DISK INDUSTRY HOPES TO ROUT SUMMER DREUGHT

By MIKE GROSS

NEW YORK—Summer, usually the record industry's slump season as the teen-agers head for beaches and camps, and away from the record shops, looks as if it will turn out fair and profitable this season because of hits from Broadway shows, the British boys and the steady sales pull of the likes of Barbra Streisand, Al Hart and Nancy Wilson, to name a few. Also important in helping to hold up the sales pace during the summer months is the rub-off on several labels. For example, both RCA Victor and Kapp Records are reaping profits from their ties with the Broadway musical, "Hello, Dolly." Victor is swinging with the original cast album, while Kapp rolls at a hot pace with Louis Armstrong's "Roots," a natural follow-up to his single click of the same tune. As far as the British imports are concerned, the spread is even wider. Capitol, of course, has the Beatles, United Artists is out with the sound track of the Beatles' film, "A Hard Day's Night," Epic has the Dave Clark Five, London has the Rolling Stones, Smash has Millie Small, Laurie has Gerry and the Pacemakers, Imperial has Bill J. Kramer, and Kapp has the Searchers.

Other Factors

Among the other contributing factors in sustaining steady sales through July and August are (1) the flood of World's Fair visitors to New York who will want to see the Broadway musicals and the (Continued on page 8)

WASHINGTON — Top 40 and other "specialized" music programmers among radio licensees will have to account for their choice of program type in the FCC's proposed new reporting forms. At an oral hearing by the Commission last week, broadcasters vigorously opposed requirements of this kind as indirect pressure on the station's right to program for itself.

NAB counsel, Douglas A. Anello, said all of the reporting requirements on types of programming put on by broadcasters constitute pressure. NAB expects to challenge the Commission's requirement that broadcasters file a programming test case in the not-too-distant future. Anello told FCC Chairman E. William Henry.

Although the newer radio reporting forms (revised by a joint FCC-industry committee) were considered an improvement over the controversial earlier forms, broad-based complaints still found the reporting too detailed. Run-down of information on early morning shows, for example, is libelous to the station's reputations. The committee would be hard on all broadcasters, but particularly the smaller stations. This kind of correlation rarely works out in actuality, broadcasters testified.

FCC said it had decided not to make broadcasters describe the programming of competitive stations, but it did practice the same in new forms.

(Continued on page 12)

DEBUT WINS FIRST PRIZE IN FRENCH SONG TOURNEY

ANTIBES-JUAN-LES-PINS—The first French song competition, "Festival of the Gold Rose," held here June 19-21, has produced the following winners from among 30 songs entered.

First prize went to Jean-Jacques Debout for his "Nos Delits Se, Scott Green." (The English version, "What Made You Love Me?" was published by Chappell.) The second was Les Pardos with Michel Emer's song, "Tu Es Ma Musique." (You Are My Music), published by Amour and third prize went to Freado Scandra with "Aurora." (Formerly), composed by Emil Stern and published by Sandra Music.

Foreign publishers at the competition were Sal Chirati from London, who has won this contest for the last dozen years, and J. C. Schram from Berlin. Gold River, Essex Music, New York; Felix Focca, World Music, Brussels and Manuel Salinger from Barcelona.

Some publishers have already taken songs for their countries. For Canada, Marcel L. Stellman has taken "Ma Maison Avec Toi" (My Home With You), written by Charles Leval and published by Continental. Stellman is European sales promotion manager for Decca Records, Ltd.

Vogue Has Winner

Debout, 23, is a compositions winner who is released on the Vogue label. Although he has composed many songs, some for Johnny Hallyday, "I'm in Love With Sylvia Vartea." Winning ballad is the first song festival win for him personally. Gigliola Cinquetti, winner of the Eurovision contest in Denmark and the San Remo Festival in Italy, will represent France.

Ira Pardo is compared by many to Edith Piaf. The festival was the first for her and her first record is just out on the President label.

A meeting in October in Paris will be held to decide the location of the 1965 "Festival De La Rose D'Or."
Requests for "WORLD of MUSIC" catalog reflect fast-growing demand for foreign records

SYLVIE
Favorite of the French teenagers, sings with a twist. Includes: Baby, c'est vous, Danzones, others. 430.103/440.103

PAUL ANKA
Haydn's Concerto in E flat, Knud Hovaldt, with the Scandinavian Philharmonic orchestra. LM/LSC-9556

NEIL SEDAKA
Paul sings world-wide favorites in Italian. Included are: Crazy Love, Eso Beso, and others. LPM-10130

MARCO ANTONIO MUNIZ
Mexico's top balladeer sings: Lamento Borincano, Campanitas de Cristal, Quiereme Mucho, others. MKL/MKS-1576

RAFAEL HERNANDEZ

Danzones CON EL MEJOR MARIACHI DEL MUNDO
Mariachi Vargas de Tecalitlan. Melodies. Included are: Siboney, La Negra, Juarez and others. MKL/MKS-1582

Jussi Björling
A collection of Swedish and Scandinavian melodies. Includes: Tonerna, Say say susa, others. LM/9884

HARMONY IN STEEL

Sedaka makes some hits even more enjoyable. Includes: La terna luna, I tuoi capricci and other favorites. LPM-10140

Danzones CON EL MEJOR MARIACHI DEL MUNDO

Here are 8 Best Sellers selected from the 650 great albums in RCA Victor's new foreign record catalog.

The overwhelming response to the first offer of RCA Victor's "World of Music" catalog was extremely gratifying—and shows the growing importance of foreign records to U. S. dealers.

Catalog lists over 650 L.P.s, all available for immediate delivery from U. S. warehouses, all attractively packaged and shrink-wrapped. To get your share of this booming business, contact your RCA distributor for full details and a sample catalog. Be sure to do it today!

RCA VICTOR

® The most trusted name in sound

www.americanradiohistory.com
EDITORIAL

Fruition of a Goal

The inaccessibility of trade practice rules is testimony to the dedication of a small band of independent distributors and manufacturers who struggled to achieve an objective, for all segments of the record industry have participated in the proposed rules, there is no question as to who was the spark plug. The small group of those under the banner of ARMDA and motivated by a desire to stabilize an industry which had been so good to many of them. A soon-to-be promulgated set of guidelines spelling out industry ethics and sound business practices.

The rules, when they are issued, will be a memorial to the late Harry Burkhimer, the distributor who infused the ARMDA board with his concept of a better industry through voluntary compliance with the government. There were other workers too. They included Amos Heilicher, Bob Chatton, Bill Davis, Irwin Pink, Jimmy Martin, Al Chaton, Bud Lampe, Pappy Dailey, Jake Friedman, Hutch Carlock, Jon Schwartz and others who gave of their time and energy—often to the detriment of their business interests—to further the ARMDA cause.

There were also the manufacturers, who in the past two years thoughtfully considered the problems of the record industry and, during the last two ARMDA conventions, forcefully presented their views. These were the contributions of Dave Kapp and Bill Gallagher—the contributions of the Jerry Westers, the Al Cahns, the Johnny Sipples and many others to whom the record business is a way of life to be preserved and bettered.

Battle Culminated

The hard-fought, successful battle to achieve a set of rules culminated last week at the ARMDA convention in Miami Beach, where Earl Kinman, Commissioner John R. Reilly, Congressman James Roosevelt—among others—explained how the rules would affect the independent record company. The was indeed scholarly, and the views of Reilly and Burkhimer were forthright. In sum, the talks added up to the view that, if accepted in good faith, the conventions are the development of a more prosperous, more ethical record business.

We think so, too, despite the myriad cynics and detractors who have ever-present and who even infiltrated the parley. Generally unsuccessful in their business endeavors, the detractors held to the general view: "What has ARMDA done for me?" While refusing to pay their dues, these detractors nevertheless have the gall to avail themselves of some of the benefits of the convention—using the occasion to make new contacts and deals. Frankly, ARMDA can do very little for this ilk. Their failures are largely self-imposed and derive from their own inadequacies. As the industry stabilizes, many of them will leave the business to more capable hands.

There was a large strong support of the upcoming trade practice rules, and of ARMDA—which may be on the threshold of assuming the role of guardian of the industry. The work of the organization in the past two years can be termed, assuredly, a class act.

LATE SINGLE SPOTLIGHTS

HOT POP

THE DIXIE CUPS—PEOPLE SAY (TriO, BMI) (1:55)—Another hit for the dynamic singing group that came up strong with "Chapel of Love." Its lifting beat and exuberant harmony are the ingredients that are hard to beat. Flip: "Girls Can Tell" (TriO, BMI) (2:38).


THE WILD CATS—DREAMS OF LOVE (ABC, BMI) (1:45)—The third hit for the group that brought "Chains of Love" and "Lips of Love." It's a top 10 hit with a strong connection to the current mood. Flip: "I'm Gonna Love Somebody," a flip of "Don't Worry." ABC (2:05).


scenes At ARMDA Parley

SCENES AT THE ARMDA Convention last week at the Eden Roc, Miami Beach, Fl. In photo top at right, Amos Heilicher, ARMDA president, greets John R. Reilly, FTC Commissioner, who addressed the assemblage top right. In photo below left, Reilly is shown with ARMDA president, James Martin, ARMDA executive vice-president the past year. Bottom right: Irwin Pink, Allstate New Jersey, Newark, N. J.; Jim Edwards, Schwartz Bros, Washington-Baltimore; Bob Chatton, Chatton Distributors, Oakland, Calif.; Joe Cohen, Essex Distributors, Newark, N. J.; Heilicher; Martin and Bill Davis, Davis Sales, Denver.

Heilicher is re-elected

MIAMI BEACH—Amos Heilicher was unanimously re-elected president of ARMDA at the organization's sixth annual convention here last week. Bob Chatton was named executive vice-president. Other officers are still in their respective positions.

Board members who were elected include Jake Friedman, Mill Saltstone, Hutch Carlock and Henry Nathannson and Harry Levin. New board members are Al Chotein, Henry Hidetanadr and Ice Klayman.

RCA rules success is up to you: Reilly

MIAMI BEACH—The success of the soon-to-be-released trade rules depends upon the wholesale co-operation of the record industry, said John R. Reilly, FTC commissioner, during an address to the ARMDA convention here last week.

Reilly noted that the problem faced by the record industry "is simple." It is the need for a group of potential respondents. He said the Congress to the FTC extends to almost every manufacturer, distributor and retailer. Your advertising, your merchandising systems, your dealings with competitors are all the subject of scrutiny by the Commission. This is the type of industry we are talking about. The Commission is watching you, he added, and "if you really want to make the rules work, you can do it." He said that if the rules are accepted in good faith, the Commission will make the rules work for the betterment of the industry.

Both have obligations

Commissioner Reilly developed the idea that the commission rules create virtually a martyr kind of relationship between the FTC and the industry. He added: "We both have a continuing obligation. In order to fulfill their commitments, we must have the cooperation of the FTC and the industry. We must both accept the rules as the way to go."

President Burkhimer is upped by RCA

NEW YORK—Donald J. Burkhimer, formerly manager of Camden Tapes and Services, has been upped to the post of pop album planning and merchandising manager at RCA Victor, Burkhimer’s major responsibilities will be the development of the RCA Victor product line. He will work with sales and field functions and maintain liaison with the company’s ad and promotion departments, as well as with disc jockeys and dealers.

Prior to joining the record division, Burkhimer worked for RCA Victor as manager of the division from 1955 to 1958. He switched to Camden in December 1958.

Roosevelt stresses anti-fifth freedom

MIAMI BEACH—In an address last week before the ARMDA convention, the Congressmen added: "Some talk of the Eden Roc Hotel, Congressman James Roosevelt (D., La.) chairman of the subcommittee on distribution for the House select committee on small business, emphasized the economic "freedom of opportunity to compete." Roosevelt noted that the economy had undergone a revolution in distribution, that the growth of giant chains and department stores had taken their toll of small businesses. The Congressmen also noted that this as evidence that smaller chains cannot successfully compete with larger chains. He who come to this conclusion have seen the companies examined all the facts. If they have, they would realize that many of these companies have been eliminated by being effectively deprived of an opportunity to compete or have special or preferential conditions, dual distribution and similar practices have too often prevented any real competition from occurring."

Roosevelt said that where serious injury effects the small business community, it is not generally caused by the existence of dual distribution; rather, the injury stems from the use of unfair tactics.

Have equal duty

The Congressmen said that equal representation in the industry — manufacturer, distributor and retailer — has an equal duty to consider the other's problem. He added, while bigger in a business car- ries with it many obligations, I do believe it is in itself neces- sarily bad, but it will create a problem and cause a conflict.

Roosevelt stressed that small business provides the American economy with its variety and flexibility. He said, "small business continues to provide new sources of new ideas and new products."

... This is not to say that you must tolerate small business treatment, however. People with (Continued on page 9)

July 11, 1964 BILLBOARD
By CHRIS HUTCHINS

NEW YORK—Congressional legislation that would revitalize the Carnival's copyright law in the newly emergent countries, many of them under communist control, the Congress decided, essential to educate the people of those countries about the importance of copying to encourage its authors and composers to produce works.

At present, said one delegate, a complete lack of production and the consequent removal of incentive tends to stifle creative output.

Contact Authors

It was pointed out that authors and composers in such countries should be contacted and invited to study the problems of copyright in other parts of the world. Another major issue concern ing the future of the labels' recent recovery of the domestic and international markets. It was suggested that laws should be tightened and there should be more penalties for illegal use of tape recorders.

But another suggestion, raised by both of the congressmen from Germany, attracted attention from several societies: manufacturers should stop making machines that sound on the machines to cover composers.

Neighboring Copyright

The Congress discussed neighboring copyright—the right of the artists, manufacturers and broadcasting organizations of any country to prevent recording by its citizens. It was decided that the authors' societies should be responsible for collecting mechanical reproduction royalties, but where a situation arose where several collections were being made from a common system, the societies would have to make a corporate collection.

The meeting ratified a resolution that the sending of societies were not obligated to take the initiative in collecting royalties belonging to owners of recorded works, the societies would be agreeable to manage such collections if such action was not in their best interest.

The Congress elected Sir Arthur Bliss, Master of the Queen's Music and president of the Royal Philharmonic Society, president of the Confederation. Vice-presidents were elected George Mahler, Sir Alexander Baldo Benedetti of Italy, M. Leopoldo Cenni of Argentina, and M. Frédéric Pizzetti.

New Releases

by ABC-Par.

NEW YORK—ABC-Paramount Records will release 12 new albums on its own label, 14 on its jazz subsidiary, Impulse, and one on the Tangerine label, owned by Roy Charles and distributed by ABC-Paramount.

Announcement of the new releases was made to the label's distributors at a Miami Beach meeting.


Impulse will release 14 albums featuring Loretta Alexander, Freddie Hubbard, Gloria Colón, Paul Basile, Paul Gonzales and Sonny Stitt, McCoy Tyner, Terry Gibbs, Chic Harvey, Les McCann, Allen Weber, Johnny Hodges, Clark Terry, John Coltrane and Shirley Scott.

One Tangerine release featuring Louis Jordan is also in the works.

Beethoven's LP: 4 Days That Shake Industry

NEW YORK—United Artists' Records' soundtrack album of the Beatles' "A Hard Day's Night" has become one of the most controversial in the history of the record business. Within four days after the album's release, the record's distributor—abroad—which sold the Beatles' releases in Europe, was contacted by George Martin, the Beatles' musical director. UA has released a single from the film's special commercial treatment of "Ringo's Theme (This Boy)" and "And I Love Her.

The Beatles' next album for Capitol is due sometime this August. Meanwhile, Capitol has released a single from the title song.

Mercer Leases Floyd Bennett Record Depts.

GARDEN CITY, L. I.—Merco

Corporations, Inc., have taken over the long-time lease agreement of the Floyd Bennett Studios, 94-00 Rockaway Blvd., in Brooklyn, Lyn Valley, Streamside Manor, Jericho and Patchogue. This gives the company, which has a total of 43 locations that they now service or lease in the metropolitan New York area, a total of 10.

The executive offices and warehouses are located here. Sixty-five people will be transferred from Merco's circulation department to the circulation department of the L. I. S. Merry has its own art department, inventory control system, and recently added a $15,000 copy wrap unit, according to Sol Gleit, vice-president. Merry operates in such areas as Florida, New Jersey, Maine, Alabama, Pennsylvania, Illinois, Michigan and Michigan. The firm also designates Liberty and Gimbel stores.

New Col. Post To Ehrenkaufer

NEW YORK—Occar Ehrenkaufer has been set as director of special projects for Columbia Records. Ehrenkaufer is director of administration for Columbia Records.

He will be responsible to John L. Lorenzo, Columbia's vice-president in charge of the field offices, and, in turn, direct all the various offices spanning the country, and particularly to the affairs of this association during his tenure as its executive secretary (1962-63). The award was unanimously voted by the ARMADA board.

Just to Dance With You." "I Should Have Known Better," "If I Fell," "It's Now or Never," "Can't Buy Me Love." The album was released by George Martin, the Beatles' musical director. UA has released a single from the film's special treatment of "Ringo's Theme (This Boy)" and "And I Love Her.

The Beatles' next album for Capitol is due sometime this August. Meanwhile, Capitol has released a single from the title song.
A Summer Sunburst of Sales from EPIC

Cash in on these scorching new Best Sellers! Order Now!

Bobby Vinton
LN 24113/BN 26113
BOBBY VINTON
TELL ME WHY

Bobby Hackett
LN 24099/BN 20099
HELLO LOUIS!
BOBBY HACKETT
PLAYS THE MUSIC OF LOUIS ARMSTRONG

www.americanradiohistory.com
Record Picture in Japan

**Continued from page 1**

At present there are seven major distributors in Japan that cover nearly the whole market, each with about 10,000 releases last year. Distribution is mostly made direct to the many branch offices with a few jobbers operating.

**Stores**

Specializing in accordance with the ever-increasing trend of releases, it is likely that there is a trend toward specialty shops specializing in classical and opera in popular and jazz. Chain stores operated by an independent firm, in stores which buy merchandise from distributors, can apparently be regarded as economically. The position of jobbers or distributors is thus regarded to be substantial and strengthened for the future. For small shops, it is quite a burden on the few employees to control purchases or returns or inventory.

