Industry Urges Reform In Product Excise Tax

WASHINGTON—Spokesman for the record industry, for permission to maintain equipment in radio, TV and phonographs and musical instruments, made strong pleas for reduction or an end to the high, discriminatory 10 per cent manufacturers excise tax on Home Ways and Means Committee in Washington.

Representing Godard Lieberson, president of Record Industry Committee, who could not be at the hearing, was association secretary Henry Brown. Brief urged the committee to let the sound-recordings of music, drama, literature, language and history come into the same tax-free status as their printed counterparts.

Supporting the record industry plea were spokesmen for the Music Educators National Conference, and the Music Division of the New York Public Library. They urged the congressmen to recognize this valuable cultural

source for educators, historians, musicians and dramatists of the unfettered war-time utilitarian industry which has held since 1941. Records are now an international source of communication, it was pointed out.

The extensive and eloquent statement, by Brief in part: "Today's phonograph records can entertain or instruct, soothe or stimulate, amuse or enrapture. Records are made because works are created that cry out for performance, because talented artists, musicians, singers, composers, have no medium of free expression: because a civilized society honors freedom of expression. Recordings, thus, are part of the human heritage. You can turn your home into a concert hall, a classroom, a theater, an opera house or a church—simply by putting a record on a phonograph."

From the business standpoint, Lieberson said the tax is discriminatory against a product "largely cultural and educational in character." It is a product in competition for the consumer's dollar with books, sheet music and other art forms on which there is no tax.

The tax return to the government is itself comparatively negligible, amounting to less than 2 1/2 percent of the total excise take for fiscal 1963. The burden first hits the manufacturers in collection and accounting costs that cost them the same total amount as the tax collected. The tax invariably must be passed on to the consumer, whether records are for home, school, church, or library.

Excise History Lieberson said one past excise history to show the illogical and discriminatory approach Treasury has taken toward phonograph records. They were first taxed in 1917, when the tax was 10 percent. The rate was cut to five percent in 1922. In 1941, the excise rate was increased to 25 cents per record.

The 10 per cent rate was maintained until 1948, when the rate was set at 10 percent. Of course, there has been a tremendous increase in the price of phonograph records since 1941.

Station's Ban on Political Spot is Ticklish Affair

NEW YORK—WNEW's ban on spotting "Radio's Far Right Than President," an LP which spoofs the Republican Presidential candidate, is not a political move, according to John Maxwell, who distributes the album under the Divine Rights label. Maxwell said the album was not made for or by the nation's press, but that it was intended to be sold in record stores.

It is Maxwell's opinion that the album is a political statement, but that it is not a political statement. He said that the album was not intended to be heard on the radio, but that it was intended to be heard in record stores.

The album, which is available in record stores, is a political statement. It is a statement about the political climate in the United States, and it is a statement about the political candidates in the United States. It is a statement about the political system in the United States, and it is a statement about the political process in the United States.

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RCA VICTOR IS SETTING SALES A-FIRE!

The most trusted name in sound

Bobby Bare—"He Was a Friend of Mine" c/w "When I'm Gone" #8395
Skeeter Davis—"Let Me Get Close to You" c/w "The Face of a Clown" #8397
Al Hirt—"Sugar Lips" c/w "Poupee Brisee (Broken Doll)" #8391
John D. Loudermilk—"Th' Wife" c/w "Nothing to Gain" #8389
Jim Reeves—"I Guess I'm Crazy" c/w "Not Until the Next Time" #8383

www.americanradiohistory.com
Italian Diskeries to Fight Threat of Record Tax Hike

By SAMI STEINMAN

ROME—A massive fight against the threat of increased record taxation is being planned by Italian diskeries individually, and the National Association of Phonograph Association (AIF). The move is being mapped because the newly formed Moro government is made up of practically the same elements who had such a tax victory before the old government fell in a surprise move on May 22.

In addition to the usual taxes of business operation, Italian disks are subject to the 1.3 per cent sales tax which is levied on all merchandise and its finished form passes from manufacturer to distributor to retailer to consumer. In addition, a 10 per cent special tax was added in 1966. Present theory would add another 10 per cent to this overtaxation which can have a direct effect on selling prices and presumably on sales.

Oral presentation

This move is based on a suggested selling price for each disk. All records in effect are sold at the cut rate price of 600 lire ($0.44) and 84 cents, which is below retailer's cost. This is attained through special discounts, tradings (used disks are usually resold for 16 to 24 cents) and other terms, none of which are prohibited by Italian law.

Industry diskeries which had feared that the business protection would mean a sharp cut in sales which would be greatly surprised by levels at which sales have remained due largely to the summer promotions. RAIF's "A Record for the Summer," starring the Castagno (Seizing Tour), added to these the usual summer promotions and diskeries which have brought a considerable group of newcomers to the fore.

RAIF continues its domination of the market with four records in the Top 10 and an equal number. Gianni Morandi, who won the Castagno, is the latest RCA artist to top the classifications. This label has records currently in the Top 10 in singers—five Italian and two Americans—who have been in the top selling positions over the past two years and half a dozen others to have come close.

The only one of the advertised artists is that of CIGT Enterprises, the American and French names who have been able to attract important places in the sales total.

粒tronics Industries Association, said the high 10 per cent excise tax on TV sets should be eliminated as a tax. The excise tax cannot be classified as luxury when these items have become a necessity in the home.

Mr. Garrard also urged that this tax, which is levied on sales of all TV sets, be abolished. The excise tax relief of at least 5 per cent, or a maximum deduction of 80 per cent on TV, does not apply. The TV sets are going to take a bad beating as TV's are now going to hit the market on Monday (28). The new members also participated in the sales initiation meetings held between record merchants and the new members.

New Members

New record merchants include Ad & Art Record Service, Cleveland, represented by Jess Hulse and Donald Weiss; Lee Harrison of Cal Rake, Inc., Los Angeles and San Francisco; Robert Chuah of Japanese Line; James Steinhof of Canfield Supply, Long Island, and his two partners, and David Press of D & B distributing, Harrisonburg, Pa.; Carl Schuster of Newco Record Co.; Kapp Record Co., Knoxville, Tenn., represented by James Jacobs, of District Records, Waco, Tex., J. Ray Gray of National Merchandising Services Corporation, Medford, N.J.; and Mrs. Budin of Cleveland.

Grade Goes Public--Beatles Next?

LOndon—In one of the biggest moves involving show business, the massive Grade Organization is becoming a publicly owned company.

The Grade Organization, previously known as Lew and Leslie Grade, when acquired by Leslie Grade due to Lew's joining RCA in a TV ownership, controls the biggest roster of talent in all America. Among the major records of the famous Grade are Cliff Richard, the Shadows, Dusty Springfield, and Kirby. Before going public, Grade was expected to complete its changes. The Grade family, which handles the Dave Clark Five and the Who, was founded in 1960 as the British representation of such artists as Frank Sinatra, Ray Charles and Ella Fitzgerald.

Grade already owns a half share in Billboard magazine, a cause of a deal clinched a year ago. He plans to keep Davison as an associate partner.

The Grade Organization's issue is almost $6,000,000, although the company expects that many of the shares will be placed on the market.

The deal follows a trend of big privately owned businesses becoming public companies, thus giving their owners huge capital gains. The Labor Party wants the general election before they intend to place a tax on such gains.

Accountant James Iherwood, who advises the Beatles, has disclosed that he has been on a plan for the Beatles to become a public company. Under the scheme, all of their various incomes from films, tours, TV, songwriting and Beatles products—ranging from wallpaper to T-shirts—would be channeled through the company.

Brian Epstein has so far refused to confirm Iherwood's statement. He says he will consider the idea but it is "definitely not a project at this stage." Under Iherwood's scheme, Epstein's organization would buy any company with a capital of about $700,000, which would then take over the Beatles' own share of the business, thus making about $3,000,000 worth of the company.

Both Grade and Epstein are understood to be bidding for any companies of the pop industry.

The Beatles say that they consider the planned Reprise Records, run by Frank Sinatra, Sammy Davis, King Crosby and Dean Martin—which is a parody on the Livigno-crop label—the biggest competition ever paid to them. On the record, the E.U. quartet will be named The Bunkles.
SUIT IS THROWN OUT
GEMA Loses Legal Round in Fight Against Disk Production

MUNICH—West Germany’s performing rights society, GEMA, has suffered a sharp legal setback in its drive to discontinue the production of photoprint records with music in the public domain. The society had hoped to achieve a substantial repertory of works, but the number of works that can be legally copied has been considerably reduced by the GEMA decision.

GEMA has relinquished its rights to reproduce any photoprint records that are not already in the public domain. The society has been unable to make progress in this area, and it has now decided to withdraw its application for a permanent injunction.

GEMA has also agreed to pay damages to the holders of the copyrights for the works that have been copied without permission. The settlement will amount to $250,000.

R I C Makes Album Debut, Backed by Promotion Drive

NEW YORK—RIC Records (Recordings Inc. Corporation) has launched itself into the album market with a diversified nine-album release, backed by an extensive promotional campaign.

Artists included in the release are actor Pat O’Brien, pro football player T. J. Conrad, and singer Linda Mason. Instrumental performers in the album are the Four Amigos and the songwriters Alex Janyz and Joe D’Amico.

Twelve of the nine albums have the initial offerings in what will be a continuing RIC special series. The first nine albums will contain performances by bands such as the Four Amigos and Billy Holiday. The first album is in the first style of the series.

The world of the “Four Amigos’” is the second style in the special series featuring all original music and all different instruments.

Peretti and Creatore Return to Roulette

NEW YORK—Hugo Peretti and Luigi Creatore have returned to Roulette Records and are full partners, with Morris Levy, in the new music publishing firm as well as in the record company.

The announcement was made at the Roulette offices Thursday (April 30). Levy indicated that negotiations had been under way for some time and that they were leaving their creative positions with RCA Victor.

The partnership agreement was consummated a week prior to the announcement and it is indicated that the buy-in arrangement for the publishing firm, as well as the record label, was in excess of $1,200,000. Creatore will become vice-president and assume direction of all creative production and creative activities at Roulette Records and all its diversified subsidiaries. He will supervise music publishing activity for Planetary and affiliated companies of Peretti, Creatore and Partners, Inc., Music and Variety Music.

Bill Honors C & W Music

WASHINGTON—Tennessee Rep. Richard Fulton last week was presented with a citation by the National Country Music Month that November he be designated as a national Fender says.

Eddy Arnold suggested the resolution from New York to Fulton, Thursday, and introduced the new Picturephone TV telephone circuit, a joint venture of the CMA plans to arrange for special promotion for the National Country Music Month. These will be discussed at their board of directors meeting in Toronto, Aug 6-7.

The Signing of a New Partnership Agreement between Hugo Peretti, left, and Luigi Creatore is done at Roulette Records offices without benefit of pen or paper. Roulette President Morris Levy is the man in the middle.

Court Awards Copyright To SC-Col. in Suit

LOS ANGELES—Under terms of a settlement reached in the United States District Court for the Southern District of California, various copyrights have been assigned by Trouser Music Publishers, Inc., to Screen Gems-Columbia Music. The action was brought by Screen Gems, Inc and Screen Gems-Columbia Music against Lou Adler, former head of Screen Gems-Columbia Music’s West Coast office; Jan Berry and Dean Torrence (Jan and Dean), Jill Gibson and Don Al-\n
VJ Offers Tie-in With Oldies Line

LOS ANGELES—Vee Jay has developed a series of single releases, and the company’s arrangements are designed to sell its Oldies 45 line. Known as teen fun cards, the stickers are offered at no extra cost with any ad 45. The new merchandising aid was introduced two weeks ago at Vee Jay’s national sales conference in Beverly Hills.

The Oldies 45 line features covers of the most popular songs from other companies, some original Vee Jay best sellers in the rock ‘n roll vein.

According to Jay Lasker, executive vice-president, a new “tai-sing” song with a new single 45 is planned for each month, including special singles for appropriate holidays. A dozen teen cards are available, initially to dealers along with related promotional material.

In discussing the album business, Jay stated that Randal Wood announced the company’s concern for strength of the product in this area to match success with singles on the Vee Jay and Tolite labels. Twenty-nine LP’s were shown, including new instrumentals and various oldies favorites of the world to be sold at the New York World Fair.
Heralding two 20th Smashes!

DIANE RENAY

It's in your hands

A present from Eddie

with her new single picked by the trades as a "PICK-OF-THE-WEEK!"

Original soundtrack album

MONDO CANE No. 2

(TFM-3147, TFS-4147) music by NINO OLIVIERO

The ultimate in entertainment
HOLLYWOOD—The record industry's first successful folk choral group, the New Christy Minstrels, will top the January concert agenda. The group has already cracked the Top 15 national figure on domestic appearances and record sales after two fast years.

At a result of negotiations conducted by managers George Greif and Charlie Carretta, the Minstrels' records will be released on the newly formed Pedigree Records, laying the framework for the public exposure necessary for the group's marketable potential appearances.

Greif also attended Columbia's international sales convention in Spain last May, told Billboard that Carretta was an untapped area for large folk choral groups. He related how they sold these two groups' first domestic TV special airing Wednesday (5) on NBC all around the world in various languages. Four other $32,500 budgeted half hour TV specials are set for this summer. Greif explained that ownership of the tapes belongs jointly to his firm and producer Gary Smith, who gives them syndication control.

Greif, who also attended the recent Columbia sales convention in Las Vegas where he ran promotional films of his artists in his suite and concentrated on meeting additional foreign representatives, revealed the State Department also requested the group for 12 weeks in the Far East under its auspices. While on a tour of the Orient, Greif stated they were trying to work out a deal to tour a smaller group, The Liedettes.

The manager revealed his firm is studying entry into motion pictures for the Christy's group, and also plans to move quickly on the launch of a new town, name it New Christy and conduct folk festivals throughout the U.S. and Europe. They are natural developments in the low-cost show business two years ago by Randy Sparks.

Of the original members, Nick Reynolds, Barry McGuire, Barry Kane, Art Padell and Clarence Treat have remained. They earn between $40,000 to $50,000 a year. Greif explained, with the firm paying for all costumes and transportation. "The Christy's are grossing $1 million a year," Greif boasted, "and we've done this without having a No. 1 record."

During their first two years, the Minstrels appeared on 55 network TV shows which helped develop their grass-roots support.

"There are no old Christy Minstrels," Greif continued. "We will always maintain a youthful age. We want the kids to better themselves," he added, and then they decide to leave the group, "it's with our blessing."

What often happens, however, is that they want the news of the group of Greif-Garrin manage "Badenweiler," the case with its founder Randy Sparks, who is being groomed as a single act of the group, they were recently signed to an Epic pact. Woods is still with the group while being a controversial material but stays off the road.

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Make Bid for RIAA Seal

HOLLYWOOD—Capitol will seek a NARMS (National Association of the Recording Industry of America) Seal, or RIAA, for their Beach Boys' single, "I Get Around," which has hit the military market big time. The company wishes to be the first to break the British popularity charts. According to Vertex Gilmore, air vice-president.

The company was scheduled to record the group's first LP at the Municipal Auditorium in Sacramento, Calif., Saturday (1), for release in October which will be pegged National Beach Boys Month.

The label is also preparing the debut of the Travelers Three, a folk group similar to the Kingston Trio and the Byrds. They are under contract to Capitol. Gilmore explained the trio's pact expired in February after six years and they had not yet come to final terms.

In the event the Kings decide to seek a new affiliation, Capitol plans to sign the other folk groups, including the Travelers Three under contract; the Good Time Charlie's, Gateway Singers and the Three Ds.

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RCA to Bow Guinness LP

NEW YORK—RCA Victor next year will issue an album of classic poetry and prose, titled "A Personal Choice," with Sir Alec Guinness, distinguished actor, who has also scheduled for 1965 release, the Boston Symphony Orchestra performance of Verdi's Requiem. Enr Leimkier will conduct, with Birgit Nilsson and Carl Bergonzi, Lilo Chookan and Eino Pajala, soloists. The Requiem will be a de luxe, boxed edition of two LPs.

Joins 4-Star

HOLLYWOOD—Jerry Fuller, former Challenge Recording artist, has moved into the 4-Star Music Field as New York representative for Four Star Music. He will report to president Joe Johnson and vice-president Dave Bergen, both headquartered locally.

BILBOARD, August 8, 1964

WAS UNTAPPED AREA

New Christy Minstrels to Start First European Trek in January

By OMER ANDERSON

BONN—Germany again has the largest army in Europe, and German record companies are waxing accordingly in the world market, reaching for the diskeries' pressing world.

Military march music is enjoying a boom, added by the German military renaissance. The Germans are sending military march music to the world, as it is a mainstay in Africa, and forgotten Arab countries are sending students to Bundeswehr schools.

Falling exposed not only to German military lore but also to the incomparable German style, is the world's music industry, the result is that sales of German march music are booming from Oslo to Hawaii.

Suddenly, as one authority has put it, "A crack march has been marched," which music has become a hot export item in a class with Nurkens songs and Krupp steel.

Konrad Adenauer is the father of the boom in martial music, immeasurable as his ideas. It is Adenauer's proud boast that he never spent a day in any man's army, and he is not alone, in fact, about rearming West Germany has the closest civilian attention to military attention.

"People don't appreciate the importance of having an army," an army, he remarks. "Music can be everything to an army."

Is Adenauer right? Not much so much as he himself and others emphasize it. "It is a great advantage," he said about rearming West Germany has the closest civilian attention to military attention.

Teldel, Polydor, Elektra, and Ariola—all are profitably preoccupied with march music.

On Hit Parade Ariolan "Zuckerg Knebelbacher" and "Der Flotte Franz und seine Birkenmutter," sold out the German market this week; they made the old record market again available.

Teldel, Polydor, Electra, and Ariola—all are profitably preoccupied with march music.

