased number of low-end models, despite the market's choked condition, the public hadn't considered price the No. 1 requisite in music equipment purchasing. Only the industry had. Sales of medium to high-end instruments were up by a more substantial percentage than were low-end sales. Consoles sales increased more than portable sales.

It sounds sort of corny to say this, but the public seemed to know what it was doing. Certainly, consumers buy at the best price they can get. So do dealers and distributors and manufacturers. But the primary consideration of a surprisingly large number of consumers were quality of musical reproduction and quality of furniture styling.

THIS PHENOMENON occurred in the portable market as well as the console market. A portable must necessarily be a compromise between compactness and musical quality, but it needn't be a piece of junk. As a matter of fact, there's nothing quite so ridiculous as a low-fi stereo portable. Without high fidelity, stereo just doesn't make sense.

When transistorization made possible a true high fidelity portable stereo phonograph, one

component manufacturer took a chance that there might be a market for such an item. KLH's component-type portable was priced at a virtually unheard-of \$199.95 with no special deals (so far as we can determine), while the veterans of the portable phonograph industry shook their heads in disbelief or pity. At first it appeared that this small, high-priced unit had a limited market (audiophiles on vacation), but it actually established a new standard for the portable phonograph.

IT ESTABLISHED a new price level, too. So this year the packaged phonograph industry is bucking the normal trend to cut prices when the market contracts. Most new portable lines have all-transistor "component-type" units in price brackets where few portables existed before—from \$179.95 to more than \$200.

There's been a similar change in the console market. Except for close-outs and liquidations, the coffee tables are gone. The bric-a-brac is gone. In many major lines, the lowest priced consoles have been discontinued, and prices start at new, higher levels. Almost universally, there are more high-end models. There is a trend to lower, wider consoles for better stereo separation and finer furniture design. More attention is being paid to sound reproduction than ever before. The major weakness of the package system is being met head-on by a few manufacturers who are installing a feature which the consumer can't even see—the enclosed speaker system.

We won't even try to pretend that everything is being done for the sake of quality alone. The reckless race to solid-state circuits (look-ma-no-tubes) has helped to dictate higher prices. There's another race going on, too—the power race—and this also contributes to the new price level. But even these trends indicate an awareness by the industry that the public is more interested in what's in the instrument than the price tag it carries.

LAST YEAR, Sylvania (which never had been an important factor in packaged phonographs) engaged in a complete redesign and upgrading of its stereo line, aiming at "component quality." The program apparently was successful, for this year it has been extended. Sylvania now has its longest—and highest priced—line in history, with 19 consoles. Its prices now range from about \$260 to \$1,150, compared with \$130 to \$795 last year. Robert J. Theis, president of Sylvania Home and Commercial Electronics Corporation, told the company's recent convention that Sylvania sold two consoles last year to every portable.

Yes, there is evidence that this year may mark a turning point. The problem of sagging sales is being met with improved quality and increased variety instead of price cuts. The consumer has shown that he's knowledgeable and selective, and the packaged phono industry seems ready to meet him at least halfway.

Zenith Unveils 1965 Line

CHICAGO—Zenith this week bowed its 1965 line of 32 phonographs and 13 radios, including a completely transistorized alarm clock-radio and an AM table radio.

The stereo phonograph line features three solid state amplifiers with a completely transistorized system of audio amplification; greater bass response in some models and extended bass in others, with a control that allows the listener to increase bass power four to 10 times; pushbutton control panels, and provision for adding a tape input adapter for most consoles.

Eight of the new console models combine two 12-inch woofer speakers, four cone-type tweeters and two exponential horn treble speakers with crossover networks.

Four of the eight above-mentioned consoles—the Romberg, Rigoletto, Polonaise and Chancellor—also feature the extended bass control and the solid state 240W amplifier which provides 240 watts peak music power or 120 watts EIA undistorted power output.

The other four—the Offenburg, Franck, Barcelona and

Caruso—have the new solid state 80W amplifier with 80 watts peak music power and 40 watts EIA undistorted power output.

The three other consoles—the Dvorak, La Boheme and Strandquist—have the solid state 40W amplifier with 40 watts peak music power output or 20 watts EIA.

Cabinets are available in a wide range of traditional and contemporary designs and woods.

The stereo FM radio line of 14 models features the new transistor Bplex Detector circuit which provides greater stereo separation in the high frequency ranges from 10,000 to 15,000 cycles.

All but two of the stereo phonograph models have either the Stereo Professional or Stereo Precision four-speed automatic record changer. A fixed or automatic pop-up cleaning brush is standard equipment with all consoles and combinations.

The console and console combinations have provisions for adding a Zenith Radial-Extension speaker system.

The new alarm-clock radio,

the Fashionaire, and the AM table radio, the Majorette, are line-operated transistor sets with no tubes. The Fashionaire lists for \$39.95. No suggested list has been set for the Majorette.

Other new all-transistor radios include the Royal 80-G, \$17.95; the Royal 180-G, \$19.95; the Royal 710M, \$39.95; the Royal 755M, \$49.95; the Enchantment, \$64.95; the Dreamland, \$19.95; the Tango, \$14.95; the Songster, \$16.95; the Celeste, \$19.95, and Gay Note, \$29.95.

TV-Music Show For Show Mart

MONTREAL—A consumer Television-Music Show will be held at the Show Mart Oct. 1-6. Industrial and Trade Shows of Canada are the organizers and anticipate attendance of 75,000.

U. S. exhibitors, who may bring in product and displays duty-free under an exhibition bond, are reminded of the bilingual aspects of exhibiting here. Promotional material carries equal French billing as the Festival TV-Musique.

BILLBOARD, June 20, 1964

European PX's Are Not Buying American: Frey

MANCHESTER, N. H.—The European Post Exchanges are purchasing European phonograph records for the PX's abroad, instead of spending money for disks manufactured in the U. S., it has been charged by Sidney Frey, president of Auto Fidelity, Inc., independent

New Shell for Academy

PHILADELPHIA — Maestro Eugene Ormandy has indicated that the sound of the Philadelphia Orchestra he conducts at the Academy of Music isn't what it used to be, and he's doing something about it. A new band shell, costing about \$75,000, is being installed in the Academy to remedy the situation, Ormandy disclosed. The Philadelphia Orchestra Association is footing the bill.

The spattered, brown plywood shell it will replace has lost much of its original resilience, Ormandy said. A familiar Academy "prop," it was installed in the early 1930's by Leopold Stokowski, then the orchestra's conductor. The shell is used to project the sound of the orchestra from the stage. It is necessary because the Academy was originally designed and used as an opera house, and the orchestra played in a pit in front of the stage.

Ormandy said that the aging of the Academy itself, especially the drying of its wood, has also decreased the sound effect necessary to project the maximum richness of the orchestra's sound.

Repertoire Digs The Unusual

HOLLYWOOD — Repertoire out of "left field" is where A&M Records looks to snare its chart action products. Two new singles from the Jerry Moss-Herb Alpert label fall into this category: "The French Song" by Lucille Starr on the Almo subsidiary and "Mexican Shuffle" by the Tijuana Brass on A&M.

"Most of our hits have come from left field," explained Moss. "We search for the strange sound and we seem to have an ear for this kind of tune. You can drop dead with it or sell four million copies."

Still searching for unusual products, Moss and Alpert have just recorded 10-year-old Young Bill Beau on the single "Kids."

SPAIN SALUTES RADIO NOV. 14

BARCELONA—A salute to radio in Spain takes place on Nov. 14 when "Dia De La Radio" (Radio Day) is celebrated. To be singled out for special attention is Radio Barcelona, which is celebrating its 40th anniversary. The station began operations in 1924, was the first station to operate in Spain and the third in Europe. Pedro Guinari Ferrer is general secretary of the day, which also involves an exhibition devoted to radio communications and the "Seventh World Exhibition of the Radio Press."

SEASONS SHOW DISKS IMPACT

NEW YORK—The impact of hit records on the box-office was spotlighted anew in some recent dates played by the Four Seasons, who record on the Philips label.

On May 29, the group performed in the Memorial Coliseum, Winston Salem, N. C., and drew a capacity crowd of 5,500. The following day, in the Clearwater Auditorium in Clearwater, Fla., they played to 4,500. On May 31, they played two shows at the Houston Coliseum, Houston, Tex., which has a capacity of 11,000. For the afternoon show there were 8,000 people. The night show drew 14,000, including 3,000 standees.

FOLK LINE

'63 Newport Folk Festival On Vanguard

The 1963 Newport Folk Festival's recordings are now available on Vanguard and they are as mixed a bag as any folkster might want.

"Newport Broadside" is a collection of contemporary folk singing. It includes much protest, and comment: Bob Dylan and Pete Seeger criticize "Ye Playboys and Playgirls," Dyan and Joan Baez show cynicism, Phil Ochs sings the "Ballad of Medgar Evers," and the Freedom Singers sing out on freedom.

"Blues at Newport" features Brownie McGhee and Sonny Terry, John Hurt, John Hammond Jr., Rev. Gary Davis, John Lee Hooker and Dave Van Ronk in a session that will appeal only to a limited group. Hammond and Van Ronk are the special modern stars here.

"Country Music and Bluegrass at Newport" features Jim and Jesse and the Virginia Boys, the Morris Brothers, the New Lost City Ramblers and Tex Logan. Again the program is excellent.

"Old Time Music at Newport" is fine too. Doc Watson, Clarence Ashley, Jones Cottrell, Maybelle Carter, Dorsey Dixon and Dick Boggs, would not have been heard until a few years ago outside their own milieu.

The last two in this series are recordings of the evening concerts. Volume I is the stronger of the two in name quality, with the Rooftop Singers, Ian and Sylvia, Bob Dylan and Joan Baez. In addition it has the Freedom Singers, the delightful Sam Hinton, John Hunt and Jack Elliott.

