ARMADA Faces New Frontier

Gallagher: Greatest Days Still to Come

MIAMI BEACH, Fla.—William P. Gallagher, vice-president of marketing, Columbia Records, in a keynote speech to the ARMADA Convention at the Eden Roc Hotel, stated that "ARMADA has had a distinguished history of accomplishment but your greatest days are still to come, if you resolve to dedicate your efforts toward the implementation of sound business practices."

In his talk, titled "A Sound Future in a Sound Industry," Gallagher added that... (Continued on page 10)

Capitol's 'Stability' Plan Brings Back 50 Accounts

By ELIOT TIEGEL

Hollywood—Capitol has regained approximately 50 accounts nationwide as a result of its "Stand for Stability" program. The company has cut back on certain rack and one-stop sub-distributors.

In revealing the number, Bill Tallant, Capitol's national sales manager, who has been on the road since March, said the label had snared several "major accounts who were planning to buy from racks. Tallant said the label had picked up 29 accounts by March and "in some instances we physically got them back," he noted. Tallant added that after word had been spread regarding Capitol's program, many accounts contacted him to get back with Capitol's Distributing Corporation.

Hit or Miss

"We won back accounts who were buying where they could on a hit or miss proposition," said Tallant. "They had been buying from racks, one-stop or obtaining transshipped merchandise." The executive emphasized CDRC did not create a new market, but "they were using racks, but that the business came back of its own accord after learning of the one-price year-round policy.

One factor Tallant says has... (Continued on page 6)

Kapp in Little LP Parade; 10 Disks Set

MIAMI BEACH—While distributors will be given first crack at Kapp Records' new line of seven-inch stereo Little LPs aimed at the jukebox operator trade, distribution of the new product will go directly from the label to one-stops in some cases.

That was the essence of a talk given by Macey Lipman, Kapp sales executive, to members of the Record One-Stop Association at the Eden Roc Hotel here... (Continued on page 55)

Labels in Beatles' Battle

By MIKE GROSS

NEW YORK—United Artists Records and Capitol will be locking horns on the songs from the Beatles' first film, "A Hard Days Night." UA has the rights to the original soundtrack album, which contains seven songs and instrumental music by George Martin, but Capitol is going all-out to buck the soundtrack set with singles and an LP by the Beatles singing the seven songs from the picture as well as five new songs that have not been previously released.

UA rushed advance copies of its album to disk jockeys late last week and Capitol started running with a single disk by the Beatles coupling the movie's title track, "She's A Heavy Kinda Girl," with "Help!" UA has got a second pressing of the single now and Capitol will come out with its second pressing late this week.

Meantime, Capitol has scheduled a Beatles' album titled "Something New" for release Aug. 1. The LP will contain the seven picture songs and five new tunes. The Capitol package will not be identified as a "sound-track" set—that's the exclusive right of United Artists.

Capitol of Canada will similarly buck the UA soundtrack album with an LP and single releases of the film songs. Compo of Canada is releasing the UA soundtrack set there and has already shipped 30,000 copies.

The companies are at their battle stations on both sides of the border and it now remains to be seen which label can out-promote, out-merchandise and out-maneuver the other.
LEADING CANDIDATES FOR A HEAVY POPULAR VOTE!

**Astronauts**
Recorded Live at The Kampus in Boulder, Colorado.

The Astronauts are blasting off on a “live” set of movers like “Roll Over, Beatles” and “Good Golly Miss Molly.”

**Duane Eddy**
Water Skiing

Duane’s riding right along on a wild new craze. Includes “Deep Water Star” and “Jumping the Wake.”

**Glenn Yarbrough**
One More Round

Glenn comes out singing on folk favorites like “I Wonder,” “The Lovers” and “Cloudy, Summer Afternoon.”

**Anthony Newley**
in my solitude

accompanied by Ray Ellis & His Orchestra

England’s musical comedy star of “Stop the World” fame sings “It’s All Right with Me” and “The Party’s Over.”

**Cramer**

The Concert Sound of Henry Mancini

Plays his “Academy Award Suite,” plus “Mr. Lucky Meets Peter Gunn,” “A Tribute to Victor Young” and “David Rose Suite.”

**Jimmie Rodgers**

A legend in the world of country music. Includes classics like “That’s Why I’m Blue” and “In the Hills of Tennessee.”

**Floyd Cramer**

The romantic sound of an ever-popular string orchestra. Includes “One Night of Love” and “Dancing in the Dark.”

**Hello, Dolly!**

Purposely

by the Tommy Dorsey Orchestra

under the direction of this dreamboat

A swingin’ orchestra plays hit music from a smash Broadway show. An album with established sales appeal!

**Anthony Newley**
in my solitude

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Colpix Distrib Study Results

NEW YORK — In a survey of distributors and retailers recently conducted by Dick Gersh, national director of advertising-merchandising for Colpix Records, it was indicated that a large amount of material, which is not being paid for at great expense, is flowing from manufacturers to distributors and retailers who have been given it. The major complaint was that the material is not paid for and is too big and doesn’t pack enough “hard sell.”

A survey of dealers showed that more than 64 per cent gave various displays their first preference and that the next most acceptable merchandising aid they received from a manufacturer was second most popular (52 per cent) with dealers are ads that they say place at their own discretion. Third most popular (50 per cent marketing aids are ads placed at the point of sale. A list of the free advertising aids used in the survey and mailing out by the dealer.

The in-store display, with the exception of the coast appears to be ranked fourth in preference with the paperwork and the rack display ranked fifth. First on the list are streamers, with 30 per cent retails of the respondents said that a good, colorful streamer. Finally, with 16 of the disk dealers, the material is placed. It was also useful in attracting customers’

Husky Atty. Attacks CCB News Ban Bid

By ELIOT TIEGEL

HOLLYWOOD — Max Fink, attorney for Al Huskey, this week said that information from the federal government’s subpoena suit should be made public.

His statement came in the wake of a motion by the Conrad company seeking a protective order barring the release of this information.

Fink charged that suppression of the information is “intended to prevent the release of information to the public on a matter of public concern.”

BILLBOARD GETS BOMB THREAT

HOLLYWOOD — Billboard received an anonymous phone call this week saying that the offices of the magazine would be blown up by a time bomb on a day (24) threatening that if “one more person” is written about the Huskey case, a bomb would be thrown through your window.”

The caller, who asked to speak with the writer of the stories and was told that the staff is on vacation, said that the threat continued unless the coverage ceased.

To preclude any government agency from getting complete information in the case, and would be a gross limitation and constitutional violation of free speech in an area where the public has a right to be.

Fink, in filing his objection to the broadcaster’s motion, said “at no time or in any way has anyone interested in the case, have

Screen Gems TV Names Sill For Special Projects

NEW YORK — Lester Sill, veteran record executive, has joined Columbia Pictures and has been retained to handle special music projects. In his new assignment Sill will be responsible for the company’s activities in the television field and how these activities will not work specifically on the Columbia label, and will look to other Columbia artists and songwriters.

Sill was signed by Don Kirschner, the film company’s executive vice-president of the music and record division, while on a recent trip to New York.

Sill, who had a successful business in New York, will work with Chuck Kaye, professional manager of artists. Sill has been working interesting arrangements with artists for tunes from the Screen Gems catalog. Sill will also work on projects involving film material from film properties.

To take the position, Sill, who has had a long association with artists since selling his interest in the old EMI Beach records to Phil Spector in 1962, will share in profits from current production and will look to the future for other artists and songwriters.

In recent months the Colpix operation has had several personnel changes. This week it was announced that Doug Links, promotion manager, was taken off Daily Columbia’s operation. When Lou Adler departed as manager of the company, the marketing division, promotion manager Chuck Kaye was brought in to supervise the effort. Colpix, but left to do independent production, and the new record head was brought in by the company’s new director of the company.

One of the industry’s most respected all-around music men, Sill, also helped develop Donny Osmond, The Crickets, Louie, Hazelwood and the Paris Sisters, among others.

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ICS Blasts Sections of Bonn Copyright Reform Draft Bill

By OMER ANDERSON

BONN — The International Copyright Society (Internationale Gesellschaft fuer Urheberrecht) has issued an unprecedented White Paper outlining certain sections of the Bonn government's copyright reform draft legislation.

The White Paper finds that while the Bonn government's copyright reform draft pays lip service to protecting authors and composers, it fails to acknowledge the peril of orphaning technology, the draft bill, in fact, creates as many new problems as it solves for copyright protection.

It implies that the draft bill amounts to a declaration of good will that will in turn defuse the intense debate over the drafting of the copyright law now in force.

The White Paper states that the draft bill's sanction for the private taping of music, suggests that this paragraph, in effect, makes a mockery of the entire reform draft.

It terms such an express sanction "an inadmissible violation of Constitutional guaranties against the seizure of property without compensation."

The White Paper notes that the remaining sections of the draft bill "are replete with contradictions, and often in contrast to each other, and to the tape recording industry to support its electronic prosciety with the word 'lax deductable contributions.'"

This, contends the International Copyright Society, the emblazoned creative arts are confronted, with not a legitimate occasional private passage, but with an organized conspiracy of fansatics.

The White Paper is an impressive marshalling of copyright law and facts, but it is necessarily limited to a statement on the part of an international organization to influence domestic legislation in one country. It marks a new stage in the international organization of the music business.

Officers include Thomas S. Woodbridge, Australia; Frans Van Isacker, Belgium; Dr. Jiri Novotny, Czechoslovakia; Professor Tobor Lund, Denmark; Professor Werner Eng, West Germany; Dr. V. J. Hakulinen, Finland; Dr. Francois Kallmann, France; Professor Alexander Leporogens, Greece; Stanley J. Kubinlein, Britain; Jan Lois, Iceland; Dr. Curco Galea, Italy; Professor Vojislav Spiga, Yugoslavia; Ricardo Martinez de Castillo, Mexico; Professor Ernst D. Hardich Ballin, Netherlands; Professor Steindorsson, Norway; Professor Ernst Tittel, Austria; Johan Baptist Hilber, Switzerland; Vincent Hubert Panet, Guiten, Spain; Dr. Rudolph Colla, Czechoslovakia, and Yugoslavia.

Two Staff Members are Promoted By Billboard

NEW YORK—Two Billboard staff members were promoted last week. Nicholas Bito, who continues as Billboard's Midwest editor, becomes equipment editor, and Geraldine Platt named promotion director.

In the naming of Bito, who headquartered in Chicago, Lee Zhao, editor-in-chief, pointed out that the new responsibility for Bito pinspoints the attention Billboard places on the home market.

Bruno Wuestenberg, the Vatican.

The international copyright organization has established a command post in Bonn for its battle to introduce international copyright reform as now drafted. West Germany has no diplomatic relations with two of the countries represented—Czechoslovakia and Yugoslavia.

BROADCASTERS LOSE APPEAL

WASHINGTON — The Supreme Court decided last week not to review the television broadcasters' appeal to force ASCAP to license motion picture and syndicated TV film music at the source. Some 350 television stations, represented by the Anti-Industry Licensing Committee under chairmanship of Congressman Daniel, President of Continental Broadcasting, fought for the new licensing approach through the New York Federal District Court and on two occasions in the U. S. Circuit Court of Appeals. Broadcasters held that producers of the films should pay the license fees, with local stations paying only for music programming originating in stations. In the manner of movie theaters.

The Circuit Court of Appeals decision, in an opinion by Judge Henry J. Friendly, upheld original ruling of District Court Judge Sylvester J. Ryan, who claimed that ASCAP's consent decree does not compel it to grant new licensing approach demanded by the TV broadcasters. Judge Friendly said the court recognized validity in some of the broadcasters' claims, but the court had to heedASCAP's argument that the end result might be a "prejudicial and detrimental to independent music writers." The broadcasters, however, stress that ASCAP's competitive position vis-a-vis Broadcast Music, Inc.

Vee Jay Looks to Interphon

Vee Jay has no minimum of product he had to lease, but he had first option on follow up disks by artists he brought to the U.S.

The Pye singles will introduce the Chants, "Shari's in Love," the Hi Fi's "Will You Won't You" and the Soul Angels' "Just Want to Make Love to You." The German disk features Suzanne Dorough, a German-English "Be My Baby," and the Italian single offers April Boyton with "Make the World Go Away."

Interphon product will feature one of Latin America's biggest Cortez, an Argentine vocalist singing tracks in English, and singles by Argentine vocalist Johnny O'Keefe.

Liberty Buys 'Magic'

HOLLYWOOD—Liberty has purchased the master of "That Old Black Magic" by Billy Daniels from York Reatts.

Vee Jay's current world distribution with BMI, England; Pathe Marconi, France, Philips, Germany, and Cordel. Japan, expires in November and the company is known to be studying future affiliations.

MRS. STEPHEN SMITH, sister of the late President John F. Kennedy, last week accepted a check for $60,197.81 on behalf of the John F. Kennedy Center for the Performing Arts. The check was signed by George R. Murray, vice-president-general manager of RCA Victor Record Division, in the offices of the Center's architect, Edward Durrell Stone. The check represents the second royalty payment on the sale of the four service band albums, released by Victor in May 1963, and net proceeds from which are being paid to the Center. Proceeds paid to the Center thus far total $20,039.02.

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FROM THE SMASH SINGLE COMES THE NEW HIT ALBUM!

(THREE WINDOW COUPE NOW ON TOUR WITH THE DICK CLARK SHOW)

THREE WINDOW COUPE
THE RIP CHORDS
Wm. Morris Expands in College Field

NEW YORK—The William Morris Agency is expanding its activities in the college market, as indicated by the addition of Steven Leber to its executive divi-
sion. The appointment of Leber, who formerly operated his own concert agency now known as the College Bureau of America, was announced by Nat
Lefkowitz, agency's senior execu-
tive in New York.

Leber's agency, which is affili-
ted with Jerry Brandt, Wally Ames, Larry Spellman, Harvey Kresley, Jay Jacobson and WOOD-TV, will be under the over-all supervision of Ros-
ald Ross, head of the divisional

Leber's appointment follows closely the agency's recent addi-
tion of Al Alwein to the West Coast office. Other agency rep-
resentatives in the West office who are operating in the college field include Marshall Rosenberg and Marilyn Horne. Bob Ehlert functions in the same area out of Chicago.

Zaleski Joins DCP Label

NEW YORK—Joseph Zaleski has joined United Artists Records as sales manager for Don Costa's DCP label. Zaleski joins UA after a three-year stint with Deja Vu Records where he was divisional sales manager.

The addition of Costa's DCP and UA was wrapped up last week and initial single re-
leases for the market are scheduled immediately, with albums to follow shortly thereafter. Among the artists on the DCP roster are the Clamsone Sisters, Kathy Begg, John Anthony and the Imperials, the Gallow Singers and Don Costa himself. Significant new artist additions for the near future.

Reprise Cuts Sku Single by Griffin

NEW YORK—Reprise Records, not in parts of the country, Reprise has recorded a single by Jimmy Griffin, and is negotiating for the purchase of several other singles to be released in the near future.

Artie Jimmie Bowen said the Griffin single, "Try," will be released as a single in the near future. He also noted Reprise had purchased an LP of the Latin-fla-

BBC-UNION REACH ACCORD

LONDON — The BBC and musicians have reached an agreement, terms which will allow the BBC to broadcast 75 hours of a week, almost a 20% increase, on a long dispute which was to be arbitrated in two weeks.

As a result of the new agree-
ment, BBC will broadcast almost 20 hours of new music and will broadcast non-stop pop rec-
ords, as well as a new program with Radio Luxembourg and stations. In return for extra hours BBC has agreed to spend an extra $1,500,000 on music-

87600.
The Hits are on DECCA • CORAL

BRENDA LEE SINGS
ALONE WITH YOU
31638

ROBERT MAXWELL PLAYS
PEG O’ MY HEART
35637

PETE FOUNTAIN PLAYS
LICORICE STICK
63413

and the next instrumental SMASH HIT...
HENRY JEROME
plays
THE SEVENTH DAWN
(from the United Artists motion picture "The Seventh Dawn")
31635

www.americanradiohistory.com
JOHNNY MATHIS

the

wonderful

world of

make believe

his brand new album

"THE WONDERFUL WORLD OF MAKE BELIEVE"

MG 20913/SR 60913

SIDE 1

CAMELOT
I'M ALWAYS CHASING RAINBOWS
HOUSE OF FLOWERS
BEYOND THE SEA
SKY FULL OF RAINBOWS
SANDS OF TIME

SIDE 2

SHANGRI-LA
ALICE IN WONDERLAND
DREAM, DREAM, DREAM
THE WONDERFUL WORLD OF MAKE BELIEVE
WHEN YOU WISH UPON A STAR
BEYOND THE BLUE HORIZON

coming appearances:

GREEK THEATER, Hollywood, Calif., July 20
CARTER BARRON AMPHITHEATER, Wash. D. C., Aug. 3.
FOREST HILLS, New York, Aug. 15.


meanwhile...

everybody's picking Johnny's new single as a sure winner!

