CAPITOL THROWS PRICE BOMBSHELL

By LEE ZHITO

NEW YORK—Capitol moved into the price stabilization battle with full force today (2), announcing that henceforth it will charge all customers the same LP price—the same LP price. This applies to the complete Capitol and Angel lines, and becomes effectively immediately.

Thus, this major stripped rack jobbers and one-stops of their customary 10 per cent functional discount in an unprecedented and far-reaching revision of its sales policy. The "Stand for Stability," as Capitol President Arthur Livingston tagged the new policy, includes dropping all special discount programs, and maintaining the same price on a year-round basis.

The new discount structure is 38 per cent plus 9 per cent plus 10 per cent, or $2.02 on $3.98 LP's and $2.53 on $4.98 product. The previous discount structure was 38 per cent for dealers, and 38 per cent plus 10 per cent for rack jobbers and one-stops with all special sales programs and air personalities, the "one-price-for-all" compared to $2.47 for dealers, and $2.22 for rack jobbers and one-stops.

Other elements in its new sales approach include factory skin-wraping of all Capitol-Angel product; continuance (with modifications) of its Basic Stock Protection plan which provides a 100 per cent exchange privilege in preset quantities, amounts varying with individual LP releases, credit and benefits extended according to the market's seasonal requirements.

The sweeping price changes were unveiled here last week at a press conference by Livingston and Capitol Records Distributing Corporation Vice-President and General Manager Stan Gortikov. Also on hand were Bob Carp, CRI vice-president and secretary, and Brown Meggs, its Eastern operations director. Gortikov briefly reviewed the marketing evolution of the record industry, and the growth of the rack jobber and one-stops facets.

Gortikov said that in earlier days, rack jobbers provided an invaluable function by gaining exposure for disk product at drugstores and supermarkets.

MARCH 7, 1964
SEVENTIETH YEAR
50 CENTS

Radio-TV Programming
Phone-Tape Merchandising
Coin Machine Operating

The International Music-Record Newsweekly

EDITORIAL

Capitol: A Stand for Stability

CAPITOL RECORDS' dramatic pricing policy (see separate story) is, put it bluntly, one of the boldest moves in the annals of the record industry. The fact that such a drastic decision was made reflects the chaotic condition of the distribution end of the business. One is tempted to state that an acute illness necessitates a drastic remedy. And the label's move will be regarded in that light by many.

We must commend Capitol for its courage. The decision to even out the price differential between retailers on one hand, and rackers and one-stops on the other, undoubtedly reflects much soul-searching. Retailers, of course, are hearty in favor of the move; rackers and one-stops are incensed, and many independent manufacturers feel it is a move in the right direction.

It would be naive, and an oversimplification, to state flatly that Capitol's pricing policy is the final solution to the industry's ills. At the same time, it is completely correct to state that Capitol's decision mirrors the concern of many regarding the industry's total health. It mirrors the concern over "profit less prosperity"—to use the words of Dave Kapp. And finally, it mirrors the belief of many that the dealer structure must be brought into a more competitive position.

Whether the answer is total abolition of the functional discount to rack jobbers and one-stops—while servicing these outlets in other ways—or whether the answer is a not-so-drastic compromise—will be known in time.

Capitol does not intend to wreck the rack jobber and one-stop. It does intend to bring the dealer into a stronger competitive situation; it does intend to move more catalog, and it intends to continue working with the racker and one-stop on what it considers to be a sounder business basis.

Response Ratings Reveal
D.J. & Station Influence

By GIL FAGGEN

NEW YORK—The influence of National Federation of Commercial Broadcasters, New York radio stations and their air personalities on their respective audiences has been recently revealed in Billboard's first Radio Response Ratings. (See ratings, p. 13.)

In an effort to dramatically illustrate to advertisers and potential advertisers, and other interested parties, how the effective use of all of its records can increase audiences and attract business to stations, the survey was designed to show the influence on audiences of various types of musical formats and the air personalities operating within these formats.

In addition to showing the "Response Rating" of radio stations and air personalities, the survey is designed to show the influence on audiences of various types of musical formats and the air personalities operating within these formats.

As broadcasters have long argued, there is a direct correlation between a station's ability to influence its listeners to purchase particular single records and albums, and its ability to influence these same listeners to purchase the products and services of those advertising on the station.

The record promotion man, from distributorship to record manufacturers, publishing houses and as an independent, is the key person selected to evaluate radio stations and disk jockeys in each market. For it is this man who has the primary responsibility on a day-to-day, week-to-week basis to know which stations and which air talent are most effective in presenting his firm's product to the public.

Which stations and air personalities motivate the listener to purchase singles, LP's, jazz, country and western, classical, and other types of music is basic to any promotion man's duties. In the swirl of every day activities it is the promotion man who personally contacts the station personnel involved in deciding what music is to be played on the air; with his competitors for time on this precious air for—(Continued on page 12)

JONES TO HIT 7 TOP TV-ERS

NEW YORK—Jack Jones is on his way to setting a new mark for television exposure by a recording artist. Between February 23 and May 15, the Kapp artist will have appeared as a guest on seven major network shows and one CBS show. On tap are appearances on the "Bell Telephone Hour," NBC, March 10; the "Ed Sullivan Show," CBS, March 15; the "Jimmy Dean Show," ABC, March 26; the "Bob Hope Show," NBC, April 10; the "Jory Bishop Show" in April, and "The Jack Paar Show," NBC, May 15.

FTC Conference: Benton Answers

By MILDRED HALL

WASHINGTON — With the FTC industry trade conference just around the bend, record people want to know if a one-day hearing will suffice, and what comes after the day-long discussion in Washington March 13.

Billboard's Washington reporter asked for the answers from John Benton, FTC attorney in charge of the trade practice procedure for the record industry. Benton will work under supervisory commissioner at the conference, John R. Reilly, FTC's newest commissioner, a Kennedy appointee.

RIAA's somewhat belated submission of its proposed rules will be considered at the hearing, as will any other suggestions.

But the conference will be geared to the suggestions by industry and by Federal Trade Commission staff, incorporated in FTC's own release as it was submitted in advance to the members of the industry. Copies of the proposed rules of good practice will be available on the day of the conference.

One-Day Session

FTC attorney Benton expects that one full day, possibly running into an evening session if necessary, will be enough to thread out major aspects of the 34 suggested trade rules. Only the most unusual circumstances would call for another conference, unless at later date, the full Commission decides another hearing is needed.

A second day conference is (Continued on page 10)
RICHARD RODGERS' OFFICIAL NEW YORK WORLD'S FAIR SONG

"FAIR IS FAIR"
©/w THE HAPPY WANDERER
©8323
RECORDED BY
NORMAN LUBOFF CHOIR

RCA VICTOR
The most trusted name in sound
CAPITOL PRICE REVISION DRAWS INDUSTRY WORDS

The following is comment from industry leaders on Capitol's price revision last week.

Jerry Westler, Atlantic Records, New York: "It sounds terrific to me!"

Raul Acevedo, G. Schirmer, Inc., New York: stated apropos the Capitol move: "I am glad to see this happen. It is a clean, honest, and fair action. Proper pricing policy has helped us, and now I am very pleased with Capitol's earth-shaking announcement. I hope others will follow.

"This is Capitol's prerogative to do what they have done, and we accept it... as long as they put us in the same category as a retailer who disguises himself as a rack, like it.

"It is very unfair to a rack jobber, if he's trying to help us, and now I am very glad to see Capitol's earth-shaking move. I hope it will prove to be an ideal - we hope the dealer a better seller!"

Larry Newton, ABC-Paramount, New York: "We are examining the Capitol move very carefully. Sam Clark, I, and other execs have been huddling all morning."

Arnold Maxin, MGM, New York: "I am studying the Capitol plans."

Mickey Gensler, Association of Record Dealers of New York and New Jersey: "It is a step in the right direction... Competition will be more equal... It places the dealer in the position of selling product, not price." (Continued on page 10)

Capitol Cuts Dozen Subdistributors

HOLLYWOOD—Capitol Records Distributor Corporation last week notified approximately a dozen subdistributors that it has made a decision to cut off sales to them that it will no longer sell to them. The reason given is that those subdistributors do not "comply CRD's distribution policies." An industry source indicated that this kind has been taken," but refused to divulge the number of subdistributors affected. Gorkikov stated that "this decision is a result of our decision to cut off service and some of these distributors and a number of accounts which give the elimination of the 10 per cent discount to sub-distributors.

Some of the subdistributors cut off from CRD service were reported to include: George Hartstone's Cal-Racks, Mosie City Record Racks (both Los Angeles), Dave Watson's Pick-A-Tune and Western One-Stop operations (both San Francisco), and I. J. Morgan (Philadelphia), among others.

Test of Capitol's letter of notification to the subdistributors followed.

"It has become increasingly difficult for CRD to service accounts which are a menace to the company. This is not something which is both satisfactory to you and economical to CRD. In CRD's system, when our distribution fails to continue to be serviced by the rack jobbers now perform, but we can't do it for them, it's the rack jobbers are now performing better."

As a result of this situation has also triggered major accounts, such as their "pressing for the same discount as rack jobbers, and their refusal to buy anything else only to cream items." In addition, some are now buying through a rack jobber or one-Stop in order to get an extra discount," he said, which means "we must sacrifice 10 per cent and get less volume for it." This, he found, increases the temptation to continue to be serviced by rack jobbers.

"It is evident that a number of our accounts have had problems, he said. "However, they are now focusing their efforts on taking over conventional record dealers. They are increasingly acting as purchasing agents for dealer accounts. In addition, Gorkikov pointed to an increasing number of record dealers, threats to replace us and other distributors, and the fact that we are losing our services offered.

The special discount programs have had a beneficial result," he said. "Their favorable results have been diminishing, the catalog and key artists have been cut. Customers have become interested in whether to buy when and by whom and returns are greater than ever." (Continued on page 10)

Malamud Says Capitol Move ‘BACKWARD STEP’

PHILADELPHIA—The National Association of Record Merchandisers, through its executive secretary, Jules Malamud, issued the following statement concerning Capitol's "one-price-to-all" LP policy: "The action of Capitol Records in disregarding the important position of the rack jobber in the phonograph industry is the most backward step taken by a record company in my memory. Motivated by a selfish fear that their traditional methods of distribution must be reversed, Capitol has played the distributing factors in the tremendous growth in phonograph record sales in the past decade. The bitter fight that inter-city competition with Capitol's British leadership cannot but effect the American evolution in the marketing of phonograph records which has already taken place and will continue to do so.

"At the 1961 NARM convention Glenn E. Wallichs, then president of Capitol Records, cautioned the rack jobbers not to 'kill the goose that laid the golden egg.' Capitol Records may well be reminded that the golden egg has no value until it is taken to the market.

"We will stay in the distribution business. We will grow in the distribution business. We will grow in the distribution business. We will grow in the distribution business. We will grow in the distribution business. We will grow in the distribution business. We will grow in the distribution business.

Gorkikov then outlined CRD's new price policy, Jules Malamud, executive secretary of the NARM Merchandisers, told Billboard last week. NARM will fight the Capitol move with all its power in behalf of its members, Malamud said.
NEW YORK—The sound of the big bands, which has taken a backseat to rock and roll during the last decade, is getting heard again via the efforts of record companies and some radio stations. It is not an overnight phenomenon. It still doesn't mark a complete return of the big band era but it does indicate that there's still a market for it in some circles.

One of the major labels that continually banks on the big band theme to boost its LP sales is Decca Records. For the third consecutive year, Decca has primed for a March promotion on its band catalog with one or more LPs.

Under the heading of "The VIP's (Very Important Product) are back," the dealer incentive program for March will be highlighted by the release of nine new dance sets. Also included are several LPs from the artist's entire album catalogs, making a total of 12 LPs which fall under the terms of the program. (The details of the program is presented in this issue, along with all local Decca branches and distributors.)

The sign-off sets are by Warren Covington, Peter Duchin, Jan Garber, Bert Kaempfert, Sammy Kaye, Wayne King, Guy Lombardo, Dick Rodgers and Artie Shaw. The others are "Uptight In Airplay." On the radio level, AM and FM, there's been somewhat of a renaissance in the airplay of dance band music. According to Decca's promotion, the upbeat in the airplay has rubbed off on the recordings and built up the sales take.

In Los Angeles, for example, live performances and music of the swing era are two programming features on KFI-AM.

NBC's affiliate there. Under the guidance of Chuck Cecil, KFI's "The NBC Sound of Music," on Sundays 1-4 PM from 1116 McGee, is a 1,000 watt signal that serves the entire Los Angeles area.

Late Single Spotlights

Pop

HERB ALPERT'S TIJUANA BRASS
MEXICAN DRUMMER BOY (Irvings, BMI) (2:13) - This is the strongest disk Tijuana Brass has had since "Lonely Bull." A hot item that's got a rocking Mummers' sound and shouting female chorus. The flip is "The Great Maouzer" (Irving, BMI) (2:35).

CASSIUS CLAY
I AM THE GREATEST (Blackwood, BMI) (2:13) - STAND BY FOR THIS PRODUCING/RECORDING "OF THE MONTH." The caption on the LP both before and after the Miami fight. Columbia has also readied new streamers, window displays and other point-of-sale materials for dealers in store use.

At the time of the recording session last August, Clay predicted that his LP would outsell "My Fair Lady," Columbia's biggest of the Broadway cast album which has sold more than 5,000,000 albums. The flip of course, has made no comm. (Continued on page 10)

Wallichs' Sales Leap

HOLLYWOOD — Music City's newest store in the South Bay area has exceeded its first four months projection by 50 per cent, and President Clyde Wallichs anticipates doing over $1.2 million in the store's first year's operation.

When the store, the fourth in the expanding chain, opened last November 15, Wallichs projected $100,000 for the first year and didn't think the 'til would go above $1.2 million before the second year. Wallichs said the value of this store, located in Torrance, CA 90501 will exceed $125,000 in inventory and $150,000 in interiors. Each of the stores will employ between 25 and 30 people.

Wallichs' other locations are in downtown Los Angeles, downtown Hollywood and at the Sunnyside Shopping Mall. By offering a complete selection of everything from records to pianos, Wallichs has become the complete department store for music during its 14 years' existence. Since proving his complete

(Continued on page 10)

Vee Jay Records Unveil New Tottie Label

HOLLYWOOD — While still unquaking from its recent move from Chicago, Vee Jay Records last week unveiled its new Tottie subsidiary as one of the major steps in its continued expansion.

First disk on the new label is the track, "Twist and Shout," cut as written by James, if your name is not on the record.

"Reason for debuting its first sub label, Lasker explained, was to have a line of Tottie to be available to the record companies to use for airplay and to offer an outlet for strong product.

A new network of Tottie distributors has been established. Lasker said the entire Tottie label will soon have its own sales and a&r staffs after interviews currently underway throughout the country.

Wallichs now has its own sales man and regional manager in each city. Lasker said "This will differentiate Tottie from Vee Jay's policy of being r.a.b. oriented."
HIT AFTER HIT AFTER HIT AFTER HIT AFTER HIT AFTER HIT

...NOW FROM

TONY BENNETT

A NEW SINGLE!

"WHEN JOANNA LOVED ME"

C/W "THE KID'S A DREAMER" 4-42996

FROM THE COLUMBIA LP "THE MANY MOODS OF TONY"

COLUMBIA SINGLES SELL!
CRDC Announces New Prices...

1. One-Price Policy on Albums
One price to all. No functional discounts. The same special trade discounts to be available uniformly to all dealers and sub-distributors alike.

2. A New, Realistic Price and Discount Level
Now 38% plus 9% . . . plus 10% to all! In reality, a sub-distributor price for all customers.

3. Year-Round Pricing
Planned purchasing now possible throughout 1964. You can stock only what you need.

4. No Discount Programs
Promotions will concentrate on product, not price. Heavier emphasis than ever on merchandising, on entertainment, on intriguing the consumer!

5. Basic Stock Protection Plan
Available to all. Adapted to special needs of dealer, rack jobber, one-stop. Insures cleaner inventories, realistic stock levels, better turn, reduced risk, improved profits. Policies continue on 10% exchange.

6. Plastic Shrink Wrap
On all new release albums beginning in May, earlier on some. All factory catalog replenishment to be wrapped beginning in April. Warehouse stocks go into plastic as soon as mechanically possible.

7. Single Records Policies Unchanged
No change in current single record price and protection policies.

8. Credit and Dating
Tailored to industry seasonal needs and patterns.

No departure from historical industry “total” or “list” prices. No change in mono-stereo price differentials. These remain vital to present industry profit structures.
New Policies... For All

A STAND FOR STABILITY
Bold moves merit frank explanations. It is the intent of these comments to justify our rationale and excite your interest and faith in our approach and in our future... and yours!

In inaugurating the foregoing policy changes, CRDC takes a "Stand For Stability." No one set of prices and credos can provide everything for everybody. But it is CRDC's conviction that these revisions will bring greater growth, added profit, and sounder business practices to the entire industry.

COLUMBIA'S ACTION
Last July CRDC's competitor, Columbia Records, announced its "Age of Reason" policy. The Columbia move gained industry applause from many in its new policies, CRDC effectively acknowledges Columbia's action and adds the refinement of price equalization.

PROFIT... A NEGLECTED GOAL
Increased profitability is the key objective of these policy revisions. Profits have been appreciably inadequate for our customers, and for CRDC. Current trends indicate a worse profit outlook, not better. Renewed cost stability will renew profit, it's time for a change.

WHY NO DISCOUNT PROGRAMS?
Capitol and Angel labels have been leaders in price and discount promotions. Great growth and customer traffic have resulted. But the interest of the dealer and the consumer is waning. Problems are becoming knottier than ever in purchasing, inventorying, cost confusion, and "guessing" right. It's time for a new direction.

WHAT! NO PRICE PROMOTIONS?
Not true. Conventional "hyped" discount programs are abandoned, yes. But CRDC's new price is deliberately set low enough to allow the dealer to schedule periodic price-oriented promotions. And these will continue to have strong support in displays, merchandising, and advertising.