Volume II has Pete Seeger, Theo Bikel, Judy Collins and Dave Van Ronk, with variety provided by Canadian violinist Jean Carrigan, Jackie Washington, the Scottish singer Jean Redpath and England's Bob Davenport.

"Newport Broadside," Various Artists (Vanguard VSD 79144); "Blues at Newport," Various Artists (Vanguard VSD 79145); "Country Music and Bluegrass at Newport," Various Artists (Vanguard VSD 79146); "Old Time Music at Newport," Various Artists (Vanguard VSD 79147); "Evening Concerts at Newport, Vol. 1," Various Artists (Vanguard VSD 79148); "Evening Concerts at Newport, Vol. 2," Various Artists (Vanguard VSD 79149).

Distrib, Indie Mfr. Seen Entering Era of Good Will

NEW YORK — In the past the relationship between the independent disk manufacturer and the distributor has often been tenuous and uncertain, with some distributors delaying their payments to the independent operators even when the latter had hits going for them. Because of these alleged financial blocks, many independents sought financial security by turning to larger companies like United Artists Records, London, Laurie, etc., to handle their distribution and collections.

In the past six months, however, the distributor attitude toward the small record company shows some improvement and payments are coming in on time without any unnecessary persuasion or harassment. Such record companies as Chattahoochee, with "Popsicles and Icicles"; Golden World, with "Romeo and Juliet," and World Artist, with "Yesterday Is Gone," have been able to operate without finding a need to fall into the fold of a larger company. According to Jerry Simon, who heads RSVP Promotions and who represented

and collected for the aforementioned companies, the distributors came through with payments in full and on time.

Advance Costs

Not only are the distributors now better able and more willing to pay for the hit disks coming from independent manufacturers but several have been known to advance pressing costs to some small companies to help launch them in the market.

It's expected that this new era of "good will" between distributor and the independent label will have several noticeable results on the workings of the industry. Among them will be a flood of new companies entering the record race on their own and a move away from the larger company by the smaller one to go it alone in distribution and collection matters. In the latter respect, Monument has already broken its ties with the London Group and Arthur Godfrey's Contempo label has moved out of the United Artists orbit.

Traditional Music Opens Folk Festival

NEW YORK—The Newport Folk Foundation's board of directors has announced its programs for this year's evening concerts. One feature of the annual folk festival, running from July 23-26, will be the opening night concert devoted entirely to traditional music. It will include fiddling and Gaelic songs from Nova Scotia, French music from Canada and Louisiana, Southern Appalachian and Ozark songs and a panorama of early Negro music.

Friday evening will feature Joan Baez, Johnny Cash and the Chad Mitchell Trio. Other performers include Kaupena Wong and Noelani Mahoe, Phil Ochs, Koerner, Ray and Glover, the Greenbriar Boys, the Watson Family, the Morning Star Hall Singers and Fred McDowell.

The Blue Ridge Mountain Dancers will open the Saturday concert. Other performers will be Peter, Paul and Mary; Judy Collins, Theo Bikel, the Osborne Brothers, the Staple Singers, Dave Van Ronk with Sam Charters, and Jesse Fuller.

Sunday's performances include Odetta, Bob Dylan, Judy Roderick, the Clancy Brothers and Tommy Makem, John Hurt, a group of southern Freedom singers, the Kentucky Colonels, a group of Sacred Harp singers and Pete Seeger.

ASCAP ARTIST FOR VT. EVENT

NEW YORK—The American Society of Composers, Authors and Publishers (ASCAP) will again be represented at the Bennington Composers' Summer Conference to be held at Bennington, Vt., from August 16-30. The avant-garde composer, Edgar Varese, will serve the conference in the capacity of composer-in-residence and will be the official representative of ASCAP. The society this year has increased its number of student scholarships at the conference from three to five.

Jack Tracy Cuts Woody, Kirk Disks

HOLLYWOOD—Jack Tracy, Mercury's West Coast director has recorded jazz singles by two of the label's top musicians prior to their departure for overseas tours. In the can are sides by the Woody Herman Band and Roland Kirk with studio backing. The Herman session was conducted in New York; Tracy records Herman wherever he happens to be.

The two disks are being groomed for AM airplay and one rule in cutting a jazz single is to keep the time down to two and a half minutes, Tracy says. Forget about the long blowing sessions common on album dates, he emphasizes.

In a third project recently completed, Tracy cut Jerry Wallace singing "It's a Cotton Candy World" from the film "New Adventures of Flipper." He is also set to record Clebanoff's third LP here.

Trade-Back Offer

• [Continued from page 38](#)

in getting him started in using a recorder for amusement, business, etc., that it would take the rock-bottom-price machine back in trade, whenever the customer decided to buy a better one. This suggestion was followed by an immediate demonstration of each type of better recorder carried in stock.

Surprisingly, in "planting the seed" toward eventual good-recorder ownership in this way, very few of the tiny flashlight battery-operated models have come back in such condition that they had to be junked. Instead, a recorder owner, who has the option of trading it back at the full price will usually use the machine long enough to realize its usefulness, its limitations where music is concerned, and then elect to bring it in before anything does go wrong with it. In this way, promotion on miniature tape recorders, down to the price levels of coming discount department stores, has been more than adequate to sell an extra 30 or more recorders in the \$200-\$300 price bracket.

BULK VENDING news

NEW — ORIGINAL — UNIQUE
CAPSULE INSERTS
 SAMPLES—\$1.00
 MONEY CREDITED TO FIRST ORDER
 FRANCHISES AVAILABLE
BETCO PRODUCTS
 230 Mantz Ave. Butler, Penna., U.S.A.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe, 1c or 5c Comb.	12.00
N.W. 10 Col. 1c Tab Gum Mach.	18.00
N.W. Model 233, 1c Perc. Converter for 100 ct. B.G.	6.50
ABT Guns	35.00
Mills 1c Tab Gum	12.00
Acorn & lb. Globe	10.50

MERCHANDISE & SUPPLIES

Red Pistachio Nuts, Jumbo Queen	\$.72
White Pistachio Nuts, Jumbo Queen	.64
Pistachio Nuts, Large Tulip	.71
Pistachio Nuts, Vendor's Mix	.64
Pistachio Nuts, Shaik, Red	.59
Cashew, Whole	.70
Cashew, Butts	.67
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.35
Rainbow Peanuts	.33
Bridge Mix	.34
Boston Baked Beans	.22
Jelly Beans	.22
Licorice Gems	.32
M & M, 500 ct.	.48
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.32
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct.	.31
300 lb. minimum prepaid on all Rain-Blo Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30
Minimum order, 25 Boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 One-third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY
 THERE ARE BIG PROFITS IN

GUM

GET YOUR SHARE WITH
Northwestern



PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

Stamp Folders, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
 446 W. 26th St., New York 18, N. Y.
 LOngacre 4-6467

Say You Saw It in Billboard

FIFTEEN DIFFERENT 10c CAPSULE MIXES FREE DISPLAY FRONT

All mixes are packed 250 per bag hand counted . . . biggest value for the best quality in 10c Capsule vending.

FREE illustrated Sheets on all Feature Charms, Rings and Bulk Charms.



The PENNY KING Company

2534 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms



10c
ATLAS MASTER
 Capsule Vender



DICK VANDENBERG, right, Crest Vending Service, Bellflower, Calif., and Robert Threadgill, vice-president and secretary of Vendor Manufacturers, Inc., Nashville, seal a deal for Crest to represent Vendor in California.

Location Owners Sample New Bulk Vending Items

HERMOSA BEACH, Calif.—It's a mistake not to sample every new item as it is introduced in bulk vending machines, says Henry Thorsen, who operates a 300-machine route here.

Thorsen feels that he has some 200 active partners in bulk

vending operations, inasmuch as at least this number can be counted upon to suggest fill to their own customers, and incidentally, to pop in a few pennies themselves.

When a new taste sensation comes along such as cinnamon-flavored gum, grape, lime, etc., Thorsen packages several dozen up in small plastic bags, and as he makes his service calls, placing the new fill in the machines, he hands one to the location owner, asking for his opinion.

Usually the location owner, even if he is not particularly fond of candy, will munch on the proffered sample and give an opinion. Thorsen immediately suggests that if he liked it so will his juvenile and even his adult customers, suggesting that he mention the change in the fill whenever the opportunity comes along.

Many of them do, even busy druggists, beach concession operators, restaurant owners, who have little spare time, but appreciate the spirit in which Thorsen asks for such co-operation.

Volume is extremely good all along the California operator's entire route, simply because he gets such co-operation. In bulk vending for 15 years, Thorsen lives in Hermosa Beach, and knows most of its merchants by their first names, which is always a help.

Miss. Boosts Cigaret Tax

JACKSON, Miss.—The Mississippi Legislature last week assessed an additional 1-cent tax on cigarettes, making the total tax 9 cents per pack, one of the highest in the nation.

Cigaret operators in the State will be hit hard by the increase. They agree they will have to absorb the tax because vending machine price on cigarettes now is 35 cents and they do not feel they can go higher.

Operators pay \$2.53 per carton for regular sized cigarettes and \$2.57 for king size. In addition to the State cigarette tax, they pay a 3 per cent state sales tax on cigarettes sold.

And some counties, under an option law, have a 1-cent sales tax; others have a 1/2-cent sales tax, making the total range from 3 to 4 per cent, depending on what county his route is in.

Bulk Banter

Pacific Patter

Arnold J. Provisor, general counsel for Oak Manufacturing Company has returned to Los Angeles from an extended business trip to Miami, where he represented the firm on company business. . . . Clarence and Bernice Kettles were down from Port Hueneme for shopping at Acme Vending. Mrs. Kettles looked trim and slim after her dieting. . . . John Adams, Santa Barbara, was another shopper at Acme. . . . George Morris, Bell Gardens operator, brought his two daughters, Joyce Lyn and Linda Lee, with him to shop at Acme.