“TASTE OF TEARS”

72287
A NEW SWEET-SELLING SINGLE
FROM "THE HORN"
"SUGAR LIPS"
C/W "POUPEE BRISÉE" #8391
(BROKEN DOLL)

RCA VICTOR
The most trusted name in sound
**Gallagher: Greatest Days Still to Come**

*Continued from page 1*

**ARMADA's existence is proof that the great record industry has come of age. He cautioned, however, that "maturity cannot be forced on this industry by the simple development of a set of rules. The rules can only bring light to those labyrinths in the darkness of misunderstanding." The executive continued, "In this era of enlightenment you must rededicate yourself to the common goal of the entire industry in a climate of mutual consideration. You must respect the role of the marketplace, the distributor, the rack jobber, the one-stop. I have no quarrel with those who choose to perform more than one role in the distribution system of this industry. My only quarrel is with those who do not accept the full responsibility for the roles they choose to perform."

Gallagher opened his address with the observation that "in any analysis of record distribution as affected by today's dynamic cycle of social, technological and economic change, individuals are fortunate to have been part of such a dynamic growth period. This is not to be misconstrued as evolutionary, not revolutionary. And with growth comes the question, what must we do today to continue to grow and what must we do to grow and maintain us in the marketplace."

Gallagher defined the role of marketing and added, "Too few of us understand this concept. Too few of us are willing to accept the changes and responsibilities necessary toationally maintain us in the marketplace."

**NEXT: REPORT ON SPEECHES**

**MIAMI BEACH** — The speeches delivered at the convention by Hon. John R. Reilly, commissioner, Federal Trade Commission; A. m. o. Heilicher, ARMADA president; William P. Gallagher, vice-president in charge of marketing as Columbia Records, and Earl W. Kintner, ARMADA general counsel, will be reprinted in the July 11 issue of Billboard.

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**Heilicher Says: View Challenge With Optimism**

*Continued from page 1*

MY RECORD DEALER
For Fast Profits and Quick Turn-Over in Record Sales
BILLSIDE DEFINITELY YOUR BEST BUYING GUIDE!

Just mail request order today
BILLSIDE, 2160 Patterson Street, Cincinnati, Ohio, 45214

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Display Billboard's Hot "100" and "TOP LP's" Record Charts
That Come to You Every Week
THEY'LL INCREASE SALES
Subscribe Now →

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**Rules 'Quite Strong'**

It was also reported that the rules are "quite strong." They are now before the individual commissioners and await a final, mandatory approval of the rules. For the time being the announcement of the rules is expected in July.

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**American Into New Quarters**

CLEVELAND — American Broadcasting Company has moved its headquarters from Broadway Avenue and a new general manager in Joe Cerami. Cerami was formerly head of Potter Distributing Company, Chicago, and before that he was the radio division of West River side, Kapp and Capitol Records. He joined the company 18 years ago in the record business. American Distributors, formerly Big Wheel Distributors, continues to operate as a wholly owned subsidiary.

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**Police Quell Beatlemaniacs**

Cleveland—Beatlemania has really struck northern Ohio. Cleveland City police were called last early Saturday (13) morning to quell some 3,000 Beatles fans girls arriving early challenged some 70 who had been there all night at Cleveland Public Hall to get a crack at top $6.50 tickets for the evening's concert. The police had been apprehended at the auditorium Sept. 15.

Radio Station WVU, sponsoring the show, said Cleveland had sent letters to 5,000 girls who had purchased computer for first choice at seats.
THE RED CARPET IS OUT

BACKED BY:
POWERHOUSE ADVERTISING,
MERCHANDISING AND PROMOTION CAMPAIGNS

WOODY ALLEN

CP 516/SCP 518

BUY 4-GET 1 FREE!

“RELIABILITY IS OUR BIGGEST RECORD”

COLPIX RECORDS • A DIVISION OF COLUMBIA PICTURES CORPORATION • 711 FIFTH AVENUE, NEW YORK, N.Y. 10022
New York—With the base of recorded music continually growing broader, the songwriting, disc-producing team of Joe Sherman and George David Weiss feel there is now more opportunity for the A&R man and the varied musical styles to break through to the singles market. The hits lists, they say, are no longer limited to one particular style (e.g., rock ‘n’ roll) and it’s time that more people who are involved in the exposure of music—safes and disc jockeys, in particular—gave more credit to their single audience. “The disc jockeys,” they say, “should give the single artists more credit for sophistication in their listening tastes and should realize that there are now many more songs that they’ll accept.”

Both Sherman and Weiss agree that the A&R man faces a considerable lack of courage on the part of the A&R men and the deejays and that, for the most part, the recording men take their cues in leading the way according to what the public wants. “The radio programmers,” they claim, “are just a few forward-thinking men, waiting for somebody else to break a record and are satisfied to follow a good hit and an unchanging format without taking any chances. And, in turn, most of the deejays are too close to somebody else to take the chances while they stick to the tried and tested musical path or pick up a sound that has been made popular by some other recording man who wasn’t willing to gamble on something different.”

Without even considering the moral implications of taking a certain concentration on “teen-oriented” music, they added, “it makes good business sense for the recording industry to concern itself with the extended part of this market.”

In their own way, Sherman and Weiss are doing their share to create a new style of blending. In collaboration just about a year, the boys have their own publishing firm, Weiss Sherman Productions, which is a subsidiary of Marimba. The team got under way with Nat King Cole’s hit last year, “That Sunday, That Summer.” Since then they have moved on to such sundry activities as writing a movie title song, “Toots in the World” for the new RCA Victor film, “Toots in the World,” and the Vaughn Meader TV special which will be aired by ABC. They are now in the process of dealing with the Mala label to produce its first records by doing the arrangement and conducting for Joe Sherman Orchestra recording of “The Seventh Dawn” for World Artists Records, as well as an album of the same title, for RCA Victor. In addition, they have been appointed music director of the newly organized Carter Records.

Johnny Farrow, back in town after a trip to Memphis to cut an album with Bobby Wood, has recorded a six-piece U.S. disc, “I’m Your Man,” and returned to a jazz policy with Miles Davis on the opening bill. A troupe of Jamaican ska dancers will be featured guests on the special July 4 edition of WNEW-TV’s “Johnny G. and Friends.”


Frank Loesser will be back on the Broadway scene next spring as collaborator with Sam Spewack on a musical as yet untitled. He is at present working on a new collection for the ABC network.

A new idol of the younger set may be in the making in Timmy Brown. He has gone for him what the ordinary new rec-ord does not have—a stage show. A three-stage show at Atlantic City’s Steel Pier is Brown’s, who is an embattled Embry, “I’ve Got a Secret,” is receiving highly favorable reactions from the public.

Brown, who as yet is not recognized for his vocal capabilities as a substitute on the football field, is the outstanding halfback of the Philadelphia Eagles. The rookie is the nucleus of the backfield of the Eagles.

Now a football player turned singer, Timmy began singing a variation of “I’ve Got a Secret” while singing in his high school quartet at Ball State College in Indiana. While at college he also took up tap dancing, although he rarely used it while singing with the college orchestra.

On stage Brown is every bit the pro he is on the gridiron. He has a friendly smile and exudes boyish charm that immediately disarm the audience.

Brown opened his portion of the evening with “Want It I Say,” belted in fine style along with several minor arrangements and footwork. The 5-foot-11-inch vocalist wears his custom-made tux and is a Tower of Pisa who has been rolled into it. His movements are graceful and highly rhythmic.

Backed by a nine-piece orchestra, Timmy offered a soft and romantic treatment of the current Beatles’ topper, “Do You Know Where I’ve Been?” The packed theater clapped and sang along with him as he sang, “This Land Is Your Land, Sonny Boy...”

Timothy Brown, during his performance (21), was at his best with a very straight, which he delivers excitingly. The high point was his rendition of “Mr. Brown,” which begins with Timmy in a crouching stance, then he rises to a powerful body into the driving beat. The audience sang with him all through the song.

Brown is as fervently interested in working hard to make big in the record field as he has for the past six years on the gridiron. A blonde, handsome, young (27), and a footbal player, he is several important reasons—coupled with genuine vocal and performance talent, why Timmy Brown could be very well a new idol of the Loesser set in the world of records and nightclub.
WORRY, WORRY, WORRY

Johnny Tillotson
Worry

WHY WORRY?
It’s A New Johnny Tillotson Hit on MGM Records
K-13255 A Tanridge Production

MGM Records is a division of Metro-Goldwyn-Mayer, Inc.
WHAT I TELL YOU IT'S going to be a smash you can rely on it for exposure for the company's three labels.

Also included in Salidor's responsibilities are artist relations—sometimes thankless tasks that have resulted in excess for many a promo dono, trade advertising, consumer publicity and public relations.

Solid Background

The myriad duties were not just thrust upon Salidor. He came up through the ranks since his start in the record business in 1964 as a retail record clerk.

With nearly two months of the new programming run up, the flagship, the station is eager to see how many listeners it will amass versus the so-far-pleasant brickbats.

An aircheck several weeks ago of the WABC morning show (3-4 p.m.) revealed the station in that time period, to be adhering to its promises to program "current singles and LP's leading toward the most modern pop sounds.

On Monday, June 22, Peter Heller, a 17-year-old student from Manhattan's High School of Art and Design, was presented the $1,000 check by Walter A. Schwartz, vice-president and general manager of WABC, at a special luncheon attended by Leonard Goldenson, president of American Broadcasting-Paramount Theaters, Inc., congratulated Peter Heller on being "America's Schoolscope." The winner of WABC's "Schoolscope," Locking on is Walter A. Schwartz, vice-president and general manager of WABC radio.


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No wonder they’re only #8 in sales

SELLING AN E.P. ON THE BEATLES AT THE SINGLE RECORD PRICE

THEY MUST BE CRAZY!

ASK ME WHY ANNA TASTE OF HONEY MISERY
VJEP #1903

“ASK ME WHY” BEING PLAYED & PROMOTED AS A SINGLE!

SURE WE’RE CRAZY!!

VEE-JAY RECORDS
www.americanradiohistory.com
the world's next phenomenon...

BOBBY JAMESON
### RADIO RESPONSE RATING

#### MINNEAPOLIS-ST. PAUL

<table>
<thead>
<tr>
<th>Station</th>
<th>Frequency</th>
<th>Format</th>
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<tbody>
<tr>
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<td>News/Information</td>
<td>Westinghouse Broadcasting Company</td>
</tr>
<tr>
<td>WCCO-FM</td>
<td>95.9 FM</td>
<td>Jazz</td>
<td>Westinghouse Broadcasting Company</td>
</tr>
<tr>
<td>WCCO-TV</td>
<td>9.2</td>
<td>News/Information</td>
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### STATIONS BY FORMAT

#### Top Stations

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<td>Others</td>
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#### Comedy Stations

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#### Contemporary Stations

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#### Top Pop Stations

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#### Top Markets

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#### Special Events

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<td>KSTP</td>
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</table>

#### Radio Review

**'W' Stations Rescheduled Series on WW II History**

#### New York

The W (Westinghouse Broadcasting) program is rescheduling a series of 18 half-hour programs on the history of World War II, beginning with the action of September 7, 9-10 a.m.

#### Production

Produced by the W Group, the series was written and produced by Jennifer McClean, with the participation of Dow Jones & Co.'s New York bureau and the American Airlines Foundation.

#### History

The history was captured by the W Group's special events division, with the assistance of several historic libraries in the United States.

### WJHL-TV

#### Ithaca, N.Y.

**WJHL-TV**, a new channel dedicated to the public broadcasting of music, news, and cultural events, is being broadcasted in Ithaca, N.Y., under the direction of Mr. and Mrs. George W. Stuart. The station, which was purchased by Mr. and Mrs. George W. Stuart for $2,713,000, will begin broadcasting in the near future.
Across-the-Board Spotlights


GERRY & THE PACEMAKERS — HOW DO YOU DO IT (Bout, BMI) (1:55) — Top-rated teen ballad. Beat is great for dancing and Gerry's delivery of the sly line should make it big this time around with the younger set. Flip: "You'll Never Walk Alone" (Hanns, ASCAP) (2:19).

RAY CHARLES SINGERS — AL DI LA (Witmark, ASCAP) (2:05) — Strong follow-up to their current hit. The side is done in the same groove featuring smooth chordal vocalizing to effective back-beat. Flip: "Till the End of Time" (Joy, ASCAP) (2:19). Command 4049

Reviewed this week, 168—Last week, 164

Guest Panelist of the Week

WOLF, Syracuse, 8-Midnight

How do you do it

GERRY & THE PACEMAKERS

Laurie 3201

Each week a program director or/and disc jockey is invited to all-in and help Billboard's Review Panel select spotlight. Whose unable to come to the New York office, guest panelists phone in or write special WAXY spot for listener-speaker telephone hook-up. An opportunity is also given the guest to publish his own or station's "Pick of the Week."

Johnny Rivers — I Can't Kiss Him (Rambled, BMI) (2:00) — One of the most exciting performers on pop records today. Genuine rocknbogie side. Guitar, simmering strings and groove are top. Beat's still a career for American artists. Flip: "Knock Three Times" (Cigma, BMI) (2:55). United Artists 741

Johnny Thunder — More, More, More LOVE, LOVE, LOVE (Keetch, Caesar Dino, BMI) (1:50) — Blaring trumpets, dramatic vocal delivery and pronounced beat could crash this one into the limelight. Best offering since "Loop De Loop." Flip: "Shout It to the World" (Picturetine, BMI) (2:15). Diamond 169

Pop Standard

GLEN YARBROUGH — THE HONEY WIND BLOWS (Applesseed, ASCAP) (2:29) — The former tenor singer of The Limeliters offers a warmly tender reading of a pop-folk tune. Bright tempo and easy-listening arrangement make it a fine programming item. Flip: "San Francisco Bay Blues" (Hollis, BMI) (2:26). RCA Victor 8366

John Cacavas — When I'll Be Happy (Bourse, ASCAP) (2:32)—San Antonio Rose (Bourse, ASCAP) (2:34) — Two great standards done in uptodate fashion. Unbeatable programming fare for pop standard programming. Marboro 480

ERNST TUBB AND LORETTA LYNN — Love Was Right Here (Mercury, BMI) (2:30) — Mr. and Mrs. Used to Be (Sure Fire, BMI) (2:41) — Two of country music's top artists get together to relate stories of heartbreak. Decca 31643

George Jones and Melba Montgomery — Will There Ever Be Another (Glad, BMI) (2:22) — PLEASE BE MY LOVE (Glad, BMI) (2:29) — First side is a backwoods trodler with country fiddle, guitar and the great vocalizing of the duo. Flip is a country rocker with duo doing for more love, more love, more. Side could register pop. United Artists 73

Programming Specials

KERRI DOWNS — Were You Come Back to School (Wood, ASCAP) (2:23) — EPIC

ANDY ROSE & THE THORNES — Hey Scooter (Woll, ASCAP) (1:37) — GOLDEN CREST 136

THE CONCORDS — Should I Cry (Metro, BMI) (2:06). EPIC 9657

SONNETS — I Can't Get Sentimental (Screen Gems-Columbia, BMI) (1:39). GOLDEN 3112

JUNELLE — Hideaway (Columbia, BMI) (2:36). IMPERIAL 6089

LYNCH, DONNY & JAY — Hurry (Patrol, ASCAP) (2:09). CAPITOL 5116

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its programming and sales potential is rated within its category of four groups as follows: A - Good for the broad market. B - Good for the general market. C - Good for the contemporary market. D - Good for contemporary radio only. Pop Specials are geared for the all-genre pop market. Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop market, but Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop market, but Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop market, but Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop market, but Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop market, but Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop market, but Pop Contemporary Spotlights focus on programming especial to the contemporary market. Pop Pop Spotlights are records selected for all program formats, but Pop Pop Spotlights are records selected for the contemporary and pop contemporary radio also. Pop Specials Spotlights are geared for the all-genre pop mark...

Hot Pop

DUANE EDDY

SLATOM (1:59) — From LP: "Water Skiing" (RCA Victor LPM 2918).

Pop Standard

NAT KING COLE

YOU'RE MY EVERYTHING (ASCAP) (2:45) — From LP: "I Don't Want to Be Hurt Any More" (Capitol T 2118).