German Army Music on March; Diskeries in Step With Demand

By OMER ANDERSON

PITTSBURGH—An 11-week global tour, the first in its history, is planned for the Pittsburgh Symphony Orchestra under the baton of William Steinberg beginning Aug. 14. The Command recording artists will travel more than 21,000 air miles. The tour is sponsored by the British Council, the Inter-American Treaty Organization, France and Belgium, and various sponsors about over celebrated German marches. The list here is that of Tschudi's march music is selling so well among Germany's former foes that Teldel has had to open new offices in a number of countries to meet the demand.

The tour includes French and Belgians (other foreigners as well) is "Alten Kameraden," written by Carl Tschudi, German and Belgian songs of "Old Comrades." The total sale of more than 100,000 over the last three years for this single record in the two countries is notable.

It is played in London, in Washington, in Hawaii, and in Helsinki.

The Japanese, despite their own well-remembered martial marching, are buying German music for military use. Since 1961, they have imported about 10,000 such records.

The French Philips LP marches; their favoritc is "Vivat Germania" (Piusica's Glory).

The South Americans are especially fond of the "Grossen Zapfenztreff" (The Great Tact), and the Scandinavians prefer the "March of the 12th March"

The diskeries admit that their repertories fall short of meeting the demand for two songs: the Nazi "Horst Wessel-Lied" and "Loreleyertrinklied." These numbers are subscribed, but Hitler's favorite march "Badenweiler" March is not yet again today.

Teldel has issued two LPs of march music. The first is dedicated to imperial Germany and the other to the Imperial March - the Bundeswehr. "Es War Ermord—Once Upon a Time," popular songs of ancient German soldier songs, was recorded by the seventeen-piece ensemble of the academical symphonie in Hamburg and the Bundeswehr's music corps.

Jet Appoints Beccio

NEW YORK—Mike Beccio has been appointed assistant to Howard Liberman assistant editor of Jet Records Distributing here, replacing Lenny Lewis, who has resigned to join 20th Century-Fox Records. Beccio has been serving in promotion at the distributorship since its organization last November.
"Sleeper" of the Year!
A great new instrumental album that’s storming up the best-seller charts...

...conceived by one of Hollywood’s most talented, young producer/arrangers

The Beatles Song Book

Can't Buy Me Love
She Loves You
I Want to Hold Your Hand
Please Please Me
I Saw Her Standing There
From Me to You
All My Loving
Do You Want to Know a Secret
...and others

STU PHILLIPS

COMING SOON: "THE BEACH BOYS SONG BOOK" (ST-2156)
...more great instrumental arrangements of today's greatest teen hits, played by The Hollyridge Strings, arranged and produced by STU PHILLIPS!
HOLLYWOOD—Japan has become the world's third largest record market, after the United States and the country and western music making strong inroads among record buyers, according to Suiko Saki, U.S. representative for the Victor Company of Japan's world group division. "Since the war, Japanese teenagers have gone haywire for the hot pop music," explained Saki, who headquarters in Los Angeles along with James Mochizuki, who handles artist relations, and Tak Shindo, handling Victor's publishing company. "Country and western music is becoming the hot fad but popular music is still the leading seller," he said. Saki commented that the Japanese have always been fond of classical music since it suits their basic nature. They like quiet, high quality things. At least 50 percent of the albums found in Japanese homes will turn out to be classical," Saki remarked. As representative for Victor's world group, which handles World Pacific, A&M, 20th Century-Fox, Red Gospel, Colpix, World Artists and Original Sound on a direct basis and is the largest buyer of other American labels through a subcontract with Cadell, Saki secures major performances for both Victor's own pressing plants in Japan and overseas.

The world division does sell $5.8 million in foreign music sales alone, Saki related. Victor's publishing company is only two years old, Saki said, with the future promising to bust wide open. There are no copyright fees paid for radio play, according to Saki, who foresees two years before the law is changed. The radio stations need only credit the labels at the end of the program, he said.

Japanese radio—there are 13 stations in Tokyo—plus TV exposure are the key means for product exposure, Saki said. Many of the major manufacturers sponsor their own TV shows. The third reason results for the growth of the Japanese market, Saki explained, is the 5,000 record outlets catering to consumers all over the country. Since 1963, when a cartel law broke up the record retail association's monopoly on the business, 3,000 locations began selling records. Saki estimates there are over 8,000 outlets in Japan, with all retailers advertising to a uniform price. A $5 stereo disk sells for 1,800 yen, a $4.19 mono disk for 1,500 yen with a 45 record for 330 yen.

The executive explained that Japan's biggest recording company, Universal, recently commencing a record three months before a release. The average university student has an $80 or less monthly salary, meaning he must be completely convinced to spend his money," Saki explained.

**Former MTA Chief Cites Need to Train Personnel**

LONDON — Coincidentally with the announcement in the U.S. of ASCAP and NARAS business courses for music trade personnel, a plea was made for such training in the United Kingdom by a past president of Britain's Music Trade Association. Donald Jones, who said a basic problem of the ever-growing music industry was the need of good management, effectiveness.

**EXPERIENCED TOP EXECUTIVE NEEDED**

For Prominent Music Firm, Publishing Popular, Standard and Educational Works.

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N.Y.C. 36

**YOU ARE NOW READING THE WORLD'S MOST AUTHORITY AND RESPECTED BUSINESS PAPER FOR THE MUSIC-RECORD INDUSTRY . . .

* more news * more research * more ideas * faster reporting * better facilities * longer experience * greatest accuracy * best analysis **

* This Week and Every Week * Subscribe NOW

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**Victrola Passes Acid Test**

Red Seal catalog, with each release carefully remented. Because of the high cost of transferring from the original masters, the sound qualities of the Victrola line are generally better than those of the original Red Seal record.

Starting material for the Victrola series is sometimes complicated by Victor's embarrassment of riches on the Red Seal line. For example, Brahms Piano Concerto No. 2 was selected, although Red Seal buy- ers have preferred any of the four artists for various reasons.

Reasons of the other performances would be more apt to

**Kapp Bows Ad Drive**

**continued from page 3**

Kapp footed the entire bill for consumer advertising in newspaper.

Distributors at the meeting were urged to use the label's new product, 14 albums.

To kick off the program, distributors will be shipped Jack Jones full-color blowups, die-cut eashed jackets of Jones' "Woman of the Year," Mingus' "Tales of Genji," for store and window display, and the same for Horak's "Chopin," the "Best of '64," the "Searcher's 'The Us," Bill Dana in Las Vegas," and the "Do-Re-Mi-Chorus." "Marching Along Together!"

Also announced at the Kapp meeting were promotions of Herb Alpert and the Tijuana Brass, and for Rosen, formerly Eastern Promotional manager for Philips, the "Try Us" general promotional director of albums.

Armond, who had been Kapp's New York man, was named national promotion director of singles.

**Mills on Mend**

NEW YORK — Sid Mills, Mills Music, is expected to be back at his desk soon. Mills had been on the road for five weeks and is home recovering.

**Handelman Firm**

**continued from page 1**

Further count was made by Executive Vice President Ted Handelman during an address before the New York Music Visitors' Analysis. It is understood that the arrangement is on a non-exclusive basis and that the firm will be free to acquire disk product from other companies.

Handelman said the agreement "should represent $1,000,000 to $2,000,000 a year. It's the analysis that phonograph record markets are broken," he related. Represented 59 per cent of the company's total sales and produced a "high percentage of profit." He said that for the current year. In 1963, the company hopes to $2,000,000 on a consolidated basis in our record division. The firm is headquartered in Detroit and also distributes drugs, pharmaceuticals and beauty aids.

BILLBOARD, August 8, 1964
Kapp Records is behind these 14 new releases.

See your local Kapp Records distributor for details of new fall sales program.
Possibly the greatest Jack Jones recording ever: the unforgettable title song from “Where Love Has Gone,” exactly as Jack sings it in the movie. Both the album and the single will be backed by a huge Kapp-Paramount national promotion.
How Animals Got Their Name

BY FRANK LUFFINO

NEW YORK—MGM Records, apparently experimenting with the "House of the Rising Sun" by the Animals, has just learned how the group, which has been riding high in England with "Seeking the No. 1 record, received its unusual name.

The group was working in Newcastle-on-Tyne clubs under the name of the Alan Price Combo and heard their audience talking about "The Animals." Then they discovered the fans were talking about them because of the name. Price said that "we couldn't afford smart mod suits in those days, we were dressed in denims, jerkins and trousers. People have had That thought we were laborers. Now we are making more money and have grown up to denim jackets—taught, of course—and light-weight trousers."

Vocalist Eric Burden adds, "The name is probably an association with the kind of music we play, edgy and goofy. It's sort of an animal sound and on stage we can be pretty wild."

Other members of the group are Charles Chandler, bass gui-
EVERYBODY'S CANDIDATE

RINGO FOR PRESIDENT

by

THE

YOUNG WORLD

SINGERS

WE WANT RINGO
WE NEED RINGO

GO-GO-GO WITH RINGO!

RING OUT FOR RINGO

BINGO WITH RINGO

DECCA RECORDS

Record No. 31660

Budd Granoff Productions
RHYTHM & BLUES

INSIDE R&B

David & Bachrach Profile: Part 1

By KAL RUDMAN
Contributing Editor

The team of Hal David and Burt Bachrach could be the hottest in the music business. Their methods in writing songs have been covered in two articles.

Hal David describes his role:
"There are two main areas of concentration in achieving a hit record. One is the song itself. Burt and I do not make 'commercial' songs, but we do think of recording we completely polished and finish the sophisticated production as you write at that time. Secondly, it often takes from two to three months to produce a single record. This includes the inceptions of a song, thorough rehearsing, careful planning of arrangement and careful planning of the whole background. The work is intensive in preparation down to the recording, making it all happen.

Burt Bachrach continued, "Unfortunately, the record producer is a gradual diminishing of sound quality from the original tape sound all the way through the monaural mix, then the final catastrophe when it goes into and out of a pressing plant. Economics are involved in all 'record production.' We had just thought of it and were hearing it in commercial form for close to the very first time. Believe me, this is the hardest thing of all."

"We get our first different perception the first time we hear the record on the radio," David said. "By this time we have lost much of the fragile original. What I mean by that is—when the form of recording is like a fragile butterfly, fly, our overexposure to this little two and a half minute record can be very dangerous. At a point Burt and I differ in our emotional reactions to our work. When I hear the record for the first time on the radio, and I hear it coming out the way we conceived it, I get closest to my original ex- citement that I felt when first we wrote it."

Bachrach said: "When I hear the record for the first time, I always want to change it and there whether it really is a hit. But, hearing it on the radio, I feel the little ex- citement that I get while making the record in the studio due to the fact, Cleveland, to reproduce the sound that I had put on tape."

(Part Two: Next Week)

R&B Market Analysis: Baltimore

As reported by PAUL (FAT DADDY) JOHNSON, WSD

(Paul Johnson was born in Baltimore, graduated from Morgan State College, where he majored in English; started in radio at a newswoman in WIL, Baltimore. Va. : now is program director of WSD.

BALTIMORE'S TOP 30 ACCORDING TO SALES

1. (You Don't Own Me) — The Chiffons
2. Let's Put Out Some Rock & Roll — The Beatles
3. WHERE DID OUR LOVE GO — The Ronettes
4. HOT TEA — Jesse Chandler (Carolyn)-Never ever get a big one
5. WHAT IS IT GOOD FOR — The Byrds
6. (You're So Fine) — The Shirelles
7. (I Can't Help Myself) — The Four Tops
8. (I Can't Help Myself) — The Four Tops
9. SABRINA — The Dells
10. THE ICEMAN COMETH — James Brown

BALTIMORE BREAKOUTS

SHOW ME YOUR MOTHERSHAW (Harmonics Impressions LP, LAC)—Sounding like the Beatles LP Moving Like a Single
NEW IMPRESSIONS LP, LAC—Moving Like a Single
WEEP NO MORE — Tony & Tanya, Kent
MAGNETS — The Skivvies
BRITISH LILIES — Clive Davis
CAN'T LOVE WITHOUT HERE — Billy Butler, Scepter
A WOMAN NEEDS LOVE — The Pointer Sisters, Scepter, I'll ALWAYS LOVE YOU — Brenda Holloway, Motown
I WANT MORE — Johnny Cash, Mercury
1. (YOU DON'T OWN ME) — The Chiffons—This is the hit but I feel it's a bit more popular in Pittsburgh and Tampa. Now more in Cleveland, Philadelphia and Miami
1. WHEN I SHINE (Here Comes The Sun) — The Beatles—Has been popping more in Colorado
2. You Make Me Feel (Hot) (Old Town)
3. HOW COME YOU DON'T LOVE ME — The Impressions
4. GET THE RIDDIM —crest, Scepter
5. OUT OF JUNE — Fats Domino, Malay

NEW LPs TO WATCH

OUR LOVE — Sylvia Robinson, Ike & Sylvia, Mercury
NEW LPs TO WATCH — Eddy匡, Don Kenn, Scepter
MY MIND IS NOT YOURS — Ike & Tina Turner, Scepter
I'M NOT WEARING NO HAT — Ike & Tina Turner, Scepter
WHAT KIND OF LOVE IS THIS — Ike & Tina Turner, Scepter
ONE THING FOR SURE — Ike & Tina Turner, Scepter

Festival Artists Take 6 Awards

LONDON—A total of six out of seven of the record awards made by Melbourne Radio Station 3UZ were won by Festival artists. The 3UZ Sound Awards were presented at the Hotel Windsor in the presence of many radio personalities and recording executives. Each year a different representative from each Australian label is invited to receive the award. This year D. Langow, general manager of Michaelis, Hallen,Farin & Co., Ltd., Receives Festival records in Victoria, gave an outline of the festival story

BACHRACH AND DAVID Hits

STORY OF MY LIFE—Marly Robinson, Columbia
MADE NOME DAYS—Furry Lewis, RCA Victor
WITH OPEN ARMS—Jean Monroe, Kay
MAKE IT EASY ON YOU—Joyce Bitter, Vee 70
BLUE ON BLUE—Bobby Vision, Epic
DON'T WALK AWAY—Bobby Vision, Epic
ONLY LOVE CAN BREAK A HEART—Gene Pitney, Mercury
HAVE YOU HEARD WHAT I SAID—Gene Pitney, Mercury
TWENTY-FOUR HOURS FROM TULSA—Gene Pitney, Mercury
ONLY LOVE CAN BREAK A HEART—Gene Pitney, Mercury
IF IT'S A MIND R绑—Gene Pitney, Mercury
I WALK ON CURLING—Jack Jackson, Wand
WALK ON BY—Donnie Warwick, Scepter
WISHIN' AND HOPPIN'—Drizzy Springfield, Phillies
LUCKY'S IN LOVE—Jack Jackson, Wand
AND WISHIN' YOU WERE HERE—Ray Price, Capitol
TRUTH NEVER RUNS SMOOTH—Gene Pitney, Mercury

Gould Joins Liberty Label

HOLLYWOOD—Mike Gould, veteran music man, has joined Liberty Records as general manager of Metric and its affiliated musicians publishing operation, Gould will headquartered here, although he is on a trip to the New York office at present. Gould succeeds Dick Glanzer, who now heads Liberty's subsidiary, Delton Records.

and the success in Australia of London. Joe O'Keefe, Judy Stone, the Belllones, Ben Acton, the McGuire Sisters and April Byron were winners.

BACHRACH Hits

TOWER OF STRENGTH—Donnie, Philomena, Liberty
PLEASE STAY—Delight, Atlantic
ANY DAY NOW—Chuck Jackson, Wand

New Releases (BACHRACH AND DAVID)

ME JAPANESE BOY—Billy Goldsborough, United artists
A HOUSE IS NOT A HOME—Beck Houston, Atlantic
A HOUSE IS NOT A HOME—Donnie Warwick, Scepter (Flip side is "You'll Never Get to Heaven If You Break My Heart")
The big question is when will Vee-Jay records be #7 in sales?

Soon!
PAT BOONE—SINCERELY (ARC, BMI) (2:24)—Lush, easy-listening treatment of the old McGuire Sisters hit. Side has strong sales potential and is tops for programming. Flip: (See Hot Pop Spotlight). Dot 16641

AL MARTINO—ALWAYS TOGETHER (Dianam, ASCAP) (2:37)—THANK YOU FOR LOVING ME (Rovers, ASCAP) (2:27)—It’s another hit for the platters of Cherry Hill. Generous serving of schmaltz, mandolins, strings and chorus. Flip: Just add country piano and a tender lyric. Capitol 5239

STEVE LAWRENCE—PUT AWAY YOUR TEAR DROPS (Screen Gems-Columbia, BMI) (1:58)—Sentimentally romantic ballad, dual-tracked by Steve. Strings and chorus fill background. Appealing to all who like to think ying. Flip: Yet...I Know (El Pourriant) (Leed, ASCAP) (2:06). Dot 43095


AL ALBERTS—SUMMER TIME (Verve, ASCAP) (2:27)—MISTER SANDMAN (Morris, ASCAP) (2:40)—Plenty of warm weather left to give this smooth ballad some play. Former Four Aces lead, stage the dual-track hit with Italian refrain to boot. Flip side is old Chordettes hit dressed up in 1964 garb. Happy banjo and swingin’ vocal on this ring, dinger. Swan 4191

BURL IVEY—PEARLY SHELLS (Criterion, ASCAP) (2:24)—WHAT LITTLE TEARS ARE MADE OF (Rambler, BMI) (2:08)—Ukes, steel guitars and a hula chorus are featured. Flip: is sentimental fan in "Little Bitty Tear" groove. Decca 31659

Album Reviews on Page 52

RHYTHM & BLUES SPOTLIGHTS

LITTLE MILTON—WHAT KIND OF LOVE IS THIS (Chester, BMI) (2:11)—A fine blues jam. Guitar and penetrating brass are featured along with bigvoiced Little. Flip: "Sacrifice" (Ches, BMI) (2:33). Checker 1078

SOUL SISTERS—LOOP DE LOOP (Tom-Amm & Teddy Vann, BMI) (2:35)—Soul has both an R&B and rock sales potential. Great beat, good reading by gals. Flip: "Long Gone" (Saturn-Staccato, BMI) (2:55). Sun 107

COUNTRY & WESTERN SPOTLIGHTS

Buck Owens—don't let her know (Central Songs, BMI) (2:35)—Penetrating and moving performance of a country-flavored, first-rate material coupled with first-rate performance. Flip: "I Don't Care" (Bluebird, BMI) (2:09). Capitol 2240

George Morgan—TEARS AND ROSES (Dadiene, BMI) (2:19)—Warm rendition of fine old ballad. Catchy refrain and smooth backing give this a real fine sound. Flip: "You're Not Home Yet" (Pamper, BMI) (2:35). Columbia 43099

Pee Wee King & Redd Stewart—stay away from me (Ridgeway-Sturry, BMI) (2:34)—Weeper ballad is tenderly caressed by real pro with aid of fine piano and chorus. Flip: When the Lights Go Dim Down Town (Starday, BMI) (2:22). Capitol 2125

Joe Maphis—lonesome jailhouse blues (Starday, BMI) (2:12)—Real fine country record. Joe is tops on guitar and delivers toe tapper in his usual grand style. Flip: "Hot Red Guitar" (Starday, BMI) (1:58). Starday 683

BILLBOARD, August 8, 1964

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BILLBOARD, August 8, 1964
YOUR "ONE-STOP" FOR HITS

Gene Simmons
HAUNTED HOUSE
#2076

Lulu and the Luvers
SHOUT
#9678

The Bachelors
I BELIEVE
#9672

P. J. Proby
HOLD ME
#9688

The Rolling Stones
IT'S ALL OVER NOW
#9687

Bern Elliot
NEW ORLEANS
#9670

The Rolling Stones
TELL ME
#9682

Willie Mitchell
"20-75"
#2075

Ace Cannon
GONE
#2078

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

Tommy Raye
YOU DON'T LOVE ME
#351

The Mojos
WHY NOT TONIGHT?
#45002

Nashville Teens
TOBACCO ROAD
#9689

The Stratojacs
SUNSET SURFER
#45003

Caterina Valente
CORCOVADO
#10041

(quiet Nights of Quiet Stars)
Is Air Play Fair Play?

