6 Top Companies Slate Broadway Cast Albums

By MIKE GROSS

NEW YORK — Original cast albums of theater works will get their widest record company spread in many years during this coming season. Six topline companies are already set with projects during the 1964-1965 season, which is quite an enlargement of a pattern that was previously monopolized by two or three companies during one theater season.

In the battle for theater properties, Capitol, Records, so far, is pacing the field as far as financial backing goes. Capitol has already invested close to $400,000 in two shows, "Golden Boy" and "Ben Franklin in Paris." Columbia has an estimated $50,000 investment in "Kelly" and is reported to have some financial backing in "Bajour." MGM Records, through its parent company MGM Pictures, which picked up a little more than $200,000 in "Baker Street," will do the original cast album of the show, its first since "She Loves Me" of two seasons back.

Even Mercury Records is getting into the financing act with an estimated $45,000 investment in the off-Broadway musical, "Gogo Loves You." "Fiddler" Album Set

RCA Victor will open the original Broadway cast al-

vals executive director, recently returned from a world tour. He visited the U.S. and attended the ARMADA convention in Miami Beach, and stopped in England, Japan, Hong Kong and Manila. While in the U.S., contracts were signed with Dot's President, Randy Wood, and Jim Balo, vice president.

The Dot Line will be released in Australia under the Dot logo. A general distributor convention is being held in Sydney later this month, and key personnel will be told of merchandising plans underway to launch Dot here officially Sept. 1. The U.S. contracts were signed with Dot's President, Randy Wood, and Jim Balo, vice president.

The King contract will permit Australian release of product as soon as masters can be made available.

The English Ember label did well here with "Piel Britannia" and "Yesterday's Gone," with Festival, which led to the exclusive contract with Mark's

(Continued on page 16)

Festival Inks Pacts With Four Companies

SYDNEY — Festival Records has signed long-term contracts for rights to manufacture and distribute Dot and King Records from the U.S. and Ember and Island Records from Britain.

Frederick C. Marks, Festival's CBS Label to Buy Oriole

LONDON — Columbia Records International division will expand its overseas affiliations with the purchase of the Oriole Company in Great Britain. An announcement of the completion of the deal is expected to be made soon.

It's also understood that Morris Levy (no relation to the (Continued on page 16)

Seeburg Acquires United

By AARON STERNFIELD

CHICAGO—Seeburg's acquisition program, which was launched six years ago with the purchase of the Bert Mills coffee machine, reached a crescendo this week with the announcement that the firm had bought the amusement machine operations of the United Manufacturing Company, one of the nation's leading game manufacturers.

Seeburg, already the most diversified firm in the coin machine field, this year has acquired two of the nation's top amusement machine manufacturers. The Williams Electronic Manufacturing Corporation, leading maker of pinball and novelty machines, was purchased earlier this year.

The United acquisition involves the company's game assets only. Included in the purchase are the United inventory of finished products, patents and patent applications, equipment, machinery, dies, tools, jigs and fixtures which relate to United's amusement machine business.

Mills Co. Sale a Forerunner

NEW YORK—Spinoffs and diversification may well become the new Tin Pan Alley phrase as a result of the purchase of Mills Music by Unilines & Industries Corporation. The deal, which was reported exclusively in Billboard Aug. 29 and was made official last week in a 12-page tract from U.I. marks a major step into the music publishing field by outside financial interests and has received trade speculation of further Wall Street acquisition of several other publishing firms.

In addition to Wall Street interests in music publishing, it is also known that such major show business operations such as Music Corporation of America and the Columbia Broadcasting System have entertained similar ideas. Negotiations were on several months ago between MCA and E. B. Marks, but the deal subsequently fell through when trade talk has persisted of CBS interest in Chappell. "After all," cracked one industry wag, "Chappell is the New York Yankee of publishing and CBS now owns the Yankees.

Listening to Offers

Although many firms are not actually on the block, it's known that they're listening to offers and may not be too reluctant to sell, if the right price comes along. Utilities & Industries, incidentally, is paying $5,000,000 for the Mills firm. Among the firms that "outsiders" have been talking to are E. B. Morris, Shapiro-Bernstein, Gourley & Co., Havey Richmond, George Paxton, Red Evans and Bobby Melbin. Although many of the aforementioned have turned down the offers, the trade feeling is that U.I. has spearheaded a Wall Street invasion that may change the face of the music publishing scene within the next few years.

The interests acquired by U.I., which has holdings in various radio and television companies, among other enterprises, are subject to a major (Continued on page 16)
Two Top Selling Original Cast Albums

From The Music Theater of Lincoln Center

"The Merry Widow"

The enchanting music of this gay operetta now in one Dynagroove album. One of the favorite operettas of all time now gains added sales potential in this exciting new performance starring Patrice Munsel, Bob Wright and the original cast of the Music Theater of Lincoln Center production.

Richard Rodgers
President and Producing Director

"The King and I"

This box-office sell-out opened to rave reviews from the critics. Starring Rise Stevens and Darren McGavin, this Original Cast Dynagroove recording is sure to enjoy wide appeal with the millions who have come to know and love Rodgers and Hammerstein's classic score. Contact your RCA Victor distributor today.

RCA Victor
The most trusted name in sound
America's Musical Best

NEW YORK — The musical boom in America continues on the upward. According to "Concert Music U.S.A., 1964," just released by Broadcast Music Inc., more than 16 per cent of the world's phonograph records are purchased in the U.S. and Americans support more than half of the world's symphony orchestras, 642 of them at the latest count. BMI finds that these orchestras and America's 750 opera-producing organizations are playing more and more American music. This 11th annual edition of the report states that 18 American orchestras, top 50 composers of the 20th century, as far as current performances are concerned, and 28 of them are among the 50 most performed composers active since 1916.

The concert music boom was noted, goes down to the grass root. Thirty per cent of the nation's symphonic groups are in the 10 largest population centers, and fewer than a dozen cities of 50,000 or more lack a symphonic ensemble of some kind.

Americans spent $67,000,000 on concert music recordings in 1963 and 10 times that amount, on instruments, sheet music and musical accessories; they attended 24,000 performances and more than 8,000 orchestras and bands, and 35,500,000 Americans — one in every 5.4 — played musical instruments.

The BMI study also reports that America's youth is growing up with music, no previous generation. More than 11,000,000 youngsters are now studying at public and private schools, increased 60 per cent since 1959. A total of 60 and orchestral instruments are purchased for their homes. They pay in more than 71,000 junior high and high school music instrument organizations. In addition to many formal and informal classroom groups, many music programs are now offered in kindergarten and primary grades by 80 per cent of the kindergartens.

The number of musical education degrees granted in 1961-62 increased by 40 per cent over the preceding year, and more than 10,000 colleges and universities in this country now offer degree courses in music and advanced musical training.

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Fury, Manager Will Start Own Retail Record Chain

LONDON—Singer Billy Fury and his manager Larry Parries, are planning a nation-wide chain of Retail record shops in the age of 21 took it to do so well that he opened his own factory for his own production of priced luggage.

It was through his business success that he was able to come up with a $50,000 loan to help the famous award the Savoy Ballroom.

Fury is a son, Richard, who is a faculty member of the music business.

Fury's wife, Susan, is a faculty member of the music business.

A new venture with Bennett Camera, Ltd.

They have a new company to promote the project, with Ben- nefinger's help to increase the sale of the shares, and Larry and Billy each holding 25 per cent.

He is believed to be the first to attempt this venture, though Brian Epstein's family firm Nems, Ltd. (not Nems En-

Fury, manager, is also a member of the music business.

The Beatles' Net-Shows Fans Love

NEW YORK—it was game, set and match for the Beatles at the Forest Hills Tennis Sta- dium over the Aug. 28-29 weekend and the attendant record from 15,000 fans each night brought in a smashing take of $150,000 with the British masters of the world going away with $90,000 or 60 per cent of the total gross.

The pandemonium that started in New York when the four singing Liverpudlians_Ringo Starr, John Lennon, Paul McCartney and George Harrifield_pulled in at the Hotel Delmonico on Park Avenue and peaked at the tennis courts Friday and Saturday nights is being repeated all over the country on the group's current tour which winds up in mid-September.

According to a spokesman for General Artists Corporation, booking the tour, the boys will pull in over $1,000,000 for 24 dates and it's all tax free through a special arrangement between the boys and the city that prohibits an Internal Revenue Service bite on work in the U.S. that runs less than a month. Some of the dates, like Forest Hills, are being booked at 60 per cent of gross, but some are even higher. Thus, two of some of their record hits are sometimes recognizable, but for the most part you almost heard than shrinks of adoration from the admiring young female contingent in the audience. It never lets up and at times reaches a decibel count that ear-shattering. However, the presence of the Beatles is enough to satisfy them. The passion for the Beatles at Forest Hills reached such heights that nothing really satisfied them until their heads appeared.

That worked to the disadvantage of the Black Combo, the Exciters, the Righteous Bros. and Jackie De Shann on, who tried to do the job, but had a hard time getting anyone to pay attention.

When they were finally on the tennis court, via helicopter, the 15,000 who paid a $25.00 top down to Shea's Park and a like number there for a half-hour. Some of the teen-age girls fainted, some cried, some tried to break through the barriers protecting the Beatles and almost all showed the tennis court with jelly beans.

To protect the Beatles, the audience and the stadium, there were 250 city policemen, 150 private security men and one ambulance. And, a week after their appearance there, the groundskeepers picked up jelly beans from the court.

Anyone for tennis?

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Breakout Albums...
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Hot Country Albums...
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International Music News...
New Album Releases...
Departments
Radio-TV Programming...
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Moe Gale, Key Music Leader, Is Dead at 65

NEW YORK — Moe Gale, a key music business figure in the talent and publishing fields for close to four decades, died in New York Sept. 1 at the age of 65.

Gale's name was virtually synonymous with the big band and swing era of the 1920's through the 1940's via his ownership (with Jay Fagg) of the Savoy Ballroom in Harlem. The ballroom, which he opened in 1926, became a Harlem landmark and nearly every name band played there at one time or another. The ballroom was closed in 1936—Gale had previously sold his interests—to make way for the Savoy Hotel.

In the talent area, Gale was credited with launching the careers of such well known personalities as Count Basie, Cab Calloway, Ella Fitzgerald, the Ink Spots, Sister Rosetta Tharpe and the bands of Erskine Hawkins, Benny Carter, Coleman Hawkins, Tiny Bradshaw and Lucky Millinder.

In the music publishing area, Gale had interests in Sheldon Music and the Advance Music Company. Latter firm is part of the Music Publishers Holding Corporation combine, publishing wing of Warner Bros. Pictures.

Gale came to show business after a successful career as a luggage manufacturer. He started in his father's luggage manufacturing business, and at

NEWS REVIEW

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ONCE AGAIN COLUMBIA PUTS THE
ON YEAR-ROUND ADVERTISING AND MERCHANDISING

ON YEAR-ROUND SOUND FINANCING

A unique payment plan realistically based on the actual cash flow of the retail market. This program will assist the dealer in planning his inventory requirements to take full advantage of the volume seasons and, at the same time, is designed so that the dealer will not be overburdened with financial commitments until his cash flow is at a maximum. See your Columbia representative for complete details.

STABILITY IN ACTION IN AN AGE OF
EMPHASIS WHERE IT BELongs

ON YEAR-ROUND STRONG RELEASES

NEW FOR SEPTEMBER

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REASON—COLUMBIA RECORDS
Mercury to Bow 29 Albums in Fall Plan

CHICAGO—Mercury Records is introducing 29 new albums in a series of distributor meetings this week, all titled “Out of This World With Mercury.” The title is keyed to the RIAA October National Record Month theme of “Wonderful World of Sound.”

Kenneth S. Myers, Mercury vice-president, termed the presentation a fourteen-week sales plan that runs through the end of the year.

Two special packages highlight the release. The “Finest Hours” is a de luxe two-record soundtrack presenting the soundtrack of the Columbia motion picture on the life of Winston Churchill.

War Horses Coupled

The second package couples two of Mercury’s “war horses” at a promotional price of $1.98. These are “Winston’s Victory,” and “1812 Overture.”

Two of Mercury’s newly signed artists, Tiny Yaro and Oscar Peterson, make their debut this month. Also included are releases by Rat Pack members: Lesley Gore, Sarah Vaughan, Pat Suzuki, George Jones, the Platters, David Carroll, Johnny Mathis, Brook Benton, Harry Sinden and the Mitchell Trio, Xavier Cugat and the newly signed De Pauli Chorus.

Sales Plan

The firm’s new sales plan is divided into two parts. The first portion covers September product, and is to be discussed through October 15. The catalog program from the summer “Cool Aid” plan also remains effective through October 15. The sales staff has been picked up from October 15 to the remainder of the year. Details of this will be announced later.

The new product and plan were introduced by Mercury at a series of distributor meetings around the country last week. The program is backed with an extensive promotional material.

A new consumer catalog, displaying favorite album selections in full color, is now available complete with a convertible dispenser for wall or counter display.

Artist Portraits

Also offered are charcoal portraits of 19 of Mercury’s artists, each cut out and designed so that the artist holds one of his own album covers.

Part of the individual artist merchandising aids is a complete set of brochure box divider cards with the artist’s names embossed in metal.

A complete set of materials is available for the “Winston’s Victory-1812 Overture” album including a wall or counter album display unit topped by a colorful headline, also a multi-panel multi-use display card, and banners for both horizontal and vertical shapes.

Storyteller Series

Mercury’s Storyteller series, which have proven from past introduction of eight albums to a total of 16, now is listed in a special catalog for self-mailer or stuffer. The Storyteller flour display merchandiser is again available.