Jack La Forge

BLUE BUTTERFLY (ASCAP) (1:23) — From LP: "Comin' Home Baby" (Regina R369).

Comedy

HENDRA AND ULLET

THE NEWS (Uncut) (1:50) — From LP: "The Art of Tony Hendra and Nick Ullert (London LJP 3737)."

Billboard; July 4, 1964
"A SHOT IN THE DARK"
means another Mancini Hit!
c/w THE SHADOWS OF PARIS #8381

RCA VICTOR

The most trusted name in sound.
MUSIC POLICY NOT JUST LABELS

By BILL GAVIN
Contributing Editor

AS SOME of our readers have already sur-
mised, I am not a columbia by profession. Nor,
if I may point up the obvious, am I even a
writer. As an occasional outburst of irascibility.
I devote most of my time advising and consulting
with a number of radio stations in the U. S. and
Canada, trying to point them toward higher and
bigger profits.

It is necessary to present this personal preamble
because my work here is completely swamped
with the problem of adapting programs to meet
competitive situations in various cities. In no two
cities are the problems the same. A policy or formula
that will work successfully in one city usually falls short
in another.

Broadcaster are notoriously label-prone. They
want to put a name tag on every policy. They use
such names as "top 40," "chicken 40," "rhythm
and blues," "the airwaves," "the country," and
do on. Unfortunately, none of these tags
accurately describes a specific program
operator any more. Modern radio has brought
limited variations to each classification.

THIS IS WHY so often we find the manager
of a good music station (for example) that
is not meeting expectations. He is trying
the latest innovation or innovation of
a somewhat complex pattern. Or, if they are on his playlist, they are
played too infrequently to have any great value.

Selecting his music, he bases his own car
rather than relying on the proven audience appeal
of certain singles and LP's. Commercial standards
for music selection work just as successfully
for good music stations as for top 40's.

TRENDS IN PROMOTION: This is also in line,
showing that many successful stations in these
fields have adopted the "call-in" phone-in promotion
characters of top 40 operations. In their case, the
music, the disk jockey's choice is being
replaced by the station's voice.

A small but growing number of stations are
using the phone-in technique. At some their
listeners are more interested. They are putting
their phone callers on the air with their comments
and questions concerning subjects of
common interest. Some stations now are taped
and edited for special feature programming,
not only as a part of the news, but more broadly
as a matter of human interest. While there
is no central formula for using the phone in
broadcasting, the persistent stations in this
field in various cities make us conclude that by
involving listeners directly in our programming, we are
attracting and entertaining a larger audience.

With all the newer devices and techniques
of modern radio, its great common denominator
can be recorded in the same way as the
victory of musical sounds and styles available on records
defines rhythm and blues. Classification is sometimes
difficult at times when it is necessary to
discuss music policy. Even among professional
radio people, one recognizes a concept of interpreting
times as jazz, good music and (of all things) rock'n'roll.

EACH MUSICAL selection that goes on the air
is somewhat like a beam of light, illuminating a
particular segment of the music-related field.
and in the way it attacks its breadth and intensity.
The general type of music determines the breadth of appeal;
the discussion of its appeal, the decision as to its popular appeal—often
referred to as "hit potential."

Communication becomes somewhat easier
when we discuss music in terms of listener reaction.
Given a specific segment of musical tastes on
which to focus our ideas of what to
play, it is then up to the program director to
achieve the desired penetration necessary to build
good ratings.

Promotion Executives

Key to Record Success Exposure: Salidor

* Continued from page 14

click in a Philadelphia store and after being
charged from the service.

In 1949 Leney left the retail
end to sell records for indie
store, where he joined
his brothers, operated by Ed Barony.

After a short stint handling
MG M records, Barony
in charge of record promotion
in the top 30.

Selling to Southern New Jersey and
Pensylvania, June Chase,
Rosemary Clooney's in house
Keys and Tommy Tucker were
among successful clients.

Salidor's career with Decca began in 1950 as a resident
salooner, also doing promotion
in Baltimore. In 1953 he was transferred back to his
home town of Philadelphia, as area
promotion manager. The next
move was to the ABC department
sales promotion manager for the Western
area. Next stop was to the
director of promotion and pub-
lic relations for a subsidiary of
nile, San Francisco, Salt Lake
City, Phoenix and Los Angeles.

Although well established in
New York City, Salidor
traveled extensively to
relation, help solve
problems and
friendships.

monthly are spent in travel.

A strong advocate of closer
ties between broadcasting and
the record industry, Salidor
outspoken in his desire for a
meeting of the minds on an
equivalent level to iron out
mutual problems.

"The national promotion
and local promotion can be
an ally and friend," stressed
Salidor. "We are ready to
assist stations and disk jockeys in solv-
ing their programming problems
whether it means featuring
Decca, Coral and Brunswick
or any other label.

If we are interested in learning what
our listeners are asking for, else-
wise, we would hope they
would be interested in what our
program is offering them.

"Problems are as varied as
music releases are different.
In some cases, there is a
certain sameness about them," he
explained.

"No longer is acceptance au-
tomate for a record act coming
off a hit—although it is a
bit easier if that is the case,"
paid Salidor. "In any single nowadays is predi-
cated strictly on radio
exposure."

Critiques Stations

Salidor, in criticizing some
stations, is generally
cautious. He feels that there is not
enough panel voting for new
releases, and that it is
instances one man can prevent
by voting. He suggests that
record company's
reaching the ears of a
panel," said
Salidor.

He pointed out that
Decca, in addition to
the larger record
companies, maintains
special subscription
services for radio
sales at Decca it is a nonprofit
operation designed to
generate any promotional
disks sent out
by the local distributors.

Music News Show

BABYLON, N. Y. — WBAI
AM-FM has been
7 p.m., Monday
through Friday, sponsored
by the American Federation
feature movies showing at its
Nassau-Suffolk Theaters.

F-Miners have been
installed in the six select
Prudential Broadcasting
stations, and the show is heard
on all field speakers, as well as on local PA
systems.
My sincere thanks to the NAMM.
COUNTRY MUSIC

RCA Victor Bldg. for Nashville

NASHVILLE—A three-story combination office building and studio will be built here by Radio Corporation of America adjacent to its present facilities at 500 17th Avenue South. Alan Stevens, chief engineer for RCA, was in Nashville Friday (19) to complete arrangements. New building, it is estimated, will cost in the neighborhood of $300,000.

Stevens said the building will house a studio, 75 by 50 feet, with a ceiling 25 feet high. In addition, a control room and tape mastering room will be provided. The latest electronic equipment, including RCA Victor's Dynagroove process, will be incorporated in the new operation. New offices will be provided for Chet Atkins, Nashville head of Victor's operation, and his staff. The building is expected to be completed by the first of the year.

The second and third floors of the building will be office space to be leased to related businesses in the music industry. It will be the first general office building in the immediate Music Row area.

The present RCA Victor studio and office space is retained by the company to be used for smaller recording sessions and custom work.

Alton Delmore Dies at Age 56

HUNTSVILLE, Ala.—Alton Delmore, 56, who with his brother, the late Rebon Delmore, formed the well-known country music team known as the Delmore Brothers, popular on "Grand Ole Opry" in the 1930's and early 1940's, died at his home June 8. Rebon died in 1952.

Alton was also well known in the country music field as a songwriter, and had to his credit such hits as "Johnny's Ferry Blues," "Beautiful Beautiful Brown Eyes" and "Blues Stay Away From Me."

Hubbs & Barlow Have New Label

EAST MOLINE, Ill.—Lennie Hubbs and Jack Barlow, promoters of country music shows in the Midwest area for a number of years, have formed a new publishing and recording firm to be known as Hit-Tone Recording Company, with headquarters at 2120 Fifth Street, this city. In addition to his promotion work, Hubbs has worked Midwestern radio stations with his own band for many years. Barlow has been in radio as a deejay and artist the last 14 years. The latter is also a BMI writer and has had several of his tunes published by Sure-Fire Music, Nashville. He is presently engaged in booking country talent through Illinois.

The new firm is slated to release its first record on the Hit-Tone label in July, with Barlow handling the lyrics on both sides.

Fred Carter on Monument

GOODLETTSVILLE, Tenn.—Fred Carter, writer with J. Hal Smith's Pamper Music, Inc., has been signed to a recording pact by Fred Foster, president of Monument Records. Carter cut his first single under Foster's direction at the Foster Sound Studios in Nashville last week, with his initial release due out about July 1.

HOT COUNTRY SINGLES

Billboard SPECIAL SURVEY

FOR WEEK ENDING 7/4/64

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<td>1</td>
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<tr>
<td>2</td>
<td>TOGETHER AGAIN</td>
<td>14</td>
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<tr>
<td>3</td>
<td>BURNING MEMORIES</td>
<td>17</td>
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<tr>
<td>4</td>
<td>MEMORY #1</td>
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<tr>
<td>5</td>
<td>WINE, WOMAN AND SONG</td>
<td>10</td>
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<tr>
<td>6</td>
<td>DANG ME</td>
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<tr>
<td>7</td>
<td>KEEPING UP WITH THE JONESES</td>
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<td>SORROW ON THE ROCKS</td>
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<td>INVISIBLE TEARS</td>
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<td>13</td>
<td>THE SONG OF THE SOUTH</td>
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<tr>
<td>14</td>
<td>I DON’T LIKE YOU ANYMORE</td>
<td>3</td>
</tr>
<tr>
<td>15</td>
<td>I’LL STOP LOVING YOU</td>
<td>9</td>
</tr>
<tr>
<td>16</td>
<td>THIS WHITE CIRCLE ON MY FINGER</td>
<td>23</td>
</tr>
<tr>
<td>17</td>
<td>UNDERSTAND YOUR MAN</td>
<td>20</td>
</tr>
<tr>
<td>18</td>
<td>THE COWBOY IN THE CONTINENTAL SUIT</td>
<td>3</td>
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<tr>
<td>19</td>
<td>WELCOME TO THE WORLD</td>
<td>24</td>
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<td>20</td>
<td>TAKE MY RING OFF YOUR FINGER</td>
<td>3</td>
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<tr>
<td>21</td>
<td>PICK OF THE WEEK</td>
<td>9</td>
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<tr>
<td>22</td>
<td>I’M NOT LIKE YOU ANYMORE</td>
<td>3</td>
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<tr>
<td>23</td>
<td>I’M HANGING UP THE PHONE</td>
<td>5</td>
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<td>24</td>
<td>WHERE DOES A LITTLE TEAR COME FROM</td>
<td>9</td>
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<tr>
<td>25</td>
<td>PASSWORD</td>
<td>6</td>
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<tr>
<td>26</td>
<td>BALTIMORE</td>
<td>15</td>
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<tr>
<td>27</td>
<td>SLIPPING AROUND</td>
<td>9</td>
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<tr>
<td>28</td>
<td>WALKIN’, TALKIN’, CRYIN’, BARELY</td>
<td>10</td>
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<td>29</td>
<td>BEATIN’ BROKEN HEART</td>
<td>7</td>
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<td>30</td>
<td>I’M IN LOVE WITH ANNE</td>
<td>3</td>
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<td>31</td>
<td>BREAKFAST WITH THE BLUES</td>
<td>13</td>
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<tr>
<td>32</td>
<td>KEEP THOSE CARDS AND LETTERS COMING</td>
<td>9</td>
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<tr>
<td>33</td>
<td>PUT YOUR ARMS AROUND HER</td>
<td>3</td>
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<td>34</td>
<td>I’VE THOUGHT OF LEAVING YOU</td>
<td>6</td>
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<td>BE BETTER TO YOUR BABY</td>
<td>6</td>
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<td>36</td>
<td>THE VIOLET, AND A ROSE</td>
<td>10</td>
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<td>37</td>
<td>FOLLOWED CLOSELY BY MY TEARDROPS</td>
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<td>UNDERSTAND YOUR GALL</td>
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<td>39</td>
<td>TIMBER I’M FALLING</td>
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<td>THE MISSILES, Capitol 811</td>
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<tr>
<td>41</td>
<td>I’M A WALKIN’ ADVERTISEMENT</td>
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<td>42</td>
<td>I STOPPED OVER THE LINE</td>
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<td>43</td>
<td>BE QUIET</td>
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<td>44</td>
<td>YOU TOOK HIM OFF MY HANDS</td>
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<td>THE FIRST STEP DOWN</td>
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<td>46</td>
<td>I CAN STAND IT (As Long As She Can)</td>
<td>17</td>
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<td>47</td>
<td>WHEN THE WORLD’S ON FIRE</td>
<td>10</td>
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<td>SACINAW MICHIGAN</td>
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<td>NOT MY KIND OF PEOPLE</td>
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<td>50</td>
<td>PASSWORD</td>
<td>5</td>
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</table>

GOING OVER PLANS for an upcoming Hank Snow special on Canada's CBC Television Network are, from left: W. E. (Lucky) Moeller, president of Danny-Moeller Talent, Inc.; Snow; Les Pouliot, writer for CBC, and Stan Jacobson, producer of the show. The hour-long show will be the first country music special ever for the network. Guesting with Snow and his Rainbow Ranch Boys will be his longtime friend Wilf Carter.
Many thanks to the NAMM

Bobby Bland

New Single
"Share Your Love With Me"
h/v
"After It's Too Late"
Duke #377

New Album
"Ain't Nothing You Can Do"
DLF-78

Personal Mgt.
BUFFALO BOOKING
AGENCY
2967 Ericksen St., Houston, Tex.
Tel. Orchard 2-7663

Recording:
DUKE RECORDS
Houston, Texas
The international music-recording industry's most important and most referred to reference publication will be on the newsstands July 27.

BILBOARD'S 1964-65 INTERNATIONAL BUYERS GUIDE

(ADVERTISING DEADLINE: JUNE 29)
GREETINGS FROM JAN & DEAN AND "THE LITTLE OLD LADY FROM PASADENA" TO THE NAMM AND ARMADA MEMBERS

You boys really swing, honey!

THE LITTLE OLD LADY FROM PASADENA
JAN & DEAN

THE LITTLE OLD LADY FROM PASADENA

The Little old lady from Pasadena
(Go Granny, Go Granny, Go Granny, Go)
Has a pretty little flower bed of white gardenias
(Go Granny, Go Granny, Go Granny, Go)
But parked in a rickety old garage
There's a brand new shiny superstocked Dodge
(Chorus)
Everybody's saying that there's nobody meaner Than the Little old lady from Pasadena She drives real fast and she drives real hard She's the terror of Colorado Boulevard It's the Little old lady from Pasadena

If you see her on the strip don't try to choose her (Go Granny, Go Granny, Go Granny, Go) You might have a go for you'll never lose her (Go Granny, Go Granny, Go Granny, Go) She's gonna get a ticket now sooner or later Cause she can't keep her foot off the accelerator
(Chorus)
You'll see her all the time just gettin' her kicks now (Go Granny, Go Granny, Go Granny, Go) With her 4-speed stick and a 426 now (Go Granny, Go Granny, Go Granny, Go) The guys come to race her from miles around But she'll give 'em length then she'll shut 'em down.
(Chorus)
AUSTRALIA
(Courtesy Music Maker, Sydney)
This Last origin local
This Last Week
1. YOU'RE MY WORLD—Cilla
2. PUTTIN' ON THE BLUES—Perry
3. RAINY DAY—Linda<br>Absher
4. YOU TAKE ME OUT TO THE BALLGAME—Monkee
5. MEMORIES ARE MADE OF—Kathy<br>McGregor (RCA)
6. ROCK AROUND THE—Bobby<br>Curtis<br>ABERCROMBIE
7. I'LL BE HOME FOR—Kermit<br>McNamee (RCA)
8. HELLO DOLLY—Frankie<br>Vaughn (Philips—Parlophone)
9. HOLLY JOLLY CHRISTMAS—Bill<br>Medley (Capitol—Victor)
10. IT'S NOT THE—Buddy<br>HOLLY (Coral—London)

BRITAIN
(Courtesy New Leader Express, London)
This Last Week
1. THE BEATLES—U.S. Albums (Parlophone—UK)
2. RHYTHM AND BLUES—Little<br>Richard (Dinah—London)
3. JUDY's TURN FOR TEARS—Judy<br>Marte (Decca—London)
4. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)

FRENCH (WALLOON)
(Courtesy-box, Koo Monachau)
This Last Week
1. QUAND LES ROSES—Adonis (Pathé—Antwerp & Brussels)
2. ALORS L'AMOUR—Bastien (Decca—Brussels)
3. TOUT ET UNE—Pauline (Pathé—Antwerp & Brussels)
4. HELLO DOLLY—Frankie<br>Vaughn (Philips—Parlophone)
5. HOW ARE YOU—Les<br>Beatles (EMI-Parlophone—UK)

WORLD WIDE HITS

FRANKIE AND JOHNNY

Greenwood County Singers, Kapp 597 (Cavello, ASCAP) (Los Angeles)

SHOUT...