SINGLE RECORDS POLICIES
No change is made in single record price and marketing policies, which presently yield dynamic sales and promotion action, artist birth and growth, and album by-product. Also recognized is the vital role of the one-stop in achieving the sales potential of the single record.

THAT PRICE DIFFERENTIAL
Of all the new policies, abandonment of the price differential between dealer and rack jobber is most likely to be questioned. Yet the historical industry policy of having two different wholesale prices on the same product defies a natural tendency. That tendency is for such prices ultimately to equate... at the lower price level of the two.

The prevailing 10% differential between retailer and rack jobber prices has spawned a host of problems and pressures:

1. The large retailer contends that he, too, is entitled to the 10% because of the services he performs in his own outlets and because of the volume he buys. He even has turned to buying some of his product from certain sub-distributors who are willing to share their own trade discount.

2. The smaller dealer feels that the price differential, in favoring the rack jobber, precipitates discounting practices from which he suffers. Further, he claims the rack jobber often benefits from the extra 10% in his own retail outlets for which he has unfairly bought product at the preferential price from some distributors.

3. Many rack jobbers claim that the prevailing 10% sub-distributor discount is "not enough" and that, since they perform distribution functions, they should enjoy full distributor prices. Further, they state both as a goal and as an inevitability, that it is only a matter of time before the rack jobber supplants the label distributor.

SERVING THE RACK JOBBER
CRDC, by its discounts, has long helped subsidize the services a rack jobber performs... but not in order to expedite its own expulsion from the distributor function. Over the years CRDC has made significant contributions, and many more can yet be made. The industry role of CRDC cannot now be delegated to the rack jobber; by design nor by abdication.

Although many rack jobbers choose to replace the role of CRDC (and of all distributors), CRDC does not choose to abandon the rack jobber. Instead, we desire to serve him and serve with him. The prices announced herein can integrate with the interests of many rack jobbers and any of their customers.

CRDC expects to meet the needs of its rack jobber customers in many other ways -- through realistic credit terms, adequate expanded protection policies and by offering and promoting merchandise that creates demand and turnover.

THE IMPACT OF THE ONE-STOP
The services of the one-stop have been particularly beneficial to many segments of our industry -- to the smaller dealer or record outlet, to the juke-box operator, to the mail-order purchaser, and to the retailer of single records. Many of the new policy changes have long been advocated by many one-stops.

AND THE CLASSICS?
More than any other product line, the Classics lend themselves to sound merchandising and promotion. The new policies allow greater emphasis on these efforts and assurance of maintaining the gratifying market gains of Angel and Capitol Classics. CRDC intends that the classical enthusiast be more conscious than ever of the basic value and musical excitement in these lines.

IS RADIO AFFECTED?
Only to reiterate the important role of radio in creating consumer interest in records. Every possible effort will be continued to foster radio station support. Present service will be maintained, plus a constant search for new ways to merit airplay. Assuring the excellence of single record and album product, of course, remains the key to desired radio exposure.

A NOTE TO THE ARTIST
You, too, have a stake in all industry marketing trends and policies. The changes herein described help to offset several current tendencies, which are most disadvantageous to the individual artist: lesser in-depth catalog stocking; lower catalog sales; increased difficulty in obtaining in-store exposure of many individual artists; resistance to showcasing the new artist; and the shortened life cycle of the new release.

WHEN?
The policy revisions described herein are effective at once... beginning March 2, 1964.

OUR PRODUCT... A PLEDGE
No price, no policy, no program can substitute for offering phonograph records that genuinely please and entertain the public. You can count on CRDC to seek and offer merchandise that gives this pleasure to people... and profit to you.

For further information, please contact your local representative.

CAPITOL RECORDS DISTRIBUTING CORP.
Big 3 Music Goes Madison Contacting

NEW YORK — The Big 3 Music Company, Inc., has contacted many of its professional men in the field and also in the major New York talent booking agencies to establish closer ties with A&R men and artists. In addition to expanding their nationwide coverage of standard, pop, TV and film music to include college and club contacts, the professional men will also be in a position to provide greater service to the artists. The system is set to present record packaging ideas, artist and format presentations to the labels.

Line-up actual of the Big 3 staff continues with professional men Oscar Robbins, Murray Baker, Kirk Myrick, Dick Trench, Dick Mildred and Bud Manning reporting to professions in Madison Avenue, Chicago and Los Angeles. The entire operation is under the personal supervision of Mickey Scoop.

Greenman to United Artists

NEW YORK — David Greenman has joined United Artists Records as national promotion director. Greenman comes to UA after five years as national promotion manager for Joy Records.

Greenman, who has been in the music business for the past 16 years, will be working in conjunction with Andy Meier, U. A. A&R man, who is also promotion manager, in radio station and disk jockey liaison throughout the country.

New Album Releases

Chart on Page 42

ASCAP GROSS TOPS $37 MILLION

HOLLYWOOD — American Society of Composers, Authors & Publishers reports $37,790,908 in 1963, of which $36,585,428 was earmarked for member composers and songwriters. ASCAP admitted 103,553 members, up 12,385 since 1962.

The ASCAP 1963 grossed $37,790,908, a 15% increase from the $32,865,480 in 1962.

Oscar Nominations

Melody Melts Nominees In Annual Selections

HOLLYWOOD — Music members of the Academy have selected 16 songs as nominees for the 36th annual Oscar competition. The list of nominees is the result of music ballads as they named "Call Me Irresponsible," "Choo-Choo," "It's a Mad, Mad, Mad, Mad World" as top film choices last year.

"Irresponsible" was responsible for sales of million-dollar singles by Benny Goodman, the record of the same name, "Mad World" was the film theme penned by Erich Kunzel and "More" was penned by the team of Irwin Kostal and Harry Lehrman.

Select German Festival Tunes

BADEN BADEN — Finals in the International Composition Contest have been set for June 13 at this world famous spa. Premiers performances will be given by Radio Free Berlin (West Berlin) and the Lieber & Shivas. The contest is sponsored by the new Discount Record Center, a branch of the Big 3 Music Company, and will be presented through its Brussels office.

The winners will be announced in June at the contest.

Top Lyricist

Johnny Burke Dies At 62

NEW YORK — The show business world is mourning the death of lyricist Johnny Burke, one of the top songwriters of the day. Burke is survived by his wife, Vivian, and two children, Jack and Joan. He was 62.

Burke, who was born in San Francisco, was a native of Hollywood, where he died in his sleep in his New York apartment last Tuesday (28) at the age of 55. Burke, who collaborated with many top composers over many years, worked on many Bing Crosby-Bo-Hope "Road" movies and won an Academy Award for "Swinging on a Star."

His first collaborator was Harold Spina, with whom he wrote "Be My Showcase." Burke also wrote "How Much Is That Doggie in the Window," "I'll See You In My Dreams" and "Harbor Lights." He was also nominated for an Oscar two years ago for "A Star Is Born." His last collaboration was with Marilyn Monroe for "The Seven Year Itch." He was a staff composer with various studios in Hollywood and wrote such classics as "I Say A Little Prayer for You," "Johnny Angel," "On the Road to Andorra," "Heartbreaker," "I've Got the World on a String," "Love Letters," "The Trumpet," "Blue Moon," "In the Still of the Night," "Sweet Nothings," "At Last," "Mama's Boy," "Mama's Boy," "I'll See You in My Dreams," "I'm in the Mood for Love," "You Make Me Feel So Young," "The Thrill Is Gone," "She's Just Like A Child," "What a Little Moonlight Can Do," and "I'm in Love Again."

His last work was "We Kissed, Two Times." Burke was 61 years old when he died in his sleep in his New York apartment. Burke, who was one of the top songwriters of the day, was 62.

Burke was born in San Francisco, where he died in his sleep in his New York apartment last Tuesday (28) at the age of 55. Burke, who collaborated with many top composers over many years, worked on many Bing Crosby-Bo-Hope "Road" movies and won an Academy Award for "Swinging on a Star."

His first collaborator was Harold Spina, with whom he wrote "Be My Showcase." Burke also wrote "How Much Is That Doggie in the Window," "I'll See You In My Dreams" and "Harbor Lights." He was also nominated for an Oscar two years ago for "A Star Is Born." His last collaboration was with Marilyn Monroe for "The Seven Year Itch." He was a staff composer with various studios in Hollywood and wrote such classics as "I Say A Little Prayer for You," "Johnny Angel," "On the Road to Andorra," "Heartbreaker," "I've Got the World on a String," "Love Letters," "The Trumpet," "Blue Moon," "In the Still of the Night," "Sweet Nothings," "At Last," "Mama's Boy," "Mama's Boy," "I'll See You in My Dreams," "I'm in the Mood for Love," "You Make Me Feel So Young," "The Thrill Is Gone," "She's Just Like A Child," "What a Little Moonlight Can Do," and "I'm in Love Again."

His last work was "We Kissed, Two Times." Burke was 61 years old when he died in his sleep in his New York apartment. Burke, who was one of the top songwriters of the day, was 62.

Burke was born in San Francisco, where he died in his sleep in his New York apartment last Tuesday (28) at the age of 55. Burke, who collaborated with many top composers over many years, worked on many Bing Crosby-Bo-Hope "Road" movies and won an Academy Award for "Swinging on a Star."

His first collaborator was Harold Spina, with whom he wrote "Be My Showcase." Burke also wrote "How Much Is That Doggie in the Window," "I'll See You In My Dreams" and "Harbor Lights." He was also nominated for an Oscar two years ago for "A Star Is Born." His last collaboration was with Marilyn Monroe for "The Seven Year Itch." He was a staff composer with various studios in Hollywood and wrote such classics as "I Say A Little Prayer for You," "Johnny Angel," "On the Road to Andorra," "Heartbreaker," "I've Got the World on a String," "Love Letters," "The Trumpet," "Blue Moon," "In the Still of the Night," "Sweet Nothings," "At Last," "Mama's Boy," "Mama's Boy," "I'll See You in My Dreams," "I'm in the Mood for Love," "You Make Me Feel So Young," "The Thrill Is Gone," "She's Just Like A Child," "What a Little Moonlight Can Do," and "I'm in Love Again."

His last work was "We Kissed, Two Times." Burke was 61 years old when he died in his sleep in his New York apartment. Burke, who was one of the top songwriters of the day, was 62.
Featuring the hit songs “A Room Without Windows,” “My Hometown,” “Something to Live For” and many more!
A sure bet to become a fast and fantastic success on the best seller charts

THE ORIGINAL BROADWAY CAST ALBUM ON COLUMBIA RECORDS

*A-Trak Stereo Tape*
FTC Conference: Benton Answers

Continued from page 1

highly unlikely at this stage. Anyone who wants to add any-
thing to the record industry may submit a written statement. At-
torney Benton said it has been

Commission experience that a second conference is usually
poorly attended and unproductive. In most cases, industry
people who think they want to

second

Benton said they

rules first. The FTC listing takes

complaints which the guidelines

ferred verbally, or in statements,

they fail to appear at a second

appears to be at a

The Trade Conference is ac-

formal conferences in which business and the FTC staff fine-

ments which the guidelines propose to correct by voluntary industrial compliance.

Order of procedure at the public hearing will take up the most important and far-reaching

rules first. The FTC listing takes

complaints which the guidelines

ferred verbally, or in statements,

they fail to appear at a second

appears to be at a

The Trade Conference is ac-

formal conferences in which business and the FTC staff fine-

ments which the guidelines propose to correct by voluntary industrial compliance.

While Benton expects, for example, that there would be

almost no question about rules 5, he said the discussion might

of proposed guides. These are, or

shall be, rules automatically

beyond familiar to anyone

in business. They cover all forms

of sales, and even offer free de-

service concept successful, Wal-

institutes, etc., to the two-para-

opened comments which are of

importance, from the seven-page rule in the first section, prohibiting
discriminatory prices, rebates, dis-
counts, etc., to the para-

Benton intends to

forty-eight nearly

seconds

If you're going to say something bad about somebody, say it

in private first. There are many occasions when the

private and formal is

The staff of the FTC will do its best to assist you. When

the meeting go on, about

the

majority of the industry need to propose

guidelines. "We just tell them when they are in violation of the

laws. What if the entire indus-

try is opposed to one particular

rule, and they think they can't

the law? Benton said: "When it's a ques-

tion of law, the Commission can't

'take a vote on it' and deliberate. The only voting will be done by

the Commission and by the courts.

When final agreement on the rules is reached, the Com-

mission confirms the trade prac-

tice rules for the record indus-

ty, a card is sent to each mem-

ber asking that he sign to in-

icate compliance. The card

and the member's signature have

be voluntary compliance, there

be no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.

In Section

the agencies

will mean less returns and more

you to go on with your business and try to make a normal legitimate profit."

in Section

the agencies

be used in the
dl."

they have no legal force per se, but

they are the official indication to

the record industry today. Columbia

ister confirmed the trade prac-

tice rules is an accepted practice in the record industry.
WHAT MAKES
STEVE
SELL!

SMASH SINGLES AND ALBUMS...
SENSATIONAL TELEVISION APPEARANCES... AND NOW A TREMENDOUS BROADWAY DEBUT IN "WHAT MAKES SAMMY RUN?"

ON COLUMBIA RECORDS
In conjunction with the kick-off of Billboard's Response Ratings the radio-TV section will no longer allude to radio station managers referring to use monikers of "rock-n-roll", "middle-of-the-road" and "good music".

Fully realizing that most radio stations are undergoing a transformation of several types of music we will use the following terms, or combinations of such terms:

"Contemporary": Referring to a station that primarily plays singles and L.P.s of a "rock-n-roll" and rhythm and blues oriented nature.

"Pop Contemporary": Stations that play rock-n-roll, rhythm and blues type music, as well as current singles and L.P.s of a non-rock-n-roll and r.&b. nature.

"Current Standard": Stations featuring current L.P.s and singles excluding rock-n-roll and r.&b. singles. They play mainly current or fill copy versions of standards culled primarily from L.P.s, excluding all rock-n-roll and r.&b.

"Conservative": Stations featuring primarily L.P. music of a subdued nature in tone and tempo with only occasional rock-n-roll programming.

"Country": Stations performing classical music more than 25 per cent of their total schedule.

"Country - Western": Stations programming music type classified as country and western.

R.R.R. Reveals Deejay And Station Influence

Continued from page 1

his firm's records, keeps abreast of record sales in all parts of the country, and keeps tabs on the current status of the disk in every part of the U.S. This has to do with the man to contact for information on the ratings formula, be it classical music, or all-talk, and the competitive situation within a particular market and stations and air personalities, in the promotion mix.

Billboard's 16-man research department headed by Thomas Noonan, polls representatives of record manufacturers, distributors, retail record outlets and independent record salers, for the information contained in this vital report. The industry should not miss this information or it will be far behind in the market.
### Radio Response Rating

#### New York City

<table>
<thead>
<tr>
<th>Top Stations</th>
<th>Call Letters</th>
<th>% of Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSFO</td>
<td>KNBC</td>
<td>55%</td>
</tr>
<tr>
<td>KNBR</td>
<td>KGEO</td>
<td>30%</td>
</tr>
<tr>
<td>WLIR</td>
<td>KYW</td>
<td>17%</td>
</tr>
<tr>
<td>WABC</td>
<td>WINS</td>
<td>17%</td>
</tr>
<tr>
<td>WOR</td>
<td>WMCA</td>
<td>13%</td>
</tr>
<tr>
<td>WINS</td>
<td>WHOM</td>
<td>11%</td>
</tr>
<tr>
<td>WNEW</td>
<td>WMCA</td>
<td>10%</td>
</tr>
<tr>
<td>WNYC</td>
<td>WOR</td>
<td>9%</td>
</tr>
<tr>
<td>WABC</td>
<td>WNEW</td>
<td>9%</td>
</tr>
</tbody>
</table>

#### Top Disk Jockeys

- **For Popular Singles**
  - WNEW: 20 points
  - WINS: 17 points
  - WABC: 16 points

- **For Popular LPs**
  - WNEW: 28 points
  - WINS: 16 points
  - WABC: 15 points

- **For Country Music**
  - WNEW: 26 points
  - WABC: 21 points
  - WINS: 16 points

- **For Classical**
  - WNEW: 29 points
  - WABC: 21 points
  - WINS: 16 points

### San Francisco

<table>
<thead>
<tr>
<th>Top Stations</th>
<th>Call Letters</th>
<th>% of Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSFO</td>
<td>KGBR</td>
<td>55%</td>
</tr>
<tr>
<td>KGBR</td>
<td>KFRC</td>
<td>30%</td>
</tr>
<tr>
<td>KSFO</td>
<td>KGBR</td>
<td>29%</td>
</tr>
<tr>
<td>KSFO</td>
<td>KGBR</td>
<td>29%</td>
</tr>
<tr>
<td>KSFO</td>
<td>KGBR</td>
<td>13%</td>
</tr>
</tbody>
</table>

#### Top Disk Jockeys

- **For Popular Singles**
  - KSFO: 20 points
  - KGBR: 16 points
  - KBCR: 14 points

- **For Popular LPs**
  - KSFO: 28 points
  - KGBR: 14 points
  - KBCR: 12 points

- **For Country Music**
  - KSFO: 26 points
  - KGBR: 21 points
  - KBCR: 15 points

- **For Classical**
  - KSFO: 28 points
  - KGBR: 20 points
  - KBCR: 16 points

### Stations by Format

#### New York City

- **WMCA**: 5,000-watt indie outlet owned by the Strauss Broadcasting Group—owner of Radio Press International (RPI). Musical format: "contemporary" with emphasis on new singles releases and proven popular current releases. Station promotes itself as "Good Guys" and may be considered a personality station. From 11 p.m. to 1 a.m. the "Barry Gray Show" across the board. WMCA operates as a running commentary to accurately reflect the station's current status.