Distributor salesmen and promotion men are being offered an incentive program in conjunction with the plan that offers salesmen priority vacation, a home pool table, a TV set, a 1965 Ford Mustang, and even a trip around the world.

Conducting the sales meetings in cities throughout the country last week were: Myers, Dick Sherman, Mercury regional sales manager; Morris Diamond, national promotion maahoff; Bernard Rapein, vice-president and the following regional men, Glenn Miller, Louis Johnson, Tom Bonelli, Fred Katz and Frank Ryall.

Kadish to Disney-B-V

NEW YORK—Jimmy John- son, president of the Disney- record and music firms, last week named Arthur Kadish as Eastern sales manager of the Disneyland-Buena Vista labels. The move was announced immediately.

Bob Larson will return this fall to the firm’s headquarters where he will base his operations. Larson has been head quartering here. Bob Elliot, the label’s national promotion manager, will continue to operate out of the New York office.

Kadish had been with Elektra Records in Los Angeles, and moved to New York last year to handle its Eastern promotion when Elektra closed its Coast office.

Ava Chief In Europe

HOLLYWOOD—Glen Costin, managing director of Costin Records, has gone to Europe to negotiate new foreign licenses. The million-selling singer has strengthened Ava’s foreign distribution, an area he feels must be built up to meet today’s market patterns.

The company will shortly sever its distribution affiliation with MGM which should free it to negotiate for a new network of foreign licenses.

Assisting Costin in planning domestic distributing is the company’s new national promotion manager Jack Magraw, who just returned from Europe.

Ava will launch an extensive promotion for its newly signed vocalist China Lee, a recent Playback magazine playmate. playback is a new product in association with the Playback Clubs.

Start at

HOLLYWOOD—Vee Jay has appointed Ted Sokolove, national promotion manager after a short stint in a similar post with Imperial Records. Handling national promotion for Vee Jay is Ray Harris, former Capitol Southern Rep. Reason for the move is greater activity on the Vee Jay side, necessitating Pipino’s attention.

LABEL TO BOW ‘GUGO’ OCT 6 AT DE LYS

NEW YORK — The latest musical show to be angered by a record company, “Gogo Loves You,” went into rehearsal last week with opening day scheduled for October 6 at the New York in the New York in the New York Greenwich Village.

The musical sponsored by Mercury-Philips Records is being produced by Fred Wein- traub, owner of The Bitter End, a folk music night spot in the Village. The show is well known as the "discoverer" of the late Peter, Paul and Mary and other top names in the pop folk world. Fred Weintraub’s protege, synagogue co-star with Arnold Soboleff, Book of Genesis will be a part of the show, with lyrics by Gladys Slovy. Mercury Records will be releasing the original album.

Amy-Mala Doing Great

NEW YORK — Amy-Mala Records announced today that the company has just released its second album, "Handy Man" by Del Shannon on Amy. "There’s Always Something There to Remind Me" by Lou Josephson is the new release, also available on the label.

The new Del Shannon single has just been released and Utah reports orders for over 50,000 copies in two days. The company plans to release a new Shannon LP, "Handy Man," within the next two weeks.

British Disk Firm Goes Behind the Wax Curtain

LONDON — Transatlantic Records, an independent company, announced plans to import classical and operatic records from behind the Iron Curtain on the Russian label, M.K. Records, the label managed by Soviet music importer, Joseph. It is understood the decision to move international imports activities to New York was Lloyd Dunn, president of the international division. Dunn will remain, however, in Hollywood, along with William Mikel, recently promoted to director of the international division.

The new decision follows on the heels of division personnel shifting around in mid-July, when Prager, among others, was moved into his new slot.

Capitol plans hiring an international general manager in New York to handle operations and it is not known if a senior candidate looking in London.

During his tenure in London, Prager held the posts of Angel national sales manager, national merchandising manager, and his most recent post.

While heading Angel sales, the classical line is reported to have attained its highest sales and market share. One of Prager’s key tools was his Angel’s “Inner Circle” of key personnel and limited edition records. The key retailers sold selling the line. He had announced any immediate plans.

Amy-Mala Records

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Renee Records in Expansion

Chicag0—Renee Records here is expanding its operation from producing and leasing masters to issuing material on its own and subsidiary labels.

Bill Mitchell, formerly with the Negro Heritage Library, National HCAR, the Rhythm & Blues, the Rikostrope Orchestra, the Moscow Radio Symphony Orchestra and the Leicard Philharmonic, the Russian State Symphony Orchestra and the Bolshoi Theater Company.

"This is the most extensive and most ambitious program ever undertaken by an independent record company in Britain," said Joseph.

Henry Mancini, recipient of the Most Played Band Award in Billboard’s 16th annual Record Artist Popularity Poll, tells us the accolades with Billboard’s Elliot Tiegel in Mancini’s Hollywood office.

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New! Top 10 potential! A different single written and sung by BOBBY DARIN

THE THINGS IN THIS HOUSE

b/w WAIT BY THE WATER

Capitol Records 5257
PA's FIRST EFFORT PAYS OFF

Tight Airport Security Brings Animals' Promotion to a Crawl

NEW YORK—When the Animals arrived at Kennedy International Airport last week, they, fans and the press were greeted with elaborate new security measures which had been hurriedly finalized by the authorities and which put a damper on some of the elaborate promotion plans of MGM Records.

Newsmen going to the airport in special buses as part of a motorcade were switched from one bus to another before being taken to the airport and then were taken through areas not open to the general public. The motorcade was left miles from the airport.

The concern of Airport authorities is logical. The recent return of the Beatles, which turned out some 3,000 fans in the early morning, showed the Port of New York Authority that a similar turnout in the height of normal daytime activities would have been dangerous to the safety of artists, fans and the general public.

So, when the Animals arrived in mid-afternoon, they were moved about in cloak and dagger style to where they finally met the motorcade. The Animals met up with the motorcade and traveled through the Times Square area, they got a taste of what might have happened at the airport. Fans jumped into the cars and mobbed the quintet. The frenzy peaked when hundreds of fans, waiting at the Manhattan Hotel, practically crumpled the cars and started to grab luggage and anything in sight for souvenirs.

Airport authorities sought and got cooperation from MGM Records. They also asked radio station WACO, to make an announcement that fans coming to the airport would not be able to see the Animals. Port Authority spokesmen lauded the co-operation of both the station and MGM but noted that many ignored the plea.

It will be the policy of the airport authorities to continue movement of celebrities through security was not available to the general public when arrivals are pre-publicized for "manufactured" promotional purposes.

The Port of New York Authority was pleased with the trial run of their security measures. They plan to continue them, refining them as the Animals are already alert to the Beatles' return here later this month, but that is another problem. Passage through U.S. Customs, Immigration and Health will not be involved. According to the authorities, it is when visiting celebrities from abroad must pass through these clearances that their biggest problem is security, it is difficult to conduct the necessary clearances at places other than the International Arrival Building. This is where fans congregate.

(Continued on page 16)

*RANDEL WOOD, president of Vee-Jay Records, presents five gold platters earned on his label by the Beatles to John Lennon before the group's appearance at the Hollywood Bowl last week. The gold record winners are "Twist and Shout," "Love Me Do," "Tell Me Why," Please Please Me," and "Do You Want To Know a Secret?"

SPOOFs Don't Count: Bates

NASHVILLE — The Federal Communications Commission's equal time provision does not apply to political satire records, according to Butler Bates, head of Greenleaf Records. Greenleaf recently released a "Folk Songs to Bug Liberals" album by a folk-singing group which calls itself the Goldwaters.

Last week Bates wrote to several hundred radio program directors asking them to play the record. The response was 30 percent positive. Bates says he plans to send the record to all the stations in the country.

(Courtesy S.I. Newhouse, Jr.)

**NOW MORE THAN EVER YOUR **STAKE IN

WITH CURRENT BEST SELLERS SUCH AS THESE

**Lester Lamin**, play for Dancing

Lester Lamin plays for Dancing

Lester Lamin and His Orchestra

PHM 200-132/PHS 900-132

A great collection of new hits and time-proven standards in the immortal Lamin manner.

**Dusty Springfield**

Staying Awhile—4 Only Want To Be With You

Dusty Springfield

PHM 200-663/PHS 600-134

The red hot hit by the gorgeous English girl. An exciting, driving r&b song.

**The Double Six of Paris**

Ray Charles

SING RAY CHARLES

PHM 200-141/PHS 600-141

The world's top jazz vocal group going to town on the greatest Ray Charles hits.

**The Many Sides of Serendipity Singers**

PHM 200-134/PHS 800-134

One of the hottest groups in the industry—with sales 6,8,8,8,9

**NINA SIMONE IN CONCERT**

NINA SIMONE

PHM 200-135/PHS 400-135

The first Philips LP of this unique, magnificent swing singer.

**The Swingle Singers Going Baroque**

Swingle Singers

A NINE TRACKS

GOING BAROQUE

The Swingle Singers

PHM 200-128/PHS 600-128

The successful follow-up to the group's smash hit, "Ancient Jazz Classic."

**DIZZY GOES HOLLYWOOD**

DIZZY GILLESPIE

PHM 200-129/PHS 600-129

Famous trumpet star whose music thrilled in the Gillespie manner. Both r&b and jazz fans will flip.

**DIZZY GILLESPIE GOES HOLLYWOOD**

DIZZY GILLESPIE

PHM 200-132/PHS 600-132

Famous trumpet star whose music thrilled in the Gillespie manner. Both r&b and jazz fans will flip.

**AND EXCITING NEW CHARLIE PARKER ALBUMS SUCH AS THESE**

**The Great Dizzy Gillespie Treatment of Hollywood's Most Powerful Film Themes**

Handel's PINK LADY

Handel's PINK LADY

R. CHEEVER.-J. FANNY

DIZZY GILLESPIE

PHM 200-135/PHS 600-135

Famous trumpet star whose music thrilled in the Gillespie manner. Both r&b and jazz fans will flip.
Tower Adds 5 Distributors

NEW YORK — Tower Records, the newly formed subsidiary of Capitol, is rounding up distributor network with the appointment of five more distributors, bringing the total to 27.

The new additions are Florida Record Distributors, Miami; Best Distributors, Buffalo; R&K Distributing, Dallas; Magda of Charlotte, N.C., and Fensway in Pittsburgh. The lineup has been set by Vito Samuel, Tower’s national sales and promotion manager.

Johnson to RIC Label

NEW YORK—Jerry Johnson has joined the new RIC label as West Coast regional sales and promotion manager. Johnson will service RIC distributors in Los Angeles, San Francisco, Seattle, Phoenix, El Paso and Honolulu. He’ll headquarter in Los Angeles and report directly to RIC’s general manager for sales promotion, George Novak.

Before joining RIC, Johnson was with such labels as Ava and Dot on the Coast in promotion and publicity capacities. Johnson represents the latest step in RIC’s regional sales and promotion buildup. Earlier this summer Bert Loeb joined RIC as Midwest regional sales promotion manager, headquartered in Chicago, and John Talley was brought into RIC’s Nashville offices as Southern regional sales promotion manager. RIC’s Eastern distributors are serviced by national sales and promotion manager Bernie Lawrence.

Meantime, RIC has made its first deal to bundle the distribution for another label. It will be the Monza disk by the Spindles of “Find Out What’s Happening” and “That’ll Make My Heart Break.” Songwriter Jerry Crutchfield produced the disk and also penned the “Find Out What’s Happening” side. Billy Lockridge is featured as lead vocalist on both sides.

NEW YORK — Expansion moves continue at the Roulette Records offices here. Morris Levy, label president, has appointed Donald Singer to direct foreign operations for the company. Singer will handle all foreign licensing and also supervise album production schedules.

Singer was one of the original members of Roulette when it began operating in 1957. He later joined Rank-International and when it ceased U. S. recording activity, he moved to Trans Global. He was TG’s general manager, and placed independent masters and copyrights with foreign outlets.

Philips Offers Discount Plan

CHICAGO—Philip’s September program titled “A Stake in the Future with Philips Records” offers a 10 percent discount on four new 45s by jazz LP’s plus the entire catalog. A 20 percent discount is offered on the entire catalog of classical albums plus the entire catalog. A complete kit of merchandising aids has been prepared.

Artists in the new release include Dizzy Gillespie, Teresa Brewer, Jimmy Clanton, Michel LeGrand, the Georg Kriel orchestra, the Panics, the Dominican Nuns of Ficherton and Vienna Choir Boys.

Two of the new albums are from the Philips prestige Connoisseur Collection series.

With singer back, the foreign responsibilities are removed from Albert Peckover, who now moves back to the firm’s publishing operation. Peckover will be controller and secretary of the publishing firm. These are getting increased attention since the appointment a month ago of Charles Koppelman and Don Rubin as vice-president and the Plantary—New York—publishing firms.

Koppelman and Rubin have unified all the publishing operations under their control and given the firm’s Big Seven Music Corporation. It will include the BMI firms of Patric, Nom. Frost, Hugo and Luigi and the ASCAP firms Plantary Records and Favorita. The seventh firm included Big Seven Music.

In the group of copyrights held by the Big Seven group are “Lullaby of Birdland,” “Shout,” “Yellow Rose of Texas,” “Patty and Doll” and two top 10 copyright added this year, “My Boy Lollop—Pop-Top Pop” and “Sunny.” Koppelman and Rubin have recently signed several contracts to exclusive contracts. Gary Klein, who wrote “Booby’s Girl,” and Robin have been working in England the past year and scored with “Please Don’t Take Me On Tour.

Levine on Trek

NEW YORK—Harry Levine, ABC—Paramount’s vice president who also heads the label’s foreign operation, leaves here Sunday (20) for the Far East. He will work in Hong Kong, Tokyo and Manilla to discuss contractual details and distributing techniques with ABC—Paramount’s Far Eastern distributors.