Arthur Prysock, Old Town 1163 (Miller, ASCAP) (Chicago)

CLOSE YOUR EYES

Arthur Prysock, Old Town 1163 (Miller, ASCAP) (Chicago)

JAMAICA Ska

Sk Klea, Atlantic 2252 (Santa, BMG) (New York)

ANGELITO

Angelito, Passmore, Inc., 5333 (Passmore, BMG) (New York)

MORE...

Danny Williams, United Artists 401 (Marks, BMG) (Minneapolis-St. Paul)

SUMMER MEANS FUN

Jonny Daye, Columbia 4025 (Columbia—London)

This Last Week
1. I'M THE ONE—Bobby<br>Freeman, Autumn 2 (Takoma, BMG) (Baltimore)
2. IN THE MOOD—Bobby<br>Freeman, Autumn 2 (Takoma, BMG) (Baltimore)
3. SOE SOLE SOLE—Sow<br>Mamakoulis-Umberto Murfalo, JULUS 5477 (RCA, Los Angeles—San Francisco)
4. SPANISH BOY

Bobby Freeman, Autumn 2 (Takoma, BMG) (Baltimore)

IN THE MISTY MOONLIGHT

Jerry Williams, Challenge 59246 (Four Star, BMG) (Hannibal—Nashville)

BE TRUE JUST...

Coco Conner, Constellation 130 (Custon-Cosell, BMG) (Chicago)

This Last Week
1. 8 CONSTANTLY—Chet<br>MacFarland (Columbia—World)
2. YOU TOLD ME YOU WANTED TO<br>BE MYSELF—Jesse-llie (Columbia—London)
3. HOLD ME—Noah<br>Polk (EMI-Parlophone—UK)
4. I'M GONNA LIVE—Noah<br>Polk (EMI-Parlophone—UK)
5. I'M GONNA LIVE—Noah<br>Polk (EMI-Parlophone—UK)

HOLLAND
(Courtesy Platemarkens)
This Last Week
1. CAN'T BUY ME LOVE—Beatles (Parlophone—UK)
2. CAN'T HELP MYSELF (HE'S<br>MY BOY)—The Four Freshmen (Columbia—London)
3. DON'T CALL ME—The<br>Matsuri (Columbia—London)
4. OH WHAT A ROTTER—Ivan<br>Redmond (His Master's Voice—London)
5. HOW CAN I HEAR—The<br>Matsuri (His Master's Voice—London)

JAPAN
(Courtesy American U.S. Oriental and Black Searchers)
This Last Week
1. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
2. THE ROLLING STONES—The<br>Rolling Stones (Parlophone—UK)
3. STRANGE FRONTIER—The<br>Beatles (Parlophone—UK)
4. I JUST WANT TO BE—The<br>Beatles (Parlophone—UK)
5. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)

MEXICO
(Courtesy Musica E Di Chilco, Milano)
This Last Week
1. OH! WOMAN—Vivian<br>Price (RCA—London)
2. EL LARGO DE LA SANTA—Rita<br>Moreno (RCA—London)
3. CAN'T BUY ME LOVE—Beatles (Parlophone—UK)
4. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)

SPAIN
(Courtesy Mondo Zango)
This Last Week
1. AMOR DE VIDA—Silvio<br>Prieto (His Master's Voice—London)
2. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)
3. I'M GONNA LIVE—Noah<br>Polk (EMI-Parlophone—UK)
4. CAN'T HELP MYSELF (HE'S<br>MY BOY)—The Four Freshmen (Columbia—London)
5. DON'T CALL ME—The<br>Matsuri (Columbia—London)
6. OH WHAT A ROTTER—Ivan<br>Redmond (His Master's Voice—London)
7. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)
8. HOW CAN I HEAR—The<br>Matsuri (His Master's Voice—London)
9. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
10. THE ROLLING STONES—The<br>Rolling Stones (Parlophone—UK)

YUGOSLAVIA
(All records on Dom on label) This Week
1. CHERVEN RUZIK—Juri<br>Zrinski (Zdenko, SFRJ)
2. VECERKA PLACAM—Jelena<br>Radovic (SFRJ)
3. SUTEYAK—Juranj-Stojic<br>Stojicic (Saussure, SFRJ)
4. HRVATSKA JUBILEJ—Hrvatska<br>Jubilej (Saussure, SFRJ)
5. POLJA NA DOMU—Tina<br>Blazic (Saussure, SFRJ)
6. KARGO—Jelena<br>Radovic (SFRJ)
7. ODLOZNIC—Jovan<br>Blazic (Saussure, SFRJ)
8. RUZAIK—Jure<br>Zrinski (Zdenko, SFRJ)
9. BOJ—Jelena<br>Radovic (SFRJ)
10. BUDDAH—Jelena<br>Radovic (SFRJ)

PHILIPPINES
This Last Week
1. AGUANGO—Omb<br>Lawson (Capitol—Manila)
2. WHAT I WANT—El<br>Vis (RCA, Philippines—Manila)
3. OH! WOMAN—Vivian<br>Price (RCA—London)
4. I JUST WANT TO BE—The<br>Beatles (Parlophone—UK)
5. OH WHAT A ROTTER—Ivan<br>Redmond (His Master's Voice—London)
6. DON'T CALL ME—The<br>Matsuri (Columbia—London)
7. HOW CAN I HEAR—The<br>Matsuri (His Master's Voice—London)
8. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)
9. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
10. THE ROLLING STONES—The<br>Rolling Stones (Parlophone—UK)

ITALY
(Courtesy Musicola E Di Chilco, Milano)
This Last Week
1. OH! WOMAN—Vivian<br>Price (RCA—London)
2. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
3. CAN'T BUY ME LOVE—Beatles (Parlophone—UK)
4. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)
5. HOW CAN I HEAR—The<br>Matsuri (His Master's Voice—London)
6. YOU TOLD ME YOU WANTED TO<br>BE MYSELF—Jesse-llie (Columbia—London)
7. DON'T CALL ME—The<br>Matsuri (Columbia—London)
8. OH WHAT A ROTTER—Ivan<br>Redmond (His Master's Voice—London)
9. HOW CAN I HEAR—The<br>Matsuri (His Master's Voice—London)
10. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)

NO NATIONAL BREAKOUTS THIS WEEK

BILLBOARD Week 26

This Week
1. THE BEATLES—U.S. Albums (Parlophone—UK)
2. BILLY JOE—Bill<br>Medley (Decca—London)
3. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
4. IT'S NOT THE—Bobby<br>HOLLY (Parlophone—UK)
5. CAN'T BUY ME LOVE—Beatles (Parlophone—UK)
6. I JUST WANT TO BE—The<br>Beatles (Parlophone—UK)
7. OH WHAT A ROTTER—Ivan<br>Redmond (His Master's Voice—London)
8. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
9. CAN'T BUY ME LOVE—Beatles (Parlophone—UK)
10. YOU'RE SO BAD—The<br>Beatles (Parlophone—UK)
BRENDA, YES

DON’T MISS BRENDA’S
NEWEST ALBUM
"BY REQUEST
BRENDA LEE"

& WATCH HER LATEST
SINGLE
"ALONE WITH YOU"

Decca 31628

DECCA RECORDS
DIRECTION
WILLIAM MORRIS AGENCY
SAMMY DAVIS, JR.

Watch for Original Cast Album of "GOLDEN BOY" on Capitol Records

Just Out—First Release From "GOLDEN BOY" on Reprise

"NIGHT SONG"

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New Album

R9-6126 ST.

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Los Angeles 69, Calif.
ALBUM REVIEWS

BREAKOUT ALBUMS

**NATIONAL BREAKOUTS**

**A WORLD WITHOUT LOVE**
Peter and Gordon, Capitol T 2115 (M); ST 2113 (S)

**NEW ACTION LP's**

These new albums, not yet on Billboard's Top LP's chart, have been reported getting strong sales attention by dealers.

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

**OLD GOLD AND IVORY**
George Shearing, Capitol T 2048 (M); ST 2048 (S)

BILL BLACK'S COMBO PLAYS TUNES BY CHUCK BERRY...
Hi HL 12017 (A); SHL 32017 (S)

A NEW PERSPECTIVE
Dennis Byrd Bond & Voices; Blue Note LP 4124 (M); BST 84124 (S)

SAN REMO FESTIVAL 1964...
Various Artists, Epic LP 18030 (M); BP 19030 (S)

READY OR NOT...HERE'S GODFREY CAMBRIDGE...
Epic FLA 13101 (M); (No Stereo)

JUST FOR A THRILL...
Earl Grant, Decca DL 4508 (M); DL 74506 (S)

FOUR-STAR ALBUMS

The four-star rating is awarded new albums with sufficiently commercial potential in their respective categories to merit being stocked by record stores and being recommended to music lovers.

**POPULAR**

THE FABULOUS SOUTH PHILADELPHIA PEARL ORCHESTRA...SHE'S A BAD MOTORCYCLE...I'M YOURS...AND...MARCELLO

**CLASSICAL**

FOUR CONCERTOS FOR TWO GUITARS...VIVALDI...SPECIAL MERIT PICKS

**LOW PRICE CLASSICAL**

STOLZEL; CONCERTO; G R O S S O; TELEMAN; KONZERT...AND...A MINOR

**THREE-STAR ALBUMS**

THE THREE-STAR rating includes moderately well-received albums within each record's music category.

**FOLK**

FOLK ARTISTS FROM THE SOUTH CAROLINA TOLLY...POLKA

**PASTORAL**

PASTORAL...SHADOWS...SUSAN...and...A MINOR

**SPECIAL MERIT PICKS**

SPECIAL MERIT PICKS are new releases of outstanding merit which deserve attention and which should have commercial success within their respective categories of music.

**PPOP SPOTLIGHT**

SHAKESPEARE'S GREATEST HITS
Earl Wrightson, Columbia CL 2100 (M), CS 8990 (S)

A most valuable album. Dick Hanan has transformed the plays and songs and set them to original music. The magic of Mr. Wrightson's hand is evident in The Great Bard's words. Equally skillful is Earl Wrightson's interpretations. An ambitious undertaking, well done. A complete treat, with Shrewdly, is given in a sheet music album.

**COUNTRY SPOTLIGHT**

SONGS FOR MOM AND DAD
Leroy Van Dyke. Mercury MG 19932 (M); SR 60922 (S)

Tender and feeling renditions of20 country songs. A fine debut album all with appropriately felt interpretations. The writing of all the songs is attributable to the Van Dyke songwriters. The chorus backs him up all the way. Selections include "Allen's Song," "That's What I Call a Song," "Where the Smokey Mountain Sun Sets," "The Heart of a Million Stars," "Over the Wall," "Our Love," and "Sunny Day.

**PPOP SPOTLIGHT**

SHAKESPEARE'S GREATEST HITS
Earl Wrightson, Columbia CL 2100 (M), CS 8990 (S)

A most valuable album. Dick Hanan has transformed the plays and songs and set them to original music. The magic of Mr. Wrightson's hand is evident in The Great Bard's words. Equally skillful is Earl Wrightson's interpretations. An ambitious undertaking, well done. A complete treat, with Shrewdly, is given in a sheet music album.

**CHILDREN'S LOW PRICE SPOTLIGHT OR SPECIAL MERIT**

THE PIED PIPER
Dick Whittington. Simon Says M 23

It's all in the presentation and Dick Whittington tells a fine tale in words and music. The story is enriched in easy to follow dialogue and bright, pleasing music. The package is uniformly attractive and will also interest fair to seven-year-olds.

**CLASSICAL SPOTLIGHT**

CONCERTO COLONNE
Grand Symphony Series (Denver). Swan CC 1001-LP, CC 1001-S-CC 1001-S. A highly commercial offering of four well-known concertos. The composer is well represented and the recording of the whole is fine. This is one of the few original LP's to this list. To send this record to George Whiting, is a commendable job in the presentation of the Shrewsbury repertoire. It is well made and interesting. It is a fine LP and one of the few original LP's to this list.

**COUNTRY REVIEW POLICY**

every album sent to Billboard for review is heard by Bill- board's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlights or Special Merit Picks, and all other LP's are listed under their respective categories.

**SPECIAL MERIT PICKS**

SPECIAL MERIT PICKS are new releases of outstanding merit which deserve attention and which should have commercial success within their respective categories of music.

**PPOP SPOTLIGHT**

ROCK ME BABY
B. B. King. Kent KST 512 (S)

Although B. B. King is now recording for RCA Victor, his recordings for this label are still being released. King's latest LP is his last with this label. It is a highly commercial effort. The singing is outstanding and the recording is first-rate.

**ALBUM REVIEW POLICY**

every album sent to Billboard for review is heard by Bill- board's Review Panel, and its sales potential is rated within its category of music. Full reviews are presented for Spotlights or Special Merit Picks, and all other LP's are listed under their respective categories.

**SPECIAL MERIT PICKS**

SPECIAL MERIT PICKS are new releases of outstanding merit which deserve attention and which should have commercial success within their respective categories of music.

**PPOP SPOTLIGHT**

FIDO SPECIAL MERIT PICKS

Mozart: Eine Kline Nachtmusik K 285
Vienna Philharmonic Orchestra (Korngold). London CM 3938 (M), CS 4503 (S)

Two of Mozart's most popular works. "Eine Kline Nachtmusik" and "The Magic Flute" are most well received by record buyers. Mozart's music is well supported by this orchestra and well recorded.

**CLASSICAL SPOTLIGHT**

HELLO, DOLLY/FUNNY GIRL
Rudolph Statler. Ork & Chorus. Wyntergale

Both "Hello, Dolly!" and "Funny Girl" are again enjoyed great hits on Broadway. Music from both is well represented on this album and LP charts. Statler and Chorus provide an excellent 40 minutes.

**CLASSICAL SPOTLIGHT**

VIVALDI: CONCERTO FOR TWO HORN: TWO GUITAR CONCERTI; A PASTOR FI DIO
Various Artists. Nonesuch H 1018

Everything about this recording is fine-first-rate. The Violin soloists are lovely, the strings of the Carnegie Philharmonic of Pittsburgh are full and bright, the sound is excellent. This is the first recording of "The Warsaw Concerti" and "The Concerti" for Two Guitars. There is also a new and interesting arrangement of "A Pasticcio" for strings.

**CLASSICAL SPOTLIGHT**

MUSIC FROM THE CHAPEL OF PHILIP II OF SPAIN
Roger Blanchard Ensemble. Nonesuch H 1014 (M), H 7011 (S)

	In this interesting compilation album the excellent Janneck Ensemble takes over some of the popular compositions in the Chapel of Philip II of Spain.

**Latin Music Makes me want to Dance!**

David Carroll & His Orch. Mercury MG 29129 (M); SR 60929 (S)

Swingin' big band instruments arranged and performed with precision by Carroll. The approach is up-tempo, bright and big. "Sherry" is a fine selection. Selections include "Endless Love," "Take Me to the Sun," "Tell Me the Way," and "For Me, For You.

**Intimately Yours: Eddy Howard**

Mercury MG 20910 (M); SR 60910 (S)

In sweet renditions, When the late Eddy Howard sang, it usually evoked a feeling of reminisce or the listener. Now, that Eddy is no longer with us, his rendition of these love songs are even more poignant. Selections include "Alone," "Dance," and "The Mood for Love."
LEIBER-STOLLER-GOLDNER

Present

THE

JELLY BEANS

I WANNA LOVE HIM SO BAD

Written By Jeff Barry & Ellie Greenwich
Trio Music Co., Inc.

*Record Went #1 First In Detroit.

RED BIRD
1619 8WAT
NEW YORK, N. Y.
212 LT 1-3420

www.americanradiohistory.com
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<td>BARBRA STREISAND/THIRD ALBUM</td>
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*Record Industry Association of America

**Billboard Top LP's for Week Ending July 4, 1964**

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For more information, visit [www.americanradiohistory.com](http://www.americanradiohistory.com)
Challenge 59246

"IN THE MISTY MOONLIGHT"
Challenge 59246

Already #1 in Nashville, Louisville & Birmingham!

Howard Allison says: "Looks like this year's BIGGEST SINGLE"

By Jerry WALLACE

My Thanks
NAMM

G A Challenge Records
1313 NO. VINE STREET
HOLLYWOOD 28, CALIF.
$51,000,000 a day in gift sales!

and this new Mercury Phonograph Gift Promotion is the answer to sales every day, every gift occasion!