WNEW's action in banning an LP which lampoons Senator Goldwater raised issues which the broadcasting industry had best give careful consideration. Does a record which lampoons someone in our institutions merit air play? That is basically the issue raised by WNEW. The station claims it does not merit fair play.

The label which made the record see in different terms. Does a record which lampoons those who are attacking our institutions merit air play? The record company executive says that does.

Both the radio station and the record company are evading the real issue. Neither the lampooning nor the defense of our institutions is involved.

What is involved is the obligation of the broadcasters to provide the entertainment which listeners want and stay within the confines of good taste.

Fairness for our institutions is immune from satire—providing it is done with proficiency and taste. Without commenting on the merits of the record involved, radio stations should make their decisions solely on aesthetic considerations.

WNEW Is Called Good on Its Poof of Political Spoo

- Continued from page 1 -

Emmanuel said he was "shocked by WNEW's action and added that "the best thing is everybody else who satirizes and lampoons current institutions. There is a long tradition of satire in the culture of Europe and the United States which finds its best expression in comedy.

"We regret the action by WNEW. To us, it is another instance of American conformity to a never-never-land in which everybody must like everybody else and respect only what is established.

Insert after 8th para n3 copy Fred Darwin, news director of WTMF, Fresh Meadows, N. Y., made the following comment:

(Continued on page 38)

POP-STANDARD SINGLES

<table>
<thead>
<tr>
<th>Week</th>
<th>Made on</th>
<th>From this week's Hot 100</th>
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<tbody>
<tr>
<td>1</td>
<td>7</td>
<td>EVERYBODY LOVES SOMEBODY, Dean Martin, Repro 0281</td>
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<td>2</td>
<td>10</td>
<td>THE GIRL FROM IPANEMA, Garth Gilbert, Verve 1023</td>
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<td>3</td>
<td>2</td>
<td>WHEN KNOW HOW I AM, Nancy Wilson, Capitol 7526</td>
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<td>4</td>
<td>6</td>
<td>YOU'RE MY WORLD, Cilla Black, Capitol 5194</td>
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<td>5</td>
<td>AL-DI-A, Ray Charles Singers, Command 4049</td>
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<td>4</td>
<td>SUGAR LIPS, Al Marte, RCA Victor 8381</td>
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<td>7</td>
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<td>I BELIEVE, Bandboxers, London 7902</td>
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<td>8</td>
<td>9</td>
<td>PEOPLE, Barbra Streisand, Columbia 43965</td>
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<td>9</td>
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<td>IN THE MISTY MOONLIGHT, Jerry Wallace, Challenge 59246</td>
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<td>10</td>
<td>7</td>
<td>4 TO 7, Ray Charles, ABC Paramount 10571</td>
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<td>11</td>
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<td>SOLE SOL SOLE, Cilla Black &amp; Umberto Marches, 54760</td>
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<td>TO HONOR HAND, Doris Day, RCA Victor 8378</td>
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<td>LOVE IS ALL WE NEED, Vic Dana, Dot 55</td>
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<td>14</td>
<td>3</td>
<td>THE MERRY CHRISTMAS SHOW, Ray Charles, ABC Paramount 10571</td>
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<td>15</td>
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<td>HELLO MUNROE, HELLO FABRICE (1964 Version), Allan Sherman, Wynko Bros. 449</td>
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<td>16</td>
<td>1</td>
<td>16 INCHES IN A DAY, Count Basie, Columbia 10639</td>
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<td>17</td>
<td>12</td>
<td>INVISIBLE TEARS, Ray Conniff Singers, Columbia 43641</td>
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<td>18</td>
<td>11</td>
<td>SAM AND JONNY SONG, Greenwood County Singers, Kapp 591</td>
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<tr>
<td>19</td>
<td>10</td>
<td>THE SONGS OF THE MINNESOTA WILDFLOWERS, Ed Gray, RCA Victor 7526</td>
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<tr>
<td>20</td>
<td>9</td>
<td>HE'S IN TOWN, Tokens, B. T. Puppby 552</td>
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</tbody>
</table>

YESTERDAY'S HITS

Change of programming from your library's shelf, freeking the disks that were the highest in the land five years ago and ten years ago this week. Here's how they ranked in Billboard's chart of that time.

POP--5 Years Ago

A. Big Hank o' Love, E. Presley, RCA 225.
B. Lonely Boy, P. Anka, ABC-Paramount 51.
C. My Heart to Give, Love, ABC 52.
D. There Goes My Baby, Drifters, ABC 53.
E. Lavender Blue, S. Turner, Top 54.
F. I'll Be Glad When You're Gone, Durante, Atlantic 55.
G. Waterford, S. Jackson, Columbia 56.

RHYTHM & BLUES--Five Years Ago--Aug. 10, 1959

Thank You Pretty Baby, B. Benson, Mercury 1.
What'd I Say, R. Charles, Atlantic You're So Fine, Faison, Unart 2.
There Goes My Baby, Drifters, Atlantic 3.
There's Something on Your Mind, J. McCrae, Swingin' 4.

POP--10 Years Ago

A. Sh-Boom, Crew Cuts, Mercury 1.
B. Little Things Mean a Lot, K. Allen, Decca 2.
C. Little Shmaekean, Saylors, Mercury 3.
D. Hernandez's Hiccup, A. Boyer, Decca 4.
E. Here There They Are, Clooney, Columbia 5.
F. Three Coins in the Fountain, Four Acots, Decca 6.
G. Theme in the Moonlight, K. Allen, Decca 7.
I. Goodnight, Summit, Goodnight, McKay Sisters, Coral 9.
J. Here Comes the Sun, E. Fair, Capitol 10.

WORLD'S BIGGEST SINGERS

"I Want to Walk With You Home, F. Demus, Imperial"
"Pony. N. Simone, Bathblenm"
"Battle of New Orleans, J. Norton, Columbia"

"If I Be Seduced, J. Wilson, Brunswick Personality, J. Pears, ABC-Paramount"
"Wants to Walk You Home, F. Demus, Imperial"
"Pony. N. Simone, Bathblenm"
"Battle of New Orleans, J. Norton, Columbia"

Big Wilson MC's Show for White House Spec' Events

WASHINGTON WNBC radio's morning personality, Big Wilson McWhorter, honored entertainment icon and Girl Bird Johnson to serve as master of ceremonies at the first Folks Festival ever presented under the auspices of the White House Historical Society, produced by WMBC for the White House Special Projects took place Sunday, July 26, 8 to 10 p.m. in the Grand Ballroom of the Sheraton Park Hotel, Washington.

The Folk Music Concert is the social event which brings to a highlight the Whole House Festival Seminar program attended this year by thousands of college students from 50 states. The event is under the supervision of Drs. Dorothy H. Davies, staff assistant to the President and director of Special Projects.

Following the concert, there was a private reception for the artists hosted by Lynda Bird Johnson and Luci Baines Johnson. At the conclusion of the function, in behalf of WNBC, presented leather-bound first editions of Stephen Foster's sheet music arrangements to Lynda Bird, Mrs. Davies and President Lyndon Johnson. Mrs. Davies accepted the centennial music sheets on behalf of the President.

Big Wilson, who holds down the 6 to 10 a.m. show on the NBC Radio station, was personally asked by the President to entertain the folk concert. He was invited to grace the White House dinner to take place on Aug 14.

Billboard has completed the first cycle of its revolutionary Radio Response Ratings, Thirty-seven radio markets were surveyed and more than 300 radio formats categorized according to music format and special programming.

The second cycle will begin next week when each market previously covered will be updated and will include several markets not covered in the first cycle.

Major refinements have been taken place and will be reflected in the new response ratings. More information of importance to advertising agency media buyers, record manufacturers, music publishers, and air personnel and radio stations made available. One of the innovations will be a breakdown of the "most influential" disk jockeys and air personalities according to time slots.

This week the 16 advertising agencies and station representative firms that have shown confidence in the Radio Response Ratings. Their valuable suggestions have done much to improve our presentation.

A special vote of recognition goes to the local and national record promotion men, disc jockeys, salesmen and retailers without whose co-operation the project would not have been possible.

As a reference, here are the markets covered by the Radio Response Ratings (by alphabetical order) and the issue date of their appearance.

Atlanta, Ga., 5-2
Baltimore, Md., 3-28
Birmingham, Ala., 4-18
Boston, Mass., 3-21
Buffalo, N. Y., 4-4
Chicago, Ill., 3-14
Cincinnati, Ohio, 6-4
Cleveland, Ohio, 4-4
Columbus, Ohio, 7-25
Dallas-Fort Worth, Tex., 6-20
Dayton, Ohio, 7-18
Denver, Colo., 5-30
Detroit, Mich., 5-19
Hartford, Conn., 5-25
Houston, Tex., 3-21
Indianapolis, Ind., 6-27
Kansas City, Mo., 4-25
Los Angeles, Calif., 3-14
Memphis, Tenn., 8-1
Miami, Fla., 4-1
Milwaukee, Wis., 5-23
Minneapolis-St. Paul 7-11
Nashville, Tenn., 3-7
New Orleans, La., 5-9
Newark, N. J., 6-13
Philadelphia, Pa., 5-21
Pittsburgh, Pa., 4-11
Portland, Ore., 4-4
Providence, R. I., 4-25
Rochester, N. Y., 5-9
Salt Lake City, Utah, 5-23
San Francisco, Calif., 3-7
Seattle, Wash., 3-28
Sydney, Australia, 5-31
Washington, D. C., 3-28


WNBc's BIG WILSON presents Lynda Bird Johnson with a rare folio of century-old folk music sheets as a reception following the festival held under White House auspices as an expression of Presidential appreciation.

Participating on the entertainment program were Theodore Bikel, Nancy Ames, the Selendipity Singers, Steve DePass, and the comedy team of Stiller and Meara. The performance was an attempt to provide radio listeners with possible broadcast later.

Big Wilson, a concept originated by the late President John F. Kennedy in 1961, enables stations to attract and discuss government with leaders while spending their summer vacations in a variety of government jobs.

BILBOARD, August 8, 1964

www.americanradiohistory.com
TIMI YURO IS ON MERCURY!

"IF"

the first of a string of hits:

b/w "THE MASQUERADE IS OVER" 72316
<table>
<thead>
<tr>
<th>No.</th>
<th>Week Ending</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
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<td>1</td>
<td>8/8/64</td>
<td>A HARD DAY'S NIGHT</td>
<td>Beatles</td>
<td>Capitol</td>
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MAKE WAY FOR DIONNE WARWICK

MAKE WAY FOR DIONNE WARWICK—Scepter 523(M); 523(S)
Featuring her current smash single "A House is not a Home and You'll Never Get to Heaven"

THE KINGSMEN
Volume II
MORE GREAT SOUNDS
FROM THE GROUP THAT GAVE YOU LOUIE, LOUIE"*Wend 659(M); 659 (S)

THE MIGHTY SPARROW
SINGS TRUE LIFE STORIES OF
PASSION—PEOPLE POLITICS
SI 9001(M); SI 9001(S)

THE SOUL OF BIG MAYBELLE
Scepter 522(M); 522(S)

DISTRIBUTORS • MAKE WAY FOR SCEPTER-WAND!
DEALERS • MAKE ROOM FOR SCEPTER-WAND!
DEALERS AND DISTRIBUTORS • Call for Your August Program!
Today, the first shot explodes in 1964's greatest albums. All...Dealer Oriented...Created for Rack Sales

Both Releases backed by "A Wonderful World of Promotion" - Peter, Paul & M Color Warner Bros. Window Display! - Reprise Full-Color Counter/Window Displaying! - Wide-Scope Publicity! - Mammoth Album Distribution to AM/FM/ML

LOOK FOR MORE SALES TODAY FROM TOMORROW'S
promotion ● A Fusillade of Top Stars And Top Selling
es...Aimed at Quick Turnover...Consumer Motivated

It might as well be swing...we think it's Mr. Sinatra's
best, and he's teamed with Count Basie, the Basie Band,
and arranger-conductor Quincy Jones, for a start...Ellington '65...the Duke's big set of swingers making
the most of today's top pops...Dream with Dean...the
intimate Dean Martin...Broadway—Right Now!...the
massive, percussive, swinging piano style of Eddie Cano,
plus five latin rhythm...The Latin Album...with the
hottest new artist on both Coasts, and internationally,
Trini Lopez...California Suite...by Sammy Davis, Jr.,
who belts through Mel Torme's classic side about the long,
gold state, plus other Torme greats...The Mike St. Shaw
Trio...excitement-plus from an outstanding new folk
group...Arturo Romero and His Magic Violins...the
romance of gypsy violins en masse...Everybody Loves Some-
body...hot off Dino's smash single, a smash album.

New Floor Browser! ● New “Gold Standard Series” of All-Time Hit Singles! ● Full-
ly! ● Bonnie Prudden “Physical Fitness” Rack! ● Powerful, Pin-Pointed Adver-
tiplex / College Radio! ● Blanket Coverage of All Columnists, Reviewers, and
more

COMPANIES ...... WARNER BROS. reprise
HOLLYWOOD—Singing film title tunes has proved beneficial for a singer whose performance draws a healthy fee and the exposure immeasurably helps his disc sales. Jones, who became associated with film tunes through "A Ticklish Affair," "Wives and Lovers," "Call Me Irresponsible," and "Love With the Proper Stranger," has just cut "Where Love Is Gone" from the forthcoming film and will follow the single with a similarly named LP, the early love ballads.

"You can command a good price for singing a title tune," Jones noted, "because it's a one-shot deal." He admitted his fee for warbling a title tune has gone up 25 per cent in the last six months and that his regular working price had increased 80 per cent during the same period. Jones would not, however, reveal his regular salary or price yearly income.

**Message Songs**

He explains in selecting material he seeks songs which have a definite message. Jones credits the team of Cahn-Van Heusen with offering him this potent kind of material and helping him achieve success as a romantic vocalist.

He feels quality songs are emerging again from both the new artists, who are in a hurry to reach the top, and from the toward the workings of the more established writers. Jones will debut "Where Love Is Gone" on the July 28 Meredith Willson CBS-TV special, with Kapp, Paramount, Famous Music, Fox Theaters and Pacific Drive-In all planning promotions for the song.

The Fox Theater chain is underseated to play the single in its houses across the country before the film opens in late September. The Pacific Drive-In chain will pipe the disk into its 76 locations well ahead of the film's release.

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**Naming of Craft Is Confirmed**

MORTY CRAFT

NEW YORK—The appointment of Morty Craft as creative director of 20th Century-Fox Record Division, announced briefly in Billboard (July 25), has been confirmed.

A veteran of many years in the music industry, Craft held similar positions with Mercury and MGM Records and will supervise all creative aspects of the record operation, a subsidiary of 20th Century-Fox Film Corporation.

Le Frank London, was, at the same time, named to the post of sales manager. He was formerly with ABC-Paramount and Capitol.

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**Mercury Adds 2 A&R Units**

CHICAGO—Mercury Rec-Ord Corporation has announced an "addition to the company's artist and repertoire forces as a result of a relationship" with Ren-Ven Productions, inc. Los Angeles firm operated by Niek Venet and Fred Benson.

A spokesman said that Ren-Ven and Mercury will work together closely in the after field. The first project artist operation is headed by Jack Tracy.

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**Glicken Goes Out on Own**

CHICAGO—Earl Glicken, for the past two years executive vice president of Cortland-Ermine Records, is leaving to set up his own first-lance promotion firm to cover Chicago, Milwaukee, St. Louis and Minneapolis. He is the head of the suburban Highland Park.

Glicken has been in the record business some 10 years and was previously sales manager of Paul Glass' All-State Distributing Company here, later national sales and promotion director for Del Fi Records in Los Angeles.

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**Columbia Records President, Goddard Lieberson, will release**

**Beatles Gain Court Action**

NEW YORK—Temporary injunction restraining Freedom Now, Ltd., from manufacturing and Portom Distributors from distributing "The American Tour With Ed Rudy," have been granted in the Supreme Court of New York, here.