#### WINS: 50,000 watts. Owned by Group W (Westinghouse Broadcasting Company). Musical format: "contemporary" with emphasis on new singles releases and proven popular current releases. Station promotes itself as "Good Guys" and may be considered a personality station. From 11 p.m. to 1 a.m. the "Barry Gray Show" across the board. WMCA operates as a running commentary to accurately reflect the station's current status.


#### WRKN: 50,000 watts. Metropolitan Broadcasting Company-owned station. Musical format: "contemporary" with emphasis on new singles releases and proven popular current releases. Station promotes itself as "Good Guys" and may be considered a personality station. From 11 p.m. to 1 a.m. the "Barry Gray Show" across the board. WMCA operates as a running commentary to accurately reflect the station's current status.


Mancini Nominated: Off for London

NEW YORK — A national news magazine recently estimated that film composer Mancini's average fee for a score was over $25,000. "That's high for an American," said Henry Mancini, who was in New York last week to lose his appeal for a discharge in a Florida stock fraud case. Where he's to pen the score for "A Shot in the Dark," the only more realistic fee is closer to $10,000, there are enough fringe benefits to make it a career move. "The huge crowd was pre-sold, and applauded enthusiastically for their two favorites, but veteran pop music concertgoers considered the entire show to be a 'great' performance. The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini's work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

Frisky Fox!: Bert Lahr goes into vocal style in the new Broadway musical "The Sky Is Falling," which is slated to be put into the original Broadway cast album groove by RCA Victor.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.

The huge crowd was in better voice and attitude than last Carnegie Hall show, but he changed some of the tunes at the end of the show. Mancini has become a one of the hottest picture composers. Among his scores is the picture as well as having a potential for a tune that would work for the record market. Now that Mancini has become one of the hottest picture composers, among his scores is the one that would work for the record market.

The performance lacked that something extra which would have made it memorable. Few in the audience knew Mancini’s work. It was Basie - Bennett tandem talents played to an SRO house, some 2,800 strong. The crowd not only filled all available seats in the hall, but also temporarily charmed chairs set up on the stage. Siamese stood behind them.
HERE’S THE BIG HIT ALBUM OF 1964

DAWN THE 4 SEASONS
(GO AWAY) AND 11 OTHER GREAT SONGS

SIXTEEN CANDLES • YOU SEND ME • BIG MAN’S WORLD • LIFE IS BUT A DREAM • DO YOU WANT TO DANCE • EARTH ANGEL • MOUNTAIN HIGH • ONLY YESTERDAY • CHURCH BELLS MAY RING • BREAKING UP IS HARD TO DO • DON’T LET GO

...and 11 great teen tunes as only they can do them!

AND NOW ON THE CHARTS...

the other new 4 Seasons LP

“BORN TO WANDER”

PHILIPS RECORDS

One World of Music On One Great Label!
New Taped Series to Reach 90 Markets; Emery at Helm

NASHVILLE—Ralph Emery, deejay and emcee on WSM's "Grand Ole Opry," has been set to emcee a new weekly 30-minute taped show originating here, according to John E. Denny, president of JED Radio Productions, producer of the show.

The taped program is being scheduled for some 90 markets and will feature the Nashville sound along with interviews with leading recording artists, songwriters and other Music City personalities. Broadcast date for the first show is set for early May and will be sponsored by a national consumer product.

Emery is well known to country music fans through his long association with the "Grand Ole Opry." In addition to his "Opry" chores, he also handles "Opry Almanac," a morning show on WSM-AM.

Denny said the increased exposure of c.d.w. music on network TV shows has awakened many radio executives to the selling power of the Nashville sound, which is heard on almost all hit country music records and is becoming increasingly more important in the pop field. "There is a big story in Music City," Mr. Emery said, "and our program will tell that story in words and music."

Larry Sunbrock Suffers Attack

BIRMINGHAM, Ala. — Promoter Larry Sunbrock suffered an attack of nervous exhaustion while serving as emcee of his country music show at the Municipal Auditorium here Sunday (23) and was removed to University Hospital for treatment. He was slated to leave the hospital Saturday (29) for his home in Orlando, Fla. Doctors have ordered him to take a month's rest. During his absence, Bob James, Jack Sunbrock and Jack Young will handle promotions on Sunbrock shows set for the next several weeks.

Sunbrock's show played to some 18,500 paid admissions at Municipal Auditorium, which is heard on almost all hit country music records and is becoming increasingly more important in the pop field. "There is a big story in Music City," Mr. Emery said, "and our program will tell that story in words and music."

Long Chalks

Fat Grosses

NASHVILLE—Two country music shows, packaged and produced by the Hubert Long Talent Bureau, grossed more than $45,000 in two recent promotions. At Charlotte, N.C., Feb. 22, a show promoted by Long and Paul Busk, manager of Charlotte Coliseum, attracted some 10,000 fans for a gross of around $20,000.

In St. Louis, the following night (23), Long presented two performances which attracted 18,500 paid admissions to Kiel Auditorium for a gross of more than $25,000.

Appearing on the Charlotte show were Tompall and the Glaser Brothers, Jimmie Davis, Jimmie c. Smith, Jesse James, Jack and Jesse, Ray Price, Minnie Pearl and Loretta Lynn.

There were 12 of the St. Louis shows, including some of the above.

COUNTRY D.J. OF THE WEEK

Johnny's on the Move!

"They're All Going Home But One"

Johnny Wright

Decca 31593

New songs from the million-dollar catalog of CEDARWOOD PUBLISHING COMPANY
Another smash single
Bobby Darin-style

I Wonder Who's Kissing Her Now
b/w As Long As I'm Singing #5126

Capitol Records
**C&W Oldies In Tape Series For Stations**

**TORONTO** — Fred Roy, of Associated Country Music Artists here, and Russ Wheeler, local c&w artist and soundman, are producing a series of taped country songs to be made available to disk jockeys and radio stations throughout the United States and Canada.

The tapes will consist of old and discontinued c&w favorites, dating back as far as the mid-1940's, which have not been reissued on LP's. A second series will consist of songs by the best-known Canadian artists and will include early Canadian-made songs by Hank Snow.

Programs will be available by subscription and may later be exchanged at a nominal service charge. Each tape will contain approximately 12 selections, or a half-hour show.

**COUNTRY MUSIC CORNER**

**BY BILL SACHS**

Dave Dudley is currently on tour of Missouri, Texas and Oklahoma after completing a Canadian trek for promoter Martin Payne. George Kent moves into the Mayflower Club, Cheyenne, Wyo., Monday (2) for a 13-week stand. Linda Manning of Cullman, Ala., was in Chicago Monday (2) to film a guest shot on an upcoming WGN-TV show being produced by Dolph Hewitt.

WTID Radio, Newport News, Va., will present its first country music show of the year March 20, featuring Lefty Frizzell, the String Bean Brothers, the Carolina Buddies and WTID's own Gus Thomas. The show will be co-sponsored by the Hampton Roads Junior Chamber of Commerce.

---

**RCA Victor Signs Porter Wagoner**

NEW YORK — Porter Wagoner, country music singer, has been re-signed to an exclusive, five-string banjo. Atkins has been conducting Wagoner's dates since 1957. Wagoner was initially signed to Victor 13 years ago.

---

**C&W Oldies In Tape Series For Stations**

**TORONTO** — Fred Roy, of Associated Country Music Artists here, and Russ Wheeler, local c&w artist and soundman, are producing a series of taped country songs to be made available to disk jockeys and radio stations throughout the United States and Canada.

The tapes will consist of old and discontinued c&w favorites, dating back as far as the mid-1940's, which have not been reissued on LP's. A second series will consist of songs by the best-known Canadian artists and will include early Canadian-made songs by Hank Snow.

Programs will be available by subscription and may later be exchanged at a nominal service charge. Each tape will contain approximately 12 selections, or a half-hour show.

**COUNTRY MUSIC CORNER**

**BY BILL SACHS**

Dave Dudley is currently on tour of Missouri, Texas and Oklahoma after completing a Canadian trek for promoter Martin Payne. George Kent moves into the Mayflower Club, Cheyenne, Wyo., Monday (2) for a 13-week stand. Linda Manning of Cullman, Ala., was in Chicago Monday (2) to film a guest shot on an upcoming WGN-TV show being produced by Dolph Hewitt.

WTID Radio, Newport News, Va., will present its first country music show of the year March 20, featuring Lefty Frizzell, the String Bean Brothers, the Carolina Buddies and WTID's own Gus Thomas. The show will be co-sponsored by the Hampton Roads Junior Chamber of Commerce.

---

**RCA Victor Signs Porter Wagoner**

NEW YORK — Porter Wagoner, country music singer, has been re-signed to an exclusive, five-string banjo. Atkins has been conducting Wagoner's dates since 1957. Wagoner was initially signed to Victor 13 years ago.

---

**C&W Oldies In Tape Series For Stations**

**TORONTO** — Fred Roy, of Associated Country Music Artists here, and Russ Wheeler, local c&w artist and soundman, are producing a series of taped country songs to be made available to disk jockeys and radio stations throughout the United States and Canada.

The tapes will consist of old and discontinued c&w favorites, dating back as far as the mid-1940's, which have not been reissued on LP's. A second series will consist of songs by the best-known Canadian artists and will include early Canadian-made songs by Hank Snow.

Programs will be available by subscription and may later be exchanged at a nominal service charge. Each tape will contain approximately 12 selections, or a half-hour show.

**COUNTRY MUSIC CORNER**

**BY BILL SACHS**

Dave Dudley is currently on tour of Missouri, Texas and Oklahoma after completing a Canadian trek for promoter Martin Payne. George Kent moves into the Mayflower Club, Cheyenne, Wyo., Monday (2) for a 13-week stand. Linda Manning of Cullman, Ala., was in Chicago Monday (2) to film a guest shot on an upcoming WGN-TV show being produced by Dolph Hewitt.

WTID Radio, Newport News, Va., will present its first country music show of the year March 20, featuring Lefty Frizzell, the String Bean Brothers, the Carolina Buddies and WTID's own Gus Thomas. The show will be co-sponsored by the Hampton Roads Junior Chamber of Commerce.

---

**RCA Victor Signs Porter Wagoner**

NEW YORK — Porter Wagoner, country music singer, has been re-signed to an exclusive, five-string banjo. Atkins has been conducting Wagoner's dates since 1957. Wagoner was initially signed to Victor 13 years ago.

---

**C&W Oldies In Tape Series For Stations**

**TORONTO** — Fred Roy, of Associated Country Music Artists here, and Russ Wheeler, local c&w artist and soundman, are producing a series of taped country songs to be made available to disk jockeys and radio stations throughout the United States and Canada.

The tapes will consist of old and discontinued c&w favorites, dating back as far as the mid-1940's, which have not been reissued on LP's. A second series will consist of songs by the best-known Canadian artists and will include early Canadian-made songs by Hank Snow.

Programs will be available by subscription and may later be exchanged at a nominal service charge. Each tape will contain approximately 12 selections, or a half-hour show.

**COUNTRY MUSIC CORNER**

**BY BILL SACHS**

Dave Dudley is currently on tour of Missouri, Texas and Oklahoma after completing a Canadian trek for promoter Martin Payne. George Kent moves into the Mayflower Club, Cheyenne, Wyo., Monday (2) for a 13-week stand. Linda Manning of Cullman, Ala., was in Chicago Monday (2) to film a guest shot on an upcoming WGN-TV show being produced by Dolph Hewitt.

WTID Radio, Newport News, Va., will present its first country music show of the year March 20, featuring Lefty Frizzell, the String Bean Brothers, the Carolina Buddies and WTID's own Gus Thomas. The show will be co-sponsored by the Hampton Roads Junior Chamber of Commerce.
It's a FOUR ALARM SMASH

FATS DOMINO

"LAZY LADY"

C/W "I DON'T WANT TO SET THE WORLD ON FIRE"

ABC 10531

and don't forget his Red-Hot new album

ABC-PARAMOUNT

DISTRIBUTED IN CANADA BY SPARTON OF CANADA, LTD.
**LONDON'S 13TH ANNUAL MANTOVANI PROMOTION...bigger and better than ever**

**This year...**

**MARCH IS**

**MARCH MONTH**

**MARCH 1964**

<table>
<thead>
<tr>
<th>Date</th>
<th>Title</th>
<th>Stereo PS</th>
<th>Mono LL</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH 1</td>
<td>CANDLELIGHT</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 2</td>
<td>LONELY BALLERINA</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 3</td>
<td>Latin Reunion</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 4</td>
<td>Mario Del Monaco Mantovani: The World's Great Love Songs</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 5</td>
<td>MANTOVANI - SOR WOKE UP OFF OLIVER!</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 6</td>
<td>Classical Vino</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 7</td>
<td>Mantovani: Moon River</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 8</td>
<td>The World's Greatest Love Songs</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 9</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 10</td>
<td>Mantovani</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 11</td>
<td>MANTOVANI FANTASY</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 12</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 13</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 14</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 15</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 16</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 17</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 18</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 19</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 20</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 21</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 22</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 23</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 24</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 25</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 26</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 27</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 28</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 29</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
<tr>
<td>MARCH 30</td>
<td>MANTOVANI ENCORES</td>
<td>PS 205</td>
<td>LL 3229</td>
</tr>
</tbody>
</table>

*5 Albums not pictured above:
- CANDLELIGHT Mono LL 1502
- LONELY BALLERINA Mono LL 1230
- ROMANTIC MELODIES Mono LL 379
- SOME ENCHANTED EVENING Mono LL 766

**MR. DEALER:** Participate now in this great sales program

- **DISCOUNT**
- **AD MONEY**
- **100% EXCHANGE**
- **DATING DISPLAY MATERIAL**

**THIS YEAR'S FABULOUS FEATURE LP... BRAND NEW**

**MANTOVANI**

**FOLK SONGS AROUND THE WORLD**

STEREO PS 360 Mono LL 3360

**4-COLOR STREAMERS**

**WINDOW DISPLAYS**

**BROWSER CARDS**
REVIEWS

SPOTLIGHT WINNERS OF THE WEEK

Top singles spotlight include these singles with unusual sales potential. The songs are listed in the top 50 of Billboard's Hot 100 chart report. Spotlights winners in the country music and rhythm and blues categories are selected to achieve a rating on the Country, R&B, and rock charts. Spotlight winners in other categories are selected on the basis of potential to be a hit seller in their respective areas.

SINGLES REVIEW POLICY

Every single sent to Billboard for review is heard by Billboard's Review Panel, and its potential is rated within its category of sales potential. Singles are selected for Spotlight Picks or Special Spotlight Picks. Spotlight singles are listed in their respective categories.

POP SPOTLIGHTS

KINGTONES

TWIN

(0:52) - *** "Hello, Hello, Hello..."

LAURA LANE

*** Hey! Baby (Le BMI, BMI) (2:23) - *** Dancing With Him (Le BMI) (2:47) - *** Good Memory (Le BMI & Range, BMI) (2:23)

THE ESQUIRES


LEN WATSON

*** Tennessee Waltz (Mercury-CBS, BMI) (2:26) *** Need a Letter in Me (Columbia, BMI) (1:34) *** CAPITOL 1317

FREDDEE & THE DREAMERS

*** You Were Made For Me (Edward & Mark, BMI) (2:17) *** Send a Letter in Me (Columbia, BMI) (1:21) *** CAPITOL 1317

CORAL 43261

HENRY JEROME & HIS ORK

*** That Haunting Theme (Champion-Andoral, BMI) (2:19) *** Hem-Along (Northern-Vanguard, ASCAP) (1:57) *** DECCA 3195

BRIAN HYLAND

*** Here's That Heartbreak (Gold Label, BMI) (2:17) *** Private Kisses (Gold Label, BMI) (1:44) *** PHILIPS 40179

BERMUDAS

*** Bernadette Richard, BMI) (2:50) *** Oh You Fine Lin' (Billboard's BMI) (1:48) *** VAULT 910

NANCY SINATRA

*** I Almost Whispered (Elektra, BMI) (1:52) *** VAULT 910

LESLIE GORE

*** You Ain't the Only One You Don't Own Me (Mercury, BMI) (2:16) *** 'Ye Yo Pen (Paco Bobbies, BMI) (2:10) *** REPRISE 2526

DON KORNER

*** Lost Dreams and Lonely Times (ABC, BMI) (1:52) *** VAULT 910

POP SPOTLIGHT

DIXIE PEACOCKS

LET'S GET THE BANJO OUT OF THE ATTIC

(Chesley, BMI) (2:19) Audio Spectrum 4

POP SPOTLIGHT

SUNSHINE WORLD

*** I Ain't Gonna Tell Nobody (American, BMI) (2:01) *** TOP BILLING 307

BETSY WILSON

*** If You're Not Gonna Tell Nobody (American, BMI) (2:01) *** TOP BILLING 307

JIMMY GILMER

AINT' GONNA TELL NOBODY

(Decca, BMI) (2:10) ** Decca 15657

DORIS DAY

*** It's My Time (Beechwood-Edgewater, BMI) (2:00) ** RCA VICTOR 47-8325

LAWRENCE BLAIR

*** Out On Front (Har-Brock, BMI) (2:06) ** RCA VICTOR 47-8326

DONALD JAMES

*** What Do You Think Of (Beechwood-Edgewater, BMI) (2:00) ** RCA VICTOR 47-8327

WALLY DIX

*** That's Right (Beechwood-Edgewater, BMI) (2:00) ** RCA VICTOR 47-8328

BOBBY VICTOR

*** I Gotta Split (Beechwood-Edgewater, BMI) (2:00) ** RCA VICTOR 47-8329

BOB AND EARL

PUPPET ON A STRING

(Matt, Jean Kennen, BMI) (2:35) ** Matt 105

Pawnee dog side that strong voice that features vocal with Gary, trombone choir. The hard-driving rockabilly should be perfect for young audience. The flip is "Me Woman." (Matt Jean Kennen, BMI) (2:14)
Bobby Bland - Ain't Nothing You Can Do

Detroit, Michigan - Bobby Bland, R&B legend, has just released his latest album, "Ain't Nothing You Can Do," and it's causing quite a stir. Bobby's smooth vocals and soulful instrumentals have always been a fan favorite, and this album is no exception. It's a classic blend of blues and R&B, with a touch of soul that's sure to resonate with fans of all ages. "Ain't Nothing You Can Do" is a testament to Bobby's timeless talent. Don't miss out on this masterful piece of music.
Just Released!