Mel Sheftel is out after a bout with the mumps. His daughter started the cycle with his son following two weeks later. They recuperated rapidly. Sheftel was confined to his home about three weeks during which his wife, Gloria, took over the route. . . . Bob Feldman, Acme, reports that the Beatle buttons are the hottest thing to come along. The company has a good supply at this time. . . . Max Jones, Los Angeles, stopped off at Acme. . . . Ted Werner picked up a new service truck. He just returned from an extended trip out of town to service machines.



BUILT FOR BUSINESS!

Attractive, compact MARK-BEAVER Bulk Vending Machines sell themselves Available in many models, including combination units.

SEND FOR ILLUSTRATED CATALOG, TODAY!

VENDOR MFRS., INC.

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 PHONE: 615-256-4148
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KG KRAZY TROLLS

HOTTEST 10c CAPSULE ITEM EVER!!

This Is the Original!
 This Is the Best!

Packed 250 to a bag with FREE DISPLAY

\$38.00 PER THOUSAND

AT YOUR NEAREST KG WAREHOUSE OR DIRECT FROM . . .



HEADQUARTERS FOR Northwestern SUPER 60

Capsule Vendor

- No Breaking
- No Crushing
- No Missing

The ultimate in quality Capsule Merchandising.

Vends any item which can be placed in a capsule.

5c, 10c and 25c.



Call "HUTCH" Today for further information. No matter what your bulk vending requirements might be—we can help you!

A complete stock of machines, merchandise, parts and supplies is always available.

Write for complete list of prices.

H. B. HUTCHINSON, JR.
 Southeast Warehouse for Leaf Brand Gums
 1784 N. Decatur Rd., N.E.
 Atlanta 7, Ga.
 DR 7-4300

Say You Saw It in Billboard

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

BEAUTIFUL STORE WINDOW DISPLAY

Available in 1c, 5c, 10c, 25c or 50c coin mechanisms. Unit can vend 100 count gum, V, V-1 and V-2 capsules. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver stand available for six or eight units. Double or triple your sales with this great vendor. Write for further details, color circular and prices.

Large Stock of Vendors—Parts and Merchandise. Write for Prices.

GRAFF VENDING SUPPLY CO., INC.
 2817 W. DAVIS ST. DALLAS, TEXAS

ACORN—The World's Most Profitable Vendors!

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



Hotter than the Bugs! NEW MOLDED TROLLS

Sticks on all surfaces. \$10.00 per 250. \$38.00 per M.

MAGIC CAPSULES
 10 different items that grow 20 times their size. \$10.00 per 250. \$38.00 per M. Free Display Cards with each order.

RAKE COIN MACHINE EXCHANGE
 1214 W. Girard Ave. Philadelphia, Pa.
 CENTER 6-4492



INTRODUCING!
the ultimate in
SANITARY VENDORS



PM-DUO

RECESSED ACE LOCK
BAKED ENAMELED CABINET
CHROME MECHANISMS
CAPACITY:
Duo—300 Flat Packs
Trio—450 Flat Packs



PM-TRIO

Compact Rugged Construction. Any Combination of 25c and 50c Coin Mechanisms, Clutch Handles, Adjustable Hoppers. Write for Prices.

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Authorized Oak Distributors
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Phone 739-0880

WAREHOUSE CLEARANCE
BALL BUBBLE GUM

120 Count—350 Count
Assorted Colors
21c per pound
Terms: C.O.D., F.O.B. Los Angeles, BOX A-268
The Billboard Publishing Co.
1520 North Gower St.
Hollywood, California 90028



Direct Low Factory Prices

Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size: 30 1/2 lb.
Chicle Ball Gum, 130 ct.: 28 1/2 lb.
Clar-o-Vend Ball Gum: 43 1/2 lb.
Clar-o-Vend Chicks, 320 ct.: 43 1/2 lb.
Chicle Chicks, 320 & 520 ct.: 39 lb.
Bubble Chicks, 320 & 520 ct.: 31 1/2 lb.
Tab (short stick), 100 ct.: 40c box
5-stick Gum, 100 packs: \$2.00
F.O.B. Factory 150 lb. lots

AMERICAN CHEWING PRODUCTS

39 years of manufacturing experience
4th & Mt. Pleasant
Newark, N. J. 07104

Announcing
the first and newest
NORTHWESTERN

Now ready for immediate delivery. Holds 1,000 individually wrapped FLEER'S DUBBLE BUBBLE TAB GUM, the most popular in bubble gum. Wrappers include comics, fortunes and premium redemption. Bulk loading. Other products soon available. Write for special prices.

CLEVELAND COIN INTERNATIONAL

2029 Prospect Cleveland 15, Ohio
TO 1-6715

BUSINESS CARD AIDS IN GETTING NEW LOCATIONS

PHOENIX—One bulk operator who has found that anonymity definitely doesn't pay is Walter Gray, of Best West Specialties. Wherever Gray has an impressive spread of bulk vending machines in supermarkets, discount department stores, or other major traffic spots, he invariably displays his business card in one globe on each stand. Included on the card is a list of manufacturers' brands handled, equipment names, plus, of course, Gray's telephone number and address. Thus personalizing each location, and dignifying his services with a business card, Gray has become a much respected bulk operator. Not only has the business card led to better relations with individual location owners, but it has likewise been responsible for creating many additional locations. For example, proponents of discount merchandising look over sites already in operation and are impressed with typical Gray oversize multiple vending spots.

COINMEN IN THE NEWS

Detroit Doings

Art Hebert, manager of Miller-Newmark Distributing Company, reports that "pool tables are still the biggest sellers we have." The company has just taken over distribution in Michigan for the AMF Pool Tables. The tables will be handled through the Grand Rapids office for the western part of the State, as well as in Detroit. . . . **Carl J. Van Gruenigen**, one of Detroit's veteran operators, who started in the business in 1938, is moving into semi-retirement. He has disposed of all his coin-operated games, but still has a small jukebox route. . . . **Ron Rogers** of the record department at Angott Sales' one-stop reports a definite trend toward "the nicer, soft music" and away from the long-prevailing rock 'n' roll in location programming demands.

James Julien, who has operated a jukebox route for many years as Julien Music Company, died last week. His sons will continue the business, under the management of **James Julien Jr.**, who was in the business with his father the past few years. . . . **Mrs. Joseph Katterman** died recently. Her husband heads Kay's Amusement Company and is a partner in the K&S Company. Both are game operation routes.

HAVILAND REVES

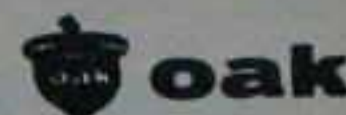
Milwaukee Mentions

Carl Betz, former S. L. London Music Company service manager, has been promoted to a new responsibility. He was recently named manager of the London Distributing Company branch in Jacksonville, Fla. Betz's family is expected to follow him to Florida as soon as the school term ends here. **Herb Wagner, G. &**

equipment in its locations. About a year ago they began to diversify by moving into the cigarette field. Music takes, meanwhile, says Cislter, have shown improvement due to a policy of insisting on flat rentals and a culling out of non-productive locations. . . . **Stu Glassman**, Radio Doctors chairman of the Music Industry Golf Outing, set for Monday, July 13, at the new Parcwood Country Club, reports keen interest in the event. "We've sold over 70 tickets so far," says Glassman. Working with him as co-chairman, is **Bill Broege**, Morley-Murphy Company. . . . The Milwaukee Phonograph Operators' Association will not hold any meetings this summer, according to **Sam Hastings**, president. Activities will resume in the fall, "unless some emergencies arise," says Hastings. . . . Coin-

(Continued on page 46)

You count more with OAK!



MANUFACTURING COMPANY, INC.
11411 Knightbridge Ave., Culver City, California

AMCO SANITARY VENDOR

The Finest for Vending Flat Pack Products

10c, 25c and 50c Operation

Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For Details and Prices Write, Wire, Phone Today.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

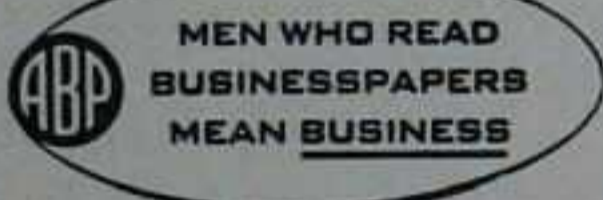
J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES

715 Lincoln Place, BROOKLYN 16, N. Y.
President 2-7900

when answering ads . . .

Say You Saw It in
Billboard



NEW — ORIGINAL — UNIQUE

CAPSULE INSERTS

SAMPLES—\$1.00
MONEY CREDITED TO FIRST ORDER
FRANCHISES AVAILABLE
BETCO PRODUCTS
230 Muntz Ave. Butler, Penna., U.S.A.

VICTOR L. C. TOPPER

with Chrome-top lid \$16.00

Hold 1175 balls

NOTICE

All Toppers come with vending 100-c new service
Write for

5711 W. Mrs. Mollie Sugerman with
Left to right
Al Bodkin

ON THE DAIS were Toni Arden, left; Irv Holzman and Mrs. William Cahn.

MAIN SPEAKER was New York Secretary of State John Lomenzo, center. To the left are Mrs. William Cahn; William Cahn, Nassau County district attorney. Mrs. Irving Holzman and Mrs. Mollie Sugerman are on the right.

CANDIMAT

MANUFACTURED & GUARANTEED FOR SATISFACTORY OPERATION BY
Westinghouse Electric Corporation



Priced So Economically You Can Now Operate 2 CANDIMATS for the Average Cost of ONE UNIT.

VENDS
@ 5c and 10c
with
NICKELS
OR DIME

• SMART

Company, widespread western coin machine distributor, is shown after a successful fishing trip in Palmilla, Mex., with two of his branch managers, Tommy Thompson, left, manager of the Salt Lake City branch, and Chuck Klein, manager at Los Angeles. Credit for the two marlin hanging behind the trio goes to the two managers, but Jones claims to have caught some tuna.