The suit was filed by Walter Hofer, attorney representing the Beatles. Hofer's office charges that the LP was based on the unauthorized use of tapes covering the Beatles U. S. tour.

Other defendants named are Pulse News, Inc., the producer, and Ed Rudy, the narrator.

T. J. Levy, an attorney in Hofer's office, said the plaintiffs have no knowledge of how the defendants obtained the tapes but insist that no authorization was granted.

No hearing date has been set.

**Szell Making Europe Tour**

CLEVELAND — George Szell, musical director of the Cleveland Orchestra, is currently in Europe on his annual summer tour. On Aug. 10 he will lead the Philadelphia Orchestra at the Salzburg, Austria, Festival. Sept. 3, he will conduct the famed Italian Philharmonic Orchestra at the Montreux, Switzerland, Festival. Szell has already directed the Radio Cologne Orchestra in Germany and the Concertgebouw Orchestra of Amsterdam in The Netherlands.

The Cleveland Orchestra, because of its overseas tour in the spring of '65, opens its season on Sept. 18, two weeks earlier than usual. Szell will return to the U. S. for the opening concert.

**How to Have Record and Eat It, Too**

NEW YORK — One of the slang expressions of the record business has to do with unsold records that come back to the manufacturer from distributors, rack merchandisers and one-stop. When the manufacturer takes the disks back, too, to six months after the release of the product, it is said the manufacturer "has to eat them."

But what is talk of a record that you can eat... almost. Memorex Records in Hamburg, Germany, has acquired Brigitte Peschko, who directs their U. S. operations from an office here — to get information about a record that can be eaten.

Actually, it is supposed to be a small roll-up wrapper which can be used to wrap candy bars and other edibles. You are supposed to be able to eat the candy and play the foil wrapper on your phonograph. Anyone with more details is asked to contact Miss Peschko.

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**ITALY DISKERIES IN BID TO PROVIDE FILM THEMES**

ROME—Having found TV as its greatest promotion outlet for disc sales, Italy's burgeoning disc industry is holding talks in several quarters with the film industry in an effort to provide a theme song for their films. This would give songs of Italian origin a wider audience.

Catherine Spak, the teen-age niece of Belgium's prime minister, is currently Italy's hottest young actress and has become a prominent record name as a result of her Recordi film songs. Currently on the lists is her "Non E Niente" (It Nothing) which she sings on the track of "La Calda Vita" (Warm Life), her latest film currently entered in the Locarno Film Festival.


While a few Italian songs such as "Vellare," "Pieve," "Al Di La" and "Non Dimitrizzio" has had worldwide success, the number has been few in comparison with the universal successes of Italian films. Sophia Loren, who sings her own songs in many of her pictures, has shown the way in disc sales elsewhere. However, the insertion of the theme songs into the actual film scenes will give movement not only to the songs but to the singing artists as well.

A new film, to be called, "Three on a Hunt," will tell the story of an Italian song festival. Set for the film are top Italian singers Edoardo Viennello, Gianni Morandi, Michele, Luigo Tenco and Anna Sierra. Another presentation of Italian song will be in the TV series, "Sofia Loren's Rome," in which the actress sings a new song to the rhythmic direction of traffic by an Italian policeman.

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**IS THIS A PRECEDENT? Allen Klein, manager of Sam Cooke, has written the lyrics of a new Roll-Royce during the closing night of the singer's engagement at the Copacabana in New York.**

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**Teeny Weeny Radio Made**

NEW YORK — A miniature radio—half the size of a sugar cube—has been developed by our foremost engineers, ac-

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BROADWAY, RECORDING and motion picture star Jack Cassidy (center) and Wand Records vocalists, Maxine Brown, discuss recent release of show albums by Columbia, featuring Cassidy with WOR-TV's Joe Franklin. Cassidy is currently appearing with Carol Burnett in the Broadway smash, "Fade Out—Fade In." The Franklin show is an important showcase in the New York area for record artists.
MORE OF THE GREATEST HITS

ALBUM REVIEW POLICY

MUSIC.

ALBUM REVIEW POLICY

POP SPOTLIGHT

NEW VOICE IN TOWN

KIM WRAY

Carmen Bucy. Decca DL 4550 (M: DL 74450 (S)

Decca DL 4550 (M: DL 74450 (S)

CARMEL

Carmen Bucy displays a surprisingly beautiful voice and a maturity of approach to all songs. While most of her renditions are fairly straightforward, she gives them a personal touch with personalities of her own, which make them unique. The record offers a good variety of material, including several oldies, some popular jazz standards, and a few original compositions. Overall, it's a pleasant listening experience.

A Mary Martin. Columbia DL 7060 (A: CO 2560 (M)

MARY MARTIN

For those who love a delicate tone or "soft" approach, Mary Martin's interpretations of the old standards and popular jazz tunes may be pleasing. Yet the lack of variety in the selection of pieces may disappoint some listeners. The performances are more-or-less straightforward, but the voice quality is generally pleasing.

JAZZ SPOTLIGHT

RUSSIA GOES JAZZ

Teddy Charles & the All Stars. United Artists GAI 3585 (M: UA 62655 (S)

An interesting jazz package featuring some of the great names in jazz. Some of the tracks are very typical of the period, but others are quite unique. The entire package is well produced and executed.

OLD TIME DANCE PARTY

"Whose" John Orr. Decca DL 4514 (M: DL 7424 (S)

"Whose" John Orr has been recognized for his unique style and talent. His renditions of some of the great classics have been praised for their emotional depth and honesty. This album is a great representation of his musical abilities.

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COUNTRY SPOTLIGHT

COUNTRY MUSIC TIME

Kim Wray. Decca DL 4534 (M: DL 7454 (S)

The Queen of Country Music, Kim Wray, has recorded another album in the traditional style. Her renditions of some of the classic country songs are flawless. The recording is done with a high level of production quality.

POP SPOTLIGHT

RICHARD AND THE JUDDS

DECCA DL 4534 (M: DL 7454 (S)

Richard and the Judds are one of the most popular country music groups around. Their latest album is a great representation of their talents. The recordings are well-produced and the vocals are top-notch.

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ABC-PARAMOUNT
in the Nationwide "best" FULL COLOR FIDELITY
NEW YORK—Shopping centers are increasing in number and in floor space per store, latest studies show. New stores in the discount category are not being opened this year with the frequency that they were in 1963, but those that are opening usually have more floor space. The reason is simple. You have to display and sell more merchandise to maintain your profit structure.

If you calculate a 30 per cent gross profit, you must handle 25 per cent more merchandise and do 14 per cent more volume if you cut prices 5 per cent. If you cut prices 10 per cent, you must do 35 per cent more volume and handle 50 per cent more merchandise. Accordingly, to handle more merchandise and increase volume, you must have more selling space and storage space to maintain that profit.

To cut prices 20 per cent, you have to increase volume by 140 per cent and handle 200 per cent more merchandise. These are the statistics that confront a dealer tempted to cut price to meet competition.

The World's Fair has brought many music industry visitors to Michigan Avenue. Some have been dealers who sell records, and others who have offices in South American countries. In all cases, these dealers have visited the exhibitions of Sam Goody and Korvette's and the new department of department store chains, Macy's and Stern's.

Renowned Display

Visiting dealers were impressed with displays and the quantity of product in them. However, they were appalled at the absence of personnel who could answer questions. The dealers found it distressing to have to go to great lengths to locate a salesman and even more upsetting to find sales clerks who didn't know the basics of the music industry. They also found that many sales clerks were untrained and disinterested inquiries lightly about specific product.

The English dealer said, "You can certainly sell a lot of things in the States very quickly and make a lot of money doing it. We guess. But with the cut prices and the extra effort, if your stores are missing, I'm stuck to our slower and more polite way of trying to be helpful to customers, I'm happy that so far we haven't been troubled with dishonesty and have our prices maintained where we get a fair profit. Many of your people do let me bring my minus with me here to visit your fair."

Merco Outlet
For Portraits of Beatles


The line has already shipped 100,000 sets of the four picture sets of the English group. Another 100,000 are on press now. Merco obtained exclusive sales and distribution rights because of its record operation which, according to its advertising agency, is better suited for the sale of the portraits than stationery and book stores.

The portraits are autographed and are poly-plastic wrapped. Minimum orders, according to Sol Gietz, Merco vice-president, are for 25 units, available singly or in sets. The black and white portraits are printed on a heavy stock and measure slightly over 12 inches square.

NARAS Elects 3 To Trustee Bd.

NEW YORK — NARAS by governors of the Park Theatre of Fuller, they who replace John Hammond, Don Devine and George Avelaid in the trio of new trustees join Bob Yorke, Nezichi Etigua, Joe Callender, in terms still have a year to run.

DISCOUNT STORES FIND
More Floor Space Adds Up to More $
ONE THING IN COMMON

All seek and get new business every year by using Billboard's International Buyer's Guide

BILLBOARD'S INTERNATIONAL BUYER'S GUIDE

is received and kept and used by more music-record influentials throughout the world than any other publication. Coming next week.
8 months ago, Vee Jay Records pioneered OLDIES 45, an idea conceived with the basic intent of merchandising most of the great hit singles of the past eight years as singles. It may sound strange to say merchandise them as singles, but the truth of the matter was that prior to OLDIES 45, everyone was selling them in the so called Oldies Albums. We researched the situation and found that the kids wanted the old hits readily available as 45's rather than in L.P.'s — this for reasons of their own programming on their home phonograph — they wanted the music when they wanted it. Albums meant they had to wade thru some oldies that they didn't want to hear or were not danceable or other reasons too numerous to mention.

THE RESULT — Over 1,500,000 oldies 45's sold since inception those short eight months ago.

NOW VEE JAY TAKES ANOTHER GREAT STEP & THIS TIME BROADENS THE WHOLE BASE OF THE RECORD MARKET POTENTIAL.

Teen Fun Cards

We have combined the potential of two of the biggest teen markets — the record business and the funny greeting card business. NOW FOR THE FIRST TIME THE TEEN CUSTOMER CAN BUY AN OLDIE 45 RECORD OF HER CHOICE WITH A FUNNY GREETING CARD IN FULL COLOR AND A MAILING ENVELOPE.

The cost to the customer — THE SAME 98¢ she would pay for the record alone. EVERY ONE WORKS ON FULL MARK UP.

Perfect for gift giving on all occasions — anniversaries, holidays — to boy friends, girl friends, classmates, relatives, as friendship cards, etc., etc.

THE POTENTIAL IS UNLIMITED — Every record and card outlet is a Teen Fun Card Location.

CONTACT YOUR VEE JAY DISTRIBUTOR IMMEDIATELY FOR THE FULL DETAILS — WE'VE DESIGNED SPECIAL MERCHANDISERS AND SALES TOOLS.
AND THERE ARE MORE!
ALL COMPLETE WITH MAILING ENVELOPE
SYDNEY

Festival Records have released on 12 March the latest album O’Keefe’s new version of the oldie “Shout” to coincide with the release of the new Ned Kelly company. O’Keefe is one of Australia’s most prolific record producers and is said to have recorded 93 discs on his personal collection of records to his credit, one for “In Country We Trust” that he presented last year. This version of the song was recorded in 1969.

The eight-story-new building of Festival Records, affiliate of London and Telefunken, was completed and a reception was held for members of the press equipped with Ampex recorders, tape editors, recorders and affiliates of the most modern design.

A PPP morning at the Festival Street side of the studio on opening day is giving its first batch of nine records August 20.

April record production in Japan is 5,642,965 records (35,586.261 in foreign sales). This figure represents a 27 per cent in quantities and 6 per cent in value over the same period.

Included in above figures are 1,823 records by the J-pop group Victor Concert Management Company hook 11 Italian singers including Sergio Endrino, Rita Pavone, Ennio Maria, Gian Meccia and others for 16 performances in key cities during Sept-Oct. The firm also signed Little Peggy March for one month tour commencing April 10.

J. FUKUSHI

HOLLAND

For the very first time the Opus Vlaanderen, a Belgian complete Chinese Opera entitle “The White Serpents” CBT was recorded in B. Money’s “Wonderful Life” just began simultaneously in five Dutch big cities this month. The “wild animals’” soundtrack and the “Shanghai Girls’” soundtrack are also available in “English Young Lovers.”

The Dutch team for the sixth Coupe d’Europe of The International Jazz Band of Philips, made in Knokke, won this song contest. Willeke Alberti, Trea van der Schout, Shirley Birks, Blanka and Rita Hovink received 2,500 Gulden for the first prize. Jim’s young local star, Shirley Zweren, was her big revelation at K.S. and K. Imperial, Holland worked out a special sales sheet for press and dealers.

Artes Naturals, the new arm of the Paramount Westminster catalog for distribution in Germany, Austria and Switzerland.

The company reports that an entire part of the catalog will be manufactured and packaged in its own plants in Harz- land, Germany. The company has an EP titled “Country Music” by singer Reg Lindsay, who will have his fourth album released during the month. The label, titled “Roy Orbinson’s Greatest Hits, Volume Two.”

Festival Records have issued the first of the MacArthur albums “The Complete Life of Gay and MacArthur” on Atlantic.

A special classical release by Australian Records Company this month is the new O Series—Opera Without Words—featuring the Sydney Symphony Orchestra under the direction of Domenico Savina. The initial release of the series is a five album, “Il Trovatore,” “La Boheme,” “Travi- ata,” and “The Barber of Seville,” ARS, which reports a single album, “Puccini’s” opera record sales, is quite confident that its Kapp O Series will prove popular.

The album was released by Australian Record Corporation last year following the release of Goulet’s album “Manhattan Towers” on CBS. Initial sales on the album show the material is still in demand. The Garden Journal released a special catalog of the albums to be released from standard catalogs.

GEORGE HILDER


HAMBURG

Hans Lieber and Artur Wai- nenger, directors of Teldec, are back from discussions with RCA and London Records in the States. Teldec announced that the company doesn’t know about RCA plans to release its own production in West Germany. . . . The new address of Deutsche Vogue is 50 Grooskongresshafs/O/Cologne. Zur Mühle 2, Telefon (0221) 74161. The Bertelsmann group has bought the big betting machine company in Munich. Lieber and Wainenger said they would make their first concert tour through Germany next year after they had booked a new recording of Verdi’s “Rigoletto,” which Deutsche Grammophon made available in Munich, also with Dietrich Fischer-Dieskau, Renata Scotto, Carlo Bergonzi, Fiorenza Cossotto and Ivo Vec- rio. . . . The popular German jazz singer Kurt Klosevetter will tour Czechoslovakia for the first time. . . . In August the German station ARB will broadcast the Luxembourg will award these artists with special honors and the listeners with Friedas (Golden Lion) for “Lass Mich Noch einmal tanzen,” Paddy, Gittie (Silver Lion) for “Ich will nicht bald mehr aus” in Electrola, and the Medienverlag (Bronze Lion) for “Wir haben”. 

CHRISTIAN TOERLENS

when answering... Say You Saw It in Billboard
THIS IS autumn

AUTUMN MEANS "C'MON AND SWIM" (BOBBY FREEMAN, AUTUMN #2)
AND "I JUST LEARNED HOW TO SWIM" (SLY STEWART, AUTUMN #3)

Autumn Records, 70 Dorman Ave., San Francisco. Phone 282-7162.
A BRAND NEW HIT FROM DECCA!

RICK NELSON sings

LONELY CORNER

THE VERY THOUGHT OF YOU

THERE'S NOTHING I CAN SAY

31656

NOW AVAILABLE!

THE GREATEST ALBUM YET

by RICK!
And the Stones keep rolling along, WPEC (Harrington, Pa.) deejay Buzz A. Long (foreground) and WPEC deejays pose with the ring for the Stones during the British group's recent visit to Harrington. Pa. WPEC sponsored the show starring the group. Bobby Goldsboro, the Chiffons, and Bobby Comet and the Counts. As part of the festivities, WPEC sponsored a banquet in honor of five teen-age girls who had won a dinner date with the Stones. Other ESC members are Charlie Watts, Brian Jones and Pierre Connetel. Ken Windling and Sarah Vaughan subbed for WNEW (New York) air personality Bill "Dr. Jazz" on Saturday night on his "This Is Jazz" show.

WOAI (San Antonio) airman Ed B. Smith reports that the group was touring driving 4,000 miles on his vacation. He and his family visited relatives in St. Louis and Rochester. Ed's father is a radio personality at WHEC (Rochester).

I have received many reports from people who heard the Stones at night or in the early morning. Tom Shannon yacking it up last week about the WKBW Record Review Panel. WKBW's 50,000-watt signal from Buffalo penetrates the Bay area after dark. We were happy Tom could join us.

WABC workers are somewhat nonplussed these days being used as an ad vehicle for the competition WMCA and WINS. The ABC flagship station, in turn, recently moved its new post quarters at 67th and Broadway, directly across the street. The station has an excellent lineup. The entire building is being renovated and in New York, any wooden construction wall is a fair game for three sheets. Plastered up on the construction walls outside the building are Palisades Amusement Park posters plastering the "Good Guys" and the new WINS three building newcomer, their new deejay lineup. So far no one has tried to paste up the new CBS.

Al Metzler, WBBR's patriotic 6:00 a.m. man, headed the U.S. Treasury's call for all the change being hoarded in the country. He asked all his listeners to open their WBBR Weather Banks (the day's weather determines how much change is put away daily) and convert all the coins to bills. Postcards, showing the corner of Oliver put back in circulation by listeners, have been mailed to Metzler and so far the amount is over $10,000 in coins.

Wood Russell, WNAG (Green- 
ada, Miss.) program director, recently returned from a vacation trip to Miami where he visited with the WFUN "Good Guys" and Gerry Wincher of WNZ.

And Tony Saetta of WMJR (Fla. Lauderdale).

WOIO's Larry King was aboard the special Jackie Gleason train when it left New York on Aug. 1. King's show is aired on the NBC outlet 11:10 p.m. to 2 a.m. Monday through Saturday. Crazy switcheroo.