Very Important Product
from

DECCA RECORDS

Let's Dance Latin
WARREN COVINGTON AND HIS ORCHESTRA
DL-4491 DL-74491 (Stereo)

invitation
PETER DUCHIN,
DRUMBLAST AND BAND
DL-4471 DL-74471 (Stereo)

Jan Garber
Dancing Under The Stars
DL-4443 DL-74443 (Stereo)

That Latin Feeling...
BERT KAEMPFERT
DL-4490 DL-74490 (Stereo)

Come Dance To The Hits
with
SAMMY KAYE
AND HIS ORCHESTRA
DL-4502 DL-74502 (Stereo)

The Waltz King
Wayne King, his Saxophone
& Orchestra
DL-4410 DL-74410 (Stereo)

DANCE TO
ARTIE
SHAW
AND HIS ORCHESTRA
DL-4462 DL-74462 (Stereo)

ALOAYD TIME
Polkas and Waltzes
DICK ROGERS
DL-4466 DL-74466 (Stereo)

AVAILABLE NOW AT ALL DECCA BRANCHES
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist, Label or Seller</th>
<th>Week Ending March 7, 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I WANT TO HOLD YOUR HAND</td>
<td>Beatles, Capitol 5113</td>
<td>8</td>
</tr>
<tr>
<td>2</td>
<td>SHE LOVES YOU</td>
<td>Frank Sinatra, Capitol</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>DAWN (Go Away)</td>
<td>Jimmy Ruffin, Federal</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>NAVY BLUE</td>
<td>Doris Day, Reprise 3046</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>JAZA</td>
<td>Bertie Morgan, Capitol</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>CALIFORNIA SUN</td>
<td>Ken Osmond, Capitol</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>STOP AND THINK IT OVER</td>
<td>Dean &amp; Jean, Rust 5075</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>FUN, FUN, FUN</td>
<td>Dean &amp; Grace, Montel 922</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>SEE THE FUNNY LITTLE CLOWN</td>
<td>Bobby Darin, United Artists 6402</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>I LOVE YOU MORE AND MORE EVERY DAY</td>
<td>Al Martino, Capitol</td>
<td>1</td>
</tr>
<tr>
<td>11</td>
<td>GOOD NEWS</td>
<td>R&amp;B circles, Sundown 1050</td>
<td>1</td>
</tr>
<tr>
<td>12</td>
<td>YOU DON'T OWN ME</td>
<td>Little Eva, Mercury 5720</td>
<td>11</td>
</tr>
<tr>
<td>13</td>
<td>ONLY I WANT TO BE WITH YOU</td>
<td>Terry York/Lincolnshire, Valley 547</td>
<td>11</td>
</tr>
<tr>
<td>14</td>
<td>THE SHELTER OF YOUR ARMS</td>
<td>Tom &amp; Jerry, RCA Victor 828</td>
<td>11</td>
</tr>
<tr>
<td>15</td>
<td>I AIN'T NOTHING YOU CAN DO</td>
<td>Ray Charles, ABC - Paramount 10530</td>
<td>11</td>
</tr>
<tr>
<td>16</td>
<td>PENETRATION</td>
<td>Bill &amp; June, Capitol</td>
<td>10</td>
</tr>
<tr>
<td>17</td>
<td>BE A FOOL NEVER LEARNED</td>
<td>Tony Williams, Columbia 4909</td>
<td>10</td>
</tr>
<tr>
<td>18</td>
<td>KISSIN' COUSINS</td>
<td>Jack Angel, Kapp 583</td>
<td>9</td>
</tr>
<tr>
<td>19</td>
<td>HI-HEEL SNEAKERS</td>
<td>Al Hirt, Mercury 7308</td>
<td>8</td>
</tr>
<tr>
<td>20</td>
<td>GLAD ALL OVER</td>
<td>Jewels, A &amp; R, 706</td>
<td>7</td>
</tr>
<tr>
<td>21</td>
<td>OH BABY DON'T YOU WEEP</td>
<td>James Brown &amp; the Famous Flames, King 5842</td>
<td>7</td>
</tr>
<tr>
<td>22</td>
<td>TALKING ABOUT MY BABY</td>
<td>Jack &amp; Bobby, Capitol</td>
<td>6</td>
</tr>
<tr>
<td>23</td>
<td>I HEAR YOU SINGING NOW</td>
<td>Bobby Darin, Capitol 5126</td>
<td>5</td>
</tr>
<tr>
<td>24</td>
<td>HELL, DOLLY!</td>
<td>Jack Jones, Kapp 571</td>
<td>5</td>
</tr>
<tr>
<td>25</td>
<td>WHO DO YOU LOVE</td>
<td>Barbara Lewis, Capitol 5109</td>
<td>4</td>
</tr>
<tr>
<td>26</td>
<td>I WISH YOU LOVE</td>
<td>Little Eva, Mercury 7308</td>
<td>4</td>
</tr>
<tr>
<td>27</td>
<td>BIRD DANCE BEAT</td>
<td>Roy Drifters, Atlantic 2322</td>
<td>3</td>
</tr>
<tr>
<td>28</td>
<td>MY BONNIE</td>
<td>Motown, Motown 990</td>
<td>3</td>
</tr>
<tr>
<td>29</td>
<td>WHAT KIND OF FOOL (Do You Think I Am?)</td>
<td>Tom &amp; June, Capitol</td>
<td>3</td>
</tr>
<tr>
<td>30</td>
<td>FOR YOU</td>
<td>Bob &amp; Carol, Capitol</td>
<td>1</td>
</tr>
</tbody>
</table>

**100—A TO Z (Publisher Licensee)**

---

**BUBBLING UNDER THE HOT 100**

---

Compiled from national retail sales and radio station display by the Music Popularity Dept. of Retail Market Research, Billboard.
THE VERY BEST OF POPULAR MUSIC IS ON MGM RECORDS

THE VERY BEST OF CONNIE FRANCIS... E/SE 4167
THE VERY BEST OF DAVID ROSE... E/SE 4155
THE VERY BEST OF GEORGE SHEARING... E/SE 4168
THE VERY BEST OF MOTION PICTURE MUSICALS... E/SE 4171
THE VERY BEST OF HANK WILLIAMS... E/SE 4168

THE VERY BEST OF THE BIG BANDS
THE VERY BEST OF KATE SMITH
THE VERY BEST OF AL HIRT & PETE FOUNTAIN
THE VERY BEST OF DURANTE
THE VERY BEST OF BING CROSBY
THE VERY BEST OF CHEVALIER
THE VERY BEST OF JUDY GARLAND

Over The Rainbow
YOU MADE ME LOVE YOU
LOOK FOR THE SILVER LINING
THE TROLLEY SONG
The Boy Next Door
I CRIED FOR YOU
GET HAPPY / I DON'T CARE I BUT NOT FOR ME
If you feel like singing, sing
JOHNNY ONE NOTE, SINGIN' IN THE RAIN

Great Artists!
Great Performances!
Great Profits!

Another Hot Stock-In-Depth Series From MGM Records

MGM HIGH FIDELITY
As great as his Carnegie Hall Album
(Recorded "live" at the Greek Theatre)

Here's Belafonte at his best—in person. A 2-L.P. Dynagroove package recorded at the Greek Theatre in Los Angeles where Harry packed 'em in for a month. His program ranged from calypso to Broadway—prison songs to teen beat—an African "Boot Dance" to songs of social satire—plus spontaneous and razor-sharp ad libs!

Order this great 2-L.P. album now on RCA VICTOR

The most trusted name in sound
<table>
<thead>
<tr>
<th>#</th>
<th>Title, Artist, Label</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
<th>5th</th>
<th>6th</th>
<th>7th</th>
<th>8th</th>
<th>9th</th>
<th>10th</th>
<th>11th</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td>MEET THE BEATLES</td>
<td>68</td>
<td>72</td>
<td>71</td>
<td>76</td>
<td>69</td>
<td>71</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
</tr>
<tr>
<td><strong>2</strong></td>
<td>INTRODUCING THE BEATLES</td>
<td>68</td>
<td>68</td>
<td>72</td>
<td>76</td>
<td>69</td>
<td>78</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
</tr>
<tr>
<td><strong>3</strong></td>
<td>HONEY IN THE HORN</td>
<td>72</td>
<td>68</td>
<td>71</td>
<td>76</td>
<td>69</td>
<td>71</td>
<td>78</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
</tr>
<tr>
<td><strong>4</strong></td>
<td>INCREDIBLES</td>
<td>76</td>
<td>68</td>
<td>71</td>
<td>76</td>
<td>69</td>
<td>71</td>
<td>78</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
</tr>
<tr>
<td><strong>5</strong></td>
<td>IN THE WIND</td>
<td>71</td>
<td>68</td>
<td>71</td>
<td>76</td>
<td>69</td>
<td>71</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
</tr>
<tr>
<td><strong>6</strong></td>
<td>YESTERDAY'S LOVE SONGS</td>
<td>69</td>
<td>71</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>TOP HITS OF 1963 SUNG BY BOBBY RYDELL</td>
<td>78</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>THE WONDERFUL WORLD OF ANDY WILLIAMS</td>
<td>82</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>I LEFT MY HEART IN MOON RIVER</td>
<td>89</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>THE JAMES BROWN SHOW</td>
<td>92</td>
<td>96</td>
<td>97</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td>CURB YOUR TONGUE, KNAVE!</td>
<td>96</td>
<td>97</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td>HOLLYWOOD-MY WAY</td>
<td>100</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
</tr>
<tr>
<td><strong>13</strong></td>
<td>JOAN BAEZ IN CONCERT</td>
<td>103</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td>PAINTED, TAINTED ROSE</td>
<td>110</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
</tr>
<tr>
<td><strong>15</strong></td>
<td>CONCERT FOR LOVERS</td>
<td>114</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
</tr>
<tr>
<td><strong>16</strong></td>
<td>THE BEATLES</td>
<td>119</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
</tr>
<tr>
<td><strong>17</strong></td>
<td>THE PURPLE ONION</td>
<td>123</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
</tr>
<tr>
<td><strong>18</strong></td>
<td>THE IMPRESSIONS</td>
<td>127</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
</tr>
<tr>
<td><strong>19</strong></td>
<td>SURFIN' U.S.A.</td>
<td>130</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
</tr>
<tr>
<td><strong>20</strong></td>
<td>SQUARE</td>
<td>133</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
</tr>
<tr>
<td><strong>21</strong></td>
<td>WIPE OUT</td>
<td>136</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
</tr>
<tr>
<td><strong>22</strong></td>
<td>MONDO CANE</td>
<td>138</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
</tr>
<tr>
<td><strong>23</strong></td>
<td>CONCERT OF SONG AND DANCE WITH AN ORCHESTRA</td>
<td>141</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
</tr>
<tr>
<td><strong>24</strong></td>
<td>peter, paul &amp; mary</td>
<td>145</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
</tr>
<tr>
<td><strong>25</strong></td>
<td>THE NEW CHRISTY MINSTRELS</td>
<td>148</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
</tr>
<tr>
<td><strong>26</strong></td>
<td>TWO SIDES OF THE SMOTHERS BROTHERS</td>
<td>150</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
</tr>
<tr>
<td><strong>27</strong></td>
<td>JOHN BAI ZE, VOL. 1</td>
<td>152</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
</tr>
<tr>
<td><strong>28</strong></td>
<td>THE LITTLE DEUCE COUPES</td>
<td>154</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
</tr>
<tr>
<td><strong>29</strong></td>
<td>JOHN F. KENNEDY-THE PRESIDENT</td>
<td>156</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
</tr>
<tr>
<td><strong>30</strong></td>
<td>FOR SOUL</td>
<td>158</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
<td>178</td>
</tr>
<tr>
<td><strong>31</strong></td>
<td>MODERN SOUNDS IN COUNTRY &amp; WESTERN MUSIC</td>
<td>160</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
<td>178</td>
<td>180</td>
</tr>
<tr>
<td><strong>32</strong></td>
<td>SUNRISE</td>
<td>162</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
<td>178</td>
<td>180</td>
<td>182</td>
</tr>
<tr>
<td><strong>33</strong></td>
<td>THE WORLD</td>
<td>164</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
<td>178</td>
<td>180</td>
<td>182</td>
<td>184</td>
</tr>
<tr>
<td><strong>34</strong></td>
<td>JIMMY SMITH</td>
<td>166</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
<td>178</td>
<td>180</td>
<td>182</td>
<td>184</td>
<td>186</td>
</tr>
<tr>
<td><strong>35</strong></td>
<td>TREASURY OF GREAT COUNTRY</td>
<td>168</td>
<td>170</td>
<td>172</td>
<td>174</td>
<td>176</td>
<td>178</td>
<td>180</td>
<td>182</td>
<td>184</td>
<td>186</td>
<td>188</td>
</tr>
</tbody>
</table>

**For Week Ending March 7, 1964**

**Record Industry Association of America**

**Best of certification on million dollar LP**

**TOP HITS OF 1963 SUNG BY BOBBY RYDELL**

**THE TIMES THEY ARE A-CHANGIN’**
In this issue, we will highlight several albums that are expected to have commercial success within their respective categories of music.

**BREAKOUT ALBUMS**

- **National Breakouts**
  - The Commodores: "Brick House" (Mega的灵魂乐，RCA Victor LPM 2858 (M); LSP 2858 (S))
  - Hello Young Lovers
  - The Hits of Judy Garland

**NEW ACTION LPs**

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

**LOVE HIM...**

- This show, released on Columbia CL 2106 (M); CS 9806 (S), has already been nominated for a Grammy Award.

**A TIME TO KEEP**

- This album, featuring Chet Baker and David Brinkley, has become a hit on the West Coast.

**QUIET NIGHTS**

- Miles Davis' new album, featuring his own trumpet style, has been a commercial success.

**50 FABULOUS GUITAR FAVORITES**

- This compilation, featuring Al Caiola and His Ork, has been a hit on the West Coast.

**POPPING UP IN FINALE**

- The New York Critics Press has been buzzing about this album, which has been nominated for several awards.

**SING OF OUR TIMES**

- The album, released on Columbia CL 2121 (M); CS 9926 (S), has been a critical success.

**NEW ADDITION LPs**

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

**POPULAR**

- The album, released on Columbia CL 2105 (M); CS 9805 (S), has been nominated for several awards and has been a commercial success.

**DANCE WITH THE TIMES**

- This album, featuring the latest dance hits, has been nominated for several awards and has been a commercial success.

**ALBUM REVIEWS**

(Continued)
PARADE OF MARCH
HITS ON RCA VICTOR

3 GREAT GUYS

PAUL ANKA
SAM COOKE
NEIL SEDAKA

Three teen stars on one album. Songs like "I Remember" by Paul Anka, "Tenderness" by Sam Cooke and "Too Late" by Neil Sedaka. LPM/LSP-2720

HOMER AND JETHRO
GO WEST

Hear how the West was sunk! There's loads of sales with hilarious songs like "Streets of Weehawken" and "Oh, Give Me a Home." LPM/LSP-2674

THE BALLADS OF LIVING BERLIN
THE MELACHRINO STRINGS
AND ORCHESTRA

The always-haunting Melachrino string with renditions of Irving Berlin ballads like "Blues Skies" and "Cheek to Cheek." LPM/LSP-2817

MORE HANK SNOW SOUVENIRS


DELLA REESE AT BASIN STREET EAST
RECORDED LIVE

Ferruccio Tagliavini
SONGS MY FATHER SANG

A rich voice of a great tenor expresses the tenderness of Italian songs like "La Spagnola" and "Come le rose." FPM/FSP-121

ONLY HAVE EYES FOR YOU
HUGO WINTERHALTER
His Orchestra

A great romantic orchestra plays the nostalgic songs of a generation like "All Ladi" and "Boulevard of Broken Dreams." LPM/LSP-2645

"KIMBERLY JIM"

The rich voice of a great tenor expresses the tenderness of Italian songs like "La Spagnola" and "Come le rose." FPM/FSP-121

A most thrilling new folk group with a fresh and different sound. Includes "Green Mountain Boys" and "Whistling Gypsy Rover." LPM/LSP-2832

"KIMBERLEY JIM"

The exciting music from the movie "Kimberly Jim" starring Jim Reeves. Songs include "Strike It Rich" and "Roving Gambler." LPM/LSP-2780 (v)

THE KINGS OF THE FOLK WORLD

The kings of the folk world sing standards like "No Man Is an Island," "The Best Is Yet to Come" and "Willow Tree." LPM/LSP-2844

ONLY HAVE EYES FOR YOU
HUGO WINTERHALTER
His Orchestra

A great romantic orchestra plays the nostalgic songs of a generation like "All Ladi" and "Boulevard of Broken Dreams." LPM/LSP-2645

A most thrilling new folk group with a fresh and different sound. Includes "Green Mountain Boys" and "Whis
tling Gypsy Rover." LPM/LSP-2832

tal Gypsy Rover." LPM/LSP-2832

"KIMBERLEY JIM"

The exciting music from the movie "Kimberly Jim" starring Jim Reeves. Songs include "Strike It Rich" and "Roving Gambler." LPM/LSP-2780 (v)
THE BEST OF RICHARD HAYMAN
Arct AY 13651 (M); ALS 18441 (S)

ALL BY MYSELF
See Remi. Capitol T 2032 (M); ST 2032 (S)

JULIA LEE
Capitol T 2038 (M)

LUCY CARAVAZ
Capitol T 2044 (M); ST 2044 (S)

YOU'RE NO GOOD
Betty Everett. Vee Jay VI 1077

THE BEST OF RICHARD HAYMAN
Continued from page 28

ALBUM REVIEWS

New York Pro Musics (Greenberg).