In the past, diskies used to ship merchandise on consignment and payment of merchandise was rather slow. This has changed and merchandise must be shipped only after confirmed orders. Credit terms have been increased and are later disposed of at reduced prices, disturbing the trade.

**Mail Order Sales**

In the mail order business, Concert Hall供销社 is very active and ranks at the top, followed by a subsidiary of Radio Kanto and the recently opened World Records Ltd., believed to be watching how to see the eventual mail order business will make in their country.

With Crown Records' entry into the picture, the last December, Japan's total record sales for the latter half of fiscal 1964 (April 1, 1964 to the end of December, 1964) were $25,881,888, a gain of $2,833,333 for the first half of 1964. This means a drop of 1.7 percent.

Small independent diskies, in line with the overwhelming, have greatly expanded their mail order facilities. The market, however, has been smaller than expected, and mass production, and it has been experienced extensive discount sales. Manufacturing independent disks continues to be a phenomenon, and started to slow down pressing, but it was too late. Mail order sales and multitudes of returns resulted during the past accounting term. These are the main reasons causing reduced profits.

**Sales Recap**

It was reported that Victory's net sales were $7,277,777 against $8,555,555 from the preceding six-month period. Victory reportedly transferred to a new warehouse and the lower returns and other similar loss accounts. In all, however, Victory's profit, including those of 20 percent per annum with profits against that losses, was $1,028,857, an increase of 17 percent.

Crown Records' (Japanese songs only) marketed its first batch of disks on Dec. 1, 1964, and gained $5,203,600, a profit of 85 percent over the previous December. Future prospects look very rosy for this new firm, who has not yet handle any foreign label.

**HIGHER EACH YEAR**

Exports of Polish Disks Makes Gain

**W. Walker Is Named Rep for Japan**

NEW YORK—Wally Walker, Export manager of Liberty, will be the new export representative for Virginian, Grazier, and other foreign distributors. In this position, he will be responsible to Jerry Teif, third general representative, for obtaining orders for the companies located in the surrounding Southern areas. His duties will also require the following New York-based writers, and his recommendations to performers and ad producers.

On the New York front. April, Billboard's editor, was replaced by Jack as staff writer. In addition to writing music and lyrics, he is still a staff writer in the industry, with artists and repertoire producers, as well as the artists themselves.

I loved your story "Potential Is Largely Undecided" and I liked your including my name in it, but my name is Tommy, not Tony . . . so there.

Tommy Valando
New York City

**Ed:** To well-known music publisher Tommy Valando I would like to acknowledge the contribution of "Concerning the Industry's" differences with management. He was with the company in the past, and continues to maintain contacts within the public relations department.

Billboard's managing editor, Eastern Operations, flew here from New York to seek a position. He was the chief before his promotion to his current position. Martin reported to Meggs, although operating from the Tower headquarters.

Martin will open his own public relations firm Sept. 1 to specialize in commercial and personality accounts. Initial clients include Thorstein Yacht, San Francisco and Hong Kong, and Belvee Enterprises, Newport, Calif., and Martin plans operating from Hollywood and Newport.

**Motteux is Dead at 89**

HANCOCK, Me.—Pierre Motteux, world-famed orchestra conductor, died at his home here June 9. He was 89 years old.

He was born in Paris, April 4, 1875. He attended the Paris Conservatory, which hardly any opera orchestra in the world that he did not conduct. His recordings are available in the U. S. on London, Westminster, RCA Victor and Capitol.
CATCH THIS GIANT WAVE OF SUPER-SELLING SUMMER SURFING SOUNDS FROM CAPITOL

The hottest, selllingest, chart-bustingest stable of surfing stars on any label! The Beach Boys! Dick Dale and his Del-Tones! The Super Stocks! Jerry Cole and his Spacemen! Mr. Gasser and the Weirdos with "Big Daddy" Roth! And they're all on Capitol!

FREE BONUS SINGLES

Included with four of these great new Capitol albums is a free 45 rpm surfing single—a different one with every album. And, that's just one of Capitol's many fantastic merchandising aids! Other Capitol albums have FREE color Hot Rod pictures included. Or Motorcycle pictures. Or Drag Boat pictures. Or Ratfink decals. And More! It's going to be a HOT summer... with a Capitol "H!"

Don't miss sales. Have your buyer contact CRDC and order immediately!

And don't forget to re-order on these other great Capitol surfing albums.
it's all "arranged"!

QUINCY JONES' haunting new arrangement of "the theme from GOLDEN BOY" will be his own big hit!

The Grammy Award winner of 1964 as best arranger, now fashions a dramatic instrumental single from the theme of Sammy Davis' forthcoming B'way musical "Golden Boy" into a hit for himself!
ONE MILLION ALBUMS
sold and delivered in just four days...
and that's only the beginning!!

THE FASTEST-SELLING ALBUM IN HISTORY!!

ORIGINAL MOTION PICTURE SOUND TRACK
THE BEATLES
A HARD DAY'S NIGHT

The original soundtrack album
from their first full-length starring film

and it's on United Artists, of course!
...and from this history-making motion picture sound track album

A BLOCKBUSTER SINGLE

by The Beatles' brilliant musical director,

GEORGE MARTIN

and his orchestra—

RINGO'S THEME (THIS BOY)

with

AND I LOVE HER

Written by John Lennon and Paul McCartney

in a special sleeve illustrated with thirteen pictures of The Beatles!

and it's on of course!
Jazz Format Makes WNOP Fun Station

By GIL FAGGEN

NEWS: New York—There are many stations today that term themselves "fun radio." Indeed some of them are. In Cincinnati there is a "fun" radio station that doesn't actually bill itself as such, but both the listeners and staffers probably have as much fun with WNOP as with any station in the area.

A good deal of the fun derives from the station's unorthodox approach to programming. Most appeal is shunted— the station plays only jazz music. There is no deviation from this practice—the morning show is just as cooly hip as is the evening stunt.

"Either you love jazz or you don't love it at all. We're not interested in wooing the pseudo sophisticate, who after a martini or two decides one night to jazz it up with WNP."

Evidently there are enough jazz lovers to back up the station and its programming. Billboard's Radio Response Rating on the Cincinnati market gave the station a peak of 9.5, and the station sweep in the jazz music category. WNOP air personalities took most of the top four places in that category "top disk jockeys for jazz station June 6 survey in Billboard.

After listening to the station it is easy to understand management's philosophy. One tends to dig the station the most or label it a large drag—there is no middle ground.

Radio Free Newport

Technically WNOP is not a Cincinnati station; it's licensed to Newport, Ky., just across the river. The sound and the location gave birth to WNOP's catchy logo: "Radio Free Newport." Fans and staffers affectionately tag it "EN-O-PEE-

The 1,000-watt daytimer is a David hard on the heads of another daytimer and four other full-time operations. Their programming philosophy may be attributed to Newport itself. The Kentucky town, once the intriguing center of Midwest gambling and big-time entertainment in its plush casino, is that kind of place. A reform movement, complete with sheriff, closed down the city in the early 1960's. Today Newport's about as exciting as Switzerland without the Alps.

The station fights a daily barrage maintaining the dullness of Newport and what that station management terms "the conformity that has suffocated much of modern American radio."

How they go about this has earned the station a similar tag—"unbelievable radio." The identification is perfectly appropriate. What the listeners hear on WNOP is often unbelievable—by at least standards which (Continued on page 10)

Radio Editorial

The emergence of the "music and news" station as an afterthought of the onslaught of specialized programming has been so pronounced that the normal listener has not only been deprived of quality drives, but has also been deprived of a personal overview of the entire area of music and news radio. Despite the fact that "formula radio" with pop records and in some stations, dominant music qualities, had captured the imagination of tens of thousands of new radio listeners, it was far from a success. The audience, one factor prominently missing from music and news radio was genuine and sincere involvement in community affairs. Modern radio, while it has gone through high ratings, impressed few who expected more than a juke box sound. Least impressed were advertising agencies and would-be sponsors.

Happily, modern radio has bridged the gap. An example of how effectively this has been done is WMCA, one of the most successful of music, news and personality stations.

Under its President, R. Peter Straus, and Vice-President and General Manager Stephen B. Larbuski, WMCA is pioneering editorializing. It was the first station in the nation to endorse a political candidate in a presidential race.

With WMCA's it's not just editorializing for the sake of editorializing. The station consistently backs up its position with action. A few examples: not only has WMCA and Mr. Straus, the son of the late Nathan Straus, first administrator of the Empire State, editorialized on WMCA for former Sen. Harry Hatton, but the station also paid the $20,000 fine levied against WMCA for "malapportionment," by which highly populated urban and suburban areas are under-represented.

Several weeks ago, the United States Supreme Court ruled in favor of the WMCA suit. Music and news radio, and WMCA radio in particular, is to be saluted for such outstanding personal involvement in nationwide issues.

Three and a half years ago what was to be the station's most rewarding effort kicked-off—the first for legislative reapportionment in the Empire State. Straus editorialized on WMCA for former Sen. Harry Hatton, but the station also paid the $20,000 fine levied against WMCA for "malapportionment," by which highly populated urban and suburban areas are under-represented.

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FCC Query Form Queried

Anello pointed out the broadcaster is asked to tell how he thinks his programming differs from others. Attorneys for the Meredith attorneys challenged the FCC on its right to make this demand. As a broadcaster's choice of programming—do dozens stations want to program "great music" or "Top 40" in an area, that decision should be left to them. In fact, even if a broadcaster chose to play one record around the clock, the FCC should not interfere. This was in answer to a query from Commissioner Ford, who felt the FCC should have some say in this type of case. The FCC's answer was that if the licensee made a practice of such shenanigans, FCC would review the case.

Several protests were raised against reporting any "significant change" in programming. NAB Board OK's 2 Projects

WASHINGTON—Two major projects to bolster the prestige and image of radio were approved by the Radio Board of Directors of the National Association of Broadcasters.

The Board recommended a study into the preparation of an Encyclopedia of Sound. The Encyclopedia could become the first major central source of au-

Washington's billboards, and the creation of a good list of terms used in the industry, are among the many things that should be done. The encyclopedia will be compiled by a committee of experts, including engineers, public relations specialists, and commercial and consumer interest.

Also, the NAB Public Relations Service was authorized by the Board to produce a 20-minute color film which will be shown in America today. It will show radio's image abroad and widespread acceptance by all elements of the nation's social fabric, detailing the services radio provides, and the telling how each community depends upon these services.

KIKK Plans Unit for C&W Station

HOUSTON—Leroy J. Gloger, president of the Gloger Corporation, and of KIKK, announced plans for the construction of a

The station will contain four floors of office space and complements a $250,000 expansion program for the radio station. New facilities include a complete broadcast studio for music, a recording studio for production and news departments.

Horrible Future Seen for Kids

NEW YORK — A two-way split between monsters and the Heatwave broadcasters in 1964, according to a report circulated last week in electrical engineer's magazine. Wayne, an advertising agency specializing in the youth market.

Melvin Heifizer, agency presi-
dent, charged that the fall of monster, ghost and ghost-rider, problems, and the Beatles have the greatest potential appeal and effectiveness for the advertisers-handlers of children's products. The agency chief also predicted that the Beatles will be more important than during their first American tours. He also said the Fabulous Five will tour the U. S. from Aug. 19 through September.

Continued from page 9
Play'em now!
(Next week everybody will.)

A breakout single in the East.

ON THE OUTSIDE
(LOOKING IN)
BILLY EDD WHEELER

K 595

A breakout single in the West.*

THE NEW FRANKIE & JOHNNIE SONG
THE GREENWOOD COUNTY SINGERS

K 591

A pick on big stations from coast to coast.

BABY COME HOME
RUBY AND THE ROMANTICS

K 601

*As shown in Billboard, July 4.
'BEST OF' ALBUMS — EVERY ONE A SALES WINNER!

- CHET ATKINS
  - Chet's greatest hits from the past, like "Yankee Doodle Dixie," "Main Street Breakdown," "Country Gentlemen," "Malaguena," and "Blue Ocean Echo."

- FLOYD CRAMER
  - Floyd's big hits in one great album, such as "Lost Days," "Java," "Satan's Doll," "Unchained Melody," "Your Lost Goodbyes."

- MARIO LANZA

- DAVE GARDNER
  - "Glibness of Mort Sahl," irreverence of Lenny Bruce!—Chicago Sunday Tribune. Your customers know he's very, very funny, too!

- MANCINI
  - The leading man's outstanding performances. Includes "Peter Gunn" and "Mr. Lucky" from TV, "Moon River," "Charade," "Days of Wine and Roses" and "Hatari" from the movies.

- THE LIMELITERS

- JIM REEVES
  - Tim sings his heart out on tunes like "He'll Have to Go," "Ain't I Losing You?" "Your Wishes," "Guilty," "Danny Boy," "The Blizzard."

RCA VICTOR
CAMPUS BEAT

Summary of Record Artists Dates and How They Fared

NEW YORK — The weeks just prior to the summer vacation saw a great flurry of activity by recording artists playing college campuses and record dates. In many instances—particularly where the programs were well-promoted—album sales by artists touring the college circuit rose on an upsurge. Here is a rundown of key dates:

The Smothers Brothers on May 18 played to a crowd of 1,000 at the Frederick College Arena, Ithaca, N.Y. The show, presented by the freshman class of Old Dominion College, Norfolk, Va., was well-received. Billboard's campus correspondent, Thomas Lewis, noted that Mel Tillis, one of the group, was named Joseph M. Zamoriski Company of Baltimore, distributed promotional albums. These were played prior to the concert, during the lunch hour on the Old Dominion campus. This device helped create interest in the show. Interest was also engendered by radio play, notably by WCH, Hampton, Va., which played cuts from various Smothers Brothers albums.

David G. White, Billboard campus correspondent reporting on the May 2 appearance of the Kingston Trio at the Notre Dame field house, Notre Dame, Ind., said the audience reaction to the show was excellent. Attendance totaled some 3,000. Rock 'n' roller Jerry Lee Lewis played Notre Dame May 16 to 1,600. He did not do nearly as well as the Kingston Trio, according to White.

Cannonball Adderley's sextet and Nancy Wilson played Wofford Court, Miami University, Oxford, Ohio, on April 23 in conjunction with the festivities of the 1964 Spring Greek Week at Miami University. Campus correspondent David L. Bieber said "the performance of these entertainers definitely gave the students a greater understanding of jazz and provided an enjoyable evening.

The Lettermen and Steve Deni played University of Athens, Athens, Ohio, on May 16. Campus correspondent Neil B. Mahrer reported that the group attracted 2,500. Mahrer also noted that local retailers, such as Jim Webb at Music Manor and Rex Koons of Koons Music Shop, experienced an increase in Letterman album sales as a result of the concert.

Jerry Orbach, campus correspondent at the University of Missouri, Kansas City, Mo., reported that Mahalia Jackson gave an outstanding performance May 29 to a crowd of 2,300.

At University of Florida

The Philadelphia Orchestra, conducted by Eugene Ormandy, played the University of Florida, Gainesville, Fla., the first week of June and drew 3,000, according to campus correspondent Bryan Griffler, Ormandy and the orchestra received a standing ovation. The Top Times record shop reported heavy sales of Ormandy albums.

The Brothers Four, playing at Cornell University's Barton Hall, Ithaca, N.Y., drew 4,400 on June 16. Art Berkley, campus correspondent, said the act gave a prolonged encore.

The New Christy Minstrels, appearing at Washburn University, Topeka, Kan. May 10, played to an enthusiastic audience, although the attendance was below expectation, according to campus correspondent Jack Miller. Miller said the attendance was affected because the concert was on Mother's Day, and by the nearness to final examinations. Dealers experienced an upturn in sales of albums by the Minstrels. This was reported by Mike by Mc-"t's record shop, Virginia McGough, Jenkins Music Company, Edna Steckler, Katz Drug Company, and Roy Hoover, Shopper's City.

The Chad Mitchell Trio on May 8 played Old Dominion College, Norfolk, Va. Attendance was about 700—not as good as anticipated, according to campus correspondent Thomas Lewis. Dealers Leonard Edelstein of Ward's Corner Record Shop and Sol Seaman, of Music Center, reported no increase in album sales. An April 25, however, the Chad Mitchell Trio drew 1,750 at Fairleigh Dickinson University, Madison, N. J., and scored very well. Rip Siegel of DuMont Music and Max Schwartz of Eclipse reported strong sales, according to campus correspondent Richard Kain.

Peter Nero and the Four Saints performed before a sold-out crowd May 8 at Ohio State University's Mershon Auditorium, Columbus. R. H. Forsey, Turntable Records, said there was a definite increase in sales of Peter Nero albums, according to campus correspondent Sandor Pollock.

The New Lost City Ramblers, with Roscoe Holcomb, Bessie Jones, and the Sea Island Singers, played Cornell University, Ithaca, N.Y., on May 11 and drew 450. Art Berkley, campus correspondent, said the event was the culmination of a two-day folk festival sponsored by the Cornell Folk Song Club.

The Phoenix Singers and Four Freshmen appeared May 5 at Villanova College, Upper Darby, Pa. Bill McCloskey, campus correspondent, reported that the concert lost money, although the Phoenix Singers scored very strongly.

The Chad Mitchell Trio, playing Central Michigan University, Mount Pleasant, Mich., on May 1 drew 3,500. Campus correspondent Jim Leach reported that the concert started slowly, but the act warmed up and screamed. Ken Hebert of the Log Cabin Record Shop, reported that the act's albums always sell well at his store.

On April 24-26 Platt and Scuggs, Charlie Byrd, the Selders Singers and Four Fres- men appeared at the University of Notre Dame, South Bend, Ind., and drew 2,500. N. C. Four concerts were presented to a total of 30,000. The concerts were given outdoors and the audience was enthusiastic, according to campus correspondent Louis Rosenthal. Increased record sales were reported by local record shops.

FOR EXTRA SALES
PUSH THESE PROVEN PROFIT MAKERS

USE THIS HANDY FORM TO ORDER FROM YOUR RCA DISTRIBUTOR

<table>
<thead>
<tr>
<th>NAME</th>
<th>COMPANY</th>
<th>TITLE</th>
<th>ADDRESS</th>
<th>CITY</th>
<th>STATE</th>
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RCA VICTOR
The most trusted name in sound
Jazzy Format Makes WNOP Fun Station

A UNIQUE PERFORMER on WNOP is Father Thomas Underhill, an Episcopal priest. As a DJ, he bunches with eclectic background in theater, Foter Tom has a Sunday afternoon session of jazz and interviews.