WHL)

Columns for 100 packs of Gum . . . or Mints. Total

BUY! METAL VENDING ALUMINUM IDEAL

WHY!

1. LIFE-TIME PROTECTION, Prices, etc.
2. TROUBLE-FREE
3. ONLY 18" x



700 W. Lake Street
Chicago, Ill. 60612
Phone: KE 3-3302

Vending The Most Complete NEW S

BEAUTIFUL S
Available in 1c, 5c
Unit can vend 100
Use as single unit or
New, attractive and
six or eight units.
Double or triple your
for further details, call
Large Stock of

Member National
4711 E. 27TH ST.



COIN MACHINE news

Seeburg Unveils New Phono: LP Console 480



NEW SEEBURG LP CONSOLE 480

CHICAGO — Seeburg distributors across the country have unveiled the company's new phonograph, the LP Console 480. The change in design is immediately noticeable, and new engineering ideas are highlighted by the "spotlighted album award."

A row of little LP album covers stretches across the top of the machine with a traversing light behind them. When a patron makes a selection, the light pauses and holds behind one of the albums, while a chime and flashing light call the customer's attention to it.

A second chime signals that the light will remain behind the particular album selection for about 40 seconds, during which time the patron may play the 50-cent selection for 25 cents.

'Impulsion'

Seeburg used the word "impulsion" as a theme for the debut of the new phonograph, believing the spotlighted album award will appeal to the impulsive nature of the coin-phonograph patron. The new feature is also expected to draw many persons who seldom use coin phonographs.

Improvement in sound is embodied in the "three-way audio" design. Six high-fidelity speakers are now built into the phono-

Talk Set on Future Of LP's on Jukebox

CHICAGO — A record company representative will discuss the future of Little LP's on jukeboxes at the next meeting of the Illinois Coin Machine Operators' Association to be held at Chicago Morrison Hotel, June 27-28.

Also slated is a discussion of copyright legislation by Lou Casola, Music Operators of America president and a charter

member of the Illinois group. The Illinois association is going into its first full year of existence with close to 100 members on its rolls. Les Montooth, president, noted that the association's initial growth is "very encouraging."

Montooth asked, however, that operators continue contributing to this growth by maintaining a vigorous membership drive. He asked all members to try to bring at least one new member to the next meeting.

The Illinois group will hold the business portion of its meeting on Sunday afternoon. Saturday (27) will be devoted to an open-house and informal meetings with the officers of the association.

graph, including two tweeters at the top of the console, two six-by-nine-inch speakers of new design in the middle range and two 12-inch bass speakers. Diamond styli are said to reduce record wear.

Seeburg spokesmen say their engineers built the new audio system to match the growing public awareness of quality in sound attested to by the increasing sales of stereo components.

Another design change is an illuminated panel to give the name of the location in lights. The selection-now-playing light is designed to make it easy for patrons to find out what music they are hearing. A panel of colored letters on burnished aluminum, placed at the focal point of the machine between two "albums of the week" on

(Continued on page 46)

NEMEROFF WITH IRVING KAYE

BROOKLYN—Clayton Nemeroff, a 33-year veteran of the coin machine industry has joined the sales force of the Irving Kaye Company, pool table manufacturer. Nemeroff most recently had been with the Keeney Manufacturing Company.

EUROPEAN NEWS BRIEFS

Swedish Drive

STOCKHOLM — Sweden's trade organization, Svenska Spelbord, is pressing a campaign to regulate relations between operators and location owners.

The trade group complains that competition among operators threatens trade stability. At present the competition has boosted location share of collections to 50 per cent at the peak.

Svenska Spelbord seeks to reduce the location share and, in compensation, provide better servicing and music programming for locations.

French Kiddie Rides

PARIS—Ten million Frenchmen can't be wrong—especially when they are children.

With this reasoning, French operators are sharply increasing inventories of kiddie rides and moppet games. S.N.A.P., the French operators association, says the potential market for small fry equipment is tremendous, because of the French passion for indulging their children.

The S.N.A.P. is attempting to get tariff cuts on kiddie rides, which are protected out of all

(Continued on page 46)

Celler Hearing Bill

By MILDRED HALL

WASHINGTON — Running true to form, the juke box anti-exemption bill struck another snag last week, when hearing time ran out for the Rules Committee. Another hearing will have to be scheduled to complete taking of congressional testimony on the Celler Bill to end performance royalty exemption for juke box music, in existence since 1909.

Last week's hearing had time for testimony by proponents Celler (D., N. Y.) and Willis (D., La.). Rep. John V. Lindsay (R.,

N. Y.), member of the House Judiciary Committee, was on hand to testify for the bill, and issued a statement that he would lead the fight for the bill on the Republican side of the House (assuming, of course, that the Rules Committee grants a rule and sets time for House debate).

Rep. William McCulloch, ranking minority member of the Judiciary Committee, spoke briefly to urge the Rules Committee to put the bill out for debate. "This legislation is important—if controversial." When Rules Chairman Howard Smith

(D., Va.) asked if he was testifying for the bill, McCulloch would go no further than to say: "The laborer is worthy of his hire," and the songwriter is the laborer in this instance.

Second Hearing

Another hearing is expected to be called for this week, when the Rules Committee will hear some blockbusting argument against the bill by Representatives Libonati (D., Ill.) and Roger (D., Colo.), who dissented from majority passage of the Celler bill by the House Judiciary Committee. Rep. George P. Miller (D., Calif.) may also be heard. They are expected to argue against release of the bill for floor debate by the Rules Committee.

At the end of hearings, the Rules Committee will decide whether to admit the bill to the floor for debate and vote, or to kill it in committee. Proponents of the bill would then go through the whole process of introducing a new bill next session, holding hearings, and again bringing it up before Rules—if it got out of Judiciary Committee a second time.

The tenor of the Rules Committee hearing last week, with all 15 members present, seemed to bode no good for the bill whether it dies in Rules, or gets out to the floor. Opponent comment was louder and longer from members than any endorsing remarks. Opponents could decide to let the bill go to the floor, in the conviction that it

(Continued on page 45)

Game Distrib Closes; Hold Public Sale

CHICAGO—First Coin Machine Exchange, Inc., long-time jukebox and game distributing company here headed by Joe Kline and Sam Kolber, closed its doors last week.

First was the exclusive distributor for the area and the jobber of numerous game lines. Wur-litzer has not yet announced a successor.

Assets and property of the 10-year-old distributorship were offered at a public sale last Friday (12) by Standard Associates, insured agents.

2643 E. Armstrong St., Morris, Ill.
Phone: WHitney 2-1300

10c CAPSULE MIXES FRONT

per bag hand for the best thing.

the KING pany

St., Pittsburgh 3, Pa.

Best Selection of Miniature Charms



Cigaret Tax

JACKSON, Miss.—The Mississippi Legislature last week assessed an additional 1-cent tax on cigarettes, making the total tax 9 cents per pack, one of the highest in the nation.

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And some counties, under an option law, have a 1-cent sales tax; others have a 1/2-cent sales tax, making the total range from 3 to 4 per cent, depending on what county his route is in.

NEW BEAUTIFUL AVAILABLE IN 1c, 5c, 10c, 25c, 50c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00. Unit can vend 100. Use as single unit or New, attractive and double or triple your size for further details, color Large Stock of Vending Machines.

GRAFF VENDING 2817 W. DAVIS ST.

ACORN We have the largest variety of all.

Hotter than the NEW MAGIC 10 different items \$10.00 per 250. Free Display Card.

RAKE COIN MACHINE 1214 W. Girard Ave. Center 6-

N. Y. Coinmen Fete Harry Siskind

NEW YORK—Saturday night (6) belonged to Harry Siskind, as a record 672 members of the coin machine community turned out at the Terrace Room of the Statler-Hilton here to pay tribute to the veteran Brooklyn operator.

Members of the United Jewish Appeal of Greater New York's Coin Machine Division raised \$35,067 before they sat down to the victory dinner.

Siskind was presented plaques by the United Jewish Appeal and by the Music Operators of New York, with Irv Holzman making the former presentation and Al Denver making the latter presentation.

New York Secretary of State Lomenzo was guest speaker, and Mons. John Patrick Carroll-Abbing, director of Boys Town of Italy, delivered the invocation. Rabbi Meyer Ostrinsky, Temple B'nai Israel, Brooklyn, delivered the benediction.

Tribute to Shugy

A somber note was struck when the guests observed a moment of silence for the late Barney Sugerman. Mrs. Mollie Sugerman, escorted by her two sons, Myron and Nate, was presented a UJA plaque by Al (Senator) Bodkin.

Recording artists performing included Tony Bennett, Columbia; Toni Arden, Decca; La-

Verne Baker, Atlantic, and Skip Cunningham, Coral.

Other acts were the Mambo Aces, Sonny Allen and the Rockettes and Tannu and the Polynesians. Alan King was the comic, and Wally King, WNEW disk jockey, was emcee.

Dias Guests

Dias guests were Wally King and William B. Williams, both of WNEW; Rabbi and Mrs. Meyer Ostrinsky; Monseignor John Patrick Carroll-Abbing; Mr. and Mrs. Al (Senator) Bodkin; Mr. and Mrs. Meyer Parkoff; Mrs. Harry Siskind; Mr. and Mrs. Irving Holzman; New York Secretary of State John Lomenzo; William Cahn, Nassau County district attorney, and Mrs. Cahn; Commissioner Mario Biaggi; Commissioner Joseph Di Carlo and Mrs. Di Carlo; Judge Di Falco; Senator Edward S. Lentol and Commissioner Joseph Corso.

The following manufacturers donated machines which were sold, proceeds given to UJA: AMI, Bally, Chicago Coin, Fischer, Irving Kaye, Keeney, Midway, Rock-Ola, Seeburg, United, Williams and Wurlitzer.

After the Terrace Room entertainment was over at 2 a.m., Harry Siskind held open house in his suite until nearly dawn, with several of the acts dropping in to entertain about 100 of the banquet guests.