THE COURT & CHAPEL OF EM-

(Dunn). Decca DL 10089 (M); DL

PEROR MAXIMILIAN I

S 36153 (S)

Betty Everett. Vee Jay VI 1077

Capitol T 2046 (M); ST 2046 (S)

Capitol T 2038 (M)

Ascot AM 13011 (M); ALS 16011 (S)

Central Park West. N.Y.C.

MORE EXCITING NEW SOUNDS FROM

JUST RELEASED!

RICHARD "POPCORN" WYLIE
"MARLENE"
5-9663

THE FREEWHEELERS
"WALK, WALK"
"THE BEST OF IT"
5-9664

EPII, 800 PARK AVE, N.Y.C.

COUNTRY MUSIC CORNER

CONTINUED FROM PAGE 18

merge and will be emceed by the
WTED T Men. Johnny Eastoe, Gray
Ingram, Gus Thomas and
Tommy Thompson, and the Big
T little gal, Ann Smith.

Hank Snow and His Rainbow
Ranch Boys (Jimmy Crawford,
Johnny Johnson, Buddy Spicher
and Jimmy Widener) have just
concluded a 19-day flying tour
of the Far East and are due back
in Nashville this weekend.

Next week they begin a brief swing
through Canada, arranged by the
Denny-Moeller office. Snow
and his lads are also skedded for
an early appearance on the Jim-
ny Dean ABC-TV network
show.

Buck Owens and band set for
one-nighter at George De An-
gelis's Coral Bar, East Paterson,
N. J., March 6. Ferlin Husky,
Wade Ray and Bill Anderson
played the Coral Bar recently to
big business. The Country
Gentlemen of Music—Don Hill-
man, Lonnie Taturn, Eddie
Briggs and Roy Franklin—of
KOAD Radio, Lomero, Calif.

repeatedly collected some 300
dozen cookies for the patients
of the Kings County Hospital
in Hampton, Calif., in a 24-hour
Valentine's Day drive. KOAD is
the only 24-hour c.&w. station
in Central California.

Eddie Skelton, who recently
launched his own "Eddie Skelton
Show" as a regular Saturday
(4 p.m.) feature on WCYB-TV,
Bristol, Va., plans to kick off a
similar venture soon in Blue-
field, W. Va., via video tape.

Working with Eddie on the Brit-
ish show is steel guitarist Billy
Bowman, formerly of the Bob
Wills orch. Skelton also plans
to present a country music show
once a month in the East Ten-
nessee sector, with Skeeter Davis
and Ferlin Husky already sched-
uled for two performances at
Civic Auditorium, Kingsport,
Tenn., April 10... Record pro-
mote slick Norris and wife,
Betty, accompanied by their
three sons, return home to Hief-
lands, Tex., this week after a
fortnight's stay in Nashville.

Charlie Moore and Bill Nuau
and Their Dixie Partners recent-
ly moved from Pensacola, Fla.,
To Spartanburg, S. C., where
they are appearing on WSPA-
TV, and doubles on WNOX-
-TV, Columbia. S. C. Moore
and Nuau have a new bluesy-
album release on the King label
titled "The Best of Moore and
Nuau"... They are due back
on the coast in late April.

Buck Owens and band set for
one-nighter at George De An-
gelis's Coral Bar, East Paterson,
N. J., March 6. Ferlin Husky,
Wade Ray and Bill Anderson
played the Coral Bar recently to
big business. The Country
Gentlemen of Music—Don Hill-
man, Lonnie Tatun, Eddie
Briggs and Roy Franklin—of
KOAD Radio, Lomero, Calif.

repeatedly collected some 300
dozen cookies for the patients
of the Kings County Hospital
in Hampton, Calif., in a 24-hour
Valentine's Day drive. KOAD is
the only 24-hour c.&w. station
in Central California.

Eddie Skelton, who recently
launched his own "Eddie Skelton
Show" as a regular Saturday
(4 p.m.) feature on WCYB-TV,
Bristol, Va., plans to kick off a
similar venture soon in Blue-
field, W. Va., via video tape.

Working with Eddie on the Brit-
ish show is steel guitarist Billy
Bowman, formerly of the Bob
Wills orch. Skelton also plans
to present a country music show
once a month in the East Ten-
nessee sector, with Skeeter Davis
and Ferlin Husky already sched-
uled for two performances at
Civic Auditorium, Kingsport,
Tenn., April 10... Record pro-
mote slick Norris and wife,
Betty, accompanied by their
three sons, return home to Hief-
lands, Tex., this week after a
fortnight's stay in Nashville.

Charlie Moore and Bill Nuau
and Their Dixie Partners recent-
ly moved from Pensacola, Fla.,
To Spartanburg, S. C., where
they are appearing on WSPA-
TV, and doubles on WNOX-
-TV, Columbia. S. C. Moore
and Nuau have a new bluesy-
album release on the King label
titled "The Best of Moore and
Nuau"... They are due back
on the coast in late April.
NOT EVERY NEW RECORD COMPANY CAN START WITH
*A MILLION SELLER AS HAS.

WE AREN'T DELUDING OURSELVES THAT EVERY RECORD TOLLIE PUTS OUT WILL SELL A MILLION...
HOWEVER WE EXPECT TO GET MORE THAN OUR SHARE.

FOR EXAMPLE WE THINK THAT OUR NEXT RELEASES OF

**T-9002**
ALL MY LOVING
BY THE DOWLANDS &

**T-9003**
BACKFIELD IN MOTION
B/W
BAD MOTORCYCLE
BY THE ANGELOS

MAY NOT SELL A MILLION BUT IT WILL SELL A LOT OF RECORDS AND MAKE US ALL A LOT OF MONEY.

OUR BIG BROTHER (YOU KNOW THAT LABEL THAT SAYS IT IS ONLY $9 IN SALES—VEE JAY) CONSIDERS US RATHER BRASH FOR A YOUNG PUNK THAT IS PROBABLY $799 IN SALES AT THIS MOMENT.

WATCH US GROW... OUR FIRST THREE RELEASES ARE ALREADY GONE.
## HITS OF THE WORLD

### AUSTRALIA

**Country Music Maker, Sydney**

*Denotes local origin

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>25</strong></td>
<td><strong>23</strong></td>
</tr>
</tbody>
</table>

| **20** | **18** |

| **15** | **12** |

| **11** | **10** |

| **9** | **5** |

| **4** | **3** |

| **2** | **1** |

### BRITAIN

<table>
<thead>
<tr>
<th>A special list compiled prior to publication in Billboard (Far East Edition, London)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Anyone Who Had A Girl</strong> (Philips)</td>
</tr>
<tr>
<td><strong>Elvis Presley</strong> (Parlophone)</td>
</tr>
<tr>
<td><strong>The Beatles</strong> (Philips)</td>
</tr>
<tr>
<td><strong>The Beatles</strong> (Parlophone)</td>
</tr>
<tr>
<td><strong>The Beatles</strong> (Parlophone)</td>
</tr>
<tr>
<td><strong>The Beatles</strong> (Parlophone)</td>
</tr>
<tr>
<td><strong>The Beatles</strong> (Parlophone)</td>
</tr>
<tr>
<td><strong>The Beatles</strong> (Parlophone)</td>
</tr>
</tbody>
</table>

### FINLAND

<table>
<thead>
<tr>
<th>(Suomen Sotamusi, Helsinki)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I DON'T WANT TO HOLD YOUR HAND</strong> (London) - <strong>PAUL McCARTNEY</strong> (Parlophone)</td>
</tr>
<tr>
<td><strong>I WILL</strong></td>
</tr>
<tr>
<td><strong>I'M GONNA BE FREE</strong></td>
</tr>
<tr>
<td><strong>I WILL</strong></td>
</tr>
<tr>
<td><strong>I WILL</strong></td>
</tr>
<tr>
<td><strong>I WILL</strong></td>
</tr>
<tr>
<td><strong>I WILL</strong></td>
</tr>
</tbody>
</table>

### HOLLAND

<table>
<thead>
<tr>
<th><strong>This Week</strong></th>
<th><strong>Last Week</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>

| **2** | **2** |

| **3** | **3** |

| **4** | **4** |

| **5** | **5** |

| **6** | **6** |

| **7** | **7** |

| **8** | **8** |

| **9** | **9** |

### IRELAND

<table>
<thead>
<tr>
<th><strong>(Teichiku)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UN BACIO PICCOLISSIMO</strong> (CBS) - <strong>LOUIS BERTOLINI</strong> (CBS)</td>
</tr>
<tr>
<td><strong>L'AMORE</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### ICELAND

<table>
<thead>
<tr>
<th><strong>(Eiji Ohno)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### ITALY

<table>
<thead>
<tr>
<th><strong>(Gianni Russo)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### MEXICO

<table>
<thead>
<tr>
<th><strong>(Soundtracks)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### NEW ZEALAND

<table>
<thead>
<tr>
<th><strong>(Teichiku)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### NORWAY

<table>
<thead>
<tr>
<th><strong>(Verdens Gang)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SPAIN

<table>
<thead>
<tr>
<th><strong>(Roque Emun)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Vorarlberger Musikverlag)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Jutta von Hagen)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Josef Friedl)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Hans Fritsche)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Paul Kuhn)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Hans Thoma)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Jochen Ender)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

### SWITZERLAND

<table>
<thead>
<tr>
<th><strong>(Georgy Klimovsky)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
<tr>
<td><strong>DOMESTIC</strong></td>
</tr>
</tbody>
</table>

## Weiss From Far East To West Coast

**NEW YORK**—Bobby Weiss returned here after a whirlwind trip of four weeks in Japan. Weiss touched at Manila and Tokyo, going to Pusan to visit the U.S. Army troops there and will then be on the West Coast for four weeks in March. His USO tours are his second since starting his newly f o r m e d International Holding Company, Weiss Media, Inc.

While in Manila Weiss is known to have acquired record and tape licenses for several local radio stations and recording companies. For his number of local best sellers in addition to the unreleased product Weiss has already made deals with the city in appointments with the local record companies, radio and TV stations, lawyers and music publishers. His major source is a complete disk catalogue, with whom he negotiated a number of deals, is Maroco, Inc.

Weiss also checked with local authorities on the measures being used to curtail bootlegging of local labels and recording shipments.

In Tokyo, Weiss did similar contact work with publishers and record sources.

### Deco Re-Signs Organist Lenny Dee

**NEW YORK**—Organist Lenny Dee has been re-signed to the Deco label, it was announced yesterday on the Deco roster since December 1949, and last month completed his trip to Australia to promote the label. Between recording sessions in the studio and road trips, Dee spends much of his time managing and appearing at his vacation spa, the Deco Motel in St. Petersburg, Fla.
FROM THE CHAD MITCHELL TRIO

the soaring new single TELL
ENJOY POPULAR PRICES at our newly remodeled 1500-room, world-acclaimed SHERMAN HOUSE

Yes, everything has been newly decorated just for you and yours. And our popular prices extend even to our fabulous gourmet restaurants.

COLLEGE INN-PORTERHOUSE
Porterhouse Lounge/Grill
Well-Of-The-Sea, Celtic Cafe

Everything exciting is within walking distance. Free radio and TV. Drive-in garage parking.

No charge for children under 12.

SHERMAN HOUSE
Clark & Randolph/Chicago/FR 2-2100

FLYING FOLIOS

Mills Mines With Soloists' Personal Arrangements

NEW YORK—A flock of recording artists are spreading into the school market via publications in the Mills Music catalog. Herb Ellis, featured guitarist on the Steve Allen Show, has written "The Herb Ellis Jazz Guitar Style" which is a compendium of jazz hints, how to accompany vocalists and instrumentalists, improvise on guitar solos. Several of the solos are taken from Ellis' Epic Records releases.

United Artists' Al Caiola has arranged a folio of guitar solos with jazz improvisations of Mills standards. The book is titled "Gala Guitars."

Warren Covington, currently at work on a volume of trombone solos, has just published two solos, as recorded on Decca Records, "Tipsy Trombone" and "Trombonanza." An orchestration of the former is also available. Covington, on an educational kick, is also appearing at trombone concerts and clinics for Selmer, instrument manufacturer, recently being featured at the University of Michigan mid-winter music conference.

Organ Effects

Mercury artist Eddie Layton, currently on a West Coast concert tour for Hammond Organ, just completed his latest volume which includes how to play many special effects on the organ, as well as recorded solos. The folio is called "Eddie Layton's Hammond Organ Party."

A second folio for the organist, just released, is "Mills Solo Serenade," by Frank Renaut, now touring England and the Continent for Lowery organs in a concert series.

Other recording artists preparing publications for Mills are Paul Winter, the Dukes of Dixieland, Al Bollington and Richard Haymen. Emphasis of Winter, the Dukes and Hayman will be on arrangements for the growing dance band market.

Flying Folios

TRINI COPS ANOTHER: Trini Lopez has been picking up gold and silver medals all over Europe as a result of his worldwide hit, "If I Had a Hammer." Latest was garnered in Benelux countries where he received gold disk from Pete Felleman of Artone, Holland.

POST TO POST OR VICE VERSA

NEW YORK—Confusion Compounded. If you read what was supposed to be an unscrambling item on the dual roles of the Carl Post or/and Posts last week, forget it. It's all changed.

Prestige Gets British Disk

NEW YORK—Prestige Records has acquired the hit British disk "5, 4, 3, 2, 1" by Manfred Mann. The record is a top of the chart entry in England where it went to the No. 3 slot. The disk was acquired from
THEY'RE DOING IT AGAIN!

Bob Luman
WITH
THE FILE

Kris Jensen
WITH
LOOKIN' FOR LOVE

c/w
Bigger Men Than I (Have Cried)
HICKORY 1238

c/w
In Time
HICKORY 1243

Breaking All Over — Place Your Orders NOW

Hickory RECORDS, INC. 2510 Franklin Road
Nashville 4, Tennessee
Prices, Local Talent Are On Rise in Chile Market

By RICARDO GARCIA
SANTIAGO - One of the most distinguishing characteristics of the past year in the Chilean record market was the strong emergence of local talent as a primary factor in the industry's growth. The business had its troubles, though, trouble on two fronts. In November and December of 1963, prices rose abruptly on everything in this country. In all, disk prices rose 35 percent over previous levels.

A host of foreign artists who formerly sold well in this country went by the boards in 1963. Those that did retain their following, however, are Presley, Anka and Brenda Lee. An unusual popularity coup was scored by Fats Domino Jr., a boy who got voted most popular foreign artist by Chilean disk jockeys despite the fact that none of his recordings have ever been released here. He was aired through import comes from Spain and America.

RCA Elects Eight New Vice-Pres.

NEW YORK — Eight new vice-presidents were elected to Broadcast Music, Inc., by its board of directors at its winter meeting in Palmer Springs, Calif.

The newly elected vice-presidents are Justin Bradshaw, vice-president, broadcaster relations; Gelett Burgess, vice-president, nonbroadcast licensing; Robert J. Higgins, vice-president, general services and research; Richard E. Johnson, vice-president, California; Edward J. Molinelli, vice-president, finance and treasurer; Frugger Prather, vice-president, Nashville; Russell Sanjek, vice-president, public relations, and Theodora Zavin, vice-president, publisher administration.

Robert Barro, vice-president in charge of writer relations, succeeds Sr. v.p., writer administration.

Feist Handles Roman Fall

NEW YORK — The rights for the music of the forthcoming Samuel Bronston film, "The Fall of the Roman Empire," have been acquired by the Big J. The Lee Feist wing of the firm will handle the score. The music has been written by Dimitri Tiomkin and the sound-track record will be released on Columbia Records. It is expected that overseas Big J affiliates are already planning exploitation of the music in their areas. "Fall of the Roman Empire" is scheduled for release in April.

To mark the release of the film, over 500 free L.P.'s will be distributed through Paramount Pictures, Inc., to radio stations and other listening to radio stations in their areas. "Fall of the Roman Empire" is scheduled for release in mid-March and "Journey to the Center of the Earth" is scheduled for release in March 21, is a young unknown girl named Rachel who records a song which she wrote: "Out of Sight Out of Mind." The song was written by 13-year-old Dick Kletz, a local talent. The song was recorded by the local talent, the Upsetters, and has been thought of, but nothing has been done. The song has been written by 13-year-old Dick Kletz, a local talent. The song has been written by 13-year-old Dick Kletz, a local talent.

MUSIC AS WRITTEN

HOLLYWOOD

Excepts at World Pacific are concentrating on motorcycles these days as they hope their "The Screamer," by the Sandells, launches a new pop trend to cycle sounds. Dick Bock, label's president, feels the motorcycle sound on pop disks is the next logical step from the surfing and hot rod trends. First from the LP out as a single is "Out Front" backed with "Scraper." The Fullerton Gassers, a Dixie band of doctors, dentists and their families, are happy and consistent on "Panorama Pacific" over KNXT last week. The amateur musicians are all members of the New York Jazz Club of California which meets once a month in the Orange County under the direction of Bill Bacin. They have been playing together two years.

SINGER BUYING HOT NORWEGIAN RECORD LABEL

OSLO — The Norwegian singer has been bought by the label's owner, Arne Bendiksen, in an effort to bring the label to the United States.

Bendiksen says that he will concentrate on domestic talent, trying to discover new singing talent. Bendiksen and Wenche Myrhe were last year's best-selling artists on the local hit lists, Wenche Myrhe with "Og meg eh cowboy til jeg se meg" and Bendiksen with "Jeg vil en blaa ballong," both of which have been sold 500,000 copies each. The Egil Myrhe label subsidiary, NRZ, has not been successful.

Bendiksen says that he will concentrate on domestic talent, trying to discover new singing talent. Bendiksen and Wenche Myrhe were last year's best-selling artists on the local hit lists, Wenche Myrhe with "Og meg eh cowboy til jeg se meg" and Bendiksen with "Jeg vil en blaa ballong," both of which have been sold 500,000 copies each. The Egil Myrhe label subsidiary, NRZ, has not been successful.
US VEE JAY PEOPLE
WOULD RATHER FIGHT
THAN ADMIT WE ARE
ONLY #9 IN SALES...