Also goes "a typical news-

No Ratings—Small Budget Operating on a minimal budget, all of the WNOP do air shows with the exception of owner James G. Lang and his wife Winona, who give the various crews the cartes blanches to be themselves. The atmosphere of broadcast and managing and staffing is clearly evident.

Although it is one of the most talked about stations in the market, WNOP is not a match for the big commercial rating services. The station does not have an audience. Consequently it is either lumped as "other," or, if its call letters fall into the "miscellaneous" and the footnote states the rating is too low to mean anything.

WNOP management wisely, as easily as the station's attention man, decided to market the station and give them no "ratings." They report on small stations, in business, but not are exclusive to KMEG and attributes its starting success to the station's "small town" best selling beer scheduled a DJ who is a former Cincinnati TV newscaster and who was not good for the WNOP station. The agency instructed the personalities "to make up your own commit-

WNOP has tickled the intelle-

BROADCASTER HELP PANEL

NEW YORK — Billboards Record Review panel was as-

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PROGRAMMING NEWSLETTER

DJ's Should Eye Father Time

By BILL GAVIN

Contributing Editor

JOB SECURITY is of utmost concern in radio these days as it is in any other big business. Union staff contracts covering staff air personnel usually provide for seniority rights and severance pay, designed to prevent mass firings from making staff replacements. Most stations within AFTRA hierarchy rent their disk jockeys on a contract basis. This means that while the money earned is not above scale, there are few, if any, security guarantees.

Outside of the major cities, comparatively few disk jockeys are covered by union contracts. Their job tenure depends on performance. Sometimes a managerial whim or prejudice will move a DJ out of a job that he has been filling competently.

Historically, the routine worker has sought his job security in a union contract, which protects him against capricious or discriminatory firing as long as he performs his required functions in a satisfactory manner. The performer artist, on the other hand, holds his position on the basis of his artistic merit, as he creates with his audience. His continued value to his employer depends on the demonstrated approval of the audience.

The disk jockey, while he may not be a performing artist in a true sense, still comes under the legal definition of "talent." He seldom asks, or receives, any contract guarantees as to his job duration. His own ability is his only job security.

Under such circumstances, it is rather amazing to note how few disk jockeys ever employ themselves with their own job security. Only a small minority of the DJ's with whom I have talked have fared well, and say they have chosen a career with vastly diminishing opportunities for those over fifty or more. When they become good money, and it seldom occurs to them that they are otherwise in another 10 or 15 years.

Athletic is the minor problem, and that the job of a radio announcer (or disk jockey) is the high-

VOX JOX

By GIL FAGGEN

Dear Ed,

I know you are enjoying the Beatles on this WPCG "Good Guys" sweatshirts present-

POP-STANDARD SINGLES

No test too far in either direction, the following singles, selected from the current Hot 100, are the most popular mid-morning records of the week. Read how they are based on relative standing in the chart 100.

This Week Last Week Title, Artist, Label

1. PEOPLE, by Broadway, Columbia 42095
2. THE GIRL FROM IWAKA, by Ritz, Warner, 10323
3. LOVE ME WITH ALL YOUR HEART, by Charle's, Warner, 10409
4. IT'S NOT THE TIME OF THE MONTH, by Frank, Warner, 10428
5. BLUES IN THE NIGHT, by Records, Goldband, 10528
6. I'M SORRY, by Les, Decca, 10538
7. DREAM OF YOU, by Haddaway, Capitol, 10548
8. MY BABY TOLD ME, by Brown, Columbia, 10558
9. I AM NOT YOUR CHILD, by Glad, Capitol, 10568
10. DUAL, by Glad, Capitol, 10578

11. ONE, by Glad, Capitol, 10588
12. FEEL IT, by Glad, Capitol, 10598
13. I'M NOT THE ONE, by Glad, Capitol, 10608
14. UP, by Glad, Capitol, 10618
15. DOWN, by Glad, Capitol, 10628
16. NO, by Glad, Capitol, 10628
17. I'M NOT THE ONE, by Glad, Capitol, 10638
18. I'M NOT THE ONE, by Glad, Capitol, 10648
19. I'M NOT THE ONE, by Glad, Capitol, 10658
20. I'M NOT THE ONE, by Glad, Capitol, 10668

YESTERDAY'S HITS

Change-of-programming from your librarian's shelf, featuring the disks that the Beatles owned from years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time.

POP-5 Years Ago
July 13, 1959
1. Lonely Boy, by P. Anka, RCA Victor 41657
2. Billie Jean, by J. Horton, Columbia 42007
3. Promontory, by P. Price, ABC-Paramount 42007
4. Something, by The Beatles, Capitol 42007
5. Lipstick on Your Collar, by C. French, ABC-Paramount 42007

POP-10 Years Ago
July 10, 1954
1. Little Things Mean a Lot, K. Kalve, Circuit 42007
2. Three Coins in the Fountain, by P. Anka, ABC-Paramount 42007
3. Howard's Holiday, by A. Bieber, ABC-Paramount 42007
4. Happy Wanderer, by W. Hef, LMN, 42007
5. Many Men Have Loved Me, by K. Star, Capitol 42007
6. You'll Be Sorry, by P. Anka, RCA Victor 42007
7. Three Coins in the Fountain, by S. Sinatra, Capitol 42007
8. Always, by C. French, ABC-Paramount 42007
9. With You, by K. Jones, Capitol 42007
10. True Love Ways, by The Beatles, Capitol 42007

RHYTHM & BLUES—5 Years Ago—July 13, 1959
Personality, L. Price, ABC-Paramount 42007
You're So Fine, Pinola, Capitol 42007
Only Have Eyes for You, Flamingos, Capitol 42007
The Battle of New Orleans, J. Horton, Columbia 42007
Sinner, by J. Brown, Atlantic 42007

There's Something on Your Mind, J. Moosely, Swing 42007
What a Difference a Day Makes, D. Washington, Mercury 42007
Lonely Boy, by P. Anka, ABC-Paramount 42007
Keep It on Us, D. Washington, Mercury 42007
Lipstick on Your Collar, by C. French, MGM 42007

BILBOARD July 11, 1964
AIN'T THAT GOOD NEWS
SWEET VOICES
OVER 750,000 COPIES SOLD TO DATE AND STILL GOING STRONG!
LPM/LSP-2733

HELLO, DOLLY!
CAROL CHANNING
THE NEW MUSICAL COMEDY
GOWER CHAMPION
OVER 8,000,000 IN SALES AND WORKING ON THE 2nd MILLION.
LOC/LSOD-1087

AL HIRT
MUSKAT SOFT TRUMPET
HOT IN THE HORN
ANOTHER "HONEY IN THE HORN" IN THE MAKING.
LPM/LSP-2917

ELVIS' NEWEST BLOKBUSTER LP OF MOVIE TUNES.
LPM/LSP-2894

the PINK PANTHER
Music From the Film Score Composed and Conducted by HENRY MANCINI
GETTING TO BE A REGULAR TIGER!
LPM/LSP-2795

CATCH A RISING STAR
JOHN GARY
SMASH DEBUT ALBUM—ON THE CHARTS FOR 35 WEEKS.
LPM/LSP-2745

BELAFONTE AT THE GREEN THEATRE
LOOKS LIKE A REPEAT OF THE CARNEGIE HALL 2-LP SETS.
LOC/LSO-6009

GARY'S SECOND CHART-MAKER AND CUSTOMERS WANT MORE.
LPM/LSP-2804

Reflections
PETE NERO
MOVING TO THE TOP AFTER ONLY FIVE WEEKS ON THE CHARTS.
LPM/LSP-2853

AIN'T THAT GOOD NEWS
SAM COOKE
CONTAINS THE SINGLE
"GOOD NEWS" C/W "TENN. WALTZ."
LPM/LSP-2899

10 of the top 50
(Billboard July 4)

The action albums are on RCA Victor

www.americanradiohistory.com
BEATLES—A HARD DAY’S NIGHT (Unart-Maclen, BMI) (2:28)—SHOULD HAVE KNOWN BETTER (Unart-Maclen, BMI) (2:42)—Nice try for these newcomers. Capitol 5222

CONNIE FRANCIS—LOOKING FOR LOVE (Merna, BMI) (2:47) — Medium tempo rocker from Connie’s newest teen flick. Groovy beat and lyrics should register with the younger set. Flip. "This Is My Happiest Moment" (Francis, ASCAP) (1:59). MGM 13258

RAY CHARLES—A TEAR FELL (Progressive, BMI) (2:41)—A fine old-country-style song cull from the Charlie’s days with Atlantic. Chorus, waltin’ rhythm and strings. Contemporary or pop-standards stations can’t lose with this one. Flip. See Pop Standard Spotlights. ABC-Paramount 18571

EYDIE GORME — I WANT YOU TO MEET MY BABY (Screen Gems-Columbia, BMI) (2:17) — A wow all the way. Eddy belts this gasser in her finest rock ‘em style. Flip. "Can’t Get Over (The Boss Nova)." Columbia 43082


NINO TEMPO AND ABRIL STEVENS—WHO BERLIN, ASCAP) (2:05)—I SURRENDER DEAR (Mills, ASCAP) (2:26)—First side is an ooh papa music with mass rendition of old Berlin standby. Rocks along from start to finish. Flip. is for the non-rock- station, too. Features mellow vocalizing by duo and whispery narration by April. Ato 6306

SOLOMON BURKE—EVERYBODY NEEDS SOMEBODY (Soulcraft, BMI) (2:40)—New vocalist with convincing delivery on this commercial entry. Fine beat and groovy lyric line. Strong chart contender. Flip. "Every Day I Have to Cry" (BMI) (2:26). Hickory 1260

R&B Pop

RHYTHM & BLUES

ROGER WEDD AND HIS TRIO—Do You Want To Know A Secret (Marcus, BMI) (2:15)—She Loves You (G rushes, BMI) (2:30). SWAN 4188

EDDIE HARDIE—Chicago Serenade (Quadra, BMI) (2:29). CO LUMBIA 4793

COUNTRY & WESTERN

JOHNNY FOSTER—My Own (Acuff-Rose, BMI) (2:35). CAPA 132

LAURA SUE YORKE—No Place To Go (Pamper, BMI) (2:40). PHILIPS 4291

JERRY SHOOK—Miss (Window-Sure Fire, BMI) (2:08). PHILIPS 4271

LFS CUNNINGHAM—Don't Be Sad (Acuff-Rose, BMI) (2:26)—Never Had It So Good (True Champion, BMI) (2:25). DECCA 3978


RHYTHM & BLUES

ESTELLE BROWN—You Got Just What You Asked For (Ramar, BMI) (2:30). UNITED ARTISTS 277

JAMES DUNCAN—My Pillow Sings Wet (Bobbin, BMI) (3:05). KING 1047

JOHN HINNS—You Gotta Have Love (Dew, BMI) (2:18). BACK BEAT 514

DO BROOK—Ani (BMI) (2:30). CHECKER 1093

Spirituels

ORIGINAL JIVE HARMONIZERS— Teach Me Master (My Grace, BMI) (2:35). ORBIT 130
Why are we listing so many records in this ad?
Because we're HOT

ON THE CHARTS

The Rolling Stones
TELL ME
#9682
LONDON RECORDS

Gene Simmons
HAUNTED HOUSE
#2076
Hi Records

The Bachelors
I BELIEVE
#9672
LONDON RECORDS

The Rolling Stones
NOT FADE AWAY
#9657
LONDON RECORDS

Round Robin
KICK THAT LITTLE FOOT SALLY ANN
#1404
DOMAIN

The Bachelors
DIANE
#9639
LONDON RECORDS

ALREADY BREAKING

Ace Cannon
GREAT PRETENDER
B/W GONE
#2078
Hi Records

Lulu and the Luvvers
SHOUT
#9678
PARROT

Billy Fury
I WILL
#9675
LONDON RECORDS

Will Glahe
AMERICA
#10037
LONDON RECORDS

The Applejacks
LIKE DREAMERS
DO
#9681
LONDON RECORDS

Jimmy Soul
TAKE ME TO LOS ANGELES
#3318
S.P.Q.R.

Bern Elliot
NEW ORLEANS
#9670
LONDON RECORDS

Willie Mitchell
"20-75"
#2075
Hi Records

NEW RELEASES

The Hot Tomales
LOVE'S INVENTIONS
#410
DETOIT

Ted Heath
THE CARPETBAGGERS
#9680
LONDON

Billy Duke
WHILE THE BLOOM IS ON THE ROSE
#132
SEVILLE

Tommy Raye
YOU DON'T LOVE ME
#351
PEN

Bobby Marchand
I'VE GOT A THING GOING ON
#3022
DIAL

The Cambridge Strings
CHARMAINE – SKA
#9683
LONDON

Jerry Woodard
I BETCHA' GONNA LIKE IT
#3021
DIAL

Joe Tex
I'D RATHER HAVE YOU OLD TIME LOVER
#3020
DIAL

The Andrew Oldham Orchestra
THEME FROM THE DICK VAN DYKE SHOW
#9684
PARROT

Bobby Earl and the Trini-dads
EVERYBODY DO THE SKA
#3317
S.P.Q.R.

Bruno Lauzi
RITORNEIRI
#10906
C.D.G.

RHYTHM & BLUES

Copyrighted material
New Twist Mapped: Blends English With U. S., Vice Versa

NEW YORK—Bob Morgan, executive artist and repertoire producer for the Epic label, is applying the "English" trend to the current disk trends. He returned from a visit to London last week where he mapped out plans to present British artist Cliff Richard in the U. S. with more American songs and Yankee artist Bobby Vinton in Britain with more English-oriented material.

Morgan has no desire to put up any barriers to stop the influx of the British groups here, considering the success of The Beatles. Clark Fines has been doing for Epic Records, and Morgan in a different category that calls for long-range planning that apply primarily to single artists.

In respect to Richard, Morgan is in talks to bring him over between England and America by recording the British artist here with American songs. And in reverse, he's planning to have

Jack Jones Is Class Vocalist

HOLLYWOOD—Jack Jones is polish and finesse at a high pitch when he opened at the Sherry-Netherland's on July 17 as a previous booking commitment. Like Johnny Mathis, who broke through during the raccoon rock 'n roll era, Jones has emerged as a class vocalist, while the majority of new artists has been twanging and shouting its way to the top. The opening night full house proved that this Jones boy has captured the fancy of disk buyers and pop aficionados.

With a trio augmented by quite a large band and a small stage, Jones was able to project over the horns when he had a vocal solo. He was quite a natural in his ballads. While Jones phrases well and sings with the beat, he needs more schooling in lyric interpretation when working before a live audience. There is a tendency for his songs to lack fire, but Jones has a jazzy feel which he has to develop. His act features many of his disk hits which some good as good with small group backing as they did with expensive studio arranging.

ELOI TIEGE

Nancy Wilson Jazz Singer All the Way

"She's young, small, tan and lovely. With these words Chicago daily Sid McCrey introduced Nancy Wilson for her recording debut with the cities Mc-Kelly's. He could have added, and she sings beautifully. But perhaps Sid just felt this was a pointless observation. And judging by the packed house in the Rush Street street—a sizable departure from recent days—it probably was.

Nancy, of course, did come on and sing beautifully—just what her houseful of fans expected. It could be said, however, that you owned all eight LP's, you were more or less familiar with the entire bill. But, this would not be the case for the singer, who because the songs selected cover such varied styles as pop-country, country-pure country, ballads and medium tempo, "We're attempting to give Richard total Americanized sound, without overlooking any international values that we're trying to buy for Epic."

The plan to get Vinton into the British recording studios with English songs is based on pure economics. Morgan mentioned that although Vinton's 'Roses Are Red' sold more than 2,000,000 copies in the U. S., he did not sell 100,000 in England, while Ronnie Carroll's version of the song on the Philips label sold four times that many. Both Morgan and Paramount figure Vinton can develop into a very potent seller in the U. K. if he's given homegrown product and that the reverse applies to Richard for the U.S. market.

CLIFF RICHARD (left) in a huddle over new material with Norrie Perrom (center)—EMI aor man at EMI, and Bob Morgan, executive aor producer for Epic Records.

Vinton recorded in England with British-based songs. Didn't want to go to England, Morgan met with Norrie Perrom, aor producer for EMI to see what he thought about a new-looked blueprint recording plans for Richard and Vinton. In Richard's case, Morgan brought close to 50 songs of U. S.-origin for the singer and Par- mon to screen. About 15 of that batch were selected and plans are now in the making for Richard to record them in New York, Nashville and Chicago during the latter part of August. Morgan has chosen the three cities as a testing ground also because the songs selected cover such varied styles as pop-country, country-pure country, ballads and medium tempo, "We're attempting to give Richard total Americanized sound, without overlooking any international values that we're trying to buy for Epic."

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NANCY WILSON (left) and her new husband, secretary, and concert manager, Richard Fein, the forward-thinking empresario who has directed and produced for her two hit albums, "Misty" and "The Look of Love," in addition to her most recent "Close Up Nancy" album, have been married for six weeks.

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LONG-RANGE FUTURE

Barbara's Star Grows Brightly

HOLLYWOOD — Barbara Streisand, who has already earned a vaunted position in show business, is breaking into the big time, having sold three best selling LP's and a starring Broadway role, is mapping for further success, and is now glowing brightly for the next 10 years.

The 22-year-old vocalist-actress from Brooklyn is well on the way toward fulfilling the projection of manager Marty Erlichman that "she would be the biggest girl from Brooklyn by the time she's 25."

Moss-Streisand, currently starring in "Funny Girl," will earn approximately $50,000 each week, and is now making $1,000,000 a year, and at the end of two years, a series by mutual agree-

Barbara Lands Whale of a Deal

NEW YORK—Barbra Streisand's deal with CBS could earn her minimum of $5,000,000 over a 10-year period. The agreement offers Miss Streisand $250,000 for the first year, $250,000 for the second, $250,000 for the third, $500,000 for the fourth, $1,000,000 for the fifth, $1,000,000 for the sixth, $1,000,000 for the seventh, $1,000,000 for the eighth, $1,000,000 for the ninth, $1,000,000 for the tenth, plus $1,000,000 for additional material.