Take My Heart” there and who co-authored with Neil Levenson (also working now for Big Seven) the current Roulette activity single, “I Wanna Swim With Him” by the Dailians. Other new writers include Chip Taylor, who did “Worry,” recorded by Johnny Tillotson, and Ted Darrell, who wrote “She Cried,” waxed by Jay and the Americans.

Diversification Continues

Koppelman and Rubin indicated diversification will continue and cited the signing of the BMI’s television deal in Colorado for four writing. They have also set the themes for the opening and closing of a new syndicated TV series and have negotiated for a title theme for an important ABC series for 1965.

The billing that the Big Seven Music Corporation is also expanding to the music aspects of advertising commercials.

TYLOR TAKE TO GROF

HOLLYWOOD—Radio Free Europe will benefit from the donation of artists royalties by Kitty Kallen, 200-year-old, and Grof-Disc record of “That Bell of Freedom.”

Kallen, label executive, told Billboard that considerable international interest has already been generated by the record. Tyler’s manager, B. W. Gregg, had his legal counsel work out the arrangements with Radio Free Europe for the acceptance of the donation artists royalties.

THE FUTURE IS WITH PHILIPS RECORDS

- Strong Merchandising Support Includes Radio, Press, Advertising, Publicity and Promotion
- Color or write your Philips District Manager's name on your order in the future
- And there's always more coming... proving the unique concept behind Philips Records pays off for you. Remember, all the best cuts are on Philips.

PHILIPS RECORDS

The world's most advanced foreign language records

- 20% Classical Discount - New Releases and Catalog
- 10% and Pop Discount - New Releases and Catalog

PHILIPS RECORDS

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THE WORLDS MIGHTIEST RECORD COMPANY

GÉRARD SOUAYZ
ARIAS FROM BAROQUE OPERAS
ENGLISH CHAMBER ORCHESTRA

OPERATIC ARIAS FROM BAROQUE OPERAS
GÉRARD SOUAYZ
PHRM 500-651/PHS 800-561

THE GREGORIAN CHANT
DOMINICAN SISTERS OF FICHERMONT

ROSTROPVICH RICHTER BEETHOVEN SONATAS
BEETHOVEN 5 SONATAS FOR PIANO & CELLO

MICHEL LEGRAND PLAYS FOR DANCE ENSEMBLE

JAZZ BALLET, THE GD W CO RCHETTE ORCHESTRA

TREASURES OF GERMAN STUDENTSONGS
VARIOUS ARTISTS

TREASURY OF GERMAN STUDENTSONGS
VARIOUS ARTISTS

PHRM 200-152/PHS 800-632

DEBUSSY, IMAGES—MARTYREDOM OF ST. DENIS
CONDUCTED BY PIERRE MONTUEK

BANALE SYMPHONY ORCHESTRA

PHRM 500-666/PHS 800-608

WALTZES & POLKAS OF CHASEMAN
CONDUCTED BY DURESE CELESTE

TONY ORCHESTRA

PHRM 500-660/PHS 800-624

HERE’S HOW PHILIPS PUT MONEY IN YOUR POCKETS

-20% Classical Discount - New Releases and Catalog
-10% and Pop Discount - New Releases and Catalog

THE GREGORIAN CHANT
DOMINICAN SISTERS OF FICHERMONT

NATIONAL RECORD MONTH EDITION 1964
TREASURY OF GERMAN STUDENTSONGS
VARIOUS ARTISTS

PHRM 200-152/PHS 800-632

OUTSTANDING PERFORMANCE OF BEETHOVEN PIANO WORKS FROM ILLUSTRATED BROCHURE

THE BEST OF JIMMY CLANTON
Teresa Brewer

THE BEST OF JIMMY CLANTON
JIMMY CLANTON
PHRM 200-152/PHS 800-154

A collection of Jimmy’s best and most famous songs. This set’s a sure-fire hit!

THE GREGORIAN CHANT
DOMINICAN SISTERS OF FICHERMONT

BEETHOVEN 5 SONATAS FOR PIANO & CELLO
SCHUMAN RICHTER AND MATELJAS ROSTROPOVICH

PHRM 2-022/PHS 2-022

OUTSTANDING PERFORMANCE OF BEETHOVEN PIANO WORKS FROM ILLUSTRATED BROCHURE

THE BEST OF JIMMY CLANTON

Teresa Brewer

PHRM 200-152/PHS 800-154

A collection of Jimmy’s best and most famous songs. This set’s a sure-fire hit!

THE GREGORIAN CHANT
DOMINICAN SISTERS OF FICHERMONT

OPERATIC ARIAS FROM BAROQUE OPERAS
GÉRARD SOUAYZ

PHRM 500-651/PHS 800-651

Famous operatic arias sung by famous operatic singers recorded for the very first time!

THE GREGORIAN CHANT
DOMINICAN SISTERS OF FICHERMONT

BEETHOVEN 5 SONATAS FOR PIANO & CELLO
SCHUMAN RICHTER AND MATELJAS ROSTROPOVICH

PHRM 2-022/PHS 2-022

OUTSTANDING PERFORMANCE OF BEETHOVEN PIANO WORKS FROM ILLUSTRATED BROCHURE
LOCATIONS

BEAT CITY PROMOTION

Club Showcases New Talent

LONDON — A new club in London’s Oxford Street is rapidly becoming a shop window for up-and-coming and unknown talent for already established artists and groups. Beat City Promotions, Ltd., run by Alan Herbage, who previously had many years in the record business, has only been in existence for four months but its club has a membership of more than 1,500 overseas members. For several years previously, the site of 5,000 square feet was the studios of the London Dance Institute. It has been renovated with stage, lighting, bars and other amenities. Beat City has already staged the Rolling Stones, Animals, Chuck Berry, and others, with attendances of up to 1,750. The club currently opens three nights a week at midnight for night clubbers who will open every night and run record sessions at lunch time.

Mike Gross

Laurence Harvey, appearing in the London production of Lerner and Loewe’s “Camelot,” his first West end musical, cuts his first pop record of the title song at EMI’s studios for the HMV label.

Laurenz Hartley, appearing in the London production of Lerner and Loewe’s “Camelot,” his first West End musical, cuts his first pop record of the title song at EMI’s studios for the HMV label.

PEGGY MARCH, RCA Victor artist, receives a bouquet from Japanese singer Hiroshi Kubo, on her arrival in Tokyo for her first personal appearance of Japan. While there, she’ll cut her first Japanese-language record.

Galif, Jazz-Folk Hotel, Hou’nanny Brings Audience to Capacity

WOODLAND HILLS, Calif. — An adult jazz-folk hotel, Hou’nanny, has opened in the trendy Valley Music Theater Monday (31). On display were the talents of the Stan Getz Quartet, Chad Mitchell Trio and Miriam Makeba.

The Western San Fernando Valley theater-in-the-round achieved a $11,800 box office through a capacity house (2,685 seats). The early week presentation, "Where Do We Go From Here?" was selected for the concert feature. The new house is equipped with sound systems.

Chad Mitchell trio, Chad Mitchell Trio Quartet, Chad Mitchell Trio Quartet and Chad Mitchell Trio Quartet

The capacity audience reacted with such verve and enthusiasm that theater officials were overwhelmed by both the turnout for a Monday night and the high artistic appreciation of the patrons.

The Getz aggregation went on first and set a happy, melodic mood as the leader’s saxophone played with gentle tenderness. Gary Burton’s vibes exploded with four mallet slant. Gene Cherico’s bass filled the hall with round, full notes, drummer Joe Hunt’s snare and toms produced original rudiments and singer Astrud Gilberto’s soft, sensuous voice glided over her four bossa nova repertoire.

Miriam Makeba, in her turn, proved that singing “yesah” and “waha” can be just as enjoyable as hearing English lyrics. She beautifully combined South African folklore with Anglo-Saxon material, using cay little steps and swaying motions to lend movement of the jungle to her act. Patrons applauded her African selections as heartily as her English language tunes, perhaps because of the uniqueness of her ability to create a clicking sound while singing.

Vocalizing appears to be the Mitchell Trio’s gig, but in actuality they are contemporary sociologists, using rhyme as their means of lashing out at the music publishing company, Beat City Publications, and plans his own Beat City record label which will have recordings ready for release this fall. These will be 45 titles cut by a new group, as yet unnamed. “My aim is to make Beat City a trend-setting center, give new artists and groups a chance to expose themselves to the public and then do that which is already successful,” says Herbage. “As a young independent, I feel it is my responsibility to give the true talent a chance to stand any chance of success,” he adds.

On new trends, Herbage feels that there is a sign of a move away from the overblown.” Dropping some Mary Wells recordings, he feels the big band sound may return to give present-day youngsters a taste of the big bands of a brass section in a backbeat-and-the-jitter kind of sort of perspective, musically speaking, into pop records.

Glen Hovey, Little Darlin’ Records, producer and recording artist.

Laurenz Harvey, appearing in the London production of Lerner and Loewe’s “Camelot,” his first West End musical, cuts his first pop record of the title song at EMI’s studios for the HMV label.

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Glen Hovey, Little Darlin’ Records, producer and recording artist.
GALE GARNETT
A great singer with a great single...
"WE'LL SING IN THE SUNSHINE"
c/w "Prism Song"
#8388
EXTRA!
Order Gale Garnett's Album
Gale Garnett - We'll Sing in the Sunshine

LPM/LSP-2833
RCA VICTOR
www.americanradiohistory.com
**R&B D.J. ROUNDUP**

The information below is reported each week on leading R&B disk jockeys. The contributing editor is RAL KUDRMAN.

NATIONAL BREAKOUTS are those records topping in a significant number of reports and can be classified as new hit records. Reports are based on individual disk jockey reports giving those records that are making their first appearance in the local top 15, local breakout, records by which band at initial active in each market and the Top 15.

**FLOYD BROWN—WNYR, CHICAGO**
- **FIRST APPEARANCE IN LOCAL TOP 15**
  - **CARRY ME-R&B, Holland, Motown**
  - **CANT LIVE WITHOUT-Dee Leer,olk, Motown**
- **BREAKOUTS**
  - **WANTED ME MAKE ME BLUE-Tempations, Motown**
- **REVIEWS & RECORDS TO WATCH**
  - **YOU BEGTH NOT BELIEVE ME—ABC, Apollo**
  - **MOTHER NATURE—Gerald Stone, Motown**
- **TOP LP**
  - **KEEP ON PUSHING—Top band: "I’ve Been Trying"—Impressions, ABC**

**CHATT HATTY—WNOV, CHARLOTT**
- **FIRST APPEARANCE IN LOCAL TOP 15**
  - **I WANT TO THANK YOU—Ecclesiastes, M. E**
  - **MY ABRASIVE LOVE, Stax**
- **REVIEWS**
  - **THE CLOCK—Baby Washington, Son**
  - **SOMETHING HERE TO REMIND ME—Joy Johnson, Big Hill**
- **BREAKOUTS**
  - **LEAVE ME VIOLENT—Dionne Warwick, Atlantic**
- **REVIEWS & RECORDS TO WATCH**
  - **YOU BEGTH NOT BELIEVE ME—ABC, Apollo**
  - **I HAD A TALK WITH MY MAN—Billy Collins, Chess**

**HILTON (BUFFETT) SMITH—WARM, MIAMI**
- **FIRST APPEARANCE IN LOCAL TOP 15**
  - **LET IT BE-Butch & Kend, King**
  - **UNTIL YOU WERE GONE, I BE SURE TO BE IN LOVE—Betty Everett, Veey**
  - **IT'S ALL OVER—Joe Knight, Atlantic**

**R&B NATIONAL BREAKOUTS**


**R&B REGIONAL BREAKOUTS**

(Not listed in Rank Order)

- **SOMEBODY NEW—Chuck Jackson, excel, Detroit, Atlantic**
- **OH LORD WHAT ARE YOU DOING TO ME—Dionne Warwick, Atlantic**
- **I LOVE YOU—Love, Secret, Atlantic, Motown**
- **CANDY TO ME—Grace Davis, Capitol, Detroit**

**NEWS OF THE WORLD**

**MEMPHIS**

Eugene L,urch and Paul Bumariato, Pen Records, are producing Clarence Nelson, guitarist and singer, who has signed. His first single is "You Mean the World to Me" (A&R, Phil). Lurch has formed a new group, The Enchanters, who will appear on the upcoming record by the Beatles. A new group, the Cypress Hill, is causing a stir in the Motown family.

**DUBLIN**

The Irish Federation of Musicians arranged for discussion with dance hall owners in London, following a report that Irish bands would not be booked in London. The report comes as Radio Einruck sent copies of Galt-Lane disks to Radio Albania which plans an international disk contest. The radio station is Pye's John Wood returned from the company's annual sales conference in London, left after a successful week's tour.

**MUNICH**

Munich dancer and singer Irene Manz has been contracted for a series of U.S. TV shows and for a movie that will be called a Perry Como TV show. The humorous production will be produced by Specials, the Festival, and starred at the Beilert house with a national tour.

**JIMMY JUNGERMANN**

BILBOARD, September 12, 1964
ROBERT GOULET SINGS

"I'D RATHER BE RICH"

NEW COLUMBIA SINGLE FROM THE MOTION PICTURE "I'D RATHER BE RICH". A ROSS HUNTER PRODUCTION STARRING SANDRA DEE, ROBERT GOULET, ANDY WILLIAMS A UNIVERSAL PICTURE IN EASTMAN COLOR
KGFJ Emphasizing Rhythm & Blues

LOS ANGELES—Local deejay staff
of KGFJ, which has begun
emphasizing rhythm and blues
records, has been awarded a million-
year-old contract. The station now
officially changes its name to "Rhythm and blues.