- $18,000,000,000 yearly in gift sales! More than all annual department store sales!
- Xmas? Mothers Day? Fathers Day? They account for only half the gift volume. $9 billion yearly is spent for other gift occasions, 365 days a year!

A complete gift promotion for use all through the year, for every gift event—you now—ready for back-to-school selling! Mercury’s Personal Portable Phonographs make great gift items...particularly great for young people—and there are more youngsters than ever...more gift giving events (15,000,000 birthdays every month!)

COMPLETE IN-STORE PROMOTIONAL PROGRAM!
Window streamers...new gift display...full color stuffers...ad mats...radio commercials!

NEW 10-YEAR CARTRIDGE GUARANTEE!
Cartridge, including diamond sapphire needle, replaced for $3.00, anytime within 10 years!

NEW SLIP-ON GIFT CARTON!
Slips over regular phonograph carton—beautifully designed to say “gift” to customers.

SEE US AT THE MUSIC SHOW BOOTH 222
An all-time record attendance of more than 13,000 is expected at this year's Music Merchants' Trade Show June 28 to July 2 at the Conrad Hilton Hotel here. Known familiarly as the Music Show, sponsored by the National Association of Music Merchants, it will also draw 320 exhibitors.

Although the traditional Music Store merchandise is still prominently displayed, the major portion of space is devoted to home entertainment instruments of the electronic age—TV, phonographs, radios, tape recorders, high-fidelity components, records, and such accessories as phonograph needles, record cleaner tapes, antennas and record and TV cabinets. A quick scan of the advance list of exhibitors shows that the number of electronic and related displays this year will reach 100 for the first time in the show's history. Some 55 of these exhibitors will be showing console or portable phonographs, 57 will display radios, some 38 will show tape recorders and about 27 will have TV sets, plus another eight to 10 with audiophile high-fidelity components.

This year's Music Show marks the culmination of a long transitional period in which the home entertainment industry sought an all-industry showcase for its new products. For many years some manufacturers exhibited at the International Home Furnishings Show in Chicago's Merchandise Mart, others at the furniture show, or at the various houseware shows. This very diversity kept large numbers of home entertainment buyers away—for there was no single home entertainment product show under one roof.

First attracting a few phonograph manufacturers, then makers of TV, then radios, gradually became the all-industry show, not only for music dealers but for record stores, appliance and department store— and an increasing number of manufacturers. Today, virtually all manufacturers — and many minor ones — are represented.

In recognition of the growing importance of electronic equipment, the space for their displays has been drastically enlarged this year, coincident with the move of the show from the Palmer House to the Conrad Hilton. In former shows at the Palmer House, about 62,000 square feet was devoted to electronics. At this year's show, the space has been increased about 20 per cent to more than 74,000 square feet.

The wide open space available for the 1964 show will assure the free flow of traffic and provide for the best possible display of electronic products, said NAMM Executive Secretary William R. Gard. "The Conrad Hilton has the largest amount of exhibition space on one level of a building and this will allow for dramatic displays in keeping with the exciting expansion of the electronic industry in the past several years. Even in cases where exhibition areas are on separate floors, these are easily reached by connecting escalators."

Electronics exhibitors will occupy the three exhibition halls on the lower level, as well as the Continental Room on street level and the International Ballroom on the second floor—comprising the Conrad Hilton's new convention center. "The open space," said Gard, "will allow for more effective use of display area and give greater mobility to the thousands who attend."

The fifth through ninth floors will be devoted largely to display of musical instruments and merchandise, in the traditional "sample room" pattern of previous Music Shows.

Another innovation which salesmen look for at this year's Music Show is a new permanent date — the end of June. Previously, the show had often been held in late in July. A vote of NAMM members and exhibitors selected the late-June time as the ideal period — after the selling season has slackened and buyers have an opportunity to assess future sales trends.

The timing is excellent from the standpoint of the home electronics industry, as the new model introduction period—the start of the 1965 model year. Thus the show is marketed with brand-new merchandise, much of it being given its first trade exposure. Not only domestic manufacturers, but importers, generally plan to unveil something that they hope will cause a stir and sensations.

(Continued on page 47)

**BUSINESS WRAP-UP**

Anyway you look at it, the home entertainment industry has had a good year. Witness Federal Excise tax collections for this category up better than 16 per cent. For the record dealer who has chosen the home entertainment field as one in which to diversify the decision has been a happy one.

While home entertainment equipment is still not a major item for record retailers — it is in an item of growing importance for most. Those dealers that have taken the plunge, report home entertainment unit sales constituting anywhere from 10 to 35 per cent of their gross volume. What's more, it's volume that tends to level out the peaks and valleys of the disk business.

**NEW YORK**

Some types of equipment are moving considerably better this year than during 1963, according to some key outlets here. Examples are portable phonographs and tape recorders. At Sherrin's, according to Carl Payne, the movement of portables during 1964 is "bigger than was anticipated, particularly the high end portables." Payne added that tape recorders are "up to par with last year."

(Continued on page 47)

**CHICAGO**

Record retailers widening their inventories to include other home entertainment stock tell a story of stable dollar returns and sales growth. Those who have diversified report phonographs, radios, tape recorders, TV sets, fretted instruments and accessory goods provide, on the average, about 17 per cent of total sales volume!

Phonographs are the No. 1 money makers even though sales (Continued on page 47)

**NASHVILLE**

A recent survey of principal retail outlets in Nashville shows the consumer market moving toward wider diversity and away from the huge all-inclusive units. The appliance center at Harveys, one of Nashville's largest department stores, reports sales of the "home entertainment center" falling off while the market for portable stereo units is climbing.

The reason given is that the (Continued on page 47)

**LOS ANGELES**

While baseball tyrcons sadly watch fans escaping the inescapable Angel baseballers, the reverse is true with music retailers. They envision healthy summer and fall selling seasons.

In fact, one retailer, the House of Sight & Sound in the San Fernando Valley, is involved with the Angels in a promotion. As a means of selling low to medium priced radios, S&S is running its fourth annual night with the Angels in July. A pair of box seats for the July 28 Angel-Yankee contest will be included in the purchase of a radio sold. Over 2,000 tickets have been reserved by S&S president Jerry Johnson, who said that sales are peaking up after a few weeks of so-so business. However, sales thus far are up 35 per cent, he noted.

Despite the recent short drop, Johnson reports sales during the first half of this year way ahead of the corresponding period last year. Sales picked up during the weekend of June 6 (Continued on page 47)

**WASHINGTON**

Steady upward trend in home entertainment sales — radios, TV's, phonographs, tape recorders, components and accessories — is both the local and national report here. Federal excise tax collections reported for this category keep mounting steadily. $55,400,000 for first quarter 1964, up $6,500,000 from last year's figure. Local dealers expect this year's sales to do better than last, in spite of a slight lag in portable phonograph sales in May.

Phonograph record dealers in the area do not go in for the high-priced stereo consoles and hi-fi equipment, but most do a thriving segment of their business in portables, transistors, small tape recorders and record accessories in the lower price field. Individually, dealers branch out more in one line than another, depending on local conditions and facilities. Collectively, they all advise dealers in disks not to overlook this "plus" business.

(Continued on page 47)
Sony's TFM-625 cigarette-sized radio has built-in telescopic antenna and built-in stereo headphones, plays AM/FM and has accessories that include battery, earphones and carrying case. Black or white. Priced to sell at $19.95.

Sylvania's recently introduced black and white, 13-inch TV has illuminated channel window, preset fine tuning, transistorized UHF tuner. Sylvania's exclusive cross-over circuit permits VHF-UHF reception on a single antenna. A plug-in clock module is optional. Sets are available in combinations of beige, sand and brown. Suggested list price is $171.60.

RCA Victor's solid state portable Mark I (VP 65) stereoophones have an optional full range stereo headphone set (also RCA Victor). Most powerful portable in RCA Victor history, the unit has 32 watts (16 EIA rating) peak power. It features tiltable "Strobomatic" characters with swing-out speakers. Suggested retail price is $179.95.

A new model of Revere-Wollensak's automatic tape recorder was one of five new models displayed by 3M at the NAMM show. The units automatically thread, play, rewind and eject cartridges as long as 15 hours of stereo music.

A small, portable stereo phonograph that has a seven-inch Eiconal phonograph speaker, operates on six ordinary flashlight batteries, weighs eight pounds, comes in one color, one model at $59.95. A small, fully transistorized unit at $39.95 is also available in one model and color. Firm offers attractive display cartons and merchandising and sales promotion material.

Unveiled by Pilot Radio Corporation at the music show was its 60-inch contemporary stereo phonograph. A cabinet in oiled walnut and featuring two roll-up front doors. The unit features Pilot's advanced solid-state music system, 30 watt stereo amp, AM/FM/FM stereo tuner, six speakers and optional tape deck. Available in a variety of finish styles.

V-M's model 370 Voyager is a cordless, solid state, stereo AM/FM portable phonograph with select-cabinet record storage compartments and swing-down changer. Platinum gold finish. Priced to sell at $119.95.

The KLH Model 11 Portable Stereo Phonograph is housed in a high-pressure vinyl cabinet. Comes in black or walnut with "Globular" nickel speaker grille, four-way stereo sound, from 50 feet of cable and an all-transistor pickup at 15 watts music power. 30 watts peak. Retail price is $199.95.

Tordaberg of America, Inc.'s portable, battery-operated transistor radio has AM/FM bands and two receivers. Features include: hand-wound bushing in cabinet, nickel-plated vacuum tube, two newly designed KLH speaker systems (toppled with 40 feet of cable) and an all-transistor pickup at 15 watts power. 30 watts peak. Retail price is $199.95.

Televion's Fashionline transistor alarm clock-radio has a fine operated receiver, plays AM, walks or faxes to you to sleep with music, has all controls front-mounted, single switch for manual On-Off, automatic On of radio, time set, alarm set, sleep switch, luminous hands, polished cabinet, three color combinations and finished back.

Television in color TV, the industry-wide break to a starting list of $399.95 has been well publicized. Indications at press time are that some of the remaining manufacturers who have resisted this trend will join up by offering new low-end models at or near this price.

The hi-fi, battery-powered portable phonograph has a seven-inch Eiconal phonograph speaker, operates on six ordinary flashlight batteries, weighs eight pounds, comes in one color, one model at $59.95. A small, fully transistorized unit at $39.95 is also available in one model and color. Firm offers attractive display cartons and merchandising and sales promotion material.

A SHOPPING HAVEN FOR DEALERS

Highlights of New Model Trends

An unusually wide variety of home entertainment products—a wide variety of models—will be shipped during the 1964 NAMM Music Show unusually rewarding for dealers.

Here are some of the highlights of new-model trends which can be anticipated at the show.

PHONOGRAPHS

In domestically made products, the emphasis is on the middle and high-end of the line, although there have been some price reductions—particularly by manufacturers specializing in portables.

The bywords in the new 1965 lines are "component styling" and "component quality." Portables have a much more electronic look and style about them. Consoles have acquired additional knobs and controls—particularly from component systems.

The improvement in sound quality of portables is particularly noticeable at the high end, where transistorization has made possible more electronic circuitry in a lighter space. The high end has moved up higher, too, with portables now carrying list prices as high as $399.95.

In consoles, there's a transistor race and a power race. Every console manufacturer is using transistorized amplifiers, and in many cases, transistor FM-A.M. tuners, in all high-end models. Some use solid-state circuits exclusively across the board. Console cabinets are tending toward lighter and lighter, and in the clock radio, speakers are more generally available as add-on units. Furniture styling is accenting Italian and Moorish styles as beginning to make an appearance.

About 70 per cent of all radio-phonograph combinations now contain FM stereo. Models displayed at the show are likely to have a higher percentage, in anticipation of greater public acceptance of the new medium.

TELEVISION

In color TV, the industry-wide break to a starting list of $399.95 has been well publicized. Indications at press time are that some of the remaining manufacturers who have resisted this trend will join up by offering new low-end models at or near this price.

Several Japanese-made 16-inch black-and-white sets, in prices from 16 to 23 inches are up from $10 to $20, reflecting the additional cost of the UHF tuner now required by federal law. But the increases have been relatively slight, and many starting list prices for black-and-white sets are still at around $399.95, for 24-inch consoles at $199.95, and for the ever-popular starters for VHF-only sets. At these prices, margins will tend to be somewhere in the neighborhood of 35 per cent.

You'll observe a greater variety of television models with gimmicks and attachments, such as timers, clocks, earphones and phonographs, in a concerted attempt to get more step-up business and diversify customer attention from the loader models. Everywhere you look, you'll see tiny television—some with surcharge. Remember, too, that American manufacturers are entering this field, and the 11-inch domestic sets continue to start at $99.95, despite the fact that they now contain all-channel tuners. Some U.S.-brand sets may show up for the first time.

The first transistorized TV by 6 of the biggest names may make their appearance at the show, with September delivery dates quoted. These use nine-inch tubes.

From importers, you'll see a wide proliferation of tiny television sets and prices, and a trend to substantially reduced prices—particularly in the category of battery-operated transistor portables. In these transistor sets, screen sizes will dip as small as four inches in a new radio-cored set with built-in battery. There'll be "specials" on VHF-only line-cord tiny sets, some designed to be sold as low as $79.95 or $89.95.

RADIO

In table model and "shelf" mechanica—there are many more wood cabinet units, with FM getting heavy emphasis. A far greater number of the radios feature all transistorized circuits, setting the style for a more diminutive paraphernalia. Here too, you'll see some of the early models to be sold down somewhat—in recognition of the fact that this is still a very limited market.

Transistor radios are rushing off in all directions at once. In some cases prices will be sharply upward, while there may be rises in others. There'll be slightly more emphasis on shortwave sets, and some notably more variety of FM-A.M. units, particularly in miniature sizes (with remote phasing in this latter category).

Performance of high-quality stereo levels and circuits is up sharply. There's a far greater variety of such specialty items as turntable, FM stereo pairs, battery-operated radio-phonograph combinations.

RECORDERS

Manufacturers of audiophile-type units will reach down into popular price ranges with longer lives. Medium-priced mass-market radios will feature more simple operation, diminishing confusion controls and gadgets wherever possible. A few more increases in offerings of small battery-operated units in the middle and high-range market will co-me out using miniature tape cartridge magazines. Size and weight of these units are somewhat coming down sharply. More attention is being focused on both quality and saleability at slow speeds, and a feature of many more recorders will be an inclusion of speeds of 10 and even 15 1/2 inches per second.

BILBOARD, July 4, 1964
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<td>TANDBERG</td>
<td>2.5%</td>
<td>51</td>
<td>1525</td>
<td>51</td>
</tr>
<tr>
<td>PILOT</td>
<td>MAGNAVOX</td>
<td>1.7%</td>
<td>54</td>
<td>1525</td>
<td>54</td>
</tr>
<tr>
<td>WEBCOR</td>
<td>CONCORD</td>
<td>1.7%</td>
<td>57</td>
<td>1525</td>
<td>57</td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>EMERSON</td>
<td>1.7%</td>
<td>60</td>
<td>1525</td>
<td>60</td>
</tr>
<tr>
<td>STYLVNIA</td>
<td>AMPLEX</td>
<td>1.7%</td>
<td>63</td>
<td>1525</td>
<td>63</td>
</tr>
<tr>
<td>PHONOLA</td>
<td>ALL OTHERS</td>
<td>5.9%</td>
<td>66</td>
<td>1525</td>
<td>66</td>
</tr>
<tr>
<td>CURTIS-MATHIS</td>
<td>1.2%</td>
<td>68</td>
<td>1525</td>
<td>68</td>
<td></td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>5.4%</td>
<td>72</td>
<td>1525</td>
<td>72</td>
<td></td>
</tr>
</tbody>
</table>

**Billboard 1964 Dealer Survey**

**Question:** Which single Phonograph Manufacturer, with whom you now do business, does the best over-all job of providing merchandising, promotion and service assistance for you?