GET OUT THERE AND VOTE—KYW radio personality Jerry G strikes a dramatic pose as he addresses a rapt audience of "Ringo delegates" at a "Ring Star for President" rally held on Cleveland's Public Square yesterday. The audience numbered thousands of passers-by, Friday, July 24. Built up by two days of heavy-on-the-air promotion on KYW the rally thrilled for 12:30 p.m. beginning at the studios at 8:30 a.m.

SEGUE

VIP APPOINTMENTS: Larry Fischer, WTEN radio and TV executive (Minneapolis), joins WLOL that city as program director. Prior to moving to the Twin Cities he served as program director of KIOA (Des Moines), WMH (now WKNR, Detroit) and WNOE (New Orleans). He was also program director for the McLendon radio chain and Fred Knorr stations... Alan Mitchell, appointed program di-

ector of KASI (Ames, Iowa) ... Tom Collins, named program director and music director of WLOK (Memphis)... Alberto Pereira, formerly program director for WNFXM (Providence), appointed program director WFFN that city... Harry N. Handler, formerly with the National Aeronautics and Space Administration (Cape Kennedy), named promotion director for WLS (Chicago).

NEW ALBUM RELEASES

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

ANGEL

H E P

CANADIAN-AMERICAN

NAVIGATION: Deejays: Dee Jay Kening, John Storer, Jim Young, Chris Kelly, Bill McLaughlin. For ordering, contact: JERRY GADOMSKI/ANGEL 104-1005 (SCAP)

BE MONTY: Monty, Prager Mediatel Group: BC 655 (MT), BG 70055 (5)

BACH GUILD

BR: MONTY: Monty, Prager Mediatel Group: BC 655 (MT), BC 70055 (5)

SANTO & JOHN—With You Love: CAPL 1016 (MC, SCAP), 1016 (SF)

CHEATER

80 BUDWEISER & CHUCK BERRY—Two Great Guitarists: 2991

THE BROTHERS FOUR—More Big Folk Hits: CL 2323 (M), CL 2324 (S)

DAYBREEDS QUARTET—Jazz Impressions of Japan: CL 2387 (M), CL 2388 (S)

THE CLANCY BROTHERS & TOMMY MAKEM—Like A Hurricane: CL 2399 (M), CL 2400 (S)

DE LA HAYE, PENROSE & COX—A Festival of Yorkshire Songs: Tournois (S, F), CL 2317 (M), CL 2318 (S)

Huxley, Nevin & Fanny—Two English: CL 2026 (M), CL 2027 (S)

LES OGBIN & EUGENIUS—Concerto Performance: CL 2221 (SF), CL 2222 (M)

PENNY FAITH—Music Fies—"My Fair Lady": CL 2006 (M), CL 2007 (S)

THE GOONIE—New: CL 2005 (M), CL 2005 (S)

THE LIP 'O PANCAKES—California: CL 2003 (M), CL 2004 (S)

THE WESTERN COWBOYS—West Country: CL 2002 (M), CL 2003 (S)


MARTY MARTIN—Crazy Jumpers: CL 2002 (M), CL 2003 (S)

THE NEW COUNTRY MINSTRELS—Land of the Free: CL 1907 (M), CL 1908 (S)

ANDRE DREWS—My Fair Lady: CL 1907 (M), CL 1908 (S)

PLUS 12—Joyful Mondays: CL 1917 (M), CL 1918 (S)

JERRY VALLE—My Love: CL 1915 (M), CL 1916 (S)

ANDY WILLIAMS—Long Songs From "My Fair Lady": CL 1922 (M), CL 1923 (S)

ROGER TIMBREK—Last Book: CL 2002 (M), CL 2003 (S)

THE KING & I—Music of the; CL 2028 (M), CL 2029 (S)

THE NEW MUSICAL COMEDY CHORUS AT THE WORLD'S FAIR: CL 2001 (M), CL 2002 (S)

THE CHOCOLATE ANGELS—Liberation March: CL 1917 (M), CL 1918 (S)


BRAHMS: Symphony No. 1 in C, Op. 68 (M), Op. 80 (S)

CHAW, GUSTAVIUS—Hymnus: Op. 64 (M), Op. 81 (S)

GIBSON: Fantasia: Op. 14, New York Philharmonic (M), Berlin Philharmonic (S)


KABALEVSKY: Symphony No. 6, Op. 32: Moscow, USSR, CL 2001 (M), CL 2002 (S)

MOSISOVSKY: Trio Gioso Giacomelli-Lesneva, Bolshoi Theater (Russia): CL 2001 (M), CL 2002 (S)


DECCA

HERMANN GINSBURG—Wolke, Faches: DL 10007 (M), DL 10007 (S)

JERRY MINNEMAN—Mountain Dulcimer: DL 10004 (M), DL 10004 (S)

MVI—JERRY MINNEMAN—Mountain Dulcimer: DL 10004 (M), DL 10004 (S)

MVI—JERRY MINNEMAN—Mountain Dulcimer: DL 10004 (M), DL 10004 (S)

STRASBURG: Arabia: Various Artists: JSP 8835 (S)

BILBOARD, August 8, 1964
FOR THE RECORD...

a presentation of facts about the four music-record weeklies, based on 1963 performance.

Paid Circulation
Or, how many readers think enough of the publication to pay for it. Here are the facts:

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation Listing in SRDS*, December 1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>20,555 Average ABC Total Paid Circulation (12/31/63)</td>
</tr>
<tr>
<td>Cash Box</td>
<td>10,271 (sworn 6/30/63) Not audited.</td>
</tr>
<tr>
<td>Music Reporter</td>
<td>No listing for this publication in SRDS at all.</td>
</tr>
<tr>
<td>Music Vendor</td>
<td>Has not furnished sworn statement with SRDS.</td>
</tr>
</tbody>
</table>

*SRDS is the accepted national authority for statistical data on publications. Its purpose is to serve the needs of advertising buyers in all fields.

SUMMARY: Billboard has more paid circulation (and the only audited paid circulation) than all others combined!

Advertising Pages
The following display advertising comparisons give all the advantages to the other three music-record weeklies. Billboard's figures come from actual billing records, whereas those of other publications were based on actual measurements which do not take into consideration advertisements published as adjustments for errors, or unpaid for other reasons. The figures apply to display advertising only. No classified advertising space, paid or unpaid, is included. But let's not stop there. There are others—and still more important—measurements of the value of a publication to advertisers.

Dollars of Advertising:
Where an industry invests the greatest share of its advertising dollars is accepted as the most significant area of comparison of the advertising worth of the publications in any field. Here are the facts about advertising dollars invested in the music-record tradepaper field:

<table>
<thead>
<tr>
<th>Fact #1</th>
<th>More dollars of advertising were spent in Billboard in 1963 than in all the others combined.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fact #2</td>
<td>Billboard's margin over paper #2 is more than two-thirds of a million dollars—some $791,600 more, to be exact! (Almost double Billboard's margin of $270,000 more in 1962.)</td>
</tr>
<tr>
<td>Fact #3</td>
<td>Advertisers spent more for singles advertising in Billboard!</td>
</tr>
<tr>
<td>Fact #4</td>
<td>Advertisers spent more for LP advertising in Billboard!</td>
</tr>
<tr>
<td>Fact #5</td>
<td>Talent spent more for advertising in Billboard!</td>
</tr>
<tr>
<td>Fact #6</td>
<td>Advertisers spent more for &quot;all other&quot; music-record advertising in Billboard (music publisher, record services and supplies, distributors, one-stops, etc.).</td>
</tr>
</tbody>
</table>

Advertising Effectiveness
Or, is your advertising really producing for you. This is a key area of evaluation and here's a picture of what has been available for advertisers in this area:

<table>
<thead>
<tr>
<th>Publication</th>
<th>Type of Advertising Effectiveness Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Two full studies: (1) Big-city markets; (2) Grass-roots markets. Two pilot studies on LP advertising effectiveness.</td>
</tr>
<tr>
<td>Cash Box</td>
<td>None.</td>
</tr>
<tr>
<td>Music Reporter</td>
<td>None.</td>
</tr>
<tr>
<td>Music Vendor</td>
<td>None.</td>
</tr>
</tbody>
</table>

Editorial Services
Comparisons are needless here.
Billboard is the acknowledged leader.
Billboard is the acknowledged spokesman for the industry, as (probably) even Billboard's competitors will agree.
Billboard editorial data and research is used, universally and almost exclusively, in and out of the music-record industry.
Billboard is the source of industry statistics—used by government agencies, major consumer publications, newspaper editors and columnists, and virtually all sales and management executives of record manufacturers.
Ask any experienced professional in the industry.

Billboard Leadership
unquestioned in '63, and
growing greater in '64
Yes...that's absolutely correct...I called the shot on JACKIE ROSS' "SELFISH ONE" when I heard the dub at the Chess Studios...

Come on, Hymie...so next week ya' go for three deals on CHUCK BERRY'S "YOU NEVER CAN TELL"...we've been caught before...things like that happen...

And I'm tellin' ya' that BO DIDDLEY'S "JO ANN" is a hit! Ev'ry distributor here agrees. Just get your promotion man to hustle the record. More.

BREAKOUTS

**NATIONAL BREAKOUTS**

RAG DOLL

4 Sessions, Phillips PHM 200-146 (M); PHM 600-146 (S)

SOMETHING NEW

Beetles, Capitol T 2108 (M); SF 2108 (S)

**NEW ACTION LP's**

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

SHAKESPEARE: HAMLET

Original Cast, Columbia DOL 162 (M); DOS 702 (S)

OUR BIGGEST HITS

D-Fiers, Atlantic 8092 (M); SD 8093 (S)

WNEW Is Called Good on Its Poof of Political Spoof

*Continued from page 11*

iemtment about the WNEW ban in an editorial aired Wednesday (29):

If other stations were to go along with this notion, the broadcasting industry would be reduced to the status of a propaganda arm of the government and America would lose one of its greatest assets—a sense of humor.

To be consistent, such a ban would have to include the works of Will Rogers who made a career of lampooning Congress and of the jibs and witicisms of such demon lampooners as Bob Hope, Art Buchwald and so many others, including Abraham Lincoln.

A Divine Rights spokesman said he had received a letter from KXLW, St. Louis, thanking the label for giving the station the opportunity to program the album.

He added that the album is getting national distribution and that the label is considering releasing a single, "The Presidential Press Conference." Also banned by WNEW is another album in a similar vein, "Folksongs to Big Voters By," with the Goldwater Singers.

Spokesmen for other leading newscast centers, wsx stations said neither of these records are being played not because of any political attitude of any upward political satire but because of their lack of popularity. The political satire records are apt to raise a point which is a bit fuzzy. Broadcasters under the "equal time" concept, are bound to treat all candidates for public office with roughly the same degree of consideration.

Message or Entertainment? Whether a record lampooning a candidate constitutes a political message or entertainment is the issue. The current contro-

CBS MOVES TO NEW AREA

NEW YORK—The hallowed broadcast studios at 485 Madison Ave. and 49 E. 52 St. fell silent last week as the CBS Radio Network began operations at its new automated broadcast center of New York City's West Side (524 W. 57 St.).

The first program to emanate from the new broadcast center, which will eventually house CBS-TV Network production as well, was the 8 a.m. news with Steve Rowan on Sunday, July 26.

very may bring this issue into sharper focus.

The last big seller in this field, Vaughn Meader's "The First Family," was programmed by many stations on the basis of its entertainment value and banned by others who questioned its taste. But neither political party raised the issue of equal time, nor was their any serious talk of banning the record.

BREAKOUTS

**NATIONAL BREAKOUTS**

THE HOUSE OF THE RISING SUN

Animols, MGM 132644

**REGIONAL BREAKOUTS**

These new records, not yet on Billboard's Hot 100, have been reported getting strong sales action by dealers in many markets.

OUT OF SIGHT

James Brown, Smoove 1919 (Tre Mea, BMI) (New York, St. Louis)

THE LONG SHIPS

Charles Albertine, Capitol 726 (Screen Gems-Columbia, BMI) (Detroit)

NEVER PICK A PRETTY BOY

Don Everly Sharp, Cameo 319 (Wynona, ASCAP) (Philadelphia)

LAST KISS

J. Frank Wilson & The Cavaliers, Josie 923 (Boblin, BMI) (Rochester)

THE JAMES BOND THEME

Billy Strange, Crescendo 320 (Unart, BMI) (Don Francisco)

BREAD AND BUTTER

Newbeats, Hickory 1509 (Asuff-Rose, BMI) (Detroit)

ONLY YOU

Wayne Newton, Capitol 6203 (Wildwood, BMI) (Atlanta)

MORE, MORE, MORE LOVE, LOVE, LOVE

Johnny Thunder, Diamond 148 (Koeh, Caesar & Dino, BMI) (Baltimore)

I GUESS I'M CRAZY

Jim Reeves, RCA Victor B383 (Holliday, BMI) (Atlanta)

DANCE, FRANNY, DANCE

Roddy McDow Combo, Audion 2111 (Abner, BMI) (San Francisco)

HERE I GO AGAIN

Hollies, Imperial 6604 (Rumbles, BMI) (Cleveland)

BETTER WATCH OUT BOY

Accents, Challenge 59254 (Bounds, BMI) (Seattle)

PART OF ME

Johnny Adams, Munch 6023 (Shirely Routed, BMI) (New Orleans)

YOU'LL NEVER GET TO HEAVEN

(If You Break My Heart)

Dianne Warwick, Scepter 1283 (Jaco-Boss, Scepter, BMI) (Atlanta)

PEPPERMINT MAN

Trashmen, Garrett 4010 (Blose-Hoffman, BMI) (Minneapolis-St. Paul)

FUNKY

Joe Nation, Back Beat 541 (Just & Gemini, BMI) (Miami)
<table>
<thead>
<tr>
<th>Week</th>
<th>Country</th>
<th>Current position</th>
<th>Previous week position</th>
<th>Artist</th>
<th>Song</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Australia</td>
<td>20</td>
<td>18</td>
<td>LA BAMBÀ-Crocakes</td>
<td>Hello Dolly—Funkadelic</td>
</tr>
<tr>
<td>2</td>
<td>Australia</td>
<td>17</td>
<td>19</td>
<td>SOMEONE SOMEONE</td>
<td>This Is Me—Beach Boys</td>
</tr>
<tr>
<td>3</td>
<td>Australia</td>
<td>12</td>
<td>10</td>
<td>LOW</td>
<td>All My Loving—Beatles</td>
</tr>
<tr>
<td>4</td>
<td>Australia</td>
<td>13</td>
<td>11</td>
<td>WEEK</td>
<td>In The Mood—Billie Holiday</td>
</tr>
<tr>
<td>5</td>
<td>Australia</td>
<td>5</td>
<td>9</td>
<td>HELLO DOLLY—Fred &amp; Adele Astaire</td>
<td>Hello Dolly (Arranged by Jack Donohue)</td>
</tr>
<tr>
<td>6</td>
<td>Australia</td>
<td>24</td>
<td>16</td>
<td>CHAPIN</td>
<td>Sticks and Stones—The Animals</td>
</tr>
<tr>
<td>7</td>
<td>Australia</td>
<td>21</td>
<td>17</td>
<td>NOBODY I KNOW—Peter DeWire</td>
<td>Nobody I Know (Arranged by Jack Donohue)</td>
</tr>
<tr>
<td>8</td>
<td>Australia</td>
<td>10</td>
<td>5</td>
<td>SHRINGAR</td>
<td>The Smashing Pumpkins</td>
</tr>
<tr>
<td>9</td>
<td>Australia</td>
<td>11</td>
<td>12</td>
<td>SWEET</td>
<td>Wishing Well—The Byrds</td>
</tr>
<tr>
<td>10</td>
<td>Australia</td>
<td>15</td>
<td>14</td>
<td>RAMONA</td>
<td>My Funny Valentine—Billie Holiday</td>
</tr>
<tr>
<td>11</td>
<td>Australia</td>
<td>22</td>
<td>13</td>
<td>ITS SOMEDAY</td>
<td>I Want You—The Byrds (Arranged by Jack Donohue)</td>
</tr>
<tr>
<td>12</td>
<td>Australia</td>
<td>18</td>
<td>22</td>
<td>SWEET</td>
<td>Rainy Widow—Atomic Rooster</td>
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<td>HELLO DOLLY—Fred &amp; Adele Astaire</td>
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<td>THE ANGELS</td>
<td>Rockin' In The Free World—The Byrds</td>
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<td>RAMONA</td>
<td>My Funny Valentine—Billie Holiday</td>
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<td>SHRINGAR</td>
<td>The Smashing Pumpkins</td>
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</table>

**Notes on local origin**

- **AUSTRALIA** (Country Music Maker, Sydney)
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- **JAPAN** (Country Kurosawa, Tokyo)
- **MEXICO** (Country Americano)
- **SOUTH AFRICA** (Country Music Today, Johannesburg)

**Billboard**

**HITS OF THE WORLD**

<table>
<thead>
<tr>
<th>Country</th>
<th>Current position</th>
<th>Previous week position</th>
<th>Artist</th>
<th>Song</th>
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<tbody>
<tr>
<td>Australia</td>
<td>20</td>
<td>18</td>
<td>LA BAMBÀ-Crocakes</td>
<td>Hello Dolly—Funkadelic</td>
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<td>Australia</td>
<td>17</td>
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<td>SOMEONE SOMEONE</td>
<td>This Is Me—Beach Boys</td>
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<td>Australia</td>
<td>12</td>
<td>10</td>
<td>LOW</td>
<td>All My Loving—Beatles</td>
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<td>Australia</td>
<td>13</td>
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<td>In The Mood—Billie Holiday</td>
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<td>Australia</td>
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<td>9</td>
<td>HELLO DOLLY—Fred &amp; Adele Astaire</td>
<td>Hello Dolly (Arranged by Jack Donohue)</td>
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<td>Australia</td>
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<td>CHAPIN</td>
<td>Sticks and Stones—The Animals</td>
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<td>Australia</td>
<td>21</td>
<td>17</td>
<td>NOBODY I KNOW—Peter DeWire</td>
<td>Nobody I Know (Arranged by Jack Donohue)</td>
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<td>Australia</td>
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<td>5</td>
<td>SHRINGAR</td>
<td>The Smashing Pumpkins</td>
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<tr>
<td>Australia</td>
<td>22</td>
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<td>ITS SOMEDAY</td>
<td>I Want You—The Byrds (Arranged by Jack Donohue)</td>
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COUNTRY MUSIC

NAOL Seeks to Clarify Certain AFM Loopholes

NASHVILLE—Nashville area music industry leaders in attendance at the second local meeting of the National Association of Orchestra Leaders at the Andrew Jackson Hotel here Tuesday night (29) heard national board member Hank Thompson, western band leader, stress the need for both a union and an organization such as the NAOL. Thompson emphasized that NAOL was formed to fill the need of a management organization and said it is the hope of the NAOL to alleviate the monopoly it contends the American Federation of Musicians now has by having both music-employees and music-employers as members.