While aiming its program
directly at the 90,000 Negro population of Los
Angeles, the station is an integrated
operation, with Schorr recently
inviting Cal Miller, ex-KHIJ, as
merchandising-production man-
ger and Shirley Fell, ex-KHJ,
as business manager. Tom
Hawkins continues his program
director with Shirley LaFer libarion and
Lennie Williams his assistant.

Schorr revealed additional
equipment has been ordered to
provide an additional studio plus
newscast with its own recording
facilities. Promotions, advertise-
ments and station identifica-
tions will be aired via cartridges,
the executive added.

Round and Round She Goes

CINCINNATI—With competition
for the listener ear be-
ing hotter and hotter, radio
stations are increasing their at-
tention-getting promotions.

The outstanding stations mak-
ing the headlines these days are the rise
of the local Emperors (see separate story this section) and the marathons reminiscent
of "Raving 20's.

On the spectacular side was the recent go-around by WPXJ deejay Morton Downey Jr. (a guy who is a natural for this bit, who reportedly broke all records and set a new one by riding 167 hours and 31 minutes on a Ferris Wheel.

"Doc" Downey spent a solid
week going around and around at Cincin-
atti's. Cincinnati, Indian Amusement Park, cheered him on the way by admiring
teens. The stunt was performed by Downey while clad in a tux-
edo. As time whirled on, off came the black tie when Doc
experienced breathing difficul-
ties.

The WPXJ morning man
was bored for the worst after the spin, experienced transient, confusion or sunburn and exposure.

Sunday (5) WPXJ deejay Bud Balou jumped on the wheel at Suburban Park just outside of Dayton, Ohio. His run lasted only 12 hours. Undaunted, WOLY general manager Ev
Wren threw the Windy (The Weird Beard) Craig into the breach. Craig was in his 88th round at this writing (4 p.m., Wednesday, Sept. 29).

Craig, like fellow deejay Downey, is permitted only five min-
utes every five hours for a break. He is served meals while riding and "washes" with cleaning cream. The Ferris Wheel's bally-
hoo facilities are somewhat limited.

As an added attraction, WOLY uses "the Weird Beard" every 3 days for a live report.

"And now we go to Windy
Craig at the Ferris Wheel at Suburban Park . . . are you there Windy . . . come in, Windy . . ."

(Continued on page 36)
SHE'S OUR GIRL DUSTY

ALREADY A STEADY CHART-TOPPER IN GREAT BRITAIN AND THE USA, AND A RECURRENT BEST-SELLER IN MORE THAN JUST A FEW CONTINENTAL COUNTRIES, THIS VOCAL MARVEL FROM ENGLAND IS NOW ALL SET TO CAPTURE STILL MORE EUROPEAN MARKETS. ESPECIALLY RECORDED VERSIONS OF HER HIT SONGS IN FRENCH, GERMAN, ITALIAN AND SPANISH WILL BE MAKING THEIR MARK ANY DAY NOW.

DUSTY SPRINGFIELD

TOO, BELONGS TO THE INTERNATIONAL SET, THE CIRCLE WHOSE MEMBERSHIP CONTAINS ONLY THE BEST: THE PHILIPS' PHONOGRAPhic INDUSTRIES GROUP OF COMPANIES, WHO RELEASE THEIR RECORDS THROUGHOUT THE WORLD.

PHILIPS MAKE RECORDS IN MORE WAYS THAN ONE!
its new musical productions if it so wishes and it's likely there'll be more coming from the firm in its next season of operation.

In addition to the musical push, the film side has been leading the way with several productions as "Who's Afraid of Virginia Woolf?" and "A Thousand Clowns." In "Hamlet" and "The Subject Was Roses," New Columbia has had the good fortune of recording the Actors Studio production of "The Tao of N_s" for Sept. 13 and RCA Victor is coming out with the British production of "Othello" starring Laurence Olivier.

Another striking example of this approach is going into the acquisition of a Broadway musical property is Columbia's own-wrapped-up of the original cast album rights to "The Skin of Our Teeth," which is scheduled to open on Broadway September 1965. Columbia picked up the rights to this as part of its parent company, Columbia Broadcasting System, and will be the sole backer of the show. The production will be capitalized at $400,000 with a 20 per cent overall if more money is needed.

It's recalled that the CBS-Columbia Records parts worked out similarly with "Fair Lady," but "the tape's going to be bigger," according to Lerner. The net will put up a little more than $400,000 to finance the Alan Jay Lerner - Frederick Loewe musical, and Columbia's version of the original cast album has already sold over 5,000,000 copies. CBS also financed the follow-up Lerner-Loewe show, "Candide," at the cost of $480,000 and Columbia's original album has sold over 1,000,000.

"The Skin of Our Teeth" is a role for the forthcoming Thornton Wilder's Pulitzer Prize-winning play of 1943. The music is being composed by Leonard Bernstein and the lyrics and book are being written by Betty Comden and Adolph Green.

Although no production date has been announced, Columbia also approached the producer of the new Richard Wilbur-Daniel Ratcliff "The Time of the Coo-koo," on which the composer is collaborating with lyricist, and the libretto is being written by Betty Comden and Adolph Green.

According to Richard I. Rosenthal, UAI president, this firm's "looks forward to an extended period of active participation in the recording industry," he said. "Our efforts will be both as performer and investor-role oriented. Rather than to be sole publisher or subsidiary, to be called Mills Music, Inc., will continue exactly as it is, in all aspects of the music business which have heretofore been carried on by the predecessor company, its subsidiaries and affiliates."

"Thus, we will be able and indeed actively seek new writers, as well as the affiliation with many other young and established talents," Rosenthal also stated that "all of the Mills music activities would be continued, encompassing the publication of sheet music, song and educational music, and also the publishing activities of Mills in Scandinavia, the United Kingdom, Germany, Belgium, Holland, Mexico, Brazil and Russia."

Rosenthal noted, however, that UAI would be bringing to the Mills men the major changes in the industry, including changes in the distribution of the industry. That change had been the extended period of family ownership of Mills by its current president, and Irving Mills, vice-president. In the present, there are no changes expected in the Mills personnel pattern, but it's known that some top-flight music men have been approached about the possibilities of taking over the day-to-day running of the firm.

### Blue Star Label Formed

**HOLLYWOOD—**Blue Star Records has been formed by Thomas Morgan, talent manager, who plans developing new performers through records and then guiding their careers into other entertainment areas.

Already signed for the new label are Dan Trubich, who plays the juvenile lead in the forthcoming film, "Sound of Music," Dick Tregger, actor-turned-voicist of the Mightynight, rock 'n' roll vocalist, and the Hurricanes trio. Singles already produced for release in the next few months will be "It's Just Like a Memory," "Ain't That A Kick," "Boppin' Along," "On That Nite," "Ev'rybody's Crying," "It's Born," "The Golden Years," "Meet the Stranger," "Let It Be," "It's on Tonight," "Bobby Darin-

### Expansion at Melody Sales

**NEW YORK—**Melody Sales in San Francisco has taken over as the West Coast representative of all major record labels. The arrangements were made between Al Bramy and Tony Veloz of Melody Sales and Bob Gorman, publisher of the San Francisco Bee. Sales manager and president of Melody respectively.

Melody already distributes Epic, the new Columbia, Reprise, Cetlin and OKeh records, and will add the product of the new Playback Records to its list of products, to be delivered beginning May 1.

The company will shortly advertise the LP in Trains magazine and will place the product in hobby shops to hit this particular market. The company carries a $49.80 price monograph.

### Tight Security on Animals

**Continued from page 8**

and where it is least possible to move celebrities without the general public being aware of them. The cooperation between the agencies involved has been good, it is said, and this will result in continuing methods to protect everyone.

The issue of Billboard, and in view of its international readership's interest in the new sales formula and information about the new rules were published.

But the rules, as issued to press, radio and TV, point out that the new rules are to be used in addition to the existing methods of protecting those in the music business.

### Ornio to CBS

**Continued from page 7**

Roulette Records president of Roulette Records, Inc., has announced that his company will open an office in New York. The move is in charge of the CBS-Columbia Records division. In addition, it is expected that the Roulette office will be in charge of the CBS-Columbia Records division.

In the years with the Roulette offices, Roulette has also announced that CBS-Columbia Records will expand its publishing activities through this new office.

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a product of COLUMBIA RECORDS SALES CORP., 799 Seventh Ave., N.Y., N.Y. 10019
This image contains a page from a magazine or newspaper that includes a review of various music spots and programming specials. The text is too fragmented and contains abbreviations and slang that make it challenging to transcribe accurately. The section includes mentions of songs, artists, and programming segments that were popular in the late 20th century. The text appears to be a review of the Billboard charts and music trends from the time.
THE ‘WRIGHT’ ANSWER!  

(TO ROGER MILLER’S DANG ME)

Ruby Wright

S 126

The Original—headed for #1

...over 95,000 in 5 weeks!

ON ALL COUNTRY & WESTERN CHARTS, BREAKING INTO THE POP CHARTS

A BRAND NEW HIT GETTING BIGGER EVERY PLAY

WATCH THESE RECENT RIC RELEASES

FOR CHART AND SALES ACTION:

• LA BAMBÁ
  • THE FOUR AMIGOS S114
• BANZAI WASHOUT
  • THE CATALINAS S113
• BEGGAR IN LOVE
  • JIMMY ROSELLI S130
• THE HURT
  • FREDDIE NORTH S119
• I DON’T WANT TO PLAY
  • DIANE MINOR S122
• IN YOUR BAND
  • GORDON MITCHELL S121

MAY WE THANK EACH ONE OF THE RIC DISTRIBUTORS AND THEIR CAPABLE SALES AND PROMOTION STAFFS FOR THEIR HOSPITALITY, ENTUSIASM AND ENTHUSIASM OF RIC’S 9 DEBUT ALBUMS:

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  • Peter and Pasquale Have a Party
  • How Many Seeds Must a White Dove
    Linda Mason Sings Bob Dylan
  • Fun, Fun, Fun—The Catalinas
  • The Four Amigos—“LIVE!” at the Hungry ‘I’
  • Soul City—Rossenet Geier
  • Pete & Bibi
  • A Rare “LIVE” Recording of Billie Holiday
  • Rodgers and Hart Revisited

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Photography: Conti
SENSESATION!!!

OT WALK

MO on Little Mark Records #1935

& HIS GIRL MACHINES
AREA TO TEACH THE...

WALK?!?

Area Code 213
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**HOT 100—A TO Z** *(Publisher-Licensed)*

- 32 56 66 37 4A 67 78 89 90
- 40 51 62 73 84 95 100

**BUBBLING UNDER THE HOT 100**

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- 60 71 82 93 104 115 126
- 70 81 92 103 114 125 136

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3 BIG COUNTRY AND WESTERN HITS FROM MERCURY

DAVE DUDLEY
"MAD"
72308

FARON YOUNG
"MY FRIEND ON THE RIGHT"
72313

GEORGE JONES
"OH LONESOME ME"
B/W "LIFE TO GO"
72293

GREAT STARS...GREAT HITS...GREAT SALES!

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Foremost in Fine Recording

FOREMOST IN FINE RECORDING
www.americanradiohistory.com
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LET'S STOP THE BULL ONCE AND FOR ALL!

THERE IS ONLY ONE RECORD THAT IS #1 IN ENGLAND

THE HONEYCOMBS "HAVE I THE RIGHT"

VOL. 7 NO. 35 AUGUST 27th, 1964 Annual Subscription 65/-

THE WORLD'S LARGEST CIRCULATION 275,000 (MEMBERS OF ABC)

BRITAIN'S T MUSICAL EXPRESS

WORLD'S LARGEST CIRCULATION OF ANY MUSIC PAPER

- WEEKLY SALES EXCEED 275,000 (MEMBERS OF ABC)

EXCLUSIVELY ON VEE-JAY'S BABY
**POP SPOTLIGHT**

**SWIM, SWIM, C'MON LET'S SWIM**

Ray Anthony. Capitol T 2188 (M);

**All Time Hit Parade**

The “Swim” swings promise of becoming the latest dance craze for both young and old alike. Ray Anthony gives the swilling dance the big band treatment. The back cover contains a photo illustrating how the new dance is done. The front cover speaks for itself.

**POP SPOTLIGHT**

**THE MELLOW GUITAR MODS OF LOS INDIOS TABAJARAS**

RCA Victor LPM 2559 (M);

**LP 2559**

This is a soft and enchanting set that will put the listener in the mood for romance. Each of the songs evokes a different mood and setting.

**POP SPOTLIGHT**

**MUSIC FROM “MY FAIR LADY”**

Percy Faith & His Orch. Columbia CS 9954 (M);

**CS 9954**

The musical picture version of the hit play will remain interest in the following manner: Love Finds Laurence Forest Finds Canada. The concert in demand is on the program. We have already five catalogue of recordings of the competition.

**CLASSICAL SPOTLIGHT**

**BARONE: CONCERTO FOR ORCHESTRA**

Philadelphi Or. (Ormandy). Columbia ML 6026 (M), MS 6035 (S)

**Columbia ML 6026 (M), MS 6035 (S)**

Little more than 11 years old, this symphony by Baths (although Baths named it a symphony) has already entered our classical set. The celebrated Philadelphia Or. has already five catalogue of recordings of the competition.

**POP SPOTLIGHT**

**THE MANY FACES OF ART TANN**

Columbia CL 2129 (M), CS 9019 (S)

**Columbia CL 2129 (M), CS 9019 (S)**

This is the label's first album. It is an exciting set to release the promise of the label's future. The present the label's future. The present the label's future.