Wurlitzer Distribbs View Cashrak Coin-Counter

NEW YORK—East Coast Wurlitzer distributors met at the Summit Hotel here Thursday (11) to view the firm's new Cashrak coin counter and to discuss sales and programming plans for the year.

Conducting the meeting was Bob Bear, sales manager, assisted by A. D. Palmer, advertising and promotion manager; Hank Peteet, field service engineer, and Al Dietrich, assistant sales manager.

The Cashrak electronically registers nickels, dimes, quarters and half dollars, and tallies each on a mechanical counter.

The non-resettable meter offers a verified check of the phonograph's earnings. Each unit has an Ace lock.

As the coin is inserted in the phonograph, the mechanical counter is actuated by an electro-magnet which releases a ratchet wheel. The wheel then accumulates mechanically the value of the coin on the counter.

The Cashrak unit is installed on the right front side of the chassis mounting plate inside the dome.

Peteet announced that a week-long Wurlitzer service school will begin June 21 at the LaSalle Hotel, Chicago.

Palmer explained that 10 type faces and a wide variety of artwork are available for location personalization and operator identification on juke boxes.

Artwork includes symbols representing bowling alleys, palm trees, cocktail glasses, etc.

Distributors attending included Sam Weisman, Baltimore; Harold Kaufman, New York; Marvin Roth, Wilkes-Barre, Pa.; Jim Ginsberg, Philadelphia; C. B. Brady, Charlotte, N. C.; Ken Brake, Nashville; Spec Cruze, Charleston, W.

Va.; Dyke Dawes and Jim Falk, Columbia, S. C.; Al Hawkins, Macon, Ga.; John Bilotta, Newark, N. Y.; Jim Donnelly and Chris Christensen, Norfolk, Va.; Charles Broderick, Buffalo; Mickey Anderson, Erie, Pa., and Si Redd, Boston.

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

Dinner time?

time for
ROWE AMI
music

Rodeo Pony Life-like action. Kick side to gallop. Pull reins to slow down. Manufacturer of: Derby Pony Jr. Ben Hur Chariot Twin Quarter-horse Sam the Clown (Seesaw)
All rides carry one-year warranty. Some distributor territories available.
PAUL W. HAWKINS
329 E. 7th St.
Phone: 623-4503 (402), Tucson, Ariz.



CHAIRMAN IRV HOLZMAN presents Harry Siskind with the UJA plaque.



AL DENVER, MONY PRESIDENT, presents the guest of honor with the MONY award.



MRS. IRVING HOLZMAN, left, presents Mrs. Siskind with a bouquet. In the right background is Meyer Parkoff.



TONY BENNETT gives his best to the guest of honor and Mrs. Siskind.



AL (SENATOR) BODKIN presents Mrs. Mollie Sugerman with a plaque honoring the late Barney Sugerman. Left to right are Nate Sugerman, Mrs. Sugerman, Irv Holzman, Al Bodkin and Myron Sugerman.



ON THE DAIS were Toni Arden, left; Irv Holzman and Mrs. William Cahn.



MAIN SPEAKER was New York Secretary of State John Lomenzo, center. To the left are Mrs. William Cahn; William Cahn, Nassau County district attorney. Mrs. Irving Holzman and Mrs. Mollie Sugerman are on the right.



R. F. JONES, center, head of the R. F. Jones Company, widespread western coin machine distributor, is shown after a successful fishing trip in Palmilla, Mex., with two of his branch managers, Tommy Thompson, left, manager of the Salt Lake City branch, and Chuck Klein, manager at Los Angeles. Credit for the two marlin hanging behind the trio goes to the two managers, but Jones claims to have caught some tuna.

ALL MACHINES READY FOR LOCATION

Wurlitzer 1650	\$ 65
Wurlitzer 1700	95
Wurlitzer 1900	195
Wurlitzer 2100	235
Wurlitzer 2404R10	495
Wurlitzer 2500	645
Wurlitzer 2504R10	595
Seeburg AQ160	595
Seeburg C	145
Seeburg R	265
Seeburg V-200	135
AMI E-120	75
Rock-Ola 1454	225
Bally Tournament	85
Bally ABC Champion	65
CC 4-Game Shuffle	150
CC King Bowler	145
CC Red Pin	125
CC Steam Shovel	75
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Seattle Policy Approves Cash Payout Operations

SEATTLE — Mayor J. D. Braman has reinstated Seattle's old gambling tolerance policy with only one change. The director of licenses and not the chief of police will enforce the policy.

He said that "for the good of the city," he was directing the director of licenses to administer existing city ordinances on amusement machines in a manner similar to that which existed for many years prior to former Mayor Gordon Clinton's crack-down on gambling.

Odds on the machines have

been set at fairly low figures. (The machines will be allowed to register up to 160 free games, it's reported.)

Payoffs Allowed

Cash payoffs will be allowed, with the understanding that the payoffs will be replayed in another machine.

Punchboards will return to tavern and cigar store counters, but they will be for "merchandise only." No money boards will be allowed.

"We are not going to have banks of machines . . . they will be limited to two or three in any one location," Braman said. "They must be an adjunct to an existing and self-supporting business and not the primary source of income."

The return is a trial and "if it gets out of hand, we will close it down again," he asserted.

Under the mayor's instructions, the automatics do not pay off . . . they pay out. And even the payout is limited. A winner must be paid out in nickels . . . up to \$8 worth. Dollar bills must not be used.

Business Stimulant

Don Turnbull, director of licenses under the city comptroller, reportedly regards the low tolerance policy as a business stimulant but he does not think anybody, except the various taxing agencies, are going to "get fat." The federal government takes \$250 annually per automatic machine; the State, 20 per cent; the city of Seattle, 5 per cent.

The operators who own the automatic machines are strictly policed and heavily taxed, too, Turnbull pointed out. City ordinance allows one operator's license to ever 15,000 people in the city. There are 43 operators now and there's no "bumping" allowed.

When punchboard and pinball operations were operating, the city's take from them totaled \$434,424 in 1962.

Clinton ordered the tolerance policy ended Jan. 1, 1963, when he found it at odds with State law. The Legislature last year passed an act which would provide local option but a referendum blocked that act and will be on the ballot in November.

Petitions for the referendum were stolen from the office of Secretary of State Victor A. Meyers before they could be

Omaha Confab Attracts 100 From Midwest

OMAHA—Some 100 operators from South Dakota, Iowa, Kansas and Nebraska attended the Saturday and Sunday (6-7) meeting and trade show of the Coin Operated Industries of Nebraska.

New officers, elected were Dick Taylor, Lincoln, president, and Randall Thies, Norfolk, vice-president. Howard Ellis, Omaha, was re-elected secretary-treasurer. Two directors, Ralph Reeves, Norfolk, and Hugo Prell, District 4 (Bremen, Kan.), were also re-elected.

Some 21 manufacturers and distributors exhibited.

Lou Casola, MOA president, and Fred Granger, MOA managing director, spoke at the Sunday banquet. Casola discussed the current status of the copyright legislation (Celler Bill), and Granger gave a progress report on the October MOA convention at the Sherman House, Chicago.

COIN will hold its next meeting in conjunction with the MOA conclave at Chicago.

Franz Shows New Seeburg

HOUSTON—H. A. Franz & Company held a showing of the new Seeburg on Sunday (7) at the Knights of Columbus hall, with about 300 persons attending.

H. A. Franz emceed the formal showing. Ed Blankenbeckler, Seeburg vice-president, traced the history of the Seeburg Corporation. Edward F. Caffey, Seeburg sales executive, demonstrated in detail all component parts of the new equipment.

Members of H. A. Franz & Company who participated in the showing included Hazel Poole, Earl Hoot and Dorothy Barnes.

canvassed, but Meyers directed the measure to be placed on the ballot.

The State Supreme Court upheld Meyer's decision and May 27 refused to reconsider its ruling.



A ROUND OF pool at the American Shuffleboard Company booth involves (l. to r.) Jay Hasenpflug, Coin-A-Matic, Omaha; Les Montooth, Peoria, Ill.; Sol Lipkin, sales manager of American Shuffleboard Company, Union City, N. J., and Howard Ellis, Coin-A-Matic.



AT THE HEAD TABLE in Omaha are (l. to r.) MOA directors Lou Ptacek, Howard Ellis; MOA President Lou Casola, MOA Managing Director Fred Granger; Harry Trustin, acting mayor of Omaha; Dick Taylor, new president of Coin Operated Industries of Nebraska; MOA directors Ted Nichols and Harlen Wingrave; Randell Thies, new vice-president of COIN, and Les Montooth, Peoria, Ill.



MOA OFFICIALS pictured at the Omaha meeting are (standing, l. to r.) directors Harlen Wingrave and Lou Ptacek, Managing Director Fred Granger and Director Ted Nichols. Seated are Howard Ellis, MOA President Lou Casola and Les Montooth.



COIN CONVENTION CLOSING at Omaha featured a Sunday banquet. The scene is shown from behind the head table.

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Summer Stops Don't Pay Off

By BENN OLLMAN

MILWAUKEE—Beer City operators no longer look to the nearby lake resort locations as a source of additional summer revenue.

Until recent years most music and games firms here found it profitable to service summer stops. Today, however, with the high cost of equipment, labor and transportation, it doesn't pay to service summer locations. Unless you are headquartered in the vicinity of these lakes, the overhead is more than the money you take in," according to Sam Hasings, Hastings Distributing Company.

Year-Round Stops

The population sprawl has also changed the nature of the coin industry's coverage of resort areas flanking Milwaukee. Lakes by the dozens within a 40-mile radius of Milwaukee are now ringed by year-round homes. Taverns on these lakes that used to be strictly summer enterprises are now open throughout the year. Operators

service them on the same basis as they do their regular stops.

The story is different, however, with coin machine distributors here. All of them report a stepped up demand this year from Northern Wisconsin operators for used music and games equipment. The call is for later model units for use in resort spots.