According to the contract, Miss Streisand does not have to perform as often as twice a month, and is contracted to CBS/Paramount for four albums, in addition to the summer stock of "Funny Girl." The arrangement is expected to keep Miss Streisand, who turned 22 on April 24, happy for years to come.

Miss Streisand, who has recently signed with CBS Records, will earn $250 a week. She will earn in excess of $25,000 for a July 12 concert at Forest Hills Stadium, New York, and it is known that the promoters are paying the Beale.

A recently signed TV deal with CBS will provide the vocalist with the opportunity to appear in Erlichman's own words. The contract calls for Barbra to have exclusive services with CBS for five years, including a special a year and at the end of two years, a series by mutual agree-

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THE VENTURES
CREATE A TRAFFIC JAM!
with
WALK DON'T RUN '64
One of the biggest singles of the year!

Also causing traffic jams in stores everywhere:

THE FABULOUS VENTURES
NEEDLES AND PIN'S - TALL COOL ONE
"PINK PANTHER" THEME - ONLY THE YOUNG
THE CHEETAHS - ELEVENTH HOUR - JOURNEY TO THE STARS - RUNNY WILD
SCREAMIN' - FESTIVE - WALK IN THE PLITO - DOLTON BLUE

BLP-2029/BST-8029
DOLTON RECORDS
a division of Liberty Records, Inc.

www.americanradiohistory.com
<table>
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<tr>
<th>No.</th>
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<td>Diana Ross</td>
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<td>NOBODY I KNOW</td>
<td>Peter &amp; Gordon</td>
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<td>LOVE ME DO</td>
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<td>REMEMBER ME</td>
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<td>WISHIN' AND HOPIN'</td>
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<td>UNDER THE BOARDWALK</td>
<td>The Royal Teens</td>
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<td>29</td>
<td>TODAY</td>
<td>Bobby Darin</td>
<td>Epic 30017</td>
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**HOT 100—A TO Z**

Compiled from national retail sales and radio station playby by the Music Popularity Dept. of Record Market Research, Billboard.

**BUBBLING UNDER THE HOT 100**

1. **SUSIE Q**
2. **NOBODY I KNOW**
3. **WALK ON THE WILD SIDE**
4. **I'M TAKING CARE OF MYSELF**
5. **YOU CAN'T BE HURT BY ME ANYMORE**
6. **IT'S ALL RIGHT**
7. **DON'T YOU WANT Me**
8. **THE LIVING YEARS**
9. **YOU TURNED ON A DIME**
10. **I'M TAKING CARE OF MYSELF**

**SUGGESTED DISCOGRAPHIES**

- None specific to the table provided.
Looking For Sales? Love Those Profits?

Connie Francis
Sings The Hit Single From Her Latest MGM Picture

LOOKING FOR LOVE

K-13256
Available in Four-Color Sleeve!

From The Hit Album!

Connie Francis
Sings Songs From Her New MGM Motion Picture

Looking For Love

E/SE 4229
ANOTHER STEP FORWARD
Van Dyke's Slick Unit 
A Lauderdale Clicker

FORT LAUDERDALE, Fla. —Country music took another giant step forward here last week with the booking of country singer LeRoy Van Dyke and his unit, the planning of a Night of Square Dancing at the Winds Hotel for a fortnight's stand.

Although there are numerous clubs around the nation that feature a strict Skydawgs entertainment policy, this Van Dyke stint may well set a precedent for the uptown-type of room. Several attempts have been made to do this in the past with mixed results.

Pubic, now accustomed to the spilt-over of records from the country field to the pop, and exposure of the country artist on Jimmy Dean's ABC TV-er, appears ready to accept it in this type situation.

Van Dyke wisely put together a solid, hour-long show with an excep-
tional sight value as well as choice of material. Adding a female trio along with a full band, Van Dyke's impression switch, WFTL town's "good music" station, urged it's listeners to attend the show on its "Dimension" editorial program, and throughout the week, jockey presentations.

Hotel bowed to the teen-agers, who requested a showing for them, and ran a matinee Saturday (27) and had to repeat on Sunday afternoon.

Mercury Records rushed a crew in and recorded the entire proceedings for an "in-person" album.

Critical comment was excellent. Fort Lauderdale News' Pat Brown called it "a presentation relaxed, intimate show that's as clean as a cornfield after the harvest."

Larry Devine, in The Miami Herald, wrote: "Van Dyke's package of a four-man band and three "Grand Ol' Opry" debuts is something to go out and see." Devine also did a feature piece headlined "He Helps Send Country Music Upstage.

Van Dyke's swift acceptance in this format could be a shot in the arm for the all-night club attraction situation, and will cue the talent agencies to move to Nashville for more of the same. Only hitch will be if the Nashville artists will go to the trouble to get an act of the Van Dyke variety. The audiences are ready for them.

KTCR C&W Spec & Dance Fest May Attract 20,000

MINNEAPOLIS — Arrangements have been completed for Station KTCR's First Annual Country & Western Music Spectacular to be presented here at Minnesota State Fairgrounds, beginning with a chuck wagon dinner from 6 to 8 p.m. Features are the introductions of country & western talent ever to appear on a single program in the Twin Cities.

Comprising the talent brigade will be Marty Robbins and band, Red Foley, Sheb Wooley, Grandpa Jones, the Canadian Sweethearts, Johnny Bond, Skeets McDonald, Melba Montgomery, Bobby Lord, Bob Moun-
tain, Johnnie and Joanie Mosby, Joe Maphis, Rose Lee, Mac Wiseman, and Sam Austin. Confirmed is Billie Jo Spears as Billie Smith, enroute in addition, there will be nearly 2,000 square dancers from nearly every county in Minnesota, KTCR exec reports.

As KTCR's signal reaches some 70 counties in Minnesota, Wisconsin and South Dakota, the spec is expected to attract an audience of more than 20,000. The affair kicks off with an hour-long parade through downtown Minneapolis, beginning at 2 p.m.

The chuck wagon dinner will be followed by a dance program, starting at 8 p.m. Climaxing the event will be the First Annual Minneapolis Square Dance Festival running from 11 p.m. to 2 a.m.

CMA OK's 41 New Members

NASHVILLE — The Country Music Association's membership continues to grow in leaps and bounds. The latest group, in that direction recently instituted by Mrs. Jo Walker, CMA's executive secretary.

Forty-one new names were added to the CMA membership list this past week. They were: Marjie Bowes, Hutch Carlyke, Ralph B. Christian, Don Light, Billy Porter, Dave Dudley, Niel A. Buckley, Gunter Carson, Ed Milton, Gil E. Miller, Jr., Jim Newton, Ruth Slack, Jim McCay, Linda Lou Stone, Jules Malamid, Joyce Bosak, and

ORGAN GRINDER'S SWING
BENT FABRIC (Audio)

BEE-BOOM
SAMMY DAVIS JR. (Reprise)

WHEN LIGHTS ARE LOW
(Columbia Atlantic CL 2131, 78)

MILLS MUSIC, INC.
NEW YORK CITY (1964)
HOT COUNTRY ALBUMS

Billboard Special Survey
For Week Ending 7/11/64

<table>
<thead>
<tr>
<th>No.</th>
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<tr>
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<td>MOONLIGHT AND ROSES, Jim Beesly, RCA Victor LPM 2784 (M); LSP 2784 (S)</td>
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<td>GUITAR COUNTRY, Carl Ackerman, RCA Victor LPM 2781 (M); LSP 2781 (S)</td>
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<td>MORE HANK SHOW SOUVENIRS, Hank Snow, RCA Victor LPM 2703 (M); LSP 2703 (S)</td>
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<td>RING OF FIRE - THE BEST OF JOHNNY CASH, Johnny Cash, Columbia CL 2020 (M); CS 8012 (S)</td>
<td>27</td>
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<td>ON THE BANDBAND, Buck Owens, Capitol T 1879 (M); ST 1879 (S)</td>
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<td>BUCK OWENS SINGS TOMMY COLLINS, Buck Owens, Capitol T 1890 (M); ST 1890 (S)</td>
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<td>STORY SONGS FOR COUNTRY FOLKS, Tom Paxton, Mercury MG 20009 (F); SP 9096 (S)</td>
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<td>NIGHT LIFE, Ray Price, Columbia CL 1071 (M); CS 8791 (S)</td>
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<td>LORETTA LYNCH SINGS, Dottie Fields, Decca DL 4477 (M); DL 74557 (S)</td>
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<td>SAGNAW MICHIGAN, Lefty Frizzell, Columbia CL 1249 (M); CS 8067 (S)</td>
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<td>BLUE AND LONESOME, George Jones, Mercury MG 20006 (F); SR 40006 (S)</td>
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<td>I WALK THE LINE, Johnny Cash, Columbia CL 2190 (M); CS 8027 (S)</td>
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<td>FLATT &amp; SCRUGGS RECORDED LIVE AT VANDERBILT UNIVERSITY, Flatt &amp; Scruggs, Columbia CL 2138 (M); CS 8024 (S)</td>
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<td>KITTY WALLS STORY, Decca 3163; 714 (M); 54368 714 (S)</td>
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<td>BEST OF BUCK OWENS, Buck Owens, RCA Victor LPM 2506 (M); CS 8011 (S)</td>
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<td>RAILROAD MAN, Hank Snow, RCA Victor LPM 2705 (M); LSP 2705 (S)</td>
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<td>BILL ANDERSON SINGS, Bill Anderson, Decca DL 4449 (M); DL 2449 (S)</td>
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<td>PORTER WAGONER - IN PERSON, RCA Victor LPM 2840 (M); LSP 2840 (S)</td>
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(Continued on page 24)

COUNTRY DJ OF THE WEEK

Bob Forsee has been re-signed to a long-term writer’s contract by Pamper Music, Inc., Goodlettsville, Tenn. Forsee has been with Pamper since June 1962. He is a graduate of the University of Missouri and a former school teacher.

Ernest Tubb and his family will take a week’s vacation beginning July 26. Ernest has teamed up with Loretta Lynn for a Decca duo, “Mr. and Mrs. Used-To-Be.” “Love Was Right Here All the Time.” . . . Bobby Lewis, young entertainer backed by Hal Smith’s Artistry’s production, and his wife Pat have moved their home from Hodgenville, Ky., to Nashville.

Jim McComb, of Acuff-Rose, reports that all Saturday dates for Acuff-Rose’s artists have been booked for the remainder of the year.

Hubert Long, Hubert Long Talent Agency, reports that WSB-TV, Atlanta, is planning an hour-long TV show, headlining Skeeter Davis and the Browns, to be telecast July 12 from the “Ponderosa Festival” at the State Farmer’s Market there . . . Feferin Husky has retained Ike Innan to overhaul and chauffeur his Sunnion Cruin Purple Heart bus . . . Ray Drusky and his wife Bobbie are vacationing at Daytona Beach, Fla.

Georgie Riddle is back in Music City after a swing through the Midwest. “Midwest Palace” was a surprise” guest recently at KPCN-Radio, Grand Prairie, Tex., and the station played Georgie’s records all afternoon . . . Lee Maye, outfielder of the Milwaukee Braves, has signed a writer’s contract with Glaser Publications. He sings, too . . . Bob Beckman, of Raleigh Music, Inc., predicts that Sonny James’ “Sugar Lump” will go pop and be Sonny’s biggest hit since “Young Love.” . . . T. Towne Cuter, former “Grand Ole Opry” and WSM announcer, who recently bought his own station, writes that he needs county and western records. Send them to T. Towne at WLOS, King Edward Hotel, Jackson, Miss., and8 Danielle Allen, daughter of cowboy singer Rex Allen, is being managed by Arte Towner, 109 West 57th Street, New York.

RCA Victor’s head man here, Chet Atkins, has discovered his band bass player, Henry Stareck, can sing and recorded him Wednesday (1) under the name Hank Walls. He will be doing teen-age type tunes . . . Al Hirt, New Orleans trumpet man, last week completed three sessions at the RCA Victor studios—all within 24 hours.

NASHVILLE SCENE

Agent Eyes Chords

HOLLYWOOD—When Bob Crystal, manager of the R. C. Hurt, chided Ed Sullivan for allegedly favoring British rock n’ roll groups over American rock acts (Billboard, May 23), tradecraft checked at Crystal’s audacity. Recently Sullivan’s producer, Bob Pickett, went to New Jersey’s Palisades Park to catch the boys performing in a show for WNA. Colombo and Crystal are anxiously waiting the audition’s outcome.

CHART BOUND!

A Country-Western With the Modern Flavor
A Two-Sided Smash Hit for Young and Old

I TRIED

Ray Gillette

Love Me, and Don’t Fool Around

on vocals and

The Elegant

Elegants Record #101-A

Elegants Record #101-A

Available Now!

Exclusive Agent: Anthony M. Binegar

ELEGANTS RECORDING ENTERPRISES

227 N. Fifth Street, Steubenville, Ohio

July 11, 1964 BILLBOARD

25
“positive protection”

ABC Paramount is only one of the many labels who found Cryovac Y-Film the surest way to package for the self-service market. Strong, tight-fitting Y-Film provides albums with long lasting protection... its high gloss, sparkling clarity actually adds sales appeal to the albums’ design... and yet this amazing Y-Film packaging is low cost and easy to use. Join the record industry’s leaders and find out for yourself that Cryovac Y-Film packaging is the surest way to wrap up the modern market.

the impulse package for self-service sales

W. R. GRACE & CO., CRYOVAC DIVISION, DUNCAN, S.C.

VOX JOX

Continued from page 16

get-well cards for Ringo Starr when he mentioned on his 7-11 p.m. show on WKUL that the Beatles was suffering from tonsillitis. Boyd forwarded the cards to Starr at the hospital in England.

Jim Snyder, WABA AM-FM (Stereo) (Aguadilla, Puerto Rico), has begun an all-English program Sundays 2-4 p.m. Jim, formerly with WAVA (Arlington, Va.), featured the new pop singles on his show.

CRYOVAC® film

the impulse package for self-service sales

KFWB (Los Angeles) deejay Bill Balance, known to his fans as “Bill Boy,” let guest Merédith MacRae take the requests on her new Canjo release, “Image of a Boy.” Pretty lass is daughter of Gordon and Sheila MacRae and is seen regularly on TV’s “My Three Sons.” Bill’s the prettiest looking man stand we’ve seen in quite a while.

Speaking of Beatles, “Big Hug Baby” Jarrett, a WPLO (Atlanta) “Good Guy,” recently started his 7 to midnight audience with statements that the “Beatles’” ‘monopoly was ridiculous. “Hugh Baby” also proceeded to break the group’s records on the air and refused to play them. He followed this with an all-out campaign to promote American artists. Result: Jarrett has been labeled a WPLO “Bad Guy” by Beatles fans.

SEGUE

New deejay line-up for WINS, New York, places Ed Hilder, 6-10 a.m., M-S; Jack Lacy, 10 a.m.-2 p.m., M-S; Johnny Holiday, 2-6 p.m., M-S; Murray (the K), 6:30-10 p.m., M-F (6-10 p.m., Sat.); Mad Daddy, 11:30 p.m.-1 a.m., M-S; Stan Z. Burns, 1-6 a.m., M-S... Eddie Clark, former program director, WHK (Cleveland) to WTRX (Flint, Mich.) in similar capacity... Dick Clayton, former WINS (New York) morning mentor, returns to WIL (St. Louis) for 10-2 p.m. show... Johnny Rabbit, top rated KNOK (St. Louis) deejay, reported exiting the station... Tom Clay out at CKLW (Windsor-Detroit).

Dave Reinhart, from WCOL (Columbus), to WRG (Roe) for 6 p.m. to midnight show... Ronnoke’s Morning Mayor, the “Voice of the Turtle” returns to WRG after a short hich with WQXI (Atlanta)... Dave Lee, KSTN (Stockton, Calif.) joins KAFY (Bakersfield, Calif.) air staff for all-night show.

VIP APPOINTMENTS: Bill Cafury replaces Russ Syracuse as program director at KVA (San Francisco). Syracuse will continue to do his all-night show... Daniel K. Griffin, assistant program manager, WBZ (Boston), appointed program manager replacing Al Heacock, transferred to WINS (New York) in similar capacity... Squire D. Rushnell, producer of “Bob Kennedy” “Contact,” on WBZ (Boston), named assistant program manager... James D. Tuverson Jr., production supervisor at the Group W station, upped to producer of “Contact”... E. Berry Smith, vice-president and general manager of WLKY-TV (Louisville, Ky.), named station manager WVTV (Evansville, Ind.)... Paul Kagan, WRBX (Rutwick, Pa.) deejay and recently CBS Radio Network publicist, named assistant manager of press information for CBS Radio... George J. Mitchell, production supervisor of WPW-LP-TV (Springfield, Mass.), named program director of WKEF-TV (Dayton)... Pierce Allison, program manager of WFAA (Dallas), appointed production manager... Jim Stanley, operations manager of WNNR (Norfolk), named program manager of WFAA... George Stump, KMCO (Kansas City) program director, named full-time director of programming for KMCO-FM, as well as assuming sales duties in that operation. Bill McReynolds replaces KMCO radio program director. He was local radio sales manager.

Grae Kaye and wife Sandra announce the birth of a daughter, Laurenne Lisa, May 14. Kaye is WAEB (Allentown) air-personality... WMCA “Good Guy” Frank Stickle and station public relations gal Barbara Canova tied the knes May 2 in Atlantic City. The couple honeymooned in Bermuda.

“... Well, Leonard, I’m excited as hell! I’ve had your line for a lot of years and you’ve put out some great records, but this Jackie Ross “Selfish One” is; well Len, I’ll tell ya’ right now, it’s gonna be a top five record . . .”


CHESS PRODUCING CORP.

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BILLBOARD SPOTLIGHT PICK

Pop LP Spotlight are those albums with sufficient sales potential to appear at the outset of Billboard’s Top LPs charts. To achieve a listing on Billboard’s Top LPs charts, Spotlight albums in the following categories are selected on the basis of their potential to become top sellers in their respective areas.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is listed in Billboard’s Review Index and may appear in the chart area within its category of music. Full reviews are presented for Spotlight Picks and Special Meet Picks. All other albums are listed in their respective categories.