**POP SPOTLIGHT**

**SOUL CITY**

Roosevelt Grier. Bu A 1008 (A)

**Bu A 1008 (A)**

Gear has reached a stride in this album with the emphasis on the racial mix. It has been well received by the critics with demand for more albums to follow.

**CLASSICAL SPOTLIGHT**

**ROZART: SYMPHONIA CONCERTANTE IN E-FLAT MAJOR FOR VIOLIN, VIOLA AND ORCHESTRA**

Cleveland Orchestra (Stokowski). Nimbus ML 6005 (M), MS 6016 (S)

**Nimbus ML 6005 (M), MS 6016 (S)**

Another fine addition to the repertoire of recordings of this fine instrument works. Although there are other excellent recordings, this one is the best so far. The performance of Szell and the Cleveland Orchestra is another fine addition to this album.

**POP SPOTLIGHT**

**THE YOUNG CHEVALIER**

Maurice Chevalier. Capitol T 10630 (M)

**Capitol T 10630 (M)**

This Chevalier LP is simply magnificent. It contains some of his most popular hits. Although Chevalier's style is in the manner of his two predecessors, his language is universal.

**POP SPOTLIGHT**

**TEEN LOVES THEMES**

Jimmie Haskell & His Orch. Capitol T 2151 (M), ST 2151 (S)

**Capitol T 2151 (M), ST 2151 (S)**

Excellent thematic arrangements of teen standards backed up with a lively tempo to give this package top sales appeal.

---

**ALBUM REVIEWS**

**POP SPOTLIGHT**

**SWIM, SWIM, C'MON LET'S SWIM**

Ray Anthony. Capitol T 2188 (M); ST 2188 (S)

**All Time Hit Parade**

The "Swim" swings promise of becoming the latest dance craze for both young and old alike. Ray Anthony gives the swilling dance the big band treatment. The back cover contains a photo illustrating how the new dance is done. The front cover speaks for itself.

**POP SPOTLIGHT**

**THE MELLOW GUITAR MODS OF LOS INDIOS TABAJARAS**

RCA Victor LPM 2559 (M); LP 2559

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COUNTRY MUSIC

NASHVILLE SCENE

By DON LIGHT

Hank Jones, head of Hal Smith Artist Production, flew to New York last week to watch Ernest Tubb and His Texas Troubadours on the "Grand Ole Opry". Jones, who recorded Tubb for RCA Victor early in the season, saw that his labels remained the same. He left the hospital Sept. 1... Bobby Weiss is scheduled to begin a (daily) tour of California next week.

Kitty Wells recorded a new album last week under the direction of Decca's Owen Bradley. Hank Lockland just returned from a successful tour of Ireland and Germany and is getting a new session together for RCA.

Grant Turner, well-known WSM announcer, has a new record release on the "Grand Ole Opry"....

Jim McCoy Show Sets Fair Mark

AMBOY, Ill.—The Jim McCoy Show, with Zeb Lewis and Kitty Hawkins, Capt. Record artists, as special guests, appeared at the Lee County Fair here recently and, according to the sponsor, net an attendance of crowd for a predetermined attraction at the event.

Other features were Jim McCoy, the Melody Playboys, Andy and Kevin McCoy, and Tex Barr and Company, sharpshooting act.

SPREADING FROM MARKET TO MARKET

"SOCIETY GIRL"

"RAG DOLLS"
P. 921

Jay & The Americans
COME A LITTLE BIT CLOSER
USA 799
On the One to Watch

Coming Nov. 7...

The second annual edition of the most treasured and successful supplement ever published by Billboard

The "Award Winning"

WORLD OF COUNTRY MUSIC

Winner of a Jesse H. Neal Editorial Achievement Award for 1963

ADVERTISING DEADLINE: SEPTEMBER 28

COUNTRY DJ OF THE WEEK

Steve Stebbins

In Busy Season

On West Coast

WOODLAND HILLS, Calif.—Steve Stebbins, WAIK, Seattle, had a considerable boom on the West Coast the past year, according to WAIK's Mark Proctor, country talent buyer for the station. "Our artists have had an unusually busy season," Stebbins stated. "and our office introduced country music successfully to numerous fairs and rodeos in the area for the first time."

Eddie Dean, recently returned from eight weeks in the Far East, Aug. 28 began a 25-day trek through Alaska, Stebbins reports. On Oct. 1, Jonie and Johnny Mosby (C. 440) are opening Freddie Hart and Ray Sanders begin a 27-day tour of the Western States for the American Corporation, opening in Concord, Calif. On Oct. 17, Americans will launch an auditorium package through the San Fernando Valley. The show will be headed by Hank Snow and his unit plus a number of other "Grand Ole Opry" features. The Mosbys will be the only area artists on the circuit. "Grand Ole Opry" has added a second tour for America, kicks off a 17-day tour of the Western States Sept. 21, opening in Phoenix, Ariz. On Oct. 2, George Riddle (United Artists) launches a 15-day tour in National City, Calif.

Leighter to Move

NEW YORK—Jackson Leighters, pres. of National Enterprises, Sr Enterprises and Rolls Music, is switching operations from New York to Hollywood. The move will be made in mid-September. Jacqueline Boyd, promotion manager for both Sr and Real records, will work further with National under the supervision of Real Vice-President Buffy Karr.

KITTIE WELLS, Desi recording artist and star of the "Grand Ole Opry," is currently in the top of the country charts with "PASSION." (WLSN '31422). Kitty, long known as the Queen of Country Music, is booked by Desi-McCary Agency of Nashville.

"Opyr" Stars In 140 Mks.

CINCINNATI—Officials of Station WSM, Nashville, report that news in its "Grand Ole Opry" will be seen in some 140 radio markets scattered around the country this fall.

The "Grand Ole Opry" show, with Flip Scott and sponsored by Martha White Mills and Pet Milk, will be seen in 35 markets. The William Brothers, Teddy and Willie, will be spotted in 20 markets, the Garrett Staff Company and the Porter Wagoner show, with the Chattanooga Medicine Company picking up the tab, will be seen in 65 markets. The Wagoner show began four years ago with showings in only 17 markets.

The "Grand Ole Opry" syndicated network show is now seen on more than 400 radio stations in the United States and Canada.

WISZ BOWS C&W FORMAT

BALTIMORE, MD.—WISZ, 501-WRNS, Baltimore, is making a new policy of country and western music programming daily 6 p.m. to 6 a.m. The station, which had been programming mostly pop albums and non-country songs in that time period has added deep-voiced Wally Horton. The 6 p.m. to midnight stint and "Buckaroo File" for the all-night portion. The market's only country music station prior to the WISZ change had been WGRM, 1,000 watt station that operates during daylight only.

We are going to keep our standard-pop music format from sign-off to 6 p.m. said WISZ new general manager, Charlie Doll, and, in addition, we hope to pick up the many country music fans in the area who have no country music programming to listen to after sundown.

Other WISZ djs are Woody Woodman, 6 a.m.; Norm Cannon, 9-noon; and 3-6 p.m. and Mike Martin, 6-9 p.m.
HOT COUNTRY SINGLES

<table>
<thead>
<tr>
<th>Billboard SPECIAL SURVEY for Week Ending 9/12/64</th>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 26</td>
<td>SWEET ADORABLE YOU</td>
<td>9</td>
</tr>
<tr>
<td>27 30</td>
<td>FORT WORTH, DALLAS OR HOUSTON</td>
<td>2</td>
</tr>
<tr>
<td>28 41</td>
<td>DANNY YAY</td>
<td>2</td>
</tr>
<tr>
<td>29 31</td>
<td>THE NESTER</td>
<td>2</td>
</tr>
<tr>
<td>30 48</td>
<td>GIVE ME 40 ACRES (To Turn This Big Around)</td>
<td>2</td>
</tr>
<tr>
<td>31 37</td>
<td>PLEASE BE MY LOVE</td>
<td>2</td>
</tr>
<tr>
<td>32 30</td>
<td>CIRCUMSTANCES</td>
<td>2</td>
</tr>
<tr>
<td>33 36</td>
<td>I STEPPED OVER THE LINE</td>
<td>2</td>
</tr>
<tr>
<td>34 29</td>
<td>WORKIN' IT OUT</td>
<td>2</td>
</tr>
<tr>
<td>35 35</td>
<td>BE QUIET MIND</td>
<td>2</td>
</tr>
<tr>
<td>36 27</td>
<td>SORROW ON THE ROCKS</td>
<td>2</td>
</tr>
<tr>
<td>37 39</td>
<td>STRONGER THAN DIRT</td>
<td>2</td>
</tr>
<tr>
<td>38 28</td>
<td>WINE, WOMAN AND SONG</td>
<td>2</td>
</tr>
<tr>
<td>39 27</td>
<td>PUT YOUR ARMS AROUND HER</td>
<td>2</td>
</tr>
<tr>
<td>40 35</td>
<td>DIAL THE PHONE</td>
<td>2</td>
</tr>
<tr>
<td>41 34</td>
<td>BE BETTER TO YOUR BABY</td>
<td>2</td>
</tr>
<tr>
<td>42 33</td>
<td>TALKING TO THE NIGHT LIGHTS</td>
<td>2</td>
</tr>
<tr>
<td>43 46</td>
<td>BLUE GUITAR</td>
<td>2</td>
</tr>
<tr>
<td>44 45</td>
<td>INVISIBLE TEARS</td>
<td>2</td>
</tr>
<tr>
<td>45 43</td>
<td>IF ANYONE CAN KNOW CAUSE</td>
<td>2</td>
</tr>
<tr>
<td>46 42</td>
<td>BLUE BIRD LET ME TAG ALONG</td>
<td>2</td>
</tr>
<tr>
<td>47 41</td>
<td>BURNING MELONS</td>
<td>2</td>
</tr>
<tr>
<td>48 47</td>
<td>MEET ME TONIGHT OUTSIDE OF TOWN</td>
<td>2</td>
</tr>
<tr>
<td>49 50</td>
<td>BLUE SMOKE</td>
<td>2</td>
</tr>
</tbody>
</table>

HOT COUNTRY ALBUMS

<table>
<thead>
<tr>
<th>Title, Artist, Label &amp; No.</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>I WALK THE LINE</td>
<td>10</td>
</tr>
<tr>
<td>BEST OF BUCK OWENS</td>
<td>10</td>
</tr>
<tr>
<td>THE BEST OF JIM REESE</td>
<td>8</td>
</tr>
<tr>
<td>MOONLIGHT AND ROSES</td>
<td>15</td>
</tr>
<tr>
<td>GOLDEN COUNTRY HITS</td>
<td>15</td>
</tr>
<tr>
<td>THANKS A LOT</td>
<td>11</td>
</tr>
<tr>
<td>PORTER WAGONDER - IN PERSON</td>
<td>11</td>
</tr>
<tr>
<td>THERE'S THE CLASS</td>
<td>11</td>
</tr>
<tr>
<td>GET YOURS IN ONE DAY</td>
<td>10</td>
</tr>
<tr>
<td>LORETTA LYNN SINGS</td>
<td>10</td>
</tr>
<tr>
<td>WEBB PIERCE STORY</td>
<td>10</td>
</tr>
<tr>
<td>STORY SONGS FOR COUNTRY FOLKS</td>
<td>10</td>
</tr>
<tr>
<td>LOVE LIFE</td>
<td>2</td>
</tr>
<tr>
<td>TRAV'LIN' WITH DAVE DUDLEY</td>
<td>2</td>
</tr>
<tr>
<td>BELL OF FREEDOM</td>
<td>11</td>
</tr>
</tbody>
</table>

COUNTRY MUSIC CORNER

By BILL SACHS

Buddy Meredith, following an engagement at the Mayflower Cafe, Cheyenne, Wyo., flew into Nashville last week to cut a session for the Rice label. Following the session, he hastened on to Colorado Springs, Colo., for a week's stand at the Novello Hegen Club. Jimmy Newman opens Sunday (6) at the Shiloh Dude Ranch in Dickerson, Md.; Clyde Bearns and the Eagle Beavers, Euro Yeung, Dottie West, Junior Tubb, Darrell McCall and Stonewall Jackson appeared in Columbus, Ga., Aug. 25, on a political rally for Garland Byrd, former Lieutenant Governor of Georgia and now a candidate for Congress. Just 15 years ago, Kenny Roberts, yodeling cowboy, had one of the biggest country records of the year with his "TI Never See Manger Alone." Roberts has the same song out again, with original arrangements, this time on the King label. Deejays must obtain a copy by writing to Quentin W. Wells, B-W Music, Box 337, Wooster, Ohio. Charlotte Harden, country music

WITH THE COUNTRY JOCKEYS

By Bill By

Murray Nash, formerly of Canada, has just entered his 10th year as one of Europe's leading c&w deejays. His programs have been heard throughout the British Isles and the Continent via Radio Luxembourg and the British Broadcasting Corporation. An attempt to be added to his list is the British Forces Broadcasting Service, which tapes one of Nash's c&w programs weekly for transmission to British Army bases around the world. Station WMGS, Bowling Green, Ohio, is now operating all-country, with the exception of two hours a day devoted to a gospel program and news...

oped by Best News, and another man by Kentucky Records, 451 Shelbyville Avenue, Reading, Pa., has available deejay copies of Kenny Roberts' first single on the label, "Jingle Yodeling Song" b/w "You're Thinking Right." Write him on your station's letterhead. In the same mail, Fontin will shoot you a copy of Dick Tucker's new one on Kingston, "Heartsaches Wailing 'Round the Bend" b/w "A Girl Like You."
HITS OF THE WORLD

AUSTRALIA

(Country Music Makers, Sydney)