Officials estimates by the Wisconsin tourist bureau officials point to a nice boost in vacation traffic this summer. The optimism has spread to the coin machine operators and they are buying heavy. Good, used pool tables, for example, are in short supply as a result of the demand sparked by resort area operators.

According to Woody Johnson, United, Inc., "The upstate operators have almost cleaned us out of used juke boxes. We are also turning over quite a few late model games to out of town operators who want them for their summer locations."

40 Ops Attend Empire School

DETROIT—Some 40 music machine operators and their servicemen attended a special service school held at the Empire Coin Machine Exchange Thursday (4). Attendance was evenly divided between servicemen and operators, as well as between local and upstate operators, mostly from Eastern Michigan.

Demonstration was given of the current Rock-Ola mechanism, essentially unchanged for the past four years. Comments on the ease and infrequency of required service were made by the students. A question and answer period followed.

Bob Wiley, Empire branch manager, was in charge of arrangements. He was assisted as host by salesman Mickey Alterman. Frank Schultz, Rock-Ola service organization, conducted the sessions.

Among operators and personnel registered from upstate Michigan were: Fred Zemke and Carl Rosasco, Zemke Coin-Operated Machines, Ann Arbor; Jim Davis, Albion Vending, Albion; Roy Clason, Jump Music, Utica; Everett Wortham, Bill Stillwell and Roy Chisnell, Wolverine Entertainers, Pontiac; Harold Paige, Capital Music, Flint; Vic Muscat, Novi Vending, Novi; Julian Niece, John Swinden and Jim Wilson, AA Radio, Flint; Reggie Niedzinski, Tom Cherry and Pat French, Harry's Amusement, Bay City, and Harold Johnson and Ed Schmidt, Walker Music, Bay City.

Detroit operators were Frank Alluvot, Clare Spooner, Eddie Shell and Jack Gunn, Frank's Music; Herman Stallings, North End Music; Sam Sirianni, D & S Music; Nick Christy, Christy Vending; Ken Stephan, K&W Service; Tom Duncan and John Wagner, Wagner Music; Bill Van Koughnet, Lee Moore, Frank Klemczak, Dave Fanelli, Marv Jacobs and Dominic Mazarro, Union City; George Ballas, Chuck Jensen, George's Amusement, and Clarence Codling, Codling Music.

WW Showing Set

CHICAGO—World Wide Distributing Company will show the new Seeburg line Tuesday and Wednesday (16-17) at its showroom here. All operators, servicemen and their guests are invited. Refreshments will be served.

Smokeshop School

NEWARK, N. Y.—Some 24 local operators attended the Smokeshop service school conducted at the Bilotta Distributing Company here Wednesday night (10).

To Be Continued—Celler Hearing Bill

• Continued from page 42

would never get a passing vote. Proponents are anxious to get it to the floor, hoping for a second victory—the first was passage by the Judiciary Committee, the first time this legislation has ever cleared that committee.

Brown, O'Neil Opposed

House Judiciary Committee chairman and author of the bill, Emanuel Celler, and Copyright Subcommittee chairman Edwin Willis (D., La.), made lengthy and eloquent pleas for the bill (H.R. 7194) to give songwriters performance royalty on juke box music. But only one solitary member of the 15-member House Rules Committee endorsed their stand: Rep. James J. Delaney (D., N. Y.). Most violently opposed were Rules members Clarence Brown (R., Ohio), ranking minority member, and Thomas P. O'Neill Jr. (D., Mass.).

Celler and Willis cited the need for fairness to the songwriter, endorsement by Registers of Copyright, vast changes in the juke box industry "from pigmy in 1909 when exemption was put into the Copyright Act to giant today, doing a \$520,000,000 a year business." They urged the need to equalize international copyright treatment—American songs get royalty on European juke box play, but their nationals get none on ours. Russia is the only one to "thumb her nose" at American songwriter royalty, said Celler,—"and so do we. It is not a pleasant companionship."

The two proponents of the legislation cited chapter and verse of an impartial Library of Congress study on the juke box industry and urged Rules Committee members to heed the figures—rather than listen to the views of those with self-interest. (But it seemed from member comment that juke box operators, and more especially the location owners had already made strong pleas to their congressmen in person and by mail).

Celler and Willis presented a picture of four major manufacturers, with more than 200 distributors, 9,000 or 10,000 operators, with average operator owning 56 machines and splitting the take on six or seven billion plays per year, in 500,000 locations. Also, average juke box operator was said to make about \$11,000 net from the music, plus income from amusement machines, cigaret vending, etc. More than 93 per cent of operators diversify, ac-

ording to the Library of Congress study.

Willis' Statement

Out of the income, "\$260 million goes to the operators, \$260 to the location owners, and nothing to composers of music," said Willis. At this point Representative Delaney defended the need to give songwriters performance royalty on juke box music played for profit, as other users have to pay. It was the only endorsement by a Rules committee member.

Rules member Rep. B. F. Sisk (D., Calif.) remarked that there was no limit to royalty collection under this bill, and his mail was heavily against it. "All of my colleagues have been getting a lot of mail against the bill."

There was much confusion over the difference between the 2 cents per tune mechanical royalty included in the price of each record, and the performance royalty. Rep. Katherine St. George (R., N. Y.) said that the mechanical royalty meant that juke box music did pay something to the songwriter, at least. At one point, she said she was "impressed" by Representative Celler's testimony, but she "had to listen to her constituents." Hotel and motel owners in the Catskills had told her they would be hurt by this bill.

in Denver, except that he puts plenty of instrumentals on for the dancing which is commonplace in mountain resorts, almost out of the picture in cities like Denver.

Location Owner Held Liable for Gaming Stamp

KANSAS CITY, Kan.—Federal officers Friday (5) seized a pinball machine at Irene's Place here, because a \$250 gaming device stamp hadn't been purchased.

The Internal Revenue Service said the location owner is subject to the tax, not the owner of the machine. Irene Shefts was identified as owner. No arrest was made, but Bert Morgan, group supervisor, said there is possibility of prosecution by the U. S. district attorney after facts in the case are studied.

The Kansas City Kansan published a photo showing federal agents counting money from the confiscated machine.

The machine reportedly was seized as part of nationwide crackdown on gambling.

Tool Co. Offers Choice on Line

CINCINNATI—United Tool & Engineering Company here is offering a choice of 10-cent, 5-cent, penny or combination dime and token coin boxes on its complete line of kiddie rides.

The line includes Sandy the Pony (pictured), Porky the Pig and Rudy the Deer, all fabricated of cast aluminum, finished in baked enamel colors and equipped with leather saddle, bridle and martingale.

A kiddie board ride made of colorful fiberglass is also available.

The rides can be used indoors or out, are guaranteed for one year and are approved by Underwriters Laboratories. Sandy measures 20 inches wide by 56 inches long by 41 inches high.

pletely confused on just what a performance royalty collecting group does. O'Neill said he'd heard there was "complete control" of music by ASCAP's kind of organization. He had a story about a tyro who allegedly couldn't make it into ASCAP membership, sold his music to an ASCAP member and got only \$27 in royalties, while the ASCAP member got rich.

Brown went this story one better: he'd heard "you couldn't get on th stage or on TV or write music" or do anything along entertainment lines unless you were a member of ASCAP. Representative Celler's attempt to set him straight on the difference between music licensing and talent unions got nowhere.

"Well," said Brown, "they've got as tight control as any labor organization. Then, there was a barbershop in Brown's home town where the barber plays the juke box with his own money for his customers. The barber "squawked about this bill," said Brown.

Rep. William McCulloch, House Judiciary Committee's ranking minority member, tried to gentle things down. He urged floor debate because the legislation had been under consideration for many years, and had taken up 29 full days of hearings by Senate and House committees.

Representative Celler asked for a rule for two hours of debate, but at that point, the hearing came to an end. Representatives Libonati and Rogers were promised a chance to be heard. No date was set for the next Rules hearing, but it could very well be scheduled for some time this week.

Galaxy Moves

OCEANSIDE, N. Y.—Galaxy Record Distributors, Inc., has moved to new quarters at 32-36 Lawson Blvd. Galaxy is headed by Stanley Stone, newly elected president of the Record One-Stop Association.

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COINMEN IN THE NEWS

• *Continued from page 41*

men this week at the downtown Radio Doctors disk headquarters reports Gordy Pelzek, included Elmer Schmitz, Hilbert, Al and Dick Janisch, Beaver Dam, and Ernie Feight, Rhinelander. . . . Bill Manthei is the new road sales representative for Pioneer Sales and Service, according to Sam Cooper. Manthei was formerly field engineer for Rowe Manufacturing Company.

BENN OLLMAN

Alberta Policy On Social Room Aids Operators

EDMONTON, Alta.—The Alberta Liquor Control Board is encouraging a "social type of beverage room where a man and woman can be entertained for an evening," A. D. Elliott, board chairman, said in an address to the Alberta Hotelman's Association convention here.

He said there have been few complaints about a 1963 decision by the board to allow juke box installation in taverns.

The entertainment idea is catching on faster in hotels in small communities than in city taverns, he said. Shuffleboard and darts are also being introduced.

Seeburg Unveils

• *Continued from page 42*

either side, promotes album play.

Consolettes

The stereo consolette units are now available in a new copper finish as well as the traditional chrome. According to Seeburg, operators have found that many locations are reluctant to install consolettes because the chrome finish does not suit the decor of the spot. The copper finish offers an alternative.

Seeburg also offers an intercom system that operates through the Stereo Consolette. The customer pushes a red button on the unit, automatically muting the music. He may then converse with a central operator in the location who can tell which Consolette is calling by key lighting on a master unit.

Tourist Business Proves Boom For South Alabama Operators

MONTGOMERY, Ala.—Both new and older games and phonographs have their place in summer operations, report local operators.