POP SPOTLIGHT

1. I DON’T WANT TO BE HURT ANYMORE
   Nurt King Cole, Capitol T-2118
   (M), ST 2118 (S)
   A half of great songs sung in Nurt Cole’s warm and easy voice. The letter of the album title is missing from the disc. I rate the album on 3 stars: inclusion, width and depth.

2. THE GREAT YEARS (2-12)
   Johnny Mathis, Columbia C-34 (M), CBS 324 (S)
   This set was issued with a 2-LP package, which included the fast set of Mathis’ vocals. This is a very fine recording with a good deal of depth and space. I rate the album on 3 stars: performance, depth and quality.

3. LOOKING FOR LOVE
   Connie Francis, MGM E 4229 (M), SE 4229 (S)
   MGM has launched a full-length program of the album and used it as the album cover. This is a very fine, highly polished recording with a good deal of depth and quality. I rate the album on 3 stars: performance, depth and quality.

4. DANCE OUT--DANCE IN
   Original Cast, ABC-Paramount PD 3030 (M), ABC-OC 3030 (S)
   This musical comedy was released for a long run on Broadway. The cast and music are excellent. I rate the album on 3 stars: performance, depth and quality.

5. WATER SKING
   Duane Eddy, RCA Victor EPA 2918 (M), EPA 2918 (S)
   This is a very fine, highly polished recording with a good deal of depth and quality. I rate the album on 3 stars: performance, depth and quality.

6. COMIN’ HOME BABY
   Jack La Forge, Regione R 309 (M), RS 309 (S)
   Although Jack La Forge has yet to have a big selling album, this one is highly polished, well produced and very enjoyable. I rate the album on 3 stars: performance, depth and quality.
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<th>Title, Artist, Label</th>
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<td>HELLO, DOLLY!</td>
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<td>FUNNY GIRL</td>
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<td>THE DAVE CLARK FIVE RETURN!</td>
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<td>COTTON (REEL TO REEL)</td>
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<td>9</td>
<td>CALL ME AFRAID AND OTHER HIT SONGS</td>
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<td>TODAY, TOMORROW, FOREVER</td>
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For Week Ending July 11, 1964

Compiled from national retail sales and radio station playby the Music Popularity Dept. of Record Market Research, Billboard.
AVAILABLE NOW...

ABC-PARAMOUNT

ORIGINAL BROADWAY CAST ALBUM

Carol Burnett in **FADE OUT FADE IN**

CAROL BURNETT

FADE OUT

FADE IN

BLOCKBUSTER

www.americanradiohistory.com
POD SPOTLIGHT
EVERY LITTLE BIT HURTS

Brenda Holloway, Tamla 557 (M)

Brenda Holloway is without doubt a new and talented talent...But it is not to be missed...she will have little difficulty in making an impact...her voice is an intoxicating blues singer, projecting a personal style which is both brisk and exciting...The girl is a Charlatan with a rich, luscious tenderness...She is a "Take Care Of" and "Heart Of Mine," to name a few.

POD SPOTLIGHT
EVERLASTING SONGS FOR EVERLASTING LOVERS

Arthur Prysock, Old Town 1007 (M; LP 2007 (S))

A few vocal arrangements here that match Arthur's emotionally rich and deep voice, and with the added help of strings, the result is a captivating sound..."Happiness," "My Side Of Love," "Memories," and "My Heart Has A Mind Of Its Own," to name a few.

POD SPOTLIGHT
THE GREAT HITS OF RAY CHARELS

Atlantic SP 7101 (S only)

When it comes to the fantastic Ray Charles and the sales record there is little that can be said about this one...this album is a must have for any Ray Charles fan...the sales record is remarkable and the 6-track project does much to enhance the already exciting personality of this fantastic performer...And big men at the support work.

CLASSICAL SPOTLIGHT
BEETHOVEN: QUARTET NO. 15 IN A MINOR, OP. 132

Budapest String Quartet, Columbia ML 3785 (M); MS 6838

The latest Budapest String Quartet has recorded Beethoven's Quartet No. 15 in C minor (Op. 132) on Columbia in three episodes, and the first episode, which includes the entire second movement of the Quartet, is now being reviewed individually. The symphony's album represents the third release from his set and is a more complete recording of the No. 15 available in catalog.

POD SPOTLIGHT
AMERICA ON THE MARCH

Bob Sharples & His Orch. London SP 44003 (S)


POD SPOTLIGHT
ARTHUR VAN DAMME

ART VAN DONNE, Columbia CL 1192 (M; CS 6972 (S))

Art Van Donne is a name that has long been associated with good and commercial songs. Here is his first appearance from his Columbia LP, "The Cat's Pajamas," and it is a natural result of an interesting sound. Art's collection is backed by dynamic producers, harmonium, harp, bass guitar, and several vocal groups.

POD SPECIAL MERIT
MOZART CLARINET QUINTET K. 581: DIVERTIMENTO IN F K. 247

Members of the Vienna Octet, London CL 6297 (M; CS 6297 (S))

A good program of Mozart featuring the octet recorded "Divertimento No. 10 in F K. 581." Also included is" Clarinet Quintet K. 581." The Vienna Octet performs the pieces with authority and control.

POD SPECIAL MERIT
MUSIC BY THREE AMERICANS

Eastman-Rochester Orchestra (Manus), Symphony 53075 (M); SB 10579 (S)

A line of varied programs of music by American composers William Schuman, George Gershwin and Charles Ives. The listener will have evidence that the brilliant works of these three American composers are well within the scope of the Eastman-Rochester Orchestra under the direction of its present director or under the direction of its present conductor.

POD SPECIAL MERIT
THESE SPANISH MASTERPIECES BY ALBENIZ

Alicio de la Rosada, Columbia ML 6003 (M); MS 6605 (S)

The very fine Spanish pianist Alicio de la Rosada recaptures the masterpieces of Santa Cruz and in his own fine style...these are not generally available in catalog and the "Flamenco" is the composer's tribute to the city of Spain. Mr. Rosada has a masterful touch with the keys of these masterpieces and grace.

POD SPECIAL MERIT
PICKS FROM THE AMERICAN EPIC FESTIVAL

SPECIAL MERIT PICKS

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

POD SPECIAL MERIT
SUMMER SUN

Dick Dale & His Del-Tones, Capitol T 1211 (M; LP 1211 (S))

In the land where the surf craze heartily bears the place in the music world, racing in popularity of surf music. A few but finetunes are "Miss Banzai," "Summer Sun," and "Beach Party" with the LP as a bonus.

POD SPECIAL MERIT
COLLECTORS SHOWCASE, VOLUME 1

Various Artists, Continental CS 1

With radio stations continuing to feature these records with increasing frequency and the commercial appeal of their albums continues to increase, the demand for these albums continues to increase. Low prices are available in catalog and the "Surfing" has been particularly called attention to this year. Miss Acker has a masterful touch with the keys of these masterpieces and grace.

POD SPECIAL MERIT
SEABREEZE SONGS FOR SEABREEZE SONGS

Pauline Konstantinoff, Mercury 151-2359 (M; LP 151-2359 (S))

A line of varied programs of music by American composers William Schuman, George Gershwin and Charles Ives. The listener has evidence that the brilliant works of these three American composers are well within the scope of the Eastman-Rochester Orchestra under the direction of its present director or under the direction of its present conductor.

POD SPECIAL MERIT
THREE SPANISH MASTERPIECES BY ALBENIZ

Alicio de la Rosada, Columbia ML 6003 (M); MS 6605 (S)

The very fine Spanish pianist Alicio de la Rosada recaptures the masterpieces of Santa Cruz and in his own fine style...these are not generally available in catalog and the "Flamenco" is the composer's tribute to the city of Spain. Mr. Rosada has a masterful touch with the keys of these masterpieces and grace.

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POD SPECIAL MERIT
AMERICA ON THE MARCH

Bob Sharples & His Orch. London SP 44003 (S)


POD SPECIAL MERIT
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POD SPECIAL MERIT
THESE SPANISH MASTERPIECES BY ALBENIZ

Alicio de la Rosada, Columbia ML 6003 (M); MS 6605 (S)

The very fine Spanish pianist Alicio de la Rosada recaptures the masterpieces of Santa Cruz and in his own fine style...these are not generally available in catalog and the "Flamenco" is the composer's tribute to the city of Spain. Mr. Rosada has a masterful touch with the keys of these masterpieces and grace.
THE BEACH BOYS HIT #1

(Incidentally, the FIRST American Group to accomplish this since the English Invasion)

With their Double Sided Smash

"I GET AROUND"

B/W

"Don't Worry Baby"

#5174

JUST RELEASED . . . Their FINEST Album Yet!

"ALL SUMMER LONG"

T-2110/ST-2110

www.americanradiohistory.com
Liberty to Highlight Color, Action on New LP Series

HOLLYWOOD — Graphics have proved to be an album sales stimulant in the past, Command Records' geometric designs drew customers to its products. Liberty Records, through dramatic, live-action full-color photos on both sides of its "Action Sound" LP series, hopes to lure youthful customers to six packages featuring hot rods, speed boats, motorcycles and sports cars mixed with musical backgrounds.

The newest addition to the "Action Sound" series is "Mustang," a motion picture soundtrack. This LP pays tribute to the new Ford sports car and like the five other packages in the series, features teen-age eye appealing color artwork.

"We decided to out-package everybody," explained Liberty's art director Al L'Aving. "Kids will definitely pick up albums which have action pictures," he said. "They know all about the machines and their technical jargon." L'Aving believes the use of full color on the front and back of the jackets is a move essential in the present album production. Most companies will put covers on the front and run back covers in black and white, he says.

The first five albums in the "Action Sound" series are "Wheels of the Big Irons," which has 16 sequence photos on the back; "Bess Drag at the Beach," with two photos and paintings on both covers; "Big Drag Boats USA," which has seven photos on the back; "Liverpool, Dragons, Cycles & Sundown," which has four photos on each side, and "Shut Down & Hill Climb," with two photos on each cover.

"We designed this series as a merchandising concept," noted Don Blocker, Liberty's ad administrator. A heavy investment in color photography and printing helped make this series one of the most expensive to produce.

Blocker says album which offer compositions of several recent musical hits are a natural development. As for art work to sell this material, "kids dig looking at action pictures of speed boats and cars," he said, so Liberty packaged these albums in a way that the art would graphically stand out.

The success of two earlier LP's, "Bess Drag" and "Motorcycle USA," helped Jean Liberty executives toward strong ballyhoo for their next hot rod-cycle packages, hence the emphasis on color packaging.

Radio Good Bet for Disk Spots

HOLLYWOOD—Dealers are missing the boat by not advertising on radio, the ideal medium for records, claims Bill Tallant, Capitol's national sales manager.

Tallant believes the product on radio creates a healthy demand. "We believe in radio to the extent we have begun buying spots of our own in Detroit, Cleveland, Pittsburgh and Chicago," he revealed.

The much-traveled executive bases dealers for their lack of aggressiveness and awareness in how to increase consumer sales through co-op advertising on radio. "It's amazing how few dealers go with radio," Tallant said. "Aggressive, good promotion-minded dealers are what we're looking for to work ads with," Tallant noted. Locally, he says, Music City and the House of Sigh & Sound are two excellent retail operations who rely heavily on radio advertising and reaping the financial rewards for their efforts.

While admitting that ad rates are high in major markets — "which hurts the case," he says — rates in smaller cities are within reason. "It behooves dealers to try radio advertising," he emphasizes.

Tallant says that when a dealer buys steady time, the exposure given an LP results in larger sales jumps. "One dealer may sell 300 copies of an LP, while we may move 3,000 copies of the product citywide."

Capitol allocates a 2 per cent budget for national co-op radio advertising, according to Tallant. "With radio you can hit the market you want through the jazz, classical, pop, country and Top 40 stations."

_LIBRARY Bows Ska Single

HOLLYWOOD—Liberty has released the single, "Ska Light Ska Bright," by the Fleetwoods with Imperial issuing "Blodian Ska," both of which are Ska variations of the two companies' offerings in the ska style.

Don Blocker, Liberty's A&R head, noted his reports do not indicate a significant trend developing for this Latin type music. "There's no evidence it's going to be a hit," he said. "It's certainly not happening in New York."

Cool Swinger! AT THE BEACH

BOBBY FRANCIS

D.J.'s, Send For Your Copies

CELEBRATE THE LONEST EAST COAST CENTER FOR ORIGINS

SINGING STAR SAM COOKE signs contract, naming General Artists Corporation as his booking agency. Standing, left to right: Buddy Howe, vice-president of GAC, and Allen Klein, the singer's manager.

L. M. WALTER congratulates R. F. Whole (right) on his new appointment as assistant general manager of the Performing Right Society, Ltd.
This Week

1. YOU'RE MY WORLD—Billie Myers (Parlophone)
2. CAN'T BUY ME LOVE—The Beatles (Parlophone)
3. TIED TO THE RAIL—The Rolling Stones (Decca)
4. LITTLE THINGS—Bunny Owen (Columbia)
5. EVERY DAY IS LIKE A WISH—The Beatles (Parlophone)
6. I SPOKE TOO SOON—The Beatles (Parlophone)

TROANA

1. I'M A ROCK—The Beatles (Parlophone)
2. I'M YOURS—The Beatles (Parlophone)
3. PAPA WALKS THE MIDNIGHT HOUR—James Brown (King)
4. PLEASE PLEASE ME—The Beatles (Parlophone)
5. THE END OF THE WORLD—Elvis Presley (Sun)

This Week Week

1. LITTLE PUDDIN' SHELL—The Beatles (Parlophone)
2. BUM OF THE WEEK—The Beatles (Parlophone)
3. THE END OF THE WORLD—Elvis Presley (Sun)
4. PLEASE PLEASE ME—The Beatles (Parlophone)
5. THE END OF THE WORLD—Elvis Presley (Sun)

The following week

1. AIN'T THAT A SHEET—The Beatles (Parlophone)
2. MORE—The Beatles (Parlophone)
3. THE END OF THE WORLD—Elvis Presley (Sun)
4. PLEASE PLEASE ME—The Beatles (Parlophone)
5. THE END OF THE WORLD—Elvis Presley (Sun)

This Week

1. THIS WEEK IN MUSIC: THE WEEK'S TOP 10
2. PEP TALK:
   - Rock 'n' Roll: The Beatles
   - The Rolling Stones
   - Elvis Presley
3. THE MUSIC NEWS: THE WEEK'S TOP 10
4. THE SONG OF THE WEEK:
   - "Love Me Do"

This Week Week

1. LITTLE PUDDIN' SHELL—The Beatles (Parlophone)
2. BUM OF THE WEEK—The Beatles (Parlophone)
3. THE END OF THE WORLD—Elvis Presley (Sun)
4. PLEASE PLEASE ME—The Beatles (Parlophone)
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3. THE END OF THE WORLD—Elvis Presley (Sun)
4. PLEASE PLEASE ME—The Beatles (Parlophone)
5. THE END OF THE WORLD—Elvis Presley (Sun)

This Week

1. FOR THE WEEK END:
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   - The Rolling Stones
   - Elvis Presley
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3. THE SONG OF THE WEEK:
   - "Love Me Do"

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   - The Rolling Stones
   - Elvis Presley
2. THE MUSIC NEWS: THE WEEK'S TOP 10
3. THE SONG OF THE WEEK:
   - "Love Me Do"
he's coming
Bobby
JAMESON
soon, Big...
THE SUPREMEs
"WHERE WE"LL DO OUR LOVE GO"
MOTION 1060

Claudine Clark

(The ATLANTIC
Josie WILSON
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NEW ALBUM RELEASES

This form is designed to aid dealers in ordering andbroadcasters in programming.

AROVAR
CARLO SALVY at International Places: 1346 (M)

ARO-PARAMOUNT
RAY CHARLES: the Magic Sound: ABC 495, ABS 495
ESCORTED by the 11 Pianists: ABC 497, ABC 492
PARK-FOREST: Swinging at the Jacky Concert: Show: ABC 493, ABC 492
Comedy Party: ABS 461
THE IMPRESSIONS: Keep Dancing: ABC 492, ABC 493
RANK JONES: This Is Ranks Now: ABC 496, ABC 495
LEON YPEDO: I Can't Stop Dancing: ABC 497
CHARLES MAGNANTE & ORCHESTRA:-and Rancho Sardine: ABC 498
KNUCKLES O'TOOLE Plays Again: ABC 495, ABS 494
SPEECH: I Love to Hear a Violin: ABC 464, ABS 463
VALENTINE'S FESTIVAL ORCHESTRA and Group with ANTONIO TALATTIO: Welcome to Italy: ABS 485, ABS 482
MARTIN WALKER: From Scotland With Love: ABS 454, ABC 493

ATLANTIC
SOMONOLE BURKE: Rock 'n Roll: 8990, OD 8990
The RAY CHARLES Story, Vol: 9900, OD 9900
The Great Hits of RAY CHARLES: OD 7910 (3)

COLUMBIA
ORIGINAL CAST: The Importance of Being Oscar (with Michael Merrill): OL 6090, OD 6090
WOODROW WILSON: Road With Love: OD 1500, OD 1500
STUDIO CAST: Tales in America with Mary Martin: OD 7000, OD 7000
STUDIO CAST: The Boy From Broadway with Portia Nelson: OD 7900, OD 7900
STUDIO CAST: Broadside with Shirley Jones and Jack Sohar: OD 7910, OD 7900
STUDIO CAST: Oh, Kay! with Barbara Rock, Jack Cassidy, Alice Faye, and Jack Sohar: OD 7910, OD 7900
STUDIO CAST: Roberta with Jean Roberts, Jack Cassidy, Mary Livingstone, and Jack Sohar: OD 7920, OD 7910
SOUNDTRACK: The Young Lovers: OD 7910, OD 7900

CICA
SAUK COUNTY CIRCUS BAND: Circus Favorites: KS 2000 (3)

DUKE
ROBBY BLAND: Ain't Nothing You Can Do: DP 78 (B)

GOLDEN
Hey There, It's Your Boy: 124 (A)

IMPULSE
LOREE ALEXANDRIA: Alexandria the Great: 42, AD 42
JACQUELINE SUTHERLAND: A Star Is Born: 42, AD 42
JOHN COLUMBIA: Creations: 46, AD 46
HARRY TERRY: Taps from It: 46, AD 56

Tollie Seekers Distributors

LOS ANGELES—Separate distributors are being used for Tollie, the picture, has been released in Spain. This is the first time that Tollie and the Shadows have found the way open to a market in Spain.