<table>
<thead>
<tr>
<th>PHONOGRAPH MANUFACTURER</th>
<th>Percentage of Dealers Voting</th>
<th>RANKING Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAGNAVOX</td>
<td>36.4%</td>
<td>1</td>
</tr>
<tr>
<td>COLUMBIA</td>
<td>26.4%</td>
<td>4</td>
</tr>
<tr>
<td>DECCA</td>
<td>15.4%</td>
<td>2</td>
</tr>
<tr>
<td>RCA VICTOR</td>
<td>6.9%</td>
<td>5</td>
</tr>
<tr>
<td>ZENITH</td>
<td>2.7%</td>
<td>9</td>
</tr>
<tr>
<td>FISHER</td>
<td>2.7%</td>
<td>9</td>
</tr>
<tr>
<td>G. E.</td>
<td>1.5%</td>
<td>12</td>
</tr>
<tr>
<td>V-M</td>
<td>1.9%</td>
<td>11</td>
</tr>
<tr>
<td>PILOT</td>
<td>2.6%</td>
<td>11</td>
</tr>
<tr>
<td>WEBCOR</td>
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<td>MOTOROLA</td>
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<tr>
<td>STYLVNIA</td>
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</tr>
<tr>
<td>PHONOLA</td>
<td>1.2%</td>
<td>15</td>
</tr>
<tr>
<td>CURTIS-MATHIS</td>
<td>1.5%</td>
<td>14</td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>5.4%</td>
<td>14</td>
</tr>
</tbody>
</table>

**Question:** Which single Tape Manufacturer, with whom you now do business, does the best over-all job of providing merchandising, promotion and service assistance for you?

<table>
<thead>
<tr>
<th>TAPE RECORDER MANUFACTURER</th>
<th>Percentage of Dealers Voting</th>
<th>RANKING Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>M. N.</td>
<td>3.1%</td>
<td>1</td>
</tr>
<tr>
<td>SANYO</td>
<td>2.2%</td>
<td>4</td>
</tr>
<tr>
<td>SONY</td>
<td>1.3%</td>
<td>7</td>
</tr>
<tr>
<td>Magnetrol</td>
<td>0.9%</td>
<td>10</td>
</tr>
</tbody>
</table>

**Question:** Which single Radio Manufacturer, with whom you now do business, does the best over-all job of providing merchandising, promotion and service assistance for you?

<table>
<thead>
<tr>
<th>RADIO MANUFACTURER</th>
<th>Percentage of Dealers Voting</th>
<th>RANKING Last Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAGNAVOX</td>
<td>27.5%</td>
<td>1</td>
</tr>
<tr>
<td>ZENITH</td>
<td>14.9%</td>
<td>2</td>
</tr>
<tr>
<td>RCA VICTOR</td>
<td>14.3%</td>
<td>3</td>
</tr>
<tr>
<td>SONY</td>
<td>5.8%</td>
<td>9</td>
</tr>
<tr>
<td>G. E.</td>
<td>8.4%</td>
<td>4</td>
</tr>
<tr>
<td>PANASONIC</td>
<td>2.9%</td>
<td>7</td>
</tr>
<tr>
<td>MOTOROLA</td>
<td>3.6%</td>
<td>5</td>
</tr>
<tr>
<td>PHILCO</td>
<td>1.6%</td>
<td>6</td>
</tr>
<tr>
<td>ADMIRAL</td>
<td>2.3%</td>
<td>5</td>
</tr>
<tr>
<td>SYLVANIA</td>
<td>1.3%</td>
<td>8</td>
</tr>
<tr>
<td>ALL OTHERS</td>
<td>9.7%</td>
<td>1</td>
</tr>
</tbody>
</table>
Sight & Sound Covers Music World

Many Departments Are Diversified

By ELIOT TIEGEL

BETTER AROUND THE SAME WORSE DON'T KNOW
TRANSMITTERS (PORTABLES) 23.8% 44.5% 29.5% 2.1%
TRANSMITTERS (STATIONARY) 14.6% 43.8% 24.3% 17.4%
STANDARD AM RADIOS 13.4% 46.5% 33.1% 7.0%
STANDARD FM RADIOS 20.1% 39.6% 29.5% 10.8%
AM/FM RADIOS 44.4% 38.6% 12.9% 4.1%
FM STEREO RADIOS 35.2% 27.3% 21.9% 15.6%
COLOR RADIOS 17.6% 50.6% 28.2% 5.8%

When the store debuted in 1932, it offered disks and compen- pant parts. Three years later it shared a Magnavox franchise and expanded into package goods.

According to Jerry Johnson, president, the main concept behind diversifying with several departments instead of just a few was that in 1952 the words "high fidelity" were just becoming a known and it was apparent that a resurgence of good music and sound was on the way. So Johnson and associates decided to offer both the music and equipment on which to play it.

"Gradually we picked up pianos, organs and sheet music and to offer full scale musical service," Johnson said. "We are a full scope home entertainment dealership and our record department is a complete catalog operation. We don't offer toilet items."

According to Johnson, his record inventory is $60,000; components $150.00; TV-radio-phonograph $200,000; pianos $30,000 and sheet music $15,000. A total of 70 employees keep the two Sight & Sound stores going.

Johnson feels that audio component salesmen must have knowledge of all the other departments and be able to talk intelligently to the customers and sort out the good and bad points in the electronic field are at a premium.

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When Johnson and associates—Rudy Brennen, Stan Peabody and Parell Swissee—opened their Western Valley store in the Fallbrook Shopping Center, they worked closely with record dealers and manufacturers. "We placed components right across from records," Johnson explains. "We found after much experience that people will move between these two departments." The Fallbrook store has listening booths on the main floor at either end of the record department. The customer selects the product he wants—jazz, classical, popular—and the salesperson plays the disk with the stereo turntable.

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TRIO OF STORES HAVE SUCCESSFUL FORMULA

By ELTON WHISENHEUPT

MEMPHIS—One of the most successful TV, phonograph, radio and record retailer operations in the South is conducted in a trio of Memphis department stores.

Two of the three stores are named Dixmart and the third is CoroDolet. They are discount stores in that they sell at prices lower than other stores.

The stores are in various sections of the city and draws huge crowds to each.

The stores are membership stores and CoroDolet is public.

I check all three stores and the floor does not have anything moving or less than new. They do not use any old models. But my managers replace everything that is sold. They don't add new merchandise— I do.

The reason our sales are so good and the reason the renewable, we have to continue to grow is that Dixmart and CoroDolet make you confident. You can't do business any other way.

They advertise that they sell everything for less than other stores. If they find anybody sell- ing anything for less than at our stores, we have to cut the price. There is no way we can be undercut.

Our advertising is the most unique I have seen anywhere. It is the ad campaign of Dixmart and CoroDolet.

For example, on a recent ad on TV, we used a green crayon pointed at a color television set with the phrase "Color me less," then the explanation that it could be purchased for less at our store.

For an idea of how a department operates, one of the man-agers of the Dixmart store at 1230 S. Main was interviewed.

(Continued on page 49)
DES MOINES—Take a man with red hot ideas, give him a store with a good location and you can’t help coming up with a successful operation. That pretty well sums up Marshall’s Music Room, the Des Moines store. The manager, Bob Olsen, is noted for “having just what you want,” whether what you want is a classical LP, a top pop single, or Midwestern garage.”

Since 1956, when Orville Marshall joined the staff of what was then Frank’s Music Room, things have been buzzing at the little music store jammed between two movie theaters in Iowa’s capitol city. It was Marshall’s suggestion to expand the store’s inventory and add equipment to the record shop. Marshall had two reasons for wanting to sell recording equipment. The first, of course, was the additional profit that equipment sales would bring, but secondly, Marshall felt, having equipment to sell would encourage record customers to buy.

In June of 1958 Orville Marshall bought the store and though the name of the business was not changed until almost two years later, it is definitely Marshall’s Music Room. Marshall’s idea for merchandising and promotion were started on the basis of a complete selection of records available. Old singles or brand-new albums—Marshall’s has them. It’s a Marshall policy to stock a huge inventory of 45’s because they cater to young people. According to Orville Marshall, “Those young 45 buyers are our future customers. They’re good buyers now in their own right, but when they get out and work, they’re going to buy record players, and by then, we hope they’ll be in the habit of coming to our store. After the record player purchase, they’ll start buying albums.”

Marshall has instigated another record-buying incentive plan. They carry their own equipment on sale and have found that when buyers could make their own payments, they browsed the record section and more often than not, by record albums.

Marshall’s Music Room has a “quality” image. It’s a “name” store, and its price “discount,” simply because they feel the word “discount” cheapens the standard of their store. The truth of the matter is that Marshall’s prices are as low as any in town, and in some cases, lower than rack jobbers’ in grocery stores. But the psychology of Marshall’s quality image is continued by advertising records at “reduced” prices rather than their regular prices.

With the price cutting of albums have come personnel changes at Marshall’s. When straight retail prices were in effect, the store was staffed by three personnel to record albums and keep an inventory control of each album. At that time, most major labels had distributors in Des Moines, so records were ordered from number of houses in the city. About the time the album price cutting started to affect Marshall’s, the big distributors pulled out of Des Moines and Marshall was left to re-arrange the outlet.

For a period, business looked a little grim with records costing more to obtain with shipping charges and overseas albums bringing less profit at the point of sale. Orville Marshall found that working with a Des Moines one-stop was the only salvation. Now, the store’s staff is reduced by one personnel, but we have are picked up each day just blocks from the store, and the inventory control of albums is no longer in effect. The salesmen rather than one of the one-stop and becomes an automatic recorder.

“Reduced” prices at Marshall’s are only available on albums. Singles go at straight retail prices, but when a customer has been looking for a particular hard-to-locate single for some time he’s more than happy to pay full price.

The equipment department at Marshall’s Music Room is top-notch and high-quality, as the record division. It’s Orville Marshall’s aim to bring the best of music equipment and accessories to customers with one line. That why he feels it would be suicide to be an exclusive dealer in just one or two lines. Marshall shops the markets and manufacturers’ showings each year and hand picks the lines to benefit the best in the industry and that would appeal most to his sales market. Marshall is a native Iowan and knows his customers, and he knows he’ll be here tomorrow to service and resell today’s customers, so he has to be quality conscious.

Marshall’s stocks radios, phonographs, televisions, tape recorders, raw tape and a complete line of accessories. In addition to advertising bank rate interest on its credit terms, Marshall offers a 90-day no-carrying charge payment plan.

It also maintains its own service of equipment.

Orville Marshall reports that about 95 per cent of all record players sold in his store are stereo units. In the record department, 60 per cent of the sales are stereo. A price range of about 40 per cent on stereo. The lead lines in record playing equipment during the past year have been Sylvania and Columbia. Marshall feels that while Webcor holds the lead in tape recorder sales.

The unique location of Marshall’s Music Room has, from time to time, brought in business. Marshall reported that at one time the store’s position between Des Moines’ two largest downtown theaters resulted in a great deal of walk-in traffic. Today, however, though, the music business has fallen off slightly, and as Marshall’s business has picked up, Orville Marshall feels that his store has set the standard for the other downtown music and stereo department store.

Marshall explains, though, that most of his traffic is not of the “walk-in” variety now. People generally come in looking for a specific item. Most of his customers for record players are those in surrounding areas, outside Des Moines is an insurance town and many of the downtown offices are staffed with young girls who have moved here to work. Some of the office girls make up the largest percentage of Marshall’s equipment customers.

As far as his Iowa business operation differs from music-operation to the West coasts, Marshall had this to say, “Trends are slower in getting here to any other area, so there is less competition in the field.

Most of the Marshall’s Music Room advertising budget is spent with radio and newspapers, though this past year has seen some TV advertising. Marshall says most of his advertising is spent in these field. Marshall tends to use his newspaper in advertising, as well as any other place where a customer might be interested in buying, but he never pressures a sale in either equipment or records. The equipment department is very open, so Marshall always sets aside some of his most expensive pieces of equipment out on display in hopes that his record customers will make it a point to look over the equipment.

It’s Orville Marshall’s aim to give Iowans “good legitimate values, very competitive prices and the best in equipment.” And from the looks of things, his policy is paying off.

Davidson stocks some 100 models of all types of TV sets, phonographs and the highest priced radios, ranging from $50 to $110, on display.

One of the advantages in handling the largest inventory of equipment is that they don’t have to push one particular line. “We let the customer be the judge,” he said. “We explain the features of the various models. We let them do it. We feel that is the way to sell it.”

His department sells by far more consoles of phonographs than any other line. They feel it is still the field in a table model which is “very popular with children and students.”

On the other hand, table model TV sets are by far more popular than the console. The reason seems to be the price.

Table models are about $150 with consoles averaging about $230-50.

Their radio sales are in the higher range only. The lower priced radios are sold in another department in the store. Davidson’s department handles AM and FM multi-tube sets ranging in price from $50 to $110, mostly solid state type.

Tape recorders and accessories are sold in another unit, including Revere, Roberts, Webcor, and Voice of America.

Davidson said he has a special order department, “almost every day.” As models are sold, he places an order with the distributor and the order is placed each week on the inventory list was sold.

Another item which moves is the very popular combination TV, radio and phonograph in the $400 to $500 price range. He sometimes gets some special price to sell for $349.

Besides the unique and effective new-stand advertising done by all three dealers, Davidson finds another effective means of advertising in his “routine.”

A customer will show a friend or relative the bargain he got at Diversimart.

About the only store promotion the department does it with show cards and streamers. A store policy prohibits them from using inexpensive flimsy material. Sometimes they have a featured item in a display in the front of the store. As to selling technique Davidson says:

“We are the same as in other stores, whatever is the biggest in this store, in the wider inventory and can give the customer a much broader field of choice.”

And the customer may want a particular brand. We’ll have it. In another store, the customer is held to what the store has to offer.”

Diversimart and Cordaroma do not take trade-ins—another reason for their lower prices. Stores which do have the trade-in system of operation, however, rarely give more than $10 credit on an old set.

Davidson and the other store departments do not have a service department, but do give service by contacting with service personnel after the sale. They guarantee the customer a reliable and honest service department, and they try to make sure that the customer is kept fully informed on warranty on everything we sell.”

Tennessee has a “Fair Trade” law covering dealers. The type of the various brands Davidson sells one—Motorola—comes under the bill.

Records are sold under the Fair Trade law and the contract with the manufacturer, he said. He said he has no difficulty with the customers although the Fair Trade restriction is here. The departments in all three stores sell either cash or by installment plan. When the customer’s credit has been checked and approved, he signs a contract to make payments for one period of 18 months or two years. The store then gets its cash from a bank, which in turn takes over the contract. The customer makes his payments to the bank, thereby non-interest charge.

In the case of phonographs, where a drawer of salesmen direct the customer to the large, nearby record department, which has thousands of records displayed in a large area of floor space.

There the customer usually browses and buys several albums and singles after he has bought a phonograph. The record department files its records in separate categories (such as “Country and Western,” “Current Hit Standards,” “Folk Music,” “Rock ‘n’ Roll,” etc.)

In addition to major labels, the department also carries the discount “job rack” albums which sell for 99 cents. The regular $4 and $5 albums are sold with the discount being usually 20 per cent off. The stores have found it a highly successful combination of operation—sell the phonograph and record near the record department for a sides to phonograph department.

TRIO OF STORES HAVE SUCCESSFUL FORMULA

(Continued on page 46)

By JEAN HOLMSTRAND
ALL TIME RECORD ATTENDANCE FORECAST

Continued from page 35

because the competition for the dealers' business in this area is exceedingly heavy.

For the record dealer, this biggish record shows the perfect opportunity to explore the question of product diversification. One answer to the new and heavier competition in the field is a wide variety of products. There are big changes this year in product designs. In many instances, pricing trends have also changed. This is the year's major opportunity to get first-hand information about virtually every home entertainment product under one roof.

The Music Show also serves another, less publicized, function. It permits manufacturers (and importers) to test the market for their competitors' new merchandise and pricing for the first time. Manufacturers, who generally have large teams at the shows, and they even bring their engineers. As the year goes by, you can be seeing competitive items closely, from the back as well as the front. In other words, "what you've got that we haven't got."

But the scene's most salable amount of price-jockeying after the Music Show starts. Someone will come up with a Music Show "special," and in less than five minutes it will have spread to a competitor across the hall with a printed new price tag.

Although the Music Show exhibit is intense because of all theponsor's new demonstration and seminar on "New Sights and Sounds of the Sixties," sponsored by the National Industries Association from 8 to 10:30 a.m. Tuesday, June 30, where they can explain why they believe products will have them in time before the end of the decade.

An increasing number of manu-

facturers and importers are now scheduling their special order re-

ceptions and other events for dealers after show hours. Much of the time, the show of course, goes on at these "social" events.

For a dealer, and a sometimes confusing and tiring one—but its benefits for the dealer are significant, in terms of product information interchange with other dealers and developing new ways of expanding one's line, of course, and taking the toughly competitive selling load ab out.