Most south Alabama operators count heavily on summer tourist and vacation traffic in fishing resorts, beaches and north Florida Gulf Coast areas. The average operator uses older phonographs and amusement machines moved from low-return locations to the resort spots for the most part, but will install new stereo phonographs, brand-new games in clubs, popular bars, beach pavilions and similar locations which attract heavy concentrations of tourists.

Best spots are outdoor dancing areas along the Gulf Coast, which are built with roofs, but

no walls. The strong possibility of damage from sea breezes and salt air has led to the use of older machines in most of these spots.

Enclosure Cabinets

Some operators have built enclosure cabinets around phonographs which are closed up and locked when the phonographs are not in use. This makes use of new machines possible, but requires that a dependable attendant be on duty. Only about one location out of 10 warrants a new phonograph.

In most beach locations, programming concentrates on Top 40 records, emphasizing teenage appeal. Where older vacationists are concerned, operators report programming as much as 50 per cent of the menu in old

favorites. Seaside restaurants are typical of the latter.

Most desirable and profitable amusement machines are participation types which allow for several players at once, such as shuffleboard, baseball variation, hockey and basketball. Pin games stay very popular, averaging six or more for every phonograph in the Gulf beaches.

Year-Round Locations

Very few south Alabama operators leave vacation spot phonographs or games on location during the winter. Only exceptions are year-round fishing centers, where restaurants and cocktail bars stay open through colder weather.

Even though competition for summer locations has been strong the past few years, no operators report any special arrangements on commissions. Usually there is a straight 50-50 split, the only exceptions being new stereo boxes with high earning capacity, where operators insist on 60 per cent. A problem which faces all operators is the recent trend toward location ownership of phonographs.

At least five Montgomery operators have extended summer routes as far as 200 miles south, along the north Florida coast, to make up for the drop in collections in their own areas during the hot summer months.

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1 Wurlitzer 2610 Stereo	645.00
2 Wurlitzer 2700 Stereo	845.00
1 AMI Continental II Stereo	
Band, 200 selection	495.00

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4 Player Pro-Golf, Tech Industries, latest model	225.00
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Williams Black Jack	110.00
Williams Coquette, 2 player	235.00
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7 IV1 Coffee	
4 Cole "Fireball" Coffee	
7 14 Cal. Rowe Ambassador Cigarette	
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SUPERVISING THE LOADING of a shipment of Rock-Ola Grand Prix phonographs for the firm's Montreal distributor, Laniel Amusement Company, is Dr. David R. Rockola, George Hincker, advertising manager, and David P. Howle, vice-president in charge of sales.

Beer Industry Dispute Flattens L. A. Collections

LOS ANGELES—The beer industry dispute which has idled breweries throughout California since May 9 has hurt the music machine business.

Merle Holmes, Valley Vendors, Glendale, said that gross revenue from games and music machines was off about 25 per cent last week. He added that the inability to obtain beer had forced some taverns to close.

Frank Davis, Associated Coin Amusement Company, Inc., sales manager, said that the strike had curtailed coin machine grosses. He explained that some bars, unable to get keg beer, were selling bottled and canned brew, which is obtainable. No taverns have gone out of business because of the strike, however. Some open only in the evening, with the shortened

hours cutting into the coin machine revenue.

Keg beer was available in a number of places until two weeks ago.

Europeans Watch

neld Meyer's decision and May 27 refused to reconsider its ruling.

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EUROPEAN NEWS BRIEF

• *Continued from page 42*

proportion to other coin-operated equipment. Virtually all kiddie ride equipment operated in France is of U. S. origin.

Reaction Test

HAMBURG—The driving game reaction test, Kilometerfresser, is being redesigned in a plastic housing for more effective promotion on the export market.

The plastic housing has a detachable sheet metal rear panel for easy servicing. Kilometerfresser has scored heavy sales success on the German market and is now being successfully exported.

It is especially designed for siting at service stations and highway restaurants. The game is manufactured by Max Tiarks of Herford, and the Skriver Brothers of Hamburg.

Recent STEREO RELEASES for Music Operators

- SEEBURG LITTLE LP's
- Pop Vocal
 - PATTI PAGE—Love After Midnight Columbia
 - NAT KING COLE—Let's Face the Music Capitol
- Pop Instrumental
 - WAYNE KING—The Waltz King Decca
 - HENRY MANCINI—The Pink Panther RCA Victor
- International
 - GIANNI MORANDI—Gianni Morandi RCA Italiana

All titles listed are custom 33 1/3 stereo singles packaged for the juke box operator. Other packagers or record companies may get weekly listings of their product by sending releases to Juke Box Reviews, Billboard, 165 W. 40th Street, New York, N. Y. 10036.

WURLITZER 2800

Makes the Swing to
Higher Earnings

Good Equipment Required for Rocky Mountain Resort Stops

By BOB LATIMER

DENVER — Good, reliable used phonographs and games which have shown a good performance record in winter spots are the rule in summer locations, according to both Wilbur Beyer and Elton Deines, two juke operators who specialize in the tourist market in Colorado.

Wilbur Beyer operates from Fort Collins, Colo., 70 miles north of Denver and strategically located near famous mountain centers such as Estes Park, Grand Lake, Trail Ridge and Mount Evans.

For more than a decade he spotted more than 50 pieces in short-season mountain locations, with no more than two or three new phonographs or games involved. The high cost of new phonographs makes the risk of long mountain-climbing shipment impractical, according to Beyer, who prefers to spot juke boxes two to five years old, in perfect operation condition, and not prone to electrical or mechanical troubles.

Beyer made a 200-mile trip

over mountain roads to service a box in remote areas, and consequently, he puts the dependability factor first in assigning equipment.

Weekly Service

Beyer attempts to reach each location at least once a week through the short mountain summer, changing four or five records on phonographs, using preventive maintenance methods, tuning up games and amusement machines carefully. Some are serviced every two weeks, according to distances involved. Incidentally, Beyer doesn't haul his own equipment himself, but uses careful, insured truck lines to get every box or game to the spot.

Beyer sets his machines for the usual Denver split of 50-50, nothing off the top, no rentals or front money. He had hoped that the added costs of locating would bring better commission arrangements, but in view of heavy competition for such spots, more location ownership, he has been glad to settle for standard splits.

High intake compensates well enough, however, with \$150-\$175 per week returns in average spots.

Programming

Beyer makes no changes in music programming, giving his tourists about the same mix of top 40, old favorites, novelties and a trifle more Western music. People's musical tastes do not change just because they are wearing hiking boots and vacationing in the mountains, he pointed out.

One axiom he observes: top new favorites get on the spindle just as fast as they would in more metropolitan locations.

Beyer doesn't leave any equipment on spot over the winter, picking most of them up by mid-September for return to lowlands locations. The long winter would be practically dead storage, he feels.

Dance Music

Elton Deines is another veteran of summer locations, with headquarters in Boulder, Colo., flanked up against the east slope of the Rockies, 32 miles northwest of Denver. Deines, too, reports programming just about the same in mountain spots as in Denver, except that he puts plenty of instrumentals on for the dancing which is commonplace in mountain resorts, almost out of the picture in cities like Denver.

Location Owner Held Liable for Gaming Stamp

KANSAS CITY, Kan.—Federal officers Friday (5) seized a pinball machine at Irene's Place here, because a \$250 gaming device stamp hadn't been purchased.

The Internal Revenue Service said the location owner is subject to the tax, not the owner of the machine. Irene Shefts was identified as owner. No arrest was made, but Bert Morgan, group supervisor, said there is possibility of prosecution by the U. S. district attorney after facts in the case are studied.

The Kansas City Kansan published a photo showing federal agents counting money from the confiscated machine.

The machine reportedly was seized as part of nationwide crackdown on gambling.

He leaves around 15 on location through the winter, primarily where hunters congregate. This done because fishing is now legal the year round in Colorado which brings out ice fishermen through most of the winter in this lake area. White's locations are in less spectacular areas than those outlined as above, so that older machines fit the situation.

Colorado operators agree that it's best to take good equipment from low-income city locations up into the mountains, regard the tourist audience as the same as anywhere else, and keep top-notch music available from late May to mid-September. After that date there is little point in keeping the machines on location.

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		Meteor Hot Rod	250
		Motorcycle	\$295
		Miss America Boat	295
		Model T Ford	375
		Midset Racer	395
		Old Smokey	275
		Pony Express	175
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ALBUM REVIEWS

Billboard

SPOTLIGHT PICK

Pop LP Spotlights are those albums with sufficient sales potential, in the opinion of Billboard's Review Panel, to achieve a listing on Billboard's Top LP's charts. Spotlight winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.



POP SPOTLIGHT

THE DAVE CLARK FIVE RETURN!

Epic LN 24104 (M); BN 26104 (S)

Next to the Beatles the Dave Clark Five is the hottest thing on records today. They have received much national TV exposure and will be making a cross-country tour. The boys give out in this LP with their newest hits: "Can't You See That She's Mine," as well as "Forever and a Day," "On Broadway," "Funny" and others.



POP SPOTLIGHT

PRESENTING: THE BACHELORS

London LL 3353 (M)

Perhaps the most melodic of the groups from the British Isles making it big here are the Bachelors. Their easy-listening "Diane" is high on the chart. The boys, who hail from Dublin, are no show-business newcomers and sing extremely well. They have a sincerity and warmth in their delivery, and many of their renditions of standards have that good old c&w flavor.



POP SPOTLIGHT

THE ROLLING STONES

London LL 3375 (M); PS 375 (S)

This, the latest of the British invaders, is the toughest sounding. (That's been the pattern so far, each group with a harder approach than the almost-gentle Beatles.) The Stones have more country in their instrumentation, more rock in the beat and a decidedly Negro orientation in the sound and mood of their singing. Their single has shown no spectacular movement on the chart, but heavy TV and promotion should do much.