(Debut source original)

This Last Week

1 THE WORLD I USED TO KNOW - Jim Reeves (Parlophone)
2 THE FRENCH SONG- Billy Slade (Gonville)
3 LOVING YOU - Toni Stevens (Parlophone)
4 I'M NOT THERE - Billy & Vera (Capitol)
5 THE WAR - Mervyn Warne (Chappell)
6 DO WAR DIDDY DIDDY - Brian Monks (Argo)
7 THE ENDLESS SONGS - Brian Rieck (Argo)

Week

15 13 11 9 7 5 3 1

GERMANY

(Country Music Makers, Berlin)

(Debut source original)

This Last Week

1 LIEBEKUSSEMER LOHNT SICH NICHT-Sie schafften sich einen Namen mit meinem Musik-
2 GEFEILT - Ralf Winkler (Philips)
3 ZUM STERNEN - Michael Graf (Mercury)
4 SCHMIEDEN LAREN MAN - Udo Jürgens (Polydor)
5 THE JUGGLER - Christian Sprenger (Philips)
6 RUTEN ROSSEN-Dorthe Ewers (RCA)
7 TRAENEN UND ROSEN - Werner Witzel (Philips)
8 BRAVO BAMBINO-Geilo (Elektra)
9 SAG, IN E. T.-Adolfo Richard (Colombia)
10 SAG NO ZU HU - ECKARD - Marcia (Philips)

ITALY

(Country Music Makers, Milan)

(Debut source original)

This Last Week

1 IN GINOCCIO DA TE — LIVIO (RCA Victor)
2 AMORE SUSAC - Ennio Fantastichini (Columbia)
3 IL BARBARESCO - Gianni Morandi (Columbia)
4 TI RINGRIZI PERCHE' - Steno (Mercury)
5 SEI DIVENTATA NERA- - Raffaella Carra (BASF)
6 CON TE STASERA - Renato Carosone (Mercury)
7 QUELCHI CHE HANNO UNA STELLA - Mario - (Mercury)
8 LA TVA DELLA BILUYN - Paolo Monza (Recorda)
9 VELVETEEN-Vincent (RCA)
10 EDUARDO VIRENDE (RCA)

JAPAN

(Country Music Makers, Tokyo)

(Debut source original)

This Last Week

1 LOVE'S THE AUTONOMOUS - Songs
2 THE GREEK CHORUS - Songs,
3 LOVING ME - Songs,
4 SONGS - Songs,
5 I'M NOT THERE - Billy (Decca)

FINLAND

(Country Bis-Songnet, Helsinki)

(Debut source original)

This Last Week

1 A HARD DAY'S NIGHT - Beatle (Parlophone)
2 IT'S ALL OVER NOW - The Rolling Stones (Decca)
3 YOU REALLY GOT ME - The Kinks (Parlophone)
4 GET THE HEAD ACROSS - The Yardbirds (Columbia)
5 TUMBLE- WEIRD - Adam° (Columbia)

HOLLAND

(Country Music Makers, Amsterdam)

(Debut source original)

This Last Week

1 A HARD DAY'S NIGHT - Beatle (Parlophone)
2 ITS ALL OVER NOW - The Rolling Stones (Decca)
3 YOU REALLY GOT ME - The Kinks (Parlophone)
4 GET THE HEAD ACROSS - The Yardbirds (Columbia)
5 TUMBLE- WEIRD - Adam° (Columbia)

MALAYSIA

(Country Radio Malaysia)

(Debut source original)

This Last Week

1 YOSHIO - "I Got Thru With Jimmy"
2 IT'S NOT RIGHT - Brenda Lee "Elle"
3 HELLO DOLLY - Louis Armstrong (Vogue)
4 AMORE - Cante Richard (Parlophone)
5 DON'T RUSH ME - Cante Richard (Parlophone)
6 I WONDER - Rick Nelson "Elle"
7 MAKE UP YOUR MIND - "The Gimmicks"
8 CON OR QUANDO - "The Gimmicks"
9 I FELL IN LOVE WITH TWINS - "The Gimmicks"
10 IT'S ALL OVER NOW - The Rolling Stones (Decca)

MEXICO

(Country Audiation)

(Debut source original)

This Last Week

1 CHAPULINA - "Los Kettens"
2 ELLA CAMINO - "Los Kettens"
3 EL REGATE - "Los Kettens"
4 LA CORRIENTE - "Los Kettens"
5 MUYEJUEZ - "Los Kettens"
6 CAN'T GET ENOUGH - "Los Kettens"
7 GOTTA HAVE YOUR LOVE - "Los Kettens"
8 ENCANTADA - "Los Kettens"

NORWAY

(Country Vereinigtes)  (Debut source original)

This Last Week

1 I'LL ALWAYS LOVE YOU - Sammardik (Decca)
2 THE ROSE - Sammardik (Decca)
3 THE MARCH - Sammardik (Decca)
4 THE LADY - Sammardik (Decca)

SINGAPORE

(Country Radio Singapore)

(Debut source original)

This Last Week

1 I B E N N E E D A H A R D D A Y ' S N I G H T - The Beatles (Parlophone)
2 CAN'T HELP MYSELF - Cliff Richard (Colombo)
3 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)
4 I CAN'T HELP IT - Cliff Richard (Colombo)
5 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)
6 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)
7 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)
8 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)

SOUTH AFRICA

(Country Discmasters)  (Debut source original)

This Last Week

1 CONSTANTLY - Cliff Richard (Columbia)
2 CAN'T HELP THAT SHE'S MINE - The Dave Show (Columbia)
3 SOMEONE - Cliff Richard (Columbia)
4 SOMEONE - Cliff Richard (Columbia)
5 SOMEONE - Cliff Richard (Columbia)

SPAIN

(Country Discmasters)  (Debut source original)

This Last Week

1 SI TE CHANT - Silvia" Mori" (Gallito)
2 I'LL BE A MAN - "The Beatles" (Parlophone)
3 I'LL BE A MAN - "The Beatles" (Parlophone)
4 I'LL BE A MAN - "The Beatles" (Parlophone)
5 I'LL BE A MAN - "The Beatles" (Parlophone)

THAILAND

(Debut source original)

This Last Week

1 CAN'T HELP IT - Cliff Richard (Colombo)
2 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)
3 CAN'T HELP IT - Cliff Richard (Colombo)
4 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)
5 I'VE BEEN TO BANGKOK - Cliff Richard (Colombo)

WORLD

www.americanradiohistory.com

The Brian (RCA)
Emperor DJ's Set to Crown Each Other

friend the "Emperor of Pittsburgh" Hal Murray, who says: "Music is the art of war, and chief of staff of staffs of staffs have had numerous councils regarding this threat to my crown and in my imperial wisdom I wish to release the following statement to all concerned subjects.

In the interest of royal unity, it is my hope that we elong ranks and not sever the bonds that my would-be pretender to the throne would cast upon us. If Rockefeller can join Goldwater, if Johnson can unite with Wallace, then certainly, our own two royal forces can settle this dispute peaceable and without spears.

"Now the Magnificent" is a shrewd politician—KVQ and WLS are both ABC-owned. Another edict was delivered by long-legged messenger from "Emperor Brown" stating: Since I am the only Emperor, I have installed you as a lieutenant in my Royal Commandos, and, as Emperor, I might even make a wild proclamation that a special branch of my services will be formed called "Gifts Gladators." (Little does he know that I already hold a supremacy in Murray's royal militia.)

If other disk jockeys insist on thinking they are emperors, I will have to wave my magic scepter and sentence them to 30 days of hard labor de-foliating the trees in Goldwater's headquarters!"
RCA Expands Line; Plans Giant Campaign For September

By NICK RIERO

CHICAGO—RCA Victor is preparing to launch what it describes as the "largest print advertising campaign in advertising history," and the "largest advertising campaign of any kind in the home entertainment field."

The campaign is slated for kickoff Sept. 17 under the banner "RCA Victor Week," and is expected to reach an estimated 90,000,000 readers.

In addition to network TV, spot radio and newspaper line-up, RCA is using four-color, eight-page supplement to appear in some 240 newspapers.

Last Year

A similar, though smaller campaign—968,000 in all—utilized 211 newspapers.

The four-color supplement will include advertising not only in RCA Victor home entertainment line-ups, but in the RCA Victor executive magazine, too.

In addition to the supplement, RCA is going to rely heavily on local TV advertising. That move is expected to enhance local awareness and generate additional sales.

Local Participation

Last year's campaign used some 6,500,000 lines of newspaper advertising, of which 4,500,000 was by local distributors and dealers.

RCA said it expects to surpass that figure with this year's promotion. Company spokesmen said that last year's campaign resulted in a 49 percent increase in home entertainment product sales.

Details of the campaign were leaked at a preview for selected dealers and press in Chicago's Boardwalk Bar, Rick Place last Thursday (8).

Official announcement is expected to come later this month.

WASHINGTON—Wayne Rath, manager of market research, communication products department, General Electric Company, Lyndhurst, N.J., has been named chairman of the Electronic Industries Associations' industrial electronics marketing services committee.

Viking Recorders Versatile

MINNEAPOLIS—Viking's recently introduced line of recorders offer versatility with both component and portable models. The Viking Stereo Compact is a two-speed quartz-strobe stereo tape recorder, usable with all types of music. The "770" is enclosed in a portable case with stereo power amp and speakers. The "771" lists for $239.55, the "772" for $255. Both operate in vertical or horizontal positions, have record input, portable or in-ear stereo, and have automatic switch for recording and playback.

Ampex Slatfs Ad Campaign

REDWOOD CITY, Calif.—Ampex is using six national magazine and two magazine annuals to advertise its new line of home stereo tapes. The firm is scheduled to advertise in 616 through the remainder of 1964 in Saturday Review, Saturday Evening Post, Esquire, Esquire, three regional editions of Time, High Fidelity, Hi Fi Stereo Review. The annuals are those published by High Fidelity and Hi Fi Stereo Review. The annuals are those published by High Fidelity and Hi Fi Stereo Review.
If 23-19, Then What Is 19?

By DAVID LACHENBRUCH
Contributing Editor

The Federal Trade Commission has been wor-
rried for 13 years about the strange way TV screen
sizes are being measured. It has decided once
again to try to do something about it.

THE PROBLEM which is bugging the FTC is
no stranger. It occurred four years ago at hearings be-
ginning in 1951, and finally resulted with a set of Trade
Practice Rules, which were only partly successful, from FTC's
standpoint. Now the Commission is proposing a set of Trade
Regulation Rules, which it hopes will have the force of law.

The gist of the whole mat-
ter is that FTC can't quite
see why screen sizes should be measured
diagonally, and why advertised screen size should
be larger than actual picture size. H. Paul Butz,
Chief of FTC's Div. of Trade Regulation Rules, explained his own view to me this way:
"The automobile industry doesn't measure wheel-
tube size; why should they measure diagonally?
No other product measures its dimension diagonally. Why should the TV industry?"

I must admit he has a point, although I can't agree with the FTC that this practice tends "to mislead and deceive" or is "an unfair method of competition."

Actually, screen-size measurement practices in the television industry date back to the early days when all pictures were square. A 12-inch picture
tube was a 12-inch picture tube, whether you measured it horizontally or diagonally, be-
cause it was actually a square picture. The screen which was being measured. This, in turn, was a holdover from the old way of measuring telescope tubes, from which the TV picture tube was descended.

When the rectangular tube came along, diagonal measurement was adopted as being the most com-
patible method of comparison, and, by common usage, this method of measurement has continued to this day.

THE FTC's old Trade Practice Rules, adopted in 1955, discouraged the use of diagonal measure-
ment. The Commission made it clear it would rather accept advertised figures in terms of inches or yd width and height. Thus, a 21-inch set would be described as "262-square inch picture" or "15.1-inch size.

The industry never went all the way with the FTC. It did adopt the use of the words "diagonal measurement" following screen-size designa-
tions (usually in an asterisked footnote). Only one manufacturer, to my knowledge, dropped diago-
nal measurement entirely. That was Magnavox, which, for several years, described its tubes only in terms of square-inch measurements. This year, however, Magnavox has reverted to the industry-wide practice of giving "overall diagonal measurement."

In its proposed new rules, the FTC seems dis-
posed finally to accept diagonal measurement reluctantly—but it points out that something is amiss in the industry's diagonal measurement sys-
tem. The so-called "overall diagonal" is not the measurement of the picture but the face of the tube. In most black-and-white TV, the picture is about an inch smaller than the tube face itself.

Thus, a 23-inch tube has a 22-inch picture, a 19-

inch tube an 18-inch picture, and so on. Color
tubes, because of the shadow-mask, have an even bigger no-picture area on their face. The up-
coming 25-inch color tube will give a 23-inch picture.

The FTC cites these examples of "proper size
designation" for what it now calls a 21-inch tube:
"262 square inch picture," or "20-inch picture measured diagonally" or "19-inch by 15-inch" or just plain "19-inch."

PUBLIC HEARINGS will be held by the FTC in Washington, Oct. 20, and written comments from the public and trade have been invited, with a Nov. 10 deadline.

The industry obviously views the FTC proposals with alarm. However, the trade should benefit from store if the industry should change over to the FTC's favorite proposal measuring picture screens horizontally.

The current 23-inch tube (which measures 151
inches by 1915 inches) would become the "19-
inch." Before anyone cries with pain, just con-
side the advantages of changing the name of the 23-inch to the 19-inch.

The 19-inch set is by far the industry's biggest
selling size. Let's say we changed the name of the 23-inch to the 19-inch. Think what this would do for sales of the current 23-inch (old 19-inch) sets. The public which overwhelmingly prefers 19-inch sets, would now buy the more expensive new 19-inch sets (formerly called 23-inch), think-
ing they were the old 19-inch (now 15-inch) sets, building bigger sales and more profits.