But there are some fringe benefits to pleasure and enjoyment. For tired feet and weary bodies, there are the numerous hospitality suites, fine live music of every description and the charm of the Dixieland jazz—played almost continually by professional musicians. The music instrument display rooms on the fifth through ninth floors. Just go up and look and see: There's something like a musical instrument dealer. You may even walk out with a couple of souvenirs of a goldskegwall.

BUSINESS WRAP-UP (Continued from page 35)

NEW YORK

As for consoles, they have been deemed "disappointing," he concluded.

At Sam Goody's chain, portable phonographs are giving better than last year's sales, according to Allan R. Pearlman. He added that tape recorders are "way up" this year, and that the range is up to $300 and in the over $500 range. Moving forward is a sharp increase in the $300 to $500 range.

Radios have picked up a lot over 1963, Pearlman added, and noted that "we have another lot." TV receivers, he said, were moving well, especially the portables.

At Liberty Music Shops, a spokesman stated that portable phonographs were selling very well, but that it was not able to say what was selling and that "there is more interest in tape recorders than in the Portable and home entertainment." Phono consoles, he added, were doing about the same as last year. "We are seeing a move to a higher fidelity, factory-acceptable, assortment, the portable models, he concluded.

CHICAGO

for the first half of 1964 are down anywhere from 3 to 15 per cent.

Inventories are mostly in low-end to medium-range portables and best sales are in that category. Prices at about $70 are good, while $50 monaural models outsell the very low-end stereo improving." Phono consoles, he added, were doing about the same as last year. "We are seeing a move to a higher fidelity, factory-acceptable, assortment, the portable models, he concluded.

Most retailers seemed at a loss in explaining the phonograph slack, however, many of the stores were often able to sell a lot. Unit inventory will be only slightly off from last year, according to several.

For those who carry them, tape recorders have already been a big hit. Sales in 1964 are about $70 are good, while $50 monaural models outsell the very low-end stereo improving." Phono consoles, he added, were doing about the same as last year. "We are seeing a move to a higher fidelity, factory-acceptable, assortment, the portable models, he concluded.

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The Chicago Phonograph Dealers Association has announced that they are going to have a tape recorder section added to their meeting on May 17.

LOS ANGELES

And Johnson anticipates smooth sailing during the remainder of the year. Color TV sales have been "galloping" well, and there has been a resurgence in stereo combinations. A large part of S & S's success is due to a new line of Magnavox supert vs.

Business at the Crenshaw Hi-Fi Center, according to manager, Jim Trego estimated, business should be prosperous in the next few months, he explained, because of the introduction of new solid-state amplifiers and receivers. Fisher, Scott and Kenwood's new line's should give business a shot in the arm, he said.

Sales at the stores last summer were good, Trego said, and expect them to be stronger this fall. He reported that the expensive components are selling more, such as $1,140 Electro Static models. He also said that since the Amplifiers are selling, they have been held up due to the company's recent acquisi-

tions. By the end of the year, Cali.

Valley, Calif. Trego said he would hold an audio seminar to explain the elements of a Marantz tuner which he is reconceptualizing for the year, Cren-

shaw's two new locations are in Seattle and at the new San Fernando Valley, with sales up slightly at both locations.

At Thrifty Electronics, Evan Noyes, Howard Ex., owner, estimated component business would be up 20 per cent this summer in the Valley. The store is a successful selling point. While the store has lost some business with the improved guitar modeling, Ex noted that "the unique and unique in buying their systems."

"They're buying quality items." With many people in the Valley working in the space industry and defense contracts fluctuating from company to company, Ex noted a tendency for people to bank their money and hold up on buying "luxury" items.

Ex noted that Thrifty would be selling its own line of tapes in one of their department and also would add more electrical accessories. An area which he noted but Ex's opinion, the business-

man's FM communications systems with a $200,000 $500,000 $1,000 installation charge. Ex anticipated turning interest into doses. Many men needing a brand confirmation sys-

tems into added sales. The store can sell a strong broadcast signal with a miles radius and is more powerful than the "high end" radio which incidentally, the "Sou-

d Shack" also sells.

At Music City, which recently

opened its fifth location in the San Fernando Valley and will be opening another in late October, the outlook is excellent. "We're 20 per cent ahead last year," he said, "and we're doing the same in Wallis. He classified business very good in the following departments: Records, color TV, phonographs, phonographs, and phonographs. Piano and organ sales were down a little.

Waltz sells color sets by RCA, GE and Magnavox and sales for this line are up about 20 per cent of the total for the department. He said other TV, radios and phonographs. Wallis said that record sales take a little ahead of TV radio's.

All the Music City stores are offering components and the problem has been he has about $400,000 invested in this new department. Wallis estimates that he spends $250,000 for radio advertising alone on KLAC, KMPC, KFWB, KGBS, KRKD and KFAC. Because business has been good he plans expanding his radio advertising, but has not yet set a plan on it yet.

WASHINGTON

for doing more active selling, and be flexible in experimenting with the best formulas for the individual store.

Leaving out the department stores, discounts and chains, distributors, manufacturers of entertainment items runs on three levels here: The two downtown, the better price stereo consoles, tape equipment, radios and TV's have been shipping to the department and also would add more electrical accessories. An area which he noted but Ex's opinion, the business-

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All the Music City stores are offering components and the problem has been he has about $400,000 invested in this new department. Wallis estimates that he spends $250,000 for radio advertising alone on KLAC, KMPC, KFWB, KGBS, KRKD and KFAC. Because business has been good he plans expanding his radio advertising, but has not yet set a plan on it yet.

WASHINGTON

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EXTRA INDUSTRY SERVICE

This issue of Billboard is being distributed at the Chicago Convention of NAMM (National Association of Music Merchants)

Conrad Hilton Hotel
June 28 - July 1

Another Industry Service from BILLBOARD

HITSVILLE STICKES AGAIN
YOU'RE MY REMEDY
THE MARVELETTES
TAMLA 54097

A New Summer Smash
With a Little Sound

BE'S THAT WAY
WILLIE BOBO
Tico Records

TICO RECORDS
1631 B'way, N. Y., N. Y.

FATS DOMINO
Breaking Out With a Great New Single
MARY, OH MARY
PACKIN' UP
ARC 18247

FATS DOMINO
"Not Fade Away"
LONDON '657

Say You Saw It in Billboard

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PARIS

On June 6, Yves Montand was the star of a Eurovision telecast commemorating the Allied landing in France 20 years ago. During the program, which was broadcast from Paris, Yves Montand, Great Britain, Ireland, Luxembourg, Monaco, the Netherlands, Norway, Portugal, Spain, Switzerland, Sweden and Yugoslavia, he sang seven French songs, one Italian and one American. These songs are included in his latest album for CBS, "Eddie Constantine, one of France's top film stars, has a daughter, Tania, who has just signed a contract to record for the Festival label. She evidently takes after her father, who also sings. He recently appeared in a picture produced by Italian film producer Nino West-Larsen.

ROME

"Sen Remo in the World" is the title of a spectacle which Claudio Villa, Cristina Amadei and Rosanna Gherardi are taking to Italian communities in nine German cities. Napoli Song Festival, usually held in June, may take place in September under the direction of Gian ni Ravera, who also manages San Remo. ..Visits to Rome and Milan, include Jack Mills, president of Mills Music, Inc.; Jeffrey S. Kruger, head of Britain's Ember Records, whose relations are with Voce del Pianist and GCD, and Harvey Schrin, president of Columbia's Canadian arm. Dr. Galluzzi has provided all four songs for Decca Italiana's first two native artists, Rinaldo Prandoni and Lilla Castellano. Durium has released an album of Dion Di Mucci. .. Gilbert Becaud has been signed for a summer tour plus three TV tap ings for RAI. ..An Italian delegation will participate in Barcelona's fifth Festival of Mediterranean Song Sept. 25-27. ..The new Italian label, with four new pop voices. Surf, new itself, has launched Armonito, which has acquired Don Mario Barzeto Jr., the Cuban singer. His first disk for the new label is Charles Aznavour's "La Mamma." SAMT STEINMAN

MILAN

A probable hit on the Italian market has been presented at the Pescaro Festival by Bruno Lauzi, who sang "Ciao, Dolly!" the Italian version of "Hello, Dolly!" Cetra Records has issued a recording by Vittorio Gassman containing selections from "As You Like It," Romeo and Juliet." "Macbeth," "Julian Caesar" and other works by Shake speare, which was issued in coin cidence with the celebrations for the fourth centenary of Shakespeare's birth, has a guaranteed success among thesm.

Ornella Vanoni, singer and actress, who had the leading

BROTHER & SISTERS OF SOUL'S
"LET IT BE ME" and "I DON'T LIKE IT"

DUKE 390

DUKE AND PEACOCK RECORDS, INC.
2809 ERASTUS STREET
HOUSTON 26, TEXAS
OR 3-2611

July 4, 1964 BILLBOARD
WMAQ Outlet for Pop Singles

WMAQ Outlet for Pop Singles

When printing arrives, the order will be the same as in the UK, with the addition of the following details:

- The order is for 50 new packages.
- The packages are international.
- The material total will be 125 items.

While in Germany, Lengfeld signed the 90-man choir contract, which led to the release of the Excalibur contract.

Lengfeld stated that the secondary European market—the smallest countries and the nations of the Middle East—are gradually achieving a better standard, but this is reflected in the purchase of more luxury items—including records.

Ed to Repeat Beatles’ Shots

LONDON—As Ed Sullivan negotiates with Brian Epstein for new appearances by the Beatles on Sullivan’s autumn TV series, it has been disclosed that the Beatles’ previous show on his show will be shown again on three dates—July 12, Aug. 23 and Sept. 25.

Although the British album from the film, “A Hard Day’s Night,” will include four new singles specially recorded to make up the album, the 10 songs on Sullivan will contain only the seven songs recorded for the film (one has been heard in the film itself), plus incidentally music. United Artists has retained the rights in addition to international publishing arrangements.

AID TO SACEM IN PUBLISHING

PARIS—Pierre Biber, who, just quit as general secretary of SACEM, the French society of composers and writers, has entered the publishing field. His firm, Editions Mireille, will also involve itself with talent, in addition to international publishing arrangements.

Stones Gather U.S. Dollars

LONDON—According to a spokesman for their agent, Eric Easton, the Rolling Stones’ recent tour brought in $100,000 on their recent U.S. tour.

Following the release of a single recorded by the Stones in Chicago, British Decca will probably issue an album of the other 12 songs recorded by the group at the same session.

Plan for the Stones to begin shooting their first picture this summer was recently announced by director Clive Donner, who was unable to be in London in time for the show. The movie has been put back to late fall.

Pincus Picks Up 'Angelito' Rights

NEW YORK—George Pincus has picked up exclusive publishing rights in the United States and Canada as well as worldwide rights in “Angelito” from Ema’s Music. The tune got its start on the Jex label with a recording by Rene & Rene and was subsequently picked up by Columbia Records. The tune will be handled here by Gil-Pincus Music and abroad by Ambassador Music, Pincus European affiliate.

 LIFE and ALL

MEMPHIS — Radio Station WHBQ and Hi Records president Joe Cuoghi have combined talents for a record promotion featuring six Moes (that’s right) to intrigue the local teen populace. Also tied in is a big popularity contest between Elvis Presley and the Beatles (Presley is leading 81,764 to 58,793).

They’re Here!

The Beatles contest is sponsored by WHBQ to find out who is going to buy whatever is the disk. Jack Parnell put it this way:

If they put "Hearse" at the top of the petition they have a chance to win one of the hearse.

The Petes-Beatles contest is sponsored by WHBQ to find out who is going to buy whatever is the disk. Jack Parnell put it this way:

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The Beach Boys

A Double Sided Smash

"I GET AROUND"
and
"DON'T WORRY BABY"

#5174

Watch for this album to be released early in July

NAMM-
Our Best to You
The Beach Boys

Mike Love
Carl Wilson
Kelly Hansen
Donny Miller
Brian Wilson
Stan Getz
Riding the Top
Your #1 Combination

The Smash Album
Getz/Gilberto
V/V6-8545

The Hot Single
The Girl From Ipanema
Stan Getz with Astrud Gilberto
VK-10323
BIG
ALBUM
"SUSPICION"
CLP 1001 Mon./CLP 1001 Stereo

And Still Moving
"SUSPICION"
C-1001

Many thanks to the NAMM

CRUSADER RECORDS, Inc.
6411 Hollywood Boulevard
Hollywood 28, California
Phone MO 6-3455

The sound that sells on Crusader
PRESLEY GETS CITY SUPPORT

MEMPHIS—The City Commission interrupted its solemn proceedings last week by making a resolution supporting Elvis Presley in his continuing struggle against the National Union WHC against the Beatles. Commissioner Moore quipped: "How do I vote for the Beatles?" But all five members of the commission voted in favor of the resolution supporting Presley.

250,000 Vote in Opening Round of RAI TV Contest

ST. VINCENT, Italy—Over 250,000 people are casting their ballots in the Italian television station's first ever national contest. The first elimination round ended on Wednesday, June 13th, and the final voting will be held between September 11th and 13th.

While most record charts place the top 100 artists of the world, this contest is unique in that it is based on the viewer's vote. These are the top 25 artists as of June 17th:

1. Dario Pellico
2. Frankie Valli
3. Mario Abate
4. Mario Maddaloni
5. Antonio Pappano
6. Alvaro Pugliesi
7. Mario Merola
8. Mario Scalza
9. Mario Biondi
10. Mario Rizzotto

Vee Jay to Hold Distrib Conventions

LOS ANGELES—Vee Jay will hold two conventions this summer, one in Anaheim and another in New York City. The first convention will be held in Anaheim on July 21st.

Share Open Space with Small Retailer

KRAFT FOODS

SHARED OFFICE SPACE WITH SMALL RETAILER

MANUFACTURER: Kraft Foods

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<tr>
<th>Manufacturer</th>
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<tr>
<td>Kraft Foods</td>
<td>$5</td>
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RECORD DEALERS—FREE DELIVERY

Plan yours now! In LA, call: 627-3200.

ADVERTISING RATES INTERNATIONAL EXCHANGE

CLASSIFIED RATES (Per insertion)

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Please insert the following ad for

marketers.

Company Name: Kraft Foods

City: Los Angeles

State & Zip Code: CA 90036

Please endorse your payment. No cash or checks. All checks will be returned.

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Sample Operators: ABC, XYZ, and ABC

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Day-Glo Hair Feature of Price Trolls

ROSILY, N.Y.—The Paul A. Price Company here this week released its new Troll line featuring Day-Glo hair in various colors and in both bristle and silk forms. The new Troll Hair sparkles when it catches the sun's rays. Display cards are available for the series.

CHICAGO — The biggest news in the bulk vending field today is for new candy merchandise, according to Jack Nelson, Logan Distributing Company. With the emphasis so strongly on multiple-unit standing, he feels there should be a corresponding variety in the candy offered.

Boston baked and jelly beans remain prime sellers, but the field is open to new entries. Operators are developing their own lines, asking for such products, Nelson said, and the line to be offered will be in the 1 to 5-cent range.

New gum lines have gone well in most territories. Some have kept pace with the changing times, providing topical items like Beale merchandise that have kept bulk machines turning. Gum manufacturers would do the same, according to Nelson.

He said immediate slackening in the troll craze, which, like most charm items, started in the East and spread rapidly west. There is a possibility that straight Troll lines can be offered with no other items in the globe may have shortened the volume in the globe may have shortened the line remains strong.

Continental operators have found that the last four to five years has caused most operators to upgrade their equipment. Nelson finds, and those that have not, have frequently been absorbed by larger operators. Most bulk routes are growing continually larger—and lose out if they stand still. They lose out to the carefully planned operator, one that matches the merchandise to the type of location, gets good placement in the store and uses imaginative displays.

ACORN

The World's Most Profitable Vendors!
We have the largest variety of all types of ACORN Vend machines.


dollar than the rest

NEW MOLDED TROLLS
$1.25 ea. per 200, 35¢ each per 1000
MAGIC CAPSULES
10 different sizes, from 3 to 32 times size of a dime.
$1.25 ea. per 500, 43¢ each per 1000
FREE MAILING BOXES WITH EACH ORDER.

Figure 1

RAE COIN MACHINE EXCHANGE

Figure 1

BULK VENDING news

Jack Nelson Sees Need for Greater Bulk Candy Variety

Over 23 different assorted bags, each with free display front.

Figure 2

The PENNY KING Company
2534 Mission St., Pittsburgh 3, Pa.

Figure 3

World's Largest Selection of Miniature Charms

DISTRIBUTORS!

CAL-FORNIA

Here We Come!!!

For details on all available distributors and information on the MARK-BEAVER Bulk Vending Machine Line write for a 1953 brochure.