Thompson further suggested that many of the local unions and members are confused by the inconsistencies concerning the legality of some of the union regulations. It was pointed out that the NAOL has clarified, and is seeking to further clarify, through court action when necessary, any union regulation that is questionable as to legality.

A case is currently pending against the AFM in the U.S. courts, in which the NAOL seeks the return of traveling taxes paid by NAOL members over the last six years. Among some 50 charges is one of violation by the AFM of the Sherman antitrust laws for allegedly representing both labor and management and thus monopolizing the industry. The case is scheduled for hearing Oct. 5 and other suits are reportedly being prepared against various AFM locals throughout the country.

Other principal speakers at last week’s meeting were Charles Peterson, New York, national treasurer of the NAOL, and Jack Stautcup, NAOL board member and president of the Patrician, Ky., AFM, Local 200. Formation of a Nashville chapter of the NAOL is being planned for the near future.

CMA to Host Toronto Execs At Spec’l Show

TORONTO — CMA board members will hold their third quarterly board of directors meeting in Toronto, Canada, Aug. 6-7, at the Inn on the Park. Scheduled for discussion are the CAW/CMA joint fund, nominations for next year’s directors, plans for promoting National Country Music Month, the CMA banquet and dance, and the CMA premiums album.

In conjunction with the meeting, a program will be presented to the Canadian Radio & Executives Club at the Park Plaza Hotel Thursday (6). Speaker for the event will be Perminger B. Gay. Featured guests on the show will

(Continued on page 31)

COUNTRY MUSIC

Ritter, 'Opry' Stars Plug for Clement

MEMPHIS—Tex Ritter, veteran CKW recording artist and currently president of the Country Music Association, flew into Memphis last week to give Gov. Frank G. Clement a hand in his race for the Democratic nomination for the U.S. Senate. Ritter will play guitar at two Clement rallies.

An enivron of "Grand Ole Opry" stars from Nashville also arrived by plane to give Clement's campaign a lift as he bids for votes in the State's largest city.


"Grand Ole Opry" stars and other country and western artists have helped Clement electioneering in the past.

Clement was first elected governor in 1952 for a two-year term. A Constitutional Convention in 1953 extended the term to four years. Clement was re-elected and served from 1954 to 1959.

Under the law, the governor cannot succeed himself. Clement practiced law four years, then in 1962 was elected to his third term as governor.

He used effectively CKW stars in his last two campaigns, particularly in 1962. The whole "Grand Ole Opry" roster was out helping him in 1962.

CHECK FAYE HARDIN in "APARTMENT 23"

Challenge 59259

Watch for them! "THE BOYS WITH THE BIG GUITARS"

Copyright 1964 by Merry-Go-Round Melody Company
1650 Broadway, N.Y.C.

JOHNNY CASH
BELSHAZAAR
WIDE OPEN ROAD
SUN RECORDS
632 Madison Memphis, Tenn.

SHOWAN THEY CHECK the chart listings in a recent edition of their favorite trade publications are Vic Willis, manager of Stidday Music Publishing, Nashville, and a member of Starday's Willis Brothers group, and Capitol's Jean Shepard.
COUNTRY MUSIC CORDNER

By BILL SACHS

First-place honors in the 14th Annual Eastern States Piddlers' Contest, held recently at Watermelon Park, Berryville, Va., went to Jimmy Delkster, fiddler with the Benny and Vallie Cain band of Arligton, Va. Second place went to Bucky Ryan, of the Jimmy Dean TV show, and third-place winner was Bill Belford, fiddler with the Bob Goff Band of Arlington, Va. Watermelon Park is located on the banks of the Occoquan River and attracts some 5,000 people each Sunday with its country music programs. George "Grand Ole Opry" comic, displays his talents at Hartsfield, la., August 8, Cherokee, la., Tecumseh, la., Ely, Elkmont, Va., 1-Osba, Neb., 27-28, and Stockville, Neb., 29.

Following an extended vacation with his wife Mary, Jim Reeves leaves Madison, Tenn., this week for one of his longest tours of the year. Reeves and his combo, the Blue Boys, will spend August and September touring Texas, New Mexico, Arizona, Colorado, British Columbia, Maryland and Pennsylvania. Reeves' third RCA Victor last week released a new LP, "The Best of Jim Reeves," comprising 12 of Jim's past hits, including "He'll Have in Go," "Four Walls" and "Anna Marie."

Powers Benefit Chaliks $4,534

DICKSON, Tenn. — An all-star cast of Nashville musicians and artists performed a benefit show for Billy Powers at the Hank Snow theater here recently. Proceeds from the show netted $4,534.50. Billy, who had worked for the Flatt and Scruggs team for several months, was injured in an accident in Dickson April 20. He is paralyzed from his chest down and is undergoing physical therapy treatments in Vanderbilt Hospital, Nashville.

The musicians who donated their time and services for the performance, in the order of their appearance, were: Roy Acuff and His Smoky Mountain Boys and Girls, Ralph Emery, Claude King, Red Steagall, Bobby Lord, Teddy and Doyle Williams, Johnny Cash and the Tennessee Three, and Don Helms, Earl Scott, George Riddle, Wilma Lee and Stony Cooper, Gwen and Jerry Collins, Grandpa Jones, Sallie and Salli, and Flatt and Scruggs. The Moose Lodge in Dickson was active in helping promote the show, and through the courtesy of the Dickson Funeral Home Billy was transported to the Stadium on a stretcher where he was able to visit his friends perform for him.

NASHVILLE SCENE

By ROSELYNN HUNTER

Joseph G. Glaser, president of Association Booking Company, New York, is here on a business trip. While in town he visited with Monument's Fred Foster and Blue Rider Records. As far as we know, his family are planning a two-week trip to the West Coast Aug. 20-31, during which time they will be working on Monument distributors in Los Angeles and San Francisco. ... Epic's Jim and Jesse recently played the Firemen's Fair at the Knyte, N.Y., to a crowd of about 30,000 people. In addition to weekly TV shows in Columbus, Ga., Deshain, Ala., and Pensacola and Panama City, Fla., Jim and Jesse do a daily radio show with Ray Pillow on WSM-AM here, sponsored by Martha White Mills.

Faron Young's Music City News is sponsoring "Country Music Monday," which will be broadcast Aug. 11. In addition to the regularly scheduled events at the stock car track, many of Music City's members will take part in a special 45th anniversary contest, going to the winner. Entrants include Faron, Roy Drusky, LeAnn Rimes, K.T. Oslin, the Glasers, Jim Edward Brown, Bobby Lee Crew, Dolly Parton and Charlie Louvin. ... Connie B. Gay is on an extensive tour which will include the CMA meeting in Toronto, the New York World's Fair and a visit to each of his radio stations. He is expected back in Nashville in mid-August. Sheb Wooley is booked for five days at the Missouri State Fair, Sedalia, starting Aug. 23. Faron Young is scheduled to appear in the Buck Owens Show in Arlingon, Texas, Aug. 29-30, and on Monument distributors in Los Angeles and San Francisco. ... Epic's Jim and Jesse recently played the Firemen's Fair at the Knyte, N.Y., to a crowd of about 30,000 people. In addition to weekly TV shows in Columbus, Ga., Deshain, Ala., and Pensacola and Panama City, Fla., Jim and Jesse do a daily radio show with Ray Pillow on WSM-AM here, sponsored by Martha White Mills.
Webcor Guitar Premiums
Key Firm's Sales Push

CHICAGO—If guitars and tape recorders don't produce the most marketable marriage in the home entertainment field, it won't be because Webcor, Inc., hasn't put all its marketing genius behind the move.

Webcor has started a substantial sales promotion program to bolster what it frankly admits are "sagging sales, from an estimated 30 to 15 per cent of the market, in the past three years."

A key portion of the promotion will be to use guitars as a premium with tape recorder sales.

Cites Two Appeals

Charles Hakimian, newly named marketing director, feels the "guitar premium" idea will have two main appeals.

For one, tape recorders are a natural for a student learning to play the guitar. The student can record his own playing and hear itself back by playing it back. Second point, the guitar can be plugged into the tape recorder (through microphone connection) with the recorder serving as an electric amplifier for the guitar.

Hakimian feels that the "current folk craze" plus the "general industry shortage of guitars" will make the instruments an attractive premium.

Point-of-Sale Planned

Webcor is offering considerable point-of-purchase display material, banners, and the like, all directed at both the guitar and tape recorder-guitar premium idea.

Webcor will also have trade advertising and consumer co-op advertising programs.

Costs will depend on the individual distributor's promotion program, but will in general be under $20.

The Chicago-based manufacturing firm recently introduced a new line of six tape recorders and reproducing in retail price from $89.95 to $580, and is in limited production on several phonograph models.

Developing New Change

Hakimian noted that a "very substantial new product development operation has been under way," and that the firm would be introducing a new record changer "sometime" in 1965.

Hakimian came to Webcor in March after more than 20 years in the professional field. He has been to bring new life into a faltering enterprise.

Since 1960, Webcor division sales have dropped from around $52,000,000 to less than $15,000,000. Last year, the corporation lost $5,000,000.

The industry characteristics Webcor's troubles as weak in.

(Continued on page 45)

Beatles Shake Tape Industry

CHICAGO—The Beatles are shaking up the tape industry—"as they have everything else." Pete Fabri, whose Musicap Inc., just released its first Beatles tape ("A Hard Day's Night" from the United Artists original soundtrack) said that initial orders were the largest he's seen in 10 years in the tape business.

"It's the first time I can ever recall anyone making a tape that's ordering in quantities of 50 and 100," Fabri said.

Our hottest previous seller was Ferrante and Teicher's "Fabulous Fifties" and the biggest individual order there was 25, and Fabri said.

He recalled that back when he was with Bell Canoe, the firm's biggest seller was "Cacatua" and again orders never went over 25.

"And 15 years ago, it's not even do to 2 to 3 per cent of LP sales and the 100-000 LPs, we can generally count on selling about 2,000 tapes." Fabri said.

Can't Predict

"However, with the Beatles selling over 1,000,000 LPs, I don't know what will happen. If we use the same 2 to 3 per cent figure, we come up with tape sales of 20,000."

Fabri said this would be unprecedented in tape history.

Just what would be a realistic projection for sales on the Beatles tape? Fabri said the charts would know what to say but would expect to see a 5 to 10 "a tremendous regressing."

The Beatles' "A Hard Day's Night" tape was released by Monoptex last week in both stereo and monaural versions—first the firm ever made such a dual release.

Ampex Bows 3 3/4 I.P.S.
Tape Series at $8.95

REDWOOD CITY, Calif.—Ampex is introducing the first of a series of pre-recorded stereo tape cartridges at $8.95, promising them to two hours of continuous music and priced to retail at $8.95. This latter, Ampex' vice-president and general manager, consumer and educational products division, said the tapes sacrificed some of the high-fidelity performance of the $15 per cent IPS tapes, but are excellent as background or mood music sources.

Nine new tapes, each consisting of two complete albums, are included in the initial release. This latter, will be followed by proportionate 15 per cent IPS releases in the next few months.

Latter said that he expected further improvements in tape to make possible the high-quality fidelity performance at 3 3/4 IPS as was available today on 7 1/2 IPS.


Seek to Repeal 10% Excise Tax on Musical Instruments

WASHINGTON—The musical instrument industry is seeking a repeal of the 10 per cent federal excise tax on its products.

In testimony before the House Ways and Means Committee, industry spokesmen said the tax cuts or reduces the education of our children.

Morley P. Thompson, treasurer of the Baldwin Piano and Organ Company, Cincinnati, stressed that 85 per cent of the musical instruments are sold for use by children.

He also explained that this selective excise tax distorts consumer choice by discriminating against music although music is a cultural activity desired and supported by government and society.

Predicts Sales Hike

Thompson predicted a 15 per cent increase in sales from the tax repeal. He said that additional federal income taxes from increased corporate profits and new jobs would more than make up.

(Continued on page 45)

Sylvania Has
15% Sales Hike

NEW YORK—Sylvania Electric Products reported sales of $428,944,000 for the first half of 1964, a 15 per cent increase over the same period last year.

Net earnings were $61,535,000, a 20 per cent hike above last year's $51,000,000. The above figures represent sales of Sylvania's home and commercial electronic products.

Five Film Involved

Canadian Trade Winds Blow—Not So Slow

By NICK BIRO

CHICAGO—Five years ago a discussion of Canadian home entertainment equipment here would have been vitally short. As recently as 1959, the import figure for radios, TV's and photos from Canada stood at virtually zero. Anyone wanting to take a look at Canadian prodigious growth, he'd have to go to the country and carry on some fancy correspondence with the Canadian manufacturers.

Today all that seems to be changing, and at a remarkably rapid rate. According to the Canadian Consulate, the equipment market from Canada stands at about $5,000,000 and a spot survey of Canadian manufacturers places the figure even higher. This is particularly true of dealers with offices along the border who say that Canadian firms have done something to put public relations job as well. A strictly informal survey among some producers during the recent music show here showed that virtually every dealer interviewed had "some idea" of Canadian equipment, and at least half were aware of specific brands, some from a competitive point of view.

This is not too surprising since today no less than five Canadian firms are doing a readily growing volume of home entertainment business in the States. These include Clairmont, Dominion Electrohome, Fleetwood, Marconl and North America Philips.

Perhaps the largest—from the standpoint of U. S. sales—is Electrohome, a part of junior General Electric from the North, and a close look at the company and how it operates gives some idea to what the country can expect from the Canadian market in the next few years.

Electrohome sells in the U. S. through its subsidiary International Electrohome, Inc., and last year did about $3,200,000 of its $25,000,000 total corporate sales here (according to recent report to Charles A. Pollock, board chairman).

60 Per Cent Hike

While general industry statistics show the home entertainment industry anywhere from 17 to 20 per cent off for the first three months of this year (compared to 1963), Electrohome has already chalked up a 60 per cent hike in U. S. sales over the previous year's volume.

Robert Moore, Electrohome vice-president, says the firm expects to maintain its 20 per cent average of increase throughout the remainder of the year.

In fact some of Moore's answers regarding his company's competitive position give a glimpse of just how bullish Electrohome executives feel about the U. S. market.

Asked who he figured his major competitor was in the U. S., Moore answered: "Zenith for TV, Magnavox for console phonographs."

Mentions U. S. Leaders

It's significant that Moore mentioned not another Canadian firm but the two that generally conceded to be the industry leaders in their respective categories.

Electrohome manufacturers a bread-line of electrical equipment, not to mention furniture and home furnishings, but confines its U. S. business to TV sets and phonographs.

Moore feels the firm's biggest area of growth will be in color TV, which now constitutes about 20 per cent of all production. Stereo consoles constitute 7 per cent, black-and-white TV the remaining 20 per cent.

During 1965 Electrohome expects to start producing its own color TV chassis, stereo consoles and phonographs.

(Continued on page 45)
MR. AND MRS. AARON ROSE FACE CUSTOMERS AND CAMERA

confident they can meet any home entertainment need. The

6,000-square-foot store does 20 per cent of its dollar volume in entertainment items other than records.

Dealer Ups Sales 20%—Tells How

CHICAGO — Phonograph, radio and four-track stereo tape have been key items at a new Discount Center, two-unit retail record op-
eration here, increase its annual volume by upwards of 20 per
cent.

Aaron Rose, owner-manager, said tape sales, both blank and pre-recorded, have increased about 10 per cent every year for the last eight years and he fore-
sees nothing which will interfere with this profitable rise. The mark-up
on tapes is about the same as on records. Sales of pre-recorded and raw tapes are about equal.

Nearly all merchandising at Dis-
count is popularly priced. Rose

protects his margins by purchasing through the "40-Ohio Boys," a Midwest retailer buyers associa-
tion. The association's independents re-tailers get to cut on exit rates usually offered only to the high volume dealers.

Avoid High End

Even with group buying, Aar-
on Rose and his partner-brother, Merrill, steer away from high

and expensive console model television sets. Acting as spokes-
man for the partnership, Aaron Rose said, "With competition as

rough as and cut-throat as it is
today, profits on high end TV's do

not justify the investment in space in store. The return is just not high enough."

Space is at a premium, even in Discount's 6,000 square-foot

Wabash Avenue store. By this fall Aaron Rose expects comple-
tion of an expansion program that will double his display area.

By looking over the second floor, Mr. Rose said he will go from 6,000 square feet to 12,000.

A new component department as well as portable TVs is sched-
uled for the second floor showroom. This in addition to the al-
readly established phonograph and radio lines.

Will Start Small

The move to components will

"start small," according to Aaron

Rose, but he expects it will pay in price cuts. He said, "By produ-
ingsales by customers, they buy in.

"Everyone does not want a

piece of furniture. With compo-
nents we will be able to accomo-
date what I think is a growing
market. Another factor in my deci-
sion to add components is the way manufacturers are mark-
ing parts in handy packages."

Further good words were put in

for manufacturers when Rose

said about 30 per cent of his

promotion was co-operative. He

advises always once a week in a metropolitan newspaper using a

full page, 2-color sheet. Records take 60 per cent of the page

with the other 40 per cent going to phonographs and radion.

Builds Traffic

Popular priced non-record items such as Japanese transistor

radios have proven to be good traffic builders. Rose Discount

Center ads nearly always make prominent mention of this type of

article.