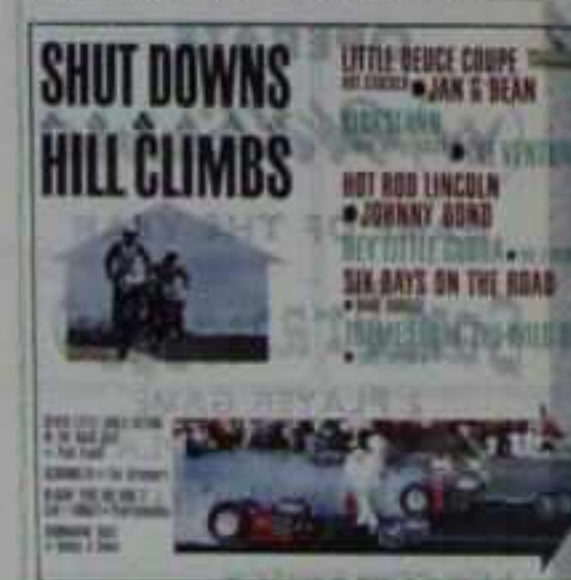


POP SPOTLIGHT

SHUT DOWNS & HILL CLIMBS

Various Artists, Liberty LRP 3366 (M); LST 7366 (S)

A collection of the rip-roaring "road sounds" currently gunning up record sales across the country. All 14 for the teenager and well done, too. A few stand-out selections are "Little Deuce Coupe," Jan and Dean; "Six Days on the Road," Dave Dudley, and "Hey Little Cobra."



POP SPOTLIGHT JACK JONES IN LOVE

Capitol T 2100 (M); ST 2100 (S)

A swingin' affair with Jones movin' along in great style is bit reminiscent of Sinatra. Although Jack has swung over to another label since this was originally waxed, it is still a tastefully, true sounding performance. Bobby Hammack's orchestra ably helps Jack in his fine readings of "This Could Be the Start of Something," "This Love of Mine" and "Show Me the Way to Get Out of This World."



POP SPOTLIGHT THE UNSINKABLE MOLLY BROWN

Soundtrack, MGM E 4232 ST (M); SE 4232 ST (S)

The play, after a highly successful Broadway run, has been made into a motion picture that no doubt will also enjoy healthy box office. Debbie Reynolds and Harve Presnell do a bang up job with Meredith Willson's "I Ain't Down Yet," "Belly Up to the Bar, Boys," and "He's My Friend."



POP SPOTLIGHT THE FABULOUS FAVORITES

Kay Starr, Capitol T 2106 (M); ST 2106 (S)

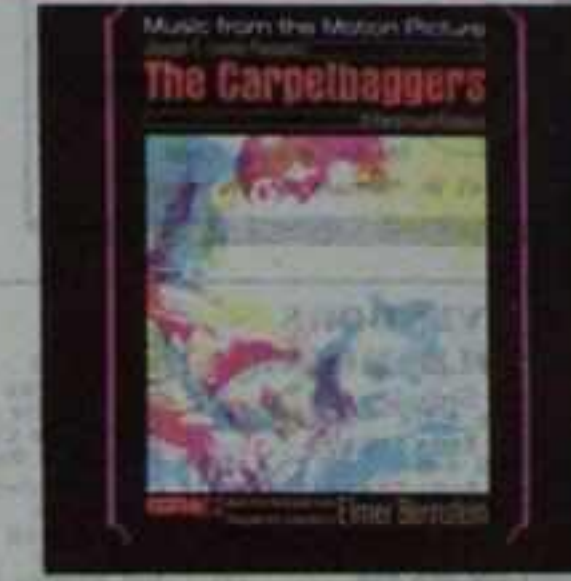
Miss Starr has had many imitators but no one as yet has been able to come up with that exciting, distinctive Starr sound. She has made a great contribution so far to pop music. Among the many top Starr performances included in this Star Line LP are "Wheel of Fortune," "Side by Side," "The Rock and Roll Waltz" and "Bonaparte's Retreat." Starr's multi-tracking in stereo is a gas!



POP SPOTLIGHT THE BEST OF GEORGE SHEARING

Capitol T 2104 (M); ST 2104 (S)

If you have missed any of the great Shearing record performances such as "Roses of Picardy," "Dream," "East of the Sun" or "Lullaby of Birdland," they are well represented herein. George performs with his group or supported by plush strings. Irresistible music.



POP SPOTLIGHT MUSIC FROM THE MOTION PICTURE THE CARPETBAGGERS

Elmer Bernstein, Avo A-45 (M); AS-45 (S)

Although this motion picture has yet to prove itself at the box office, it is receiving a massive public relations build-up. Elmer Bernstein's score is, as expected, heavy and picture-oriented. However, the LP has an excellent chance of going the route of soundtrack LP's—good sales.

POP SPOTLIGHT DANCE DISCOTHEQUE

Various Artists, Decca DL 4556 (M); DL 74556 (S)

One of the best albums designed just for dancing to come out in quite some time. All of the tunes are well-known modern dance favorites that run the gamut from Fox Trot to Frug. Ideal for penthouse parties, weddings, bar mitzvas, etc.



POP SPOTLIGHT PROGRESSIVE PICKIN'

Chat Atkins, RCA Victor LPM 2908 (M); LSP 2908 (S)

Chat Atkins is one of the most talented and accomplished guitarists in the country. Chat is also a highly respected a&r director for RCA Victor. Herein he matches his country guitar with the smoother jazz tunes such as "Gravy Waltz," "So Rare" and "Bluesette." The effect might be termed honest back home hippiness. Enjoyable music for almost everyone.



C&W SPOTLIGHT THE BEST OF BUCK OWENS

Capitol T 2105 (M); ST 2105 (S)

Owens has two on the Country LP chart (7 & 12) (1 & 2 on the Country Single chart). "Together Again" and "My Heart Skips a Beat." These are past singles such as "Love's Gonna Live Here," "Foolin' Around" and "High as the Mountains," all sung in high voice and with an engaging beat.



C&W SPOTLIGHT THE GREAT ROY ACUFF

Capitol T 2103 (M); DT 2103 (S)

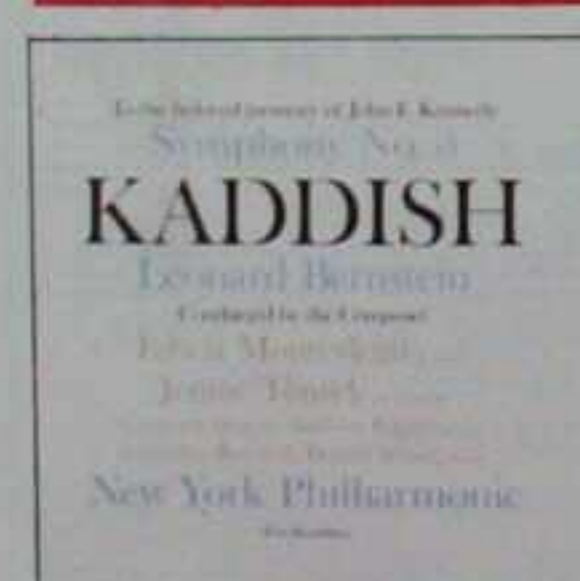
There is little to say about Roy Acuff that has not already been said. His impact on the c&w field may be readily attested to by the 25 million records he has sold. Selections on this, his latest LP, include "Sunshine Special," "Rushing Around," "Sweep Around Your Own Back Door" and "Swamp Lily."



C&W SPOTLIGHT COUNTRY HITS... FEELIN' BLUE

Tennessee Ernie Ford, Capitol T 2097 (M); ST 2097 (S)

Although all the songs on this album are typical country fare, Ernie sings them in a style more associated with pop, and guitarist Bill Strange and bassist John Mosher are generally subtle with their fine backing. This is the quiet, brooding, TV, relaxed performer. The mood and all are nearly perfect.



CLASSICAL SPOTLIGHT BERNSTEIN: KADDISH SYMPHONY NO. 3

New York Philharmonic (Bernstein), Columbia KL 6005 (M); KS 6605 (S)

Leonard Bernstein's controversial symphony, here recorded for the first time, takes for its text the Hebrew prayer for the dead, "Kaddish." The addition of the composer's text (spoken by Felicia Montealegre) and vocal (Jennie Tourel) and choral settings makes of it a hymn to creation—man's.



CLASSICAL SPOTLIGHT I MUSICI: A DECADE OF ELOQUENCE

Philips PHM 500-052 (M); PHS 900-052 (S)

The decade since the formation of I Musici by 12 music students of the Academy of Santa Cecilia in Rome has seen it become one of the world's finest chamber orchestras both in concerts and on recordings. The group surveys music scene of the 18th Century as represented in concerti by Vivaldi, Corelli, Albinoni and Manfredini.



CLASSICAL SPOTLIGHT MOZART: SINFONIA CONCERTANTE, K 364/HAYDN: VIOLIN CONCERTO IN C MAJOR

Both Festival Orchestra (Menuhin), Angel S 36190 (S)

A superb recording of the Mozart that is full-bodied and resonant. The often recorded "Sinfonia Concertante" provides the exceptional talents of Yehudi Menuhin and Rudolf Barshai with some fine solo and ensemble playing. Conducted by Menuhin.



CLASSICAL SPOTLIGHT DAVID OISTRAKH PLAYS VIOLIN CONCERTOS BY STRAVINSKY AND MOZART

Philips PHM 500-050 (M); PHS 900-050 (S)

Stravinsky's music has lost its power to shock and has become instead very good listening. Backed by the Mozart Concerto, this album presents an interesting study in contrasts. The pleasure is increased through the artistry of David Oistrakh and the Lamoureux Orchestra conducted by Haitink.



CLASSICAL SPOTLIGHT FAURE: PIANO QUARTET IN G MINOR, OP. 45

Festival Quartet, RCA Victor LM 2735 (M); LSC 2735 (S)

This splendid recording of Gabriel Faure's Second Piano Quartet should find wide popularity among the increasing circle of his admirers. The only recording of his work at present available, it is given a moving performance by the Festival Quartet made up of Szymon Goldberg, William Primrose, Nikolai Gaudan and Victor Babin.