J. SCHOENBACH

Distributor for

Good Manufacturing Co., Inc.
715 LINCOLN PLACE, NORTHERN 11, N.Y.


Announcing the first and newest

NORTHERN WISC

Now ready for immediate delivery, holds 1,000 individually wrapped PLEEM'S DOUBLE BUBBLE TAB GUAM, the most popular in bubble gum. Packages include comics, fortunes and premium redemption. Bulk loading. Other products soon available.

Call "HUTCH" today for further information. No matter what your bulk vending requirements, he will help you.

A complete stock of machines, mechanisms, coin handlers, adjustments and nagging is always available.

Write for complete list of prices.

MITCHELL to Meet With IRS Exec

CHICAGO — Don Mitchell, National Vendors Association counsel, plans to meet in Washington July 13 with Bernard Fishgrund, chief of the Excul Tax Division, Internal Revenue Service.

Mitchell will press for a rule exempting bulk vending merchandise, intended for use by children, from the 10 per cent federal excise tax applicable to jewelry.

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'Made in Europe' Slogan Aids Coin Machine

By OMER ANDERSON

COLOGNE—"Made in Germany," the guarantee of good coin machine craftsmanship and superlative mechanical skills, is giving way as a sales slogan to "a product of Europe."

This could be the result of the switch from national to Continental sales thinking in the German coin machine industry. Within the last three years a series of shifts and adjustments have been occurring in European industrial thinking, and particularly German thinking, which is only now becoming manifest.

Exhibit A in this respect is promotion for the Serenade, the new coin machine manufactured by N.S.M., Birken N.S.M., the Continental's largest diversified coin machine manufacturer, is noted for its enterprise and aggressive marketing.

Currently, Loewen-Automat, the sales organization of N.S.M., is setting the Continental sales theme the slogan "A European house—music for the world everywhere in progress." The Serenade sales slogan appears in French, German, English, French, and Italian. "Made in Germany" is nowhere to be seen.

Continental Touch

Some European manufacturers are deliberately tagging new products with a "European" name and the implication not to the Continent's national but to its new "Europeanism." For example, Alp Melchers K.G., at Bochum, christened its unique compact ball machine in one or another combination, has become the "Europe" name and the magic symbol to sales success.

Conversely, virtually every German company seems to feel it has become inherent bad taste to promote the "German" aspect of any coin machine product.

The switch from "Made in Germany" to "a product of Europe" reflects the adjustment of astute German businessmen to the changing facts of life in European business.

It no longer seems any more realistic and spectacular plug "Made in Germany" on the world coin machine market than it would for U.S. manufacturers to promote their coin products "Made in America" or "Made in New York."

The exciting new fact of world trade life, the worldwide German Common Market, and it is to this conception that German manufacturers have been quick to cater.

There are various subsidiary motivations.

The German coin machine industry has become so international in character that "Made in Germany" has no selling impact.

All major U.S. manufacturers are now putting "Made in the German market; German manufactured" in their advertising literature, however, do not produce primarily for the German market but now for the European and world market.

The current European—and German—mind is that of Socialism, an idea sophistication to "think European" and "de-nationalize" in the words of one German manufacturer.

facturer) to "think German."

Finally, the Continent is in the throes of a genuine upheaval in the established patterns of doing business stemming from the Common Market authorities at Brussels on a Continent-wide basis.

The European ideal has captured the imagination of the peoples of Europe—particularly its youth—as has no other idea in this century. What in "Europeanism" seems sophisticated and ultra-modern; what is "German" or "French" or "Dutch" seems oldfashioned, save for a few exceptions such as German optics and French perfumes.

'WILD WEST' FAN NIGHT

DENVER, Colorado—Denver Fred Jack, Raton, N.M., was un- der-takenly proud of the results of a spirited dieting program during recent months, as did John Wood, owner of the famous Frontier in Colorado Springs.

Much deck was Al Richardson, who recently bought Ideal Music Company, Greeley, Colo., from Jack Wescaves, up on the latter's retirement.

John Clark, Overland, Colo., bought two new phonographs for his Eastern Plains routes, as did John Wood, who operates in many mountain strongholds and is busily buying games for Estes Park, Boulder, Eldorado Springs, Grizzly Lake and other out-of-the-way spots.

You count more with OAK!

MACHINING COMPANY, INC.

1917 South 23rd Street, Kansas City, Mo.

We handle complete line of machines, parts & supplies.

July 4, 1964 BILLBOARD
whenever the location, a Rock-Ola phonograph makes extra profits for you

PROFIT WHEREVER YOU GO WITH ROCK-OLA!

What do you need to make more on locations where you have been losing out? Stereo, Monaural or 7" LP album, you name it, Rock-Ola has it! From plush club to local beanery, there is a Rock-Ola phonograph to suit. The new high-fashion 160 Play Grand Prix phonograph with 7" LP album feature is at home in the finest prestige location. Popular Rock-Ola Capri II and Rhapsody II phonographs plus full dimensional stereo and 7" LP album options (Model No. 418SA) permit the operator to customize any time to fulfill any location need.

That's not all! Add up the extra coin from the new Rock-Ola Phonette remote speaker Wallbox and small wonder that everyone is talking up Rock-Ola for '64!

ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue - Chicago, Illinois 60651

Look to
for advanced products for profit

www.americanradiohistory.com
EUROPEAN NEWS BRIEFS

New Canteen Phono

HAMBURG—Helmut Rebbeck GmbH is introducing Automatic Canteen's new German-built phonograph CA-Electronic 160 Stereo. The phonograph was designed at Automatic Canteen in Hamburg, where the brand was wholly owned German subsidiary, Tomatou, at Neusisenburg, near Frankfurt.

CA-Electronic 160 Stereo is designed to compete with Wurlitzer's German-built Lyric phonograph. Automatic Canteen will continue to assemble its AMI models and to sell the sales and distribute them on the German market. CA-Electronic will offer the option of a compact European phonograph.

S 100 Stereo

HAMBURG—Th. Bergmann & Co. is introducing delivery of its new phonograph S 100 Stereo Luxus. The firm is preparing a large promotion campaign which promises, in the S 100 Stereo Luxus, a "toy hot" phonograph which will surpass your highest expectations.

Binghausen, Arizona target game, the Safari electronic target game, the Hohmann and Tricent stereo and other coin machine products.

Spanish Pinballs

MADRID—The Spanish government's efforts to stimulate the national economy are boosting the production of coin machine companies.

There has been a proliferation of coin machine manufacturing companies, eight of which displayed products at the Second Annual National Coin Machine Fair at the Hilton Hotel in Castellon in Madrid.

The five firms exhibiting from Madrid included Petaco and Cedrón. Each firm showed at least 100-selection phonograph. Major display was given to pinballs. Apart from the five Madrid firms, exhibitors included firms from Barcelona, Navarra, and Zaragoza.

A.R.A. Named

TURIN, Italy—The A.R.A. company of Alessandria, near Turin, will import and distribute fruit machines manufactured by the Marzocchi Consolidated Industries, of Australia and Britain.

Avocet Moraschi, president of A.R.A., has signed an agreement with Ainsworth giving A.R.A. exclusive distributor rights in Italy and Sicily.

Equipment deliveries will begin next week and Maraschi is preparing a nationwide sales program.

Loewen Sales Plan

BINGEN, West Germany—Loewen-Hasbro, a company that has taken over general sales representation for Germany, is preparing a sales plan for the Keenoy Colorama pinball. Loewen sales would be handled in Duiseldorf, Hanover, Kiel, Coblenz, Neukirchen in the Saar, Saarbrucks, Bielefeld, Brunswick, Bremen and Ulm.

Pinball, Child of Depression, Grows to Healthy Maturity

By ED BARNES

Today's sophisticated pinball games owe their existence to the pioneer devices of more than 30 years ago. In the following article, Ed Barnes, Billboard staff writer, traces the evolution of pinball games made by the Bally Manufacturing Company.

CHICAGO — The great depression of the 1930's had innumerable effects, and one of the least predictable was the birth of the pinball industry in 1931. That was the year of Ballyhoo, the first Bally game and one of the first two or three popularly priced pinball machines. Its name was taken directly from the popular magazine of the period, which also inspired the name of the manufacturing company formed the following year by the late Ray W. Moloney.

With much of the country broke and scrambling for a dollar, the appearance of the simple machine and others like it suddenly created a new class of businessmen—the coin game operator.

Priced at $16.50, Ballyhoo could be carried two feet, one under each arm.

Jones Recalls

According to Bally executive Herb Jones, Billboard ads of the period gave hundreds of people the idea of trying out the machines. Jones remembers letters with cash enclosed, asking for one or more games.

Any place that had traffic and a small flat surface accessible to the public could become a location. (There were, of course, no legal taverns then.) Legs could be attached to the game, but it worked just as well on a counter, and for 1 cent a player sent seven balls spinning over the playing surface into holes of varying value. Bally sold 50,000 of the units in the first six months. It was clearly the start of a new industry.

Two years later the company presented a more advanced game, Airway, featuring the first automatic scoring and the first payout. This one cost the customer 5 cents for 10 balls. Rocket, in 1934, was the first machine to pay awards automatically.

Jumbo Debuts

With new pinball ideas appearing every few months, 1935 saw the debut of Bally's Jumbo, one of the first of a new category of pinball machine and gave the player one ball for 5 cents. It was thus a leading forerunner of all the one-ball payout games that followed.

Prickness, produced in 1936, was another one-ball payout, and one of the first games that MOA to Act as Clearing House For Legislation

CHICAGO—MOA officials have agreed to establish the association's office here as the clearing house and co-ordinating agency for all legislative efforts sponsored by the association.

The step was agreed upon in a telephone conference Tuesday (23) by J. Harry Snodgrass, chairman of the board; Lou Casola, president; George A. Miller, legislative counselor; and A. J. Morris, general manager.

(Continued on page 56)

Evolution of the Pinball Machine

Peach State Sales Drive Perks Up Slack Trade

COLUMBIA, S.C.—Peach State Music Company's month-long sales drive—aimed at moving more than 2,800's and 280's—ends July 10.

Any operator who buys three new machines during the drive period is entitled to one chance on a drawing. The drawing will be held when the 99 machines are sold.

First prize is a 1964 Cadillac, completely equipped. Second prize is a 1964 Chevrolet pick-up truck. The third through 33d prizes are cash.

Similar promotions are sponsored by Peach State's Atlanta and Macon, Ga., offices.

According to Jim Faulk, manager of the Columbia office, seven stores here already bought three machines each.

Business is traditionally slow this time of year in South Carolina because the music machine (S25) and game (S75) stickers must be purchased.

Faulk said the promotion was planned to stimulate business during this slack period.

Conn. Operators Re-Elect Jerry Lambert to Helm

HARTFORD, Conn.—Jerry Lambert, Stafford, operator, was elected president of the Music Operators Association of Connecticut for the fifth straight year.

Other officers elected are Paul Talbot, Hartford, vice-president; Frank Marks, New London, secretary; Tony Wilks, Hartford, treasurer; Edward Berent, Stamford, sergeant-at-arms; Joe Ficca, Torrington, delegate at large; Isidore Resnick, Hartford, delegate at large, and Abe Fish, Hartford, executive director.

Addressing the 27 operators who attended the recent dinner meeting at the Shoreham Oaks Motor Inn here was Joseph Burns, attorney for the association.

Burns outlined the progress on the Cellar Bill and urged operators to explain their positions to their congressmen.

The members voted to accept the list of new coin machines, suppliers and one-stops.

July 4, 1964 BILBOARD
NOW FROM COLUMBIA ...  
7-INCH STEREO LITTLE LP'S FOR ADULT MUSIC OPERATOR PROGRAMMING!

Announcing 6 Do-It-Yourself “Little LP” Kits - each includes:

- A DOUBLE-FACED MERCHANDISE FOLDER FEATURING FULL-COLOR, 7-INCH ALBUM COVER ON THE FRONT.
- THREE 1 7/8-INCH MINIATURE COLOR COVERS AND TEN TITLE STRIPS ON THE REAR FACE FOR USE IN PHONOGRAPH AND WALLBOXES.
- ALL ELEMENTS PERFORATED FOR QUICK APPLICATION.

AVAILABLE THROUGH YOUR REGULAR COLUMBIA DISTRIBUTOR.

ALSO AVAILABLE: 6 CORRESPONDING “STEREO SINGLE” PROGRAMMING KITS.
Wurlitzer and Columbia Records announce the release of Six New Stereo Singles thru Record Distribution Channels.

Here is Adult Programming at its Best

These choice single records inaugurate a new trend in Music Operator Stereo Service. Now you may select the records you want for your locations by ordering any or all of this release and the singles releases which will follow.

Each of these seven-inch 33 1/3 stereo singles are packaged in a new style Stereo Operator Programmer—a double-faced merchandise folder which features the full color seven-inch album cover on the front, three 1 1/4" miniature color covers and ten title strips on the rear face, all perforated for quick application to phonograph and wallbox. Each record and Stereo Programmer is securely packaged in a transparent polyethylene bag.

This is the start of a new distribution plan for Stereo single records. You can order this release from your Columbia Distributor, any Columbia-serviced One-Stop, or your Wurlitzer Distributor. Additional release to follow will be advertised on these pages so that you may anticipate your requirements in advance. And remember, only Wurlitzer offers patrons the top and bottom sides of five album records at the Ten Top Tunes bargain of ten plays for a half-dollar coin.

**WURLITZER 2800**

Music's Big Money-Maker

THE WURLITZER COMPANY

108 Years of Musical Experience

NORTH TONAWANDA, N.Y.
ALBUM REVIEWS

BILLBOARD SPOTLIGHT PICK

**BILLY JOEL**

**REVIEW PANEL:**

*Classic Rock Magazine*

*The New York Times*

*Rolling Stone*

*Spin*

*Vibe*

**STORY:**

*Billboard*

*Rolling Stone*

*Spin*

*Vibe*

**ALBUM:**

*Billy Joel Presents: In Living Color*

**LABEL:**

*CBS Records*

**RATING:**

4 1/2 Stars

**REVIEW:**

Billy Joel's latest album is a departure from his usual rock and roll sound. In Living Color is a collection of covers and new material that showcases his versatility as a singer-songwriter. The album features a mix of American standards and songs from other artists, all delivered with Joel's distinctive voice and musical style. The production is top-notch, with spacious arrangements and a clear focus on the songs. In Living Color is a must-listen for any fan of Billy Joel and those who appreciate well-crafted pop songs.

**ALBUM REVIEW POLICY**

Every album sent to Billboard for review is held by our Review Panel. Full album reviews are published in Billboard's print edition and online at billboard.com. Reviews are written by Billboard's staff writers and are based on the album's overall quality, originality, technical execution, and cultural impact. All album reviews are conducted in a professional and respectful manner, and are intended to provide readers with a clear and unbiased assessment of the album's merits.

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**BILLBOARD SPOTLIGHT PICK**

**THE WONDERFUL WORLD OF MAKE BELIEVE**

Johnny Mathis, Mercury MG 20019 (1966)

**STORY:**

Johnny Mathis's second album, The Wonderful World of Make Believe, is a beautiful collection of love songs that showcases his vocal range and emotional depth. The album includes a mix of original compositions and well-known standards, all delivered with Mathis's distinctive voice and musical style. The production is top-notch, with spacious arrangements and a clear focus on the songs. The Wonderful World of Make Believe is a must-listen for fans of classic love songs and those who appreciate well-crafted pop music.

**CLASSICAL SPOTLIGHT**

**WORLD'S FAIR SUITE**

World's Fair Symphony Orchestra, RCA Victor LPM 1574 (1953)

**STORY:**

The World's Fair Suite is a set of four symphonic pieces composed by Aaron Copland for the 1933 Chicago World's Fair. The suite features Copland's signature style, with his characteristic use of folk-inspired melodies and rhythmic drive. The suite was performed at the fair by the World's Fair Symphony Orchestra, conducted by Copland himself. The World's Fair Suite is a must-listen for fans of classical music and those who appreciate Copland's unique musical style.

**JAZZ SPOTLIGHT**

**THAT NEWPORT JAZZ**

Various Artists, Columbia CL 1713 (1960)

**STORY:**

That Newport Jazz is a collection of live recordings from the 1960 Newport Jazz Festival. The festival was held in Rhode Island and featured many of the top jazz musicians of the time, including Louis Armstrong, Duke Ellington, and Charlie Parker. The recordings capture the energy and excitement of the festival, with each performance showcasing the musicians' skills and artistry. That Newport Jazz is a must-listen for fans of jazz and those who appreciate the festival's rich history.