Christmas, of course, is the

big season and promotion goes up accordingly. There is a 22

per cent across the board in-
crease but proportion, remains with the same non-record items

still accounting for 40 per cent of the sales drive. The same 60-40

advertising ratio between records and non-record goods prevails

in window and in store promo-

tion.

Still on the subject of per-

centages, Aaron Rose gave com-
parative figures on profits. Pho-

nographs and radios provide a

30 to 40 per cent margin while televisions go a relatively low

20 per cent. These numbers be-

come more meaningful, Rose

said, when the item sold is a

$500 stereo radio console. He

said sales in high end, $300

German model record radios were "surprisingly good" and there

again the 10 point margin dif-
ference becomes significant.

Tapes From $3.88

The opening range on American

portable phonographs at Rose Discount is around $35, the top $500. Radios start at

(Continued on page 44)

Philco Reorganizes
Merchandising Dept.

PHILADELPHIA—Philco is ex-

panding and reorganizing its

merchandising department in an

effort to achieve better handling of the company's accelerated

programs.

Dan R. Cavallier, merchandis-
ing manager, said "This program sales and resultant intensified

promotion resulted in sales being be-

hind the setting up of separate promotional departments — one

for each electronic products as

radio, TV's and phonographs.

Owen H. Klepper has been

named sales promotion manager of the electronic products depart-

ment. E. L. Kasales has been

appointed production manager.

Joseph Minster and James Hash-

berger are copy specialists. Klepper

has been with Philco since 1948, hold-
ing a wide variety of adver-

tising, sales promotion and mer-

chandising position in the con-

sumer products division.

Stereo Tape Adds 12 Mono
Releases on Encore Label

CHICAGO—Stereo Tape Cor-

poration is joining the monaural

tape parade with a line of pre-

taped tapes on its Encore la-

bel. The announcement follows by

only a couple of days a simi-

lar move by Musicetails, Inc., here in Chicago.

Julius A. Konis, president, said the move was prompted by "enormous popular demand and distributor requests." He noted there was a huge market based

on the "increasing number of monaural tape machines being sold."

Stereo Tape Corporation's en-

try into the monaural tape mar-

ket will be made with 12 releases — all two-track, 71/2 ips (half

hour), designed for retail at $4.95.

Also new from the firm will be a line of Encore blank re-

cording tapes in various lengths and thicknesses—all on three-

inch reels.

MERRILL ROSE, manager of the two-unit Rose Discount Center, wants to pass a portable TV on to his customers. Rose Discount handles only portable lines because of faster turnover and ease of display.

CARLA THOMAS
I'VE GOT NO TIME TO LOSE

ATLANTIC 2238

(The "WRIGHT" ANSWER!)
(To Roger Miller's "Dang Me")

DERN YA

by RUBY WRIGHT
S 126

CASHBOX
Newsweek Pick
BILLBOARD
Promotion Special
ROCK & ROLL
Pick
Call your RIC Distributor Now!

Sumirtone Smash!

"DARLING IT'S OVER"

DALE & GRACE
MONTEL 920

THE SEVENTH DAWN
UA 735

on the one to watch

Ferrante & Teicher

HITVILLE'S HOT
ASK YOUR DISTRIBUTOR ABOUT OUR SPECIAL
"BUY 10, GET 2 FREE ALBUM PRE-PACK"

MOTOWN RECORD CORP.
DETROIT, MICH.

Cameron's Latest Release features . . .

THE ORLONS
C 332

A BOB CREWE PRODUCTION

NEW IN CANDY/NARRATIVE

CLERK AND CUSTOMER pause over one of many radios on dis-
play at the Rose Discount Center shop. Prices on radios go from

$3.88 for a Japanese product to $300 for German table models. Somewhere in that range is a radio for any pocketbook.
FCC Rules to Aid FM Sales

FM's long, lean years are usually blamed on TV's competition, but program duplication probably was every bit as responsible—if not more. After all, TV didn't kill AM radio sales. What kept FM radio from becoming a mass-market item was that it offered very little that was new and different. There was no static, and higher fidelity, but most of the same programs were readily available on a $14.95 AM table radio.

The increase of interest in high fidelity, and later stereo, gradually built up an audience for the expanding network stations which did not duplicate AM programs. This, in turn, created greater diversity in programming—and became a threat to both AM and FM radio. In most important markets, FM already offers specialized classical music, jazz, foreign language, and ethnic programming in addition to the AM band. In a column last November, I told how big new York retailer Gerald O. Kaye (Friedly Frost Stores) was using this very diverse format of programming as a major tool to sell.

So get an idea of what will happen when independent AM and FM broadcasters start to work as a team, look at the New York market. Currently operating in the area are seven AM-only, eight FM-only and 10 AM-FM pairs. The FM band in New York will get for all practical purposes—all this diversity of AM-FM pair already is programming it into the pigeonholes of society. This will be true, in varying degrees, in every other major market.

The new ruling means the end of FM's stepchild status as an appendage to AM. Already, there is talk of setting up new FM stations in other areas. Already some stations are informing advertisers that they are going to be harder and harder to buy as a bonus with AM commercials.

The FCC rule means the beginning of a new role for FM—a completely different kind of broadcasting medium, which no longer shares the imprint and personal programming ingredients and the station's major audience has remained the same since the beginning.

What does this mean to the dealer? Obviously, it means that his biggest growth period is still ahead. In the long run, when all program duplication is eliminated, it will mean at least one FM receiver for every home, and even mobile—in the United States. But the changing nature of FM can be exploited immediately to increase and improve radio sales. In most outlying areas, only a few new independent FM stations are going on the air. In addition, as a result of the new rule, during the coming year, many of the nation's major outlets are increasing their FM programming. Thus, FM no longer needs to depend on the "atmosphere" approach. The big deal now is in more programs, better choice.

Canadian Trade Winds Blow—Not So Slow

Electrohome operates in the U.S. through some 500 franchised dealers and by the summer of 1965 expects to have from 750 to 800. Moore says, its stereo console line is fully transistorized and sells for $299 to $2,000—strictly higher than AM

Some Electrohome Phonos

CHICAGO—Three Electrohome phonograph consoles introduced by the firm recently are the top-of-the-line Clarendon phonos, console featuring 12 speakers and 250 watts of power at $2,950; and the Montego phonos console with 60 watts of power at $895.

with its black-and-white sets for years. The firm also plans to come out with a 15-inch color screen.


disc deals for dealers

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records: or special items. Shows where available are starting and expiration dates for each deal as well as the date of issue and program. Providing details of each promotion. Please consult this for full information.


GATEWAY—Expiration indefinite. Started March 13, 1964. Two free records for every 15 purchases in minimum 100. Free for your customers to buy, use, sell, and give away.


FOLKWAYS—Expiration indefinite. Started July 7, 1964. Six free records for every 50 purchases, free for your customers to buy, use, sell, and give away.

Dealer Tells How To Boost Sales

Continued from page 43

$3.88—stopping in the $300 range

Putting himself in more direct competition with major discount houses for the home entertainment dollar, Rose feels personal service events the odds. He keeps a staff of 11 clerks, including his own brother, and the rest of the store is staffed with trained salesmen. Capital salesmen are used to sell the second floor expansion.

Several years ago Rose took over stock from the Novetto

 unfold, "T-shirt Hudson-Ross rec-
Guitars Key Sales Push
- Continued from page 42

terial sales management, poor product planning, not enough marketing, advertising, and a minimum of promotional/undertoning distributors.

Take These Steps
Numerous corrective steps have been taken and more are on the way. As a result, Harry Hilton recently commissioned the advertising and sales staffs of the Dormeyer-Wilson sales divisions and promoted Harvey Dickson to general sales manager of Webcor Sales Corporation, the company's sales arm.

Nick Rokoff, formerly the Midwest editor of Electrical Merchandising Week, will join the company next month as an advertising/merchandising man.

In the latter area, numerous territories have been redefined.

Hilton is also working with Webover merchandising to reduce unnecessary personnel and consolidate facilities. The moves are expected to save the firm more than $1,000,000 annually. The Webcor marketing head is one of those who feels that eventually, tape recorders will supplant phonographs. He feels that the tape industry will have to offer an adequate quantity of pre-recorded tape.

Tax Repeal
- Continued from page 42

When answering ads...
Say You Saw It in Billboard

CLASSIFIED RATES
Per insertion $5 $15 $25 $9

For Sale
- Before the Sound for Selling, Mickey Mantle's swing is back. There's a big demand. It was very difficult to get. Price is $100. 

Recording Facilities & Supplies
- LE-BO YOUR #1 SOURCE for the most complete line of...

Miscellaneous
- Jockey Covers: A COLLECTION of 500 pillow covers, with 500 pillow covers, including the best of the best.

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<thead>
<tr>
<th>COUNTRY</th>
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<th>CLASSIFIED RATES</th>
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<tr>
<td>Manufacturer</td>
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<td>Distributors (Regional)</td>
</tr>
<tr>
<td>Distributors (National)</td>
</tr>
</tbody>
</table>

when answering ads...Say You Saw It in Billboard

BILLBOARD BUYERS & SELLERS
CLASSIFIED MART

A convenient marketplace for the best sources of equipment, supplies, services and personnel... serving thousands of buyers, sellers, and users of music, records, tapes, home entertainment equipment, coin machines and many other related products throughout the world.

EMPLOYMENT SECTION

RAMEY'S MEMORY LANE
We can supply you with 400 of the greatest records but goods. List upon request. Wholesale only.

SUCCESSFUL PROMOTION & SALES EXECUTIVE

WEBCOR

JUMPIN' AT THE HAX

INTERNATIONAL HUNGARIAN BAND

THE VOICES OF VENUS

LOW PRICE CLASSICAL BAND

RIP GLENN PECK & CONCERTO IN A MINOR

FELIX KRAUSS & WILHELM WAGNER

VIOLIN CONCERTO

SOPHIE FELD

TINO

RECORD MFG. SERVICES, SUPPLIES & EQUIPMENT

LE-BO PRODUCTS CO, Inc.

WORLD'S GREATEST HITS

FOR SALE

SACRED

PLACE IN THE VALLEY


RHYTHM & BLUES

HARD DRIVING

Winston Styrans, Delmarv, 407

INTERNATIONAL

SEA OF SPRING

114 Minds. Grand Pub Grph '34 (E) (E)

GERMAN FAVORITES

ALFRED DUKA, STRAUS, EDELMAN

SACRED

PLACE IN THE VALLEY


LOW PRICE CLASSICAL

MOZART: SYMPHONY NO. 35

Dietrich Symphony Orchestra (Paris).

Highway Hymn 1314.00 (C). GB 1314.00 (C)
NAMA Announces Convention Schedule; Spotlight on Marketing

CHICAGO — The spotlight will be on marketing, merchandising and location relations at the annual convention of the National Automatic Merchandising Association, set for Oct. 17-20. To date, some 147 companies have reserved exhibit space. All of the program sessions will be at the Conrad Hilton Hotel, with the exception of the NAMA annual meeting, set for the Mccormick Place on opening day.

The Oct. 18 session will be devoted to "Selling the School Market." On the panel will be a school administrator with experience in vending, a professional nutritionist, an official of the Federal School Lunch Program and two school vending authorities.

The Oct. 19 schedule includes a session on "Progressive Marketing" and one on "Realistic Customer Relations." NAMA President Harry Carman, of Midland, will speak on "Creating a Better Business Climate for Vending."

Also scheduled for the day is a repeat of last year's "Supermarket of Vending Ideas" forum.

Scheduled for Oct. 20 is "Profitable Vending," a presentation designed to help increase location sales. Results of an informal survey of successful merchandising techniques will highlight the session.

Also on the program are sessions on "Merchandising for the Chain Business" and an analysis of the sales approaches and techniques of various operating firms.

Exhibit hours at McCormick Place are noon to 6 p.m. on opening day, 1 p.m. to 6 p.m. Oct. 18, noon to 7:30 p.m. Oct. 19, and noon to 4 p.m. on closing day.

NAMA members may register without charge. Non-members are charged $10 to visit the exhibits and $15 to attend the business sessions and see the exhibits.

BULK BANTER

Pacific Patter

Sid Bloom, Oak Manufacturing Company and Operators Vending Machine Company, left Saturday (3) on a three-day trip to the Hawaiian Islands. He was accompanied by his wife, Velma, and daughter, Leslie. Jack Rucks was in town to buy bulk machines for the route he is establishing in the Escondido, Calif. area. Dale Johnson, a new operator in the Fresno area, was at Operators Vending for supplies. Herb Goldstein, merchandising director for Oak Manufacturing Company, has received his commission as a national public. Herb

leaves about Sept. 1 for another swing around the country. Sid Bloom says that the 10-mile speed limit around Oak Center will be enforced. Another operator who has been posted to see that the speed signs are respected.

Rae Serpin, auditor at Operators Vending, is back from a vacation in the Northwest and Western Canada. The many friends of Lou Davis, veteran bulk vendor, will regret to hear of the death of his wife, Alice. VM Sales services bulk vendors by plane. Cheveron Wurtsman and his brother, Barry, made an 1,800-mile flight and service machines in Los Angeles; Bishop, Blythe, Calif., and on Catalina Island. Lou Davis made a trip around the islands in the Automatic Machine. The many friends of Howard Ballard, Los Angeles operator, were saddened to learn that his wife has been discharged from a local hospital and is well on her way to complete recovery.

L and Mildred Chiswell dropped into the Automatic's shop to visit from town. Orlando A. Elliot, who operates in Southern Los Angeles, is going into his ninth year as a bulk vendor. He is also planning to take a trip to Hawaii before long. Bob Feldman and his wife, Phyllis, with daughters, Lori and Sandy, spent a weekend in San Diego, where they visited some friends, and Bob got in some golf before returning to his Acme Vending post.

NAM ABOTT

Chicago Chatter

Robert Pegh, Milwaukee bulk vendor, was in town last week to visit friends and check up on new items at Logan Distributing. He also informed the Milwaukee operator in for supplies was Chuck Kleinert, Self Service Vending. Arlen Nelson, Racine, Wis., also visited Chicago during the week. Ken Turner, Dowagiac, Mich., was in town to look over supplies at King & Company. Harry Schwartz, veteran Chicago operator, is in the hospital recuperating from surgery.

Kenneth Hicks, who has been with King for more than 30 years, has also been ill recently after a heart attack.

Jane Mason, NVA executive secretary, plans to return to her post at Leaf Brands by the end of July. King & Company is going to change its rental agreement and offer it to local operators.

Vacation season at Logan Distributing finds sales chief Diet Boylan in Canada, Lee Ravallo in South Dakota and Whitey Lebster, who will be in Seattle in October, fishing in Minnesota. Jack Nelson and family will spend two weeks in California at the beginning of August and will include Hawaii on their list.

Some local bulk vendors are hoping to catch the opening of Logan's new service company's new 15,000-square-foot headquarters.

ED BARNES

Western Operators Meet

LOS ANGELES—The Western Vending Machine Operators Association met Tuesday (25) at the Burhoy Cafeteria here. The August meeting will be held in Dallas, Aug. 25.

President Preston Coombs conducted the session with approximately 20 in attendance.

Herb Goldstein, merchandising director for Oak Manufacturing Company and a member of the National Automatic Merchandising Association's membership committee, spoke informally on the work of NVA and the association's relationship to regional groups. Goldstein urged that each member cooperate with the national association.

A motion was made and seconded for the local association to name a committee to study the dues structure. The new structure, if one is set.

Pool Halls Pull Well for Colo. Bulk Operator

STERLING, Colo.—The old-fashioned billiard parlor or more correctly its 1964 version—is proving an excellent location source for NEC operator, Charlie Carpenter.

Carpenter, whose northern Colorado route covers mostly rural areas, said virtually every hamlet on his route has an old-fashioned parlor, very attractive, heavily supervised and approved by the local operators.

Naturally, salted peanuts, a traditional pool hall favorite, is the order of the day.

Carpenter has as many as 12 bulk vending machines in a single location.

BULK BANTER

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Naturally, salted peanuts, a traditional pool hall favorite, is the order of the day.

Carpenter has as many as 12 bulk vending machines in a single location.
Folz Vending Shoots At Canadian Market

TORONTO—The Folz Vending Company, major U. S. operator with 446 machines in 37 states, has established a firm foothold in Canada.

According to Roger Folz, who with his brother Harold heads the firm, the company already has some 100 machines in supermarkets and tourist points throughout Ontario. Brian McMeekin, with headquarters here, is in charge.

Folz Vending operates about 40,000 bulk vending machines throughout the Eastern United States. The Canadian venture is the first Folz has tried outside the U. S.

Folz said that the company is experimenting to find which types merchandise goes best in Ontario. One of the major problems, he said, is the duty levied on U. S. products. He added that Canadian authorities have not been a shortage of problems for vending distributors.

The Canadian move was prompted by a request from a U. S. chain serviced by Folz. The chain asked the firm to place machines in some of its Canadian outlets.

The vending operation works out, Folz said that the firm will consider expansion into other Canadian provinces.

Postcard Vendors Popular at N. Y. Fair

CHICAGO—Sales of machines and merchandise there has been booming at New York World's Fair pavilions, according to Chet Gore, whose Exhibit Supplies Company manufactures the vending units.

Cards featuring a portrait of Pope Paul VI, which the purchaser can have mailed from the Vatican post office to any point in the United States, have been the most popular that the original two machines at the pavilion were increased to eight. The cards in use at the Fair are printed by Dunbar Color, Inc., of New York.

COINMEN IN THE NEWS

Los Angeles Angles

Jim Wilkinson Jr., son of Jim Wilkinson, is working during school vacation at Paul A. Laymon, Inc., where his father heads sales. Young Wilkinson just returned from Puerto Rico, with stops in Mexico City and New Orleans with a church group.

Brit Adelman, secretary at Laymon, continues his visit as a jester in Santa Monica. Bill Fritz, head of the laymon part department, has just about recuperated from foot injuries received in an accident in his home.