WHAT WOULD happen to the former 19-inch
size? Well, that would be called "15-inch." Now, everybody knows that the former 16-inch set (which now becomes a 13-inch) was not a best
seller. With the 19-inch becoming a 15-inch, no-
body will want to buy that size, and more people
will gravitate toward the new 19-inch (formerly
the 23-inch).

The whole change in nomenclature may well
give us a new lease on life to the old 16-inch set.
By becoming a 13-inch set, it enters the newly popular area of tinyness, which should increase its sales. Of course, the old 13-inch will be an 11-inch, reducing the former 11-inch set to about 9 inches.

If our plan is adopted, we propose an interim period—say, 15 years or so—during which both measurement methods are used. A typical ad dur-
ing this interim period might be headed, for ex-
ample: "America's best 19-inch (old 23-inch)**
TV Value!" To further clarify the situation, of

course, the footnotes—in four-point type—will
give this explanation: **"Over-all diagonal measure-
ment; **"Horizontal picture measurement."

The real beauty of going to this new method of measurement (in addition to increasing the sales of 23-inch—correction, new 19-inch—sets) is that it should completely eliminate consumer confusion and prevent all vestiges of misrepresentation with regard to screen sizes.

If this measurement system doesn't meet indus-
try approval, we still have a trump card up our sleeves: Why not measure screen sizes by the square root of the hypotenuse? It's neat and clean, and anyone with high school geometry, a slide rule and a couple of square hypotenuses (or is it hypotenuse?) can figure it out in his spare time.

LOS ANGELES—Winston Research Corporation expects to hit the retail market with a home video tape recorder in about 18 months. The unit is expected to be in the $350 to $500 category.

The Winston recorder will tape TV programs off the air—even when the viewer is not at home. Winston also plans to make available a mobile camera for "home TV movie" use.

Winston recently showed an up-dated version of its home video recorder at the Western Electronic Show and Convention in Los Angeles. Tape cost for the unit is currently in the $25 area, but is expected to be lower early next year.

(Continued on page 32)

PERSONALITY!
KIP TYLER

A powerful theme for a powerhouse giant
"Dealer Section" which will dominate the October 3 issue of Billboard

An unmatched opportunity to reach the thousands of record retailers throughout the nation—from the neighborhood record shop to the giant chain—in a major section devoted exclusively to their problems, potentials and profits.

ADVERTISING DEADLINE: SEPTEMBER 20

Contact Your Nearest Billboard Office Now

September 12, 1964, BILLBOARD
Hi-Ho, Christmas Club Gifts to Go

ALLENTOWN, Pa. — Home entertainment equipment dealers who are charmed by too few customers having money for big-ticket Christmas gifts will be interested in a highly effective Christmas club plan developed here by Hess' Department Store. Disappointed in a low level of lay-away sales, Roy Hertz, Hess executive, worked out a plan whereby customers pay toward a gift for 46 weeks with the store adding another four week's payment free.

The result is a customer credit of a certain amount of money - 46 weeks of which was paid by the customer, four weeks by the store. Pay $1 to $5. Customers pay anywhere from $1 to $5 per week. A customer in the $5 per week category would pay in $230, the store would add $20 for a total credit of $250.

Hertz says it's a way for the customers to not only build up money for Christmas shopping but earn an attractive 8 percent rate of interest as well.

The amount of extra business gained by the store more than makes up for the extra expense involved.

Hertz notes that last year, Christmas sales were up sharply and the Christmas Club was credited for a substantial part of the increase.

The Christmas club is aimed specifically at charge-account customers but is available to anyone who wants to join. Hess' has more than 2,000 accounts on the books and a substantial number of these have joined the Christmas club plan.

STOP THE MUSIC

Norelco Toots Auto Store Horn

BOULDER, Colo. — You don't usually find tape recorders, phonographs and hi-fi equipment in an automobile supply store, but then again, you don't usually see the creative selling technique employed by White's here either.

This large automobile supply house has an attractive Norelco recorder exhibit just inside the front door. It's not only used to show off the recorders, but it pipes background music throughout the store by way of a half-dozen hi-fi speakers.

Particularly interesting is the fact that all the music was recorded by White's own personnel. The store has a profit recorded up to an expensive FM radio and music is taken off the air at 117 i.p.s.

Speed Impressive

Archie Pierce, White's manager, notes that people are especially impressed by the slow speed of the recording. He points out that use of the patched ones eliminates the use of microphones and complicated equipment.

Playback quality, with this recording rig, is comparable to conventional recording at 71/2 i.p.s., Pierce says.

The demonstration of the slow-speed recording with the patched performance has clinched many a tape recorder sale. Pierce says.

White's concentrates on quality equipment and stays away from the extremely low-priced flash-light battery-operated transistor machines.

Pierce feels such machines tend to give customers a "junk" image of the tape recorder field and they're a service headache besides. Competing stores in the large shopping center where White's is located offer recorders as low as $16.98, but Pierce dismisses these as "toys."

We prefer to emphasize the versatile features of a quality recorder, not the price, Pierce says.

Olympic Tabs Two Distribrs

NEW YORK—Olympic Radio and Television Sales Corporation last week named two new distributors: Spicola Appliances, Inc., Tampa, Fla.; and Robinson TV Distributors, Las Vegas, Nevada. Spicola, an appliance distributor for 12 years, will handle Olympic products in Southwest and Central Florida. Robinson will cover seven counties in Nevada and Utah.

Vega Elect. Sold

LOS ANGELES—Controlling interest in Vega Electronics, manufacturer of the wireless microphone, has been acquired by Computer Equipment Corporation through a stock transaction.

James Stutt, Vega general manager, has been named as vice-president. President of the company is Philip Gundy.
12:11 p.m., news: 12:15 p.m., music: 1:15 p.m., news: 2:15 p.m., music: 3:15 p.m., news: 4:15 p.m., music: 5:15 p.m., news: 6:15 p.m., music: 7:15 p.m., news: 8:15 p.m., music: 9:15 p.m., news: 10:15 p.m., music: 11:00 p.m., news: 11:30 p.m., music: 12:00 a.m.
You count more with OAK!

VENDOR MFS. INC.
1376 LEWIS ST. * NASHVILLE, TN
PHONE: 415-554-4148
Distributor areas available worldwide.

MARK 1-4

VENDORS, OPERATOR REQUIRES DISTRIBUTORS, LEWIS Dep., best-Machines.

Direct Low Factory Prices
Wabasso Gum 5 ct. 210 ct. & Giant Size 30% Bulk
Circle Roll Gum 150 ct. 30% Bulk
Claro-Vend Gum 457 ct. 60% Bulk
Exhibitor Gum 50 ct. 75% Bulk
Bubble Chews, 220 ct. 29% Bulk
Tab (best stick) 190 ct. 40% Bulk
British Candy, 150 ct. 87% Bulk
F.O.B. Factory 95 cts. Ltd.

40 years of manufacturing experience.

MARK 1-4

BUILT FOR ALL BUSINESS!

MARK BEAVER

BULK VENDING news

You count more with OAK!

ANTIVENDING BILL DEFEATED

NEW YORK A concerted effort by members of the New York Automatic Vending Association killed an attempt to ban all vending machines, except milk dispensers, and automatic laundries, from New York apartment houses.

The proposal, sponsored by the New York City Planning Commission and scheduled for hearing before the New York City Board of Estimate last Tuesday (1) speaking against the measure was Harold Peltz, president of the NYAVA and one of the heads of Peltz Vending, Ocean-side, N.Y., the bulk vending operation.

Largely as a result of Peltz's testimony, the Board of Estimate voted against the proposed ban.

Electric Money Maker
Famous ACME ELECTRIC MACHINE

Time proves favor- ite for health and amusement. Electric vibratory cur- rent increased at will be shown. One dry cell battery good for 1,500 to 3,000 plays.
Sample $29.13
2 and up 23.50
Floor Stand 5.00

ORDER TODAY

WE FORBID ANYD PRACTICE OF A SELLING PRICE ON OUR PRODUCTS.

J. SCHOFENACH

Electric Money Maker
Famous ACME ELECTRIC MACHINE

Announcing the first and newest NORTHWESTERN

Now ready for immediate delivery. Holds 1,000 individually wrapped FLEET'S DUBLLE BUBBLE TAB GUM, the most popular in bubble gum. Wrappers include calendars and premium redemption. Bulk leading. Other products soon available.

BIRMINGHAM VENDING COMPANY

520 Second Ave. North
Birmingham, Alabama
Phone: Thirteen 4-7356

Vending Headquarters for VICTOR

THE MOST COMPLETE AND FINEST LINE OF BULK VENDORS

NEW SELECTORA MA

BEAUTIFUL STORE WINDOW DISPLAY

Available in 18, 24, 30, 34 and 37 color sections. Use can vary from 4 to 6 sections. This includes all colors. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver display, for doctor or front of store. Sales with this great vendor. Write for further details, color section, prices and big displays.

Write for Price List

GRAFF VENDING SUPPLY CO., INC.
3411 W. DAVIS ST.
DALLAS, TEXAS

Vending Headquarters for VICTOR

THE MOST COMPLETE AND FINEST LINE OF BULK VENDORS

NEW SELECTORA MA

BEAUTIFUL STORE WINDOW DISPLAY

Available in 18, 24 and 30 color sections. Use can vary from 4 to 6 sections. This includes all colors. Use as single unit or can be mounted on multiple stands. New, attractive and durable space-saver display, for doctor or front of store. Sales with this great vendor. Write for further details, color section, prices and big displays.

Write for Price List

BITTERMAN & SON

Member National Vending Machinery Distributors, Inc.
411 E. 57TH ST.
PHONE: WA 1398

SAY YOU SAW IT IN BILLBOARD

September 12, 1964, BILLBOARD

37
Switzerland Assumes Role as European Coin Machine Hub

By OMER ANDERSON
ZURICH—Switzerland continues to be the coin machine capital of Europe despite competition in the European Common Market.

More big international firms operate from Switzerland than from any other spot on the continent, and major international trade gatherings are held in Zurich and Geneva more than in any other cities in Europe. It is a paradox that while major world firms scramble for a base in the Common Market, all of them instinctively regard the Swiss as the real diplomatic headquarters of Europe—now and in the future.

Seeburg Meeting
Late last autumn, to illustrate, Seeburg invited over 200 of its European representatives to Zurich. Here, as one observer noted, "in an attempt at the mystique of an international diplomatic setting," the Seeburg brass unfolded the company plans for 1964 and demonstrated new equipment.

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MOA Conclave Bids Fair to Be Top Convention in Recent Years

CHICAGO—Music Operators of America will have its most successful convention in years when members convene at the Sherman House here for their annual conclave Oct. 14-16.

A total of 102 exhibitors booths have been sold, compared to last year's figure of 82, and only five empty booths remain on the entire floor. The actual count of exhibitors already reached 44 compared to the 45 expected. The number of record company exhibitors now stands at 16, compared to last year's total of four.

Predicts 12
Fred Granger, MOA managing director, predicts the recent convention for total of about 12 when the convention starts. Granger said, "I may be getting out of date, but I think I'm safe in making this prediction. Among record companies, the exhibitors signed to date are the four majors: Capitol, Columbia, Decca and RCA Victor, all of whom are represented by salesmen in the country. A number of recording manufacturers and their advertising suppliers are also listed to show.

Latest Signed
Dale Engineering Company, Long Beach, Calif., and National Shirtboard and Billiard Company, East Orange, N. J., are among the latest firms signed to exhibit their products at the convention.

Record One Stop Association (ROSA) and the National Coin Machine Distributors Association (NCMDA) will also have their own booths, according to Sylvia Mcleroy, one of the record stops owners around the country while NCMDA, headed by O. L. (Bob) Mcleroy, is the national coin machine distributors' group.

Presence of the one stop and coin machine distributor groups, according to one observer, indicates the degree of harmony existing among the various segments of the music industry.
Switzerland Assumes Role

Finally, there is a certain symbol of Seeburg's appearance in Zurich. For Seeburg, in contrast to other major U.S. firms, remains unconvinced that the Common Market will work in evolution in our machine distribution and sales.

Seeburg is staying aloof from European production confident that, for the foreseeable future, the liabilities of Europe, particularly of the Common Market, will outweigh the blindingly Seeburg has established a myriad of distribution subsidiaries, but Seeburg equipment is still shipped from the U.S. to the Continent.

To Seeburg executives, the Common Market is a matter of selling rather than manufacturing, and selling can be organized better in Switzerland than anywhere else on the Continent.

Granger credited State and local associations for much of the success MOA has achieved to date. He noted there was "no way of measuring the help—other tangible and otherwise—that the State and local group support has meant to the national association.

Granger said that MOA was in the best position it has been in for many years—in both terms of membership and exhibitions at its forthcoming convention. The conference was held in Cold Lake, Alberta.

Still Popular

KARLSRUHE, W. Germany—It was two years ago that Seeburg discontinued its models AV-160 and AV-161, but the new...
III. Court Rules In-Line Games Legal Unless Used for Gambling

CHICAGO — A significant ruling strengthening the position of the State's in-line pinball operators was handed down last week by the Illinois Appellate Court.

In effect, the court held that in-line machines are not gambling devices per se. That is, they are legal unless actually used for gambling purposes.

The decision came after a raid last June by Cook County Sheriff Richard Ogilvie, in which 76 machines were con-

fiscated. The operators were joined by location owners in a suit to have the games returned.

A temporary injunction was issued returning the machines to their owners. The injunction was later made permanent. On appeal to the Appellate Court, there was a divided opinion.