RAUL MATAN

While in Spain during Summer Holiday, "Cliff Richard" Tollie, the picture, has been released in Spain. This is the first time that Tollie and the Shadows have found the way open to a market in Spain.

CHRIS HUTCHINS

HOLLAND

Dutch band leader and composer Paul Anka, whose 55th jubilee as leader of the famous Molendal Orchestra July 13, 1963, he formed a Latin-American-styled quintet in his band in 1963. Since then the quintet has been played throughout the world, touring the world and becoming known as a Latin-American-styled dance band. The Molendal Orchestra has recorded 250 different titles with albums that became best sellers in Japan, the Far East, and the U.S. His compositions—

Dolly," and "I Still Get Jealous By The Same Old New Ivar Medousa record. He is one of Norway's most popular jazz musicians. His latest album is issued on tour through ABA group, will also be on the market in the U.S. His compositions—

July 11, 1964 BILLBOARD
Mighty Mite Models Key To Next Decade

CHICAGO—The home entertainment market of the late '60s and '70s will be one of watchful radio, three-inch-high television sets, electronic organs, the size of two packs of cigarettes, subscription television on a commercial basis and a host of products from the space age. It'll all be possible because of advanced refinements in transistors and an even more sophisticated development called "integrated circuitry.

Dealers get a look into the future during a special seminar sponsored by the Electronics Industries Association at last week's National Association of Music Merchants convention in Chicago's Conrad Hilton Hotel. The session was called "New Sights and Sounds of the '60s."

Instant Rhythm

Warwick Electronics demonstrated a Bandmaster accomplishment device for organs that enabled the player to set a variety of rhythms and duplicate a baker's dozen of orchestral instruments automatically.

Sylvania demonstrated a Message Center home tape unit that enables homeowners to leave one of the other messages totaling three minutes.

Mighty Mite, of San Francisco, told of its soon-to-be-installed commercial pay-TV set-up in Los Angeles and San Francisco. The programs will be carried to homes by leased telephone wires, with automatic billing to be done by the R. H. Donnelly Company.

A single book-size receiver can be hooked to any TV antenna and the consumer can receive up to three channels of pay-TV plus one channel of sound-only programming. The programs will be "mostly in color," without commercials, of extreme high fidelity with (Continued on page 39)

CHICAGO—Minnesota Mining's Revere-Wollensak division introduced five new tape recorder products, including a $199 stereo recorder-player and a Walnut decorator-styled automatic tape cartridge system at the Music Show here last week. The introduction brings to 17 the total number of recorders in the Revere-Wollensak home tape line. These include a variety of monaural and stereo units and stereo decks in real-to-reel recorders. Also available are self-contained deck models in the firm's automatic systems which provides up to 15 hours of music.

The Wollensak 1280 is priced at $199 and provides four-track stereo and monaural playback. The unit has facilities, detachable wing speakers, VU meters and the traditional Wollensak tape handling system. Its simple tab control operation, can be mounted vertically or horizontally, and weighs 30 pounds. The Wollensak 1281 is a stereo deck version of the 1280, is fully amplified, can be mounted vertically or horizontally, and sells for $169. The Revere-Wollensak M-4 is a plush walnut and teakwood version of the firm's automatic cartridge system, with built-in amp and separate bookshelf speakers. Up to 20 cartridges can be played automatically for 15 hours of stereo music.

NATIONAL ASSOCIATION OF MUSIC MERCHANTS SHOW

Parley Highlights

Revere Bows 5 Tape Models

Quality Is Trademark Of Future

CHICAGO—The look of quality . . . the sound of quality . . . these were the major selling points in phonograph and tape equipment at the fall convention held here by the National Association of Music Merchants at the show and the reaction of visiting dealers.

In its new spacious quarters at the Conrad Hilton Hotel, the home entertainment segment of the Music Show put on its biggest all-time demonstration of new products. In most cases, the new units are slimmer and the products were slightly higher than last year. Dealers, who turned out to test the audio components last year, appeared open to buy—although some of the major manufacturers exhibiting at the Show do not selling there.

The new higher prices have been dictated by a marked increase in the use of FM components and a higher-end portable phonograph. "Schlock" merchandise was at a minimum. This may be because schlock just isn't the rage in the tape recorder field. So far this year, the units that are offered are up slightly, while portables are down sharply.

The new audio field is now virtually complete, except for a mopping-up operation which includes the selling-out of holdover models. The manufacturers which recently opened new lines are now solid-state circuitry are now extolling these.

The major packaged phonograph manufacturers obviously feel that they are rapidly closing the quality gap between their products and those of the traditional high-fidelity component makers. This involves cost increases, but there seems to be no fear that the public will resist higher priced units. Attracting major attention at the show were the high-end lines of Sylvia, Magnavox's new super-de luxe Imperial System, and the offerings of the Canadian manufacturer, Electrohome and Clairol.

The swing to quality by the aging pickup phonograph manufacturer has resulted in lengthened console lines by the audio component manufacturers who exhibit at the show—Paul, Fisher and Scott.

Even in lower priced categories, an FM-Tuner tuners, just over four pounds and is slim enough to fit into a three-inch-thick attaché case. A constant-speed capstan drive system provides for interchange of taps with any standard two-track monaural recorder. VU meter gives record level and battery condition. Other features include remote start-stop switch on mike, record interlock and automatic tape lifter and two tape speeds. It operates on one nine-volt battery and also has a new push-button half volt pen cells, sells for $119, complete.

The Wollensak 1220—a monaural unit—sells for $129 and offers vertical or horizontal operation. VU meter, tab control, automatic shutter, digital tape counters, variable speed, and braking system and will play seven-inch reels with the cover closed.

NEW PRODUCTS SHOW CASED AT NAMM MEET

CHICAGO—New products in the home entertainment field were the high point of the giant National Association of Music Merchants conclave here last week. Virtually every firm had something new in tape, recorders, phonographs, radios, TV, organs or home entertainment instruments. For the diversification-minded record dealer, the music show offered a field day. News of the convention and many of the new products appear on these pages. Additional news and other product information will be carried in subsequent issues of Billboard's Audio-Video Retailer section as space permits.
Mighty Might Models the Key

- Continued from page 18

no ghosts or flutter (because of the high-powered motor and high wire), and cost the same as the "general average," providing a ticket to the same market.

RCA Victor demonstrated its new solid-state stereo high fidelity component system, with two-minute music next week) which marks the firm's entry into the market. Patrons have a choice of three

S H O G E D
MUTUAL RECimiDS
PARAMOUNT RECORD MFG. CO.
THANKS ALL D.J.'S & HIS DISTRIBUTORS

"SHE'S THE ONE"

CHARTBUSTERS

July 11, 1964 BILLBOARD
**House CommitteeRegards**

**Anti-Mingling Measure**

WASHINGTON—The House Committee on Interstate Commerce has rejected the section of H.R. 4731 which would have barred the mingling of charms and coins in bulk vending machines. The action was taken Wednesday (11) in an executive session of the full committee.

By singing out for deletion the section of the bill that dealt with bulk vending, said Rep. Mitchell, counsel to the National Vendors Association, the committee made it very plain that such legislation would be reintroduced in any forthcoming session. The rest of the measure, of no interest to the bulk vending industry, was favorably reported out of committee.

Mitchell attributed the successful resolution of the legislative crisis to the plan of action laid out by NVA in May, when the bill was introduced, and rigorously pushed since then. Letters and petitions to members of the House Committee from bulk operators, distributors and manufacturers in all parts of the country were unquestionably effective, as was the NVA's legal staff's campaign of patient explanation in personal contacts with the congressmen. Mitchell also credited the publicity on the legislation in Billboard with reouting the industry to the danger it faced.

In deleting the anti-mingling section of the bill, the House Committee showed that it had thoroughly considered the arguments advanced by NVA and the bulk industry and had agreed with the NVA position, an action that is tantamount to giving a rebuff to the position of the Pure Food and Drug Administration.

The anti-mingling provision was part of legislation backed by the National Confectioners Association to permit the use of non-nutritive substances in confections. Although long allowed in other foods, such non-nutritive substances had never been permitted in confections. The NVA campaign pointed out to the Public Health and Safety Subcommittee of the House Interstate Commerce Committee that the allowing of the anti-mingling provision in a measure dealing only with the confection industry was not justified.

NVA also stressed that years of mingling of charms and confections had never produced a single health problem. The charms, as a matter of record, are every bit as sanitary as the confections.

Rep. Oren Harris (D., Ark.), assured NVA as far back as May 25, 1949, that the committee would be duly considered and favored with the committee's recommendation on the anti-mingling provision. Mr. Harris, although he had acquired the Pure Food and Drug Administration as to why the anti-mingling was added to the bill. On the basis of this action and the large volume of small senatorial mail concerning this industry, Mitchell had predicted that the provision would not be defeated. His judgment is now vindicated.

**Bulk Banter**

**Pacific Patter**

Phil and Frieda Soden, Western Vending Machine Serv- ing, Inc., Cincinnati, Ohio, left town for a trip to Florida and are now in New York for visiting, sight- seeing and some meetings. Phil is also a member of the executive committee of the National Vending Association.

Charles Randall, who at 75 is still a top operator, continued to service his machines in an ageless manner.

Mel Shuff, a veteran of vending, has left the route. Les Fishman is expanding his route.

Al Moore and wife were at Acme from their home in Upland. William Nelson, who has been an operator for more than 40 years, sold his cigarette and candy routes and is re-entering the bulk field.

Fred Dostoff, Fred's Vending, is entertaining his son who is on leave from the Air Force. Royce, an ex-soldier, has sold back his vending in Santa's Village, Skyforest, San Bernardino, to Ray Newman, Riverside operator, visited Acme to pick up his shipment of supplies for his machines. Mr. and Mrs. G. E. Scopes, of Palmdale, recently left on Acme's trip to Los Angeles Monday (8). Norman Clark, of Long Beach, was in Riverside looking over the weather and swimming in Hawaii, having got a taste of them on a recent vacation.

Art Vogel dropped into Acme for supplies to expand his new route in the Lynnwood, Compton and Southgate areas.

C. Felton and R. Rodriguez were up from Mexico to visit with Len Feldman. They brought their new son to meet the vending family. Miss Dorothy Pomona, has added a new station wagon to give his locations a better chance of survival, as E. McAdams, who recently took over an operation in Las Vegas, was in town to buy a truck for the route. He was accompanied on the trip by his wife and family. Lew and Gustie Feldman, Acme Vending, are weathering the record price hike on their pick, Ketho, at the Hollywood. Much to the picture lover’s delight, the film "Dick and Dick" is on loan for the weekend. Harriet Reiner, West Coast Enterprises, seeing that Ketho goes on their proposed trip with the children to Dewey, went to World's Fair. Even before the strike, tickets were going for $100 a pair.

**NAMA Head**

**Air Views on Coin Shortage**

WASHINGTON—A statement by Thomas B. Hungerford, executive director of the National Automatic Merchandising Association, was filed last week with the sub-committee on Legal and Monetary Affairs of the U.S. House Committee on Government Operations in connection with hearings on the coin shortage.

"No specific statistical information exists on how long coins remain in vending machines," Hungerford said, "We know, however, that in the area of keeping coins in circulation, the merchandising vending industry, by the very nature of its business, makes a significant contribution. Every cent of the gross sales of the vending industry is received in pennies, nickels, dimes and quarters. These coins are the working capital of our business. Merchandising vending is a thin profit, high volume, fast turnover type of business which requires readily available cash for merchandise and payroll. Hence, coins must be removed from the machines as quickly as possible."

The statement also pointed out that operators know that coins left in machines for long periods invite burglary and vandalism. No other vending business has its co-operation to any appropriate government agencies that may request it.

**K. Guggenheim**

**Bows Mr. Winky**

JAMAICA, N.Y.—Carl K. Guggenheim, owner of National Vending Machine Co., has announced the purchase of its latest item, Mr. Winky. It is a rabbit which bobs its head and features eyes that can wink and blink. Display labels come with each order for this action charm, which is particularly recommended as a rocket item.

**Victor Headquarters for VICTOR L. C. TOPPER with Chrome-top lid**

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

A complete stock of machines, merchandise, parts and supplies is ready for delivery.

Write for complete list of prices.

H. B. HUTCHINSON, JR.
Southeast Warehouse for Leaf Brand Gum
1760 S. Deerfield Rd. N.E.
Atlanta, Ga.
08-3-6300

**Lucky 7**

**Hottest Hair Styles**

The Hottest Item Ever!

GOOD FOR YOU, BALL, JETON, BILLIARD, SHUFFLEBOARD, DOMINOES, TROLLS, Fresh or Artificial.

TROLLS, Fresh or Artificial.

TROLLS, Hand Painted: $14 per pair.

TROLLS, All Colors: $15 per pair.

TROLLS, Completely Covered: $36 per pair.

TROLLS, for Hair, Nose, Ears, etc., $28.50 per pair.

Write for complete description and price list.

**PARKWAY MACHINE CORP.**

715 ENSOR ST.
Baltimore 2, Md.

**H. McKinley, 68, Am. Shuflebd’Sales Exec, Dies**

EAST ORANGE, N.J.—Hall F. McKinley, 68, district sales representative for the American Shuffleboard Co. for 25 years, died at his home here Wednesday (7).

He leaves a widow and a son, Hall F. McKinley Jr.

McKinley was a navy veteran of World War I, a member of the American Legion, the Knights of Pythias, the Elks, the Bell Club and the Cycle Club.

**Coast Operators Meet in Castle**

LOS ANGELES — For the first time in its nearly 40 years, Western Vending Machine Op- erators Association held a closed meeting at the Blarney Castle Tuesday night (30). The informal meeting was along the lines of a banquet.

(Continued on page 54)
BULK VENDORS

CLEAN, IN GOOD WORKING ORDER
Victor Tongue, l/c B/G
Victor 2000 s, l/c B/G
Victor 1500, l/c B/G
Victor 2000s, l/c B/G
Victor 400
Victor 1200
Victor 400

Now, Stands, N.W. BULK VENDORS CATALOG, TODAY!

PAYMENT

LEW E. FELDMAN, a veteran of nearly 50 years in vending, is going to move over. His Acme Vending Machine Company, Los Angeles, offers onetime service and Western machines.

LOS ANGELES — After a man has been in the same kind of business for 50 years, he reads about plagues and plunders and retires. Not Lew E. Feldman.

Feldman, who was born at 37 Acme, 1912, and entered in vending in 1915, is going stronger than ever. At his Acme Vending Machine Company, Los Angeles, he distributes Northwestern bulk vending machines in Southern California, Arizona, Colorado, Utah, Nevada and Hawaii, carries a complete line of bulk merchandise, has designed and is manufacturing a new standard conversion back, for four or six machines, and is thinking of expanding his building now existing.

Acme, over the years, has become a gathering place for bulk operators.

One-Stop Service

They know that here they can get complete one-stop service — often with good and sincere advice — from a company that is operated, designed, manufactured and sold machines. The business is a family affair. His wife, Gussie, and son, Bob, Feldman run Acme. In December 1947 after he had been inactive in vending for four years, and the business with his own had grown consistently. For, as he explained, bulk vending is the best business per dollar invested.

His career started in Boston, Feldman's native city. His father manufactured confectations and ice cream and invented an ice cream cooling machine. The same day that Fieldman was on his ice cream and candy route and he became interested in vending machines. He bought 35 machines for $1000 from a woman who had them located in the drugstore where he made a deal.

In three years he built up the largest

Private Firms

To Get Leases At N. H. Parks

CONCORD, N. H. — All summer membership-leasing activities including coin machines at New Hampshire's State parks are being leased to private business firms, it has been announced by John F. Rowe of the State Department of Resources and Economies.

He said concessions had already been awarded to holders at eight parks. A percentage of their gross income will be given to the Division of Parks. Negotiations are being made for concession leases at four other State parks. All negotiations were made by Howard L. Berry, supervisory park development officer, the division.

The Division of Parks conducted the merchandising operations from 1930 — when the Merchandising Division was established — until they were virtually abolished by the reorganization act of 1961. In 1960, the merchandising operations accounted for one percent of the State parks' gross income.

vending just about sum up the history of the industry. He pointed out that only in bulk vending have the prices of supplies, with some exceptions, been reduced. In 1947, Spanish peanuts were 7 cents a pound and 28 cents as of June 1. Blanched were 9 cents, but up to 38 cents. Ball game, however, was 37 cents and is now 30. BB's have dropped from 26 cents to 27, and jawbreakers, once 35 cents, are 21. Machines have increased in price, using a modern drive rather than a direct action. He recalled buying Climax machines for $4 and Advances for $4.50.

The Feldman family stands ready to give service, and closing hours mean little if an operator needs merchandise. Lew is active in industry organizations. He is a member of National Vendors Association, National Automatic Merchandising Association, California Automatic Vendors Association, and Western Vending Machine Operators Association, the oldest association of its kind in the U.S.

Lew Feldman just doesn't have time to retire.

MANNED GUARANTEED

USING MACHINES

Mand M. models 72, 124 or 125

$100.00

24, 48, 64 or 96

$100.00

6, 24, 48 or 120

$100.00

80, 96 or 120

$100.00

Acme & 8-lb. Globe

MERCHANDISE & SUPPLIES

Prizes:

-1 roller ball, 2-3-5-10-25-50-100-250-500-1,000

Payable for $1,3 and 6. A $15.00 minimum charge on all orders.

Complete line of Parts. Supplies. Carts and Trays.

One-Third Deposit. Refunds C.O.D.

IMMEDIATE DELIVERY

VICTOR

Globe Style TOPPER DELUXE

1c or 5c

For Ball Gum and Charms. Also available for Peanut and Bulk Candles.

Packaged and sold 4 to a case.

Stamp Folders, Lowest Prices. Write.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, INC.

NORTHERN"CORPORATION

2742 Armstrong St., Morris, Ill.

Phone: Wmayer 2-1300

July 11, 1964 BILLBOARD
LOU CASOLA FEARS ASCAP DEMANDS

Says Celler Bill Passage Could Mean Steep Fees

By ED BARNES

CHICAGO — Lou Casola, MOA president, told a meeting of the Illinois Coin Machine Operators' Convention here Sunday (28) that if the Celler Bill (HR 7190) becomes law, ASCAP would demand no less than $36 per machine per year in royalty fees. BMI no less than $25 and SESAC no less than $14—a total of $75 per machine per operator.