...we're trying awfully hard
to do better.

SOME OF OUR CHAMPS
AND TOP CONTENDERS

JERRY BUTLER
VJ-588 GIVING UP ON LOVE

BETTY EVERETT
VJ-585 THE SHOOP SHOOP SONG
(ITS IN HIS KISS)

WADE FLEMONS
VJ-578 WATCH OVER HER

THE BEATLES
VJ-581 PLEASE, PLEASE ME
VJLP-1062 INTRODUCING THE BEATLES
VJLP-1085 THE BEATLES & IFIELD

THE FOUR SEASONS
VJ-582 STAY
Electrola Rides Beatles Wave; Diskery Tops German Market

By OMER ANDERSON

COLOGNE — The Beatles are recorded in German. Guitarist A. K. and the German rock group Die Beatles are making news as the latest mania sweeps West Germany. In Holland, the first record made by the Beatles will be released on March 5 in Hamburg, Munich, Frankfurt and Cologne, with other cities to follow.

Group Singing Boom

Electrola reports that the Beatles are riding a group-singing boom. Disking by groups such as Beach Boys, the Shadows, the Dave Clark Five, the Swinging Blue Jeans—are having unprecedented sales.

Electrola's alacrity in waxing the Beatles in German and timing release of the record to ride the shock waves felt here from the U. S. Beattle craze, illustrates the enterprise which has lifted Electrola to the top of the German record field.

Electrola now accounts for 25 per cent of German record sales. Despite the slump in singles, Electrola's German subsidiary managed to boost singles production 17 per cent last year (while the general German industry's singles output sagged 20 per cent). Overall, Electrola disk production increased 15 per cent, and, despite competition from tape recorders, the diskery produced more records (21 million) in 1964 than it did in the 1959 peak year for the German record industry.

Electrola scored unusual success in counteracting prevailing trends in the German record production. Its light material pushed the 50-50 ratio to classics and accounted for well over half the diskery's sales in 1963.

And Electrola doubled the industry's average for stereo sales by 30 per cent.

Big Dee Irwin

Off for London

NEW YORK—Big Dee Irwin, Dimension Records artist, left for England recently for six weeks of personal appearances and TV entertainment. His single, "Swinging on a Star," is currently clicking in England. Danny Kesler, who manages Irwin with Buddy Kaye, accompanied the singer and will stay for about two weeks. During his stay, Kesler will meet with British publishers and artists and repertoiré men.

MANTOVANI'S
13th MONTH BIT

NEW YORK—Mantovani is up for his 13th annual London-inspired “Month.” In the previous 12 years, London has designated May as “Mantovani Month” but this year it will be held in March. This year’s program features a national contest for London’s salesmen with 30 prizes to be awarded, including eight grand prizes, each consisting of an all-expense-paid trip to London for two. Mantovani’s complete 37-L.P. catalog, including the new “Folk Songs Around the World,” will be available on the program. Terms include extra discount, delayed billing, exchange privileges, advertising money and a wide variety of display material.

Vista Hypes
'Mary Poppins' Sound Track

HOLLYWOOD—Disney executives believe their "Mary Poppins" sound-track LP out August 1 will rank with such successful sound-track albums as "Sound of Music" and "Carmelot." To promote the Vista sound-track LP, Disney is preparing 500 monaural limited edition copies of the LP which will be sent to distributors, promotion men, film exhibitors and other record companies to build excitement for the project.

All radio play will be restricted until August 1, including disks by other labels of material from the film. Featured players include Julie Andrews, Dick Van Dyke, David Tomlinson, Glynn Johns and Ed Wynn. Production features words and music by Richard and Robert Sherman with arrangements by Irwin Kostal.

Gensler Is
N. Y. Dealer President

NEW YORK—Mickey Gensler, of Spinning Disc, Bronx, N. Y., has been elected president of the Association of Record Dealers of New York and New Jersey.

Other officers elected were: Dan Montgomery, of Mellotone Music, Bronx, vice-president; Karl Olson, of Hackensack, N. J., vice-president; Charles Siegal, vice-president; Don Gharlick, treasurer; Louis Shapiro, financial secretary; Ernest Weinberg, recording secretary, and Benjamin L. Finn, executive director.

A brainstorming session was held regarding the FTC Trade Practice Rules for the industry, and recommendations were made by the attending members to the ARD, and NARD Government Liaison Committee to present at the forthcoming hearings in Washington March 13.

COMING MARCH 28

MUSIC ON CAMPUS
THE COLLEGE MARKET
FOR RECORDS AND TALENT

Planned, Edited, Researched and Written
As Only Billboard Can Do It!
Jack Jones will be on seven big TV shows in less than 12 weeks.

Judy Garland Show, Feb. 23
Bell Telephone Hour, Mar. 10
Ed Sullivan Show, Mar. 15
Jimmy Dean Show, Mar. 26
Bob Hope Show, Apr. 10
Joey Bishop Show, in April
Jack Paar Show, May 15

All the top pros agree: the Jones to keep up with is Jack!

(A word to wise record retailers, juke box operators and disc jockeys is sufficient: over 100 million TV viewers will want to hear more Jack Jones.)
The public can't live without TV or food—some people just couldn't stand low end models are not necessarily "Without artificial stimuli, the bulk of good and inevitably drift downward if this trend continues...."

"I'm not blaming only the dealers. The auto manufacturers spend all their promotion dollars to advertise directly to the public, to sell the benefits of their product. And it has worked beautifully," As Herkes says, "It's cheaper a product story. The public, he thinks, would be the relatively short span of time the industry didn't place much insistence on it."

"Are there differences among phono dealers? Yes, indeed, responds Herkes. The whole history of the phonograph has depended on getting the consumer—he his often selling below cost to drag customers in."

"Some music dealers still believe in old-fashioned product training effort goes down the drain the situation that appeared in previous issues for this category do not happen to be listing above are shown below with their rank order in the issue indicated in parenthesis."

**BEST SELLING PHONOGRAPHS, RADIOS & TAPE RECODERS**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>THIS WEEK/S/31/63</th>
<th>SVC-10/31/63</th>
<th>% OF TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Magnavox</td>
<td>RCA Victor</td>
<td>35.3</td>
</tr>
<tr>
<td>2</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>12.2</td>
</tr>
<tr>
<td>3</td>
<td>General Electric</td>
<td>RCA Victor</td>
<td>9.0</td>
</tr>
<tr>
<td>4</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>5.4</td>
</tr>
<tr>
<td>5</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>5.1</td>
</tr>
<tr>
<td>6</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>4.9</td>
</tr>
<tr>
<td>7</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>4.9</td>
</tr>
<tr>
<td>8</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>9</td>
</tr>
<tr>
<td>9</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>3.9</td>
</tr>
<tr>
<td>10</td>
<td>Curtis-Mathes</td>
<td>RCA Victor</td>
<td>3.9</td>
</tr>
</tbody>
</table>

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

**PHONOS LISTING BETWEEN $201 AND $300**

<table>
<thead>
<tr>
<th>TITLE, Artist, Label &amp; No.</th>
<th>POSITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAMELOT THEMES FOR YOUNG LOVERS</td>
<td>10</td>
</tr>
<tr>
<td>THE CHILDREN'S ENCYCLOPEDIA</td>
<td>10</td>
</tr>
<tr>
<td>THE WORLD IS YOUR OYSTER</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
<tr>
<td>THE STORY OF MUSIC</td>
<td>10</td>
</tr>
</tbody>
</table>

**BEST SELLING VICTOR SPRINGS**

**Victor Springs**

**Spring Sale**

NEW YORK—RCA Victor is launching a special spring sales program for RCA Blank Mag-
Cassius Clay also said:
“This album will outsell ‘My Fair Lady.’”
Any arguments?

The comedy album of the year
On Columbia Records
Pilot Pilots 'Non-Technical' Components

NEW YORK—A new line of audio components, especially designed for music dealers "who have shunned component merchandising as too costly and too technical" has been announced by Pilot Radio Corporation.

The fair-traded line is comprised of three electronically matched and integrated modules consisting of stereo FM-AM receivers, record changers and speakers. The low-end set is $525, 50, stepping up to a 70-watt system with solid-state amplification at $725 and a 110-watt system, also with solid-state amplifier, at $899.50.

A self-demonstrating merchandise display piece enables the dealer to demonstrate the components with a minimum of technical knowledge and floor space (it's six feet wide, two feet deep, eight feet high). The customer actually does his own demonstrating by twisting a knob on any of the three matched component systems. The modular music systems, according to Pilot, are pivotal components in the "Who's Afraid of General Electric" retail program—especially, general manager Roland J. Kalb, who is completely new, and none of the units are available in Pilot's regular component lines.

Gen. Electric Sets New License Fees

Syracuse—A basic patent covering theSF FM stereo broadcasting system now in use has been issued to General Electric, the company announced this week, in informing the industry of a schedule of license fees. The patent coverage includes home FM stereo systems, record changers, record converters, and broadcast transmitters.

R. C. Wilson, general manager of GE's Radio and Television Division, announced that the company will license to individuals or stations to use FM stereo transmitters at a royalty of $50, covering the full 17-year life of the patent.

According to the current issue of the industry news service, Television Digest, there are now 507 FM stereo stations on the air, and this number is expected to grow to more than 400 by the end of the year.

The royalty rate for radio manufacturers is 50 cents per reception (stereo cards, parts kits, etc.), with transmitter manufacturers being charged a royalty of 50 cents per transmitter. The royalty schedule covers only receivers manufactured after February 25, the date of the patent.

New Ad Program

NEW YORK—A new retail advertising program designed to "build local Noroco dealer advertising to a level unequalled by any other tape recorder producer" has been announced by the High Fidelity Products Division of North American Philips Company at a series of coast-to-coast meetings.

Noroco representatives told dealers that the company had earmarked more than half of its total advertising dollars for a special ad fund for the local use of dealers. One hundred percent company-paid, it permits the dealer to promote his own store as well as the Noroco line, according to product manager W. Semmelink.

Included in the ad matts promoting the full Noroco line of tape recorders and accessories are the Stamps and Staples national ad campaign, Noroco will use major consumer and hobby magazine ads and AM/FM radio Point-of-purchase displays are also included in the advertising program.

Don't Settle for Less

CHESS

"CURFEW LOVER"

R 4646

ROULETTE RECORDS

1631 W. Barry, N.Y., N.Y.

back again with another

"CHART BUSTER"

CHUCK BERRY

"NAKINE"

CHESS 1013

CHESS PRODUCING CORP.

3101 S. Michigan

CHICAGO, ILL.

THE STARS SHINE ON COLUMBIA

Freddie Scott "WHERE DOES LOVE GO?" 7-274

"Don't Settle for Less"

CTM/RCA, 1200 S. Michigan

Mr. Maestro Records

7 Central Park West, N.Y.C.
The NARM Story:

The Record Merchandiser in Today’s Marketing Evolution

Exciting and Comprehensive Editorial Content:

“It could be the most exciting documentation of a vital segment of our industry ever published. I know it will show that progressive phonograph record merchandisers are serving the phonograph record consumer, and are being served by the leading record manufacturers in our industry, as they cooperate in a continuing enlargement of the phonograph record market, as well as those of allied products.”

JULES MALAMUD

Some Planned Features:

- The Record Merchandisers’ contribution to the record industry; expanded marketing horizons - increase of retail customers reached - merchandising developments in packaging, fixtures and promotional aids.
- Capsule profile of each NARM member
- The Retailer’s point of view; these offered promotions and selection of product by the record merchandiser
- The History of NARM; its service to the record industry - its forums provided for outstanding leaders of the industry to convene and discuss industry problems - its person to person sales conference technique - its public relations contact with mass merchandising business publications
- Special features on 1964 NARM Convention Keynote speakers: Liebermann, Marek, Wallichs.

An Exceptional Advertising Opportunity

“We will actively cooperate in suggesting to our Regular and Associate Members that they give serious consideration to participating in the supplement.”

Advertising Deadline:
MARCH 19, 1964
Offset
(no plates required)

BILLBOARD OFFICES

NEW YORK
105 W. 46th St.
212 Plaza 7-2500

HOLLYWOOD
1529 N. Gower
213 HO 9-5831

CHICAGO
188 W. Randolph St.
312 CE 6-9818

NASHVILLE
726 16th Ave. So.
615 244-1836

A Fully-Documented In-Depth Report Published As a Colorful 8½ x 11 Reference Section of April 25 Billboard

Excerpts from a letter by
JULES MALAMUD
Executive Director of NARM

Officially Authorized by NARM... Exclusive with Billboard

“...will appear exclusively as a separate part of the April 25, 1964 issue of The Billboard. I am happy to inform you that the Board of Directors of the National Association of Record Merchandisers, Inc. has authorized me to announce their approval of the proposal made by The Billboard to our Board during its meeting in Chicago, Illinois, on July 30, 1963.”

Full World-Wide Distribution, Including 1964 NARM Convention

“We are extremely pleased that this supplement will be distributed not only to The Billboard’s readership with the April 25 issue, but will also be distributed at the Sixth Annual NARM Convention, April 19-23, 1964, at the Eden Roc Hotel in Miami Beach, Florida.”

BIG PLUS: Thousands of Extra Copies for NARM Members to Use

“The plan to enable individual NARM members to obtain extra copies, carrying their personalized advertising messages for distribution to their present and prospective customers, is an excellent one.”
ATTENTION ALL HITMAKERS and RECORD PRODUCERS

Mr. Maestro, Inc.
7 Central Park West
New York City

Now accepting single masters with hit potential.

PUBLICATIONS & SERVICES

RECORD PROMOTION & PUBLICITY

To: The busy successful owner of a small, growing record company (West Coast).

Are you going out of your head because you need two?

Reasonable, creative assistant will concentrate promotional efforts and handle all office details for a monthly fee. All expense, book, air and travel, including hotel, for 1 1/2 months. First and last are paid for up front. Box A-266, BILLBOARD, 1309 N. Governor St., Beverlywood, Calif.

RECORD MFG. SERVICES, SUPPLIES AND EQUIPMENT

FOR SALE

DEMON BY "EDMONT" - five-hundred copies of an original composition, words, music and mastered tapes. Work done by a usefully professional young pianist. Copyright secured. Editor: Custom Recording, P.O. Box 511, North Berrien, I. 2-

DIVIDER CARDS!

- Washable Porcelain White Blackgrounded Plastic
- Marquees Entries Guaranteed For The Life Of The Card
- Preset or Unsettable Under Internal Use
- All Arrangers, Composers & Categories Available
- Attractively - Increase Sales - Economical - None Better
- Categories for 45's and Tapes

CHATTEN ENTERPRISES
2521 San Pablo Ave.
OAKLAND, CALIF.

141-444-5678

ARE NOW EXCLUSIVE DISTRIBUTORS FOR THE ELISTIC DIVIDER CARDS MANUFACTURED BY

DUYDAM CO., LTD.
LYONS, ILLINOIS

RECORDING FACILITIES & SUPPLIES

PROFESSIONAL DEMO RECORDS
Finest facilities for the up and coming talent.

Top Talent.
Top Record Companies
Best Mastering - Modern Tape and Disc Equipment - Large Sound Stages - Top Technicians

WRITE FOR FREE BROCHURE

DEMONSTRATION RECORD

(One free copy)

Box 3904, St. C, Lincoln, Nebraska

PRESSING, PLATING

NO JOB TOO SMALL - QUALITY guaranteed. Low price. Prompt delivery with any number of records. All types of records, albums, 45's, and 78's. Pressed and Plated at 15c each. Send for free samples and price list.

A. A. Morris, Box 2022, Elgin, Illinois

CLASSIFIEDS

Per Insertion

Amount enclosed

City

State

Zip Code

PAYMENT MUST BE IN ADVANCE

LETTERS OF INTENT are now acceptable.

FOR ADDITIONAL INFORMATION OR ASSISTANCE CONTACT: Martin Thu, Classified Advertising Editor, BILLBOARD, 165 East 46th St., New York City 10022.

ADVERTISING RATES INTERNATIONAL EXCHANGE

Classified ads $1.25 per word. Minimum 1 word. Any mention DISPLAY

For each: $1.00 Minimum 1 inch.

In 1 inch column.

For TELEX: $5.00 per insertion.

For FURTHER INFORMATION CONTACT:

Peter Hense, International Advertising Director, BILLBOARD, 165 West 46th Street, New York, N. Y. 10023.

RECORDS FOR EXPORT

All American brands combined in one shipment.

Edison Export Company
122 Broadway, New York, N. Y.
Format Glossary

- Continued from page 12

more than 50 per cent of their total schedule. Other station references will include: "Jazz" (50 per cent of schedule), "Ethnic" (foreign music and language programming 50 per cent of schedule) and "Negro Oriented" (stations programming primarily to a Negro audience).

In using these terms Billboard will be referring only to a station's music format. With the understanding that virtually all of radio stations today represent more today to their listeners than just music, we will endeavor to explain as the situation arises, the other important facets of the station's format.

DON'T SETTLE FOR LESS INSIST ON THE LEADER IN THE "OLDIES" FIELD!

MR. MAESTRO RECORDS
7 Central Park West, N.Y.C.

ROCKIN' TO THE TOP
Jerry Smith's
"EASY ROCKIN' CHAIR"

LITTLE AH SID
ORDER ROSIE KS 2064
NOW or from your "One Stop"

HOLLYWOOD, CAL., 90029
1520 North Gower
213 HO 9-5831

CHICAGO, ILL., 60601
160 W. Randolph St.
312 CE 6-8619

NASHVILLE, TENN., 37203
725 15th Avenue South
615 244-1836

To place your advertising order, or for further information, contact your regular Billboard office:

NEW YORK, N.Y., 10036
150 W. 46th St.
At Times Square
212 PL 7-2400

HOLLYWOOD, CAL., 90029
1520 North Gower
213 HO 9-5831

CHICAGO, ILL., 60601
160 W. Randolph St.
312 CE 6-8619

NASHVILLE, TENN., 37203
725 15th Avenue South
615 244-1836

Conceived, Written and Produced as only Billboard can...