James Brown, counsel for the operators and location owners, noted that Illinois law covered under an "exclusionary clause" a State law against gambling.

In-line games are of course still subject to federal regulation.

IRS Agents Seize Games In Me., N. H.

CONCORD, N. H. — U. S. Internal Revenue Service agents swooped on several California and New Hampshire manu-

facturers last week and seized several pinball games for alleged non-payment of federal taxes on gambling devices.

Two machines were re-

portedly found at the Harpster Country Club in Walpole, N. H., where agents claimed the $250 annual tax on each device had not been paid.

Evidence in his case was turned over to U. S. Atty. Louis M. Janelle of Concord for con-

sideration of possible prosecu-

tion.

Revenue agents also confis-

cated 12 alleged pinball ma-

chines at three establishments in Southern Maine.

Kentucky's IRS intelligence chief in Maine said the raids by nine agents climaxed an undercover investigation that had been conducted for some time. Evidence was turned over to U. S. District Atty. Ailton Lessard, who said whether the cases established had committed any violations large raids were reported to have taken place at the same time elsewhere in New England.

Bulk Banter

Joe's Vending Service, Seul Beach, was in town.

Preston Coombs and Mrs. Coombs are enjoying a vacation on the Mediterranean. They will be back in town several weeks. Sam Mortvack leaves Japan soon on the last round of his around the world trip. (One visit to Europe. George Ruby, La-

mirada, was at Acme for mer-

sets.

Max Jones is back on the job following a well-earned vacation in Harker Heights, Interna-

tional Vending Service. San Pedro, completed two weeks' travel as a serviceman. He spent the time with other re-

servation operators near Riverside. James North-

er is planning a weekend trip to Tijuana. He is on his Louisiana operators are trying out 100 new capsule machines, all selling well.

W. Va. Assn. Convention Looms as a Big One

OAK HILL, W. Va. — The West Virginia Music and Vending Association's annual convention to be held in Huntington, Sept. 17-19, promises to be one of the most successful in the association's history.

John Wallace, convention chairman, indicated that reserv-

ations are pointing to the high-

est attendance ever.

Virtually all of the nation's jock box and amusement game manufacturers will be represented by exhibits by their distributors.

A number of vending firms are also slated to exhibit. Business forums along with general membership meetings are being scheduled.

Carlos Hilburn, Dixie Amusement Executive, Dies

DOTHAN, Ala. — Tragedy struck again at Dixie Amuse-

ment Company here with the death of Carlos Hilburn. He had been general manager of the Company for two months before Joe Joseph, founder.

Hilburn, who died in a Ver-

ner's Administration Hospital here, had more than 30 years of experience in game and jockey box operation.

Following the two deaths, the company has been administered by Mrs. Joseph. The operation has more than 150 stops over a 150-mile radius.

III. Rock-Ola Grand Prix... the prestige phonograph for all locations intermixes 7" LP's, singles, 33 1/3's, 45's plus unexcelled stereophonic reproduction

Look to Rock-Ola for advanced products for profit

Bowers

Vendors... Shopped Cigarettes

Candy

Coffee

International Coin

M. S. QISER
Sales Manager

SITELCO

International Coin

Chicago, Ill. 60618

BILBOARD, September 12, 1954
Announcing Billboard’s Special M.O.A. CONVENTION ISSUE

Dated: SATURDAY, OCTOBER 17
Distributed: MONDAY, OCTOBER 12
Ad Deadline: WEDNESDAY, OCTOBER 7

CONVENTION DATES
OCTOBER 14-16
SHERMAN HOUSE, CHICAGO

This fact-packed issue (see editorial highlight below) offers advertisers a once-a-year opportunity to display their products at a time when the FALL BUYING SEASON is just beginning for the nation's operators.

Billboard’s M.O.A. Convention is an excellent, low cost message vehicle for MANUFACTURERS and DISTRIBUTORS of phonographs, amusement games, pool tables, cigarette and other vending machines, background music equipment, kiddie rides, coin handling or moving equipment, as well as SUPPLIERS of coin machine parts.

EDITORIAL HIGHLIGHTS


Analysis contains:
- Where juke boxes are located, how many in operation.
- How locations are paid.
- Monaural and stereo phono facts.
- Average weekly take per machine before commission.
- Record purchases — where records were bought.
- Diversification Information — Tells how many phone operators operate amusement games, cigarette machines, food and drink machines and kiddie rides.
- Regional Reports on economic conditions of coin machine industry.
- Special programming tips.
- Special taxation article.
- M.O.A. progress report during past year.
- List of M.O.A. exhibitors agenda.
- M.O.A. slate of officers.
- General convention news roundup.

Plus all the regular news coverage

The 1964 Billboard M.O.A. Convention Issue will be PACKED with NEWS YOU WON'T WANT TO MISS!

ADVERTISING HIGHLIGHTS

- Standard Billboard page size.
- Regular Billboard advertising rates apply.
- Offset printed — no plates required.
- Excellent reproduction.
- An opportunity to reach those operators attending the convention, as well as those unable to attend for one reason or another.
- Special free distribution of this important issue from Billboard's Servicenter — located at a high traffic location during the entire convention — Sherman House, Chicago . . . . October 14-16.

START PLANNING NOW!!!

Have your advertising sales message ready to appear in the pre-convention issue (October 10), convention issue (October 17), and post-convention (October 24) issue of Billboard.

REMEMBER . . . Advertising Deadline for the M.O.A. Convention Issue is Wednesday, October 7.

Have your agency prepare copy now, or if you don't have an agency, give your Billboard salesman the assignment.

MAKE YOUR RESERVATION FOR ADVERTISING SPACE TODAY.

Chicago, Ill. 60601
188 W. Randolph
Central 6-9818
Dick Wilson

New York, N. Y. 10036
165 W. 46th
PL 9-2800
Denis Hyland

Hollywood, Calif. 90028
1520 N. Gower
Hollywood 9-5851
Bill Wardlaw

Free Distribution of this M.O.A. Issue from Billboard's Servicenter where messages are taken, phone service is available, and your many questions are cheerfully answered. All N.A.M.A. guests visiting the M.O.A. Convention will also receive a complimentary copy of this issue.
A common practice among some fast-back artists involves opening a store, milking advance commission loans from music, game and vending operators, then closing shop soon after the opening. In some cases, the location doesn't even bother to open. The owner merely rents a store front, puts a sign up announcing his intention to open, collects what he can from eager coin machine operators, then skips the premises.

Information Service MONY is attempting to cut down on this kind of fraud by informing its members who the guilty parties are. The group claims that a fly-by-night location owner refuses to pay under threat, and the operator at least has a warning.

Al Denver, MONY president, said there is little the coin-operating community can do to help the first victim, but its warning system can prevent other operators from getting stuck.

Aside from actual fraud, local operators are harried by loan and bonus demands by location owners.

Once a location owner has tasted blood in the form of an advance commission, he generally tries on the same arrangement when his contract comes up for renewal.

Advance Commissions Operators here have long accepted the advance commission system on a foot of life and make provision for it in their budgeting. If the location is a sound one, the operator is out only the interest charges on the loan. Bonuses are another story. Once an operator parts with $500 to get a location contract, he most likely is only half-century note, but also the interest he would have accrued.

CHICAGO—Action on Sea Shore, Gottlieb's latest two-player pinball game, centers around a pair of red targets and a pair of rotating targets in the center of the playfield. The rotating targets carry values from one to five. Hitting the red target multiplies the value of the rotating targets by 10. Two hits on the red targets multiplies the rotating targets by 100.

Hitting a center target in the middle of the playfield resets the rotating targets to their original values.

Roto Targets Spin Four top rollers and kick plates spin the roto-targets and light corresponding colored pop bumpers. The pop bumpers are worth one point—10 points when hit. Four bottom rollers are worth 10 points—100 when hit.

MOA Poll to Decide Top Artists, Disks

Chicago—Juke box operators throughout the nation are being polled by the Music Operators of America in an effort to determine the coinmen's best-selling record of the year, 1964 and the record company which has done the most for the music industry through radio and television promotion.

Records were asked to rank the top three in each category. Results will be announced at the annual MOA banquet at the Sherman House Chicago, November 4th. Grammy ballot results and banquest reservations must be in MOA's Chicago office by Thursday (15).

Gottlieb Bowls Sea Shore Two-Player Flipper Game

CHICAGO—Action on Sea Shore, Gottlieb's latest two-player pinball game, centers around a pair of red targets and a pair of rotating targets in the center of the playfield. The rotating targets carry values from one to five. Hitting the red target multiplies the value of the rotating targets by 10. Two hits on the red targets multiplies the rotating targets by 100.

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The Spotlighted Album Award feature on the new LP Console/480 is an entirely new concept in selling music to the public. It's so new that we wanted to have it tried and proved on locations from coast to coast before we made such a statement. After only 8 weeks on location, the new Seeburg with the Spotlighted Album Award feature has proved to earn more money for operators and locations than any other phonograph ever manufactured in the coin-operated phonograph industry and proved on locations from coast to coast before we made such a statement. After only 8 weeks on location, the new Seeburg with the Spotlighted Album Award feature has proved to earn more money for operators and locations than any other phonograph ever manufactured in the coin-operated phonograph industry. Go to your Seeburg Distributor today and have him explain this great new feature. If he doesn't convince you, just ask any operator who has one on location.

PATSY CLINE
NANCY WILSON
MAYO MASON
HANNAH FLETCHER
BILLIE HOLIDAY
RAY CHARLES
BEVERLY ROBERTS
SUE LYNN
JIMMY DUNN
"SPOTLIGHTED ALBUM AWARD"
PATENT PENDING
BILLBOARD SPOTLIGHT PICK
Pay $14.95 (or more) to have this issue with sufficient sales potential, in the opinion of Billboard’s Review Panel, to achieve a listing on Billboard’s Top LP’s charts. Seattle winners in other categories are selected on the basis of their potential to become top sellers in their respective areas.

ALBUM REVIEW POLICY
Every album sent to Billboard for review is heard by Billboard’s Review Panel, which takes its sales potential into its category of music. Full reviews are printed for Spotlight Picks and Special Much Picked. All other albums are listed in their respective categories.

P O P  S P O T L I G H T
THE ANIMALS
MOH E-4244 (W); SE 4244 (S)
With their simple hit “House of the Rising Sun,” the Animals are enjoying great success on both the pop and R&B charts. Their latest effort, a handsome folk-pop song that will further cement their fans’ love for this group is a delightful change of pace for them. It’s in good taste and enjoyable.

THE BIG HITS FROM ENGLAND & U.S.A.
Various Artists. Capitol T 2125
(D); DT 2125 (S)
A commercial selection of songs and artists that are on their way up. The Beach Boys, Roger Miller, and Bob Dylan are among the top American artists who have their hits. But there is also some British material from the likes of Peter, Paul & Gordon and Cilla Black. All the necessary ingredients needed to be a fast seller. It’s in good taste and enjoyable.

BREAD AND BUTTER
The Newbeats. Hickory JPA 120 (M)
Now here’s an exciting new group. Currently enjoying a big hit single, “Hound & Pander” and the group enjoy a hit on this album. “Electric City” is a fine number while the two other hits, “Kiss Me, I Love You” and “They Call Me A Line” are also good.

THE BIG HITS FROM ENGLAND
Various Artists. Capitol T 2125
(D); DT 2125 (S)
A commercial selection of songs and artists that are on their way up. The Beach Boys, Roger Miller, and Bob Dylan are among the top American artists who have their hits. But there is also some British material from the likes of Peter, Paul & Gordon and Cilla Black. All the necessary ingredients needed to be a fast seller. It’s in good taste and enjoyable.

MORE BIG FOLK HITS
The Brothers Four. Columbia CL 2123 (M); CS 9013 (S)
The group, which has had its share of hits and is trying hard to maintain them, has a commercial track record. The Brothers Four are doing a fine job, and the music is good. It’s a fine effort by a group that is well worth listening to.

DELICIOUS TOGETHER
Betty Everett & Jerry Butler
Vee Jay VJP 1099 (M)
Both Betty and Jerry have a long list of singles to their respective credits, and this is a good match if it is indeed. The song selection is solid, and the group seems to be on a roll. It’s a fine effort by two great artists.

ANOTHER SIDE OF BOB DYLAN
Bob Dylan
Columbia CLT 2793 (M); CS 8993 (S)
Harmonica, steel guitar, and rhythm and blues guitar support the neat backing of Bob Dylan. The still impressive leader of the folk-rock band has some beautiful touches in the guitar work and well-done harmonica. The results are enjoyable.

THE SOUNDS OF HARLEM
Various Artists. Columbia CTS 31 (M)
Another outstanding package from Columbia’s Jazz Archive Series. With the new emphasis on the classic old school, this album is a perfect addition to any collection. However, the album is listed as “Falling,” “It’s All Right.”

A JAZZ PORTRAT OF JACK LA FOE
Regino R 314 (M)
Jack’s impressive presentation is bound to please. The more one listens to this album, the more one enjoys it. The sound is clear, the arrangements are good, and the music is good.

MUSILISORSKII: BORIS GODUNOV (1472-1578)
Georgii London/STUDIO Thraum Produkt (Melk-Tezow)-464 594 (M); 464 070 (S)
An exciting addition to recorded music is the latest release from Musilisorskii. The album, which features the talents of Boris Godunov, is an experience to be enjoyed. The sound is clear, the arrangements are good, and the music is good.

STATE MUSIC MEMORIAL ALBUM
Various Artists. Stanley SLP 291 (M)
The country artists featured on this album are all top-notch performers. The album is well produced and offers a variety of sounds that will please all music lovers.