Casola was one of several speakers, in its 39th year, for Donald Sh. Van Gorp, Columbia Records; Earl Kies, president of the Chicago music distributor who purchased the Berliner company; Fred Granger, MOA managing director, and Clyde Pierce, MOA vice-president, Brethren Hardware; Les Montehou, ICMAO president, who was chairman.

Casola said that one of ASCAP's prime arguments for passage of the Celler Bill is that the U.S. is the only country in the world where juke box operators are not charged a royalty fee. In England, for example, operators pay a yearly rate of $32 per machine.

Best Hope

U. S. operators best hope at the moment, according to the MOA president, is the House Rules Committee won't pass the measure before the close of the current Congress session. This would mean that the legislation would have to be re-introduced and start all over again, unless the next Congress continues the two-week recess that is currently two weeks.

The MOA—inspired petitions to the Rules Committee members,华东, operators, who unquestionably helped the committee's fight, Casola said. He continued: "This is the co-operation shown by the National Beverage Association, which has adopted defeat of the ASCAP legislation as one of its own aims."

Future action should be aided by the newly adopted policy of clearing all legislative protests through the Chicago MOA office. This central clearing house will be able to tell what parts of the country have not responded to appeals and will seek to avoid defusing any one congressman by too many similar letters."

I.P. Policy

Van Gorp explained Columbia's new policy of making little LP's and stereo singles available to operators on a non-commercial basis through its regular distributors and through one-stop.

He cited Billboard's research, which shows 475,000 juke boxes in the U.S., and only 8 per cent of them in teen-age locations. Sixty per cent are in taverns and the balance in restaurants. The lesson for operators, Van Gorp said, is obvious. Adult programming can bring in bigger profits.

The teenagers who are new to the market can not miss the potential of the 45 single, both on juke boxes and in stores, are the customers of tomorrow. They change, and since they are already indoctrinated in playing the juke box, it is up to the operator to lose this big potential market," Van Gorp said.

Columbia's new policy recognizes this situation and that coin phonographs are the second most important medium for record exposure after radio.

Juke Box Hits

The Columbia representative gave operators much credit for helping to make Dave Brubeck's "Take Five" a hit six years ago when deejays failed to give it much of a play. Recently in Syracuse, said Van Gorp, op.

(Continued on page 54)

United Bows Tiger Alley

CHICAGO — United Manufacturing Company last week unveiled its new Tiger Shuffle Alley, a one-six player game, featuring separated, easy-to-read players, open接地气, five ways to score.

In addition to regulation scoring, there are flash-blink bonuses, flash and dual flash. Lighted strike and spare indicators are provided.

Chicago Coin Plant Shuts for Vacation

CHICAGO — Chicago Coin Company shut down all plants for vacation through July 20. However, Chicago Coin's two-player Bronco pin game, reported as very brisk, will continue to be pressed by the Champion Rife Gallery, Sporting Goods, Inc, and Cadillac Big Ball Bowler.

COLOGNE—West Germany's coin machine trade and industry intends pushing ahead with the creation of a coin machine community—Euromat—similar to the European Common Market and, specifically, the Eurosproject.

Euromat Market says in its Eurospat report that the Eurosproject concept aims at doing its part for the coin trade what the master plan of a United Europe would do for the full economies of the six states involved.

Need Forum

The German coin machine journal says it is the vital role the European coin industry has to forum to express its views and take soundings for it in the trade community.

German coin trade leaders and policy of the Eurosproject with some appreciation. The project was conceived five years ago, and in fact got so far as an organizational conference in Brussels, but with the combination of an international diplomatic conference and the opposition of the French coin leaders with the under

U.S. Coin Exports Set New Mark

By AARON STERNFIELD

NEW YORK—United States exports of juke boxes and amusement machines hit all-time high last year at 83,094 units valued at $21,732,000.

The 1963 figures, released this week by the U.S. Department of Commerce, topped the previous year's totals in both number of units and dollar value. In 1962, a record year, U.S. exporters shipped 65,828 pieces, valued at $26,921,263.

While gains were made in all classifications, most significant advance was in the amusement machine area, with sales leaping from 43,948 to 54,645 and values jumping from $13,578,714 to $20,872,438.

U.S. Dominates Games

This increase in amusement machine shipments come as the face of an attempt by Western European manufacturers to get a share of the game market. Despite the flurry of new European outfits that have been made in the last few months in the U. S. market—which is well over 90 per cent. This, New music machine exports showed a healthy increase from 12,718 units valued at $9,836,954 to 19,312 units valued at $13,807,492, again demonstrating that for top operators, overseas manufactured products must be in the products of the four U. S. music machine manufacturers.

(Continued on page 54)
whatever 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 beanyery, 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 coins 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
Spanish Game Boom

MADRID—Spain’s eight coin machine manufacturers are rushing to capitalize on the game’s boom.

The demand for coin games is growing space with Spanish economic development, and particularly its development as a tourist center. The demand for games literally has outstripped supply this summer in the resort areas of the Costa del Bravo and the Costa del Sol.

This is largely because of import and currency restrictions still maintained by the Spanish government. Domestic producers, therefore, are rushing to expand output of pinball machines.

Gedasa, a major Spanish producer, has expanded pinball production by 30 percent this year, and is building an annex to its plant near Madrid for further expansion of output.

Jupiter Surge

PARIS—Jupiter, the phonograph manufacturer of a Swiss-French company, now ranks as the No. 1 selling phonograph in the former French Colonies.

Taking advantage of the shortage of phonographs which has foraged to her former possessions, the Jupiter management has moved into North Africa, and the West Coast of Africa with strong, well-trained sales organizations.

$65 Will get you one Seeburg 200 Selection Wall Box converted to operate Album Playing Seeburg, AMI, Rock-Ola or Wurlitzer Phonograph. This converted Box will inter-mix with Caroise Wall Boxes. 50.00 DEPOSIT, BALANCE C.O.D. P.O. DALLAS, TEX.

COIN MACHINE IMPROVEMENT AND MFG. CO., P.O. Box 21037, 3918 W. Davis Dallas, Texas. Tel. FE 7-1997

ATTENTION OHIO OPERATORS

DAILY FUNWAYS, $350.00

MONROE COIN MACHINE EXCHANGE, INC.

Cleveland 14, Ohio

Superior 1-4600

GEORG GERMES DIES

COLONIE—Georg Gerdies, German coin machine pioneer and a veteran operator, died two days after his 68th birthday. Gerdies was the founder and proprietor of Jaco & Son, a major West German distributor of coin games. The firm observed its 10th anniversary last autumn.

Diskopar Bows

HAMBURG—Money may not grow on trees, but Helmut Mehmet, president of a Hamburg distributor owned by Automatic Caen, is selling operators a new model of his Diskopar machine translating scenery into coins.

The telescope is Diskopar, with a different scene appearing on a new principal. The manufacturer claims Diskopar shows objects three times brighter than any 20-fold magnification glass on the market.

The machine also eliminates distortion and blurring of the image on the edge of the magnifying glass. The machine has world distribution rights.

French Levitt-Town

PARIS—France’s first Levitt-Town housing development, which is to be constructed on the site of Paris, will be the first "pre-planned" for coin machine operators.

French operators already have reached agreement with the builder for special areas reserved for coin machines, and bulk vending machines.

French authorities, in a turn-around, are considering making the placing of kiddie rides and games in housing areas to provide recreation for children.

Tax Is Refunded

VARESE, Italy—The mayor of Varese announced that the $64.35 local entry tax levied against the first juke box brought into the city has been rescinded. The law exempts items which are not to be "consumed," local authorities said. They have been taxing the juke boxes on their first appearance in the community.

This decision is expected to lead the way in stopping similar actions throughout Italy.

Col. Resumes Sending Disks To Operators

NEW YORK—Col. Columbus Records, successor to the late Col. Columbus, has put into operation its program of sending all new single releases to a panel of 200 operators for evaluation.

Supervising the program are Frank Campana, Columbus sales executive, and Don England, the label’s New York salesman.

The label had been sending disks to selected operators only to a small extent. This was discontinued. However, Campana said, the Montreal and Columbia promotion men had plugged hard for the resumption of the program.

Rowe AC Names Petropoulos Sales Manager

CHICAGO—The Rowe Machine Manufacturing Company has appointed Raymond Petropoulos to the newly created position of national sales manager.

Petropoulos was formerly vice-president of Koed Corporations, New York, will make his headquarters in Los Angeles.

N. J. Rowe plant and will be responsible for national, military, battalion, and theater accounts.

Ark. Lions Elect Frank Brunner

MARKED TREE, Ark.—Frank Brunner Jr., 32, son of one of the first music and game operators, and the third Brunner to be president of Marked Tree Lions Club for one-year term.

Brunner Jr. is a pharmacist. Frank Brunner, 68, is a pioneer operator in East Arkansas and was the first in the area with a juke box, Brunner 70. They have operated John & Frank, Inc., music and games, since 1956. Their Juke boxes have expanded into Tent.

Both have been active in civic work for the little community. John Brunner, Jr., 44, is chairman of the Marked Tree Planning Commission.

Arcade Displacement Works Out for Best

DENVER—The respect which an amusement machine operator can get from location owners in large public buildings was demonstrated during the recent remodeling of the Terminal Building at Denver’s Stapleton Field, in which Apollo Music Company (now part of Stereo Music Systems) was located.

When one of the major airlines using the terminal got permission to stage VIP room in which millionaire travelers could watch their flights, it became necessary to take part of the space normally occupied by the Apollo Music amusement arcade—a 25-foot area—away from the terminal area by a low stone partition wall.

The Denver music and amusement machine operator, of course, was unhappy about the change, but itinerants in the airline has priority on the space, representatives said.

That’s where the airport terminal management stepped in—by immediately making the room here and there through the big sprawling terminal for coin machines.

A photo-rex machine, for example, was moved up to the main waiting-room area, where this small installation was preceded by a Lentel of the same size at this point, volume went up instead of down.

Coin machines here and there were found for other machines, but the result was that the even though over-all size of the location was badly cut there was nothing but slots added by the of the remaining machines.

Many operators will recall times at which the management of railroad, bus and airline terminals were loath to permit any sort of amusement machine to be installed—quite a contrast to Stereo Music System’s experience.

COINMEN IN THE NEWS

Pacific Patter

The continuing beer strike which has just about depleted kegs in many areas, and is reputedly being actually running out, is being tacked on the operators, and, in turn, the jobbers and distributors, no good. Some operators have reported business down 25 to 75 percent.

Travel on Coin Road was last reported to Dr. R. E. Wilkes, R. F. Jones Company, Los Angeles. Disneyland operators have not been able to attend the office a few more days. It was recently dis- charged for a month to the Los Angeles hospital following surgery. R. F. Jones Company has held off the phone book's clearance of the absence from the office a few more days.

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DENVER—The respect which an amusement machine operator can get from location owners in large public buildings was demonstrated during the recent remodeling of the Terminal Building at Denver’s Stapleton Field, in which Apollo Music Company (now part of Stereo Music Systems) was located.

When one of the major airlines using the terminal got permission to stage VIP room in which millionaire travelers could watch their flights, it became necessary to take part of the space normally occupied by the Apollo Music amusement arcade—a 25-foot area—away from the terminal area by a low stone partition wall.

The Denver music and amusement machine operator, of course, was unhappy about the change, but itinerants in the airline has priority on the space, representatives said.

That’s where the airport terminal management stepped in—by immediately making the room here and there through the big sprawling terminal for coin machines.

A photo-rex machine, for example, was moved up to the main waiting-room area, where this small installation was preceded by a Lentel of the same size at this point, volume went up instead of down.

Coin machines here and there were found for other machines, but the result was that the even though over-all size of the location was badly cut there was nothing but slots added by the of the remaining machines.

Many operators will recall times at which the management of railroad, bus and airline terminals were loath to permit any sort of amusement machine to be installed—quite a contrast to Stereo Music System’s experience.

ROSA Pledges Support To Little LP Programs

NEW YORK—Stanley Stone, head of the Rotts Records Company, and newly elected president of the Record One-Disc Corporation, said that member one-stops will give full support to the recently announced Little LP Program of Columbia, Kapp and other labels and will designate silicone LP as the product for the joke box operators.

Stone said that one-stops will stock the material only if ordered directly from the labels or their distributors and that they will also promote adult stereo singles.

At the recent ROSA organizing meeting in Miami Beach, Gene Weiss, Columbia executive, and Mel Macher, Kapp executive, explained their label programs (Billboard, July 4).

Stone added that ROSA will make a strong showing at the Music Operators of America convention, to be held in Chi- cago, September 14-16, will maintain a booth at the show and will participate in the forums and business sessions.

In addition to Stone, newly elected ROSA officers are Joe Perlman, Philadelphia, president; Tom Muller, Detroit, vice-president; and Pat Cohen, Richmond, Va., treasurer.

BILBOGRADE July 11, 1964

Recent STEREO RELEASES for Music Operators

SEEBURG LITTLE LP’s

Pop Vocal
FRANK SINATRA—Days of Wine and Roses, Moon River, and other Academy Award Winners...

Reprise

EDIE ADAMS—Behind Those Swingin’ Doors...

Decca

Pop Instrumental
JOE BUSHKIN—Joe Bushkin in Concert

Reprise

PETE FOUNTAIN—Pete Fountain’s New

Orleans at Midnight...Coral

International
WERNER MULLER—Aus Grosse Europae...

Tourneure

DECCA

All titles listed are currently 5191 stereo singles packaged for the joke box operator. This list is the result of the directions recently released by John Bax Reviews, Billboard, 111 W. 40th Street, New York, N. Y. 10018.
Atlas Music Company, from its inception, has dedicated 30 years of service to our industry. My late brother, Morrie, and I, founded Atlas because we felt there was a need for a "complete" service... one that had the best interests of the operators at heart, and could offer fine equipment and honest counsel every day of the year.

To our loyal customers, suppliers, employees... sincere thanks for your invaluable contributions to our dynamic growth and leadership during the past three decades. You've made them all worthwhile.

On the occasion of this, our 30th Anniversary, we rededicate our efforts to the continued advancement of this great industry.

Sincerely,

Eddie Ginsburg
The ATLAS STORY

CHICAGO—“I was intrigued with the coin machine business—I liked the people, the romance and the relaxed and carefree way of doing things.”

It’s Eddie Ginsburg of Atlas Music Company in Chicago recalling how he felt back in 1934 when he and his brother Morrie decided to found their distributing venture.

Eddie had been a salesman with Mills Novelty Company since 1926. For the past several years, he had also been in partnership with Morrie operating a game route and manufacturing replacement tops for Bally games.

Going into distributing seemed a natural move for the pair. “We both loved the business and this seemed a good way of ensuring our future in it,” Eddie says.

The Ginsburg brothers talked Ted and Harry Stoner into giving them the Stoner game line. They also picked up the Put-N-Take table game from Jimmy Johnson at Western Equipment Company. The two lines put the boys in business.

Eddie immediately went on the road while Morrie stayed in Chicago heading the Atlas office.

Eddie covered most of the Midwest—Illinois, Iowa, Indiana, Wis-

(Continued on page 50)

Happy Anniversary to ATLAS MUSIC CO.

WICO CORPORATION
CHICAGO, ILLINOIS

EXCHANGE NATIONAL BANK
CHICAGO, ILLINOIS

BERGMAN & LEFKOW
CHICAGO, ILLINOIS

CHEMICAL TRUST & SAVINGS
NEW YORK, NEW YORK

FREDRIC R. KLEIMAN, Adver.
CHICAGO, ILLINOIS

Congratulation ATLAS MUSIC COMPANY
on your 30th Anniversary of service to the Coin Machine Industry

alley SALES COMPANY
(Bureau Affiliation of Williams Manufacturing Co.)
BAY CITY, MICHIGAN 48709

Expanding—Just Moved to 2200 North Western Avenue—1935

First delivery received by air, flown in by Ted Stoner from Aurora—1934
A Profile of the Atlas team

SAM GERSH
Executive Vice-President and Secretary
This dynamo, a pioneer in the background music industry, adds 20 years of experience to the ATLAS management.

MIKE BLUMBERG
Treasurer and Controller
Mike's been with Atlas for almost 20 years and makes monetary decisions that affect the policy of the company.

MORT JACOBS
Manager, Parts Department
If there's anyone in the industry who doesn't know this genial, cigar-smoking "Ned Sparks," we're surprised. He's been with Atlas for over 20 years.

WILLIAM PHILLIPS
Div. Sales Mgr., Phonographs
Bill is the original "music man" and has spent 18 years dispensing Atlas service—another real pro.

BOB FABIAN
Vice-President
Without a doubt the top expert in the vending field for over 15 years. Extremely popular with the trade.

JOE KLYKUN
Vending Sales Manager
One of the bright lights in the ATLAS organization. Adds technical and sales balance to the Atlas team.

STAN LEVIN
Sales Manager, Games Division
"Stan the Man," a real pro is one of the true veterans of the coin machine industry and is well known for his knowledge of the operators' problems.

CHUCK HARPER
Field Sales Manager, Phonographs and Games
A down-to-earth, real 'human' type that the operators enjoy talking to—and he knows his business.

FRANK BACH
Manager, Service Division
Frank's been with Atlas from the start. 30 years ago. He's recognized as "Mr. Technician" and has the answers to all your service problems. He's a member of the corporate family.

ATLAS SPECIALISTS . . . a group of the most dedicated workers in the field. We list them for your benefit, and we tip our hat to them!

A Toast to ATLAS a valued Customer
from all of us at

United Manufacturing Co.

3401 North California Avenue
Chicago 18, Illinois

July 11, 1964 BILLBOARD
GOOD SERVICE DOESN'T JUST HAPPEN

It's planned at ATLAS

A complete parts and accessories department means one thing to operators—dependability. At Atlas, they know they can get anything, anytime. Mort Jacobs, parts chief, and Ray Grier, serviceman, see to that.

If you call on Atlas—in person or by phone—you'll be greeted by Rita Wachowick. What with keeping track of the busy Atlas switchboard and doing a host of "miscellaneous" jobs for the sales force, Rita's one of the busiest gals in the place.