1964 RADIO PROGRAMMING GUIDE

To Be Published as an 8½ x 11 Reference Guide for Handy Reference and use throughout the year.

Packed with the kind of statistics, surveys and information that will help the entire industry plan for more profitable programming.

your key to open doors at radio stations no matter what product or service you sell!

Your Opportunity to reach and sell radio station management and programming personnel in a reference edition stations will use, keep and refer to... for many months to come!!

APRIL 11—DATE OF ISSUE
MARCH 14—ADVERTISING DEADLINE
Offset Printed—No Plates Required
United Adds Flash Bonus To Tempest Shuffle Alley

BUFFALO — The B&B Distributing Company has been named Wurlitzer distributor for Western New York State. B&B is a partnership of Charles Broderick and John Bilota. Broderick, a veteran operator, has served for years on the distributorship board. Bi- lota is a dealer in Novoamusement distributorships in Syracuse, Albany and New York. All Wurlitzer models will be held open house at all New York State operators meetings. B&B will convene on Saturday (7) from 9 a.m. until 5 p.m. Re- freshments will be served and family members are expected to be on hand.

No Slowdown in Coin Exports

NEW YORK — Exports of United States coin and amusement machines for November 1963 continued to show gains, rising from $3,251,698 in 1962 to $3,470,340 a year later in total dollar volume, according to figures re- leased by the U. S. Depart- ment of Commerce.

The 1963 total of machines exported was 7,894, compared to 6,265 in November of the previous year, and Belgium was the leading customer, importing 1,677 machines valued at $892,110. The highest figure in any single category was the Italian import of 1,063 coin and amusement machines, with France close behind in the same de- partment with 957.

West Germany, second in total imports with 990 machines valued at $746,765, con- tinued its position as one of the top 10 countries of import, 125 of the Belgian U. S. product. About half of the German purchase represented new products, despite the country's eminence as a Euro- pean manufacturer of the same kind of equipment.

Canada, which had been de- veloping into a good market for new photographs after lib- eralization of playing regula- tions by Provincial government, imported 100 fewer machines in November than in October 1963 but, with the purchase of 200 amusement machines, hung on to its No. 8 position of 5th foreign market.

Europe. The top five nations, in dollar value of imports were Belgium, West Germany, France, Switzerland and Italy. Venezuela, in ninth place, constituted the best market among Latin Amer- ican countries, as it was in the previous month.


coin Machine Exports

<table>
<thead>
<tr>
<th>Country</th>
<th>New</th>
<th>No. Photos</th>
<th>Old</th>
<th>No. Photos</th>
<th>Assumed</th>
<th>Games</th>
<th>Value</th>
<th>No.</th>
<th>Total</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belgium</td>
<td>645</td>
<td>$543,394</td>
<td>391</td>
<td>$429,217</td>
<td>641</td>
<td>$224,312</td>
<td>16,77</td>
<td>79</td>
<td>$1,780,228</td>
<td>1,19,362</td>
</tr>
<tr>
<td>West Germany</td>
<td>402</td>
<td>242,631</td>
<td>21</td>
<td>4,505</td>
<td>477</td>
<td>229,629</td>
<td>900</td>
<td>476,765</td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>25</td>
<td>4,395</td>
<td>16</td>
<td>729,095</td>
<td>1,061</td>
<td>235,877</td>
<td>1,063</td>
<td>260,572</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>331</td>
<td>3,310</td>
<td>1,061</td>
<td>235,877</td>
<td>1,063</td>
<td>260,572</td>
<td>2,063</td>
<td>260,572</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>2</td>
<td>1,695</td>
<td>1,061</td>
<td>235,877</td>
<td>1,063</td>
<td>260,572</td>
<td>2,063</td>
<td>260,572</td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>158</td>
<td>18,594</td>
<td>12</td>
<td>15,226</td>
<td>22,628</td>
<td>4,595</td>
<td>957</td>
<td>410,878</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>132</td>
<td>110,184</td>
<td>21</td>
<td>110,184</td>
<td>190,747</td>
<td>21</td>
<td>110,184</td>
<td>190,747</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>109</td>
<td>78,600</td>
<td>12</td>
<td>78,600</td>
<td>196</td>
<td>59,370</td>
<td>399</td>
<td>160,391</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>23,422</td>
<td>12</td>
<td>23,422</td>
<td>25</td>
<td>20,446</td>
<td>25</td>
<td>20,446</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Argentina</td>
<td>3</td>
<td>236</td>
<td>12</td>
<td>236</td>
<td>167</td>
<td>37,756</td>
<td>170</td>
<td>40,447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweden</td>
<td>3</td>
<td>3,750</td>
<td>12</td>
<td>3,750</td>
<td>167</td>
<td>37,756</td>
<td>170</td>
<td>40,447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peru</td>
<td>28</td>
<td>35,706</td>
<td>12</td>
<td>35,706</td>
<td>167</td>
<td>37,756</td>
<td>170</td>
<td>40,447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>103</td>
<td>23,422</td>
<td>12</td>
<td>23,422</td>
<td>25</td>
<td>20,446</td>
<td>25</td>
<td>20,446</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Korea</td>
<td>22</td>
<td>3,750</td>
<td>12</td>
<td>3,750</td>
<td>167</td>
<td>37,756</td>
<td>170</td>
<td>40,447</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Countries</td>
<td>54</td>
<td>3,750</td>
<td>12</td>
<td>3,750</td>
<td>167</td>
<td>37,756</td>
<td>170</td>
<td>40,447</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

TOTALS: 1,543 $1,194,729 852 $232,567 5,499 $2,084,044 7,894 $3,470,340
THE NEW
ROWE AMI TROPICANA
brings you
“THREE-IN-ONE”
PROGRAMMING
TO SATISFY
ANY LOCATION!

Suddenly, any location becomes the focal point of exciting, big-time entertainment when the new Tropicana starts playing. This great new music-maker is an unbeatable money-maker. See it at your Rowe AMI distributor’s now.

100 SELECTIONS! 160! 200!
ALL IN ONE PHONOGRAPH

- Exciting New Styling
- Room-filling Stereo Round*
- Exclusive Self-Contained Speakers
- Dramatic Personalized Location Display
- Top Album Hit Feature
- Color, Motion, Salesmanship

Pat. pending

ROWE AC
MANUFACTURING
The Merchandise Mart, Chicago 54, Illinois

Rowe sets the standards in vending equipment, bill changers, music systems
Adult Programming Moves Slowly With Detroit Ops

By H. F. REYES

DETROIT—New possibilities in programming are evident, and serious efforts are being made to change from a large number of small coin machines to those with larger number of large firms, with far fewer machines remaining. Little aggressive business promotion is evident, and serious efforts for a unified industry from through an association have been largely frustrated.

Large firms and those with diversified interests tend to leave the decision to the music man in programming to a man on the route, and executives devote little attention to this aspect. Frank Al-

tav Jr., of Frank's Music, made a typical comment. “We let the music man handle it. Typically, the coin picture reveals. What’s the real coin picture? We have to see this.”

A similar position was ex-

pressed by Robert L. Wiley, Det-

roit manager of Coin Machine Exchange, a diversified firm, who assigns responsibilities to the route manager, and notes that “programming is a very spe-

cialized art.” Typically, a coin man with close daily contact with the public’s choice, rather than decision by an executive at a desk.

Some Acceptance

The new 33 singles have found acceptance by some operators who have written, telling us they are able to do a systematic and well-planned job of getting the right music. As new machines, as a tool of programming. Other operators have expressed fear that coin bias will still be present, and the net result may be summed up as 50-50 ac-

ceptance.

The 33 singles find most sup-

port among operators who are not using coin, with the smaller operator who is close to his locations and follows up personally. Typically, a coin man is Art Kra’s Music, which uses the Seeburg programming exten-

sively, citing notably Bobby Benton numbers and “Solitude” as favorites. With locations for this firm chiefly in bars, there is little demand for rock and roll, and the little LP’s seem to be tailored to the music wanted.

“I buy a few of the songs that are of one that I figure is good.” Art Kra’s says of the Artist of the Week number. “Then I move them around from one location to an-

other. The locations are always one way they are played. If they are played well, I’ll keep ’em on a month or a little longer.”

Standard Tunes

The catalog may be available in your favor as “most of these are on the standard side,” like Ray Charles’ “Crawlin’” and “I Saw Loving You.” “These just keep on playing,” said Art Kra’s. “You don’t have to go back to it. People are always playing entire LP’s, and our location includes places for those that are hard to get.”

Check Those Features:

1. Vinyl-type construction

2. Clutch handle

3. All manual operation

4. Carry cover

5. Taper-type for maximum protection

S P E C I F I C A T I O N S

Height: 4” Weight: 20 lbs.
Capacity: 20 in changes
IMMEDIATE DELIVERY

Write, Wire or Phone Quantity Prices.

LOGAN DISTRIBUTING, INC.
1850 W. Division Street Chicago 21, Ill.
Phone: WO 6-6750

BARGAINS FOR THE BOWLER

Uni. Jumbo or Royal, $17.96
Uni. Bottle, $18.96
Uni. Dream, $17.96
Uni. Advantage, $15.69
racial ARCy Tournament...$75.00

These Bowlers are as named
Above prices preferably in quan-

tity of 24 or more.
Ask for your needs.

Write: E. A. ALLEY

7111 Brook Rd., Richmond, Va.

NEW AUTOMATIC HOSTESS KINEMATIC PROGRAMMERS

All equipment for location and coin machine exchange.
Write: E. A. ALLEY

BBA MARCH 7, 1964

Adult Programming Demand Heavy Among L. A. Operators

By ELOI TIEGEL

LOS ANGELES — The demand for adult programming has been brisk, and the subsequent use of such material by operators has been rewarding. A look at the Los Angeles coin picture reveals.

Distributions for Rowe-AMI, Royal-Oliver and Seeburg were all of the opinion adult programming was a good move, with good dividends by programming adult material, either through the Material was actually helping self (MOSS) or the Seeburg Artist of the Week program.

Ken Silen, of the Wurlitzer Corporation, reported that operators have been taking advantage of the MOSS pack and using their programming on mini-computer with the model 3800 called the Golden Ban, which plays both sides of 10 little LP’s at 50 cents an album.

Complete Programming

“With a little work operators are effectively using adult programming to increase their busi-

ness,” Siler said. “They now have facilities to offer complete programming to adult audiences.”

A leading local operator noted the sales of Seeburg 331/2 singles packages had been small compared with sales of the little LP’s.

“Perhaps this could be due to the fact that the LP’s are a better value,” Siler said. “Also, some operators feel the adult material is a bit too close to their business.”

Siler noted the Little LP’s offering three tunes for 25 cents has been extremely well and are flexible. He added that the adult programming material was actually helping self machines, claiming that operators had been calling for equip-

ment to play the adult-slanted tunes.

Leo Simone of AMCO, which distributes the Seeburg line, re-

ported that operators were de-

Tablet programming only at music that in which they had installed the LPC Console for little LP play. play.

“We know that the Seeburg oper-

ator properly programs music for his adult clientele, its income is significantly increased, Simone said. “People are playing entire LP’s or 50 cents for six tunes and our location includes places with sawdust on the floor, so it’s not only a champagne location anymore.”

Silen also said that opera-

rors using the console wall.

See 33 Trend In Twin Cities

By ROY WIRTZBRO

MINNEAPOLIS — Within three years, a notably 75 percent of all phonograph records being made for the joke box market will be recording to a leading Twin Cities distribu-

tor.

A leading local operator noted the sales of Seeburg 331/2 singles packages has been small compared with sales of the little LP’s.

“They now have facilities to offer complete programming to adult audiences.”

A leading local operator noted the sales of Seeburg 331/2 singles packages has been small compared with sales of the little LP.

The caliber of tunes available is in their favor as “most of these are on the standard side,” like Ray Charles’ “Crawlin’” and “I Saw Loving You.” “These just keep on playing,” said Art Kra’s. “You don’t have to go back to it. People are always playing entire LP’s, and our location includes places for those that are hard to get.”

Standard Tunes

The catalog may be available in your favor as “most of these are on the standard side,” like Ray Charles’ “Crawlin’” and “I Saw Loving You.” “These just keep on playing,” said Art Kra’s. “You don’t have to go back to it. People are always playing entire LP’s, and our location includes places for those that are hard to get.”

Check Those Features:

1. Vinyl-type construction

2. Clutch handle

3. All manual operation

4. Carry cover

5. Taper-type for maximum protection

S P E C I F I C A T I O N S

Height: 4” Weight: 20 lbs.
Capacity: 20 in changes
IMMEDIATE DELIVERY

Write, Wire or Phone Quantity Prices.

LOGAN DISTRIBUTING, INC.
1850 W. Division Street Chicago 21, Ill.
Phone: WO 6-6750

Stereo releases to Juke Box Reviews, Birmingham, 1625 48th St., New York, N. Y. (10206).
SORRY!

We are completely sold out of MONTE CARLO. The deluge of orders caught us with our plans down to the extent that we were unable to swing into additional production in time to satisfy the current demand.

We sincerely apologize to all the distributors and operators whose MONTE CARLO orders we could not completely fill.

Sample shipments of our great new two-players flipper game, BONGO (we almost wrote BINGO), will start within a week, and, when you see BONGO, you may be glad you got cut off short on MONTE CARLO.

I and all of us at Bally take this opportunity to thank the distributors and operators who have helped Bally become leaders in the flipper field in a few short months. Thanks and thanks again.

Bill O'Donnell, President
BALLY MANUFACTURING COMPANY
NVA Meeting in Miami Beach Shaping Up as Best Show Ever

CHICAGO—If Cassius Clay had not made such a mockery of the phrase, "the greatest," it might be used to describe National Vendors Association's forthcoming convention, April 15-19, at the Deauville Hotel in Miami Beach, Fla.

As it is, it's still not a bad tag line. Advancement opportunities are excellent, according to NVA counsel Don Mitchell, and the exhibitor total also promises to be as high, if not higher, than any in history.

An attractive sidelight of the show will be the large number of prizes the various exhibitors are planning to give out during the afternoon wind-up banquet Sunday (19).

More than 40 companies, including Oak Manufacturing Company, is donating a three-day vacation for two at the Tropicana Hotel included are expenses plus round-trip transportation.

Lead Bulletin is donating a television and stereo combination, while Mitchell is donating a set of silverware. Other prizes will be announced soon.

From the standpoint of buy power, however, the convention is the meeting place for virtually every one of consequence. It is also an annual clearing house for information on legislative developments, business techniques and new equipment and supplies.

Fla. Ops to Get Result Of Suit on Vending Tax

CHICAGO—Florida operators should have the results of a suit for a declaratory judgment on the State's stand within a few weeks, according to Don Mitchell, legal counsel of National Vendors Association.

NVA is aiding the Florida op- erator association in its wrangle with the State. Florida has a general tax on machines of all types, including vending machines.

However, there is an exemption for confection and food machines vending certain products. Florida operators contend that ball gum is included in the exemption. The State feels that ball gum is not a food.

If the State's position that ball gum is not a food is upheld, operators would have to pay a 75-cent State fee (per machine) plus a series of local levies.

Mitchell said he is optimistic about the suit. He has every hope the State will uphold the NVA position.

Northwestern HEADQUARTERS

Whatever your bulk vending requirements might be, we can serve you. Write today for complete information and price list.

PARKWAY MACHINE CORP.
115 LINCOLN PL., BROOKLYN 16, N.Y.

Exclusive Vending Headquarters for VICTOR

THE MOST COMPLETE AND FINEST LINE OF BULK VENDORS

VENDORAMA

The New VICTOR VENDORAMA vends large and small capsules, large and small bulk gum balls, and in and around Hawthorne, where Bernie went to get relief from arthritis....Stephen J. Watson visited because of Mrs. Siegle's stay in New York and around Hawthorne, where he played in informal sessions for virtually every one of consequence.

Four days. A good deal of the business will, of course, be transacted in informal sessions in the suites and around the pool.

And featured speakers will also be on the agenda. The NVA convention is the bulk vending industry's single national casu. It generally attracts around 350 exhibitors and guests.

From the standpoint of buy power, however, the convention is the meeting place for virtually every one of consequence. It is also an annual clearing house for information on legislative developments, business techniques and new equipment and supplies.

Say You Saw It in Billboard

Oak Mfg. to Host Party at New HQ

LOS ANGELES—Bulk vending machine operators will be hosted by Oak Manufacturing Company and Operators Vending Machine Supply Company when they move into new and larger quarters March 29.

The open house festivities will be held from 1 to 5 p.m. at the new location, 660 South Avenue 21, in the 2100 block on North Main Street. The location is accessible to the Golden State Freeway by the Main Street off ramp.

A Real Collector's Item!

All the kids want 'em—All the kids wear 'em

KENNEDY FLICKER RINGS
cardboard picture vessel put. 

ONLY $12.50 per M

PAUL A. PRICE CO., INC.
5 William St. Brooklyn, N. Y.

Say You Saw It in Billboard

FIFTEEN DIFFERENT 11 CAPSULE MIXES

FREE DISPLAY FRONT

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

10c PENNY KING Company
2354 Mission St., Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms
Western Assn. Makes Progress In Fight Against Unfair Taxes

LOS ANGELES—A report considered "most favorable" on the fight of the Western Vending Machine Operators Association was presented by Eugene Zola, counsel and executive secretary, at the regular monthly dinner meeting Tuesday evening (25) at the Barney Castle Restaurant here.

The meeting was delayed in starting until transistor radios were shut off following the Luton-Clay fight upset. Despite the fight, the meeting was well attended.

President Preston Coombs called for the report, promised at the time when the association met in January.