John Freeman, auditor at Simon Distributing Company, is back on the job. Freeman, a couple of days in the hospital from an operation. George Murakado and Frank Mencur at Simon, are searching for specific models of phonographs to fill a sizable export order.

Joe Illsley, Pacific Ocean Park, Santa Monica, dropped into Simons to shop Tuesday (28).

Frederico Jimenez and Jose Chino Rivera, of San Fernando, de Baja California, Tijuana, Mexico, visited with Joe Duarte and Marshall Ames at Vendart.

Mario Ventura, mechanic at Duarte International Sales, returns to work soon following an appendectomy. Douglas Ames, seven-year-old son of Marshall Ames, Vendart was checked into the hospital last weekend for the removal of tonsils and adenoids.

Cliff Nugent, manager at the local Wurlitzer branch, and his wife, Alpha, are enjoying their stay in Hawaii they visited.

Mildred Davis, Wurlitzer secretary, and Gary Sinclair, Wurlitzer Western representative, is spending his vacation at La Jolla, California. He probably has had enough traveling this summer and while having just returned from a trip to the Orient.

Paul Fritsch, developer of the Wurlitzer shop, is back on the job following a vacation spent in Oregon. A. J. Bartholomew, of the Wurlitzer sales staff, leaves soon on his vacation to San Diego.

The Internal Revenue Service's policy toward excise taxes on charms. Jewelry and cosmetic items are liable for the federal excise tax, but are not.

Schedules for discusing in wax are now available. The wax units are sold by the Manufacturers of Wax Units, one of the branches of the Aladdin Industries.

Mandel Guaranteed Used Machines

MERCHANDISE & SUPPLIES

Toronato 2-4646

Wholesale and Retail Sales in Wax Units, Wax Casters, Wax Machines, Wax Leggings, Wax Stands, Wax Rods and Wax Molds.

Northwestern Model 60

Try one! You'll quickly agree it's the outstanding Bulk Vendor. Model 60 dispenses all small products from rubber bands to capsules and jumbo ball gum.

Northwestern

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

Canon 800,000 Audible Signals

Penny King Company


5c, 10c, 15c, 25c

ALL PURPOSE VENDOR

Victor VENDORAMA

5c, 10c or 25c Mechanisms

ATLAS MASTER VENDOR

ALL Vending machines are new and are warranted for one year. All machines may be operated on electricity or battery. Can be supplied in any color. Write for literature.

IMMEDIATE DELIVERY

Rowlton 10

Wurlitzer Co., 4880 S. Kinzie Ave.

Member National Vending Machine Distributors, Inc.

NORTHWESTERN SALES AND SERVICE CO.

MOE AINDELL

446 W. 34th St., Chicago 2, III.

446-4464

Revolutionary new display fronts for Penny machines

Over 23 assorted different bags, each with free display front.
U.S. Game Mfrs. Continue to Expand W. German Efforts

By OMER ANDERSON

BONN—U.S. coin machine manufacturers are continuing to expand their operations to West Germany in anticipation of the European Common Market, which will be a reality in 1968 at the latest.

For many reasons, West Germany is the favorite base of U.S. coin concerns staking out a claim in the trading community. This fact has just been reinforced by the entry of two additional major U.S. coin firms into the German market.

The companies are Chicago Dynamic Industries, Inc., and USA Manufacturing Co., which have opened offices in Chicago. Chicago Coin has linked up with Traubenbach AG. and United with Nova Apparate, which is also the Rock-Ola distributor for Europe.

Nové’s appointment will considerably expand United’s representation in the European market. Therefore, the firm’s billiard machines are distributed by Globus Automaten of Frankfurt.

Dave Rose, Chicago Coin Deal

Chief interest centers, however, on the entry of Chicago Dynamic Industries into the German market. Chicago Coin’s deal was negotiated by Mondial General Trading, which has been represented in Germany as the world’s largest exporter of coin-operated amusement machines. Mondial, which holds exclusive European sales rights for Chicago Coin products, has appointed Traubenbach Apparate, KG, as its exclusive sales agency for West Germany and Austria.

This agreement takes on more than ordinary importance because it will be a major force in European coin games, as it will be a major force in European coin games, as the European market is expected to grow significantly in the near future.

Coin Ships Continue to Rise

NEW YORK—The boom in U.S. coin machine experts shows little sign of slackening. According to figures released this week by the U.S. Department of Commerce, some 9,054 juke boxes and games with a total value of $3,662,719 were shipped out of the country in April. This compares with 6,252 units valued at $3,001,920 in April 1963.

Whereas a year ago games accounted for about 40 per cent of the total valuation, the 1964 April figures show that games accounted for nearly two-thirds of the total.

The trend on the part of European buyers is to depend less and less on U.S. phonographs and more and more on U.S. games.

Western European countries, notably the Germans, have enjoyed a high degree of success in producing efficient low-cost juke boxes. This has cut deeply into U.S. used machine shipments.

But the European game manufacturing industry hasn’t really got off the ground, at least high enough to satisfy the growing need for amusement machines.

France, by virtue of its game purchases, continues as the major buyer of U.S. equipment, followed by West Germany and Belgium. The French bought only 21,050 games, and used 1,826 games.

As usual, the Western European nations were the major buyers, representing eight of the top 10 purchases. Only non-European nations represented in the top 10 were Canada (No. 4) and Venezuela (No. 9).

Coin Machine Exports

April 1964

<table>
<thead>
<tr>
<th>Country</th>
<th>New Phonographs</th>
<th>Used Phonographs</th>
<th>Amusement Games</th>
<th>Sales Value</th>
<th>Total Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>66 $ 4,505</td>
<td>24 1,200</td>
<td>1,826 944,550</td>
<td>1,895 988,055</td>
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<tr>
<td>W. Germany</td>
<td>385 232,731</td>
<td>1 20,000</td>
<td>412 199,907</td>
<td>798 436,838</td>
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<tr>
<td>Belgium</td>
<td>182 156,410</td>
<td>207 55,928</td>
<td>388 159,405</td>
<td>777 371,743</td>
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<td>Canada</td>
<td>205 183,900</td>
<td>49 12,057</td>
<td>1,985 289,900</td>
<td>810 302,372</td>
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<tr>
<td>Italy</td>
<td>10 14,422</td>
<td>5 5,000</td>
<td>795 288,900</td>
<td>810 302,372</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>18 14,126</td>
<td>13 5,200</td>
<td>1,916 289,900</td>
<td>810 302,372</td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>6 14,057</td>
<td>8 4,183</td>
<td>1,905 289,900</td>
<td>810 302,372</td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>73 54,487</td>
<td>8 4,183</td>
<td>1,905 289,900</td>
<td>810 302,372</td>
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</tr>
<tr>
<td>Venezuela</td>
<td>3 14,422</td>
<td>2 4,183</td>
<td>1,905 289,900</td>
<td>810 302,372</td>
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</tr>
<tr>
<td>Sweden</td>
<td>18 11,200</td>
<td>2 4,183</td>
<td>1,905 289,900</td>
<td>810 302,372</td>
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<tr>
<td>Phil. Rep.</td>
<td>58 25,732</td>
<td>2 4,183</td>
<td>1,905 289,900</td>
<td>810 302,372</td>
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<tr>
<td>Netherlands</td>
<td>7 6,303</td>
<td>42 5,810</td>
<td>1,905 289,900</td>
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<tr>
<td>Dom. Rep.</td>
<td>22 9,923</td>
<td>72 12,249</td>
<td>1,905 289,900</td>
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<tr>
<td>Mexico</td>
<td>18 16,578</td>
<td>10 3,550</td>
<td>1,905 289,900</td>
<td>810 302,372</td>
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<tr>
<td>Nicaragua</td>
<td>10 6,357</td>
<td>7 2,870</td>
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<tr>
<td>Other Countries</td>
<td>96 78,837</td>
<td>253 67,968</td>
<td>921 2,431,398</td>
<td>9,054 36,622,179</td>
<td></td>
</tr>
</tbody>
</table>

TOTAL | 1,341 $980,925 895 $250,396 6,818 $2,431,398 9,054 3,662,719
R. F. Jones Holds First In Phone Series

LOS ANGELES — Approximately 35 servicemen attended one of the first of a series of phonograph schools conducted by John Pentecost, AMI field service engineer, at the R. F. Jones Company here.

Pentecost, a veteran of many years in the phonograph field, came to California from his home base in Bilesti, Miss., to conduct the session. This one was on the AMI JBM model.

Pentecost discussed phonograph mechanisms in general, then pinpointed his talk on the keyboard, giving particular attention to the different latch bar solenoids. In his talk on the search unit, Pentecost discussed the improvements. He also talked on the disassembly mechanism.

Among those attending were Dick Goodson, Mayflower Music; Art Lindke, N. & F. Ammestons; Emery L. Durbin, Em's Vending; Howard W. Smith, D & H Products; James Miller, Saga Food Service; Richard Faut, Jim Moore, Vince Ruggieri, Rowe, Comp.; Earl Paige, Bill Blanheit, Norm Niederhelm, Musi Matc; Joe Mitchell, Mayflower Music; Roscoe King, King's Music; Ed Swimine, Serv-U-Corp.; D. E. Gudmondson, John Attyah, Pomon; Don Gilbertson, R. F. Jones; Glen Revvy, Jolo; Ralph Phillips, Luis J. Lowndes, Adolph Herzlina, R. F. Jones; Jerry McAlevey, First National Music; Ceci Daniels, Associate Vendors; M. D. Busch, Gil Aguinaga, Joe Laia, Bill Bush, Al Cegarra, and Frank Navarro, R. F. Jones.

EUROPEAN NEWS BRIEFS

Spanish Pinballs

MADRID—Pinball sales are spurtting this summer in Spain, and the Spanish trade predicts the high pinball production figures will continue, both in terms of machines manufactured and collections.

There are a number of Spanish firms producing pinballs, all of which feature a similar resemblance to U. S. product. The industry is chary about releasing production figures and sales figures, but estimates place 1964 total production at over 10,000 in all.

This is considered phenomenal for the country and impressive even by European standards generally.

The pinball boom is enhancing both from Spain's growing prosperity and the development of plush new resort areas such as the Costa del Sol.

Scopitone Films

HAMBURG—Automatic Can- ter's Rehbock-Automaten is of- fering nine special new films for the Scopitone cinema juke box.

The new films feature Germany's top recording artists and represent fulfillment of Reh- bock's promise to Scopitone op- erators of a steady flow of new films with top entertainers.

Titles and artists are: "Bossa Nova" (Maschinen-Musik- tape) (Teddy Parker), "Paco Bello" (Peter Grune, Berlin); "Son" (Heinz Erhardt), "Wassermet- cownen" (Kid Burandt), "Makin' Whoopee" (H. C. M. u. Zacharias), "Die Dolly" (Harald Johnke), and "Lil Baby" (Mr. Su- perman).

Rehbock believes that success of the new films will depend on getting operators a steady flow of top films.

Williams Pinballs

HAMBURG—Erich Schrei- der is beginning delivery of two new Williams pinballs — San Francisco and Heat Wave.

San Francisco is a two-player pinball with a new, free-play format. The game is benefiting from gratis promotion supplied in Germany by the top-size popu- larity of the song "San Francisco."

Heat Wave is a single-player game built around a thermom-

Steiger High On Purchase Of Scopitone

CHICAGO—A. A. Steiger, president of Tel-A-Sign, Inc., after reporting first quarter profits of more than $100,000, is of the recent annual share- holders' meeting, said that the corporation's prospects were greatly improved by the acquisition of 80 per cent of Scopitone, Inc.

Scopitone is the U. S. licensee for projection jute box manufactured by Camera Corporation, Paris. Steiger said Tel-A-Sign will start production of the units, which are currently im- ported, by January, and plans to make 10,000 a year by 1966. He said Scopitone has orders for the next five years from distributors for 6,000 machines, worth $24,000,000.

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CHICAGO—World Wide Distributors will hold a series of service schools on the Seeburg LP Console 48, phonograph and other equipment during September. Chuck Gates, Seeburg field engineer, will be in charge of the instruction and questions periods.

The first school will be held Sept. 8 at the Holiday Inn, Springfield, Ill., 9 to 10 p.m. Other seminars will follow at the Decatur, Ill. Holiday Inn, Sept. 10, Peoria, Ill., Holiday Inn, Sept. 15, and the Davenport, Ia., Voyager Inn, Sept. 17. Art Wood and Tom Higdon, Seeburg, also expects to attend the seminars.

World Wide makes a point of holding these meetings with operators at hotels so that the Seeburg mobile display unit can be parked outside. The distributor recently concluded one-day showings of the LP Console 480 at the Illinois cities of Champaign, Decatur, Springfield and Quincy, and at Davenport, la. The mobile unit was at all showings.

World Wide's Nate Feinstein believes that the presence of a third party is useful in selling a new operation. Of course, a better deal at an old one.

He also feels the mobile unit is an impressive visual in new sales. The towns selected for showings were those felt to be insufficiently represented at World Wide's original Chicago showing of the new phonograph.

World Wide has also come up with a new arrangement involving all equipment and personnel to the first floor level. Feinstein believes a coin machine distributor should adopt some of the concept of the supermarket by putting everything the operator could need on one level, so the area looks around and make his selection from the floor.

CHICAGO—Jack Krug, sales manager at Music Box One-Stop Record Service here, feels that the present slow-down in the industry is one that figures product for jube boxes will end soon and that the market for such records is increasing.

The summer market, he says, is more strongest in the teen-age side, with kids out of school and looking for drives-in and other operations which close or do a sharply reduced business at other seasons. Krug estimates the adult share of the market to be about 60 per cent now, increasing to 65 or 70 per cent in the fall.

With the summer emphasis more strongly on younger customers, Krug thinks the recent little LP releases may have temporarily saturated the market, but it is purely a temporary situation. Coming months will see a need for many more little LP's and stereo singles.

Those now available are moving, but there will be more than enough room for all the diskies now planning such releases. A constant flow of adult records will inevitably turn up new jube box hits is a class with "Java" and "Hello, Dolly," Krug believes.

Nevelle Affair Tickets Go Fast

NEW YORK—More than half of the available reservations for the annual outing of the Music Operators of New York have been taken, according to Ben Chicksy, MONY business manager.

MONY, together with the Western Glove Guild and the New York State Operator's Guild, holds its annual outing at the New Amsterdam Club in the Catskill Mountains Sept. 25-27. About 200 rooms have been reserved. To date, 117 rooms have been booked.

MRS. EXPAND W. GERMAN EFFORTS

During Tiefenbach's association with Tonomat, the firm developed and produced one of the first all-European phonographs —the Teleomatic—to be offered on the Continental Market. This phonograph, restyled and rechristened the Electronic, is still a popular phonograph in Europe.

Tiefenbach is now taking charge of distribution in Germany and Austria of all Chicago Coin products, including pin balls, shuffleboard, bowlers, target games, kiddy cabinets, and miscellaneous games.

Promotion emphasizes that all Chicago Coin products are placed on test stands for months of testing before being released for distribution. The buyer of a Chicago Coin product, according to this promotion, is guaranteed the same peace of mind that he gets into the output of U. S. space program electronic equipment.

Such promotion reflects Tiefenbach's convictions that the best sell is neither the hard nor flashy sell but the thorough sell, spurning either the cheap or the extravagant.

There is speculation that the Teleomatic ultimately will lead to at least a partial manufacturing operation of Chicago Coin products in Western Germany or their assembly here. That speculation is no longer far-fetched by the fact that no U. S. games producer has established a major manufacturing operation on the Continent so far, although the advantages would appear to dictate such an experiment.
Of all the features found on phonographs calculated to stimulate play, the Wurlitzer Ten Top Tunes for Fifty Cents not only lapped the field right from the start, but has proved a consistent winner ever since.

Get this musical bargain at the touch of a golden bar going for you. It appeals to all ages in all types of places — beats all previous earnings wherever installed.
ALBUM REVIEWS

BILLY SHEEHAN
Billboard T 2108 (M).

Selections include "Five Easy Pieces," "I Don't Want Your Money," "Can't Stop Loving You," and "Catch My Soul." The album also features "The Weight," with its distinctive piano introduction, and "The Last Waltz." The vocals are smooth and the arrangements are tight, making this a standout release in the late '60s rock genre.

ALBUM REVIEW POLICY

Every album sent to Billboard for review is heard by Billboard's Review Panel, before it appears in the magazine. Selections are then chosen based on their potential to become top sellers in their respective areas.

POP SPOTLIGHT Pick
THE NIGHT AS WELL AS BE SWING
Frank Sinatra, Count Basie & His Orchestra, Decca DL 1012 (M). FS 1012 (S)

The first meeting of Sinatra and Basie on album resulted in tremendous sales and airplay. This package is a gem as it features the hit songs "I Can't Stop Loving You," "Fly Me to the Moon," and "Make Love." A must-have for fans of jazz and swing.

Music from the Night of the Iguana
Various artists, MGM E 4247 (M), SE 4247 (S)

The commercial appeal of original soundtrack albums is put to the test on this release. "The Night of the Iguana" is a reworking of the motion picture theme, and the album features a variety of popular artists. The music is catchy and the arrangement is well done.

POP SPOTLIGHT Pick
PEG O'MY HEART
Robert Maxwell, Mrs. Mary O'Keefe, Decca DL 5453 (M), DL 74563 (S)

Few musicians have done more to popularize the banjo than Robert Maxwell. His banjo-playing style is distinct and captivating. The album features songs like "Peg O'My Heart," "San Antonio," and "Patagonia." The arrangements are spot-on, making this a must-have for bluegrass lovers.

COUNTRY SPOTLIGHT Pick
TOGETHER AGAIN/MY HEART SKIPS A BEAT
Buck Owens & His Buckaroos, Capitol T 2135 (M), SF 2115

"Buck is currently whopping it up with two hot selling singles, "Together Again" and "My Heart Skips a Beat." He's shown himself to be a master of the country pop genre with his unique vocal and instrumental style. This album features a mix of original songs and covers, making it a wonderful addition to any country music collection.

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