At Atlas, service and Frank Bach are synonymous. Here, the firm's genial service chief (right) gives a few tips as Ed Cheney and Irwin Bryant dismantle a Rowe-AMI phonograph.

Atlas' used machines may not be new, but it takes an expert to tell the difference. Atlas has its own team of experts that make sure of that. While the interior of a phonograph is completely overhauled, Bill Fredericks and Howard Siegel completely repaint the cabinet in Atlas' modern water-screened (note rear) paint room.

AT ATLAS people make the difference

It may look like play, but it's all in a day's work. At least that's what Bill Phillips and Stan Levin claim. The two crack salesmen make a point of personally trying out every amusement game before it is shipped out of the house, and judging by the Atlas record, it pays off.

Keeping track of Atlas' sales and service activity on paper is more than a full-time job—in fact, it takes six accounting and bookkeeping specialists: Nancy Eannarino, Morris Minkus, Helen Kobus, Barbara Jarog and Rita Kobus.

Diversification is the key to increased operator growth

Sam Gersh (right), Atlas' background music expert, explains the new Rowe-AMI Customusic unit to Frank Ogle, sales traffic manager. Gersh, a background music pioneer of some 16 years, is responsible for the several hundred customers Atlas has lined up in the Chicago area.

Vending has become big business at Atlas. Demonstrating the firm's large bank of machines in the main showroom are Nancy Eannarino, Sam Gersh, Rita Kobus and Mike Blumberg.
Our Operators are always assured of the BEST with ATLAS

BALLY Manufacturing Company
ROWE AMI Manufacturing
ATLAS MUSIC Company
VALLEY SALES Company
IRVING KAYE Company
UNITED Manufacturing Company

WE'RE KNOWN BY THE COMPANY WE KEEP!
com and even Nebraska. Besides Western's Put-NTake, Eddie sold Stover's Esquire, and such later Stover models as Beacon, Ball Pan, Zeeta and Mad Cap.

"It was way back here that we established the many friendships that Atlas still enjoys. "Selling in those days was a lot of fun. I remember the winter of 1934. I had a new Plymouth but no defroster. To get the windshield clear, I had to move to cranking it open. It worked, but the car used to get pretty cold," Ginsburg says.

My first stop was Clinton, la. I would then go West and make the circuit back to Chicago.

"Half the time, I didn't bother staying at a hotel—I would sleep in a spare room of one of my customers.

Comparing the business to today, Eddie feels the "old days" had a great deal more "payey, horse-play and razzle-dazzle."

After all," Ginsburg notes, "we started in the depression days. Not too many businesses were prospering then. Ours was one of the few that was."

"What kind of guys were the coin machine people? "Well, I would describe them as a wonderful high-rolling, free-wheeling, free-spending bunch of good-time Charlie."

In 1935, Atlas picked up the Exhibit Supply line of counter games, and the firm continued to expand.

Eddie recalls the mid-30's was the time of the big coin machine trade shows in Chicago. "We met people from all over the world, and it was here that we first established the contacts for what eventually became our overseas business."

Ginsburg noted that Atlas started exporting as early as the late 30's. Twenty years later, exporting was to constitute over 20 percent of the firm's volume.

In 1937, Stover put out Turf Champ, the biggest selling game of the decade.

"It really launched us as a distributor," Ginsburg said. "We sold the game throughout the Midwest. By the time we were through with Turf Champ, Atlas was well established," Ginsburg recalls.

The same year also saw Atlas get its feet wet in the vending line with Stover's Uni-Vender. Although a relatively minor part of Atlas' volume at the time, the equipment laid the groundwork for Atlas eventually becoming a full-line vending distributor as it is today.

Two years later—1939—Atlas picked up the Seeburg line, a partnership that was to last until 1959.

Atlas' business continued to grow, but the pattern remained the same.

"It was Merrie running the office and myself on the road selling. I can't give you any real secret to our success, unless perhaps it was plain hard work," Eddie says.

A year later, in 1940, Eddie took the big plunge and got married. The same year, he bought a farm out in Palatine. He started raising cattle, later switched to thoroughbred horses. The farm remains to this day—as does the hobby. In fact, Eddie, today, is acknowledged as one of the top authorities in the horse breeding field.

The war years saw Eddie going into the Navy while Merrie stayed behind operating the business. Eddie put out in 1943, however, and the two were back in full swing.

In 1944, Atlas made a move that took it out of the game business for almost 20 years.

"The price structure of games was just not compatible with the overhead we were building up," Eddie notes. "Pin games were being cut more and more—the price was going down, and we didn't feel we could stay in and continue to make a profit."

Everything resolved itself in 1946 when the first post-war phonographs were put out. Atlas decided to concentrate in music.

In 1949, the first 100-selection phonograph mechanism put Atlas' music volume on an even more solid footing. The 200-selection machine, a few years later, helped the firm continue its growth.

It was in 1949, too, that Atlas started in the background music field. Today, commercial music is considered a very important portion of the firm's total volume.

A few years later, in 1954, Atlas moved to its present quarters on North Western Avenue.

"Our business had been expanding for some time, and we had run out of room," Eddie recalls. "Our present building was designed to provide a adequate room for showroom, parts, service, offices and shipping and receiving."

The quarters were—and still are—one of the cleanest distributing facilities anywhere. "Hugh, as Eddie now points out, smilingly, "we're again thinking of expansion—perhaps in the not-too-distant future."

In 1959, Atlas faced its most critical days.

"Morrie Ginsburg, who will always mean more to me than I can ever put into words," said Eddie, died.

For a while, things were in a state of flux. Eddie, and Merrie, had always operated as a two-man team. Eddie had been the public face of Atlas—Morrie its behind-the-scenes business face.

To say the two were close is understating the obvious. As one coin machine veteran put it, "when Morrie itched, Eddie scratched—and vice versa."

It's a tribute, not only to Eddie, but to the organizational genius of Morrie, that the business was able to continue with hardly a hitch.

In fact, a year later, Atlas faced an entirely new chapter in its existence, when it was purchased by Automatic Canteen Company of America.

Eddie stayed on as president and the entire Atlas staff remained. For the first time in 20 years, Atlas had a new phonograph line—Rowe-AMI.

The Atlas-Canteen arrangement continued until 1963, when Ginsburg relinquished his distributorship. This time, Atlas was set up as a company-owned corporation. A large number of Atlas' employees—many that had been with the firm some 20 years—received stock in the business.

Today, Atlas remains one of the most successful distributorships in the Midwest, if not the country. Eddie is president. The other officers are: Sam Gersh, executive vice-president and secretary; Bob Fabian, a 15-year vending veteran, vice-president; and Mike Blumberg, an accountant with Atlas some 20 years, treasurer and controller.

Directors include Mort Jacob, party chief for 20 years, and Frank Bach, service chief for some 30 years.

Bill Phillips, a 15-year veteran with Atlas, is in charge of music sales. Stanley Levin, another coin machine veteran of 15 years, is in charge of game sales.

Atlas lines today include: Rowe-AMI, Bally, United, Fischer and others.

If you're interested in getting an optimistic picture of the coin machine business—just ask anybody at Atlas.
TODAY...as 30 years ago
Bally proudly salutes
Atlas MUSIC COMPANY

Collection reports in U.S. and other nations, from Australia to Finland, prove new GRAND TOUR strongest solo-player money-maker in many months. Triple Ball-Escapes give player maximum extra balls action. Famous E-Z Latch features cut cost of service. New exclusive Bally AUTOMATIC BALL-RETURN speeds up play, peps up profit. See new Bally GRAND TOUR at Atlas and all other Bally distributors today.

The Bally team congratulates the Atlas team for 30 years of success based on service. Both the factory and the operators benefit because Atlas is Bally Distributor for northern Illinois.

BALLY MANUFACTURING COMPANY
2640 Belmont Avenue - Chicago, Illinois, 60618, U.S.A.

A SALUTE to a GREAT GUY, EDDIE GINSBURG and a GREAT ORGANIZATION, ATLAS MUSIC CO.

Irving Kaye Co. Inc.
363 Prospect Place - Brooklyn 38, N.Y. STerling 3-1200
THE NEW ROWE® AMI TROPICANA, world's finest music-maker

THE RIVIERA, cigarette salesman extraordinary

CUSTOMUSIC,™ background music programmed with a purpose

THE CELEBRITY™ LINE, the world's finest designed automatic merchandisers

ROWE AND ITS EQUIPMENT JOIN IN SAYING:

Congratulations, Eddie!
Congratulations, Atlas!
Congratulations on your 30TH Anniversary!

Eddie Ginsburg, founder and president, Atlas Music Company

AC MANUFACTURING
The Merchandise Mart, Chicago 54, Illinois
Rowe sets the standards in vending equipment, bill changers, music systems
COINMEN IN THE NEWS

operators stopping off at Simon's to see Jack Simon and Frank Mencuri include Como Norris from Long Beach, Jerry Rabish, Long Beach, and Ben Snyder, who was accompanied on his trip from San Diego by his wife, Dorothy. Dale Reimer chatted with Frank Mencuri when he was in town to buy for the arcade he operates at Avalon on Catalina Island. Reimer is on the West Coast from St. Louis, where he has his Advance Distributors.

Operators along Coin Row included Leon Greenberg, Oceanside; Herman Staufacker, San Bernardino; Ray Finlin, San Bernardino; Louis Barlaboos, manager of Centro Musical de Tijuana of Tijuana, Mexico; Howard Smith, Temple City; Pete Preston, Long Beach; George Lakey, Atascadero; Gary Thompson, Long Beach; W. R. Edling, Ojai; Charles Kasik, Long Beach, and S. L. Griffin, Pomona. SAM ABBOTT

Chicagio Chatter
Jack G. Bess, Roanoke Vending Exchange, Richmond, Va., while in town recently, was installed Grand North Moore, Supreme Lodge of the World Loyal Order of Moose, Menasha, Wis. His term runs through June 30, 1965, George Flancher, Rock-Ola advertising and promotion manager, returned Friday (26) from a business trip to the South; with stops in Texas, Nashville, Memphis, Shreveport and New Orleans, Ed Doris, Rock-Ola vice-president, left Monday (29) bound for New York. The Rock-Ola plant will be closed for vacation through July. ED BARNES

MANCHESTER, N. H.—The Manchester Music Company and its affiliated Trip Enterprises, operating amusement machines throughout the area, are operating in a new location. They plan to move to a former automobile sales establishment building.

NORTH TONAWANDA, N. Y.—The Watiliter factory here will be closed from July 17 through Aug. 10 to allow the employees to take their vacations. No shipments will leave the factory during this period.

Joe Kline, Kohler Join Staff of Atlas Music

Kline, Kohler

JOE KLINE

SAM KOLBER

CHICAGO—Joe Kline and Sam Kolber, formerly of the now closed First Coin Machine Exchange, Inc., have joined the staff of Atlas Music Company, Rose-AMI distributor.

For Kline, who becomes sales manager at Atlas, the move is a return to a familiar scene. He was with Atlas until during World War II. Kolber was with National Coin before joining First Coin. He will be Atlas expert manager.

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San Antonio Police Seize Machines

SAN ANTONIO—Local police seized 27 slot machines from the basement of a downtown restaurant, and for several veteran policemen it was a bad day, but perhaps a lucky one.

The machines were confiscated from a location opened about a year ago, and for several veteran policemen it was a bad day, but perhaps a lucky one.

A tip was received by local police that the machines were going to be put into working condition. Owner of the restaurant said the machines were in the building's basement when he purchased the cafe in 1962. Police reported that 19 of the machines were found in working order, with eight of them still able to be played. The remaining devices had newspapers dated Dec. 1951 and Aug. 1952 pasted over the displays.

It was said that once the machines had been restored to working condition, they would be "shipped out." The machines, built in the 1920's, could sell for as much as $300 each in Mexico.

800 to Attend Atlas Anniversary Outing

CHICAGO—More than 800 are expected to attend Atlas Music Company's 30th anniversary celebration, an all-day affair to be held at Pheasant Run Lodge and Country Club Friday (10).

The program lists a full schedule of events. Mike Blumberg and Bob Fabian will be in charge of the golf tourney. Chuck Harper and Joe Klykin will be chairman of the committee supervising swimming and other recreational activities. Mrs. Stan Levin and Mrs. Mike Blumberg will be responsible for brunch, and Jo Ann Ginsburg and Mrs. Sam Gerish will conduct a fashion show during the afternoon.

A cocktail hour, headed by Sam Gerish and Mort Jacob, will be followed by dinner, at which Edward Ginsburg, president of Atlas Music, will preside. Patrick J. O'Malley, president of Automatic Canteen Company of America, will be guest speaker.

Bill Phillips, Stan Levin and Ernie Qale will be in charge of entertainment, dancing and presentation of awards after dinner.

JAPANESE PAVILION EMPLOYEES at the New York World's Fair line up to have their pictures taken by International Mutoscope Corporation's Photomat. All official employees photographs have been taken by the Mutoscope camera unit, with 50,000 persons entering the booths in five weeks. A five-machine battery was used. Each machine can handle 60 persons an hour. The Voice-O-Graph machine, also made by Mutoscope, has been installed in several World's Fair pavilions.

Pinball Legalization Hope Grows Dimmer in Italy

ROME—The More government's resignation last week blasted SAPAR hopes that it would take action toward reinstating pinball machines in Italy. The executive committee had addressed a resolution pointing out that Italy was the only country in the Common Market and in Europe to outlaw the machines despite the Constitutional Court's ruling that they should not be regarded as gambling devices.

The resolution came at the same time as Francesca Matarrese, Questor of Ancona, had suggested that supervision of gaming machines be taken out of police and legislative hands and given to a central control commission.

The statement was significant in that the questor holds the highest police power in his province.

Although the ban on the use of pinball games does not extend to private clubs, SAPAR has been trying to stiffle a campaign to include clubs.

It is believed to have been instigated by operators of public localities who feel that the ban should be universal or totally abolished. SAPAR, however, does not want to lose the foothold of ground it now has in the clubs.

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Philadelphia Police Size Machines

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A tip was received by local police that the machines were going to be put into working July 11, 1964 BILLBOARD

Get tomorrow's news today.
Get it fast.
Get it often. Get Billboard.
U.S. Coin Exports Set New Mark

The export market for the U.S. is really a European market. The six biggest buyers—Belgium, Germany, France, the United Kingdom, Switzerland, and Italy—accounted for $28,049,966 of the total. This amounts to slightly more than 75 percent of the total exports.

The big buyers of 1962 remained the big buyers of last year. The one exception of Canada, which dropped from fifth to sixth, had a huge increase in the lineup of the first seven top buyers remaining the same.

Biggest buyer of games was France, with 11,473 units valued at $5,217,135. For many years this country has had a genuine interest in France. With the easing of these restrictions a couple of years ago, the French have been buying at a frantic pace.

Says Celler Bill Passage Could Mean Steep Fees

The operators were largely responsible for breaking "Hello, Dolly" under similar circumstances. At the close of the meeting Van Gorp gave the operators several surprises. The owners of the machines, who were the first products under the new policy, including tokens by Barber Streeter, will have both, and Anna Previs and Percy Faith. Each knew, president of the Recording Music Service Association, Chicago, described some of the complaints which have led him to surround the present Illinois State tax of $10 per juke box and coin-operated amusement game.

Kies said, "There is no clear-cut definition of the word 'operator' as used by the State; since it is used to mean both locations and operators. Regardless of how the State would like to define it, we are not the administrative law before that the State will get little or no revenue from other locations. There may be grounds for hope that the license fee can be abolished for them.

Wages and Hours

Fred Duczynski of the operators to consult a labor relations attorney if they should be approached by Federal agents in connection with the Wages and Hours Law. Its provisions can be applied to any operator as long as the operator is in business that would be in distress if the operator were to go out of business.

Judge Haas 24 Horse Race Games Destroyed

SAN ANTONIO, Tex.—Jus- tice of the Peace A. A. Seman has ordered 24 horse race machines destroyed in a garage off South Main Street.

The machines were installed in the basement of a building.

Seman was handed an affidavit that said the machines were "for the purpose of gambling" and "for the purpose of making money." He was never able to try the machines.

The hearing held by Seman was the first time that similar machines have been destroyed in Texas.

DECCA SETS MOA EXHIBIT

CHICAGO—Decca is probably the largest record manufacturer, so far as an exhibition at the Metropolitan Opera Company.

The Metropolitan Opera Company has announced that it will have a series of small record companies, which it expects to be of interest to the public. The Metropolitan Opera Company is a record company that has been successful in the past.

West Germans Push Ahead

standing that Britain would be a member of the coin community. However, all of the trapping of high voltage depletes— especially the wire, positive West German backing and the 11,473 emerges for Eumot. The German purchased the birth of Eumot, an organization representing the realization of a viable coin machine community of Europe.

Tight Organization

The primary strength of the German, Eumot is the tight organization and close cooperation of its member manufacturers, distributors, and dealers. This close-knit community of interests is a major factor in the realization of a viable coin machine community of Europe.

Coast Operators

The operators are hardly less concerned. Their ideal is a uniform tax law for the amusement business as well as uniform operation legal requirements. They want to see the expansion by large German operating companies into other areas of the European Common Market.
WURLITZER CASHRAK

SAVES COLLECTORS' TIME... PROTECTS OPERATOR EARNINGS

TOTALS PHONOGRAPH RECEIPTS ACCURATELY AUTOMATICALLY

Cashrak eliminates collection worries, saves collectors' time, minimizes bookkeeping, pays for itself in a hurry. With Cashrak, you know the earnings of every phonograph at a glance. Separate Ace lock makes it tamper-free. See it at your Wurlitzer Distributor TODAY.

ELECTRONICALLY REGISTERS COINS
Cashrak electronically registers nickels, dimes, quarters and half dollars, tallies each on a mechanical counter. Non-resettable meter accumulates receipts, offers a verified check on earnings.

SAVES COLLECTORS' TIME
Saves collectors' time, saves time in balancing out. Aids collector in making many more stops per day. Impresses location owners as a sound business management device.

EASY TO INSTALL
Mounts inside dome on right front side on chassis mounting plate. Eleven prong plug connects to power source — five prong plug to Playrak. Insert the two plugs, install two screws and the Cashrak is working for you.

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.
108 Years of Musical Experience