Stay of Action

Zola said that Buena Park, where the license is $4 per penny machine and $9 for a 5-cent machine, had granted a stay of action without enforcement or collection until the matter could be studied. When the matter of the per machine fee was brought out about a year ago, Zola was successful in obtaining relief for the operators.

He said that the situation in Gardena appears favorable but no definite action has yet been taken by the city council, which is reviewing the licensing structure.

El Segundo, Zola said, had ruled to let the license of $1 per machine for penny units remain but had reduced the one of $4 on nickel machines to $2.

He added that La Habra will review its license structure in May or June and there is a possibility that it may be lowered. Seal Beach has referred its bulk vending license situation to the city attorney. It will be returned for action to the city committee.

$2 Fee

Whittier will continue to license on the basis of pedestals with a $2 fee for penny machines. No change was reported in the assessment for 5-cent units.

Stephen J. Watson of San Diego Vending Company, who joined the association at this meeting, was awarded the Titian machine donated by Oak Manufacturing Company and Operators Vending Machine Supply Company. The presentation was made by Ed Rosen of the Operators company and President Coombs for the association to which the machine had been given.

An invitation was extended to members to attend the open house Operators Vending Machine Supply Company and Oak Manufacturing Company will hold at the new location, 650 South Avenue 21 (2100 block on North Main), on March 29.

Electric Money Maker

Famous ACME ELECTRIC MACHINE

Time proven feature for health and amusement. Electrically controlled coin rent increased will be played. One dry cell battery good for 1,500 to 3,000 plays.

Sample...28.13
2 and up...23.50
Floor Stand...5.00

ORDER TODAY
1709 S. Hill St., L.A. 5, CALIF. Distributors, Write for Prices.

NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

J. SCHOENBACH

Turkey Distributor of Nick and Bell Novelty, Dealers in Hawk, Master, Fun, Change Machines, Payphones, Charms and Gum machines.

715 Lincoln Place, BROOKLYN 18, N. Y.

Florian! 2-6000

Mrs. Carl Angott Dies in Detroit

DETROIT—Mrs. Mabel Angott, 52, died suddenly February 14. She was the wife of Carl Angott Sr., founder and president of Angott Distributing Company, a major Detroit coin machine firm since 1932, and territorial distributor for Wurlitzer since 1949.

Mrs. Angott was well known in the music industry as unofficial hostess for many events sponsored by her husband's firm. Survivors include her husband, two sons, Carl Jr. and William, who are partners in the business, a daughter, Mrs. Judith Harper, and a younger son, Daniel. Funeral was in Holy Sepulchre Cemetery.

Eppy Has JFK Flicker Rings

NEW YORK—Eppy Charms, Inc., this week released John F. Kennedy flicker rings to bulk vending operators. The items are for capsule sale or for penny charm machines and come with four display cards with slips to display the rings in capsule machines or 10 labels for penny machines.

Sales to Turin

WASHINGTON—The American Consulate in Turin, Italy, has informed the United States Department of Commerce that O.E.M.P.L., 19 Via Donizetti, Turin agent and importer, seeks the direct purchase of coin machines from the United States.

Outstanding Merchant of all time, greatest ever in the Bulk Vending field.

Interchangeable Merchandise Display Panel Selectorama vends 100 Count Gum, V, V-1 and V-2 capsules and is available in 1¢, 5¢, 10¢, 15¢ or 50¢. Selectorama multiple units put on a tremendous display, yet take up very little floor space. Space required of this unit is only 3 square feet, 18" deep and 24" wide.

Be first with the finest of bulk merchandising. Double and triple your sales with this great Vendor. Write for further details, color circulars and prices, or contact your Distributor.
German Coin Manufacturers
To Push for Lower Tariffs

By OMER ANDERSON

COLOGNE—West Germany's coin machine manufacturers will press for a lowering of tariffs on coin machine equipment at the round of tariff-cutting negotiations in April. The German trade wants the maximum possible reductions, and it would be ecstatic if tariffs were to be abolished entirely on coin machines.

Specifically, the German trade is unalterably opposed to the raising of a European Common Market barrier against coin machinery imports from the U. S. and other non-market members. The German trade warns that an effort on the part of Common Market members to raise barriers against outside producers will merely invite reprisals which will damage the world trade generally.

Endorsed by VDAI

The German trade's stand against protective tariffs is endorsed by V der Deutsche Automaten Industrie, the federation of manufacturers, a powerful organization enroll-
ing all major producers in this country.

The federation's attitude is unusual even in a country where industry is export-oriented, this attitude being that it welcomes competition from the German market, even as for the world market, with U. S. and other foreign producers.

While the farmers, the poultry growers, and the coal producers agree with the federation's attitude from outside producers, the coin machine manufacturers have opted for free trade—the freer the better. This attitude the German manufacturers will seek to propagate in their negotiations with the Geneva for the negotiations.

Improve Quality

German manufacturers have long argued that protective tariffs merely encourage development of a "hot house" local industry unable to compete with and foreign producers which have been less severely subsidized through tariff protection. Forced to compete with German manufacturers have been steadily improving the quality of their products.

Despite the suiting of the coin machine boom, the manufacturers have stuck to the position that the German trade is fully able to complete for the German market with the U. S. trade. Coexistence has been the order of the day in West Germany, German manu-

Facturers maintaining that they were operating from a different "technical conception" than that governing the U. S. trade, and, hence, were not in literal competition.

Fischer Reports Run on 'Elimination' Pool Rules

CHICAGO—"We appreciate your printing our story, but help!"

This was the way Bill Weikel of The Germany trade warned the Music Com-
toring Company started off his conversation with us last week. Bill was referring to the Bill-
-board story (February 22) re-
garding the new six-pocket pool game for which Fischer was circulating the rules.

The Story that appeared on any six-pocket pool table by three or five players, on the floor, one of the few if not the only one, which utilize an odd number of players.

Fischer had the rules printed up for distribution to operators. After Billboard received a copy, we thought it of such interest that a story on the game was carried.

Weikel noted that after the Billboard story appeared, Fischer was swamped with re-
quests for copies, so much so, that the company had to be exhausted and Fischer is having more printed up.

"Please tell the operators to be patient," Weikel asked. "We'll fill them in as soon as our supply is replenished. In the meantime, they might con-
tact their Fischer distributors.

Weikel said a large number of rules were sent by Fischer to its distributor organization, and operators still may find copies available there.

Bally Names Diamond Coin For Va., N. C.

CHICAGO—Bally Manufacturing

Company last week named Diamond Coin Machine Exchange the exclusive distributor in Virginia and North Carolina.

Diamond has offices in Norfolk, Va. and Charlotte, N. C. The firm is headed by Chris Christensen, a veteran of the industry.

The appointment was announced by Bill O'Donnell, Bally president.

O'Donnell described Christen-

sen and Diamond as a "highly successful team of coin machine veterans. We at Bally are happy to add them to our roster, and if I may make a pun on the well-known name, we expect a sparkling performance from the Diamond of Dixie," O'Donnell said.

Bally Plans New Walter Lawns

CHICAGO—Printing instructions for coin machines can be a problem — especially when they have to be in a foreign language — and even more so when the language utilizes orien-
tal characters.

Bally Manufacturing Com-
pany's Herb Jones ran into the problem recently when he was making up instructions for the firm's "Deluxe Bowler" for the Japanese market.

Lucy Jones found a Japan-

ese newspaper in Chicago and the translation was done promptly. However the text is still somewhat unusual, as the photo above illustrates.

Wycoff Joins Chi Dynamics

CHICAGO—Ralph Wycoff, former advertising and public relations manager for Rock-Ola Manufacturing Company, has joined Chicago Dynamic Industries here as associate sales manager. Wycoff has most recently been associated with a non-oper-

ated photography firm.

Wycoff has close to 20 years' experience in the industrial field. He started with Gerrard Steel Stamping, a division of U. S. Steel, in 1941, remaining with the firm some two years.

Wycoff is active in numerous civic and religious organizations, among them the Fathers' Club of St. Francis High School, the Parents' Club of St. Michaels church, the board of direc-
tors of the St. Michael Boy Scout troop. He is married and has a daughter, Miss Charlotte Ponder, and a son, Berkley, of Chicago. Services and burial were held in Chicago.
**Milwaukee Ops Step up on 33's**

**Continued from page 48**

Milwaukee operators have been stepping up their programming by adding 33s to their juke boxes. This move is said to be partly due to the success of the Beatles, who have become very popular with operators. The Beatles' music is seen as a good indicator of what the public wants to hear, and operators are following suit.

**Detroit's Adult Programming**

**Continued from page 48**

Detroit's operators are also stepping up their programming, especially in the adult music market. This is partly due to the success of albums like the Beatles' and the Rolling Stones'. Operators are trying to cater to the tastes of their customers by adding these albums to their juke boxes.

**Notes:**

- Some good pop tunes on 33s they'll do business, says Sam. 
- RCA's B. Harkness, vice president of the New York branch, says the number of local operators who have never been attracted to 33s because they were too costly is now shrinking. He says the Beatles are bringing a whole new generation of listeners to juke boxes.
- Don Kras, sales manager of the Seagram Music Company, says operators are experimenting with 33s to see how well they sell. He says that if they do well, they will continue to add them to their programming.
- According to the American Federation of Musicians, operators are also trying to improve the sound quality of their juke boxes, which has been a major complaint in the past. Operators are spending more on new equipment to attract more customers.
- The Beatles' success has also led to an increase in the number of LPs being sold. This has led to a rise in the popularity of juke box programming, as operators try to keep up with the demand for Beatles' music.

**Columbus, Ohio—** Tavern owners in the state are using the following test awards of prizes for high scores in bowling alleys and sports bars to determine which albums are the most popular:

<table>
<thead>
<tr>
<th>Award Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banker's Best</td>
<td>$10</td>
</tr>
<tr>
<td>Player's Pick</td>
<td>$15</td>
</tr>
<tr>
<td>Ace of the Week</td>
<td>$20</td>
</tr>
<tr>
<td>Ace of the Month</td>
<td>$25</td>
</tr>
<tr>
<td>Ace of the Year</td>
<td>$30</td>
</tr>
</tbody>
</table>

**Now Delivering Unibak's Fabulous Music Pool**

Order from Your Unibak Distributor Today.

COLUMBUS, Ohio—Tavern owners in the state are using the following test awards of prizes for high scores in bowling alleys and sports bars to determine which albums are the most popular:

<table>
<thead>
<tr>
<th>Award Name</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banker's Best</td>
<td>$10</td>
</tr>
<tr>
<td>Player's Pick</td>
<td>$15</td>
</tr>
<tr>
<td>Ace of the Week</td>
<td>$20</td>
</tr>
<tr>
<td>Ace of the Month</td>
<td>$25</td>
</tr>
<tr>
<td>Ace of the Year</td>
<td>$30</td>
</tr>
</tbody>
</table>

**Active's Choice for the Lowest Prices and Best Equipment Always**

Exclusive Distributor and Factory Outlet for看, Pennsylvania, South Jersey and Delaware.

**Monroe Coin Machine Exchange, Inc.**

2423 Payne Avenue, Cleveland 16, Ohio. Seiber 1-4600

**New Player Game**

**GRAND SLAM**

REPLAY MODEL WITH EXTRA INNING FEATURE AND OVER-THE-TOP PHONE

**IMPROVED**

Pitching Unit
Butting Unit
Motor Unit

**BOWLER'S**

Pan-American $295
Deep King $295
Deep Dive $295
Petroleum $295
Circus $295
Queen $295
United $295

**Ic, Sc or 10c Play (Specify)**

**BALLY**

Distributor

**BOY'S TOY**

**CHICAGO COIN**

$950

**MINT**

$950

**TIDEPOOL**

$950

**TENNENTS**

$950

**DIXIE**

$950

**SIGMA**

$950

**SEEBURG**

$950

**BALLY**

$950

**MARVEL**

$950

**MONROE COIN MACHINE EXCHANGE, INC.**

2423 Payne Avenue, Cleveland 16, Ohio. Seiber 1-4600

**SAY YOU SAW IT IN BILLBOARD**
continued from page 46

In line with the organization's campaign against puffery and misrepresentation, the annual meeting voted to request a correction from the radio program on Hamburg's North German Radio Program "For Youngsters." The program in question a youth asserted that a juke box operation located in Hamburg had an additional 50 LPs ($200) weekly, an amount the organization says is technically impossible.

MOA New in New Offices

CHICAGO—Music Operators of America spent the weekend moving its offices and enlarged quarters and as this issue comes off the press, the MOA staff was busy putting its proverbial Apple's Adam in boxes, stacking crates and just plain junk.

By week's end however, MOA's new offices will take on a semblance of order and the advantages of the move will become evident.

The MOA area remains the same, 228 North Wilke, but the room number changes to 2266. Fred Granger, managing director, has been one of the first steps toward a more organized MOA.

Granger noted the new space is large enough to permit the installation of a minicomputer, addressograph, and additional file space, not to mention other equipment. "Nothing more than a little 'self-contained operation.'

Granger feels the move is a must to keep pace with MOA's plans for greater membership contacts. This means keeping the members better informed of its officers and progress reports about services, legislative matters and 1964 convention developments.

Canteen Sales Up; See Growth

CHICAGO—Automatic Canteen Company of America held its annual stockholders' meeting here last week on an optimistic note. The firm announced a hike in sales, earnings, and Patrick L. O'Malley, president, predicted continued growth for 1964.

Canteen earnings for the first quarter ended December 31, 1963, were $1,321,133 or 20 cents per share on 6,747,817 shares outstanding. Canteen's stock paid a $2 dividend in 1963, which was increased to $2.50 in early 1964.

L.A. Adult Programming Demand

continued from page 48

box with its own speakers were creating heavy play for the adult stereo market. "The new rhythm is going down for some reason," Wilks remarked, "it's gaining acceptance everywhere.

One-Stop Rejection

At California Music, one of the key one-stop dealers to the juke box trade, Buddy Robinson said the demand for adult material was "the same old thing." He facetiously added that ops "never seemed to be able to obtain enough of this music." Robinson lauded the MISS pack material for taking the place of LP's, "and I like the right melody and it will offer adult appeal," Robinson said. "No one says no to 500 operators in this area, it's the name of the game for adult programming has always been there, but now the gap has been and is being greatly increased with all their incomes through the music of Mancini, Sinatra, Streisand and the like.

Nick Carter, of the Mayflower, reported cheats handled the Rock-Ola line, also the MOSS pack were making big inroads on EP play.

continued from page 46

Assns. in Merger

West German

in a move to harmonize European Common Market taxation, the two trade associations have set aside the barriers on the entire coin trade.

If the trade is unable to defeat the draft bill and seek special concessions.

the German trade's drive for unity and harmony coincides with the efforts of American manufacturers and the prospect that the German trade will soon be greatly increased competition from French producers for markets in all continents—Asia, Africa and Latin America.

Italian Officer

OK's Pin Games

ROME—SAPAR, Italian coin machine association, is pleased by an article in the Italian Police magazine by Dr. G. Bardi Gagliardi, chief of police in Rome. The article reads, "We are included to take the position that automatic games are not a means of recreation and that their use is moral.

Gagliardi's article, the Morality of Lottery, maintains that although some players gamble with pinball machines, this is not enough to make them gambling devices. Company, which handles supervision the games would be on a financial basis and not in the form of a tax.

the General Tax and State Tax Agency. Operators, manufacturers and distributors are convinced that this proposal will not destroy an individual or upset the peace of a family.
Talk To Your WURLITZER Distributor About the TEN TOP TUNES FEATURE

He'll tell you in specific dollars and cents the proven extra earning power of the exclusive Wurlitzer Ten Top Tunes for a half-dollar feature. And he can back it up with examples all over his territory. Talk to your Wurlitzer Distributor in terms of the location-winning Wurlitzer 2800 that offers a whole galaxy of features including the finest musical reproduction of any automatic phonograph. Learn how you can liven up your route, accelerate your earnings by investing in these play-promoting phonographs.

WURLITZER 2800

Makes the swing to HIGHER EARNINGS

THE WURLITZER COMPANY • 108 Years of Musical Experience • NORTH TONAWANDA, N. Y.
"Baubles, Bangles and Beads" are a few exotica, time. This has Arthur Lyman and his South Seas sound "Urn, Um, Um," "Hey Little Girl" and "Monkey Business" showcased here in a compendium of Gershwin tunes, arranged by "Gypsy" and "Swanee." Robert Shaw Chorale. RCA Victor LM 2580; Stereo LSC 2580.

Robert Shaw Chorale contributes some moving performances here of Schubert's compositions back to 1779, composed when Mozart was 19. K. 271 a is frequently the topic of discussion for music historians and music students. Few violinists are more technically knowledgeable than Yehudi Menuhin. His performance with the Bath Festival Orchestra is superlative.

Butler's vocalizing needs trying. The big band music,collector: Excellent commercial potential.

CLASSICAL SPOTLIGHT
MOZART: DUO IN G MAJOR
K478; SINFONIA CONCERTANTE K364
David & Igor Oistrakh; Moscow Philharmonic Orchestra (Kondrashin), London Calk 9377 (A), CS 6377 (S)

Two brilliant violinists team up to perform Mozart's incomparable "Sinfonia Concertante," and "Moscow Philharmonic are expertly matched, with the Pathétique, giving the performance a cohesion of interpretation.

This is the first lady of song who can carry on her art and engage the imaginations of all music lovers. Her performance with the Bath Festival Orchestra is superlative.

Robert Shaw Chorale contributes some moving performances here of Schubert's compositions back to 1779, composed when Mozart was 19. K. 271 a is frequently the topic of discussion for music historians and music students. Few violinists are more technically knowledgeable than Yehudi Menuhin. His performance with the Bath Festival Orchestra is superlative.

An outstanding package in the gospel field, gathering together some of the best tracks of this noted group.

Another Hit Album from América's Most Imaginative Young Folk Group!!

ONE MORE TIME!